

TENTSCIRCUS
CARNIVAL
CONCESSIONCONCESSIONS, BINGO TENTS,
RIDE TOPS, MOTORDROMES,
SHOW TENTS**UNITED STATES TENT & AWNING CO.**Main Office and Factory
2315-21 W. HURON STREET CHICAGO 12, ILL.

Chicago's Big Tent House Since 1870

OCTOPUS

ROLL-O-PLANE

FLY-O-PLANE

ROCK-O-PLANE

Practical Top Money Rides for
Portable or Permanent Installation **Eyerly Aircraft Company**
SALEM, OREGON **LEADING POPULAR KIDDIE RIDES** 

KIDDIE ROTO-WHIP... KIDDIE SPEED BOATS

KIDDIE GALLOPING HORSE CAROUSELL

Beautiful Design — Skilled Workmanship

W. F. MANGELS COMPANY

2875 W. 8th Street

Coney Island 24, N. Y.

-:- TWO GREAT RIDES -:-

SPITFIRE — Outstanding for: Modern Design, Repeat Rides, Passenger-Control, Years of Successful Operation.

H I - B A L L — Unsurpassed for: Flash—52 ft. High; Capacity—Self-loading; Portability—one 32-ft. semi. New and different.

Manufactured by—

FRANK HRUBETZ & CO.

Front & Shipping Streets, SALEM, OREGON

Phone: 7417

CONKLIN SHOWS

"The World's Finest"

W A N T — Scales & Guess Your Age Concessions. Will grant exclusive privilege on this type concession.

Legitimate concessions of all kinds.

SHOWS and RIDES for —

-:- Eastern Canada's Best Fairs -:-

Belleville	Aug. 13th to 16th	Quebec City	Sept. 1st to 9th
Three Rivers	Aug. 17th to 23rd	Lindsay	Sept. 17th to 22nd
Sherbrooke	Aug. 25th to 31st	Leamington	Sept. 24th to 29th

and

The Western Fair, London, Ont., September 10th-to-15th

Address:

**FRANK R. CONKLIN, P. O. BOX 31,
BRANTFORD, ONT., CANADA**MARCH-APRIL BIG
ELI NEWS IS OFF
THE PRESS!!!!Don't miss this one.
Articles about the No.
16 BIG ELI Wheel,
another about new
government regula-
tions, as well as News
From The Rides and
all regular features.If you own, operate or
manage any type of
ride you should read BIG ELI NEWS.Send a Postal Card for sample copy. No
charge or obligation.**ELI BRIDGE COMPANY**
Builders of Dependable Products
West Wolcott Street Jacksonville, Illinois**FAIR GROUND PLANS**Master Plans for New and
Old Fairs**R. J. PEARSE**
Designer and Consultant

Raleigh, North Carolina

20 Years Experience

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

IN CANADA... CALL:

**INTERSTATE FIRE-
WORKS MFG. &
DISPLAY CO.,
(Canada) Ltd.**106 Adelaide St. West—
TORONTO, ONT.

Tel.: Plaza 5121,

IN THE U. S. A. CALL ON:

**INTERSTATE
FIREWORKS MFG.
& DISPLAY CO., Inc.**
31 Elm St., Tel. 2-2844
SPRINGFIELD, MASS.**ALLAN HERSCHELL***Amusement Devices*CATERPILLAR
HURRICANE • LOOPER
MOON ROCKET
WATER SCOOTER
MERRY-GO-ROUNDS
KIDDIE BOAT RIDE
KIDDIE MERRY-GO-ROUND
KIDDIE AUTO RIDE
LITTLE DIPPER
and other famous rides**ALLAN HERSCHELL COMPANY, Inc.**
N. TONAWANDA, N. Y.

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

GREATER

SHOW WORLD

FEARLESS **PROGRESSIVE**
ACCURATE

**SERVING
A
DEFINITE
PURPOSE**

**UPHOLDING
THE FINEST
IDEALS
OF THE
PROFESSION**

VOL. XXXIV

APRIL, 1951

No. 4

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

RINGLING BROS AND BARNUM & BAILEY

A CIRCUS PANORAMA IN TECHNICOLOR



New York, April 4th — The Ringling-Barnum Circus opened their 1951 season at Madison Square Garden to a capacity audience. John Ringling North, illustrated a new brand of showmanship that makes for goodwill and a heart warming regard for "The Greatest Show on Earth" by generously donating the opening nights receipts to the Louise Baer Memorial Fund for the New York Heart Association, which totaled up to \$190,000.

Stars of stage, screen, radio and television appeared in person to enhance the opening night's performance, thru the efforts of Jimmy Durante. Among those to appear were: Lily Pons, Tony Martin, Don Ameche, Buddy Rogers, Virginia Field, Jack Dempsey, Bert Lahr, Ed Wynn, Celeste Holm, Gypsy Lee, Laraine Day, Jerome Cowan, Walter Abel, Lanny Ross, Constance Moore, Marie McDonald, Ella Raines, Lauritz Melchior, Dagmar, A. Godfrey, Joan Sayers, Norman Brokenshire, Bob Hope, Paul Winchell, Margaret Lindsey, Dennis James, Cyd Charisse, Ella Logan, Hy Gardner, Walter Abel, Lee Bowman, Police Glee Club, Clem McCarthy, Eddie Jackson, Nick Kenny, Imogene Coca, Syd Ceaser, Patrice Munsel, Eddie Dowling, Francis Langford and others such as Toots Shor, Earl Wilson, Frank Farrell, Dot Kilgallen, Tex McCary, Lou Sobel, Dorothy Dalton and Bob Considine.

Cecil B. DeMille, one of the most popular of Major League movie producers was present, seated in one of the boxes with members of his staff who took notes during the show proceedings.

Mrs. Vincent Impellitteri, wife of the Mayor of New York City, chairman of the campaign for the Heart Fund, presented gold money clips to John Ringling North for

turning over the evenings proceeds and to Jimmy Durante for enlisting the aid of movie stars who participated in the opening nights entertainment. Never in show world history has so many stars appeared in conjunction with a circus performance as on the opening night of "The Big Bertha". It was a pleasant night to be remembered by one and all as a grand evenings entertainment.

At 8:45 P.M. Merle Evans, band leader, with a wave of his hand, started the overture, and the show was on. Lights and all eyes centered upon acts in center ring. Performing Bears, mixed group presented by Albert Rix. Roland Tiebor's Seals, with Ella Ring assisting erō ring. Other ring Walkarounds, including Lou Jacobs, Felix Peterson's Jockey Dogs. Display 2—Clown Adler, Paul Jerome, Emmett Kelly, Otto Griebling and others.

Display 3—Aerialists presented by The 3 Memadas, The Man in The Moon, La Norma, The Platos and Lilo Juston.

Display 4—Elephants under the direction of Eugene Scott. Display 5—Clown walkarounds and a baseball bit.

Display 6—Wire Walkers by Hubert Castle, center ring, Loda Dobrite hand Senior Tonito. Display 7—clown numbers.

Display 8—Spec "LUANA" one of the many high-lights of the show. A mid-air extravaganza with an all Hawaiian motif and some forty or fifty pretty girl aloft in a musical ballet that proved picturesque and awarded with loud and long applause. Music for this number by John Ringling North, Lyrics by E. Ray Goetz and Antoinette Concello, aerial director. Display 9—Clown Walkarounds.

Display 10—Gorilla Duo. Man in gorilla outfit, while girl works in sarong. Some rope swining, climbing rope, acrobats on swinging rope then Gorilla man leaps into seats amid audience. Display 11 — Clown Car number.

Display 12—Superb spectacle, produced by John Ringling North, staged by J. Murray Anderson, costumes designed by Miles White, special music by Henry Sullivan and choreography by Richard Barstow — one and all can take bows on "CIRCUS SER-

**THE VOICE OF THE
"BIG BERTHA"**



ROLAND BUTLER

Roland Butler, chief of staff of press relations for the Ringling-Barnum Circus and one of the most versatile press agents of all time.

He possesses a masterly understanding of creating Good Will for "The Greatest Show on Earth" and finds the hand of welcome extended in every city and town by members of the 4th Estate.

ENADE". Here is another outstanding high-lite of "The Greatest Show on Earth" for the '51 season.

INTERMISSION.

Display 13—The Flying Concellos, The Flying Artonys and The Flying Comets. Display 14—Clown numbers.

Display 15—Claesson, breakaway, pole act.

Display 16—The Riding Zoppes, Riding Parents and The Riding Romigs. A hold-over from last year. Display 17—Clown numbers.

Display 18—The Rodolfos, Foot ladder juggling. The Similis, High perch and the Idnavis, high perch.

Display 19—First time in America—Miss Mara, The Rodry Brothers and Kareff Manus.

Display 20—"PICNIC IN THE PARK" a novel idea in presenting liberty acts in a fine display presented by Gene Lipkowska, Czesland Mroczkowski, Andre Fox, Franz Ackerl and Luciana & Freidel. Produced by John Ringling North. Display 21—clown numbers.

Display 22—Acrobatic acts by — The Martino Family, The Freddi Troupe, The Fredonia Family, The Bokara Troupe and the Muratti Family.

Display 23—High wire Alzanas, with Harold Alzana.

