

MAY, 1950

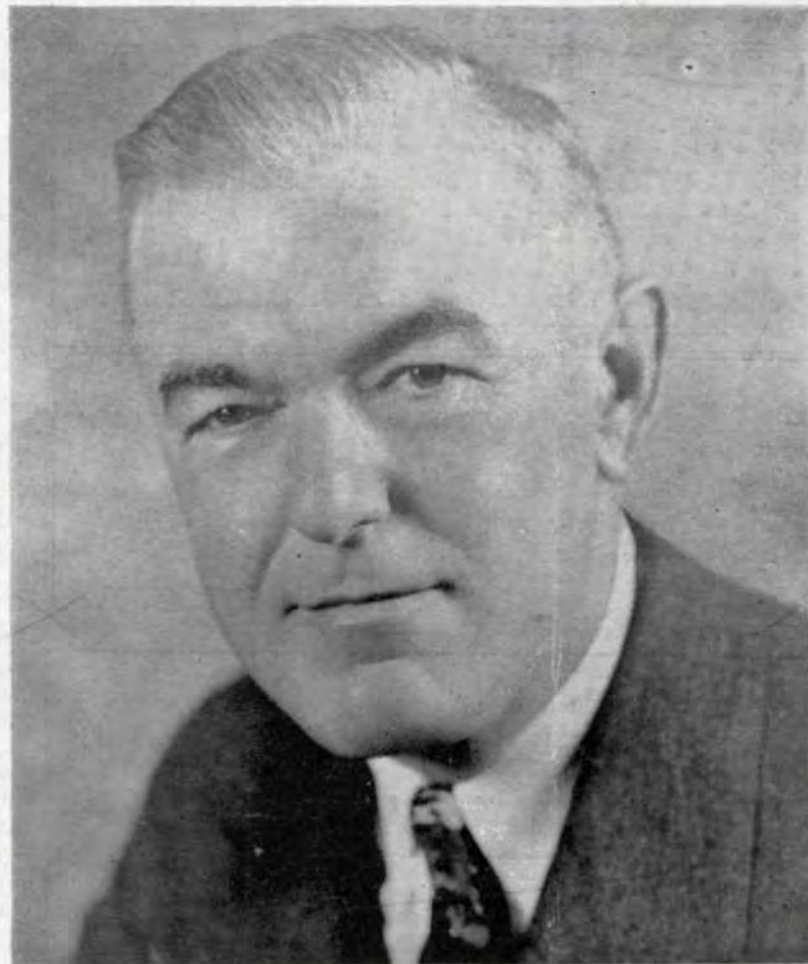
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# Greater SHOW WORLD

The Voice of Show Business

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★ **CARL J. SEDLMAYR** ★

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## COLE BROS CIRCUS

CHICAGO STADIUM, April 27 to May 7

Opening spot for the "World's Largest Wild Animal Circus" was a big winner. Thru good authority we learned that it went over \$250,000 velvet on the date, which more than covered production costs. Hopalong drew very big, in fact he strawed-em (in seats) three times. Friday (7th) broke all existing records for circus attendance with about 1,000 seats on the hippodrome tract.

William Boyd must have something on the ball to please a large audience so thoroughly, all by himself, in a big three-ring circus arena. Ovation was big and the bowing-out even bigger. He cuts quite a figure riding his white charger (Topper). He saturates children and adults with genuine friendliness and goodness of heart. The Good Lord said: "Suffer the little children to come unto me." Well they come unto Hopalong also. In droves they seek him, meekly and respectfully, to shake his hand, to put their arms around him and the tinier ones will even ask to kiss him. In fact he must have everything on the ball.

The show runs smoothly and fast, without even a shadow of a stage-wait, thru the expert manipulation of the Equestrian Director, Leo Hamilton, and Fred Kressmann on the back-end. Best big show announcer in years Bob White. His circus style vocabulary and stentorian delivery gives the show the right atmosphere.

### Program

Display 1. — Terrell Jacobs — Presents a large mixed group of Nubian lions and Royal Bengal and Sumatran Tigers. The feature is still the famous Sheba, the roll-over and waltzing lioness. Terrell Jacobs is still the "one and only" when it comes to act acts. Very fast.

Display 2. — Sky Symphony — Performed by Rietta, a superb flashy high free act. Display 3 — ZANY ZEALOTS — Clown walk-around. Display 4. — The NORBERTYS — Good and high. Display 5. — Riska and Nino-Mustafaco — The Hannes — Top acrobatic artists. Display 6. — CLOWNS — Production Number. Display 7. — AERIAL BALLETT — By Barquette, very spectacular, all girls good workers. Specialty girls . . . Cora Davis, Corinne Dearo, Ethel De Arey, Elaine

Maloy. Display 8. — COLE BROS. LIBERTY HORSES — Presented by Milt Herriot, John Herriot and John Smith — Tops. Display 9 — CHEVROLET NUMBER — Fourteen clowns step out of the car. Display 10. — THE VAN DE VELLES, WONG TROUPE, CANTON TRIO.—The beautiful opening for this display produced by Barquette. Elly Van De elde does the best one finger stand in the business. Display 11. — EQUINE PERFECTION — Dorita Konyat, billed as "Centaurian Grace" actually accomplishes that fact, she appears to be part of that beautiful, graceful, expertly trained horse. Display 12.—CLOWN BAND — This clown band is terrific, as musicians they could play the show. Display 13. — WALLENDAS TROUPE — Year in year out, the Wallendas are always the top-notchers of the high wire.

### INTERMISSION.

Display 15. — BO BO BARNETT — Chester Barnett who opens the second half solo in the center ring, makes a spectacular entrance in a tiny automobile. He is without a doubt the biggest man to come out of such a small car. He is 6 ft. 2 and weighs 230 lbs. He is positively the finest and most versatile clown in Circusdom and he really entertains children and grownups with his antics, his car, his trumpet and his beautifully trained dogs. The Great BO BO went all the way from working come-ins to the center ring. Display 16. — DANTE'S CHIMPANZEES (center ring) PONY DRILL (No. 1 and 3). Display 17. — THE IDALYS — They say there is never anything new under the sun or the big top, but the Idalys disproves that. A unicycle act and an iron-jaw act are two things but when it is done upside down, that's another. It is more breath taking than the ceiling walk. Not because two performers are involved but when a man rides a unicycle upside down and iron-jaws traps with a girl doing a routine on it, well it's out of this world that's all.

Display 18. — CON COLLEANO — Better, if possible, than he was 20 years ago. Exquisite skill and showmanship on the tight wire have kept him top man all these years. The Dearos and the Gascas, the

(Continued on page 8)

## CHICAGO FAIR OF 1950

The Fair will have a symbol named "Spiramid", derived from the form which incorporates dominating features of the spiral and the pyramid, which will appear in all possible forms to focus attention on the Fair. Something akin to the "Trilon and the Perisphere" of the New York World's Fair.

The Fair will have many entertaining features including an Amusement Area called "Dixieland". It will have a New Orleans motif with minstrels, pirate's den, swashbuckling and probably a dash of the French Quarter. Also concessions and shows that fit the picture.

A one hour condensed version of several musical comedies including "The Merry Widow", "The Mikado", "Of Thee I Sing" and "On the Town" will be presented in a tent on an arena type stage. Produced by Charles H. Blake.

The Ice Skating show has been signed and the Aqua Ski water show is practically in and a one ring European style circus is in the offing. The top attraction, in the Wheels a-Rollin spot, will be "Frontiers of Freedom". All major shows will be scaled at 60c, \$1.20, and 30c for children. There will be plenty of free entertainment given by some of the biggest industries in America. The Greyhound Corporation will furnish intra-mural transportation as it did at the Chicago and New York World's Fairs, of course the cars will be of a special design for The Chicago Fair of 1950.—(By A. E. Dumont).

Directors of the first United States international trade fair, to be held in Chicago Aug. 7-20, have rejected a Czechoslovakian exhibit as "unacceptable, in a trade fair among free nations," it was announced.

They are refunding \$14,920 received from the Czechoslovakian Chamber of Commerce as part payment on floor space.

"The refund has been made upon notification of the closing of Czechoslovakian consulates in Chicago and other cities in this country, thus making this exhibit of various Czechoslovakia articles unacceptable in a trade fair among free nations," I. S. Anoff, fair president, said.

Mr. Anoff said that of 39 countries to apply for exhibit space Czechoslovakia "was the only one to come from behind the Iron Curtain."

## GREATER SHOW WORLD

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## TYPES TRUE TO FORM

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

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, and chauffeur.

When the need of privacy forced him to buy a house, he engaged 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!"

