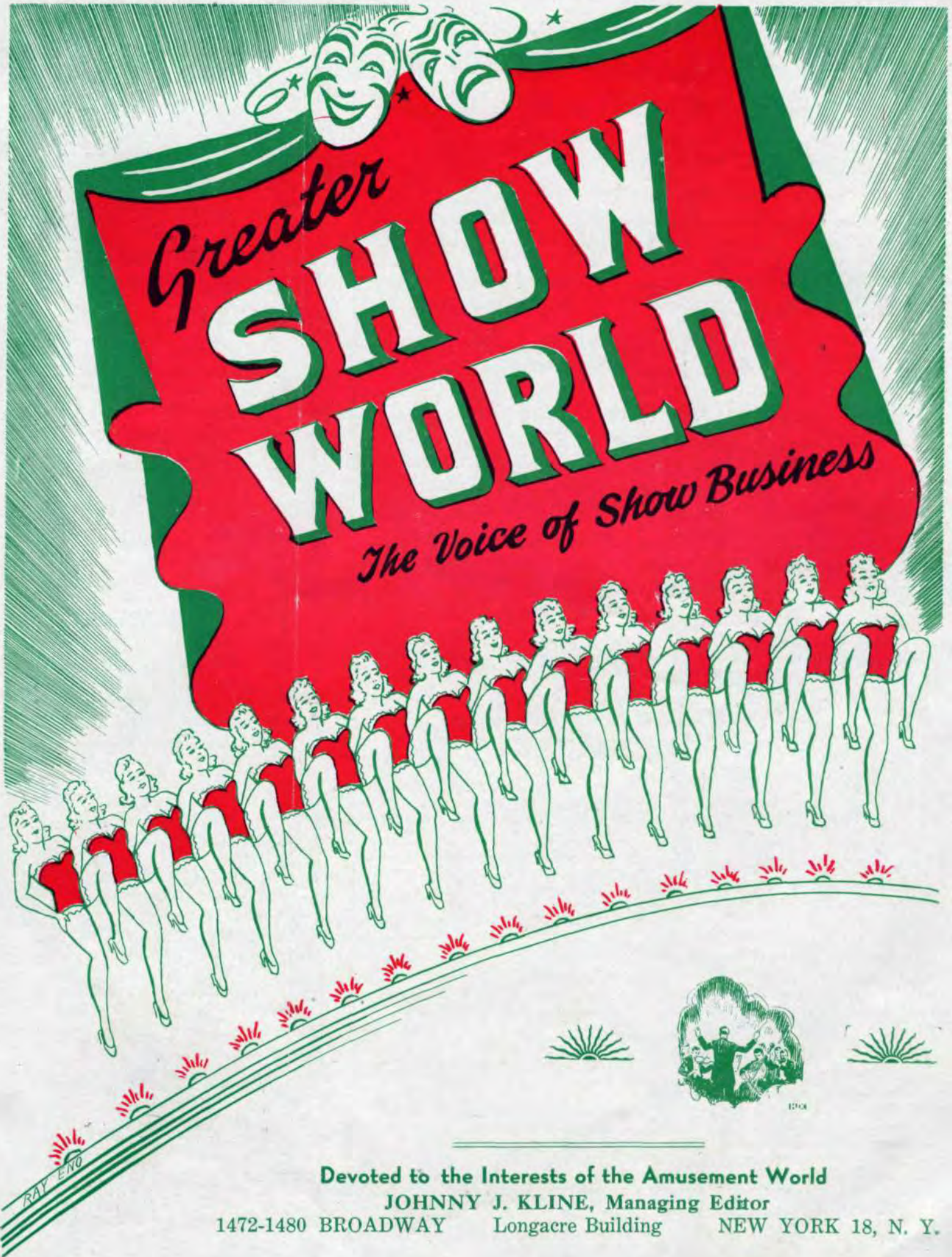


The Only Exclusive Outdoor Amusement Publication in the World



Devoted to the Interests of the Amusement World

JOHNNY J. KLINE, Managing Editor

1472-1480 BROADWAY Longacre Building NEW YORK 18, N. Y.

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(Contest No. 1 for BIG ELI Wheels)

Rank	Entrant	State	Wheel	Receipts
1	Clement Smith	Iowa	No. 5	\$924.00
2	Otto Stephen	Iowa	No. 5	831.75
3	F. G. Mattingly	Ky.	No. 16	763.32
4	H. L. Schrader	Mo.	No. 5	668.25
5	O. & H. Smith	W. Va.	No. 5	583.80
6	F. E. Gooding	Ind.	No. 12	571.46

Total \$4,348.58

Average per wheel for the day \$724.76

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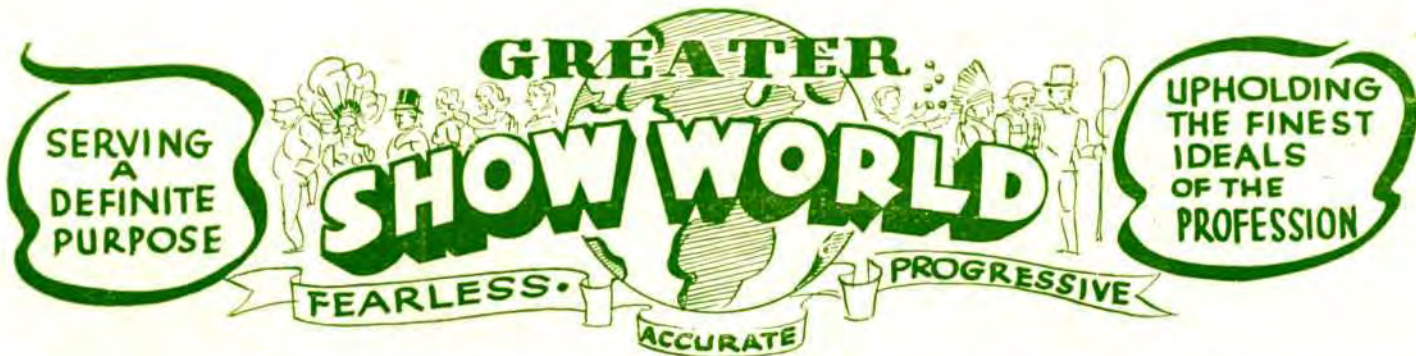
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'SKILO' NOT GAMBLING, JERSEY JUDGE HOLDS

Trenton — Superior Court Judge Thomas C. Shettino ruled that "skilo" was a game of skill and not gambling, but left it to the discretion of Atlantic City police whether they should raid such diversions.

An order was granted to W. C. O'Brien and Thomas O'Connell, operators of a Boardwalk "skilo" parlor, permitting them to operate.

Attorney General Theodore D. Parsons recently ordered county and municipal police to stop all "commercial bingo" games. He left it to local officials to decide whether games in which awards were given were gambling or skill.

Judge Schettino noted that the "skilo" operators, with an investment of \$30,000, had "property rights to be protected unless it was shown they were used for illegal purposes."

In deciding "skilo" was a game of skill, the judge compared it to golf. He said players sought to throw balls into certain numbered holes to obtain a score or combination that would win a prize.

The court referred to a recent order which held that "skilo basket," operated in Asbury Park, was a game of skill rather than gambling.

SLA LEASES NEW CLUB ROOMS

Chicago — The Showmen's League of America signed a lease for new club rooms at 170 West Washington Street and will move into the quarters September 1, following extensive alterations.

The new lease, which received its final okay at a Monday (23) meeting of the board of governors, is for five years at \$425 per month. It also includes an option for another five years at a monthly rental of \$500. The organization's board of trustees had previously voted approval on the move.

The space is 40 by 95 feet and will be divided to include a meeting room, office, parlor, game room, bar, kitchen and check room.

Present at the board of governors meeting were: Lou Keller, SLA president; S. T. Jessop, first vice president; Walter F. Driver, treasurer, and members Ed Sopenar, Bob Hughey, Max Brantman, Louie Berger, Harry Simonds, Jack Hawthorne and Jack Benjamin. — (By A. J. Dumont).

ENDY SHOWS RECEIVER ORDERED TO PAY MORE THAN 8 GRAND \$\$\$\$\$\$

An order directing Hunter Leaf, receiver in litigation of the Savannah Exchange Club Fair Association vs. Endy Bros. Shows, carnival outfit, to pay \$8,195.48 in fees and debts relating to the case, was issued recently by Judge David E. Atkinson of Superior Court.

The case developed last fall when the Exchange Club sponsored a fair in Savannah and engaged Endy Bros. Shows as the midway attraction. Later, Mr. Leaf, president of the fair association, was appointed receiver by the court.

Payments directed in Judge Atkinson's order were:

M. H. Portman, clerk of City Court, \$51; W. B. Scott, clerk of Superior Court, \$75.25; George H. Kapner, deputy sheriff, \$16; Mr. Leaf, as receiver's commission, \$500; Alexander & Wells, attorneys, \$1,500; Atlantic Coast Line Railroad, \$,533.23; John Fabick, Tractor Co., \$1,000, and Foster Machinery Co., \$1,000.

TULSA STATE FAIR

Carmen Miranda, the Brazilian movie star, singer Dick Haymes and Jack Dempsey, former heavyweight boxing champion, will star in a special show scheduled for opening night of the 1951 Tulsa State Fair, Sept. 15.

Other well known movie, radio and television personalities who will appear with Miranda, Haymes and Dempsey on the show include Minnie Pearl, Hank Williams, Candy Candido and Tony Martin and his orchestra.

Richard Lloyd Jones, Jr., chairman of the special events committee for the Tulsa State Fair, announced recently that arrangements have been completed with the LeBlanc Corporation, Lafayette, La., for the Hadacol caravan to appear at the fair on opening night. He said the sponsoring firm told fair officials the show, to play in 50 major cities on 50 successive nights, represents a \$1,150,000 good will venture and that talent will cost \$512,000.

Three complete orchestras will provide music for the show, Jones said. Hank Williams and his Drifting Cowboys will play western and folk songs; Tony Martin's orchestra will provide popular music; and

FIREMEN RESCUE 26 ON A JAMMED FERRIS WHEEL

At Illinois State Fair

Springfield, Ill. — Firemen who used a 100-foot ladder to rescue 26 persons from a jammed ferris wheel said the delicate operation was "like taking ants off a balanced watch spring."

The firemen had to move their ladder from one side to the other, removing one person at a time to keep the wheel balanced. Most of those rescued were children under 12 years old.

The operation took an hour and 40 minutes. During that time, those on the wheel sat quietly waiting their turn. There was no panic and no one was injured.

The mishap occurred on the opening day of the Illinois State Fair, and a large crowd gathered below the ferris wheel to watch the firemen at work.

The wheel was carrying a capacity crowd when an axle pin jammed, suddenly stopping it in midair.

"We had to take one person off one side and then stand back and try to guess where we could take the next one without throwing the wheel off balance," Fire Capt. Bernard T. Phillips said.

"It was like taking ants off a balanced watch spring."

The firemen worked as a team. One ascended the ladder and lashed the seat to the framework of the wheel. That man would then help one person onto the ladder where a second fireman helped them down.

"We didn't say anything to the crowd, but we were afraid that the ladder might break," Phillips said.

When the last person had been taken down, the crowd, which had been standing silently watching the rescue, gave a loud cheer for the firemen.

Sharkey and his Kings of Dixie and will play jazz arrangements.

"Under agreement with the sponsor, admittance to the caravan will be by Hadacol box top only," Jones announced.

Following the Tulsa appearance the caravan will move to Oklahoma City for a performance on Sunday night, Sept. 16.

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

Time and again it's been stated in this publication that — all branches of show business are interlocking. The only people that refuse to acknowledge this fact are the Motion Picture Exhibitors.



**"OUR
OPEN
LETTER"**

the road for outdoor showmen an unpleasant one.

They have time and again used whatever influence they carried in their respective cities and towns, where they operate theatres to bar tented shows from exhibiting.

Certain theatre chains issued propaganda detrimental to circuses and carnivals to keep them out of town. Whether or not these exhibitors acted on orders from Hollywood is anybody's guess?

But, many show-owners will recall the type of poison they spread relative to the people traveling with these tented shows. It was the same old cry that is raised in a senseless spiteful way, mindful of the truism "The pot calling the kettle black."

From all parts of the country reports are

These characters labor under the delusion that the motion picture industry is the real show business and no other branch matters. This regardless of the fact that many of the producers are products of circuses and amusement parks. It is a known fact that motion picture exhibitors have gone out of their way to make

that the exhibitors are becoming panicky, because of falling off of business. Some admit that Television may have something to do with that, but others lay that aside and blame it on tented shows coming into their town and drawing the people to the show lots and away from the theatres. At one time they shouted that tented show-operators were taking the money out of town. But when it was pointed out to Civic leaders that money the exhibitors deposited in the bank eventually found its way to Hollywood or New York they stopped that sort of poison spreading.

People who live in glass houses — should NOT throw stones — is another truism that should be impressed upon these exhibitors. It's a fortunate thing that the shoe isn't on the other foot, for if they could say that Tented show business is infested with Commies, etc., etc., then they would have a target to shoot at. But as matters stand, THE IDOL IS OFF THE PEDESTAL. Communists, Pinkos and Fellow Travelers are found in Hollywood in abundance.

There is the fact and it is of cardinal importance that for many years the motion picture industry have been harboring, employing and encouraging Communists. The daily papers give names of stars, writers and directors linked with various organizations who advocate the overthrow of the Government. It is evil to its core. It is a prophecy that they will sleep in pigeon holes in the near future.

Knowing that the picture business is infested with the Communist inclined characters, the exhibitors have the audacity to try and poison the minds of people against outdoor showfolk. But the wick in the lamp is already beginning to flicker and they may see the light of day before another moon and despite what they may try to do to keep opposition out of their cities and towns, perhaps someday they may come to the realization that—

ALL CIRCUSES, CARNIVALS AND AMUSEMENT PARKS ARE CLEAN ENTERTAINMENT FOR THE MASSES AND IS THE REAL SHOW BUSINESS — OPERATED AND MANAGED BY GRADE A. SHOWMEN ON THE NORTH AMERICAN CONTINENT!

