

THEATRICAL

CIRCUS

BILLPOSTERS

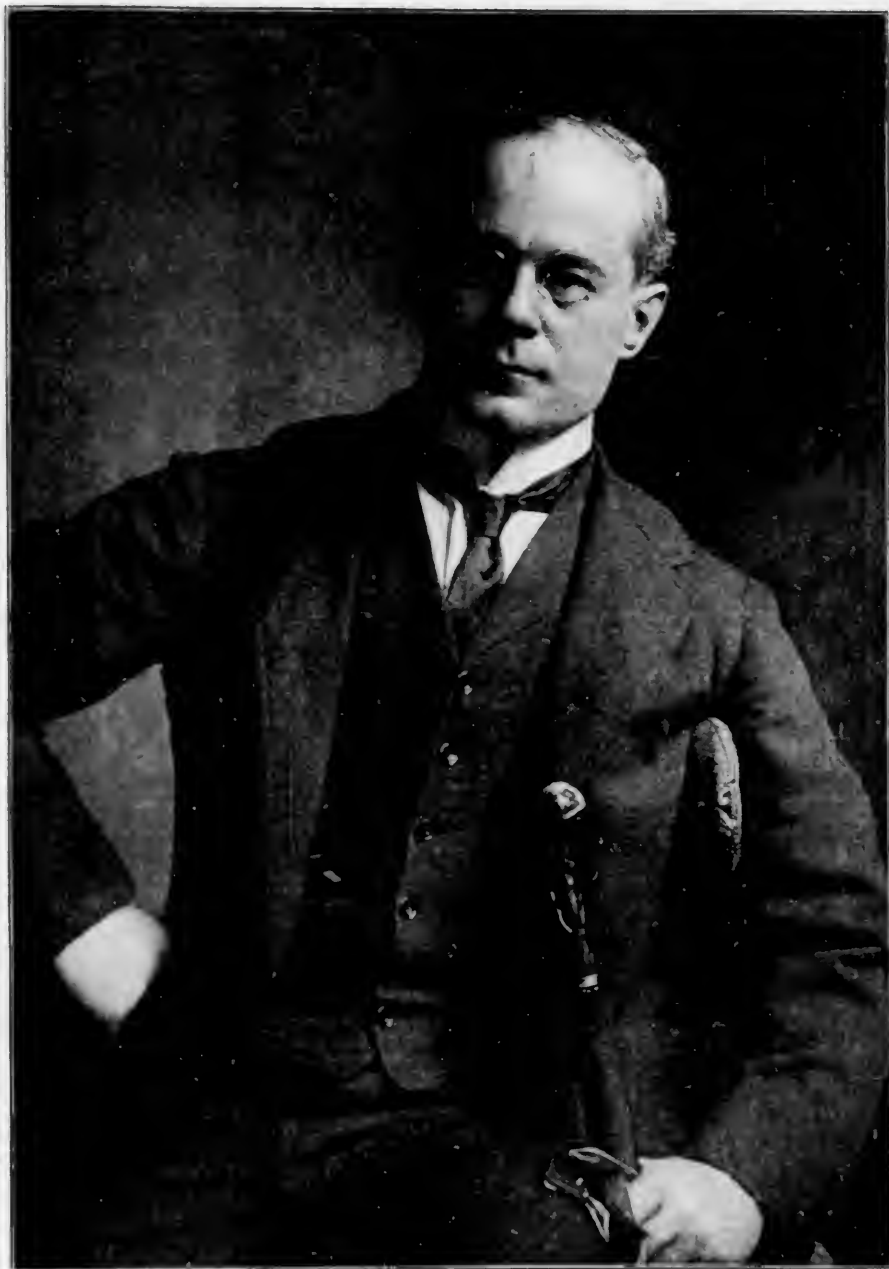
FAIRS

THE BILLBOARD

Volume XV. No. 49.

CINCINNATI, DECEMBER 5, 1903.

Price, 10 Cents.
Per Year, \$4.00



RICHARD MANSFIELD.

He Is Now Touring in Old Heidelberg, after a Successful
New York Engagement.

Cleveland's.—The regular season of the stock company began Sunday with a production of Captain Swift.

New American.—Young Mrs. Winthrop was presented by the stock company in the New American Sunday to a large and pleased audience.

Thirty-first Street.—The Elliott Stock Company is producing Drink this week in the Thirty-first Street.

Bush Temple.—The Danites is drawing large and interested audiences in the Bush this week.

Hopkins.—The Man Who Dared is at Hopkins this week, with its author and star actor.

Olympic Vaudeville.—Valerie Bergere & Co., Chas. T. Aldrich, Sam Edwards & Co., Madeline

Haymarket Vaudeville.—John and Emma Ray, Wallace & Marquette, Jas. Richmond

Chicago Opera House, Vaudeville.—McIntyre & Heath, Elizabeth Murray, Merlan's Dog

Sam T. Jack's.—Weber's The Parisian Willows is the attraction this week in Sam T

Trocadero.—Harry Bryant, with his clever company, is paying Chicago his annual visit

Clark Street Museum.—Old time minstrels are making the theatre at the Clark Street

A. H. HART.

BALTIMORE.

Ford's Opera House (Mr. Chas. Ford, Mgr.) Mr. E. H. Southern, in The Proud Prince, appeared Monday evening.

Maryland Theatre (James L. Kernan, Mgr.) Madame Patti and her celebrated company appeared Monday evening.

Academy of Music (Nixon & Zimmerman Mgrs.) Amelia Bingham, in The Frisky Mrs. Johnson, including an excellent supporting company, appeared.

Chase's Theatre (J. Albert Young, Mgr.) The George Fawcett Stock Company presents The Great Unknown, one of Augustin Dily's famous comedies.

The Orpheum (Geo. Fawcett, Mgr.) The Orpheum Stock Company presents Davy Crockett, Walter Seymour and Marlon Barney are great favorites.

Holladay Street Theatre (Kernan, Rife & Honck, Mgrs.) Tessa, E. Shea appeared in a repertoire which includes The Pleasures of Honor, Mr. Jekyll and Mr. Hyde, The Luncheon of the Loblizard, The Man-o-War, Man, Cardinal Richelieu, finished by the King.

The Bijou (Fred Wilson, Mgr.) The Minstrel's Daughter appeared.

Monumental Theatre (James L. Kernan, Mgr.) Rose Sebell and her London Belles occupied the boards.

Osban Theatre (James Madison, Mgr.)

Harry Montagne presented an excellent burlesque entitled The Captain's Daughter.

There was no performance at the Academy of Music Friday night.

Mr. Sam M. Dawson has been appointed personal representative of Mr. James L. Kernan.

Miss Henrietta Crossman, for the first time in a new play entitled Sweet Kitty Bellairs.

Mabel Carroll, who plays the part of Dorothy Hardwick, with Miss Fay Templeton in The Runaways, has been asked to pose for a statue of Michigan at the St. Louis Exposition.

Miss Cecilia Loftus appears here for the last time as a leading woman.

Sylvan Schenthal.

ST. LOUIS.

Thanksgiving week opened with excellent attractions at all the theatres.

Olympic Theatre (P. Short, Mgr.) Miss Lu



One of a series of views of the interior of "The Old Curiosity Shop" owned by Bert Davis, formerly press agent of the Itarmum & Bailey, Forepaugh-Sells Bros. and Great Wallace Shows.

Ma Marlowe opened Monday evening in Fools of Nature.

Century Theatre (P. Short, Mgr.)—The Prince of Plisen is back again at the Century for a week.

Grand Opera House (John Sheehy, Mgr.)—Princess Chlo is this week's offering at Margor Sheehy's theatre.

Crawford Theatre.—Black Patti Troubadours hold the stage of the Crawford this week.

Imperial Theatre (D. E. Russell, Mgr.)—Joe Welch in The Poddler opened at the Imperial Sunday to big business.

At the Orpheum Wright Huntington, appointed by Florida Klinsley and Alex Kearney, are presenting A Stand Off.

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Dowery characters. The piece is playing to good business.

Standard Theatre (Leo Reichenbach, Mgr.)—The Dainty Duchess, burlesque, opened to standing room Sunday and more than pleased.

Harvill's Theatre (Wm. Garon, Mgr.)—For this week's attraction Manager Garon has a new melodrama entitled The Child Slaves of New York.

The Zoo (Fernal Bros., Mgrs.)—The Zoo opened again for the winter and began with a rush in attendance.

Charles Frohman will present his morality play Everyman at the Orpheum here for three weeks.

Quong on Lung has just located in St. Louis and is fitting up a most exquisite Chinese restaurant.

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KANSAS CITY, MO.

The Willis Wood (Walter Sanford, Mgr.)—Lovers of the Shakespearean drama thanked this beautiful playhouse week of 23 to witness

The Grand (Hudson & Judah, Mgrs.)—That clever musical concert, The Chaperons, attracted big houses week of 22.

The Orpheum (Martin Lehman, Mgr.)—The usual big attendance greeted the bill week of 22.

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motion pictures complete an unusually excellent program.

Under the Polar Star is by far the best spectacular scenic production the Central has ever given.

A large and appreciative audience at the Tivoli, Nov. 16, gave evidence of the great popularity Paul Steindorff enjoys in this city.

Splendid bill and good business is the rule at the Chutes, as usual.

The fifth annual benefit, under the auspices of the theatrical managers of San Francisco.

The Press Club annual benefit on Dec. 15, at Fischer's Theatre, will be quite an important event.

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DENVER, COLO.

The different houses are offering good attractions to fair business.

Broadway Theatre (Peter McCourt, Mgr.)—King Dodo, with Richard Golden in the title role, opened to fair house Sunday night.

Tablor Grand Theatre (Peter McCourt, Mgr.)—Law Dockstader's Minstrels opened Sunday to crowded house, afternoon and night.

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Doc Waddell's Straight Talk

wards to you by letter her unbounded love, you have more than gold, renown or the highest priced gift possible...

Right here I want to call attention to John L. Sullivan. No matter what he has done and what has been said about him he was good to his mother...

This story told on John L. Sullivan comes in just right. His manager had shut off the money on him to keep him from drinking...

A faithful, true wife is a prize of great value. Some husbands forget the true wife, and seemingly place little value on her...

Now, what a pretty picture is a home on Christmas Day, with the wife and children about the Christmas tree!

According to statistics more married people in profession have fallen out and separated forever on Christmas Day than on any other day of the year...

A sister is a jewel. Stand by her; win her love and respect by your thorough love and respect...

The single man, in or out of the profession, who hasn't a sweetheart is in a mighty bad way. And if he's headed bachelorward he's in dire need of brain food...

Don't just think of your sweetheart about Christmas time; think of her all the time, and when Christmas comes present her with something that will show her your heart beats for her...

In this country there are mothers, wives and children of deceased showmen, who, if not in want, are on the ragged edge of poverty's sick-bed...

Grand into a high-class vaudeville house, with a continuous performance. It is proposed by Mr. Sutton to put on a respectable vaudeville show at the Grand...

WAPAKONETA, O.—Timmermeister Opera House (Delomair Club, Lessee; Fred Langhurst, Mgr.)... Mr. Sutton's Empire Theatre will continue running as of old.

My old friend H. H. Whittier, in advance of Frank Adams' Minstrel Phantasma, was here 27. He tells me the company is doing good business and giving the best of satisfaction.



Mr. Reynolds was the moving spirit of that great spectacle, Marco Polo, produced by the Cincinnati Fall Festival Company of Cincinnati, O. Mr. Reynolds possesses all the requisites of a showman...

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IOWA FALLS, IOWA.—Metropolitan Opera House (E. O. Ellsworth, Mgr.)... Mr. Reynolds was the moving spirit of that great spectacle, Marco Polo...

HELENA, MONT.—Helena Theatre (Fred W. Agatz, Mgr.)... Mr. Reynolds was the moving spirit of that great spectacle, Marco Polo...

