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# **C** 1973 **CAVALCADE** and Directory of Acts & Attractions



COMPILED BY  
THE STAFF OF

**AMUSEMENT  
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A BILLBOARD PUBLICATION  
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# 1973 CAVALCADE of Acts & Attractions

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**T**HIS DIRECTORY is the outgrowth of another successful and long established annual publication, the CAVALCADE & DIRECTORY OF FAIRS. The fair edition primarily contains extensive listings of North American fairs and exhibitions, and the results of an annual market study. It is recognized as the most useful reference book in the fair industry and is used primarily by commercial exhibitors, concessionaires and the purveyors of attractions and shows which are booked into fairs.

Because the fair edition is also distributed to fair managers and directors, many acts, shows and other attractions have advertised in it. There were relatively few pages of "attractions" type advertising in CAVALCADE a decade ago when fairs collectively spent about \$10 million for entertainment. But, as more and more fairs switched to big names—TV stars, recording artists and the like—the grandstand show became the indispensable crowd drawer. Concurrently, fair talent budgets skyrocketed . . . more than tripling between 1961 and 1972 to \$35 million. During the same time, the volume of "attractions" advertising in CAVALCADE increased proportionately and, in recent years, has dominated the fair directory.

The idea to publish separate Fair and Attractions directories was first proposed three years ago. It is sensible because neither the fair industry's needs nor purposes are identical with those of carnivals, acts or attractions. Their operating methods marketing problems and aims are distinct and deserve separate directories. As in the past, CAVALCADE & DIRECTORY OF FAIRS is being distributed to over 12,000 exhibitors, concessionaires, attractions management and senior marketing executives of advertising agencies, and manufacturers of agricultural and consumer products.

This directory, CAVALCADE OF ACTS & ATTRACTIONS, is being sent to over 15,000 talent buyers. The circulation is literally blanketing both professional and non-professional talent buyers and offers organized shows, acts and other attractions an entree to the total mass entertainment market: all 2,900-plus fairs and exhibitions in North America (talent budget: \$35 million); over 2,000 amusement parks, tourist attractions and parks (talent budget: \$13 million); over 1,500 colleges and universities (talent budget: \$50 million-plus); some 800 professional promoters, producers and booking agents (talent budget: \$100 million-plus); several thousand shopping centers; national, State and metropolitan fraternal and civic sponsors such as Shrine, Elks, Jaycees; several hundred Bicentennial committees, and the sponsors of parades, celebrations, and summer festivals such as the Chambers of Commerce in every city of 100,000 population or more.

We believe that experience will prove that both reader and advertiser in this new Cavalcade are getting an excellent buy.

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# How to Select a Booking Agency

## 1) How to book a show and not get rooked.

**S**ELECTING THE RIGHT booking agent may be more critical than picking the headliner or other acts who appear in your show, especially if you buy entertainment only occasionally or once a year.

The booking agent is the keystone to any show because the agent can favorably affect the cost and quality of your show. The conscientious agent is more than an order-taker or broker. He is a professional who can guide you on all

aspects such as the best acts for your audience, budget, production problems and equipment, staging and properly servicing the artist.

Professional concert promoters who are knowledgeable in production, scaling a house, current price scales of acts, the drawing power of particular acts, promotion and the art of making an act feel at home normally buy direct from the major agencies or the act's personal representative. This is fine for the pro-

fessional who makes his living promoting shows.

But the amateur or occasional talent buyer—whether he be acting for a fair, college, night club, fraternal group, amusement park or civic committee—would be best advised to find a good booking agent and stay with him. This is the policy followed by most experienced amusement park, fair and nightclub managers who have relatively huge budgets.

Cont'd. on page 8

## 2) The case for buying through a "major" talent agency.

**I**N RESPONSE TO THE QUERY, "What can a big talent agency do for a fair?" big agency personnel make their spontaneous remarks:

"Quality productions as opposed to schlock," suggests Creative Management Associates' Eldred O. Stacy.

"We know in November who'll be important the following August," states the William Morris Agency's Sid Epstein.

"If we hadn't stepped in with name talent, the fairs would not have developed to their present stature," replies International Famous Agency's Joe Hig-

gins.

**CONSENSUS. Big talent agency spokesmen see the name of the game in the fair talent market as a hunt for big name talent. Although admitting numerous exceptions, especially where the small agency takes on the role of producer for a fair's grandstand show, these same spokesmen see the big talent agency as providing the most direct communication with big name talent, at the lowest possible cost, for the fair market.**

Epstein said that the name game gets so intense that he even receives requests

for big name sports figures to play fair dates. But with baseball in full swing and all other sports in training, the availability of sports figures during the fair season is nil.

"Many stars are unavailable," said Stacy, adding that the "bigger the act, the less likely it is to be available for fair dates."

Making big talent accessible to the fair market is the big agency's key role according to Higgins, who introduces the concept of creative programming in

Con'td. on page 21

## 3) The case for buying through an "independent" agency.

**I**F BETTE KAYE HAD HER WAY there would be love and kisses everywhere in the talent business. Friendship, consideration, flowers and fruit in dressing rooms, ready transportation for acts, proper arrangements for housing and grounds admission—and on, and on.

The business isn't that way across the board, however, but that doesn't stop her from trying hard. The Kaye philosophy isn't unique to her alone. Many independent agents/producers do it. She calls it simply, "service."

A dialogue has emerged in recent years about the respective roles of the major agencies which control most big-name acts, and what for lack of a better terms, can be called the grass-roots

agents. Behind the discussion is this basic fact: Both sources sell to the buyer or sponsor, such as fairs with grandstands.

What can one entity do that another cannot? What are the price factors? Just what is "dependability"? Does the fair ever have any guarantees that things will go as planned?

"It's really, really a rough hassle," Bette Kaye says. "It's so rough that it makes competitors of people who basically like one another. All the independent really has to sell, when you come down to it, is service."

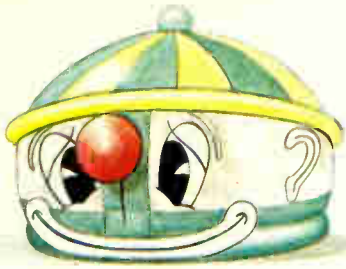
"Now, what service means to one person may be different to someone else. To me, it means I will almost literally

break my neck to protect my clients, and my reputation. . . ."

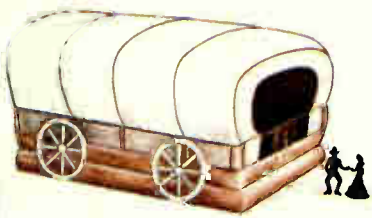
Based in Sacramento, Calif., Kaye Productions is neither the biggest nor the smallest of agencies, but it's certainly among the brashest. And service is an underlying theme of the message. Anybody can sell an act, the message goes; even if a company has every act under the sun under contract, it still has to deliver and keep all its clients happy. So in that atmosphere it has nothing left to sell except service.

"I'll tell you what that is. I finally got to Nashville and said hello to Danny Davis and he said, 'I've really been looking forward to getting to know you.'"

Con'td. on page 24



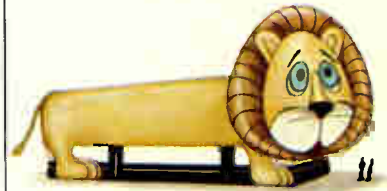
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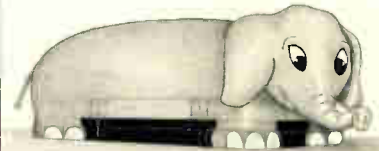
BAVARIAN MAN

# Tired of the plain bounce?

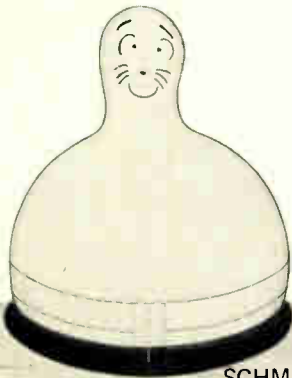
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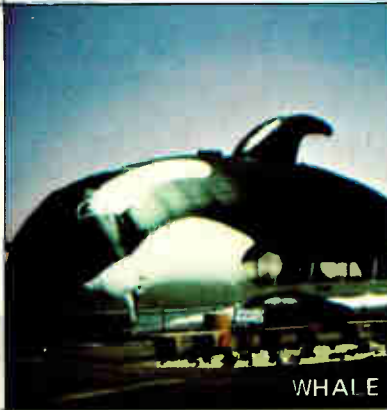
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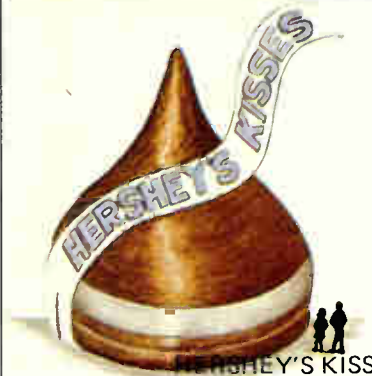
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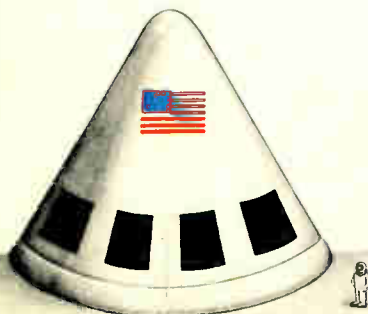
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# How to book a show and not get rooked . . .

Cont'd. from page 6

**LARGE OR SMALL AGENCY?** Look in your city's phone book or if you're in a very small town, contact your closest big city and find the listings under "Theatrical Agents/Agencies." Or, refer to the list of booking Agents in this directory.

Almost every sizeable city has at least one agency. If you are in a large metropolis, you'll have dozens to choose from. You may recognize a few of the agency names from newspapers, TV, etc.—William Morris, Associated Booking, International Famous, Creative Management and others. Now you have a choice.

These large agencies represent dozens—in some cases hundreds—of performers. They are really full-line agencies and can offer almost any type of act and service available.

In fact, some large agencies represent so many acts that sometime the agents are not even sure what a particular act does, what it might need in technical equipment or if it is self-contained (carries its own musicians). The large agencies have a weekly "Act Advice" listing each act they represent, giving the dates already booked and the name of the agent who has complete details on the act. Most agents in large agencies specialize in one or two fields, i.e., concerts vs. special events, night clubs vs. television, etc. Specializing in one area while representing so many clients is why some agents have to refer to the "Act Advice" to see if a particular artist is even handled by his company.

All the large, national agencies represent talent directly, usually exclusively, and can produce your show. Of course, you can buy from the agency and put a star together with a band or orchestra and make all of the dozens of arrangements yourself. But this is usually a headache and best left to the professional.

**A second choice is to buy a "package show" from a large agency whereby the agents puts together a show with as many or few acts as your budget allows, including band or full-scale orchestra, de-**

**pending on the needs of your star. The large agency will—or should—provide a "producer" for your show. In fact, if you have a sizeable budget, stipulate this in your contract with the agency.**

The producer is a liaison who will work with you and the acts, set up rehearsal times, make certain your technical facilities comply with what is needed and a thousand other details you are unlikely to think of. You will pay the agency a set fee for this "package" and it, in turn, will pay the various acts. You will, of course, be paying for the producer, but it will be to your advantage in the long run.

**THE SMALL AGENCY.** A third alternative and a particularly good one if you're careful which agency you choose is the smaller, independent theatrical agent—sometimes called a sub-agent or producer. He will buy your star and other acts from the larger agency and contract with your organization to provide the show at a set price, usually with a 10% to 20% markup.

**Here is where you must be careful. As in any business, there are a few fast talkers out to make a quick buck and they may charge up to 50% more than they pay for an act and not worry about return business. The additional 10-20% paid to a reputable agency is well worth the cost as you will usually get plenty of service from the small agent who depends on his good reputation and return business in order to make a living.**

After you have settled on an agent and decide on the lineup of acts, you will find yourself in a period of limbo—waiting while the agent goes to the star's personal manager to clear the date. The agent must make certain there are no conflicting appointments for the star on that day. Also, there may be a price hassle. The price quoted you may buy the usual price but for your particular date the star may have to travel a great distance, postpone something he wanted to do the day before, etc., and therefore will only accept your date if

the money offered is bettered or travel and accommodations are provided.

Once the star accepts your date, make sure that he will be able to arrive from wherever he is the preceding night in plenty of time for a rehearsal and for your show. In other words, don't book a star into Charlotte, N. C., the day after he is appearing in Honolulu. This should be the responsibility of the personal manager but again, there's the old money fever and they may think they can make your date even though it's the middle of winter and airports can be socked-in.

**A good rule of thumb is to know where the acts appearing in your show are appearing during the two days before your show and to have the agent check out alternate emergency transportation arrangements. Remember, an artist's legal obligation to make your date can be negated by "act of God" weather.**

Also, almost every star has a cancellation clause in the contract. These are exercised. So, protect yourself by negotiating your contract early in the event your first choice cancels out a couple of months before your affair so you will still have time to contract with an alternative. If your star demands a lot of money, you too, can be demanding by insisting on a 60-day rather than 30-day cancellation clause, thereby giving yourself two months of advance warning in case something happens.

Also, do not—under any circumstances—have publicity printed or invitations sent out naming performers on your show until the cancellation clause period is up . . . or you may spend all of your forthcoming profit on new publicity material or new invitations.

Finally, plan ahead. Plan six months to a year ahead of your event . . . especially if you're after a big name star whose schedule is set well in advance because of television and film commitments.

by JAN CYGAN HEENEY



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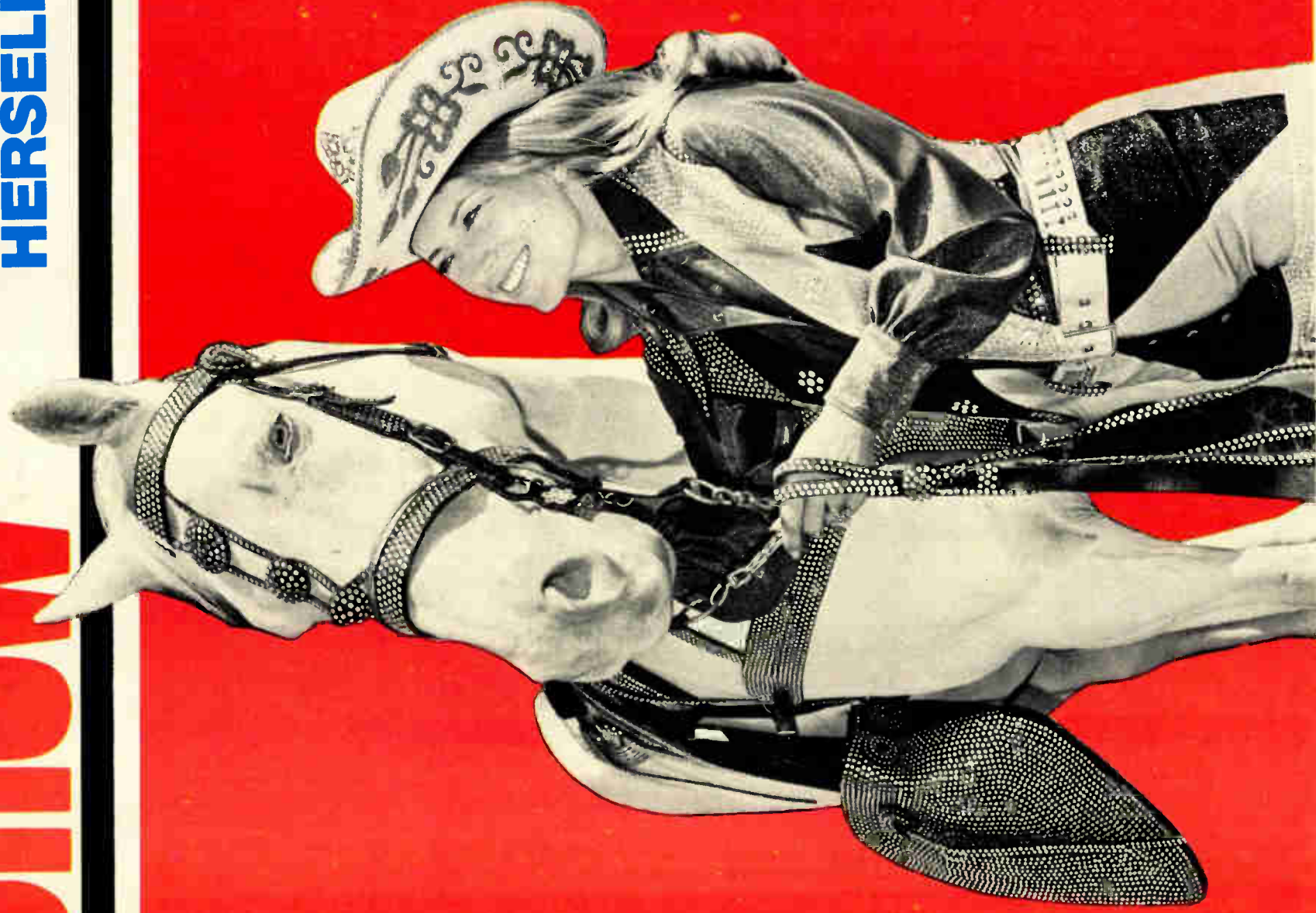
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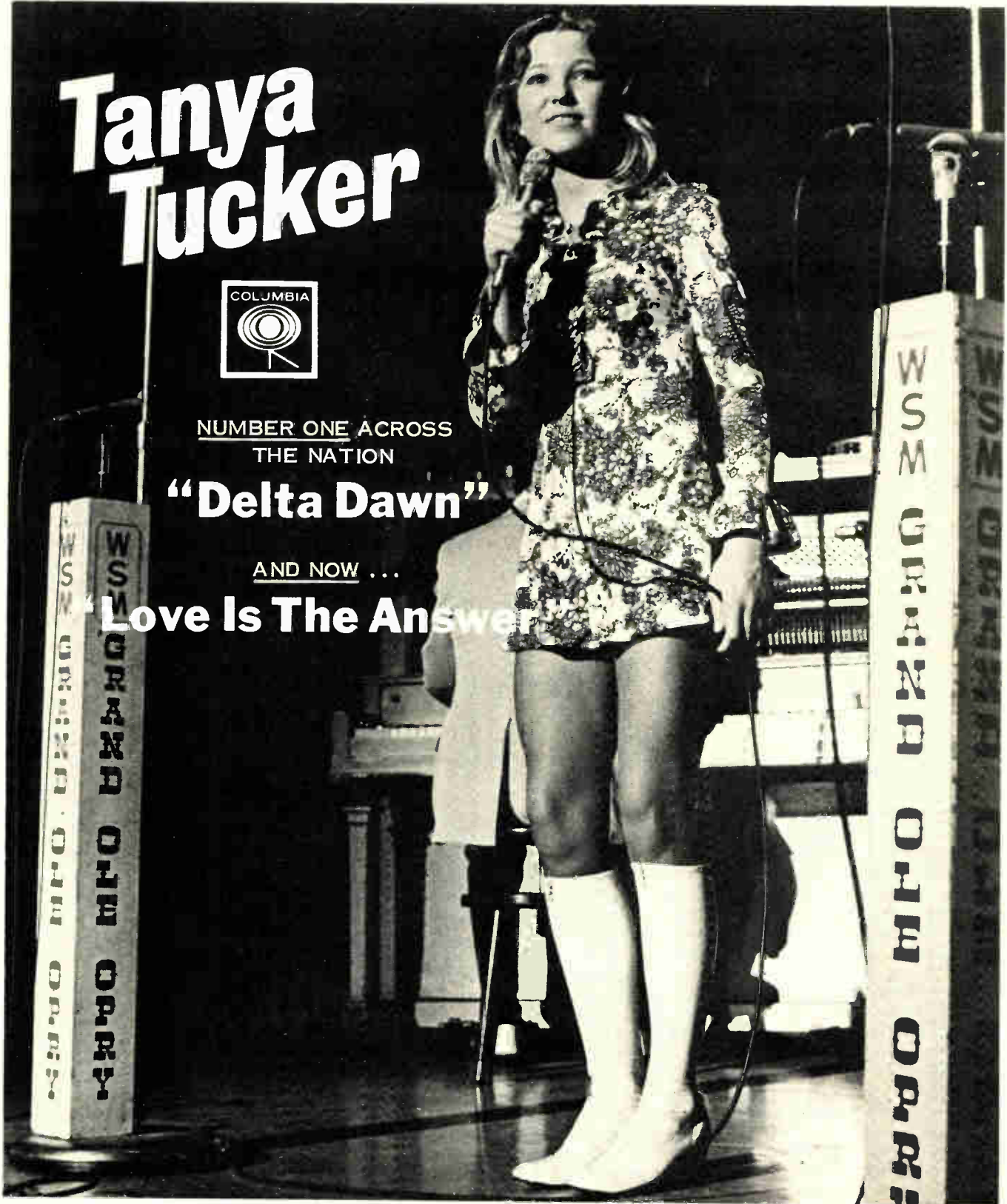


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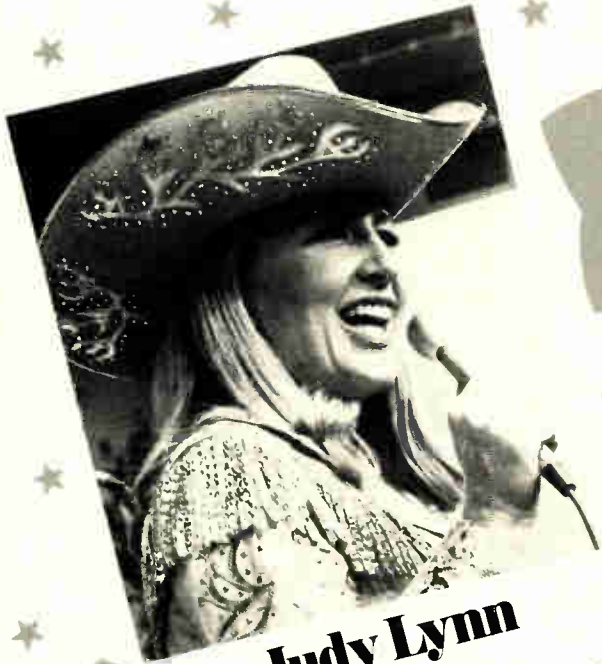
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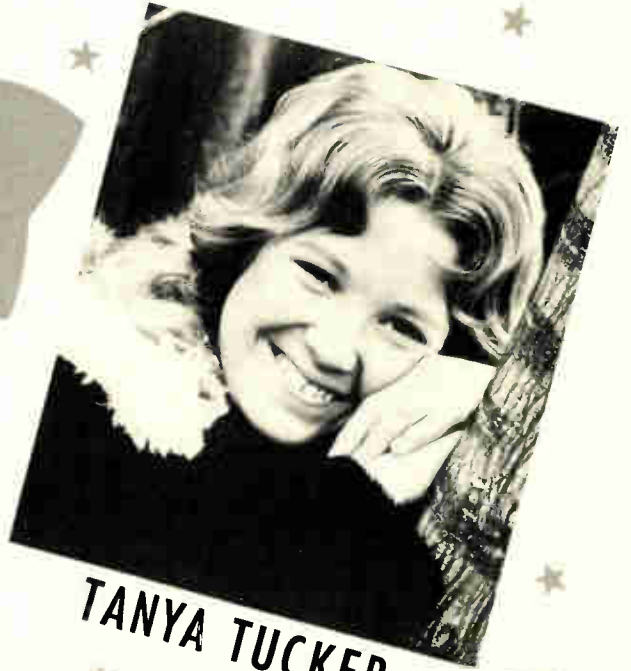
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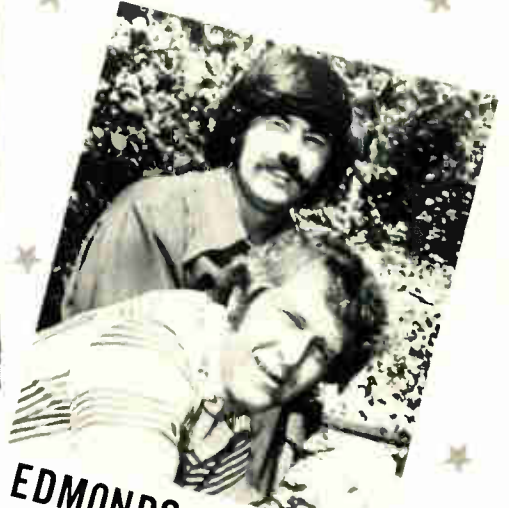
# PRESENTS



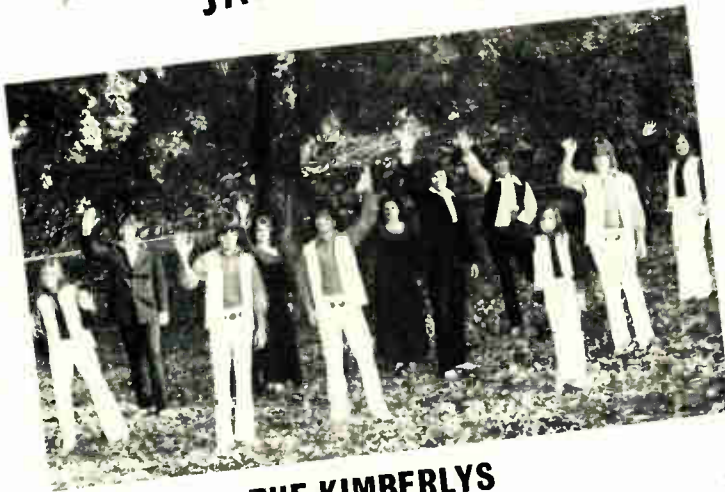
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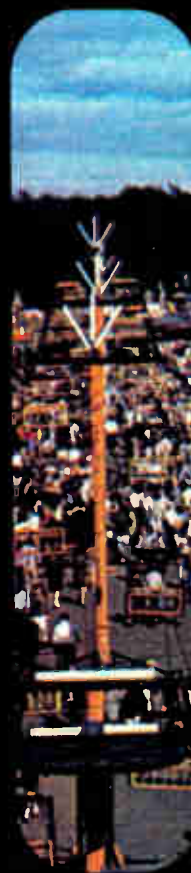
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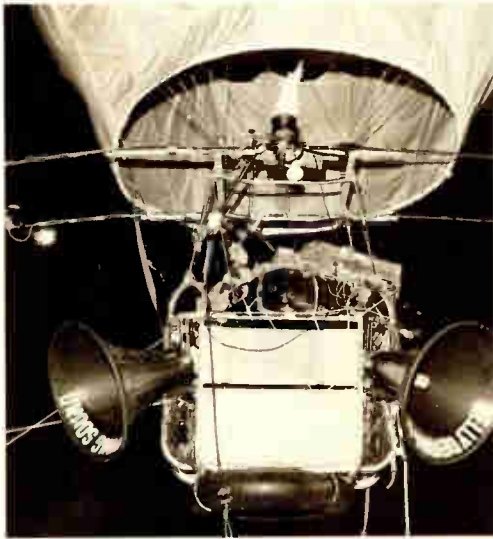
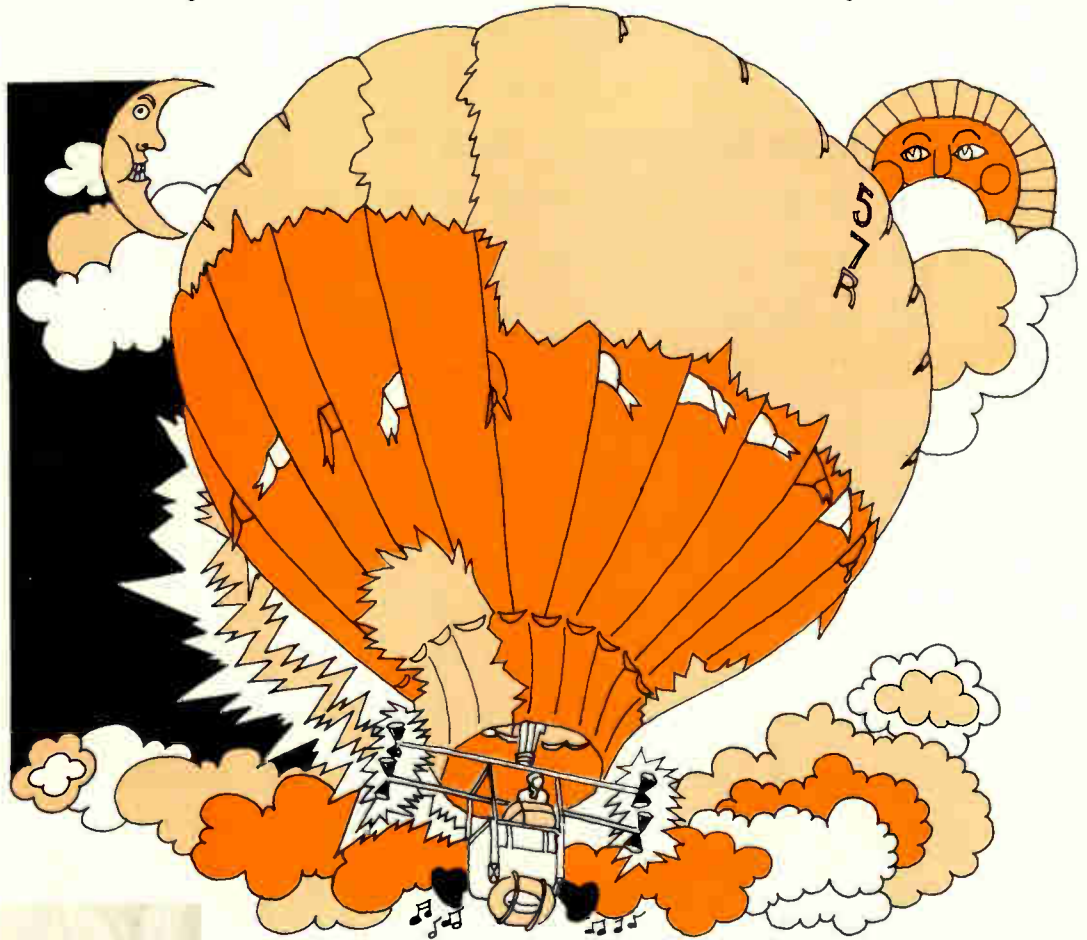
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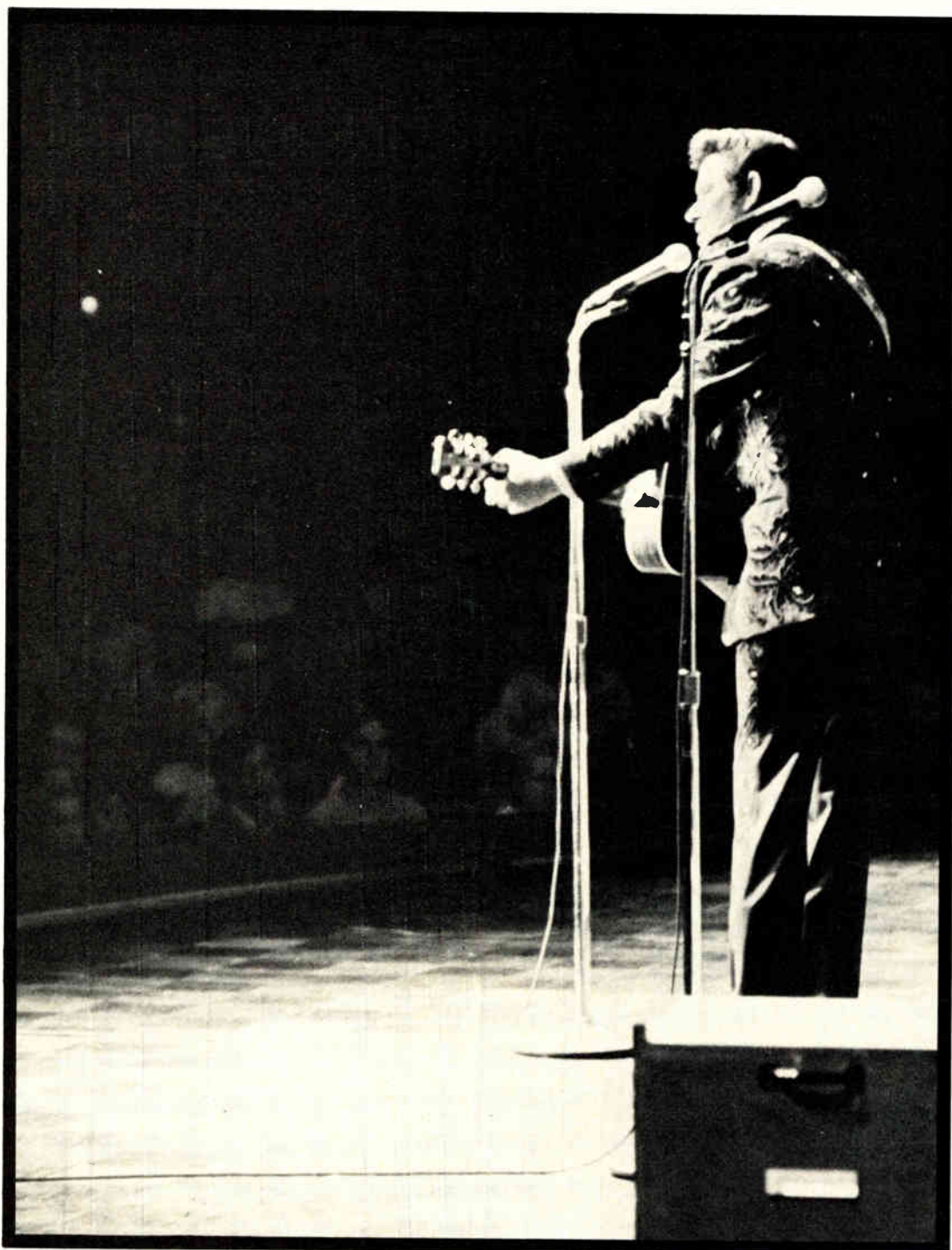
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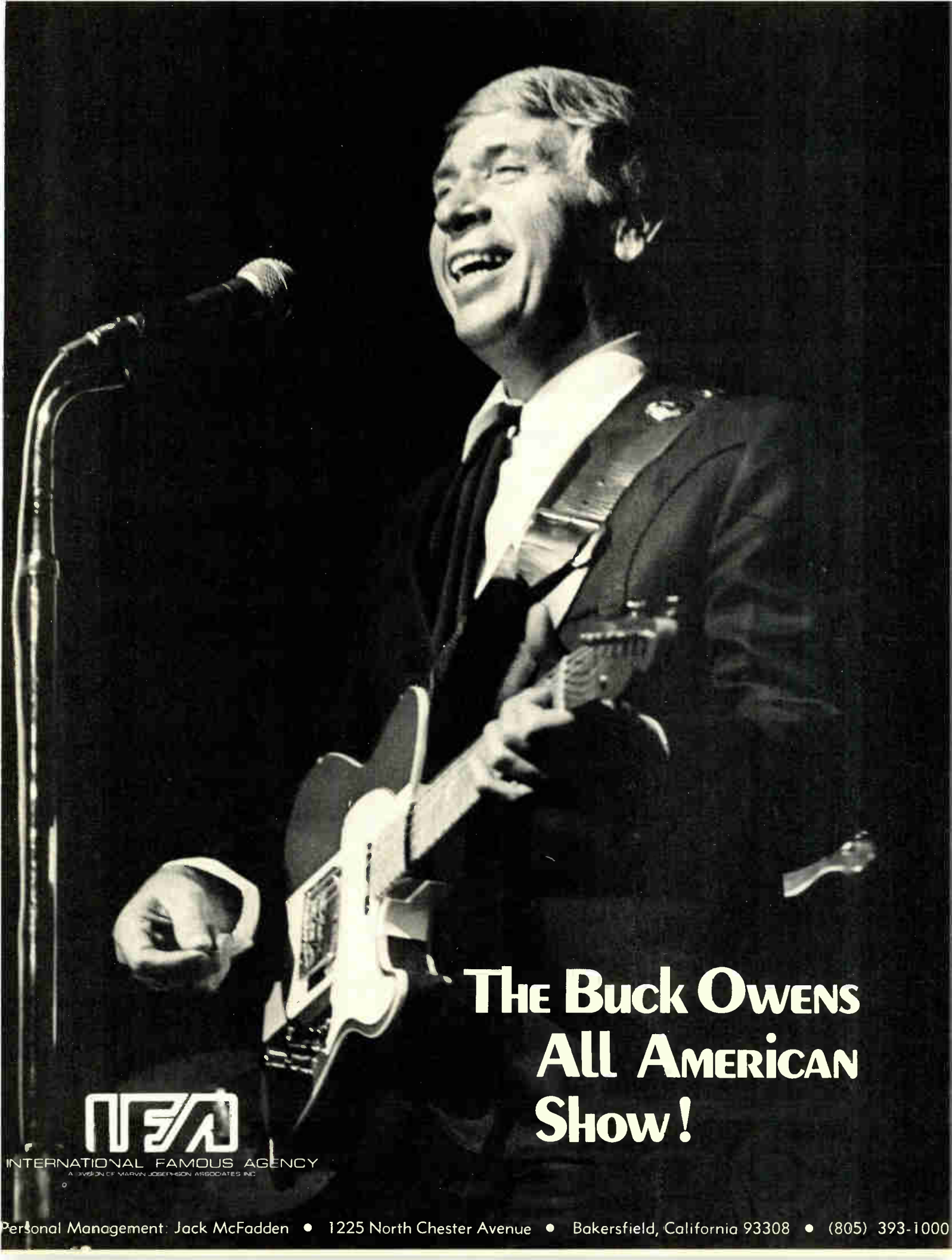
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## For **FREDDIE HART** and the Heartbeats 1973..

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1225 North Chester Avenue · Bakersfield, California 93308 ·  
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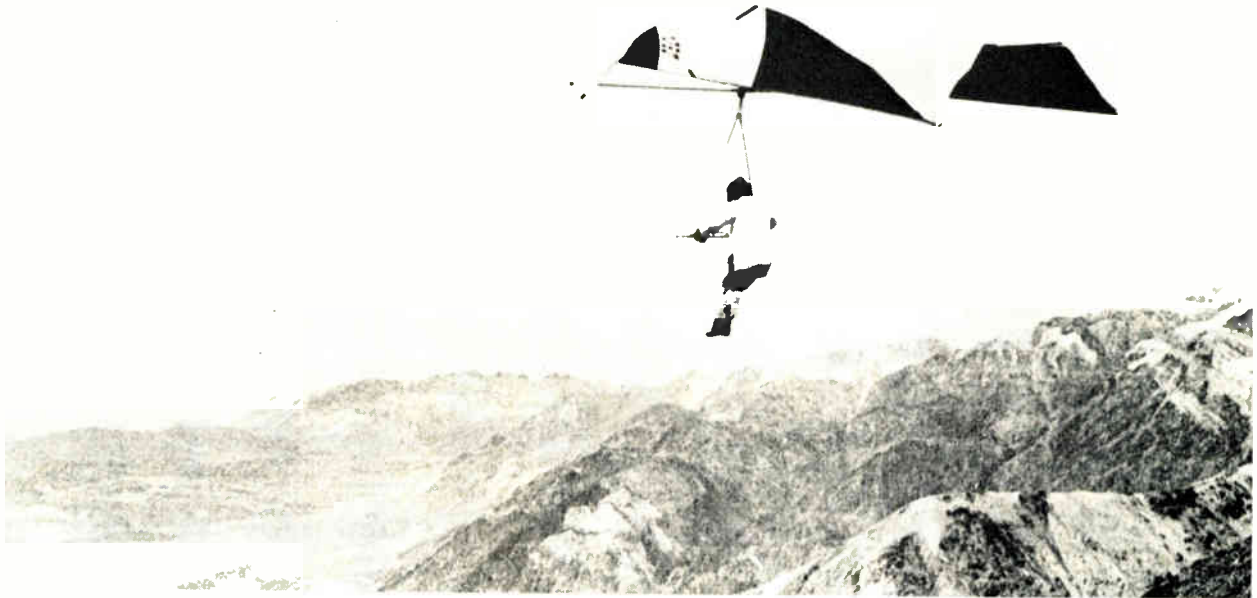
# **The Buck OWENS All AMERICAN Show!**



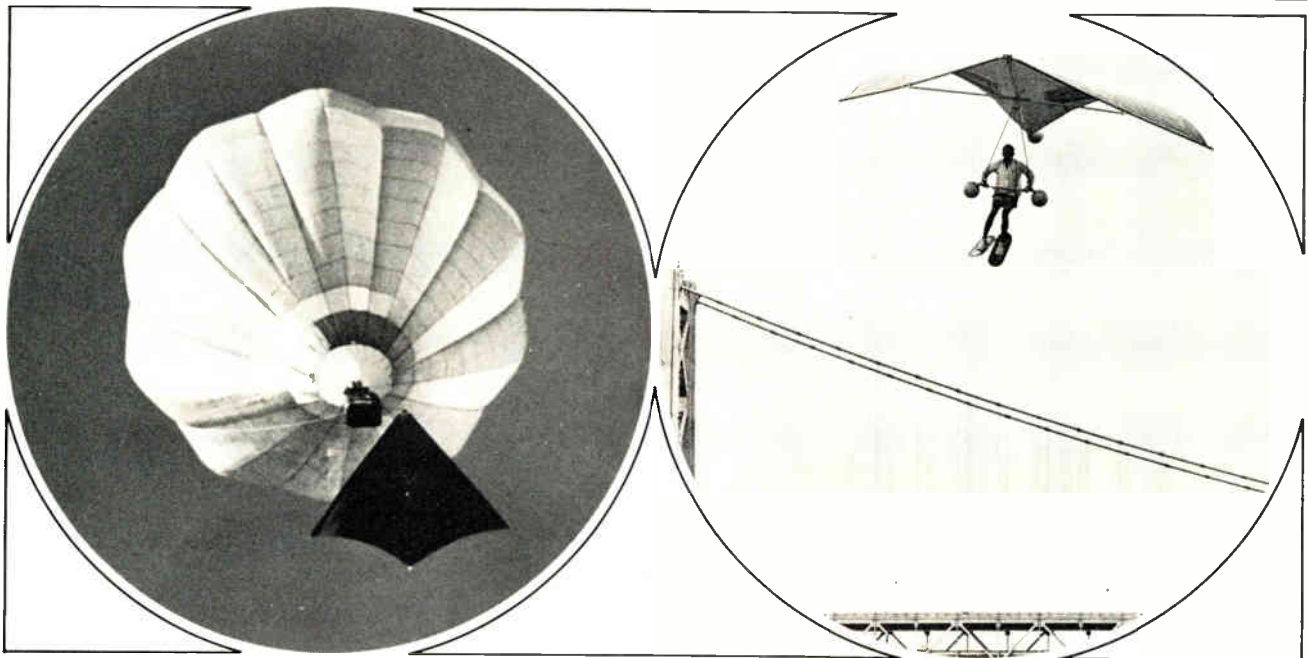
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HCPo21902-2/19/72—DEATH VALLEY, CALIF: Bill Bennett, the daredevil "Australian Birdman," takes off in his delta wing ski kite for what he claims is the world's highest and longest unassisted free flight from Dantes View in Death Valley. Bennett, 40, of Sydney, Australia, spent 11 minutes and 47 seconds aloft and travelled 6.2 miles to the valley floor, some 5,757 feet below. (UPI) clm/ho



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## ALL-TIME ATTENDANCE RECORD FOR ANY MONDAY AT THE ARIZONA STATE FAIR, 1972 AT FIRST FAIR APPEARANCE!

