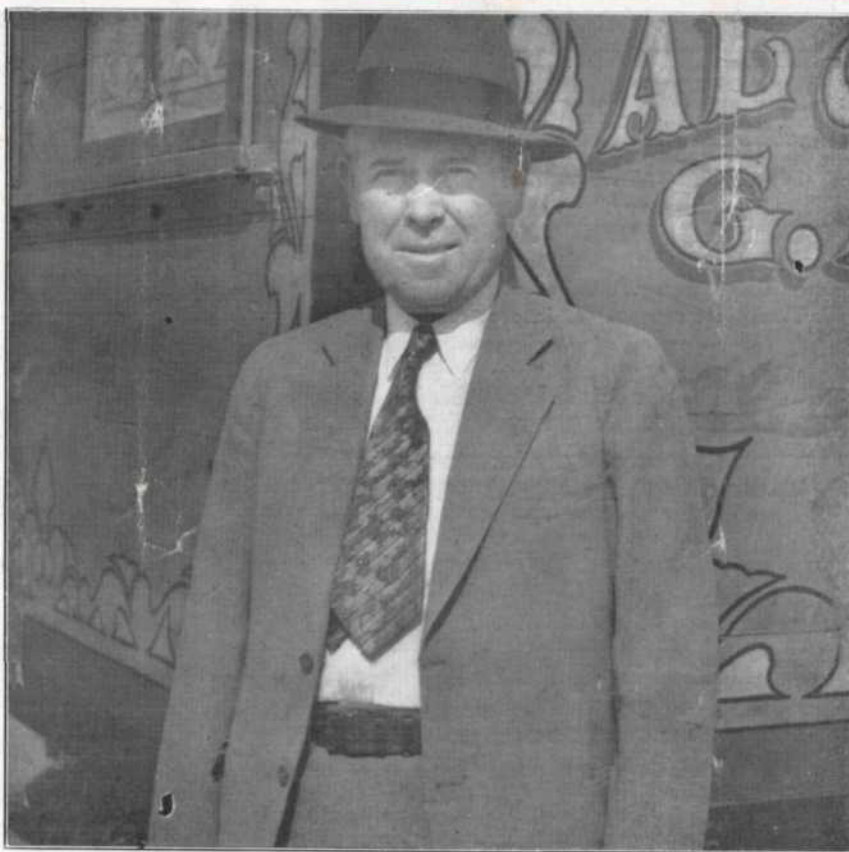


The Only Exclusive Outdoor Amusement Publication in the World!

\$2.00 Yearly

Greater **SHOW WORLD**

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S. L. CRONIN

MANAGER OF THE AL. G. BARNES WILD ANIMAL CIRCUS

A Show Paper For Show People In Show Business

JOHNNY J. KLINE, Managing Editor

1547 BROADWAY

Gaiety Theatre Building

NEW YORK CITY

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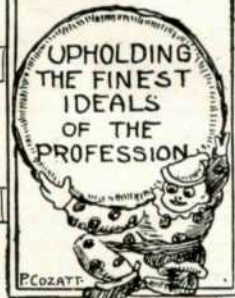
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GREATEST

SHOW WORLD



FEARLESS — ACCURATE — PROGRESSIVE

VOL. XIX.

APRIL, 1936

No. 3

Entered as second-class matter, Feb. 17, 1933, at the Post Office at New York, under new Act of March 3, 1879

Ringling-Barnum Circus Plays to S. R. O. During Easter Week!

New York City. The Ringling Bros. and Barnum & Bailey Circus opened their 1936 season at Madison Square Garden, with a well balanced program of circus artists, arranged so, that every act is a star and every star a feature!

The first performance the show ran 25 minutes late. The second performance and thereafter on schedule, all credit going to Sam W. Gumpertz, Vice President and General Manager of the "Greatest Show on Earth."

As usual many acts stand out, but the program has been so arranged this year as to give each and every act an opportunity to present their act to the best advantage.

Display 1. Pageant—The Durbar of Delhi, the spec of this year has glamour and beauty, enhanced by beautiful costumes, floats, and etc. that presented a beautiful picture, with Merle Evans' hand picked musicians contributing the music. The show got off to a great start.

Display 2. Equestriennism. The Loyal Repenski and Reiffenach Troupes, billed as the Justin Bros. Imperial and Viennese and Bruce Bros. The act fitted in perfectly in this spot. Their efforts were rewarded with hearty applause.

Display 3. The Walter Guice Troupes, aerial bar acts of the highest type, whose performance called for applause time and again. A well routined act, that rates aces in aerial acts. Accorded an ovation.

Display 4. Elephant troupes. Trainers—Capt. Lawrence Davis, by Erika Loyal, Bonnie Hunt and Gloria Hunt. Here one sees a new type of showmanship displayed in expert bull handling. It is not often that one sees a bull act that is awe inspiring, yet this is exactly what this act revealed. It is the last word in elephant training. The act was accorded an ovation.

Display 5. Parade of the freaks.

Display 6. Girl aerialists—The Belmont Girls, Fioretta Troupe, Jenny Rooney, Palmero Troupe and the 5 Melbournes. The girls hanging on bars, rings, swinging ladders, make a pretty

picture and not only is this act picturesque, but it gives each of the artists an opportunity to display their talents. One of the many sensations of the program. The act is accorded an ovation.

Display 7. Acrobatic and balancing by The Bell Trio, Hart Bros. Harry Rittley, The Robertos, Nelson & Nelson, The Canestrellis, The Pierrots and the Mikado Troupe. To review each act would require more than one reviewer, suffice to say, from what these two eyes could note, the varied features and the attention each received and at the finale their individual offerings were rewarded with hearty and long applause.

Display 8. The walk around of the pigmy elephants.

Display 9. High school Horses—with Dorothy Herbert, Ella Bradna, Erna and Rudy Rudynoff. All give a pleasing performance with Rudy Rudynoff sharing honors with Dorothy Herbert in applause. Miss Herbert still retains the title of the greatest horse-woman the circus can boast of—with Rudy Rudynoff taking honors as the greatest male horseman in circusdom today. The display was accorded a long and hearty ovation.

Display 10. Oriental Troupe — The Naitto Troupe, making their debut at the Garden this year, with a wire act, balancing with Japanese fans, well costumed, makes a pretty picture with four girls on two wires, a good routine, with one girl doing a back somersault, that was well received as was the girl who did hand-balancing across the wire, down the steps to the ring. The act is a novelty and was well received.

Display 11. Dog and Seal acts—by Alf Loyal in center ring with his dogs and Capt. John W. Tiebor in rings 1 and 3 and on stages 1 and 2. The Loyal act proved par excellence as did the Seal acts. All accorded hearty applause.

Display 12. Aerial acts—by Olvera Bros. The Willos, The Walkmir Trio, Torrence and Victoria and the Antaleks. Perch and aerial acts of the thrillers type. All acts well costumed. The stand-out being the ball of mirrors on the

(Continued on page 11)

TOM MIX SHOW MAY CLOSE!

Oakland, Cal. The Tom Mix Circus played here April 16th to 19th inclusive to exceptionally poor business. It appears that Mix failed to draw patrons as anticipated and contention arose with the morale of the show hitting a new low.

From reports emanating from Oakland, it appears certain that the Tom Mix circus will fold. In the event the show continues on, Tom Mix will not be one of the performers.

Financial troubles what with lack of patronage is given as the reason for the possible closing of the Tom Mix Circus. In the event the show closes it will make a new record for short seasons in circusdom.

300 GAMBLING MACHINE SEIZED IN RAID

Three hundred slot and pin-ball machines, in addition to a variety of other petty chance and gambling devices, were confiscated in a police raid last Thursday, of three floors of a house at 453 West Forty-seventh Street where they were on display for prospective buyers.

George Stern, forty-five, and John Fitzgibbons, thirty-five, both of that address, were arrested on charges of possessing the gambling devices. The display was put on by a Chinese concern. More than 400 prospective buyers, munching sandwiches and drinking beer, were dispersed by the raid.

LATE PRESS NOTES

Mrs. Chas. Sasse is seriously ill at her home in Greeley, Pa.

Just as Judges were presenting corsages to the 100 most smartly dressed women at Asbury Park, N. J. a 50-ft. section of the boardwalk collapsed.

Frank C. Miller has manufactured a Frozen Custard machine that excels by far, anything developed to date in this type of machine.

Bill Rice's Water Circus will be seen at either Cleveland or Ft. Worth Centennial.

Chas. Manos of the West Coast Amusement Co. passed away and was taken to his last resting place by the Pacific Coast Showmens Ass'n.

Business around California for carnies only fair, since opening date.

Business thru the South fair for carnies. All circuses enjoying good business.

GREATER SHOW WORLD

VOL. XIX. APRIL, 1936 No. 3

Devoted Exclusively to the Amusement World. Subscriptions payable in advance \$2.00 per year.

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The Show Paper—For Show People
 Phone LAckawanna 4-7153 N. Y. C.

The story which we relate is so apropos to employees in outdoor show business, who permit envy to enter their hearts, and feel antagonistic toward the Owner or Manager of the show, not knowing that, by concentrating upon their lot, they retard their own progress. The story carries a moral which we hope will be implanted in the minds of all employees in the outdoor show world!

