Greater SHOW WORLD

THE VOICE OF SHOW BUSINESS

Devoted to the Interests of the Amusement World

JOHNNY J. KLINE
Managing Editor

BARNEY GERETY AND FRED BECKMAN

Owners of Beckman & Gerety shows whose showmanship and integrity have raised the standard of Major league shows in America.
RIDES! RIDES! RIDES!

LINDY-LOOP
RIDE-O
CAROUSELLES

Hey-Dey CATERPILLAR FUN-ON-THE-FARM

Prices and Literature on Request

SPILLMAN ENGINEERING CORP.
North Tonawanda, N. Y.

"IT WILL BE BIGGER AND BETTER AGAIN"

FLORIDA ORANGE FESTIVAL

JANUARY 26-27-28-29-30, 1932

WINTER HAVEN, FLORIDA.

The WALTZER

For Carnivals, Amusement Parks and Gilly Shows
NEW 1931 MODEL, "THE CHAMPION" WALTZER

Newest of Amusement Thrillers
HARRY WITT, Inc. 1440 BROADWAY, NEW YORK CITY
SOLE AGENT

MEN AND WOMEN—EARN IN YOUR SPARE TIME—$$$$

EVERYONE YOUR PROSPECT

SELL OUR KEY TAG—Beaded chain, including registration service for 25 cents. Cost to you 10c each in lots of 25 or more. Postpaid to you. Sample mailed to you for 25c.

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WHEN NOT CHANGE THE RIDES ON YOUR MIDWAY FOR 1932?

HAVE FOR SALE—BARGAINS IN—

CUDDLE UP—Ride in A-1 condition, all complete with engine, ready to set up and operate, and

OVER THE JUMPS, all complete with engine, in very best of condition.

Write or wire for particulars.

JOHN MORRISON
5025-71 Street
Winfield, Long Island, N. Y.

ANNOUNCEMENT!

THE BIG YULETIDE XMAS NUMBER
of the GREATER SHOW WORLD
Will be issued Dec. 12th and DATED DEC. 15th
Send in Your ADVERTISING COPY NOW!

The "Class of the tented World will be represented therein."
The Elite of the Theatre World will also be represented.

Main Office 1547 Broadway New York City
GEORGE HAMID MAKES ANNOUNCEMENT


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 Mr. Hamid in charge of auto racing 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, in Mount Calvary Cemetery, Queens, N. Y. Burial services will be held November 6.

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 agents, Dave Castello and Stewart Collins, with the possibility of Mr. Kraus, at one time, conspicuous and foremost in the theatre world. His last announcement association was with Max Spiegel in the project of a big Burlesque and Skating rink on Long Island. Before that, and for a long time, owner of the Olympia Theatre, formerly Tony Pastor's, on East Fourteenth street, raced 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 48 to 16. Also the elimination of road leaders and one stage hand. Thereby reducing the cost of show via the payroll in the neighborhood of $100. And, with the curtailment in cost came a peace offering between the circuit and the Minstys 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 28. Eddie Eversano and an orchestra of twelve pieces have already been engaged. Clyde Griffith has assumed the management 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 largest 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 Charles Francis Adams, Sec'y of the Navy, to personally attend, on the Navy and Soldiers Night.

Patron—The Honorable Herbert Hoover.


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.
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.

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-spaced 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 mars 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 auspice 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 unenforceable 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—which 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 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 they possibly can—until next season—and then HE WILL BE PAID ONLY 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 they can attempt to run the 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 overbone-getter during several years of burlesque cycle, up to a few years ago, was the “Cooch.” The feature in the billing was invariably “Milo” or “Princess” that. Fancy held on for quite a spell. Now the Princesses, the Mannequins and the Solutions 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, or to dance, or to do anything except be a “stripper.” Not one just out of a chorus just because the femme is beautiful, that’s enough. A tried and true “stripper.” One thoroughly familiar with that “art.” Not one just out of a chorus just because the femme is beautiful, that’s enough.