## THE PLUNGER

No other standardized business can be likened to that of the outdoor show business. No other business has the semblance of the risk of investment of the thousands upon thousands of dollars that is poured into it each and every year. When consideration is taken of the fact that the owners interested in these enterprises face the problem of "starting a new business" each spring of the year, of engaging new help, of contracting new attractions and towns in which to exhibit, it will be readily seen that the owner of an outdoor amusement enterprise must possess the successful combination of being a good organized, careful and deliberate in the arrangement of his plans, possessive of high and efficient executive ability, capable of handling large sums of money, and most important of all, possessive of that indispensable and necessary quality—that of being a financial "plunger."

Unable to foretell what the weather will bring nor what the business conditions may be, besides a dozen other causes that may leave ill-effects on the financial success of the enterprise, the outdoor showman, and included is the ride owner, concessionaire, and show owner, is the greatest financial "plunger" in business today.

Yet, it is the "plunger" who is given the opportunity of beating adversity and shaking hands with prosperity.

Cordially yours—



## THE DIFFERENCE

The longer I live, the more deeply I am convinced that the thing which makes the difference between one man and another, between the weak and the powerful, the insignificant and the great, is the ability to choose wisely a few things from among the many that clamor noisily for attention, and to pursue these chosen things with a minimum of wasted energy, both mental and physical.

GREATER SHOW WORLD—THE  
PAPER THAT SPEAKS  
YOUR LANGUAGE

## "NUMBER 34, RED"

Several years ago an elderly man walked into a gambling house in a Western City, sat down at the roulette table and placed a few chips on number 34. The wheel spun, slowed and stopped.

"Number 34, red. There you are sir," said the croupier.

The old man left his chips on 34. The wheel spun again, and again stopped on 34. The croupier looked questioningly at the old man, but he remained silent, his head down, his finger pointing to 34.

Number 34, red," the croupier said monotonously when the wheel stopped at 34 for the third time.

By this time a crowd had gathered—whispering in amazement at the old man's growing stack of chips. And now, for five consecutive times, the finger continued to point at the winning number—34. Then the croupier announced:

"Sorry, ladies and gentlemen, but there will be no further play at this table." Turning to the old man, he added: "You have broken the bank, sir. Please collect your —." He halted in wide-eyed astonishment.

Only then did he realize why the old man had neither moved nor spoken since the first spin of the wheel. A dead man had broken the bank!—From Leo Guild's radio program, The Wizard and The Odds.

CHICAGO SHOWFOLK  
OF AMERICA

Monthly meeting attended by over three hundred members and friends followed by a bang-up show involving over fifty performers, a real extravaganza.

The meeting was conducted by First Vice President Charles Zemater (in the absence of the President, Irene Reidy) with decorum plus, speed and dispatch. Also on the dais were treasurer Walter F. Driver, financial secretary Tom Coulthard, Third Vice President Mabel Lovridge, recording secretary Jewell Organ Coleman, corresponding secretary Helen Wong.

The Greater Show World and Harry Bartron received a big hand for the Pantomime Recital reviewing the April Issue.

The Show under the direction of Arthur Peets and emceed by Robert Russell Lindsay opened with a bang-up spectacular fencing display featuring Harold M. Louis and his troupe—Mary Gallerneau, Janice Figge, Carl Roth, Donald Duggan and Richard Bright followed by a smash variety program by Miss Alice Chilton and girlfriends.

## Subscribers Note . . .

A PENNY POSTCARD  
WILL DO IT!

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GREATER SHOW WORLD  
1545 Broadway, N. Y. 19, N. Y.

## HOWZABOUT IT?

The Brothers Rosenthal, Jack & Irving, of Palisade, N. J. Amusement Park, are building a hotel and home beautiful in Miami Beach, Florida, right now!

The National Home Magazine of Canada, gave J. W. "Patty" Conklin a four page spread under the caption "King of Canadian Carnival" a well merited good-will article with a human interest angle of the Showman who made good in Canada. It illustrates the point that success went to his — HEART and not to his head!

Jack Perry and Max Kassow entered into a partnership agreement in outdoor bazaar promotions this past Spring. They have come to a parting of the ways, dissolving the partnership!

THE FLORIDA STATE FAIR, TAMPA, HAVE OFFICIALLY SET THE DATES FROM JANUARY 30TH TO FEBRUARY 10TH, 1951!

Art Frazier handling the concessions on the Royal Crown Shows for Mrs. Dolly Young!

Benny Weiss avoided some heartaches and headaches by waiting for time to pass — at his Miami Beach home. Will open the season about July 4th when he takes to the road with his Deluxe Bings!

There are some 412 traveling Carnivals on the road including small outdoor bazaar outfits. Yet only a handful of show-owners and operators contributed toward a man to represent the industry against unfair legislation in Washington, D. C.

In the past a majority of the carnies operators, have taken the road of least resistance and permitted the other fella to use his money to keep them in business. This also might apply to merchandise jobbers, etc., who stand on the side-lines and wait for someone else to pay the tariff. It isn't fair to say the least and something should be done about it?

Hans Lederer who for 8 years has been President of International Theatrical Corp. has joined the firm of Lew & Leslie Grade, Ltd., Inc., Entertainment Purveyors of New York City!

Bill Powell the only concessionaire globetrotter in the business is again touring Europe!

Sad Note — Mrs. Kathryn Schwartzkopf, one of the founders of the National Tent & Awning Co. of Toledo, Ohio passed away May 7th.

Bligh A. Dodds, tendered his resignation as Manager of the New York State Fair, Syracuse, to accept a position of Executive Secretary of the Washington, D. C. Sesqui-Centennial. Several days later announcement was made that the event was to be cancelled!

Bob Finke, stepped into his dad's shoes as secretary of the North Dakota State Fair, Minot and doing a swell job!

**Personalities of the highest standing use the Greater Show World as an advertising medium.**

## J. R. NORTH TO ADVISE ON 'GREATEST SHOW'



JOHN RINGLING NORTH

Cecil B. DeMille announced that John Ringling North, president of Ringling Bros. and Barnum and Bailey Circus, has been named technical adviser for "The Greatest Show on Earth," the Paramount circus epic scheduled for production late this year. Mr. DeMille will produce and direct.

North is not expected to assume duties until shortly before the start of production. Johnny North arrived in Hollywood for a week of conferences with DeMille.

## QUIZZED CIRCUS WORKER ABOUT RINGLING FIRE

Columbus, Ohio — Police and fire inspectors questioned a former circus worker in connection with the Ringling Bros., and Barnum & Bailey Circus fire which took 107 lives and injured 412 at Hartford, Conn., July 6, 1944.

State Fire Marshall Harry Callan identified the man as Robert Segee, 21, of Circleville, Ohio. He said Segee was picked up in East St. Louis, Ill., Wednesday and brought here for questioning.

Authorities said Segee, who worked for the circus at the time of the fire, has made no admission.

However, Mr. Callan told the press that "we think we'll have a good story by the first of the week when our investigation may be completed."

He said Segee was being questioned "about a series of fires in three states" but refused to disclose further details.

Deputy Sheriff Carl Radcliff said Segee had admitted setting one fire. He refused to disclose its location.

Police also questioned William Graham, 23, of Circleville, who previously had admitted setting a fire which destroyed a barn at the Mills Bros. Circus winter headquarters in Circleville March 18.

## CARAVANS, INC.

ATTENDING CARAVANS' SEVENTH ANNUAL BIRTHDAY ANNIVERSARY dinner at Chiam Restaurant in Chinatown were Mae Oakes, Bessie Mossman, Claire Sopenar, Josephine Glickman, Irene Coffey, Lillian Lawrence, Pearl McGlynn, Jeanette Wall, Lucille Hirsch, Evelyn Levine, Veronica Potenza, Helen Hoffmeyer, Wanda Derpa, Billie Billiken, Eva LeRoy, Isabel Brantman, Agnes Barnes, Anna Schmidt, Nora Heglund, Mabel Davis, Frances Berger, Helen Wettour, June Milcezny, Ann Sleyster, Mary Martin, Opal Rossi, Anna Graebert, Elizabeth Jacks, Harriet McBeath and Edith Streibich. Ann Sleyster presented President Mae Oakes with an engraved compact, as a memento from the club, Irene Coffey made presentation of renewed charter, and Claire Sopenar turned in another bond on behalf of the Bond Club. President Oakes presented Past President Jeanette Wall with a new gold life membership card. Club paid one dollar toward dinner for each member in attendance.