A certain poor man had a job as a rich man's servant and spent his days polishing shoes, running errands, washing cars and etc.

"OUR OPEN LETTER" Since his job required little mental effort, he spent the hours thinking of the injustice of fate and feeling sorry for himself.

When he could bear his hard lot no longer, he went to the king's palace to demand justice.

"Look, here, Your Majesty" said he, "I'm not getting a square deal. I work for a rich guy who has nothing to do but sit in an office or ride around in a fine car wearing good clothes, and I am paid just enough to keep soul and body together. Me and the other servants do all of his work, and he couldn't get along without us, yet he gets eighty dollars to our one. It isn't right, and I demand justice."

"O. K.," said the King in his regal way. "I'll make you an entertainer, so you can work for yourself."

So the man went to the King's school and learned a song and dance and began to amuse the public.

He was good, and it wasn't long before he became famous. He was in constant demand — making records in the morning and movies in the afternoon, doing his act at a theatre in the evening and at a night club later.

The money rolled in, but he had no time to enjoy it. He couldn't even keep track of his business. So he began to

hire necessary help—a manager, a press agent, a bouncer, a secretary, a valet, a chauffeur. And when the need of privacy forced him to buy a house, he hired a housekeeper, a cook, a butler, a few maids and a gardener.

They made life endurable; but when he figured up how much they cost him, he tore his hair and wailed. And again he called on the King.

"Look here, King," said he, "I'm getting a raw deal again. *These servants of mine are ruining me.* I work myself to death to make some money, and it takes most of it to support these leeches and parasites that feed on me!"

HENRY A. COURTNEY PASSES ON HIS THOUGHTS TO SHOW WORLD READERS!

Mrs. Noser: "What? A little shrimp like you a lion tamer and trainer?"

Trainer (midget): "My size is the secret of my success. The lions are waiting for me to grow a little bigger."

"I see where a slot machine racketeer was taken for a ride."

"Yes, the kidnapers took him to a lonely spot and then dropped in the slugs."

"What did the hula dancer say when her sweetie refused to buy her a new costume?"

"Please for my shake, darling!"

AND—Crystal Gazers live on the FATE of the land!

"How lucky Mae West is—mused Mrs. Deadbroke. She forgot that she married and I can't!"

1st Movie Actress—"I regret the day I was married"—2nd one—"Huh, you were lucky. Mine lasted a whole week."

Cell—a lotta movie stars roared to fame like a lion.

U. Lloyd—"yes, but it took a Mickey Mouse to make them all run second in the box office!"

"This certainly is a streamline age."

"Yeah, even the bankrolls are tapering off at the end, too!"

"Film and radio activities are now being denounced in courtrooms."

"Yes, our dizzier criminals might think the arraignment is a film test or a radio audition!"

Miss Thirty-Five—says to the girls: "Be broad-minded, unless you want to spend the rest of your days looking UNDER a bed."

The trouble with the theater business today is that too many people do their stepping out at night by merely tuning in.

Dumb Dora thinks that a "skin game" is the hot dog business in the summer.

Hocus: "When a girl is good on Broadway she has to be bad in a number of ways."

Pocus: "From bad to versatility, eh?"

Night Club Girlie.

Spangles and tights and stockings,
 Powder, mascara and paint,
 Golly, she looks like an angel,

But, golly, oh, gosh, she ain't!

Her: "I entertained a famous concert pianist last night. The way his hands flashed hither and thither certainly thrilled me."

She: "Oh, and then did he play the piano for you, too?"

A real good girl is one that follows the path of lust resistance!

Said the fellow as he gave in while she was biting his ear, "SHE CHEWS TO CONQUER!"

Then there is the fellow who calls Fred Allen's program "Town Haul Tonight" because everybody in town listens to it.

Chorus Girl: "Will you give me a job?"

Producer (looking her over): "With pleasure."

Her: "Oh, well, if I must, I must!"

Nothing cools off a hot mamma like a little hot heir!

What Our Readers Say!

I have appreciated the publicity that you have given me, and the Loop-O-Plane. I am a newspaper publisher and appreciate possibly more than a great many of your customers, the value of advertising and publicity. There is no one, however successful, but what could have attained more success through the aid of proper publicity and advertising. I might add that a sound advertising program in such magazines as yours is the one thing that is responsible for the wide acceptance and large volume, of Loop-O-Plane sales. In 1934, it was an unknown ride, manufactured in a small Pacific Coast town, thousands of miles from its best markets, and that we have been able to successfully merchandise it, speaks well for the advertising mediums, as well as the ride itself.

Sincerely yours,

ROBIN REED

AN ACCOMPLISHMENT!

The opening night of the Ringling-Barnum Circus at Madison Square Garden, the show ran twenty five minutes late.

The second night and thereafter it ran on schedule, which is an accomplishment and a credit to Sam W. Gumpertz, Vice President and General Manager of the Greatest Show On Earth!

GREATER SHOW WORLD

It's foundation was laid "not for a day, but for all time," and stands "four square to every wind that blows."

It Is
**BIG ENOUGH TO BE STRONG—
 STRONG ENOUGH TO BE SAFE—
 SAFE ENOUGH TO BE TRUSTED—
 and
 SMALL ENOUGH TO KNOW
 YOU PERSONALLY**



TAKE OFF THAT MASK — WE KNOW YOU!

Know them for who they are—and the name with which they were Christened!

Edgar Allen, who crashed the front pages—when he carried on the affair with Peaches Browning—His correct name is — **HYMAN BUTTONCUFF!**

- Eddie Cantor** Issie Iskowitz
- Geo. Burns** Nathan Birnbaum
- Jack Cohn** Jacob Cohen
- Leslie Howard** Leslie Stainer
- Bert Lahr** Isadore Lahr
- Irving Cummings** Issy Cuminsky
- Ted Lewis** Leopold Friedman
- Sid Gary** Sidney Garfunkel
- Frank Luther** James Crow
- Harriet Hilliard** Peggy Snyder
- Will Osborne** Wm. Oliphant
- Joe Penner** Joseph Pinter
- Ted Weems** Wm. Theo. Wymes
- Virginia Rae** Virginia Murphy
- Leon Belasco** Leon Seminovich
Berladsky.

- Ben Bernie** Benj. Ancellowitz
 - Ed. Wynn** Edwin Leopold
 - Al. Jolson** Asa Yoelson
 - Glen Gray** Glen Knoblauch
 - Fred Allen** Fred Sullivan
 - Loretta Lee** Margaret Viegas
 - Col. Stoopnagle** F. Chase Taylor
 - Baby Rose Marie** Rose Curley
 - Goodman Ace** Abie Eschkowitz
 - Shirley Howard** Sarah Gins
 - Leah Ray** Leah Hubbard
 - Harry Cohn** Hershell Cohn
- AND THE SHOW WORLD CARRIES ON!**

THE EDITOR SEZ!

Broadway—where the man who hides his secrets—succeeds in his aim.

Naughty-second street — where they see evil—hear evil and do evil.

Naughty-second street — where one can find more heels—than O'Sullivan has in his factory.

Broadway — where everybody minds everybody else's business and leaves office girls to take care of their own.

Naughty-second street — where you will find men with thin legs, little souls and as fickle as the wind.

Broadway — where men allow themselves to be bitten by a fox—and injected with the needle of jealousy.

Naughty-second street — where a bankrupt and a usurer — do not long disagree.

Broadway — when true love enters a home—poverty flies out of the window.

Naughty-second street—where every one on the street lives on hunches—

and some carry them!

Broadway—where men are as false to their friends—as their teeth!

Naughty-second street — where one can find more freaks walking the street than they can on museum platforms.

Broadway — where one hand washes the other—providing a gigilo is in the apartment—and so the Editor will exit until the next issue to tell you more of the Street of Sad Faced Men and Forty-second Street.

THE MUSICAL ROUNDER

By JOE HENRY

News comes to me that, that great comedy band team, Frank and Milt Britton, have gone the way of all good vaudeville acts—to the store house. Milt is going to continue with a band, playing the one nighters, and it is said that Frank will go to Florida.

ANTHONY TRINI, popular orchestra leader, takes off for the one nighters thru New England.

MERLE EVANS, well known Barnum and Bailey Circus band leader, is doing his stuff at Madison Sq. Garden. Merle always has a good band, playing the acts as they should be played, as only Merle Evans can play. Evans is recognized as the foremost bandmaster of the Circus World!

RALPH CHIGORI, gypsy violinist and leader, has just closed at the Versailles Cafe. Ralph was leader at the Hotel Normandie, Cafe Louis and other smart spots in town.

FRED WARING was seen in the Automat getting himself a quick lunch.

ROSS GORMAN, saxophone wizard and lang distance talker, was seen coming out of C. B. S. Radio Studios.

UNCLE NICK KENNY, radio columnist, and song writer, and a swell fellow, seen coming out of the Brill Bldg.

JOE HOWARD, writer of many successful musical shows and his good pal and representative, Billy Jackson, were in a rather jolly mood when caught by this writer. Perhaps it is because of Joseph's song writer's contest program on WMCA every Sunday, which is going over with a bang.