THE ARIZONA REPUBLIC 2 Tues., Nov. 7, 1972

### Jose Feliciano lights their musical fires

"Jose Feliciano seems hardly bigger than his guitar as he is led on stage.

He takes up his position on a tall stool and methodically proceeds to tear apart his guitar, the audience and the Memorial Coliseum.

Too bad he couldn't have seen the double standing ovation he got.

Feliciano is one of the most gifted guitarists of our time and his show displayed every facet of his virtuosity.

Despite repeated yelled requests, he maintained tight control over his material and sang what he wanted to.

Then he played an old banjo standby he'd transposed for guitar, "Foggy Mountain Breakdown," the theme of the film, "Bonnie and Clyde." The sound was nothing short of incredible. All the banjo frailing was there but the sound was immensely richer.

"'Light My Fire,'" yelled a girl in the audience.

"Well, after the show, OK?" he answered.

After just a couple chords, each number was greeted with warm applause. It was a partisan crowd and he gave them what they came for.

Feliciano entertained with funny impressions of other performers. He had Bobbie Dylan, Ed Sullivan, Sachmo Armstrong doing Dylan, the Godfather, the Godfather singing rock and roll.

He gave them "California Dreaming" and "My Sweet Lord" and the crowd would have stayed all night. When it was over he climbed down from his stool and bowed awkwardly toward the sound of the thunderous applause.

They, of course, called him back for one more.

But it was he who lit theirs."

- Jack Swanson

Management:  
FELICIANO ENTERPRISES  
415 N. Tustin - Orange, California 92667

Public Relations by:  
McFADDEN, STRAUSS & IRWIN INC.  
1017 N. La Cienega Blvd.  
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# The Hagers

# GUNSMOKE



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**INDIANA STATE FAIR**

**ARIZONA STATE FAIR**

**NEBRASKA STATE FAIR**

**HEE-HAW EACH WEEK,**

**COAST-TO-COAST**



**BARNABY  
RECORDS**

**BUCK TAYLOR**

**"Newly"**

**GLENN STRANGE**

**"Sam, the Bartender"**

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**"Festus"**

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**50 all-time box-office records.**

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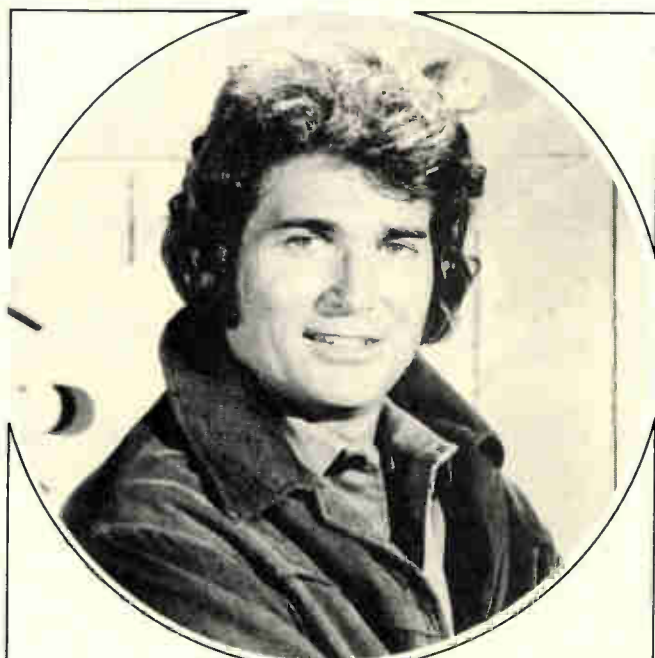
# Shari Lewis



**and friend  
HUSH PUPPY**  
America's number one  
family entertainment star.

**SHARI LEWIS**  
TV SHOW 1973  
Coast-to-Coast

# MICHAEL LANDON



**BONANZA'S "Little Joe"**  
All time box office records.

1973 engagements:  
**DIXIE NATIONAL RODEO**  
**MID-WINTER RODEO**



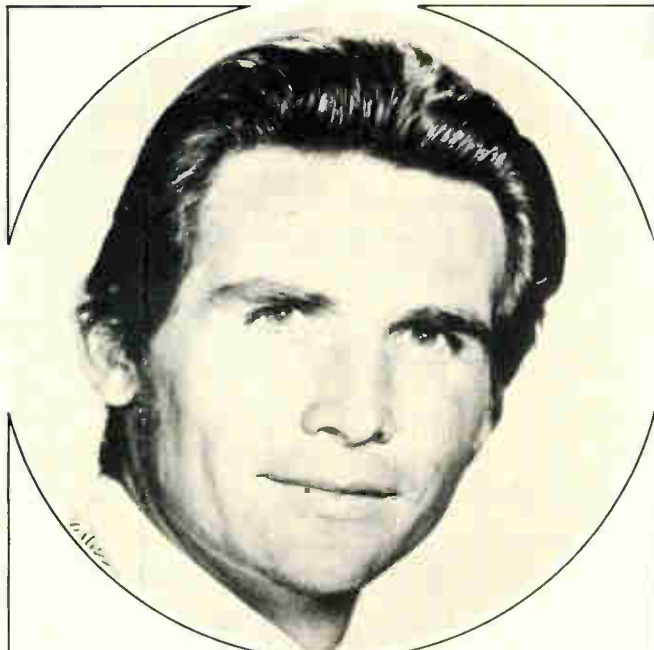
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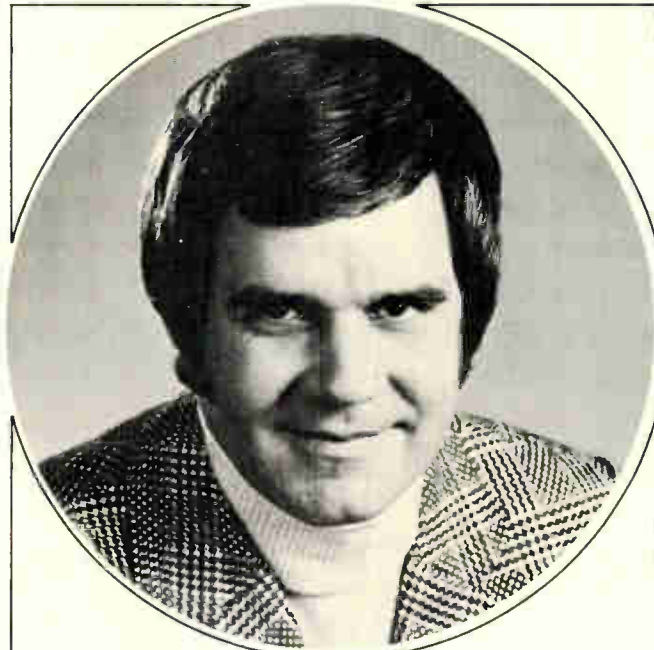


# JAMES BROLIN



**“Dr. Steve Kiley”  
Marcus Welby**  
A perennial number one  
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seen each week on ABC-TV  
coast-to-coast

# RICH LITTLE



**JULIE ANDREWS  
SHOW**  
each week ABC-TV  
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ROOM, DALLAS, TEXAS  
STARLIGHT THEATER, KANSAS  
CITY, MISSOURI  
J. F. K. CENTER, WASHINGTON D.C.  
STARDUST INN, WALDORF, MD.  
CHEYENNE FRONTIER DAYS RODEO,  
CHEYENNE, WYO.  
SAN ANTONIO LIVESTOCK  
EXPOSITION, TEXAS  
SAN ANGELO FAT STOCK SHOW,  
TEXAS  
TRI-STATE FAIR, AMARILLO, TEXAS  
GREATER BATON ROUGE FAIR,  
BATON ROUGE, LA.  
KNOTTS BERRY FARM, LOS  
ANGELES, CALIFORNIA  
DISNEYLAND, ANAHEIM, CALIF.  
SOUTH PLAINS FAIR, LUBBOCK,  
TEXAS  
PORTLAND AUTO SHOW, PORTLAND  
PORTLAND, OREGON

1972 WAS A BANNER YEAR ESTAB-  
LISHING MANY NEW ALL TIME AT-  
TENDANCE RECORDS

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**DOT**  
RECORDS

# Promotion is what makes the show go

BY W. BRUCE LEHRKE

**E**VERY MAN OR WOMAN who allocates a budget to promote a product or service could learn some good lessons from Sears Roebuck and Co. where planned advertising is a fact of sound business practice and much of the reason for Sears monumental success.

Sears has a battery of men who work at the key role of planning advertising; not only budgeting, but even more important . . . timing.

For example, there is a man in Sears main advertising department that could tell you right now that on October 11, 1973 the main Sears store in Waterloo, Iowa will spend \$11.49 advertising men's white cloth work gloves that will retail at 39¢ a pair. He will further tell you that between October 12 and 20 that store will sell 246 pairs of those gloves.

The Sears theory is simple. In Waterloo, Iowa in mid-October men's white work gloves will sell better than at any other time in the year and that is the time to spend the promotion money.

The same theory can work wonders with any entertainment event budget. If you are selling admission tickets, obviously, they are going to sell better during the week of the event than they will 30 days ahead of it. Therefore, the bulk of the advertising money must be spent during the final week of an entertainment promotion.

*What Size Budget?*—The amount of money used to promote an entertainment event must be tailored to fit the individual market and there are several basic items to consider: size of market area, number of potential customers (for some events only certain age groups or income groups will attend), number of performances and a realistic gross potential.

Obviously, a first year campaign will normally require a greater budget and some events will spend 20% of their gross potential sales for an advertising budget; then drop to 15% in subsequent years. It is our feeling that this is not too bad a rule of thumb for a multiple performance event, if someone has used his head and set a realistic number of performances for a market.

We do not go along with a theory used by some events where the greatest number of performances possible are scheduled. In other words, if there are enough seats in six performances to handle the traffic, we cannot find a sensible business reason to schedule 10 performances.

## ABOUT THE AUTHOR

*W. Bruce Lehrke, a former ranch and rodeo cowboy, is also a former newspaperman who worked in the advertising and promotion departments of daily papers. He underwrote and promoted his first rodeo at the age of 22 and has been one of the nation's leading fulltime rodeo management and promotion directors for the past dozen years. He has been on the policy making International Rodeo Association board of governors since it was established in 1964, has been advertising director for IRA's official publication, Rodeo News since 1963 and director of Loretta Lynn's Longhorn Rodeo operations, nationally, for the past six years. The company totally underwrites over 80% of the rodeos it produces and will be appearing in major indoor facilities in 20 markets in 1973.*

To us, a promotion budget is a bread and butter necessary expense and we try to set our budgets accordingly. The more merchandising and advertising support we can get from local businesses and national products with tie-ins, the better our advertising dollars are going to work.

If tie-in support is extra good with some other product, for example, giving us a tremendous amount of radio or TV time, we will pull back some of our advertising dollars in that media and, perhaps, will bolster our newspaper budget with the extra money.

**WHAT MEDIA?**—Through extensive surveys in specific markets we have determined the following rating of effectiveness for various media, for rodeo, and we would presume that the same ratio would pretty well work for most other entertainment events:

1. **DAILY NEWSPAPERS:** No matter who you are, when you decide to go out for an evening or afternoon you look to the entertainment page of the daily newspaper to find out what is going on.

2. **BILLBOARDS:** If billboards are strategically placed and the art is good almost everyone in the market will be exposed to them. Sometimes smaller boards will do as good a job as large ones.

3. **RADIO:** In separate surveys in two different markets a year ago we found that radio out-pulled TV when compared by actual dollars spent and the survey was conducted during campaigns in established markets where the TV budget ran about three to one ahead of radio money. In rationalizing the comparison we finally deducted that people who came to the rodeo because they heard the radio spots where people who were out on the move, listening to the radio in their cars, rather than sitting at home watching TV.

4. **TV:** In our opinion this media is often vastly over-rated as a sales tool for entertainment events, but it is a necessary media! We believe that unless you can afford to buy a 15 to 30 spot saturation package per day with 10 second spots, that the money can better be spent with 30 and 60 second spots placed in specific times. It often will take this amount of time to get attention and get the message across.

5. **POSTERS, BUS SIGNS and OTHER PAPERING:** Seldom will a customer say on a survey that he attended the rodeo because he saw a poster, but posters add color, flavor and just plain atmosphere to a campaign. They can do an excellent job at the local feed store, the barber shop or, in smaller towns, appearing in every shop window.

Bus signs are good in some markets and in a very large metropolitan area they can often replace billboards at a lot less money.

Papering the town and countryside is something circuses really used to use and a media that some of us ought to give more consideration. Problem here is that there are very few people left who will or are able to handle the job well and, local ordinances often outlaw it.

6. **DIRECT MAIL:** Direct mail is fine, if you have an established customer list, but a blanket mailing of all postal patrons in all but rural markets is something we feel is a waste of money.

7. **BILLING STUFFERS:** In some areas billing stuffers will do an excellent job in generating mail orders, particularly if you can offer some kind of a discount. They also carry extra punch if, for example, you are honoring BANKAMERICARD and your stuffing appears in the monthly BANKAMERICARD billing.

**Timing**—In all cases timing is as important to you as it is to Sears in selling cloth gloves. Spend your advertising dollars at the right time and QUADRUPLE their effectiveness. Examples:

1. **NEWSPAPERS:** The first advertising dollars you spend should appear in the daily newspapers five to eight

weeks ahead of the event ON A SUNDAY. Remember, on Sunday, the daily newspaper is the "local" newspaper in many, many communities where the local paper does not publish on Sunday.

We feel that weekly area papers deserve only a small portion of the total newspaper budget, generally beginning no earlier than three weeks ahead of the event.

2. **BILLBOARDS:** Once a billboard is up it does not change (unless you arrange for a snipe the week of the event that says "NOW") and repetition can wipe the billboard's message from the eyes of would-be customers. We never run a billboard campaign longer than 30 days and, whenever possible, we'll buy it for only two weeks. We do the same with bus signs.

3. **RADIO and TV:** Both are a "Do It Now" media. If they were not, you would find the local shoe store advertising, "Watch for our special shoe sale next month." Therefore, we attempt to saturate both media the week of the event, but will often pickup the preceding weekend, too. If you have done your homework and have been able to tie stations into your event with ticket promos, etc., you can arrange for their promotions to end the week preceding the event and retain continuity of the entire campaign.

4. **POSTERS and PAPERING:** Same theory as billboards and buses. Posters, in particular are never placed more than three weeks ahead of the event and usually go out two weeks ahead.

5. **DIRECT MAIL and BILLING STUFFERS:** Mail to regular customers should never go out less than 30 days preceding the event and billing stuffers (today, most billing is handled during a 30 day cycle) should never begin less than 45 days ahead of the event so the final stuffers arrive in the home no later than 15 days ahead. It is even better to begin earlier than 45 days ahead as many people do not

open their bills until a certain day of the month when they intend to pay them.

**Publicity Makes It Go**—No matter how carefully you have set your budget; no matter how carefully you have scheduled the timing of every ad, if you have not done the legwork in arranging for publicity (the free news and feature stories in newspapers and on radio and TV) the whole project is going to sink. Publicity gets the attention of persons who are not really shopping for an entertainment event.

Timing with publicity is also important and, naturally, anything that runs during the week of the event is going to do the most good.

Certainly, there should be some advance stories to start building interest, but, again, we feel that the real sales must be made nearly at performance time.

**Newspapers Most Important**—It is our opinion that if you are not **COVERED** in the daily newspaper you might just as well fold up shop and go home. Newspapers sell and they sell in nine out of 10 homes in every city. Printed stories are preserved. Everyone in the family can see and read them. Radio and TV interviews will sell, but they are here and gone. If a potential customer does not hear the interview, no one is going to be able to show it to him at a later time.

**In Summary**—Our idea of setting a promotion budget is not merely going through the motions of allocating amounts of advertising dollars for a particular market.

Budgeting includes putting the right amount of money in the right place **AT THE RIGHT TIME.**

It also includes a talent to sell other businesses on the idea of tying in their advertising dollars to **OUR** campaign.

And, then finally, it means coordinating a publicity campaign that will compliment our advertising dollars and merchandising tie-ins.

## DIRECT—FROM MUSIC CITY, U.S.A.



- ★ SUPER GRANDSTAND ACTS & ATTRACTIONS
- ★ TV & COUNTRY/WESTERN STARS
- ★ SENSATIONAL THRILL ACTS

# Olympic<sup>★</sup> INC.

THEATRICAL ENTERPRISES  
213 Third Ave., North  
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Phone: (615) 244-2833

WE CORDIALLY INVITE OUR MANY FRIENDS AND CUSTOMERS TO  
OPEN HOUSE ALL THE TIME DURING THE CONVENTION.

PLACE: STARDUST HOTEL

JACK NORMAN, JR.

EDDIE ZACCHINI

# Co-Promotion: The Art of Putting Your Radio Station to work for You

BY BERT BOGASH

**C**ONCERT PROMOTION has become a profession in its own right; and a complex one at that. Audiences are more aware and selective as there has become an abundance of talent on the road. Times have changed dramatically in the past decade when radio plugs were literally cheaper than a dime a dozen.

"Back in the old days," one old timer was overheard to say, "my band and I used to play on the radio for free. See, the station had its own in-house booking agency and between each tune during our live broadcast, we used to announce our upcoming dates. It was a good deal for the radio station because not only did they get an agent's fee, but they also got a percentage of our concert gate. But it was also a good deal for us since we could get the word out over the radio. The announcements plus a few posters would most times draw a nice crowd."

"As time went on," he added, "a lot of us musicians became disc jockeys as radio changed gradually from mostly live to recorded programming. But there was still a market for live shows in the local high school or meeting hall. So we promoted them. Most of our advertising was free as we plugged the concerts on our own shows."

Today, however, it's not so easy. With strict regulations placed on radio programming by the Federal Communications Commission (FCC), free on-the-air plugs for concerts have been virtually eliminated.

Radio, however, is still acknowledged to be a major part of a promoter's advertising budget. Aside from just plain announcing the concert particulars, a good radio spot will serve to convey excitement by the use of certain choice adjectives in the copy and more important, the tone of the announcer's voice.

According to veteran radio programmer and concert promoter, Joe Sullivan, president of Sound Seventy Productions, "a co-promotion with the top station in town to me is the most desirable arrangement for radio advertising."

**Co-promotion**—When approaching station management on a co-promotion, Sullivan asks for a 30-second spot every hour, 24 hours a day for about three weeks prior to the show. He will offer a flat fee for the service which will be substantially discounted from the normal rates. In return for this consideration, he will offer to include the station's name on tickets and all advertising and limit all radio spots exclusively to that station. Additionally, he will offer to present the stations' disc jockeys during the show and will give the station tickets to give away on the air.

"Many stations are leery of co-promotions," Sullivan says, "because of possible FCC interference but those who are aware of actual FCC logging regulations can still effectively utilize a co-promotion to their benefit. A co-promotion has the value of picking up fans for the station because most of the public identifies the concert with the station and believes the station is actually, itself, staging the event."

"When I was with WMAK," he noted, "we kept files of hundreds of letters received from people of all ages who identified us with all concerts in Nashville and asked for concert information, thanked us for bringing in a group or asked us to bring one in. And that's not counting the vast number of phone calls. We felt we kept a lot of listeners through our co-promotions."

**"When doing co-promotion," he added, "it's important to make the station feel like it is presenting the show. Make all personnel aware of all facts; send the girl who answers the station's phones a concert fact sheet so she can quickly and easily answer callers' questions regarding the date. With this kind of total involvement, the station will work that much harder to insure the date's success."**

Sullivan further outlined general procedures for placing radio advertising for concerts.

"The spots should be exciting and ideally pre-recorded and should include excerpts by the artist to indicate the excitement in store for the concert-goer. An important thing to remember is that all ticket locations should be listed at the tag end of the spot. If there are too many to list in the time allotted, list a few on one spot and the rest on another."

"Also important is the fact that the promoter needs to reach as many listeners as possible with his spots so (in the event there is no co-promotion or more than one station is being used) the spots should be scattered throughout different time periods in order to reach a maximum number of listeners during the two to four weeks running. Note that the times for the spots on both stations should be as close together as possible to avoid audience duplication."

"Most radio stations sell spots on an x number of spots per week basis with price breaks at six, 12, 18 and more. You will generally be able to mix 30 and 60 second spots along with those in various categories of programming time to qualify for the price reduction. In other words, a promoter does not have to buy six, 12 or 18 prime time spots to get the lower rate. Additionally," Sullivan added, "I don't like to place all my spots in prime time but use other time slots as well, thus insuring greater exposure."

**"As far as spreading the radio spot budget, I like to advertise for three weeks prior to the show and spread my budget evenly for each week," Sullivan said.**

**"One more caution," he added, "Do not start radio or any other advertising until the tickets are on sale—it avoids a great deal of trouble."**



# Jerry Reed

**YOUR STAR ATTRACTION FOR '73**

**WINNER OF THE 1971 COUNTRY MUSIC ASSOCIATION  
INSTRUMENTALIST OF THE YEAR AWARD**

**GRAMMY AWARD FOR THE HIT RECORDING  
"WHEN YOU'RE HOT, YOU'RE HOT"**

**1972 Appearances:**

Houston Livestock Show  
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**T**HE GENERAL PUBLIC has become a bit bored with the same old precision-type marching and is looking for a more entertaining show," says James R. Skinner, entertainment director of the world champion Dallas Cowboys Football Club.

While professional football teams are faced with larger and more demanding halftime audiences than the typical school band director, much can be gained from an evaluation of the work they do. Their efforts must not only be viable for television, but their season is much longer than that of a college or high school bandmaster. Yet their success is often enviable.

# How to Quarterback a Halftime Show

BY HAL COPELAND

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## ABOUT THE AUTHOR

*Hal Copeland has been working on halftime shows, parades and other live entertainment events since he played trumpet in the University of Texas Longhorn Band, more than 20 years ago. His Dallas-based public relations firm has coordinated publicity, tours and other special events for such clients as Eastman Kodak, Pepsi-Cola, The Miss Teenage America Pageant, and most recently, the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. He is the author and publisher of "Pageantry—40 Fabulous Halftime Theme Ideas" (\$3, The Hal Copeland Co., Dallas, Tex.)*

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Thus, the key to the production of a successful half-time performance must be the word "entertaining"—something that will keep the football fans riveted in their seats with eyes as intently on the field as when the gridiron stars are in action.

The assignment for a band director to place himself in competition with the coach and his team is difficult; yet one of the band director's primary roles, within the school and the community, is to do just that—produce entertaining, memorable halftime performances within the scope of his band members' abilities, his budget and the time he has allotted to develop ideas and themes.

Preparation is thus of immense importance. Like most jobs, a band director faces the routine, inevitable "you know it has to be done" facet of halftime show production; yet this point is where ingenuity is needed most. To avoid that "here we go again" feeling, the director must bring the feeling of enthusiasm and spontaneity to his members, who will mirror his feelings when they are on the field. If the director indicates that his show is routine and "not many are watching anyhow", his feelings cannot help but be transmitted in a like manner by the performers.

To bring a feeling of freshness to his job, the band director must look to his role with new understanding and insight, almost like a new freshman just entering school, who has the eagerness many of us lost long ago. The band is one of the primary means of instilling history, school pride and team spirit into new students, and the halftime show is probably the most important tool in accomplishing this transference of school unity.

Preparation for the band's most important season will take plenty of time and thought, but once the "back-up" factors have been considered and the flow of ideas begun, the job of planning ahead is only limited by the creativity of the band director.

Perhaps the initial steps should be taken with your annual calendar of events. Most educational institutions have annual events that are placed on the calendar many months in advance. Events such as Homecoming, Founder's Day, annual awards and anniversaries should be noted on your personal band calendar as possible themes for halftime shows.

The same should be done when the complete football and/or basketball game schedules for the year become available. Dates of home games—or when halftime shows will be needed—should be marked immediately, and their number noted to give a definite idea of how many times your creative juices will need to be brought to fore.

If time is available or your memory and record-keeping is above average, an invaluable list to have (and to maintain annually) would show the theme ideas of all halftime shows you have produced in the past. Such a record, at least for a four-year period, enables you to avoid repetitive shows, using the same worn-out themes and the same expected music and show tunes. A simple notation of a few basic facts is all that's needed and would take little time to maintain, once the initial notations have been accomplished.

With such preparation behind you and the coming year's halftime shows facing you, the two words to keep in mind are "entertainment" and "variety." The former is partially dependent on the latter, and you are the one who will make or break the halftime tradition on your home field.

For variety, don't plan a year of using only Broadway shows as musical material. While the tunes are easily identifiable by an audience, intersperse the inevitable with older songs, classics and popular ballads. Add change to the musical diet.

For entertainment's sake, vary the theme ideas to avoid clichés as much as possible. Have a surprise element

available, as often as possible, either in the marching pattern or in the finale, to end the show on an unexpected note. While Halloween and Thanksgiving roll around every year, it is not particularly unusual to continuously use the "Pilgrim Forefathers" theme. While the underlying idea might be **EXACTLY** the same, how the theme is emphasized and prepared for the public address system announcer will make all the difference.

If, as musicians, band directors would place themselves in the spectator's seat and think how they would feel in similar circumstances—like being fed a continuous diet of Rachmaninoff or Brahms—the probability of improved halftime fare would be great!

At the same time, showmanship of the performance should be considered. While precision marching is difficult and is a feat to admire, it does get old game after game, and audiences **ARE** very fickle. If some "pizzazz" is added along with the music and precision diagrams, your reputation cannot help but rise, along with the ratings for the band's halftime performances.

**Showmanship** is nothing more than a bit of added bravado, and it is not difficult, once the knack is acquired. It's just a matter of "hamming it up" occasionally, with a touch of humor added, and it's a proved fact that audiences love it!

Your best theme idea might begin with a song title, a prop (such as a trampoline), a forthcoming holiday or other milestone, or a formation (such as an umbrella).

Consider all the elements that might complement, rather than complicate your halftime show. The most complex formation expertly charted and perfectly executed, can go for naught, if the audience can't remember the basic idea of the show.

Five or six—or even 15 or 16—shows a year should not be difficult to engineer into entertaining 10-minute

performances. Often it's helpful to have a friend or associate sit down to brainstorm possibilities with you. After the halftime schedule is set, it is easy enough to adapt the themes and programs for other uses as well. Parades, school assemblies, band programs or special presentations and concerts often can work within the same given range as a halftime show, with additions and deletions as necessary. After all, the objectives are the same—**entertainment!**

Remember, as you set the programs for the year, that while you are doing a job that perhaps is routine to you, you are primarily **COMMUNICATING!** You are communicating your enthusiasm for music—to your musicians and the school as a whole, as well as to the football audience, which generally covers the entire spectrum of the community.

"Communications cannot stop with the classroom," says Daniel Grace, Jr., band director and public relations chairman of the Colorado Music Educators Association. "The community must be made to see the integral part that music plays in its own life, as well as its children."

Your artistic endeavors and creative persuasiveness as a band director and musical leader are displayed each week on the football field and, unfortunately, are often totally judged by what is shown there. By the planning and production of superior halftime shows, full of entertainment value and musical skills, your efforts will reach and communicate with an even larger audience than could be accomplished in the purest of musical settings.

In summary, five of the best rules for planning and producing halftime shows are these:

1. Consider "entertainment value" first;
2. Allocate plenty of time for preparation;
3. Create and maintain "enthusiasm" with variety;
4. Consider other applications for your halftime ideas;
5. Communicate with showmanship—but keep it simple.

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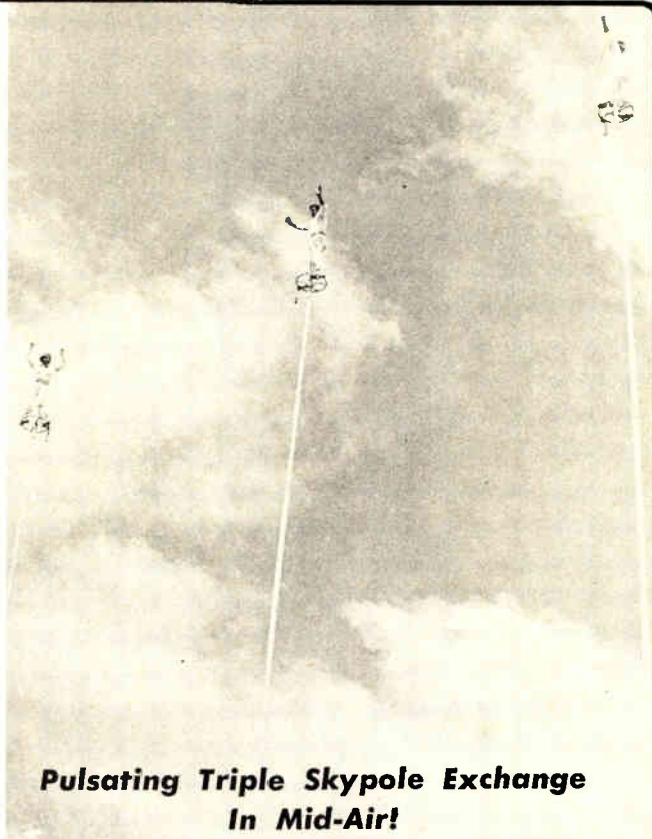
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# Buying through a major agency . . .

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lassoing a cluster of name talent to play fairs.

**FAIR'S ENHANCEMENT.** Stacy, whose firm services some 100 fairs annually, has an on-going interest in the fair market. The big agency has a continuing role to play since it is through the process of growth that fairs can command bigger and bigger talent buys.

"No fair can stay the same, without progress, it folds," he said, adding, "much work goes into a fair to improve it."

Higgins makes much the same point in noting the passing of the chorus line and sight acts as the staple of the grandstand show. But the process of change isn't always easy for a fair, especially when limited by a small number of grandstand seats.

"If you can't afford a \$10,000 act because of only 2,500 seats in the grandstand, then put two shows on in place of one and thereby double the seating capacity," Higgins said, adding that he pioneered the concept.

Epstein also agrees that no fair should rule itself out as too small in attempting to capture name talent for its grandstand show.

"Small fairs should try anyway, because the potential may be there," he said.

**ADVICE.** Stacy, who admits that his talent recommendations to fair managers are in the ratio of 10 to one, cites the limited availability of big stars as a major factor in determining the talent a fair buys.

In this instance, the role of the big agency is especially clear. As Stacy points out, the big agency is armed with the knowledge of an act's total commitments. An act's work profile is part of the big agency's stockpiled information.

Epstein similarly notes that a fair manager may not know an act as well as the agency does, but he maintains that the ratio of his recommendations to fairs is no more than 50-50.

"We don't try to dictate. The fair managers are totally knowledgeable," he said, qualifying as to the particular details of an act.

Higgins, whose agency services about 35 fairs annually, believes in packaging talent for the fair market, putting together bills to fill the entire needs for a grandstand show.

**BUDGETS.** Aside from availabilities, the budget is the next factor determining whether a big name talent will play a fair.

Stacy maintains that no one can get a big name talent to work for less than the big agency. He warns fair managers not to fall for the line that "I can get it for you cheaper!" "Not



STACY



HIGGINS



EPSTEIN

so," he retorts.

**Working with a big agency insures fiscal responsibility, he continues.**

**The big agency can work within almost any budget, so that analyzing the fair's talent budget is a practical detail that will lead to the right talent at the right price. Budget analysis is regarded as a necessary and welcome tool by the big agencies.**

The agencies regard the fairs as prime customers, whose fiscal integrity is unquestioned. Hence, the budgetary determination is the only hurdle to be overcome by the fair in its talent buying spree.

For Higgins, if a fair has a pre-set budget, all well and good. If not, then the budget will be predicated on the number of seats in the grandstands.

Epstein defines the role of the big agency as a watchdog over a fair's talent budget, making sure that the acts selected conform to the fair's budget.

A guarantee plus percentage is the usual talent fee, with the percentage determined by the size of the grandstand. According to Stacy, the smaller the grandstand, the bigger the percentage.

In the case of a free grandstand show, the guarantee goes up.

**Stacy, Higgins and Epstein conclude that a big agency has its finger on the pulse of big name talent availabilities. Next, because of the vast number of different talents it represents, it is in a position to work within almost any budget in lining up talent for a fair. Third, it is also in the position to evaluate talent preferences by locations and past performances.**

To a man like Stacy, knowledge of a fair's talent requirements is almost a computer science, personally obtained. Talent is never shipped out to an unknown destination:

"We don't let talent go on and

flounder."

As a result of being on the fair scene, always and everywhere, Stacy can match his talent inventories with fair needs with design and knowledge.

Whether from the act's standpoint or from the fair's standpoint, there is always the common interest, as Higgins puts it, of building bigger grosses.

**ROUTING.** But even in the best of all possible worlds, with budgets digested, availabilities determined, and talent selections made, nature has made it very clear that a person can't be in two different places at the same time.

Or, as Stacy, pinpoints the problem precisely:

"For the two weeks ending on Labor Day, there are 14 major fairs at the same time."

Resolution of the routing problem is a big talent agency's decision, as a matter of course covering all dates, as well in the dramatic instances where fairs are seeking the same talent for the same fair dates.

Higgins summarizes the advantages big talent agencies afford the fair managers as follows:

(A) Save money for fairs by buying direct from the big talent agency and at on-going prices.

(B) Offering the fair managers a fund of talent information from past performances, current and advance booking schedules, complete history of fair dates.

(C) Big agency makes available its entire list of talent, so that budgets can be worked out, sound substitutions made, and complete talent programs planned—what Stacy labels as one-stop shopping.

(D) An open talent buy with no hidden deals, no special or higher fees, no dues to be paid.

(E) Additional production expertise with agencies to one degree or another

Cont'd. on page 24

## Buying through an independent agency . . .

Con'td. from page 6

because we had him booked into the Ariz. State Fair and he'd received several letters from our office—reservations would be made if he needed them, at the Adams Hotel in Phoenix. . . . Will he need a truck. . . . Will he need cars. . . . and so on.

"We set up a special rate at the hotels for our acts. Weeks ahead of the fair I had made three trips into Phoenix to see that everything would be right. A super-agency has so many shows going, but we lay everything on the line every time. We are there.

### "I GIVE A DAMN"

"Listen, I've been through this traveling-act business since I was a kid. All my life. So I really give a damn!"

The agency has refused to handle many acts rather than risk a bad experience. And it books many others whose track records have been less than perfect, because Bette and Charley (Cappie) Kaye figure they can handle the situation.

**The performer who can't get into a building or onto the fairgrounds for lack of proper groundwork can develop an antagonism before he reaches the stage. It cannot help but affect his show, the explanation goes. "Hassling" an act before he gets onstage has got to affect the way he works, because performers are human beings.**

The Kaye office meets an act at the airport, provides cheese and crackers, or wine, or fruit in the act's room. For fe-

male stars it can be flowers as well.

"It's a small thing, maybe it costs me \$50, but it's just a small touch of welcome to my gig. Service."

### Do the performers notice this?

"Oh, I have so many notes. I had flowers for Leslie Uggams in Phoenix one year. She wrote a letter saying how charming it was. . . . Kay Starr is one of the finest ladies of the stage. I had a hairdresser available when we did the Western Fairs Assn. show and she wrote how thoughtful she thought that was. . . . The Pierce Family did a show for me once. I knew they were coming in right off the road and wouldn't have any chance to eat, so I had food brought backstage for the children.

"Their father couldn't get over it. But without that consideration the kids wouldn't have had a chance to eat until 11 o'clock that night.

"Here's something else. In some of these towns you don't have late-night restaurants so, like in Phoenix, I maintain an apartment hotel room—and there's always coffee and snacks at midnight. I've worked out a professional rate with the hotel."

### A lot of acts complain about motel prices.

"Well, would you say that \$10 for a single and \$13 for a double is out of sight today?"

### But this only applies to the headliners?

"It does like heck. A headliner is the top dog on the show but every one of

the people on that show is an entertainer and a human being."

### If Zippy the Chimp plays Phoenix is he going to have fruit in his room?

"You're damn right he is, if he's booked in through Bette Kaye. And I'll tell you something else about the independent producer. I sent one guy 40 per cent in advance because he had trucks to get ready. How many agents or producers will send an act \$1,000 to fix his trucks before he hits the road?"

### But what if the act doesn't show?

"If you get stiffed you made a mistake, and we learn through our mistakes. The first time it's their fault, the second time it's my fault, the third time I should have my head examined.

"But treat people like human beings. Maybe part of this is because I spent 25 years on the road on an act. I always used to say, God, if I'm ever an agent or if I'm ever a manager, I'm gonna remember every one of those things. . . . I came to many towns, didn't know where to go, got socked for the highest room price in town, had lousy meals.

"We even write, 'You are working Tulare, we recommend the Latex Restaurant and such and such.' My secretary does this. When people say 'We're too big, she's a small agency, she has lots of time to do those things,' all they're doing is emphasizing my point.

"We'll do between \$500,000-\$750,000 gross business this year, and if it was

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## Buying through a major agency . . .

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modestly donning the role of producer. **EXCEPTIONS.** Higgins doesn't rule out working with small agents or agencies in supplying talent to the fair market.

"It's not a black and white case, there are exceptions to the rule," he said.

When an agent becomes a producer, then Higgins is willing to work with the smaller agent.

Among the examples he cites are Ward Bean, who produces the grandstand shows for the New York State Fair and the York Fair, and Jack Lindahl.

**Stacy also recognizes that it is okay to work with a handpicked few small agents with whom he can engage in talent buys because they are either on retainer from a fair or are able to block book thereby cutting into the price of an act, in which cases the small agent's talent buys can be on a par with the big agency's price structure.**

Epstein will also deal with the small agent or agency if they represent the fair.

**SPIRAL STAIRCASE.** The bigger the previous year's grandstand show grosses, the more likely the talent budget for the year following will be increased. The

bigger the talent budget, the greater the ability of a fair to command performances by show business' biggest names. So most fairs reach the stars through a spiral staircase built on bigger and bigger grosses leading to greater and greater talent budgets.

**ON THE MARKET.** Stacy's biggest stars for the fair summer of '73 line up Engelbert Humperdinck, Tom Jones, Johnny Cash, The Fifth Dimension, The Osmonds, Bob Hope, and the debut of All In The Family's Carroll O'Connor.

Johnny Mann's Stand Up and Cheer will be making its fair bow in the summer of '73.

CMA's talent list for the 1973 fair market also includes The Carpenters, Liza Minelli, Eddy Arnold, Roberta Flack, Paul Anka, Burt Bacharach, Al Hirt, George Gobel, Norm Crosby, George Kirby, Boots Randolph, Lynn Anderson, Jerry Vale, the King Family, and Frankie Laine, among over 110 acts.

At IFA, Higgins lists Glen Campbell, Roy Clark, Buck Owens, Brenda Lee, Ferlin Husky, the Sound of the Glen Miller Band with Tex Beneke, the Modernaires, and Ray Eberle as among

the top-drawers for the summer of '73.

IFA is also bowing three separate shows with Sergio Mendes & Brazil '77, Jose Feliciano, and Henry Mancini.

**Another fair debut is being set with Buffalo Bob Smith's Howdy Doody Show. Higgins predicts a twist on the usual kid attraction, where the children drag along their parents to see a show. He predicts that the parents will be bringing the kids to view this attraction.**

In addition, Higgins is developing revue-type shows with hosts Ed McMahon and David Frost commandeering separate vehicles. As part of his creative programming concept, Higgins intends to populate the revues with name talent, such as impersonators Frank Gorshin and Rich Little, and a strong male or female singer.

Citing last year's fair performers, Epstein's William Morris list included David Cassidy, James Gang, Bobby Goldsboro, Anne Murray, Sonny & Cher, Wayne Newton, Carol Channing, Bill Cosby, David Frye, Dionne Warwick, Bobby Vinton, Jerry Reed, Bobby Darin, Burl Ives, Jerry Van Dyke, and the Goose Creek Symphony. **by David Isaacson**

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# Buying through an independent agency . . .

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three times that, it wouldn't change a thing about how I feel about the business.

Where did it all begin?

Bette Kaye was a kid in vaudeville, traveled as an aerialist with the Flying Waltons, and eventually married Charles Kaye. An Air Force pilot, he took his show business wife with him as he was reassigned, and her outspokenness drew a "put up or shut up" comment back in 1948 at a club in Weisbaden, Germany.