WILMINGTON, DEL.—Grand Opera House (Jesse K. Bayless, Mgr.)... Mr. Reynolds was the moving spirit of that great spectacle, Marco Polo...

BUTTE, MONT.—Broadway Theatre (Dick P. Sutton, Mgr.)... Mr. Reynolds was the moving spirit of that great spectacle, Marco Polo...

SHAMOKIN, PA.—G. A. R. Opera House (G. E. Osler, Mgr.)... Mr. Reynolds was the moving spirit of that great spectacle, Marco Polo...

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Christmas is a milestone in the whirl of time, around which is a halo of heart, mind and soul enthusiasm, co-existent with the sentiment: "Peace on Earth, good will to men."

Showmen, as a rule, are denied many of the pleasures of Christmas Day. A large number are caught away from home—on the road, in hotel or theatre.

The four grandest words in all the languages of men are Mother, Wife, Sister, Sweetheart. And on Christmas Day those four are the grandest, most sublime characters.

The mother's love is never dying. It lives on and on. It is the cornerstone of all that is; eternally it gloriifies with it. If you are forsaken by all others mother will stand by you.

are very good in their respective roles. Coming: In a Woman's Power. Amphion Theatre (Henry Haney, Mgr.)... Business continues up to standard at each performance.

Crystal Theatre (Geo. I. Adams, Mgr.)—Good attendance continues to rule at each performance. Frate & Little, moving pictures; Moreland and Fagin comedians; Weaver and Lambert, character comedians; Wilson and Morgan, comedy sketch; The Hermans, sketch team; Valero Fernando, vocalist; George Campbell, illustrated songs.

Novelty Theatre (Henry Lablisk, Mgr.)—Business continues good afternoon and night. Moving pictures; Ben Harrison; The Swartz Children, Dutch comedians; Phillip Atkins, female impersonator; Harry Baker, musical act; Verlie McPherson, illustrated songs; The Kramers, comedy sketch, and The Olson Bros., banjo specialties.

Palace Theatre (Mrs. Gerth, Mgr.)—Fair business continues. Preice and Myers, comedy team; Nellie Myers, illustrated songs; Leslie Hares, singer; Lillian Sullivan, vocalist; Prof. Gerth, moving pictures.

Alcazar Theatre (Frank Kilpfer, Mgr.)—Baker & Fonda's burlesque at Colorado Springs is produced as a curtain raiser; Katherine Laton, sero-comic; Lizzie Sullivan, subrette; Constello Sisters, song and dance team; Myrtle Bartel, singer; May Crawford, singer; Eita Barnes, vocalist; Baker and Fonda, sketch team; Lottie Nelson, singer; Emily Temple, singer; Bill Stewart, vocalist; Lombard Bros., comedians and dancers; Ray Glenmore, comedienne; Bessie Floyd, singer; Moncreiff and Smith, sketch team. Business is good.

Mr. Herman Sheldon, late of Elitch Gardens Stock Company, leaves the 1st for Phoenix, Arizona.

A dramatic club, known as the Players' Club, is to organize in this city.

Manager Al Hagen reports big business at the Empire theatres, Colorado Springs and Pueblo.

F. E. Widner, of the Ron Ton Theatre, Salt Lake, is spending a few days in this city.

CLEVELAND. Opera House.—The Country Girl is at the opera house this week.

Sheep's Empire.—Robert Hilliard, in a very unique sketch, entitled 933, is certainly a good star and headliner at this place for this week.

The applause accorded him is tremendous, while his assistants in the sketch are also very good. The rest of the bill is very amusing, at the same time very entertaining.

& Smith have a fair scrobatic turn, and Ruth Selts sings. The vitagraph pictures are good, bearing on the life of Napoleon.

Lycium.—Kellar, this week, started off with great big business. He has a lot of new tricks, good ones, and has remodeled some of his old ones to make them appear as new, and it is hard to tell the difference.

Cleveland.—The Charlie Nurse, with Selma Herman, so well known to Cleveland theatregoers, in the leading role. She has a great



JOHN L. REIH, The Well-Known Vaudeville Artist.

opportunity to display her ability, which shows that she is good on emotional lines. There are many striking situations in the play and many sensational scenes. The cast is a good one.

Star.—Our Own Big Show is this week's Drew's user illness company, and it is one of the best that has been at this house this season. The show is an excellent one. The o'lo is fine, while the burlesques very amusing and funny.

Notes. The company of which Will Drew is manager, playing at the Star this week, presented him with a horseshoe as a token of their es-

teem. Col. J. J. Sullivan, of Cleveland, made the presentation speech, he having been called directly from the audience to do so.

The advance staff for Mme. Paul is already here preparing for her last visit and farewell appearance here. They expect big business.

The Country Girl company, playing at the opera house this week, gave a unique matinee performance for the benefit of the prisoners at the workhouse here.

Grand Opera House (Jesse K. Bayless, Mgr.)—The Myrtle-Harder Stock Co. held the board last week and played to good business, giving a very fine line of productions.

Nov. 23, The Earl of Pawtucket opened its season here playing to fair business and giving a first-class production. The company was an exceptionally capable one and the staging and costumes were beyond the ordinary.

Lycium (Danforth, Mgr.)—New York Day by Day opened the week and played to fair houses, giving a poor show. Richard Goldstein played to good business and gave good show. The scenic effects were excellent.

Lockstader (W. L. Doekstader, Mgr.)—The list of attractions for this week were exceptionally calling for crowded houses. The list included the World's Trio, Lawson and Simon, Brown Brothers and Lillian Wright, Harry Le Clair, who made a great hit with the audience with his impersonations, and others.

BUTTE, MONT.—Broadway Theatre (Dick P. Sutton, Mgr.)—The musical comedy, The Trencher, with Jefferson De Angelis in the title role, was seen in this city for the first time 15-16, and delighted two large houses.

Grand Opera House (Arthur A. Marks, Mgr.)—Edward Garvie, in Mr. Jolly of Joliet, 16-17, delighted two large houses. This farce has never been seen in this city before.

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Mr. Dick P. Sutton has bought Mr. Arthur Marks' interest in The Grand Opera House. Mr. Sutton announces that he will turn the

Grand into a high-class vaudeville house, with a continuous performance. It is proposed by Mr. Sutton to put on a respectable vaudeville show at the Grand...

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TENT SHOWS

CIRCUS · WILD WEST MUSEUM · MENAGERIE

BARNUM & BAILEY IN 1903.

Contributed by Ralph G. Spencer, Assistant Press Agent.

Madison Square Garden has been the scene of many notable gatherings. Audiences consisting of famous people, leaders of fashion, of finance and statesmanship have gathered there in its spacious arena, but no more brilliant assemblage has ever passed through its gates than the crowd which witnessed the initial performance of the Greatest Show on Earth on April 18, 1903. It was a home coming, a triumphant re-entry of the amusement arena, an episode in the history of the circus world. The audience was made up of many people whose names are household words throughout the land. Society leaders of New York City, members of the diplomatic and government service from Washington, famous generals of the amusement profession and a large proportion of the typical New York first-nighters. An audience which tested the capacity of the Garden and whose varied criticisms with their favorable result proved the worth of the performance offered as a result of the five years' absence in foreign lands.

The show was a success, a brilliant, instantaneous and unqualified success. And so, it continued during the six weeks of the New York engagement and the seven months' tour of New England, the Middle West and the Southern States. The business in New York was enormous and when the pilgrimage across the Brooklyn bridge began on the night of April 25, it seemed as though every person in the vicinity of New York must have attended Madison Square Garden during our engagement, so consistently large had been the crowds.

The week in Brooklyn and the one following in Philadelphia were attended by an ever increasing amount of business. In fact, nothing has attested the worth of the Barnum & Bailey Show more than the fact that where we have stayed for any length of time the crowds steadily increased both in numbers and enthusiasm until the end of the engagement.

At Brooklyn we had our first glimpse of the enormous stretch of canvas and the remarkable amount of material which the show carried, requiring a total of ninety-three railroad cars to transport. There were seventeen good sized tents, and with everything counted there was a grand total of twenty-six tents and marquees. The menagerie and big top contained six poles each, the baggage stock stable four, the cook tent, side show and ring stock stable three each, and the dressing top two, making a total of twenty-seven center poles.

After the week in Philadelphia, Washington and Baltimore followed, and then began the series of misfortunes due to incapable men and the spread of false stories in regard to strikes. It was at this time that many persons, friends and otherwise, predicted that it would be impossible for the show with its enormous amount of rolling stock and heavy weight to make one day stands. It took just two weeks for Mr. Bailey to solve the problem, and after leaving Boston the show missed two shows, one at Hartford, Conn., the other at Amsterdam, N. Y., both on account of the fearful condition of the lot, making it almost an impossibility to get the wagons through the soft ground. Many difficult jumps were made, on three occasions the show was put up in three hours, once the good service of the N. C. & St. L. R. R. enabled us to give one more performance than was intended. We gave two shows and a parade in Jackson, Tenn., in place of the one for which we were advertised, making the jump from Nashville in seven hours.

Many pleasant affairs marked the season, among which might be mentioned the Fourth of July banquet at Greenfield, Mass., the dedication of the graves of Doc Coblin and Merritt T. Young at Geneva, N. Y., and Sandusky, O., the entertainment of Governor Heyward of South Carolina, which he reciprocated by a dinner to Messrs. McCaddon, Andrea, Coxy and Arlington, and the closing day of the season.

Harmony was one of the crowning features of the season, and with no exceptions every one regretted the close of a most pleasant summer and fall with the Greatest Show on Earth.

During the season the show played 138 cities in 22 States and Territories. The season consisted of one stand of five weeks and three days, one stand of two weeks, three one week stands, two three day stands, ten two day stands and one hundred and eleven one day stands.

The total number of miles traveled was 9,501. The longest jump was from Louisville, Ky., to Knoxville, Tenn., a distance of 333 miles, and the shortest 4 miles, from Lynn to Salem, Mass.

THE CIRCUS OF EUROPE.

Americans generally and those who are engaged in the show business particularly, who have not visited foreign lands, have but a vague idea of the manner in which tented shows are conducted in Europe. It is generally believed, of course, that our American shows are indefinitely superior to those of other countries, but that supposition is based, not on knowledge but upon patriotic faith in American greatness.

A detailed description of a foreign circus has never as yet been published, and the following which has been supplied to the Christmas edition of The Billboard by a well-known American writer, who for several personal reasons does not care to have his name mentioned, will doubtless prove interesting.

Said this writer: "They have at least a dozen circuses in Europe for every one that is in America. If there is any variance from this statement, it is that they have many more. European shows are like European hotels numerically great, and in size small. I will give you the figures of the greatest of the English shows, known as Lord George Sanger's. I will try to adhere to facts as closely as possible and will give them without any coloring. There is but one tent, a 100 foot round top with one 70 foot middle pole. Two center poles about 30 feet high are used. Two rows of quarter poles are also used. The side poles are 10 feet high. The canvas is painted green and after it has been used some time and rolled in the mud it becomes almost black. The canvas itself excludes the light. The light is admitted in the day time through holes about 20 feet in diameter around each of the center poles. The seating arrangements are very peculiar. There are five tiers of seats arranged next to the side poles, each tier ranging up about 18 inches. A small space is roped off for three shillings (about 75 cents) for reserved seats. These are covered with a blue carpet. A space of like size adjoining is roped off for two shillings or 50 cent seats. These seats are not near the center of the canvas, but are at one end of it.

The remainder of the five tiers which encircle the tent are not carpeted and sell for a shilling or 25 cents each. A passage way at the foot of these tiers about five feet in width is roped off. In front of this passage there are ten more rows of seats (the same as the extra seats used in this country) the first tier resting practically on the ground and the others about ten inches above the ground. These seats sell for six pence. When the seats are all filled the passage way between the five tiers and the ten tiers are filled with people, standing at six pence each.