It is rumored along Broadway that there is going to be a lot of summer resort jobs. If such is the case there'll be an exodus of tooters from tin pan alley this season. There are about ten thousand too many right now in New York City, and if half of them leave, only for a few months it will help some of those boys who are supporting their wives and families.

Here's some interesting news for the tooters: The Soviet Government is of-

fering 1,000 rubles a month with room and board and transportation both ways to those American Jazz players who seek romance and adventure. The only hitch is that you can't take any of the money out of the country. Anyway it will be a good trip and vacation for the sight seeing minded.

CARMINE LOMBARDO was seen rushing down Park Ave. all dressed-up in a new tan camel hair top coat.

KEN WEEKS is home after supporting with his Orchestra, Earl Faber who had out the past season — The "Sky Riders", a unit of 30 people. By the way Ken was the orchestra leader at Chinaland and Chin Lee, well known Chinese restaurants.

HERBIE PACKARD, the snappy drummer of such well known bands—Paul Tremaine and Frank and Milt Britton and many others has made his first appearance of the season along the White Way.

Name band will be seen at Exhibitions, Expositions and Fairs this seasons, Rudy Vallee having shown the way to new fields of endeavor where thousands of dollars can be earned during the summer months!

The GREATER SHOW WORLD wishes to hear from all Band leaders—their route and news notes. Send same to main office—1545 Broadway, New York City. Thanx.

VICTOR ROBBINS Band playing the music for the Cole Bros.-Clyde Beatty Circus is entitled to the spot-light for the excellent music from his artist musicians, and will be much in the lime-light in the future!

JIMMY VICTOR'S band will be seen at summer resorts and Fairs this season!

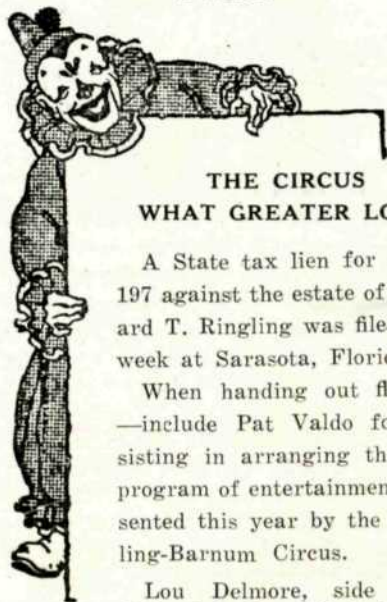
CHEAP GRAFTERS

Sometime during your favorite radio program the announcer probably breaks in to remark that "your continued purchase of our product makes this broadcast possible."

That is the poorest sales argument in the world. You should buy because you are convinced the product is worthwhile and a good value. If not, and you still enjoy the program, just send the sponsor a quarter or a half dollar once in a while.

Actually, the manufacturer will keep a popular program on the air whether you buy his merchandise or not. He spends thousands, doubtless, in magazines and newspaper advertising and he is not at all sure what sort of a return he gets. But he'll continue to advertise anyhow.

WHITE TOPS AND CIRCUS FOLK!



THE CIRCUS WHAT GREATER LOVE

A State tax lien for \$103,197 against the estate of Richard T. Ringling was filed last week at Sarasota, Florida.

When handing out flowers—include Pat Valdo for assisting in arranging the fine program of entertainment presented this year by the Ringling-Barnum Circus.

Lou Delmore, side show manager of the Cole Bros.-Clyde Beatty Circus presented the facts of the prior contracting of Major Mite for the Cole Bros. Circus to Sam W. Gumpertz, General Manager of the Ringling-Barnum Circus—Mr. Gumpertz informed Delmore he could have the Major on adjusting several minor matters—without the necessity of taking the matter in Court. Mrs. Bob Crawford mother of Major Mite entrained last Tuesday for Chicago, Ill., to join the Cole Bros. organization.

Mrs. Lew Delmore is seriously ill in Ward 6 N. Bellevue Hospital, New York City.

Frank Braden has the posture of a West Point or Annapolis Cadet, but beneath this all, Braden is a press agent of no mean ability. Has a host of friends in the 4th estate and one must know HIM, to appreciate the man's press agent ability!

The Eddy Bros. Circus is a Charlie Hunt presentation!

This is the time of the year when Mrs. Tom Mix permits her daughter to see her ego reeking husband—the so-called movie star or was he?

More phonies try to crash the front gate of the circus than any other enterprise!

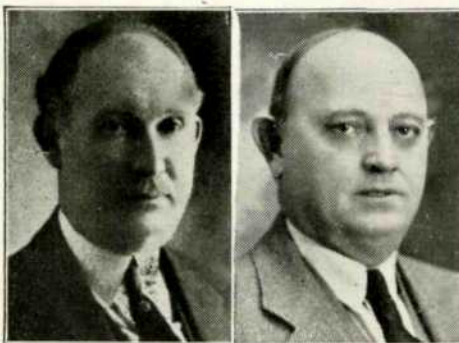
In the opinion of Al. Flosso—Bobby Fountain was the best side show manager in the circus world. Fountain was on the Al. G. Barnes Wild Animal Circus and passed on Tour forever in 1920—but the memory of his showman tactics and gross receipts record breakings lingers in the minds of circus showmen!

Circus folk should not confuse the Cole Bros.-Clyde Beatty Circus with the Cole (Penn Yann, N. Y.) Circus, which appears to be the case from telephone messages to the Editor's desk.

If you admire the brand new show tents on circuses this year—if you look closely you'll note that they were made by either Baker-Lockwood Mfg. Co. or Fulton Bag & Cotton Mills or O. Henry

Tent Co.

Jess Adkins and Zack Terrell did themselves proud with the array of great circus talent assembled and presented at the Chicago Stadium. Rex de Rosselli, displayed his showman craftsmanship by producing the finest spec pageant billed as The Serenade of Spain, an extravaganza the like of which does credit to his producing ability.



JESS ADKINS ZACK TERRELL

With the opening of the Ringling-Barnum Circus at Madison Sq. Garden, N. Y. C., Rudy Rudynoff earned for himself the title of World's Greatest Horseman.

Like wine—Clyde Beatty gets better with age—this year he displays a new type of showmanship and will win for himself new laurels—which he is rightfully entitled to!

All hats off to S. L. "Buster" Cronin, manager of the Al. G. Barnes Wild Animal Circus, who is registering a new high in receipts on the West Coast since the opening of the season March 28th at San Diego, Cal.

The Ringling Barnum Route:
Week May 4th. Boston, Mass.
Week May 11th. Brooklyn, N. Y.
May 18, 19. Wash. D. C.
May 20, 21. Baltimore, Md.
May 22. Wilmington, Del.
May 23. Atlantic City, N. J.
Week May 25th. Phila., Pa.

Walter L. Main billed for Winchester, Va. Apr. 30th. Martinsburg, W. Va. May 1st.

Downie Bros. billed in Fredericksburg, Va. for May 8th.

A circus is billed for Hudson, Mass. for May sixth.

Eddy Bros. Circus opens Apr. 25th at Oxford, Pa.

Kay Bros. billed for Minersville, Pa. May 1st.

Al G. Barnes Circus—Route:

May 1 to 3—Oakland, Cal.; 4th Sacramento; 5th Chico; 6th Medford; 7th Roseburg, Cal.; 8th Eugene, Ore; 9th Salem, Ore; 11th Portland, Ore.

CIRCUS FOLK — Send in your Subscription NOW — to the Greater Show World \$2.00 per year or \$1.00 for 6 months to main office — 1545 Broadway, New York City.



In the final summing up of the activities of Sam W. Gumpertz, Vice Prez. and General Manager of the Ringling-Barnum Circuses, the Editor finds, that Mr. Gumpertz's calculations are sound. It is one of his wise and cardinal rules that each executive with the Ringling-Barnum Circuses be given a fair chance to prove their individual merit. He is then rewarded accordingly to a position best suited to his talents. This attitude on the part of America's Outstanding Showman has endeared him and won for him the admiration and hearts of the vast army of executives and show folk with "The Greatest Show on Earth."

Pat Valdo, devoted the entire fall and winter months in winter-quarters at Sarasota, Florida and to him goes credit for aiding and assisting in arranging one of the finest programs of circus entertainment that was ever presented by the "Greatest Show on Earth."

All hats off to Roland Butler for that front cover design and clever illustrations in the Ringling-Barnum program this year, as well as the lithograph paper which he conceived and designed. Mr. Butler is without question of a doubt the most versatile press representative the circus field can boast of!

A round of cheers to Leo Spurgat for producing the finest display of gold and silver pose groups seen in years. It is perfection itself and Spurgat may well be proud of his accomplishment—which is actually accorded an ovation at each performance!

Tim McCoy, the handsomest wild west movie star ever to leave the movie lots for circusdom is receiving special billing and is proving a drawing card.

Ed. and Jenny Rooney are but one of the outstanding aerial acts with the Big Bertha show this season!

When the editor visited the H. W. Circus last season in his review he stated editorially that he predicted that Rudy Rudyoff would become the greatest horseman in the circus field. His presence with the Ringling-Barnum show this year has placed him as the "Tops" in that particular line of endeavor. Is worthy of special billing. A great horseman and a great showman he knows how to sell himself.

