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# SHOW WORLD

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SHOW BUSINESS

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to the  
Interests  
of the  
Amusement  
World



**JOHNNY J. KLINE**  
Managing Editor



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GREATEST

# SNOW WORLD



FEARLESS—ACCURATE—PROGRESSIVE

Vol. XIII

NOVEMBER 14, 1931

No. 11

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## GEORGE HAMID MAKES ANNOUNCEMENT

George Hamid, president of Wirth-Hamid Fair Booking, Inc., makes first announcement of his organization for 1932.

He states that the most elaborate catalogue ever issued by this firm is going to press shortly, and should be in the mail about the first of the new year.

The complete organization will be maintained in the main office as well as the Boston office with Stewart Collins as manager.

Among the familiar faces of the road representatives that will be taking to the road shortly will be: Joseph Hughes, E. J. Rutan, Arthur Hill, John Jaeckel, Dave Castello and Stewart Collins, with the possible addition of two well known free act salesmen of prominence; their names to be announced later.

Ralph A. Hankinson will continue in charge of auto racing department with Harry Riggins as assistant.

The American Fireworks Co., of Boston, Mass., will continue to take charge of firework displays for the office.

In fact all of the W. H. affiliations will remain intact with a few exceptions.

Mr. Hamid states that all are now set to go—with a determination to make 1932 the biggest and best year in the history of this firm.

And he further stresses the point that present indications and contracts already signed for 1932 business and the many reservations made by the leading Fair and Park men, makes it possible for Mr. Hamid to feel optimistic for the 1932 season.

## DAVE KRAUS DIES

Suddenly, at the home of his daughter, Babette, or Mrs. Goodrich, November 2, passed away David Kraus, of the celebrated Kraus family, pioneers in burlesque circles. Heart trouble was the cause. Age 59. Burial November 5. Masonic services the evening before at Gleason's Funeral Home, 149-18 Northern Boulevard, Flushing, L. I., with Brother Lichtblau rendering the usual service very impressively in behalf Munn Lodge, No. 190, F. & A. M., of which the deceased was a member. Other survivors are a wife, Louise, and a brother, Sam.

Peculiar that none of the local dailies printed obituaries about the death of Mr. Kraus, at one time, conspicuous and foremost in theatredom. His last amusement association was with Max Spiegel in the project of a combination dance and skating rink on Long Island. Before that, and, for a long time, owner of the Olympic theatre, formerly Tony Pastor's, on East Fourteenth street, razed not long ago to give place to a huge Edison Building. And, before that, of Sullivan and Kraus, in the operation of the Dewey Theatre, also on East Fourteenth street. The actual founder of the Mutual Burlesque wheel that preceded the current New Columbia circuit of Burlesque. His death was a shock to a host of friends.

## LATE BURLESQUE NEWS

A drastic change in the New Columbia Circuit shows was the order that came from headquarters, Election Day week, for a ten percent cut in the salaries of all principals. Also a five-dollar cut, or, from \$30 to \$25 weekly, for choristers. Also a reduction in the size of the chorus, from 18 to 16. Also the elimination of road leaders and one stage hand. Thereby reducing the cost of show via the pay roll in the neighborhood of \$300.

And, with the curtailment in cost came a peace offering between the circuit and the Minskys to the extent of calling off the proposition of no road shows at the Harlem Apollo which remains as is, namely, New Columbia shows mixed with local stock.

Now there are the Empire and Gotham theatres, Brooklyn, mentioned as new burlesque stock sites. Harry Abbott has signed the lease for the former to open November 21. Eddie Aversano and an orchestra of twelve pieces have already been engaged. Clyde Griffith has an "angel" who is desirous of planting or reviving the Gotham out in East New York. Still another stock house is on the horizon. This one in Elizabeth, N. J.

## FRANK WIRTH PRODUCES CIRCUS NEW YORK CITY

At the final meeting held last week, between Commander Foster, Fred Benham, Mr. Pancoast and Frank Wirth, all plans were completed and contracts signed and entered into for Frank Wirth to produce a big Christmas Circus for the Soldiers and Sailors Club.

Mr. Fred Benham was the originator of producing the Boys Club Circus in New York City last Christmas, but this year Mr. Benham arranged with this noted Club, which is sponsored by the leading citizens of New York City, to underwrite the cost of producing this Big Circus, which will be held around Christmas, at one of the large Armories here in New York City.

An elaborate advertising campaign will be entered into and arrangements are being made for a big Air Display as a publicity stunt, also various nights will be designated.

Arrangements are being made for the Honorable Patrick J. Hurley, Sec'y of War, likewise the Honorable Chas. Francis Adams, Sec'y. of the Navy, to personally attend, on the Navy and Soldiers Night.

Patron—The Honorable Herbert Hoover.

Honorary President: Hon. Patrick J. Hurley, Sec'y. of War; Hon. Charles Francis Adams, Sec'y. of Navy; Hon. Andrew W. Mellon, Sec'y. of Treasury; Hon. Franklin D. Roosevelt, Gov. of the State of N. Y.; Hon. James J. Walker, Mayor of the City of N. Y.; Gen. Douglas-MacArthur, Chief of Staff, U. S. Army; Rear Admiral Wm. W. Phelps, U. S. N.; Maj. Gen. Hanson E. Ely, U. S. A.; Maj. Gen. B. H. Fuller, U. S. M. C.; Maj. Gen. Hugh A. Drum, U. S. A.; Brig. Gen. Lucius R. Holbrook, U. S. A.; Gen. Chas. P. Summerall, U. S. A.; Lieut. Gen. Robert Lee Bullard, U. S. A.; Rear Admiral Louis R. des Steiguer, J. S. N.

Commander Paul Foster will be in complete charge with Fred Benham assisting in the Managerial end and Frank Wirth, Manager of the Circus Presentations.

Mr. Frank Wirth is making arrangements to present an unusual big elaborate display of attractions. The program will be headlined by the May Wirth act and other features will be added from time to time and announced later. This show will be probably the biggest circus production ever to be produced in New York City.

## GREATER SHOW WORLD

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## Greater Show World Company

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Business and Editorial Offices, 1545 Broadway, New York City  
 "The Blue Book of the show business"

Phone LAckawanna 4-7153

New York, N. Y.

The season of 1931 should convince outdoor tented showmen that the free and easy-hit or miss-methods in conducting their show does not pay.

Now that some of the owners have their paraphernalia stored away for the winter months, it might be well for them to sit down and give thought to the 1932 season. The main point being to get their efforts down to a system. The system being a much needed necessity in the business of outdoor tented attractions.

## "Our Open Letter"

The owners find at the end of a season, such as this—that any business—should have some plan to guide them. They have been cultivating the jelly-spined way of doing business; yet one and all should know, that in order to make money in the tented business, one must have attractions of merit, and upon such attractions, one can build a permanent business. All too many show owners, make haste to book an attraction, regardless of its merit, just so, they can add one more attraction to their general line up of paid attractions, without giving thought to the fact that this self-same attraction may have a tendency to injure one and all shows on his midway, and marks the passing of the better type of independent showmen. Years ago, a general agent of a tented show was looked upon with respect, he commanded the esteem of the men with whom he came in contact to do business. But times have changed, agents have been compelled to exaggerate the line up of attractions, and when the show arrived in the city or town the organization or Fair, under whose auspices the show was exhibiting, did not hesitate to inform the owner or manager that they were disappointed, having in mind the picture painted to them by the general agent, with the result that now—a general agent is looked upon as a carrier of wind—and his promises—are laughed at, and cities and towns are closed, and still dates like Fair dates are unprofitable unless—a paid gate is installed.

All of which is moreso illustrated when one recalls the high salaries paid to general agents some ten years ago, compared with their salary of the present day. The reason being, that a show does not need a general agent any more, unless they give HIM the support he is entitled too, by bringing into a City the attractions that the agent stated his show actually has on its midway.

It is—what the owners and managers "DO NOT DO"—that makes the business of general agents so discouraging, with the result that the real producers are leaving the business for other lines of endeavor.

A suggestion properly put—is rarely ever offensive, and we trust that the owners and managers will take this in the spirit in which it is brought to your attention. For when all is said and done, the pilot of the show is the MAN who is actually responsible for the success of a show, but, the agents have been discouraged, when they see no pay-off, and merely route the show, sparing for time.

Strange as it may seem, the owners of shows, can find money for anything and everything, but the general agents, despite the fact that HERE IS ONE EXECUTIVE ON A SHOW—THAT SHOULD BE PAID HIS SALARY—EACH AND EVERY WEEK

—but if you and I had the money that is due general agents right NOW—the depression or panic would be the least of our worries.

The most laughable part of the general agent situation is—that in order for them to see an actual pay-off—the owners ask them to remain loyal to the organization—and live on as little as he possibly can—until next season—and then HE WILL BE PAID OFF IN FULL.

I fully realize that this IS a laughing matter, yet it is all too serious when one takes into consideration the responsibility imposed in agents, and what they could do—to any show if they had a mind too—yet this fact does not seem to occur to the owners, taking it for granted that you can abuse a general agent, and he will allow it to roll off his shoulders as water rolls off a ducks back.

Peculiar how the burlesque wheel turns. The fancy, the encore-getter during several years of burlesque cycle, up to a few years ago, was the "Cooch." The feature in the billing was invariably "Mlle" this or "Princess" that. That fancy held on for quite a spell. Now the Princesses, the Mamselles and the Sultanas have been replaced by the "Strips." Any femme will do for that "role" provided she has a fair personality plus a form. She does not need to know how to sing, to talk, or even to dance. As Sidney Skolsky defined burlesque in his "Mirror" column recently, "Burlesque of today is a "Take-Off." So what's the sense of reviewing a burlesque show during these strenuous "strip" days. Merely a waste of type. Rarely any talent in current burlesque. Course comedy. Just

## Burlesk

one "strip" after another. With prolonged encores for the femme to reappear and remove another piece of costume. The applauder out front living in the hope of being able to see a little more of "skin." And the non-applauder growing weary and sleepy for the applauding neighbor to quit. No applause for real talent if by chance there should be any. Time was when UNO was a critic of burlesque shows. Now he is a critic of "busts and bellybuttons." Time this "strip" cycle changed. Let us hope by next season there will come a change. More talent and less "strips." Just one "take-off" in every show. And that by a competent, artistic femme. A tried and true "stripper." One thoroughly familiar with that "art." Not one just out of a chorus just because the salary is the deciding proposition. That will relegate the inferiors, of which present day burlesque displays an army, either back to the chorus or to Child's.