“Stripers” and “strippers” are being replaced by the “Suits.” The “suit” is a type of “stripper” that does not need to know how to sing, or to talk, or to do anything except be a “stripper.” Not one just out of a chorus just because the femme is beautiful, that’s enough.

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Burlesk

Concessions have been heard to shout at the top of their voices when Carnival owners advise them that sounder 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 concessions charge the high price of concessions on carnival midway, and are allowed to do so because they are a necessity and have a monopoly and take their best hold, yet, out of these cribs and walls arise, the dis-organizers, the agitators that corrupt the morals of the entire show. The business of outdoor amusement, as we see it—is, as YOU make it. The concessionsaries around any Carnival organization, have within their power to “make or break any show,” to make the road of the show in his entirety, hard or easy travel. There is money to be made in the concession business, as any successful concessionsaire will tell you, but, the concessionsaire, MUST be business men enough to know, just what show is best suited for his line of concessions.

It is true that concessionsaries in other branches of business, pay large sums of money for concession privileges, 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 every concession by the business man enough to know, just what show is best suited for his line of concessions.

“As You Make It”

Eight concessions at the Waldorf were sold for approximately $80,000 a year before the doors were opened.

IS THIS FOOD FOR THOUGHT?
SALLY VAN

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

With KUDDLING KUTIES
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 top-sill amputation. Biggest laugh was the "Lipschitz" bit. Interesting and well acted was a sketch about feeding the old man with the elopement of his own daughter with his own clerk. Sully Van has developed into a nifty principal. Supranoses, 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 Scott, high kicker; Jean St. Clair, toe dancer, and Rilla Lee, dancer. Best numbers were "Mucha" with Mille Rose, the singer, leading; the Fan and the Indian, the latter two quite pretentions in the costuming. Keep your eye on this Mille. Quite an acrobatic dancer and what not. Bob Randall, good straight. Comicles 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 Aiken, fair dancing ingenue. Anna Fink, eccentric comedienne, of material assistance in the scenes.

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

Kansas City, Mo.—The Gayety reopened November 7 with burlesque stock. Operators are mammal Cain and Frank Illo from New York. Cain is on the site. Two-day shows. No strips. Absolutely clean. Of the former Columbia wheel text, in the cast will be Frank Pennyc, Sid Gold, Tommy Levene, Joe Yule, Florence Oxford, Billy Griffin, Nora Martin, Berne Sullivan, Buddy McAlbie, Caroline Schults, Thelma Lawrence, Bob Sandberg and others. Frank Gerard is number producer and George Wash, 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.

Burlesque Stars of the headline type—advertise in the Greater Show World
We are sitting in our office looking out on the "Street of Sad Faced Men". I have a yet more than the ladies and gents who are queuing to enter the museum. We wait and wait and wait, and get tired of waiting. At last, the door is opened, and we step inside. We see a lady standing in the middle of the room, looking at us. She has a sad face, and seems to be in distress.

"See that lady with the sad face?" says one of the bystanders. "She has some trouble, and needs help."

We walk over to her and ask her what is wrong. She tells us that she has lost her job, and has no money to live on. She is in despair, and seems to be about to cry.

"What can we do to help her?" we ask.

"We can give her some money," one of us suggests.

We reach into our pockets and give her a few dollars. She talks to us for a while, and we feel a little better.

"Thank you," she says. "You have been a great help."

We leave the museum, feeling a little better ourselves.

"We should do more like this," one of us says. "Helping people when they need it most."

We go home, feeling a little happier than before.

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**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". I have a yet more than the ladies and gents who are queuing to enter the museum. We wait and wait and wait, and get tired of waiting. At last, the door is opened, and we step inside. We see a lady standing in the middle of the room, looking at us. She has a sad face, and seems to be in distress.

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**Notice, Musicians**

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

KRAFT MUSIC CO.
Frankfort, Indiana
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 informal meeting of receipts and expenditures presented at 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 $129,096.