If Hollywood produced better pictures— Exhibitors wouldn't have to worry about competition from outdoor tented shows.

**-- REMEMBER NOVEMBER --
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CONVENTION NUMBER
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GREATER SHOW WORLD**

GREATER SHOW WORLD

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

It is

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

**SMALL ENOUGH TO KNOW
YOU PERSONALLY**

**POPULARITY CONTEST
OF CARNIE
LEGAL ADJUSTERS**

Names Listed in Alphabetical Order

WHO IN YOUR OPINION RATES AS THE MOST POPULAR LEGAL ADJUSTER IN CARNIE BUSINESS?

SEND IN YOUR VOTES TODAY!
TAKE YOUR PICK!

BUCKY ALLEN
FITZIE BROWN
KEITH CHAPMAN
TOMMY CARSON
J. W. "PATTY" CONKLIN
FRANK R. CONKLIN
WILLIAM COWAN
JIMMY DAVISON
PAT FINNERTY
ART FRAZIER
CURLEY GRAHAM
SAM GORDON
JACK C. GILBERT
GEORGE GOLDEN
MAXWELL KANE
WILLIE LEWIS
BILL MOORE
JACK J. PERRY
JAMES QUINN
LOUIS "STRETCH" RICE
HARRY SCHREIBER
O. J. "WHITEY" WEISS
A. R. "DUTCH" WHITESIDE
DOLLY YOUNG

Look them over and send us a penny post card naming your choice of the MOST POPULAR LEGAL ADJUSTER (Patch) in Carnie Business. Sign your name and show you are with it. SEND YOUR VOTE IN TODAY—

EDITOR, GREATER SHOW WORLD
1472 BROADWAY (302)
NEW YORK 18, N. Y.

Tabulation of votes will be listed in future issues.

**TAKES 7,000 TO MAN
EXPOSITION**

Though the Eastern States Exposition in West Springfield, Mass., carries only a dozen permanent year-round employees on its staff of executives and clerical help, when the gates of the East's biggest fair swing open each September more than 7,000 (seven thousand) people are on the payroll to serve visitors in one capacity or another!

ONLY BIG SELF-SUPPORTING FAIR

Paying its own way out of earnings, the Eastern States Exposition at West Springfield, Mass., is the only major fair in the United States that is entirely self-supporting and receives no subsidies of any nature from public funds. Most of the country's large fairs are state-operated and financed with taxpayers' money, in some cases running into hundreds of thousands of dollars annually.

WEST COAST NEWS

By PEGGY FORSTALL

My first bit of circus news is a little on the gripe side, but I've had this in my craw ever since I heard it and just want folks to know what some people will do to others. It seems folks were invited to a party and when they got there the HOST wasn't there and everyone went home burning. What kinda people can circus people be to do things like that. The host alleged to be Harry Galup, side show Mgr. on Clyde Beatty Circus. Of course Galup can't really be called a circus guy, nor a Carnie either, for he hasn't been with any very long! . . . Bill Moore, agent of the Beatty Circus is in a Portland, Oregon Hospital and his work is being taken over by J. R. Hervey and Dan Dix. Charles Berry is now on the Tax Box.

Mark Smith has been stationed at Knox Berry Farm for the past 5 years! . . . Lang, teeter board act are at Universal Studio location doing a short! . . . Olga Celeste, who retired several years ago from circuses to do parts in movies with her Leopards has now retired from all acting parts as her last Leopard, "Lovey" just died! . . . Johnnie Strong Circus in and out of Los Angeles, playing mostly to children, School and Teen-ager club and reported doing well! . . . A letter from George (Red) and Esther Reader from Hot Springs, sez sickness has kept them home! . . . A letter from our good Pals Sam & June Sergie saying Sam is in Hot Springs!

Bozo, the clown, a Dog and Pony Show and an Indian Village has been added to Hollywood out in Venice, California! . . . Poodles Hannaford Riding Family left for Illinois and Oklahoma where they are booked for July and August! . . . Peggy McDonald, who worked the elephant act on Polack Circus with her husband Mack, was able to work the act while in Los Angeles! . . . Ross Paul sure had himself a swell time while Polack Circus was here visiting friends! . . . Art Springer, the announcer looking better than ever and doing a swell job announcing! Clyde Beatty Circus experienced some bad luck in Eugene, Oregon when the seats tumbled down injuring a number of people and the following week had a blow-down injuring two of the showmen. Business reported good despite rain. Rhea (Jack) Etheridge, took herself a trip North and visited Beatty Circus! . . . Jack Youden is now working for the Hughes Aircraft Co.! . . . A Big Rodeo is being planned and handled by John Ross at the Los Angeles Coliseum. Gene Antry featured.

Pearl Neese planed out of Los Angeles to visit her hubby on the Beatty Circus in Portland! . . . It sure was a surprise to learn that Harry Chipman had married recently! . . . John Beckman and Violet Usher were married! . . . Sam Ward of Polack Circus left the show in Tulare, California to go to Hot Springs! . . . The Polack Circus played the one day celebration at the Pasadena Rose Bowl.

AND — NOW IN CLOSING TO ALL OF YOU, I take a fond farewell, this be-

HARDLY PERSONAL

SHE sez she's that way — Mrs. Alice Hennies is sending letters to friends confiding to them that she will be visited by The Stork sometime in January!

Harry Chipman of Yakima, Washington, Circus Inn, has taken unto himself a wife!

Jack Deer, New York merchandise jobber and owner of the Savoy Carnival & Supply Co., of N. Y., has a collection of over 1,400 miniature elephants, all with upturned trunks. They are made of ivory, China and glass gathered from all countries of the world!

Mrs. Mabel Wright is selling tickets at Riverview Park, Chicago, just to idle the time away and drive away monotony of living alone.

Bob Parker may have to undergo an operation at Mayo's for that head pounding, which has been annoying him of late!

William Sullivan, of the "House of Eli" Ferris wheel builders, can be seen on your T.V. set over NBC every Friday night in a dramatic playlet "The Door with No Name." Treasury Dept. suspense program. In the cast he is listed as Liam Sullivan!

Heard on the midway — quote: "DOLLY YOUNG — She is a charming person to set people at their ease and one of the most beloved show-women in tented show business."

Joe S. Schilibo, has been managing Hennies Kiddy Park in Houston, Texas, each week showing an improvement in gross business over the previous week, proving there is no substitute for experience and Joe has all of that!

For some 20 years Hal Eifort has worked in the offices of shows also operated concessions, shows and rides and after a long last has found real happiness and enjoyment working for the F. E. Gooding enterprises. He discharges his duties in a very commendable manner which is the reason why F. E. thinks so highly of Hal F. Eifort.

Peggy Forstall, West Coast Show World columnist takes a much needed vacation which she will spend with her husband on the Ringling-Barnum Circus for the next several months!

Who is the advance agent with 5 fingers that uses every one of them, to finger joints?

Gerald Snellens, the man who rates tops in securing National Ads. As Advertising Director for the World of Mirth Shows, he rates the best in the business!

The Carnie boys are saying — quote: "This must be a bad season. Nate Eagle hasn't been flashing those 10 grand notes he used to give everyone a peek at, mebbe just to burn guys who never could accumulate that much money." End of quote.

ing my last column in the Greater Show World for the summer at least. Thank you one and all dear readers and friends, so I'll bid you bye now! — Peggy Forstall.

QUOTE and UNQUOTE

WEDDING BELLS . . . Phil Cook, manager of one of Bob Parker's "Diggers" concession on the World of Mirth Shows, took time out to fly to Miami, Florida where his prospective bride, Mrs. Belle Kahler, (non pro) awaited him to be escorted up the aisle to the altar on July 20th. They were joined in the happy bonds of matrimony, after which Phil returned to the WOM with his charming wife!

George Morgan, "geek" in Whitey Sutton's side show on the O. C. Buck Shows, is recovering from being bitten on the tongue by a rattlesnake several weeks ago. His throat has been so swollen he could not talk. He denied that he had any suicidal intent the night he was bitten!

Tampa Florida citizens are plagued by the worst invasion of mosquitoes in 25 years and Hillsborough County Health officials have started a gigantic spraying and dusting program in an attempt to cut down the pests. Unusually heavy rains which have left more stagnant pools than usual for breeding places are blamed for the skeeter invasion, which is said to be prevalent along the Florida West Coast!

Last Press Notice; Funeral services were held Aug 3rd for Mrs. Maybelle Craft, wife of Orville N. Craft, California show-owner. She suffered a heart attack and died in the hospital.

The Bloomsburg, Pa. Fair officials are alleged to have cancelled the Endy contract and refunded the deposit paid by David B. Endy for his shows to exhibit at the Fair and contracted with King Reid for him to bring his shows, rides and concessions to the Fair to furnish the midway attractions. The King Reid Shows will replace the Endy Shows on the Bloomsburg midway this year!

Jackie Morris, son of Charles (Doc) Morris is doing a swell job at White City Park, Worcester, Mass.

The Conklin's Patty and Frank are lining up the strongest array of midway attractions ever seen on the midway for the Canadian National Exhibition, Toronto, Ont., Canada. The line-up represents the most powerful earning power seen on the CNE in many a year!

Bernard "Bucky" Allen having recovered from his recent illness is back on the job as concession manager of the World of Mirth Shows!

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

SUMMER GREETINGS to you all. . . . Sure hope you are enjoying good weather and good business. RETURNED from our vacation a week ago and am in the midst of packing and getting ready to move. What a time my niece May Joan is having with us as she is spending the Summer with us and is so elated because we are moving so close to their home. My better half Bob and I will be at 4004 N. Avers Avenue, Chicago, after August 1st. So don't forget dear friends everywhere, you will reach me there from now on. Have a lovely (5) five room apartment and glad to shed two rooms, as it will be much nicer.

We spent two weeks in July on a vacation up in Channel Lakes and was real thrilled to be able to occupy the spacious bungalow of Ray Sokoloski in Fox Lake, Illinois. Joanie went swimming and fishing nearly every day with Bob. Yours truly gets burnt so badly, therefore, remains away from the sun as much as possible. Was out in the motor boat a few times and even got a wind burn. Joanie and Bob caught some fish, and we had a couple of nice fish dinners. From there we went up into Wisconsin and stopped off at Kenosha, Wis., where the Hennies shows were playing. And at this writing it is now operating under its new name "AMUSEMENT COMPANY OF AMERICA" in Chippewa Falls, Wis. their first (Fair).

First of all I must tell you folks, we never spent a more pleasant and wonderful day, which we enjoyed as guests of Grace and Charlie Goss, owners of THE FLY-OP-PLANE, DARK GHOST RIDE and NEON GLASS HOUSE on the show. We were guests at dinner with Grace and Charlie at RAY RADIGAN'S, right outside of Kenosha, on Sheridan Road at State Line, where they serve the most delicious and wonderful food you would ever care to eat. Grace and Charlie took us over the Midway and introduced us to various personnel on the show and it really is a PIPPIN' of a show. Oh say!! And are we glad we had an opportunity to see that gorgeous Trailer of the Goss's, it's sumthin'. Spent the entire day and evening with the folks and on the show.

The most attractive show we have seen for a long time. We had the pleasure of meeting and interviewing the famous LASH LA RUE on his show. A very handsome and talented performer, a wizard at the bull whip. Has been in show business now for (7) seven years and is really an attraction.

His native State is Gretna, La. The children are all enjoying his comic books out on the news stands everywhere. His show is a clean-cut production, with Smiley Wilson and his Westerners, fine entertainment. All acts are worth seeing and suggest you do not miss them. GOOD LUCK TO YOU BOY!! You are really going places and what a show. Thanks so much for a pleasant interview.

We attended the funeral services of Mrs. Clifford Karn, 43 years old, many years in show business and one of Charles H. Hodges performers. Grace Karn passed away of a heart attack in her trailer on South Sheridan Road Grounds. The Karn family has a (10) acre farm near Little Rock, Ark., and her body was shipped there for burial. Grace and Charlie Goss, Joanie, Bob and I attended the services in Kenosha, Wis. Surviving her are her husband and two daughters, the Misses Martha and Annie Lea, both with the carnival.

We had the pleasure of meeting Mr. and Mrs. Charles H. Hodges in their Trailer on the show. Mr. Hodges is owner of the Side Show, his wife Gertrude is Secretary. They have a very charming daughter Joy. Three grand people. The show consists of Three Units — Karns Fat Family show, Dan Fast Giant Monsters. The personnel of the side show are: Front tickets, HARRY TWEED and RUEGHY BURCHAM. Talkers: Charlie Smith and Maurice Eugene Frenzel. Inside Acts: Tattoo Artist, Earl Brown, Walter De Lenz—Magic; Robert Garrison, Lecturer; William and Mary Parnell, Alligator Skin Twins; Zola Williams, Bearded Lady; Jessie Rankin, Gorilla-Faced Boy; also Floyd Young, Albino pygmy fire eater. The Garrisino's, Knife Throwers; Evelyn Brown, Electric Act; Betty Garrison, Blade Box; Lloyd Nolan, Juggler. CHARLES H. HODGES, MGR. and MRS. HODGES, SECY. Every one was a very interesting feature and in fact the finest we have seen in quite some time on the Midway.

JOY and BOB PURVIS, owners of the LES FEMESE and AQUA TEASE attractions. It is surprising to know that JOY is a wonder and a genius, as she is able to construct all the magnificent costumes used in their shows. She has two charming daughters, LIND and ROBERTA who are too darling for words and busy as bees on the Midway. We also enjoyed our visit with you folks in your lovely Trailer. Joy and Bob live in St. Petersburg, Fla., when not

on the show. Their mother's MELODY RANCH, is not far away, I believe in Tampa, they no doubt go back and forth to enjoy their visits with mother. My niece Joanie sure enjoyed being with you on the Midway Linda, you two sure did hit it up on all the rides. Joanie still speaks about it. We stayed on the show until midnight and then headed back for Chicago. Wow! We sure were sleepy. And thanks hen' for sending Joanie's things which she forgot in your Trailer, Grace and Charlie. Sweet of you to forward them on to us.