Concessions have been heard to shout at the top of their voice, when Carnival Owners advise them that soandso concession will cost them \$40.00 for the week, which includes hauling, transportation, location on midway, police protection and current for lighting the said concession.

These concessionaires squawk about the high price of concessions on carnival midway, yet are allowed to operate with impunity and take their best hold, yet, out of these cries and walls arise, the dis-organizers, the agitators that corrupts the morale of the entire show. The business of outdoor amusements, as we see it—is, as YOU make it. The concessionaires around any Carnival organization, have it within their power to "make or break any show," to make the road of the show in its entirety, hard or easy traveling. There is money to be made in the concession business, as any successful concessionaire will tell you, but, the concessionaire, MUST be business man enough to know, just what show is best suited for his line of concessions.

It is true that concessionaires in other branches of business, pay large sums of money for concession privilege, but in order to pay these large rentals, they must feel that they can realize something on their investment, and just to familiarize our readers with the enormous amount of rentals paid for concessions, we will take the privilege of quoting Ed. Sullivan of the Eve. Graphic who has gathered this data, of the amounts paid to the new Waldorf Hotel, New York City:

Barber shop .....	\$100,000	Porter .....	\$ 50,000
Cigar stand .....	100,000	Ticket agency .....	25,000
Florist .....	125,000	Laundry .....	50,000
Valet .....	100,000	Coat room .....	40,000

Eight concessions at the Waldorf were sold for approximately \$600,000 a year before the doors were opened.

IS THIS FOOD FOR THOUGHT?



# NOTES by UNO

Solly Shaw, the Tab King, plans to put out as many as ten tabs within the next few days to carry special scenery and lighting effects and with ten to twenty people in the itinerary. These will play in and out of New York to all points East, West, North and South. One already started opened at the Superior here recently.

Lew Walker replaced Joe Hill and Billy Tanner replaced Harry Leff in the Werba-Gotham stocks.

Dan Coleman, out in Great Kills, Staten Island, phone Honeywood 6-0344—W, seeks a good looking, five-foot-six tall girl who can sing and dance a bit for his new three-people vode act.

Peggy Van Camp returned from a Detroit vacation and is now studying up the by-laws of a Temperance League at 170 West 48th street.

Helen Nelson divides her soubrette time between the Minsky houses and Apartment 6, 163 West 48th street, where all canary bird fanciers are star boarders.

Louis Sobol in the Evening Journal of October 27 almost bathed a set of names of celebs on present day Broadway to remember twenty years from now. Aye, almost. Almost with a capital A. Looie's list is sadly in need of revision.

Wired Edward G. Robinson of picture fame to Walter Brown at the Eltinge; "Saw your act. It is great. Will see you tomorrow." Which was all a credit to Brown's comedian abilities for possible future film engagements through the Robinson vehicles.

The Apollo, Harlem, closed to New Columbia road shows and reverted to stock.

Week of November 16 sixty-six theatres in Greater Boston will convert the proceeds of a midnighter show to Mayor Jim Curley's unemployment fund. Both Stage Hands and Musician's Unions have agreed to donate the services of their members.

Harry Abbott was relieved of the management of the Central by Russell Carew, the almost seven-footer, red-haired, pleasant ex-treasurer of the Harlem Apollo who just closed as manager of Tilyou's, Coney Island to where he came after managing the Palace, Rochester, a vode house, for three years.

Rector's, 51 Street and Broadway, is a new headquarters for theatrical and sporting celebs. A feature here, besides the excellent food, are famous paintings by Spanish artists, on the walls.

WILL some one please tell US—what Lew Brown tried to convey when he wrote that song "Life is but a bowl of cherries?"—sounds like applesauce to us—they do say Brown is going to write for Zeigfeld—well we hope he does a better job for him than he did for White's Scandals!

Fancies and Phrases of show celebs.

"This new office of mine will knock 'em cold—the nurts." Dave Cohn, book-agent.

"Gee, I'm late again. What excuse can

I give now?" Ann Lawrence, a new Kuddling Kutie.

"It's in the bag. It's a wow, this new act. Knerts, pal." DeVito and Denny, R. K. O. vode.

"Don't kid yourself, feller. The Pups ain't going to the dogs. Not on your life." Dave Gardner, straight man.

"I'm in a rush. Gotta learn a coupla new numbers. Didge hear this one? It's so sweet." Joy St. Claire, Irving Place theatre.

"It's getting worse and worsen. It won't be long now and I'll be reserving a place in the bread line." Lucky Irving Engel, spirit rejuvenator.

"Let me have a finif until payday. What, you haven't got it? Well, I was only clowning. My credits good at the Peerless." Chuck Wilson, funny funster. "I love to chew—Riglees preferred." Wanda Devon, Minskys.

"Do your Xmas card shopping early and get the choice of the lot." Jack Lewis, Peerless Jack, shoe man and card salesman.

"Here's a new gag—the guy walks up to the gal and sloughs her." Al Golden, Minskys.

"Gee, how I love to kiss my Bohm (Harry). Helen Winton, chorine.

"He's the cutest kid. Hope he don't turn out to be an actor." Vic Gesele, soubrette.

"Hope I get that money order today. Sure can use it—and who can't." Mary Kay, Shaw's chorus.

"Budder toast, widout budder. Two aigs, Cuffie. Collact d' check. No trust. Goombye." Peter, Peerless chef in Greek.

Sam Futeran is the new musical leader at the Irving Place Theatre.

Eddie Lloyd and George Carroll are the new comics in Hi Ho Everybody. Carroll replaced Cliff Bragdon, owner still of the franchise.

Bob Nugent and Eddie Miller succeeded Billy Lee and George Walsh as comedian and book producer, respectively, at the National Winter Garden.

Bob Phillips is touring the country with James Hall or Hamilton, movie star, now in vode. In Akron, Ohio, week of November 2.

Elinore Walent, talented and non-stripping principal at the Republic, is worrying about what to do with all the rent she collects monthly from four houses she owns in Worcester, Mass.

Ray Read, comic and wife, Dot, are trying to sell their Bronson, Mich., restaurant to get back to show biz via an offer from Irons and Clamage.

Why did almost one hundred per cent of the old time Columbia wheel comics flop in present day burlesk? See next editorial.

Jack Conway is out of his own show, Liberty Belles. In his place the office sent Frank X. Silk with Dick Zeisler as manager.

The Empire, Brooklyn, a former successful burlesk site, dark the last three years, is to reopen with burlesk stock under control of Harry Abbott.

No more sweethearts for Fritzi White of the National Winter Garden. One non-clicking Clexx was what chnaged Fritzi to this awful state of domestic affairs.

Betty Lanier of the N. W. G. recites an odd experience that befell her on the floor of her hotel suite. It was Room 422 or 424, she could not recall which, that tenanted Billy Waller, her bestest, who checked in for just that night. Betty wanted to whisper sweet somethings to Bill. So out she meandered in kimona over pajamas. It was long after hours. Well she tried 424 first. Outside hung a "Do Not Disturb" sign. Inside so happened were Billy Lee, comic at the N. W. G. and his wife who, to make matters more intricate, had come back unexpectedly the evening before from a trip. "Hey Bill," yelled Betty. "What the h—I do you want?" came back a female voice from within in no pleasant tones. Betty, thoroughly scared and mortified, beat a hasty retreat. It was only when she was back in her room that she found out from her room mate, Claire, of her error. What a predicament. Peeking out she spotted Mr. and Mrs. Billy Lee discussing things excitedly with the hall maid who had seen Betty doing her after-midnight indoor tour. It took some explanation all around to convince Mrs. Lee that her spouse was entirely innocent and not a subject for a divorce case.

Lots of burleskers will be shocked to learn of the sudden death on October 25 of John Mead, friend of many in the game.

Where "Buttons" goes there follows Mildred Hart, at the end of a dog leash.

Joe and Lulu Wilton, he of the vode team of Wilton and Weber, celebrated their twenty-third wedding anniversary October 24th tu hum in Jamaica Estates.

Marcella Newberry is a new pretty soubrette with the Werba-Gotham stocks. Late of the A. B. Marcus shows.

B-z-z-z-z. How they rumor, gossip and scandal up things on Columbia Beach.

George Katz, out of the Werba-Gotham circuit. Must be or else Donna Davis would have stayed.

Why did Cliff Bragdon and Jack Conway desert their own shows?

Irons and Clamage to start a new burlesk circuit from Chicago westward.

Fay Norman can't be marrying again. For Jimmie Pinto heard her say at the State Hotel, Boston: "I've got free room and free meals so why worry about the rest."

Did you hear about Miss Soandso? Wonder how she came to be made a soubrette. Must be having to do with the manager.

Why did Thelma Gleason, Jean Fox, Melva Lenzi and others leave the Peoples without a day's notice? Can't be paying salaries.

## SALLY VAN

"An Outstanding Talk Woman Who  
Could Make Good on Any Stage"—  
Bill Board Review.

With KUDDLING KUTIES

It was an accidental convention of old timers to meet each other and discuss the once happy days. In front of the Palace, Al Reeves. "Live in retirement in Jamaica," said your old pal, Al. "Sixty-eight and still going strong. Play the races. Won on several long shots. Married a one-hundred pounder, a Dutch gal, good housewife, daughter of my housekeeper who takes care of my flats on State Street, Brooklyn. Al Reeves, Jamaica, will get me any old time." Dave Marion. Stopping at the Edison. Looked a very disconsolate Snuffy over the recent death of his wife and pal of many years. Never will forget Aggie. Will go to Latonia, Kentucky, then to Frisco to try and forget. Sam Scribner. Hale and Hearty Sam. The once big chief of the Columbia wheel, now active only in the interests of the Actor's Fund, will Winter as usual in Palm Beach.

The Friday midnighters at the Central and the Republic were discontinued week of October 19.

Single Ned Crane, formerly of the Eltinge, is now stage manager of Dark Town Follies, a new thirty-people show, owned by Gus Hill, Louis Loomis and Sol Turik. Opened in Newburgh, N. Y., October 31, with Louis Loomis, as manager.

Anyone desiring to know the whereabouts of a burlesquer send stamped envelope to UNO, care this paper. We will gladly forward all mail to respective destinations if you care to write to friends in burlesque and do not know the address. We also have a large mail-forwarding system.

Scenic expert Frank Illo aeroplaned from here to Dallas, Texas, October 22, to be present at the burial of his mother, Mary Ann Illo, who died October 21 in Los Angeles, at the age of 84. Frank is the youngest son. Three other sons and two daughters also survive.