"Oh my God, that looks terrible," she said, and Colonel Ireland, A.F. Chief of Special Services, heard her from the next table. He supposed she could do better? "My God, yes," said Bette. Okay, be in his office the next morning.

"I don't have to. I'm a civilian. . . ." (She recalls, "Cappie nearly broke my ankle under the table when I said that.")

The meeting took place and two months later Bette Kaye productions opened in Weisbaden, in a territory riddled with non-bonded suitcase promoters. There were acts short-changed and stranded—a mess, she says. She was the first licensed American agent in Europe, licensed by the U.S. High Commissioner. Before long she was booking all Allied acts in Germany, and her counterpart Giselle Gunther booked the German acts. They still retain a working relationship, 24 years later.

Prior to the confrontation with Colonel Ireland she worked commercially, vocalizing, as a comedienne, mistress of ceremonies, etc. She reads, writes and converses in French and German—and when Kaye was assigned to Japan she taught herself to sing and speak in Japanese, as well.

During the ensuing years the independent agency/producer's viewpoint was practiced at every opportunity. Communication with sellers, buyers, per-



BETTE KAYE

formers, equipment people, etc. Borrowing a phrase from financial institutions calling themselves "Total Service Banks," the operation considers itself a "Total Service Agency."

## FEE SPLITTING

Most of the knives thrown at smaller agencies by the big ones can be fended off by an energetic and loquacious booker like Mrs. Charles Kaye. One of these is, "it costs more" for an independent to produce a show.

This involves fee-splitting—or the lack of it.

"Fee splitting is magnificent," Bette says. "It's common on the Country scene but some of the major agencies refuse to do it. Commissions are a maximum, on an AFM act, of 15 per cent. Many agencies will let the independent have 5-10 per cent of that, for doing all the work."

She gets intense: "Now, follow what I am saying. There isn't an artist alive who would like to hear that his agent was so hungry that he won't either split a commission, or pay a portion of the commissions due, to the man who gets the work."

"I heard a major agent say (in Nashville). 'If you do business with independent promoters it costs you 10 per cent more.' This is because they don't split commissions with independents, so a

service fee has to be added on top. This is a blister in our business.

"The independent promoter has a continuous battle to control prices. There are thousands of us all over the U.S. and we all face that same problem. If the fee isn't compromised, that means the job price has to go up, and sometimes the buyer won't go for the price. So the act loses work. . . ."

Cappie Kaye, president of Kaye Productions, has special responsibilities, stemming from his training for years in stagecrafts. An accredited stagehand, he worked many big shows and now specializes in the nuts and bolts of production. Staging, light and sound are checked out in advance and the proper adjustments made to insure a good show. If there is an area where a fair doesn't have its own sound man, he locates the proper equipment available for rent. A Kaye contract carries plot requirements, and a section that says the fair will supply proper—not adequate—staging. Supporting this is the act's own rider.

"In Nashville one of the big agents/managers wives asked me, 'Do you cover your shows. Why, you must be on the road all the time.'"

"Well, we are on the road all the time because we do cover our shows.

"We sell service. . . ."

by IRWIN KIRBY

1973 Cavalcade of Acts & Attractions



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Vocal, single act.  
Festivals, TV, Colleges, Club Dates, Concerts. Agency for the Performing Arts, Inc. Columbia Records. "Blue River".
- LIZ ANDERSON**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Casey Anderson, personal manager. Epic Records. "Astrology".
- LYNN ANDERSON**  
VOCAL, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Colleges, Neal Agency, Ltd., Bob Neal, responsible agent. Creative Management Amusements, Fairs and special events, E. O. Stacy, responsible agent. Frank Campana, personal manager. Columbia Records. "Listen To A Country Song". CMA Best Female Singer Award, 1972. Grammy Award, 1972.
- BILLY AR & THE AR-SONISTS**  
Vocal, self-contained, 4 members.  
Fairs, TV, Funparks, Colleges, Night Clubs. Key Talent, Inc., Rick Key, responsible agent. E. Jimmy Key, personal manager.
- EDDY ARNOLD**  
Vocal, single act.  
Fairs only. Creative Management Amusements, E. O. Stacy, responsible agent. Jerry Purcell, personal manager. RCA Records.
- GREG ARNOLD SHOW**  
Vocal, instrumental, self-contained, 10 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches, Sound, Inc., Richard Fay, responsible agent, personal manager. Kaymar Records.
- ARTHUR, HURLEY & GOTTLIEB**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers, Concerts. Sutton Artists Corp.
- JACK ARWOOD**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent. Adonda Records.
- ERNIE ASHWORTH**  
Vocal, single act.
- Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Hickory Records. Member of Grand Ole Opry.
- CHET ATKINS**  
Instrumental, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Member of Festival Of Music. Chet Atkins P. A. Fund. X. Crosse, responsible agent, personal manager. RCA Records. "Red, White & Blue Medley".
- BOBBY AUSTIN**  
Vocal, single act.  
Concerts, Fairs, TV, Night Clubs. Alstar Artist Agency, A. J. Minto, responsible agent. Shorty Lavender Talent Agency, Inc. Shorty Lavender or John McMeen, responsible agent. Triune Records. "Knoxville Station".
- THE BAKERSFIELD BRASS**  
Vocal, instrumental, self-contained, 3 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Member of The Buck Owens Show. OMAC Artist Corp., Mike North, responsible agent. Jack McFadden, personal manager. Capitol Records. "Jesus Is My Kind Of People". Regular member of Hee Haw.
- GLENN BARBER**  
Vocal, single act.  
HUBERT Long Talent. Hickory Records. "Unexpected Goodbye".
- BOBBY BARE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs. Neal Agency, Ltd., Bob Neal, responsible agent. Mercury Records. "Sylvia's Mother". Member of Grand Ole Opry.
- JACK BARLOW**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Dot Records. "Catch The Wind".
- MAX D. BARNES**  
Vocal, single act.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers, Concerts. Moeller Talent Inc. Willex Records.
- ROY BAYUM**  
Vocal, single act.  
Fairs, TV, Funparks, Night Clubs. Key Talent, Inc., Rick Key, responsible agent. E. Jimmy Key, personal manager. Rice Records, Inc., "Linda's Red Dress".
- CLYDE BEAVERS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges. Beavertown Talent Agency. Dot Records. "I Will Love You, Till I Die".
- MOLLY BEE**  
Vocal, self-contained.  
Fairs, Night Clubs, Concerts. Artist Management Bureau, Marty Landau. Dot Records.
- IRENE BELL**  
Vocal, single act.  
CONCERTS, Fairs, TV, Colleges, Night Clubs. Alstar Artist Agency, A. J. Minto, responsible agent, personal manager. Stadium Records. "No One To Blame But You Alone".
- BERNIE & THE MEMPHIS SOUNDS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Night Clubs, Club Dates, Shopping Centers. Nine R. Miller Agency, P.O. Box 516, Beverly, Ohio 45715.
- DIANA BLAIR**  
Vocal, single act.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Concerts. Alstar Artist Agency, A. J. Minto. Stadium Records. "Jump Over The Water".
- JACK BLANCHARD & MISTY MORGAN**  
Vocal, self-contained, 2 members.  
Concerts, Fairs, TV, Funparks, Night Clubs. Neal Agency, Ltd., Sonny Neal, responsible agent. Mega Records. "Washing Harry Down The Sink".
- BILL BLAYLOCK & HIS MODERN SOUNDS OF BLUE-GRASS**  
Self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts. Paul Gibson Co., P.O. Box 1203, Marietta, Ga.
- BOBBY BOND**  
Vocal, single act.  
Acuff-Rose Artist Agency, Howard Forrester, responsible agent. Hickory Records. "You Don't Mess Around With Jim".
- JOHNNY BOND**  
Vocal, single act.  
Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs. Americana Corporation, Steve Stebbins, responsible agent. Starday Records. "Put The Country Back In Country Music".
- AL BONHAM & THE NITE OWLS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Night Clubs, Club Dates, Shopping Centers. Nine R. Miller Agency. Snap Records. "Once More With Feeling".
- TONY BOOTH**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Member of The Buck Owens Show. OMAC Artist Corp., Joe McFadden, responsible agent. Capitol Records. "Lonesome 7-7203". Most Promising Male Vocalist, ACWM.
- BILLY BOB BOWMAN**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts. Acuff-Rose Artists, Corp. United Artists Records. "Miss Pauline".
- RED BRIGHAM**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers, Concerts. Smokey Warren, 116 Princeton Rd., Linden, N.J. King Records. "Key's In The Mailbox".
- HYLO BROWN**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations. The Wil-Helm Agency, Larry Hart, responsible agent.
- JIM ED BROWN AND THE GEMS**  
Vocal, self-contained, 7 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Member of The Jim Ed Brown Show. Top Billing, Inc., Dolores Smiley, responsible agent. RCA Victor Records. "All I Have To Do To Hold Her". Regular member of Jim Ed Brown's "Country Place".
- MARTI BROWN**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Regular member of the Noon Show and Waking Crew.
- SHERRY BRYCE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Member of Mel Tillis Show. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. MGM Records.
- THE BUCKAROOS**  
Vocal, instrumental, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges. OMAC Artist Corp., Mike North, responsible agent. Jack McFadden, personal manager. Capitol Records. "The Buckaroos Play Mere Haggard's Hits". Regular member of Hee Haw and The Buck Owens Ranch Show.
- DORSEY BURNETTE**  
Vocal, single act.  
Concerts, Fairs, Colleges, Night Clubs. Artists Management Bureau, Inc., Marty Landau, responsible agent. Capitol Records. "In The Spring" and "Couldn't Just Let Her Walk Away".
- JETHRO BURNS**  
Vocal, comedy, instrumental, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches. Member Summer Festival Of Stars, Boots Randolph, Floyd Cramer, Jimmy Richards Products, Jimmy Richards, responsible agent, personal manager. RCA Victor Records.
- JOHNNY BUSH AND THE BANDOLEROS**  
Vocal, self-contained, 6 members.  
Concerts, Fairs, TV, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Alamo Promotions, Crash Stewart, responsible agent, personal manager. RCA Records. "Whiskey River".
- CARL & PEARL BUTLER**  
Vocal, duet.  
CONCERTS, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Chart Records.
- BUDDY CAGLE**  
Vocal, single act.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Concerts. Alstar Artist Agency. Capitol Records. "Gold Cup".
- TIA CAMARILLO**  
Vocal, single act.  
Concerts, Fairs, Night Clubs, Club Dates. Jack D. Johnson Talent, Inc., Don M. Keirns, responsible agent. Jack D. Johnson, personal manager. RCA Records. "Somewhere In This Town".
- ARCHIE CAMPBELL**  
Vocal, comedy, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Jim Halsey Co., Inc.

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- Jim Halsey, responsible agent, personal manager. RCA Records. Regular member of Hee Haw.
- SONNY CAMPBELL**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers, Concerts, Smokey Warren Promotions, 116 Princeton Rd., Linden, N.J. Yale Records.
- KANADIAN SWEETHEARTS**  
(Lucille Starr/Bob Regan) Vocal, instrumental, duet.  
Concerts, Funparks, Festivals/Celebrations, Night Clubs, Artists Management Bureau, Inc., Marty Landau, responsible agent, personal manager. Dot Records. "French Song".
- THE ACE CANNON SHOW**  
Vocal, Instrumental, self-contained, 6 members.  
Concerts, Fairs, TV, Funparks, Night Clubs, Club Dates. National Artists Attractions, Alan Lawler, responsible agent, personal manager. HI Records.
- BILL CARLISLE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Buddy Lee, responsible agent. Chart Records. Member of Grand Ole Opry.
- THE CARTER FAMILY**  
Vocal, self-contained.  
Fairs, TV, concerts. Volatile Attractions, Saul Holiff, Capitol Records, "Travelling Minstril Band".
- JOHNNY CARVER**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Top Billing, Inc., Dolores Smiley, responsible agent. Epic Records, "I Want You".
- JOHNNY CASH SHOW**  
Vocal, self-contained, 13 members.  
Concerts, Fairs, TV, Night Clubs. Volatile Attractions, Ltd., Saul Holiff, responsible agent, personal manager. Creative Management Amusements, Ltd., E. O. Stacy, responsible agent (fairs only). Columbia Records.
- TOMMY CASH & THE TOMCATS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, Creative Management Amusements, Ltd., E. O. Stacy, responsible agent (fairs and special events only). Frank Campana, personal manager. Epic Records, "That Certain One".
- GLENN CANYON**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Shorty Lavender Talent Agency, Inc., Shorty Lavender or John McMeen, responsible agent. Cartwheel Records, "Drinkin' Suit".
- CHANCES R**  
Vocal, self-contained, 3 members.  
Fairs, TV, Night Clubs. Joe Taylor Artist Agency, Joe Taylor, responsible agent.
- ANNE CHRISTINE**  
Vocal, single act.  
Concerts, Fairs, TV, Night Clubs. Joe Taylor Artist Agency, Joe Taylor, responsible agent. CME Records, "Its Gonna Take A Little Bit Longer".
- ROY CLARK**  
Vocal, comedy, instrumental, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Jim Halsey Co., Inc., Jim Halsey, responsible agent, personal manager. Dot Records, "Lawrence Welk Hee Haw Counter Revolution Polka". Regular member of Hee Haw. Academy of C & W Award, Best Comedian.
- BILL CLOSSEY**  
Vocal, self-contained, 3 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member B.C. & Company. Triple T Talent, Marve Hoerner, responsible agent, personal manager. Escambia Records, "She Taught Me How To Yodel". "Golden Guitar Award"—Colorado Country Music Festival, 1972.
- JERRY CLOWER**  
Comedy, lecture, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Churches. Top Billing, Inc., Tandy Rice, responsible agent. Decca Records, "Mouth Of Mississippi".
- BEN COLDER**  
Vocal, Comedy, self-contained, 5 members.  
Concerts, Fairs, Funparks OMAC Artist Corp., Joe McFadden, responsible agent. Doug Cooper Agency (TV Bookings), Doug Cooper, personal manager. MGM Records, "The Unhappiest Squirrel In The Whole USA".
- BRIAN COLLINS**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs. Neal Agency, Ltd., Bob Neal, responsible agent. Mega Records, "Spread It Around".
- JESSE COLTER**  
Vocal, single act.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers, Concerts. Moeller Talent, Inc. RCA Victor Records.
- COMMANDER CODY & HIS LOST PLANET AIRMEN**  
Vocal, single act.  
Festivals, TV, Colleges, Concerts. Paramount Records. "Hot Licks, Cold Steel and Truckers Favorites".
- COMPTON BROTHERS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Jim Halsey Co., Inc., Jim Halsey, responsible agent, personal manager. Dot Records, "Claudette".
- WALT CONKLIN**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent. Buddy Lee, personal manager. MGM Records.
- WILMA LEE & STONEY COOPER**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Decca Records. Member of Grand Ole Opry.
- COUNTRY CAVALEERS**  
Vocal, duet.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., John Centinaro, responsible agent, personal manager. Cutlass Records, "Stop In The Name Of Love".
- COUNTRY FUGITIVES**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Sound, Inc., Richard Fay, responsible agent, personal manager. Lark Records.
- THE COUNTRY SHOWMAN**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Karns Bros. Country Caravan, 1863 Rice Blvd., Fairborn, Ohio 45324. Karbro Records.
- COUNTY LINE**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts. Sutton Artist Corp.
- BILLY "CRASH" CRADDOCK**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. Hubert Long International. Dale Morris, personal manager. Cartwheel Records, "Gonna Knock On Your Door".
- FLOYD CRAMER**  
Instrumental.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. Member Festival Of Music, Atkins' Randolph' Cramer Co. Enterprises, X. Cosse, responsible agent, personal manager. RCA Records, "Detours".
- ALICE CREECH**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Target Records.
- THE MIKE CURB CONGREGATION**  
Vocal, self-contained, 20 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. MGM Records.
- DICK CURLESS**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Capitol Records, "Stonin' Around".
- PAT DAISY**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Club Dates. Shorty Lavender Talent Agency, Inc., Shorty Lavender or John McMeen, responsible agent. RCA Victor Records, "Beautiful People".
- JOHNNY DARRELL**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Cartwheel Records.
- BUDDY DAVIS**  
Vocal, single act.  
Fairs, TV, Night Clubs, Joe Taylor Artist Agency, Joe Taylor, responsible agent.
- DENNY DAVIS & THE NASHVILLE BRASS**  
Instrumental, self-contained, 9 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. Creative Management Amusements, E. O. Stacy, responsible agent (fairs and special events), RCA Records.
- GARY DAVIS & THE DIPLOMATS**  
Vocal, comedy, self-contained.  
Night Clubs, Club Dates. David Talent Co-ordinators, R.R. 1, Pacific Junction, Iowa 51561, (712) 622-4293.
- GENE DAVIS**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs. Regular member of Star Routers. Americana Corporation. Metro Country Records, "I Need Help".
- GOV. JIMMIE DAVIS & ANNA GORDON DAVIS**  
Vocal, duet.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Club Dates, Churches. Don Light Talent, Inc. & Buddy Lee Attractions, Inc., Buddy Lee, Responsible agent. Decca Records.
- MAC DAVIS**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Creative Management Amusements, E. O. Stacy, responsible agent (fairs only). Sandy Gallin, personal manager. Columbia Records, "Baby Don't Get Hooked On Me".
- SKEETER DAVIS**  
Vocal, self-contained, 3 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. RCA Records.
- EDDIE DEAN**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. Artists Management Bureau, Inc., Marty Landau, responsible agent, personal manager. Fabregre Records.
- GEORGE DEATON**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Club Dates. One Niers, Inc., John Swanner, responsible agent. Country Showcase America Records.
- NANCY DEE**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Decca Records.
- PENNY DeHAVEN**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. United Artists Records.
- DEL DELAMONT & THE CANADIAN COUNTRY**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent. Adonda Records.
- DELBERT & GLENN**  
Vocal, self-contained.  
Colleges, Concerts. Rik Cunnell Managements, Inc. Clean Records.
- JOHN DENVER**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Creative Management Amusements, E. O. Stacy, responsible agent (fairs only). Jerry Weintraub, personal manager. RCA Records.
- THE DIABLOS**  
Vocal, single act.  
Amusement Parks, Colleges, Night Clubs, Club Dates, Concerts. Sam Lowman, 34 Haywood Circle, Hagerstown, Mc. 21740.
- DE DEE DIAMOND**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches. Sound, Inc., Richard Fay, responsible agent. Kaymer Records.
- DICE**  
Vocal, self-contained, 3 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches. Sound, Inc., Richard Fay, responsible agent, personal manager. Kaymer Records.
- LITTLE JIMMY DICKENS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations,

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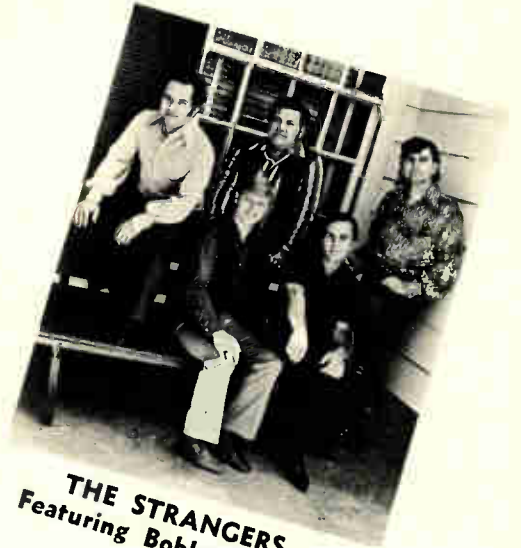
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- Colleges, Night Clubs, Club Dates. Moeller Talent, Inc., Larry A. Moeller, responsible agent. United Artists Records, "(Way Down In) Alabama".
- DON & CARLA**  
Vocal, duet.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. 50 States Records.
- THE PETE DRAKE SHOW**  
Vocal, self-contained, 7 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Stop Records.
- DAVE DUDLEY & THE ROADRUNNERS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. E. Jimmy Key, personal manager. Mercury Records, "You've Gotta Cry Girl".
- DUKE OF PADUCAH**  
Comedy, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of Hank Williams, Jr. Show. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. RCA Records.
- JOHNNY DUNCAN**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of Charley Pride Show. Jack D. Johnson Talent, Inc., Don M. Keirns, responsible agent. Jack D. Johnson, personal manager. Columbia Records, "Here We Go Again". 1971 Billboard Award, Best New Artist.
- THE ECHOES**  
Vocal, self-contained.  
Colleges, Night Clubs, Club Dates. Terry Holt, CFVR Radio, Abbotsford, B.C., Canada.
- JONATHAN EDWARDS**  
Vocal, single act.  
Festivals, TV, Colleges, Club Dates, Concerts. Atco Records, "Honky-Tonk Stardust Cowboy".
- STONEY EDWARDS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Concerts. R.V. Sweeney, 651 23rd, Richmond, Calif.
- BLAKE EMMONS**  
Vocal, comedy, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Telethons. Top Billing, Inc., Dolores Smiley, responsible agent. MGB Records, "You Do It Again".
- DONNA FARGO**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Creative Management Amusements, E. O. Stacy, responsible agent (fairs and special events). Stan Silver, personal manager. Dot Records, "Funny Face".
- NARVEL FELTS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates. Beaverwood Talent Agency. Hi Country Records, "A Little Bit of Soap".
- FESTIVAL OF MUSIC**  
Instrumental.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Atkins/Randolph Cramer Co. Enterprises, X. Cosse, responsible agent, personal manager. Creative Management Amusements, E. O. Stacy, responsible agent (fairs and special events).
- LESTER FLATT & THE NASHVILLE GRASS**  
Vocal, self-contained, 6 members.  
Concerts, Fairs, Festivals/Celebrations, Colleges, Bluegrass Festivals. Don Light Talent, Inc. Don Light, responsible agent. Creative Management Amusements, E. O. Stacy, responsible agent (fairs only). Lance Leroy, personal manager. RCA Victor Records. Member of Grand Ole Opry.
- ROXANNE FLYNN**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Concerts. R.V. Sweeney (see Stoney Edwards). Western News Records, "Bo Weevil".
- JERRY FOSTER**  
Vocal, single act.  
Concerts, Fairs, Funparks, Festivals/Celebrations, Colleges, Night Clubs. One Neters, Inc., John Swanner, responsible agent. Mercury Records, "Being Close To You".
- THE FOUR GUYS**  
Vocal, self-contained, 7 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Cutlass
- Records, "Sweet Yesterdays". Member of Grand Ole Opry.
- DALLAS FRAZIER**  
Vocal, single act.  
Concerts, Fairs, TV, Festivals, Celebrations, Night Clubs. Ray R. Baker, Blue Crest Music, Inc., Ray R. Baker, responsible agent, Personal manager. RCA Records, "North Carolina".
- DAVID FRIZZELL**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, OMAC Artist Corp., Joe McFadden, responsible agent. Performers Management, personal manager.
- LEFTY FRIZZELL**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Columbia Records, "You, Babe".
- EDDY FUKANO**  
Vocal, self-contained.  
Fairs, Festivals, Night Clubs. Jack Roberts Agency.
- BOB GALLION**  
Vocal, self-contained, 6 members.  
Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Club Dates. Regular member of The Bob Gallion Show. Wheeling Talent Agency, Hickory Records, "Happy Birthday, My Darling". Member of WWWW Jamboree.
- TINY GARDENER**  
Vocal, comedy, self-contained, 7 members.  
Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of The Tiny Gardener Show. Triple T Talent, Marve Hoerner, responsible agent, personal manager.
- CRYSTAL GAYLE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. Top Billing, Inc., Dolores Smiley, responsible agent. Decca Records. Regular member of Jim Ed Brown's "Country Place".
- DON GIBSON**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Club Dates, Churches. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Wesley Rose, personal manager. Hickory Records, "Woman (Sensuous Woman)".
- Vocal, self-contained, 4 members.**  
**TOMPALL AND THE GLASER BROTHERS**  
Vocal, self-contained, 6 members.  
Concerts, Fairs, TV, Colleges. Don Light Talent, Inc., Don Light, responsible agent. Creative Management Amusements, E. O. Stacy, responsible agent (fairs and special events). MGM Records, "Ain't It All Worth Living For". Member of Grand Ole Opry. CMA Vocal Group Of Year, 1972.
- JACK GREENE/JEANNIE SEELY SHOW**  
Vocal, self-contained, 7 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Top Billing, Inc., Dolores Smiley, responsible agent. Decca Records. Member of Grand Ole Opry.
- GLYN GUIDRY**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent. Adonda Records.
- ARLO GUTHRIE**  
Vocal, self-contained.  
Fairs, Festivals, TV, Colleges, Concerts. Sutton Artists Corp. Reprise Records, "City Of New Orleans".
- THE HAGERS**  
Vocal, duet.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. IFA AND Jim Halsey, Dick Howard and John Hit, responsible agent. Dennis M. Bond, personal manager. Barnaby Records, "I Don't Feel At Home". Regular member of Hee Haw.
- MERLE HAGGARD**  
Vocal, self-contained, 7 members.  
Concerts, Fairs, TV. Regular member of Merle Haggard, Bonnie Owens & The Strangers. Charles L. "Fuzzy" Owen Agency, Fuzzy Owen, responsible agent, personal manager. Capitol Records, "It's Not Love".
- MARION HALL**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs. Americana Corporation, Steve Stebbins, responsible agent. Newhall Records.
- TOM T. HALL AND THE STORY TELLERS**  
Vocal, self-contained, 6 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. Neal Agency, Ltd., Bob Neal, responsible agent. Mercury Records, "More About John Henry".
- GEORGE HAMILTON IV**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Acuff-Rose Artists Corporation, Howard Forrester, responsible agent. RCA Victor Records, "Traveling Light". Regular member of Arthur Smith Show. Charlotte, N. C. Member of Grand Ole Opry.
- TED HANSON & THE COUNTRY EXPRESS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts. Capitol Booking Service, Inc.
- ARLENE HARDEN**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Club Dates, Shorty Lavender Talent Agency, Inc., Shorty Lavender or John McMeen, responsible agent. Columbia Records, "A Special Day".
- DAVE HARDIN**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts. Sound Inc.
- CHARLIE HARRIS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Earl E. Owens, responsible agent, personal manager.
- CLAY HART**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent. Regular member of Lawrence Welk TV Show.
- FREDDIE HART & THE HEARTBEATS**  
Vocal, self-contained, 6 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. OMAC Artist Corp., Joe McFadden, responsible agent, personal manager. Capitol Records, "Got The All Overs For You". CMA Song of the Year "Easy Lovin'". ACWM, Entertainer of the Year, Single of the Year. Album of the Year, Billboard Trend Setter, Music Operators of America Most Programmed Song, 1972.
- ROSIE J. HART SHOW**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Karns Brothers Country Caravan. Prize Records, "Figureprints".
- JIMMIE HELMS**  
Vocal, single act.  
Fairs, TV, Festivals/Celebrations, Night Clubs, Club Dates. The Wil-Helm Agency, Larry L. Hart, responsible agent. Parthenon Records.
- HILLSIDE SINGERS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Club Dates, Shopping Centers, Concerts. Robert W. Rexer, 300 W 55th St., New York, N.Y. 10019. Metromedia Records, "Teach The World To Sing & The Last Happy Song".
- STAN HITCHCOCK**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Top Billing, Inc., Dolores Smiley, responsible agent. Caprice Records, "Daily Satisfied". Regular Stan Hitchcock Show (syndicated).
- MARVE HOERNER**  
Vocal, recitations, self-contained, 10 members.  
Concerts, Fairs, TV, Festivals/Celebrations, Colleges, Club Dates, Churches, Revivals. Regular member of The Now Gospel Revival. Triple T Talent, Richard Best, responsible agent. Jimmy Wheeler, personal manager. Es-cambia Records, "Daddy Prayed For Me".
- DOYLE HOLLY**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent, personal manager. Barnaby Records.
- HOMESTEAD ACT**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, Colleges, Club Dates, Churches, Concerts. R.V. Sweeney (see Stoney Edwards). Kim-Pat Records, "Travelin' Kind".
- THE HOMESTEADERS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent.
- ALEX HUSTON AND ELMER**  
Comedy, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular of The Charley Pride Show. Jack D. Johnson Talent, Inc., Don M.

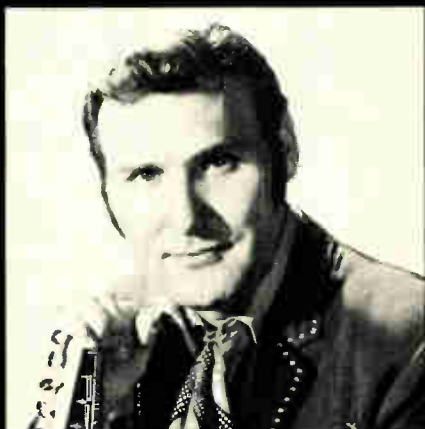
continued on page 34



The Porter Wagoner Show with Dolly Parton



Jim Ed Brown & The Gems and The Cates Sisters



Billy Walker & The Tennessee Walkers

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The Kendalls



Jack Greene, Jeannie Seely  
& The Jolly Green Giants

- Keirns, responsible agent. Willex Records. "Burn Your Bra, Baby".
- DAVID HOUSTON**  
Vocal, self-contained, 7 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Hubert Long International, Dick Blake or Billy Wilhite, responsible agent, Tillman Franks, personal manager, Epic Records. "Soft, Sweet and Warm".
- JAN HOWARD**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Hubert Long International Decca Records. "Let Him Have It".
- JAN HURLEY**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Triple T Talent, Marve Hoerner, responsible agent, personal manager, Red Hot Records. "The Richard Nixon Waltz".
- FERLIN HUSKY**  
Vocal, comedy.  
Concerts, Fairs, Funparks, Festivals/Celebrations, Night Clubs, Hubert Long International, Van Barker, personal manager, Capitol Records. "How Could You Be Anything But Love".
- IRENE & THE COUNTRY RASCALS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, Night Clubs, Churches, Shopping Centers. Knight-Lowman-Birmingham Shows, Box 207, Funkstown, Md. 21734
- STONEWALL JACKSON**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Moeller Talent, Inc., Jack B. Andrews, responsible agent, Columbia Records.
- WANDA JACKSON**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Churches. Neal Agency, Ltd., Sonny Neal, responsible agent, Wendell Goodman, personal manager, Capitol Records. "I Wouldn't Want You Any Other Way".
- ATLANTA JAMES & ELMER FUDPUCKER SHOW**  
Vocal, single act.  
Fairs, Amusement Parks, TV, Colleges, Night Clubs, Shopping Centers, Concerts, Bob Evans Productions Vista International Records. "Let It Last".
- SONNY JAMES & THE SOUTHERN GENTLEMEN**  
Vocal, self-contained, 6 members.  
Concerts, Fairs, TV, Funparks, Colleges, Neal Agency, Ltd., Bob Neal, responsible agent, personal manager, Columbia Records. "When The Snow Is On The Roses".
- THE JENNY JAMISON SHOW**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Night Clubs, Club Dates, Shopping Centers. Vernon A. Baker Talent Agency, Stop Records.
- NORMA JEAN**  
Vocal, single act.  
Concerts, The Wil-Helm Agency, Larry L. Hart, responsible agent, RCA Victor Records
- WAYLON JENNINGS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Moeller Talent, Inc., W. E. Moeller, responsible agent, RCA Records. "Sweet Dream Woman".
- JIM 'N GARY**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Night Clubs, Club Dates, Shopping Centers, Concerts, Jack Roberts Agency, TNS Records. "Nice To Be With You".
- JIM & JESSE**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Joe Taylor Artist Agency, Joe Taylor, responsible agent. "Freight Train".
- LOIS JOHNSON**  
Vocal, self-contained, 4 members.  
Concerts, fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, MGM Records. "Rain, Rain".
- THE JOHNSON SISTERS**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers. Karns Bros. Country Caravan, Karbro Records.
- THE CAROL JONES SHOW**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Shopping Centers. Johnny Rainbolt Agency, Johnny Rainbolt, personal manager, Merry-Go-Round Records. "Green Green Grass Of Home".
- GEORGE JONES**  
Vocal, self-contained, 9 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular of The George Jones & Tammy Wynette Show. Shorty Lavender Talent Agency, Inc., Shorty Lavender, responsible agent, personal manager, Epic Records. "Lovin' You Could Never Be Better".
- GRANDPA JONES**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Club Dates. Jim Halsey Co., Inc., John Hitt, responsible agent, Jim Halsey, personal manager, Monument Records. Regular member of Hee Haw
- JULIE JONES**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent, Paragold Records.
- WOODY JONES**  
Vocal, self-contained, 6 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, One Nites, Inc., John Swanner, responsible agent, Faywood Records
- THE DEBBIE KAY SHOW**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Night Clubs, Club Dates, Shopping Centers. The Beav-Jim Agency, Inc. AmeriCountry Records. "This World Don't Owe You A Living".
- JAE JUDY KAY**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs. Americana Corporation, Steve Stebbins, responsible agent, personal manager.
- MURRAY KELLUM**  
Vocal, single act.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates. One Nites, Inc. Epic Records. "Hiyo Leon".
- WAYNE KEMP**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Shorty Lavender Talent Agency, Inc., Shorty Lavender or John McMeen, responsible agent, Shorty Lavender, personal manager Decca Records. "Darlin'".
- THE KENDALLS**  
Vocal, duet  
Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Top Billing, Inc. Dot Records. "Two divided By Love".
- GEORGE KENT & THE LITTLE WHEELS**  
Vocal, self-contained, 5 members.  
Fairs, TV, Funparks, Night Clubs, Key Talent, Inc., Rick Key, responsible agent, E. Jimmy Key, personal manager, Rice Records, Inc. "I Can't Leave Now Cause Someone Moved The Door".
- JUDY KESTER**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. The Wil-Helm Agency, Larry L. Hart, responsible agent
- MERLE KILGORE**  
Vocal, comedy, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of The Hank Williams, Jr. Show. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, Starday-King Records.
- PEE WEE KING SHOW**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Shopping Centers. King Ent., Inc., 240 W. Jefferson St., Louisville, Ky 40202. (502) 584-5535.
- RICHARD KIPP SHOW**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers. Sound, Inc. Kaymar, "Free to Love".
- SLEEPY LA BEEF & BAND**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent, Plantation Records.
- LYNDA K. LANCE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, TV Commercials. Jack D. Johnson Talent Inc., Don M. Keirns, responsible agent, Ron Oates, personal manager
- RED LANE**  
Vocal, single act.  
Concerts, Fairs, TV, Joe Taylor Artist Agency, Joe Taylor, responsible agent, RCA Records. "Throw A Rope Around The Wind".  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers. Karns Bros. Country Caravan, Karbro Records.
- THE CAROL JONES SHOW**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Shopping Centers. Johnny Rainbolt Agency, Johnny Rainbolt, personal manager, Merry-Go-Round Records. "Green Green Grass Of Home".
- GEORGE JONES**  
Vocal, self-contained, 9 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular of The George Jones & Tammy Wynette Show. Shorty Lavender Talent Agency, Inc., Shorty Lavender, responsible agent, personal manager, Epic Records. "Lovin' You Could Never Be Better".
- GRANDPA JONES**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Club Dates. Jim Halsey Co., Inc., John Hitt, responsible agent, Jim Halsey, personal manager, Monument Records. Regular member of Hee Haw
- JULIE JONES**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent, Paragold Records
- WOODY JONES**  
Vocal, self-contained, 6 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, One Nites, Inc., John Swanner, responsible agent, Faywood Records
- THE DEBBIE KAY SHOW**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, TV, Night Clubs, Club Dates, Shopping Centers. The Beav-Jim Agency, Inc. AmeriCountry Records. "This World Don't Owe You A Living".
- JAE JUDY KAY**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs. Americana Corporation, Steve Stebbins, responsible agent, personal manager
- MURRAY KELLUM**  
Vocal, single act  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates. One Nites, Inc. Epic Records. "Hiyo Leon"
- WAYNE KEMP**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Shorty Lavender Talent Agency, Inc., Shorty Lavender or John McMeen, responsible agent, Shorty Lavender, personal manager Decca Records. "Darlin'".
- THE KENDALLS**  
Vocal, duet  
Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Top Billing, Inc. Dot Records. "Two divided By Love"
- GEORGE KENT & THE LITTLE WHEELS**  
Vocal, self-contained, 5 members  
Fairs, TV, Funparks, Night Clubs, Key Talent, Inc., Rick Key, responsible agent, E. Jimmy Key, personal manager, Rice Records, Inc. "I Can't Leave Now Cause Someone Moved The Door"
- JUDY KESTER**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. The Wil-Helm Agency, Larry L. Hart, responsible agent.
- MERLE KILGORE**  
Vocal, comedy, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of The Hank Williams, Jr. Show. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, Starday-King Records
- PEE WEE KING SHOW**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Shopping Centers. King Ent., Inc., 240 W. Jefferson St., Louisville, Ky 40202. (502) 584-5535
- RICHARD KIPP SHOW**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers. Sound, Inc. Kaymar, "Free to Love".
- SLEEPY LA BEEF & BAND**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent, Plantation Records
- LYNDA K. LANCE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Shopping Centers. Karns Bros. Country Caravan, Karbro Records.

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- RED LANE**  
Vocal, single act.  
Concerts, Fairs, TV. Joe Taylor Artist Agency. Joe Taylor, responsible agent. RCA Records. "Throw A Rope Around The Wind".
- PETE R. LAUMBACH**  
Vocal, lecture, single act.  
Concerts, Fairs, TV. Festivals/Celebrations, Colleges, Club Dates. Triple T Talent, Marve Hoerner, responsible agent, personal manager. Mountain Records. "A Day To Remember".
- JIMMY LAWTON & THE LAWMEN**  
Vocal, comedy, self-contained, 4 members.  
Concerts, Fairs, TV, Night Clubs. Alstar Artist Agency, A. J. Minto, responsible agent, personal manager. Stadium Records. "To You Alone/No One To Blame But Me". Regular member of Country Music Time, Los Angeles.
- DICKEY LEE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. One Nite's, Inc., John Swanner/Billy Smith, responsible agent. RCA Records. "Ashes Of Love".
- MARVIN LEE AND THE COUNTRY JUBILEE**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Night Clubs, Club Dates, Shopping Centers. Vernon A. Baker Talent Agency.
- SONNY LEE**  
Vocal, single act.  
Fairs, TV, Night Clubs. Joe Taylor Artist Agency. Joe Taylor, responsible agent. Sunlight Records.
- LEGARDE TWINS (TOM AND TED)**  
Vocal, self-contained.  
Fairs, Festivals, Night Clubs, Club Dates, Shopping Centers. Jack Roberts Agency. American Heritage. "Striped Circles".
- THE LEWIS FAMILY**  
Vocal, instrumental, self-contained, 6 members.  
Concerts, Fairs, TV, Funparks, Colleges, Bluegrass Festivals. Don Light Talent, Inc., Herman Harper, responsible agent. Lon Light, personal manager. Canaan Records. "Just Us". Regular members of The Lewis Family Show (syndicated).
- HUGH X. LEWIS**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. MGM Records.
- JERRY LEE LEWIS**  
Vocal, self-contained, B members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of The Jerry Lee Lewis Show. National Artists Attractions. Ray Brown, responsible agent. Smash Records. "Lonely Weekends".
- LINDA GAIL LEWIS**  
Vocal, self-contained, B members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of The Jerry Lee Lewis Show. National Artists Attractions. Ray Brown, responsible agent. Smash Records. "Smile, Somebody Loves You".
- LAWANDA LINDSEY**  
Vocal, single act.  
Fairs, Amusement Parks, TV, Colleges, Night Clubs. Joe Taylor Artist Agency. Chart. "One Time Too Many".
- PEGGY LITTLE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. Dot Records.
- HANK LOCKLIN**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. RCA Records. Member of Grand Ole Opry.
- LONZO & OSCAR**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts. All Star Talent Agency. Chart.
- BOBBY LORD**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Colleges, Night Clubs, Club Dates. Key Talent, Inc., Rick Key, responsible agent. E. Jimmy Key, personal manager. Decca Records.
- JUNIE LOU**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Night Clubs. Process Talent Management. Country Star. "Summer Must End".
- JOHN D. LOUDERMILK**  
Vocal, single act.  
Festivals, Colleges. Don Light Talent, Inc. Warner Bros.
- BOB LUMAN**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Moeller Talent, Inc., Jack B. Andrews, responsible agent. Epic Records.
- JUDY LYNN**  
Vocal, self-contained, 7 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Rodeos. Jimmy Richards Productions, Jimmy Richards, responsible agent. John Kelly, personal manager. Amaret Records. "And You Love Me". Regular member of The Judy Lynn Show (syndicated).
- DARRELL McCALL AND THE TENNESSEE VOLUNTEERS**  
Vocal, self-contained.  
Colleges, Night Club, Shopping Centers. Alamo Promotions, American Heritage. "I'll Break Out Again Tonight".
- GEORGE McCANNON III**  
Vocal, self-contained.  
Rising sun "Sunday Son". 66 Bridge Street, Winsted, Conn. 379-0170.
- O. B. McCLINTON**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Shorly Lavender Talent Agency, Inc., Shorly Lavender or John McMeen, responsible agent. Enterprise Records. "A Six Pack Of Trouble".
- SAM & KIRK McGEE**  
Vocal, duet.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. Member of Grand Ole Opry.
- PAT McKINNEY**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Moeller Talent, Inc., Larry A. Moeller, responsible agent. Mega Records.
- BILL MACK**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts. Acuff-Rose Artists Corporation. Hickory.
- WARNER MACK & LANA RAE**  
Vocal, duet.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. Decca Records.
- DOTTIE MAE**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers, Concerts. Yale "Written On The Sidewalk". Smokey Warren.
- BARBARA MANDRELL & THE DO-RITES**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. Neal Agency, Ltd., Sonny Neal, responsible agent. Irby Mandrell, personal manager. Columbia Records. "Show Me". Member of Grand Ole Opry.
- LORENE MANN**  
Vocal, single act.  
Concerts, Fairs, TV, Night Clubs. Joe Taylor Artist Agency, Joe Taylor, responsible agent. RCA Records. "Tell It Like It Is".
- DANNY MARCUS & BAND**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches. Buddy Lee Attractions, Inc., Don Fowler, responsible agent, personal manager. Musicor Records.
- NICK MASTERS TRIO**  
Vocal, self-contained, 3 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Don Fowler, responsible agent. Trip Records.
- TOKYO MATSU**  
Vocal, comedy, instrumental, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Americana Corporation, Steve Stebbins, responsible agent, personal manager. Singleton Records. "Moms & Dads Waltz".
- JERRY MEDCALF**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges. The Wil-Helm Agency. Larry L. Hart, responsible agent. Ameri-country Records.
- MILLARD & DYCE**  
Vocal, instrumental, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches. Sound
- Inc., Richard Fay, responsible agent, personal manager. Kaymar Records.
- JODY MILLER**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Creative Management Amusements, E. O. Stacy, responsible agent (fairs and special events). Epic Records. "There's A Party".
- BILL MONROE & THE BLUE GRASS BOYS**  
Vocal, instrumental, self-contained, 6 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Bluegrass Festivals. Acuff-Rose Artists Corporation, Howard Forrester, responsible agent. Decca Records. Member of Grand Ole Opry.
- SMILEY, MONROE**  
Vocal, single act.  
Concerts, Fairs, TV, Night Clubs. Alstar Artist Agency, A. J. Minto, responsible agent, personal manager. Portland Records. "Janies Sad Song/Sorry Mary Ann".
- MELBA MONTGOMERY**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Top Billing, Inc., Dolores Smiley, responsible agent. Capital Records.
- JERRY MOORE & THE DRIFTERS**  
Vocal, self-contained, 4 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of Continental Country Revue. Triple T Talent, Marve Hoerner, responsible agent. Richard Best, personal manager. Escambia Records. "At The Top Of The Stairs".
- GEORGE MORGAN**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. Decca Records. Member of Grand Ole Opry.
- LAMAR MORRIS**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. MGM Records.
- HAROLD MORRISON**  
Comedy, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates. Regular member of The George Jones & Tammy Wynette Show. Shorly Lavender Talent Agency, Inc., Shorly Lavender, responsible agent, personal manager. Epic Records.
- KIM MORRISON & THE COMMITTEE**  
Vocal, comedy, self-contained, 4 members.  
TV, Colleges, Night Clubs. Key Talent, Inc., Rick Key, responsible agent. E. Jimmy Key, personal manager. Rice Records, Inc., "I Just Didn't See It Coming Down".
- JOHNNY & JONIE MOSBY**  
Vocal, duet.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs. Americana Corp., Steve Stebbins, responsible agent, personal manager. Capitol Records. "My Ecstasy".
- ABE MULKEY**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches. Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager. MGM Records.
- JIM MUNDY**  
Vocal, single act.  
Night clubs. Acuff-Rose Artists Corp., Howard Forrester, responsible agent. Hickory Records. "If You Got It, Flaunt It".
- JERRY NAILL**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Night Clubs. AmeriCountry "The Only Honky Tonk".
- JEANINE NAPOLEON**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts. Jimmy Richards Productions.
- LENNY NAST SHOW**  
Vocal, self-contained.  
Fairs, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers, Concerts, Prisons. Shelly Rae Agency.
- JERRY NAYLOR**  
Vocal, single act.  
e oncerts, Fairs, TV, Night Clubs. Artists Management Bureau, Inc., Marty Landau, responsible agent. MGM Records. "Goodtime Chariot/With This Ring".
- SAM NEELY**  
Vocal, self-contained.  
Fairs, TV, Colleges, Night Clubs, Concerts. Rezick-Benstein Agency. Capitol. "Loving You Just Crossed My Mind".