According to an analysis of the statement, the Exhibition Association commenced the year 1931 with $267,798, after turning over to the city as part of the agreement, $10,000. Net expenditures this year were $110,094.26 which does not include $14,343 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 $21,400.

Such a showing made during a year when many people had been persuaded the exhibition might fall behind owning 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 went to the city, $5,880 for hands; $7,388 for publicity; $10,407 for grandstand improvements.

Under the heading of receipts was shown $7,454 in grants and donations, $34,575 from concessions, building space and grounds; $38,583.62 gate receipts; $21,335.77 grandstand receipts and $12,730 from Midway receipts; $948.38 from other receipts; admissions, etc.; $1,582.75 interest on bank balances. Last year grandstand receipts were shown at $21,620, Midway receipts $14,348.37 and Midway show receipts $12,262.52.

Fireworks and special attractions last year came to $16,063, 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 Bernard Shows, Max Linderman, appearing for the latter and Wan 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.


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GREAT SHOWN WORLD
Nov. 14, 1931.

THE FINGER POINTS:

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THE STRANGER AMUSEMENT COMPANY

To—The Stranger Amusement company who has a bad accident at Freeport, Illi-
nois, on their chair poling, when nine peo-
ple were badly injured.

To—The Illinois State Fair, when an ac-
tient occurred on one of the rides and a lady was badly injured—and they own
and operate their own riding de-
tives!

To—The male face woman who has de-

clined 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 pro-ession a lawyer and will appear before
the Wisconsin Supreme Court to practice
law in that State—in order to fight the
tattles of the Carnival showmen—against
the exorbitant license tax and fee de-
manded of traveling shows. Mike Clark
and Denny Howard are financing this

To—W. H. Stratton, who may be de-

To—M. B. (Duke) Golden who will re-
ter his 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 Moyerhoff dispute seems altogether
uncalled for. In our opinion, Henry
Moyerhoff comes out winner. In case
you do not recall it, Mr. Rogers is; he
once had a horse show called "Jim Key"
and played carnivals, Fair grounds and
Expositions and went high brow, the lat-
ter probably explains the situation.

To—E. Ross Jordan, manager of the
Fair who advertised the marvel-

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

They are in serious need of a new set of
papers shortly?

The State Fair that cost a
carnival and charged a 25 cent
admission price—without offering
the patrons than the carnival midway attrac-
tions?

The Fair who advertised the marvel-
ous exhibits they would have this year
and when the patrons arrived at the Fair
grounds—all that they saw aside from
the carnies—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 who 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 to the Dungen-
seas, 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 didn’t
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
what she is about to lose her home in Texas
without consideration for the family?

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
what she is about to lose her home in Texas
without consideration for the family?
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 Carnival people 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 for what we will call 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 day 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, T. B. Guthrie, Mgr. Florida Orange Festival, Winter Haven, Florida.
HAS ANYONE TOLD YOU?

That—Harry Calvert was selling Frozen Delight on J. C. McCaffrey'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 mines, like bull and can out of the mouths of the fish—then 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 he be known as Mrs. Joe Walsh, which proves to you what those promoters do to nice little girls in nice little towns like the little boy who came in the busy town where townspeople object to carnies and outdoor bazaars and gold rush firm promoters coming into their town—well you see, it is not the men like Joe Walsh who not only builds committees to sign contracts for a promotion, but actually plays the cow-to-sweet little girls like Florence, and did she fall—my gawd, then Joe is 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 Juliet, Illinois, exists an editor of a newspaper who refuses to accept advertising from carny-men—but his rag beaters, the editors of four papers—all of the other three sold the showmanship shows—which HE turns down—and they mash potatoes!

That—The events of the past season as affecting the 301 Ranch and the Robbins Bros. Circus proves that John Ringling can see beyond his nose, and that he anticipated that those 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 buy them!

That—one of the RICHEST STATES, INDUSTRIALLY AND Agriculturally in the UNION, PLENTY OF POPULATION, THIRTEEN LARGE CITIES, BIRMINGHAM, HAM, 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 time when the man with a snow-ball in his hand—and said to his Ma—oh Ma, please put some salt on it—and HE thought they were talking to him—so he could live longer without aggravating himself—can de be true?