The most peculiar arrangement to Americans is the entrance. Instead of having ticket wagons at which tickets are sold and then handed in at the door, there is a wagon placed across the entrance. This wagon has three doors on each side. Inside the wagon there is a plank running across between these doors. A narrow flight of steps only wide enough for one person to ascend at a time reaches to each of the doors. The audience climbs these steps and lays its money down on the plank between the doors—a woman standing at each plank to make change. They then descend steps similar to those by which they entered the wagon and enter a roped passage way which conducts them to the style of seats they bought.

At the back of the show there is another entrance. A similar wagon is placed there through which the patrons enter. The menagerie is corralled outside the circus tent, to which two pence or four cents is charged. They have no side show. There are a large number of living wagons, similar to wagons used in this country, standing around on the lot in which officers and performers sleep and travel. Some of them are very large and very expensively gotten up. The horse tent is very small. The horses are never bedded down but are compelled to lie upon the ground no matter how rough, cold or wet.

The people of the show all feed themselves and it is a strange sight to the American showmen to see their English brothers hurrying around among the groceries and meat shops of the town, then going to the lot, to find some comfortable place under a wagon, where they may prepare and consume their frugal meal. The officers and performers of the show of course, fare better in their wagons, where their meals are cooked and their dishes kept.

The performances in nearly all of these shows seem very strange. They are all given, of course, in one ring. They have some splendid acts. They excel especially in acrobatic and aerial work. They have good riders also and give special attention to trained animals of all kinds, especially horses, ponies and dogs. Nearly every act is announced by the ring master, although the audience is supplied with programs which are sold at one penny or two cents each. This program is a sheet of paper about ten inches square and printed on one side and carrying no advertisements of any sort.

Any one reading the announcements made by



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And Tents of all kinds. 80 foot Tops and under carried in stock. Tents rented to state and County Fairs.

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ALL KINDS AND SIZES.

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CANVAS The World Over
And you will find
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TENTS
Nothing too large or too small for our shop. All the Big Shows use the best tents and we make them. Balloons and sporting tents of every description made to order. 2d-hand tents for sale. Write for particulars.
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BURLESQUE.

AUSTRALIANS (Harry Bryant, Mgr.)—Chicago, Ill., Nov. 29-Dec. 5; Milwaukee, Wis., 6-12; Minneapolis, Minn., 13-19.

ROYALS (Peter Clark, Mgr.)—Reading, Pa., Dec. 3-9; New York City, 7-19.

TENT SHOWS IN WINTER QUARTERS.

The following list gives the winter quarters of the various tent shows, circuses and Wild West combinations. In many instances (but not all) the address given is also the permanent address. The list is revised and corrected weekly:

Hulbrand's Wild West.....Philadelphia, Pa.

JEFFERSONVILLE, IND.—Spleth's Theatre.

The Elks of Jeffersonville will hold their Memorial Day services at Spleth's Theatre Dec. 6.

NOTES.

WHEELING, W. VA.—Court Theatre (E. Franzblau, Mgr.) Miss Sadie Martinol, 17.

In the company are Messrs. Bramlette and Sullivan, as the yellow kids. Company is good; fine costumes and a pretty chorus, and it will no doubt draw a crowded house all week.

HOT SPRINGS, ARK.—Grand Opera House.

BEAUMONT, TEX.—Kylie Theatre (E. M. Wiley, Mgr.) company to a crowded house.

MONMOUTH, ILL.—Pattee Opera House.

SHAMORIN, PA.—The theatrical season thus far has been very successful. Manager Oser is greatly pleased over the large attendance at the G. A. R. Opera House, and the patrons of this popular amusement house are certainly appreciating the excellent attractions booked.

WATERLOO, IA.—Brown's New Opera House.

JOHNSTOWN, PA.—Cambrin Theatre (I. G. Fisher, Mgr.) Just Struck Town, 15, to pour audiences.

HATTIESBURG, MISS.—Mattiessburg Auditorium.

MOUNT CARMEL, PA.—G. A. R. Opera House (Jos. B. Gould, Mgr.) The Heart of Maryland, 17; Tracy, the Pandit, 19, to a very poor house.

NEW MERTOWN, O.—City Opera House.

HOLLY SPRINGS, MISS.—G. Le Forest Wood, the impersonator, 20, to fair crowd.

SOUTH BOSTON, VA.—III's Opera House.

CEDARTOWN, GA.—Lycium Theatre. The Middleton Stock Co., 18 to S. R. O. The Whole What When Minstrels, 21, to packed house.

WEEKLY LIST OF BILLPOSTERS.

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Fresno—F. H. Raneroff, Opera House Bldg Memphis—Ward McCawley. TEXAS. Amarillo—J. L. Summers. WISCONSIN. West Superior—C. A. Marshall, West Superior Hotel.

PRINTERS OF POSTERS & HANDBILLS

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American Show Print. Milwaukee, Wis. Bell Show Print. Sikeston, Mo. C. H. Buck & Co., Boston, Mass. Calvert Litho. Co., Detroit, Mich.

Another attempt to associate the show printers is promised for the early spring. The season of 1904 promises to tax the vigilance of the credit man to its utmost.

The Bell Show Print, of Sigonney, Ia., are fully equipped with the latest process, etc., to meet the demand for theatrical posters.

CONVENTIONS Reunions, Conclaves, Assemblies

ALABAMA. BIRMINGHAM, Ala.—F. M. W. of America Dist. Convt. Dec. 14, 1903. BIRMINGHAM, Ala.—State Federation of Labor Convt. April 27, 1904. D. U. W. H. Hans Box 580, Secy.

SAN FRANCISCO, CAL.—R. A. M. Convi', April 19-20, 1904. Wm. A. Davies, 121 Geary St., Gr. Secy. & Recorder. SAN FRANCISCO, CAL.—Gr. Com. R. T. Convt. Apr. 21-23, inclusive, 1904. Wm. A. Davies, Gr. Secy. & Recorder.

BRIDGEPORT, CONN.—M. C. A. Boy's Dept. State Convt. Dec. 12-14, 1903. BRISTOL, CONN.—State Business Men's Assn. Convt. Jan. 1904. A. H. Abben, New Britain, Conn., Secy.

WASHINGTON, D. C.—American Warehousemen's Assn. Convt. Dec. 2-4, 1903. W. C. Held, 32 E. 42nd St., New York City, N. Y., Secy. WASHINGTON, D. C.—National Negro Suffrage Convt. Dec. 14-15, 1903.

WASHINGTON, D. C.—National Ecological Society Conference, Dec. 9-11, 1903. WASHINGTON, D. C.—Nat. Marine Engineers' Beneficial Assn. Convt. Jan. 18, 1904. Geo. A. Grubb, 1318 Wolfram St., Chicago, Ill., Secy.

WASHINGTON, D. C.—Annual Convt. Nat. Board of Trade, Jan. 19, 1904. Wm. R. Tucker, Philadelphia, Pa., Secy. & Treas. WASHINGTON, D. C.—American Society of Naval Engineers, Feb. 26, 1904. WASHINGTON, D. C.—America Anti-Slavery League Convention, Dec. 9-11, 1903. Jas. L. Ewin, 900 F St., N. W., Cor. Secy.

BARTOW, FLA.—State Baptist Assn. Convt. Jan. 1904. Rev. S. G. Mullins, Secy. JACKSONVILLE, FLA.—State Federation of Women's Clubs Convt. Jan. 1904. Mrs. L. Haynes, 335 W. Duval St., Secy. JACKSONVILLE, FLA.—United Confederate Veterans' State Encampment, Dec. 8-10, 1903. JACKSONVILLE, FLA.—F. & A. M. Grand Lodge Convt. Jan. 19-21, 1904. W. W. Webster, Secy.

LAKE CITY, FLA.—State Teachers' Assn. Convt. Dec. 29, 1903-Jan. 1, 1904. Geo. W. Lynch, Gainesville, Fla., Secy. LIVE OAK, FLA.—State Medical Assn. Convt. April 10, 1904. De Witt Webb M. D., St. Augustine, Fla., Pres.; Dr. J. D. Fernandez Jacksonville, Fla., Secy. ORLANDO, FLA.—State Teachers' Assn. Convt. Dec. 29, 1903-Jan. 1, 1904. Geo. W. Lynch, Gainesville, Fla., Secy. PENSACOLA, FLA.—M. E. Church (South) Conf. Dec. 9-15, 1903. ST. AUGUSTINE, FLA.—F. & A. Masons' Most Worshipful Grand Lodge Convt. Jan. 11-18, 1904. GEORGIA. VINYARD, GA.—C. M. E. Church South Georgia Conference, Dec. 1-8, 1903. VINYARD, GA.—Royal Arcanum Grand Council Convt. April 26, 1904. R. F. Lester, Jr., Convt. Secy.

CONVTS. Dec. 8-10, 1903. E. M. Coleman, Louisville, Ky., Secy. CHICAGO, ILL.—Order Columbia Knights Grand Lodge Convt. Jan. 24, 1904. W. F. Lipp, 701 Masonic Temple Secy. DANVILLE, ILL.—Illinois Clay Workers' Assn. Convt. Jan. 1904. G. C. Stoll, 421 Heinsler St., Bucyrus, O., Secy. DECATUR, ILL.—Ill. State Teachers' Union Convt. Dec. 10, 1903. A. H. Cope, 1033 W. Mason St., Secy. ILLINOIS. Annual State Convt. of Retail Merchants Assn. Feb. 21-23, inclusive 1904. PEORIA, ILL.—Second Annual Convt. Illinois State Branch of Hardware International League of America, Feb. 22-24, inclusive, 1904. Robt. Moore, Chicago, Ill., State Pres.; Chas. O. Miller, Aurora, Ill., State Treas.; Frank E. Brady, Kewanee, Ill., State Secy. SPRINGFIELD, ILL.—State Teachers' Assn. Convt. Dec. 29-31, 1903. H. W. Shryock, Carbondale, Ill., Secy. SPRINGFIELD, ILL.—Patrons of Husbandry State Orange Convt. Dec. 8-10, 1903. Geo. R. Tate, Belleville, Ill., Secy.

INDIANA. EVANSVILLE, IND.—State Lincoln League Convt. Feb. 12-13, 1904. Geo. D. Helmum, Rooms 9 and 10, Feudlieb Bldg., Secy.

DELAWARE. WILMINGTON, DEL.—Royal Arch Masons Chapter Convt. Jan. 20, 1904. James H. Price, P. O. Box 84, Gr. Secy. DISTRICT OF COLUMBIA. WASHINGTON, D. C.—American Warehousemen's Assn. Convt. Dec. 2-4, 1903. W. C. Held, 32 E. 42nd St., New York City, N. Y., Secy. WASHINGTON, D. C.—National Negro Suffrage Convt. Dec. 14-15, 1903.

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ILLINOIS. CHICAGO, ILL.—State Retail Implement and Vehicle Dealers' Assn. Convt. Dec. 8-9, 1903. A. W. Slikking, Decatur, Ill., Secy. HAMPAIGN, ILL.—State Horticultural Society Convention, Dec. 14-18, 1903. L. R. Bryant Princeton, Ill., Secy. CHICAGO, ILL.—Fidelity Contractors of U. S. Convt. Dec. 19, 1903. F. M. Craig, Building and Trades Union, Secy. CHICAGO, ILL.—Interstate Telephone Assn.

(Continued on page 45.)

FIFTY YEARS RECOLLECTIONS

OF AN OLD AMUSEMENT MANAGER

ANECDOTES - STORIES WAYBACK-TALES



Along in the fifties and up to the commencement of our Civil War, or to 1860, panoramas were very popular in the United States. They came into vogue in the days when the young people of this land were invited to know that the theatre and stage was a wicked diversion, and all entertainments that they attended must be serious and take some intellectual and instructive form.

The early exhibitors of panoramas headed their advertising bills "A Grand Moral Entertainment," and as they made at once a commodious means of travel and a vehicle of art, they became very popular.