Frederico, the young man who does the iron jaw act between waits, is proving a sensation at every performance!

Eddie Vaughan's show experience is varied having been in almost every branch of show business, which is one of the reasons why he fits into the picture so perfectly as one of the adjusters of the Greatest Show on Earth! **AND—THE SHOW WORLD CARRIES ON.**

THE FAIR SEX

To—Mrs. H. J. McFarlan goes the credit for designing the wardrobe you feast your eyes on, with the Cole Bros.-Clyde Beatty Circus at the Chicago Stadium!

Aside to Mrs. Dolly Cooper—are you happy or do you think you are?

That—sweet faced gal on the Johnny J. Jones Exposition is singing to her lover, "I don't wanna make history—I just wanna make love"—So the editor wishes the couple the best of luck in their contemplated marriage!

That—was Mrs. Susie Turner window shopping on the street of sad-faced men—last Saturday afternoon and alone too!

Mrs. John T. Hutchens spent the winter months at Cassville, Mo., and bid the town-folks and relatives goodbye to join the Endy shows with her popular hubby!

Flo Ray the singer of swing songs goes on the Show World on the Air—very shortly and you'll hear her over your favorite station real soon.

The lovable Gertrude Karns with the United Shows of America presented her hubby with another mouth to feed!

A garland of American roses to the "Queen of Hostesses" Mrs. Phil Travis, of Nashville, Tennessee—the sweetest personality the Sunny South can boast of!

The adorable Mrs. J. W. Conklin after sojourning at Miami Beach, Florida, during the cold winter is now entertaining friends of the family at her home at Hamilton, Ont., Canada!

Nancy Miller the little show-woman on the Dodson shows who stepped into the limelight in one season with her display of showmanship will be much in the spot-light this season—with a new type of musical revue—that will be an eye-opener!

Etta Louise Blake one of our favorites will enhance the midway of the Strates shows with a novel presentation this season!

The Ladies Auxiliary P C S A the HASC of K.C. Mo. and the LA of the SLOA are each worthy of the support of show-women in the outdoor show-world—and so we hand each of the members a bouquet of American Roses.

Getrude Ederle, the channel swimmer declined an engagement at Ft. Worth owing to illness.

Mrs. Sam Solomon the apple of Sam Solomon's eyes will be the secretary and treasurer of both shows this season!

Mrs. J. C. McCaffery arrived at Shreveport, La. on bizness—looking after her concessions!

And so we'll say adios until the next issue in which the SHOW WORLD CARRIES ON—WITH NEWS NOTES ABOUT YOU, YOU AND ESPECIALLY YOU!

FOR YOUR INFORMATION!

"It is better to hit the front page of any paper with a scandal than the inside pages with an obituary."

Showmen of the major league type realize the advantages in supporting more than one trade paper—when devoted exclusively to outdoor show business!

Cliff Wilson Nice, was born in Cincinnati, Ohio. Father was boss canvassman with circuses. Cliff started in carnie bizness with the Brundage show with a monkey speedway, then went over to the Patterson and Wortham shows. When Wilson built the Monster Snake show at the Century of Progress, he broke all records in gross receipts for that type of show. He rates among the major league type of showman and is now conceiving a new idea in a midway attraction that will gain for him another feather in his cap!

Austin & Kuntz opened their store show museum at Rochester, N. Y. and with a change of attractions weekly, is registering a gross that tops all records to date in museum shows playing thru New York State!

A letter mailed from Gaffney, S. C. addressed to—"America's Big Tent House, Eastern Representative Campfield, N. Y. C. was delivered to Arthur Campfield at his offices 152 W. 42nd St., N. Y. C.

An animal act owner that calls his offering "America's most outstanding Animal attractions" cannot be that—if it has any open dates at this time of the year!

Good acts are either working or holding contracts!

James W. Clyde has fully recovered and again enjoying best of health!

That eye specialist became "top man" in Jimmy Simpson's life—for now Jimmy's eye-sight is 100% which is a source of good news to us, and should be to all his friends!

Ward Beam is going places and will do big things in the outdoor booking field. His taking over of Exhibitions and Fairs in New York State is but a beginning of bigger things. His Congress of Dare-devils are fair-ground thrillers that increases the gate receipts and attendance at Fairs.

W. D. Jackson, sec'y of the Great Western Fair, London, Ont., Canada is being lauded to the skies by showmen as the most amicable Fair executive in Ontario!

Dolly Cooper, wife of concessionaire Hymie Cooper, did a fade-out with a concession clerk in the employ of Cooper, taking car and etc., and according to Mr. Cooper left his bed and board.

Max Goodman's Sportland will have some 60 pin machines—the arcade gracing the United Shows of America along with the Goodman Ace high—string of concessions!

MISTAKES RECTIFIED HERE!

Correction—In the last issue we stated that Robin Reed was prez of the Loop-O-Plane Co. That was an error! Reed holds the exclusive jobbing contract for the Loop-o-Plane product. Mr. Lee Eyerly, the originator and manufacturer of this now renowned amusement riding device is President and principal stockholder!

J. Edward Brown has *not* gone high-hat—he is merely a busy man in the interest of that Ft. Worth, Texas Centennial!

The stork that hovers over Coney Island, N. Y. will not light on the rooftops of the Irving Silverman's, until sometime in the fall!

Maxwell Kane (the pulse warmer) is not suffering from petticoat fever—he is merely that way about women—having been born with the charm he possesses that wins for him, the friendship of the opposite sex!

The Donaldson Litho. Co. have not gone out of bizness—they merely do not advertise in the Show World!

YOU, YOU and Especially YOU—are in the spot-light as long as the papers mention your name—regardless whether it is for or against YOU!

The Editor reiterates—that his policy again this year will be as heretofore—To applaud when there is reason—and criticise when there is cause!

Once upon a time there was a young man who made a great success by lying down on the job. He was a heavyweight wrestler. But in outdoor show-business there is no room for any man who lies down on the job. Everyone must be up and ready at all times. Out-door show business is a seasonal business—and everyone must make hay during hay-making time!

Perhaps the reason why there is so few merchandise jobbers left in the business—is because they charged concessionaires twelve, sixteen and eighteen dollars a dozen for dolls that cost them only \$3.00 a dozen. This also applies to blankets and other merchandise concessionaires used to use.

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Harry Traver and Harry Tudor will have attractions at the Johannesburg, South Africa celebration which opens September 1936 for 3 months. These two worthy gentlemen went 9,000 miles to furnish the scenery for a celebration, with a limited population of one million and a half white people while in America, this particular year we have any number of Centennials and celebrations that they would reap a harvest with their attractions—but like the youngsters who join the Navy to see the World, Messrs. Traver and Tudor, are roaming the 4 corners of the globe in search of GOLD!

◆ ◆ ◆

WANTED — YOUR Subscription to the Greater Show World, \$2.00 per year. Do it Now! Main Office 1545 Broadway, Suite 403, New York City.

TEXAS SIFTINGS

By WALTER K. SIBLEY

"My heart's tonight in Texas" as well as the rest of my body, my Wife and my Pooch and most of the rest of my belongings. . . . Even as I write this, my little radio is bringing in the Texaco program and the great little man that framed it and sold it, Billy Rose, is in Fort Worth, building, arranging and getting into production the greatest show that Texas ever saw—probably the greatest that the World ever saw—"Frontier Days". . . . The Centennial Exposition at Dallas is fast nearing completion and from present appearances, it will be a great show. They are fifteen days ahead of the schedule in building operations so, it looks as though this will be one exhibition that will be ready to open on time. . . . The sponsors of this great exhibition have done themselves proud in many respects but especially so in having the Centennial on a cash basis at the opening—no debts, everything paid for. Let's hope it stays that way. . . . Most of the Showmen here will open the same way—on a cash basis, mainly because most of the Contractors and business people have very plainly told the Show people—NO TRUST. . . . It's not any harder to raise money here for a show promotion than it is for a native American to get on relief. . . . Fred Milliken is seen quite often on the streets. Evidently he has not connected with the Expo. . . . Nat Rodgers is as busy as a Bee as Manager of the Streets of Nations. . . . Emmett McConnell, who probably has more real Exposition experience than any man living, is associated with the Streets of Nations.

