

JULY, 1950

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# Greater SHOW WORLD

The Voice of Show Business



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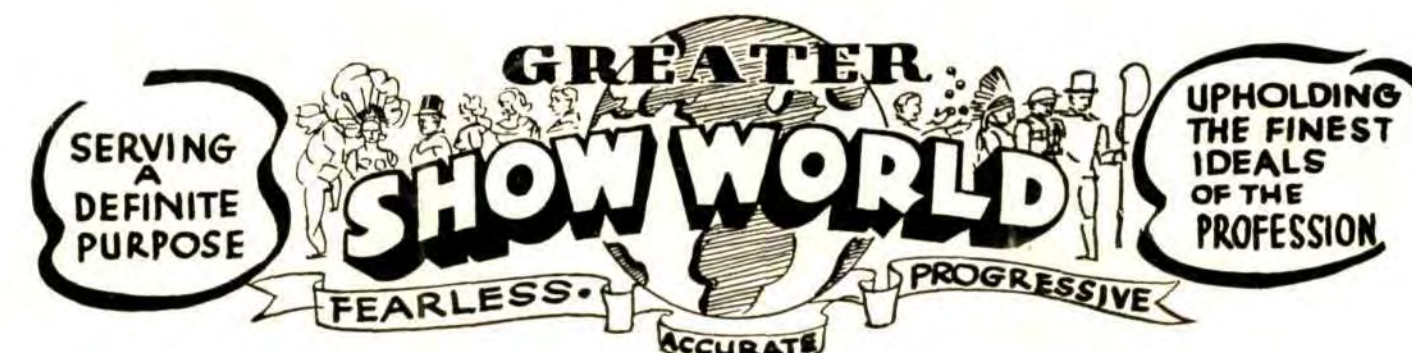
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**"IF IT IS ADVERTISED IN GREATER SHOW WORLD IT IS DEPENDABLE"**



VOL. XXXIII JULY, 1950 No. 7  
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**ROLLER COASTER ACCIDENT**

Lunenburg, Mass. — Sgt. Howard D. Stokes, 39, of Hanscom Airbase, Bedford, suffered a fatal head injury when he fell 15 feet from a roller coaster at Whalom Park. He died four hours later at Fort Devens Station Hospital.

Fitchburg police, who were called by Harry Gilmore, park manager, said Stokes fell from the roller coaster as it was making its last trip to the top before coming to the end of the ride. No one saw the accident happen, police said. Police said Stokes got on the roller coaster with several soldier friends.

**PINBALL VICTIM ASKS \$90,000**

Wilkes-Barre, Pa. — A suit for \$90,000 damages has been filed on behalf of a twelve-year-old boy who contends he lost the sight of one eye while playing a pinball machine.

The suit was filed by attorneys for Ralph J. Linsman, Jr., of Kingston, Pa. The action named as defendants Francis L. Ambrose, operator of the Penny Arcade at Harvey's Lake, Pa., and Max Roth, of Wilkes-Barre, identified as owner of the machine.

The boys' attorneys said he was injured June 18 while playing the machine — a device that hurls tiny metal "baseballs" toward a mechanical figure actuated by a trigger at the front. One of the balls, Attorney Thomas Moore said, struck the machine's glass top and sent a glass splinter into Ralph's left eye.

**RINGLING CHANGES**

Ringling-Barnum Circus changed its Lake Front, Milwaukee, Wis. dates. Originally scheduled to show August 14th and 15th dates have been changed to August 18th and 19th instead, it was announced by Harry C. Brockel, Municipal Port Director. The "Big Bertha" rents the Lake Front site from the Harbor Commission!

**N. Y. STATE FAIR**

Syracuse—The greatest cattle show in the history of the Empire State's agricultural and industrial exposition is being planned for the 1950 State Fair, Syracuse fairgrounds, September 2 through 9.

**FACTS ABOUT THE WORLD TRANSPORTATION FAIR**

**DATES OF THE FAIR** — The World Transportation Fair will run for 104 days and nights from May 30 to Sept. 9, 1951 between the hours of 10 a.m. and 11 p.m.

**SITE OF THE FAIR** — World famous Anita Park, \$15,000,000 racing plant of the Los Angeles Turf Club, Inc. at Arcadia, California, 14 miles from the heart of downtown Los Angeles.

**PURPOSE OF THE FAIR** — To stimulate public interest and increase sales acceptance of the transportation industry by means of thousands of displays and outstanding educational and entertainment features.

**WESTERN INDUSTRIES** — This section has been reserved for manufacturers of the eleven Western States as a gigantic show case of the Industrial West without restriction as to the nature of the product.

**OUTDOOR SPACE RATES**—More than 3,000,000 square feet of Santa Anita's 401 acre expanse will be devoted to outdoor exhibit space. Rates vary as to size and location from a minimum of 30c per square foot to a maximum of \$1.25.

**ATTENDANCE** — An estimated 6,500,000 persons will attend the World Transportation Fair. This figure is based upon an exhaustive survey of attendance at major fairs throughout the U. S. and Canada.

**ADMISSION PRICE** — Admission to the Fair has been set at the nominal sum of 25 cents plus tax.

**PARKING** — The World Transportation Fair will have paved parking facilities for 20,000 cars at 25 cents per car.

**FAIR PERSONNEL** — Ira W. Curry is managing director of the prominent industrial group which is staging the Fair. Members of his staff include Josef Bulowski, general manager, Torger G. Thompson, director of design, Larry Jones, promotion manager, Michael O. Daniels, building coordinator and Eric W. Coster, publicity director.

**N. Y. STATE FAIR**

Syracuse—Half-price advance sale tickets to the New York State Fair will be available again this year.

Harold L. Creal, director, said that 200,000 of the reduced-price tickets will be sold throughout the state during a three-week period preceding the Fair.

**Late News Flashes**

While Johita Piedra, of the Mills Bros. Circus was presenting her act at Beloit, Wisconsin, doing her "Slide For Life" a stake holding the rope, pulled out, causing her to plunge 15 feet to the ground. She suffered a broken leg!

Rachel Lilly, (a Mitt Reader) she tells fortunes by reading the palm (so she sez) while playing Jersey City, N. J., with a carnie, complained to the police that someone took her car. Among the items inside the car was her crystal ball. She asked Police to find the car!

W. Eugene Preston, was named secretary of the Missouri State Fair to succeed the late Roy S. Kemper!

Royal American Shows are smashing records on the Class A. Circuit of Western Canada Exhibitions this year!

The Tom Pack's Outdoor Circus laid an egg playing Toronto, Ont., Canada Maple Leaf Stadium!

Despite inclement weather the Rosenthal Brothers Palisade, N. J. Amusement Park is registering better business than last season!

Mack Kassow purchased four Kiddie Rides from the W. F. Mangels Company of Coney Island, N. Y.

It is reported that Art Peets, Tour Manager of the Internationally famous Wilson's Six Horse Hitch of Clydesdale, Scotland, will appear at various County and State Fairs in the Mid-west. They will pull a 55 year old meat wagon, which has been credited by the U. S. Treasury Dept. for the sale of \$15,000,000 worth of war bonds sold off the wagon. The hitch is driven by Duncan Hulholland, 19 year old Scotch lad. He is one of the youngest professional six-horse hitch drivers in the world!

Jake Shapiro is back in the Carnie business after a brief venture in the amusement park field!

The Vets of Foreign Wars sponsored the Imperial Shows at Green Bay, Wisconsin. Newspaper ticket cut-outs entitled any child free admission to the midway. Shows and rides were reduced to 9c for the children.

Arthur Unger, well known in outdoor show business died of a heart attack on Tuesday morning, July 25.

**GREATER SHOW WORLD**  
*The Voice of Show Business*

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**JOHNNY J. KLINE**

Managing Editor

Feature Writers

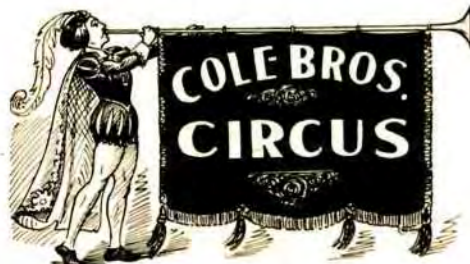
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Without any fan-fare or blare of trumpets the Cole Bros. Circus arrived in the Metropolitan to play "The Big Apple" with the sky and stars as their "Big Top" at the Yankee Stadium for a 5 day run starting June 21st. This being the second visit of the Cole show in New York. Last time the show was here was in 1937 under the Adkins-Terrell management at the N. Y. Hippodrome.



**"OUR OPEN LETTER"**

The press department of the Cole Circus of 1950 proved null and void. Playing the greatest city in the world they failed to corral any newspaper space to speak of. Outdoor advertising was conspicuous by its absence.

The blue chip management, Wirtz, Norris, Heinie and Topping appeared to be economizing by holding down the nut in all departments. The feature of the show being William Boyd (Hopalong Cassidy) as a lure for the kiddie patronage, proved the biggest joke of the year. All Boyd did on making his entrance into the arena on his horse, is walk over to the "Mike" and thru a loud-speaker — talk to the little kiddies. The youngsters who anticipated some sort of a production ala cowboy-Indians, Whooper up etc., just sat with their mouths opened

wide. Their Hero had fallen in their estimation. Every child left the grand-stand seats with disappointment in their faces.

As for Boyd himself, he walks around the arena, looking neither to the right or left of him. His head bowed down, he ignores performers and employees who condescend to say "Hello." Hopalong Cassidy walks around as if in a daze. We inquired of one of the employees of the Cole Show "What's the matter with him?" ... and receive the reply "He's worried sick. Someone told him — the show was a ball of fire when it hits the road under canvas and he's worried what it will do to his reputation. Why it was only a year ago — the guy didn't have a crying dime. He had to sell his car to get some paper money. Now he's worried about his future." End of quote. But royalty checks keep rolling into Bill Boyd from all kinds of gadgets, novelties, etc., and he's sitting pretty now and for some time to come, until his popularity goes on the toboggan.