Display 24 — Spec—"POPCORN and LEMONADE" a pageant well done, perfectly timed for the final number of a grand well-balanced show with the audience leaving their seats high in praise for a wonderful evenings entertainment and one and all agreed it is "The Greatest Show on Earth".

GREATER SHOW WORLD

The Voice of Show Business.

VOL. XXXIV APRIL, 1951 No. 4

Devoted Exclusively to the Amusement World. Subscriptions payable in advance \$3.00 per year.

Entered as Second Class Matter February 17, 1933 at the Post Office at New York, N. Y., under the Act of March 3, 1879.

Published monthly by

GREATER SHOW WORLD CO.

JOHNNY J. KLINE

Managing Editor

Feature Writers

PEGGY FORSTALL

ELSIE MILLER

BEVERLY ROADS

HOUSE PARKERS

FRANCIS GEORGE

Publication Offices

Longacre Building,

New York 18, N. Y.

Business and Editorial Offices

1472 BROADWAY,

NEW YORK 18, N. Y.

Phone: LO-3-2970

The Editor Sez-- HOWZABOUT IT?

Now that a majority of the tented shows have officially opened for the '51 season, we take this opportunity to suggest to owners of riding devices who have neglected or overlooked the importance of having their various rides carefully checked and inspected by expert riding device mechanics, should do so at once.



"OUR
OPEN
LETTER"

Each ride should get a careful going over, properly tested, new clutch inserted where needed. New parts replacing old and a minute inspection of one and all rides before placing them on the lot for the safety of men, women and children.

The same suggestion applies to amusement part operators.

They also should instruct their ride mechanics to give each ride a careful going over, prior to permitting passengers to ride on any of them. This also applies to all Kiddy rides in their respective kiddy park section.

Summer resorts and Beaches where roller coasters are installed should have expert Roller Coaster mechanics to inspect each ride. New lumber uprights should replace old worn out timber.

From a point of safety, each City and Town should have an ordinance, such as exists in Greater New York, whereby City Inspectors should be compelled to inspect each and every riding device, prior to the show's opening and none permitted to op-

erate, unless it was passed as Okay by the inspector prior to the show's opening.

The lives of men, women and children are at stake. An oversight and accidents may cause anguish to relatives and heart-aches to the ride owner.

An ounce of prevention in this case, may save lives or broken limbs.

Let's start the 1951 season off — by eliminating accidents on riding devices.

Another point, which show-owners may overlook, is the Firebug. Post signs around the midway and show grounds or amusement park, reading: PUT OUT THAT CIGARETTE — BEFORE ENTERING ANY TENT.

A carelessly thrown cigarette may burn a child or destroy a show in its entirety.

Now is the time to take proper precautions.

Check on all the above suggestions. Tomorrow may be too late!

WHAT SAY YOU ALL?

HEARD IN AND AROUND COOK HOUSES

"Quote and Unquote"

"The showman who wants to go broke real quick — just start living beyond your means!"

"In show business — figures don't lie — but liars can figure."

The way the performers in Miami, Florida Burlesque theatres work — they apparently assume everyone in the audience is from — Missouri!

Everyone he meets tries to get in his good graces—like cats with the milkman!

"Oh HIM! He can't fall off the grounds — that's where he's been all his life."

"They now call movie actors salary — the HAUL of fame!"

"A bachelor's life is just one undarned thing after another."

"A doctor has discovered that THINKING causes ulcers. This leaves showmen with two choices; Think and get ulcers — or DON'T think and starve to death."

"A fool and his money are soon parted." YES, who got yours?"

"The Dallas, Texas Fair should advertise — A BIG MIDWAY FOR A BIG STATE."

"IT IS BETTER TO HAVE THEM SWEAR BY YOU — THAN AT YOU!"

He: "Will you marry me?"

She: "NO! But I will always admire your taste."

"No one has more trouble keeping up with the Joneses — than their creditors."

"Build castles in the air — then put foundations under them."

"The smallest good deed — is better than the grantest good intention."

"Success is a fraud after all. By the time you're rich enough to sleep late — you're so old — you always wake up early."

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

AMUSEMENT PARK LIABILITY LIMITED

By FRANCIS GEORGE

Riverview Park, almost lost four thousand dollars last December even though the park was closed.

Last summer a 213 pound customer was tossed over a fence, beaten up and knifed by a 145-pound drunk, and the big one claimed that the ride operator where it happened should have protected him. A jury agreed, and it was about to cost the park the four thousand when the Illinois Supreme Court got the case. Here is what happened.

Business was good; the ride was crowded. Frank Meyer finally got on, but there was no room for his wife. He asked the starter to save a place for her next round. The starter tried, but at the loading platform people rushed for seats and Mrs. Meyer wouldn't have gotten on except that Meyer put his arm across the seat and pushed Bradley off. Bradley broke a kewpie doll over Meyer's head, but that didn't seem to bother anyone and the ride went ahead. Afterward Bradley jumped Meyer, hauled him over the fence and knifed him. When Meyer got out of the hospital, he sued the park, saying that they were responsible for his safety all the time he was in the park, and that if they had done their duty, he would never have been hurt. The jury awarded him damages; four thousand against the park because they had it, and four hundred against Bradley, the man who did the knifing, probably because that was all the money he had. But Judge Schwartz of the Appellate Court said that before an amusement park is responsible for this kind of injury, four things must happen:

1. There is danger of assault.
2. The park knows of the danger and can do something about it.
3. The park does not use care to guard against this danger, in other words doesn't try to prevent the assault.
4. That the victim does his best to avoid the assault.

In this case no one had taken the beating with the kewpie doll seriously; Meyer, himself, thought it was in fun. There was no warning of the assault; the park management, not knowing there was going to be trouble, couldn't have done anything to stop it. If Meyer wanted protection, he should have asked for it at once instead of stopping to argue with Bradley.

Although this was a close call for Riverview, the rules are clearer now. We know that an operator should have a few cops around in case there is trouble, but he is not liable for something he doesn't know about, can't do anything about or somebody asks for.

PRESS AGENTS
SEND IN YOUR ROUTE CARDS TO—
Greater Show World,
1472 Broadway, N. Y. 18, N. Y. (Rm. 302)

NAMES MAKE NEWS



The biggest laugh of the week came with the announcement that **CLYDE BEATTY** would pay Mrs. Willie Jones, mother of the Los Angeles, California **SIAMESE TWINS**, some \$10,000 for the twins to exhibit with the Beatty Circus in 1951. The twins were born 23 months

ago. Picture if you can — Clyde Beatty paying any attractions ten grand a year?

R. M. Harvey has been threatening to retire for the past decade. It took an automobile accident for him to take a much needed rest. He then sent his resignation to Jack Mills advising him to get another boy to general agent the show for the coming season!

Harry S. Dube, publisher of the Ringling-Barnum Circus program did himself proud this year. It is one of the finest ever published and in keeping with the high standard one looks for in a show such as "The Greatest Show on Earth". The cover design by **Walter Bomar**, is very colorful and attractive. Bomar, was selected also to do a cover for Collier's magazine. He is rated as "Top" among artists and is rightfully entitled to that rating in view of the fine job he did for Harry Dube's 1951 Ringling-Barnum Circus Program!

While all honors were being bestowed upon **John Ringling North**, on opening night of the "Big Bertha" he illustrated clearly that HE, possesses a certain suavity of manner that is very becoming to the "CIRCUS KING."

Art Concello was called to Sarasota, Florida, the Ringling-Barnum winter-quarters in important business on April 14th.

The Mills Bros. Circus personnel tendered a dinner to **Jack Mills** at the Deschler-Wallach Hotel, Columbus, Ohio with some 500 people attending, including the Circus Fans and Circus Model Buildings and many prominent personalities such as **S. J. Jessop** of the United States Tent & Awning Co. of Chicago.

You will go a long way, before you find a better circus general director than **PAT VALDO**. He knows circuses from A to Z. In fact he's the TOPS in the field today!

The U. S. Tent Co. of Chicago made and delivered the largest circus tent size 180 with 3 forty-foot middle pieces for Rev Oral Roberts of Tulsa, Oklahoma. The tent was erected in Tampa, Fla. this past winter. **S. J. Jessop** supervised the erection. Another tent 90 with a 40 middle used in connection with the "Big Top" also made by U. S. Tent Co. The cost is reported to have been about \$35,000.00 for just the canvas without the poles. The Big Top seats 10,000 people. Used as a Revival meeting tent!

Bulletins!

BLESSED EVENT — William Allan, a son born to Mr. and Mrs. Lee A. Sullivan, Jr., March 12th in Jacksonville, Illinois. Father is engineer of Eli Bridge Company, manufacturers of **BIG ELI FERRIS WHEELS**.

Sid J. Jessop of the U. S. Tent & Awning Co., of Chicago, is on the advisory staff of the Quartermaster office, representing the Canvas industry. You can rest assured that **Syd Jessop** will look after the best interest of not only the U. S. Government, but the outdoor show business in general!



HERBERT DU VAL

Adjuster of "The Greatest Show on Earth". A gentleman who rates "Tops in his field. His name is never mentioned by us without the most tender regard and esteem!"

ZORITA, (the dancer) will NOT be with the World of Mirth Shows this season. She lent ear to certain persons and demanded a larger percentage, so General Manager Frank Bergen, informed her to accept better offers she professed to have. The new feature with the WOM this season will be — **DORITA** — a new dancer in carné business!

