

I.Q. Zoo

5/26/55

I.Q. Zoo for up here

I need to know more about your Houston setup, etc. -

What acts did you have down there?

Where was your located in relation to park entrance, rides or other features?

Keller said they charged admission to the park - how much?

What admission to I.Q. Zoo?

Do you know what hours the park was open - weekdays and Sat-Sundays?

What from that experience should we avoid up here?

As I recall that deal - you delivered the acts and set them up - and provided a man to operate them. Who provided the signs and dressup? Who sold tickets or collected I.Q. Zoo admissions (Did they pay at the entrance - or buy tickets - how did you keep track of admissions?)

What did Slavsky (?) provide, in addition to the location and lights?

What was your financial deal with him - a straight split ? Did he guarantee anything - I don't suppose so.

What do you pay your man?

Do you have any photos that I can see?

What acts would you suggest for up here?

Any other comments? I have just banged this out in a hurry to get it off to you

My first thought is to scout for high traffic spots around Chicago where there may be a good kiddieland. The only amusement park is Riverview which is well into town and has almost no transient trade.

Another possibility is to change locations once a month or so - to go to new audiences, if no big transient spot can be found.

Tell me all you can that will help me get a better basis for judging a good setup, both as to location, and as to physical setup of the show.

HOUSTON ZOO

More or less answers to your questions:

(Cannon)

- 1) We had Bullseye Bunny, Sureshot, Henny Penny, Skyline Hen, Kissing Bunny, Casey, drumming Duck
- 2) The Zoo was located off to the side of the entrance, where people passed it not on the way in, but on the way out.
- 3) 10¢ admission to the park.
- 4) 25¢ " to Zoo
- 5) I believe noon to about 10 PM daily
- 6) We want to avoid any carny set-up or atmosphere. Also want a spot where we catch people, large numbers of them going past on foot, that is, we do not want a highway location where we have to stop cars, and it does not want to be out in some location where people have to drive a long way to get there.
- 7) We paid for all signs on the props and Zoo itself. Eddie and his wife sold and collected tickets. Turnstile with a counter was provided but we didn't use the counter because there weren't enough people to count. They paid at the entrance.
- 8) Slusky provided all utilities, location, liability insurance, was supposed to have provided outside the park advertising.
- 9) Financial deal was straight 25% of the gross to Slusky.
- 10) Our deal with Eddie was a guaranteed \$200 minimum a month, or 15% of the gross, which according to our figures should have paid him \$300 or \$400 a month at least but it was a gamble, of course. Actually we paid him about \$300, it cost more for him to live there than we thought.
- 11) No photos except what you already have.
- 12) same acts or any portion thereof.