Thanks for another fantastic year!  
Looking forward to another entertaining  
season with the New CHARLEY PRIDE  
SHOW in 1973.

*Charley Pride*



**RCA**



# CHARLEY PRIDE

COUNTRY MUSIC ASSOCIATION'S #1 MALE VOCALIST — 1971 AND 1972!

**1972 DATES:**

DuQuoin State Fair  
 Colorado State Fair  
 Michigan State Fair  
 Moultrie-Douglas County  
 Fair — Arthur, Ill.  
 Midland Empire Fair —  
 Billings, Mont.  
 Vermont State Fair

Farmfest, U.S.A. —  
 Mankato, Minn.  
 New Mexico State Fair  
 Tri-State Fair — Amarillo  
 Panhandle South Plains  
 Fair — Lubbock  
 Tulsa State Fair

Milwaukee Summerfest  
 Houston Livestock  
 Show & Rodeo  
 Wheeling (W. Va.) Jamboree  
 Las Vegas Hilton  
 International  
 AND Guest Star of Syndicated  
 and Network TV Shows

Management & Booking:

Jack D. Johnson · Don M. Keirns, Agent

*Jack D. Johnson Talent, Inc.*

P.O. Box 40484  
 Nashville, Tennessee 37204  
 Phone: (615) 383-6564

# ALEX HOUSTON & Elmer comedian • emcee • ventriloquist

A REAL EXPERIENCE IN GREAT ENTERTAINMENT!!!



Available for Fairs, Concerts and Special Events

**1972 DATES:**

Moultrie-Douglas County  
Fair, Arthur, Ill.  
Midland Empire Fair,  
Billings, Mont.  
DuQuoin State Fair  
Colorado State Fair  
Michigan State Fair  
Vermont State Fair  
Farmfest, U.S.A.,  
Mankato, Minn.

Tri-State Fair, Amarillo  
Panhandle South Plains  
Fair, Lubbock  
Tulsa State Fair

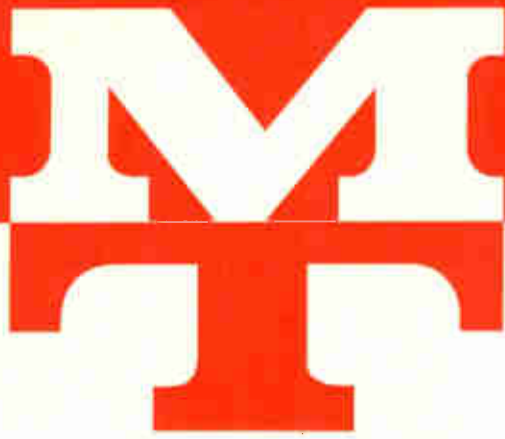
Wheeling (W. Va.) Jamboree  
Las Vegas Hilton International — with  
The Charley Pride Show  
AND Guest Star of Syndicated  
and Network T.V. Shows

Contact: Don M. Keirns, Agent

*Jack D. Johnson Talent, Inc.*

Box 40484 • Nashville, Tennessee 37204

Phone: (615) 383-6564



## *the Country Crowd Pleasers:*

- HANK SNOW AND THE RAINBOW RANCH BOYS
- WAYLON JENNINGS AND THE WAYLORS
- SAMMI SMITH AND THE BUFFALO GAP REVUE
- THE KITTY WELLS-JOHNNY WRIGHT FAMILY SHOW  
cast: KITTY WELLS, JOHNNY WRIGHT,  
BOBBY WRIGHT, BILL PHILLIPS,  
THE TENNESSEE MOUNTAIN BOYS
- STONEWALL JACKSON AND THE MINUTEMEN
- DOTTIE WEST AND THE CROSS COUNTRY
- BOB LUMAN AND THE HONKY TONK MEN
- "LITTLE" JIMMY DICKENS AND  
THE COUNTRY BOYS BAND
- RED SOVINE
- REX ALLEN, JR.
- PAT MCKINNEY

*see you  
at the  
conventions!  
Jack*

# *Moeller Talent, inc.*

P. O. Box 15364, Nashville, Tenn. 37215 — Office located at 2106 Crestmoor Rd.

Call JACK B. ANDREWS, Outdoor Division (615) 383-6666





## The Great Allentown Fair:

# A LESSON IN PROMOTION

When some people think of Allentown (Pa.) they think of it as the home of Mack Trucks.

Macks are big, all right, but many people connects Allentown with something as big as a Mack truck in its own right—the Allentown Fair.

Most everybody in Pennsylvania has been to the Fair at one time or another and most have gone back again. That's where you can see all the big names, such as Lawrence Welk, Johnny Cash, Englebert Humperdinck, or you name it.

One of the main reasons for the fair's incredible success has been its manager, Edward G. Leidig, called by many, "Mr. Fair".

Since 1955, when he was named treasurer of the Lehigh County Agricultural Society (managers of the Fair), Leidig has brought many progressive innovations to the county fair concept. One of his first moves was to institute an effective revenue control system for all sources of revenue, including parking lot fees, general and grandstand tickets, sideshow admissions, etc. The institution of this checking system brought about immediate improvement in the total revenue that the Allentown Fair received in 1956. And under Leidig's guidance, gross revenue also began to improve. Today, Leidig is undisputed as the main force behind Pennsylvania's largest fair. In fact, he is recognized as a leading authority throughout the United States and Canada on the successful promotion and operation of fairs.

In addition to instituting and continually improving the most modern revenue control systems, there are some other ideas Leidig has used with great success to promote the Allentown Fair.

Although the Allentown Fair does not officially open until the first week in August, each March the Fair's publicity department starts to issue press releases to every city and town newspaper in the

area, including photographs if available, announcing what the main attractions is, the dates of the Fair, and other pertinent data. This publicity is increased right through the actual dates of the Fair and into the weeks following. While the Fair is in progress, a comfortable press room is set up, providing reporters from all media, plus VIPs, with an excellent view of the grandstand shows. Free refreshments are also available. Press kits, including photographs and publicity releases, are given to every reporter who checks in with the press room. During the Fair, interviews with the top name talent, sideshows, Fair management and visiting dignitaries are arranged. Rarely is any member of the press, radio or television denied an interview. This, of course, makes for excellent press relations.

At the same time the publicity begins, an extensive direct mail campaign is begun, sending Fair brochures to travel agents throughout the eastern United States. This mailing is followed up by telephone calls directly to those travel agencies active in charter bus tours. The results of this single promotion are that over 400 charter buses attended last year's Fair, accounting for 32,000 admissions.

Leidig has made a constant effort to give every attendee at the Allentown Fair the very best of everything. Grandstand entertainment each afternoon includes a three-ring circus, including high wire acts, wild animals and elephants; hell drivers, demolition derbies or harness racing. Each evening, the two grandstand extravaganzas have featured such top talent as Tom Jones, Humperdinck, Andy Williams, Tennessee Ernie Ford, Eddy Arnold, The 5th Dimension, The Osmonds and The Carpenters . . . just to name a few.

Working closely with Eldred Stacy of Creative Management Associates, Leidig and his executive board invariably select

talent with a hit record or top television show going for them just before the Fair opens. This uncanny ability is the envy of many, but it is the absolute delight of all those who attend the Allentown Fair. Many artists, such as Johnny Cash and The 5th Dimension, have appeared at the Fair two or three years in a row. Yet, at each performance, the attendance still remains as high, if not higher, than the previous year.

As attendance grows at the Allentown Fair (it's now over 700,000), so does the diversity of amusements, entertainment and exhibitions. The afternoon circus gets larger each year. There are more days of harness racing. The number of entries and cash awards for agricultural, horticultural, livestock and home craft exhibits increases. Special midway attractions this year included the Apollo XVI which won the 1972 Brussel's Award for "The Greatest Ride in the World." The original "Godfather" movie cars were on display, including "Sonny's" shot-up and bloody Lincoln Continental. Hank Meadows, a highly entertaining midwestern TV chef, gave free culinary exhibitions twice daily. And, of course, Gooding's Million Dollar Midway and sideshows added to the glitter, which is topped off with a gigantic dual ferris wheel!

Great encouragement is given to exhibitors of agricultural, horticultural, livestock and home crafts by keeping the entry fees at an absolute minimum and providing a 20-page premium list which is inserted in the Sunday edition of the largest newspaper in the Allentown area. In addition, a staff of over 30 volunteers, all members of the Lehigh County Agricultural Society, contact all the entrants from the previous year.

The rewards for this extra effort are many . . . the tradition of the county fair is maintained, the incentive for improvement is also maintained for cattle

*continued*

# A LESSON IN PROMOTION

Cont'd. from page 59

breeding organizations, craftsmen, 4-H clubs and granges, Future Farmers of America, etc., and fairgoers get an opportunity to see the best crops, the finest livestock and the highly unusual contributions from home craftsmen. The Fair itself garners additional attendees and revenue not only from the viewers of the exhibits, but from the thousands of exhibitors themselves.

There is also a very unusual area known as the Farmerama. Here, free shows are given daily by barbershop quartets, folk dancing groups and Pennsylvania Dutch and country-western bands. This, too, serves the Fair in many ways. It provides free entertainment for the elderly and Pennsylvania German Fairgoers and by doing so, encourages their attendance and their dollars on to the grounds.

To promote the Allentown Fair, Leidig employs practically every form of advertising media. This extensive campaign publicizes the Fair well in advance of the August opening. To complement the publicity department's efforts, mentioned earlier, the Fair utilizes newspaper, radio, billboard, magazine and television advertising.

Newspaper advertising begins with large ads giving a complete rundown of the events that are to take place during the nine days and 10 nights of the Allentown Fair. The next phase of newspaper advertising is smaller block ads stating, "NOTICE," and then giving a listing of the seats and prices still available for the various afternoon and evening grandstand shows. Newspaper ads are placed heavily in the Allentown and Philadelphia papers. In addition, over 40 other daily and weekly periodicals carry a somewhat lighter schedule of Allentown Fair ads.

Radio advertising is used sparingly, but nearly every regional and local station within a 100-mile radius of the Fair

carries spot announcements. These commercials are generally 60-seconds in length and simply tout the names of the evening grandstand performers, the dates of the Fair and a telephone number to call for additional information.

Billboard advertising utilizes 30-sheet posters in prime locations surrounding Allentown, Bethlehem and the suburbs of Philadelphia. The billboard design shows the names of the performers who will appear in the evening, the dates of each show and the overall dates of the Fair itself. Although billboard advertising within Philadelphia can be very costly, the Fair has discovered an economical and effective way to promote the Fair to the Philadelphia public. This media is taxicab roof cards. Utilizing the same design, reduced in size, that appears on the billboards, these taxi cards are visible 24-hours a day since they are lit with "black light". The black light effect is obtained by using an ultraviolet lamp and a special ink which brilliantly reflects ultraviolet light.

Specialty magazines that are distributed via hotel lobbies and restaurants to the tourist trade carry large ads giving all details about the Fair. In many cases, these magazines will also run a feature story about the Fair.

Since Allentown receives all Philadelphia television stations and a large percentage of Allentown Fair attendees are from the greater Philadelphia area, Philadelphia television has proved to be a most effective advertising medium. Time spots are carefully selected to insure exposure of the Fair's message to an audience which is most interested in seeing the grandstand shows. These commercials are only 10-seconds and 30-seconds in length.

The 10-second spots simply mention the name of the Fair, show a picture of one of the evening acts, the dates of that show and close with a telephone number

to call for further information. The 30-second commercial shows one photo of each of the four evening performers and again closes with a telephone number to call for information. Many of this year's commercials ran during prime time. During this time, the Fair's office is closed but to insure getting all phone messages, Leidig decided to use a telephone answering service. As it turned out, this was a very wise move on his part since many late night TV viewers called the Fair seeking additional information.

Anyone who is deeply involved in putting together a fair well knows, it's all the people behind the scenes who make any fair tick. Backed by a highly competent office staff and an experienced ground crew, the Allentown Fair functions with the precision of a well-oiled machine. If it were not for these year-round personnel keeping the grounds and the books in order, the Allentown Fair would fail to exist.

However, year after year, the momentum builds, reaching a crescendo with opening night in early August. This is the night when admission to the grounds is free. Generally, a circus, harness racing, high school band concert or top-notch entertainment is provided free in the grandstand.

The Fairgoers love this opportunity to get onto the grounds for free and, of course, it serves to whet the appetite of these Fairgoers.

Leidig was elected, in 1957, president of the Lehigh County Agricultural Society and general manager of the Allentown Fair and, in 1965, president of the International Association of Fairs and Expositions. In 1967, he was enshrined in the Hall of Fame of the International Association of Fairs and Expositions. Currently, Leidig presides over the Pennsylvania State Association of County Fairs which is busy preparing the statewide bicentennial celebrations which will be held in 1976.



# Everything is Beautiful

*That's our banner  
'Cause "Happiness" is  
a Kaye Productions Manner*

**CHARLES**

**MOM**

**MARCIA**

**DAVE**

**MICHELLE**

**SARA LEE**

**ROBERT**

**BETTE KAYE**



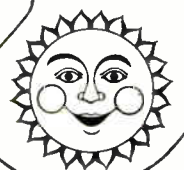
**BETTE KAYE** productions, inc.  
THEATRICAL AGENCY  
2929 El Camino Ave., Suite One  
Sacramento, California 95821  
Phone: (916) 487-1923 or 487-6667

# Everything is Beautiful

*Again at Arizona State Fair  
Below are a few scenes  
from there*



**BETTE KAYE** productions, inc.  
THEATRICAL AGENCY  
2929 El Camino Ave., Suite One  
Sacramento, California 95821  
Phone: (916) 487-1923 or 487-6667



# Everything is Beautiful

*He's talented- not brash  
And remember the name--  
Headliner Glenn Ash!*



## GLENN ASH

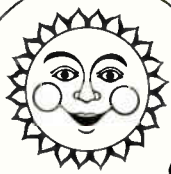
### FAIR APPEARANCES:

Sonoma County Fair - Oregon State Fair  
Merced County Fair - Illinois State Fair  
Pleasanton County Fair - Kentucky State Fair  
Turlock County Fair - Tulare County Fair  
Knott's Berry Farm (Cal) - Corn Palace, So. Dak.  
... and many, many more!

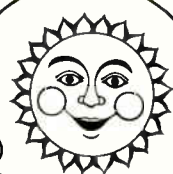
PERSONAL MANAGEMENT  
RICHARD O. LINKE ASSOCIATES, INC.  
4405 RIVERSIDE DRIVE,  
BURBANK, CALIF. 91505  
(213) 843-6900



BETTE KAYE productions, inc.  
THEATRICAL AGENCY  
2929 El Camino Ave., Suite One  
Sacramento, California 95821  
Phone: (916) 487-1923 or 487-6667



# Everything is Beautiful



*And colorful too  
With Carlos Burgos'  
Mexican Fiesta Revue*



Lucha Villa



Trio Los Mexicanos



Mariachis



Rosa De Castilla



Los Aguilar



Amalia Macias



Folklorico Dancers



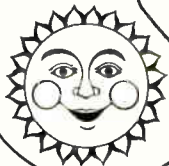
Zerr



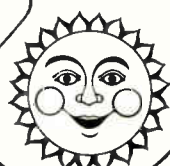
Vicente Fernandez

## CARLOS BURGOS

Mariachis \* Folklorico Dancers \* Trios  
Comedy \* & Mexico's Top Artists



BETTE KAYE productions, inc.  
THEATRICAL AGENCY  
2929 El Camino Ave., Suite One  
Sacramento, California 95821  
Phone: (916) 487-1923 or 487-6667

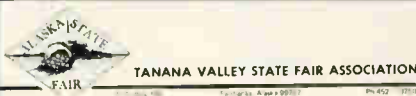


# Everything is Beautiful

*Harmonica comedy  
that none can surpass  
Repeated - standing ovations  
for This artist - First Class!*



*SRC Crowds for Bernie*



November 29, 1972

South West Entertainment, Inc.  
2929 El Camino Ave.  
Sacramento, California 95821

Dear Mr. Burns:

We were very pleased with your performance at the 1972 Alaska State Fair. It was a real highlight of the festival.

Mr. Burns was a wonderful, energetic, and entertaining performer.

The fair audience is composed of all age ranges from young children to adults, and a large number of them are repeat visitors. Please schedule every number of shows you desire.

We would like to see you again at the fair. We would like to see you again at the fair. We would like to see you again at the fair.

We would like to see you again at the fair. We would like to see you again at the fair. We would like to see you again at the fair.

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We would like to see you again at the fair. We would like to see you again at the fair. We would like to see you again at the fair.

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We would like to see you again at the fair. We would like to see you again at the fair. We would like to see you again at the fair.

We would like to see you again at the fair. We would like to see you again at the fair. We would like to see you again at the fair.

## BERNIE BURNS

*Musical Virtuoso of Harmonica*



### FAIR APPEARANCES

California State Fair '72

Oregon State Fair

Contra Costa

Calistoga

Alameda County Fair

Sonoma County Fair

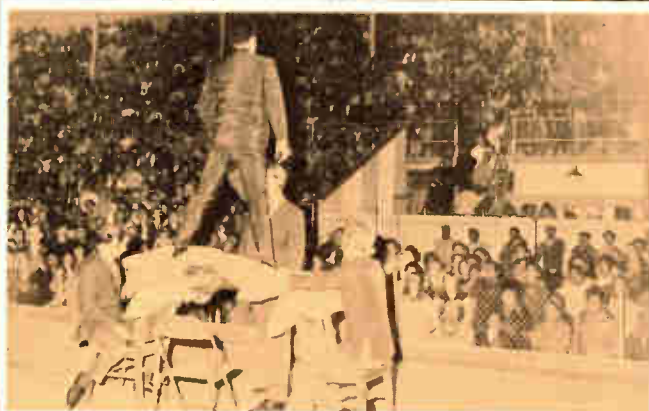


**BETTE KAYE productions, inc.**  
THEATRICAL AGENCY  
2929 El Camino Ave., Suite One  
Sacramento, California 95821  
Phone: (916) 487-1923 or 487-6667



# Everything is Beautiful

*Mysterious-Exciting  
With Dr. Dean's hypnotic inviting*



Al Slinde, Tulare County Fair said: "Caught Dr. Deans act at Imperial to full house — we booked him and packed the grandstand every night."

#### Fair Appearances

Santa Rosa County Fair

Tulare County Fair

Imperial Valley Mid-Winter Fair

Merced County Fair

Bill Dumond, *Secretary-manager of the Imperial Valley Mid-Winter County Fair* said, "Because of the bad weather we expected only a few hundred people. Dr. Dean drew 5,000 people each night to break all records in the history of the fair. We are having him back next year."

'Went into the Sahara at 5 o'clock in the morning and couldn't get in — they didn't even have standing room at Dr. Dean's amazing act!'"  
Forrest Duke (Las Vegas REVIEW JOURNAL)

Personal Management  
West Coast Productions  
P.O. Box 10075  
San Diego, California 92110  
(714) 222-8120



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# Everything is Beautiful



*Buddy LaLondes' show... Fantastic!  
Ice in the summer... it's really a classic*



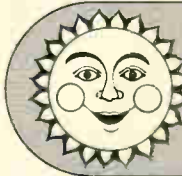
## LA LONDE ICE CLASSICS

FABULOUS—World famous ice skaters featuring Buddy & 12 year old Tanni LaLonde. Something new and exciting for all occasions. Entertainment for the entire family. Performing on a complete portable 21' x 21' real ice surface. 30 to 90 minutes of fast, beautiful breathtaking entertainment. An outstanding PACKAGE show to precede your headliners.

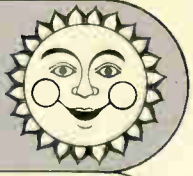
Contact: BUDDY LaLONDE  
3778 McKinley Circle, Las Vegas, Nevada 89109.  
(702) 451-4782 451-6696



OR  
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# Everything is Beautiful

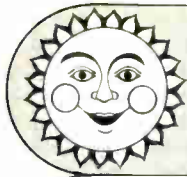


*in 1973 With beautiful girls dancing for you and for me*

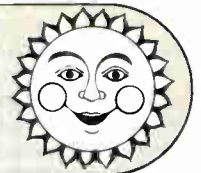
## DUANE DANCERS



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# Everything is Beautiful



*With the Johnny Otis Revue  
Pride for me - entertainment for you!*

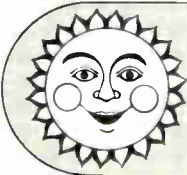


## THE JOHNNY OTIS SHOW

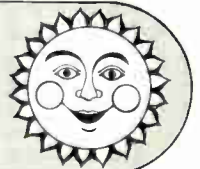
Appearances:  
Arizona State Fair  
Western Fairs Convention  
Disneyland  
Over 100 College dates  
... and many more



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# Everything is Beautiful



*with these harmonizing swingers  
make your fair exciting with the Blackwood Singers!*

## The Exciting BLACKWOOD SINGERS

FOR PERSONAL APPEARANCES CONTACT:

RON BLACKWOOD, President  
% Tom Drake Agency  
Box 1530  
Nashville, Tenn. 37202  
615 - 244-9222 or 255-1666

WEST COAST REPRESENTATIVE:

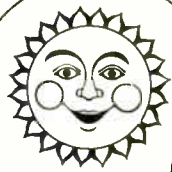


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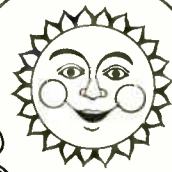


- ★ Arizona State Fair
- ★ Knotts Berry Farm
- ★ Pensacola Interstate Fair
- ★ Nebraska State Fair
- ★ Iowa State Fair
- ★ National TV & Radio
- ★ Top Record Sellers
- ★ Blackwood Musicians
- ★ Grand Ole Opry





# Everything is Beautiful



*Family style-  
We guarantee the 'Pearces'  
Make your audience smile*



## THE PEARCE SISTERS

San Diego Fair

Arizona State Fair with Jimmy Durante

Western Washington Fair - Seattle

Placer County Fair - Roseville

Merced County Fair - Merced, Ca.

Shasta District Fair - Anderson, Ca.

### TELEVISION

"The Beautiful Phyllis Diller Show"

"The Mike Douglas Show"

### ONE NIGHTERS

Knotts Berry Farm - John Wayne Theatre



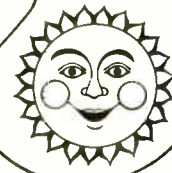
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# Everything is Beautiful

*It could even get better  
with clients repeatedly  
writing a Thank-You letter.*



MOUNT ST. HELENA GOLF  
**NAPA COUNTY FAIR**  
P. O. Box 341, Cal-10008 California 94515  
July 25, 1972

Bette Kaye  
2929 El Camino Ave.  
Sacramento, Calif. 95821

Dear Bette:

Now that I have had time to summarize the activities of the fair and review the many activities, I want to say to you and Dave for putting together our fine professional show.

The Directors were very pleased with the programs, and I look forward to working with you again next year.

You entertainers were certainly cooperative in making the show successful.

Sincerely,  
George J. Goy  
Manager



P. O. BOX 6718 • 1874 WEST McDOWELL ROAD • PHOENIX, ARIZONA 85008 • PHONE: (602) 252-6773

November 21, 1972

Mrs. Bette Kaye  
Bette Kaye Productions, Inc.  
2929 El Camino Avenue  
Suite One  
Sacramento, California 95821

Dear Bette:

It is with extreme pleasure on behalf of the Board of Directors and all of the personnel here at the Arizona State Fair, who had the pleasure of working with you, to compliment you on the outstanding job you have done bringing such fine entertainers to the 1972 Arizona State Fair.

Not only was the entertainment of fine quality that appealed to all ages of Fairgoers, but your precise and professional ability was of the highest caliber. As you know, Bette, we work with many agents and promoters, but I can honestly say that you are most thorough in the requirements of the entertainers as well as being cooperative in our requests. I attribute this to being one of the reasons for the successful presentations of our entertainment at this year's Fair.

We will all be looking forward to working with you again at the 1973 Arizona State Fair.

Sincerely yours,

*James G. Jones*  
James G. Jones  
Executive Director



16th District Agricultural Association  
AN AFFILIATE OF THE STATE OF CALIFORNIA  
**San Luis Obispo County Fair**  
P. O. BOX 791 • PHONE 947-1234 • SAN LUIS OBISPO, CALIF. 93401

August 28, 1972

Bette Kaye  
2929 El Camino Ave.  
Sacramento, Calif.

Dear Bette Kaye:

On behalf of The Biggest Little Fair... ANYWHERE, we want to extend our thanks and appreciation to you and your organization for another job well done. Many people, especially Sacramento people, said it couldn't be done again, but as in the past they have been proven wrong.

Both shows, the Kenny Rogers Show and the Lynn Anderson Show, were outstanding and well received. Both groups were a complete pleasure to work with and should be complimented for this fine quality.

Again, Bette, thank you for your usual excellent cooperation and hard work and I do look forward to working with you again in 1973.

Yours truly,  
*Michael L. White*  
Michael L. White  
Secretary-Manager

LP:JF



3447 JULY ROAD • SAN JOSE, CALIFORNIA • TELEPHONE 981-1822

September 1, 1972

Bette Kaye  
BETTE KAYE PRODUCTIONS, INC.  
2929 El Camino Ave.  
Sacramento, California 95821

Dear Bette:

I had intended to write sooner, but following the Fair, I decided to collapse for a few days.

I did want to thank you, Bette, for what was certainly one of the most grandstands shows we have had at the Santa Clara County Fair in many years.

John Gary was superb, an obvious hit with the audience each performance. He and the other dancers filled out the show perfectly. I went to see that John Gary was a great sport, and I personally appreciate the "water" activities he helped us with. We also enjoyed the "water" activities he helped us with. We also enjoyed the "water" activities he helped us with.

We realize there were a few details - on our part - which could have been improved upon. Nevertheless, the show was great.

Enjoyed meeting you, Bette, and Marie. The show was great. Marie's birthday proved triumphant.

Looking forward to working with you and your people again.

Best regards,  
*Freuch*  
Freuch  
Public Relations Director  
Santa Clara County Fair

ENCLOSURE



September 4, 1968

Mrs. Bette Kaye  
2929 El Camino Avenue  
Sacramento, California 95821

Dear Bette:

I would like to take this opportunity to thank you for your part in producing the Barbara McNair show. It was a most outstanding and well balanced show, especially in the case of Mr. Hardin, who is an excellent performer. I feel that we overlooked a good opportunity to use his talents in promoting this show. He was enthusiastically received at every performance and the reviews, without exception, were most complimentary. I would readily recommend him for any engagement.

We feel fortunate to have been host to all the acts that made up this outstanding show and take this means to express our appreciation for their appearance at the new Exposition.

Sincerely,  
*Mary Kaye*  
Mary Kaye  
Special Events Coordinator  
ckl

1800 EXPOSITION BOULEVARD, PHONE 282-841-2911  
MAILING ADDRESS: P. O. BOX 18449 SACRAMENTO, CALIFORNIA 95817



November 22, 1965

Bette Kaye  
Bette Kaye Theatrical Productions  
3037 El Camino Avenue  
Sacramento, California

I can't, Bette,

remember when we had a more enjoyable entertainment presentation than that which you arranged for at our 43rd Annual Meeting.

Without going into the merit of all the fine acts, we can surely say that the applause must still be ringing in your ears as it is ours for your most excellent presentation.

The timing, the staging, the presentations, the arrangements, and every last detail, were so excellently presented.

All members of the Western Fair join me in expressing our appreciation to you.

Fair time  
is  
fun  
*Lucius S. Merrill*  
Lucius S. Merrill  
General Manager

LSM:mt

*Letters - We get letters - We get lots and lots of letters -*



**BETTE KAYE productions, inc.**  
THEATRICAL AGENCY  
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Phone: (916) 487-1923 or 487-6667

- DALE ROBERTSON**  
Vocal, self-contained  
Fairs, Amusement Parks, TV, Club Dates, Concerts  
United Artists Records, Art Rush, Inc.
- BETTY JEAN ROBINSON**  
Vocal, single act  
Concerts, Fairs, TV, Night Clubs, Joe Taylor Artist Agency, Joe Taylor, responsible agent, Decca Records, "All I Need Is You".
- ROY ROGERS-DALE EVANS-DUSTY ROGERS**  
Vocal, self-contained  
Fairs, Amusement Parks, TV, Capitol & Word Art Rush, Inc.
- DAVID ROGERS & THE NASHVILLE PICKERS**  
Vocal, self-contained, 4 members  
Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, Mrs. Kathleen Jackson, personal manager, Columbia Records, Goodbye.
- KENNY ROGERS & THE FIRST EDITION**  
Vocal, self-contained, 6 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Creative Management Amusements, Ron Mason, responsible agent, Ken Karagen, personal manager, MGM/Verve Records, Jolly Rogers "Ballad Of Calico". Regular member of Rollin' With Kenny Rogers & The First Edition (syndicated).
- RONNIE ROGERS**  
Vocal, single act  
TV, Night Clubs, Key Talent, Inc., Rick Key, responsible agent, E. Jimmy Key, personal manager, Rice Records, Inc., "Rosie's Leaving".
- JERIS ROSS**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Shorty Lavender Talent Agency, Inc., Shorty Lavender or John McMeen, responsible agent, Cartwheel Records, "Old Fashioned Love Song".
- LANA ROUSH**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, TV, Night Clubs, Club Dates, Churches, and Shopping Centers, RCA Victor, "Don't Liberate Me", Box 944, No. Edwards, California 93523.
- JAMEY RYAN**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Top Billing, Inc., Dolores Smiley, responsible agent, Show Biz Records, "Taste Of Money". Regular member of Del Reeves' Country Carnival (syndicated).
- JUNIOR SAMPLES**  
Comedy, single act  
Concerts, Fairs, TV, Joe Taylor Artists Agency, Joe Taylor, responsible agent, Chart Records, Regular member of *aw*.
- RA...RS**  
Vocal, single act  
Concerts, Fairs, TV, Colleges, Night Clubs, Club Dates, Alstar Artist Agency, A. J. Minto, responsible agent, Shorty Lavender Talent Agency, Inc., Shorty Lavender or John McMeen, responsible agent, Jim Halsey, personal manager, United Artists Records, "Lucius Grinder". Member of Hee Haw.
- EARL SCRUGGS REVUE**  
Vocal, self-contained, 6 members  
Concerts, Fairs, TV, Festivals/Celebrations, Colleges, Night Clubs, Scruggs Talent Agency, Inc., Louise Scruggs, responsible agent, personal manager, Columbia Records, "I Saw The Light". Member of Grand Ole Opry.
- THE EDDIE SEALS & JOE GRANT SHOW**  
Vocal, comedy, duet  
Concerts, TV, Funparks, Colleges, Night Clubs, E. Jimmy Key, personal manager.
- THE II GENERATION**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts, Rome, Virginia, Don Light Talent, Inc.
- LES SEEVERS**  
Vocal, self-contained, 4 members  
Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, P. Donald White, personal manager, Chestnut-Decca Records, "What Kind Of Magic". Member of WWWA Jamboree.
- RONNIE SESSIONS**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, MGM Records, "Never Been To Spain".
- HAPPY SHAHAN**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Basch and Mallon Enterprises, Inc., Buddy Basch, responsible agent, personal manager.
- SANGER D. SHAFER**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Ray R. Baker, Blue Crest Music, Inc., Ray R. Baker, responsible agent, personal manager.
- JEAN SHEPARD & THE SECOND FIDDLES**  
Vocal, self-contained, 5 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, Capitol Records, Member of Grand Ole Opry.
- GLEN SHERLEY & BAND**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, Mega Records.
- GENE SIMMONS**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, One Nites, Inc., John Swanner, responsible agent, Royal American Records.
- RED SIMPSON**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts, Capitol Joe McFadden.
- PATSY SLEDD**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Regular member of The George Jones & Tammy Wynette Show, Shorty Lavender Talent Agency, Inc., Shorty Lavender, responsible agent, personal manager, Mega Records, "Nothing Can Stop My Loving You".
- DEL & SUE SMART**  
Vocal, self-contained  
Concerts, Fairs, Night Clubs, Artists Management Bureau, Inc., Marty Landau, responsible agent, personal manager.
- CARL SMITH**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, Mega Records, "If This Is Goodbye".
- CONNIE SMITH**  
Vocal, self-contained, 5 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Churches, Neal Agency, Ltd., Sonny Neal, responsible agent, RCA Records, "If It Ain't Love". Member of Grand Ole Opry.
- GENE SMITH & THE COUNTRY SQUIRES**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Regular member of The Gene Smith Show, Triple T Talent, Marve Hoerner, responsible agent, personal manager, Escambia Records, "Dreams".
- RON SMITH OZARK COUNTRY MUSIC HALL SHOW**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, Colleges, Night Clubs, Golden Voice, "Wing Ding", Corn Belt Productions.
- SAMMI SMITH**  
Vocal, self-contained, 5 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Moeller Talent, Inc., W. E. Moeller, responsible agent, Mega Records, "I've Got To Have You".
- HANK SNOW**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Moeller Talent, Inc., W. E. Moeller, responsible agent, RCA Records, Member of Grand Ole Opry.
- HAL SOUTHERN**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, American Corp., Steve Stebbins, responsible agent, Reena Records, "Your Friend Patsy Cline".
- RED SOVINE**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Moeller Talent, Inc., W. E. Moeller, responsible agent, Chart Records.
- BILLY JO SPEARS**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Don Fowler, responsible agent, personal manager, Capitol Records.
- JOE STAMPLEY**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, Al Gallico, personal manager, Dot Records, "If You Touch Me, You've Got To Love Me".
- THE STATLER BROTHERS**  
Vocal, quartet  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Regular member of The Johnny Cash Show, Creative Management Amusements, E. O. Stacy, responsible agent, Saul Holif, personal manager, Mercury Records, "Class of '57".
- RED STEAGALL**  
Vocal, single act  
Concerts, Fairs, Night Clubs, Artists Management Bureau, Inc., Marty Landau, responsible agent, Capitol Records, "Texas Silver Zephyr/Party Dolls & Wine".
- RAY STEVENS**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Williams/Price, Don Williams, personal manager, Creative Management Amusements, E. O. Stacy, responsible agent (fairs only), Capitol Records.
- JOHN STEWART**  
Vocal, self-contained, 4 members  
Concerts, TV, Festivals/Celebrations, Colleges, Night Clubs, International Famous Agency, Bob Willding/Richard Emler, responsible agent, Cort Casady, personal manager, Warner Bros. Records, "Sunstorm".
- REDD STEWART**  
Vocal, single act  
Acuff-Rose Artist Agency, Howard Forrester, responsible agent, Hickory Records, "Plain Ole Country Me".
- RONIE STONEMAN**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, Dot Records.
- THE STONEMANS**  
Vocal, self-contained, 5 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Top Billing, Inc., Dolores Smiley, responsible agent, Bob Bean, Bojac Management, Inc., personal manager, Million Records.
- THE STRANGERS**  
Instrumental  
Concerts, Fairs, TV, Regular member of Merle Haggard, Bonnie Owens & The Strangers, Charles L. "Fuzzy" Owen Agency, Fuzzy Owen, responsible agent, personal manager, Capitol Records.
- THE STRATUS FACTION**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts, C. B. S. Tele. K. B. D. Enterprises, Calgary, Canada.
- MEL STREET**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Hubert Long International, Jim Prater, personal manager, Royal American Records, "Borrowed Angel".
- STRINGBEAN & JIMMY RIDDLE**  
Comedy, instrumental  
Concerts, Fairs, TV, Joy Taylor Artist Agency, Joe Taylor, responsible agent, Regular member of Hee Haw.
- NAT STUCKEY**  
Vocal, self-contained  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Hubert Long International, RCA Records, "Don't Pay The Ransom".
- SUGAR-N-SPICE**  
Vocal, self-contained  
TV, Night Clubs, 503 Clarence Coll. III, 62234.
- BOBBY SYKES**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, Happy Tiger Records.
- GORDIE TAPP**  
Vocal, comedy, single act  
Concerts, Fairs, TV, Night Clubs, Joe Taylor Artist Agency, Joe Taylor, responsible agent, Regular member of Hee Haw.
- GORDON TERRY**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, Capitol Records.
- T. TEXAS TOMMY COUNTRY-WESTERN VARIETY SHOW**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts, T. Texas Tommy Productions.
- DALE THOMAS OZARK JUBILEE**  
Vocal, self-contained