Tom Wolfe, smiling, handsome and debonnaire, is daily seen interviewing prospective purchasers of concession space in the Midget Village and other Graham enterprises. Tom will have a religious shows on the Midway. . . . Dufour and Rogers have offices in the administration building, which offices are always filled to the edges with Contractors, Architects, Artists, etc. Quite a job getting four big concessions in shape for an exposition. . . . Paul Massman, the genial and efficient Director of Exhibits and Concessions, has had his hands full, but has handled a tough job admirably. This young gentleman will make his mark in the Exposition field, if he elects to stick to it. . . . The young ladies who preside over the information desks in the lobby of the administration building are notable for pleasant smiles and courteous answers to inquirers. Nothing short, sharp and spiffy about them. Quite different from that gang of upstarts at the C. of P. in Chicago. . . . W. S. McHenry, assistant Director of concessions is also very fortunate in having a "buffer" who is

the last word in lady-likeness and still "knows what it is all about". 'Tis a pleasure to enter Mac's offices. . . . The building that Henry Ford is erecting here, (thanks to Paul Massman), is larger than some of the automobile plants that I saw in Europe. . . . The Midway here should be a winner, 1,250 feet long, fairly well located, not overly wide, with room for not over twenty shows. . . . If the attendance comes anywhere near the estimate—8,000,000—all pay attractions should make some money. . . . Dallas is a city of TODAY—looks as though it was just built. 320,000 population, hustling, bustling, gingerly. Plenty of fine modern hotels, apartment houses fit to grace Park Avenue or Sheridan Road, courteous Policemen, fine traffic system and good transit system. . . . Have yet to see a person crossing the streets against the traffic lights. It just isn't done. . . . Four lane road between Dallas and Fort Worth, about thirty miles. On this road is the beautiful ARLINGTON DOWNS race track. I always drive past this plant full speed, to avoid temptation.

The Centennial has the best publicity department that I ever met with. They write plenty of stuff and PLANT IT. . . . When the Texas State Fair Ass'n. gets possession of this marvellous plant that the Centennial is to leave for them, they will be in a position to give Toronto a run, when they run their annual event. . . . The Shillan interests of England have a ride concession here. They are evidently looking for new fields to conquer. I hope that they send Harry Tudor over here as their Manager. Harry is not happy in Europe.

A giant Roller Coaster is to be built here with local money. I understand they have a five year lease which assures them that their investment will be profitable. . . . All Texas is Centennial "mad". Nearly every town, village and hamlet that can raise money enough, is to have some kind of event to commemorate one hundred years of the Lone Star State. . . . One of the members of the Harrison company, (the combination ticket people) advises me their field men say that the demand for this type of ticket, will be unprecedented. They have already taken advance orders for thousands, so many in fact that it seems certain that a second edition will be necessary. . . . No GIANT FERRIS WHEEL, no SKY RIDE, no TOWER OF JEWELS—in other words the Exposition in general is THE THING, not some crazy feature. Saves money and shows sense. . . . Texas—I now turn the clock back. Twenty two years since I last visited Dallas! Memories—thirty odd years ago making an opening on my Two Headed Baby show directly opposite the Oriental Hotel where Theo-

dore Roosevelt, then President, was making a speech. Chief of Police rushes up to me and tells me if I don't stop that talking while the President is speaking, that he will throw me in jail for life.

. . . the death of Charles Abrams, Manager of Princess Victoria, while we were driving from Houston to Galveston. . . . the protest of Baba Delgarian as the head of a committee of Showmen at the Waco Cotton Festival, against my first open front multi-pit show. They argued I was giving too much for the money and it hurt their business. . . . the great John L. Sullivan and Jim Barry daring the Sheriff to arrest my Jack and Jill kids after they had accidentally knocked a colored woman out with a stone on the Fair grounds at San Antonio. . . . the fight with Con T. Kennedy about a location that I had secured in front of the Alamo on the Alamo Plaza, independent. Took the case to court and KEPT the location. . . . The three days that I spent tugging and hauling getting my big show wagons off the Beaumont "saw-dust" lot. . . . The big, husky Deputy Sheriff, who stuck a "ninety-five" caliber gun in my ribs in Houston, when he tried to pass one of my shows without a ticket and says, "thar's my ticket" and I said, "it's the best ticket I've seen today, pass right in, sir"

The Showmens dinner at the Gunter Hotel, presided over by a great guy (the Hotel) Percy Tyrrell. Jack Pollit engineered this dinner and also put me at the Speakers table and frightened me almost to death. Gave me as my subject "WHY IS A DIVING GIRL" and I wrote my first rhyme and panned every prominent person present. . . . The platform show Chet Bell and I had at the Fat Stock show at Fort Worth. Platform built in a gully alongside the road on stilts about fifteen feet high. The first performance of the first day, Bell handling the inside and wanting to show me how well he could hold even gun-toting Texans in the show, held them so long the platform started to wobble. I looked inside and there was Bell showing them a mechanical PIG—a toy that would run around the top of a trunk when wound up.

Up to this time he had not shown the two headed baby which was peacefully reposing in it's box. At my hurried signal, takes baby from box and makes those great big rough, tough hustlers, remove their hats in the presence of the dead and everyone did so without a murmur. . . . The date I played with two shows with Clarence Wortham at Galveston Beach, when the grand total or gross of all attractions was about eighty five cents. . . . The Turkey Trot at Cuero—thousands upon thousands of Turkeys marching through the streets.

The Flea "Circus" of Doc Turner on the Dallas Fair Grounds. Doc had just ONE Flea. Called me into the show to "shill". Three or four people followed me in and Doc called my attention to

the "coat of arms" on the Flea's back and shamed me into saying that I saw it distinctly. . . . The bally fight that lasted three full days on the Dallas grounds between the Baba Delgarian show and the Blake and Willard outfit. . . . Guess I'd better stop this reminiscing or Johnny will have to get two Printers, for this issue, instead of one. So long, see you at the Texas Centennial, I hope.

The Concessionaires Association of the Centennial held a dinner and meeting in the Adolphus Hotel, where many things pertaining to their interests were discussed. J. Ed. Brown formerly Concession Manager of the San Diego Expo, was guest of honor. . . . Midway activities started on April 13 when most of the Concessionaires began erecting. At this time there are but two projects in operation — "LITTLE AMERICA" and the "CHUCK WAGON." Carpenters' wages have jumped from four to eight dollars per day. . . . Work has been started on the front or main entrance and according to the plans, it will be very artistic and beautiful. . . . Just noticed that the great Racing Coaster has some of the bents in the air. . . . The Ford building is fast nearing completion and is a gigantic edifice. . . . The "MIRROR LAKE" or the "POOL OF REFLECTION" or whatever they are going to call it, is progressing finely. While I have not seen the plans for this feature, I can see it in my mind's eye as a great feature and one that is sure to send them away talking. . . . The Military atmosphere of Chicago's Administration building, is missing in the general offices here. In Chicago, the attitude was, "well, what do YOU want"—here, it's "come right in, make yourself at home and what can we do for you". . . . Observation — Dallas has more beautiful residences than any city that I have ever seen in my travels. In the newer residential sections, every home sets back about fifty feet from the sidewalk line, giving every building plot a fine lawn. . . . C. M. U., the University of Dallas, compares favorably in buildings and setting with any that I have ever seen. The approach to the main building is nothing short of magnificent. . . . Knock—Dallas auto drivers are "road-hogs" and discourteous, BUT they DO obey traffic lights. . . . Walter Callahan, who is now in the jungles of Borneo, securing Chimps and Orang-Outangs for the show that he and Tol Teeter are to put on here, is expected to return to America by the 20th of May, landing in San Francisco. Teeter will be awaiting him there with a fleet of tractor-trailers, to transport the animals to Dallas. Each mobile unit will carry advertising of the Texas Centennial. Through the Centennial authorities, Teeter has free passage through all of the States that he crosses, carrying letters from each Governor. . . . the only one of the "outside" shows on

the Harrison ticket, (combination) is the "HOLLYWOOD ANIMALS". I understand this attraction consists of animals of various kinds that have been used from time to time in the picture industry. The Promotor of this show, a PHOTOGRAPHER from San Diego, also has the photographic Concession at the Centennial. He's a hustler all right and has things pretty well tied up. I have been told that if you look in a mirror at the Centennial and he catches you at it, that you will have to pay him for the reflection. . . . 109 Hotels listed in the Red Book—the Adolphus 800 rooms, the Baker 700, so there should not be any great trouble in taking care of the visitors to the Centennial. Besides the Hotels, there are already over fifty thousand rooms listed with the Central Housing Bureau. Every highway leading in to Dallas has quite a few tourist comps or courts. Most of them (the Camps) have baths, heat, hot and cold water, etc. . . . "Birds of a feather, flock together"—Tom Wolfe, Joe Rogers and Lou Dufour, all have apartments in the super-swank STONELEIGH HOTEL. . . . J. Ed. Brown lives at the Blackstone in Fort Worth, Billy Rose, at the Fort Worth Club and ME, well, what's the difference. Building construction on the first unit of the FRONTIER DAYS will commence Monday, April 13. Evidently these Fort Worth Moguls are not superstitious. Camp Bowie, the old war days military camp, is the site of Frontier Days. . . . On this famous site, a show will grow and mature, that will make the WORLD sit up and take notice. The magnitude of this enterprise can be realized when it is told that the great "JUMBO" show, that has had the World by the ears, will ONLY BE ONE OF THE SIDE-SHOWS. . . . The fifth floor of the Sinclair building in Fort Worth is a busy place these days. Dominant, dynamic Billy Rose, in sport shirt, minus coat, shirt collar open, tie awry, hair ruffled; holding all the lines of this vast enterprise; interviewing, being interviewed, ordering, suggesting, telephoning, deciding, short, sharp, snappy replies, decisions in a flash—a human dynamo, running at full speed. . . . Sally Rand paid us a visit the other day. Came in by plane from the North, paid a visit to her old friend Billy Rose, hopped the plane again and was off for San Diego, where she has a limited engagement. Sally would make a fine heroine for one of those liver Optic stories "FROM RAGS TO RICHES." Well, she's an Artiste, from head to foot. Another "RAGS TO RICHES" character—"SNAKE" KING, erstwhile snake boy for W. Odell Learn, San Antonio animal dealers—NOW, proprietor of one of the leading animal farms of America, in Brownsville, Texas. His son Manuel, a precocious lad of twelve Summers, draws down a salary said to be \$1,000 weekly as Trainer and worker of a twelve Lion act. This