The Jacobs Brothers who have the concessions around the Cole Circus have their candy butchers sell everything with NO PRICE TAGS on their Caps — so they charge anything they feel like. (When the show really hits the road — the newspapers will make much of the Jacobs Brothers concessions operations — which does not create good-will for the Cole Show.

It is indeed surprising that Jack Tavlin, who is alleged to be the general manager of the show has not or cannot adjust the affairs of the show, considering Tavlin's experience with circuses. This is the most mis-managed circus to appear on the road since the Gilbert Miller's (Theatre man) Miller Bros. Circus, which didn't stay out one season.

Perhaps Arthur Wirtz, who apparently labors under the delusion, because he's made money with an — Ice Show — he can repeat that success with a circus — but the records prove that men with more money than Wirtz has, had the same idea and took a nose dive. One judges the future by the past — so we have our doubt if the Cole Show can keep the opra going all season — particularly after Hopalong Cassidy leaves the show — it might be just as well if Mr. Wirtz had the band play "Home Sweet Home" and call it a season — and return to his first love — ICE SHOWS!

**KANSAS CITY BRIEFS**

The Industrial exhibit opened in the afternoon at the Auditorium and a band of Hopi Indians have a camp opposite the Auditorium. "The Thrills of a Century" an amateur pageant held the boards in the Starlight Theatre in Swope Park, opened in the evening. The few attractions are priced so high that the average man with a family could not attend. The business thoroughfares look the same as on an ordinary business day, a few places of business displaying bunting and Centennial emblems. The whole affair lacks the showman's touch and from present indications will not disturb the natives to any great extent. — By Al. C. Wilson.

**HEARD IN A COOK HOUSE**

**"Quote and Unquote"**

"Say — looka this lot. None of the people are spending money. Mebbe the spending crowd are at home looking at Television, eh?"

Sez another, "Naw, that ain't the answer. It's because people have gone overboard on the installment buying. Every week all the spare money in the house — goes to pay collectors and by the time they get out on this or any other show — they're all tapped out and just haven't got any money to spend on the midway."

Sez another, between munching on a hamburger, "Didja hear about that guy Bill Sanders of that Norfolk, Virginia Tent Company, who underbid all the other tent firms with a \$125,000 bid on a Government contract to make Tarpaulins. Well, it seems after he landed the contract he awoke to the fact that he underestimated the job and will lose a bundle on the deal unless — he can fix the inspectors to pass on two shipments when he only sends one — and he must also pay express charges to shipments made to Atlanta, Georgia. The guy has gotta blow a lotta dough on that contract if the Government inspectors are honest and loyal to Uncle Sam." End of quote.

A ball game queen was heard to comment, "I see where a couple of stick-up guys held up the Lagoon Pleasure Park, Salt Lake City, Utah, and snatched 20 grand and got away with it." Sez another — "Well now ain't that sumpin — those guys sez me — got some sense — they must know if they stuck up a Carnie — they couldn't get enough to buy coffee and cake — that is up to now." End of quote.

A Ride Foreman reading the paper shouted "Say looka here! Lem Lotton of the Morris Hannum Shows, playing Conshohocken, Pa., was electrocuted while trying to splice some electric wiring. He was such a nice guy too." End of quote.

A flattie sipping from a bottle of "Coke" sez to another Flattie — "I hear tell that Vince Anderson of Savin Rock, Connecticut is the only millionaire concession operator in the business and now he's gonna build an amusement park at Daytona Beach, Florida, as a hobby." End of quote.

Boss Canvassman is heard to comment "I hear tell that Benny Mendelson, the Tent guy is hooked for so much money that the bank refuses to extend him any more credit. But mebbe his ex-partner Charlie Driver who is supposed to have married a rich widow will loan him money, paper money to tide him over — until he marries a rich widow, eh?" End of quote.

Sez a girl show glamour puss, "Didja know that due to an error, Mr. & Mrs. Hugh Brudden are the parents of a girl born Friday the 13th in the Mercy Hospital?" End of quote.

**SEND IN YOUR COOK-HOUSE GOSSIP — TO Greater Show World, 1472 Broadway, N. Y. 18, N. Y.**

**FAIRS and EXPOSITIONS**



**G. R. LEWIS**  
Designer and Consultant,  
Fairs and Expositions,  
Findlay, Ohio

July, August, September, and October are the four big months for fairs and expositions throughout the United States. During these four months many improvements will be completed and ready for the annual fair.

This writer has visited fairgrounds and fairboards in more than 20 states since January 1st discussing and planning with them ground layouts, grandstand plans, 4-H club building projects, industrial exhibit problems, race track and grandstand programs, and many other items which our fairboards and their fair managers are interested in for the betterment of their grounds and the utilities that go with it.

For many, many years we have had hundreds of fairs operating very successfully. Out of a large number of our fairs we had a small percentage who annually carried on a planning and improvement program. This small percentage of fairs are to be congratulated because today we not only have a small percentage of fairs tending to improve and expand their grounds and building program, but we have hundreds of fairs today seeking information and advice on how to not only improve their grounds and buildings but how to improve their fair program in general.

In order to estimate the indirect values derived from a county, state, or independent fair which are usually of considerable importance to the city and community and to so organize and manage such a fair or exposition so as to secure the maximum values from such an undertaking, it is always necessary to have a clear understanding as to the functions of your fair. With this thought in mind we are often asked, "What are the functions of an annual fair?" May we say that the first important function is to provide a fairgrounds and buildings suitable for all exhibit displays.

Its second function is to attract by such means as are at its disposal a variety of exhibits, agricultural and industrial, that will appeal to the exhibitor as well as to the fair patron.

Its third function is to draw a sufficient number of interested buyers and visitors to its fair or show window to make it profitable to the exhibitor who has incurred expense to install their exhibits.

In the fulfillment of these three fundamental functions your fair becomes first, a marketing medium. The man on the farm displays his products in keen competition and raises their value by the prizes he wins. This enables him to secure the best possible

price for his breeding and surplus livestock as well as all other products. The manufacturer displays and sells his wares. Thus, the fair or exposition is instrumental in bringing the producer, the buyer, and the consumer into personal contact.

Second, an advertising medium, for on your fairgrounds products are displayed to be seen by thousands of interested visitors and buyers under the most favorable conditions and as these exhibits are brought together from many counties and states they may be compared and estimated with a great saving of time to the buyers and public alike.

Third, an educational medium by which governments, universities, agricultural institutions, manufacturers, agriculturalists, and the many public organizations present advanced agricultural ideas to the public, many of which would otherwise never see them.

Fourth, a recreational and entertainment medium. It must create outstanding attractions and events and offer unique entertainment. In doing this it becomes an annual festival to the people who look forward all the year round for the annual county, district, independent, or state fair.

In visiting and planning improvements with many fairboards we want to congratulate the fair manager and his board of directors today for their farsightedness in planning and preparing for future developments on their grounds. Many managers and directors will, at the close of their fair this fall, be ready to start their improvement program for 1951. These boys are to be congratulated and commended for their business ability and the businesslike manner in which they are going about their needed improvements. Fairs and fair management is big business and is growing bigger each year. The fair manager and board directors who can visualize what their fair will be like in the next five or ten years are the boys who are leading the pace today in the fair world!

**CHICAGO FAIR OF 1950**  
**Clean, Honest, High-Class,**  
**Friendly, Informal**

A prodigious effort resulted in a striking set-up on the best exposition spot in the country. It is really beautiful and awe inspiring with its modern exhibits, shows, landscaping, etc. The Fair had a good break in the weather up to Sunday (16) and the gate is showing good results at 50c. The introduction of coin turnstiles at the entrances expedite the crowds into the Fair grounds, besides assuring complete control. The bus bottleneck is still there at the 23rd entrance, why not have a booth selling tick-

ets at 13c and 15c so that the buses can be dispatched quickly. Mr. Crosby M. Kelly, Executive Manager, and his staff deserve a lot of credit for this fine showing, notably the Exhibit, Publicity, Exploitation and Public Relations directors.

The top grossers in the pay attraction field are Cypress Gardens Ski Show, produced by Richard D. Pope, show manager and narrator, Vin Gottschalk. Ass't Show Mgrs. Benjamin Herzberg and Bill Bell, Publicity Fran Jackson, and Ice Varieties produced by Voorhees-Fleekles of Chicago. It seems that last year's free show educated the public to this kind of entertainment—Big Top European Circus. Fair owned and produced by Barnes and Carruthers, is located between the above two modern attractions and any kind of a circus on a midway must be ballyed just like any side-show, only in this case you cannot expect star acts and musicians that are doing four a day to work Bally. The bill is top notch and those who took it in are glad they did. Show manager, Edward Allen; assistant to manager, Sam Levy Jr.; announcer James Lee; bandleader, Vince Borelli. Acts—Kinko, Roberta, Monroe and Grant, Sing Lee Sing, Rudy Rudinoff, The Langs and the Siegrists, Clown Alley — Whitey Harris, producing; Frank De Rue, Joe Ambrose and Ethel Harris.

Music in the Round. A real Broadway production is also not clicking for some reason. Fair owned and produced by Chas. H. Blake.

Frontiers of Freedom. Fair owned and directed by Helen Ticken Geraghty is still very good entertainment but as we wrote in last December's issue, quote — "Wheels a Rollin," gargantuan spectacle that topped "Railroads on Parade," N. Y. World's Fair, 1939-40 and "Wings of a Century," A Century of Progress, 1933-34. It will be hard to get an attraction to follow a spec of this caliber. . . . Naturally every exhibit and attraction should be different next summer to insure maximum drawing power," unquote. The Bally on the front is all wrong for this type of a show.