That—Al Nelson who was once circulation Man for the Billyboy is sorry now—that he said the queer things he did about the Greater Show World, and admits that half the things he said was not 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 Showman's League of America—and that Brother Jocelyn, a visitor to the league—and Bro. Hube Leibman advices he will soon be back in the league rooms—and that Eddie Currathers is coming 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 Athleboro, Missouri, and did a good business—as reported to us by Veleros 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 excellence of the acts presented by Wirth-Hamild. George Hamild, in person, handled the show, which included such acts as Schooley's Beige, Zucchini, Wallis and Stantoun and Carlo's Circus, the Four Jocks, De Marlow and Martelle and Joe Basile's Madison Square Garden Band.

Manager Somma's 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 pleased with 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. Zachini, the human cannonball, received much attention, as he is well known here due to an appearance earlier in the season. Walker 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 GREATEST 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 of your interest in Carnival Fairs, our company, etc., by Fair time and that in two weeks you will be booked by four other neighboring Fairs. 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 my experience with carnival companies. Ten years ago a Carnival played our Fair and left such a unpleasant impression that they would not 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 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 in the southern states to look over the won-
teers with a story that would please any showman, eight rides, twelve shows, etc. Of course if they had found another Fair 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 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 $300.00 deposit and a contract signed by our Press Agent had signed the contract, us-
fice wagon the owner stated that his Press Agent agreed that he did. Fin-
tially, after several weeks of letters and wire,

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 do 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 Carnivals, 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 a 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 Agg'l, Sodusy.

Winners

Stick to what you've started,
Work for all you're worth—
And when we pay the price,—

For not to the faint-hearted
Is victory on earth.

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

So keep on pitching in,
And make both blow a "hit"—
And "WINNERS" never quit!

Mistakes

Mistakes are made by all of us,—
It isn't any crime,
And we can be excused for one,
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. Brandage shows, calls himself the World's worst press agent—but is quite the contrary! That—The Gold Rush is about over—and the Allied Enterprise master minds bankrupt 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. heretofore will allow dogs in its passenger coaches, providing the dogs are especially trained to lead blind passengers!

That—The number 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 Gruber—of the younger generation of progressive showmen.

That—the depression is bringing many who thought otherwise to see, that all toll—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—skiffles one who is miserable.

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

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 meal—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 by no other than President Sam J. Levy—hurray, we now have one of the Ritz Brothers in the league, who will sign in the next one!

That—J. P. 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 peppy—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 Ziegfeld Folies was playing at the old Colonial Theatre in Chicago and I introduced him to be one of the speakers at the Showmen's League Banquet and Ball, held at the Congress Hotel.

Clarence Wortham and I were stopping at the Andover House and Rogers came over early, to get the final low down on who was, for the “pun.”

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 darn 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 this stud in the right place.”

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 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 hammy plugs in, takeum powder on the dinner, in the button 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 missus, Tillie Mee and myself tried one darnest to get him hooked up in this dress shirt. I broke his last stud. Do you think that faked him? No, he just put a wooden hammy 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 1 tickets ever in Chicago. They claimed to have grossed $55,500 and Col. Johnson made better than $25,000 NET. Thanks to the excellent work of his manager, Doc Ingraham. On his last performance at the Stadium, Parks did better with the press than any event held thus far in the stadium.

Barzzone & Swartz made another of their many blunders. They brought Dick Collins on to book and as usual let him stall around without any action of Dick made connections with a Philadelphia firm and promptly proceeded to close contracts with Brooklyn Elks and Shriners Troupes at $500 and Kneeland-Rarig. 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 Soaptop show paper would leave the great city for Barzone and Swartz in Washington, must have been one of the best. He is to be married and now taking a VACATION.

Jack Reach had the program and “2 for 1 tickets” at the Stadium Rodeo. He did very well.