Al Golden closed up his new nine-people vode act. Too much salary total. Back at the Republic with his two tried and true and trusty comics, Bert Carr and Happy Hyatt.

Coo Coo Morrissey split with Cliff Bragdon and the latter's show. Another ex-Columbia comic who couldn't click.

At Betty Lanier's or Edna Walter's twenty-fourth birthday party held in her suite at the Hotel America October 17-18, the principal diversions were merrymaking, jollification and heaving empty bottles out into the hotel's shaftway. Among those who helped pretty blond Betty celebrate and kiss were Fritzi White, George Walsh, Claire LaNier, Jack Bloom, Billy Waller, Charles Litt, George White, Betty Renoir, Lou Monagan and Freddy Allen.

The Empire, Toledo, between Detroit and Buffalo, on the New Columbia wheel, ceased to function as a burlesk road show stop, October 24. Ben Jaffe's Satan's Daughters terminated at the same time in Detroit.

Mr. and Mrs. Billy Minsky postal from Hot Springs: "This is a great world after all and its only 1700 miles from the blazing trail of Edison's canyon. Doing very nicely by way of the health route."

Betty Meyers is costuming in Apartment 54-B, 114 West 47th street.

Sam Fliashnick, former burlesk show promoter, now manages Duke Ellington's

orchestra on the Publix time for the Mills Dance Orchestras, Inc., 150 West 46th street.

Lou Goodman, formerly of the Gayety Inn, Brooklyn, returned from a vacation to his Dyeing Establishment, in Long Island City.

Harry Corbett, once a famous Columbia Beacher, is now an expert masseur. If you are interested he can be got care Dr. Rosetta A. Cootner, 47 Fort Washington Avenue, Manhattan.

Wanted—Young, old boy. One foot in the grave. And a big fat bank account. Apply Elinore Walent, 507 Peerless Hotel or Republic theatre.

Booker George Quinn has moved from 616 to 409 Gaiety Theatre Building.

Weber and McAllister left the Minskys and returned to the Irving Place November 2.

Claire Stone, featured principal at the Eltinge, is in deep mourning over the death of her mother, Mary Steckler, who died October 15 at home, 743 Park Avenue, Brooklyn, at the age of 48 from diabetes.

Joe DeLano is laid up with his leg in a cast and has been the last eleven weeks in the Clinton Court Apartments, 5 Clinton Place, New Rochelle, N. Y. Injuries sustained in a joy ride on August 2 in Greenwich, Conn., when the car ran into a tree.

George Snyder of the vode act of Phil Seed and Snyder is a happy George. After eighteen years of try the stork is expected to arrive at the Snyder home, 118 West Side Avenue, Freeport, L. I., next February. Ma-to-be is Jane May. Both formerly of burlesk.

Virginia Muzio wants to be known hereafter as Ginger Love. Thelma Giggles Leonard, ditto, as Gypsy Leonard. Mildred Adair, ditto, as Elaine Adair. Agnes Nichols, ditto, as Tepid Nichols. So what.

The Minskys just couldn't see paying Ann Corio three hundred simoleans (her salary) weekly for a mere strip-woman attraction proposition, neither could the Raymonds over in Brooklyn so Ann is out of the "Girls In Blue" cast for those weeks. Booked instead via Washington, Baltimore and other points where she is a favorite.

Willie Horner was thought so much of when she joined Giggles that owner Joe Levitt installed her as a permanent extra attraction feature immediately after her arrival a few weeks ago.

Paul Slayer, formerly manager of the Harlem Apollo, is now attracting patronage to the Capitol Grill, 126th Street and Eighth Avenue.

## Burlesque Show Review

At last a reviewable New Columbia wheeler. A fair show is Max Field's Kuddling Kuties. Glimpsed at the Central. Max, out of the cast, because of tonsil amputation. Biggest laugh was the "Lipshitz" bit. Interesting and well acted was a sketch about fooling the old man with the elopement of his own daughter with his own clerk. Sally Van has developed into a nifty principal. Sopranoes, talks and knows the art of stage deportment now. Versatile and clever. Best thing in the show was the chorus work. Time Jack Erickson cast his hairy ape scene into the discard. Outstanding chorines are Sunny Long, acrobat; Estelle Cott, high kicker; Jean St. Clair, toe dancer, and Rita Lee, dancer. Best numbers were "Mucha" with Milile Rose, the squirmer, leading; the Fan and the Indian, the latter two quite pretentious in the costuming. Keep your eye on this Millie. Quite an acrobatic dancer and what not. Bob Randall, good straight. Comics are Erickson and LaMont, the latter recently joined to replace Fields. Irving Witt, juvenile and Sid Gold, helped a lot in the numbers with their vocal assets. Jean Jordan, premiere stripper. Janette Allebasi, fair dancing ingenue. Anna Fink, eccentric comedienne, of material assistance in the scenes.

Baltimore, Md.—Howard Burkhardt opens the Palace here. Will launch a novelty on November 16 with ten acts of R. K. O. vodevil and reinforce that with twenty platinum blonds for extra attraction. The house will be renamed the Temple.

Kansas City, Mo.—The Gayety reopened November 7 with burlesque stock. Operators are Maurice Cain and Frank Illo from New York. Cain is on the site. Two-a-day shows. No strips. Absolutely clean. Of the former Columbia wheel texture. In the cast will be Frank Penney, Sid Gold, Tommy Levene, Joe Yule, Florence Oxford, Billy Griffin, Nona Martin, Bernie Sullivan, Buddie McAlbie, Cathleen Schultz, Thelma Lawrence, Bob Sandberg and others. Frank Gerard is number producer and George Walsh, book producer. Art Phillips and Lew Isaacs will be in the box office. Jack LaMont, comedian, is part financial director. He leaves a New Columbia wheel road show to join here in a few weeks. Sid Gold who walked out of Kuddling Kuties at the Central in the middle of the week, went to Chicago to engage most of the talent for this stock.

**HY HEATH**  
with  
**Ed E. Daley's**  
**"BARE FACTS"**  
New Columbia Wheel

# THE MAN ON THE STREET

## BROADWAY—The Street of Sad-Faced Men

We are sitting in our office looking out on the "Street of Sad faced Men" in a quandary as to where to go, and what to do, on this particular evening, when the thought occurs to us to pay a visit to some museum in the City and see what is going on...so putting the thought into action, we don our clothes and out on the street we find ourself...so we go into a nearby eating emporium and get our fill for sixty cents, and to a Museum we meander. Entering the museum and penny arcade combined, we lend ear to the lecturer, who in a most eloquent manner enlightens the patrons as to each particular freak, taking them into HIS confidence, confides how they were born and why?...when our attention is attracted to a friend who is standing alongside of the mental wizards booth staring at a sad faced woman who is staring at the mental marvel.

We watch this by play for a while and then stroll over to enquire of our friend the why and wherefore of the newly found interest in the unknown lady?... he takes our arm and escorts us to a corner and answers our question as follows:

See that young lady with the sad face?... well, there's a real story for you...in fact its so sad, that if tears come to my eyes, forgive me, for while you may have thought at one time or other that I'm hard boiled Johnny, I am sure that you'll change your mind when you hear what that lady told me about half hour ago.

You see I was inside talking to Madam Cerita for a while and when I came out, she walked up to me and enquired "How is she?...and I naturally came right back with marvelous...she then asked me, if I thought that Madam could help her in her troubles?...so I enquired what her troubles were?...and she suggested we come over to this corner and she would unburden herself. .so over we walked and as she sat down and looked at me, it seemed to be that she was in a daze... and I was asking myself whether or not the woman was unbalanced...when she started talking and as I looked at her... I began to feel sorry for her...and the first sentence out of her mouth...made me feel more than sorry for her...and this is HER story.

I lost my husband in this late war... he left no money in savings...no insurance...just a young boy of ten years and me in my sorrow...I never dreamt that war...was so horrible...and while they laid him at rest...it seemed that my soul went with him...I lost all interest in life...and my relatives tried to impress upon me that I must live on for our child's sake...one of my sisters took me into her household with my boy she cared for the boy while I went to work for an Uncle...and have been working every day since...but with the depression on, I only work three days a week, and find it hard to make ends meet...that's why I feel so melancholy and just can't take an interest in life...oh, I don't care whether

I live or die...sometimes I wish I could die...what do I get out of life anyway?...its the same routine day after day...that's why I wanted to see Madam Cerita...to ask her what the future holds for me?...whether or not I should carry on...or end it all.

So...the story ended and as I gazed into her dark eyes, minus the belladonna and other make up that women use...I noticed the tears in her eyes...and automatically placed my hand in my pocket and handed her about ten dollars in bills...and pressed same into her hand...telling her to snap out of that trance she was in...she thanked me...and asked if I lived in the City...so, feeling that I could help her get a good position I gave her a number where to get in touch with me, and told her to go home and get some rest...and that she might look around for some man...to take her places and do things...and in that way she would forget her awful sorrow...so we bade each other goodnight and she promised to call me some time.

After hearing this sob story...our friend suggested we go out to a nearby restaurant and get some coffee, which we did and leaving the cafeteria...we bade each other good night and each went his respective way to our homes.

The incident passed out of my mind when I hit the subway, and with several newspapers under my arm, gave myself up to the topics of the day and then home and to bed.

Now, several days later, it so happened, that by chance we walked into a museum on 42nd street to see a baby in a bottle featured as a double bodied girl...when the lecturer walked over to us and placing his arm around our neck...whispered...I've got the greatest story, you ever heard, and its something that YOU can write up for that "Street of sad faced Men" page...say, Johnny its a knockout.

We were all ears...and said something about very appreciative...and curious to hear the story...and urge our friend on...and he tells us the story:

See that lady over there...in the red coat and Empress Eugenie hat...well...if you take a look at her face...you'll see the original to the "lady with tear stained eyes"...there's a woman with the saddest face you ever saw...and she comes in here every now and then...and always writes a questionnaire for Prof. Buzzard to read aloud...and asks the darrest questions...but the funny part of her is...that she approaches men who leave the Professor after a reading and ask them "how he is?"...and some say wonderful and great...and to each one she tells a story...and I know of a dozen cases where men gave her money for room rent...and other things...but no one can date or make her...she just refuses to go out with anyone...yet she has as pretty a face as I ever saw...but the saddest...now what do YOU...make of it?