Dixieland Amusement Area — Most of the time you can shoot the proverbial cannon down the Midway and not hit a soul. A powerful free act that fits the picture would have drawn people down there. A sure fire draw would have been an Alligator Wrestling show, four times a day. The New Orleans motif of the village is lost, not even a dash of the French Quarter or even poor boy sandwiches. The Area manager is Lloyd Bethune and Barbara Moro is the assistant. Tonsorial Parlor, Frank La Nassa. (A child asked his mother what that meant and she answered "that's where they take your tonsils out.")

Absinthe House . . . Consolidated Concessions. Photo Gallery, Zimmerman and Ruben. Bayou Bill's Hunting Lodge, Sydney Ruben. Angelo Valente's Nickleodeons (a very unique attraction). Graphologists, Lee Bachel, (Hand Writing analysis at its best). Show Boat. Alternating melodrama and Muggsy Spanier Dixieland Jazz Band. Show (Continued on page 8)



By ELSIE MILLER

Good Morning dear show folks everywhere. It is about time we get together for a friendly little chat again about YOU, YOU and especially YOU. Always such a pleasure to write about YOU.

The CHICAGO FAIR opened up here in Chicago, Sat., June 24th. Weather was lovely all day, however, what a disappointment towards evening when the rain poured down. Nevertheless, it is going strong and so far we have had over 100,000 in six days. The KOO KOO Clowns are so much fun and they go all out entertaining the children and adults as well. The costume party at the Central Special Events stage was wonderful.

FRONTIERS OF FREEDOM PAGEANT, CYPRESS GARDEN WATER THRILL SHOW, ICE VARIETIES, BIG TOP CIRCUS, DIXIELAND SHOWBOAT, which features Melodramas are all out of this world and the Children's Theatre which you and your children would enjoy immensely should be a MUST, so don't miss it.

As I mentioned last year in my column, get your walking shoes out folks, so that you are comfortable when you get down there. Of course you will not be able to see it all in one day, so make it a point to go out there often. A great deal more attractions were added this week. My niece Joan Gaffke who is (9) will go out next week and I will give you an outline of some of the attractions featured, etc., what they are like and all.

We visited the HENNIES BROS. SHOWS in Waukegan, Ill. on Fri., June 23rd. We were smart, we went out on the Chicago and Northwestern Railway, air conditioned and all, so lovely. We had a gorgeous day, but around 10 P. M. it started raining. We were the guests of those two lovable people GRACE and CHARLIE GOSS, who left no stone unturned to entertain us and who showed us such a good time.

Their BUG HOUSE (Neon Glass House), "Ye Old London" Dark Ghost Ride, the Fly-o-plane did excellent business, are owned by the Goss's. The Hennies "ALL GIRL SHOW" was very good.

Grace, Joanie and I went over to visit GRACE DAVIS and her daughter CHARMAINE in their gorgeous trailer. It is out of this world folks. You who have seen the new Steel Trailers will know what I mean. I never seen so much room and space concealed anywhere at one time. How cute it was arranged, etc., cannot begin to tell you.

Charmaine is a very charming and lovely youngster, 10 years old, so she and Joanie had a wonderful time on the Midway, while Grace Davis entertained us. Without any equivocation whatsoever, Grace Davis is such an excellent hostess. We enjoyed ourselves so much for a couple of hours. She has a little Chivauwah Dog and a beautiful Big Collie. We laughed more over the way the little dog mastered the Big one, as if he was head over the house. Thanks so much again Grace Davis for all your hospitality. Grace and her husband Jimmy Davis are owners of the Arcade and Diggers on the Hennies Bros. Shows.

ALICE and HARRY HENNIES are visiting in San Antonio, Texas and thereabouts and expect to be back on the show before long. Show expects to hit Milwaukee, Wis., we will try and visit them again while there.

Saw Alma Richards and Beulah Price on the Lot and had a nice visit with them for a while. They are with the Turner Bros. Shows which are playing North Chicago, Illinois.

Caroline Holt's daughter also spent a little time with Joan on the Lot. Caroline was quite busy with her Ice Cream concession.

Eddie and Mae Sopenar visited the HENNIES SHOWS while in Waukegan and had a nice day. They will soon be moving into a new apartment here in Chicago as the Building they live in was sold.

The Lone Star Show Women's Club of Dallas, Texas have moved into their new lovely home at 3105 Forest Avenue folks. How nice. And it was nice hearing from you Beth Anderson, Secretary of the organization. Congratulations and good luck in your new club rooms.

CONGRAT'S also to Billy and Ruby Ferguson who were married June 14th. Mother is a very clever dancer and wife of the Band Leader in the Cotton Club Revue, on the Royal Crown Shows.

HELLO GRACE FILLINGHAM. Grace is the charming daughter of LOUIS ISLER (former owner of Isler Greater Shows) at one time it was a (20) twenty car Rail show. He is now retired from show business and owns a store. Grace is with the Cavalcade of Amusements, owned and operated by — AL and HATTIE WAGNER, two grand people. Hope to try to see you in Milwaukee also. Grace Fillingham is planning on visiting her dear old Dad in the very near future. Hi' Grace.

Sure is awful the reports received from all over the country. No Out-door show weather. Has been cold and rainy, but believe it will soon change for the best for all of you folks out on the Lots.

We have a small Gillie show in our neighborhood, rather a small out-door attraction and it is amazing what a very small crowd attends. Weather is just not right, as a rule they have a packed lot, but dear folks, in Chicago we can have (4) four Seasons in one day. We had 92 degrees one day and in the evening it dropped down to 48 degrees. Palm Beach suit weather during the day and Top Coat weather at night. Guess Ol' Man Sol is playing havoc with us.

The JOHNNY J. JONES EXPOSITION SHOWS are in Cicero, Illinois. Will try to get out there tonight or tomorrow night. JOSEPHINE HAYWOOD is with them again this year, will put you in my column next issue folks.

LILLIAN GLICK well known show personality has been a very sick girl, had to undergo Surgery, however, is recuperating very nicely at this writing. Lillian would like to thank all the Ladies Auxiliary of the Showmen's League of America for the lovely flowers sent to her while ill, also her friends for flowers, gifts, communications, telegrams, etc. Lillian has a beautiful home at 2927 Estes Ave., and a message from you will be welcomed. She is one girl who is always so grateful for any courtesy and kindness extended to her and doesn't hesitate to show her appreciation. We are all so happy you are well again Lillian, and we all know you deserve much happiness and your many friends everywhere will be glad to hear you are well on the mend.

DEAR READERS: Know you always enjoy a little Poem passed on to you and this one is about a little dog. Many of you have one, in your trailers, your homes, etc.

#### TO A LITTLE DOG

What is a little dog made of—  
It isn't a secret, 'tis true  
He's made of kindness and patience  
And honest affection for you.  
He is made of courage and valor  
With a trust from the very start  
He will not reproach, he will not despise,  
He is made with love in his heart.

By PERLA O. RICHARDS

Hello to you MARIE BURGENDORF. Marie's husband Sam is Secretary and Manager of (4) Big Fairs and others for 1950 and 1951. It will be a big thing for Sam as he will have them for (5) five years. Good luck to you Sam and Marie.

Oh yes, almost forgot, GRACE FILLINGHAM who is with Cavalcade of Amusements now, gave a lovely Birthday party for her son Sam, who just turned (7) seven. Thirty (30) youngsters attended and what a time they did have. Congratulations to you Sam.

Almost forgot, also had the pleasure of meeting Mrs. Johnny Castle. She is with the Side Show of the Hennies Bros. shows, has the man who turned to stone show. It was nice visiting with you also dear and thanks for your hospitality.

ETHEL WEER and her hubby were

visitors on the Hennies Bros. Shows week of June 10th. Their son graduated from Military Academy here in Chicago. Congratulations to you. Hi' Ethel.

ROSE H. PAGE, former Follies Girl and now residing in California is doing alright for herself out there and enjoying life to the utmost. She sends best wishes to all her friends and we send greetings right back to you Rose and Congratulations to you on your birthday which is not far off from this writing.

The Ladies Auxiliary of the Showmen's League of America's Rummage sale went over BIG on Lincoln Ave. in Chicago with Pat Seery as chairman and Carmelita Horan as co-chairman. Mrs. Henry Belden assisted also her daughter Dolores. Billie Lou Foreman also helped out. A nice profit for the club was made and thanks to all those who donated towards making this sale possible. Margaret Filograsso, President, personally thanks the Ladies for their assistance in the sale and their donations.

Last Sunday was a magnificent warm day. Bob (my better half) Joanie and I took a cruise through the chain of Lakes. Grass Lake, Pistakee Bay, Nippersing and Fox Lake. Got sun burnt, but that's O. K. Bob acquired a new speed boat, outboard type, which sure takes us places now. My nephew JACK GAFFKE is spending his Summer vacation with my Sister Hilda Schoeff on Far North Side in Chicago. We wanted to take him along with us, but they had other plans and had a good time also.

LENA SCHLOSSBERG show girl of long standing is having a wonderful time in Philadelphia, Pa., with relatives and friends. Hello there Lena, will be happy to hear from you ANY TIME.

ETTA COULTHARD, another well known show personality, acted as Hostess at a Social in the West room of the Sherman Hotel, for the Show Folks of America and know it was a huge success. Haven't forgotten you Etta and you will be hearing from me soon. Good luck to all the Show folks and my friends.

LILLIAN LAWRENCE, thanks so much to you for the many messages you sent me, in change of addresses, etc. Very sweet of you, but then you can't help it, you are naturally that way. Have a nice Summer dear.