Oh yes, forgot to mention, we had a nice barbecue in Fox Lake before we left for the show; at NIPPER-SINK HOTEL, Lydia Alusa and Ray Sokoloski, Proprietors. Those in the party were: Lydia Alusa and son James Gallagher, Elsie and Bob Miller, Joan Gaffke, Mr. and Mrs. George Erickson, Mr. and Mrs. Simons and family, Mike Gitow who has a summer home in Fox Lake and Mr. and Mrs. Frank Krejci. Mrs. Krejci by the way is a very accomplished organist, and show personality. GALE, PATRICIA and BARBARA, charming children of the Simon's were in the party and most of the folks went out swimming before the party. Joanie and Ralph and Bob went out in the speed boat later on for a ride in the moonlight. Yours truly was tired and retired for the evening. When we bid the folks adieu we ran into another showman, Mr. C. W. Sines who was formerly with the JACK REYNOLDS show.

ANOTHER BEAUTIFUL show, the Royal Crown shows which we are anticipating catching before they leave our vicinity is something to shout about. SHOWS, rides, clean concessions, bands and free acts. Eddie Young as you know is manager, and Mrs. Dolly Young, business manager. Am so sorry to hear Dolly has had a siege of illness this summer and trust you are much better at this writing. Believe your busy 4th of July engagement at Olney, Ill., was quite a busy one from early morning 'till late at night. The Lot was packed and wonderful weather prevailed.

BOB PARKER is back from Mayo Bros. Clinic, Rochester, Minn. He is back in Delavan Lake, Delavan, Wis., recuperating. Notes from ROYAL CROWN SHOWS: DOLLY YOUNG is busy these days working for (3) three clubs, with Bank Nites—penny bags—coin of boxes, Doner's tickets and just plain on the ding, being President of the Ladies' Auxiliary of the Miami Showmen's Association, and as First Vice President of the Greater Tampa Auxiliary, Tampa, Fla., and Third Vice Pres. of the Mother Club, the Ladies' Auxiliary of the Showmen's League of America. Dolly is one person who never lets any grass grow under her feet and does wonders everywhere for any good cause, or wherever she is associated. Never too tired to do a good deed. EDDIE YOUNG is President of the Greater Tampa Showmen's Ass'n and is planning on a benefit show at Springfield, Mo. RAYNELL GOLDEN was a welcome visitor on the show at Ambridge, Pa., she is one of Dolly Young's oldest friends and biggest boosters for Ladies' Aux-

iliary Miami Showmen's Association, of which she is a Past President. PHIL and MABEL Heyde, were welcome visitors and EDDIE and DOLLY YOUNG entertained with dinner for (12) twelve MRS. JOE SCORTING is busy getting wardrobe ready for the Vanities, as it is only a couple of weeks until their Fairs open. Patty Ann is a mighty fine seamstress and a wonderful trouper. FLORENCE RUBIN has been called away from the show to go home to visit her Aunt who is very ill. Do hope she is much better at this writing Florence and Hello to you.

Sure hope that we can visit you folks on your wonderful show, which we know is outstanding, if not, one of these days we will hit one of your spots. Hello to all on your grand show.

Now a little bit on the sad side: DEEPEST CONDOLENCE goes forth at this time to ANN SLEYSER and her family in the loss of her dearly beloved father who passed away in Chicago this week. Many show folks attended the funeral and services. Again sympathy from your friends Bob and Elsie.

PHOEBE and LYNN CARSKY, wife and daughter of Bill Carsky, see where you are in Los Angeles and that this is your first trip and know you are sold on it. You will meet up with a lot of friends out there am sure. Hope your sister-in-law who is with you is enjoying the tip. Am sure the drive out there was a pleasant one and good luck to you all on the road, or wherever you travel. Thinking of you folks and when you get back Phoebe we will be back in our old Apartment on 4004 N. Avers Ave.

MARGARET JESKE, how nice to hear you are vacationing with your son Bob and on your way to North Carolina. Good luck to you folks also and see or hear from you later. IDA CHASE!! Well, well. On the run again and for a nice vacation in the Black Hills of So. Dak. You know the Johnson family are down there, why not look them up and enjoy a visit with them.

LOUISE DONAHUE just returned from a wonderful fishing trip in Wisconsin and spent a few weeks in Chicago and is now out at their huge farm, where they raise wonderful Turkeys. Sure hope to get out there one of these days for a little visit. Always enjoy being with Louise, she is so much fun and such a charming person and has many friends in show business.

BERTHA DUTCHER who owns the Palms Apts., 178 Cedar St. in Hot Springs, Ark., is planning a visit to Chicago again soon, possibly in August.

BLANCHE ENGLISH is in Celoron Park, Jamestown, N. Y. and enjoying the Summer. FRANCES and LOU KELLER, Lucille Hirsch, Mae Sopenar and husband Eddie and Grand Daughter were visitors recently on the Hennies Bros. shows. It was nice to see you folks out there while we were there. Lou is President of the Showmen's League of America and Frances Past Pres. of the Auxiliary. Lucille is our Treasurer and Mae and Eddie staunch supporters of the Auxiliary and Showmen's League of America. By the way folks: Did

you receive your raffle award books for that wonderful 19½" Television Set, Console style — and second raffle a lovely overnight bag. Upon disposal forward to Mrs. Keller at 6731 S. Jeffery Ave., in Chicago. Books are coming in nicely and we know you will be sending in yours soon, which is for the Cancer Fund. LILLIAN GLICK, Pres. of the Aux. of the S. L. of A., has been on the road most of the season and enjoying a good business.

MRS. RODGER M. WORK is with the Thomas Joyland shows enjoying a good season also. Hello Sophia Carlos, it was so nice hearing from you again. Good luck to you dear. MAE TAYLOR and her family had a nice time at the Florist's Picnic in Elmhurst Grove, Park Grove, Ill., recently. Deepest sympathy goes forth to Neil Fletcher and family in the recent loss of Mrs. Fletcher's mother, known to most show folks as Ma Hearne. Sorry to hear Marie Simms has been on the sick list. Marie lives in Dallas, Texas. Mary Ellen Lieberman has been very ill at her home 1200 S. Moberly Dr., Longview, Tex.

Did you know that: Ralph Lowe, a real showman is hospitalized in Amarillo, Texas, his home address is Box 228. He suffered a heart attack. We are so sorry Ralph and do hope you are so much better.

SALLY MURPHY, chairman of the Membership Drive of the Lone Star Show Women's Club of Dallas, Texas is doing nicely and we hope you folks will all help to co-operate with her in this drive. Sure like the thought you folks leave us with: "If we have no goal for which to strive, dead we be, altho' alive." And say Martha Moss, the Editor of their nice bulletin, is doing a grand job. Hi' to you Martha. In my next column will write about your progress in Showman's Rest located in Grove Hill Cemetery.

Oh . . . I have a FLASH!!!! And what wonderful and great news to hear that ALICE HENNIES, wife of Harry Hennies, owner of KATY ROAD, KIDDIELAND in Houston, Texas is INFANTICIPATING.

NAN RANKINE with the Happyland Shows: Guess you know by now we will be back at the old address and as I am quite busy am not doing too much writing, however, will not forget you all.

LUCILLE SMITH, also with the Happyland shows, thanks so much for your letter and enclosure, will get to write you later. MARIE KORTES is back in Calif. after being in the East and Montreal. She and Sis Dyer and Lucille King have had some get together dinners while there.

Hello Helen Smith, see where you took a nice trip North to visit your Sister Virginia Kline and other sister Viola in Oregon. Nice that you made the trip in your lovely new Chrysler. Hello Virginia Kline, as you see I am moving, will get to write you later.

So nice to hear LILLIAN LAWRENCE and her hubby are vacationing around the Lake. They visited the Happyland shows and had a nice chat with Carl Marx the clown of the Hotel Sherman in Chicago,

(Continued on page 27)

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Coming EVENTS

1951 Fair Dates

(Continued from last issue)

Bellville—Bellville Ind. Agrl. Soc. Sept. 12-15.
 Berea—Cuyahoga Co. Agrl. Soc. Aug. 15-19.
 Bowling Green—Wood Co. Fair. Aug. 14-17.
 Burton—Geauga Co. Agrl. Soc. Aug. 30-Sept. 3.
 Canfield—Mahoning Co. Agrl. Soc. Aug. 30-Sept. 3.
 Canton—Stark Co. Agrl. Soc. Sept. 3-7.
 Celina—Mercer Co. Agrl. Soc. Aug. 12-17.
 Chillicothe—Ross Co. Agrl. Soc. Aug. 20-24.
 Cincinnati—Carthage Fair. Sept. 12-15.
 Columbus—Ohio State Fair. Aug. 24-31.
 Coshocton—Coshocton Co. Agrl. Soc. Oct. 2-6.
 Croton—Hartford Ind. Agrl. Soc. Aug. 7-11.
 Delaware—Delaware Co. Agrl. Soc. Sept. 17-21.
 Dover—Tuscarawas Co. Agrl. Soc. Sept. 18-21.
 Eaton—Preble Co. Fair. Sept. 11-14.
 Findlay—Hancock Co. Agrl. Soc. Sept. 4-7.
 Fremont—Sandusky Co. Agrl. Soc. Sept. 3-7.
 Gallipolis—Gallia Co. Agrl. Soc. Sept. 18-23.
 Greenville—Darke Co. Fair. Aug. 18-24.
 Hamilton—Butler Co. Agrl. Soc. Sept. 23-28.
 Hilliards—Franklin Co. Agrl. Soc. Aug. 14-17.
 Jefferson—Ashtabula Co. Agrl. Soc. Aug. 14-18.
 Kenton—Hardin Co. Agrl. Soc. Sept. 25-28.
 Lancaster—Fairfield Co. Agrl. Soc. Oct. 10-14.
 Lima—Allen Co. Agrl. Assn. Aug. 21-24.
 Logan—Hocking Co. Agrl. Soc. Sept. 19-22.
 London—Madison Co. Agrl. Soc. Aug. 19-23.
 Marion—Marion Co. Agrl. Soc. Aug. 19-24.
 Marysville—Union Co. Agrl. Soc. Sept. 11-14.
 Painesville—Lake Co. Agrl. Soc. Aug. 22-25.
 Montpelier—Williams Co. Fair. Sept. 9-15.
 Sidney—Shelby Co. Agrl. Soc. Sept. 9-14.
 Tiffin—Seneca Co. Agrl. Soc. Aug. 21-24.
 Troy—Miami Co. Agrl. Soc. Aug. 12-17.
 Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 11-15.
 Urbana—Champaign Co. Agrl. Soc. Aug. 5-10.
 Van Wert—Van Wert Co. Fair. Sept. 3-7.

OKLAHOMA

Ada—Pontotoc Co. Fair. Sept. 12-15.
 Ardmore—Carter Co. Free Fair. Sept. 4-8.
 Bristow—Creek Co. Free Fair. Sept. 10-14.
 Blackwell—Kay Co. Free Fair. Sept. 11-15.
 Clinton—Southwest Fair. Sept. 11-14.
 Oklahoma City—Oklahoma State Fair. Sept. 22-29.
 Tulsa—Tulsa State Fair. Sept. 15-22.

OREGON

Albany—Linn Co. 4-H Fair. Aug. 27-29.
 Eugene—Lane Co. Fair Assn. Sept. 19-22.
 Gold Beach—Curry Co. Fair. Aug. 31-Sept. 2.
 Grants Pass—Josephine Co. Fair. Aug. 14-18.
 Gresham—Multnomah Co. Fair. Aug. 20-26.
 Heppner—Morrow Co. Fair. Sept. 5-9.
 Medford—Jackson Co. Fair Assn. Aug. 22-25.
 North Portland—Pacific Internat'l Livestock Expo. Oct. 6-13.
 Roseburg—Douglas Co. Fair. Aug. 16-18.
 Salem—Oregon State Fair. Sept. 3-9.

PENNSYLVANIA

Abbottstown—Adams Co. Fair. Aug. 14-18.
 Allentown—Allentown Fair. Sept. 17-22.
 Bedford—Bedford Fair Assn. Aug. 6-11.
 Bloomsburg—Bloomsburg Fair. Sept. 24-29.
 Butler—Butler Fair & Agrl. Aug. 13-18.
 Carlisle—Carlisle Fair Assn. Aug. 13-18.
 Dallastown—Dallastown Fair Assn. Aug. 13-18.
 Dayton—Dayton Agrl. Assn. Aug. 21-25.
 Ebsburg—Cambria Co. Fair Assn. Sept. 3-8.
 Flourtown—Flourtown Fair. Aug. 1-11.
 Honesdale—Wayne Co. Fair. Sept. 11-15.
 Hughesville—Lycoming Co. Fair Assn. Aug. 6-11.
 Huntingdon—Huntingdon Co. Agrl. Assn. Aug. 20-25.
 Reading—Reading Fair. Sept. 9-16. Charles W. Swover.
 York—York Interstate Fair. Sept. 11-15. Samuel S. Lewis.

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 15-20.
 Bennettsville—Marlboro Co. Agrl. Fair. Sept. 24-29.
 Bishopville—Lee Co. Fair Assn. Oct. 15-20.
 Camden—Kershaw Co. Farmer's Fair. Nov. 6-10.
 Charleston—Charleston Agrl. & Indust. Fair. Oct. 29-Nov. 3.
 Cheraw—Chesterfield Co. Colored Fair. Oct.
 Chester—Chester Co. Am. Legion Fair. Oct. 1-6.
 Columbia—Couth Carolina State Fair. Oct. 22-27.
 Florence—Eastern Carolian Agrl. Fair. Oct. 29-Nov. 3.
 Greenville—Am. Legion Greenville Co. Fair. Oct. 15-20.
 Kingstree—Williamburg Co. Fair Assn. Oct. 1-6.
 Lancaster—Lancaster Colored Fair. Week of Oct. 15.
 Manning—Clarendon Co. Agrl. Expos. Oct. 29-Nov. 3.
 Marion—Marion Co. Fair Assn. Oct. 29-Nov. 3.
 Newberry—Newberry Co. Am. Legion Fair. Oct. 29-Nov. 3.

