Chicago Parks Schedule Elaborate Entertainment

Numerous local enterprises to get under way with warm weather break-outdoor stages for gardens—shows selling beer—fair spot already doing good business

CHICAGO, May 6.—Unusually pleasant and rainy weather has held back the opening of many outdoor spots, but by the first of June many new places in and around Chicago and through the Middle West will be in operation. Chicagoans will be served by two large amusement parks, White City and Riverview, are preparing to give beer a prominent place in their schemes of things this season. At White City the beer will be served on a separate stand in the beer garden, with an indoor beer garden in the old Casino which has been remodeled during the winter from midnight on.

At Riverview, it is planned to establish what will be known as the Tyrolean Gardens, a beer garden with the large maple grove. Here beer will be served in special booths, and a show will be presented on an open-air stage.

New beer gardens are planned to be opened in various suburban spots, as well as in the city, within the next two or three weeks.

Entertainments from shows on the road indicate that they are going to take advantage of the opportunity to capitalize on beer, during its enjoyment on the stage. (See CHICAGO PAPERs on page 53)

Memphis Gets Good Brew Year's Eve Biz

MEMPHIS, May 6.—First real night spot to open here following advent of beer on Monday of this week was the New Club Rathskeller, opened by Bob Foster and the Nine Aces of Harmony, with full beer show program.

The place was installed at more than 300 different places of sale of every sort within 50 miles of Memphis to the north. In the county adjoining, local establishments are already making plans for the coming beer season. Many places are considering the price of a box of beer, and taxes paid the first few days will be fairly high. Beer is being shipped in city and between points, somewhere between $18,000 and $23,000.

Official records show that beer is being sold out and it is only with difficulty that the managers and brewers of local places are able to meet the demand for any kind of beer. Thieves have reported to the Peabody, General Improvement, and other local brewers and beer distributors.

Cleveland Beer Exposition To Have Interesting Entertainment Angle

CLEVELAND, May 6.—Entertainment, and lots of it, is proposed for those who visit the first annual American Beer Exposition, to be held July 1 to 5, according to Elwood Sauter, who is the former well-known Cleveland park executive, who is in charge of special beer exhibits and entertainment for the exposition. Cleveland newspapers are to be the leading beer city in the United States, and the entertainment, said Sauter, who expects it to appeal to the bigness and artistry of the exhibits. Practically continuous entertainment is proposed for each day of the exposition.

The Fourth of July will probably be the big day of the exposition, as the management is preparing to draw vio­lents from many surrounding cities for that occasion. Fireworks and a general patriotic program are to be scheduled.

The show management already has disposed of a large percentage of admission tickets to those who are in industries all over the country, and a large number of beer—sellers, bottle caps, cars, and similar products being sold. Beer and bitters, cheese, crackers and other well-known specialties of beer are being supplied by all manufacturers. A feature planned is a reproduction of a European beer garden equipped for the comfortable consumption of beer by family groups. Pork rinds and other beer snack foods are also to be reproduced.

The beer gardens will attract the young people of the fair, and is one of the exposition's primary objects. The exposition is staged in July to provide opportunity for brewers to get together with their prospective district managers, and help them build up their organization and lay down the groundwork for the smooth operation of their business. The beer trade is starting to settle down, and installing their beer dispenseing equipment, they will want to outfit themselves with the most up-to-date furnishings.

The show will be open to the public from 3 a.m. to 10 p.m. and becomes a combined trade show and a public exhibition, which is considered quite the logical arrangement, as the public certainly has the last word on beer.

The show will occupy two floors of the Cleveland public auditorium. The building is one of the largest in the United States, and is 10 stories high, and in the center of the auditorium there is a 1,000-seat theatre.

Two St. Joseph Spots Open

ST. JOSEPH, Mo., May 6.—The 33rd anniversary of the opening of an elaborate night spot here recently has been marked with a flourish by the opening of two new spots in the shape of any kind and the forthcoming beer expositions promise to be one of the biggest in the city this year.

Identification

NEW YORK, May 6.—A couple of beer spots being built on the street corners here bear this simple legend: "2-Cents Corn.""