Strong protests against the ban of Bingo games in certain towns in New York State by civic organizations is being fought right now!

Charlie (Bingo) Cohen, is enjoying life on his yacht in the Miami, Florida waters these days. He is back with his wife again and living the life millionaires usually do this time of year!

IF YOU'RE MEANT TO BE HUNG— YOU'LL NEVER GET SHOT!

The Rosenthal Bros. had a nice tie-up with Harry S. Dube, publisher of the Ringling-Circus program. A coupon good for an admission and 5 rides in Palisades Amusement Park was inserted in each program sold during the Madison Square Garden engagement!

FLASH! Sam Solomon and Robert (Bob) Parker purchased the Johnny J. Jones Exposition in its entirety!

It is being widespread that the Showmen's League of America's active members

who have the best interest of the League at heart, were so dissatisfied with the present clubrooms that it was decided to seek clubrooms elsewhere. So we venture to say that in the near future the clubrooms will be located within a few blocks from the Hotel Sherman and by Convention time members can pay the club a visit during the convention!

Julius Kuchnel sold his interest in Savin Rock, Conn. concessions to **Jimmy Hurd**, who will operate a pay show there this summer!

Last Press Notice: **Archie Blood**, associated with his brother **George** in the operation of the Ringling-Barnum cook house passed away suddenly in Sarasota, Fla.

April 26th will mark the 25th year that **Dorothy Packman** has been with the **George A. Hamid Booking Offices**.

Mrs. Ada Dufour, wife of **Lew Dufour** entered Jewish Hospital, St. Louis, Mo., for further treatment.

Business for the Ringling-Barnum Circus at Madison Square Garden, New York is on a par with last year!

Last Press Notice: **William Ketrow**, 77, former owner of **Kay Bros. Circus** passed away at Miami, Fla., April 8th.

James McGinley, has been appointed assistant secretary to **William (Bill) Hirsch** of the Louisiana State Fair, Shreveport, La.

SAM SOLOMON AND BOB PARKER BUY JOHNNY J. JONES SHOW PROPERTY

Bainbridge, Georgia — Flash! **Sam Solomon**, former owner of **Sol's Liberty Shows** and other shows who reported several years ago, he was retiring after disposing of his interest in the Royal American Shows and **Robert (Bob) Parker** purchased the show equipment of the **Johnny J. Jones Shows** from **Morris Lipsky**, **Harold Paddock** and it is assumed **E. Lawrence Phillips** on April 10th.

Messrs. Solomon and Parker appeared in person at the shows winter-quarters here to consummate the deal.

Up to time of going to press no confirmation at hand as to whether the new owners will use the Jones title, or one of the titles formerly used by **Solomon** during his long career in carné business.

No statement is forthcoming whether or not **Lipsky & Paddock** combination will operate the concessions on the show this season.

A number of Fair contracts have been signed with more in the offing.

An announcement from **Messrs Solomon & Parker** as to their plans, title of show, etc., will be made shortly!

Outdoor Press Agents

Send in the route of the show each week and Show News notes to—

GREATER SHOW WORLD
1472 Broadway Room 302
New York 18, N. Y.



By ELSIE MILLER

GREETINGS and HELLO to all you dear show folks, here, there and everywhere. Just imagine, this is April and we have had quite a snow fall in our big Windy City. Do you think Spring will ever show up around this neck of the woods? Sure hope so. A lot of your friends and mine are back in Chicago again and New York, etc., after an extended vacation in Florida, California, Hot Springs, or most anywhere where the sun was shining. PHOEBE CARSKY and daughter LYNN spent some time in Florida. Met all her wonderful friends out there, many show folks and enjoyed their stay immensely. Hello there FAY KELLEY. Fay will be with the John H. Marks shows again this Season and here's good luck to you Fay for a good Season, you and your hubby. Mr. and Mrs. Kelley at this writing are visiting Cash and Gertie Miller in Daytona Beach.

And to mine and your lovely friend LOUISE WARNING, hello and gosh what a time you folks did have with the Mr. Roberts Co. HENRY FONDA, leading man of the show, personnel and Stage Crew had to make up for forty-three (43) hours of lost time. The show was snow bound, between Minneapolis and Omaha, actually a nine hour trip turned into a nightmare. The folks ran out of food and water, so the Steward of the Dining Car saved the day and bought up all the food he could find in some little town where they were stranded. They all deserve a lot of credit, also the poor men who cleaned the tracks and got the plows to work. Omaha is Mr. Fonda's home town, after they reached that destination, they played two shows without scenery, as the Theatre has been sold out days ahead of time. Poor Arthur Warning and Crew had to work all night to get the show up for Wednesday Matinee and the evening performance. Sounds like the olden days, when the shows would get stranded, only this time it wasn't the show's fault. Guess you could fill a book what happened in those 43 or 58 hours. Am glad you finally made it and hope your spot at the Orpheum Theatre in Kansas City will be different.

Since I chatted with you folks in my last column, I have had the pleasure of being the guest of LOUISE R. DONAHUE. We attended SOUTH PACIFIC with JANET BLAIR and RICHARD EASTHAM, DIOSA COSTELLO and RAY WALSTON. We had delightful seats in the 8th row Center and

what a show. Don't miss it. Louise and I had cocktails and dinner at the Chicago Athletic Club. Louise's hubby is a member there and well known. HOSTESS ETHEL LYONS and ANGELINE RADOSTA were so charming in the Pink Cocktail room which is positively gorgeous and those of you who have been there, know what I mean. TED HENCLEWSKI sure knows how to shake up those drinks and cocktails and Ted, I like them frosted. Hmmm. . . . We had a delicious dinner in their spacious dining room upstairs and that is one day I can say was well spent with ideal Company all around. Louise looked perfectly stunning in her gorgeous BLUE MINK COAT and what a dream of a hat she had on, in pale blue and contrasting colors of Corn flowers. Most becoming to her type of beauty. THANKS SO MUCH for a delightful time Louise.

NAN RANKINE one of our Chicago pals, your friend and mine, is still in Coral Gables, Fla., with her son Tom and family. Was sorry to hear about Nan's manager in show business W. A. (Doc) Johnson being hospitalized for a few weeks and do hope he is well on the road to recovery. And say Doc, hurry up and get well, as you know, won't be long and you will be out in show business again, like your old self and a real showman. Nan has a very clever Mentalist act and Doc and she are a team which cannot be found anywhere.

LILLIAN and RALPH GLICK have just returned from Florida after a three month's business trip. They had a lovely visit with Mrs. HELEN WILSON and husband DOC at their beautiful Motel Santa Carlos at Fort Myers, Florida. They reminisced about old times in show business. The Wilsons are off the road twelve years. They also visited with ESTHER FELKE of Tampa, Fla., and VIRGINIA KILLIPS, formerly of Chicago and now of Tampa, Fla., also ADOLPH KOSS of Tampa, who has Concessions in Riverview Park here in Chicago. Am sure you had a wonderful time while you were away folks. Lillian and Ralph have concessions and rides also in Riverview Park, Chicago, and are two people who sure keep busy. They are building a gorgeous Ranch Home way up North somewhere, as they have sold their immense large home, which has been a problem to handle, as they are on and off the road most of the Season. DORLINDA REED

AND FRED in New Orleans, La. Two show people who also are on the go most of the year. Hope you two are fine at this writing.

Well, Hi' DOLLY SNAPP. Dolly and husband are owners of the Snapp's Greater Shows and are having a good time down Florida way. They went as far as Key West and found it very warm during their trip, as it is really a beautiful City. They left for home via East Coast. Nice trip dear?

Now let's see on the sick list so far have heard that GRACE GOSS who has had such a bad spell of the FLU this winter, is well on the mend again, also MARGUERITE SHAPIRO, when last heard of is making a trip to the West Coast for her health. Billie Lou Wasserman is still confined in Chicago Fresh Air Sanitarium, 2451 W. Howard St., Chicago and will be for some time. Billie is crocheting a lovely lace table cloth which she will donate to the Ladies' Auxiliary of the Showmen's League of America to be used for a raffle or on Summer activities. Nice gesture, Billie. Get well, that is the main thing right now. Then we had ANN SLEYSER who was very ill with the Flu, Jeanette Wall, also, Lena Schlossberg has been up and down with colds, MARGARET HOCK also. VIOLA PARKER was in Martha Washington Hospital and is up and out again, fit as a fiddle and oh say, we are so very sorry to hear about RUTH MARTONE, you all know Ruth, show girl of long standing. She was confined in hospital in Kansas City and is well again. LILIS CHILDS is in Vet's Hospital (9) Des Moines, Iowa. Ilis served in the U. S. Army for a long time. We are so sorry you fractured your hip Lilis and good luck for a speedy recovery.

Our deepest sympathy went forth this past month to CLARA ETTA BARKER, who lost her dear father, Mr. Arnold, who has been ill so long. BLANCHE LATTO who owns the Lynch's Bath House in downtown district, Chicago, in Palmer House Building, too has been ill, but we are glad she is alright again. CONGRATULATIONS to Mr. and Mrs. A. L. Filograsso in the marriage of their daughter MARY LOUISE to ROBERT FREDERICK CALLBECK, QMC 3, USNR, on Saturday, March 31st, 1951, at our Lady of Lourdes church, Leland and Ashland Ave., Chicago. May all your troubles be little ones, Mary Lou and Robert.

