



Museum Newsletter

By James Vannurden
Director and Curator

National Museum of Roller Skating
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Bi-Monthly
May 1, 2012

Who We Are

The National Museum of Roller Skating is a 501(c)3 non-profit organization located in Lincoln, Nebraska and the only dedicated roller skating museum in the world. We are committed to the preservation of the history of roller skating. With over 40 display cases, the museum educates the public on all aspects of roller skating, which dates back to the first patented skate from 1819.

Curator's Corner

Museum Sign Update

The Public Works Department recommends a change to the location of our sign. Since our property is located on the corner of a busy intersection with a traffic light, line of sight is very important for motorists. The city has regulations that no sign can impede the sight line triangle. The stated line a sight of 25 feet pushes the location of our sign back about ten feet. While the museum will appeal this ruling, Public Works seems to be firm with this number.

This by no means affects the overall goal of constructing a sign. Our sign will go up on the corner as planned, although the specific local may change by a few feet.

Museum Gift Shop Additions

Just in time for hosting indoor nationals, the museum received its shipment of new t-shirts. Previously, our gift shop contained a blue shirt with the museum logo in white; now the museum offers the same logo shirt in white and in pink. Our top selling bulldog on a roller skate shirt has undergone a revision, adding both the museum name and city upon a black t-shirt. "The first skate" shirt makes a comeback and also adds Lincoln, NE on the front. The blue logo shirt and Skating Vanities shirt return unaltered. T-shirts are available through the museum store at a cost of \$15, plus \$4 for shipping.



RSA 75th Annual Convention

As usual, the museum will be represented at the annual RSA convention. To spread its message, the museum will have a booth at the entrance of the convention room. Also, the museum holds its annual raffle the last night at the President's Dinner. Thanks to all of those who continue to support the museum.

Skater Profile: Frank Lawler Syracuse champion

*This information can be found in the book from the museum store entitled **Skaters History on Ice and Roller Skating**. For more information like this, consider purchasing the book. Thanks.*

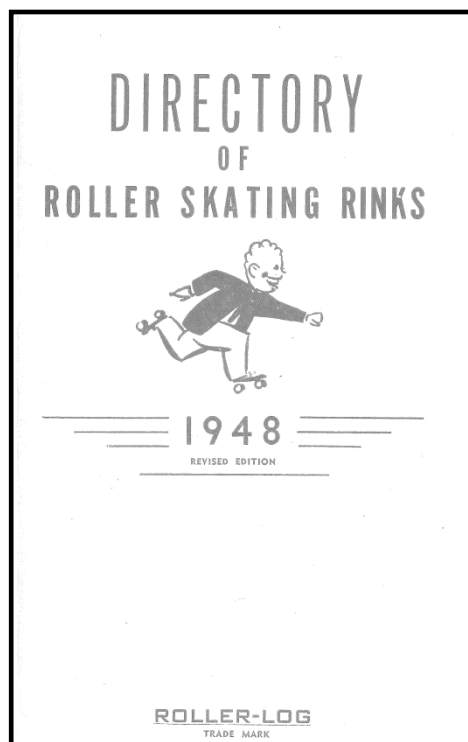


Frank Lawler began roller skating at age eight in his hometown of Syracuse, New York. He became the junior champion of Syracuse a year later in 1904 and held this title through 1912, in which year he won the central New York title. Lawler held this title through 1914.

His state success continued to grow. By 1915, Lawler became the gold medalist in the five-mile relay race out of Rochester, NY. He then went on to win the northern New York championship in late 1915. The following February Lawler defeated the western New York champion from Buffalo. By March the state champion of Maine also succumbed to his speed. He ended his career by taking up fancy skating and performing in exhibitions. Lawler also managed the Haley rink of Utica, NY from 1915-1916.

Library Feature:

Directory of Roller Skating Rinks: 1948



The museum archival collection houses a great many roller skating rink directories. One such book is our feature today called *Director of Roller Skating Rinks: 1948*.

This edition, published by Harvey R. Rice of Kalamazoo, Michigan gave those in the industry a sense of how rinks were dispersed across the country, which areas thrived, and which seemed to grow slowly or not at all.

Generally updated annually, these directories also gave some insight into how other rink owners ran their businesses. This was achieved by a coding system that followed the name of the business. These codes included: open all year (OAY), closed in summer (CIS), summer only (SO), electric organ (EO), pipe organ (PO), nova chord (NC), under construction (UC), and stickers issued (S). The code for stickers was added for those who participated in sticker collecting.