We asked him to point out the lady in

question and to our amazement we found that SHE was no other...than the lady that our Friend had met in the first Museum we visited the early part of the week...and told our friend THAT story...and he let out a howl...and almost shouted...well, I'll be darned...IT'S HER RACKET...AND A NEW ONE ON ME...and I'll bet its a new one on YOU too...and we nodded and was forced to admit that it was the TRUTH!...it's a racket and the little lady has exclusive...playing virgin territory in MUSEUMS!

### Hayakawa Baby Suit Is Fixed and Withdrawn

Hollywood—Temporarily, at least, Ruth Noble apparently has abandoned her fight to regain custody of "Alexander Hayes," two-and-a-half-year-old" baby whose parentage, she says, she shares with Sessue Hayakawa, Japanese film star.

Her suit against Hayakawa and his wife, Tsuru Aoki, to set aside an agreement by which Miss Noble says she was paid a certain sum in cash with promises of more for the custody of the child, was to come up for hearing today in Superior Court.

There is also a motion to reopen the adoption proceedings of last August.

### Ticket Grafter Gets Three Years Term In Prison

Ralph Duncan, a man with a police record, also known as "Rabbit" Ward, was given three years in prison this week for obtaining theatre tickets under false pretences. The charges against the accused were made by the dramatic department of the Evening Sun and W. B. Friedlander, producer of "Nikki."

On the afternoon of October 6 Duncan called at the Longacre, presenting a printed card representing he was attached to the dramatic department of the Sun. He got two tickets, worth \$8.80, from Friedlander. A few days later the same man called on Oscar Doob, press representative for Loew's theatres, at the State Theatre, and asked Doob for a season pass for the show. Doob became suspicious and kept the man there until a cop arrived. Meantime Doob learned that no one by the name of Duncan was employed by the Sun.

Duncan was also identified by Ruth Benedict of the Belasco Theatre as having chiseled tickets from her in the same manner. When arrested Duncan was found to have a lipstick, powder puff and two bottles of perfume.

### Notice, Musicians

Don't throw away your old Instrument Cases. Let us rebuild them. Prices reasonable. Instruments of all kinds repaired.

KRAFT MUSIC CO.  
Frankfort, Indiana

When answering advertisements, please mention Greater Show World

## SHOW SURPLUS OF \$18,294 FOR OTTAWA EXHIBITION

Surpassing the fondest hopes of the directors, an estimated surplus of \$18,294.06 for the 1931 Central Canada Exhibition was reported last night, in an interim statement of receipts and expenditures presented to a meeting of the Exhibition Association by Alex Fitzsimmons, chairman of the advisory and finance committee. Receipts at the exhibition were in the neighborhood of \$128,000.

According to an analysis of the statement, the Exhibition Association commenced the year 1931 with \$20,769, after turning over to the city as per agreement, \$10,000. Net expenditures this year were \$110,664.36 which does not include \$14,143 for certain capital expenditures, leaving a net surplus on the year's exhibition operations of \$4,152. Including the \$14,143 for the capital expenditures mentioned, a gross surplus of \$18,294.06 is revealed and the association starts next year's exhibition with approximately \$24,900.

Such a showing made during a year when many people had been persuaded the exhibition might fall behind owing to the so-called year of depression, was extremely gratifying to the directors. It was felt that the vigorous newspaper support given the exhibition by The Journal this year, had counted heavily in assuring the success of this year's exhibition.

The interim statement listed \$16,693.48 as expenditures for fireworks and attractions, inclusive of the grandstand, which was the largest item, \$5,880 for bands; \$7,388 for publicity; \$10,407 for grandstand improvements.

Under the heading of receipts was shown \$7,434 in grants and donations, \$34,575 from concessions, building space and grounds; \$38,583.62 gate receipts; \$21,333.77 grandstand receipts and \$12,759 from Midway receipts; \$948.38 from dog show receipts, admissions, etc.; and \$1,582.75 interest on bank balances. Last year grandstand receipts were shown at \$21,620. Midway receipts \$14,348.57 and Dog Show receipts \$1,203.52.

Fireworks and special attractions last year came to \$16,683, or almost the same as this year, while \$10,043 was expended for publicity against \$7,388 this year.

Great interest was shown in last night's meeting which was a special one to deal with the interim statement and also award the contract for the 1932 Midway show, which again went to William Glick, Incorporated. Seeking the contract were Bernardi Shows, Max Linderman, appearing for the latter and Wm. Glick, Inc.

Mr. Linderman and Mr. Glick were both heard and while both promised an excellent Midway next year the directors agreed to accept Mr. Glick's proposition without much discussion.

Those present were: Sam Crooks, president; D. E. Johnson, Mayor J. J. Allen, Frank H. Plant, James McKee, A. D'Amour, Martin M. Walsh, R. G. T. Hitchman, Ald. W. R. Low, Ald. E. Laroche, Alex Rynes, Ald. Tom Brethour, Cont. G. M. Geldert, Hugh Carson, Alex Fitzsimmons, William Macdonald, J. A. Belford, J. W. Brant, George Perley, H. Stanley Higman, Bower Henry, the manager and secretary, H. H. McElroy.

## THE FINGER POINTS

To—The Strayer Amusement company who had a bad accident at Freeport, Illinois, on their chairplane, when nine people were badly injured!

To—The Milwaukee State Fair, when an accident occurred on one of the rides and a lady was badly injured—and they own and operate their OWN riding devices!

To—The mule face woman who has declined a contract to play in pictures in preference to going to her home in Texas for a much needed rest.

To—Raymond Seymour, press agent of the S. W. Brundage shows, who is by profession a lawyer and will appear before the Wisconsin Supreme Court to practice law in that State—in order to fight the battles of the Carnival showmen—against the exorbitant license tax and fee demanded of traveling shows. Mike Clark and Denny Howard are financing this man—and to date have NOT been aided by any of the mid-west showmen, which appears to be very unfair—yet in the event Seymour proves successful all outdoor showmen will benefit—so why not lend a helping hand, for a cause in which each and every showmen who routes his show thru Wisconsin is or should be interested!

To—W. H. Stratton, who may be drafted to resume his position as Executive head of the Texas State Fair, of Dallas, Texas.

To—Eddie Cantor who was once elected Mayor of Broadway, "The street of sad faced men," but as we have NOT—heard much of it since—it is NOW time to elect another Mayor!

To—M. B. (Duke) Golden who will retire from the riding device business and will sell his ferris wheel and Leapin Lena to the highest bidder.

To—Albert R. Rogers, director of the Yorktown, Virginia celebration, and the Henry Meyerhoff dispute seems altogether uncalled for. In our opinion, Henry Meyerhoff comes out winner. In case YOU do not know who Mr. Rogers is; he once had a horse show called "Jim Key" and played carnivals, Fair grounds and Expositions and went high brow, the latter probably explains the situation.

To—E. Ross Jordon, manager of the Georgia State Exposition, who buys pop, so it is alleged for 60 and 80 per case and charges the beverage dispensers \$1.40 per case. Which proves if true—that Fair managers neglect their duties, and allow their time to be consumed with trifles, while major details are neglected—and FAIR MANAGERS DEMAND GUARANTEES?

To—Milton M. Morris, who refuses to confirm or deny the fact, that HE will be manager and part owner of the Rubin & Cherry shows in 1932!

To—John T. Benson, owner of Bensons Animal Farm at Nashua, N. H., who received more free advertising than any amusement park—or circuses and on Sept. 27th and Oct. 4th actually turned people away with a S. R. O. sign out—and people waited on line for hours to enter the grounds—the Finger pointing to a Real Showman—John T. Benson.

## WHO IS—I WONDER?

The Newark, N. J. merchandise jobber who has a sweetie who had a concession on HIS midway this past summer—and he is a married man too?

The showman who can be heard to sing: The girl is Mississippi—is always on my mind?

The independent showman who deserted his wife—and is now playing Fairs in North Carolina with his new sweetie—but what he may not know is—that their is a law—which reads—you cannot transport a woman from one State to another—and the best thing HE can do is go home to his wife—who is nursing a broken heart?

The showman who is acting mean to his wife—while he is on the road—and sent her a peace offering of a beaded necklace—but she want HIM—and he knows that no one can take his place in her heart?

The New York show poster printing company who is sending lawyers letters to their customers demanding settlement at once or go to Court?

The out of town tent manufacturer who will open offices in New York City to get the Eastern Showmen's business for next season?

The concession and show boys who have been spending plenty of money this season on pick ups—and town gals—while all the time their frau at home has been in need?

The so-called State Fair that contracted a carnival and charged a 25 cent admission price—with nothing to offer the patrons than the carnival midway attractions?

The Fair who advertised the marvelous exhibits they would have this year—and when the patrons arrived on the Fair grounds—all that they saw aside from the carnie—was a dozen baskets of peaches—and of all things—a couple of crates of chickens?

AND FAIR MEN DEMAND—STATE APPROPRIATIONS?

The show gal who is keeping her sweetie—away from his legal Frau—and his kiddies—and cares only for her own pleasures—and sez she will keep him as long as she can—without consideration for the family?

The New York booking agent who booked a number of dancers on a boat that sails from Manhattan Isle to Poughkeepsie, N. Y. and on the way back—they were all arrested by the Gendarmes who witnessed the performance—and are held for indecent performances—and why did the booking agent take it on the lam—when the trouble arose—and where is HE now?

The girl who lost a money sweetie—because of an article which appeared in this column and why is THE MAN—about to lose his wife as well?

The show girl who consults every gypsy fortune teller she finds—to tell her about the man she is engaged to marry?

The burlesk prima donna who was served with papers—last week—in a divorce suit—that will be front paged in the newspapers shortly?

**AMERICA'S NEWEST AND GREATEST ATTRACTION OFFICE**

LARRY PHIL  
**BOYD and WIRTH Inc.**

Strand Theatre Bldg., 1585 Broadway, New York City

Phone, Lackawanna 4-0991 and 4-0992

**ACTS—REVUES—BANDS—RODEOS—CIRCUSES  
 FIREWORKS—AAA AUTO RACES**

for

**FAIRS-PARKS-CELEBRATIONS**

Correspondence Invited From Any Creditable Act or Feature.

**ERNIE YOUNG'S  
 Gorgeous  
 Revues**

**Exclusive  
 Eastern  
 Representatives**

**THEARLE-DUFFIELD'S  
 Famous Fireworks  
 and Spectacles**

**Excerpt Of Letter  
 Received From Florida  
 Orange Festival, Inc.**

Dear Mr. Kline:

We are going right ahead with our plans for a bigger and better show and the boys in the business will all tell YOU, that we have always done our best to maintain a high standard and we have always been willing to work with the Carnivals on a percentage basis, but after reading your recent articles on this subject, I have come to the conclusion that OUR'S, is ONE show, that has not received as high a percentage as it should have. However this isn't going to make us change our set plans—and that is—first to get the right type of Carnival, one that has the reputation of being properly conducted, and ONE that will give us something NEW.