Orangeburg—Orangeburg Co. Fair. Oct. 15-20.
 Orangeburg—Orangeburg Co. Colored Fair. Oct. 8-13.
 Rock Hill—York Co. Fair Assn. Oct. 8-14.
 Seneca—Oconee Co. Fair. Oct. 8-13.
 Spartanburg—Piedmont Interstate Fair. Oct. 8-13.
 Sumter—Sumter Co. Fair. Nov. 5-10.
 Union—Union Co. Fair Assn. Oct. 1-6. Hydrick L. Kirby.

TENNESSEE

Bolivar—Hardeman Co. Colored Fair. Sept. 22-29.
 Camden—Benton Co. Fair. Sept. 17-22.
 Carthage—Carthage Agrl. Assn. Aug. 8-11.
 Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 17-22.
 Decaturville—Decatur Co. Fair. Sept. 17-22.
 Dyersburg—Dyer Co. Fair Assn. Sept. 10-15.
 Jackson—West Tenn. District Fair. Sept. 10-15.
 Memphis—Mid-South Fair. Sept. 20-29.
 Nashville—Tennessee State Fair. Sept. 17-22.

TEXAS

Abilene—West Texas Fair. Sept. 24-29.
 Amarillo—Tri-State Fair. Sept. 24-29.
 Beaumont—South Texas State Fair. Oct. 11-20.
 Center—Shelby Co. Fair. Oct. 9-13.
 Corsicana—Corsicana Livestock Show & Rodeo. Sept. 25-29.
 Dallas—State Fair of Texas. Oct. 6-21.
 Lubbock—Panhandle South Plains Fair. Oct. 1-6.
 Lufkin—Texas Forest Festival. Sept. 24-29.
 Marshall—Central East Texas Fair. Oct. 8-13.
 Texarkana—Four-States Fair. Sept. 14-22.
 Texas City—Galveston Co. Fair Assn. Sept. 19-23. W. J. Peterson.
 Tyler—East Texas Fair. Sept. 10-15.
 Waco—Waco Fall Festival. Oct. 22-28.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Oct. 17-21.
 Chase City—Mecklenburg Co. Fair Assn. Oct. 8-13.
 Covington—Alleghany Co. Fair. Sept. 10-15.
 Danville—Danville Fair Assn. Sept. 25-29.
 Farville—Five County Fair Assn. Sept. 24-29.
 Fredericksburg—Fredericksburg Agrl. Fair. Sept. 3-8.
 Galax—Galax Agrl. Fair. Aug. 20-25.
 Keller—Eastern Shore Fair Assn. Aug. 27-Sept. 1.
 Lynchburg—Lynchburg Agrl. Fair Assn. Aug. 27-Sept. 1.
 Martinville—Henry Co. Fair Assn. Sept. 10-15.
 Petersburg—Petersburg Fair. Oct. 8-13.
 Roanoke—Roanoke Fair. Aug. 27-Sept. 1.
 Rocky Mount—Rocky Mount Fair. Aug. 27-Sept. 1.
 South Boston—Halifax Co. Fair Assn. Oct. 9-13.
 Staunton—Virginia State Fair. Sept. 3-8.



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Down Memory Lane

with
WALTER D. NEALAND

On August 8th this year, the officials of the Jefferson County Fair in Fairbury, Nebraska paid tribute to an old-time showman — a resident of that little city for many years — in the person of **Virgil Campbell**, last surviving of the famous **Campbell Bros.**, owners and managers of the famous **Campbell Bros. Circus**, winter quarters of that old-time show. Now past 80 years, he rode in an auto in a big street parade and appeared before the grand stand while the crowds applauded the grand old man. With his brothers — Al and Charles — Virgil Campbell had the Campbell Shows on tour for many years — railroad show that at one time had twenty-five cars.

Another grand old-timer — still active — is my old friend **Charles T. Hunt**, co-owner with his sons, Charlie, Eddie and Harry on the **Hunt Bros. Circus**, an old established circus that began in 1892 as the **Hunts Silver Plate Circus** with winter quarters at Kingston, New York. Always a good show, first as a "mud" show on wagons, later as one of the best motorized shows — it's still going strong and probably will be playing the same Eastern territory as it has made for fifty years.

And still another veteran of the white tops is venerable old **Sam Dock**, still active, who had the **Sam Docks Dog and Pony Shows** out for many years. Nowadays his grand sons, Robert L. and Harry Brison, operate the **Lee Bros. Circus**, a small motorized outfit playing West Virginia and Pennsylvania territory. Elmer H. Jones, brother of the late J. Augustus Jones, and co-owner of the Jones Bros. and Cooper Bros. shows still lives in Warren, Penna. — his home town.

How many old-timers remember **Ben Wallace?** owner of the Great Wallace Circus — out of Peru, Indiana — and its slogan "Highest Class Circus in all the World." Uncle Ben had a livery stable in his home town before embarking in circus business — made a fortune, combined with the **Carl Hagenbeck Trained Wild Animal Shows** — sold out to the American Circus Corporation who toured it as a big railroad show for many years before the **Ringling** interests took it over and shelved it with other old famous titles.

The title "**Cole Bros.**" has been used by many show managers. First way back in the late '80's — it was founded by the late William Washington Cole and was known as the "**W. W. Cole Circus**", featuring a giant tusked elephant named "**Samson**." Later **Martin Downs**, a Canadian showman took over the title and named it "**Cole Bros. Circus**." When the winter quarters at Harbor Creek, Penna., was destroyed by fire, the late **J. Augustus Jones** became the owner and it became a twenty-car railroad circus, said to be first to be transported on an all-steel train manufactured by the Warren, Penna. Tank Car

Company. This show was sold at auction at Shreveport, La., at the close of its season. Later **Jess Atkins** and **Zack Terrell** became owners of the title. Now in winter quarters down in Peru, Ind., idle and with indefinite plans for the future, owned by a Chicago syndicate, nobody knows its future plans. And not forgetting **James M. Cole** out of Penn Yann, New York, who toured a small motorized show with more or less success in recent years.

The fabulous **Gentry Bros. Dog and Pony Shows** made circus history for many years. The brothers — Henry B., Walter W., and Frank B., — at one time had four separate ten-car units on tour out of Bloomington, Indiana. The entire performance was given by trained animals, horses, dogs, ponies, and monkeys, with a couple of elephants and clowns added — a successful venture for the brothers.

First motorized Circus that I remember was the ill-fated **Coup and Lentz Circus**, which was promoted by **Frank Spellman** and financed by a coterie of Iowa bankers and business men. H. B. Rowe was the general agent and the equipment included huge tableaux vans — and other heavy equipment. The motorized equipment proved inadequate, the show got far behind its paper and it finally stranded and went broke in Indiana after a brief tour. Later in 1917 I saw the **Moon Bros. Circus** on trucks — owned by **Lucky Bill** and **Honest Bill Newton**. In 1919 — after a short season with **Sig Sautells** railroad show, I joined **Lowandes American Circus** — owned by **Oscar Lowande**, one of the greatest bareback riders of all time. We toured New England exclusively and Oscar made a fortune. This show was transported on ten trucks under a 90-foot roundtop with one 50-foot middle piece in one ring, with the program staged by the Lowande family, **John Robinson's four Military elephants**, several family acts and three clowns. Oscar is now with the **Clyde Beatty Circus** clowning. He was the first man in circus history to turn a somersault from horse to horse, while performing with the old **Forepaugh-Sells Bros. Circus** in 1918. The **Lowandes** — **Martin, Oscar, Tony, Cecil, Alex** — came from Brazil and were featured with all the big time shows in former years.

M. L. Clark and Sons — a title almost forgotten but still fresh in the memory of old-timers — was an old wagon show out of Alexandria, Louisiana owned by **M. L. and Lum Clark**. He bought two small elephants in New York shipped them down to his quarters where they were a big attraction in the small "cane brake" towns that **Clark shows** played. They grew up and became popular favorites with the natives, hauled wagons over the dusty and muddy "gumbo" roads down that way. At maturity they were known as "**Ned**" a giant tusker and his mate — almost as big — "**Mena**." An agent of **Al G. Barnes** while riding on a train down south was startled one early morning at seeing this giant pair of "**Bulls**" plodding along the road, wired "**Al G.**" of his discovery, and later bought "**Ned**" for \$5,000 cash.

The huge tusker was shipped by railroad — first time he was ever on a train — to Barnes winter quarters at Palm, California, to be an extra added attraction with the Barnes elephant herd.

Al G. Barnes used to ride in a huge howdah on the back of "**Tusko**" his new title in the opening "spec" at every performance. "**Tusko**" became an "outlaw" after he was bought by Barnes and shunned by every bull trainer except one. His last tour with the circus was in 1931, when I was on the press staff, when it became too difficult to load in the bull car on the circus train. Manager **Buster Cronin** sold the elephant — one of the largest in captivity — to **Al Painter**, a walkathon, a promoter in Portland, Oregon for \$1,600.00. He died soon afterwards.

OLDTIME CIRCUS MAN JOINS MIAMI ZOO

Harry Welby Cooke, descendant of one of the world's oldest Circus families, has joined the staff of Tropical Hobbyland, Miami, Florida, as head keeper in the wild animal department.

Cooke's father was John Welby Cooke, noted equestrian, and his mother was Edith Wirth, also of a noted Circus family. The Cookes started in the Circus back in the year 1736. Cooke was born in Colombo, Ceylon, and educated in Australia. His Godfather is the late Sultan of Johore.

Cooke himself has a tremendous background in the Circus as an animal trainer, equestrian, and trapeze artist. At one time or another he has been with **Ringling Bros.**, **Walter L. Main**, **Andrew Downey**, and **Hunt Brothers Circus**. He has also performed on the **Keith-Orpheum** and **Loew's** circuits, and been equestrian director and ringmaster of many a shrine Circus. At one time he was assistant curator of the **Seneca Park Zoo** in Rochester, N. Y. and has established private zoos in **Lowell, Mass.** and **Daytona Beach, Florida**.

His duties at Tropical Hobbyland will be to take charge of all wild animals arriving as a result of their appointment as sole American Representatives of **Hanif Zoo** of Calcutta, India, and of animals from their other representatives elsewhere.

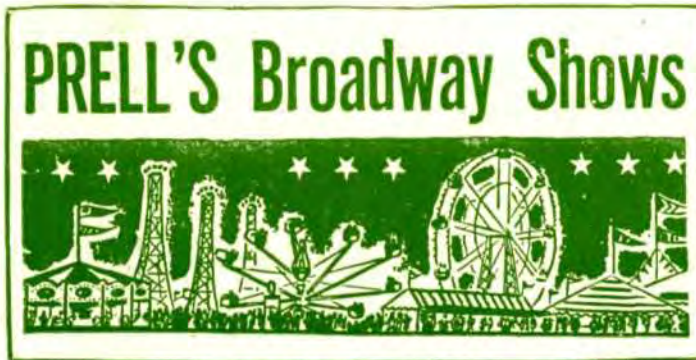


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General Manager

JOE PRELL
Secretary-Treasurer

ABE. R. PRELL
Lot Supt.



AMERICA'S LARGEST

-- WANTED --

Shows
Rides
Concessions
For Long
Route of Fairs
— The Best in
the East



MR. and MRS.
P. J. FINNERTY
Business Manager

BEST
WISHES
FROM

H. W. "BILL" JONES

BETTER BINGO'S

JOE CENNAME — Manager

CARL E. LEE

ROLL DOWN — DARTS — HOOP-LA
RAZZLE — FISH POND

"Best Wishes to the Prells"

**HAZEL
ZABRISKIE**

Popcorn — Peanuts
Candy Apples
Candy Floss

JOE ROSS

CONCESSIONS

LEO LA SALLE
Manager

**SAM
CARUSO**

SHOW BUILDER
and
MONKEY CIRCUS

**JACK
RUSSELL**

CONCESSIONS

Doing Big with Pappy Prell

Jack and Lulu GALLUPO

and their

"T. V. SHOW DINER"

"Catering to the Prell Show Folk"

Tommy CARLINO
and
Gene CECCATO

Presents

"Paris After Dark"
The Posing Show Supreme

JOHN BARRO
and Brothers

Presents

"The Wall of Death"

MOTORCYCLE
DAREDEVILS

LENTINI'S
"CIRCUS SIDE SHOW"

Featuring

THE ONE AND ONLY LENTINI
3 LEGS — 4 FEET — 16 TOES

TOMMY CARLINO

Presents

A NEW VERSION OF
"SCANDALS OF 1951"



THE OHIO FARM BOY WHO BUILT AN AMUSEMENT EMPIRE

I consider myself fortunate to have the privilege of exploiting one of America's outstanding Showmen — **Floyd E. Gooding**.

Showfolk have been heard to inquire of one another "How did Floyd Gooding get into outdoor show business? Some knew the answer, while others were left in the dark. So we'll enlighten our readers.

It all started when **Uncle John Gooding**, an Ashtabula, Ohio Farmer, made his annual trek to the Ashtabula Fair grounds. Little did the Gooding family realize that fate was guiding the destiny of many of the kinfolk into the outdoor show world — by his visit to the fair that day — and was to have quite a bearing on the future of **Floyd Gooding**.

Uncle John strolled around the fair grounds, stopped to look and watch the Merry-go-round whirling around with kiddies shouting their delight and he walked away toward the various exhibits. Every now and then casting eyes back toward the "Flying Jenny" (which they were called in those days) and finally some uncontrollable urge brought him back to the ride once again. He stood watching the ride operated by a steam engine as it revolved around a track, oblivious to the exhibits, agriculture and cattle. He became bewitched by the organ music and fascinated to see the owner rake in nickels as fast as was handed to him. Gosh ole hemlock sez John, "This is better than farming, mebbe I should buy me one of those contraptions."