act is booked with the Penn Yann, N. Y.) Circus for this year. . . . Dallas is a great Saturday town. Saturday night—just returned from a trip down Main Street. Almost impossible to walk, every store crowded to the gun-wales. This street is lighted as though for a Carnival—not just tonight, but every night. There's not a store in the business center of this street that would not fit Fifth Ave. or State Street. Neon signs—why, there must be millions of feet of that electrical gas in use here. No, I'm not on the Chamber of Commerce pay-roll. I'm just sold on the town and I'm giving my HONEST impressions of it. . . . I don't know how hot it gets here in Summertime but, I do know that my window thermometer registered 80 degrees at ten P.M. this night, April 11 and I have not experienced many hotter days on the Equator, than this day. . . . The natives must have some way of combating the heat in the Summer, because they all look healthy and hale—they can't ALL leave town—some of them must stay here to run things. . . . Well, I'm getting off the track, besides, I just heard a familiar voice yelling, "are you going to stay up all night?"

THE FARMER IS TOO BUSY

With shows of all kinds, big or small
On lot, in theatre or old town hall,
When business gets bad, you ask the
reason,
The answer comes, you're out of season.
For the Farmer is too busy.

You start the show out in the spring,
When the red breasted robin is on the
wing.
You look for business every day,
Can't see how it could be any other way,
But the Farmers are all busy.

In June you hike out to the west,
Where business ought to be of the best.
But when you get there with rage you
cry,
And wire your agent for the reason why?
He says the Farmers are all busy.

In the Dakotas at early fall,
You surely expect to make a haul.
But alas, alack, your heart feels sad;
Big jumps, no business, towns all bad.
The reason: the Farmers are too
busy.

At last resort to the land of cotton,
You take your show, find business rotten.
Big crowds in town, small crowd to show,
After the parade, out home they go.
Because, the Farmers all are busy.

Show me some place in this wide world,
Where this old gag to a showman isn't
hurled.
He stands for poor boys, simps and
much abuse,
But it makes him rave to hear this ex-
cuse,
The Farmers are all busy!

FAIRS and EXPOSITIONS



THE 1936 AUTHENTIC FAIR LIST!

Illinois

Illinois State Fair, Springfield. E. E. Irwin, Secy. Dates—Aug. 15th to 23rd. Improvements building new street walks. Books grand stand acts from several firms. Midway attractions will be furnished by the Beckmann & Gerety shows. Plays Auto & Harness races. Uses firework displays—not contracted as yet. Gross attendance in 1935 was—810,000. Gate admission 25c. His opinion of the 1936 season—"Will be the best year in the past ten years."

Edwards Co. Agrl. Fair. Albion. Lyman Bunting, Secy. Dates Aug. 11th to 15th. Plays Grand stand acts furnished by Barnes-Carruthers and Sun. No carnival booked, nor harness races. No firework displays. Attendance in 1935 was—15,000. Gate admission 25c.

Arcola Home Coming Fair, Arcola. T. F. Monahan, secy. Dates Aug. Plays acts. Gooding Shows on midway in 1938. No Fair this year.

Iowa

Iowa State Fair. Des Moines. A. R. Corey, secy. Dates Aug. 26th to Sept. 4th. Grand stand acts booked by Barnes-Carruthers. Midway attractions furnished by Beckmann & Gerety shows. Plays auto & Harness races. Fireworks displays furnished by Thearle-Duffield. Gross attendance in 1935 was—343,334. Gate admission 50c. His opinion of the 1936 year—"Good."

Miss. Valley Fair & Expo. Davenport. H. W. Power, secy. Dates Aug. 16th to 22nd. Grand stand show not contracted as yet. Midway attractions furnished by Hennies Bros. shows. Plays Auto & Harness races. Firework displays not contracted as yet. Attendance in 1935 was 61,000. Gate admission 25c. His opinion of 1936—"Good." Davenport will have a Centennial. Will have something special each month, during the summer with the Centennial Committee co-operating with the Fair.

Clay County Fair. Spencer. L. C. Dailey, secy. Dates Sept. 14th to 19th. Improvements—building new bleacher seats. Seat 3500. Grand stand acts furnished by Barnes-Carruthers. Midway attractions furnished by Royal American shows. Plays Auto & Harness races. No fireworks. Gross attendance in 1935 was—152,000. Gate admission 50c. His opinion of the year 1936 is "Good."

Delaware Co. Fair. Manchester. E. W. Williams, secy. Dates Aug. 11th to 14th. Plays grand stand acts. Not contracted as yet. Midway attractions furnished by the Al. Hansen shows. Plays Harness & Running races. Uses fire-

works at times. Gate attendance in 1935 was 20,000. Admission to fair grounds 35c. His opinion of 1936 is—"Very Uncertain."

Lee County Fair. Donnellson. A. D. Kreibell, secy. Dates Aug. 25th to 28th. Making necessary repairs in improvements. Grand stand acts furnished by Flying X Rodeo Co. Carnival, midway attractions not booked as yet. No harness or auto races. No Firework displays. Gross attendance in 1935 was—12,500. Gate admission 25c. His opinion of 1936 is—"We expect a good Fair this season conditions seem very much better."

Union District Agrl. Fair. West Liberty. J. M. Addleman, secy. Dates Aug. 22nd to 26th. Grand stand acts furnished by Barnes-Carruthers. No carnival booked as yet. Gross attendance in 1935 was—23,278. Gate admission 35c day 25c nites. His opinion of 1936 is—"Prospects look better than it has for past five years."

Mississippi

Miss. State Fair. Jackson. Mabel L. Stire, secy. Dates Oct. 19th to 24th. Improvements for 1936—repairing buildings and widening carnival and concession grounds. Plays grand stand acts, not booked as yet. Midway attractions furnished by the Royal American shows. J. Alex Sloan, furnished thrilling auto races. No firework displays. Free gate. Attendance estimated at 110,000. Her opinion of 1936 is—"Much better even than last year."

Miss. Fair & Dairy Assn. Meriden. Hillman Taylor, secy. Dates Sept. 28th to Oct. 3rd. Grand stand acts furnished by Barnes-Carruthers. Midway attractions furnished by Hennies Bros. shows. May have both harness and auto races. Has firework displays. Not contracted as yet. Gross attendance in 1935 approx. about 65,000. His opinion of 1936 is—"Looks very good."

Yazoo Co. Fair. Yazoo City. D. Wolerstein, secy. Dates, week of Oct. 5th. No grand stand act, no carnival, no auto or harness races, no fireworks and no attendance given. Admission to fair grounds 35c. Opinion "Better than several years."

Texas

Tri-State Fair. Amarillo. O. L. Taylor, secy. Dates Sept. 21st to 26th. Improvements for 1936 spending about \$35,000. Grand stand acts not contracted. Midway attractions furnished by the United Shows of America. Plays harness races. Firework displays furnished by Thearle-Duffield Fireworks Co. Gross attendance in 1935 was—350,000. Free

gate. His opinion of 1936 is—"Very good."

Walker Co. Fair. Huntsville. Wm. J. Lawson, secy. Dates Oct. 20th to 24th. No acts. Midway attractions furnished by J. Geo. Loos shows. No races or fireworks, gross attendance in 1935 was 16,000. Admission 20 and 10c.

Young Co. Fair. Graham. J. C. Watson, secy. Dates Oct. 13th to 17th. No acts. Midway attractions furnished by T. J. Tidwell shows. No races or fireworks. Gross attendance in 1935 was 30,000. 10c admission. His opinion of 1936 is—"Will be better than last year."

Cooke Co. Fair. Gamesville. Claude Jones, secy. Dates Aug. 24th to 29th. No acts. Midway attractions furnished by Bill Hames shows. No harness or fireworks. Gross attendance in 1935 was—25,000. Admission 10c.

Wharton Co. Fair. Wharton. H. C. Copenhaver, secy. Dates Oct. 13th to 17th. Acts furnished by John B. Rodgers. Midway attractions furnished by Bill Hames shows. No races or fireworks. Gross attendance in 1935 was 45,000. Admission 25c. His opinion of 1936 is—"Excellent."

Minnesota

Minn. State Fair. St. Paul. Raymond A. Lee, secy. Dates Sept 5th to 12th. Grand stand acts not contracted as yet. Midway attractions furnished by Royal American shows. Plays auto & Harness races. Firework displays not contracted as yet. Gross attendance in 1935 was—526,000. Gate admission to grounds 25c. His opinion of 1936—"Better and better."

Norman Co. Fair. Ada. S. E. Olsen, secy. Dates July 2nd to 4th. Grand stand acts furnished by Rosenthal. No Carnival booked. Gross attendance in 1935 was—12,000. Gate admission 40 and 25c. Dates Sept. 28-Oct 1st.