All the old panorama men who catered to the last generation with their exhibitions are fast passing away, and soon they and their shows will be forgotten. Only recently occurred the death of his home, Cambridge, Mass., of Rufus Somerby. He was the only one left, that I can remember, of that long line of panorama exhibitors that were perambulating this country with their exhibitions in the fifties and sixties.

In his earlier manhood he was a handsome and conspicuous figure; later on in his life you might have taken him for a Bishop or a retired General or Statesman of the old blue-dress-coat-and-burns-buttons school.

Some persons of a certain age will remember him kindly as their first "panoramy" man, the master of the painted show, lecturing frequently, with his long stick in his hand, which he used to point out to his audiences the most important objects in the magical picture gallery, called the "Seven Mile Mirror of the World," that he exhibited for so many years to delighted audiences in the leading cities and towns of the United States and Canada.

I first met Rufus Somerby years and years ago out in what was then called the Western Country—Ohio, Michigan, Indiana and Illinois.—when we had but very few railroads and all shows then traveling had to have their own conveyances or take the public stages to get over the country. In those days Somerby was exhibiting a panorama called "The Pilgrim Progress," traveling in his own red wagon throughout the above named states. Wandering over these states in those early days with our panoramas we had to exhibit in all kinds of places, sometimes the dining-room of the various taverns, then an empty store would be turned into an exhibition room. Other times the school or court house would be utilized. A number of times our hall was the village blacksmith shop.

The first panorama exhibition that I traveled with was Bullard's Panorama of New York City.

It was in the early fifties that I went out to New York to go out with it. We had no palace cars in those days to ride in as showmen and theatrical people have today. I left Cleveland, Ohio, and crossed the Lake on a schooner, then took the Erie Canal to Albany, and down the Hudson on a steamboat to New York. Traveling on the Erie Canal on a packet boat was the pleasantest part of the trip. It was drawn by three mule teams, with their driver seated on the rear horse. Some of these passenger packets then running on the Erie Canal were doing a very good business, but the railroad was making great inroads on them and in only a few more years they were tied up along the banks of the canal and stored away in canal basins to rot. This old style of traveling on passenger packet boats had its pleasures and its hardships. One of the latter was when you had to drop down on your hands and knees whenever you heard the man at the rudder call out "low bridge." Down in the cabin you could sit and read with the greatest comfort, gliding along on your route without any noise, except when you would come to a jam of canal boats, then you would hear the words that we have been taught not to use brought forth in the loudest tone of voice possible. It was some years after the railroads got started before you could persuade some of the older people to take the steam cars. They preferred the old and safest way—the packet boat.

I remember when on this trip we were plodding along near and alongside of the track of the old Schenectady and Utica Railroad, a

train came along and a number of passengers were sitting on the deck of our packet boat and were making all kinds of objections to riding on the steam cars. An old lady spoke up and said, "Yes, they will turn everybody that rides on them into consumption. They go so fast and riding against the wind will ruin a person's lungs." I don't think at that time there were any trains making more than fifteen miles an hour.

The packet boats have had their day and gone. The next generation may see the railroads come. The day of steam is nearly over. "Electricity is now King." The locomotive and steam engine are becoming obsolete. It will only be a short time now before we will be travelling on our journey through space in electrical airships.

When I arrived in New York I stopped at the Clinton Hotel, corner Beekman and Nassau streets. It was then conducted by Simeon Leiland and his two brothers, Charles and Warren, who were the clerks. In later years I have stopped with the Leilands at some of their mammoth hotels that they have been keeping, but not at such a reasonable price as I did at the old Clinton Hotel, one dollar a day. At this time General Winfield Scott was in New York stopping at this hotel.

On my first evening in the city I went to the old Bowery Theatre.

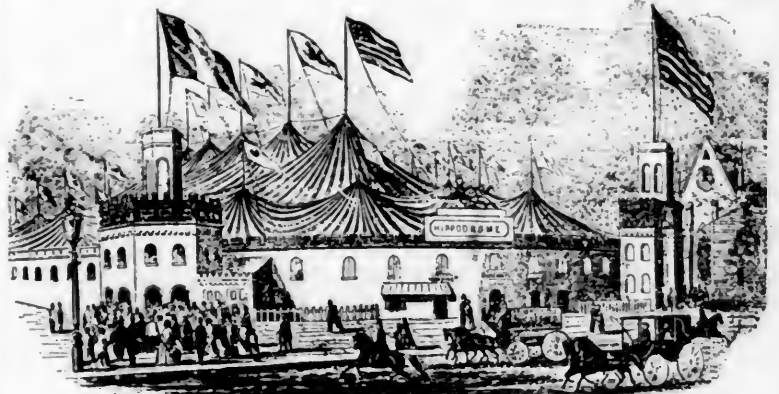
The most of the next day I spent at Barnum's Museum, which was then at the corner of Broadway and Ann streets. Even to stand on the opposite side of the street and look over to Barnum's Museum was worth the price of

the balcony over the entrance playing all day long. Inside of the Museum the Bohemian Troup of Glass Blowers pleased me the most. Also on exhibition were the celebrated Slavese Twins, Chang and Eng, Malzee Automaton Chess Player was also one of the attractions. I had learned how to play chess a little and sat down and tackled the figure for a game, but it beat me, as it did every one else. In after years I learned how it was all done when I had the same Automaton with an exhibition of my own, and every week I would pay off the little French dwarf who an expert chess player and would crawl inside the figure and manipulate it. He was concealed among the dummy machinery which would be wound up only to deceive the public.

At Castle Garden I remember of seeing Lola Montez, a popular favorite of that day, who came out between the acts and introduced songs and dances. Castle Garden still remains one of the best then a concert garden, next a shelter for thousands of immigrants and now

calling the audience's attention to him. No matter if some person had come into prominence since the panorama had been painted, he would point to any figure on the painting and say it was they, and the audience would have to imagine the resemblance.

In 1857 I was in the employ of George K. Goodwin of Boston, Mass. He bought and sold panoramas and also sent them out on the road under other showmen's management. He made a mint of money out of his panoramas, "Milton's Paradise Lost." He sent me out with a panorama exhibition, Dr. Kane's Arctic Expedition. We had with this exhibition a great many curiosities that came from the Arctic Regions. We had a team of Esquimaux dogs and the sleds that they draw, and while we were in the Eastern country we had Hans Christian, a native Esquimaux boy, whom Dr. Kane brought back to this country with him. The first night that we opened in Boston, Dr. Kane came on from New York, and after the evening entertainment Goodwin gave a supper



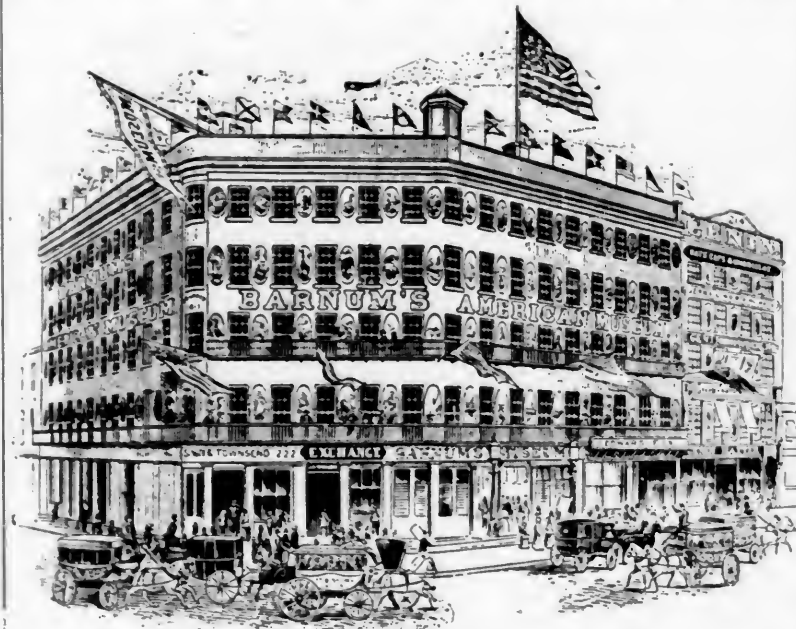
EXTERIOR OF THE HIPPODROME, MADISON SQUARE, 1853.

at the Adams House to Dr. Kane and the press of Boston.

Along that winter we had gotten out west with this panorama and were showing for one week in Springfield, Ill., when an officer of the law came in and put an attachment on our panoramas for some debt. I did not want to pay it, if I could get out of it, and was consulting our landlord when he told me I had better go over and see Lincoln & Herndon, lawyers. So I crossed over through the State House grounds to a red brick block and went upstairs through a narrow hall, and found Lincoln & Herndon's law office and went in. There sat a long, lean, lank fellow, leaning back in a chair with his coat off and legs upon a desk. He looked to me like an old prairie farmer. I told him I was looking for a lawyer. He said, "Well, I hope you haven't killed anybody."

I said "No, but there has been a horse killed and parties want to saddle the pay for it on me and I want to find a lawyer to straighten the thing out." He said once more "I am kind of a lawyer," took my papers and looked at them. It seemed that one of Goodwin's panoramas had been in Springfield the year before and the manager had engaged a horse and wagon to do some street advertising. The horse ran away, broke his leg and had to be killed. Goodwin's manager left town without making any settlement. While he was looking at my papers a man came into the office and said, "Good morning, Mr. Lincoln." He then took the newspaper, the Springfield Republican, that he had been reading when I came in, folded it up, thrust it into a pigeon hole in his desk and said: "Well, this man may have the best of you, but he has put a big price for a horse, especially a dead one." He then looked out of the window in a kind of a dreamy way for a while and then said: "It was about twenty years ago that I rode into this place with all my belongings on a horse that I borrowed of this man's father who now makes a claim against you. I came here to see if I could make a living at law. Now, we will go down to this man's livery stable and see what we can do." He put on his coat, took down from the top of his desk an old slouch hat—I had seen older ones but not much. We went down and saw the man at the livery stable, and it only took Lincoln a few minutes to settle the whole matter satisfactory to both of us. On our way back to his office I paid him for his services, and gave him some complimentary tickets to our entertainments, and that evening he attended it, accompanied by one of his sons.

In a short time the occurrence was practically forgotten, but it returned vividly when I began to read of Abraham Lincoln daily.



BARNUM'S MUSEUM.

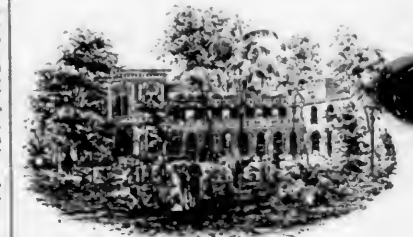
Situated for many years at the corner of Ann and Broadway. Variety and elvish performances were given here. The place reached the height of its prosperity during the Civil War.

the admission. He had big paintings of all known wild animals and curiosities from all parts of the world tacked up between each window, and the whole building was covered with flags of all nations. A brass band was out on

I have never seen. They were all natural born pantomimists. What took my fancy at that time was when Garibaldi Ravel, the father of all the Ravels, was crushed as flat as a pancake by a thing looking like a big grindstone that three or four men rolled out on the stage. It accidentally tipped over and Garibaldi was caught under it. When the huge grindstone was lifted up with the help of more men who were called in, Garibaldi looked like a great cut-out paper man. A lounge was procured and the paper man was laid on it. Then one of the Ravels rushed out, procured a pair of bellows and commenced to blow it up. The figure gradually assumed its normal shape. Instantly Garibaldi jumped from the lounge a man newly made over and made his customary bow to the audiences.