First vice President BESSIE MOSSMAN presided over meeting in absence of President Mae Oakes due to illness. Also at the table were Jeanette Wall who protomed as first vice president, Claire Sopenar, second vice, Josephine Glickman, third vice, Irene Coffey, financial secretary, and Lillian Lawrence treasurer. Invocation was read by Edith Streibich. Correspondence received from Sophia Carlos who also sent a donation for the Spring party. Bess Hamid wrote a very interesting letter describing the various countries to be visited on her tour through Europe. A thank you card came from Lillian Glick recuperating at home after several weeks of illness, and the Ladies Aux. of the National Showmen's Ass'n sent a copy of their new Bulletin. Mary Martin was elected to membership. A gift check was sent to "Friends of Handicapped Children." Edith Streibich reports by-laws are in hands of printers. Members in Sick Bay were Past President "Pat" Seery, Mae Taylor, Mrs. Jack Ruback of the Alamo Exposition Shows was reported being in Nix Hospital, San Antonio, Texas. Myrtle Hutt Beard, and Billie Billiken. Marguerite Shapiro's husband is ill at home. Heartfelt sympathy is extended to Bernice Doolan, whose mother Mrs. Delia Beesley passed away. Several members attended the wake. (By Lillian Lawrence).

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

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#### GREATER SHOW WORLD

1472 Broadway, Room. 302,  
New York 18, N. Y.



By ELSIE MILLER

A great big HELLO to all the show folks who have started their Season or otherwise and to those in town and not out on road as yet, GREETINGS to all.

It is a grand and glorious feeling to know we are finally getting a bit of balmy weather here in Chicago, as we really have been in for it and sunny days were few and far fetched. Today is a lovely day and when the sun shines outside, we feel it in our hearts.

A number of show folks have left their winter quarters and have started out for the Season. To each and everyone, may I say, good luck, may it be a bang up Season for all, in good health and good weather.

FLASH — ETTA and TOM HENDERSON of Paris, Texas, show people of long standing, in fact their entire family have been show people for years, have bought a Rail show of their own. It is the GRAND UNION SHOWS and look out for these two grand troupers, they will really go places. Their show opened in Sulphur, Okla., April 22nd. Congratulations to you Etta and Tom in your new show and may your Season be a most successful one, in good health and prosperity. Their show has (5) five new rides and (30) thirty concessions and (2) two Girl shows. Each week Tom will add more to the show. Hi' Pals.

The Al. G. KELLY MILLER circus was in Texas, the Henderson's home town. Laura Lamb, Hedda, Juanita and Etta were the guests of the owners of the show, Mr. and Mrs. Miller, who showed them the greatest hospitality. The Gallagher family on the show were sensational. Evelyn Rossi, the very attractive star of the show is more beautiful than ever. The Broad Sisters act was outstanding and the Miller's little daughter sure was a big hit in her Elephant act and Aerial act.

The Hennies Bros. shows opened in Hot Springs, Ark., this week and had everything in readiness for the opening date. Their next spot is Oklahoma City, Okla. HARRY HENNIES and his lovely wife ALICE spent a grand winter in Hot Springs where they have their beautiful home. Harry is President of the Hot Springs Showmen's Association and Alice is Treasurer of the Auxiliary, both excellent in their office. They had so many parties and affairs out there, am sure the folks will miss them until they return again for the winter.

VIOLA and NOBLE C. FAIRLY have left Hot Springs, Ark. to join the William

Collins Shows. Viola is President of the Ladies' Auxiliary of Hot Springs Showmen's Association. Good luck to you both.

GRACE and CHARLIE GOSS are again out with the Hennies Bros. shows this Season with their rides and Neon Glass House, which always goes over big. Loads of success to two REAL people. Hope to see you folks when your show heads this way or in and around town.

YULA GOLDSTONE, 1st Vice President of the Ladies' Auxiliary of the Hot Springs Showmen's Association yielded the gavel while Viola Fairly, Pres. joined her show on the road. Yula handled the meetings very graciously and is a Member of about every club out there and very active in the Business Women's Club and very popular.

FRANCES and LOU KELLER who have spent most of the winter vacationing in Hot Springs, Ark., have also been very active in club out there and are heading for Chicago soon. Good luck to you both.

AL. and HATTIE WAGNER, owners of the Cavalcade of Amusements have opened their show in Montgomery, Ala., May 2nd and as usual it is one of the most beautiful and outstanding on the road. Al's charming wife Hattie, who always makes everyone feel at home when they visit their show, will again manage the **cookhouse this year**. We also hope to see you folks when you head this way Hattie and Al. and good luck, health and prosperity on the road this Season for you all.

Mr. and Mrs. AL. BAYSINGER were welcomed recently upon their return to St. Louis after a nice long vacation in Miami, Fla. this winter.

MRS. MARGARET HOCK and daughter EVELYN HOCK, both have been confined to their homes recently with severe colds, however, are out and around again. Mrs. Hock had an unfortunate accident with burns from a sun lamp, but has recovered nicely. Best wishes to both from all.

MYRTLE HUTT has been hospitalized in California, however, is back home again in Inglewood, Calif. doing nicely. Your friends and show folks are all glad to hear that Myrtle, it is sure good news to us all here.

Oh say, did you hear about the lovely time BESS and GEORGE HAMID had in Europe? They sure had some trip and enjoyed themselves immensely. They sent Greetings to all from a land of many wonders. They visited France, Naples, Egypt, Palestine, Syria, Lebanon and when last heard of were leaving for Greece and Rome.

What a trip. They deserved it and sure will have a lot of interesting things to tell. At this writing they may be back in New York again.

GRACE BROWN, show girl of long standing has taken a vacation and when last heard of Grace she was in Little Rock, Ark. Grace's son Harold is home for a thirty day leave from the Navy and they are anticipating going on to San Antonio, Texas, etc. We will be hearing from them again soon.

Call for CHARLES COLLACI. . . Well known performer. . . Had the pleasure of meeting GENE KLIMETZ and his brother Paul and if you read this column Charles, Gene would like you to get in touch with him. GENE KLIMETZ, former professional, played with band of "ATOMICS" with JOE STAUBER and JOE LAMB band, Nashville, Tenn., many others and also for Royalty at one time in England. Gene has a very striking personality and plays an Accordion, his brother Paul also is an Ace Drummer. They just recently opened up a new Cocktail Lounge, cor. Tripp and Fifth Ave. in Chicago folks and if any of you show folks are ever in town or in that vicinity, advise you to look up these two grand troupers, as we know you will receive a cordial welcome, as they really have something in common with show folks. Their Lounge is the rendezvous for many show people, where they all get together and have a real time. There is no limit to the hospitality that will be accorded you. You can single out show folks every time, anywhere, any place. Came home late from the Auxiliary meeting of the Showmen's League of America, had my niece. Mary Joan Gaffke, who is 8 years old with me for the week end and finally realized I forgot to get milk for her, so went in to see Gene and Paul and they immediately let me have two quarts of milk, as no stores were open at that hour. That again proves, there are no people like show people, always lending a helping hand to anyone. Good luck to you Gene and Paul and your charming wife and mother and dad.

Hello to you again DOLLY and EDDIE YOUNG, owners of the *Royal Crown Shows*, another gorgeous and outstanding show, well on your way out for the Season. Dolly by the way is very active in many organizations, and at present Dolly is working for a Gold Life Membership card in the Ladies' Auxiliary of the Showmen's League of America. Dolly has a number of petitions already in and is really a Go Getter. Good luck to you Dolly and Eddie and may you have many happy and blessed days for all the nice things you do for everyone.

And Hello to three more grand troupers, and Pals. Pattynn Sciortino, Hattie Hoyt and Florence Rubin, and their better half. These folks are all with the Royal Crown shows again this Season.

Hattie Hoyt's daughter Catherine Robertson and her hubby, and mother-in-law and Dad are moving to California. Let me hear from you Catherine, wherever you are.

Well, well, no word so far from IDA CHASE whom we have been expecting home momentarily. Ida has spent most of

the winter in California, Denver and thereabouts and is heading towards Chicago. We shall be looking for you Ida. Ida spent a most delightful Summer with Myrtle Hutt and her daughter.

The Showmen's League of America have had a wonderful closing party last month and as usual did it up in good style, with delicious lunch, refreshments, dancing and all. A number of the Ladies' Auxiliary attended and had a grand time. May 21st will be POPPY day for the Showmen's League of America's, **Al Sopenar Post, American Legion** and some of the Ladies will help them sell Poppies on that day. Am expecting to be with you folks on that day.

The Ladies' Auxiliary of the Showmen's League of America have closed their meetings for the Season and will again resume same in the Fall. Margaret Filograsso, Pres. has had a nice winter at the capably handled meetings and is very pleased over the many activities which will take place during the Summer and the Fall, in behalf of the organization. Cash awards on raffle books will be placed out for Summer activities, with Carmelita Horan, chairman of the books. Anything you can do for Carmelita will be greatly appreciated, as she is one Gal who really goes ALL OUT for being co-operative. The books are out for Charity and a good cause.