VIOLA and NOBLE C. FAIRLY left for winter quarters in Eldorado, Ark., with the TWENTIETH CENTURY SHOW. Good luck to you both for a prosperous Season Viola and Noble.

VIRGINIA KLINE was last heard of in Los Angeles, Calif., visiting friends and relatives and then making a trip to Mexico. Hope you had a nice time Virginia. FRANCES and LOU KELLER have spent most of the hazardous winter in a warmer climate in Hot Springs, Ark. and are anticipating returning some time in April.

MAE SOPENAR and CLAIRE SOPENAR are motoring to New York City, N. Y. and Mae will head on alone then to Providence, R. I. for a vacation with relatives and friends. Mae's hubby Eddie will plan

to fly down shortly thereafter to visit with all the folks. GERTRUDE MORRIS and hubby who live here in Chicago have spent most of the winter here and had a good time at the Shrine Circus in Chicago. Am sorry I didn't get to go Gertrude, perhaps next time.

A number of Showmen's League of America folks and Auxiliary attended the Circus also.

The Ladies' Auxiliary of the Miami Showmen's Ass'n and the Miami Showmen's Ass'n held their MEMORIAL SERVICES on Sun., March 11, 1951, at 1:00 p.m. The first one that was ever held by these wonderful show people. Order of Service was as follows: ORGAN PRELUDE, Regina McLindon; INVOCATION by Chaplain CLARICE DUNN, LORD'S PRAYER by Ladies' Aux., led by chairman of Memorial Service, ETHEL WEER. TALK, GEORGE A. BEAUTIGAM, SOLO by Regina McLindon, SERMON and EULOGY, Chaplain Phil Cook, SOLO, Regina McLindon, Presidents George Golde and Dolly Young, BENEDICTION, William Bryant and CLOSING CEREMONIES "The Reading of the 23rd Psalm. How wonderful, and what Good work all these show people do year in and year out.

Saaay . . . My Pal IDA CHASE is out again. This time she is in Webster, S. Dak. having a good time. Her niece was being married. She went via plane. Happy Landing on your return Ida.

ALICE and HARRY HENNIES have been going back and forth to Hot Springs, Ark., together on business and now that most of it is taken care of perhaps they can remain in Houston, Texas where they have built a wonderful Kiddieland in a beautiful Park in Houston, Texas.

SOPHIA CARLOS is still in Miroa Loma, Calif. on a ranch with her relatives and looks like she loves it out there and expects to stay until she hits the road again.

Our BESS HAMID had a siege of illness and tried to relax in Miami, Fla., but am afraid she and George have too many friends out there to be able to relax much, nor anywhere for that matter of fact. But Bess is back in Flushing, N. Y. again and I do hope much better than when last heard of. You know I've had mail returned to me from some of the following: Kathleen Sutton, Emma Wagner of Montreal, Que., Can., Florence Aron of Canada. Where are you dear??? Grace Weiner, and many others, would appreciate it if you folks would get in touch with me at my home address, 4215 W. 5th Ave., Chicago 24, Ill. Please do.

Hello HELEN B. SMITH. Do hope you folks all had a good time as guests of the Orange show at San Bernardino on a special invitation of Orville Craft, who has the Midway. Nice that he served a free lunch and Refreshments. There were (57) fifty-seven in the Caravan which left Los Angeles and the Ladies' Auxiliary of the Pacific Coast Showmen's Association also were invited. Know you all enjoyed it. The folks also had an Easter Party and paraded

with special hats. Prizes were awarded to the ugliest and prettiest. Sounds fascinating Helen. See where your sister Virginia Kline and Marie Kortes left for Mexico City.

The entire Show World regrets the loss of one of the Finest and First Women Animal Trainers in the world. She was Big Top "Princess, Dixie King. She was 73 years old when she passed away this month and performed with the Ringling Bros. Circus for many years. Princess Dixie is survived by two brothers, L. E. Bennett of Houston, Texas and T. R. Bennett of Los Angeles, Calif. Ringling Bros. Circus, sent a Colossal bouquet of Orchids to Dixie, inscribed "TO THE BEST" which was placed in her hands at burial. Our deepest sympathy goes forth at this time to the bereaved family. MYRTLE HUTT is still in San Francisco, Calif. Myrtle has her Needles concession with one of the large stores there and doing fine. Hi' Myrt.

Oh yes, would like to mention our Pals GRACE and CHARLES GOSS have acquired a gorgeous new 30-foot trailer. It is very modern, has three closets, a keen Dixie Gas range with oven light and timer, a five foot electric refrigerator and double sinks. Even has a broom closet, and picture windows in living room. GRACE BROWN has been hospitalized in San Francisco, Calif., however, is out again and recuperating nicely. Grace says she will plan to go to Texas where it is real warm when her doctor will allow her to travel.

MRS. LYNN GRECO is with the Gem City Shows this Season. The Ladies' Auxiliary of the Hot Springs Showmen's Ass'n really had a St. Patrick's party March the 17th and GRACE GOSS had it announced over the Radio Stations in both morning and evening papers. Some publicity, eh??? Am sure it proved most successful. How did they do Yorla??? Pretty good, I'll say, from the reports I have received. Yorla is the President of the Aux. of Hot Springs Showmen's Ass'n Aside to ROSE PAGE. . . . Say Rose, where are you hiding??? Most any day will be expecting to hear from you out there in California.

MR. and MRS. HENRY T. BELDEN and daughter DOROTHY who have been vacationing in Miami, Fla., will be back in our midst sometime this April. We sure will be glad to see you folks again. ETTA and TOM HENDERSON, where are you??? Last heard from you dear folks you were in New Orleans. Did you get to California?

Heard that our good friend Madge Buckley is ill in California? Do hope she is getting along much better. Best wishes from all the folks in Chicago and everywhere to you for a speedy recovery Madge. You will be hearing from me soon.

Understand the Ladies' Auxiliary of the Detroit Showmen's Ass'n also had a lovely St. Patrick's day party with about (200) two hundred in attendance. Program and party was handled by Margie Mansell. On the committee were: Frances Moran and Tina Wiener in charge of buffet lunch. Lottie Johnson, refreshments, Bernice Stahl acted as cashier and Betty Greeley, Clara

Silber, Grace Zeigler and Charlotte Richardson assisted. Dancing lasted until all hours with a real band. Entertainment was tops. Al Werner and orchestra furnished the music. Hello EDITH HARGRAVE and PEGGY FORSTALL, on the West Coast. Hope you all had a nice Easter.

Will close my column for this issue and don't forget to take the GREATER SHOW WORLD MAGAZINE with you wherever you go. It contains interesting news about your friends and mine and show people all over the country. Good luck for now and GOD BLESS YOU ALL.

EASTERN STATES EXPOS.

Announcement of a net profit of \$96,589.67 for all operations in 1950, after depreciation on buildings and equipment, was a highlight of the annual meeting of the Eastern States Exposition held in the Brooks Memorial Building on the West Springfield grounds. Fifty trustees from six New England states were in attendance and unanimously reelected Howard W. Selby of Newton as president of the institution.

J. Loring Brocks, Jr., of Springfield, Mass., was elected a vice president, as was Charles H. Smith of Pawtucket, R. I., who was also named chairman of the Rhode Island group of Exposition trustees.

MILAN FAIR ENTRIES REACH NEW HIGH

Milan — The International Milan Samples Fair opened here and all signs to date indicate that the number of participants will be well over 9,000. Although final tabulations have not yet been made, fair officials seem well pleased with the turnout. Last year 8,428 participants took part in the fair.

Foreign entries, which last year amounted to 3,096 exhibitors, increased considerably. Over 80 countries are being represented.

Subscribers Note . . .

A PENNY POSTCARD WILL DO IT!

If you intend to move, or have moved, or changed shows, please advise change of address. Thanx.

GREATER SHOW WORLD
1472 Broadway, New York 18, N. Y.



Show Business and Show Folk on the West Coast

By PEGGY M. FORSTALL

The San Bernardino 36th Annual Orange Show has come and gone. Again no one made enough to write home about. In fact it was worse than ever. Many of the concessionaires, didn't get off the nut. The Silver Dollar gate didn't help to bring in the people and those that did come in, just didn't spend. The dollar gate, evidently kept the folks away. The twenty bucks a foot to the concessionaires, was more than they could make. They all felt like they were being hit, coming and going. Most likely several will be missing next year unless prices are changed both ways. Orville Craft and his 20 Big shows there and most rides were empty during the engagement. The PCSA Day, found practically only members there. A good crowd turned out and a very nice lunch was served. Leave it to Orville and Mabelle to do things up right. Everyone had a very nice time and felt sorry for those, who was working hard trying to get a dime. The Cavalcade consisted of 72 cars, with Sammy Dolman in charge and he did a good job getting it organized and on its way. The old saying "Next year it will be better, wasn't so this year at least NOT at this spot.