continued on page 58

- Fairs, Wahoo Label, "Maybe Tomorrow", Corn Belt Productions.
- HANK THOMPSON & BRAZOS VALLEY BOYS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Jim Halsey Co., Inc., John Hitt, responsible agent, Jim Halsey, personal manager, Dot Records, "Glow Worm".
- SUE THOMPSON**  
Vocal, single act.  
Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Jim Wagner Agency, Jim Wagner, responsible agent, Hickory Records, "I Think They Call It Love".
- MEL TILLIS & THE STATESIDERS**  
Vocal, self-contained, 7 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Roger Jaudon, responsible agent, personal manager, Creative Management Amusements, E. O. Stacy, responsible agent (fairs only), MGM Records, "I Ain't Never".
- LISA TODD**  
Actress, single act.  
Concerts, Fairs, TV, Night Clubs, Joe Taylor Artist Agency, Joe Taylor responsible agent, Regular member of Hee Haw.
- BOBBY LEE TRAMMELL**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Shopping Centers, Concerts, Soundcot Records, "MY Love Keeps Growing", Shorty Lavender Talent Agency, Inc.
- DIANA TRASK & BAND**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, Mr. Tom Ewin, personal manager, Dot Records, "It Meant Nothing To Me".
- MERLE TRAVIS**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Club Dates, Moeller Talent, Inc., Larry A. Moeller, responsible agent, Capitol Records
- VAN TREVOR**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager.
- JUSTIN TUBB**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, WilHelm Agency, Larry L. Hart, responsible agent.
- TANYA TUCKER**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, Mr. John Kelly, personal manager, Columbia Records, "Delta Dawn".
- CONNIE VAN DYKE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Neal Agency, Ltd., Bob Neal, responsible agent, Entertainment Artists Representatives, Dennis M. Bond, personal manager, Barnaby Records, "Peanut Butter Angel".
- KENNY VERNON**  
Vocal, self-contained.  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Club Dates, Concerts, Capitol, "I Brought The Shoes", Walter R. Scott
- PORTER WAGONER SHOW**  
Vocal, self-contained, 8 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Top Billing, Inc., Dolores Smiley, responsible agent, RCA Victor Records, Porter Wagoner—"World Without Music", Dolly Parton—"Wash Day Blue", Regular member of Porter Wagoner Show (syndicated) Best Duet, CMA, Cash Box, Billboard
- JIMMY WAKLEY SHOW**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Americana Corp., Steve Stebbins, responsible agent.
- BILLY WALKER & THE TENNESSEE WALKERS**  
Vocal, self-contained, 5 members.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Regular member of The Billy Walker Show, Top Billing, Inc., Dolores Smiley, responsible agent, MGM Records, Member of Grand Ole Opry, Regular member of Billy Walkers "Country Carnival" (syndicated)
- CHARLIE WALKER**  
Vocal, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Hubert Long International, RCA Records, "I Don't Mind Going Under", Member of Grand Ole Opry.
- JIMMY WALKER & THE COUNTRY TRAVELERS**  
Vocal, self-contained  
Fairs, Amusement Parks, Festivals, TV, Colleges, Night Clubs, Clubs, Shopping Centers, Concerts, Rexius, "Truck Driver's Dream", Phil Downing Assoc. & W. T. A.
- GEORGE WALLACE, JR.**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, Mr. Charlie Snider, personal manager, VTR Records.
- JERRY WALLACE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Joe Taylor Artist Agency, Joe Taylor, responsible agent, personal manager, Decca Records, "If You Leave Me Tonight I'll Cry".
- JACKY WARD**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Joe Taylor Artist Agency, Joe Taylor, responsible agent, Target Records, "Big Blue Diamond".
- THE JACK WARD SHOW**  
Vocal, self-contained, 4 members.  
Fairs, TV, Funparks, Colleges, Night Clubs, Key Talent, Inc., Rick Key, responsible agent, Starday Records, "Morning, Noon and Night".
- JENNIFER WARNES**  
Vocal, self-contained, 3 members.  
Concerts, TV, Colleges, Night Clubs, Cort Casady Management, Cort Casady, responsible agent, personal manager, Creative Management Amusements, E. O. Stacy, responsible agent (TV and Night Club bookings) Reprise (Warner Bros.) Records, "Jennifer".
- HAL WAYNE**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, One Neters, Inc., John Swanner, responsible agent, Cutlass Records
- JAY LEE WEBB**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, The Wil-Helm Agency, Larry L. Hart, responsible agent, Decca Records, "The Happiness Of Having You".
- CHASE WEBSTER**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Top Billing, Inc., Dolores Smiley, responsible agent, Regular member of Del Reeves' "Country Carnival" (syndicated)
- FREDDY WELLER**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Neal Agency, Ltd., Sonny Neal, responsible agent, Columbia Records, "The Road Master".
- KITTY WELLS-JOHNNY WRIGHT FAMILY SHOW**  
Vocal, self-contained, 8 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Regular member of Kitty Wells-Johnny Wright Family Show, Moeller Talent, Inc., Jack B. Andrews, responsible agent, Decca Records.
- DOTTIE WEST**  
Vocal, self-contained, 5 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Radio & TV Commercials, Moeller Talent, Inc., Larry A. Moeller, responsible agent, RCA Records, Member of Grand Ole Opry
- KENT WESTBURY-DALE TURNER**  
Vocal, self-contained  
Fairs, Amusement, Festivals, TV, Colleges, Night Clubs, Club Dates, Churches, Shopping Centers, Concerts, Willer Records, Moller Tolert, Inc.
- BILLY EDD WHEELER**  
Vocal, single act  
Concerts, TV, Colleges, Folk Festivals, Don Light Talent, Inc., Don Light, responsible agent, personal manager, RCA Records
- JIMMY WHEELER**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches, Regular member of The Now Gospel Revival Concert Show, Triple T Talent, Marve Hoerner, responsible agent, personal manager, Escambia Records, "Our Life Was A Theme".
- THE WILBURN BROTHERS**  
Vocal, duet  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, The Wil-Helm Agency, Larry L. Hart, responsible agent, Decca Records, "Arkansas", Regular member of The Wilburn Brothers Show (syndicated), Member of Grand Ole Opry.
- HANK WILLIAMS, JR. & THE CHEATIN' HEARTS**  
Vocal, self-contained, 7 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Buddy Lee Attractions, Inc., Buddy Lee, responsible agent, personal manager, Creative Management Amusements, E. O. Stacy, responsible agent (fairs and special events), MGM Records, "Eleven Roses".
- LEONA WILLIAMS**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Night Clubs, Club Dates, Atlas Artists Bureau, Hickory Records, "Gentlemen".
- TERRY WILLIAMS**  
Vocal, comedy, instrumental, actor  
Concerts, TV, Regular member of Kenny Rogers & The First Edition, Creative Management Amusements, Ron Mason, responsible agent, Ken Krager, personal manager, MGM/Verve Records, "Melanie", Regular member of Rollin' With Kenny Rogers & The First Edition.
- TEX WILLIAMS**  
Vocal, single act  
Concerts, Fairs, TV, Night Clubs, Joe Taylor Artist Agency, Joe Taylor, responsible agent, Monument Records, "The Night Miss Nancy Anne's Motel For Single Girls Burned Down".
- CHILL WILLS**  
Vocal, comedy, single act  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Alstar Artist Agency, A. J. Minto, responsible agent, personal manager, Metromedia Records, "Hello Cousin".
- NORRO WILSON**  
Vocal, single act.  
Concerts, Fairs, TV, Night Clubs, Joe Taylor Artist Agency, Joe Taylor, responsible agent, RCA Records, "Little Ole Lady With A Hit Record".
- MAC WISEMAN**  
Vocal, single act  
Concerts, Fairs, Festivals/Celebrations, Colleges, Bluegrass Festivals, Don Light Talent, Inc., Don Light, responsible agent, RCA Records
- DEL WOOD**  
Vocal, self-contained  
Fairs, Amusement Parks, Club Dates, Shopping Centers, Concerts, Chart All Star Talent Agency.
- SHAW WOOLEY**  
Vocal, self-contained, 5 members  
Concerts, Fairs, TV, Funparks, Auditoriums, OMAC Artists, Joe McFadden, responsible agent, Doug Cooper Agency (TV bookings), Doug Cooper, personal manager, MGM Records, "Personality".
- BOBBY WRIGHT**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Regular member of Kitty Wells-Johnny Wright Family Show, Moeller Talent, Inc., Jack B. Andrews, responsible agent, Decca Records
- PEGGY SUE & SONNY WRIGHT**  
Vocal, self-contained, 4 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Night Clubs, Club Dates, The Wil-Helm Agency, Larry L. Hart, responsible agent, Sonny Wright—Cutlass Records, Peggy Sue—Decca Records, "I'm Dynamite".
- TAMMY WYNETTE**  
Vocal, self-contained, 9 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Regular member of The George Jones & Tammy Wynette Show, Shorty Lavender Talent Agency, Inc., Shorty Lavender, responsible agent, personal manager, Epic Records, "Reach Out Your Hand".
- BOB YARBROUGH**  
Vocal, single act.  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, The Wil-Helm Agency, Larry L. Hart, responsible agent, Sugarhill Records, "You're Just More A Woman".
- FARON YOUNG**  
Vocal, self-contained, 6 members  
Concerts, Fairs, TV, Funparks, Festivals/Celebrations, Colleges, Night Clubs, Club Dates, Churches, Regular member of Faron Young & Country Deputies, Billy Deaton Talent Agency, Billy Deaton, responsible agent, personal manager, Mercury Records, "This Little Girl Of Mine".
- JEFF YOUNG & THE YOUNG COUNTRY**  
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Personal Manager: Lee Henneberry  
Toulon, Illinois

# On the radio, at fairs, even at nightclubs, they're playing GOSPEL MUSIC

**GOSPEL MUSIC** is gaining in popularity as entertainment and can now be heard at major fairs, on college campuses and in big city auditoriums and arenas.

Yes, the smalltown Gospel sing featuring all the local quartets are still the big thing in some of the smaller communities and the all-night sings are still going strong, too. The tiny town of Alexandria, Tenn., has an all-day and night gospel sing every summer and its popularity grows each year. But the music is catching on in the unlikely areas mentioned above, as well.

Bookings at fairs have doubled and tripled for such groups as the Speer Family, Oak Ridge Boys, Thrasher Brothers, The Statesmen, The Prophets and the Blackwood Singers.

Groups such as the Oak Ridge Boys have been appearing on non-gospel package shows with artists such as Johnny Cash and Pat Boone. The Blackwood Singers appeared twice this year at Knott's Berry Farm, Buena Park, Calif., which previously offered only Country and Pop Music Shows.

Groups such as J. D. Sumner and The Stamps and earlier, The Imperials, backed Elvis Presley on road tours and in Las Vegas.

Gospel songs are also being sung more and more by country and pop artists.

An example is the old standard, "Love Lifted Me", commonly found in church hymnals, and sung by millions since 1912.

The song, owned by the John T. Benson Company, was recorded last year by Ray Stevens and catapulted into the Top 40 charts. It was considered a hit by any standard.

Other examples are such songs as, "He's Got the

Whole World in His Hands", "Amazing Grace", "Turn Your Radio On", and "Put Your Hand in the Hand of the Man From Galilee".

Some may have never heard of Albert Brumley. But most have heard some of the music of this Powell, Mo. native who was elected to the Gospel Music Hall of Fame last summer. He has composed more than 500 songs, including, "I'll Fly Away". Amazingly, this song has been recorded by 89 different artists or groups.

Among them are such luminaries as Pat Boone, Andy Griffith, Billy Walker, Ray Stevens, Charley Pride, Bonnie Owens, Jerry Lee Lewis, Floyd Cramer, Porter Wagoner, Jimmy Dean, Bobby Bare, Ferlin Husky, Charley Walker, Jean Shepard, Webb Pierce, Roy Acuff, Red Foley, Jim Reeves, the Ray Charles Singers, Chet Atkins and the Boston Pops Orchestra.

Not bad for a Gospel song!

The Gospel audience was broadened considerably only a few years ago with the addition of instrumentation and new sounds that resulted in a direct appeal to the youth. Also, the writers of straight country and pop material have begun to see the economic opportunities in writing songs of Gospel.

One more influence should be mentioned is the ecumenical movement which has brought the sounds of Gospel music into non-protestant churches. Where gospel had been associated primarily with Southern Protestant churches in the past, today all denominations find themselves singing popular Gospel songs on Sunday.

But you don't have to wait until Sunday to hear the sounds of gospel. As the song says, just "Turn Your Radio On."

## GOSPEL MUSIC ACTS

**ALVIS & THE BARNETTS**, HeartWarming Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by Sumar Talent Agency.

**LONDON PARRIS & THE APOSTLES**, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by Sumar Talent Agency.

**THE ARCHERS**, Charisma Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, concerts. Booked by: Bill Murray, California Gospel Enterprises.

**WENDY BAGWELL & THE SUNLITERS**, Canaan Records—"By Your Request," self-contained, work fairs, amusement parks, festivals, TV, shopping centers, concerts. Booked by: Don Light Talent, Inc.

**THE BLACKWOOD BROTHERS**, RCA Victor Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by: Sumar Talent Agency, Tom Drake Agency.

**THE BLACKWOOD SINGERS**, HeartWarming/Impact Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by: Sumar Talent Agency, Tom Drake Agency, Hubert Long International.

**BLUE RIDGE QUARTET**, Canaan Records—"On The Move," self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, concerts. Booked by: (fairs only) Variety Attractions, (other) Burl Strevel, P.O. Box 441, Spartanburg, S.C. 29301.

**CATHEDRAL QUARTET**, Canaan Records—"Welcome To Our World," self-contained, works fairs, churches, concerts. Booked by: Don Light Talent, Inc.

**DENIS CHAPMAN & THE MANI STRINGS SINGERS**, Unique Sound Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, concerts, political rallies. Booked by: Associated Artist Management, 118 Second St., Lexington, Ky. 40501. (606) 253-0586.

**THE CHALLENGERS**, self-contained, work fairs, amusement parks, festivals, club dates, churches, shopping centers. Booked by: Variety Attractions.

**THE CHORDS**, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches,

shopping center, concerts. Booked by: Capitol Booking Service, Inc.

**CHRISTIAN TROUBADOURS**, HeartWarming Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by: Wayne Walters, P.O. Box 4624, Nashville, Tenn. 37216.

**THE SINGING COMMODORES**, Superior Records, self-contained, work fairs, festivals, TV, colleges, club dates, churches, concerts. Booked by: Ken Croley, Rt. 2, Fyffe, Ala. 35971.

**THE CONCORDS**, Harbor Records, self-contained, work fairs, festivals, TV, colleges, club dates, churches, concerts. Booked by: Jim Black, P.O. Box 40096, Nashville, Tenn. 37204.

**COY COOK & THE SENATORS**, Skylite Records, self-contained, work fairs, festivals, TV, colleges, club dates, churches, concerts. Booked by: Skylite Talent.

**ANDRAE CROUCH & THE DISCIPLES**, Liberty & Light Records, self-contained, work fairs, festivals, TV, colleges, club dates, churches, concerts. Booked by: Bill Murray, California Gospel Enterprises.

**SINGING DEWEYS**, HeartWarming Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by: Sumar Talent Agency.

**DIXIE ECHOES**, Echo Records, self-contained, work fairs, festivals, TV, colleges, churches, shopping centers, concerts. Booked by: Skylite Talent Agency.

**THE DOWNINGS**, HeartWarming Records—"Neighbors," self-contained, work fairs, amusement parks, festivals, TV, churches, concerts. Booked by: Don Light Talent, Inc.

**THE EASTMEN**, Majestic Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, concerts. Booked by: J. R. Damiani, P.O. Box 504, Landsale, Pa. 19446.

**THE ENVOYS**, Tempo/HeartWarming Records, self-contained, work fairs, colleges, churches, concerts. Booked by: Sumar Talent Agency.

**THE FARR FAMILY**, FFP Records—"I'll Walk With God," self-contained, works fairs, amusement parks, festivals, TV, colleges, churches, concerts. Booked by: Bruce Rohrback & Co., 1399 Vine St., P.O. Box 16, Middletown, Pa., (717) 944-7613.

**THE FLORIDA BOYS**, Canaan Records—"Solid Gospel," self-contained, work fairs, amusement parks, festivals, TV, concerts. Booked by: Don Light Talent, Inc.

**PETER FORSYTHE & CO.**, self-contained, work fairs, festivals, night clubs, club dates, show & dance. Booked by: Allied Booking, 2250 3rd Ave., San Diego, Calif. 92101.

**BILL GAITHER TRIO**, HeartWarming Records, self-contained, works concerts, TV, churches. Booked by: Bill Gaither, P.O. Box 300, Alexandria, Ind. 46001.

**THE GALILEANS**, Rainbow Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, concerts. Booked by: Skylite Talent Agency.

**THE GATEWAY BOYS & GINGER**, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by: Sumar Talent Agency.

**SINGING GASKIN FAMILY**, Mission Records, self-contained, works fairs, festivals, TV, colleges, club dates, churches, concerts. Booked by: Rev. Lee Gaskin, Rt. 1, Battle Ground, Inc. 47920.

**WHITEY GLEASON & THE JUBILEE QUARTET**, Mid-America Music Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, concerts. Booked by: Whitey Gleason, P.O. Box 50B7, Topeka, Kansas 66605.

**JERRY GOFF & THE SINGING GOFFS**, Lighthouse Records—"Singing With Style," self-contained, works fairs, churches, concerts. Booked by: Don Light Talent, Inc.

**HAPPY GOODMAN FAMILY**, Canaan Records, self-contained, works fairs, TV, colleges, churches, concerts. Booked by: Skylite Talent Agency.

**GOSPEL BRASS**, Skylite Records, self-contained, works fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, concerts. Booked by: Skylite Talent Agency.

**SAMMY HALL SINGERS**, Christian Folk Records—"Plenty Of Time," self-contained, work fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, concerts, crusades. Booked by: Don Light Talent, Inc.

**MUSICAL HARTS**, Zondervan Records, self-contained, work fairs, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by: Buddy Lee Attractions or Ailene Hart, P.O. Box 50105, Nashville, Tenn. 37205.

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- Oklahoma State Fair
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- Kentucky State Fair
- Lucas County Fair—Maumee, Ohio
- Blue Grass Fair—Lexington, Ky.
- Northwest Missouri State Fair—Bethany, Mo.
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- Elvis Presley Recordings
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# The Prophets

## Credits:

- Iowa State Fair
- Illinois State Fair
- Oklahoma State Fair
- Northwest Missouri State Fair—  
Bethany, Mo.
- Rutland State Fair—Rutland, Vt.
- Panhandle Exposition—Guymon, Okla.
- Platte County Fair—Columbus, Neb.
- Pawnee County Fair—  
Pawnee City, Neb.
- Freeborn County Fair—  
Albert Lea, Minn.
- Prince William County Fair—  
Manassas, Va.
- York Inter-State Fair—York, Pa.
- Chesterfield County Fair—  
Chesterfield, Pa.
- Cobleskill Fair—Cobleskill, N.Y.
- West Liberty Fair—West Liberty, Iowa



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- Northwest Missouri State Fair
- Chemung County Fair—Horseheads, N.Y.
- Batelle District Fair—Wadestown, W. Va.
- Osborne County Rural Fair—Osborne, Kans.
- Germantown Fair—Germantown, Ky.
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parcs, festivals, TV, colleges, night clubs, club dates, churches, shopping centers, concerts. Booked by: G.D.M. Prod., 1025 Sibley Blvd. Calumet City, Ill. 60409. (312) 862-8300.

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**IKE COLE**, E.M.I. Records (England), single act, works fairs, festivals, TV, colleges, night clubs, club dates, concerts. Booked by: Julian Portman Agency, Taft Bldg. Suite 1105, Hollywood & Vine Sts., Hollywood, Calif. 90028.

**GOVE COLLEGE**, UNI Records, self-contained, works fairs, colleges, listening clubs, concerts. Booked by: Don Light, 816 19th Ave. S., Nashville, Tenn. 37212.

**ALBERT COLLINS**, Tumbleweed Records—"Gettin it Straight", self-contained, works fairs, TV, colleges, night clubs, concerts. Booked by: Reznick-Bernstein Agency, 226 S. Beverly Dr., Beverly Hills, Calif. 90212.

**COMMODORES**, Mowest Records—"Human Zoo", self-contained, works festivals, colleges, night clubs, club dates, concerts. Booked by: Southeastern Attractions, 2121 8th Ave. N., Birmingham, Ala.

**THE CONTI FAMILY**, Pac 3 Records—"Hey Mister", self-contained, works fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by: C.F. Productions, P.O. Box 10166, Detroit, Mich. (313) 877-9515, (313) 581-5774.

**CONTI FAMILY**, self-contained, works fairs, club dates, TV, shopping centers, concerts. Booked by: Jack Reed Agency, Inc., 27600 Farmington Rd. Suite 200, Farmington, Mich. 48024.

**ALICE COOPER**, Booked by: A.B.C., 445 Park Ave., N.Y., N.Y. 10022, (212) 421-5200.

**DON COOPER**, Roulette Records—"Special Day", self-contained, works TV, colleges, club dates, concerts. Booked by: H.B.S. Inc., Suite 2514, 250 W. 57th St., N.Y., N.Y., 10019.

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**NEIL DIAMOND**, UNI Records—"Play Me", self-contained, works fairs, TV, colleges, concerts. Booked by: Reznick-Bernstein Agency, 226 S. Beverly Dr., Beverly Hills, Calif. 90212.

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**THE DOORS**, Elektra Records—"Full Circle-LP", self-contained, works colleges, concerts. Booked by: Assoc. Booking Corp., 8512 Santa Monica Blvd., Los Angeles, Calif. 90069.

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**JIMMY DORSEY ORCHESTRA**, Directed by LEE CASTLE, Pickwick Records, self-contained, works all occasions. Booked by: Counterpoint/Concerts, Inc., 10 Munson Ct., Huntington Station, N.Y. 11746.

**DREW & DOUG**, Holly Record Co., self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, shopping centers, concerts. Booked by: Charles Dimmel & Charles Lewis Agency, 3427 Norton, Independence, Mo. 64052.

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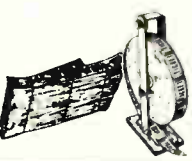
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continued on page 84





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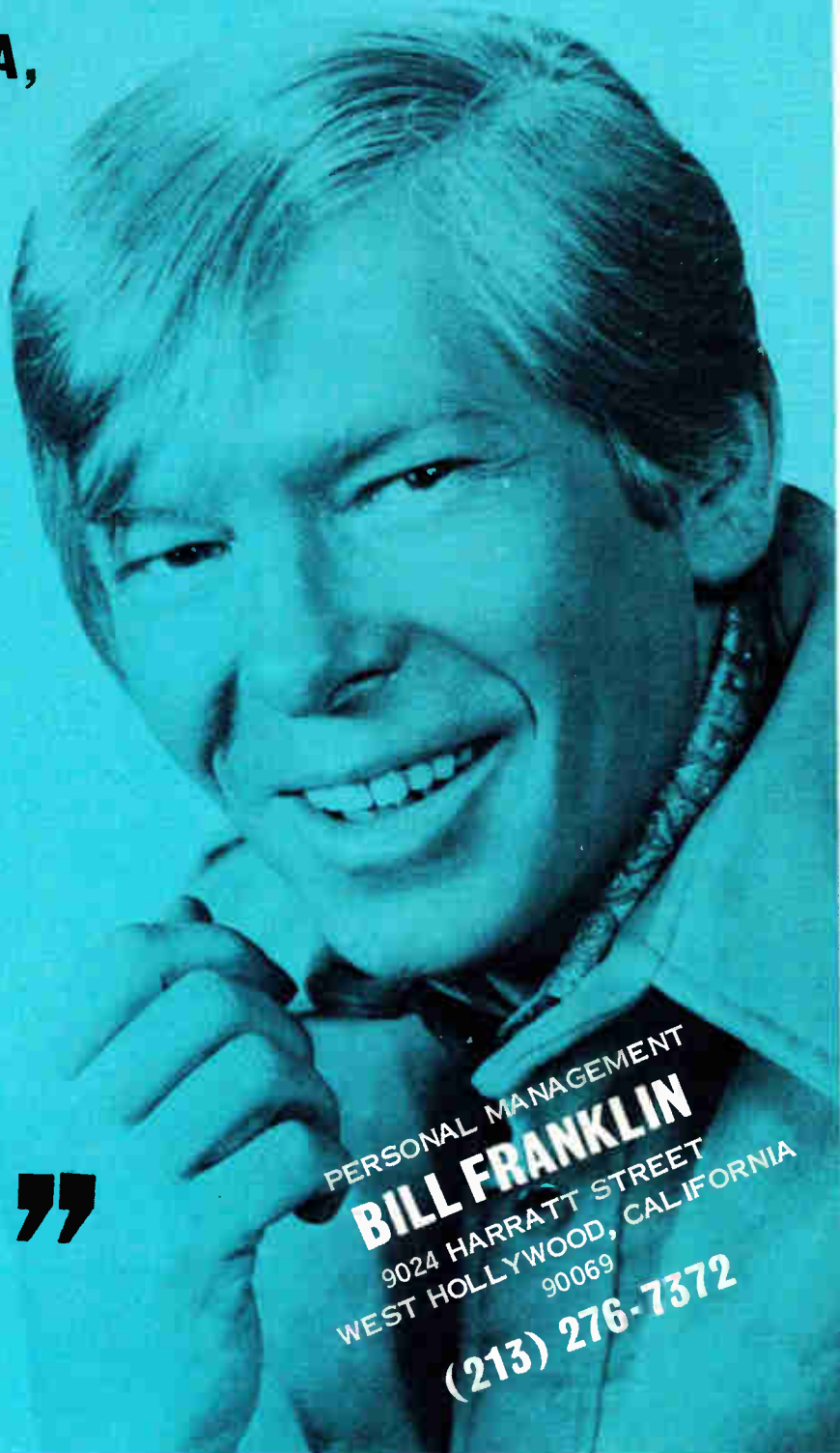
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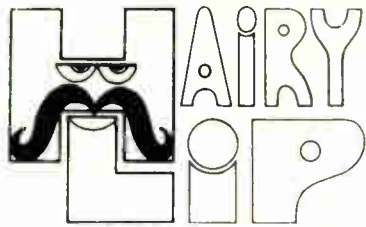


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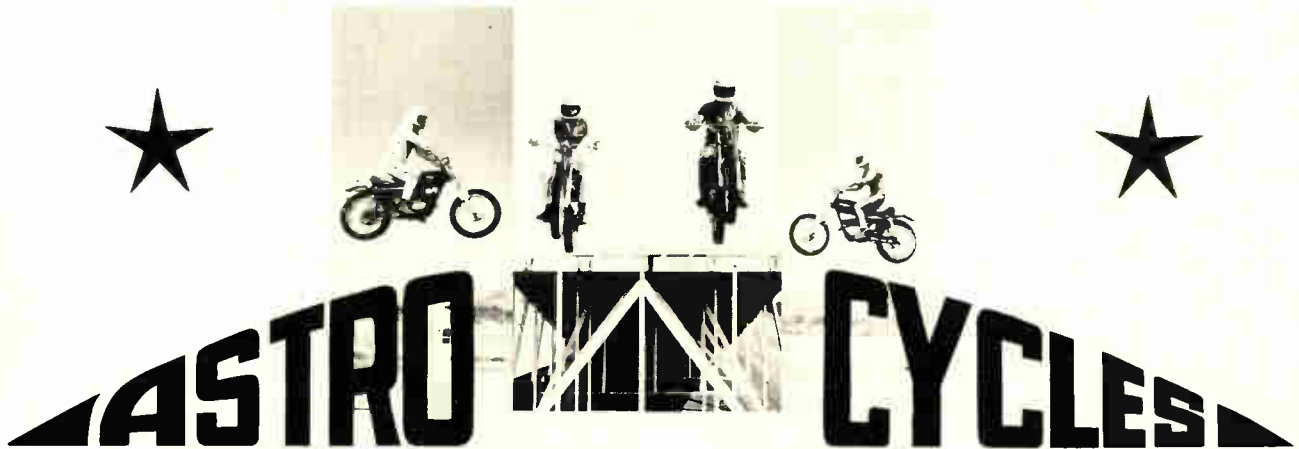
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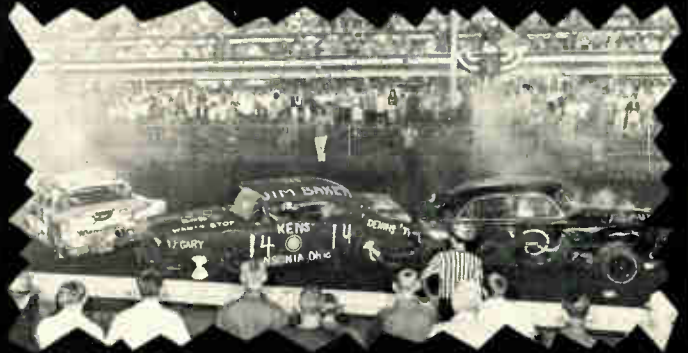
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**HOLIDAY ANIMAL FANTASY**, self-contained, works fairs, amusement parks, festivals. Address: R. R. #1, Wapakoneta, Ohio 45895, (419) 738-6400.

**GENE HOLTER'S MOVIELAND ANIMAL SHOW**, works fairs. Address: 10940 Riverside Ave., Bloomington, Calif. 92316, (714) 877-2827.

**KING'S PERFORMING ELEPHANTS**, self-contained, works fairs, TV, night clubs, shrine dates, schools. Address: Walt & Barbara King, 62000 Gratiot Ave., Richmond, Mich. 48062, (313) 463-1561 or (313) 749-5572.

**KLAUSER BEAR ACT**, single act, works fairs, amusement parks, festivals, TV, club dates, circuses. Booked By:

Hawthorn Circus Corp., Libertyville, Ill. 60048, (312) EM 2-2025.

**KRIEELS KATS, KLOWNS & DOGS**, self-contained, works amusement parks. Address: Lowell Kriel, R. R. #5, Fairfield, Ill.

**LACY'S CAL. STALLIONS**, self-contained, works fairs, TV, circuses. Address: Lacy Toth, P.O. Box 577, Ventura, Calif. 93001.

**LEONARDS ANIMAL ACTS**, self-contained, works fairs, amusement parks, festivals. Booked by: R. E. Leonard & Variety Attractions. Address: P.O. Box 332, Manhattan, Kan. 66502, (913) 776-7368.

**LIPKO COMEDY CHIMPS**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, shopping centers. Booked by: Variety Attractions, P.O. Box 2276, Zanesville, Ohio, (614) 453-0188.

**'LIL' ABNER & HIS DOGS**, self-contained, works fairs, festivals, club dates, shopping centers. Address: Abner Harrington, 1705 Nash St., Sanford, N. C. 27330, (919) 775-3405 (day), (919) 775-4284 (night).

**JERRY LIPPIATT & HIS NAT'L FAMOUS WORLD CHAMP RACING MULES**, works fairs, paramutual tracks, speedways, drag strips, rodeos, stock shows. Address: Jerry Lippiatt, RD #5, Salem, Ohio 44460, (216) 337-3947.

**LUMAC'S ALSATIAN SHEPHERDS**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers, concerts. Address: Clark D. McDermott, 407 34th Ave., San Francisco, Calif. 94121, (415) 221-8514.

**MINI-ZOO ANIMAL ACTS, CARNIVAL GAMES**, self-contained, works fairs, amusement parks, shopping centers. Booked By: Mr. P. Wood, Wood Family Shows, Box #29, St. Davids, Ontario, Canada.

**SYD MORE FAMILY**, Address: P.O. Box 469, Tucson, Ariz. 85702, (602) 887-3267.

**J. FRED MUGGS ENT.**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers, concerts. Address: 5246 Bon Vivant Dr., Apt. 88, Tampa, Fla. 33603, (813) 238-8151.

**NOELL'S ARK-GREAT APES-'GORILLA SHOW'**, self-contained, works fairs, amusement parks, shopping centers, open lot promotions. Address: Bob &/or Mae Noell, P.O. Box 396, Tarpon Springs, Fla. 33589, (813) 937-8683

**NORTH AMERICAN SEA LION SHOWS**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, churches, shopping centers. Address: P.O. Box 2561, Marathon Shores, Fla. 33052.

**DICK & GAY OLSON'S MAGNIFICENT FLYING RED STALLION**, self-contained, works fairs, rodeos, tourist attractions, aud-arenas. Address: LaReata Horse Farm, Rt. 7 Box 575, Ocala, Fla. 32670, (904) 237-3163.

**GLORIA PEEBLES & THE BUSY BEES**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers. Address: 18810 Cardoni, Detroit, Mich. 48203, (313) TW3-6976.

**THE PERKY PUPS**, self-contained, works fairs, amusement parks, festivals, TV, club dates, shopping centers. Address: P.O. Box 26, E. McKeesport, Pa. 15035, (412) 823-1244.

**QUINLAN MARINE ATTRACTIONS**, works amusement parks. Address: Ralph Quinlan, Rt. #3 Box 138-A, Lincolnton, N.C., (704) 735-7698.

**RAMAR TRAINED GORILLA**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers, promotions. Address: 2100 W. Gage Ave., Fullerton, Calif. 92633, (714) 879-8701.

**RANDON'S DOGS**, self-contained, works fairs, amusement parks, festivals, TV, colleges, club dates, shopping centers. Booked by: George Hubler, Inez Taylor, 38 Jasper St., Dayton, Ohio 45409, (513) 223-5407.

**THE ROWES HORSE ACTS**, self-contained, works fairs, amusement parks, rodeos. Address: Rt. #1 Box 243, Whites Creek, Tenn. 37189, (615) 228-2780.

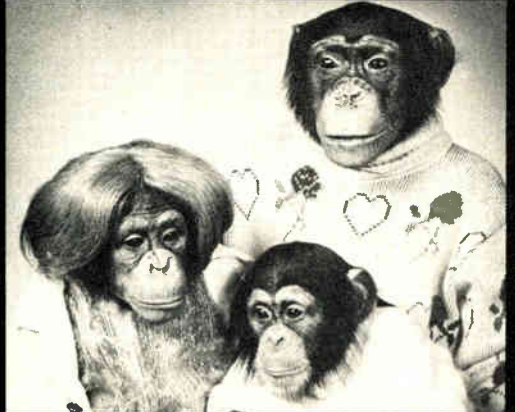
**JONNY RIVERS ATTRACTIONS**, works fairs, amusement parks, festivals, shopping centers. Address: Rt. #1 Box 262, Camdenton, Mo. 65020, (314) 346-5410.

**ALBERT RIX PERFORMING BEARS**, Address: RD #1, Middletown, New York 10940, (914) 392-9391.

**ROMAN HOLIDAY ANIMAL ATTRACTIONS**, self-contained, works fairs, amusement parks, festivals, colleges, shopping centers. Address: Don Anderson, R. R. #2 Box 452, Troup, Texas 75789, (214) 842-4656.

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**TONY STIRLING DOGS WITH BONGO & A CLOWN**, self-contained, works fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, personal appearances. Address: R.R. #1, Valley, Nebraska 68064 (402) 359-5398.

**TEXAS WHITE HORSE TROUPE**, self-contained, works fairs, still dates. Address: Don Anderson, Rt. #2 Box 452, Troup, Texas 75789. (214) 842-4656.

**THEATRICAL ANIMALS**. Address: Dawn Animal Agency, Inc., 1545 Broadway, New York, N.Y.

**TUSCORA DONKEY BALL COMPANY**, self-contained, works fairs, amusement parks, festivals, colleges, stadiums, ball parks. Booked by: Frontier Attractions, 422 W. High Ave., New Philadelphia, Ohio 44663.

**ANIMAL ATTRACTIONS-ROB URBAN**, self-contained, works fairs, night clubs, club dates, TV. Booked by: Marcus Glaser, Chicago. Address: 12343 S. 71st St., Palos Hts., Ill.

**VAN DONWEN'S SEALS & PENGUINS & WINTER WONDERLAND SHOW**, self-contained, works fairs, amusement parks, festivals, TV, club dates, shopping centers. Address: Rt. #3 Box 49, St. Augustine, Fla. 32084, (904) 824-3350.

**VAN DONWEN'S SEALS**, self-contained, works fairs, festivals, TV, night clubs, club dates, shopping centers, private parties. Booked by: Animal Talent Scouts, Inc., Patricia Poleskie, Dir., 331 W. 18th St., New York, N.Y. 10011.

**BILL VERGIS' WRESTLING BEAR OSCAR**, self-contained, works fairs, amusement parks, festivals, TV, night clubs, club dates, churches, shopping centers, sports events. Booked by: Studio Center, Inc. Address: Studio Animal Rentals, 14875 20th Ave. N.E., North Miami, Fla. 33161, (305) 947-6047.

**AL VILBELS ELEPHANT & PONY REVUE**, self-contained, works fairs, amusement parks, festivals, TV, shopping centers. Address: P.O. Box 114, Windham, New York 12496, (518) 734-4137.

**ANGELA WILNOW'S PERFORMING COLLIE DOGS**, single act, works fairs, amusement parks, festivals, TV, colleges, club dates, shopping centers. Address: Angela Wilnow, 861 Oak St., Ft. Myers Beach, Fla. 33931, (813) 463-9006.

### CIRCUS/VARIETY ACTS

**AERIAL GLORIONS, THE**, single. Booked by: Ron Gill, 1903 Irving St., Sarasota, Fla. 33577 (813) 958-4998.

**ALMIROS, AL & MINA**, self-contained, works fairs, amusement parks, festivals, TV, night clubs, club dates, shopping centers. Booked by: C.B.S., Inc., New Springfield, Ohio 44443.

**ALADIN & GENIE**, self-contained, works fairs, amusement parks, festivals, TV, club dates, shopping centers. Booked by: Apollo Productions, 34444 Little Court, Fremont, Calif. 94538.

**ALBARRACINES, THE**, self-contained, works fairs, amusement parks, festivals, TV, night clubs, club dates, churches, shopping centers, concerts, sport shows. Booked by: The Gilbert Miller Agency, 8743 N. St. Louis Ave., Skokie, Ill. 60076.

**ALBERTI, CHRIS FAMILY**, single, works fairs, amusement parks, night clubs, club dates, shopping centers. 1959 Welwyn Ave., Des Plaines, Ill. 60018 824-5178.

**THE ALCETTY'S**, single act, works festivals, TV, colleges, night clubs, club dates, concerts. Booked by: Eddie Cochran Agency, P.O. Box 782, Encino, Calif. 91316 (213) 987-1740.

**ALLEN, ROBERT L.** (the Alpine Glass Blowers), self-contained, works fairs, amusement parks, festivals, TV, shopping centers. 817 West 22 St., Connersville, Ind. (317) 825-5313.

**AL'S OLD CIRCUS CALLIOPE**, self-contained, works fairs, festivals, club dates, shopping centers, grand openings, parades. Booked by: Al Bice, 3540 Wallingford Ave., No. Seattle, Wash. 98103 ME 2-9270.

**AMAZING ALAN**, self-contained, works fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers. Booked by: Cooke and Rose, 10626 Wilma Ave., R.D. 1, Alliance, Ohio 44601 (216) 823-5727.

**AMAZING ALEXANDER & ALBANIS FLYING MOTORCYCLE**, self-contained, works fairs, amusement parks, TV, churches, shopping centers. Booked by: Leopold Cote, Davis Rd., Harwinton, Conn. 06790 (203) 482-0567.

**AMAZING MISS ASTA** (balloon dive), single. 17721 Roscue Blvd., Northridge, Calif. 91324 (213) 344-4231.

**ARONSON, JOSEPH P.** (caricatures) single. 3330 Dogwood Dr., Willow Grove, Pa. 19090 (215) 659-3645.

**ASARA, VINCENT**, single, works fairs, TV, colleges, night clubs, club dates. Booked by: Eddie Cochran Agency, P.O. Box 782, Encino, Calif. 91316 (213) 987-1740.

**ASHTON'S MARIONETTES**, self-contained, works fairs, amusement parks, festivals, TV, club dates, shopping centers, industrial shows and picnics. 1325 Berwick Blvd., Waukegan, Ill. 60085 (312) 336-9247.

**BALANCING BENTONS**, self-contained, works fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers. Booked by: Cooke and Rose, 10626 Wilma Ave., R.D. 1, Alliance, Ohio 44601 (216) 823-5727.

**BENGE, KEN & CAROL**, self-contained, works fairs, TV, night clubs, club dates, shopping centers. 1551 Hillcrest Ave., Hanover Park, Ill. 60103 (312) 837-3197.

**BENNER, LARRY** (emcee/comedian), self-contained, works amusement parks, festivals, TV, night clubs, club dates, churches. P.O. Box 44, Miamisburg, Ohio 45342.

**BIG JOHN IRON MINE**, self-contained, works fairs. Booked by: Albert Carollo, P.O. Box 177, Iron Mtn., Mich. 49801 (906) 774-6220.

**BLUE, LES & YVETTE**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, shopping centers. 2708 Fruitville Rd., Sarasota, Fla. 33577 (813) 958-2225.

**BRAUN, PAULETTE** (baton twirling), self-contained, works fairs, amusement parks, festivals, TV, night clubs, club dates, shopping centers. 4309 North 56 St., Omaha, Neb. 68104 451-2096.

**BRAUN, SYLVESTER & BARBARA** (rope spinning, whips, knife throwing), single, works fairs, amusement parks, shopping centers. 9291 Batavia St., Orange, Calif. 92665 (714) 637-1793.

**BREWERS, THE**, self-contained, works fairs, amusement parks, club dates. Booked by: Marquee Attractions, 110 Penn Ave., Girard, Pa. 16417.

**BROWNING FAMILY SHOW** (musical variety stage show), self-contained, works fairs, club dates. 8301 Juniper, Shawnee Mission, Kan. 66207 (913) M9-3060.

**BUCKNELL MARIONETTES**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers. Booked by: Fred T. Fenchel Entertainment Ent., 2104 S. Jefferson, Mason City, Iowa 50401.

**BUGS BUNNY SHOW** (children's show), self-contained, works fairs, amusement parks, festivals, shopping centers, concerts. 909 3rd Ave., Warner Bros. Entertainment.

**BUMPY FAMILY**, single, works fairs, amusement parks, festivals, TV, colleges, club dates, shopping centers. Rolling "S" Ranch, North Lake, Wis. 53064 (414) 966-2082.

**BURGER'S ANIMAL REVUE**, self-contained, works fairs, amusement parks, festivals, TV, night clubs, shopping centers. RD #1, Box 431-A, Blackwood, N.J. 08012 (609) 227-5433.

**BURNS, BERNIE**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers, concerts. Booked by: Bette Kaye Prods., Inc., 2929 El Camino Ave., Sacramento, Calif. 95821.

**BURNES, CHUCK** (ringmaster/announcer), self-contained. 2341 W. Transit Ave., Anaheim, Calif. 92804 (714) 635-1726.

**BURNS, "JETHRO"** (instrumentalist, mandolin), single, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, shopping centers, concerts. Booked by: Jimmy Richards Productions, 919 N. Michigan Ave., Chicago, Ill. 60611.

**BUTLER, FAMILY**, self-contained, works fairs, amusement parks, festivals, TV, night clubs, club dates, churches, shopping centers. Booked by: Nicholas Theatrical Ent., 1817 Scott St., McKeesport, Pa. (412) 678-2929.

**CALIFORNIA VARIETIES**, self-contained, works fairs, amusement parks, festivals, club dates, churches, shopping centers. Booked by: Don Marcks, 525 Oak St., El Cerrito, Calif. 94530 (415) 525-3332.