Oh yes, that lovable person MAE TAYLOR who has been hospitalized, is back home again feeling much better. Mae is quite an Artist in her Floral shop, "THE JEROME FLORISTS" here in Chicago at 3415 W. Lawrence Ave., and if any of you show folks need flowers, we are sure you will have them done up in great style by Mae. Mae is a show Girl of long standing and well known everywhere.

Our PALS LOUISE DONAHUE and her hubby Tom are planning on moving out to their Farm soon for the Summer. They have a magnificent place in South Chicago (A Turkey Farm) and have about everything you can think of out there. Louise and Tom have many friends and loved by all.

EDITH and JOE STREIBICH are opening their lovely home in Assembly Park, Delavan Lake, Wis. and are getting everything in readiness for the Summer. Edith's Sister Jeanette Wall and her hubby Ed also have a nice home out there and all these folks have many visitors all Summer long visiting them. JOE STREIBICH is the Secretary of the Showmen's League of America and an excellent one, has been for many years. Never too tired to give out information or help anyone in their problems. Thanks to you Joe for your many kindnesses to all in behalf of the Auxiliary also your friends.

LILLIAN WOODS and her hubby Jack who have a very comfy home in Lake Marie, Antioch, Ill., will have her sister with her from California this Summer, they are celebrating their 50th wedding Anniversary and Lillian will sure make these folks welcome. Lillian is one person who grows on you, with a personality all her own, always the same. A real show trouper.

FLORENCE ARON who has been in show business for many years and who lives in Quebec, Can., will again be out with *Daniel's Greater Shows of Canada* this Season. Hello to you folks way up thar' in Canada Florence.

Deepest sympathy goes out to Bernice Doolan and her family in the recent loss of her dearly beloved mother who passed away here in Chicago and buried in St. Mary's Cemetery.

Our heartfelt sympathy also goes forth to family of EMIL PROVIO, former Ride Manager of the Daniel's Greater Shows of Canada for years. He was a real showman and will be missed by all his friends and show people. The entire Show World sends deepest condolence.

RUTH MARTONE well known in the show circles has sure had her siege of illness and think it is about time some good luck heads your way Ruth. She has been confined so long with a broken leg, however, is recuperating nicely and am sure she will be out in circulation before long without the crutch. Ruth had a very pleasant visitor the other day. Ivah Velare came in and spent some time with her, know you were pleased Ruth, and Hi?

MARIE BROWN who has a Custard Concession at Arlington Park Race Tracks again this Season, will again have LOUISE ROLLO assisting her. These two are inseparable and have been fast friends for years. Hello you two.

ANN DOOLAN who has a lovely home in California will soon be amongst us in Chicago. The DOOLAN'S own the Greenland Kiddieland on South Side in Chicago and as soon as the children are out of school out there, Ann and children will join Mike here in Chicago.

By the way, MARGARET JESKE has been ill most of the winter and finally recuperating. We sure hope you stay that way now Margaret. A nice Summer is ahead of you dear.

MINNIE SIMMONDS just returned to her home in Cleveland, Ohio after an extended vacation in Miami, Fla. Minnie has had the Flu, but is alright again and will soon be hitting the road with the Conklin Shows. Hello there Pal.

FLORENCE KETRING, formerly with the Johnny J. Jones Exposition Shows has also had an awful siege of illness this winter. Know you can look forward to a much more pleasant Summer this year Florence and with your son Eugene at your side am sure you will have many happy days.

Well folks the COLE BROS. CIRCUS is in town and one of our favorite gals has her mind reading act on the show, here at the Stadium in Chicago. She is NAN RANKINE, professionally know as MADAME ZELDA.

A number of Showmen's League of America Members and their wives, and some of the Ladies' Auxiliary attended the performance last night as guests of the COLE BROS. CIRCUS. Bob and I had pleasure

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

of meeting some of the performers before the show and spent quite a nice visit with NAN RANKINE and her business partner Doc Johnson. It was quite chilly under the Big Top, but leave it to Nan, the show goes on when she is around, a marvelous performer.

Some of the folks I saw on the lot were: Edith and Joe Streibich and their little grand-son RUSTY, who by the way is sure getting to be quite a cute little youngster, Jeanette Wall, Nitie, Mr. Courtemanche, Whitey Lehrter, Charlie Zemater, Mrs. L. M. Brumleve, her nephew George Kirchen and children, and numerous others.

The COLE BROS. CIRCUS have an abundance of marvelous performers. Hop-A-Long Cassidy tore the house down with the children and adults as well appreciating his personal appearance and his wonderful horse Topper. Really enjoyed it all.

Will close my column for this time and will be with you all again in June column. Until then, good luck and God Bless you all!



The Ways and Means Committee, Ned Torti and Jack Duffield, Co-chairmen, will work along the same lines this year. Tin can will be used again and plans for the automobile award will be worked out and members will be advised a bit later. Members and their families were guests of the Cole Bros. Circus on the 2nd.

No late report from sick brothers. List includes Charles S. Botto, W. C. Deneke, William O. Perrot and William E. Saunders. Eddie Murphy back from Tucson resting nicely at his home. Ralph Wiberly still recuperating and will not take to the road until later in the season.

Outfits on the Chicago lots are practically all in action and the consensus of reports indicate business is O.K.

Nearly all of this year's meetings were presided over by Past President Fred Kressmann who certainly pounded the gavel on some very interesting meetings. The fall meetings will also prove exciting as many important phases concerning the League will be acted upon. Members should bear in mind that a Gold Life Membership Card is the award for securing 50 or more accepted applications by Nov. 27, 1950.

Well here's hoping the Ways and Means drive is as fruitful as last year's. The club rooms are practically deserted at this time of the year but you always find the secretary Joe Streibich or the treasurer Walter F. Driver there during clubroom hours.— (By A. E. Dumont).

#### TO OUR SUBSCRIBERS

Please report your City Zone Number as furnished by the Post Office Department as soon as possible so that delivery of your paper may not be delayed.



### An Inspiring Message From Labor

One of Arkansas's big daily newspapers has just published a special edition commemorating 50 years of progress by the state. It was the largest newspaper ever published in our state—230 pages—and it presented a stunning picture of an industrious, progressive people and an advancing living standard. Fifty years ago Arkansas was a backwoods state. Today it is a pace-maker for the nation in economic and social progress.

In the past 10 years Arkansas' per capita income has tripled and the educational opportunity now offered its children constitutes probably the greatest degree of improvement achieved by any state in the nation. The progress and the cause behind it arouse a temptation to propound on the great inherent assurance in the American freedom system for improving the welfare of all the people. However, I wish to devote this column to an advertisement in our commemorative newspaper. It sounds a powerful challenge to the people of America. It is the ad of the Arkansas State Federation of Labor (AFL).

The photographic illustration in the advertisement portrays a workman standing on a construction scaffold, waving to the capitalist whose money is financing the building and presumably the industry which will occupy it. The capitalist, being driven into the construction grounds by a chauffeur, is returning the workman's greeting. In the picture is cordiality, mutual understanding, a lively spirit of cooperation. The advertisement is headed: "Sure, Arkansas Is Going Ahead—If We All Pull Together." This is a challenge that transcends state boundaries. It is a challenge to people of all economic levels throughout the nation.

The Arkansas State Federation of Labor advertisement says: "Naturally, all of us—labor, capital and the public—want more of these new industries for Arkansas, to add to our payrolls, to increase working opportunities, to make a wider selection of jobs and, in general, to contribute to the welfare of our state and its people. How can we best accomplish this objective?"

The advertisement presents this response: "The Arkansas State Federation of Labor, state branch of the American Federation of Labor, believes that our state will grow and prosper through teamwork more than any one single factor . . . by working together for the preservation of our American economic system. We believe, in the words of our beloved founder Samuel Gompers and our president William Green, that management is justly entitled to fair profits and that labor should produce to its maxim-

um energy and ability to that end.

"We expect safe and sanitary working conditions for our members and the privilege of bargaining freely with our employers for a higher standard of living and for higher wages as we produce more goods at lower cost for the mutual benefit of all."

This sound statement puts fundamental economic laws in their proper relationship and it clearly shows that a sure way for America to continue its progress is through cooperation of the various groups in our economy. This Arkansas labor organization subscribes to the economic law requiring productivity for the creation of wealth and the improvement of living standards for all.

Here is a common ground on which labor and management can surely stand. It is safe and sound. It contains the essence of the capitalistic system. At our sixth Harding College Freedom Forum held on our campus last week, 100 community and industrial leaders gathered to explore avenues of approach toward a better understanding between the various groups in our society. A preacher-conferee offered the suggestion that Christianity—a fundamental belief in God—provides a base on which all segments could stand and work for the common good. The idea of higher wages for increased productivity is a common ground on which one of our most disruptive domestic conflicts could be resolved. This challenge of the Arkansas State Federation of Labor is inspiring.