Calvin Enfield, opens his Fiesta Shows April 10th with 6 rides, 20 concessions, 2 side shows and 2 grind stores. Cal, is owner and manager of the org. W. A. Crawford, is boss mechanic. Darlene Jandt, Secy. and Treas. This will mark their 4th season and according to all reports, it's a swell outfit to be with. We all say Good Luck, Cal.

Regular Associated Troupers had a swell time at their Easter Parade, held in their club-rooms. Sunshine Jackson emceed the show. Lillabelle Williams, Tillie Palamutter and Mora Bagby donated prizes. Lucille King, donated the easter eggs, which were colored by Jetta Clancy and Daisy Marion. Bable Miller won first prize for the most original hat. Nell Robiteaux won 2nd prize for the prettiest hat and Phil Darling won the Booby prize. Clara Trotter, Shirley Hickox, Irene Hester and Bog Leslie were visitors. Myrtle Hutt and Larry Nathan, came down from San Francisco to attend the affair.

The Showfolks of America celebrated with a Big Party on St. Patricks Day. Bill Coles emceed the show. Cornbeef and cabbage was served and a good time was had by all. We were all sorry to hear about the James and Robert Slover car accident en route to California. The boys were on their way here to go to work for the Velare Brothers. . . . All our ANXIETY OVER THE JOE KRUG heart attack has been put at ease. Seems Joe had a very bad case of poisoning and is back with us again.

Craft's 20 Big will again play the Fresno District Fair this year, this being the first

time since 1948. . . . The West Coast Shows made it in '49 and Larry Rerris in '50. Lee Brandon, closed the deal. . . . Myrtle Hutt, who was here during the winter is reported to be doing very well with her punch-needle business in San Francisco. She has fully recovered from her recent illness. . . . Elsie (Calvert) Brizendine, left here for Seattle, Washington to be with her mother. Elsie had a very nice job here all winter working for a Lerner Dress Shop. She attended the Auxiliary and Troupers club every meeting. . . . Benny Samuels left here to look after his rides in and around Chicago. . . . Mike Doolan will be leaving his nest here for Chicago to look after his Kiddyland in the Windy City. Ann and children will join him later.

Matt Herman, is leaving us to join the Royal American Shows in Florida. Matt will take his Mother back to St. Louis, Mo. She spent all winter here in their new home. Morosa expects to join him later! . . . Pete Kortis is in Mexico City with his side show and is reported to be doing wonderful business. Wife Marie and Virginia Kline motored to be with Mike and to explore the city. They are expected back almost any day now. . . . Prince Dennis and Lady Ethel, midgets, just recently joined Pete! . . . Mike Krekos, that grand showman out here has taken himself and wife to Athens, Greece to be with his mother on her 90th birthday. Leo Myers and Coe will see that the West Coast Shows will do better and bigger than ever while Mike is away. Max Hillman is on the show this year. Al Rodin who is with the show and who has been a very sick man, is reported much better since his operation. The Flying Berratti's is again the free act on the show for the 3rd year.

Betty G. Coe came in for a short visit and attended the Auxiliary. Said business so far was okay, when weather permits. . . . Sammy Dolman made a fast trip home to be with Lucille and he also attended, paid a visit to the club! . . . The ladies who sold tickets at the Orange Show were: Morosa Herman, Ann Doolan, Mabel Brown, Nina Levine. The Monies collected on this sale was for the PCSA building fund! . . . By the grapevine I heard George Perkins has 10 weeks booked with the Industrial Show, that will set up near the Santa Anita race track. George will have his funny Ford on the spot. Several attractions, concessions and shows are being booked for the affair. . . . Helen Henn reported doing very good on Martin's Shows in Compton. She is doing better there and works less than at the Orange show.

The Doolans and The Hermans, went over to Bakersfield to visit the West Coast Shows opening. Weather was a little chilly, but the night tip was okay. . . . Ann and Morosa had a nice visit with "our missing link" Lille Shue! . . . Peggy Steinberg, who

has been under doctors care all winter is now able to join Joe on the Siebrand Show. Peggy took a fast trip to Yuma to visit last week and on her way home stopped and had a nice visit with Madge and Buck Buckley! . . . Lee and Jeane Branson in Parker, Arizona where they are fishing and enjoying life, before starting out this year! . . . Cal and Betty Lippes and the Hobdays are across the river, fishing in the same river. They visit back and forth by motor boat and next week yours truly will be fishing and rowing too. It's a long time promise, that is finally being fulfilled. Am going over with Elsie and Harry Sucker and looking forward to a swell trip and a very nice time.

Babe and Moxie Miller are going to be home guards this year. . . . Estelle and Elmer Hanscom are in from San Francisco, where they have been most of the winter. Estelle has been on the sick list, but is okay now! . . . Dutch and Bertha McCarthy are seen around the club a lot! . . . Marie Rhodes is now working in one of our defense plants! . . . Patti Cook who was in such a terrible car accident some two years ago is her darling self again. All her braces have been taken off. Nina Rogers Levine was called back home to Los Angeles on news of an accident to her mother.

Circus

The Clyde Beatty Circus is with us right now. Our Eddie Brown is there out front every day. The weather has been wonderful and business has been very good. The P.C.S.A. and Auxiliary were Clyde's guests opening night. The following Monday night the personnel of the Beatty show were guests of the PCSA and the Auxiliary. A nice lunch was served. Dancing and an enjoyable time was had by all. The show opened in Shreveport, Ia. Very short on working men, but picked up a few. Leonard Aylesworth was to be superintendent, left after the 3rd day. Lee Spain has now filled his job. Archie Johnson, assistant. Edward E. Howe, chief of press with J. R. Hervey. Jack Knight and Ray Smith assisting. Norman Carroll and his wife are handling radio and TV, Jack White, uptown ticket seller. Harry Brown and Pat Graham on the lot. Tom Planck, contracting Agent, Claude Lee, 24 hour man also Dan Dix. George Davis, Cook house. Vic Robbins band. The show plans are going into Canada this year. Ted DeWayne acts who have been playing indoor dates and opened with Julian West is now with this show. The Caudillo's are again with the show. Dorothy Herbert working the riding Tiger and Elephant act. The show is practically the same as last year. The Ivanovs, The Fantinos, The Ezquedas and Pape & Renee are new acts. We all miss Jack Doyle who was with it last year. Harry Golup, manager side show. Clowns on the show are the old stand bys: Mel Renick, Eddie Harris, Charlie Hilderra, Charles Rainor, Arden Beedier, Frank Cain, Jerry Lewis, Len Keeler, Dick Bond, Larry Herveyn, Theo. Haussmann, Peggy Waddell, Hugh & George Perkins, George

Acaris is breaking 3 new tigers. Charles S. Cox, Jr., the announcer. Saw Murray Fine and his Mitzie, also Everett Harrt and Fay Allen. About every one that has ever been connected with show business has been on the lot visiting. George Anderson, student animal trainer, has been seen almost every day. The two baby elephants really hold the crowd in the menagerie. Scottie Safford is train-master. Johnnie Kline, equestrian director, George Smith, manager.

The West Bros. Circus has come and gone. This show is owned and operated by Julian and Clara West and Frank DuRue. Was good to see Julian and Clara, even if it was for a very short visit. Harry Doran, billposter, Douglas Miller and Charlie Jabson, advance. Roy Bible and Clara West do the announcing. The show plays sponsored dates. Business around this vicinity was rather spotty, but reports are, they are doing very good around Nevada and Arizona. The show consists of Marvin Wicks, military ponies, worked by Delores Wicks. Mess Barbara does Webb. Roy Bible has the chip terrazin. Mrs. Wicks on her horse "Silver Moon", Paul Gordon, cyclist. Hay Henry, juggling. Ruby Muller, elephant ruby. The Piema, teeter board and high perch. The 4 Renaldos, risley and foot juggling. In El Monte a native Penny Parker, assisted in clown alley. The first day in El Monte, (Sunday) they gave a matinee only.

Siebrand Bros. Circus opened in Phoenix, Arizona. Doc Zeiger is back with the org. But Clara is home trying to get well. This show is a combination circus and carnie. So they usually play a week in a town. Acts are: Ivan, Mary & Cliff Henry, rolling globe. Tony Armida and Alice Gutierrez, web, wire and ladders. Harry Ross, dogs. Bonnie and Phil Bonta, perch. Harry Clark manages horses and pony drills. Artie & Ed Weidermann, elephant and dogs, ponies and monkeys. Maurice Marmolejo, wire and Denita & Poncha, Spanish dance. The Grace and Jack Fairburn, Harry Ross, Coko and Moko. . . . Business in Phoenix was very good. From there they went to Yuma.

Wallace and Clark have the Big Top up with 3 rings on their winter-quarters lot on Del Rey Avenue in Venice, California. Their 18 trucks and trailers have been newly painted. A special job was done on the hippo wagon. Hippo is onw enroute from New York, is supposed to be a very big one and weighs 7,000 lbs. Elsinore, California will be their opening date, with Henet and Paris to follow. Norman Anderson and his mother are owners and operators. P. Hall and George Leonard, have the side show. Joe Wilcox, boss billposter. John Foss, general agent. Ernie Merritt and Jack Wilcox, advertising car. Jack Turner, fixer. Walter Jenier, has his 3rd "Buddie" seal act. His wife Ethel will join the show later. Bernie Grieggs and Family will handle the clowns. Two elephants supposed to be about 80 years old, Willemina and Cross Country Babe are with the show. Dale Petroff, well known horse trainer has two Liberty act of 1 horses. M. E. "Shreveport" Etheridge has Big Top tickets.