MYRTLE HUTT BEARD is feeling much better after an illness. We hope you stay that way now Myrtle. Myrtle's daughter Doris has sure been a help to Myrtle while ill. Doris has a nice position in Los Angeles now as Secretary. Good luck to you.

CARMELITA HORAN who has had quite a siege of illness is feeling much better, am sure her friends will be glad to know that. RAYNELLE GOLDEN has the ALL GIRL SHOW on the Cetlin and Wilson shows, which is going over big. Good luck to you Raynell.

Call for Ivadell Anthony, where are you dear? Let me hear from you, all your mail is coming back to me. Also anyone reading this column, be sure to send me your present and permanent addresses. Write me, 4215 W. Fifth Ave., Chicago 24, Ill.

Will be heading for the North Woods, Sat., July 8th and take in some of the shows

en route, in Wisconsin.

Hi' LOUISE DONAHUE, thought I forgot you, eh? Oh no, will give you a ring before I leave town. Hope you are enjoying yourself out in that large beautiful home in the country. Will try to get to see you before the summer is over.

MARGARET JESKE is in Chicago and is not anticipating going out on the road this Season. Well, we are glad to keep some of them home folks. Hi' Margaret.

MR. A. E. DUMONT has been doing a fine job as publicity and Press Agent of the Showmen's League of America, also other enterprises. He is always willing to give a helping hand to anyone. A grand person to know and is well known in show business everywhere, in town and on the road. The best of luck to him always.

Just heard ETHEL WEER is on the JOHNNY J. JONES EXPOSITION SHOWS, so will be nice seeing her when we go out there.

LEE GLUSKIN, whom you all know has moved and all her friends will be glad to know her new address is 4047 N. Kenmore Ave., Chicago. Lee has been quite busy thus far and is another girl who is always busy, never idle. One grand girl.

Until my next column, God Bless You All, Everywhere, am as usual, Constantly your Reporter.

#### SMILE AND TAKE A BOW!

By HARRY H. HARGRAVE

Life's all a stage in this mighty world,  
Everyone born, sometime has a desire or whim  
To be a showoff or a great actor,  
It's just the plain ham born in him.  
Your place of birth may be a huge mansion,  
Or a little shack by the railroad tracks.  
Oftimes playing tag or staging make believe shows,  
In a wooden box or tent made of sacks.  
Thus talents revealed in every hamlet and city,  
It's in the blood when the shows come to town  
On main street watching the parade go by,  
Aspiring to become a performer or just a clown.  
Persistent practice in backyard, hayloft or parlor,  
Sweat and sacrifice proves the wheat from the chaff.  
Some individuals become concert or circus performers,  
Others, slapstick comedians to make the public laugh.  
Everyone with the show from front to back,  
Help the star pack them to the top tier.  
Graciously offering heartfelt congratulations and praise,  
Many concealing frustrated ambitions with a hidden tear.  
Famous and wealthy theatrical names, "In The Hall of Fame,"  
With mediocre failures too, forgotten and gone.  
Like brilliant twinkling stars in the sky,  
fade away,  
Memories linger, still, "THE SHOW MUST GO ON."

## HARDLY PERSONAL

Another person's good opinion of YOU, is something to live up to, NOT to lean on!

Leo Singer's Midget Revue are playing theatres in Michigan until Fair-time when he anticipates being on the Conklin CNE midway at Toronto!

J. George Loos of the show bearing his name despite the fact he is 71 years young, still operates a Carnie successfully and enjoying best of health!

Thumbnail Description of Harry Finkelstein, manager of the Sally Rand Show—"Bewitched—Bothered and Bewildered."

A good showman can survive in spite of being broke. Look at the 10 Commandments!

Everybody drinks Coca-Cola—but that doesn't stop them from advertising!

In speaking of the Jacobs Brothers, concessionaires. One circus owner was heard to remark, quote "You can have 'em—I don't want 'em".

For Ladies only; "All husbands are alike—but have different faces—so you can tell them apart".

Louie Kasnovitz, better known to you as "Dada" King, is telling folks that Louie Fox of Boston, Mass., has his finger in the "PIE" of concession with carnies, also rides and concessions at Amusement Parks Beaches and various summer resorts. (Mebbe Dada, shouldn't talk out of turn as Mr. Fox may not like it eh?)

Christine Hamid, wife of Geo. A. Hamid's nephew is consulting with a North Carolina lawyer again, about a divorce. They have several children!

Bill Boyd (Hapalong Cassidy) and his wife the former Glamour girl of the movies lovely Grace Bradley are devoted to one another and appear to be the happiest couple in show business. Boyd will kiss the Circus business goodbye any day now and return to California!

The Charlie Gerard's returned to Miami, Fla. after a short stay in New York, having sold their rides etc. to Ralph Endy!

Wee Bonnie Baker is much-more popular around the Royal American Shows than Gypsy Rose Lee ever was. Gypsy should incorporate a line in her new book she is alleged to have written pertaining to her experience with a Major League Carnie. She might well add—No one seemed to like me—but then, mebbe I went to Hollywood on all those Carnie folks?

What's become of Paul Olsen?

A Subscription to The Show World is yours for the asking and \$3.00.

### HARRY NELSON

STRIKING MACHINE BUILDER AND DOLL RACKS

2914 West 15th St. Coney Island, N. Y. Phone: ES-3-6700

Just say — "I saw it in the Greater Show World"

## HERE, THERE, AND EVERYWHERE

By LEWIS BELMORE

Having seen all the feminine pulchritude that the late Flo Ziegfeld, the Schuberts, the Klaw & Erlangers, the Dillinghams, the George Whites, etc., had to offer, over a long period of years, this writer has come to the following conclusions:

The girls of Dallas, Texas, are the most beautiful in the world. They sure grow them beautiful, charming, and oh, so desirable, down there. You see some of them employed at the Adolphus Hotel, at Neimann-Marcus Dept. Store, on the Main street, in shops and stores, and in the theatre. When Karl Hobbitzel's big-time Ma-jestic theatre was the tops in Dallas, the girls went there in droves. Even a vaudeville actor's heart went pit-a-patter when he looked at the sea of smiling faces out front.

So, after a life-time of travel, in every state in the Union, this writer casts his first, second, third and last vote for the girls of Dallas. Gorgeous, Lovely, Sweetie, Fascinating. There must be something in the air and in the soil down there that grows them so beautiful.

Deaf Smith County, Texas, in the north-western part of the state, and far removed from Dallas, is known as the county without a toothache. As one older down there once told me, "why man, we old fellers still have our first teeth." The mineral-rich soil of Deaf Smith County contains the Twelve Master Minerals and most of the lesser ones. Everything that grows under ground or above ground in Deaf Smith County has what it takes to fool the dentist and the doctor. "You are what you eat," said a famous nutritionist.

And how. . . .  
Overheard in a gift shop: "Next week is my girls birthday. I want to send her a gift, but I'm puzzled. I'd send her candy, but she doesn't eat candy. I'd send her cigarettes, but she doesn't smoke. What should I do?"

Helpful clerk: "Send her flowers. She smells, doesn't she?" — The Sample Case.

### More about circuses:

Circus Day in Pagan Rome, Cneius Pompeius Magnus was something to make the customers shudder. Pompey, the Roman General in B.C. 61 announced:

"Five Days of Performances

In the Circus Maximus

Free To All And Everyone."

He had positively promised, rain or shine, the sanguinary slaughter of:

500 — Fierce Nubian Lions — 500

20 — Ponderous Pachyderms — 20

Performances to be interspersed with Chariot Races plus Equestrian and Acrobatic Feats of Great Daring and Dexterity. (Sounds a little like the language of our modern press agents, eh, what?)

In Rome, 80 A.D., Titus dedicated the Roman Coliseum. The New Coliseum promptly became popular because its elliptical form gave each of the 50,000 gathered there a clear view of the sensational performances.

The World's Greatest Amphitheatre in

ancient Rome accommodated 250,000 spectators simultaneously. It was constructed of marble — was three stories high, and 625 ft. wide.

We Americans like to talk in big numbers and of big things. We haven't yet approached anything like the above though we have all that it takes to surpass it.

Recently while looking over some of the old, once-famous landmarks at Coney Island, N. Y. — Feltmann's, Stauchs, Henderson's Music Hall, Thompson & Dundy's Luna Park, etc., it occurred to this writer that a mammoth Coliseum or Amphitheatre devoted to super-circuses and Great Spectacles could be built on Coney Island By The Sea.

There's no denying the fact, that the once famous resort, and amusement center par excellence is only a shell of its former self. The many shacks and hovels—the delapidated fronts of booths, etc., could be raised and not missed too much. Even the crowds seem to have changed, and in place of the once fine clientele we find the Island a place for teen-agers none to well-mannered.

A Coliseum or Amphitheatre built close to the ocean would revive new interest in Coney Island and bring back the big trade from every state in the Union, and foreign countries.

Ask any showman, or well-seasoned traveler what the out-of-towners were most likely to ask you about when you told them you were from New York. Coney Island, and in the old days—the Bowery. Everybody wanted to see Coney Island if they ever got to New York.

Outdoor showmen who expect to compete with TV in the days to come will have to produce something that will make TV sink into pale insignificance. FLESH SHOWS OF SUCH A SENSATIONAL NATURE THAT TV WILL LOOK ANEMIC NEXT TO IT.

Let's talk about it! Let's begin planning for a Coney Island Amphitheatre that will make Rome, and its old Coliseum and Amphitheatre look like a pigmy next to what we can give the customers!

## QUEBEC 'EX' TO STRESS FARM THEME

The 39th Quebec Provincial Exposition, September 1-10, will be "a Tribute to the Land and the Tiller." The 1950 theme will therefore put accent on provincial achievements in all fields of Agriculture and honor the tillers of the soil whose 300 years of collective efforts have made Quebec one of Canada's foremost agricultural provinces.