It took a lot of will-power for **Uncle John** to tear himself away from "The Flying Jenny" and by the time he meandered away toward the exit gate, he had made up his mind to buy a Merry-go-round. He walked toward his family home, he stopped off at the General Store and confided to the proprietor his desires. So letters were sent and we presume to the late **Oscar C. Buck, Sr.**, the man who built track Merry-go-rounds in those days and on receipt of a reply ordered the machine. Prior to the following year's fair, **Uncle John**, operated it at Jefferson, Warren and Kinsman, and other Fairs in Ohio and the following year he added a Ferris Wheel.

Business was good and he acquired another set of rides and talked his brother **Louis** into joining him to manage the

Number 2 unit. Business was great and money was rolling in so another unit of rides were purchased. **Uncle John** was going into the outdoor show business in a Big Way now. He made every effort to sell his brothers on the possibilities of the riding device business, but they couldn't see it. He then sold his Nephew the idea of coming into the business and finally his nephew **Roy**, agreed and became manager of a unit. After a season or two **Roy** decided to go out on his own. He purchased a number of rides and another **Gooding** was in outdoor show business.

Floyd, at the age of ten, was taken into the fold and permitted to sell tickets for **Uncle John**. Following his graduation from high school, **Floyd** became **Uncle John's** helper. Later he was promoted to unit manager, a job he held for two years and like **Roy** decided to go out on his own. He discussed the matter with his brother **ARBY** and both went to see the President of a Lancaster, Ohio Bank about a loan. With the money they had saved and the loan, their initial capital was 5 grand. They bought a Merry-go-round and a Ferris wheel. **Floyd** and **Arby** were very successful. By the end of the second year they had paid all debts and by this time were keen competitors of **Uncle John**, **Uncle Louis** and **Brother Roy**.

The boys were told that outdoor show business wasn't always a bed of roses. They soon realized, a little rain must fall. The real enemy of outdoor showmen. This was when the boys booked their rides with the **Weider Amusement Company Carnival**.

Constant rain-fall during the spring and summer months, business was naturally bad and the boys bankroll was dwindling fast. Being ambitious youngsters, they overcame many obstacles. It is such set-backs that brings out the true showman in the Carn's industry. It is one business where grit and perseverance plays an important part in the success or failure of new-comers in the amusement field.

After a season of bad breaks, "Lady Luck" placed her arms around the **Gooding Boys** and good fortune once again smiled on them. They had the thrill of again being in possession of some real paper money. The sun was shining brightly now for the boys.

Some 30 years ago **Floyd, Roy and Arby**



FLOYD E. GOODING

pooled their resources and bought out **Uncle John's** rides and operated 5 Units. Then in 1920, **Floyd** withdrew from the partnership on amicable terms, taking two units and began to build toward the present goal of 8 Units.

Taking inventory of the business, he came to the realization his future plans required keen concentration. The importance of better organization and improved booking arrangements that would preclude the uncertainty of hit-or-miss bookings in those days.

Floyd, decided to establish a regular route covering the same locations each season on a year to year basis. His motto may have been — Only the best is good enough. He realized early in life that to be efficient you must expect success — and to expect success you must deserve it.

He then injected business methods in **Carnie** operations in the **GOODING AMUSEMENT EMPIRE** on a high business-like plane.

In his cool, calm and collective manner, he interview the most capable of ride mechanics and engaged the best he could find among them. He gave his employees a bonus for conscientious service rendered. The rides on each **Gooding** unit are washed weekly, giving them that spick and span appearance as though they had just come out of a factory. They invite patronage. **Gooding** employees exchange mutual assurance of continued good-will. Some of his employees have been with him for the past two decades.

In view of the high esteem in which he is held by Fair Officials, his books show the **Gooding Units** will play some 110 Fairs and Celebrations this season, among them being some of the outstanding State Fairs of the U. S. A.

Mr. Gooding gave up railroading several years ago and now operates all new trucks and trailers — because of good foresight, and the excessive railroad rates have never affected his organization. By eliminating the excessive railroad rates, expensive lighting equipment, over-staffed personnel, etc., and with no pay gates at anytime, he adheres to the policy of furnishing amusements to the masses and classes.

Floyd E. Gooding is conceded to be the largest individual riding device owner in America today. He can furnish more rides and shows at one time to a Fair or Celebration than has ever appeared on the mid-

way of a World's Fair.

We, who have watched him grow, lent ear to pleasant tributes paid to him by Fair officials, business firms and showmen, who refer to him as a — Gentleman, Showman and Hale Fellow Well Met. At no time during the years we have known **FLOYD E. GOODING**, has there ever been a breath of scandal attached to his name. Showmen of that distinction are duly entitled to all honors one might confer upon them, which they so rightfully deserve.

Some years back, he was elected by popular acclaim, President of The Showmen's League of America and President of the American Carnival Men's Ass'n.

Way back since the days of Gaskill & Mundy Carnival, many thousands of men have sought fame and fortune in the operation of a traveling Carnival Company. Many have succeeded, while others were passed on the road to success by Showmen, possessed of business acumen and showmen instinct. It is Showmen of the high calibre of **FLOYD E. GOODING** and other show operators who hold the light, so that others may see the right road to travel to a high rating in the outdoor show world.

The Life story of the Fabulous **FLOYD E. GOODING**, should prove an incentive to the younger generation of ambitious concession show and ride operators in the Carnie Field today.

Here is a showman who rates a Horatio Alger award on his achievements in outdoor show business. A Farm Boy who through perseverance won for himself a HIGH PLACE OF HONOR IN THE SHOW WORLD HALL OF FAME, **FLOYD E. GOODING!**

FAIR AND CELEBRATIONS PLAYED BY GOODING AMUSEMENT CO. THIS SEASON

Ohio State Fair; Kentucky State Fair; Memphis Fair; Saginaw, Michigan; Jackson, Michigan; Tupelo, Mississippi; Columbus, Georgia; Greenfield, Ohio; Columbus, In-

diana; Alliance, Ohio; Coreapolis, Pa; Browntown, Indiana; Greeseville, Ohio; Marion, Ohio; Midland, Mich; Wellington, O.; London, Ohio; Painesville, O.; Lima, O.; Tiffin, O.; Chillicothe, O.; Washington, C. H., Ohio; Loganport, Indiana; Mt. Vernon, O.; Rocky River, Ohio; Strongsville, Ohio; Greensburg, Indiana; Anderson, Indiana; Xenia, Ohio; Franklin, Ind.; Huntington, Ind.; Rushville, Ind.; Osgood, Ind.; Plain City, O; Shelbyville, Ky.; Urbana, O.; Shelbyville, Ind.; Monroe, Mich; Wapakoneta, O.; Wilmington, O.; Warren, O.; Alexandria, Ind.; Mooresville, Ind.; Columbia City, Ind.; LaRue, Ohio; Bedford, O.; Troy, Ohio; Connersville, Ind.; Corunna, Mich.; Springfield, O.; Celina, O.; Berea, O.; Zanesville, O.; Jefferson, O.; Napoleon, O.; Charlotte, Mich.; Delphos, Ohio; Canfield, O.; Burton, O.; Auburn, Indiana; Dayton, O.; Fremont, O.; Hartford, Mich.; Canton, O.; Van Wert, O.; Columbiana, O.; Hart, Mich.; Carthage, O. (Cincinnati); Bellville, O.; Sidney, O.; Cadiz, O.; Norwalk, O.; Norwood, O.; Adrian, Mich.; Hartford, Mich., Strawberry Fest.; Centerville, Mich.; Jackson, O.; Delaware, O.; Greenwood, Ind.; Hamilton, O.; Hillsdale, Mich.; Somerset, O.; Hillsboro, O.; Carrollton, O.; Kenton, O.; Jasper, Ind.; Loudonville, O.; Mitchell, Ind.; Georgetown, O.; Utica, O.; Laneaster, O.; Bradford, O.; Henderson, Ky.; Circleville, O.; vansville, Ind.; Tiffin, O. Festival; Lorain, Ohio, Festival; Ashtabula, O. Funfest; Bloomington, Ind. Celebration; Peru, Ind. Funfest; Elkhart, Ind. Festival; Mishawaka, Ind. Celebration; Lockbourne Air Base; Indiana, Pa. Celebration; Midland, Pa. Festival; Cleveland, O. Ride-festival and many other, in addition to still dates.

GOODING AMUSEMENT CO.

Office Staff in Columbus includes **F. E. Gooding, President and General Manager**; **Doris Zechman, Secretary** to Mr. Gooding; **Kathleen Holleran, Office Manager** and **Concession Manager**; **Virginia Crain, Payroll Clerk**; **Lou Crothers, Bookkeeper**; **Hal F.**

RECENT CIRCUS TRUCK LICENSE DECISION IN WISCONSIN

By **BILL NICHOL**

Milwaukee, Wis.—A demand that the **Mills Bros. Circus** buy permits to cover their 38 trucks, was made by a Wisconsin traffic officer early this month, based on a ruling recently made by the department. The ruling affects all circuses and carnivals using motor trucks in the State of Wisconsin. Licenses would cost \$25 per ton on tractors and trucks, and \$12.50 per ton for trailers. They can be taken out on a quarterly basis, at one-fourth the annual payment.

Confronted with the predicament, Jack Mills said he was uncertain whether the show would appear in the eight Wisconsin cities, because of the sudden requirements. The circus was in Portage at the time of the demand, and uses 38 trucks. Said Mills, "We operate with Missouri plates under reciprocity agreements with other states." A Motor Vehicle Department spokesman, however, said that the reciprocity agreement does not apply to intra-state operations. Then, into the picture came State Sen. Clifford Krueger (R.) Merrill, who commented: "That ruling would have a serious effect on circuses coming to Wisconsin."

To the rescue, came Motor Vehicle Commissioner **Ben L. Marcus**, when he rendered the decision that the licenses won't be necessary, at least for the balance of the season.

While the decision spells relief for the remaining period, it indicates the need for attention by both circuses and carnivals, if they wish to show in Wisconsin next year!

Eifort, General Agent and Advertising Agent; **James Wolfe, Staff Art Director**; **Charles Clymer, Chief Builder**; **George Bouie, Superintendent**; **Ted Smith, Ass't Supt.**; **Bert Perry, Ass't Paint Dept.**

SNAPSHOTS OF GOODING UNITS ON THE MIDWAY



CHARLES
O'BRIEN

•
Manager

GOODING'S EXPOSITION

--: Carousel --:
HOWARD MATHEWS
KENNETH KYSER
LESLIE JOHNSON
GEORGE MARASKY

--: Octopus --:
WALTER STUBBS
JACOB C. WALLACE
JAMES A. TAYLOR

--: Tickets --:
BARBARA JOHNSON
DONNA MAE JOHNSON

— RIDE STAFF —

CHARLES F. HILL
Electrician

CHARLIE WALKER
Utilities

--: Ferris Wheel --:
SAM MILOM
BLAINE ALLEN
GUY S. WALTERS

--: Tilt-A-Whirl --:
CHARLES JOHNSON
CHARLES WALLACE
CHESTER C. FOX
JAMES W. WEST
BERNARD L. STILES

--: Rock-O-Plane --:
ROSS ACKLEY
RAY CLYMER
JESS W. DeGARMO

Speedy and Bucky
SAYRES SANDBRINK

PRESENT

“THE WALL OF DEATH”

“Our Sincere Appreciation to Mr. Gooding for a
Very Profitable Season”

KING AMUSEMENT CO. :
82 Orchard St., Mt. Clements, Mich.
SHOOTING GALLERIES
PHILIP LEMP — Operator

“Sincere Best Wishes to F. E. Gooding”

Bert and Stella BRITT
FLY-O-PLANE and DARK RIDE

•
“Many Thanks to Mr. Gooding and Staff for All
These Wonderful Spots”

R. W. “Bud” and Pauline CLARK
HI STRIKER — HOOP-LA — CANE RACK
CORK GUN GALLERY — PITCH-TILL-U-WIN
AND PENNY PITCHES

“8th Wonderful Season Here”

ALBERT SEXTON
SHOW DINER

•
“Catering to the Best,
The Goodings”

MAX FELDMAN
CONCESSIONS

•
“Good Wishes to F. E. Gooding,
He's the Tops

HARRY C. WARD
KIDDIE RIDES

•
“Enjoying Another Fine Season
with the Gooding Shows”

AMERICAN SHOWS

BERT
MINER

Secretary

OTTERBACHER'S CONCESSIONS

MELVIN — CURTIS — GAYLORD — LOIS — GERALD — CAROL

BINGO'S

and

15 — CONCESSIONS — 15

Popcorn and Candy Apples Our Specialty

"Since 1937 it's been Wonderful to be With Floyd Gooding."

TRACEY'S

Midget Animal
Show

"4th Year and Still Doing
Big With GOODING."

HARRY SNYDER

Guess Your Age
and Weight

"Best Wishes to
F. E. GOODING."

LEE HUSTON

PRESENTS

"WORLD'S LARGEST SNAKES"

"4th Year and Well Pleased"

PAT MULLEN

— DOLL WHEEL —

"2nd Season with the Goodings, the
Best in the Biz"

ART CONVERSE

and his

"CIRCUS SIDE SHOW"

"Its Been a Real Pleasure to be Associated With the
Gooding Units"

CLIFF WILSON'S

Operating Company
BOX 1271 — TULSA, OKLA.