**CARAZINI** (chain smoker), single, works TV, colleges, night clubs, club dates, concerts. Booked by: Eddie Cochran Agency, P.O. Box 782, Encino, Calif. 91316 (213) 987-1740.

**CARL, GEORGE**, single, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates. Booked by: Eddie Cochran Agency, P.O. Box 782, Encino, Calif. 91316 (213) 987-1740.

**CARLELL, BUD & ROSE** (whips, rope spinning, boomerangs), self-contained, works club dates, shopping centers. Booked by: Howard Schultz, 2525 West Peterson Ave., Chicago, Ill. 60659 (312) 769-2244.

**CARLON, LEFTY** (trick ropes) single. 5250 Quitman St., Denver, Colo. 455-3151.

**CARSONY, KARL**, single, works fairs, amusement parks, festivals, TV, night clubs, club dates, concerts. Booked by: Eddie Cochran Agency, P.O. Box 782, Encino, Calif. 91316 (213) 987-1740.

**CASSIDY SISTERS**, self-contained, works fairs, amusement

parcs, TV, night clubs, club dates, shopping centers. 1674 S. Union Ave., Alliance, Ohio.

**CIRCUS WILLIAMS**, self-contained. Booked by: Carle Conley, 112 Owensville, Ohio 45160 (513) 732-0037.

**CAL CLAUDE**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers. Ladmer Lane, Wareham, Mass. 02571 295-2571.

**CONTI FAMILY** (musical family variety attraction), self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers, concerts. Booked by: Fred T. Fenchel Entertainment Ent., 2104 S. Jefferson St., Mason City, Iowa 50401.

**COOK, MERLE** (Cook's original comedy car), self-contained, works fairs, amusement parks, TV, shopping centers. Le-Bouef Gardens, Waterford, Pa. 16441 (814) 796-4653.

**COOPER SISTERS** (singing comedienne), single, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, shopping centers, concerts. Booked by: Phil Downing Associates & W.T.A., 519 S.W. Park Ave., Portland, Ore. 97205.

**CORONAS HIGH WIRE ACT**, self-contained. 6226 Lincoln St., Hollywood, Fla. 33024.

**CORY, BOB & KAREN** (horizontal bars), self-contained, works fairs, amusement parks, festivals, TV, night clubs, club dates, shopping centers. Booked by: Bob Christians, 4911 West 33rd Ave., Denver, Colo. 80212 (303) 477-5108.

**COUNT POPO DE BATHE** (children's entertainer), self-contained, works fairs, amusement parks, festivals, TV, shopping centers. P.O. Box 11205, Piedmont Sta., Oakland, Calif. 94611 (415) 655-4754.

**CREEYU PUPPET THEATRE**, self-contained, works fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, concerts. Booked by: Creey Co., 510 Waver St., Steubenville, Ohio 43952 (614) 283-3708-9.

**CURTIN, TOMMY**, works TV, night clubs, club dates, ice shows. P.O. Box 157, Bristol, Tenn. 37620 (615) 764-5761.

**CYCLING SORCERORS, THE**, self-contained, works fairs, amusement parks, TV, colleges, night clubs, club dates, churches, shopping centers, concerts, sport shows. Booked by: The Gilbert Miller Agency, 8743 N. St. Louis Ave., Skokie, Ill. 60076.

**D'AMORES, THE**, single, works fairs, festivals, TV, colleges, night clubs, club dates, concerts. Booked by: Eddie Cochran Agency, P.O. Box 782, Encino, Calif. 91316 (213) 987-1740.

**DANCING WATERS**, single, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers, concerts, baseball parks. Booked by: Harold Steinman, Dancing Waters, Inc., 250 W. 57th St., New York, N.Y. 10019 (212) 247-1348.

**DAVISON, PAT & GWEN** (juggling act), single, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, shopping centers. 3612 17th Ave., S., Minneapolis, Minn. 55407 (612) 722-0831.

**DEANI, AL** (animal balloon sculpture), self-contained. Booked by: Bebe Mandel Agency, 203 N. Wabash, Chicago, Ill. 60601.

**TED DIGEORGIA** (costumes, bands), works fairs, amusement parks, festivals, club dates, shopping centers. Booked by: Ted DiGeorgia, 147 Carol St., Lake Waukegan, Danbury, Conn. 06810 (203) 743-2294.

**DIETER TASSO** (emcee/comedian), self-contained, works night clubs, club dates, churches, shopping centers. Booked by: Howard Schultz, 2525 W. Peterson Ave., Chicago, Ill. 60659 (312) 769-2244.

**DIONNES FAMILY** (featuring Michel), self-contained, works fairs, amusement parks, TV, night clubs, club dates, shopping centers. 855 Oak St., Fort Myers Beach, Fla. 33931 (813) 463-9026.

**MR. F. AND RENE**, self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping centers. Booked by: Frontier Attractions, 6508 Craigland Court, Cincinnati, Ohio 45230, 232-3250.

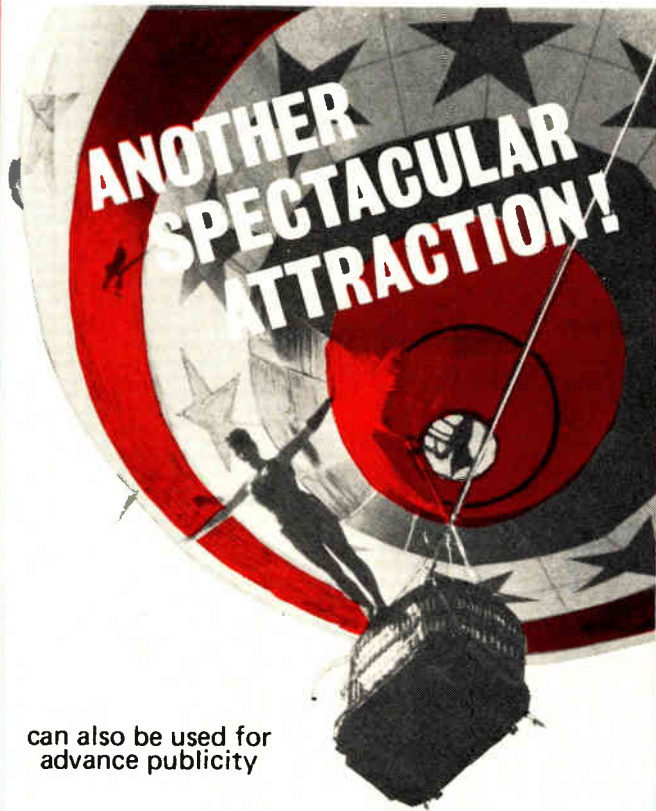
**EVERS, COLOREZ** (tight wire act), self-contained, works fairs, amusement parks, TV, night clubs, club dates, shopping centers. Booked by: Miles Ingalls, 295 Camino Carmelita, Palm Springs, Calif., 327-3531.

**FANTASTIC FLYING Y'S** (acrobatic, juggling, trampoline, unicycle), self-contained, works fairs, amusement parks, festivals, TV, club dates, churches, shopping centers. P.O. Box 901, Norristown, Pa. 19404 (215) 539-0457.

**FEARLESS BAUERS** (aerial swappole trio), self-contained, works fairs, amusement parks, festivals, TV, club dates, churches, shopping centers, sport shows, ballparks, race tracks, home shows. Booked by: Bauer-Hall Ent. & self, 715 N. Lockwood Ridge Rd., Sarasota Fla. 33580 (813) 955-5071 and 138 Frog Hollow Rd., Churchville, Pa. 18966 (215) 357-5189.

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**GREAT BIGELOW** (escape artist), self-contained, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, churches, shopping center. Booked by Myra Kaye, 2830 Morris Ave., New York, N.Y. 19468.

**GREAT BOROS** (break-away, sway pole, high act), single, works fairs, amusement parks, festivals, TV, colleges, shopping centers. Booked by Variety Attractions, P.O. Box 2276, Zanesville, Ohio 43701 (614) 453-0188.

**GREAT HUBERTO**, self-contained, works fairs, amusement parks, festivals, TV, club dates, shopping centers, sports show, Shrine Circus. Booked by Seymour Shapiro Agency, 9495 51st St., Riverside, Calif. 92509 (714) 685-9038.

**GREAT KORMPATES** (high act), self-contained, works fairs, amusement parks, festivals, TV, night clubs, club dates, churches, shopping centers, concerts, home shows, water shows, promotions. Booked by Bill Kormpates, 3547 6th Ave., S., St. Petersburg, Fla. 33711 (813) 820-8831.

**GREE, JACK** ("Wizard of musical bottles"), single, works amusement parks, festivals, TV, colleges, churches. 2227 Killian Rd., Akron, Ohio 44312 699-3340.

**GRIFFITHS, JESSIE** (The Lady of the Keyboards), self-contained, works fairs, amusement parks, festivals, night clubs, club dates, concerts. 2510 Arcona Rd., R.D. 3, Mechanicsburg, Pa. 17055 (717) 766-5301.

**GRINN & BARRETT** (comedy casting act), self-contained, works fairs, amusement parks, festivals, TV, club dates, shopping centers, sports shows. Booked by Bob Christians, 4911 West 33rd Ave., Denver, Colo. 80212 (303) 477-5108.

**GRISWOLD, LARRY** (dry diving humourist), single, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, shopping centers, concerts, sports shows. Booked by Howard Schultz, 1607 Washington Ave., S.E., Cedar Rapids, Iowa 52403 363-3203.

**GROSS, JIMMY & PEGGY** (electronic banjos), self-contained, works fairs, festivals, TV, colleges, club dates, churches, shopping centers, concerts. 3505 Buena Rd., Highland Park, Ill. 60035 (312) 433-4494.

**HAGER FAMILY** (all girls acro, comedy trampoline), single, works fairs, amusement parks, festivals, TV, night clubs, club dates, shopping centers. 57 Maple St., Dover, N.H. 03820 (603) 742-5119.

**HANNEFORD, TOMMY FAMILY**, self-contained, works fairs, amusement parks, festivals, TV, colleges, shopping centers. Osprey, Fla. (813) 916-3212.

**HARRISON, WES** (Mr. Sound Effects), single, works fairs, amusement parks, festivals, TV, colleges, night clubs, club dates, shopping centers, concerts. Booked by Jimmy Richards Productions, 919 N. Michigan Ave., Chicago, Ill. 60611.

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**ISLANDERS AND THEIR SPINNING TOYS**, self-contained, works fairs, festivals, night clubs, club dates, shopping centers. Booked by Marvin Girard, 1217 Pearce St., Owosso, Mich. 48867 (517) 725-7418.

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continued on page 100



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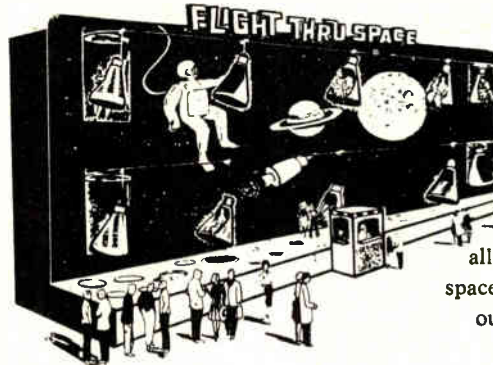
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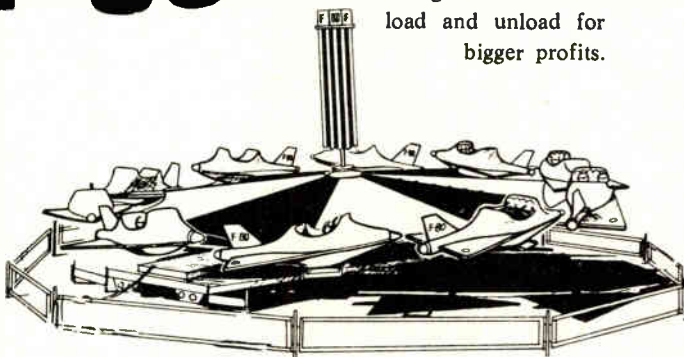
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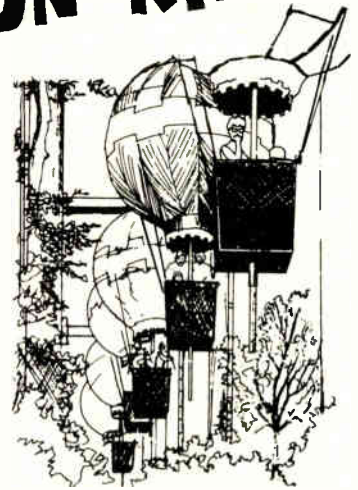
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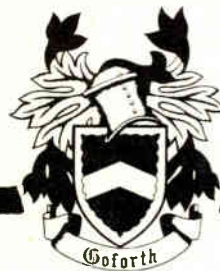
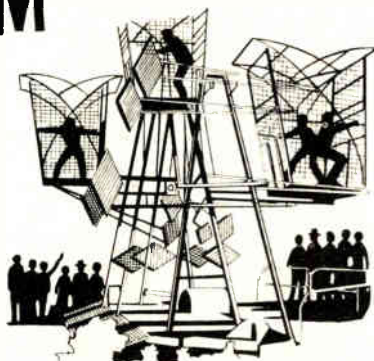
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**DRAGO AMUSEMENTS**—3405 Tallyho Drive, Kokomo, Ind. 46902. General Managers: Paul Drago and Thomas Amore.

**JAMES H. DREW EXPOSITION**—P.O. Box 899, Augusta, Ga. 30903. Owner: James H. Drew.

**DAVID B. ENDY AMUSEMENTS**—1799 N.W. 28th St., Miami, Fla. 2-3 units. Plays areas 2, 3, 4 at fairs, celes, churches, shopping centers, schools, sponsored events; 20 rides, 20 games. Year round season. Accepts independent rides, shows, books free acts. General Manager: David B. Endy.

**EVANS UNITED SHOWS**—Route 2, Plattsburg, Mo. 64477. General Manager: Bill Evans.

**F & F AMUSEMENTS, INC.**—1737 Quentin Street, West Babylon, Long Island, N.Y. 11704. General Manager: Fred Cerbini.

**F & W AMUSEMENTS, INC.**—5536 North Campbell, Chicago, Ill. 60625. General Manager: Michael Wold.

**FAIRLAND AMUSEMENTS, INC.**—145 Bernhardt Drive, Snyder, N.Y. 14226. General Manager: William P. Garland.

**JOHN FANELLI'S FUNTIME SHOWS**—128 Albee St., Fitchburg, Ma. 01420, (617) 342-2639. Owner: John Fanelli.

**FARROW AMUSEMENT COMPANY**—P.O. Box 10417, Jackson, Miss. 39209. General Manager: Leroy Finley.

**FRANK A. FERGUSON**—P.O. Box 2402, Lafayette, La. 70501.

**FIESTA RIDES**—Corydon, Ind. 47112. General Manager: William Fike.

**FLOYD & BAXTER MFG. INC.**—116 Oak Hill, Lebanon, TN. 37087, (615) 444-6627. Owners: J.D. Floyd, Dallas Floyd, Bill Baxter.

**FOLEY & BURK FUN FAIR SHOWS**—3151 Edison Way, Redwood City, Calif. Three units. Plays area 9 at fairs, celes, churches, shopping centers, schools, sponsored events; 10-50 rides, 2-8 shows, 8-100 games. Season 47 weeks starting mid-February. Accepts independent rides, shows. General Manager: Lloyd J. Hilligoss.

**FORSYTHE & DOWIS RIDES**—337 Delaware Street, Sterling, Col. 80751. General Manager: Gerald F. Wisdom.

**FRANKIE'S AMUSEMENT CO.**—1561 Hillcrest Ave., Washington, Penna. 15301. General Manager: Frank Kopcha.

**FRAZIER'S WORLD**—1221 Cuatro Cerros Tr., S.E. Albuquerque, N.M. 87123. Plays Rocky Mt. area at fairs, celes, sponsored events; 15-50 rides, 30-140 games. Season 32 weeks starting mid-March. Accepts independent rides, shows. General Manager: Art Frazier.

**FRED'S PLAYLAND SHOWS**—Box 41, Pinellas Parks, Fla. 33565. General Manager: Fred Cantrell.

**FUN FAIR AMUSEMENTS**—Box 318, Andrews, S.C. 29510. Plays Areas 3, 4 at fairs, celes, shopping centers; 15-25 rides, 2-6 shows, 30-60 games. 30 weeks starting March 15. Accepts independent rides, shows. General Manager: Royce Green.

**FUN-O-RAMA AMUSEMENTS**—2260 N.W. 27th Ave., Miami, Fla. 33142. General Manager: George W. Burr; P.O. Box 61, Derry, N.H. 03038.

**FUNTIME**—65 Kelly Ave., Fitchburg, Mass. Two units. Play New England at fairs, celes, schools, shopping centers, churches, sponsored events; 10 rides, 25 games. Season 25 weeks starting April. Accepts independent rides, shows, books free acts. General Manager: John J. Fanelli.

**GALA EXPOSITION SHOWS**—P.O. Box 341, Bald Knob, Ark. 72010. General Manager: B.E. Miller.

**GAMBILL, KENNETH R.**—156 Relchart Ave., Wintersville, Ohio 43952.

**GARRY'S B&B AMUSEMENTS**—1932 North Seventh St., Terre Haute, Ind. Plays part of area 5 at fairs, celes, churches, shopping centers; 11 rides, 8 games. Season about 20 weeks starting May. Accepts independent rides, shows. General Manager: Bob Garry.

**GOLD MEDAL SHOWS**—829 Chateaugay Rd., Knoxville, Tenn. 37919. General Manager: John J. Denton.

**GOLDEN EAGLE RIDES**—9 Ruby Dr., P.O. Box 3794, Greenville, S.C. Plays areas 3, 4 at fairs, celes, churches, shopping centers, sponsored events; 10 rides, 1 show, 8 games. Season 30 weeks starting early April. Accepts independent rides, shows, sometimes books free acts. General Manager: W.C. Dimsdale.

**GOLDEN EMPIRE SHOWS**—P.O. Box 114, Hallandale, Fla. 33009. Plays areas 3, 4 at fairs, celes, churches, shopping centers, schools and other sponsored events. 10-50 rides, 3-10 shows, 15-42 games. Year round season. Accepts independent rides, shows. General Managers: Jack and Richard Vincon.

continued on page 104

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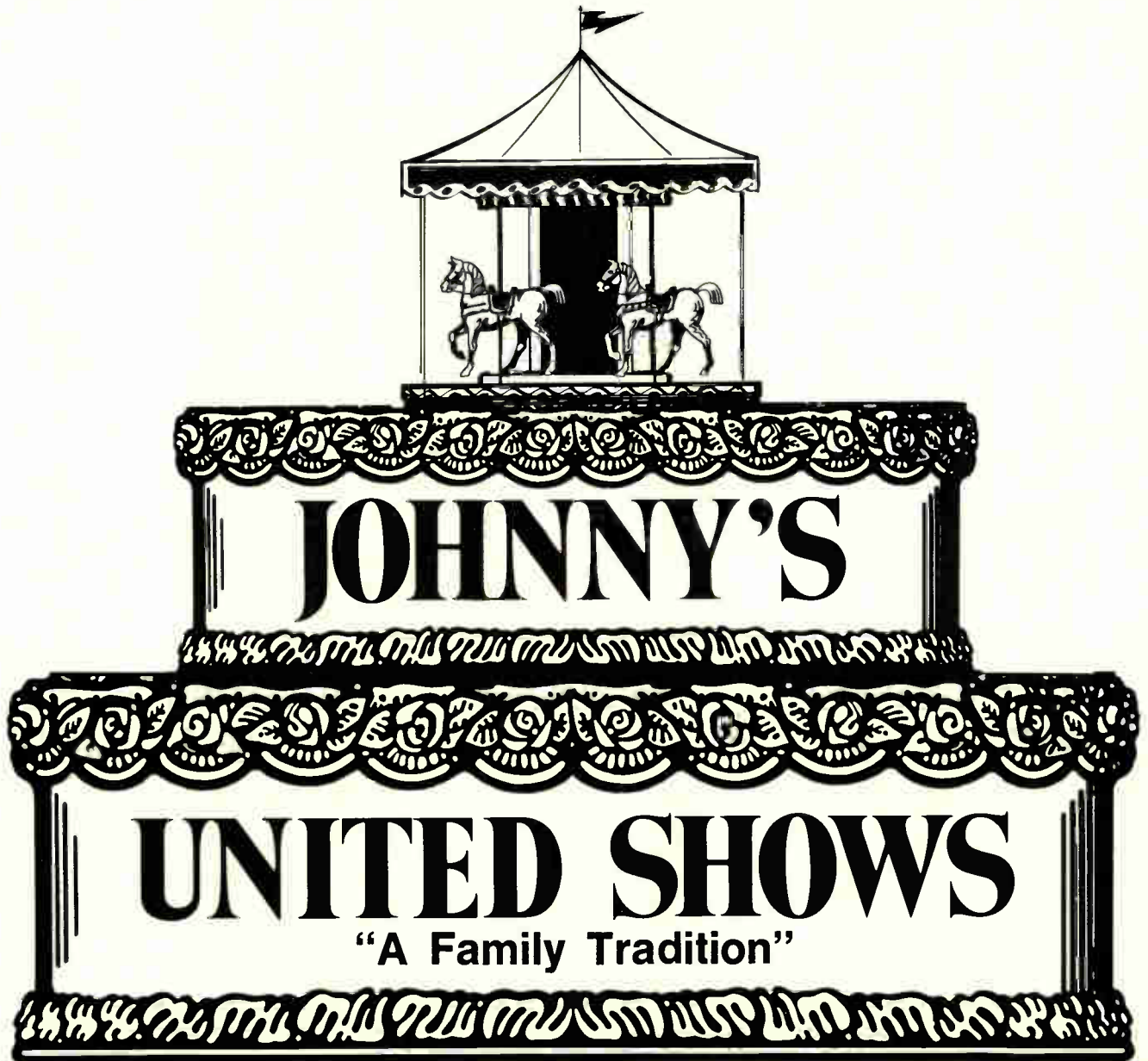
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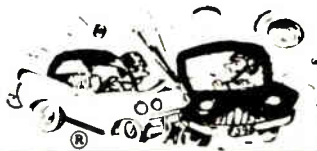
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**GOODING AMUSEMENT CO.**— 3200 Valleyview Dr., Columbus, Ohio 43204. Phone (614) 276-5131. Eight to 11 units. President and general manager: Jerry Kaltenback. Plays areas 2, 3, 5 at fairs, celes, shopping centers, sponsored events; 140 rides. Operates April to October. Accepts independent rides, shows, games. Unit managers including Charles Hall, Bill Lamb, Buzz Weekly, Mike Gatto, George Sollenberger, Charles Renton, Jerry Pence, Eugene Smith.

**GOODING'S MILLION DOLLAR MIDWAYS**— 216 Tremont St., Boston, Mass. Three units. Plays areas 1, 2, 3, 4, 5, 6 at fairs, celes, shopping centers; 0-103 rides, 0-41 shows, 0-110 games. Season 28 weeks starting mid-May. Accepts independent rides, shows. General Manager: Hal F. Eifort.

**GOODMAN SHOWS INC.**— 1107 S.E. 15th Ave., Deerfield, Fla. 33441. General Manager: A.H. Goodman.

**GORHAM'S MIDWAY, INC.**— Route 1, Truro, Iowa 50527. General Manager: Sue Gorham.

**GREAT AMERICAN SHOWS**— 115 Celia Drive, Jerico, New York 11753. General Manager: Rocky Dell.

**GREAT WESTERN SHOWS**— P.O. Box 528, Paskenta, Cal. 96074. Occasionally 2 units. Plays area 9 at fairs, celebrations, shopping centers; 10-15 rides, 14 games. Season 28 weeks. General Manager: Ray Cox.

**GREEN TREE SHOWS, INC.**— R.F.D. #1, Winchester, Ky. 40391. General Manager: C.N. Huls.

**GUTHRIE SHOWS**— 1025 E. Cumberland, Middlesboro, Ken. 40965. General Manager: Pat Guthrie.

**HACKETT AMUSEMENTS**— Route 1, Riverton, Ill. 62516. General Manager: Russell Hackett.

**HALE'S SHOWS OF TOMORROW**— Box 147, Lenox, Va. Plays area 5 at fairs, celes, churches, shopping centers, schools, sponsored events; 12 rides, 2 shows. 30 games. Season 26-28 weeks starting April. Accepts independent shows. General Manager: W.T. Hale.

**BILL HAMES SHOWS**— Box 1377, Ft. Worth, Tex. Two units. Plays area ½ at fairs, celes, shopping centers, sponsored events; 18-35 rides, 2-10 shows. Season 36 weeks starting February. Books free acts. General Manager: Buster L. Brown.

**HAMMOND, BOB SHOWS**— Route 10, Box 438, Fort Worth, Tex. 77040. General Manager: Bob Hammond.

**HAP-HAP-HAPPEE DAY SHOWS**— Box 245, Sheldon, Ill. 60966. General Manager: Barbara Rohr.

**HAPPYLAND SHOWS, INC.**— Box 375, Southfield, Mich. 48076. Phone: General Manager: Robert A. Reid.

**HARLAN AMUSEMENTS**— Box 81, Arma, Kansas 66712. General Manager: Carl A. Harlan.

**HARPER AMUSEMENTS**— Route 2, Owensboro, Ky. 42301. General Manager: Joe Allen Harper.

**HARTSTOCK, ROY SHOW**— Box 142, Brashear, Mo. 63533. General Manager: Roy Haristock.

**HARVEY'S AMUSEMENTS**— P.O. Box 371, Reedley, Cal. 93654. Plays area 9 at celes, churches, shopping centers, schools; 5-9 rides. Season 30 weeks. General Manager: J.P. Harvey.

**HAWKSHAW'S AMUSEMENTS**— Rt. 2, Box 127B, Jefferson, Tx. 75675. Manager: Ralph R. Davenport.

**HELMAN'S BIG H SHOWS**— 4820 North Clark Ave., Tampa, Fla. 33614. General Manager: Van Helman.

**HOLMAN'S RIDES, INC.**— Route 3, Box 724, Riverview, Fla. 33569. General Manager: Leonard O'Donnell.

**HUGHES, ELLIS H SHOWS**— Route 7, Box 604A, Baton Rouge, La. General Manager: Ellis H. Hughes.

**ILLINOIS VALLEY RIDES**— 2928 West Lake Road, Peoria, Ill. 61614. General Manager: James Neal.

**INLAND EMPIRE SHOWS**— Box 899, Twin Falls, Idaho 83301. General Manager: Joe P. Williams.

**INNERS AMUSEMENT CO.**— 56 Oak St., York, Pa. Two units. Plays area 2 at fairs, celes, shopping centers, schools, sponsored events; 6-13 rides, 12-40 games. Season 26-30 weeks. Accepts independent rides, shows. General Managers: Wayne E. & Edward M. Inners.

**INTERMOUNTAIN SHOWS**— N. 8 Bernard, Spokane, Wa. 99201. Owner: Robert B. McKay.

**JACKSON'S UNITED SHOWS**— 1300 Polk City Rd., Haines City, Fla. 33844. (813) 425-5800. Owner: James R. Jackson.

**JOHNNY'S UNITED SHOWS**— Box 670, Audausia, Ala. Two units. Plays areas 3, 4, 5 at fairs, celes, shopping centers; 25-30 rides, 2-8 shows. 60-80 games. Season 32 weeks starting April. Accepts independent rides, shows. General Manager: Johnny Portemont, Jr.

**JOLLY SHOWS, INC.**— 1113 Raydale Road, Hyattsville, Md. 20783. General Manager: William Enfante.

**JOSEPH AMUSEMENTS**— P.O. Box 217, Riverdale, Md. 20840. Plays Areas 2,3. General Manager: Pete Joseph.

**K&K SHOWS**— Peculiar, Mo. Plays areas 5, 6, 7 at fairs, celes, shopping centers, sponsored events; 6-10 rides, 1 show, 5-12 games. Season 32 weeks starting March. Accepts independent shows. General Manager: E. Kuhn.

**KEN PENN AMUSEMENT, INC.**— 619 Earl Avenue, New Kensington, Penna. 15068. General Manager: Ron Sanders.

**KETCH AMUSEMENT RIDES**— 111 Fifth Avenue, N. Tonowanda, N.Y. 14120. General Manager: Victor Ketch, Jr.

**KEY CITY SHOWS**— 717 Pearl Circle, Brandon, Fla. 33511. General Manager: Fred C. Thumberg.

**KING REID SHOWS**— Box 85-A, Shamokin Dam, Pa. Two units; plays fairs, celes, shopping centers in areas 1, 2 and Eastern Canada. 35 rides, 10-120 concessions. Accepts independent rides, shows, concessions. General Manager: Harry Koch.

**KISSEL BROS. AMUSEMENT CO.**— 8796 Cheviot Rd. Cincinnati, Ohio. Three units. Plays areas 3 & 5 at fairs, celes, churches, shopping centers, schools; 30 rides. 3-6 shows, 50 games. Season 28 weeks starting Ea. week. Accepts independent shows. General Manager: Robert Kissel.

**KLEIN AMUSEMENT CO.**— 2800 So. Lyndale Ave., Sioux Falls, S.D. 57105. General Manager: Henry Klein.

**LAGASSE AMUSEMENT CO. CORP.**— 17 Lafayette St., Haverhill, Mass. Plays area 1 at fairs, celes, churches. Season 21 weeks starting April. Accepts free acts. General Manager: Harry J. Ryan.


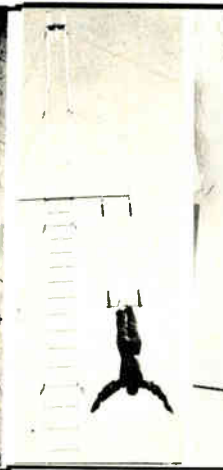


**LAMPKIN SHOWS**— Box 701, Gibsonton, Fla. 33534. Owner: Charles Lampkin.

**GENE LEDEL SHOWS, INC.**— 509 Green River Trail, Fort Worth, Tex. Plays areas 6 & 8 at fairs, celes, churches, shopping centers, schools, sponsored events; 21-35 rides, 2-12 shows, 2-70 games. Season 35 weeks starting January. Accepts independent rides, shows, books free acts. General Manager: Gene Ledel.

**JACK LINDLE SHOWS**— Box 3278, Apollo Beach, Fla. Two units. Plays areas 5 & 6 at fairs, celes, shopping centers, sponsored events; 5-17 rides, 2-5 shows, 20 games. Season 22 weeks starting mid-April. Accepts independent rides, shows. General Manager: Jack Lindle.

**LITTLE RICHARD'S EXPOSITION**— P.O. Box 7, Pennsylvania, Pa. 18073, (215) 679-9600. Owner: Richard Thomas.

**LOUDEN AMUSEMENTS**— 3565 N.W. 36th St., Miami, Fla. 33142. Plays areas 2, 3, 4 at celes, shopping centers; 22 rides, 10-50 Concessions. Accepts independent rides, shows. General Manager: Lou Clark.

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**LUEHR'S IDEAL RIDES, INC.**— 4901 Buchanan St., Hollywood, Fla. 3-4 units. Plays area 5 at fairs, celes, shopping centers; 10-20 rides, 4 shows, 25-50 games. Season 26-28 weeks starting early April. Accepts independent rides, shows. General Manager: H.W. Luehrs.

**M.D. AMUSEMENTS**— 302 East Diamond, Hazelton, Pa. 18201. 15 Rides. Plays area 2. General Manager: Mike Dembrosky.

**LEN MARTIN SHOWS**— Len Martin, Berlin, N.D. 58415.

**MARVEL SHOWS**— Box 252, Middletown, Ill. Plays Illinois at fairs, celes, shopping centers, sponsored events; 14 rides, 20 games. Season 25 weeks starting April. General Manager: Edward Merriman.

**MEGERLE SHOWS**— 999 Trumbull Road, Girard, Ohio 44020. Plays areas 2, 3, 4, 5 at fairs, celes, churches, shopping centers, schools, other sponsored events. 17-42 rides, 6-12 Shows, 35-100 Concessions. Season April through Nov. Accepts independent rides, shows. General Manager: Dick Stack.

**McBride BROTHERS AMUSEMENT**— Box 365, Barnwell, S.C. 29812. Owner: W.H. McBride.

**THE McCOY SHOWS**— Box 529, Riverview, Fla. 33569, (813) 677-1601. Owner: Bill McCoy.

**B.J. McDONAGH AMUSEMENTS**— 2480 S. River Rd., Saginaw, Mi. 48603, (517) 792-2641. Owner: Bruce McDonagh.

**McQUATER'S GREATER SHOWS**— 2800 Highway 378, Westlake, La. 70669. Owner: Gene McQuater.

**MERRIAM'S MIDWAY SHOWS**— Box 37, Ogden, Ia. 50212. General Manager: Alva Merriam.

**MIDLAND EMPIRE SHOWS**— P.O. Box 253, Plattsburg, Mo. 64477. Phone: General Manager: Donald Evans.

**MID-SOUTH SHOWS**— Box 447, Fort Walton Beach, Fla. 35248. General Manager: Bob D. Baling.

**MIDWAY AMUSEMENT**— Box 1077, Covington, La. Two units. Plays parts of areas 5 & 6 at fairs, celes, shopping centers; 10-21 rides, 1-5 shows, 20-75 games. Season 35 weeks starting mid-March. Accepts independent rides, shows, books free acts. General Manager: Hal (Romeo) Dunn.

**MIDWAY OF FUN SHOWS**— Star Route, Detroit Lakes, Mn. 56501. Owner: Ray Drescher.

**MIDWAY OF MIRTH**— 3111 E. Nettleton Road, Jonesboro, Ark. 72401. General Manager: Esther Speroni.

**MIDWEST ATTRACTIONS**— R.R. 2, Box 62, Burlington, Ia. 52601. Owners: Gene & Joyce Regur.

**MIDWEST ENTERPRISES & AMUSEMENTS**— 5416 N. East River Rd., Chicago, Ill. 60656, (312) 693-4647. Owner: Charles Magid.

**MILLER AMUSEMENT CO.**— 9940 North 55th Street, La Grange, Ill. 60525. General Manager: Charles E. Miller.

**MILLER SPECTACULAR SHOWS**— Bald Knob, Ark. 1-3 units. Plays area 4, 5, 6 at fairs, celes, shopping centers, colleges, sponsored events; 20-40 rides, 4-8 shows, 35-75 games. Season 30 weeks starting mid-February. Accepts independent rides, shows. General Manager: Johnny Miller.

**MISSISSIPPI VALLEY SHOWS**— 12500 Rott Rd., St. Louis, Mo. Plays areas 4 & 5 at fairs, celes, churches, shopping centers, schools. Season starts April. Accepts independent rides, shows. General Manager: Carl Mathis.

**MOHAWK AMUSEMENTS**— 7510 West Tropicana Street, No. Hollywood, Fla. 33023.

**MONARCH EXPOSITION SHOWS**— P.O. Box 726, Independence, La. 70443. General Manager: Gus Papendick.

**MOTOR STATE SHOWS**— 21825 Haggerty Road, Belleville, Mich. 48111. General Manager: Johnny Burns.

**MOUND CITY SHOWS**— 515 Sotier Place, Wood River, Ill. 62095. General Manager: Clarence Slaten.

**MOUNDVIEW SHOW**— 675 E. Mineral St., Platteville, Wi. 53818, (608) 348-8505. Owners: Mildred & Donovan R. Faith.

**MURPHY AMUSEMENTS**— Box 502, Manly, Iowa 50456. General Manager: H.L. Murphy.

**MURPHY SHOWS, INC.**— Route 1, Fremont, Neb. 68025. Plays areas 5, 6, 7 at fairs, celes, churches, shopping centers, schools and other sponsored events. 32-60 rides, 10-20 shows, 80-160 games. Season mid-March to end of Oct. Accepts independent rides, shows. General Managers: Jerry and James Murphy.

**MURRAY'S AMUSEMENTS**— 6391 Thomas Street, Hollywood, Fla. 33021. Season: Nov. to March. General Manager: William T. Collins, 7820 Chicago Ave., Minneapolis, Minn. 55420.

**MYERS AMUSEMENT CO.**— 708 Randolph St., St. Joseph, Mo. 64505, (816) 232-5746. Pres/Gen. Mgr: Bill Dillard.

**NOLAN SHOWS**— Route 7, Zanesville, Ohio 43701. General Manager: Fred Nolan.

**O'NEIL UNITED SHOWS**— Plays Minnesota at fairs, celes, shopping centers; 12-16 rides, 1-2 shows, 6-20 games. Season 20 weeks starting May. Accepts independent rides, shows. General Manager: Joe Yahr.

**OSCAR'S AMUSEMENT CO.**— 221 Woodlawn Rd, Norristown, Pa. Two units. Plays Philadelphia area at fairs, celes, churches, shopping centers. Sponsored events; 9 Rides, 25 games. Season 20 weeks starting April. Accepts independent shows, books free acts. General Manager: Oscar R. Magdole.

**OTTAWAY AMUSEMENT CO.**— Rt. 2, Derby, Kan. Plays areas 6 & 7 at fairs, celes, shopping centers, sponsored events; 7-10 rides, 5-20 games. Season 30 weeks starting February. Accepts independent rides, shows. General Manager: Bob Ottaway.

**PAGE COMBINED SHOWS**— 830 Orleans Road, Charleston, S.C. 29401. Two units. 8 rides, 1-40 concessions. General Manager: Sue Page.

**PACIFIC COAST SHOWS**— 202 North Sullivan, Santa Ana, Cal. Two units. Plays area 9 at fairs, celes, shopping centers; 10-25 rides, 10-100 games. Season 40 weeks. Accepts independent rides, shows. General Manager: Pete and Frank Sutton.

**FRANK J. PALLOTTA AMUSEMENTS**— 1238 Parkview Dr., North Tonawanda, N.Y. Plays area 2 at celes, churches, shopping centers, sponsored events; 7 rides, 1 game. Season 19 weeks starting Memorial day. Accepts independent rides, books free acts. General Manager: Frank J. Pallotta.

**DAVE PHIPPS**— Box 524, Chonock, Mt. 59523.

**PLAYTIME AMUSEMENTS**— 62 Nightingale Ave., Quincy, Mass. Plays area 1 at fairs, celes, shopping centers, sponsored events; 10 rides, 2 shows, 20 games. Season 26 weeks starting April. Accepts independent rides, shows, books free acts. General Manager: E.W. Burr.

**POOR JACK AMUSEMENTS**— Box 415, Milton, Ind. Two units. Plays 415, Milton, Ind. Two units. Plays area 5 at fairs, celes, churches, shopping centers, schools, sponsored events; 15-20 rides, 2-5 shows. Season 28 weeks starting April. Accepts independent rides, shows. General Manager: Jack Bohlander.

**PRUDENT'S AMUSEMENT SHOWS**— 19 Brook Street, Patchogue, Long Island, New York 11772. General Manager: Joseph Pisapia.

**PUGH AMUSEMENT CO.**— 233 Whileg Ave., Lancaster, Ohio. Two units. Plays areas 2, 3, 4, 5 at fairs, celes, shopping centers, sponsored events; 9-18 rides, 1-4

shows, 10-20 games. Season 30 weeks. Accepts independent rides, shows, books free acts. General Manager: Bob Pugh.

**R & L SHOWS**— Box 77, Chapman, Neb. 68827. General Manager: Roy Harvey.

**RAINIER SHOWS**— 2710 Garfield Road, Tacoma, Wash. 98403. General Manager: Andy Anderson.

**RAZORBACK AMUSEMENTS**— 550 Smokey Lane, N. Little Rock, Ark. 72117. Plays areas 5, 6 at fairs, celes, churches, shopping centers, schools and other sponsored events. 12 rides, 4 shows, 25 games. Season March to end of Oct. Accepts independent rides, shows. General Manager: Rex Saunders.

**REID'S SPECTACULAR SHOWS**— Box 126, Astoria, Ill. 61501. General Managers: Robert D. Reid, Sr. and Robert Reid, Jr.

**REITHOFFER SHOWS**— Box 1834, Pompano Beach, Fla. 33060. General Manager: Pat Reithoffer Jr.

**REYNOLDS RIDES & AMUSEMENTS, INC.**— Rt. 1, Box 55A, Chesapeake City, Md. 21915, (301) 885-5368. Owner: Harold R. Reynolds, Jr.

**RICH'S AMUSEMENT RIDES**— Route 2, Manilla, Iowa 51415. General Manager: Richard Gollobit.

**ROSE CITY RIDES**— P.O. 805, Cape Girardeau, Mo. 63701. General Manager: H.L. (Dutch) Schrader.

**ROYAL AMERICAN SHOWS**— Box 512, Tampa, Fla. 33601. General Manager: Carl J. Sedlmayr Jr.

**JACK ROYAL**— 780 Azalea Court, Plantation, Fla. 33313.

**ROYAL UNITED SHOWS**— 4501 W. 75th St., Prairie Village, Ks. 66208. Owners: Leonard Shipley, Eddie Gordon.

**ROYAL WEST SHOWS**— 5415 Brooklyn Ave., Los Angeles, Ca. 90022, (213) 269-7902. Owner: Bill Marcus.

**S & S AMUSEMENTS**— 144 Ann Street, Peckville, Pa. 18452. General Managers: Stephen Swika Sr. and Stephen Swika Jr.

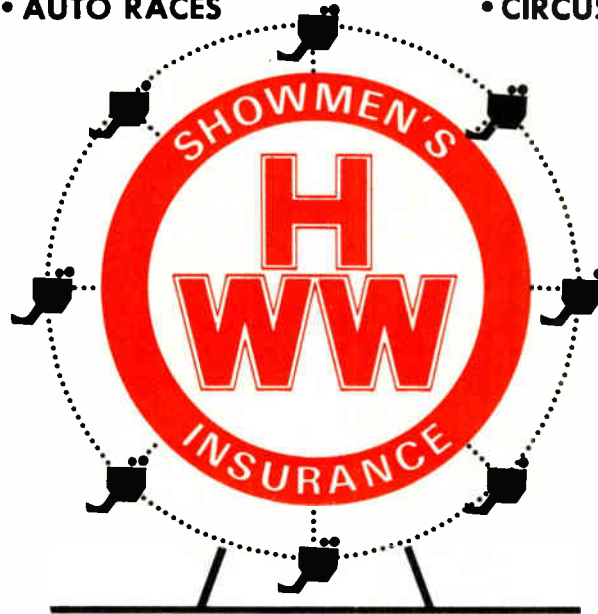
**SANDERS AMUSEMENTS**— Box 7543, Charleston, S.C. 29405. General Manager: J. Sanders.