The big business men handling the Chicago Century of Progress sure trust to back 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 he wants 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 nickname 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!

Mortgages make the best farm separators.

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

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

She was a good girl—and as good girls go—she went—into the business! It isn't what YOU know—it is who YOU know!

In all 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—not by keeping its mouth shut!

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

You can patch up a domestic quarrel—but you never feel wholly at ease with a divorce—after a divorce.

"She is as hard to make—as a girl who has just witnessed a performance of an American Tragedy!"
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 Heiter, constant Barker . . . Chas. De Kreko . . . interesting looking . . . Hamburger and friend . . . the male rider at home . . . Ride-o-p . . . punched, laughter, screams. . . Calliope playing “When the Moon comes over the Mountain” . . . Merry-go-round . . . ever appealing . . . little kids 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 Shanks, Furman carrying his baby Virginia on his shoulder, twisting and turning collecting tickets . . . lucky baby . . . gets all the rides she wants . . . Little Mrs. Rubenstein, always sweet as she and is tiny . . . Aved spectacles . . . can’t take their eyes off the Decapitated head on Illusion Show platform . . . Harry Silvers . . . happy very worried look . . . times bad . . . plenty of girls . . . for cards on cars with future mate’s picture . . . only one cent . . . Mrs. John . . . keeping her eye on her dog Dexter . . . Bad colored man . . . claimed Dexter was his dog Jorgo . . it didn’t work even if Dexter would have made him a good bird dog . . . Toonerville Trolly . . . Tiny ride for tiny tots . . . Parents seem to enjoy it . . . The Unborn . . . Adults only . . . sorry for Louis Dufour’s misplaced confidence this year . . . Kunkert and Berger . . . Hoy-Dey . . . a ride with a switch . . . more loud laughter . . . yelling . . . Ferrell Wheel . . good old stand-by . . rather over the health of the rest of the rides . . . The Danger . . I always loved swings . . . looks like a thriller . . . Dodgere . . . they keep a kid again . . I’d sure steer one of those cars . . . and see how many other cars I could bump . . .


“Husky” . . . Office Wagon . . silent . . dignified . . conferences amongst the “Powers that be” . . wonder how the receipts will be tonight . . poor season . . everybody anxious . . The wagon Chairman YOUNG ALL . . . SEES ALL AND TELLS . . . NOTHING . . Arthur Akerth . . debonair . . thoughtful . . kind . . and smiling through his worries . . Eddie and Pearl Lowe . . like double couple . . . Cook-House . . I enjoyed my dinner there this evening . . coffee can’t be beaten either . . . Mollie Owens . . smiling . . Cassandra . . good sport . . Mabel Montgomery . . slowly strolling through the Midway . . walks slow . . talks slow . . works fast . . dependable . . Melting Lena . . not too rough . . just fun . . . Lindy Loop . . more veils . . shrillers . . 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 betterly . . 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 sing . . why should you all 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. . .

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 . .

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 anyone 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,

MIS SISO USSLAND STATE FAIR,

Mabel L. Stire,

Secretary-Manager.
Dick Gilles, general manager of Dick's Paramount shows, closed the season and stored his paraphernalia at Plymouth, N. H. He delivered the concessions and show folk are loud in their praise of Mr. Gilles' fairness with one and all, this past season, and when the band played "Home Sweet Home" every one on the fairgrounds danced to the music. Dick Gilles, the carnival owner, who is up and about with the folks on his show, which may account for a good season enjoyed by one and all, in this 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 all fell.

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

Carnies are now going on their non-winter tour—and into 1932!—rushed outdoor shows!

As one carnival owner puts it—we have all been rolling on a merry-go-round this season—with none of us able to catch the horse which was the greatest.

The popular Joe Rogers admits that he has secured several contacts and business relations with Mr. Bert Davies and from now on—he will play a lone hand—in the bookings of his attractions!