-- ARCADES --
And Distributor of Coin Machines

JEWELL HOPKINS
Manager

"Many Thanks to Mr. Gooding and Staff for
a Very Pleasant Season"

GERALD
FRANTZ

•
Manager

GOODING GR

CAROUSEL

EDWARD WALLACE
ARTHUR SULLIVAN
LEO SHRADER
EDWARD McKINNON

— RIDE STAFF —

ERNEST HOOK
Electrician
JOHN HASSEN
Mechanic

TILT-A-WHIRL

WALTER BLOCHER
MORRIS SICKLES
JOHN HISER
WILLARD CAUDILL

FERRIS WHEEL

FRED ANKROM
RAY SMITH
FRANK COFFMAN
HOMER ROSETTE

TICKETS

LOUISE HASSEN
GOLDIE BLEVINS
LESTER WHEELER

OCTOPUS

QUINTON SPRADLIN
ELSWORTH WALLS
LENORD LeMASTER

Ruth and Lawrence
ACKLEY

SHOW DINER

— • —
"4th Season Catering to the
Gooding Show Folk"

E. A. HOWARD
ARCADE

KENNY LUXTON
Manager

— • —
"Our thanks to Mr. Gooding for
ten years of pleasant and profit-
able relationship"

Earl and Lucy
INGALLS

KIDDIE RIDES

— • —
"14th and most prosperous sea-
son, thanks to Mr. Gooding"

THE RIVERO TROUPE

and their

"GLOBE OF DEATH"

FEATURING THE

SUICIDE MOTORCYCLISTS

FERNANDO — JULIO — MARCO
DELPHA and THERESA

JIMMY BREEN — Managing the Front

"Our Sincere Thanks Mr. Gooding, for Everything"

Frances and Floyd SMITH

ROLLER COASTER

ASSISTED BY

JOHN DOLGNER and VERNON MOODY

— • —
"17 wonderful years with F. E. Gooding and looking
forward to many, many more"

GREATER SHOWS

LEE
FRANTZ
●
Secretary

MYERS Concessions

BOX 123, DUPONT, OHIO

Popcorn — Candy Apples — Root Beer
Candy Floss — Frozen Custard
and Refreshment Stands

Managed By

Mr. and Mrs. MAURICE W. MYERS

“This Being Our 5th Season with a Gooding Unit, We Wish to
Thank Mr. Gooding and His Staff for Their Cooperation.”

ARNOLD RAYBUCK

PRESENTS HIS

“TWO-HEADED BULL ALIVE”

and

“LIFE SHOW”

— ● —
“Enjoying the Greatest Season Ever, Thanks to
F. E. Gooding and His Entire Staff”

EARL FISHER

15 — CONCESSIONS — 15

“5th Big Year with Gooding”

ALLEN DEGGELLER

ROLL-O-PLANE and HI-STRIKER

“Sincere Best Wishes to Mr. Gooding for a Most
Pleasant Season”

NORMAN SMITH

Builder and Operator of

FUN HOUSES

“Many Thanks MR. GOODING for Five Very Pleasant Seasons.”

Charlotte and John CHAPMAN

Still With It

1923 — and — 1951

For It

J. Robert and Julienne WARD

And Their

“DOC'S DUDE RANCH PONY RIDE”

“TOBACCO ROAD SHOW”

“BIG DOG and LITTLE HORSE”

“Still Enjoying the Big Ones with GOODING.”

CARL LAUTHER

Presents His

“BIG SIDE SHOW”

Better Than Most

FEATURING

JOSEPHINE CONROY — The 4-Legged Girl
ANNEX ATTRACTION

TEX CONROY — Inside Manager
29th Year With Carl

R. “BRANDY” BRANDENBURG & LEE HAYFORD
TALKERS

“Enjoying Our Biggest Season with F. E. Gooding”

F. W. MILLER

PRESENTS THE

“PARISSIENE FOLLIES”

“It's Good to be with a Gooding Unit”

GOODING AMUSEMENT COMPANY—UNIT NO. 1

JOHN F. ENRIGHT
MANAGER

JOSEPH GASKELL
SECRETARY

--: Carousel --:
JAMES KENTON
WILLIAM SNYDER
WILLIAM DECKER, Jr.
ELDON HILL

JOSEPH MEREDITH
Electrician

--: Ferris Wheel --:
OLIVER FLOWERS
CHARLES HARLOW

--: Tilt-A-Whirl --:
HENRY WEBB
PAUL NICHOLS
CHARLES LEACH
WILLIAM CADILL

--: Tickets --:

--: Auto Skooter --:
MARLIN BELLAR
STEWART SCALT

VERA ENRIGHT
KATHERINE MEREDITH
MERCY KEATON

--: Kiddie Rides --:
THOMAS BRESMAN
WILLIAM WILKES
JACK WEATHERMAN

Little Joe
MILLER
MERCHANDISE
WHEEL

Dominic
ALBANESE
COKE BOTTLES
AND
BALL GAME

Mr. and Mrs.
ALVA PYLE
PHOTO STUDIO

“Enjoying My 15th Season
with F. E. GOODING”

“6th Season with GOODING
and All Red Ones”

“Thanks MR. GOODING for
20 Prosperous Seasons”

C. and D.
HAYDEN FELTMAN
LONG RANGE GALLERY

Frances and Ralph BARR
CONCESSIONS

“Best Wishes to MR. GOODING on Our 14th
Season with a Gooding Unit”

“This is Our Lucky Eleventh Season with
GOODING—Looking Forward to More”

Port and Gertrude BRETZIUS
POPCORN — PEANUTS — CANDY APPLES
CARMEL CORN AND CANDY FLOSS

ROBERT KEENER
CONCESSIONS

“17th Season with the Greatest Showmen of
Them All”

“Enjoying Our 27th Season, Thanks to MR.
GOODING and Staff”

GOODING AMUSEMENT COMPANY—UNIT NO. 2

RAY RIFFLE
Manager

EVE RIFFLE
Secretary

--: Carousel --:
JERRY WATSON
JAMES WATSON
VERN RUGG

WAYNE ROBINSON
Electrician

--: Looper --:
CARL CHAPMAN
LEO WILLIAMS
NICK WADIKA

--: Scooter --:
JAMES CHRISTIAN
HENRY BEAMAN

--: Ferris Wheel --:
REX TROUTNER

--: Ticket Seller --:
PAUL JONES

--: Rock-o-Plane --:
WAYNE ROBINSON

"Unit No. 2 wishes to express their appreciation to Mr. F. E. Gooding and staff for a wonderful and prosperous season."

GOODING AMUSEMENT COMPANY—UNIT NO. 4

HOMER DENNISON -- Manager

--: Carousel --:
RANDALL WATSON
ROBERT STEWART

ROBERT LAWRENCE
Electrician

--: Ferris Wheel --:
THOMAS McCOMB
JOHN WALSH

--: Screwball --:
JOHN PHILIPS
CARL COONS

--: Whip --:
VIRGIL "SQUIRT" DERR
CHARLES YOUNG
RICHARD GLEASON
AL BRENT

--: Kiddie Ride --:
HUBERT OVERMAN

— TICKET SELLERS —

LOUISE SENEFF

RACHEL WALSH

CORA LAWRENCE

ELEANOR SENEFF

EMILY DARMON

"The entire staff of Unit No. 4 takes this opportunity to thank Mr. F. E. Gooding and staff for a very pleasant season."

GOODING AMUSEMENT COMPANY—UNIT NO. 3

W. C. "BILL" LEISURE
Manager

KAY LEISURE
Secretary

—:— RIDE STAFF —:—

CLARENCE DAVIS — Electrician

Carousel

Lawrence Boynton
Mr. & Mrs. P. Martin
Mr. & Mrs. J. Landis

Ferris Wheel

Mr. & Mrs. H. Rowe
Sidney Kirkpatrick
Cliff Hutchinson

Tilt-A-Whirl

Mr. & Mrs. W. Adams
Alfred Keith
Tom Keith
Mr. & Mrs. Zimmerman

Hurricane

Dennis, Harold
and Carroll Conrad

Octopus

FELIX WM. DITTY — **B. H. RANDALL**
HAROLD HUNT

CHARLES ANDERSON KIDDIE RIDES

— ● —
"In Appreciation for Many Years of Pleasant
and Successful Affiliation with F. E. Gooding"

**Fred and Betty THUMBERG
AND FAMILY**

Ride Owners and Operators

"Thanks to MR. GOODING for 6 Prosperous
Seasons"

Betty and Jack BREECE

Over 12 — Gold Fish Pitch
Hillbilly Basketball & Fish-a-Bottle

"Our Sincere Best Wishes to MR. GOODING
and Staff"

MRS. CLOE GOODING

Popcorn — Candy Apples
Candy Floss

"Thanks Floyd for a Swell Season."

Fred and Pam POPE

Fish Pond — Ring-a-Bottle
Milk Bottles — Coke Bottles

"Many Thanks to MR. GOODING
for 10 Marvelous Years."

**Gabe and Punky
STERLING**

Cat Rack — Dart Game
Coke Bottles

"Enjoying Our Most Successful Season
With GOODING Unit No. 3"

SAILOR KATZY presents
The World's Largest and Most Dangerous
Reptiles

Featuring

"LADY IRENE"

Milking Rattlesnakes for Venom

"THE STRANGEST SHOW ON EARTH"

H. S. WOODS

"ENGRAVING JEWELRY"

"For My First Season on the Road and Making
it a Successful One, I Hereby Extend My
Thanks to Mr. Gooding and Staff"

GOODING AMUSEMENT COMPANY—UNIT NO. 5

GEORGE PENCE
Manager

KATHERINE PENCE
Secretary

--: RIDE STAFF --:

HUGH BLAZER — Electrician

--: Carousel --:
CLARENCE SAUNDERS
FRANK KINNARD
CHARLES HUFF

--: Ferris Wheel --:
WILLART TISHNER
ROLLAND WALTER

--: Caterpillar --:
WILLIAM WEEKLEY
RICHARD COPLEY
WILLIAM J. DAVIDSON
MERLE PELFREE

--: Roll-O-Plane --:
ROBERT BURRIS

--: Bulgy --:
FRANK STEVENS

--: Midge-O-Racer --:
JOSEPH ZWIREK

— TICKET SELLERS —

HELENA TISHNER — MARY SAUNDERS
ALICE BLAZER — MRS. R. WALTER
RILLA WEEKLEY

OLD McDONALD'S
FARM

GEORGE PENCE
OWNER
BLACKY MOORE
OPERATOR

"Doing Terrific with
GOODING."

HUNTER
FISHER

CONCESSIONS



"Thanks F. E. for a
Wonderful Season."

HENRY
SHAPIRO

BALLOON DARTS



"To MR. GOODING, Thank
You for a Big Season."

GOODING'S
FUN-SHIP

Managed by
JAMES COLLIER

"Thanks, MR. GOODING,
It's a Pleasure to be
With You."

Leonard TRACEY

Presents His

"BIG SNAKES"



"Best Wishes to
MR. GOODING and Staff."

Maurice PIERCE

THE

OSSIFIED MAN

Assisted By

LOUIS SOD

"Enjoying a Big Season
With GOODING."

Bud and Betty MARTIN

FISH POND & CIGARETTE GALLERY



"5th Lucrative Season, Thanks to Mr. Gooding"

JOHN GALLAGAN

LARGEST . . . MOST DEPENDABLE . . . OPERATOR OF

CONCESSIONS

•
FIVE
UNITS
•



JOHN GALLIGAN

•
FOUR
BEAUTIFUL
BINGO'S
•

GEORGE and JEAN GORDON - Managing Concessions

-:- Agents -:-
JACK PECK
CLIFF ALBERTS
PETE ANDRISH
SHAN SHANNON
EDGAR HEADRICK
CLAUDE MELTON

BINGO'S
STEVE and ESTHER LAKO
Unit No. 1
SAM and JUDY MARTIN
Unit No. 2
F. A. "WHITEY" WOODS
Unit No. 3
JOHN GALLAGAN, Jr.
Unit No. 4

-:- Agents -:-
GEORGE MULKINS
CHARLES BUFKIN
RALPH SENN
Mr. & Mrs. CHAS. REED
HOWARD MELTON
BOB WOLF

FRANCES ANN GALLAGAN - Mascot

JOHN and ANN GALLAGAN take this means to convey their sincere best wishes and appreciation to F. E. GOODING for a splendid, cooperative and very profitable season, and we are looking forward to an even BIGGER AND BETTER YEAR IN 1952

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

GOODING PARK ATTRACTIONS

RANDY ANDRESS
MANAGER

ELLA ANDRESS
SECRETARY

NEAL CARLIN

34 CONCESSIONS
and
SHOOTING GALLERIES

CHARLES GROVE
Manager Unit No. 1

ASSISTED BY

**BILL BROWNFIELD and
PETE BEATTY**

"We take this
opportunity to thank
MR. F. E. GOODING
for a pleasant
season."

WAYNE SNODGRASS
Manager Unit No. 2

●
CRYSTAL ANN CARLIN
MASCOT

"Our sincere best wishes to MR. F. E. GOODING and STAFF for many pleasant and successful seasons. It sure is good to be with GOODING is our motto.

**EDWARD & RUTH
RUTKOWSKI**

●
Mechanical Village
and Farm

"Thanks Mr. GOODING.
It's Been Wonderful."

HENRY LUCAS

●
Snowballs
Cotton Candy
Popcorn

"Well Satisfied to be
Here With the Best."