The fair will coincide with the official inauguration of the new Agricultural Palace which is the renovated fire-gutted Coliseum, and the new Coliseum, a three million dollar sports palace which will feature the One Million Dollar Rolling Extravaganza, "Skating Vanities of 1951. Officials expect attendance to soar over the 1949 figure, will be in excess of 300,000.

Send in your news notes and route to Greater Show World, 1472 Broadway, New York 18, N. Y.

## CHICAGO FAIR OF 1950

(Continued from page 5)

produced by Paul Killiam and fronted by Capt. Bill Bryant. Comic Cavalcade, Lee Basher. Silent picture Nickleodeon, Paul Killiam. (Understand he has been promoted to a big job from the front office). Portraits, Phill. Silhouettes, Paul Kruger. The last two from Riverview Park. Paul has the best world's fair background of any of us. Penny Arcade, L'Arcade. Colonel Abst, Shooting Gallery. Pirate's Den, Sydney Ruben. Leo's Kitchen and Waffle Shop, Leo Warneke. Dixieland Gazette, Sam Pappoport. Humatones by Goldstein. Escape Artist, Russell Bradshaw. (He also has a long World's Fair background). Free acts . . . Dixieland Strollers musical trio and pirates and southern belles, Mary Lita, Barbara Moro, Tom Carlen and Otto Qvapel. Penny Arcade, shooting galleries, silhouettes and portraits are getting big.

EXHIBITS—Westinghouse Atomic Theatre, Plenty of magic — startling. Edison Electric Theatre. You see a bale of hay shot out of a cannon. Armour, Country Fair. Nice Stockyard exhibit with cattle, pigs and sheep. Hobby Horse Book Shop. Plenty of reading material for all ages. National Food Stores, featuring a wishing well and a musical trio. Zoo at Brookfield, in a beautiful water setting you see even more beautiful flamingos.

International Harvester, free rides for kids on the Farmall tractors. Johnson and Johnson, health exhibit and first aid to patrons of Fair. Chicago Park District, a very educational arts and crafts exhibit. Borden Milk Co., featuring Elsie the Cow with Elmer and Beauregard. Oil Industries, if you are tired or wish to wash that's the place.

W. G. N., TV. This is really a World's Fair exhibit with a glass front television stage in action. Many of the station's top programs are aired from here and there are 400 seats facing the stage. Also a room with 20 different Tele sets for the public to enjoy while reclining in the most comfortable chairs and divans imaginable.

Avenue of Homes, an exhibit of modern houses, doing big at 25c admission. Vending Stands, Consolidated Concessions. Novelty, Neapolitano Co. Smallest Trombone in the world, Johnny Palmer. Pom Pom hats going big.

RESTAURANTS. Toffenetti (big). Walgreen's (big). Borden's (big). Harbor View Restaurant and Citro's Cafeteria not doing so good. — (By A. E. Dumont).

## MINEOLA FAIR

An indication of the activities being undertaken by religious organizations to counteract communistic movements, discerned by President J. Alfred Valentine of the Mineola, N. Y. Fair, is revealed by reservation of space by seven denominational organizations during the 108th Fair September 12th to 16th. This is the greatest number of such "concessions" in one year within the memory of any of the directors, some having served nearly half a century.

## SOMETHING TO CHEER

A group of Texas farmers have made some refreshing and encouraging news. At a financial sacrifice to themselves, they have sent a healthy slice of federal government cash back to Washington with a note to the U. S. Treasury which said, in effect, "Here's your money. By struggling a little harder and pinching pennies, we can get by without it."

Newspapers and farm journals sent up huzzahs; and even the Saturday Evening Post wrote glowing editorial praise. The unsolicited return of federal funds to the U. S. Treasury especially makes news at a time when the trend is altogether in the other direction. In fact, there are two angles of this action of the Texas farmers that justify attention. It encouragingly shows, in the first instance, that the spirit of independence is not dead in our country; and, secondly, it spotlights a sensible project by the federal government in the realm of financial assistance.

The Texas farmers who have made this second Declaration of Independence are members of the 36 Production Credit Associations in Texas. There are 33,000 of them. Since 1933, when the PCA's were established, the 36 agencies had accepted \$8,000,000 of government capital for lending; and with it, of course, some regulations and controls. However, the entire lending program was handled and the administration of the 36 agencies was carried on by the farmers themselves.

With the government funds, plus the accumulating capital from the stock sales and a somewhat slim profit return accumulated in "reserves," the 36 PCA's have made loans totaling \$844,434,623. Ten years after they were established they found they still were operating with \$6,560,000 of the original federal government capital. They could keep it indefinitely. The government wasn't asking for it. But the farmer boards got together and talked things over.

With the government money in their corporate setup they still were under the thumb of the government. They all wanted to get out from under. Yet there weren't enough surplus funds to anywhere near make the payoff. The farmer lender-borrowers thereupon (in 1944) agreed to assess stiffer service fees. Moreover, all of them began to dig down in their socks and buy themselves a much higher interest rate and extra stock in their 36 PCA's.

Shortly after January 1, 1950, the last U. S. dollar was returned to Washington, in a final settlement check for \$105,000. The Texans had their independence again. But it hadn't been bought cheaply. Not only had they strained themselves financially to achieve it; they also were tossing away a whopping tax immunity that would cost them another pretty penny. With the government out as a partner, their exemption from income and other taxes was lost. Tax-wise they're now on the same basis as any other private lending agency.

Our Texans are way out ahead in a precedent-setting action, but the other 440 PCA's around the country have performed an important service well. — G. S. B.

## AMUSEMENTS OF AMERICA

Visited the Vivona Brothers Shows, called "The Amusements of America," and was greatly surprised to find a large and beautiful show. Everyone around the show worked together, and there is no animosity whatsoever. John and Morris Vivona, are the owners and operators, and two finer boys you couldn't find anywhere. Maxie Sharp is the concession manager, and he is always around with the boys. Among the lineup of the back-end are DeWise Purdin, with his Congress of Wonders, featuring Doc Garfield, the man without a skull in the blow-off. Speedy Sayres has the wall of Death. The Mason family have the monkey show under the name of Natureland. Then there are a few other shows, which bring us back to the rest of the midway. John Yotas as the manager of Jones Bingo. Moe Vivona has a string of seven concessions, and all doing fine. We then find lovely Virginia Sharp and Helen Nazer running the Cat-Rack game; Louis Light with his Grocery Wheel; Harry Sandler, John Martin and Bo on the Razzle; Yosh on the Toy Wheel; Abe Zuckerman with his Bowling Alley and many, many others, far too numerous to mention because of lack of space, but you'll be hearing plenty about all the boys if they stick with the Vivona's, because they are determined to get to the top, and from where I stand, I can see them getting there fast. Good luck to you boys. — By D. William Kline.

## WE BELIEVE

By House Parkers

Some days everything seems to go wrong. I have days like that and so do you. We call them "off" days.

When one of those off days hits me, I like to make jokes about the things that go wrong. It helps me — and before long my co-workers are laughing. I laugh, too. And, what seemed like the beginning of a long, boring, miserable day to struggle through, turns into an almost glorious one! Laughter can do that — it chases worries and gloom away in short order.

Really, there's magic in laughter. And it's so contagious and invigorating. You find that if you're joking, the people around you are, too. Soon, faces that had sour expressions or very serious ones, reflecting the monotony of every day toil, begin to brighten up.

What a dull old world this would be if every one of us held those sour expressions all day long. We'd be in a rut. All the joy would go out of living, because laughter — caused by those little things that happen every day and often every day — would go. (Gloom can be contagious too.)

Some people seem to be naturally sour and crabby. They wouldn't have to be. They've just let themselves get into a rut. They carry a chip on their shoulder from some long-past sad experience and go on through life the victims of self-pity, though

## KANSAS CITY NOTES

Folks were shocked by the sudden death of Edward (Slim) Johnson, who passed away at his home, July 10th. Death was due to carbon monoxide poisoning. He was a member of the firm of Midwest Mdse. Company also of the Heart of America Showmen's Club, Orient Lodge No. 546, AF&AM Grotto Shrine Club and Scottish Rite bodies. He leaves a widow and infant daughter.

The Frank Layman Shows are playing spots in and around Kansas City.

Roy Marr, concession operator is spending the summer in Kaysee.

Capt. Hugo, wife and daughter who have been with the John McKee Shows, left that org. when the show played Pleasant Hill, Mo., and will hopscotch for the balance of the season, playing celebrations, picnics and Fairs.

Bill & Anna Myler of the McKee Shows were visitors in the city on a buying trip.

James Marshall sez "The road is too rough this year and is back in the city."

The Pepper Shows are playing the Colored district on the lot adjoining the Blue's Ball Park!

Mrs. Kenneth Garman and Vince McCabe of the Sunflower Amusement Co., came in from Clinton, Iowa to attend the funeral of Edward Johnson, also L. K. Carter, Prez of HASC came in from Iowa and F. W. (Boxie) Warfield came in from the South.

Rain has been holding the spotlight for the past two weeks and shows in this vicinity have been lucky to get in one or two nights a week.

Tommy Cook, of the Leewright Shows was in the City week of July 10th.

George Kimball who operates the Fun House and Museum on the Hale Shows, sez business is off this year!

## HARVESTER TO BUILD 932 TRUCKS FOR THE GOVERNMENT

Fort Wayne, Ind. — The Fort Wayne Works of the International Harvester Co. has signed an \$11,000,000 contract with the Government for military cargo and dump trucks.

Hugh A. Weissbrodt, the plant manager, said the contract calls for 932 five-ton, six-wheel drive trucks.

