

Hamid-Morton Tops '50 at Milwaukee; Fills Larger Arena

Balanced Performance Displays New Greyhounds, Cycle Troupe

By TOM PARKINSON
MILWAUKEE, Feb. 24.—Hamid-Morton Circus, playing its 12th annual Shrine date here and using the new arena for the first time, pleased full and turnaway crowds that produced a hefty boost in gross. The 8,800-seat arena, custom built for circus use, seats about twice as many as the auditorium which was used heretofore. Bob Morton, co-owner, reported the added seating cleared the way for this year's bigger take. He estimated the date would exceed the 1950 score by as much as 30

per cent. It followed the show's opener at Memphis, where H-M closed February 16 after drawing turnaways Thursday (15) and Friday (16). The Memphis date was contracted for another year. No matinee was given here Monday (19), but the night show alone grossed better than last year's two-performance schedule, according to Morton. Tuesday (20) pulled a full matinee and 90 per cent night house. The matinee Wednesday (21) was a full house, and by that time the show was virtually sold out for remaining performances, altho some seats remained for the Saturday (24) wind-up.

Showfolk Turn Out for Selden Funeral Rites

LANSING, Mich., Feb. 24.—Funeral services for Arzeno E. Selden, the Stratosphere Man, who died of a heart attack in Fort Myers, Fla., February 12, a week after he fell 50 feet while attempting a slide for life at South-west Florida Fair there, were held here Monday (19) at 1 p.m., with interment in Deepdale Cemetery. Rev. William Blanding, of First Methodist Church, conducted the services.

Pallbearers were Selden's former rigging men—James Reed, Orville Parks, Artemus Taylor, Fred Jackson, Everett Sherman and Rollo Sickles. Honorary pallbearers were members of the North Lansing Commercial Club, sponsor of last spring's Mid-Century Festival, at which Selden performed.

It was there that Selden created unusual interest by publicly unveiling his tombstone which he had commissioned a monument maker to carve. A newsreel company made shots of the unveiling. (Continued on page 46)

Phillips Chairmans De Land Committee

DE LAND, Fla., Feb. 24.—E. Lawrence Phillips, president of E. Lawrence Phillips, Inc., promotional firm, has been named chairman of the concessions committee for the De Land Diamond Jubilee, March 5-10.

John B. Rogers Producing Company has been signed to stage a pageant, *The Story of Our Pioneers*, in Municipal Auditorium in which 500 people will take part. In addition there will be street dancing, sports events and band concerts. A March 4 preview will feature stock car racing on the fairgrounds track, grandstand free acts and the Stetson Jubilee Singers.

NORMAL PYRO SEASON SEEN BY DUFFIELD

CHICAGO, Feb. 24.—Despite government cutbacks on supplies of various chemicals used in civilian fireworks manufacture, pyrotechnic displays will again play a prominent role at fairs, amusement parks and celebrations in '51, Jack Duffield, vice-president of Thearle-Duffield Fireworks, Inc., here, said this week.

Altho the T-D organization is contemplating receipt of a contract for government work in the near future, it is in a position to fulfill all commitments made for 1951, Duffield said. Due to the large inventories usually carried by the firm, a normal season's activities are expected.

THERE'S STILL POTTSTOWN AND CHAMBERSBURG

LOS ANGELES, Feb. 24.—Charles (Kid) Koster, veteran circus and legit show advance agent, dished up the following for the edification of the readers of E. V. Durling's *On the Side* column in a recent issue of *The Los Angeles Examiner*. "Koster, who is strongly in accord with the sentiments expressed in the song, *There's No Business Like Show Business*," penned Durling, "says many people who say they have been in show business really have no right to the claim. States Mr. Koster: 'If you've never played Houlton, Me.; Peabody, Kan.; Rocky Mount, N. C.; Albia, Ia.; Stamps, Ark.; Mexic, Tex., and Pomona, Calif., you have never been in show business.'"

BRISK SALES MARK MIAMI BOWL SHOW

Strong Advance Aids; Wirth Sets Top Circus Acts

MIAMI, Feb. 24.—Frank Wirth, New York talent agency head who is co-promoter of the first annual Variety Circus which opened yesterday at the Orange Bowl here for three days, reported ticket sales going well and that the show was receiving ample publicity. The advance sale was reported big.