You might be interested in knowing that we have NOT, signed our Carnival contract for your Festival next January, because I have been looking and hoping and praying that one of the Major League Carnivals would produce some New Ideas. They say that "Necessity is the Mother of invention" and I had hoped that the depression would be the means of producing something creative along new lines and I still hope to find it. The Carnival that can prove to US, that they have the Best show, is going to have a nice date in Florida, because I have definitely made up my mind to maintain our slogan of "Bigger and Better" which means that WE must find something new. I certainly hope you will keep UP THE FIGHT FOR IT. Cordially yours, J. B. Guthrie, Mgr. Florida Orange Festival, Winter Haven, Florida.

**A Story With a Moral**

A couple of plain clothes detectives walked into a museum, and followed the crowd who was in turn following the lecturer around, from one platform to another, until they came to the platform where the lecturer started to make a pitch on the prize candy boxes, and as each box was passed out into the crowd, their eyes, opened wide, as one shill after another displayed a watch, a bracelet, a ladies pocketbook and etc.; and they bought a box each, and on opening same found 4 pieces of chocolate drops therein and a whistle, then they again watched each box to out and to whom it went and noted that little girls and boys were passing to quarters and were given boxes that contained penny balloons, more whistles, box of toothpicks and whatnots; so they edged over to one shill then another and still another and they flashed their shields and demanded to know—whether or not they were shills—and were not a bit surprised to ascertain that "They were with it"—so they grabbed the pitchman and demanded he refund the money back to the patrons, which he did, and took him to one side and now he is missing two teeth in the front of the upper case; and was warned if he sells any more of that phoney prize boxes, he would go into the hoosegow and the museum would be closed. All of which has a moral "Unless you give the people—their monies worth" you are heading to the jailhouse—and the museum or store show may be closed down—so does it pay?

**WE WANT  
 YOUR SUBSCRIPTION**

**Miller United Shows  
 At Sesqui-Centennial**

YORKTOWN, Va.—Morris Miller, Bill Block and Henry Meyerhoff combined forces for what they, with several hundred of the best judges of such things in the world, thought to be the biggest affair of its kind ever to be held, only to find that no matter if the United States Government does back a thing, it is not certain of success. Messrs. Miller, Block and Meyerhoff also found out, along with Uncle Sam's best, that one cannot hold a gathering fifty miles from nowhere and expect it to succeed.

The scarcity of people on the actual sesqui grounds made it doubly difficult for the carnival to draw patronage to its lot. It was estimated that the rides did not gross enough money to pay for gasoline. Several of the girl shows, Al Ingram's and Ralph Decker's in particular, managed to get a little money, but the concessions went penniless. The many mitt camps were unpatronized.

Another small carnival, Tremmer and Litchy's, was equally as bad off except for the fact that the ferris wheel did get a break.

The Miller organization moves next to Suffolk, Va., for a fair date.

To—Baron Paucchi, who closed his martial relations with the painted doll, with a grand and glorious finale. The celebrated midget used a pair of shears on all the dolls garments and then kissed her goodbye, by throwing a pair of old shoes at his one time adored one!

**When Answering Advertisements please mention the Greater Show World**

## HAS ANYONE TOLD YOU?

That—Harry Calvert was selling Frozen Delight on J. C. McCaffery's cement mixer at Jackson, Mississippi!

That—Joe Walsh, the handsome promoter who was one of the first men to find his way to the Gold Rush firm—in ye days when money flowed out of their mine, like bull and con out of the mouths of some carnie men, decided that the winter was approaching and it may be very cold, so he persuaded Miss Florence Venne, a non professional of Concord, New Hampshire, to accompany him in his walk up the aisle to the altar and in the future be known as Mrs. Joe Walsh, which proves to you what those promoters do to nice little girls in nice little towns like Concord, and we oftimes wonder why townspeople object to carnies and outdoor bazaars and gold rush firm promoters coming into their town—well you see, it is handsome men like Joey Walsh who not only bulls committees to sign contracts for a promotion, but actually plays the con to—sweet little girls like Florence, and did she fall—my gawd, then Joe is awfully good-looking so who can blame her—anyway let's all wish the couple luck—and a happy voyage on the sea of matrimony—and may all their troubles be little promoters—amen!

That—In Joliet, Illinois, exists an editor of a newspaper who refuses to accept advertising from carnivals—yet his rag belongs to a chain of four papers—and the other three solicit the showmens business—which HE turns down—and they mash potatoes!

That—The events of the past season as effecting the 101 Ranch and the Robbins Bros. Circus proves that John Ringling can see beyond his nose, and that he anticipated that these circuses would go out of business DURING THE SEASON OF 1931, which they DID, and this might be the answer to why Brother John, did NOT buy them, when another show trade paper seemed so anxious that HE should!

That—ALABAMA, ONE OF THE RICHEST STATES, INDUSTRIALLY AND AGRICULTURALLY IN THE UNION, PLENTY OF POPULATION, THREE LARGE CITIES, BIRMINGHAM, MOBILE AND MONTGOMERY—AND THEY CAN'T HAVE A STATE FAIR—and YOU wonder why the depression is still on!—all of which reminds me of the little boy who came in the house with a snow-ball in his hand—and said to his Ma—oh Ma, please put some salt on it!

That—Irving Borker, the concessionaire, arrived on Broadway, the "Street of sad faced men" and was crossing the street at 45th street, was truck by an automobile, driven by William Hansen, of 1110 Tremont avenue, N. Y. City.

That—The Yorktown Sesque celebration proved a T. B.

That—Irving Golde, lecturer and candy salesman of those prize candy boxes, has been engaged to Mr. and Mrs. Tom Hasson's beautiful daughter.

That—The Florida Orange Festival of Winter Haven, Florida, has NOT contracted a carnival as yet for the 1932 season!

That—Ben Williams is now on the road contracting Fair dates for the 1932 season.

That Mrs. Nellie Murphy (Mrs. Frank J. to you) will leave for England to visit her mother on the S. S. Levi-Nathan.

That—Harry Benson sez—that he takes his glasses to bed with him—so he can see his girl—in HIS dreams!

That—Motion picture stars—do not—wear glasses!

That—Lou Backenstoe's feature—Zippo went to fetch a pail of water—and no one has seen Zippo or the water since—and Dapper Lou—threw his cane away in disgust but adjusted his neck-tie when he saw a pretty town gal walk on the lot—ain't HE the sheik?

That—In Orangeburg, S. C. Fair—the sect sloughed all the P. C. Wheels—but permitted G. wheels to operate.

That—Sam Weintroub won money at Orangeburg Fair with his Bingo game, with 4 parrots and a monkey—and when the numbers were called out—no one knew who was calling them—Weintroub or the parrots!

That—Sammy Weintroub put up his side wall so that no one could see Mrs. Kinzels Bingo game—with the result she no like Sammy now!

That—Ray Marsh Brydon is landing front page news stories about the freaks in HIS Museum way down in Missouri!

That—85 concession boys were taken to the hoosegow at the Columbia, South Carolina Fair grounds—and the boys were peeved cause the Gendarmes no let them work! me think it was on the Page show—so lady reporter sez.

That—The patrons to the Southern Fairs—like the Merry-go-round and the Ferris wheel—which catch em big money—and staple investment for ridemen.

That—Alex Sloan is one of the most likable characters in the Auto-Racing business—but then so is Ralph Hankinson and Earle Newberry—watch these young men step out for business in 1932!

That—Folks are wondering if the Gus Sun office is still in business?

That—Mrs. Bart Earles is in the hospital to undergo an operation for appendicitis—and cannot rest unless she gets a copy of the Greater Show World—which proves a good stimulant and will speed her recovery—it acts like medicine to the sick—and peps up the healthy—and if you do not miss a copy—you will never know illness—so there!

That—The Worlds Museum Philadelphia, Penna., under the management of Max Gruberg, is now on their 7th week and business fair—all things considered with a strong line-up of attractions—namely—Eko & Iko, Amok, Dagger of Death, Mlle. Remonta, Electrica, Gula Gula, Victor-Victoria, The Unborn exhibit, a Lew Dufour presentation, managed by Mr. and Mrs. Guy Waters, Jack Schaffer taking charge of lecturing on Mlle. Remonta, the mental wizard, and a museum of other offerings that lures the patrons in, with Jack Ryan acting as press representative. Here is one of the most beautiful museums in the East; with Mrs. Rose Gruberg acting as treasurer and secretary and assisting her darling to put the museum over to a winner again this year.

That—They do say that Wilful J.

Riley resigned from Billyboy—(as it is laughingly called)—because he could not understand German—as everyone around the office was talking in their native tongue—and HE thought they were talking about HIM—all the time—so he took the easiest way out—so he could live longer—without aggravating himself—can dis be de trute?

That—Al Nelson who was once circulation Mgr. for the Billyboy is sorry now—that he said the awful things he did about the Greater Show World, and admits that half the things he said was no true—which proves that everything comes out in the wash—when everything is all washed up!

That—Sam J. Levy is hustling harder than ever to get members into the Showmen's League of America—and that Brother Felice Bernardi was a visitor to the league—and Bro. Rube Leibman advises he will soon be back in the league rooms—and that Eddie Carruthers is coughing now—and we would be pleased to recommend a good Doctor—as part of our "Service."

That—The Pacific Whale company exhibited one of their Whales at Attleboro, Mass., and did a good business—as reported to us by Velores Du Bois—one of our Fair sex reporters.

## Virginia State Fair 25% Over Last Season

Richmond, Va.—The Virginia State Fair, thanks to the excellent work on the part of Secretary Charles Somma, presented one of the most notable of events of the season. The crowds were above normal, and, according to Manager Max Linderman of the Bernardi Greater Shows, were spending money freely. The grandstand was filled to overflowing each night except one due to the excellency of the acts presented by Wirth-Hamid. George Hamid, in person, handled the show, which included such acts as Schooley's Revue, Zacchini, Walton Stanton and Co., Carlos Circus, the Four Jacks, De Marlow and Marlette and Joe Basile's Madison Square Garden Band.

Manager Somma this year returned to the old date of the fair, it being presented the first week in October. That, together with a reduction in price, tended to increase business, and he has been highly praised by leading newspapers through the south for his work in building up what looked like a hopeless proposition. It was estimated that this year's attendance was between 25 and 30% larger than last season's.

