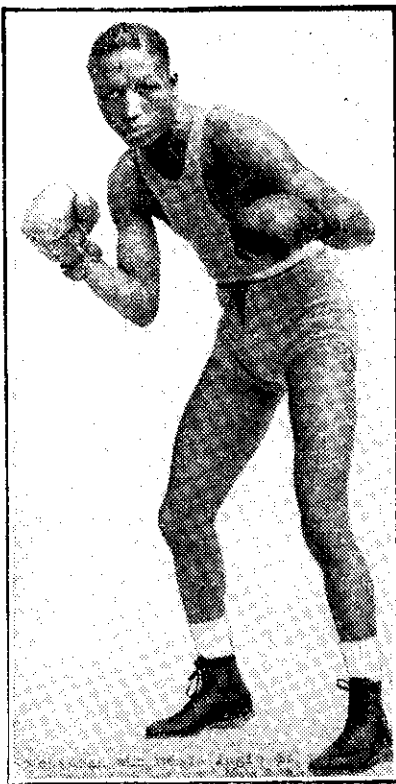


BOXING NOTES

Hutchinson The Showman Old-Time "Ballyhoo" Artists

AS an advertiser of his own shows, Johnny Hutchinson, reported third best light-weight in the world, must be given credit. In Wellington, almost a fortnight before his clash with Young Gildo, the negro got to work early under the capable management of Charlie Lucas and for a week appeared at a theatre nightly in skipping, shadow sparring, and gym. train-



The American negro, Johnny Hutchinson. "Tough as rawhide and clever to a degree" is how his manager sums him up

ing exhibitions. By this means the darky created an interest that augured well for the box-office.

Another "fight advertiser" whom we old-timers well remember, was "Hop" Harry Stone, who was in these parts a matter of twenty years ago. Soon after his arrival here "Hop" announced his intention of shadow sparring through the principal city streets. He kept away from the main highways, but drew

crowds to the less frequented avenues by chasing tramcars and shadow sparring round lamp posts. Many considered he was "goofy" but when they saw the crowds that shouldered a way in to see him fight, they changed their opinion and recognised in "Hop" a showman who knew sundry ways to advertise his show.

Johnny Foster was one of the best "ballyhoo" stunts seen in New Zealand since "Hop Harry's" day. In the South, where he engaged in his initial contests in this country, Foster created

amusement as well as interest by the methods he employed to advertising his first contest with Caltaux. A wheelbarrow containing an inert figure was pushed through the streets by the Canadian. As it turned out, however, Caltaux required no wheeling out after the fight—for he won it. Still, the "stunts" played their part in providing a full house.

Charlie Lucas has no prospects of a bout for the "Alabama Kid" who is remaining in Auckland meantime, but is confident that Hutchinson will be kept

busy. "If necessary Hutchinson will meet welters or middles in this country and he'll beat them all," said this well-known manager of fighters.

Playboy Max Baer is due to meet Joe Louis shortly, and while it is generally accepted that the youthful "Bomber" will prove too good for the ex-champion whose day is recognised as being over, there are some American critics who actually believe that the film star will win by a knock-out. Well, it's always a gamble to bet on fighters or racehorses.

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