### BRITISH FAIR EXPORT ORDERS SET RECORD

London—The annual British Industries Fair has ended its most successful week of export business since the war.

American visitors numbered half as many again as at last year's fair, and with a 10 percent rise in all overseas visitors over last year's figure, the fair drew a record number of export orders.

In six days, it was announced, 12,101 overseas visitors and 64,386 home trade buyers saw the fair, which was held in two sections—in London and Birmingham.

#### 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."

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BIG ENOUGH TO BE STRONG—  
STRONG ENOUGH TO BE SAFE—  
SAFE ENOUGH TO BE TRUSTED  
—AND—  
SMALL ENOUGH TO KNOW  
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#### COLE BROS. CIRCUS

(Continued from page 3)

former on the slack wire, complete an exceptional 3 ring wire display. Display 18. — CLOWNS. Display 20. — THE HANNEFORD FAMILY — George Hanneford the famous Riding Comedian still has the best resin-back turn in the business. His daughter Kay Francis and his sons Tom and George Jr. certainly do liven things up with their sensational acrobatics and comedy. Mrs. Katherine Hanneford of Principal Act fame cracks the whip. Display 21. — HOPALONG CASSIDY. Display 22. — ELEPHANTS — Augmented by a Barbette presentation. This three ringer attraction gets a good reaction from the patrons. The closing elephant mounts are very fast and clean cut. Display 23. — GEORGIA SWEET — Riding roman standing a fourteen horse hitch is about tops in that field. Display 24. — CIMSE TROUPE — Still a thriller. CLOWN ALLEY. Very neat outfit, good production numbers and walk-arounds. Earl Shipley, Producing. Roy Barrett, the master of the walkaround, he is very hard to recognize from one make-up to another. Happy Kellen scores ala Emmett Kelly. Van Wells, Billy Burke, Joe Ambrose, The Bakers, Jack Kripper, Kenneth Wait, Horace Laird, Gene Lewis, Chas. Robinson, Snell Bros., Lewis Lockwell, plus BO BO BARNETT and his No. 1 boy Morris Gebhart. The Staff: Arthur Wirtz, impresario; Jack Tavlin, General Manager; James A. Gebhart, General Agent; Vander Barbette, Production displays; Frank Orman, Show Manager; Lorne Russell, treasurer; Leo Hamilton, Equestrian Director; Richard Best, Side Show Manager; Whitey Warren, Trainmaster; Larry Davis, Elephants; John Staley, Cookhouse; Carl Knudson and Billy Walsh, 24-hr. men; Milt Herriot, Horse Trainer; Bob White, Announcer; Whitey Wilbur, Head Property man; John McGraw, Ring Stock; Joseph Pachulis, Tractors; Izzy Cervone, Band Leader; Tommy King, Publicity Director; Elmer Hill, Radio and Television; Ed Howe and Merrill Fugit, Advance Press. Other officials . . . Sam Levy, Fred Kressmann, Ernst Liebman and Bill Horstman. For William Boyd, . . . Bob Stapler, Business Manager; Jack Daley, Press Representative; Michael and Edward Nimeth, grooms; Gib Ellis, chauffeur. The Cole Bros. Circus left here for Detroit where it will play the Olympia Stadium for 11 days. Then under canvas for atour of the East except when the show plays ball parks. It is due at Ebbets Field, Brooklyn, about July 1st. — (By A. E. DUMONT).

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

PRESENTING:—



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ROYAL AMERICAN SHOWS

The Youngest Carnival Executive in America.

## Show Business and Show Folk on the West Coast

By PEGGY M. FORSTALL

Show Folks and Show Business out here on the West Coast must be about the same as anywhere else. I bet those out here are glad they are in California, as the weather out here has been ideal for any outdoor show. If you can believe all you read in the papers about the weather in other parts of the country. We know it hasn't been too nice for the show folks out that way, but a bad start most generally ends up good, so — my best wishes to all of you for a good year.

Regular Associated Troupers had a swell doings at an Easter party held in their club rooms April 6th, and their President Nell Robideaux really was on her toes to see that everyone had a grand time. Those who helped make the event a big success, were: Mora Bagby, Martha Levine, Ethel Krug, Lucille Dolman, Vivian Gorman, Florence Lusby, Emily Bailey, Sunshine Jackson, Marie Bailey, Fay Curran, Mae Moore, Rose Fitzgerald, Margaret Griebler, Bessie Nit, Peg Buttler, Estelle Hanscom, Yvonne Bailey, Lucille King, Bernadette LaPort, Ida Chase, and Nancy Meyers. Miss LaPort played the piano while they all gathered around to sing new and old songs. Baskets and Bunnies were displayed everywhere as decorations, and a really good time was reported by all.

Crafts Exposition Shows will be on hand in Los Banos, California for its May Day County Fair. Lyn and Linda will be the Free Act. Dick Kanthe who was a wrestler on the Crafts 20 big shows for years has left our parts and is now on United Exposition Shows, working for Curley Hutton who has the Athletic show there. Hear tell that Gal Edith Walpert is in our neck of the woods, but so far hair nor hide has been seen of her in Los Angeles. Better show up soon if you want to stay out of the puppie tent.

Morosa Herman, Secretary of the Auxiliary had herself a swell trip and visit to the West Coast Shows in Bakersfield. She visited all the girls there including our President Lille Schue. Ethel Pool, sister of Morosa, gave the girls a very nice party while she was there and those who attended were: Lille Schue, Barbara Trent, Yvonne Good, Barbara Helwig, Dolores Beams, Chickie Friege, Jean Brown, Betty Pool, Rose Mary Pool, Thelma Pool, Shirley Snobar, Loel Sackson, Edith Walker, Jesse Mortimer, Betty Coe, Sara Baretta, Frankie Burton, Ivy Gomez, Pauline Rollins, Ethel Taylor, Isabelle Myers, Carren Ristick and Mary Phelps. The party was free and everyone reported a good time, but sister Ethel says next time there will be a charge and it will be for the good of the Ladies Auxiliary here. Weather was a little on the chilly side while Morosa was there, but everybody seemed happy about the business holding up. As I have always said, any one visiting the West Coast Shows are al-

ways treated like a Queen.

Guess we won't be seeing much of Curtis and Elmer Velare for awhile. The boys boked their feature double Ferris Wheel for the State Fair in Dallas, Texas. The ride has been on the Long Beach Pier for some time, but they also had the ride at the Orange show and Pomona Fair. Looks like Salinas, California Fair is going to be the Thing this year. Big purses have been put up for eight (8) big events. This will be their 34th Annual and plans are going ahead to make it bigger and better than ever. Monti Montana, Buff Brody, Helen Root, Buddy Faren, Vern Goodrich, Jeanne and Buddy Abbott, and Sunshine Chrisholm are a few of the ropers and rides that will be there.

Bob Schoonover has taken his California Shows to Alaska this year and to me that is something new. The rides and shows will go by trucks and cars, and some will go by boat. The event will be sponsored by the Lions Club. Bobby Cohen of the Orville Crafts Brigade has booked the Cherry Festival in Beaumont this year. This will be a Firsty for the Opera. Larry and Rose Ferris have penned in at Fresno for the District Fair. This is the first time for them, as West Coast Shows made it before. New Members of the PCSA are: Anthony Barbate, Samuel Snobar, Floyd Priddy, Fred Towne, Tony Adams, Lester Payne, William Tremain, R. C. Alton, James Frey, A. L. Converse, Frank Eastman, Bill Shaw, M. B. Burkhart, Clyde Gray, Fred Wicker, and Bill Valentine. New Members of the Showfolk of America are: Bill Nolan, Leo Hill, Bill Seance, and Barbara Hall.

Joe Blash left our parts to join the Empire Shows back east. Opal Manley who is First Vice President for our Auxiliary and carrying duties of our President Lille Schue, who is away for the summer, is a busy gal these days. Opal got Vivian Gorman, Rose Rosard, Charlotte Cohen, Norma Burke, and Patti Cooke all together and gave a party at her home on April 26th, and the results turned out very good, even though very few turned out. Lille Schue sent in a nice donation towards the doings, and girls on the West Coast Shows got together and sent in a donation also. Those on the show who signed the card were: Isabelle Meyers, Eloise Syster, Betty Coe, Ethel Pool, Edythe Walker, Barbara Trask, Yvonne Good, Barbara Hallway, May Phelps, Inez Gomez and Delores Gramer. Those who can say they were at the party are: Marie Rhodes, Rose Rosard, and Ray, Ester Carley, Marie Tait, Norma Burke, Sally Flint, Jette Clancy, Vivian Gorman, Marie Mead, and Joe, Dan Stover, Lucille Dolman, Emily Bailey, Charlotte Cohen, Lillabelle Williams, Opal Manley, and Lou and me, Peggy Forstall. The Proceeds of this party was donated towards the Bazaar, and Opal, ask all the girls not to forget to send in or bring in

articles for the Bazaar.