Attractions will be topped by radio's Lone Ranger. Wirth said the following acts were contracted: Edmundo Zaccchini, double repeating cannon; Capt. William Heyers' Liberty horse, Starless Night; Winnie Colleano, traps; Maschino Troupe, acrobats; Three Sidneys and Gretonas, high wire; Torrence, Miss Luxem and Diana, swaypoles; Laddie Lamont, rolling globe; Rolando, equilibrist; Wilfred Mae Trio, balancing and juggling; Capt. Hugo Smith, chimps; Five Ericksons, gymnasts; Niato and Lucy and Dantes, dogs; Slivers Johnson, crazy car; Adrienne and Charles, Three Bodos and Zaccchini, trampoline; Nita and Pippe, tumblers; Rogers' elephants; Flying Zaccchimis; Pape and Renee and Adrias Sisters, perch.

Merle Evans leads the show band. Clown alley includes Charley Frank, Roy Barrett, Dukie Anderson, Lew O'Neil, Toto Swanson and Laddie Lamont.

Traube Retained To Represent 'Skating Vanities'

NEW YORK, Feb. 24.—Almost on the eve of the troupe's shoving off for its third annual European tour, Harold Steinman, producer, and Harry Miller, executive director of *Skating Vanities*, entered into a year-round resident public relations arrangement calculated to focus attention on the 10th anniversary for the lavish roller musical.

To execute the plan, the execs have retained Leonard Traube Associates. The Traube office has done the show's press and radio manual for the last two editions.

Palisades' Kid Spot Gets Cowboy Motif

Rosenthals Name Kiddieland After Bobby Benson, MBS Kid Cowboy Star

NEW YORK, Feb. 24.—Palisades (N. J.) Amusement Park this week cemented a deal to use the name of Bobby Benson, Mutual Broadcasting System's cowboy kid property, as a tag for its 16-ride kiddieland. Pact also calls for personal appearances by the 12-year-old Benson, coupon deals floated by the lad's four-times-a-week sponsor, Kraft Caramels, and a merchandising program which calls for the sale of a number of Benson-franchised items within the park.

Jack and Irving Rosenthal, park co-owners, said that the kiddieland would be refurbished to resemble a ranch and corral setting. Benson's name and B-Bar-B Ranch will be plugged extensively thru special billing and other media. The Rosenthals said that they expected the appeal of the juvenile star would have greater impact among the moppet trade than an adult star.

To Offer Franchises
Bert Nevins, park publicist, and Sidney J. Dubroff, licensing agent for Bobby Benson Enterprises, set the deal. Dubroff said that he was contemplating similar deals on an exclusive franchise basis involving a flat fee for other funspots thruout the country.

Nevins said that 4,000 retail outlets handling Kraft Caramels in the metropolitan zone would be provided with displays plugging the tie-up. In addition, it is expected that a deal involving cut-rate tickets in exchange for

Kraft wrappers will be worked out.

Other planned promotion features include the staging of a junior rodeo and shooting contests for youngsters. The latter will be a tie-in with a group of firearms manufacturers.

The park will continue its bargain rates of six rides for a quarter in the kiddieland.

N. Y. SPORTS SHOW BREAKS 1950 RECORD

Weather, Holiday Contribute to 18% Attendance Hike

NEW YORK, Feb. 24.—Despite all-day rain for the Saturday (17) opener and further precipitation early this week, the 14th annual Sportsmen's Show, staged at Grand Central Palace here under the Campbell-Fairbanks aegis, was reported Friday (23) to be 18 per cent ahead of last year's version in attendance and program sales. The run lasts thru Sunday (25), with ducaats set at \$1.50 for adults and 80 cents for children.

With spring-like weather prevailing over the Washington's Birthday holiday (22), block-long lines waited for the 11 a.m. opening. Prospects were good for continued fair weather over the weekend, usually the show's best days, and the management felt that attendance would top last year's mark.

An innovation this year was a trout pond. Customers paid 50 cents, were supplied with tackle and allowed 12 minutes of fishing time. It probably was the most popular feature of the show. Business. (Continued on page 46)

Rogers Books Grotto Dates; Seers Closes

FORT MYERS, Fla., Feb. 24.—Rogers Bros.' Circus will open March 9 and will play major spots in Florida under Grotto auspices early in the season, Owner-Manager Sid Rubens reported this week.