Of the free acts, Schooley's Revue naturally was the feature. The Revue was presented nightly and won much praise. Zachinni, the human cannonball, received much attention, as he is well known here due to an appearance earlier in the season. Walter Stanton still wow's 'em with his Rooster act.

The show folks—who have NOT sent us their winter address—so we can mail them copies of each issue of the VOICE OF SHOW BUSINESS—THE GREATER SHOW WORLD—SEES ALL—KNOWS ALL—AND TELLS YOU WHAT YOU OUGHT TO KNOW!

**WHAT OUR READERS SAY!**

Dear Sir:

Have received your recent form letter asking for an expression from the Fair men regarding Carnivals, percents etc. We have read your live show paper and feel that you are striving to create a better understanding between the Showman and the Fair men. However, you being a showman naturally you lean a little toward the showman's side. It so happens that the writer has been both in the show business as well as the secretary of a Fair. He has done quite a bit of research work both for himself and for the State Association of Fairs in New York State. I state this merely to let you know that I have some background to work on.

The Fair of which I am secretary is not a large one yet it does represent the average county fair. Am going to give you our experience with carnival companies. Some ten years ago a Carnival played our Fair and left such a unpleasant taste in the mouths of the general public that a resolution was passed in which it was agreed not to book another carnival at our Fair. Independent concessions, shows, rides were therefore booked up until four years ago when it was decided that they would again book a carnival. Therefore a General Agent of a Carnival Company came before the Board of Directors with a story that would please any one even if it were discounted 75%. Terms, etc., were agreed upon and the show booked. This same show was also booked by four other neighboring Fairs. All of this was done in the winter months, spring came and then summer, yours truly believing that to see is better than to hear made a trip down into the southern states to look over the wonderful carnival which was coming to play his fair. When he arrived he found a little one horse gilly show in place of the big fifteen car show with wagons, tractors, eight rides, twelve shows, etc. Of course the Carnival man was quite surprised to see me and tried to explain that the show would be much larger, better, etc., by Fair time and that in two weeks they would be playing much nearer to our town and they would like to have our entire Fair Board come and look them over. I told him that we would and also that we would expect that he would, at least, have not only on our grounds but those of the other Fairs he had booked in Western New York, 75% of his contract called for. Two weeks passed and instead of playing nearer to our town he turned tail and played farther away. We found that he had never even applied for a permit to play the spot he said he was going to, nor had he any intention of adding to his show nor even playing this or any of the other fairs which he had booked. Therefore I advised the other Fairs and we all cancelled. This left us about a month in which to obtain our shows and rides which we did only after some effort, etc. Now you might say you did not look up the show before you booked it. We did and received favorable reports but it later came out that the show was broke and could not make the grade, later being sold.

The next year we booked another show which proved all right although it did

not live up to the beautiful picture painted by its booking agent.

The following year we expected to play the same show and they told us as soon as they arranged their route they would send us a contract. They were not able to make a complete route this way with the result that at a late date we were informed they could not play us and we booked another show after going and looking it over and signing a contract which called for a certain number of rides and shows, etc. The show played the Fair with one less major ride than contracted for, several shows were set up as far as the equipment was concerned, which all looked well but never opened in as much as they had nothing inside the shows, they merely being put up so as to take up space. They brought in nothing to the Fair, as they were to be worked on a per cent.

This year at the Albany meeting we arranged for another show and at the same time obtained another Fair for them. The contract and deposit was to be sent to us at a later date. After several weeks of writing back and forth we received a signed contract with the promise that we would receive a \$500.00 deposit May 1st. May 1st came and no deposit, June 1st and none again, the writer made a 500 mile trip and looked the show over. Of course the owner was surprised to see me as was all the rest of the staff. The show looked alright and was satisfactory, although not as described by the advanced men. The General Agent said he did not know that they would be able to play our Fair inasmuch as they had found another Fair that wanted them. I asked them about our contract which we had signed by the owner of the show and after several whispered conferences outside the office wagon the owner stated that his Press Agent had signed the contract, using his name (the owners) and, of course, the Press Agent agreed that he did. Finally, after several weeks of letters and wires, etc., in fact on the Saturday night of the week before our fair we received \$300.00 deposit and a contract signed by the owner.

We have booked all Carnivals on the same basis of 20% of the gross on all rides and shows, and one half the regular rate we charge on concessions. Also a deposit of \$500.00 or a bond for that amount. We believe that this is a reasonable rate on everything and in all cases have we lived up to our agreements except that we did not provide perfect weather which naturally cut down the crowds which cost us just as much if not more than the carnival.

Now we have given you this story for just one reason and that is if the Carnival men would engage advance men who would tell the truth and picture their show just as it was, not trying to make it look like a million dollars, when it was only a ten cent outfit, there would be a much better feeling all around. Real business is not handled in this deceiving way that the Carnival companies seem to think is necessary to book Fairs. We fully realize that we have not done business with the larger outfits but we have done business with the type of shows that play our size fairs, which represents one

class of which there are more of than any other kind.

We can get along with a Carnival after they are on our grounds, but what we would like to do is to see a few of the smaller size carnivals who are honest enough to have general agents whose mouths are small enough to at least tell the truth.

The average fair is willing to take a reasonable percent and not demand a high deposit, in fact we would be only too satisfied with merely an appearance bond, provided we believed we could believe what we were told and knew the men we were dealing with were on the level. If all business was run on the cock and bull stories that Carnival Companies start their seasons off with there would be no business. Until the time comes when Carnival and Fair men can face each other with the truth there will never be any understanding between the two.

Will gladly give you the names of the shows, all of which you mention in your paper and any other information you might care to know.

This should not be necessary but there is no reason why a Carnival should not know something about the Fair other than from the secretaries lips. If they want to know the attendance, gate receipts, etc., all they need do is to write to the State Department and can get all of this information.

The Fair man should spend a little time each year looking over other fairs not only in his own state but others and the State Association of Fairs or the State itself should have some way of having available a record of various carnivals and just what they are and what they carry. One can tell very little of what a carnival is by reading the press notices which are printed in the trade papers.

We trust this long epistle will not tire you out, but we could not refrain from expressing our views on the matter once you asked us.

Yours very truly,  
CHARLES W. HOWARD, Sec'y.,  
Orleans County Agri'l. Society.

**Winners**

Stick to what you've started,  
Work for all you're worth—  
For not to the faint-hearted  
Is victory on earth.

The man with faith undaunted,  
Who knows his cause is just,  
Assured of what is wanted—  
Fights because he must.

So keep on pitching in,  
And make each blow a "hit"—  
For "quitters" never win,  
And "WINNERS" never quit!

**Mistakes**

Mistakes are made by all of us,—  
It isn't any crime,  
And we can be excused for once,  
But not the second time.

So we must profit by the first,  
And when we pay the price,—  
Resolve to shun that same mistake  
And never make it twice.

—By Friendly Fellows.

## THINGS I NEVER KNEW TILL NOW!

That—Raymond Seymour, of the S. W. Brundage shows, calls himself the World's worst press agent—but is quite the contrary!

That—The Gold rush is about over—and the Allied Enterprises master minds bankroll is about petered out—which proves you cannot mix pleasure with business—but then a good time was had by all—who were on the payroll of this Gold rush firm—in days of plenty—maybe wine, women and song!

That—The Penn R. R. hereafter will allow dogs in its passenger coaches, providing the dogs are especially trained to lead blind passengers!

That—There are plenty of concessionaires in Chicago, trying to get concession space at the Big Century of Progress, but Doc Moulton wants the money paid on the line, and what Doc don't know about outdoor show business would fill a book.

That—Up to date the Foley & Burke shows are the only carnie organization to pay everyone in full.

That—All showmen are getting into action and will not be idle this winter—but will make their debut in the Museum business—following upon the success of Max Gruberg, one of the younger generation of progressive showmen.

That—The depression is bringing many who thought otherwise to see, that all toil—is honorable. The only difference is in the degree of compensation afforded.

That—the word miser—so often expressive of one who is rich in its origin—signifies one who is miserable.

That—a newsdealer in Vancouver, B. C. had a sign painted over his newstand—reading—CHUMP EDUCATOR OUT TODAY.

That—Dora, the lion faced girl—shaved off her face—and is no longer a side show attraction—and is among the unemployed—and looking for a husband now!

That—Edward J. Madigan, the peer of all carnival cafeterias, has added an orchestra so that the patrons to his "Silver Plate Cafeteria" may have music with their meals—wotta man! Wotta a showman! and he's my pal, and that's what a lot of showmen didn't know till now!

That—Tom Mix joined the Showmen's League of America, recently and was signed up by no other than President Sam J. Levy—hurrah, we now have one of the Ritz Brothers in the league, who will sign in the next one!

That—J. F. Murphy is looking around for a managers position for 1932!

That—In warm countries where the climate is exceedingly hot—such as West India—the natives lose their appetite—and therefore their food is seasoned—and flavored to appease one's desire to eat—and all their food is prepared hot—sort of peppery—to convince yourself patronize one of the Ceylonese restaurants on Broadway "The street of sad faced men" as we did—then you will enjoy American cooked meals thereafter!

**WE WANT YOUR SUBSCRIPTION**

## Look (16 years) Back A DEMOCRATIC SHOWMAN

Sixteen years ago Will Rogers then star of Ziegfield Follies was playing at the old Colonial Theatre in Chicago and I induced him to be one of the speakers at the Showmans League Banquet and Ball, held at the Congress Hotel.

Clarence Wortham and I were stopping at the Auditorium Hotel and Rogers came over early, to get the final low down on who was who, for the "pan."

Will and self all dressed and waiting in my room for Clarence when in he dashed and said "can either one of you get this dam stud in my shirt? My wife and I have given it up." I tried first and finally Rogers says "let me try, I have to get in one every night." He did his best and broke the stud.

By this time the shirt was a mess. It was getting late. So Clarence called the valet for a new shirt and a set of studs, but he had no studs left and no shirt to fit. As Clarence was to sit at the speakers table, he said "to hell with it I'll put one of the laundry plugs in, talcum powder on the dirt, in the bottom hole and as I'm a little fellow no one will see it."

So in we marched and the banquet started. All was well until Will started to work. Just before he finished, he turned and pointed to Wortham and said "There sits one of the biggest men in show business, he's a democrat and democratic, just a plain boy from Texas. Just before I came over, his misses, Bill Rice and myself tried our darndest to get him hooked up in that dress shirt. I broke his last stud. Do you think that fazed him? NO, he just put a wooden laundry button in and came along."