### Circus

Well the Beatty Circus has gone, and we all find ourselves lost for a place to go, however the Karsh, Youden and Forstall stomping grounds are still places to go and play Gin Rummy so we do get to cut up Jackies every night. Hazel Moss and Paul have a new car to run in and out to see Al on the Beatty Circus so we don't see much of them.

We were all very sad about Yolanda Escalante passing away so suddenly, she being the baby of the Escalante family, we know how they are saddened by her death.

Visitors on the Clyde Beatty Circus on their last week in L.A. were Claude and Pauline Webb, Roxie Engesser, R. M. Harvey, Joe Lille, Bud and Mitzie LaForm, Del Graham, Mamma and Pappa Escalante, Giggles Escalante, Lou Kish. Red and Barbara White sure think trouping is good nowadays. They just purchased a brand new trailer and it is ever so swanky. We know where Red will be now between shows. Red has the Side Show on the Clyde Beatty Circus, and Barbara has the snakes in the show. Little Marsha Larkin celebrated her 4th Birthday while the show was in Los Angeles. The Pina Troupe joined Clyde while in L.A. — Bernie Griggs not feeling too well these days, but carrying on just the same. Eilene Voice rides a rickshaw in the spec. Joan Lewis on the sick list, but carrying on. Smoky Chism hurt his knee in the wild west line-up but didn't miss a show—Don McClemon put the new Liberty Horse act through their paces and did a good job.

The Spartan Shows opened last week in Gardena, California to a very nice crowd, even though the night was a bit cool. Charles Spartan owner of the show is featured with his high school horse Poncho. Other acts are: Erma Spartan—Dogs, Burdicks trapeze act, Lew Kisk, Archie Silver, Bobby Wach, Lloyd and Lyman Sentor, in clown alley with John Top Producer, Joan Wach, wire act, Freda Wach in ladder and tumbling act — Chief White Eagle has the concert.

The Sportsman show at the Gilmore Stadium was well attended and line up of acts were well received. Show was produced by H. W. Buck and Mel Morrison. The acts were: Peejay Ringes — Bicycle act, Anders Hauger — Slide for life, Firchau Bros. — tree climbing exhibition, and Jack Price — baseball comic.

Emil Pallenberg, Owner and trainer of Pallenberg Bears ran into a little difficulty going through Oregon with his bears, seems a permit is necessary to transport an act of his kind through that state and Emil hit just the right officers to give him plenty of grief — what next???? — will be required? Seal Bros. Circus owned by Bud Anderson has left our vicinity and are now trekking in Nevada. Staff on the show are: Dorothy Anderson, Treas; Joe Scharoun, Secty.; Joe Webb, Equestrian Director; Jack Turner, Legal Adjuster; Raymond Angiler, Bandmaster; Edward Baker, Front Door; J. D. Foss, General Agent; Buck Re-

ger, Banner Man; Happy Loter, Wild Life Show; Mr. & Mrs. Norman Anderson, Privilege Car; Frank Forrest — makes all opening on the side show which consists of — Marie Forrest, Tommy and Sandra Thompson, Ruth Nelson, DeKalb, and features Edna Lincoln.

The Boys on the Polack Western Unit are surely keeping on their toes these days. The show left Sacramento for Stockton to be there for 6 days. From there they go on 2 and 3 day stands. Advance men are Mickey Blue, James Rison, Jack Dougherty, Dixie Herbert, and Joe Westerman. This Unit will be on the West Coast through October 1st, covering California, Nevada, Washington, Oregon and British Columbia.

Mr. & Mrs. Howard King, and Mr. & Mrs. T. D. Newland visited Seal Bros. Circus while they showed in Fontana. Mr. & Mrs. Joe Mineo and Family visited the Sicbrand Circus while in Tucson, also Dr. Butterfield who has retired from show business but is an active circus fan. E. K. Fernandez has been in and out of the islands. He is here trying to get all his acts together for his ice show and circus Fair dates. Fair dates start about the first of September. Bert Nelson and his partner Abel have booked Abbie Goldstein's Royal Rogues and the gay Racheroc for the Kern County Fair in Bakersfield. Mable Starke rushing like mad getting ready for picture work, signed up to do — BIG TOP FURY, the company is looking for a girl to play Mable, as a girl, Ernestine Baer was called to Chicago in a hurry to replace her cousin in the Hannaford Act.

Well Folks I guess that's it. I have had one caller after another ever since I sat down to do this, besides the old hunt and peck broke down and I had to take it down for repairs, so this is getting out late. I hope my boss will say as others do. BETTER LATE THAN NEVER —

*That's all Folks. See you again in the next one.*

*The Clock of Life is wound just once  
And no man has the Power to tell  
Just when the hands will stop.  
Now, is the only time we own,  
Let's live, Love and Toil with a will  
For tomorrow the Hands on the Clock  
May be Still.*

—Peggy M. Forstall.

## FAIR BILL SIGNED

Washington — Merchandise to be exhibited at the Chicago International Trade Fair can be imported into the United States without paying duties, under a bill signed by President Truman.

## 51 FAIRS FOR STATE

Albany — Fifty-one fairs will be held in New York State this year. The total represents the greatest number since the start of World War II, the State Agriculture Department said last night.

Send in your subscription now to the Greater Show World only \$3.00 per year.

## THE LADIES AUXILIARY OF THE SLOA Sherman Hotel, Chicago

The Ladies' Auxiliary of the Showmen's League of America held their final meeting of the Season, Thursday night, May 4th, 1950 at the Sherman Hotel, Chicago, Ill., in the Emerald room with Mrs. Margaret Filograsso, Pres. presiding. Other officers present were: Mrs. Lillian Glick, 1st Vice Pres., Mrs. Carmelita Horan, 3rd Vice Pres., Mrs. Pat Seery, Treasurer and Mrs. Elsie Miller, Sec. Invocation rendered by Chaplain Margaret Jeske.

Application proposed by Louise Donahue of Mrs. Edna Florence Mayer elected to Membership. Applications proposed by Dolly Young, elected to Membership as follows: Sarah Viola Weaver, Doris Coulston, Marjorie Leahey, Doris Whitmore, Sally Rand, Mrs. Irene Beaty, Mrs. Lynn Grecco, Mrs. Barbara B. Jones, Mrs. Beulah Thomas, Mrs. Edith B. Arner, Mrs. Melvena N. Melten and Mrs. Geraldine Gaughn.

Three large cash awards will be placed on raffle boks for Summer activities. Carmelita Horan will act as chairman of books. A rummage sale will take place very shortly with Pat Seery as chairman and Carmelita Horan as co-chairman. Any donations shall be gratefully received. Forward same to Carmelita Horan at 1825 W. Ohio St. Anyone in town may phone her at Haymarket 1-4692, packages will be picked up.

Nan Rankine, Past Pres. is out with Cole Bros. Circus with her mentalist act. Nan just returned from Florida and proposed an idea called 100% club. You may earn \$10.00 anyway you may see fit and turn receipts in to the Auxiliary to become a Member of this club called 100%.

A Gold Life Membership card will be awarded any Member obtaining 50 or more applications this Summer. Dolly Young, chairman of the Membership drive is well on her way to reach this goal.

Recuperating from recent illness are: Margaret Shapiro, and her husband, Evelyn and Mrs. Margaret Hock, Mae Taylor, Nellie Byrnes, Billie Wasserman, Cora Yeldham, and Blanche Latto. All on the mend.

Last social of the Season was a success. Margaret Jeske, Pres., and Carmelita Horan handling same. Orange cake baked by Elsie Miller, Sec., was won by her and re-raffled and won by Mrs. Henry Belden. Elsie Miller won a glass baking set. Phoebe Carsky donated a lovely mirrored waste basket which was won by a guest. Party had a nice attendance. All the prizes were donated by Members.

Anyone wishing to send in applications and dues forward same to Elsie Miller, Sec. 4215 W. Fifth Ave., Chicago 24, Ill.

Edith Streibich, Past Pres. is at her Summer home in Assembly Park, Delevan Lake, Wis. — By Edith Streibich, chairman, press.

**CARNIVALS — CIRCUSES  
FAIRS AND PARKS  
ARE THE PUBLIC'S BEST FORM  
OF ENTERTAINMENT!**

## EASTERN STATES EXPO.

Another new trail was blazed at the Eastern States Exposition April 27, when executives of some 25 farm machinery and equipment firms which exhibit in the outdoor machinery section during Exposition week each year attended a meeting to discuss the problems and suggestions for exhibit plans for the 1950 show Sept. 17 to 23. It is believed that this is the first such meeting held by any fair in the country.