Weissbrodt said he understood the truck order was part of a replacement program.

Manufacture of the vehicles will start early next year.

they don't realize what's really wrong.

Those people are really in a deep rut. Maybe they'll never get out of it. But we can try to make them laugh. It's a tough job, but a rewarding one. Nothing makes us quite so happy as having made someone else just a little bit happier! (H. Bradtke)

A Subscription to The Show World is yours for the asking and \$3.00.



JOHNNY VIVONA

# Vivona Bros. PRESENTS AMUSEMENTS OF AMERICA

Permanent Address — 103 South 1st Street, Irvington, New Jersey

MRS. C. VIVONA Treasurer  
BABE VIVONA Trans. Mgr.  
ANNE FONTANA Secretary

“ENTERTAINMENT AT ITS BEST”

MAXWELL SHARP Bus. Mgr.  
STAN REED Publicity  
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MORRIS VIVONA

## MOE VIVONA

CONCESSIONS

Spot the Spot . . . . . Ben Vivona	Swinger . . . . . Moe Vivona
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Bottle Game . . . . . Marie Maughan	String Game . . . . . Rosalie Vivona
Penny Pitch . . . . . Terry & Wade	Slum Blower . . . . . Marion Vivona
Pitch Till U Win . . . . . Bob Maughan	

## MAXWELL SHARP

CONCESSION MANAGER

Proud to be with John and Morris

## JONES BINGO

JOHN YOTAS, Manager

## YOSH

“TOY WHEEL”

ABE ZUCKERMAN, Mgr.  
MURRAY FRIEDLANDER  
MURPHY TILNER

“BOWLING ALLEY”

## LOUIS LIGHT

“GROCERY WHEEL”

HARRY SANDLER  
JOHN MARTIN  
and BO

“RAZZLE”

## SPEEDY SAYRES WALL of DEATH

Presenting

PATTY SAYRES and FLASH BLACK

## RIDE HELP

Bob Benowitz	Ass't Mechanic
Frank Wolfee	Carousel Foreman
Joseph Gebo	Ridee-O Foreman
William McCoy	Tilt A Whirl Fore.
Clif Dyer	Octopus Foreman

## MASON'S NATURELAND

“Monkey Business at its Best”

## DeWISE PURDIN

Presents

### CONGRESS of WONDERS

Marion DeWitt . . . . .	Electronic Girl
Prince Rajah . . . . .	Iron Tongue Man
Marcellie . . . . .	Mentalist and Magic Act

Two Headed Baby

Twisto . . . . .	The Man that Grows
Annex . . . . .	Doc Garfield

CHESTER DeWITT Tickets BOB O'NEIL Talker

CHARLES MILLER

“King” of the  
GLASS PITCH'S

Rocky and Trudy  
BELLANTONI

“WAFFLES”  
With Ice Cream

NICK NAZER  
AL LYTTON  
PAT SCHILLY

“ROLL DOWN”

TOBY VIVONA

“SHORT RANGE  
GALLERY”

Mr. & Mrs.  
GEORGE MARTIN

“TRAIN RIDE”  
“BALLOON DARTS”

VIRGINIA SHARP  
and  
HELEN NAZER

“CAT RACK”

PERROTTA BROS.

“RAT GAME”  
“BEAR HOOP-LA”  
“BALLOON DARTS”

JO MASIELLO

“HOOP-LA”

## MATTY FONTANA

Glad to be with my Brothers-in-law

“HAM WHEEL”

Angie, Joe and Frank

## LOGLISCI

“FRENCH FRIES & COTTON CANDY”

## SO THAT YOU, THE SHOW PEOPLE WILL KNOW!

Merchandising jobbers around Greater New York are becoming wealthier than heretofore — especially those who cater to outdoor bazaar events for fraternal and civic organizations. Several of these jobbers who became millionaires during World War II, dealing from their vest pockets — with cash transactions — are having a swell time these days repeating their successful manipulations to avoid payment of excess profit taxes. They admit to friends they got away with plenty before and figure they'll do it again.

There are a number of ex-carnie operators who made a bundle during the last war — so they invested their money in hotels—Motels, gas stations, etc. The Motel's investment developed into a Gold Mine, for they rented out cabins at \$10.00 per day or night. As a rule the cabin was re-rented several times a day. (No entry was made on the books after the first rental for that day. (It all went into their vest pocket). No taxes to pay. Result they became immensely wealthy and are that way today living in palatial homes and looked upon as good citizens in their community and they — GO TO CHURCH ON SUNDAYS AND EVERYONE THINKS THEY ARE HONEST MEN??

Then there is that sharp-shooting Circus operator who snatches every 20, 50 and 100 dollar bill that finds its way into the ticket wagons. He places them in a secret drawer of his desk in his private wagon under lock and key. Not one item of that money is ever entered upon the books— (his pin money). When he feels in the mood to buy his sweetie some special gift he withdraws from the secret compartment. He sez "It's found money — that Uncle Sam never hears about." Has a beautiful home, a good wife and a paramour. A show with a worn-out "Big Top" that leaks like a sieve — when it rains. But he's sitting pretty—BUT NEVER GOES TO CHURCH ON SUNDAY — AND EVERYBODY KNOWS HE'S NOT AN HONEST MAN!

Then there's the man who used to raise Prize Fowl to exhibit at Fairs. He finally got himself on a Fair Board. Being a quiet, unassuming sort of a man, everyone liked him. Looked so naive at all times. Then the Fair manager died of a heart attack. Mr. Fowl Raiser got the job. The first few years he felt his way around. He got smartened up so fast the Men on the Fair Board looked at each other in astonishment — at HIS aptitude to catch-on so quickly. Then came the convention. He let word pass around he was seeking a Carnie for his midway. Free acts for his grand stand. Thrill auto show for the track. Pyrotechnics for the outfield. Well, after dickering for some three days — he contracted for everything and his face beamed. At the SLOA banquet he sat at a table for a short spell — then changed tables. He was cat-

ered to — like a King. He left the Convention on Thursday and arriving in his home town — was greeted by his wife at the station where he was showered with kisses, etc. Then he was heard to say "Well, Maw, we're gonna move out of the house real soon and we'll go over to Knob Hill with the rich folks." The good wife, looked at him with eyes wide open and said "But Dad, where is all the money coming from." And he patted her lovingly on the back and replied: "Aw Maw, I met a lotta nice people — so they gave me Xmas presents and we don't have to worry anymore, no Maw, everything's gonna be alright from now on" — AND HE GOES TO CHURCH ON SUNDAYS AND PLACES MONEY IN THE CONTRIBUTION BOX AND EVERYONE THINKS HE'S AN HONEST MAN??



**BOBBY KORK**

One of the features of T. W. Kelley's World Fair Freaks on the John Marks Shows. This is Bobby's 7th year with Slim Kelley!

## NEW ENGLAND SHOW NOTES

By J. H. GUILFOYLE

The Ringling Bros. and Barnum & Bailey Circus may have to get new grounds if it plays in Worcester, Mass. next year.

Members of the Park & Recreation Commission are not happy about the controversy this year over cleaning up Beaver Brook playground where it showed. Argument was over the cost.

Arrangements for the circus to play at Beaverbrook were made by the previous commission. But before the circus arrived, City Manager Everett F. Merrill had named a new board, with only two of the previous group still serving.

William J. Regar, new chairman of the commission and a member of the old board made an attempt to have the \$2,000 bond filed by the circus to insure the clean-up, handled by the city manager's office. But the old commission decided to continue the previous policy of having it handled through the Parks and Recreation Department. The

bond was actually handled by the city clerk's office, then released when the job of cleaning the grounds was completed.

A survey four years ago by city engineers disclosed no land suitable for the circus stand except that under jurisdiction of the Parks and Recreation Commission. Circus officials this year visited nearby Shrewsbury on the eve of the performance. It seemed possible a last minute shift might bring the show there and wipe Worcester out of the picture, but the 11th hour change was decided against. Next year different arrangements may be made.

Alfred W. Lombard of Arlington, Mass., manager of the Massachusetts Union Agricultural Meeting, has been elected secretary-treasurer of the Massachusetts Agricultural Fairs Association for his 26th term. Miss Catherine M. Griffin of the Massachusetts Department of Agriculture has been named assistant secretary, a newly created position. Lombard says 165 fairs will be conducted in Massachusetts this year!

A retired Methodist minister is traveling with the Ringling Bros. Barnum & Bailey Circus. The Rev. Dr. Chester Hoyt, says the circus bug bit him in 1903 and he has never-gotten over it.

Dr. Hoyt is narrator at the Museum of the American Circus, a Ringling Museum, at Sarasota, Fla. But he has been determined to travel with the Big Top and he caught up with it when it reached New England.

During his ministerial days he served in several pulpits in Massachusetts and he retired in 1940 because of his health.

"My health demanded that I move from New England climate. I selected Sarasota, having in mind it was the Winter headquarters for the circus," he says.

After a decade in retirement he got a position with the museum which was opened to the public six months ago. He helps to restore equipment from the old days of the circus. The equipment is salvaged in many parts of the world and expertly renewed for display.

"I was a long time worker with wood, anyway," Dr. Hoyt says. "I am never much happier than when I am restoring an ancient piece, whether a wagon or a carving."

Dr. Hoyt says it is not unusual for old timers to shed a tear at the sight of a circus wagon, they remember from childhood. That gives him much satisfaction. It upholds his contention that the circus and its memories have a permanent hold on all persons regardless of age just as it does on him.

Dr. Hoyt built his first boys' circus in 1915. He has since created several miniatures of old circuses.

He is a member of the Circus Fans Association, Model Builders and Owners Association and the Circus Historical Association.

Mrs. Hoyt is pastor of College Highway Methodist Church in Southwick, Mass.