The Rodeo at the Stadium was one of the best bill events and had the best distribution of 2 for I tickets ever in Chicago. They claim to have grossed \$97,500 and Col. Johnson made better than \$25,000 NET. Thanks to the excellent work of his manager, Doc Ingrham. Ora Parks did better with the press than any event held thus far in the Stadium.

Barzone & Swartz made another of their many blunders. They brought Dick Collins on to book and as usual let him stall around without any action. Dick made connections with a Philadelphia firm and promptly proceeded to close contracts with Brooklyn Elks and Shrine Temples at Boston and Wilkes-Barre. Did the Gold Rush firm burn? They had only been working on these spots for months.

Col. Johnson rented the Stadium at Chicago outright for his Rodeo. No percentage as stated in Variety.

The "Soft Soap" show paper would leave anyone to believe the park and carnival business was only off from 5% to 20% and in a most enviable position. This might be true of the attendance BUT the shows and concessions did not get 50% of the 1930 take.

Lee Maunchell, who promoted the Grotto for Barzone and Swartz in Washington, must have done well. He is to be married and now taking a VACATION.

Jack Beach had the program and "2 for I tickets" at the Stadium Rodeo. He

did very well.

The big business men handling the Chicago Century of Progress sure trust to luck when they appoint a college professor, Doc Moulton, to the all important post of manager of concessions and admissions. The good man is smart, but knows absolutely nothing about what he is trying to do. He informs all showmen that they will grant no concessions, except to those who will make money in a big way. Broadway managers should hire him pronto. They would then save themselves the trouble of producing a single BLOOMER.

Plenty of showmen in Chicago trying to get concessions, but how can they do it, when they demand 20% of the cost of their show at the time of letting the contract. How can anyone raise money without first having a CONTRACT, even if the Dr. says "it will make money." That's not all before you start to build you must give them the other 80% and they will build it for you.

## WHO WAS IT SAID?

A good name will wear out—a bad one may be turned—a nick-name lasts forever!

There are some people who realize that one could get rich by buying stocks at present prices—but some of them are writers—and the others are broke too!

A dollar tax to provide pensions—is no more burdensome—than a dollar contribution given to charity.

If a girl marries for money—she's a lucky little thing—if a man marries for money—he's a gigolo!

Whether they are married for GOOD—depends largely on which one is GOOD!

Mortgages make the best farm separators.

Of all actions of a man's life—his marriage does least concern other people—yet of all actions of our life—'tis most meddled with by other people.

The world is divided into two classes—those who have more dinners than appetite—and those who have more appetite than dinners.

She was a good girl—and as good girls go—she went—into the burlesk business!

It isn't what YOU know—it's who YOU know!

In all good there is evil—in all evil—there is good!

Which circus will be the main circus in 1932?

Many a high hat—covers a low brow.  
**The GREAT color scheme in the carnival business for 1931 was RED!**

One drop of ink—makes a million people think!

You can't clean house—by sweeping dirt—under the bed!

A fish gets into trouble—by not keeping its mouth shut!

A woman does not have to be an attorney—to lay down the law to her husband!

You can patch up a domestic quarrel—but you never feel wholly at ease with a dog—that has bitten you once!

"She's as hard to make—as a girl who has just witnessed a performance of an American Tragedy."

## THE FAIR SEX

The adorable Dolly Udowitz has made her mind up to attend the Showmen's Convention with her darling if it is held at Chicago, and is out shopping for gowns necessary to suit the occasion.

Allowance is what a husband has to make for HIS wife—and what a wife never makes for her husband!

Hazel Hasson, daughter of Mr and Mrs. Tom Hasson announced her engagement to none other than handsome Irving Golde, of Coney Island, N. Y. The marriage will take place sometime next summer.

Mrs. Eddie Connors, sister of Mrs. Charles Gerard, presented her darling with a blue eyed baby girl, making papa Connors very happy and the entire family over-joyed.

The mother of Charlie Rubenstein is made happy every Tuesday night—when her "Sonny Boy" calls on her, as HE is the apple of her eye—and a good Son too, for which he is deserving of great credit—for any Man who does not allow his business to interfere with his family duties IS A MAN, and sets an example of others who are negligent in this respect.

They do say—that Mrs. Bert Earles and Joe Rogers have come to a parting of the ways—and she will find means to operate her various enterprises with a new manager.

Mrs. William Jennings O'Brien has returned to Baltimore, to place her kiddies in Notre Dame of Maryland. She is the charming wife of the general agent of the Johnny J. Jones Exposition shows.

Mabel L. Stire, manager and Secretary of the Mississippi State Fair, is one of the outstanding Fair sects on the North American continent. Miss Stire enjoyed a birthday party recently and was the recipient of a huge birthday cake four feet high from the personnel of the Johnny J. Jones Exposition—hey hey!

**A WOMAN'S FACE—OFTEN TURNS A MAN'S HEAD!**

For the benefit of those who do NOT know—Maud Montgomery is the charming wife of Don Montgomery—and can SHE write—read her column in this issue—and ask for more!

The world's Fair—England's Great show trade paper, carried a photograph on their front cover of the Model shows of America press wagon, with the following folk—in all their glory—Mrs. Doc Hamilton's Big boy Doc—Mrs. Bill Hillars darling Bill—Mrs. Morris's big he man son—Milton M. Len Humphries the papers Canadian rep, ye Editor and The Queen of the carnie world—Mrs. Annie Gruberg—and did she look beautiful—say we all!

Florence Martinez, the apple of her darlings eye—just closed a pleasant engagement over the RKO circuit and is now doing double with her hubby on the St. Leon Bros. Indoor circus program.

Mrs. Ada Dufour went to the hospital for an operation—and being a game little lady—was up and around in a few days and as lovable as ever, enjoying better health!

## Thoughts While Walking Through Rubin and Cherry Midway

By Maude Montgomery

Wonder if they ever will find their way out of that Glass house.. Ed Reiter.. constant Barker.. Chas. De Kreko.. interesting looking.... Hamburger and friend onions never smelled so good at home.... Ride-O.. packed.. laughter.. screams.... Calliope playing "When the Moon comes over the Mountain".... Merry-go-round.. ever appealing.. silent little riders wearing big smiles.. careful parent holding little one safely on wooden horse and trying not to let the excited rider feel the touch.. brave enough to ride alone.. Floyd Sheaks, Foreman carrying his baby Virginia on his shoulder, twisting and turning collecting tickets.. lucky baby.. gets all the rides she wants.. little Mrs. Sheaks, always smiling.. as sweet as she is tiny.... Awed spectators.. can't take their eyes off of the Decapitated head on Illusion Show platform.. Harry Silvers.. husky voice.. worried look.. times bad.. plenty of girls.... Penny Arcade.. fortunes on cards with future mate's picture.. only one cent.. Mrs. Johns.. keeping an eye on her dog Dexter.. Bad colored man claimed Dexter was his dog Jargo.. it didn't work even if Dexter would have made him a good bird dog.... Tooner-ville Trolley.. Tiny ride for tiny tots.. Parents seem to enjoy it to.... The Unborn.. Adults only.. sorry for Lou Dufour's misplaced misconfidence this year.. Kunert and Berger.... Hey-Dey.. a ride with a swish.. more loud laughter.. yells.... Ferris Wheel.. good old stand-by.. rather over the heads of the rest of the rides.... The Dangler.. I always loved swings.. looks like a thriller.... Dodgem.. wish I were a kid again.. I'd sure steer one of those cars.. and see how many other cars I could bump.... Mgr. J. F. Murphy.. smooth mannered.. pleasant.. Wonder how Mrs. Murphy's Millinery Shop is doing.. She's in Piqua, Ohio.. Mrs. Murphy will soon be calling, "Front, Mr. Murphy, Front please".... Plantation Days.. real darkies.. when they dance THEY DANCE.. Calliope playing fastest dance music I ever heard.. darkies don't miss a step.. moaning saxophone.. Hot cornet.. how they blow.. now changed to mean low down Blues.. WHEW.... Hanna animal show.. Bears.. monkees.. Russian Wolf-Hounds.... Garfield's side show.. freaks.. music.. sword-swallower.. mind reader.. burns your questions.. yet answers them and gives your signature.. people spell-bound.... Broadway Melodies.. pretty girls.. clever girls.. good comedians.. every one laughs at their chatter.. Etta Louise Blake.. smart show-woman.. Calliope playing snappy number.. 9:30 p. m. Ramble.. every body goes.... Magic Carpet.. yells and laughter.. Tommy Allen.. always immaculate.. gentlemanly.. Jerry Allen visiting her sister.. Motor-Drome.. smoke from exhaust.. smell of hot oil.. noise-NOISE! Red-a wonderful rider.. so is Pauline.. pretty girl is Pauline.. wonderful little son they have.. "Speedy" they call him.. they could call him

"Husky".... Office Wagon.. silent.. dignified.. conferences amongst the "Powers that be".. wonder how the receipts will be tonight.. poor season.. everybody anxious.. The wagon that KNOWS ALL.. SEES ALL AND TELLS... NOTHING.. Arthur Atherton.. debonair.. thoughtful.. kind.. and smiling through his worries.. Eddie and Pearl Lowe.. a likeable couple.... Cook-House.. I enjoyed my dinner there this evening.. coffee can't be beaten either.. Mollie Owens.. smiling Cashier.. good sport.. Don Montgomery.. slowly strolling through the Midway.. walks slow.. talks slow.. works fast.. dependable.... Leaping Lena.. not too rough.. just fun.... Lindy Loop.. more yells.. shrieks.. laughter.. how they enjoy it.... Shooting Gallery.. wonder how good a shot I am.. my husband suggests no practice.. you see we play Bridge.. Very well I won't try now.... Eddie Owens.. always clowning.. capable man.... Hi-ho.. just a few more days and it will all be stored away.. another season that will be just a thing of the past.. hope next year will be better financially.. 28 weeks on the road.. we had very little rain.. something to be thankful for.. also thankful we ate well and kept clean.. makes your heart ache to think of the many show people who were and are out of work.. doing well to take care of ourselves.. how we wish we could do more for the less fortunate.. so long.. hope to see you next season..

**DON'T MISS THE NEXT ISSUE OF THE GREATER SHOW WORLD—FOR THE BEST STORY EVER WRITTEN BY THE MAN ON THE STREET—ABOUT THE GIRL WHO HAD HER FORTUNE TOLD—BY TEA LEAVES—**it's fascinating—its thrilling and its truth that is stranger than fiction—as written by J. J. K. on the "Street of sad faced men"—about a good girl—who loved a bad man—and—oh well—don't miss it—in the November 30th issue!