The conference opened at 11 yesterday morning in the Trustees Room of the Exposition's new Brooks Memorial Administration Building with George Bernert, Superintendent of Concessions and Outdoor Machinery Show, presiding. Following a brief address of welcome by General Manager Charles A. Nash, the meeting plunged directly into a business session out of which stemmed ideas and action aimed to improve the outdoor machinery show in many directions.

At 12:30 the meeting adjourned to the Potter Mansion in Storrowton Village on the Exposition grounds for lunch. This was followed by another business session on the site of the machinery show where many practical physical matters pertaining to the exhibits could be pointed out directly.

Those attending as guests of the Exposition included: A. G. Cochrane, Somersworth, N. H.; C. G. Winters, Windsor Locks, Conn.; C. N. Arnold, Syracuse, N. Y.; Robert D. Davis, Holyoke; A. E. Sigrist, Syracuse, N. Y.; Tom Tratt, York, Pa.; L. H. Litchfield, Boston; Kenneth M. Dennehy and Charles Works, Putnam, Conn.; R. J. Grazier, Batavia, N. Y.; W. W. Parker, Agawam; Ralph U. Starr, Auburn, Mass.; Eric M. Spafford, Syracuse, N. Y.; William Sullivan, Springfield; Earl A. Getman, Shortsville, N. Y.; Charles Tator, West Springfield; C. J. Reilly and John Armstrong, Brooklyn, N. Y.; C. W. Whitehouse, Fairless, Vt.; E. F. Eedson, West Springfield and Bruce Craine.

Next meeting for the group was set for Sunday afternoon, Sept. 17, the opening day of the Exposition, when more than 50 outdoor exhibitors will be present to make final plans for their week's activities.

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## THE CIRCUS IN RETROSPECT

### The Cleanest Show on Earth

By LEWIS BELMORE

In previous columns we reviewed the changes that have taken place in Show Business during the past half-century.

**The Old Music Hall is gone.** The Old Variety Theatre is a memory. The fine old romantic plays, and stock companies, belong to another, and more placid age.

**Time Marches On! We progress!** Nothing stands still — even in Show Business, because man wills it so. Every age has produced great names, and electrifying achievements. As I sat through the Ringling Bros. and Barnum & Bailey Circus, it occurred to me that here was one Great Institution that has not been affected by change. It is one branch of the amusement field that has always been fortunate in being blessed with Great Men — Great Showmen — One and All — Large or Small.

**The Circus is a Great Institution** because Great Showmen have always been attracted to it — men of the caliber of P. T. Barnum, James A. Bailey, Al. G. Barnes, W. W. Cole, Adam Forepaugh, the five Ringling Bros., etc.

Because the circus has not been effected by change — world upheavals, etc., it does not imply that it has ever stood still. On the contrary it has grown bigger and better, better and bigger down through the years.

**To use a few choice adjectives** of the press agent, it's still startling — only more so. Its still Marvelous — only more so. It's still the Greatest Show on Earth — Greater than it ever was. It's still the prime form of entertainment of the young, the old — male and female — Kings and Queens, Street Urchins — Rich and Poor — All Types — All Nationalities — everywhere.

**Stand in front** of the Madison Square Garden, or on the lot in a small town and watch the smiling faces — the milling crowds waiting anxiously to get inside. Watch the Sea of Faces as the Big Show gets under way. No other show on earth moves the masses like a circus. No other form of entertainment ever will.

The guiding hand of genius is still at the head of the circus. The old press agent, with his flair for the sensational, has been supplanted by a public relations counselor with a somewhat more subtle approach. Our hats off to the Great Showmen — the Great Press Agents, and the Great Performers who have made the circus a living, vibrating thing — nay, more, a household word. And let's not forget the animals. They, too, deserve favorable mention.

**Dexter P. Fellowes**, one of the really great press agents, used adjectives in great profusion to describe the circus. Behomath! Stupendous! Startling! Mammoth! Electrifying! Super-Sensational!, and other three and four syllable words. The Greatest Show on Earth tells the whole story in 5 words.

About 30 years ago the following shows

were very much in evidence: Ringling Bros. & Barnum & Bailey Combined Shows, Sells Floto Circus, Tom Mix and Tony, Al. G. Barnes Big 4 Ring Wild Animal Circus, Hagenback-Wallace Circus, Robbins Bros. Circus, Downie Bros. 3 Ring Circus, Hunt's 3 Ring Circus, Walter L. Main Circus, Gentry Bros. Dog & Pony Show, Wheeler & Sawtelle's Circus, Lewis Bros. Circus, Fischer Bros. Circus, Seils-Sterling Circus, Schell Bros. Circus, Sam Dock's Circus, The Mighty Haag Circus, The Snyder Bros. Circus and Wild West Show, Henry Bros. Circus, Sam Dill's Robbins Circus, St. Leon Bros. Circus.

**At an earlier period**, it was John Robinson and Bill Lake Wagon Show, W. W. Cole, James A. Bailey, Adam Forepaugh, Dan Rice, John O'Brien, Sells Bros., who also operated S. H. Barnett's United Railroad Shows, with 3 rings, a stage, and 50 cages. All of the foregoing were leaders of the circus world.

**James A. Bailey** (born James Anthony McGuinness) was the dominant figure in the circus world from 1888 to 1904. P. T. Barnum combined with Cooper & Bailey's London Circus and in 1888 it became the Barnum & Bailey's London Circus and in 1888 it became th Barnum & Bailey's "Greatest Show On Earth."

**When the famous clown** — Rob't Edmond Sherwood owned and operated a bookshop on Beekman Street in New York City, up to a few years ago, I had many interesting chats with Uncle Bob. His, "Hold Your Horses! The Elephants Are Coming!" written by Uncle Bob Sherwood, was the last word of the last of Barnum's clowns. It seemed to this writer that Uncle Bob knew them all, from the top to the bottom, and not excluding the animals.

**The name of Bailey** appears often in circus history; quite a number were prominently identified with circuses. We have mentioned the very dominant figures of the circus world. (There were, of course, many others who brought amusement and pleasure to the multitudes. The omissions were not deliberate.) All of them, from the smallest to the largest operator, belong in the Circus Hall of Fame. They have all contributed their share, and all of them have left their indelible imprint on the amusement world. They deserve great credit — all of them — for making the circus the cleanest form of entertainment on earth.

**No custodian** of the public morals has ever been called upon to censure a circus. No Board of Census has ever been required to lay down the law to a circus — here or abroad.

It is, in short, the only amusement playing to the masses — from the Tiny Tots to Grandpa — that has been consistently above reproach, and beyond criticism.

**And may I add a word** about present day press agents. It is my opinion that the General Press Representatives of the type of Roland Butler, of the Ringling Bros. Barnum & Bailey "Greatest Show On Earth," has done much to raise the general tone of the circus to an ever and ever higher level.

**The Story of the 5 Ringling Brothers** — their rise to international fame — sounds like a Horatio Alger Story. They were Al, Otto, Alf. T., Charles, and John. It would require many volumes to do these Great Showmen real justice. **They were born Showmen.** From early youth, the 5 brothers wanted to own a circus. "Every man is the architect of his own fortune," said August, the father. In his opinion that architecture began in the teens.

**The 5 boys started YOUNG.** Al started to learn to juggle, and the breaking of plates and dishes while yet a kid. John sang songs and with a pair of woden shoes rehearsed a dance routine. Otto at 16 was mapping out route tours for shows. He was an industrious student of geography — the ideal type for a Traffic Manager. Charles practiced the Violin and Trombone. Alfred devoted himself to the Alto Horn and Al studied Bass Drum. These 5 started out as a Band when they were in their teens. Their first venture (three of the boys wore short pants) was a concert at the Town Hall at Sac City, Iowa, 6 miles from Baraboo, the latter their home town. Expenses were \$25.00. They billed themselves, "The Ringling Brothers Classic And Comic Concert Company, and would give an entertainment of Mirth and Music at the Town Hall." Otto did the booking, and was advance man. Later the band was called Yankee Robinson and Ringling Bros. Show. It was given in a Canastoto wagon with dropped steps to the ground to admit the audience. They also gave shows for their boyhood pals and friends at 5c entrance to their circus.

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## BROADWAY FACTS AND FANCIES

By LEWIS BELMORE

The Next Time you stand in front of a Broadway Cafeteria, and read the now familiar, and Universal sign, "Ham and Eggs 85c" — just sing the following parody to the tune of that old favorite, "Tammany."

Ham 'n' Eggs  
 Ham 'n' Eggs  
 I like mine fried good and brown  
 I like mine upside down  
 Ham 'n' Eggs  
 Ham 'n' Eggs  
 Flip 'em, flop 'em,  
 Flap 'em, drop 'em,  
 Ham 'n' Eggs.