The Flamante Circo will make their opening in Phoenix, Arizona. This show is owned and operated by Herbie and Chatta Webber. Chatta is a former Escalande, who are well known circus folks. The Escalande Family had their own little show in and around Los Angeles for several years. This year they will specialize only in Mexican acts and play Mexican towns near the border. The show will be announced in Mexican. . . . Eddie Grady who worked several spots with Al Moss, has returned home to his Golda and Son! . . . Al Moss left here last week to join the Rogers Circus in Jacksonville, Florida. Al will be Supt. of the show. . . . Jimmy McGee, is now with the Polack (Eastern) show, working phones for Clyde Harris! . . . Ben Morris closed with the West Bros. Circus and is now making his home in Los Angeles. The Amazing Monabans, tislely act are now resting in San Fernando Valley, visiting friends, while one of their boys is recuperating from an operation on his arm. The act has several fair dates booked in our territory! . . . Mabel Starke and Eddie Trees are still in South America with the Circo Americano. Mabel expects to be back soon! . . . It was good to see Grace and Poodles Hannaford who are now doing picture work. Doty and Phil Phelps have gone back to Chicago after playing several spots around L.A. They have a very nice balancing act.

Harry Quillen was voted an Honorary Life Member in the Circus Clown Club as their official photographer! . . . A letter from Steve Fanning on the King Bros Circus saying "He now has 12 elephants. Five have just been purchased from the Daily Bros. Circus.

Theo. Forstall is back in the saddle on the Ringling-Barnum Circus in New York. Theo left here feeling beter than ever, after his operation and are we glad that's over.

BE WITH YOU AGAIN IN THE NEXT ISSUE. ADIOS. — Peggy Forstall.

MID WEST NEWS

By A. E. DUMONT

Chicago — Polack Bros. Medinah Temple date proved to be a financial and artistic success. The show was studded with star acts and the whole bill was top bracket, expertly balanced and presented. Many S.L.O.A. members attended one of the performances as guests of the management and they collectively voted it tops in Circus entertainment.

The Cole Bros. Circus opens at the Stadium on the 20th. It features Terell Jacobs and his cats.

The Show Folks of America is still progressing at the Sherman Hotel with new members, benefits and their resale shop. Harry Bartron of Pantomime fame appeared in legit at the Eleventh Street Theater in "Detective Story". Riverview Park is dolling up for its grand opening on May 16th and it looks like a bang-up season in the offing.

The Hobby Show at the Coliseum did not do so good.

WORLD TRANSPORTATION FAIR

The World Transportation Fair broke its long silence today on the City of Arcadia's refusal to issue a business license, under the guise of exercising police power.

"We have striven, perhaps to a fault, to avoid any controversy in print regarding the World Transportation Fair, Ira W. Curry, producer, said. "But now the time has come when the citizens of Arcadia and the world at large should know how a small, but vocal minority has swayed the Mayor and certain city councilmen, to impose its selfish will on the community without due regard for the established laws.

"The legal department of the World Transportation Fair has been instructed to file suit to prevent the City of Arcadia from pursuing its discriminatory action against the Fair in passing legislation under the guise of police power."

In support of this suit, Curry revealed, the legal department has in its possession sworn affidavits attesting to a statement made by Mayor Sullivan to the effect that though no legal grounds exist for refusal of a license the Fair will be prevented from opening just the same.

It also has knowledge of misrepresentation on the part of persons circulating petitions opposing the Fair and of threats of the use of boycotts on merchants who stand firm in their support of the exposition.

The Mayor's statement was made at the close of last Tuesday night's council meeting at which the City of Arcadia put off until May 1, 1951 the hearing on the newly filed permit after Curry had been assured by a city official in the presence of witnesses, that if the amended application for the license was filed by April 5, it would be heard on April 17. The amended application was filed April 3.

"It is obvious," Curry said, "that this is the start of a series of delaying actions calculated to prevent the Fair from opening. It was this action and the Mayor's subsequent statement which convinced the Fair management that there was no course left but to seek to negate the council's arbitrary actions in the courts where we know we will receive a just and unbiased hearing.

LOS ANGELES COUNTY FAIR TO BE HELD AS SCHEDULED THIS FALL

Los Angeles County Fair will be held as scheduled this fall in its big exposition park in Pomona.

This statement by President-Manager C. B. (Jack) Afferbaugh follows a previous report that representatives of a division of the Howard Hughes Aircraft Corporation were negotiating for a lease of the grounds and buildings to provide additional plant facilities. President Afferbaugh said that all negotiations between the fair and the company had been dropped and that preparations for the annual event are now entering the intensive phase.

HATS OFF TO THE CIRCUS BAND

How They Play The Show

By Lewis Belmore



It has often occurred to me that some reviewer, myself included, ought to take enough time off sometime to review the Circus Band. This reticence on the part of reporters may be attributed to the fact that they do not consider themselves music critics. Rightly so. The Music's field is a highly specialized one requiring a thorough knowledge of music of all schools from Bach down to jazz orchestration, correct cuing, the various instruments, tone, and the highlights and shadows of a musical score, to mention just a few items that are part of the music critic's business.

Music Critics do not review Circus Bands, as a general rule. In fact, I doubt if any such review can be found in the files of a newspaper office anywhere. These bands are damned with faint praise consisting of a few lines, such as, "the band, under so-and-so's direction, played well throughout." We believe the Circus Band is deserving of more than just passing mention. We believe it is entitled to, and should be accorded a full scale review of their work. So here goes.

Ringling Bros Barnum-Bailey Circus Band, 30 in number, and under the competent direction of **Merle Evans,** is an institution in itself. It's strictly big-time in every particular.

Consider for a moment what it requires to play the "Greatest Show on Earth." Every act, every piece of business calls for accurate timing. The Band is an important part of this colossal undertaking. Like the executives on top, and right down to the razor-backs, the musicians have their work laid out for them. The Circus is run with the precision of a huge machine.

Roland Butler, noted General Press Representative of the "Big Show," has on numerous occasions released for publication the full facts with regard to figures, numbers, tonnage, food expenditures, transportation difficulties, and the hundred and one details and problems that come up daily and require constant attention and expert handling to keep the Greatest Show on Earth moving.

The Circus runs on schedule come hell and high water. It defies the elements, and laughs at Father Time. The various groups that make a circus function are like an intricate system of telephone wires all sending their messages at the same time. The Band is an important part of this scheme of things.

Without the Band, any show, no matter how elaborately, efficiently and sumptuously staged and mounted, would be flat and off key, so to speak.

The Circus Band keeps audience interest at high pitch at all times. It continues to do so throughout the performance. The important part it plays in the co-ordinated whole of a smooth running performance is

told here for the first time in HOW THEY PLAY THE SHOW.

The Conductor and 30 men comprise the Circus Band of the Greatest Show on Earth.

They are attired in grey-blue uniforms with gold braid trimmings befitting their exalted position and place of importance in the Show.

The Band Box at Madison Sq. Garden is situated in the extreme Northwest corner of the upper tier or circle of audience seats close to the main performance entrance to the hippodrome track.

As the hour approaches for the opening introduction the bandsmen, one by one, take their seats. When all the seats are occupied, the conductor, nattily attired in a uniform similar to his men, enters. With quick steps he takes his place in the Band Box overlooking the entire arena.

The lights of the auditorium are lowered and silence settles over the Garden—but its a silence of expectancy. The moment has come for the Circus to get under way.

The Conductor raises his baton — the Introductory Music is played, and the Show is on.

From the opening Fanfare and March to the closing Grand Finale Circus Jamboree "Popcorn and Lemonade," every action, color, mood and expression as depicted by the pageantry of the Greatest Show on Earth was highlighted and minutely followed by the Circus Band.

Henry Sullivan composed and arranged the musical score.

The Circus Band is very strong on ATTACK and ACCENT.

Rhythm — a Greek word meaning 'return of accent' can be likened to the ground swell of the ocean. The circus bandsmen know their rhythms.

The Circus Band in stressing the strong accents of a musical group (there are basically one two, one a duple or 2 group, the other a triple or 3 group) convey strength, courage and poise to performers. Also the timing of acts.

In an aerial act the gymnasts synchronize the down drop of their trapeze and their hand contacts, leaps and swings, to the strong accents given them by the Bands' playing. The music is played in a rhythm of 3.

A spiral whirl is taken care of by a roll played on the snare drum.

Agitation and mounting suspense is conveyed by an increase in volume (called crescendo in musical parlance). When suspense is at its height, the drummer ceases the roll, muffs the drums snare, and there is musical silence. The drummer plays the same part in the leaps of the Equestrians either working in groups or from horse to horse.

Leaps through hoops are cued in the same way, with the roll drum predominating the

musical setting, as a general rule.

Anything of a running nature — like a horse being driven around the ring — is accompanied by music either in 2/4 or 4/4 time, which is a duple rhythm. Why?

The reason for the Circus Band accompanying ground acts with Marches Galops, and Musical Groups in a 2 rhythm, and aerial acts and anything above ground with Waltzes (a rhythm of 3) is laid to historical facts of great antiquity.