Mrs. AL Hartman was at home when the stork arrived—and was her darling—surprised—and happy too—when he saw the new tenant in the Hartman home—as Gypsy sez—Child born in October is born under a lucky star—let's hope Gypsy heem tell de truth!

## WHAT OUR READERS SAY!

Dear Mr. Kline:

Replying to your circular letter relative understanding between the fair men and the carnivals:

I am afraid I am not in position to give you an opinion on this matter for the reason that we have always only received a legitimate percentage and the carnival people have never in the history of this fair given us or rather obligated themselves to any certain guarantee of the gross.

I think I have answered your question by the above statement. It has always been our pleasure to deal with the major league carnivals and our dealings have been most satisfactory in every instance and we are happy to count them among some of our best friends.

We remain, with best wishes,

Yours very truly,

MISSISSIPPI STATE FAIR,

Mabel L. Stire,

Secretary-Manager.

## ON AND OFF THE LOT



IT IS A WISE SHOWMAN—WHO WINTERS HIS SHOW IN THE TOWN—HE CONTEMPLATES OPENING THE 1932 SEASON IN!

A good beginning is half the work.

The William Glick shows will winter at Richmond, Virginia, near the William Byrd Hotel, while the Bernardi Greater shows will winter on the Fair grounds, and the Marks shows in Richmond also—let's hope that conditions better itself by next Spring

A showman gave a promotor a twenty dollar bill, to give to a certain firm—and being a petty promotor—he took it on the lam with the double sawbuck—but bought his girl a fur coat when he arrived on the "Street of sad faced men," and people oppose the birth control clan!

We said years and years ago that we would accomplish something with the Greater Show World, and that in time, the carnival showmen will come to a realization, that WE are fighting their battles, and that they will show their appreciation—well, ask any of the Fair sects about the letter WE sent them—ask them why they don't answer same?

P. T. Streider, of the famous Tampa Gasparilla, has been enjoying a several weeks stay on the Johnny J. Jones shows, visiting his charming daughter, Genevieve, who is the wife of W. C. (Bill) Martin, leading concessionaire with the Jones Caravan.

Arthur Atherton of the Rubin & Cherry shows is a splendid executive and a true Southern Gentleman—we say this—in conforming with our policy of "Giving credit where credit is due."

Carnivals will carry Master of ceremonies—next season—do you know why?

THE GREATER SHOW WORLD WILL AGAIN SELECT THE KING OF THE CARNIVAL WORLD FOR 1932.

THE SELECTION WILL BE BASED UPON THE CARNIVAL ORGANIZATION THAT IS AWARDED—THE GREATEST NUMBER OF EXHIBITION AND FAIR CONTRACTS, PRIOR TO APRIL 15th, 1932.

SPECIAL FEATURES WILL BE INAUGURATED IN CROWNING THE CARNIVAL KING OF 1932—AND TO THE VICTOR BELONGS THE SPOILS—AND THE CROWN!

WHO WILL WEAR THE CROWN IN 1932?

None of the carnies felt the depression when they played Georgia Fair's—no siree—the panic was on—and did not even prove stop-over dates—and the Parade is passing! But—the show should go on—to winter quarters!

Mike Korris informs a visitor to his midway—that his show is still playing Long Island spots—and that he is making money—which should be good news to the Korris creditors—who have been anxious to hear from him—for payment of this and that!

**WE WANT  
YOUR SUBSCRIPTION**

Dick Gilsdorf, general manager of Dick's Paramount shows, closed the season and stored his paraphernalia at Plymouth, New Hampshire. The concessionaires and show folk are loud in their praise of Mr. Gilsdorf's fairness with one and all, this past season, and when the band played "Home Sweet Home" every one on the outfit gave three cheers for Dick Gilsdorf, the carnival owner, who is up and above board with the folks on his show, which may account for a good season enjoyed by one and all, in this a year of depression. Watch this show in 1932!

The color scheme for a great many show trade publications—that is—the few there are left—was also RED!—and we admit it! What say you all.

There appears to be no question in the minds of Eastern Fair Executives regarding the Entertainment value and drawing power of Edgar Schooley's super Revue. His record for repeating Fairs for the past four years is amazing and an outstanding achievement.

Carnie owners are now going on their mud-winter tour—AND—into DEBT—rushed outdoor showmen!

As one carnie owner puts it—we have all been riding on a merry-go-round this season—with none of us able to catch the brass ring.

The popular Joe Rogers admits that he has severed connections and business relations with Mrs. Bert Earles and from now on—HE will play a lone hand—in the bookings of his attractions!

Will Davis, the sect of the Rutland, Vermont Fair, was in the Metropolis to contract his grandstand attractions with George Hamid for the 1932 season!

Al Hartman is now a papa—congratulations Al—and we mean it too!

The Western Union Telegraph Company is anxious to hear from Morris Miller.

The International Association of Fairs and Expositions gave the Canadian Fair managers a slap in the face—when they re-voted to renege on the Toronto, Canada, meeting—and as long as these Canadian Fair sects live—you can lay a bet—that their will exist bad blood between them—but then anyone would resent the insult—and what an insult—? BUT! watch the re-action—wait'll you see—how many resign from the IAFE—shortly!

In New York everybody has a "TIN BOX"—and we are wondering why the Fair men—don't dig up their tin box—and take a little out—so as to have enough to buy ciggies and cigars at the Fair meeting—the R. R. fare—meals and etc. will always be taken care of by the benevolent carnie owner—as in former years!

THE FINGER POINTS—to the Chicago outdoor booking agency who is named as the dominating factor—in changing the Convention from Toronto, Ont. Canada to Chicago—and set the date back to February—while this—is a rumor—the finger points—and truth will out—and then—watch the re-action!

What you may now know—that Frank

Miller is building a frozen custard machine with three flavors—and watch for his new machines in 1932—what a revelation in cement mixers!

William Jennings O'Brien who has acted as associate general agent on the Johnny J. Jones Exposition has been appointed to the position of General Representative. Filling the position made vacant by the resigning of L. C. Kelley, Mr. O'Brien has assumed his duties for the remainder of the 1931 season and will continue in the capacity of general representative of the Johnny J. Jones Exposition for the season of 1932.

J. L. Murray, directing-manager for the shows stated, "O'Brien has proven himself a most efficient agent head of the show this season and has gained a wide acquaintance back on the show. We are pleased to have Mr. O'Brien as our general representative for the forthcoming season."

L. D. Hall is acting as special agent ahead of the Johnny J. Jones Exposition and has been doing some very fine work. Hall has filled the position formerly held by Wm. Whitton who was forced to leave thru illness, some weeks ago. Whitton is at home in Cleveland and will remain there for this season. L. D. Hall is an old circus man and agent and was the early part of this season talker on the Royal Midget Revue of the Jones organization. Duke Drukenbrod replaced Hall on the midget show and later Hughie Mack replaced Drukenbrod who went to the Ringling-Barnum & Bailey Circus side show. L. D. Hall is finishing his work on last stands of the Johnny J. Jones which are Anderson, S. C., and Charleston, S. C., the closing fair for the season.

THE COLOR SCHEME FOR EXPOSITIONS, EXHIBITIONS AND FAIRS FOR 1931—WAS RED!

Only two contenders appeared at the Ottawa Exhibition meeting: Namely Max Linderman, general manager of the Bernardi Greater shows and William Glick, owner of the William Glick shows, Inc. When the announcement was made as to the awarding of the midway contract, the President announced that the contract was awarded once again to the William Glick shows, Inc. Making number 1, on record for the Glick shows for season 1932!

### Correction

In our last issue on the back cover we carried an advertisement of the Wirth-Hamid Fair Booking Offices, Inc., in which thru an error all acts were listed as playing the York, Pennsylvania Fair.

The following acts should have been listed among the features at the Virginia State Fair, Richmond, Va., namely: Zucchini, the Human Bullet, the Four Vesses, aerial act supreme, De Marlo and Marlette, sensational Aerialists, Walter Stanton, the Giant Rooster, Carlos Comedy Circus and Joe Basile, band leader.

The above named acts were booked by Wirth-Hamid Fair Booking offices, thru George Hamid, president.

**WE WANT YOUR  
SUBSCRIPTION NOW!**

**MIDWAY WHISPERINGS**

The big Yorktown Sesqui-centennial turned out—not to be the “big” Yorktown Sesqui-centennial. This was the event of the year, according to every one, including the writer. But after it was over, no one had anything—excepting a bad cold.

When George Hamid took several of his acts to the convention of the Circus Saints and Sinners to give them a free show, he could not even get by the door! Finally the combined forces of Mr. Hamid, State Fair Manager Charles Somma, Columnist Harry Tucker of the Richmond Times Dispatch and the writer managed to explain to those in charge that they were doing Mr. Hamid no favor by allowing him to give his acts, so they allowed the performers to enter.

**Doc Raiser left the Unborn show aboard the Bernardi outfit and has joined the Jones Show in Florida.**

The several store shows which were to open in Richmond have not materialized, the promoters evidently taking the advice of the Greater Show World.

Al Ingram has recently signed his wife's sister, Sylvia Kidwell, to work in his vaudeville outfit. Sylvia, by the way, wowed them in Yorktown, several of the soldiers and sailors going absolutely coo-coo about the kid. However, since this is her first season (we might even say, her first month) in the business, she didn't even give them a tumble. And did they burn!

Despite reports to the contrary, John Marks has not closed his opera, but continues to operate through the remainder of the fairs he has booked. He will be one of the showmen, as we have said before, to end the season with a little money in his pocket.

Ralph Decker has a new front on his “gal show” that is really beautiful—much too beautiful for said female parade. However, since he seems to be getting a little paper money once in a while, which is something only a few are doing, we can't censure him for working strong.

**Yorktown Sesqui Results  
Below Expectations**

YORKTOWN, Va.—Although the Yorktown Sesqui-centennial Association arranged for several Governors, Mayors and State Officials, including President Herbert Hoover, to be present, the Sesqui did not draw the crowds which were expected. On the opening day, Friday, the association was visited by less than 20,000 people and on Saturday less than 25,000. It was estimated before the opening of the celebration that some 300,000 people would put in an appearance during the first two days.

The small attendance was attributed to several causes. The weather, though fair, kept away many a thousand. One was reminded of a December day on Friday, while Saturday was a little better. Lack of housing was another detriment. Visitors found no place to stop, and, naturally, went home after being there one day instead of staying for the full celebration.

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