**SANTAMARIAS'S FAMOUS FUNWAY**— Two units. Plays area 1 at fairs, celes, churches, shopping centers, schools; 14-23 rides, 1-2 shows, 20-50 games. Season 40 weeks starting February. Accepts independent rides, shows, books free acts. General Manager: Nick Santamaria.

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- Drive, Cedar Falls, Iowa 50613. General Manager: Floyd Shorter.
- SHOWS OF SHOWS**— 12043 Mt. Vernon Ave., Colton, Cal. 92324. Plays area 9 at fairs, celes, churches, shopping centers, schools and community affairs. 4-20 rides, 0-20 games. Season 48 weeks starting February 1. Accepts independent rides, shows. General Manager: James R. Butzer.
- SKERBECK AMUSEMENT Co.**—Box 174, Dorchester, Wisc. 54425. General Manager: Joe Skerbeck.
- SONNY MYERS SHOWS**— 2505 Elephant Trail, St. Joseph, Mo. Plays areas 5, 6, 7 at fairs, celes, churches, shopping centers, schools, sponsored events; 10-30 rides, 5 shows, 20-60 games. Season 30 weeks. Accepts independent rides, shows. General Manager: Bill Dillard.
- SOUTHLAND AMUSEMENTS**— 12806 15th St., Tampa, Fla. Plays Southeast at celes, churches, schools, sponsored events; 8-14 rides, 8-15 games. Season 41 weeks starting January. Accepts independent rides, shows. General Manager: James Deal.
- SPACE AGE AMUSEMENTS**— P.O. Box 636, Scottsdale, Ariz. 85252. Plays areas 7, 8 at fairs, celes, shopping centers, sponsored events; 14-18 rides, 1 show, 15-30 games. Season 40-45 weeks starting February. Accepts independent rides. General Manager: Albert D. Miroo.
- J. E. SPALDING SHOWS**— Box 1166, Wichita, Ks. 67201.
- SPENCER AMUSEMENTS, INC.**—Route 8A, Haddam, Conn. 06438. General Manager: H.R. Spencer.
- WILLIAM D. STANLEY SHOWS, INC.**— Box 1421, Hot Springs, Ar. 71901, (501) 623-9766.
- STATE LINE RIDES**— Route 1, Box 14C, Moline, Ill. 61265. General Manager: Rahland Wiggs.
- STEELE'S AMUSEMENTS**— Rt. 4, Valpariso, In. 46383, (219) 462-1568, 462-6421. Pres: Albert N. Steele.
- STIPE'S SHOWS**— P.O. Box 8581, White Bear Lake, Mn. 55110, (612) 429-2596. Manager: William L. Stipe.
- JAMES E. STRATES SHOWS**— Box 55, Orlando, Fla. Two units. Plays East & mid-South at fairs, celes; 30-75 rides, 40-70 games. Season 30-plus weeks starting April. Accepts independent rides, shows. General Manager: E.J. Strates.
- STRATE'S MIDWEST SHOWS**— 520 E. 4th, Kinsley, Kan. Plays areas 6, 7, 8 at fairs, celes, churches, shopping centers; 14-20 rides, 15-40 games. Season 40 weeks starting March. Accepts independent rides, shows. General Manager: Lionel L. Strate.
- RAY SWYER RIDES**— 606 S. Jackson St., New Athens, Il. 62264, (618) 475-2062. Owner: Ray Swyear.
- DALE THOMAS SHOWS**— Box 255, Belgrade, Ne. 68623. Owner/Mgr: Dale Thomas.
- THOMAS JOYLAND SHOWS**— 1799 N.W. 28th St., Miami, Fla. Plays areas 3 & 5 at fairs, celes, and sponsored events; 30 rides, 8-10 shows, 60 games. Season 30 weeks starting mid-April. Accepts independent shows. General Manager: L.J. Thomas.
- THOMAS SHOWS, INC.**— Box 385, Lennox, S.D. Two units. Plays areas 5, 6, 7 and Canada at fairs, celes, shopping centers, sponsored events; 15-30 rides, 0-10 shows, 0-65 games. Season 25 weeks starting mid-April. Accepts independent rides, shows, books free acts. General Manager: Bernard Thomas.
- THOMPSON AMUSEMENT INC.**— Rt. 2, Box 493, Altoona, Pa. 16601. Owner: James M. Thompson.
- THRILL TIME SHOWS**— Box 584, Iowa Park, Tx. 76367. Owner: W. C. Burselon.
- TINSLEY AMUSEMENTS**— 3836 Waco Dr., St. Louis, Mo. 63121. Owner: Richard C. Tinsley.
- TOBY'S AMUSEMENT CO.**— Box V. Arma, Kan. Plays areas 5, 6, 7 at fairs, celes, churches, shopping centers, schools; 8-16 rides, 10-30 games. Season 32 weeks starting April. General Manager: Toby Nemmers.
- TREASURE STATE AMUSEMENTS**— Box 524, Chinook, Mt. 59523. Owner: Dave Phipps.
- TRIPLE R AMUSEMENTS**— Box 186, Watertown, Wisc. 53094. General Manager: Robert L. Brasch.
- TWIN CITY SHOWS**— 4501 West 75th St., Kansas City, Ks. 66208. Owner: Eddie Bordon.
- VALLEY AMUSEMENT CO., INC.**—P.O. Box 79, Cos Cob, Conn. Two units. Plays areas 1 & 2 at fairs, celes, churches, shopping centers, schools; 10-15 rides, 1-10 games. Season 26 weeks starting April. Accepts independent rides. General Managers: Richard B. Stewart & David W. Jeans.
- VICTORY SHOWS**—330 East Vestal, San Antonio, Tex. 78221. General Managers: Alvin & Lowell Van Dyke.
- VINSON'S AMUSEMENTS**— 11101 S.W. 64th Ave., Miami, Fla. 33156. General Manager: Jerry Vinson.
- VIRGINIA AMUSEMENT CO.**—P.O. Box 1031, Staunton, Va. 24401. Owner: J.A. Clem, IV.
- W&H AMUSEMENT CO.**—3230 Cleveland St., Hollywood, Fla. Plays Chicago area at celes, shopping centers; 12-open number of rides, 30-50 games. Season April-September. Accepts independent shows, sometimes rides, sometimes books free acts. General Manager: Harry (Buster) Westbrook.
- W. G. WADE SHOWS**—4126 Nearbrook, Bloomfield Hills, Mi. 48013.
- RALPH WAGNER SHOWS**—Plays area 6 & 7 at fairs, celes, shopping centers, sponsored events; 5-10 rides, 0-3 shows, 15-40 games. Season 36 weeks starting February. Accepts independent rides, shows. General Manager: Robert Wagner.
- WHEELLOCK RIDES & CONCESSIONS**—287 Armstrong Road, Syracuse, N.Y. 13209. General Managers: Avery H., Avery D., and Andrew Wheellock.
- WIMPY'S FUN SHOW**—P.O. Box 361, Lexington, Tx. 78947, (713) 773-2203. Owner: W. R. Owens.
- WINCHESTER AMUSEMENT CO.**—145 Lambden Ave., Winchester, Va. 22601, (703) 662-4613. Owner: J.W. Hershberger.
- WOLD'S AMUSEMENTS**—5536 N. Campbell Ave., Chicago, Ill. 60625. General Manager: Mike Wold.
- WONDERFUL WORLD SHOW**—Box 229, Canastota, N.Y.
- WORLD FAIR SHOWS**—Plays areas 6, 7, 8 at fairs, celes, shopping centers, schools; 18-40 rides, 40-140 games. Season 33 weeks starting March 1. Accepts independent rides, shows. General Manager: Arthur Frazier.
- YABROUDY AMUSEMENT CO.**—1800 N. Boeke Rd., Evansville, Ind. 47711. General Manager: Robert M. Yabroudy.
- YUNG TU RIDES**—2800 Highway 378, Westlake, La. 70669. General Manager: Gene McQuater.
- ZABEL'S SHOWS, INC.**—7525 Erie Rd., Derby, N.Y. Plays area 2 at fairs, celes, churches, shopping centers, schools; 8-15 rides, 1-2 shows, 6-30 games. Season 26 weeks starting May. Accepts independent rides, shows. General Manager: Ray Sanford.

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## CIRCUSES

**ALLEN BROS. MAGIC CIRCUS**—1442 McLendon Ave., N.E., Atlanta, Ga. 30307. Tel. (404) 524-7834. George W. Allen, manager and booking agent. Plays regions 1, 2, 3, 4. New this year. Carries food/drink, souvenir/novelty. Dates 100 per cent sponsored during mid-January through mid-December season.

**AMERICAN NATIONAL CIRCUS**—4967 Bilmoor Ave., Tarzana, Ca. 91356. Tel. (213) 344 4231, 342-0964. Owners: Bob Yerkes, Parley Baer.

**AMERICANA**—Box 274, Des Moines, Iowa 50301. Tel. (515) 277-1439. E.J. Floyd, manager. Last year played 30 performances in 8 cities. Carries food/drink, programs, souvenir/novelty. Dates 100 per cent sponsored.

**BOOK BROS. CIRCUS**—Tel. LU1-1534. Stanley Book, manager. Plays regions 2, 5 and Canada. Last year played 89 performances in 35 cities. Carries food/drink, programs, souvenir/novelty. Dates 35 per cent sponsored during yearround season.

**BORGER BROS. CIRCUS BURBANK**—2259 W. Cullerton, Chicago, Ill. 60608. Tel. (312) 829-9650. Norman J. Borger, manager; Elton Berlin, booking agent. Operates in region 5. Carries food/drink, programs, souvenir/novelty. Dates 70 per cent sponsored during mid-January through December season.

**DON BRIDWELL CIRCUS PRODS.**—1027 Eastman St., Zanesville, Ohio. Tel. (614) 452-5129. Don Bridwell, manager and booking agent. Operates in regions 2, 3, 5, 7. Last year played 50 performances in 10 cities. Sometimes carries programs. Dates 80 per cent sponsored during January through mid-November season.

**BUCKEYE SOCIETY CIRCUS**—2½ N. State St., Westerville, Ohio 43081. William G. Bale, manager. Operates in region 5. Last year played 24 performances in 10 cities. Carries side show, menagerie, food/drink, programs, souvenir/novelty. Dates 100 per cent sponsored during October through May season.

**BUCKEYE STATE SOCIETY CIRCUS**—1027 Eastman St., Zanesville, Ohio 43701. Tel. (614) 452-5129. Col. Jerry Lipko and Don Bridwell, owners and managers; Jim Estep and Frank Jewell, booking agents. Operates in region 5 year round. New and not on road in 1970.

**CARDEN-JOHNSON INTERNATIONAL CIRCUS INC.**—Route 2, Willard, Mo. 65781. Tel. (417) 833-3064. Larry Carden and Don Johnson, owners; Larry Carden, manager and booking agent. Operates in regions 5, 6,

7, 8. Last year played 200 performances in 90 cities. Normally carries food and drink, programs, souvenir/novelty. Dates 100 per cent sponsored during April through August season. Also plays ball parks.

**CARSON & BARNES CIRCUS**—P.O. Box J, Hugo, Okla. 74743. Tel. (405) 326-6209. Ted Bowman, manager; H.W. Ahrhart, booking agent. Operates in regions 3, 4, 5, 6, 7, 8, 9. Last year played 389 performances in 195 cities. Carries menagerie, food/drink, programs, souvenir/novelty. Dates 100 per cent sponsored during March through November season.

**HUBERT CASTLE INTERNATIONAL CIRCUS**—1960 Peavy Rd., Dallas, Texas 75228. Tel. (214) 321-5568. Hubert Castle, owner, manager and booking agent. Operates in regions 2, 3, 5, 6, 7, 8, 9. Last year played 400 performances in 98 cities. Normally carries food and drink, programs, novelty. Dates 90 per cent sponsored during January 15 through November season. Also plays football stadiums.

**CHAMBERS BROS. WORLD'S GREATEST CIRCUS**—114 Perria Ave. Union, S.C. 29379. Tel. (803) 427-6023. Jimmy Chambers Jr., manager; Jimmy Chambers Family, booking agents. Operates in regions 1, 2, 3, 4, 5, 6, 7, 8, 9. Last year played 30 performances in 15 cities. Normally carries food/drink, programs. Dates 90 per cent sponsored during year round season.

**CHARLES BROS. CONTINENTAL CIRCUS**—Rt. 2, Box 297P, Sarasota, Fla. 33577. Tel. 955-0385. Les Claxton, manager; Charles Moyer, booking agent. Operates in regions 1, 2, 3, 4. Carries food/drink, programs, souvenir/novelty. Dates 100 per cent sponsored.

**CIRCUS AFRICA**—C/O Jungle Larry's Safari, Caribbean Gardens, Naples, Fla. 33940. Larry Tetzlaff, manager; Walt Gertslaver, booking agent. Operates in regions 2, 3, 4, 5. Last year played 200 performances in 100 cities. Carries menagerie, pit chows, programs, souvenir/novelty. Dates 90 per cent sponsored during September through May season.

**CIRCUS DE LOCK & WILD WEST**—218-E Craig St., Toccoa, Ga. 30577. Dave DeLock, manager; Dave DeLock, booking agent. Operates in regions 3, 4. Last year played 40 performances in 28 cities. Carries programs. Dates 100 per cent sponsored during January through mid-December season.

**CIRCUS EL MARCUS**—c/o Jimmy Chambers Circus Productions, 114 Perrin Ave., Union, S.C. 29379. Jimmy Marks, booking agent. Operates year round.

**CIRCUS INTERNATIONALE**—5321 Rochester Rd., Chicago, Ill. 60618. Tel. (312) 879-0264. Charles Ma-

riwe, manager; Paul Hinkle, booking agent. Operates in regions 2, 3, 5, 7. Carries food/drink, souvenir/novelty. Dates 90 per cent sponsored during February through October season.

**CIRCUS KIRK**—P.O. Box 181, E. Berlin, Pa. 17316. Tel. (717) 259-9117. North American Operating Co., Inc., owner; Dr. Charles W. Boas, manager and booking agent. Operates in regions 2, 3, 5. Last year played 152 performances in 73 cities. Normally carries Side Show—food and drink, programs, novelty, pit show. Dates 100 per cent sponsored during June through early September.

**CIRCUS WILLIAMS**—Batavia, Ohio. Jim and Carl Conley, owners and managers. Plays indoor and ballpark dates in midwest.

**CLARK & WALTERS WILD ANIMAL CIRCUS**—R.R. 1, Box 197-A, Medora, Ind. 47260. Tel. (812) 966-4559. Brownie Silverlake Family, owners; Mel Silverlake, manager; Brownie Silverlake, booking agent. Operates in region 5 April to October. No information for last year.

**CLYDE BEATTY COLE BROS. CIRCUS**—P.O. Box 1570, Winter Park, Fla. 32789. Tel. (305) 645-2221. Frank McClosky and Jerry Collins, owners; Mel Silverlake, manager; Joe McMahon, booking agent. Operates in regions 1, 2, 3, 4, 5, 6. Last year played 500 performances in 200 cities. Normally carries Side Show, food and drink, programs, novelty. Dates 100 per cent sponsored during March through November season.

**CLYDE BROS. CIRCUS**—Box 14682, Oklahoma City, Okla. 73114. Tel. (405) 842-4859. William Jack, manager; Howard W. Suesz, booking agent. Tel. (405) 843-5067. Operates in regions 1, 2, 3, 4, 5, 6, 7, 8. Last year played in 70 cities. Normally carries food and drink, programs, novelty. Dates 98 per cent sponsored during March through November season. Also plays stadiums.

**COLE ALL STAR TV CIRCUS**—P.O. Box 1690, De Land, Fla. 32720. Tel. (904) 669-2673. Heidi M. Cole, owner; James M. Cole, manager and booking agent. Operates in region 2. Last year played 160 performances in 75 cities. Normally carries food and drink, souvenir/novelty. Dates 100 per cent sponsored during mid-January through mid-April season.

**DIXIE BROS. CIRCUS**—3501 Toulouse St. New Orleans, La. 70119. Tel. (504) 486-5844. Jo Lewis, manager; Larry Bodden, booking agent. Operates in regions 4, 6. Normally carries programs. Dates 100 per cent sponsored during May through July season.

continued on page 112

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**FISHER BROS. CIRCUS**—Route 1, Box 197A, Medora, Ind. 47260. Tel: (812) 966-4559. Mel Silverlake, owner; Billy Griffin, general manager; Raymond Duke, agent, Box 14, Ora, Ind. Operates areas 3, 4, 5, 6 mid-February to mid-December. Carries food/drink, souvenirs/novelties, sideshow/menagerie, programs. All dates sponsored, uses no phone promotions.

**L. N. FLECKLES & CO. CIRCUS**—2400 E. Devon, Des Plaines, Ill. 60018. Tel: (312) 297-4466. L. N. Fleckles, owner; Mrs. Dottie Winn, manager; L. N. Fleckles, booking agent. Operates in regions 1, 2, 3, 5. Last year played 192 performances in 14 cities. Normally carries programs. Dates 100 per cent sponsored during January 5 through June season. Also plays ball parks.

**GARDEN BROS. 3-RING CIRCUS**—Suite 319, 1231 St. Catherine St., W., Montreal, Que., Canada. Tel: (514) 844-8787. Ian M. Garden, manager and booking agent. Operates in regions 1, 2, 5 and eastern Canada. Carries food/drink, souvenir/novelties and sometimes programs. Dates 100 per cent sponsored during late April through early October season.

**GARDEN INTERNATIONAL CIRCUS & ICE SHOW**—Suite 1015 Sarasota Bank Bldg., Sarasota, Fla. 33577. Tel: (813) 959-6651. Dick & Bill Garden, managers; Dick Garden, booking agent. Operates in regions 1, 2, 3, 4, 5, 6, 7, 8, 9, and South America. Carries food/drink, programs, souvenir/novelties. Dates 100 per cent non-sponsored during September through June season.

**GATTI-CHARLES CONTINENTAL CIRCUS**—Box 508, 400 East Chapman, Orange, Calif. 92669. Tel: (714) 997-0751. Matthew Gatti and Alvin Charles, owners; Matthew Gatti, manager. Operates in regions 8, 9, and Canada. Last year played 190 performances in 50 cities. Normally carries food and drink, programs, novelties. Dates 90 per cent sponsored during April through November season. Also plays football fields and stadiums.

**GREAT AMERICAN CIRCUS**—2823 San Mateo, N.E. Albuquerque, N.M. 87110. Tel: (505) 255-5113. Donald E. Day, co-owner, William Rice, owner and booking agent. Operates in regions 6, 8, 9. Last year played 20 performances in nine cities. Normally carries food and

drink, novelties and sometimes programs. Dates 50 per cent sponsored during winter and spring. Also plays ball parks, etc.

**HAMID-MORTON CIRCUS**—Steel Pier, Virginia Ave. & Boardwalk, Atlantic City, N.J. Tel: (609) 344-2161. Hamid-Morton Circus Co., owner; George A. Hamid, Jr., manager and booking agent. Operates in regions 2, 3, 5, 7. Last year played 100 performances in 14 cities. Normally carries novelties. Dates 100 per cent sponsored during February through July season. Also plays stadiums.

**HANNEFORD CIRCUS**—1605 Main St., Sarasota, Fla. 33577. Tel: (813) 958-0532. Circus Classics, Inc., owner; W. J. English, Pres.; Tommy Hanneford, Vice Pres.; Glenn Parkins, booking agent. Operates in regions 1, 2, 3, 4, 5, 7 and Canada. Last year played 220 performances in cities. Normally carries food and drink, programs, souvenir/novelties. Dates 98 per cent sponsored during February through November season.

**HAPPYTIME DOG & PONY CIRCUS**—Box 269, Windsor, Calif. 95492. Tel: (707) 544-7734. Dave and Judy Twomey, owners; Dave (Happy) Twomey, manager. Operates in region 9 February to November. No information for last year.

**HAPSBURG SOCIETY CIRCUS**—14043 24th Ave. S., CH 3-2160. Robert and Waltraud Mock, owners; Robert Mock, manager and booking agent. Operates in region 9. Last year played 225 performances in 90 cities. Normally carries food and drink, novelties. Dates 100 per cent sponsored during January through May and September through December seasons.

**HAWTHORN CIRCUS CORP.**—Libertyville, Ill. 60048. Tel: (312) IM 2-2025. John F. Cuneo, Jr., manager. Operates in U. S., Canada, Mexico and W. Indies during January 16 through December 23 season.

**HETZER'S EUROPEAN CIRCUS**—408 16th St., West, P. O. Box 589, Huntington, W.Va. 25710. Tel: (304) 523-7231. Booked by Hetzer's Theatrical Productions.

**HIPPODROME INTERNATIONAL CIRCUS**—342 Madison Ave., New York, N. Y. 10017. Ray Beaudet, owner and booking agent. Operates in regions 1, 2, 3, 4 during March to December season. No information on last year.

**HOLIDAY HIPPODROME**—Suite 1015, Sarasota Bank Bldg., Sarasota, Fla. 33577. Tel: (813) 959-6651. Floyd Bradbury, manager; Wm. Garden, booking agent. Operates in regions 1, 2, 3, 4, 5, 6. Last year played 287 performances in 206 cities. Dates 100% sponsored during February through December season. Also plays schools, theaters.

**HOXIE BROS. CIRCUS**—9140 S. W. 59th Ave., South Miami, Fla. 33156. Tel: (305) 661-7193. Hoxie Tucker, owner; John R. Hall, manager. Operates in regions 2, 3, 4, 5. Last year played 386 performances in 190 cities. Normally carries Side Show, Menagerie, food and drink, programs, souvenir/novelties. Dates 100 per cent sponsored during March to October season.

**GEORGE HUBLER INTERNATIONAL CIRCUS**—5275 Denise Dr., Dayton, Ohio 45429. Tel: (513) 434-3743. Hubler Enterprises, owner; George Hubler, manager; Nora Langdon, booking agent. Operates in regions 1, 2, 3, 4, 5. Last year played 120 performances in 30 cities. Normally carries food and drink, programs, novelties. Dates 97 per cent sponsored during January into December season. Also plays stadiums, ball parks, canopy.

**INTERNATIONAL BIG TOP CIRCUS**—Box 2276, Zanesville, Ohio. Tel: GI 3-0188. George Moffett, owner, manager and booking agent. Operates in regions 2, 3, 5. Last year played 41 performances in 30 cities—mostly fairs. Grandstand presentation only during the July-Sept. season.

**INTERNATIONAL MAGIC CIRCUS**—114 Perrin Ave., Union, S.C. 20379. Tel: (803) 427-6023. J. N. Chambers, Jr. manager; Jimmy Chambers, booking agent. Operates in regions 1, 2, 3, 4, 5, 6, 7. Carries pit show, food/drink. Dates 80 per cent sponsored in March through October season.

**INTERNATIONAL POLICE SHOWTIME**—Suite 1015, Sarasota Bank Bldg., Sarasota, Fla. 33577. Tel: (813) 959-6651. Roy Huston, manager; Wm. Garden, booking agent. Last year played 61 performances in 32 cities.

**WILLIAM KAY CIRCUS**—3001 Pony Lane, Sarasota, Fla. Tel: (813) 924-9746. William Kay and Patricia Kay, owners; William Kay, manager; Bob Sands, booking agent. Operates in regions 4, 5, 7, 8. Last year played 40 performances in 16 cities. Normally carries food/drink, souvenir/novelties. Dates 100 per cent sponsored during season. Also plays stadiums and ball parks.

**KAYE CONTINENTAL CIRCUS**—519 Hollywood Taft Bldg., Hollywood & Vine, Hollywood, Calif. 90046. Tel: (213) 462-6001. Paul V. Kaye, Executive Producer. Operates in regions 1, 2, 3, 4, 5, 6, 7, 8, 9. Last year played 116 performances in 10 cities. Normally carries food and drink, programs, novelties. Dates 75 per cent sponsored during February through November season. Also plays stadiums.

continued on page 115

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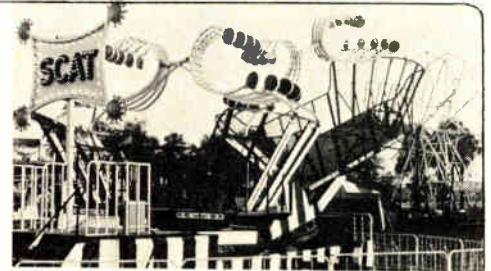
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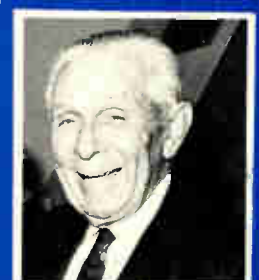
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**KING BROS. CIRCUS**—P. O. Box 1570, Winter Park, Fla. 32789. Tel: (305) 645-2221. Acme Circus Corp., owners; Harry Rawls, manager; Joe McMahon, booking agent. Operates in regions 1, 2, 3, 4, 5, 6, 7. Last year played 480 performances in 250 cities. Normally carries Side Show, food and drink, programs, novelties. Dates 100 per cent sponsored during March through November season.

**LEWIS BROS.**—Rt. 1, Bridgeport, Ala. 35740. John Lewis, manager. Operates in regions 3, 4, 5, 6. Carries side show, menagerie, pit shows, food/drink, programs, souvenir/novelties. Dates 100 per cent sponsored during April through September season.

**M & M CIRCUS INTERNATIONALE**—5321 Rochester Rd., Troy, Mich. 48084. Tel: (313) 879-0264. Grace McIntosh and Charles Marine, owners; Charles Marine, manager. Operates in regions 2, 3, 5, 7 during February to October season.

**THE MAGIC CIRCUS**—6530 Folger Dr., Charlotte, N.C. Tel: (704) 364-0447. Booked by Marshall Theatrical Enterprises, J. K. Marshall, owner.

**MARSHALL INT.**—43 Water Street North, P.O. Box 756, Kitchener, Ont., Canada. Tel: 743-5121. Ross Marshall, manager; M.M. Corney, booking agent. Operates in Canada. New in 1972. Carries food/drink, programs, souvenir/novelties. Dates 100 percent sponsored during April through June season.

**GEORGE MATTHEWS GREAT LONDON CIRCUS**—604 Ferry St., Marting, Calif. 94553. Tel: (415) 228-7340. S.J. Kellner, manager and booking agent. Operates in regions 3, 5, 6, 7, 8, 9. Last year played 257 performances in 70 cities. Carries side show, menagerie, pit shows, food/drink, programs, souvenir/novelties. Dates 100 per cent sponsored.

**MEL BROTHERS CIRCUS**—2021 N. 19th St., Sheboygan, Wisc. 53081. Tel: (414) 458-3588. Booked by Mel Hummiltzsch Theatrical Agency.

**MILLER-JOHNSON CIRCUS**—San Leandro, Calif. Clifford Vargas, owner and manager. Operates in regions 1, 2, 3, 4, 5, 6, 7, 8, 9 during 20-30 week season. Dates 100 per cent sponsored. Also plays indoors. No information for last year.

**OLYMPIC INTERNATIONAL CIRCUS**—213 Third Ave., Nashville, Tenn. 37201. Tel: (615) 244-2833. Eddie Zacchini, owner, manager and booking agent. Operates in regions 3, 4, 5. Also plays ball parks.

**TOM PACKS' CIRCUS**—12437 Maret Dr., St. Louis, Mo. 63127. Tel: (314) 965-5257-8. Mrs. Thomas N. Packs, owner. Operates in regions 2, 3, 4, 5, 6, 7. Last year played 90 performances in 20 cities. Dates 100 per cent sponsored during March through November season. Also plays baseball parks and football fields.

**PAN AMERICAN CIRCUS**—35 Ravine Dr., Colonia, N. J. 07067. Tel: (201) 388-5390. Don Francisco, manager. Operates in regions 1, 2, 3. Last year played 20 cities. Normally carries programs. Dates 100 per cent sponsored during February to May season.

**PARAMOUNT SOCIETY CIRCUS**—316 Michigan Ave., Daytona Beach, Fla. Tel: (904) 767-3928. Jim Douglass, manager and booking agent. Operates in regions 2, 3, 4. Last year played 56 performances in 10 cities. Normally carries food and drink, programs, novelties. Plays hobby, boat and industrial shows.

**PATTERSON BROS. CIRCUS**—P. O. Box 6, Holly, Mich. 48442. John C. Patterson, manager; Ida Patterson, booking agent. Operates in region 5. Last year played 200 performances in 100 cities. Normally carries food and drink, programs, souvenir/novelties. Dates 100 per cent sponsored during September to June season.

**POLACK BROS. CIRCUS**—Suite 1908, 203 N. Wabash Ave., Chicago, Ill. 60601. Tel: (312) 782-7940. Louis P. Stern, owner; Sam T. Polack, booking agent. Operates in regions 2, 3, 4, 5, 6, 8, 9. Last year played 100 performances in 50 cities. Normally carries food and drink, programs, novelties. Dates 100 per cent sponsored during January 15 to December 1 season.

**REID BROS. CIRCUS**—4370 California Ave., Norco, Calif. 91760. Tel: (714) 737-7154. John M. Reid, general manager. Plays primarily West Coast indoor and ball parks. All sponsored dates.

**RHODES CONTINENTAL CIRCUS**—80 Bay Street, Glens Falls, N.Y. 12801. Tel: (518) 792-8136. George Haneford Jr., manager; W. Norman Charles, booking agent. Operates in regions 1, 2, 3, 4, 5. Normally carries menagerie, food and drink, programs, novelties. Dates 75 per cent sponsored during year round season.

**WILLIAM RICE'S CIRCUS**—P.O. Box 3613, Hollywood, Calif. 90028. Tel: (213) 659-2800. William Rice, owner and booking agent. Operates in regions 6, 8, 9. Last year played 20 performances in nine cities. Normally carries food and drink, novelties and sometimes programs. Dates 50 per cent sponsored during winter

and spring. Also plays ball parks, etc.

**RINGLING BROS.-BARNUM & BAILEY COMBINED SHOWS, inc. (Red)**—1015 18th St., N.W., Washington, D. C. 20036. Tel: (202) 833-2700. Irving Feld, President; Allen J. Bloom, Director of Tours. Operates in regions 1, 2, 3, 4, 5, 6, 7, 8, 9. Last year played 1,000 performances in 92 cities. Normally carries programs, novelties. Dates 100 per cent non-sponsored during January through November season.

**RINGLING BROS.-BARNUM & BAILEY COMBINED SHOWS, inc. (blue)**—1015 18th St. N.W., Washington, D. C. 20036. Tel: (202) 833-2700. Irving Feld, President; Allen J. Bloom, Director of Tours. Operates in regions 1, 2, 3, 4, 5, 6, 7, 8, 9. Last year played 1,000 performances in 92 cities. Normally carries programs, novelties. Dates 100 per cent non-sponsored during January through November season.

**ROYAL WILD WEST CIRCUS**—R. D. 2, Box 34, Colts Neck, N. J. 07722. Tel: (201) 462-2031. Osborn R. Schleentz, owner and manager. Operates in regions 1, 2, 3, 4, May to September. No information for last year.

**ROYSON BROS. CIRCUS**—R.D. 2, Douglas, Ga. 31533. Tel: (912) 384-3680. Col. Red Lunstford, owner; Dick Lunstford, manager; E. G. Christian, Bradenton, Fla.,

booking agent. Operates in regions 3, 4. Last year played 250 performances in 175 cities. Normally carries food and drink, souvenir/novelties. Dates 100 per cent sponsored during April through November season.

**RUDY BROS. CIRCUS**—4060 California Ave., Norco, Calif. Eli Althoff, owner; Rudy Jacobi, manager; Charles Mason, general agent. Operates in region 9 during April through October season. Also plays arenas and outdoor dates. No information for last year.

**TOMMY SCOTT & TIM McCOY COUNTRY MUSIC CIRCUS**—Box 100, Toccoa, Ga. Tel: (404) 779-2711. Sam Baxter, and T. Scott, managers; R. W. Moore, booking agent. Operates in regions 1, 2, 3, 4, 5, 6, 7, 8, 9 and Canada. Last year played 450 performances in 310 cities. Normally carries programs, souvenir/novelties. Dates 100 per cent sponsored during January through November season.

**TRAILMASTER'S MARVEL CIRCUS**—Box 844, Landing, N. J. 07850. Tel: (201) 398-2358.

**SELLS & GRAY CIRCUS**—P. O. Box 1570, Winter Park, Fla. 32789. Tel: (305) 645-2221. Acme Circus Corp., owners; Wilson Storey, manager; Joe McMahon, booking agent. Operates in regions 1, 2, 3, 4, 5. Last year

continued on page 129

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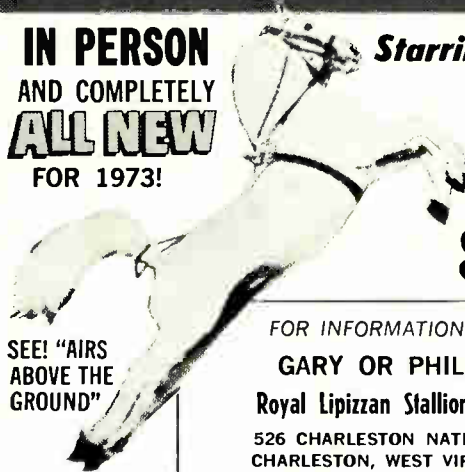
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# CONTRACTS

***Be careful with contracts, for 'the piper must be paid,' says show attorney***

By **SAMUEL MOONBLATT**

*Berk, Masino, Moonblatt & McDougall*

**O**N becoming a lawyer in 1937, and never having been to a circus, fair, carnival or amusement park, I never dreamed that I would, for the next 35 years, spend a considerable portion of my time associated in that type business—professionally, socially, and as a principal. I hadn't met John Quinn yet, nor had I become aware that people can be totally influenced by the strength of the personalities of men such as John Quinn.

I had managed to go through all my schooling by driving a cab, being a milkman, a parking lot jockey, a janitor and a mortician, a magazine salesman, and a few other things, exposing me to the public. I had always considered myself as my own man and nothing was going to deter me from my objective. So in my first year of practice, one of my clients was John Quinn, and from that point on, I did anything and everything at his beck and call. Fortunately, he was also one of the most honorable, gracious, and high-minded persons that I have ever met. Together until his death, we worked to establish an outdoor amusement business in Philadelphia. Fortunately, we also had Jack Essner, on whose knowledge and experience we leaned heavily in order to accomplish the kind of business that would perpetuate itself in the Philadelphia area as it has for the past 35 years.

Quite naturally, these contacts also fed my law business, all of which turned profitable; but as we began, we quickly learned that the name of the game was profit. The kind of profit to be made was more important than the amount of profit. Our main principle was to take a short profit but come back every year. This meant that we had to operate under contracts with committees and owners that would assure our profit and corresponding benefits to the committees.

It was my duty, therefore, to prepare the type of contract that would help accomplish this purpose.

In those days, there was no real shortage of lots, the shopping center industry was just beginning, and there were hardly any carnivals that came to Philadelphia because of the restrictive ordinances for licensing and operation, as well as our Blue Laws.

One might ponder why the contract is so important an element of the business. It must be recognized that contracts can be "oral" as well as "written," and can be "implied" as well as "expressed." My first experience came about when we wanted to put in amusement devices and concessions in and around Eleventh and Erie, and "G" and Erie during the Ringling Bros. and Barnum & Bailey Circus appearance at these sites. We went out and leased practically all the surrounding space for that period of time. In order to do so, we had to have written leases or agreements with the property owners. You could buy all the lease forms wanted, which would legally give you the right to the use of the property, pay your money and get the signature.

There was no question that the people wanted your money, but there was a considerable reservation by them because they were not at all certain of what they were getting into. Therefore, a printed form wouldn't do the job. Any complicated form that I could draw up would be evidence of my skill as a

lawyer, but would not be readily acceptable by the landowners who, in the first instance, viewed the entire situation with suspicion.

## **Simple form is best**

Believe it or not, it is hard to convince people that they are going to get money from doing nothing except letting them use their ground for carnival equipment and concessions. The three of us decided that I should draw up a very simple form that would protect everybody. The form, in simple, non-lawyerlike language, described the property, how much we were paying for it, for what period of time, the purpose, gave the user an exclusive and obligated him to indemnify and insure the owner, and guaranteed we would clean up and restore the property.

We had no magic words and no clauses that were ambiguous, or that would give either side an "out." As a result, we were able to operate in these locations for years in conjunction with the Ringling Bros. and Barnum & Bailey Circus; and, as a personal benefit, it didn't take long before I began to represent Ringling in and around the city of Philadelphia. This was when the circus toured under canvas.

Being a local lawyer and active in the courts and the city government, naturally helped. My clients and associates of necessity needed someone to solve zoning, licensing, police, and other government agency problems, all of which were restrictive and a hang-over from past years' operations and experiences with carnivals.

I recall one year when the circus was unable to get their licenses because one of the most powerful judges in the county decided to block it for his own personal reasons. The existence of satisfactory contracts, fully expressing the operation and documenting the interests of all parties, was a vital factor in overriding these objections. Therefore, it is essential that a clear, written contract be in existence long before the date to operate.

In Philadelphia, we were able to demonstrate to all governmental agencies and to the public that the principal beneficiaries of any of our activities was the sponsor. The contract fully expressed the kind of activity that would be engaged in.

- For instance, in a circus, we expressly stated that there would be a Menagerie, a Side Show and big top, and positively prohibited Girl Shows and any gambling activity.

- In the carnival contract, we spelled out the kind of games that would be conducted, we accepted responsibility, and we expressly stated the interests of all parties involved.

With this type of contract, I was able to face the District Attorney, the City Solicitor, the Police, and all Licensing Agencies—and come out with what I sought.

What then was this contract that had these magic features? In the first place, we eliminated legal phraseology such as: licensor and licensee . . . lessor and lessee . . . party of the first part . . . and any phrases that were subject to ambiguous interpretation or any confusion. Thereafter, essentially is placed all of the responsibility for compliance with the law as to liability insurance, workmen's compensation, damage and cleaning of the lot, and operation within the requirements of the law as to games of skill, squarely on the shoulders of the carnival or circus.

# Memorandum Of Agreement

1. This contract made and entered into this, the \_\_\_\_\_ day of \_\_\_\_\_ A.D., 19\_\_\_\_, by and between the ABOVE NAMED SHOWS, Party of the first part and \_\_\_\_\_ of the City of \_\_\_\_\_ State of \_\_\_\_\_ party of the second part.

2. WITNESSETH:— That for and in consideration of the sum of one dollar in hand paid each to the other, the receipt of which is herein acknowledged, and other good and valuable considerations hereinafter set forth, both parties aforesaid bind themselves as follows:—TO-WIT:

WHEREAS, \_\_\_\_\_

will furnish Licensee \_\_\_\_\_

for the transaction of business with \_\_\_\_\_ in said schedule from day to day

business of providing the \_\_\_\_\_

## All accounted for

Secondly, it clearly stated the obligations of the committee and/or lot owner if they were different persons. The lot owner was to give us an exclusive and not permit the use of the ground by any other carnival or circus prior to our appearance. As to the committee, if they were to furnish the ticket takers and sellers, it said so clearly. If they were to do any advertising or let us use their name in any advertising, it said so. If the committee was to pay for electricity, or to get the lot in shape, it said so. The committee was guaranteed the appearance of the carnival and/or circus with a minimum number of rides, shows, and concessions.

On the other hand the committee was given the right to disapprove the operation of any equipment or concessions. Frequently, the committee would have the right to operate a stated number of described concessions and under specified terms. Most important, the business name and address and parties responsible for the activity of the carnival and/or circus was stipulated in the agreement so that a line of communications could be established and kept open.

The net result of being able to exhibit this type of contract, in the Philadelphia area, enabled our company and the committees and owners with whom we dealt to obtain permission to operate on Sundays, to get the City and Police Department's cooperation in the obtaining of permits, and to extend the hours in the evening that a carnival could operate. Needless to say, the carnival and circus business in Philadelphia grew, so that organized professional carnival companies for years have been able to find sponsors and lots to appear and successfully operate.

This simple, clear, as-short-as-possible type contract is healthy and conducive to good relations and communication between the parties and the public, but also of great help in efficient operation of the performing company. Everyone's job becomes easier, beginning with the general agent and extending to the office and public relations staff.

Remember that a contract, "oral" or "written," is only an invitation to a lawsuit if the parties to it decide not to keep its terms and conditions.

Therefore, the less terms, the least amount of words, the better. Occasionally an owner or committee will require something special to be spelled out such as prohibiting Side Shows, or Girl Shows, or blow-off shows. There should be blank space in the contract form for such special provisions.