FRANK HANASAKI

-- CONCESSIONS --

"Enjoying a wonderful season with the
Gooding Units"

IRVING DEGGELLER

-- KIDDIE RIDES --

"Many thanks, Mr. Gooding, for a very
Successful Season"

— RIDE STAFF —

GABE HALLEY — Electrician

CAROUSEL

HENRY SHUMAKER — **LESTER BOWMAN**
DONALD DAUGHERTY — **ALLEN DAGUE**
ORVILLE CHILDERS

FERRIS WHEEL

RUSSELL and MARY SWANK
ROBERT EDWARDS

TILT-A-WHIRL

MITCHELL MOORE — **RUSSELL MOORE**
HENRY FARLEY — **DALLAS BARNETT**

ROLL-O-PLANE

CARL MILLER — **WILLIAM PHILLIPS**
VAUGHN PHILLIPS — **DARRELL HAYNES**

OCTOPUS

CLYDE ALLEMAN — **TOMY REAVES**
ROBERT ROLLAND

GOODING PARK ATTRACTIONS

RANDY ANDRESS
MANAGER

ELLA ANDRESS
SECRETARY

NEAL CARLIN

34 CONCESSIONS
and
SHOOTING GALLERIES

CHARLES GROVE
Manager Unit No. 1

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PETE BEATTY**

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OCTOPUS

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RANDY ADDRESS
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RAY & EVA RIFFLE
Manager & Secretary

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Manager



KATHERINE PENCE
Secretary

UNIT NO. 5

FAIRS and EXPOSITIONS



Grandstand Design-Construction Operation

By GAYLORD R. LEWIS

DESIGNER-CONSULTANT, FAIR AND EXPOSITION BUILDINGS
Findlay, Ohio

A COMMAND REQUEST.

We find in our association with the Editor of the *Greater Show World* that when he wants something he usually gets it (Ed. note—sometimes.) We recently received a request from him for some information on—"What Are Fairs Doing in 1951 in New Building Construction for This Year's Fair?"

We told him we were very busy making date lines with Fairs on construction of Grandstands-4-H Club and Livestock Buildings but he just said OK "G. R." I will wait and hold a space because, Fair folks and entertainment folks are interested in what improvements our Fairs are making and very much concerned about their successful operation, as the amusement boys, the entertainment boys, the industrial boys, the farm boys and farm girls are all a part and department of our Great American Fair System and work for its success.

FAIR BUILDING CONSTRUCTION

In October 1950, a large number of our fairs were planning to carry on a New Building program during 1951, but Government order M-4 placed a great many restrictions on Materials and the types of buildings that we could construct. However, after the Government controlled Materials Division was more fully organized and staffed with the proper personnel, planning and construction of certain types of Fair buildings was permitted to go forward after the Fair Management had submitted detailed information and amounts of Materials for the building.

GRANDSTANDS-4-H-CLUB- LIVESTOCK

In any year under normal conditions there is always a need and many requests for all types of Fair Buildings and Ground layouts but in this year of 1951 we have been limited mostly to three building units, Grandstands, 4-H Club and Livestock barns in which the Government Departments have cooperated one hundred per cent.

In the 4-H Club buildings and Livestock barns the requests and requirements have all been for entire new units and in all cases permission has been granted and the Fair Management made happy by getting their buildings.

REQUIREMENTS FOR GRANDSTANDS

When it comes to building a new Grandstand at the present time there are only three conditions under which the Government can grant any Fair Board permission to build.

These three conditions are, **FIRST:** Any Grandstand which has been condemned by any Government Agency, such as the State Building Inspection Department, and the Fair Board has been officially notified by this Department that their Grandstand has been thoroughly inspected by an engineer licensed in the state in which the Grandstand is located. This notice must contain a detailed report on the condition of the Stand and give their reasons for condemning it. **SECOND:** Any Grandstand partly or completely destroyed by fire. **THIRD:** Any Grandstand destroyed by a storm-flood or act of God.

SECURING APPROVAL TO BUILD

Getting permission to rebuild a Grandstand is the same in all cases where any one of the three above mentioned conditions exist. For some unknown reason there seems to be an epidemic of Grandstand fires throughout the country this summer and several inquiries have come into my office in the last two months telling about their Grandstands having burned and asking how they can rebuild it and how quick it can be done. I will answer this question by giving the procedure we are going thru on two stands in the State of Pennsylvania at the present time. At **Wattsburg, Pa.**, the State Inspection Bureau condemned their Grandstand, two thousand five hundred seats of wood construction and ordered it torn down.

At **Stoneboro, Pa.**, a snow and ice storm caused the roof and deck to collapse on the three thousand five hundred seat wood Grandstand, in both cases the Fair Board was faced with the problem of getting a New Grandstand.

The Writer inspected both Grandstands in February 1951, designed a New Stand for each Fair using steel, cement and wood materials in such quantities as available and allowable. The proper N. P. A. Form-24 was compiled, listing all materials and giving a complete history of the fair, an appraisal of the Fair plant and the financial

operations of the Grandstand showing the financial loss to the Fair if operating without a stand. This application was presented to the Erie, Pa., district office May 1st, for processing, it was approved in Erie and sent on to Regional office in Philadelphia, Pa., then on to Controlled Materials Division in Washington, D. C., and approved June 2nd, for these Fairs to start construction at once. Both Fairs will be held the last week of August and end Labor Day.

FIVE GRANDSTAND REQUIREMENTS

FIRST: Plan size to fit available location, plan location to fit the pattern and plan of Race track and all other buildings.

SECOND: Draw plan to conform to all State and Local Building Codes of design and Safety.

THIRD: Plan the seating capacity of your stand to fit your Fair and future years of expansion and growth.

FOURTH: Location of entrances, ramps, aisles, exits and walk ways must be planned to fit in with under deck exhibit space, concessions, ticket booths, restaurants, toilets and rest rooms.

FIFTH: Roof and Foundation design must be fitted into the drainage program of the grounds and Grandstand site.

All of these Five requirements will have a direct effect on the cost, maintainance, service to patrons and the financial returns from your Grandstand. Your Grandstand problem can be made easy for your Fair to solve by securing the service of a Designer and Consultant who is experienced and has a broad understanding of Fair, Exposition and Race Track Management, with a technical skill in the planning and designing the Buildings and Grounds required.

THE SUCCESSFUL FAIR MANAGER HAS ALWAYS REMEMBERED THAT "IT TAKES TWO TO PLAY MARBLES AND YOU HAVE TO HAVE MARBLES."

CHARLES YULE RESIGNS AS MANAGER OF CALGARY

Calgary, Alta. — Resignation of J. Charles Yule as managing director of the Calgary Exhibition and Stampede, Ltd., effective September 30, has been accepted by the directors, it was announced by James B. Cross, president.

Yule, who has been in poor health for some time, tendered his resignation several months ago but the board deferred action on the matter until after the 1951 Stampede.

Three prominent Westerners have been named as possibilities for the position. They are George Edworthy, Western manager of the United Grain Growers, Ltd., Calgary, and chairman of the Stampede committee.

A former president of the Stampede and Exhibition, Yule was named general manager of 1940, following the retirement of E. L. Richardson, who held the post for nearly 35 years.

THE SHOW WHIRL

(Continued from page 7)

also a visit with Hap Hazard and the Four Wades. Am sure it is always nice to meet old show folks where ever you go Lillian. The program you sent me is very interesting and I can readily see why you are staying there. Bet you had a fine time when the CHERRY KOPS arrested you for not having eaten the cherry pie and the KANGAROO COURT fined you. Haha, glad you are having such a gay time.

IGNACE and MARY C. CERMAK made a recent trip to Bass Lake, Indiana and had a grand time. Hello Ignace and Mary.

Late note that Sophia Carlos is with Conklin at Belmont Park, Montreal, Que., Canada.

HELLO PEGGY FORSTALL. Caught the Big Top as a guest of your hubby Theo in the Red Wagon at Soldier's Field, the Lake Front and what a time we did have. Sure enjoyed visiting with your hubby Theo. Every minute was a pleasure and he sure looks grand. Ringling Bros. Barnum and Bailey Circus have a reputation of being the finest on the road and each and every act is tops. It is Colossal.

Joseph L. Streibich, Secretary of the Showmen's League of America and his lovely wife Edith are out at their Summer home in Delavan Lake, Delavan, Wis., this Summer and entertaining many show folks.

In closing my column, would like to pass on to you one of the loveliest Poems by Edgar A. Guest, I received from a dear friend and these are also my sentiments:

MY FRIEND

I'd like to be the sort of friend that you have been to me,

I'd like to be the help that you are always glad to be,

I'd like to mean as much to you each minute of the day,

As you have meant, Good Friend of Mine, to me along the way.

And this is just to wish, somehow, that I could but repay

A portion of the gladness that you've strewn along my way,

For could I have one wish today, this only would it be,

I'd like to be the sort of friend that you have been to me!

GOD WILLING, you will hear from me next month. Be sure to take the Greater Show World with you wherever you may go!

TO — MRS. WILBUR SHAFFER

At evening's close our memories are all we have to share,

Sweet memories of those dear hearts, it pains us so to spare;

At evening's close I pray that you find quiet and repose,

In that sweet memory — which comes at Evening's Close!

(Editor)

TAKE NO CHANCES WITH BACK PAY

By FRANCIS GEORGE



Never let a boss skip a payroll; suing for back wages is as heartbreaking as seeing an act trying to break into television with the same routine that took them to the top in 1915.

Mark Twain Smith who had a 12-horse liberty act with the 101 Ranch Wild West Show in the 1946 season is the best possible proof of how hard it is to get back pay. He was under contract: \$1,375 a week from March to October, he furnished the horses and a troupe of 13 persons, they worked the season and at the end the show owed him \$17,822.14. Smith went after his money right away and finally in 1951 got it. The judge figured he should have something for his time and added \$3,179.44 interest to the \$17,000. Smith could afford to wait five years for his money, although it hurt, but could you? It took so long because there were appeals, a second trial, and because courts are way behind on their business. A hard fought law suit is never completed in under three years now and may take ten.

The second booby trap in collecting back wages is the corporation. The show claimed that it was the California Circus Corporation and that it and not its president Jimmie Wood should be sued. This device didn't work here as Smith was smart enough back in 1946 to insist from the beginning upon dealing with Wood, who managed the 101 show in 1946, personally, he refused to have anything to do with any corporation but got Wood, to assure him that he was working for him and that Wood would personally see that he got paid. The auditor of the corporation signed the contract and Wood claimed that made the corporation and not him responsible. But the judge made him pay.

If you sign a contract with a corporation you can't automatically collect from the men behind the corporation if it doesn't pay. That is one of the purposes of a corporation; to make it harder to collect. The only way Smith got by the corporation hurdle was because he had Woods promise as well as his contract.

If you ever are faced with irregular pay see a lawyer right away, particularly if it is a traveling show; some states have laws that make it easy and fast to recover back pay and if you fix it to sue in one of those states you may be able to get your money without waiting five years. Smith can tell you that California is not one of those states!

FAIR MANAGERS NOTE
Send in your Fairs News Notes to
Fair Editor,
Greater Show World,
1472 Broadway, New York 18, N. Y.

CARAVANS, INC.

Tuesday, September 25th marks the opening of the Autumn season for Caravans, Inc. and all members are urgently requested to attend this first meeting to greet old acquaintances and welcome any new members. Another important date to bear in mind is October 2nd at which time members will select their nominating committee.

A special meeting was called in midsummer by President Claire Sopenar to take care of accumulated business. Correspondence was read from Myrtle Hutt and Agnes Barnes. Helen Wettour was appointed registrar for the round-up. Eva Leroy, who moved to California, was reported as having a fungus growth in her ear. Edna Stenson, a guest of her sister Midge Cohen in New York writes that Midge sent 25 underprivileged children to summer camp. After adjournment, members left in a group to pay final respect to Orval (Irish) Hoyt whose sudden demise was caused by a heart attack. His wife Hattie, has returned to the Royal Crown Shows with whom they were with, and wishes to express her gratitude to all members for their thoughtfulness and kindness during her bereavement. Sincere sympathy is extended to Ann Sleyster on the death of her father Albert Wilson after a long illness.

The popcorn and floss trailer owned and operated by Chester & Etta Barker is an asset to any show. It's kept spotless. The Barkers have been with Johnnie & Bernice Doolan's second units this season. Marianna Pope's son "Skipie" appeared on TV doing a tap routine. Wanda Derpa, treasurer, recently left for a Panama Cruise. Martha Marts sends greetings from Silver Spur Ranch at Gresham, Wis., where she excelled in most of the sports. Claire Sopenar, spent her vacation at the Garden of the Ozarks. Ernie and Lillian Lawrence who started off on a trip around Lake Michigan, got as far as Traverse City, Michigan where the Cherry Festival was in progress and decided to remain there for the festivities. During their stay, they renewed acquaintances with Carl Marx, Clown, of Hotel Serman fame, Hap Hazard, and also the Four Wades, acts booked on the vaudeville program!

3% GA. SALES TAX AFFECTS CARNIVALS

Atlanta—Albert Dozier, director of the sales tax unit, Revenue Department, State of Georgia, this week pointed out that all admissions, tickets and sales of any merchandise made by carnivals or similar shows are subject to the Georgia sales tax at the rate of 3% on all gross sales.

Dozier requested that any shows entering the State, whether they are resident or out-of-state, must register.

WHO'S WHO — IN THE FAIR WORLD
You'll see them all — in the November Convention Number of the Greater Show World!

HURRY and WORRY

TODAY'S HEALTH

By ALBERT P. SELTZER, M.D.

The tempo of existence in this country these days is feverish. We Americans rush from one piece of work to another, from one day to another, and too often from an active life into an early grave. We hurry and we worry. Hurry and worry go hand in hand; and they are a menace to health.

Hurry quickens the pace not only of the job at hand, but of the human organ systems. Pulse, respiration, blood pressure are all increased in the hurrying man. **The body is not made to be a racing machine.** Above the pace the body was created to accomplish easily, strain begins to show in the bodily parts. An automobile engine, pushed beyond normal capacity, wears out too soon; so does the human body. And whereas an engine can be replaced for a few hundred dollars, the human body cannot.

Worry affects the body like hurry. It increases vital functions. Worry is normal under stress, and is intended by nature to help a person conquer unusual or dangerous circumstances. When it is applied more or less constantly rather than at rare moments, it wears out the body. It disturbs the whole nervous system, producing unnecessary strain throughout the body.

The diseases caused by hurry and worry are many. They include some of the most serious physical ailments and some of the most common.

