

EMPRESS HALL

BRITISH SPORTS ARENAS Ltd.

LONDON, S.W.6

Telephone: FULHAM 1212

PRESS INFORMATION

With the Compliments of the Press Officer

SONJA HENIE LEAVES LONDON.

Ice star, SONJA HENIE and her ICE REVUE OF 1953, conclude a seven weeks season at London's Empress Hall on Saturday next, July 11th. The season originally scheduled for six weeks was prolonged for a further week, due to continued good business.

Miss Henie has been more than pleased with her reception in London, and is already discussing plans for returning here during next summer. Her company move to Dortmund in the British zone of Germany on Monday, where they will appear for a period of two weeks.

EMPRESS HALL PREPARES FOR ARRIVAL OF COWBOY STAR, GENE AUTRY

Empress Hall's second summer attraction commences on Monday, July 27th., when cowboy star, GENE AUTRY, presents, "THE GENE AUTRY SHOW" which comes from Hollywood for a period of four weeks. This is NOT a rodeo, but a stage presentation, which has special interest for the children.

Due to the fact that the law does not permit the presentation of an authentic rodeo in this country, Autry has concentrated on bringing a group of top performers from his GENE AUTRY RODEO SHOW, which is presented regularly at New York's Madison Square Gardens and other top arenas in the United States and Canada. They combine together to give British audiences 2½ hours of really splendid family entertainment.

Autry is also bringing to London with him his two famous movie star horses, CHAMPION and LITTLE CHAMPION. These two horses have been insured for over a quarter of a million dollars for their trip to England. Some idea of the insurance company's intentions to uphold all items in their agreement with Autry, may be well judged by the fact that last week they stopped the horses flying the Atlantic. They are now en-route by ship, and arrive at the end of next week. So, by virtue of the insurance company's insisistences, Pegasus still remains the only flying horse.

Gene Autry will be arriving at London Airport at approximately twelve noon on July 18th., and will be travelling to this country by Trans World Airlines.

end

SHOULD YOU REQUIRE PHOTOGRAPHS OR ANY OTHER INFORMATION REGARDING GENE AUTRY AND HIS SHOW, PLEASE CONTACT, AL HUNT, PRESS OFFICE, EMPRESS HALL, LONDON, S.W.6. (FUL.1212)

8th. July, 1953.

Sound and Silent