I have had both sponsoring committees and carnival

(Continued on page 34)

tickets issued by Licensor and complimentary tickets for use. Licensor charges for each Exhibit of Licensor admission charges approved by \_\_\_\_\_ on children's days.

rate of \$3.00 per week for any radio or television and to pay a fee for said Exhibit(s) and space furnished by the Licensor) the volume of \_\_\_\_\_ name upon any vehicle or Exhibit before entering the grounds to attach \_\_\_\_\_

income tax, city income tax, state amount thereof shall be deducted. All so called taxes on admission tickets the percentage to be paid to \_\_\_\_\_

and all other operating expenses dismantling, etc. from one lot furnished by Licensor without \_\_\_\_\_

execute this contract without \_\_\_\_\_ electric current). Either \_\_\_\_\_ collect without cause \_\_\_\_\_ ss receipts for \_\_\_\_\_ addresses indicated \_\_\_\_\_

with \_\_\_\_\_ money the \_\_\_\_\_ ny procedure \_\_\_\_\_ t in such \_\_\_\_\_

or has the immediate right to terminate this contract if \_\_\_\_\_ receipt Requested, to the other party immediately \_\_\_\_\_ irrevocable.

that it will be in \_\_\_\_\_ of the obligation to \_\_\_\_\_ junction the \_\_\_\_\_ to another \_\_\_\_\_ adequate regard to Licensor \_\_\_\_\_

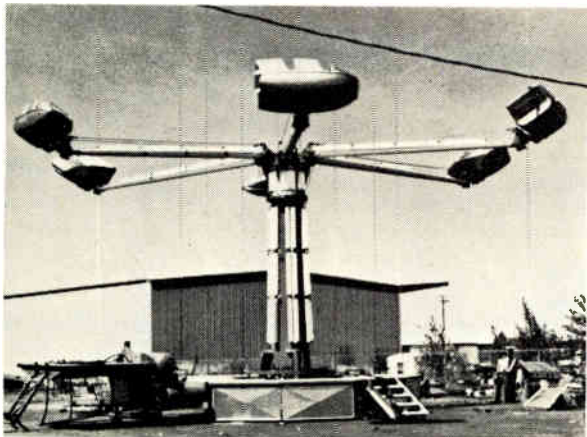
Except when prevented by unavailability of the public prior to the time for the diligent and acceptable manner so as not to impair the prestige of each Exhibit of Licensee as follows: \_\_\_\_\_

allow the Licensor the option to furnish a ticket not furnished by the Licensor. \_\_\_\_\_

assume all responsibility for accidents, dismantling or transportation, and to compensate Licensor to have free access to the space established by the Licensor and Exhibit(s) at all times for the purpose of ascertaining \_\_\_\_\_

mit Licensor to purchase and maintain a public liability insurance policy in the amount of \$1,200,000 with a \$50.00 deductible clause, and also to pay Licensor at the rate of \_\_\_\_\_ of the gross \_\_\_\_\_ of Licensee's Exhibit(s) to reimburse Licensor for such insurance. Minimum charge for such insurance \_\_\_\_\_ per week for each Exhibit; and to assume and pay the first \$50.00 of any \_\_\_\_\_ verdict arising from any claim. Said insurance coverage shall apply only to personal injury, while lawfully on the space furnished to the Licensee or while patronizing rides, business \_\_\_\_\_ midway, and to provide no protection to the Licensee while moving to or from \_\_\_\_\_ litigation than that herein specified. Licensor is not to be in any \_\_\_\_\_ storm or property damage.

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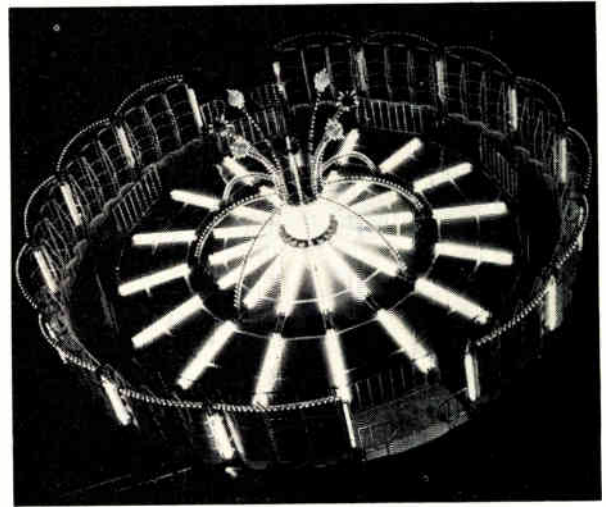


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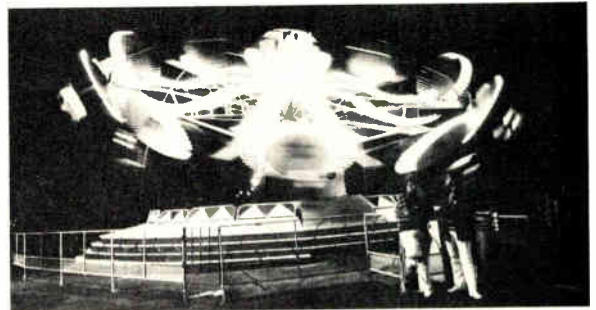
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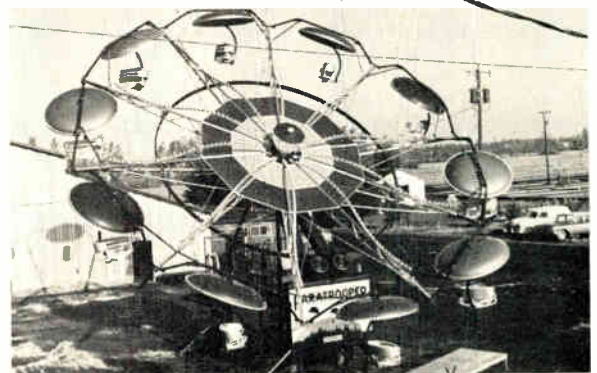


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# CONTRACTS . . .

• Continued from page 7

operations fail to keep their contracts. Carnival companies should keep in mind that in a court room they are the low man, since they are not from the same jurisdiction as the committee. They are at a disadvantage. I have had multi-million-dollar companies tied up by attachments as part of a suit on many occasions. The attachment can be lifted and the matter proceed as an ordinary lawsuit, but at considerable expense for bonds and fees as well as time and effort uselessly expended.

Therefore, if a contract is clear, simple, and not ambiguous, it becomes considerably easier for the carnival company to obtain justice in court. Dissatisfied committees are never to be desired as a matter of good business. But if such a committee decides to take their real or imagined complaints to court, then it becomes even more burdensome.

I have consistently found that general agents exceed their authority when negotiating for dates. They are generally concerned with only the booking and routing of the show. A general clause limiting liability or warranting only those things expressed in the written contract is psychologically helpful, but of little or no use in the courtroom. Usually the law takes the printed form contract prepared by the amusement company to be a contract of adhesion, and at the very least, to be constructed strictly against the company who prepared it.

## Don't use printed form

Therefore, let the sponsor or owner prepare the contract and don't use a printed form if they are willing or ask to do it. Again, keep it simple and plain. Usually, a committee or ownership lawyer will try to be impressive with many warranty clauses as well as form clauses such as confession of judgments and amicable action clauses. These are meaningless in the final analysis—and if they are insisted upon, should not be resisted.

In the final analysis, the amusement company should not give any cause for complaint. If it creates damage or fails to perform its obligations simply because it is leaving town until next year or more, it will be back or some other carnival company will try to come in and then the "piper" must be paid. However, often the complaint is not justified or only partially so, because reasonable men can differ. Here, of course, we must wind up in court. The amusement company is in much better position with a clear, simple contract, even more so, if the sponsor or owner prepared it.

I have always felt that the formal contract was simply an assurance to the amusement company that it had a date and to the committee or owner an assurance that the amusements would appear on a certain date. Aside from its usefulness to strengthen the respectability and purpose of the event as it may appear to be necessary, with regard to the attitudes of third parties, such as governmental agencies, the importance of the contract diminishes or increases in direct relationship with the behavior and performance of the amusement company and its personnel.

Thus, if an amusement company, with or without consent or knowledge of the sponsor or government agencies, permits the public to be "taken" or fails to control the behavior of its employees in their relationship with the public, then the contract with the most worthy and most powerful sponsor, will not be of any real value to anyone after the public was robbed—or there were more than one incident where employees were involved with the police or city authorities, no matter what the contract says.

No amusement company should take the attitude that they kept their contract simply because they gave the committee an even count. There are several lots in Philadelphia, controlled or owned by organizations, who have had less than desirable experiences in past years and now refuse to sponsor another event. This, despite the fact that they made good money for little effort. Why?

Simply because there are other methods and agencies and promoters that they can use to raise funds, without being associated with an event that will bring disrepute to them.

The silent majority of this country like outdoor amusements

in season. Some even enjoy being "taken." Most, however, want to feel free to spend for value received. Therefore, a committee should be given the right to veto pricing for the event and the amusement company should show some flexibility. This applies to shows, games, and rides. It is far better to have more patrons at a discount price than just a few spenders. It is the bottom line that counts. As I said, everyone participates for the purpose of making a profit.

This is also to be covered in the written contract, very simply—a mere statement that prices are to be established with approval of committee, covers it. There should be no difficulty on the problem thereafter, since generally everyone has the same motive. This applies to mud shows, railroad shows and little truck shows. The problem is competition and the public will not stand to be fooled. Why fool yourself or the committee?

I am fully aware of the feeling of many showmen to view their industry as a fraternity and view outsiders as marks or suckers. Certainly in the past, more things were hidden than disclosed on the theory that it paid or it was good business not to educate the mark.

## Decries sucker attitude

This attitude is suicidal today! I am constantly refreshed and pleased to meet people in all walks of life who, in their early years, worked in outdoor shows as everything from musicians to pitchmen including ride boys. They all consider it educational and contributing to their overall success in life. However, they are all happy to have gotten out. It simply is too precarious and hard for the average person's liking. Why, then, make it harder?

I have known shows with solid contract dates to pull in after a 100-mile haul, set up and two days (or less) later, have to tear down. Why? Because the obligations of the committee and company were not spelled out clearly and the lines of communication were not kept open before and during the date. In the final analysis the sponsor and the amusement company are partners, for a certain period and for the same purpose, to make a profit. The name of the game is still the same. The minute either side falls down, both are hurt financially.

Therefore, I suggest that contracts stipulate names, addresses and phone numbers for this purpose.

Devices such as limiting the authority of the general agent, or making the contract subject to approval of the managers of the company, are not useful or conducive to good public relations. The company should control its general agent and be ready to take the consequences of his activities. If they don't back up their agent's contracts, as has occurred on more than one occasion, they are downgrading themselves and quite frequently are going to find it expensive to go to court.

Few companies in the past have had any real experience with courts. As far as accidents and workmen's compensation are concerned they leave it with their insurance companies. As to the claims of the companies against committees or third parties, rarely do they bring any court actions. But plenty of actions have been instituted against amusement companies that have breached their contracts or created complaints. Invariably, if by some miracle, they win—they lose. It is too time consuming and expensive.

Conciseness, clarity and communication should, therefore, be the watchwords. If all these are present, performance will follow on all sides.

In summary, contracts should:

1. Be clear, simple and concise with a minimum of legal phrases.
2. Define what is going to happen.
3. State clearly the rights and duties of all parties.
4. Be designed to avoid lawsuits, not invite them. Therefore, every department of an amusement company should be involved.
5. Establish lines of communication in contract and keep them open.
6. Avoid any oral agreements.

Before I close, let me say that I have met many men and women in the business. Some are real friends; and a few, enemies. In retrospect I am genuinely fond of all of them, indebted for much to most, and admire even those I may not like. I wish them all the best of life's good things.

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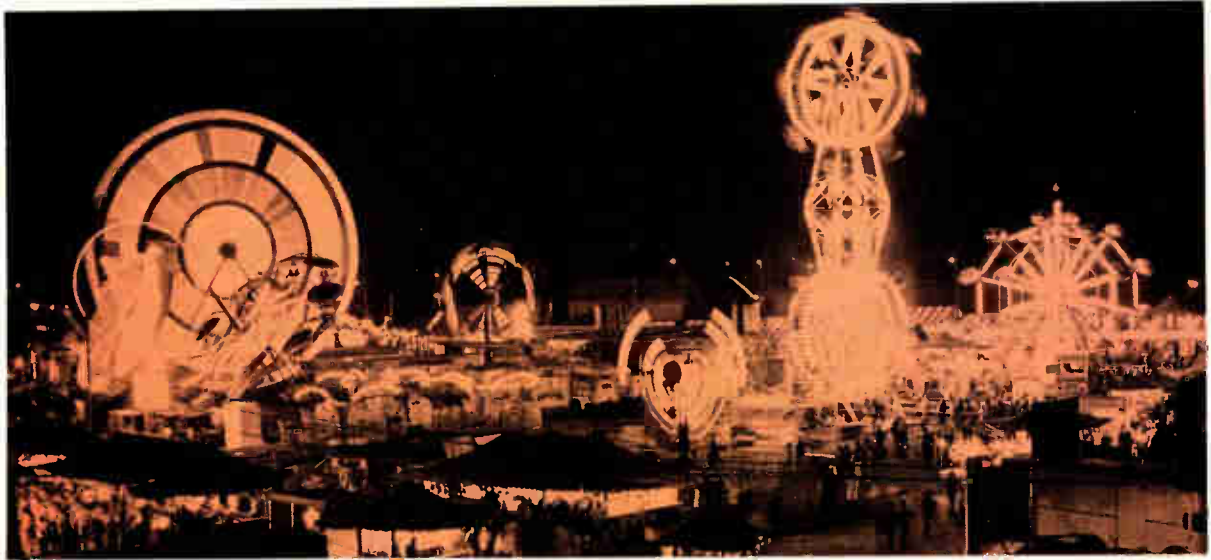
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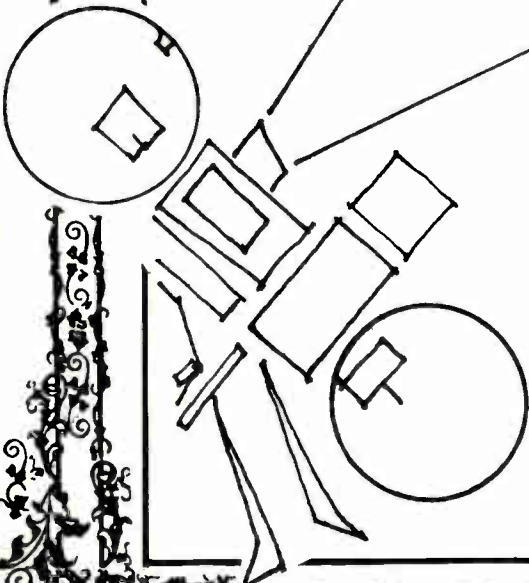
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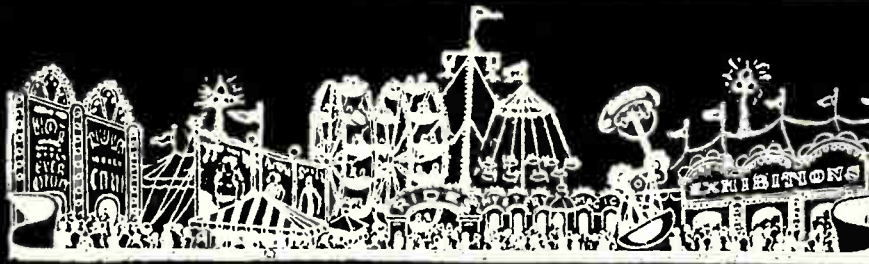
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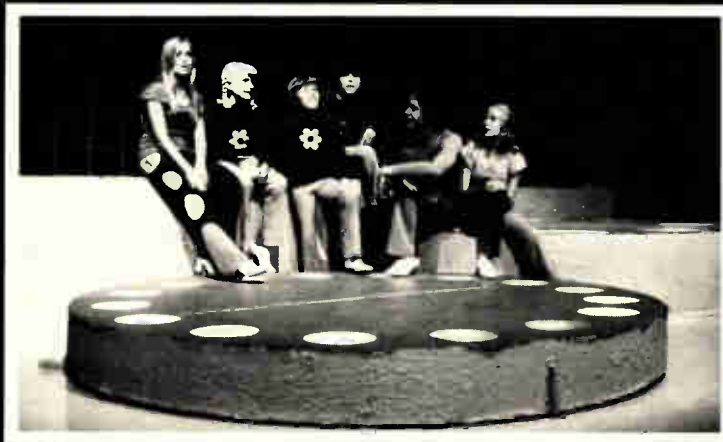
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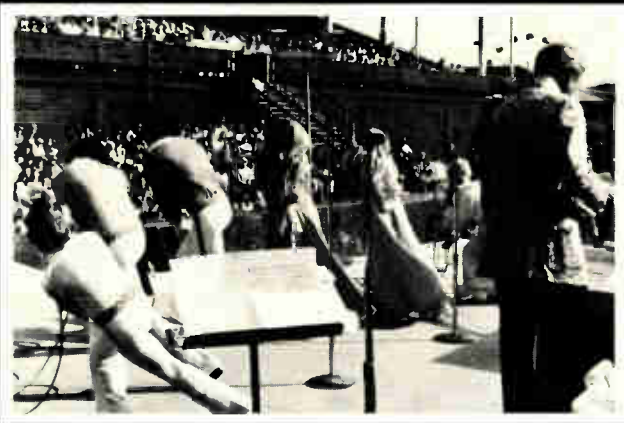
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Sid and Marty Krofft Productions  
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Darrel Anderson, Director of Entertainment, has calculated that our week-day attendance during the hours of your shows was up well over 10%. Also we are happy to report that 38,000 guests enjoyed your production in the six days you were here.

In closing let us say that we truly enjoyed working with you and your staff and upon your return from tour we wish to discuss the "return by popular demand" of Pufnstuf to Knott's Berry Farm.

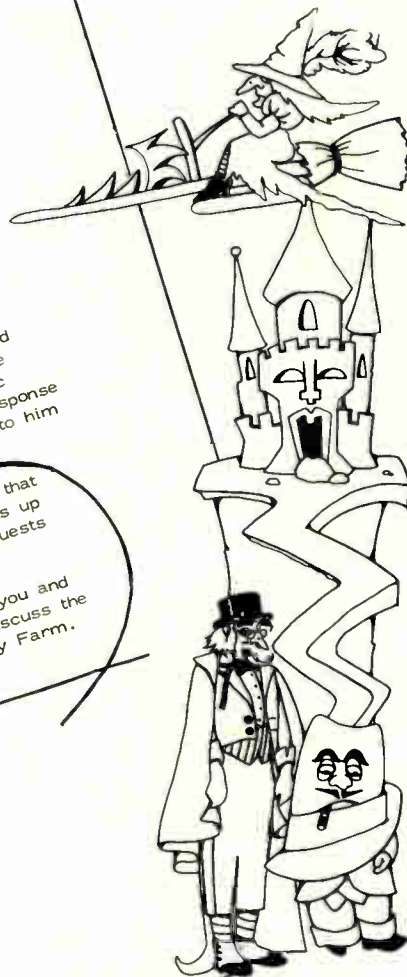
Regards,

*Bill Hollingshead*  
Bill Hollingshead,  
Entertainment Manager

BH:ell

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## GOSPEL MUSIC LIST

continued from page 66

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**THE REGENTS**, Zondervan Records, self-contained, works fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, concerts. Booked by: Bill Bowen, P.O. Box 5244, Huntsville, Ala. 35805.

**ROSIE ROZELL & THE SEARCHERS**, Calvary Records, self-contained, work fairs, amusement parks, festivals, TV, club dates, churches, shopping centers, concerts. Booked by: Sumar Talent Agency.

**SCENIC LAND BOYS**, Sonora Records—"Turn Your Radio On," self-contained, work fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, concerts. Booked by: Skylite Talent Agency.

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**THE THRASHER BROTHERS**, Canaan Records—"America Sings," self-contained, work fairs, amusement parks, festivals, TV, concerts. Booked by: Don Light Talent, Inc.

**JIMMY WHEELER**, Escambia Records, self-contained, works fairs, festivals, TV, colleges, night clubs, club dates, churches, shopping centers, concerts. Booked by: Triple T Talent.

**BOB WILLS & THE INSPIRATIONALS**, Sword & Shield Records—"Life Is Worth Living," self-contained, work fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, concerts. Booked by: Skylite Talent Agency.

**THE WILLS FAMILY**, Sword & Shield Records, self-contained, works fairs, amusement parks, festivals, TV, colleges, churches, shopping centers, concerts. Booked by: Calvin Wills, Arlington, Texas.

**THE YOUNG APOSTLES**, Proclaim Records, self-contained, work fairs, amusement parks, festivals, TV, colleges, club dates, churches, shopping centers, concerts. Booked by: Variety Attractions & Chip Huffman, P.O. Box 155, Steubenville, Ohio 43952.

## CIRCUS

continued from page 95

played 480 performances in 250 cities. Normally carries Side Show, food and drink, programs, novelties. Date 100 per cent sponsored during March through November season.

**SILL'S BROS. CIRCUS**—Main St., Gibson, N. C. 28434. Tel: (919) 582-3459. J. S. Jones, owner, manager and booking agent. Operates in regions 3, 5 during March to October. Not on road in 1970.

**VOORHEIS BROS. CIRCUS, inc.**—4405 W. Coldwater Rd., Flint, Mich. 48504. Tel: (313) 732-7690. Bill Voorheis, Jr., manager and booking agent. Operates in region 5. Last year played 10 performances in 5 cities. Carries menagerie, food/drink, programs, souvenir/novelties, amusement rides. Dates 98 per cent sponsored during October through April season.

**WALLENTA**—1623 Arlington Street, Sarasota, Fla. 33579. Tel: 955-2768. K. Wallenda, manager; J. Leontini, booking agent. Operates regions 1, 2, 3, 4, 6. New show last year. Carries programs, souvenir/novelties. Dates 100 per cent sponsored during March through November season.

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continued on page 136



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1972 for Best Gospel Album

1972 for Best Gospel Album Photo

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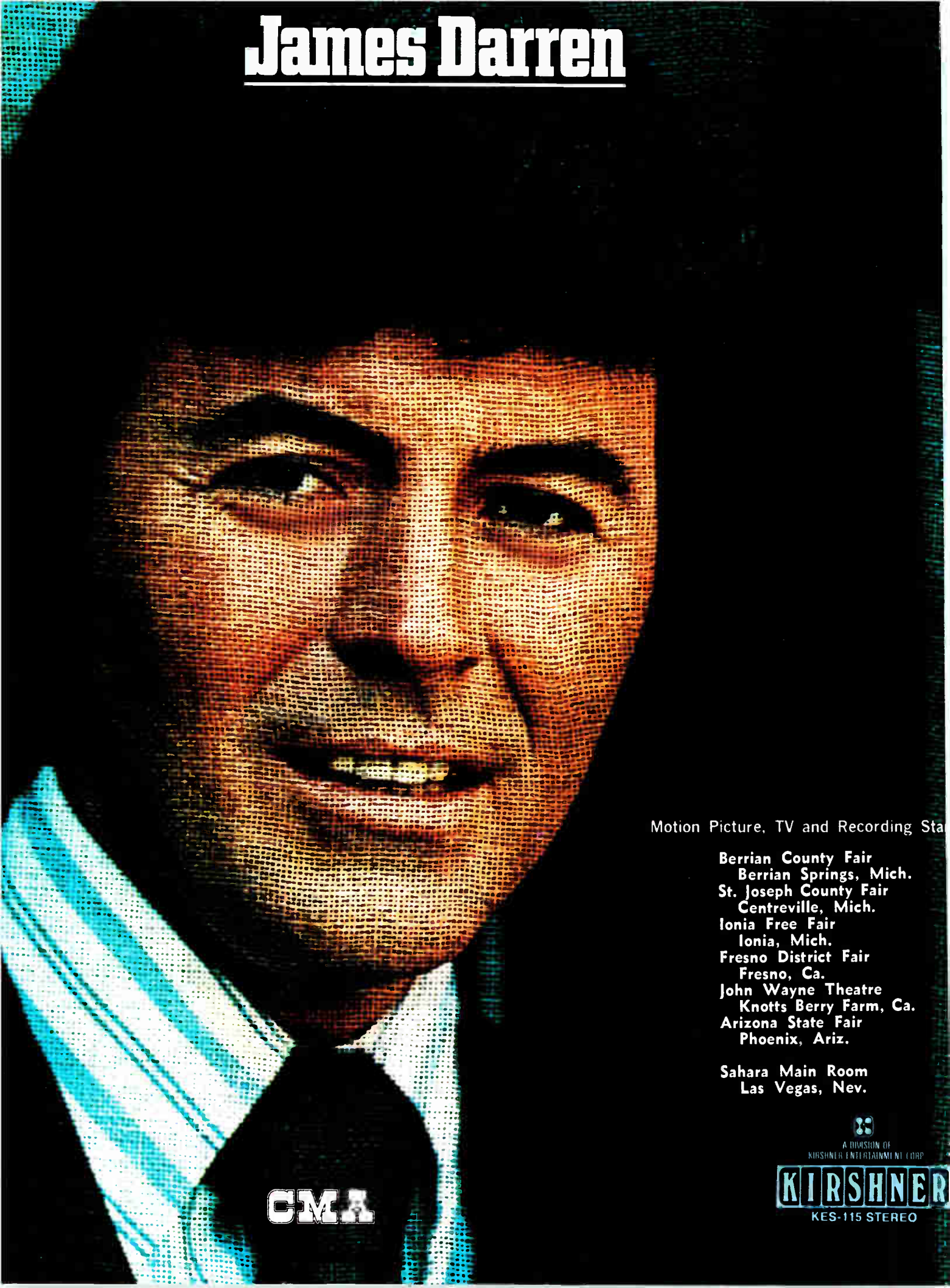
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AND HAVE NEVER  
SEEN ME BEFORE —  
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*Don Rice III*



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JIMMIE YOUNG, Manager

P. O. BOX 8263 LEXINGTON, KENTUCKY 40503

August 11, 1972

Mr. Ken Kragen  
KEN KRAGEN & FRIENDS  
451 North Canon Drive  
Beverly Hills, California 90210

Dear Mr. Kragen:

Never in my seventeen years of involvement in the Fair Business have I ever been more impressed with a group of entertainers as I was with KENNY ROGERS & THE 1ST EDITION.

No group could have worked under worst weather conditions as the 1st Editions were faced with. On Friday, the day they were to appear, it rained all day and up into the evening hours. I truly feel that Kenny Rogers and his group saved us from having a totally disastrous gate due to the weather. But as it was, over 12,000 people of all ages sat through two complete shows, covering themselves with umbrellas, plastic or paper bags. When both shows ended the drenched crowd gave them a standing ovation and yelled for more.

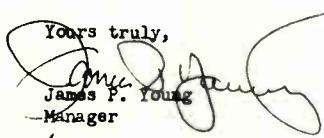
I had the pleasure of having a personal visit with Kenny Rogers between shows and I was highly impressed with him and his humility, especially when he kept saying, "I just can't understand all these people sitting in the rain just to hear us", and added, "You certainly have loyal fairgoers here in Lexington".

I am enclosing a 8 x 10 glossy print which will point out to you what I have been telling you in this letter.

I only hope that the entertainers that we have in the future are of the same caliber as that of Kenny Rogers & The 1st Edition.

Please extend to Kenny Rogers my sincere thanks for a "job well done".

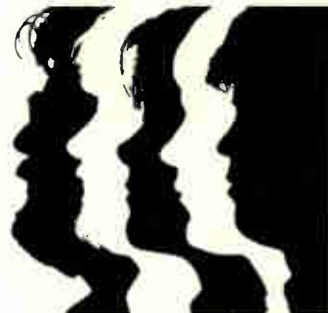
Yours truly,

  
James P. Young  
Manager

/r



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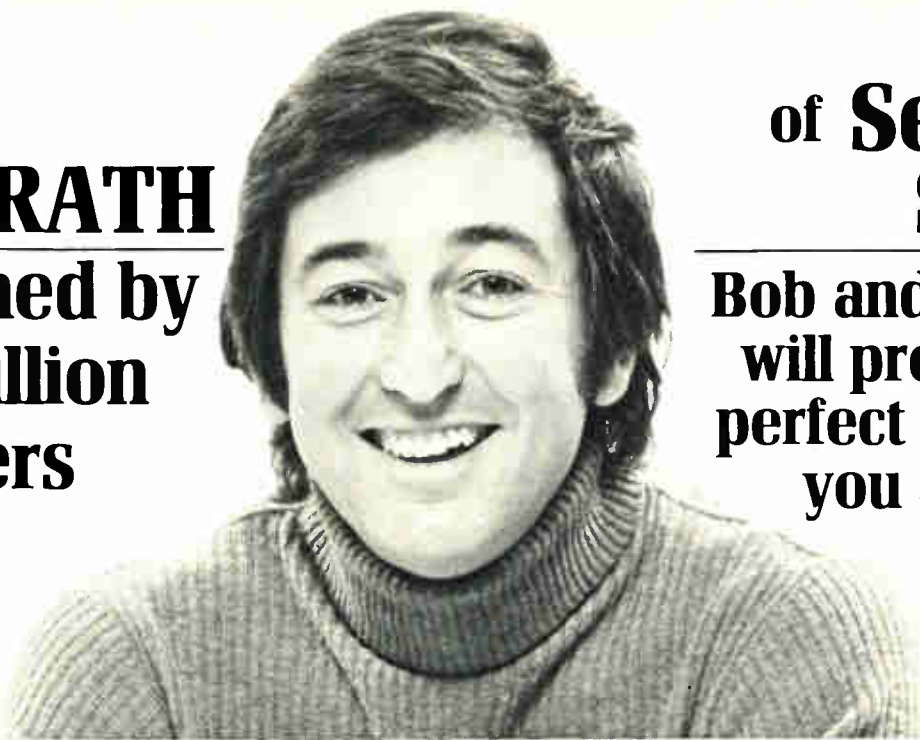
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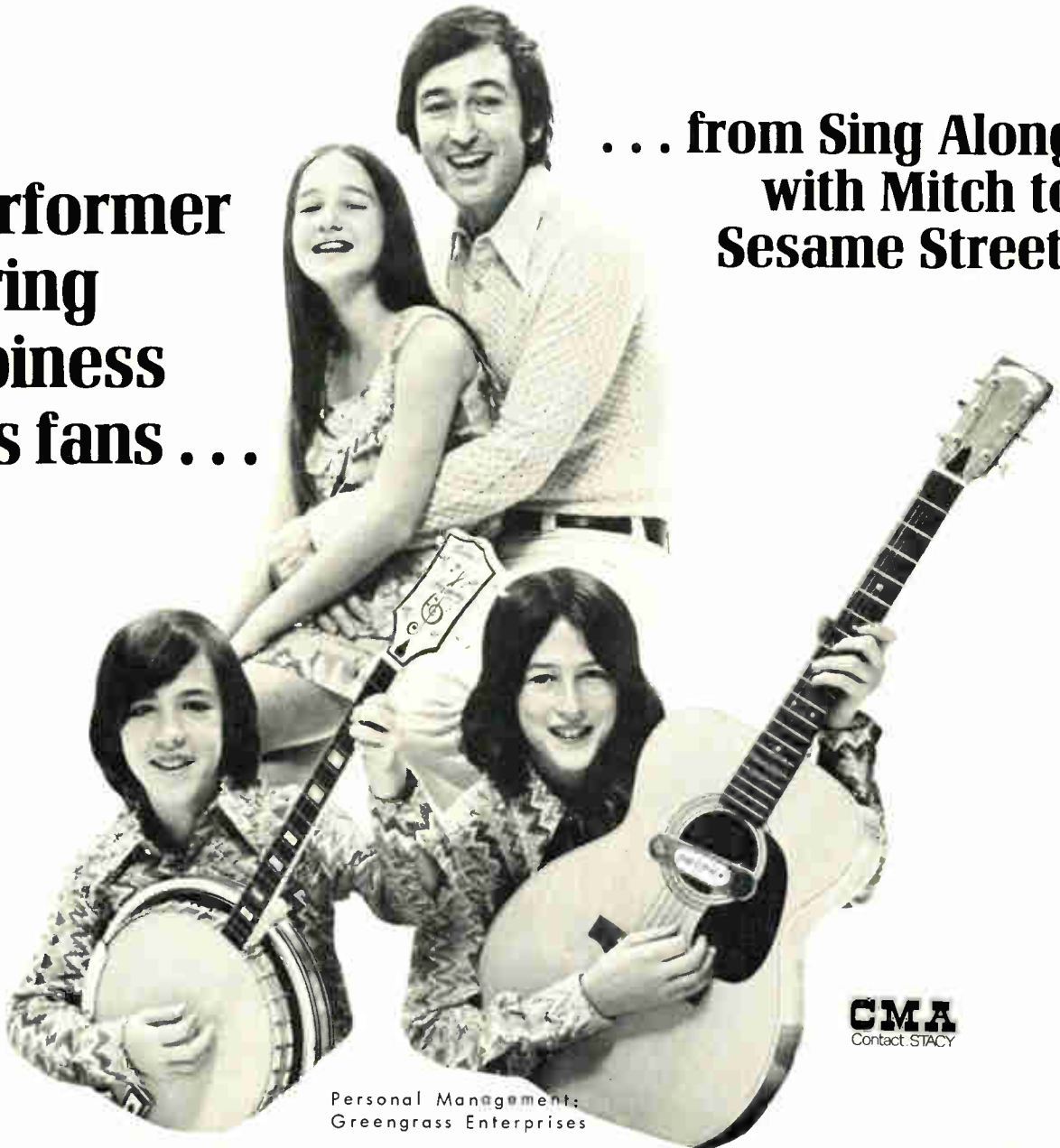


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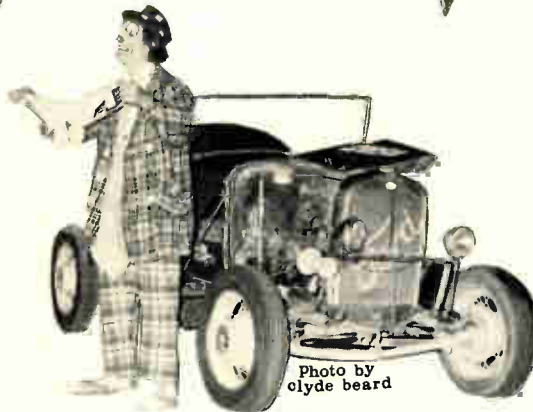


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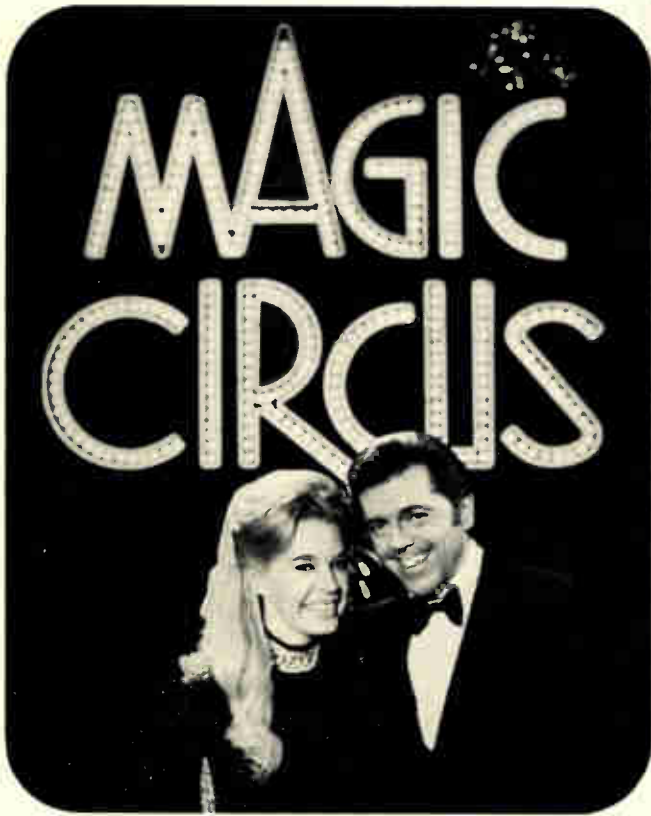
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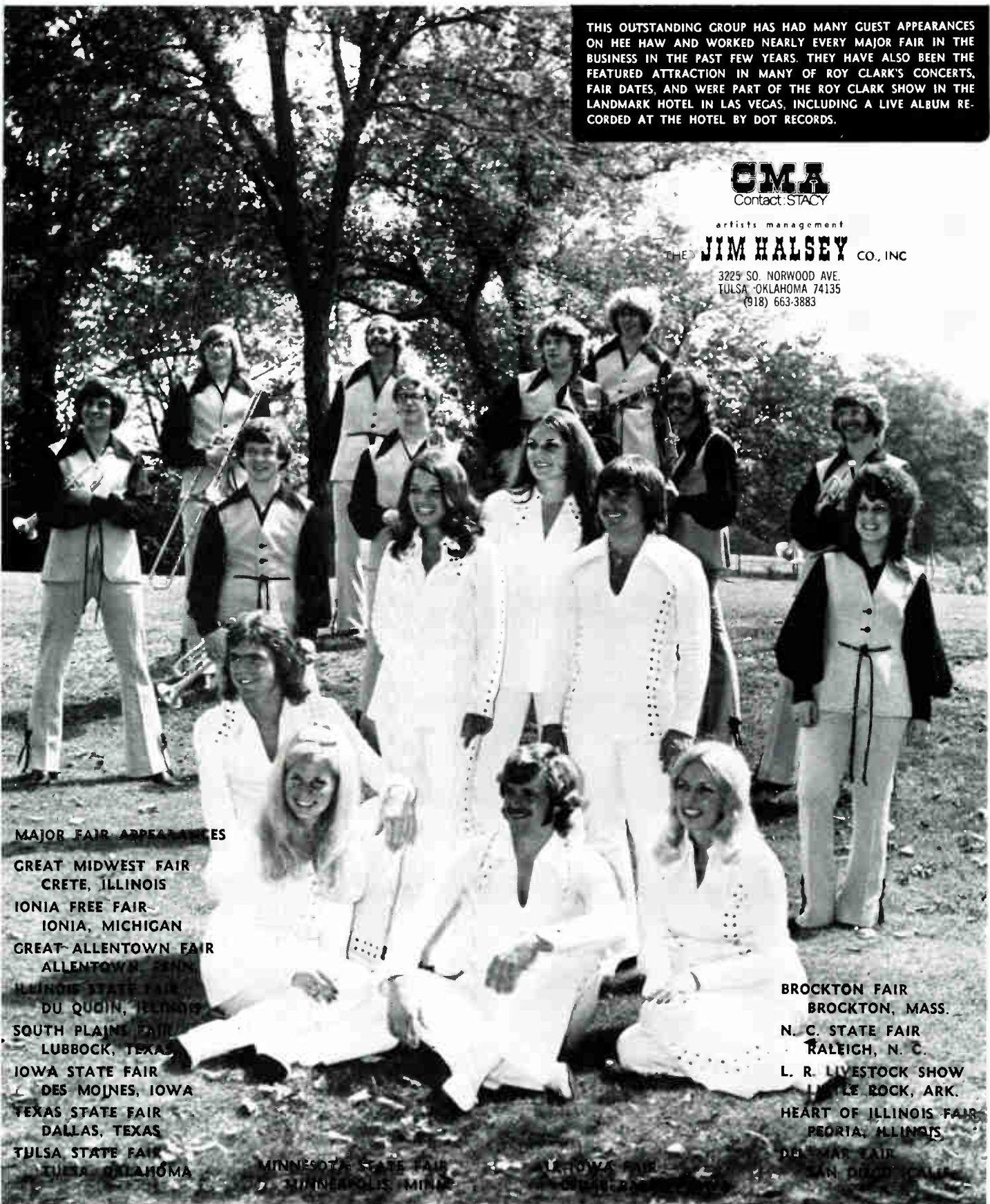
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Tommy Cash & The Tomcats  
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The Downings  
Donna Fargo  
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The Florida Boys  
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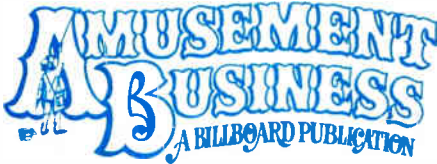
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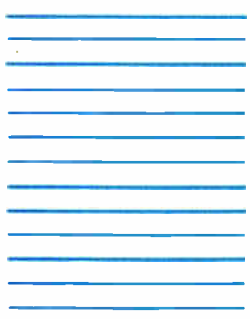
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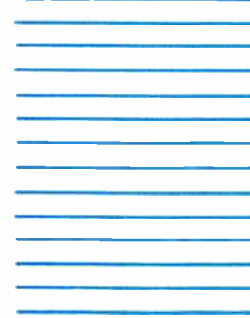
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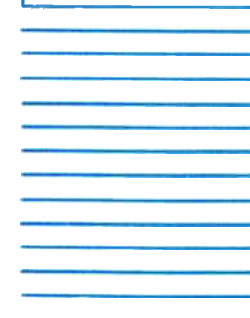
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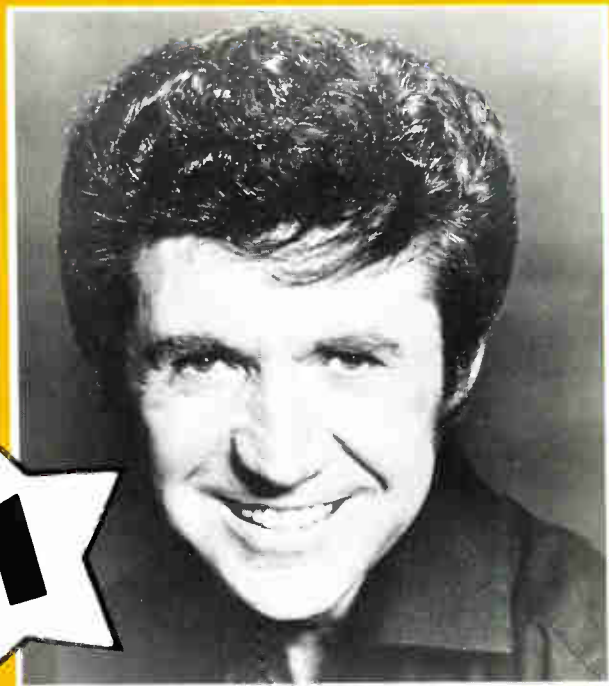
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