Coronary thrombosis is a typical hurry-worry disease. It is a form of heart disease in which a blood clot forms in the arteries that supply the muscles of the heart. The portion of heart muscle supplied by the vessel concerned is deprived of its blood supply and dies. Coronary thrombosis is common in middle age; it is extremely disabling and often fatal. It is a leading cause of death in many occupations. The exact cause of coronary disease is not known, but it has been established that hurry and worry increase the work of the heart and put strain on the vessels supplying the heart. A busy life, full of stress, greatly increases the tendency to coronary disease.

Hurry and worry also contribute to high blood pressure. As in coronary thrombosis, the causes of high blood pressure are not completely solved; but worriers and hurriers are chief victims. Worry and hurry both raise blood pressure temporarily, and when they continue over the years, the blood pressure tends to be permanently elevated.

Another heart symptom is angina pectoris, a sharp pain in the chest. When the heart is hurried beyond its capacity, the blood vessels supplying it are overloaded with blood and the strain causes them to go into spasm, temporarily depriving the heart of blood. This produces the painful attacks, so disabling and so threatening to life. Coronary thrombosis, angina pectoris, high blood pressure and hardening of the arter-

ies, plus such complications of these conditions as strokes (brain hemorrhage) uremia (accumulation of waste in the blood) and heart failure, together comprise the vast majority of circulatory disease. And circulatory disease now ranks as the leading cause of death in the United States.

Hurry and worry can strike other parts of the body besides the circulatory system—the digestive tract, for example. Various forms of dyspepsia and nervous indigestion are common. While not serious in themselves, these conditions can cause considerable disability. The average adult consumes a scanty breakfast and a skimpy lunch, both nutritionally inadequate and eaten on the run. **We eat too quickly in crowded, noisy places,** with the radio issuing its ominous reports at us the while. In addition, we bedevil our digestive tracts with vast quantities of coffee, alcohol and tobacco, all conducive to dyspepsia. Few people eat foods that encourage normal bowel function, and the call to stool is as rushed and haphazard as the other feverish activities of the hectic day. **That is why we are laughed at the world over for being a nation of constipated people,** and why we use so many tons of irritating laxatives each year.

The digestive disease most typically attributable to hurry and worry is peptic ulcer. It is a common and distressing by-product of a strenuous life. It is notorious as a disease of executives, artists and entertainers and is directly related to nervous strain. The stomach normally secretes a small amount of hydrochloric acid to aid the enzymes in digesting food. **The stomach is built to withstand the usual amounts of hydrochloric acid and enzymes,** but when the amounts of the chemicals are increased, they begin to eat into the stomach lining. This produces an ulceration in the wall of the stomach, or the adjoining part of the intestines known as the duodenum. We call it peptic ulcer. Strain or tension increases the chemicals in the stomach, so ulcer is a disease of stress. The sketchy eating habits of the rushing modern man increase the danger of ulcer, since the tendency toward it is greater when the stomach is empty often and too long. Alcohol markedly increases the secretion of stomach acid and enzymes; so does smoking; both drinking and smoking, of course, may be directly related to worry.

The most obvious result of a strenuous and nervous life in terms of disease is nervous and mental ailments. Man can take just so much tension before his nerves begin to jump under the strain. **Nervous disease is the most common of all.** Almost everybody has a mild neurosis at one time or another. It has been estimated that half of all visits to a general practitioner are caused by nervous trouble without any physical basis, and that in 75 per cent of

cases, "nerves" are at least part of the picture. More hospital beds are taken up by mental patients than by all other patients together. It is apparent from these figures that we are hurrying and worrying into nervousness; we rush ourselves straight to the mental hospital.

The hurry and worry diseases, taken together, kill more people than accidents, or cancer, or any other group of disease; they produce more man-hour loss than the common cold. Hurry is part of our modern way of life and worry goes with it hand in hand; the twins are a threat to health and to life itself.

The hurry-worry diseases strike most commonly at business men, executives, doctors, lawyers, clergymen, teachers, scientists, politicians, high-ranking military and naval officers, writers, artists and entertainers—in fact, many of those whose lives are full and profitable. To be successful usually means to be busy; busy people often hurry and worry; and they often break down in middle life at the very peak of their productivity.

Ambition and hard work are not to be discouraged; they are the best of living. Hard work, the ambition that fires it and the persistence that makes it productive are valuable things. It has been said that the chief reason why our country leads the world in so many respects is that the American people have learned how to work hard and well. Our productivity is the keystone of our strength. We have learned to work hard, but we have failed to learn a more important lesson: how to work without hurry—in short, how to relax. Until we learn this lesson, we will continue to be a nation of nervous people.

A steel wire, an iron bar or a copper cable can safely withstand a certain amount of tension; beyond that the metal strand will snap. The same is true of the human nervous system. **Each of us must learn the tensile strength of our endurance,** and see that we are not driven beyond it by ambition for power, prestige or wealth. It is wise to occupy working hours fully up to a point, but then one must call a halt. When a man feels hurried and tense, he has gone too far.

No matter how full a person's schedule, he must take time out for certain important things. He must eat in leisure, relaxing for a little while before and after meals. One or two nights a week should be set aside for recreation. Sufficient sleep is essential. Adequate vacation time and sensible outdoor exercise are not an indulgence but an investment. This applies to the busiest executive, to the man with the most irons in the fire; in fact, it is more important for this man.

Worry is an even more insidious enemy than hurry. Anxiety is an enemy to physical and emotional health. When disturbing problems arise, face them and analyze them. If a problem can be solved by direct action, it should be solved at once. If a trivial problem is not readily solved, it should be dismissed from the mind. **Some problems**

(Continued on Page 29)

SELLING IS AN ENORMOUS FORCE

By Lewis Belmore

WE ARE ALL SALESMEN, and selling is such an enormous force and so widely used that we must judge the comparative worth-whiteness of any item or line we are offering for sale. That goes for anything from a single act, or a single piece of merchandise, to a Circus or Production.

What people buy in merchandise or in entertainment? What do people need? What are the general attributes or the things they will not buy?

To transfer (goods) to another for an equivalent (the definition of the word "sell" according to Webster) is the next step after the manufacturing of the article, or the completion of the Show.

Once anything is manufactured it is placed on the market through different distributing centers, wholesalers, retailers, or in the hands of the concessionaire. Its usefulness to mankind depends entirely upon its circulation among them. That's where all of us come into the picture, from the performer, the seller of merchandise, the manager, producer and circus owner, and the concessionaire.

There are, and have been numerous interesting types in the selling game in the past, and at present. Let us consider some of these types, and the merchandise they sold.

Confidence men—commonly called 'con' men—were never anything more than glib, fast talking, super-salesmen. In the early days of Show Business con men could be found on the lots of many shows. Present day managers, however, do not look kindly on them, and will not countenance their questionable methods.

If the old 'con' men had elected to go into the legitimate channels of trade, and sell merchandise open and above board, they would have experienced little difficulty in getting into the higher income brackets.

During the Gay Nineties, and at the turn of the century, the 'con' men were also called "Bunco-Stealers," Gyp-Artists" (the latter mostly with certain types of shows), "Shimbo Artists" (also with shows), etc. The word "racket", or "racketeer", had not yet come into general use. To paraphrase the Immortal Bard of Avon, a con man by any other name would still be nothing more or less than a good salesman gone wrong.

I recall one such shimbo artist who was with a small show many years ago. He sold an Oriental Perfume Bean for 15c each. "All you do with this Oriental Perfume Bean," he assured his gullible listeners, "is to put it in a quart jar or bottle of water, let it stand for two weeks, and you will have a quart of perfume as good as any of the imported kind." In two weeks, it need hardly be said, Mr. Shimo-Artist was out of the territory or in a neighboring state.

The perfume bean was an ordinary lima bean colored with aniline blue or pink dye. As soon as it was placed in the water it

would begin to turn blue or pink, and, so, Mr. or Mrs. Gullible were certain the bean was working.

When you consider that those fast talking, breezy, personable chaps could and did sell the Brooklyn Bridge, Gold Bricks, and contraptions for making \$10.00 bills out of \$1.00 bills, you must admit they had plenty of selling ability.

The con men, of course, sold to the gullible, the unsuspecting, and the really honest fellow with a get-rich-quick complex. Even honest men, at times, are not adverse to making a fast dollar.

About 50 years ago a couple of these bunco-salesmen sold a contraption for making 10 dollar bills out of 1 dollar bills—to whom? To many merchants throughout the land. To merchants who should have known better but parted with anywhere from \$500.00 to \$5,000 for the portable mints. A simple demonstration, accompanied by a sure-fire sales talk, quickly convinced the merchants that they were buying a gold mine. After the con men, or crooked salesmen, departed with the merchant's bankroll, he soon discovered that he had been gyped, as he deserved to be.

The contraption consisted of an ordinary box with a handle on the side of it, and a few gadgets, not too cleverly concealed, but good enough to fool a lot of people. The con men would slip a one dollar bill into the box, turn the handle, and a nice, new, crisp ten dollar bill would drop out of the portable mint. A lot of you Showmen from the old school may remember other schemes that were perpetrated on the gullible but hardly one that was as daring as this one.

The Gold Bricks sold, for the most part to farmers. Josh and Hiram went hook, line and sinker for them. They were nothing more than ordinary building bricks painted gold. Farmers were advised to hide the gold bricks or bury them in a safe place in their cellars because of their great value. During the Klondyke rush in Alaska, millions of dollars worth of the bricks were sold with comparative ease.

But not all gullible people and easy marks were on the farms and at fly-by-night shows. City folks shelled out large sums to the fast money boys. Right in smart, little Old New York City, citizens gave up their life's savings for a legal looking document that turned the Brooklyn Bridge over to them for 99 years.

Our entire business and credit structure is based on confidence. Without that confidence we could not conduct our business or our Shows.

The manufacturer has confidence in the goods he sells. Show Owners have confidence in their Shows. Confidence makes the wheels of industry turn, and public confidence in Shows and Productions is what makes successes of them.

The Barnum & Bailey Shows, the Ringling Bros.-Barnum and Bailey Combined Shows, The Royal American Shows, World of Mirth, Jas. Strates., Gooding, Conklin's and others, too numerous to mention, sold their shows to the public, and in time they

gained the confidence of the public by never letting them down.

In addition to selling them Entertainment, they sold them their personalities, their Sincerity, Honesty, and Integrity. All this made them click, and in satisfying the public they were rewarded with packed houses.

The public relations counselor of the present day never over-sells a show as was the custom in the old days. Even barkers have learned that it pay to be accurate and truthful, rather than bombastic and untrustworthy.

To make that vital impression on the public—consumer or theatregoer—do not trifle with mere theories—draw upon your own concrete experience.

Don't exaggerate. Be accurate in your statements. If you make a promise to deliver the goods—merchandise or entertainment—deliver it as was promised.

TELL THE STORY OF YOUR GOODS OR YOUR SHOW BELIEVING THAT IT IS THE MOST INTERESTING THING IN THE WORLD!

HURRY AND WORRY

(Continued from page 28)

cannot be immediately solved or forgotten; these are the dangerous ones. In general, it is better to make a radical change in one's mode of life than to be constantly harassed by fear. In most cases, when a man's job causes him perpetual worry and irritation and he cannot adjust himself, it is better for him to change his job than to continue in the work for which he is not suited.

Hurry and worry can be avoided in a variety of little ways. Plan ahead and prepare yourself for future difficulties. When you have a train to catch, leave early and give yourself plenty of time. **If a difficult business conference is scheduled, get lots of sleep the night before.** When your earnings are good, save against a time when they may be low. Protect yourself against unforeseen disaster with savings and insurance. Begin to prepare for your retirement decades in advance, rather than be caught without security when age or poor health forces you to slow your pace. Be sure you will be financially independent in your declining years and, even more important, find some occupation to absorb your time in those days to come. Those who have planned for the future have no fear of the present and can live to enjoy a happy old age.

Maintain the calm, serene attitude of mind. Enjoy the present and prepare for the future. Don't hurry. Don't worry. Live instead. — (TODAY'S HEALTH).

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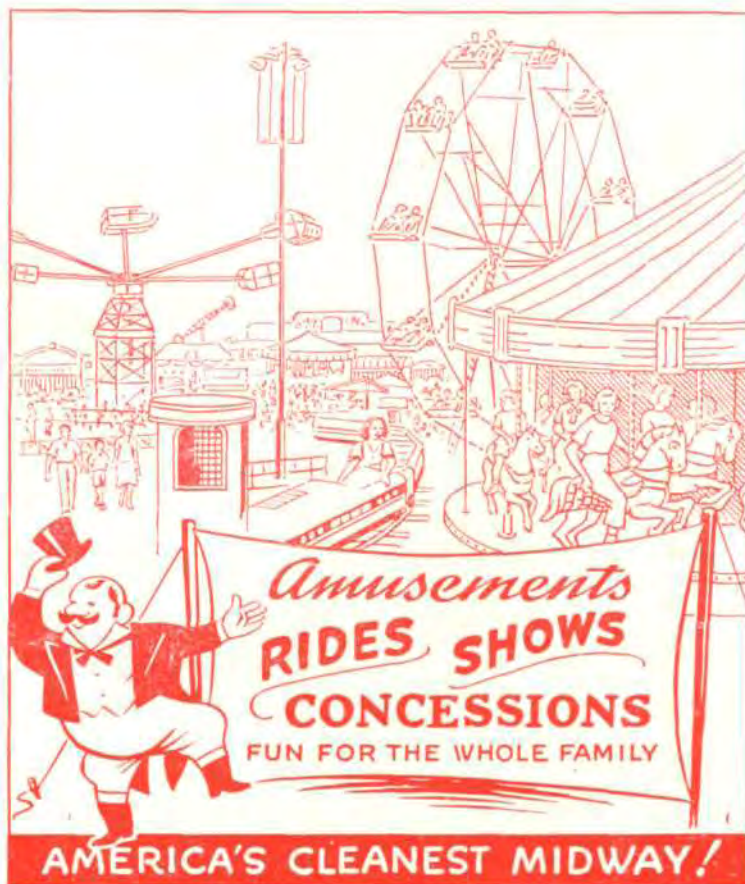
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