Redwood Co. Fair. Redwood Falls. W. A. Hauck, secy. Dates Sept. 28-Oct. 1st. Grand stand acts furnished by Barnes-Carruthers. No carnival. Books rides and concessions independent. Has harness races only. No fireworks this year. Gross attendance in 1935 was—45,000 to 48,000. One day rain. Gate admission 25c. No opinion.

Wadena Co. Free Fair. Wadena. Whitney Murray, secy. Dates Aug. 17th to 20th. Grand stand acts furnished by No. Western Amusement Co. Additional furnished by Flink Amusement Co. who furnishes rides, shows and concessions booked independent but no firework displays. Gross attendance in 1935 was—47,000. Free gate.

Douglas Co. Fair. Alexandria. R. S. Thornton, secy. Dates Aug. 27th to 29th. Books grand stand acts independent, also carnival attractions. Plays Harness & Running races. No fireworks. Gross attendance in 1935 was—29,000. Gate admission 25c.

AND THE SHOW WORLD WILL CARRY ON IN THE NEXT ISSUE WITH MORE AUTHENTIC LISTS OF VARIOUS STATES.

RINGLING-BARNUM CIRCUS

(Continued from page 3)

Walkmir rigging. A great display with each act receiving applause in appreciation of their efforts.

Display 13. Liberty Horses and Ponies by Rudy Rudynoff, Frank Asher, Adolph Delbosq, Miss Anna L. Hutchison and Gordon Orton. In this number, Rudy Rudynoff offers a new type of horsemanship that brings him new laurels. Each display class riding horsemanship that calls for and they receive a ready response in applause from the audience. In this number Dorothy Herbert enters on the back of one of the bulls and is accorded an ovation.

Display 14. Aerial acts-by Edw. and Jenny Rooney, Miss Amerika, Buehrang Troupe, Mile Gillette and the Randleys. The timing is perfect in this display and their individual efforts were rewarded with hearty applause.

Display 15. Gold and Silver poses-the creations in these displays were conceived and arranged by the peer of them all, Leo Spurgat, who presented a higher type of living art creations that was by far superior to anything ever presented in poses heretofore. The display was accorded an ovation.

Display 16. Col. Tim McCoy and his congress of wild west riders and council of Indians. McCoy with an exceptional good mike voice, stood out, like the star he is acted as the M. C. while the men and women riders and Indians presented their offering. The display was well received.

Display 17. High Wire—by the Wal-

lenda and Grotofent Troupes. Again the supreme act of its kind for a thriller and accorded an ovation.

Display 18. Equestrianism by the Walters troupe, Loyal-Repenski Family and the Rieffenach Troupe. Again this act proves its right to special billing their offering being rewarded with an ovation.

Display 19. Acrobatic Acts—by Yom Kam Troupe, Jim Wong Troupe, The Royal Bokara Troupe, The Uyeno Troupe, The Maschino and The Romeos. In this display the Yacopi's are a sensation. All in all each troupe present their individual unique offering that accords one and all an ovation.

Display 20. The parade of the clowns-in which many new and novel numbers are introduced; an improvement over former years.

Display 21. Flying acts-by The Great Otari Troupe, Flying Concellos, and the Flying Comets. One and all being the peer in flying acts, proved a sensation.

Display 22. Jumping Horses with Dorothy Herbert taking honors as a horse-woman of renown and again thrills the audience, with her daring feats.

Display 23. The hippodrome races.

Display 24. Hugo & Mario Zacchini, shot from a cannon, and the report of the cannon, with a bang, a perfect number, closes one of the best programs of entertainment ever presented by the Greatest Show on Earth and a tribute to the showmanship of Sam W. Gumpertz. (Finale.)

Big Stone Co. Fair. Clinton, Minn. F. W. Watkins, secy. Dates Sept. 2nd to 5th. Spending five grand on improvements. Grand stand attractions furnished by Barnes-Carruthers. No carnival booked as yet, they would like to hear from a carnival for their midway. Plays Auto & Harness races. Not booked as yet. No firework displays. Gross attendance in 1935 was 4500 in a drought season. Gate admission 25 to 50c.

USED TENTS, ALL SIZES; REAL BUYS. ILLINOIS VALLEY AWNING & TENT CO., 102 S. Washington St., Peoria, Illinois.



THE
ROAMING
REPORTER

By
Bill DAVIS

The writer steps forth once again, happy in the thought that the Editor has placed at his disposal a column in each issue, in which he is given the opportunity of expressing his views and reporting the news as gathered by him in his travels, with the thought implanted in his mind by the Editor to always—APPLAUD WHEN THERE IS REASON—AND CRITICISE WHEN THERE IS A CAUSE—and this being the policy of the Greater Show World, I will during the 1936 season tell you of the personalities I meet in my travels as "Good Will Ambassador" of the Greater Show World—and JOHNNY J. KLINE!

REMEMBER WHEN?

By Buck Leahy

- When John Gecoma was with Maus Greater Shows.
- When Johnny J. Kline had a school act in vaudeville?
- When Bob N. Clark was twenty-four hour man with the Pacific Coast shows?
- When Adam Forepaugh was manager of Madison Square Garden, New York City?
- When D. P. White was general agent with the Prairie Lilly Wild West show?
- When Dick Sutton had a circus in the afternoon and a Tom Show at night under the one tent?
- When Joe Knecht played solo cornet with the Hargraves show?
- When Henry Fakendorf had his chimp act with the Cook & Wilson circus?
- When Carl Neel swam the Ohio River at Maysville, Ky.?
- When Harry La Pearl did a trap act on his father's show?

FAIR NOTES

Springfield, Mass. — Reconstruction work, complete restoration of all buildings and repair of damage to plant and equipment caused by the recent disastrous Connecticut River flood was voted today in a special meeting of the Eastern States Exposition Executive Committee and Board of Trustees.

Joshua L. Brooks, president, and Charles A. Nash, general manager, were directed by the Trustees to begin the reconstruction task immediately, and also to proceed without deviation in the elaborate plans and programs already under way for the Twentieth Anniversary Exposition from September 20 to 26 inclusive, which will also bring to a close Springfield's tercentenary celebration.

While the flood damage to the Exposition plant was extensive, all buildings and the entire Exposition tract in West Springfield will be restored in readiness for the thousands of visitors and exhibitors who will attend the annual fall show next September.

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GREATER SHOW WORLD, 1545 Broadway, Room 403, N. Y. City

Please enter my subscription for one year to the "Greater Show World" Enclosed find \$2.00.

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City State

for 1936



ON AND OFF THE LOT



IS IT NOT STRANGE THAT SO FEW SHOWMEN UNDERSTAND THE GREAT EVENTS THAT SHAPE THEIR LIVES!

JIMMY SULLIVAN—your friend and mine—is back in action again, and will direct and manage the Kenmore, N. Y. Centennial, week of July 1st.

J. W. GALLIGER—one of the better concessionaires, will have a number of concessions with Edw. Roth's Blue ribbon shows, this season!

Last Press Notice—Henry (Tubby) Snyder, went on tour forever and was laid at rest at the Showmen's League—Showmen's Rest, Cemetery, Chicago, Ill., April 16th.

The Portland, Maine, Evening Express devoted almost an entire page to C. Cad Hill, the famous banner painter and illustrated the story with pictures of banner fronts being painted by Cad Hill now!

There is always room on top—for top-notchers!

The LOOP-O-PLANE—the answer to a Showman's prayer!

And it came to pass—that **JOE ROGERS** entered into a partnership with **LEW DUFOUR** and the outdoor show world became enriched—and World's Fairs and Centennials amusement zones are furnished with scenery that afforded entertainment and amusement to the masses and classes!

JAMES T. CLYDE is fully recovered and once again enjoying best of health!

"The meanest trick is—to knife the man who IS carrying you on his back" meaning boost the show you're with this season—be for and with it!

Prince Elmer is the M. C. of Miss Topsy's Midget Village and musical revue with the C. F. Zeiger shows playing thru Arizona now and incidentally the Prince is the Show World representative on that organization!

From the lips of a concessionaire on a carnie lot—"Give us this night—our share of customers!"

Max Kassow is running the concert for Frank Wirth's Shrine circus at Hartford, Conn. now!

All hats off to John T. Benson for the publicity he is receiving on the Benson quintuplets—5 baby chimps. It is the best publicity scoop that has come to our attention this season!

Ben Williams and Phil Isser have their locations bought and paid for, on lots opposite the Ringling-Barnum Circus in Brooklyn, N. Y.

Max Gruberg has assembled one of the best shows of his career. E. B. Braden will again act as concession manager!

Max Linderman may well be proud of the World of Mirth shows this sea-

son!

Like the blue-birds—the carnies are coming up North from the South!

ANY DIVISION SEEMS UNFAIR TO THE SHOWMAN WHO WANTS IT ALL!

Mighty oaks from little acorns grow—but a greater miracle is—how a man like Morris Miller can manage a traveling carnie—or wouldn't you call it that!