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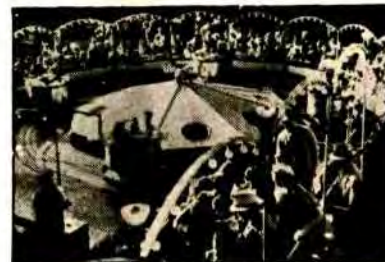
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## Show Business and Show Folk on the West Coast

By PEGGY M. FORSTALL

With DOG DAYS ON, all the company, the yard work and what have you, that keeps going on daily at this joint, it's a wonder I get any news for you at all. I am afraid this time there won't be much. I haven't been getting around as much as I used to, but with a few good scous I did gather a little.

First of all a nice letter from my good pal Ann Doolan from Chicago saying she arrived there O. K. and found her main most interest very well and happy to see her, and those two darling girls. Ann reports business very good, and if the weather would only clear up and get warmer, business would be bigger and better than ever. The Doolan's are looking forward to seeing my Theo. with the Ringling Circus, when it comes there the last week in July. Sure wish I could be there, but with my company, I can't very well get away.

Art Cramer had a very nice visit with Eddie Brown and Pat Shanley recently and I say that's three good old timers getting together. Eddie by the way is getting along fine after his operation. With Dr. Ralph Smith doing the cutting Eddie just couldn't do bad. Harry Illions who had a couple of rides, in Ocean View Park, stored them for the time being, and left for Buffalo, where he owns Liberty Park. Harry will be back in the fall. Redwood Empire Shows worked a good week in Dunsuir, California during the Railroad Celebration. Anthony Masseth, owner and operator of the show said weather was excellent and crowds came out galore. Crafts 20 Big will be on at Delmar, for the San Diego Fair. Turkey Sweepstakes, Truck Radio, Crazy Hat Contest, Diaper Derby, a Mutt Show and the Baton Twirling Majorettes will be featured. Glenn Tyler with all his Champion Rodeo Riders will be on hand, while the Sportsman's Show and Flower Show will also be main events.

Earl Charleston was well pleased with his formal opening at Venice Park. Preparation has been in the making for a year, getting it ready for this occasion. Ralph and Jack Wade have the concession and eating places. All are first class looking places, and looks good for a long run. The Velare Bros. Elmer and Curtis are installing a double Ferris Wheel in Venice Park Lake. These two boys really get their rides up in the best places and we do wish them luck. Mr. & Mrs. Jimmy Blair Jr. spent their honeymoon in and around Hollywood and Los Angeles seeing the sights with that grand guy Bert Nelson. Bert is a native around these parts, so he should have done a good job showing them around. Blair Sr. handles the Pupyallup Washington Fair, so no doubt Nelson and Abel furnish the acts for that date.

Morosa Herman, Secretary for the Ladies Auxiliary P.C.S.A. took advantage of not having meetings for six weeks and took

off to Canada to join her hubby. Will be back for our next meeting which will be July 17th. Yes, Jeane went too. That's the daughter. Lola and Mike Krekos were around for the Shrine Convention, also Harry Seber. Joe and Ethel Krug had their Cotton Floss and Crab Joint on the 20 big for the Cherry Festival in Beaumont California and Olivia and Elex had novelties in the same spot.

Ida Woodard has tickets out front on the Crafts Exposition Shows.

Jeff Criffen has novelties and Clyde Rawlings and Jim Perry are operating the Motordrome. Pete Kortez and his Marie have left us for a while. Gone to Canada to take care of their Sideshow at Belmont Park, Montreal. A card from Madge Buckley on the Siebrand Bros. Circus saying business has picked up in Montana and Idaho. Reports Peggy Steinberg hasn't been so frisky lately, but is still on the job. Says Clara and Doc Zeiger are busier than ever. Clara has the ticket box while Doc sees that it keeps going. Apparently Joe Steinberg and Marion (Buck) Buckley are holding their own. Madge didn't mention them, but I know they are there, but what can anyone say on a card? You ought to do better next time sister.

Pleased to report that Al (Red) Cohn is getting along nicely with his steel back brace. Was seen working in the Bingo game at the Beaumont Festivals. The Regulars Ass'd Troupers are invited to Catalina Island as guest of Daisy and Ray Marrion. Date to be set later. Lucille King, founder is well on the road to recovery now and will take it easy for a spell. Dorothy & Jack Leonard celebrated their 10th Anniversary with friends at the Cocoonut Grove in the Ambassador Hotel. . . . Whitey Monette D. P. of the Showfolks of America in San Francisco and Jake Schwartz were two busy bodies during the Shrine Convention here. They handled the novelties. . . . Fred and Bennie Gaunt and their twin boys, Freddie & Dickie are vacationing in Laguna Beach. Papa is connected with the General Music Co.

New members in the Showfolks of America Club in San Francisco are; Mrs. Bertie Harris, Mary Jane Richards, Lydia Parsons, Harry Lewis, Leon Moore, Lester Larson, Dave Wilson, Geo. Parson, John Yates, Archie Long, Dave Kaun, Kenneth Larson, Frank McCallester, Kate & Raye Hagler, Bill Astrada, Val & Bob Bitz, Homer Beezley, Leonard Neccum, Clyde Barnum, Florence Logne and Dr. Dale Ames. President Mike Krekos is doing a swell job in being on hand at all meetings, taking time off from his West Coast Shows.

### Circus

It certainly was a shock to lose two good showmen in one week. Curtis Little and Bud Anderson. Curt was a wonderful mem-

ber of the PCSA. To his wife we all extend deepest sympathy. To Bud's wife and son and family we extend the same. . . . When the Siebrand Shows played Idaho Falls and Stevens Circus played Pocatello they were near enough to visit each other and the gab fest was on for days all gathered at the Hodgini's trailer. . . . The 6 Brothers Circus folded last week in El Monte and I'm sure it was a sad experience for George McCall and others who tried so hard to keep it going. The few acts they had were not bad, but the layout itself just wasn't what it should have been. Ward Brothers Circus having a few days off at the time of his opening helped get a few acts for his opening, but when the Ward's started again that left George with just a few acts. However to give credit where due, the Elephant act that replaced the one from Ward's Circus was an exceptionally good act. Rudy Mueller put the small elephant thru a very nice routine as well as his ponies and monkeys. Hap Hendry with his dogs, The Dalton Sisters, ladders and webs. The Dalton Bros. did a trampoline and the Dalton Sisters and Brothers did a high wire act. The music was an organ and drums. James Goff, played the organ while Rey worked the drums. The management will try it again about the middle of August up North. We all wish George better luck. He no doubt has learned a lot and if he gets a few experienced circusmen around him.

Those who visited the 6 Brothers Circus, while it was opened were; Jack & Bertie Youden, Adolf & Mary Delbosq, Tom & Leila Plant, Mabel & Eddie Brown, Hazel & Paul Moss, Leonard & Virginia Karsh, Bertha Budd and Jimmy Batsch, Frank Chickrelli, Clara Del Delbosq, Dixie Whitaker, Jimmy Woods, Hugh & Elsie Kyle and their daughter Ruth Samuels, Boz Harell his wife, daughter Donna and grand-daughter, Peg and Art Freeman and I. . . . Tom Plank left the Clyde Beatty Circus and was around seeing if he could help on the 6 Brothers Circus. . . . What a swell show Bertie Youden and I saw last week at the Philharmonic Theatre. Saw South Pacific and it really was a good show. Our thanks to Al Butler who made it possible for us to see it as tickets were out and is a show everyone should see.

The De Wayne Boys tried their hand at getting a small circus together but had called it quits. The boys a wonderful trampoline and acrobat acts, but it takes more than just a few acts to please the public. Clark & Mary Del Bosq and I trekked over to Bakerfield to see the Polack Bros. (Western) Circus and that to Me, is a wonderful show. Mr. Stern really did himself proud this year getting all the wonderful acts he has and all retired show people out here are waiting anxiously for them to show here, which will be the latter part of September.

Had a nice visit with Freddy Freeman, Miss Mickey but I won't when they play here. Saw Hubert Castle, same old Hubert and we reminisced about Cole Brothers and Barnes Circus. All the Loyal Repenski's were to see Justino, back with his father. He being in the act again makes the act as it was, when they first came to America. How-

ever we do miss Germania, who is now married to Bruno Zacchini and they have the double repeating cannon on the Cole Circus. We are looking forward to seeing them before long, as 'tis rumored the Cole show will be on the West Coast in the fall.

That Hazel Moss sure pulled a fast one on our boy Paul, last week. It's a good thing he can't read yet. But mebbe Hazel can keep her copy of this and show it to him later. She took herself on a fast-flying plane to visit Al, on the Clyde Beatty Circus in Seattle, Washington. However He, was left in good hands as Hazel's mother is here from San Antonio and 'tis said Paul did a good job protecting her while Mama was gone. . . . Mr. & Mrs. Bill Irwin, left the Ward Bros. Circus and went East to play Fairs, they had previously booked.

George Rearisk, one of Al G. Barnes Circus clowns joined the Ward Bros. Circus. . . . Ethel Jenier, is back with Ward after an operation and getting along very nicely. . . . Some of those who visited the Ward Circus while they were around here, were; Ernestine Baer, Elizabeth Clarke, Penny Parker, Hazel & Paul Moss, Ray & Jack Coble, Kenneth Harlan and John Lenkert of Redlands, California, who is a circus fan! . . . Clyde Beatty, Iran Dodge and Hank Mozello were reported on the limping side on the Beatty Circus, but neither missed a show and by now all is well. Those who visited Clyde, up North were; Merritt & Nita Blew, Rube Curtis, Robert Enrico, Sally & John Glace, Jimmie Sterns and Hugh Lyn. When the Beatty Circus played Eugene, Oregon, they played day and date with the Douglas Greater Shows, visits were exchanged. Frank Lee, has replaced Norman and Shirley Carroll on the Beatty Circus on Radio and Television.