Rubens brought his winter show, Seers Bros., back to quarters here Thursday (22) after eight weeks of mediocre business. He said that while some satisfactory business was registered, the take was below last year's and weather was the coldest in this area in 34 years.

The Rogers org, with a new big top and new line-up of acts, will play Miami for four days; Jacksonville, Pensacola and Panama City for two each; St. Petersburg for three; Daytona and Fort Lauderdale. Shrine dates to follow will include Thomaston, Thomasville, Augusta, Albany and Columbus, Ga., Rubens reported. The show is now working on June bookings.

Taber Rodeo Sets Dates

TABER, Alta., Feb. 24.—Mike Bartram was re-elected chairman of the Taber Rodeo Association. May 23-24 are dates for the annual. Bernard Kerkhoff was re-named secretary, and Fred Pritchard, treasurer.

Godin Signs 6 Can. Fairs

NEW YORK, Feb. 24.—Joseph Godin, president, Interstate Fireworks Manufacturing & Display Company, Ltd., this week announced the signing of six Canadian fairs.

The dates are Calgary Stampede and Exhibition, Calgary, Alta.; Saskatoon Exhibition, Saskatoon, Sask.; Lethbridge Industrial Exhibition, Lethbridge, Alta.; Canadian Lakehead Exhibition, Fort Williams, Ont.; Norfolk County Fair, Simcoe, Ont., and Welland, Ont., Fair.

Godin also reported that his firm would furnish pyro shows for Jimmie Sullivan's Wallace Bros.' Shows for 10 weeks beginning at London, Ont., April 15, org's opening stand.

Godin said that his Canadian factory is being expanded.

Hymes Awarded Hartford Sales

HARTFORD, Conn., Feb. 24.—A. Hymes has been awarded the contract for all concessions, including the program, at the annual Shrine Circus in the Armory here April 2-7.

The Frank Wirth talent agency, New York, again is booking the show.

Weyburn Mulls Rodeo

WEYBURN, Sask., Feb. 24.—Decision to sponsor another rodeo here is being mulled by the local Junior Chamber of Commerce with a vote being conducted among members. Last year's rodeo wound up \$600 in the red.

A. C. Confab Bookings Fall Short of 1950

ATLANTIC CITY, Feb. 24.—First six months of this year will find 140 meetings here with an anticipated attendance in excess of 150,000. January, February and March bookings are comparatively light. Only one convention was held in January, with a slight pick-up this month. April is expected to see high-gear operation.

Of the conventions, 14 will be held in Convention Hall, with an expected attendance of 80,000. The 140 confabs will be concluded in July, and a check of bookings for the year reveals that 1951 will be lighter than 1949 and 1950.

Albert H. Slean, Convention Bureau manager, explained that competition from other cities has been mounting steadily, and his competition is responsible for the drop in local biz. Another reason offered for the decline was the fact that many large groups meet here only in even-numbered years.

Total bookings set for 1951 show 190 conventions compared with 259 gatherings in 1950 and 272 in 1949. Biggest meets scheduled this year are Rotary International, May 28-June 1, 12,000 persons expected; American Medical Association, June 11-15, 15,000 expected, and Lions International, June 24-28, with 16,000 expected.

Hennies Contracts Western Motion Picture Star, Jack LaRue, for 1951

HOT SPRINGS, Feb. 24.—Jack LaRue, Western film actor, and his cowboy performers have been signed to play the full season with Hennies Shows, it was announced at org's winter quarters here this week. Deal was closed by J. C. McCaffery, Hennies co-owner.

LaRue, whose show will be titled *Great Western Show*, is in Hollywood making special pictures for television. He completed a tour of Southern movie houses recently. In addition to his television,

movie and theater work, LaRue has been and continues to be the subject for one of the best selling comic books published by Fawcett Publications.

Dual Appeal
His appearance with Hennies will be framed to appeal to both adults and kids.

Hennies' execs also are dicker-ing for a Hollywood name dancer to appear in its revue. Negotiations now under way are expected to be closed early in March.