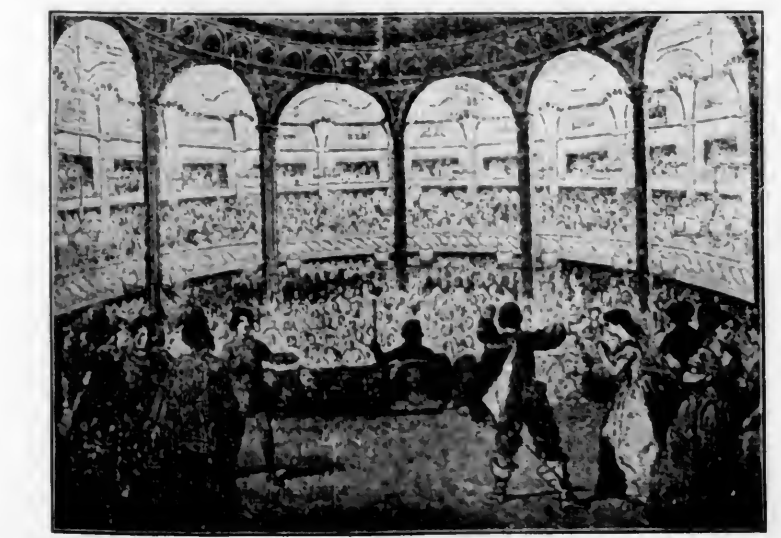
Where now stands the Fifth Avenue Hotel, I went to see Fraconi's mammoth hippodrome, which had just been brought to this country from Paris by Seth B. Howes.

Bullard's Panorama of New York City that I went out with gave a very faithful representation of the great city as it was in those days. If you were going to give a representation of New York City of today you would have to add a great many yards of canvas to the old panorama. As it was, we took the audience up and down Broadway, down among the shipping through the Five Points and The Bowery. As the panorama would move along, the lecturer would point out with his long lecturing stick the principal buildings. He never failed to notify the audience when they came to A. T. Stewart's marble front store, which was in those days way down Broadway near the City Hall. This would please the ladies who were in the audience, for what lady in those days did not have the ambition that when, if she ever did go to New York, she would pay a visit to the mammoth store. He would also point out the prominent men and well-known people of that day. He would never let Horace Greeley with his white hat jogging along on his way to the Tribune office, get by without



NIBLO'S GARDEN IN THE FIFTIES

The early '60's was the palmy days for panoramas of our Civil War. There never was on land and sea such color as stared from those canvases; the soaring battle smoke, flags in processions, artillery rushing by, and so painted that the audiences imagined they heard the clatter, officers waving their swords,—the only function of officers in battle pieces—flares, snorts, mines exploding, battered forts, the Merrimack, a fabulous marine monster, and the Monitor, smaller than life; Generals, all painted with long black hair and black whiskers, and their uniforms wondrously spick and shiny; an unusual amount of bayonet charging and hand-to-hand encounters; altogether an endless river of fire and blood. These old panoramas had breathless interest for every spectator, for most all the audience had some friends at the front and the subject was painfully interesting to them.



INTERIOR OF CASTLE GARDEN IN 1850.

invaluable ring atack, and I return it to you safe and sound. I am a robber, but I don't prey on women, much less on a widow. Woman-like the Madame wanted to say something nice and managed to remark: "Indeed, I am very kind of you," seems rather absurd, don't it? But she added: "You are a gentleman, sir." The outlaw smiled and answered back, "Hardly a gentleman, only a discerning horse thief."

THE SPOOK OF GHOST GULCH.

Darwin Ballou was an allround advance man in the circus line, and as necessitated by a small show always playing on the border and at the extreme of civilization he combined the duties of router, writer and advertiser. Calvin, his manager, was a good judge of time and territory in a general way, and Ballou was equal to all the details in physique and force. It required a good deal of energy and endurance and a quantity and quality of nerve to travel in the rough-and-tumble regions visited by Calvin, the circus exploiter and explorer. But no man was better fitted by experience and judgment than the man who had pioneered shows from his earliest manhood, as the country grew from the Father of Waters toward the setting sun. There was nothing loud or pronounced about Ballou, either in manner or dress, reserved and unobtrusive he went about his business without attracting the attention, marking the new-comer or the arrival of a despised tenderfoot. Probably for this reason no pistol shots were fired through his car, nor did he dance at the crack of a Colt for the edification of border bully and the amusement of hangers on at a grocery. Calvin was not alone in considering Darwin Ballou a valuable man, Eastern managers of large shows aware of his industry and capability, had to value offered inducements to him to lend his services in the regions of higher civilization, but the versatile advance had a very modest estimate of his own powers. A single response to one manager explains:

"I don't believe that I would cut much in the land of Columbia, Yale and Harvard. My writing is executed with shears, paste and scissors, and if I can't originate, I can't edit. Whether New York, Boston or Philadelphia are good places to show, I only know by hearsay, but can speak by the book of Red Dog, Blazes and Buster. Ambition is commendable, but I can't bring myself to take the step and occupy the pinnacle upon which you would place me. If I toppled off, I would be jarred so severely that I believe I would be past all recovery, and ashamed to resume my labors for the entertainment of Indians and cowboys."

Justly, Ballou was wont to remark that the new towns, camps and settlements were built up expressly for Calvin, who only went into winter quarters to give the wild and woolly Westeners time to move and colonize. The manager left much to the judgment of Ballou in the selection of places for exhibition, communicating in a general way the outlines of the route, giving the advance the discretion of skipping or adding as he saw fit. Frequently during the season, a new town would designate one place to build up a new center, and for all the latest born burghs of the season, Ballou was ever a first timer.

One morning the advance man received a letter from his manager containing suggestions as to the course to be taken for about a dozen stands with the addition, "The rest I leave to you, but at any rate head for Ghost Gulch, and there see if you can find anything without doubling the track. I take it that there is big money at Ghost Gulch, and it will pay there even if we have to lose a day in getting out. Perhaps you might make it a Sunday driver? I see that the newspapers are full of the doings of Taylor, the outlaw, and that a reward of \$5,000 has been offered for him, dead or alive—corpses probably preferred. If you come across the collector of forced loans, negotiate with him for a sudden demise, so that you may be rewarded with the resulting revenue."

Within a week after the receipt of the manager's Jesse upstage, alluding to Taylor, the outlaw Ballou read in a copy of the Rocky Mountain Banger a highly sensational account of the "Degrade death of Taylor, the Outlaw." The head lines were the largest it could afford, and the details were strenuous, shocking and sensational. Curiously, Taylor had been pursued by a posse, while he endeavored to secure safety in the camp of Ghost Gulch. Instead of fleeing to the woods as might have been expected, Taylor had made a fierce resistance and did not surrender until half of his face was blown off by the sheriff's deputy. At \$5,000 was at stake, the dead and mutilated robber was brought into Ghost Gulch, and by many witnesses was proven to be the terror of numerous holdups and held single-handed robberies. As the evidence was so convincing and direct and unmistakable, the rich reward was speedily forthcoming with the big end of the

bullion going to the sheriff's deputy. The event, in addition to the news account of the tragic ending of "Terrible Taylor with his boots on," also received editorial attention in double leads in the Ranger.

The Ranger congratulates its constituency on the timely taking off of Taylor, the outlaw. His departure created considerable expense, but still no one will begrudge the price. Perhaps the bar and the bench would have preferred that he had expiated his numerous crimes on the gallows, or lived a miserable life-existence in durance vile. Judge Lynch would have thought justice better satisfied with Taylor swinging to a tree, but it is well as it is, Ghost

Gulch drew up he was ready to depart. There was no other passenger, and the new driver suggested:

"You will get a better view of the wrath, if you take a seat with me on the box."

The circus agent accepted the invitation and climbed up. Ballou found that the whip was an entertaining fellow, and as they moved along, by their conversation one would not have imagined that they were travelling in a region haunted by the apok of a notorious outlaw, so lately done to death. The driver was well armed, ready at hand was a short double-barrelled gun calculated to make horrible execution at short range, besides, he carried a heavy

the chief of the Wells-Fargo detectives, and with his last breath he boasted:

"It was a good fake coloring that reward with a stiff legged out in my duds."

"I was on to it," said the detective, placing his soft hat under the dying man's head, "as soon as I heard of the appearance of the spook of Ghost Gulch." Then he asked: "And the deputy sheriff who snared in the spoils?"

"Gone East to visit his relatives. The explanation was followed with a chuckle. The two watchers were silent. After a while the outlaw spoke again: "It was a good card I was playing, but it took you to do me." The detective made no comment until suddenly the thought occurred to him:

"Who was the man mistakingly recognized as yourself?"

The last words of Taylor, the outlaw, were: "The substitute was a human bloodhound like yourself." A smile spread over the ghastly face of the highwayman and a chuckle of satanic triumph arose to his lips as he made a vain endeavor to speak.

The greatly excited detective dropped suddenly to his knees and supporting the head of the expiring outlaw, implored:

"Was your victim my brother of the Wells, Fargo secret force?"

No words issued from the wilted lips, the eyes answered with a fiendish expression of triumph, and with a mocking laugh, a gasp and a gurgle, the Spook of Ghost Gulch dropped back flump in the arms of the avenger.

Mr. O'Neil's flush was greeted with tumultuous endorsement just as the clock struck twelve and Landford Hutton arose, wine glass in hand, and wished entertainers and guests "A Merry Christmas."

After the compliments of the season had been exchanged the host rendered his decision, turning to the contestants he remarked:

"Gentlemen, it is a dream. All three of you remain my guests, free of charge."

Thereupon the scholarly Fred Lawrence quoted from Shakespeare:

"Heaven is above all yet; there sits a Judge That no King can corrupt!"

LANGUID LARRABEE'S YULETIDE REFLECTIONS.

Say, dis fence on Earth, Good Will to Men, dat cums jes' wurst year per year, Looks straight enuff a-hangin' on sun church's freskered wall, But it wa'n't sed ter folks like me, fer it's de proper steer. To give a dunt de frost-rippet stare wot's lost his pile in Wall.

Say! dey wuz a time I nste to slosh around, a-Crismass Eve, A-hugin' home in horses an' wax dolls an' shik-like truck. But dat don't burn no time jes' now, an' so, by yer kind leave, We'll whistle fer de brakes an' change de subjeck jes' fer luck.

It 'pears to me, on de deceased, dat it's a lot o' rot— Dis wastin' stuff a-Crismass a-buyn' t'ings dat folks Hez got no sort o' use fer, an' I'll tell you jes' wot's wot. If I get any dindings I'll return 'em to de hokes!

I had a mother wurst an' dad an' 'bout dis time o' year Us boys an' girls 'nd be jes' simply slingin' paper o' twine, A-singin' parols right an' left—an', say! dis hummysper. D'n't have no happper fam'ly 'nt, dere! I'm switched on de wrong line.

Agon! a parner, if you had a dime hid in yer cloths. It 'ud pay for wherewithal to clear dis husk like from me t'roat, An' de odor dat 'nd that therofrom 'ud diskount de tea-rose. Dat I nste to sport, sum years ago, on de lapel of me coat.

Thankee! Now I'll jog erlong, I mus' catch de English mails. An' ans'er George an' tell him dat I can't ght dere dis year, An' ef de kids gets rictious jes' to leave sum prints o' wales— An' now here comes de copper—Merry Cris-mass, Hap' New Year!

QUITE APPROPRIATE.

Young Wife—I hardly know what to get George for a wedding present. Do you think he would appreciate a solitary diamond? Her Brother (who knows him)—He undoubtedly would—if he happened to hold the other three aces.



LITTLE IRA MILLETTE (Age 4 years).

He was born in Peoria, Ill., and has traveled with shows all his life. He has been with M. L. Clark's Show and with the Harris Nickel Plate Shows for the last two seasons. He is

the smallest rider in the world and as a clown he holds the attention of the audience from start to finish.

Gulch breathes the easier for man's going, and it is to be hoped that this vicinity will no longer be the scene of the operations of a similar desperado."