The rhythm of two, basically, has its foundation in physical man — he having two arms, two legs, two eyes, two nostrils, two lungs, etc. So, any action of the body is best accompanied musically by a duple grouping. This grouping we find in Marches, Galops and in 4/4 time.

The rhythm of three (triple) came later when man, in order to honor his God, added another beat to the two founded on the organs of the body (mentioned above — and thus created a rhythm of three.

The music throughout the Show was in keeping with every action taking place in the vast hippodrome. Every performer of the Circus from the swinging trapeze, slack-wire, wire-walking somersaulting, tumbling, death-defying aerialist artists — from tumblers, jugglers, acrobats and buffoonery of clowns — through to the animal acts where Sea Lions, Bears, Dogs, Horses, and Elephants performed, had its own individual themes and cuing.

The Circus was a living phantasmagoria of color and tone throughout.

The underlying basic rhythm was the Bolero of Spain. Many of the numbers were founded on the 6 tone oriental scale.

Besides the various individual and group acts, there were four pageants interspersed through the performers.

The music of the theme songs of three of these were specially written for this 81st year presentation of Ringling Bros.-Barnum & Bailey Circus by Henry Sullivan. John Murray Anderson was the lyricist of all.

John Ringling North, President and Chief Executive of Ringling Bros. and Barnum-Bailey Combined Shows, Inc., wrote the theme song for the Fourth Pageant "Luwanna" — a single swinging trapeze act accompanied by an aerial ballet and xylophone orchestra of 60 girls performing in mid-air. E. Ray Goetz wrote the lyrics.

Altogether now — "HATS OFF TO THE CIRCUS BAND" and LOUD APPLAUSE FOR EVERY PERFORMER IN THE BIG SHOW!

**NOT WITH WHOM YOU WERE?
—BUT WITH WHOM YOU ARE?
THAT'S WHAT COUNTS!**

YOU

**Will Be in Mighty Good Company
—if YOU carry a Representation
in the next issue of the Greater
SHOW WORLD**

**The show paper—for show people
in show business!**

AL WAGNER'S CAVALCADE OF AMUSEMENTS



-- WANTED --
CAN PLACE RIDE HELP
AND MULE SKINNERS

* * *

CAN PLACE
CAPABLE FOREMAN FOR
OCTOPUS AND
ROLL-O-PLANE

* * *

Have opening for
ticket Sellers

* * *



-- WANTED --
CAN PLACE HIGH CLASS
PENNY ARCADE

* * *

CAN PLACE WAITERS
FOR COOK HOUSE

* * *

SHOW NOW OPEN

* * *

-- FOR SALE --

RIDEE-O in Good Condition.
Will take \$2,500 Cash.

* * *

AL. WAGNER

— WANTED —

Shows with entertaining features and
Real Earning Power. Good proposition
to Showmen who can produce results.

* * *

Address:

AL. WAGNER, Manager. P. O. BOX 66, MOBILE, ALABAMA

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

year. This unit would provide for the protection of the other fair buildings during the portion of the year when the coliseum and auditorium are being used for civic purposes.

The parking area and the service road are a vital part of the modern fair. The service road is essential in order to provide service to the rear of all the buildings and to provide access to and egress from all of the parts of the fair without having to pass through any of the congested areas during the fairs operation.

The parking areas set up is almost ideal. Fair patrons approach the entrances and enter the parking zone through auto lanes planned to handle 1500 cars an hour. Upon parking the car in zones areas and with sections marked and lighted at night, the patron moves toward the fair buildings confident that his car will be protected and that he can return to it without difficulty. From where it is parked the patron can leave the grounds and move upon the boulevard without having to pass through any congested traffic lanes. The entire east side of the grounds will be used for parking area as far north as it is necessary to park cars. A smaller parking area is located just west of the coliseum for continual coliseum patron use and just to the south of this is a smaller area for official cars which can enter and leave the fair by means of a side road.

The additional convenience at the entrance is that for a bus and taxi terminal which can be used at all times of the year as well as during the fair operation. This provides not only ample space for unloading and loading passengers but also provides for taxi parking within the loop drive. Only taxi drivers and the public who use this facility can appreciate how desirable this arrangement is of having taxis and buses ready for call at all times besides giving them the opportunity of off street parking and unloading as well as loading privileges.

Thus we have laid before us a complete plan for a modern fair, buildings, drives, recreation areas, entrances and parking facilities.

Here the basic principles of the Master Plan have been established and from time to time adjustments will be made to meet changing conditions but unless some unforeseen decided changes create the need of expansion of added facilities and new buildings this plan will stand as a 1951 "Exposition of the Year," plan of a modern fair for some time to come.

Firms of the highest rating—advertise in the Greater Show World!

Outdoor Press Agents

Send in the route of the show each week and Show News notes to—

GREATER SHOW WORLD
1472 Broadway Room 302
New York 18, N. Y.

LEGAL PROTECTION TO SHOWMEN AVAILABLE AGAINST TELEVISION

By FRANCIS GEORGE

When a producer agrees to allow telecasting of his show, he has not given away all of his rights. He can, in some cases, stop a public viewing of the show. That is, if someone sets up a large television set and tries to sell tickets to watch the show by television, the producer can get a court injunction to prevent it. This has happened at least four times already, and there is every indication that judges plan to protect showmen as much as possible here.

The first case came up in Massachusetts in 1948 when a union rented a ballroom and sold tickets for fifty cents to watch a boxing match. The promoters, the Twentieth Century Sporting Club, thought this might hurt their business and got an injunction. The judge decided that when the promoter sold the television rights, he intended to sell them to private owners of sets and not to allow rival public exhibitions. He closed down the ballroom for that night and forbade the sale of tickets. The same thing has happened in New York and Pennsylvania.

There has been some talk that the producer has the right to restrict the reproduction of his show in bars as well as theaters, halls and ballrooms. The idea is that no one should profit from a show for which he has done nothing. When the producer sells the television rights, he is selling them at retail, the same as a radio broadcast. Selling admission tickets to watch a television set not only lets someone get something for nothing, but it may hurt the producer directly, as the television showing can sell a better seat for a great deal less money. All these reasons apply to television sets in bars. The bar gets a floor show this way without paying for it. It can charge more for its drinks or sell more of them, and it is stealing customers from the original show. It is getting a free ride and stealing someone else's profit, and nobody, except the bars and their customers, likes it. In Philadelphia bars with television sets have to get motion picture licenses, and this is the only practical way so far found to control them. It is impossible to sell each bar the right to resell a particular show; where license fees are high enough and licensing board policies strict enough, this device can be a real protection.

The buying and selling of television rights

to any production is still in the guesswork stage. Nobody really knows what they are worth or for sure what he is selling. The few court decisions say first that you don't sell the right to make any commercial use of the telecasting in an ordinary contract. Broadcasting and television rights are separate; when you sell one, the other does not automatically go along, although motion picture rights include television rights. If you have the broadcast right for an event, under a long term contract, the television rights can be sold separately, but neither the producer nor the theater owner can do it alone. As an ordinary theater lease does not include the right to televise, the producer can't sell without the owner, and the producer owns the right to see the show, so the owner can't sell without the producer. In other words, they have to bargain, or the producer can arrange to buy the whole thing at the beginning.

The best rule with television rights is to take nothing for granted, but get into the original contract exactly who can do what with television; these rights are valuable and can be protected!

NO FREE DUCATS FOR SERVICEMEN

A national magazine devoted to show world coverage recently carried a notice that many fairs were planning to compliment men in uniform with free admissions or tax exempt admission tickets.

We have been officially advised by Martin I. Tierney, Chief of Wage and Excise Tax Division of the Treasury Department office in San Francisco, "that the former privileges with respect to taxes allowed servicemen during the last war were repealed by the Revenue Act of 1947. However, we have requested that the Bureau of Internal Revenue in Washington advise this office as to action taken to restore these privileges."

At present time it is inadvisable for fairs who charge gate admissions to extend passes to servicemen in uniform, unless such servicemen are on duty, or are entitled to workers' permits because they have a business function with the fair's program.

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.

SPECIAL SUBSCRIPTION OFFER

— 6 MONTHS FOR \$1.50 —

TO THE GREATER SHOW WORLD . . . DO IT NOW!

Greater Show World
1472 Broadway, New York 18, N. Y.

Name Address
City Zone State

The Pantomine and The Circus

By HUGO ZEITER



Pantomines and circuses have many things in common. One realizes this particularly at Xmas time in reading a London newspaper which describes the offerings of the entertainment world at that time.

Pantomines and circuses share the spotlight on the same pages in their lavish descriptions of the ideal happy holiday atmosphere created by a visit to a pantomine or circus.

In London, the famous Bertram Mills Circus at Olympia and the Harringgay Circus at the Harringgay Arena right outside of London have become the mecca of circus fans who make their annual pilgrimage to the halls of the sawdust ring.

Circuses are publicized equally as much as the traditional pantomines which are presented at such old music halls and stage theatres as the Scala, which this year presented Peter Pan or the Empire Pool at Wembley which presented Dick Whittington, a pantomine on ice, or Mother Goose at the Princess Theatre and Robinson Crusoe at St. James's Theatre.

Every fall, the old stage properties and costumes for these pantomines are brought out and re-furbished and old scenery is repainted so that a new production of the old pantomine is presented with the same old characters in a new setting and a new cast of performers.