Beckmann & Gerety will surprise the outdoor show folk with the midway of deluxe attractions and showmen of repute who are determined to set a new record in gross receipts, this season. With the morale of the organization hitting a new high—in perfection—The Editor feels optimistic that they will reach their goal.



WALTER A. WHITE

Manager of the Johnny J. Jones Exposition to whom credit goes for placing the show back in the major league class.

The only carnival organization that can show a route of consecutive bookings from April 18th to October 3rd without an open week is none other than the now Famous Conklin Brothers shows, J. W. and F. R. Conklin, who open their season April 18th at Windsor, Ont., Canada!

John T. Benson is now termed "The Master Mind of the Animal Kingdom."

Will Wright, formerly with the Conklin Shows is now manager of the Golden States shows and is displaying managerial ability that is even surprising his friends

Impressario Smallbones and Alex Chernlavsky, the representatives of midway amusements for the Empire Exhibition, which is to be held in Johannesburg, South Africa starting August 1936 for 3 or 4 months will give YOU, YOU and Especially YOU, "50% of the entire takings of riding devices, 300 tons or more, such as Roller Coaster, Skooter, Mechanical Red Mill, or any novelty water ride."

Editor's Note — These enterprising gentlemen do not appear to realize that our amusement managers can obtain

propositions at our own Expositions, which this year bids promise to break gross records of the Century of Progress and etc. They have to select from in the States—Dallas, Texas Centennial, Cleveland, Ohio, Fort Worth, Texas, San Antonio, Texas, Providence R. I., And in view of these to select from, why in the name of common sense, would an American Ride Owner or Showman lend ear to silver-tongued representatives from South Africa who are asking 50% of the gross receipts and pay your own to and from the States?

Walter (Front page) Nealand, landed another front page feature story on the Godina Siamese Twins and the Russian Midgets for the Rubin & Cherry shows, which chalks another feather in the cap of one of Carnie's better praise agents!

What's become of Frank P. Spellman, or did he do another Jack Hardy?

Not even a tornado can deter I. Cetlin & Jack Wilson from succeeding in their aim to carry on—for one of the biggest seasons of their career. Harry Dunkel, front man of the Cetlin & Wilson shows has routed the show in money territory this season. Harry is called the "Luck Charm" of the organization and to our way of thinking he's all of that!

Ralph Decker will enhance the William Glick shows with three attractions this season. Decker made his debut in carnie bizness on the Johnny J. Kline shows yars and yars ago, but since then has gone far and will go even further this year, having the benefit of Mr. Glick's show experience.

The United Shows of America management Castle, Hirsch & Lohmar have assembled the best show of their career—and what—with the varied type of pay attractions on their midway and the showmen of high standing—the U. S. of A. will reach the top of the ladder of carnivaldom this season—is the opinion of those in the know in the tented world!

Clifford and Gertrude Karns have christened the blue eyed baby that the stork left—Martha Ellis Karns—lucky Martha to be born in the Famous Karns Family!

To illustrate the system around the Dodson World Fair shows, they had everything packed and ready to go on the lot a week prior to their opening, for which Guy & Mel Dodson deserve the credit we bestow upon them!

You Tell The Folks

If 5,000 men and women were reading The Show World how many pairs of eyes were reading it?

SHOW

TENTS

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Fulton Bag & Cotton Mills

Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS
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Are You a Live Wire CUSTARD OPERATOR?

If so, you cannot miss this golden opportunity to increase your business 100%—maybe more.

Do It With

“ELECTRO-FREEZE”

Remember the name. You'll be hearing more of it in the next few weeks. It's sweeping the U. S. A. What is

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It's a new, up-to-the-minute invention which dispenses Custard, Ices, Sherbet, etc.

WITHOUT FILTH — WITHOUT ICE — WITHOUT WATER — WITHOUT SALT

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“Electro-Freeze” Machines Are Cleaned and Sterilized in Five Minutes

SEEING IS BELIEVING

“Electro-Freeze” may be seen in actual operation on the Midway of the Ringling Bros. and Barnum & Bailey Circus, Brooklyn, N. Y., during the entire week beginning May 11, at Albany Avenue, Avenue D, 43d Street, and Clarendon Road. Apparatus and machinery, mounted on de luxe trucks, will be in view on the grounds the Wednesday previous to that, or May 6th, continuing through May 16th.

Watch Custard sales soar. This is Miller & Associates 7th consecutive season on The Greatest Show on Earth—first season with “Electro-Freeze”—Greatest Wow on Earth!

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ARE YOU HERE?



Personalities of the outdoor Show World!

NEWS OF THE TENTED WORLD

By Prince Elmer

King Baile who has had illusion and girl shows out of Muskegon Heights, Michigan, will take to the road this season with one of the motorized circuses.

Anna Vaccaro, midget Italian singer and dancer from Oakland, Cal., an entertainer of McGee's Troupe of Midgets in Southern California, left the company owing to illness of her aged Mother!

Clyde Gooding, concessionaire from California, has placed his Octopus show on the Z. F. Zeiger Carnival, joining at Phoenix, Ariz. Eddie Baldwin will have charge of tickets and make second openings.

High Hat Al Fisher paid the Zeiger shows a visit!

Barbara Rissen formerly Mrs. Jack Greenberg of the late Greenburg shows, has a nice looking carnival on the road this season!

Teddy Le Vitt, who has the 10 in 1 show on the West Coast Amusement Co. and the Fair State shows is featuring "Mysterious Blondell" and his oriental numbers. Doleta is slated to be with Le Vitt later in the season!

Most all of the shows in the West are seeking Midget performers!

Jesse Combs old time pop corn and novelty man has his concessions on Mrs. Barbara Greenburg Rissens carnival and doing fine!

Albert Kniffen, Punch & Judy performer will not be on the road this season—devoting the summer to his farm at Nipomo, Cal.

Doc "Red" Atkinson and wife Margaret, are playing independent doings and celebrations in California.

And we will tell you more in the next issue, adios!

B. & V. SHOWS

Opens Wallington, N. J. May 2nd.
Want—Shows and CONCESSIONS.
Address: Enterprises — 5 Westminster Place, Garfield, N. J.

FOR SALE

10 Frozen Custard Machines
Eze-Freeze Make—
In A 1. condition. Stainless Steel Covers. All latest improvements. Bargains—will sell one ore all. Address:
Owner — Custard Machines
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GIRLS — GIRLS — GIRLS
For Musical Revue, for all seasons work. Also Dancers.
Can place freaks and ½ and ½ also platform acts. Call or write:
Showman — 1545 B'way,
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Will buy any and everything in show property—what have YOU? Or what do you want to buy?
Tell me your wants!
Manny Kline, 1545 Broadway, N. Y. C.

Have for sale, brand new Microphone, with mike and all necessary equipment, with attachment of records and etc.
Producer, 1545 Broadway, Rm. 403, N. Y. C.

For Sale, 3 abreast Carouselle now running on lot. Complete will take \$1200 now!
GERARD Shows, 1545 Broadway, Room 411, N. Y. City.

LOOP-O-PLANE



INCREASE YOUR PROFITS

4-Passenger With Cables \$1,800.00

-o-

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8-Passenger (12 Children) \$3,200.00 f.o.b. Salem

write to **ROBIN REED, Jobber**
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Fair Warning to all my Friends!

CARNIVAL MANAGERS, FAIR SECRETARIES, NOVELTY SUPPLY HOUSES AND JOBBERS

THAT DOLLY COOPER, IS NO LONGER CONNECTED WITH HYMIE COOPER'S CONCESSIONS AND THAT I AM NO LONGER RESPONSIBLE FOR ANY DEBTS THAT SHE MAY INCUR.

(signed) **HYMIE COOPER**

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"WHITE MICE—" **BRED PERFORMERS FOR SHOWS**
50 for \$5.00—Guarantee
Del. WIRE — **ADDA PEARCE MOUSERY,**
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FOR SALE—4 Tally Board Tables, \$15. each. Also wooden cats. Flashers in A.1. condition. 3 potato chip kettles, complete. Address—FLYNN c/o Show World, 1545 Broadway, N. Y. C.

ANIMALS, SNAKES, BIRDS, GLA MONSTERS, DRAGONS, EVERYTHING FOR SHOWS!
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ANIMALS FOR SALE
Will return from AFRICA about the Middle of May with a Large Cargo of ANIMALS. Have on hand at winter Quarters: Giant Hymadras and Guinea BABOONS, MANGABEY AND RESUS MONKEYS. Send for list.
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Finger Tamed Canaries for demonstration, walks rope, climbs ladder, complete \$7.50. Canary Circus, 20 birds and props \$250.00. Eight Radio Birds, cages, case, and props, \$150.00.
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Over 300 designs for \$2.00. Back and chest designs \$1.00 dozen. Sample 9 cents.
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GREATER SHOW WORLD

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THE STREETS OF ALL NATIONS WILL PRESENT

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THE ONLY SPACE NOW AVAILABLE ON THE EXPOSITION GROUNDS.

THERE IS NO MORE. WE HAVE ALL THAT IS LEFT.

2,000,000 Advance Ticket Sale.

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DOGS and MONKEYS — Featuring
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THE GREAT VICTOR ZACCHINI

Shot from the mouth of a Cannon!
This season with Dodson shows

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