Vain hope, in less than a week after the above publication, the Ranger graphically recorded the hold-up of the Wells-Fargo stage or the "Ghost of Tom Taylor." Man or ghost, the pilage was a sure thing, and the spook operated just as successfully as the outlaw ever did in the flesh. The driver and the passenger of the despoiled stage came into Ghost Gulch with their hair on end, and most thoroughly frightened and most thoroughly convinced that they had seen a ghost, a spirit or spook. With protruding eyes and bated breath they described the death-white face of the robber from the similes, and neither argument, reason or ridicule could convince them to the contrary. A few nights after the ghost of Tom Taylor held up a belated traveler, and again and again did the spirit of the departed force contribution at the point of the pistol of all this thrilling complot, Darwin Ballou heard on his arrival at Dogville—the next camp being Ghost Gulch, reaching Dogville the circus advance had determined to leave his horse at that place for rest and stage it in and out of Ghost Gulch, but the landlord informed:

"The Wells-Fargo won't run, the driver had a holdup with Taylor's spook, and he has sneaked, saying he could face flesh and blood, but had no stomach for ghosts."

Here a quiet man who had just previously registered, remarked: "The Wells-Fargo stage will leave on time as usual, stranger, ghost or no ghost."

Darwin Ballou returned calmly: "Then count me in, speak or no speak."

The landlord was speechless. Ballou went about his business and when the stage for Ghost

Colt's revolver, of the largest calibre. As night came on, the Wells-Fargo man inquired:

"Are you armed?"

"Keep it handy," said the driver, "and back away when I do."

"You expect to meet—" began Ballou.

"The Ghost," added he of Wells-Fargo glancing at the compass advance with the commendation, "You are a good one."

Ghost Gulch was almost reached, and to the disappointment of the driver the two on the box had met with no adventure. The whip remarked:

"There is no game out tonight."

The Ghost slumbers in the grave," returned Ballou, without a tremor.

They had hardly concluded these passing words when there was a sound and a movement in their advance. The driver checked the horses a bit, placed his hand on the shortened shotgun and whispered:

"Wist! ready with cocked pistols."

Out in front of the stage rode a ghastly and ghostly horseman all in white as to garments, and one side of his face death white and the other blood red. The spook was more reckless than the earthly robber, and moved down upon the stage with the general command:

"Halt! get down off the box and deliver the goods."

"Fire," whispered the driver, sulking the action to the word, aiming with certainty. Ballou responded with rapid readiness. Both men on the box shot to kill, and the ghost tumbled off the horse with a cry most human and unghostly.

The highwayman was not yet dead when the two men from the stage reached him. The outlaw was passed all surgery, but in his last moments he recognized in the driver of the coach



"IN FLORIDA SANDS." SIXTEEN-HORSE TEAM, HARRIS NICKEL PLATE SHOWS.

The Black Patch

Dealing with the Strange Superstitions of a Circus Manager

Written expressly for "The Christmas Billboard" by Bob Watt

Frank Spillman was one of the jolliest circus managers on the road for a number of years. He never let any bad luck discourage him but kept a stiff upper lip in times of adversity and by hard work pulled out of many a hole. He was entirely free of superstition and did not believe in bad luck or good luck, but figured it out that if a man put his shoulder to the wheel he could find some way out of every difficulty. He was always cheery and good natured, a man that it was a pleasure to work for because he appreciated hard work on the part of any of his men and did not growl and say a man could have done more when he had done his level best. He paid good wages and had good accommodations for his men. His cook-house, while not elaborate, was always beautifully supplied with good wholesome food. He would rather see the cook-tent go up than the big top, that is he preferred to see the smaller canvas up first for he felt that his men would work the harder if they knew that a good meal was being prepared for them. Instead of trying to save money by cutting down the meals he would frequently on rainy nights give the workmen a midnight lunch so that they would be better prepared for the hard work before them. It was little things like these that made every one that worked for him love him and his show was generally called the "lucky show," for people that joined out with it felt that they were in luck getting such a good position. Frank had made quite a lot of money by hard work and by keeping faith with the public and was in fact as one performer put it, "on the steady side of Easy street."

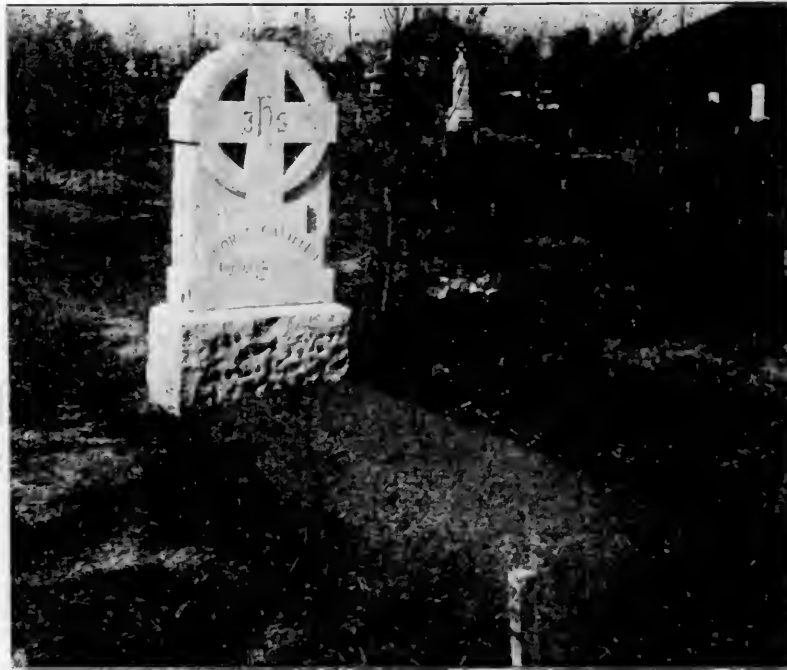
One season when he started out he engaged a new treasurer, a young man, Charles Fleck by name. Fleck was a bright fellow, honest as the sun, and with business sense. There was only one bad streak in him. He was very superstitious. He believed in signs and omens and had a list, a mile long, of things that shouldn't be done or should be done in order to woo the fickle Goddess of Fortune. Performers and attaches of the show soon commenced to find out about this peculiarity of Fleck, but as it did not concern them they said nothing about it.

As treasurer he was a success. He was affable and polite to all people who wanted to buy tickets, he had a nice easy way of turning down people who were trying to shake down the show, and he could do more with police officials than any man I ever met. It was not altogether what he said to people that gave him such power but the way he said it. Spillman was quick to notice what a good find he had in Fleck and commenced to consult him more and more on business connected with the show. I must say that he did grasp ticklish affairs quicker than any other man I ever met and could think a way out of a difficulty while another man was getting the details of the trouble. If there was trouble in a railroad yard, if we struck a foreman of a section that would refuse to haul us till he got paid and ready a few words from Fleck would fix the matter up and we would be on our way rejoicing.

We were all glad to see the Governor, as we all affectionately called Spillman, take such a man into his confidence for we felt that it would mean a prolongation of the season and sure success. Suddenly we noticed the Governor was imbibing all of the superstitions notions of the treasurer. Once converted to this belief he became a firm believer in it, and in fact went to extremes. The simplest things that men did were called unlucky and some one would get the blame for bringing a hoodoo on the show every time we had rain, a flight house or a delay on the railroad.

If the door-tender should accidentally let a pass into the tent before a paid ticket he got such a jacking that he would not get over it for a week. If a lump-headed man went to the ticket wagon to purchase a ticket he was

hustled away by the proprietor of the show, and before he could understand what was going on would be ushered through the main door without paying a cent. If Spillman got a chance to rub his hand while he was going in he would be the happiest man in the world for a week. If a performer raised an umbrella in the dressing room he had to pay a fine. They had to wait until they got beyond the confines of the tent before they could hoist it, and as this meant a drenching frequently it made them sore. None was allowed to have a rubber coat or boots in the dressing room. They could keep them on the cars but not on the show lot. Spillman claimed that the mere presence of these articles underneath the canvas meant that a downpour of rain would surely come and spoil business. The result of this order was that when a heavy rain came up during a performance the performers had to slop through mud and slush without any protection till they reached the cars, where of course they didn't need them. These little arbitrary rules made us all sore, especially as we knew that the new treasurer was responsible for them, but as they



GEORGE CASTELLO'S GRAVE

The accompanying is from a photograph of George Castello's grave in Mt. Carmel cemetery, Chicago. George Castello, an old circus agent, died at the Cook County Hospital, Feb. 3, last. His family connection being unknown, "The

Billboard" raised the funds for the monument, shown above, by a subscription to which circus people contributed liberally. Mr. Ralph Peckham looked after the purchase, erection, sodding, etc.

away that if this order was carried into effect that the show would have trouble. All of us cursed Fleck for springing these new rules, but we felt that Spillman would not let this new rule apply to one of his most valued employees. These two men were One-Eyed Connelly, the chandlerer man with the show, and Jake Wells, the boss canvasser. Connelly was minus his right eye but he was the best chandlerer man I ever saw in my life. He could get his lights up quicker and in better trim than any two men. The tents were always well lighted, there never was a call for a torch that he was not on hand with the right kind in a minute, and I am sure he saved enough money in gasoline to pay his salary twice over. He had been with Spillman for a dozen years. Jake Wells was an ideal boss canvasser. The men that worked under him knew that they were not expected to be driven like a chain gang but they also knew that when he said a thing he meant it and they jumped in quickly to obey his bidding. If the men got in a tight place he would jump in and help them instead of standing around and ordering them to do certain things. Our show was always packed up in quicker time than any show of its size in the country. Jake also was the best judge of weather I ever struck. He could sense a big wind quicker than a weather prophet and the result was that our canvas was always prepared to withstand a sudden gust so that we seldom had a slowdown. Every one with the show knew that Jake had a deformed hand, there being only one finger and thumb on it, and we wondered if the new rule would affect him, especially as we knew that he had been with Spillman since that party started in the business.

The next day after the notice had been posted we saw both Connelly and Wells go to the ticket wagon and sign the receipt book. We knew what that meant, that they were going to leave us. The old man was standing at the wagon and when they had put out their hands to say good-bye those of us who were standing near thought sure that he would weaken and not let his foolish superstitious ideas make him lose two such valuable employees. Just then Charlie Fleck came out of the wagon, and us soon as



ELLA BRADNA.

The accompanying picture is a good likeness of Miss Ella Bradna, Champion Lady Bareback Rider of the world, with Barnum and Bailey for the past three years. Miss Bradna has played before the crowned heads of England and other countries. She is very fascinating as well as a clever performer.

of wind. It had been gathering for a half an hour and some one had called the attention of the boss canvasser to it, but he said that it would not amount to anything. He made no preparations to ward off the attack and when it did hit us there was one big scramble for pieces of safety. The boss canvasser was the worst rattled of the lot. He ran like a kid when he saw the quarter poles go flying through the air. The wind died down as quickly as it came up and when he went to look at the damage that had been done we found that the big top was almost in ribbons. The middle piece was a wreck, looking more like a lot of rags than a piece of canvas. As it started to rain the Governor gave orders that the night show would be on out and that we make the run to the next town, so that we could make repairs and get ready for the exhibition in that place. The boss canvasser seemed relieved and soon the men were at work packing up the torn canvas. We reached the next town early and when the canvas was spread out on the lot we saw that the damage was very great. All of the old canvas with the show would not be sufficient



ALBERT POWELL, JR.

The above photo is a good likeness of Albert Powell, Jr., born Sept. 6, 1897, with M. L. Clark's Big Wagon Show at Reives, Tenn., and at the age of two and a half years he appeared before an audience in his wonderful contortion and acrobatic feats, with his father, Albert Powell, Sr., with M. L. Clark's show. Mr. Powell is also very clever in this act, which is of the same nature as his son's. The picture was taken last winter and looks much larger than the chap really is.



THE MILLETES.
A pair of clever aerialists with the Harris Nickel Plate Shows.

did not annoy us very much we could not make a kick.