Goody Two Shoes; Beauty and the Beast; Aladdin and his Wonderful Lamp and Cinderella all come to life to carry off the youngsters of all ages to the mysterious never never land of enchantment and magic.

The circus has even more thrills and variety to offer in the new of new artists and attractions from two continents, for it is at Christmas time that the performers from the big continental circuses carry their animals and paraphernalia across the channel and the outstanding performers of America across the pond to participate in the various indoor circuses of England, Scotland and Ireland.

The Bertram Mills Circus at Olympia operated by the two Mills Brothers Cyril and Barnard, usually runs its winter season from December 19th to February 1st. The London Times gave an eloquent description of the Mills 1950 opening performance in the following distinctive circus press fashion: "The performance this year has the smooth unity which pleases the experts because they know how difficult it is to achieve. Event follows event with seemingly effortless ease, as though belonging to the same brightly colored display, and the very innocent may carry away the impression that in a very good circus there has been nothing of outstanding merit. Yet it is less easy than it looks for a ballerina to stand on a galloping

horse juggling with silver balls while she balances at the end of a stick a glass of water which does not spill. This feat Miss Margot Edwards brings off with an air of careless grace. The Freedonas are jugglers who, though they use human beings instead of Indian clubs, are extremely neat and workmanlike; and the Schaller Brothers do the same sort of thing, with the trampoline to help them make streamlined comedy of it. Cleverness is to be found wherever you look closely enough to perceive it beneath the smooth efficiency of the whole performance.

"The animals contribute their share. Shetland ponies do all that is asked of them, and seem to enjoy their own display, and the jockey dogs do even more and put up an even more persuasive show of enjoyment. Arab steeds with dummy Beduin in the saddle obey every gesture of the ringmaster, and Fischer's elephants whether walking on a line of smallish wooden bottles or shaving the luckless human 'stooge,' give an impression of the wisdom that comes only with age, an impression which their turned down ears probably confirms. Only the lions seem to be there to uphold a circus tradition rather than to do anything in particular. Trick cyclists, trapeze, acrobats on ladders and on the triple bar, and, of course, the clowns, round off an entertainment which has something of particular interest for everybody who likes a circus."

The Harringgay Circus is also described in words which would baffle Daniel Webster. The Daily Telegraph printed the following article, but did not mention the Roman chariot race in which one driver was fatally injured during a rehearsal. "The circus," says the article, "is by definition the quintessence of the improbable." Tom Arnold's Circus, which opened at Harringgay last night is the quintessence of the impossible.

"Edith Crockers Teddy Bears ride bicycles, 6 ft. high bicycles, motor-bicycles; Chipperfield's elephants, gravely avuncular to amuse the children, parade around with a woman mahout in the mouth of one of them; Oscar Konyot cheerfully turns his back on his lions.

"Bert Holt juggles with hands and feet while hanging by his teeth from a single wire; and the three sisters Roggs toe-dance on large spheres and proper them up and then down an elaborate switchback. Leon de Rosseau somersaults to the ground from a platform 50 ft. above the arena, and if that does not give you jim-jams enough, there is an exquisite aerial ballet performed by the Five Varias.

All circuses are colorful, but Mr. Arnold has called to his aid all his musical comedy experience to embellish the sheer naked skill of the ring with show girls who changed their costumes between every turn.

"The show runs for three hours and a

half, plus a quarter of an hour intermission—what a party!"

Other circuses which should be mentioned include the Kelvin Hall Circus at Glasgow, Ireland; the Prince's Royal International Circus at the Waverly Market, Edinburgh; and the Liverpool Stadium International Circus which presented from Cirque d'Hiver, Paris—Jackie Rex, the modern Tarzan and his sensational group of lions. Also Bouglione Freres liberty horses presented by Marquie; and Sherriff with the mighty polar bear group and thrilling tiger act.

The 22nd Christmas programme presented at Belle Vue included Krone's jungle tigers and the Lord George Sanger horses as well as the usual circus fare of clowns, etc.

Birmingham had the British and Continental Circus at Bingley Hall presented by Stanley V. Parkins and ring mastered by Frank Foster with a well-rounded circus program including Fossett's tigers and many other acts.

The 11th annual Xmas circus at Belfast, the Royal Hippodrome circus was presented by G. L. Birch with plenty of variety including the famous Franz Trubka and his five Abyssinian Lions. Duffy's elephant and donkeys, also Emily Paulo's ponies.

As you will note, each circus has its own proprietor and individuality, and is largely influenced by the tastes and needs of the local community. This is particularly true of the South-end on Sea Kursaal Pleasure Gardens which produced its 1st Christmas season circus in a circular building which formerly served as a roller skating rink and has housed a carnival ride in the past now took on the appearance of a first class circus which presented two lion acts, Chipperfield's dogs, sea lions, the Jeserich elephant, ponies, and many other outstanding circus acts of merit.

Whether it is a ballerina in a circus, admired and popular as an attraction even in the days of Astley, or Cinderella in one of her unforgettable scenes where she races downstairs to meet the Grand Duke; "but as the Grand Duke stoops to put the slipper on her foot the Stepmother trips him and the slipper shatters on the floor." The fact remains that you can change the props to conform to modern times, but you cannot change the ingredients of the performance which appeals to the hearts of all mankind. We love the same sort of thing our grandparents loved. What matters is the way it is presented, and that requires genuine publicity and showmanship!

GREATER SHOW WORLD

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

It is

**BIG ENOUGH TO BE STRONG—
STRONG ENOUGH TO BE SAFE—
SAFE ENOUGH TO BE TRUSTED**

—AND—

**SMALL ENOUGH TO KNOW
YOU PERSONALLY**

INSURANCE



CHARLES A. LENZ

"THE SHOWMAN'S INSURANCE MAN"

The Only Exclusive Outdoor Insurance Agency in the World."

1492—4th St. North
ST. PETERSBURG, FLORIDA

BOOMERANG
— MODEL 1951 —
Repeater, Thriller,
Unlimited Capacity



Write for Catalogue, etc.
U. S. Riding Devices Corp.
Harry Witt — 298 Junius St.,
Brooklyn, N. Y.

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS



TILT-A-WHIRL

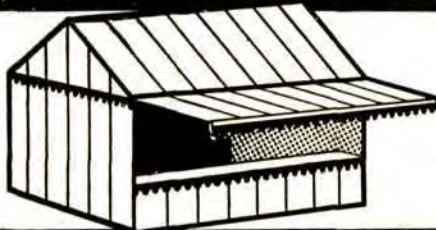
the popular, profitable
pride of the midway
SELLNER
MANUFACTURING CO.
Faribault Minnesota

INSURANCE

FOR
CARNIVALS

—o—
CLEM SCHMITZ
30 Rockefeller Plaza
New York 20, N. Y.

ANCHOR TENTS



CONCESSIONS, BINGO TENTS,
RIDE TOPS, MOTORDROMES,
SHOW TENTS

— ANYTHING IN CANVAS —
Flameproof Materials Meet All Re-
quirements. All Colors. Expert
Workmanship. Prompt Delivery.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

SEND IN YOUR SUBSCRIPTION NOW!

12 Months for \$3.00

GREATER SHOW WORLD, 1472 Broadway, Suite 302, New York 18, N. Y.

TENTS

All Sizes — All Styles. Khaki — Blue — Olive.

E. G. Campbell Tent & Awning Co.

"SEND FOR USED TENT CATALOGUE"

100 CENTRAL AVE. (Phone 3-8885) ALTON, ILLINOIS

THE MAKERS OF QUALITY SHOW TENTS
Flameproofed Canvas in all Colors . . . Guaranteed to Pass
All Underwriter's Tests

ARTHUR E. CAMPFIELD, Inc.
145 West 54 Street, New York 19, N. Y.
Phone: PLaza 7- 8039

Show, Concession and Exhibit Tents. Horse Troughs, Casting Nets, Ring
Mats, Canopies and Marquees, built to your specifications —
RIGHT NOW! FAST SERVICE!

TENTS

TENTS

CENTRAL CANVAS CO.

516 East 18 St., Kansas City 8, Mo.

HARRY SOMMERVILLE

Phone: HArrison-3026

TENTS

TENTS

Any Size — — — **TENTS** — — — Any Kind

BEAUTIFUL COLORS. DISTINCTIVE DESIGNS. Baker Bold Is Back

JIMMY MORRISSEY,

ALL-STATE TENT & AWNING CO.

300 E. 9TH (Phone: Harrison 6867) KANSAS CITY, MO.

Author & Publisher
AWNINGS & TENTS

EST. 1851

ERNEST CHANDLER INC.

Manufacturer of QUALITY SHOW TENTS of Every Description

10 Bleecker St., Chandler Bldg. New York 12, N. Y.

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



FULFILLING advance predictions, the Ringling Bros and Barnum & Bailey Circus auspiciously opened its 1951 season in New York's Madison Square Garden on Wednesday night, April 4, to the acclaim of the press and the instantaneous approval of children of all ages.

Mightier than ever, from come-in to finale, this year's Big Show is circus all the way. New York, the traditional barometer of big top business, indicates continuing success during the forthcoming coast-to-coast tour of The Greatest Show on Earth.