The above parody was made popular by Townsendites in Los Angeles, and is still being sung at meetings, etc.

Some of you old timers who played Tony Pastor's (the Daddy of Variety) on east 14th St., the Dewey theatre, the old Sansouci, and Palace Garden—(all in the same section) at the turn of the century, may remember some of the restaurants frequented by Show Folk. At all the 2nd and 3rd Ave. eating places, in those placid days, you get a regular dinner from soup to nuts for 25c—two bits. The kosher restaurants on the lower east side charged 17c for a meal, and you could have all the bread, and seltzer water your already overladen stomach could handle.

In 1834 a restaurant on Pearl Street, Manhattan's downtown section, listed the following on their daily menu cards:

Cup of coffee .....	1 cent
Bowl tea or coffee .....	2 cents
Soup .....	2 cents
Hash .....	3 cents
Pies .....	4 cents
Half pies .....	2 cents
Beef or mutton stew .....	4 cents
Beef Steak .....	4 cents
Liver and Bacon .....	5 cents
Roast Mutton .....	5 cents
Chicken Stew .....	5 cents
Fried Eggs .....	10 cents
Ham and Eggs .....	10 cents
Hamburger Steak .....	10 cents
REGULAR DINNER .....	12 cents

Yes, I am familiar with all the arguments, pro and con, about the higher standard of living—higher wages, and the corresponding increase in food and rents. I write about Economic Planning, Supply and Demand, etc., for business publications. What has all the above to do with Show Business? Lots! When food, clothing and shelter is high, Mrs. Average Citizen must of necessity retrench. How? By remaining away from the theatre, the circus, the moving picture theatre, the carnivals, etc. They give more and more time and attention to their radios, and to pinochle. They play solitaire and checkers. They unceremoniously bounce the music teacher, and stop buying records. That, Mr. & Mrs. Performer, and Mr. Producer and Manager is how it affects you.

In other words, Show Folks and Show Business, and the Arts always feel the pinch first.

Did anyone ever hear of subsidies for Show Folk? Did our Government ever consider the actor, the musician, or the manager when the economic shoe was pinching? I don't think so, at least I don't remember the time Show Folk were ever considered in Economic Planning. It is only in comparatively recent times that Show People have been able to command attention and respect. At one time they were in the same class with the wandering Gypsies, and were even regarded by some pious people as sinners.

Until very recent times Show Folk weren't even decently organized. The legitimate actor stuck up his nose at anything that looked like a Union. Fortunately, The Actors Equity came along and paved the way for decent representation for the legit, and for chorus people. During the Actors Equity strike this writer was one of the marchers along Broadway, and I recall how some of the boys thought it a rather strange thing for a legitimate actor to parade along Broadway like other Union men. Rather than join a Union some legit's joined the George M. Cohen outfit, the Federation of Actors, which, didn't last too long. Today, actors know that you can still be a good artist and a good Union man. Musicians found that out long, long before Show Folks did.

All right, now altogether . . .

Ham 'n' Eggs  
 Ham 'n' Eggs.

Miami — Club members are leaving to join shows, with a few staying on until the fair season.

Buddie and Billie Anthony left for Cavalcade of Amusements, with the latter skedded to operate the mitt camp. Pete and Edna Lockhart returned here and are living in one of Billie Pope's apartments. Sam Borden visited the clubrooms and will remain here until the fair season.

Club's executive secretary, accompanied by his wife, will leave on a four to five-week Eastern trip June 1 and will visit a number of shows to drop off Century Club tickets.

Much mail has accumulated at the clubrooms and the secretary has requested members to send their correct addresses so that it may be forwarded.

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# Coney Island BARKER

"The playground of the World."

The ride-operators, owners of Kiddy Land parks, Concessionaires and the few showmen and show-women down here finally got a break in weather and they went after the Yankee Dollar with zest.

Several Girlie shows operating. Tirza back at the old stand on Surf Avenue, working without a blow-off until Decoration Day at which time Madam Fatima, known to you as Albert-Alberta, who calls himself a Half man—half woman. Been doing it for years down here and as the world owes him a living that is how he gets it. Freddy Sindel, owner of The Irish Stable, an eat and drink emporium, added a Girlie Revue on Surf Avenue to his enterprises, with Justin Wagner out front and doing well. Another Girlie Revue on Stillwell Avenue reaping in the shekels. Dave Rosen, back again selling his Side Show, with exaggerated banners and strange as it may seem still getting money. Showmen down here prove that you can fool all the people all the time — mebbe that's why they come to Coney Island time and again.

The Board of Health of Greater New York must be doing a Rip Van Winkle and it would be shameful to awaken the officials or their inspectors and ask them to look at the eating stands all over Coney Island and Brighton Beach. Food-stuff eatables are openly displayed with dust and dirt flying on a windy day. Germs in the air . . . being caught by open display of Custard stands and hot dogs, hamburgers, french fried potatoes, etc. . . . But who cares? . . . Surely it appears as though the Board of Health don't give a darn if millions of people get sick — or should they?

The riding devices enjoying good business. Whether the inspectors of the license department has given them all an okay should be a foregone conclusion. But somehow a number of rides stopped with passengers on them — so apparently something went wrong. A general check-up on all rides on the Island would not be amiss.

Feltman's with an added Kiddy Land

Park, enjoying good business. On the Boardwalk of their site, Mangel's Whip appeared to be getting top money. The Merry-Go-Round for kiddies was charging 9 cents. On the Bowery the Boomerang ride was the obvious top money getter. Harry Nelson's ball games, high striker, etc., enjoying good business. Fascination on Surf Avenue, the Group game with a worth-while reputation was getting its usual good play. Eddie's 5-Star Final Game, with Irving Taffet as floor man, kept up a steady pace of players all day. Kirsch's Restaurant on Surf Avenue with a line waiting to be seated in the finest food served on Coney Island, doing capacity business, perhaps all waiting to enjoy Mother Kirsch's delicious soup, which is out of this world. . . . Moe's 5-Star Final Game on the Boardwalk, with players holding merchandise won, were busy all day, with Irving Silberman on the "Mike" kept the players in good humor, with Mrs. Sadie Silberman and Moe in person acting as host to players. A real family group as players calling each other by their first name, makes Moe's the outstanding Group game on the Boardwalk. . . . Faber's group games — that's the rich boys from Miami Beach and Rockaway — got their share of business, whether they were entitled to it or not. But money goes to money and the Faber's have their share, as they will tell you, if you ask 'em!

The boys who have the Luna Park site property, had made arrangements to level off the grounds and had everything set to build a Drive-In-Theatre in the former Luna Park grounds. When they applied for a permit, it was refused. Now reports have it they will build a housing project for Colored People, right on Surf Avenue. . . . Bob Adler sitting in Larkin's Real Estate office waiting for prospects, as hundreds of concessions space is available on the Island from Hanky panks to eating joints.

## CANADA FLOOD TRAPS KING BROS. ADVANCE

Winnipeg, Man.—Advance crew and contracting agent of King Bros.' Circus were stranded by the Red River flood in this area. Floyd King, general manager of the show, was reported in Ottawa seeking permits for a change in route.

## JOHNNY J. JONES EXPO.

When the Johnny J. Jones Exposition played Washington, D. C. the National Press Club held its annual carnival and dance, with fifteen hundred attending. The club rooms were gayly decorated with side show banners, and paper from the show. Acts and games, novelties, were also sent from the show. The side show acts included were: LaGoldie Francis, sword swallower, Professor Bozo Mansfield, fire eater, and the Great LeRoy, magic.

Ladies assisting were Mrs. Louis Hoffman, June Tate, Francis Scott, Mrs. Harold Paddock and Mrs. Jean Kiscus. Committee members in charge of the affair were Mr. Merriman Smith, author of the best seller, "Thank You Mr. President," James Monford, manager of the club, Radford Mobley, club president.

Johnstown, Pa.—Despite the cold and rain the folks turned out opening night here, although business has not been as good as in the past. The local bus and street car strike now in its fourth week has not helped any. Radio Station WARD, Columbia's outlet here has gone all-out to put the show over, making broadcast from the lot, and devoting their Man-On-The-Street program daily to the show.

New arrivals to join here are Nat and Dot Mercey's "FOLLIES OF 1950" featuring Elaine Adair, Mark and Lillian Reilly, Bob Edwards "FRENCH CASINO."

As the majority of showmen lack understanding and the instruction that makes for understanding, the longing they feel to emerge from obscurity grows to the point of mental revolution, without ability to formulate a tangible objective. Showmen find themselves in a strange place in this world of progress. Eyes have been opened, but not trained to discern. Minds have been stirred but not taught to analyze. Ears are vexed by the commotion of life without ability to distinguish the—VOICE OF PROGRESS — In the outdoor tented world!

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