After a time the superstition broke out in a new direction. Fleck told Spillman that as his name had thirteen letters in it, that it was a Jonah and a hoodoo, and everything else that was bad, and that he would have to stop using the name. Spillman fell to this quickly and the result was that all of the printing was cross-lined and we were billed as The Spillman Show instead of the old name Frank Spillman. Naturally this hurt our business some as people had been used to looking for the name Frank Spillman, and when they only saw the name Spillman they thought it was some new man breaking into the business afraid to use the whole name and only trying to steal the thunder of the Frank Spillman, who was such a warm favorite in the town. Although nearly everyone with the show knew that this was hurting our business both Fleck and Spillman seemed to be satisfied and content. They at least felt that the change had been beneficial instead of hurtful.

The show was not making much money at the time I am speaking of for we were in a bad belt of the country, where crops had been failures and in addition to this we were remorselessly pursued by rain. We got a shower every day and a downpour at night. We had a wet pack-up every night and the men were all tired out with the extra work. Instead of sympathizing with them as he had formerly done Spillman kept thinking out things that were the possible cause of the sudden change from good business to bad. Every day we would see new rules posted in the dressing room telling us what to do or what not to do. It got so bad that a man was afraid to get out of his bunk in the morning until he pulled himself together and thought whether it was proper to put the right or left foot out first.

The bad weather and bad business continued and we looked for a break out in new direction some day and we were not disappointed. When the new order came, however, we were all sauntered. It stated that any man not perfectly whole in all his members should be compelled to leave the show at once. We knew right

soon as Spillman saw him he straightened up and said, "boys I'm sorry to lose you for you have both been faithful fellows, but this show is under a spell and I think that your crippled condition accounts for it, so I am compelled to let you out."

Neither of the men said a word, but after shaking the Governor by the hand came over to the dressing room to bid us good-bye. When they told us that they had been let out for being deficient in certain parts of the body we were all indignant and some of the men were in favor of going on a strike. Jake Wells, however, would not listen to this, but said, "never mind, boys, it will all come out right. The show is under a hoodoo, as the old man says, but the hoodoo is that guy in the ticket wagon who has pumped him full of fool talk until he don't know what he is doing. He will find out that he needs good men soon and then he will send for us, but as for me I'll never join out with this trick again until he gets a new man to look after the coin and that fellow must be one that don't wake up in the morning looking for bad luck and not go to bed satisfied until he has found some."

Both the men left town that afternoon and we were mighty sorry to see them go. We got a new boss canvasser that night and while he did his best he could the show was twice as long in getting off the lot as was customary and the next day we found out that he had hopelessly mixed up the pieces so that it took until after the parade was over before the kid show was up. We lost a big crowd over that but the Governor made no kick, although I saw him viciously chewing his end of tobacco and I knew he was thinking mighty hard.

The new chandlerer man was not quite as bad but he was far from being as quick as One-Eyed Connelly. The big top was lighted good enough, but he only gave us a small chandlerer for the dressing room and every one spoiled their make-up that night.

The INNER LIFE of BOOTH

His Letters Make Pathetic Revelation

Why Hamlet was Booth's Finest Impersonation

In the written drama there is no mystery greater than the mystery of the heart of Hamlet. Here we have the greatest Hamlet of modern times laying bare to us the unsuspected depths and darkest struggles of his soul—the soul of Edwin Booth. He is 10 years in his grave, and he was 60 when he died; his honors have been reaped and winnowed, and the clear golden grains of his fame as a tragic actor and as a noble man remain. Not, however, with the Booth of his later mellowed and heavily laureled years have we to do, but with the fiery, magnetic, impulsive and as yet not fully self-disciplined Booth of 40 years ago—Booth as he was in 1863—Booth in the vigor of his fresh manhood, in his thirtieth year, successful as an actor, the direct inheritor of his great father's fame.

A crushing blow had fallen upon him, not comparable in its message of woe perhaps with the dread disaster that came two years later, when Abraham Lincoln fell under the pistol of his brother, John Wilkes Booth; but how it reached down to the very depths of the nature of this young Hamlet will be seen, Mary Devlin, the devoted, charming wife of scant three years, lay dead in Dorchester, Mass., with Edwin, a year and a half old, was with her. Edwin's wooing of the lovely Mary, who had been an actress, was an ally; her death took on the notes of tragedy:

"O dear Ophelia, I am ill at these numbers; I have not art to reckon my groans, but that I love thee best, O most best, believe it, Adieu!"

This heart cry seems to run through all that follows, although no suspicion of a histrionic side to his grief and his more bitter self-reproach is apparent. He quotes but rarely; he is and suffers. "I love thee best, O most best, believe it."

Only after 40 years shall the world know the tragedy of that love as revealed in a mass of letters, now archived in the Authors' Club and given to the club by the late Richard Henry Stoddard shortly before his death.

Of all the rare things belonging to the Stoddard collection, none are so reverently guarded as these time-worn letters. The letters were written daily and often by Booth to Richard Henry or Elizabeth Stoddard, hitherto unpublished because of their most personal and intimate character, the material is now loaned to literature by the death of the last member of that honorable three. The letters may no longer be regarded as sacred to the correspondents, but as a rich legacy to a public which gave to all three a beautiful devotion and an unfeigned admiration.

The collection includes but a single letter of Stoddard's, and that was written under the most painful circumstances, but there are years of letters from Booth to the Stoddards, and many from Mary Devlin, written the year before her death, and her letters, disclosing of naughty "Edwin," throw marvelous side lights upon a character dazzlingly illuminated by his own hand.

The first of the letters was written the week after Mary Devlin's death. Compared with those that follow the letter is temperate and reserved in tone. His agony is betrayed, but not as it is later. In that first letter he speaks of the immediate circumstances of her death. Certain "old—old good-natured friends" had carried certain disturbing stories to her, which, in her enfeebled condition, Booth believed had killed her. Booth's bitterness is painful enough without inquiring too closely into its cause.

He at first discusses, calmly, the most trivial matters, his wardrobe, etc., but finally all his self-repression gives place to an abandon of grief. He tells of handling her "things," of putting them away, of the value to him of the least of the articles that she has touched; of the finding of their marriage certificate to which he had tied the key of her coffin. He joins to paper all the morbid horror of his mind.

"My child should have a salary to me, but she, alas! was my child, my baby wife, and no other can fill her place! Had she been less childlike in her manners, you see I had raised

her almost from a baby and she had grown to regard me as a father long before we married—had she been more sedate and matronly, doubtless the baby would more engross all my thoughts . . . but now I feel as though my child was dead and Edwin's sweetness makes me sad rather than cheerful."

And then he adds, with a simplicity that is plaintive rather than grotesque: "We had fish for dinner; the Tompkinsons are gone—we are alone." Then with a startling transition: "What do they put people in the ground for? They don't know. My father planted a penny once, expecting to find a guinea in the spring—but it wouldn't wash; would to God, Dick, that you and I could cultivate coffins—eh?"

Now in the wild discords of the man's soul began to sound that weird note of superstition which presently dominated all that he thought or wrote or did. In March, 1863, he wrote:

"My Dear Dick: Your good long letter came yesterday. You only acknowledge the second of my letters. Did not the first reach you? I go to town today for the first time, to unpack my French wardrobe; I wonder if Mol-

Sing His Praises

On this glad day above all others in the year.
 One entire glorious nation join in glad, good cheer.
 And at the same time not a soul in all the ranks
 Should fail to offer up to Him a prayer of thanks
 For all the blessings He has showered upon
 The rich and poor alike; therefore let every one
 On this grand day in joyous chorus sing
 His praises, asking that the future bring
 To all His children in each walk of life,
 A rosy path of sunshine, all devoid of strife.

J. M. J. KANE.

lie (the pet name of his wife) will be present when I do it, and whether she will like the dresses I bought merely to please her?

"— says Mrs. W.— is in town; I expect her out here this morning if that's the case. Why is it, I wonder, that neither they (the girls who pretended to be so full of Mollie) or I— have given me a line? No matter, we will all just go and be forgotten; don't speak to them about it. I'd not have anything in the way of mock sympathy forced from any one. I speak more in relation to the girls than I—"

By the bye, you spoke of a piece he had written for one of the papers; you did not send me that. Why not? I wish to gather and preserve all that relates to her. How do we know, Dick, that that thrill of electricity (for I can think of nothing more) had anything to do with the departed? Was it not rather owing to the highly nervous condition which want of rest and the terrible nervous shock had produced? No, I do not think that Mary has yet, or ever will to me, make herself manifest. I don't think I'm worthy of it. I think she has abandoned me forever. I must see Elizabeth's poem on Mollie. Won't you write something for her, too? I'm very dull and spiritless today and must give you only a few hasty lines in acknowledgment of the consolation you sent me yesterday. Only think of being invited out to meet company at dinner at this time! Are there not people in this world whose souls are formed of mud as well as their bodies? I think so. I have declined an invitation to meet the W—s and others at dinner tomorrow (loafish, isn't it? I have upset Thompson's work on Hamlet, haven't I? A letter from M— yesterday says J— is very kindly disposed toward me; that he says he owes me \$400, but won't pay it till he and I have a talk over matters, etc., etc. Do you not think that I might break the contract obtained when I was not in my proper senses and let him bring suit against me?

You understand how the matter stands; think it over and give me your ideas in reference to it. I think I can do it with impunity. Somebody has called Mrs. W. probably—yes, "his she," and I must leave you for a while. Goodbye, Dick! Mrs. W. is upstairs with baby and will soon be down, so I must close to entertain her. She tells me Wilson is expected to sit up and "tea" this evening. I hope I'll keep up. Love to him and 'Lisbeth. Adieu! I'll write more at length, perhaps tonight. S— has not written. Strange people in this world, are there not? My things had better be with me. They should be hung up during the summer."



GEORGE LEO WILKINS.

The name of Geo. Leo Wilkins stands for all that is clean and good in the musical life. For more than fifteen years he has been before the American public as a leading musician and has originated many musical novelties, and no one has ever copied him successfully. Mr. Wilkins is a soloist and is a graduate from three of the best musical schools in New York and Berlin. For three seasons he was leader of the band and orchestra with Cleveland's Minstrels, and two seasons as a soloist with a well-known concert company. For the past ten years Mr. Wilkins has been leader of the Avenue Theatre Orchestra, and has made many friends during his stay in this city. During next summer season Mr. Wilkins will put out his own concert band, known as Wilkins' Military Band, playing all the large cities on the circuit.

of the trouble it would put you to unnecessarily. The blow was struck. I fell beneath it and none but time can lift me up. Thus I felt it would be useless, although I longed for some one, you or something more than flesh or bones, to drag you on here while you had a sick brother to nurse, to offer me in words what I knew was in your heart; I felt after Dick had left me that I had done wrong in allowing him to neglect his business. I did not think of it at the time, for my selfishness blinded me to all but my own suffering. I knew he would have sacrificed business and everything to have given me relief, but it was wrong in me to keep or wish him to stay, and it would have been as bad had I allowed you to leave Wilson and your quiet comforts for this dull peace of sorrow. I beg you will understand my feeling properly and not conclude too hastily from what I wrote hurriedly and in despair that I desired no comfort at your hands. I am glad Wilson will soon be here. He must be getting on splendidly. I wrote Dick yesterday. Tell him I fear after all my work is gone. I cannot find her. She drinks.

"Yes, I did like the verses you wrote on Mary. I told Dick or Wilson at the time what I thought of them. I have shown them to many, and all like them. These last are exquisite, to only the word 'alone' in the last line seems not so well, but, of course, I understand why it is used in contradistinction to the 'mutual' of the first scene in our little drama. Only it seems not right to say she is in heaven alone, where hosts of angels welcomed her approach. It is true, and you have got the spirit of our lives. While reading it I recalled the far past before I saw the angel, and I remembered how she wept when I laid my blackened heart bare to her. She covered it with her goodness and kissed away many dark stains from it which now, I fear, begin to show their damnable dyes again. You don't think that I had been the author of most horrible crimes when I speak of my past, might you not? It is not so, however, but I have been full of sin, up to the top of all that disputation, evil associations and sensuality could lead me to, except, of course, murder, robbing and such petty offenses, although the perpetrators of such things have been my companions. I don't think I am to be blamed for what I may have done, for I was neglected in my childhood and thrown (truly, it now seems al-



GRACE GEORGE

As she appears in Act 1 of Pretty Peggy.