Jack Youden is working at the Hollywood Race Track, also worked the Rose Bowl and Coliseum on July 4th. . . . I thought the 4th would prove a dull day for me here and would have had not Bertie & Jack Youden, Dixie Whitaker and Adolf, & Mar Delbosq, Ruth & Bud Casten and Jilio Cattarzi Clara Cousin, dropped in. We were up until the wee hours of the morning playing Gin and proved a very delightful day. Don't know where the Karsh's were, no doubt at Laguna Beach. Leonard & Virginia are very happy these days, having with them Leonard's brother and his wife who hail from Lima, Ohio. Bob and Joe plan staying here, so two more nice people are added to our midst.

Before I close, may I say, now that the big day of the year has come and gone. I do hope everyone got theirs already and that the last half of the season will be better than the first.

**We Plant a tree today and leave the Blossoming to God.**

**Only a life lived for others is a life worth while**

**No one is useless in the world, who lightens the burden of it for any one else**

**It pays to follow one's best light, Put GOD and COUNTRY first and ourselves afterwards.**

**See you all next month folks. Adios for now. (Peggy Forstall)**



### What's the Score, Pop?

Dear Pop:

The kids my age are growing up. We want to ask some questions about our country. Your generation has had control for a long time. Soon we'll be taking over. What kind of nation are you going to pass along? **Has your generation strengthened our American heritage of individual freedom?** Have you kept the American strain of self-reliance healthy and strong? What does the financial ledger show? Have you been paying your way? Are the books in balance? These questions have begun to bother us. They seem pretty important. What's the score Pop?

Yours,  
Bill.

Dear Bill:

You and your generation haven't a thing to worry about. We've done a great job for you. That glorious individual freedom our parents handed down to us—well, we've improved it, added a new freedom — **the Freedom to Look to Washington!**

And that magnificent private enterprise system our dads and grand-parents built — we've had it modernized in a Pennsylvania Avenue machine shop, fixed up good. Under Government supervision it has got the country bursting at the seams with greenback money worth at least 50c on the dollar!

Yep, we've fixed everything so you kids will get what's coming to you — and good! We've done it all with a great discovery. Son, we've discovered Government — in a big way! When we get through with it — or vice versa — **it's going to be all yours (or vice versa).**

The way we've got things fixed now you can grow cotton, wheat, corn, potatoes, hens or cows — anything! — and our wonderful government will pay you a handsome profit — and all you have to do is keep your mouth shut and be an obedient farmer when the Government experts tell you what to do. You can become a merchant or a manufacturer and the tariffs, Government contracts, subsidized loans and handouts to the Tom, Dick and Harrys who buy your goods will make your bed as good as the farmers. To qualify, you just grin and operate your business as directed by the Government and John L. You can become a wage earner and get a minimum, or contract wage pension and other benefits practically free, and a raise periodically. You can get all this by merely conducting yourself according to union, company, and Government regulations!

If you are a veteran, a doctor, lawyer, teacher or professor, co-op, state or local government, you benefit, directly or indi-

rectly, from nice Government aids, grants, subsidies, general handouts or preferential treatment — and are not a bit more regimented, restricted, regulated and controlled than the farmer. By the time you kids are 21 your subsidy ought to be a cinch. Already 25,000,000 fortunates get regular checks direct from Government agencies, and we're improving that every day.

You and your generation have a great adventure awaiting you, Bill — discovering new things that Government can do and new things you can do for the Government. It will be exciting, for instance, devising a way to pay off the national debt with which all these wonderful services we are getting have been bought. As of today, the debt is only \$5,000 apiece for all you boys and girls 18 and under. It was \$1.1 billion when we took over in 1915. We've done well. It's \$256 billion now and we're increasing it by \$5 billion a year.

Yep, you youngsters are going to be sitting in the driver's seat in a great age, Son. **As for ourselves, we're going to be sitting (period),** thanks to your generosity yet unspoken. But excuse me now — I see the postman coming. **He's bringing my check.**

I injured myself hastening to catch the bus nine weeks ago, was ill with exhaustion when I reached home. I've been recovering nicely. **The postman is bringing my Tuckered - Out - After-Hastening-To-Catch-The-Bus Compensation.** I'll be okay again and back to work in 17 weeks, when the TOAHTCTB Compensation checks run out.

**It's been a tough battle. But there's nothing too good for the youngsters of America.**

Yours,  
Pop.

## Bulletins!

Hugo Zeiter is seeking riding devices for a long engagement in Japan!

Some merchandise jobbers who have had merchandise in their warehouses for some time, have raised the price of almost everything 25% or more, which comes under the heading of profiteering!

Mrs. Dolly Young of the Royal Crown Shows tendered a "Baby Shower" in honor of Mrs. Joe Sanfortellos and Mrs. Wm. Whitmore. The latter being the wife of the show's secretary on July 12th at Springfield, Ohio in the Jones Bingo stand!

Jimmy Hurd is enjoying good business with pay shows, playing the Harlackner Circuit of outdoor events!

If you ever walked on a show lot—where a welcome awaits visitors and everyone acts like ladies and gentlemen, pay a visit to the Vivona Bros. Shows. Here is the fastest growing show in the East. A show built to play Fairs — it is that "Beautiful."

Carvel, the custard manufacturer is doing a thriving business renting custard locations on the highways. The men and women who invest their money also have to buy his custard mix from the company!

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**ROYAL AMERICAN  
 SMASH RECORDS IN  
 WESTERN CANADA**

Edmonton, Alberta, Canada — All past records at the Calgary Stampede would have been shattered this year but for the rain, it was reported by Royal American Shows, now in the midst of their Western Canadian exhibitions with an all-sock bill of attractions.

Despite bad weather, the show reported only 9 percent drop from last season's tremendous gross records. 75,000 spectators swarmed into the grounds for the 75th Centennial opening packing shows, rides and concessions with plenty of free and easy spending.

The rains came suddenly and continued daily throughout the engagement. The crowds, however, continued to pour into the grounds daily and although huge grosses were derived, there wasn't any doubt among officials both of the Royal American Shows and the exhibition, that all past records would have been far surpassed this year.

Bonnie Baker continues to play packed audiences and the show is being highly praised for its production numbers and supporting talent. Leon Claxton's 1950 edition of his fast stepping revue is also doing big

business along the Canadian route.

Many officials of the various Canadian Exhibitions were guests during the Calgary stand as well as national Canadian political figures including Canada's Prime Minister, the High Commissioner of Australia and others including Donald MacKay, mayor of Calgary, former radio production manager and friend of Royal American Shows.

Here at the Edmonton Exhibition for the first three days to date, saw a by-passing of all past records and continuance of good weather considered, will no doubt hang up an all-time record gross. — (By Herb Pickard)

**WEDDING BELLS**

Kenny Revling, talker on the Aqua-Tease, and Audry Peter, chorine on the Baker show, were married July 18th in the Baker top. The ceremony was covered by both press and radio with 150 showfolks from all sections of the midway attending. Best man was R. L. Lohmar, General Agent. Bridesmaid was Jean Wunder, chorine of Baker show.

Music was supplied by Buddy Roy, organist; songs by Herber Banke and Sue Start of Baker show. Pictures and stories appeared in local press.

**O. C. BUCK SHOWS**

Visited the Oscar Buck Shows at Fort Edward, New York, and found the show in good shape and good spirits. The show this year has almost the same lineup as last year with James Quinn as General Agent and E. C. Evans with his concessions. Gene O'Donnell and his darling wife Julia again at the helm of Jones Bingo. Larry Neuman managing the six cats, and Joe and Marie Rice with two concessions. Down the back-end we find Whitey Sutton with his wife, operating three shows namely; Side show, Snake show, and the Two-headed Baby, all holding their own, and waiting for the fair season in two weeks to put them way out front.

Roxie Lee Orneallis again has her girl show, and Posing show. O. L. Hagen with his thrill Arena, featuring his son O. L. Hagen Jr. Clayton Campbell operating the Monkey Speedway, and his son taking over at the fun house. The free act this year is one of Bob Fisher's acts; The Fearless Flyers, with Lowell and Mary Sherer working on the flying return trapeze, with Robin Mills doing the clown act. All in all it is a grand show with loveable Oscar always around to see that everything is running right — By D. William Kline.

**COLE BROS. CIRCUS SIDE SHOW**  
 DICK BEST, Mgr. —•— SEASON 1950 —•— COUNT NICKI, Ass't Mgr.

**COUNT NICKI**  
 ASSISTANT SIDE SHOW MANAGER ON THE COLE BROS. CIRCUS

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The Original "TWO FACED MAN"	
<b>Freddie JONES</b> ● Rubber Arm Man and Inside Mgr.	<b>Bob MASON</b> ● Magician and Punch
<b>HOYT SHUEMAKER</b> ● ARMLESS & LEGLESS WONDER ARTIST	
<b>Laddie FAITH</b> ● Inside Lecturer	<b>AL St. CLAIR</b> ● Boss Canvass Man

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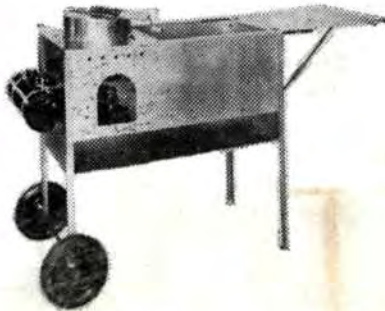
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Price: \$42.50.  
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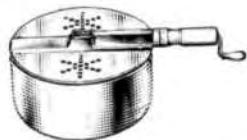
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