Will Davis, the owner 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 pope—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 Exhibitions gave the Canadian Fair managers the chance when they voted to renew on the Toronto, Canada, meeting—and as long as these Canadian Fair sects live—you can lay a bet—that there will exist bad blood between them—but then anyone would resent the insult—and what an insult?—BUT! watch the reaction—wait'll you see—how many resign from the IAPE—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 cigars and clarifies at the Fair meetings—or the R. R. fare—meals 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 a while this—al rumor—the finger points—and truth will out—and then—watch the reaction!

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 manager of 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 an able and 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. Whittam who was forced to leave the business, some weeks ago. Whittam 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 titular on the Royal Midget Revue of the Jones organization. Duke Drakenhord replaced Hall on the midlet show and later Hughe Mack replaced Drakenhord who went to the Ringling-Barnum & Bailey Circus side show.

L. D. Hall is finishing his work on the 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 Exposition 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 contracts the President of the F. A. H. Miller Company 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-Hamill Fair Booking Offices, Inc., in which there was an error in that 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: Zarchild, the Human Bullet, the Four Verses, aerial act supreme, De Marlo and Mariette, sensational Aerialists, Walter Stanton, the Giant Rooster, Carlos the Big Cat, and Joe Basile, band leader.

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

WE WANT YOUR SUBSCRIPTION NOW!
Showmans Trade Directory and Business Guide

These firms are selected and invited into this column because of their high standing in the Outdoor Amusement World

TheaRle-Duffield Fireworks Co.
624 South Michigan Ave., Chicago, Illinois

Electric Light Plants
Knickerbocker Machine Works.
421 Classon Ave., Brooklyn, N. Y.

FOR SALE—
A New Game of Skill for Parks, Fairs and Arcades. Demonstration given.
JOHN KESSLER, 37 Bard St., Nyack, N. Y.

When in Buffalo, N. Y.
Stop at Hotel Victoria
the home of the show folk
7 W. Huron St.
Phone—Seneca 12055

AMERICAN FIREWORKS CO. OF MASSACHUSETTS
Boston, Mass. New York Office
238 Tremont St. 1560 Broadway

Frederick W. Lipps Co., Inc.
Baltimore, Md. Specializing in Flash Candy Packages for the Concession Trade.

FOR BANDS AND ORCHESTRAS
Musical Instruments of all kinds.
PHOENIX-LINE MUSIC CO.,
415 S. Salina St., Syracuse, N. Y.

Snakes and Animals for Show Folks—
Snake King, Brownsville, Texas

UNITED STATES TENT & AWNING CO., 701 N. Sangamon St., Chicago, III., manufacturers of circus and carnival tents and banners of all sizes.

For Better Attractions for Parks, Fairs and special events. Communicate with Wirth & Hamid Fair Booking, Inc., 1360 Broadway, New York.

ZEBBIE FISHER CO.
Carnival, Bazaar and Premium Supplies—548 North State Street, Chicago, Ill.

NEW 8-CAR WHIP
World's Famous Amusement Ride
W. F. MANGELS Co., Coney Island, N. Y.

ADVANCED DENTISTRY
Dr. F. W. WERNER
1947 Broadway, Cor. 65th Street
New York City

10 Minutes From Times Square
Professional Rates to the Profession.

Special Attention to Show Folk.

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 deterrent. Visitors found no place to stop and, naturally, went home after being there one day instead of staying for the full celebration.

When answering advertisements please mention Greater Show World. Thanks.
WELCOME TO ALL OUR
:- CANADIAN FRIENDS :-

Visit Our Rooms
At The Royal York Hotel
Toronto, Ont., Canada,
Nov. 22nd, 23rd, and 24th

Also Don’t Fail To See

ZACCHINI
The Human Cannon Ball

Special Outstanding Feature of the Royal Winter Fair

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“The Class of Grand Stand Attractions”
1560 Broadway, New York City
Phone Bryant 9-2410

GEORGE HAMID, President

The Standard of Wirth-Hamid Acts-Speaks for Itself!

When Answering Advertisements please mention the Greater Show World