Each state is represented by skating rinks in the directory; however, since Alaska and Hawaii were not states at the time, they are omitted from the book. While some states, like Wyoming with three, had very few rinks, others occupied multiple pages to list each rink. The states with the most rinks included California, Illinois, Indiana, Michigan, New Jersey, New York, Ohio, and Pennsylvania. With the exception of California, this shows the trend of rinks being more popular the more north and east one travels.

Skate of the Week:

Roller Hockey Skate Company

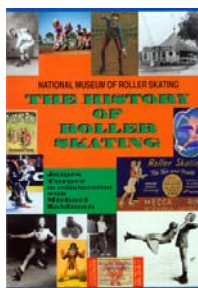


Dated to around 1910, this inline skate was produced by the Roller Hockey Skate Company from New York City specifically for the growing sport of roller hockey. While most of the popular skates at the time were quad skates, the Roller Hockey Skate Company geared this addition to those more interested in inline skating.

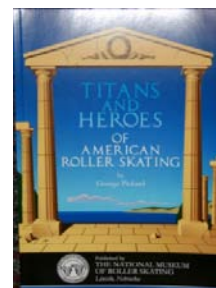
The lace-up, leather shoe came from the Brooks Athletic Shoe Company. It is attached to the frame with rubber wheels and without the addition of a brake. The museum received this skate via donation from Chester Fried.

To counteract the liability of turning corners with as little effort like the quad skate, this inline skate has the rear wheel raised up slightly. This allows the skater to pivot on the center wheel to turn quickly.

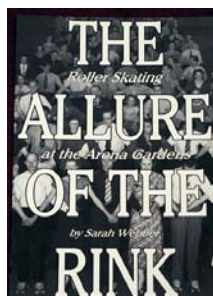
Book Store



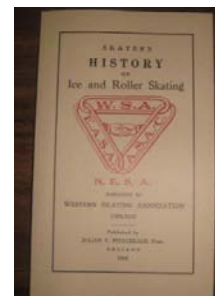
\$15



\$20



\$7



\$15

For those wishing to renew their memberships, we included the following form. Thanks in advance!

MEMBERSHIP FORM

Name: _____

Address: _____

City/State/Zip: _____

Membership Level 1 year 2 years

Benefactor _____ \$500 _____ \$950

Patron _____ \$250 _____ \$475

Assoc Patron _____ \$100 _____ \$185

Donor _____ \$50 _____ \$90

Individual/Family _____ \$35 _____ \$65

Additional Contribution \$ _____

Total Enclosed \$ _____

Method of Payment

____ Check to National Museum of Roller Skating

____ Visa _____ MasterCard

Credit Card

Number _____

Exp. _____

Signature _____

Mail to: National Museum of Roller Skating,

4730 South Street, Lincoln, NE 68506

Fax to: 402-483-1465

Wish List

The museum is expanding its video archive. We would like a DVD copy if possible, but VHS is fine.

1.) First, the museum wants to complete its roller skating big screen collection. Please contact the museum before sending your donation, in case we receive multiple interests on the same film. We continue to need the following film: *Skate Town USA*

2.) In addition, the museum is interested in any video footage of national competitions prior to 1980. While DVD format is best, the museum will also gladly accept VHS films. Labeling with events is a plus.

3.) Third, we have very little footage of the Skating Vanities. Really, the only good quality shots we have are scenes from the 1944 movie *Pin Up Girl*.

Thanks in advance for your considerations.

Rink Sticker Collection

The museum has an extensive collection of roller skating rink stickers. Many skating rinks used to produce stickers as both an advertisement and fun way to for skaters to interact with one another, comparing the different location in which they skated. These were even traded as collectibles both informally and formally, under the Universal Roller Skating Sticker Exchange founded in 1948. Each newsletter, we will feature four different rink stickers. Here are a few examples of the numerous stickers in the collection and on display at the National Museum of Roller Skating.



Thanks for supporting the museum!



Looking forward to fun at the rink?

Good Times call for Pepsi

Notice how keeping trim means having fun for those who round the rink on skates. Notice, too, how "Be Sociable" means "Have a Pepsi" when today's trim people meet. Lighter and less-filling. Pepsi-Cola is the natural choice of the debonair and smart and young at heart. Is Pepsi your refreshment, too?



**Be sociable
have a Pepsi**

The *Light* refreshment

April 1960

1960 Pepsi Advertisement featuring roller skating