HARRY LEIGHTON AS OTHELLO.

T A L E S

Tersely Told

A Christmas Cornucopia of Choice
Conceits, collated, edited and revised
expressly for *The Christmas Billboard*
BY BOB WATT

A hillpooster had just floated into town, after leaving a circus, and had been engaged by the local hillpooster to work for him. That evening the new man went to the proprietor and said: "Boss, I wish that you would give me a recommendation stating that I am a good, honest, sober workingman."

The employer said: "Why you just came to work today. Now you want me to give you a recommendation. Why don't you wait until you leave before you ask me for recommendation stating that you are sober and honest."

"Because," said the hillpooster, "I know that if I wait until I leave I never will get the recommendation."

The owner of a large hall in a small town had turned it into an opera house and was very proud of the improvements he had made on it, although they were neither very extensive nor expensive. He had heard that all large theatres carried a large insurance policy so he took one out on his building. The manager of a company who played his house the second season it opened had been filled with glowing accounts of what a beautiful house it was before he played the town, and when he reached the town he expected to see a beautiful, well appointed theatre. Instead of that he found one of the typical dirty, ill-kept halls designated as an opera house, which are an insult to the name. He met the manager and when he asked what he thought of the place he commenced to roast it good and proper. The manager of the opera house listened to this as long as possible and then said: "Well, as you know so much about theatres, won't you tell me what is wrong with my house?" This was a cue for the manager of the company and he told the theatre manager how he ought to get a new stage, a new curtain, new seats and innumerable other things. The house manager said: "I guess you must take me for one of those Morgan fellows. Anyway if I had the kind of a house you describe do you think I would play such a rotten company as yours?" This was a knock-out blow for the road manager, but he said: "Well, you at least might fix up your exlts so that the people would have a show for their life. Tell me what would be the first thing you would do in case of fire?" "The first thing I would do in case of fire," said the opera house manager, "would be to sue the insurance company."

Murphy, of Murphy and Willard, happened to be in a small town when they met the usual smart young man who knows all about show people and troupes, the fellow that knocks every show that comes to town and huris business just from a desire to show his smartness. In telling of a circus that had been there the past summer he everlastingly belabored each and every one of the performers, said they were poor actors and, in fact, that the whole show was on the bum. Murphy got angry and in trying to find out who some of the performers with the company were asked the young man the names of some of the people with the show. The rube said: "It was the funniest show I ever struck. Every man with the show had one name and that was Rube. I know this is true 'cause there was a fight started and one fellow yelled they Rube, and every ding one of those performers came piling into the ring."

In the Parish church yard at Great Yarmouth, England, there is a curious tombstone. In a remarkably artistic manner is sculptured a representation of a clown seated in a tub, which is being drawn down a river by two swans. The way this curious tombstone came to be erected is interesting. Many years ago a travelling circus had an outside exhibition that was as novel as it was effective. A clown would seat himself in a tub and with a pair of trained swans be drawn down a river near or in the town where the circus was to be exhibited. A short time before the monument was erected this feat had been performed and great crowds gathered to see it. Most of the people congregated on a small iron bridge which spanned the stream. After the clown had

passed under the bridge the crowd rushed to the other side to see him make his reappearance. The unusual strain on the bridge made it give way and hundreds were cast into the stream. A number of them were drowned, and among others was a very wealthy man. His heirs had this monument erected over his remains to show the manner of his death.

A well-known manager, who is very liberal with his money, was the subject of discussion between two actors. They were arguing as to the advisability of such a lavish expenditure of cash, and one of them meaning to speak a good word for the manager said: "Oh, well, he is only casting his bread on the waters." The other one quickly responded: "Your wrong, Cull. He floats his dough on something much stronger."

I met an actor last winter who indulged in all sorts of fads, especially if they didn't cost much money. He tried every sort of breakfast food that was ever placed on a hotel table, used a punching bag before breakfast so as to get up an appetite and thus get square for the amount he paid for board, and used an anti-septic toothpick after every meal. He believed in Darwinism, Christian science and would have been a firm adherent of Dowle if it hadn't cost so much. On his travels he always carried a rubber pillow which he used on all car seats. This was always inflated and he took as much care of it as a soubrette does of her pet pooh.



THE FAUST FAMILY OF ACROBATS WITH THE TED E. FAUST SUPERB MINSTRELS.

It was a very tough looking object, but he was in love with it. When any one asked him why he didn't buy a new rubber pillow if he had to have one instead of carrying around the tough-looking one he would always say "oh, this has tender memories and I could never give it up." We all knew that the reason he carried it was because he did not want to spend money for a new one. One day there was a jam on the train in which he was traveling. The engine bumped her nose into the caboose of a freight train and stood all the cars on their end for a moment. Every one got a severe shaking up, but happily none was seriously injured. When the actor picked himself from the floor, where he had been thrown, his first thought was of his rubber pillow. When he picked it up it was as flat as a pancake and there was a jagged hole in it about six inches long. He commenced to bellow and talk of his hard luck. One of the company said: "What are you making such a fuss about; the old thing ain't worth it. It will only cost you about a dollar to have it repaired." The actor looked at him, with tears in his eyes, and said: "It's not what it will cost to have it fixed that makes me weep. That's easy. But the last time that bug was blown up was by my first wife, and she did it with almost her last breath and that cannot be restored." One of the troupe then told him to get married again and not only would the pillow be blown up but he might get the same thing from her daily.

A society lady who was going on her first starring tour engaged a property man. After he had given her the necessary information about his abilities and past experience she asked him his first name. He replied Patrick. With a sniff of her pretty nose, for she detested plain names but did not want to hurt his feelings by telling him of this peculiarity, she said: "Well, Patrick, I am always used to calling my employees by their family name. Have you any objection?" "No," he replied. "What is your last name, Patrick," she asked. "Fitzpatrick," he said.

Then she went out and engaged a property man by the name of Einstein.

A sharp rebuke was lately administered to one of those public nuisances who go to a theatre and persist in telling the party who sits beside him all about the play. A gentleman sitting in the seat back of this man was wor-

ried to death by the loud voice and foolish comments during the action of the play. He stood it as long as he could and then reached over and said: "What an infernal nuisance."

The party thus addressed turned around quickly and said in a threatening voice, "Do you refer to me?"

"No, indeed," replied the man in the row behind, "I was simply expressing my views of those fellows upon the stage. They are making so much noise that I cannot hear one half of your very interesting and valuable conversation."

Scientists now tell us that the reason why so many people in America get consumption is because they do not breathe through their nose. If the mouth is kept open large quantities of cold air rush into the lungs, chilling the body instantly, while if the breathing is done naturally through the nose the air is warmed before reaching the lungs. The moral of this is that the mouth should be kept shut. This is of especial interest to the fair sex and particularly the married ones. If they will keep their mouths shut they will not only avoid the chances of lung trouble but they will also confer a favor on thousands of suffering husbands who never get a chance to get a word in edgewise.

All great singers are whimsical. Brignoli, the great tenor, was so careful of his voice that on the day of his performance he refused to talk at all but expressed his wishes by writing them on a sheet of paper. It is said that Patti (now making another farewell tour of this great and glorious land) wraps her voice up in a piece of tissue paper before retiring at night and absolutely refuses to sing unless the theatre is full. She claims that if there are vacant seats in the house it creates a space in which a draft can accumulate and thus spoil her voice, and as she is near-sighted she finds out whether the house is full or not by the size of the stack of dollars that is placed before her by her manager. She is very much afraid of drafts, except the kind that are payable on sight at her New York bankers. We have also known soubrette singers who had "grate" voices, that is they grated on every one's feelings who heard them. In order not to take the raw edges off their voices they have been known to sit up half of the night pouring down liquids in order to keep the tones smooth. This, how-



THOS. V. WHITE.

The above cut is a very good likeness of Thos. V. White, the Southern composer and author. A who in the past few years has gained many laurels in the musical world with his various compositions. His last song, My Little Apple Girl, has having a very successful run through the South. He has been acting in the capacity of musical director with several theatrical organizations for a number of seasons. Mr. White sails Nov. 20, in company with an uncle, for Australia, and will remain away until spring.

grabbed a piece of bread that had been served to the ministerial looking gentleman. He began to munch it and then looked for the bill-of-fare. The canvassman leaped over and began reading the bill-of-fare, which his neighbor was holding.

"How's them pork chops and apple sauce," he mumbled, as he rolled the bread around in his mouth.

The gentleman showed his annoyance by edging away, but said nothing. Just then the waiter appeared with a bowl of bean soup for another patron, and as soon as the canvassman saw it he yelled "here, waiter, bring me one of them soups and be quick about it, too."

The ministerial looking gentleman heaved a sigh of relief and said to the canvassman: "Thank God you didn't order pork. I do detest a cannibal."

A little girl of seven, who was playing Eva with an Uncle Tom show, started to cry in a hotel one day after having eaten a hearty dinner. A sympathetic old gentleman asked her what was the trouble. "Oh," she said, "I have an earache in my stomach."

"Impossible," said the gentleman, "how could you get an earache in your stomach?" "I guess I got it from eating too many ears of green corn," sobbed the little girl.

A certain proprietor of a billposting plant lately went to his dentist to pay the bill due for work on his wife's molars. As the dentist receipted the bill and handed it back to the billposter he said: "Your wife's mouth is a small gold mine now."

The billposter replied quickly: "Yes, and it's one of the best worked mines in the country, I'll bet."

Two members of a one-night stand minstrel company were standing in front of a bar talking shop and other things. It was evident that both were trying to out-blee another, for as fast as one would tell some remarkable tale of adventure the other would double the discount the other. Memory fails as to the bulk of the stories but the last one told made a hit with me. The first man had just told how he had escaped in a miraculous way from a wreck of a train and it was up to the other to tell a good one. As near as I can remember it this is the way he told it: "Say, Cull, what you say happened to you ain't a marker. I've been through things that would make your hair stand on end like that fifty cent wig you wear in the afterpiece. But the worstest scrape I was ever in was when I was with a troupe dat had a cheap-skate as a manager. If he found a way to make a jump at a little saving he jumped at it. Often we had to ride 'cross country in a sleigh just because he could save a few dollars on railroad fare. We pit up at alpine hotels and in every way possible he tried to save money. But dat's not what I wanted to tell you about. Once we had to make a jump dat required us to go on Lake Michigan. Instead of going on one of the regular passenger steamers he got a cheap rate on a freight boat.



I. M. BOYER, Proprietor and manager of Who What When Minstrels.



H. L. HAMILTON, The popular manager of Maysville, Ky., Opera House.

THE THEATRE

During Shakespeare's Time—Primitive Methods of Production.

By Rudolph C. Hopklus.

Few people stop to think how the theatre and theatrical life of Shakespeare's time differed from that of today. When Shakespeare reached London in 1586 he found employment by holding, during the performances, the horses of those who rode to the theatre as in that time it was the custom, the population of London at that time was about 50,000 and was provided with two theatres, namely, "The Swan," which was established in 1577, and "The Theatre." Other conspicuous objects in the city were the Tower, which was situated beside the River Thames, the Cathedral, and the old London Bridge. The streets were very narrow, and what we call the sidewalk was only a narrow foot-path, and to avoid falling or being pushed into the filthy street one would have to keep close to the wall or sides of the building.

But the most important theatre during Shakespeare's time, in London, was "The Swan," which was built by the Burbage Brothers in 1596. It was in this playhouse that most of Shakespeare, Johnson, Beaumont, Fletcher, Chapman, Massinger and Ford's plays were first produced.

To illustrate how peculiar it would be to attend a performance at The Swan during this time we will imagine ourselves to be in London and to go to see a new play entitled "Julius Caesar," by Mr. William Shakespeare.

As was the custom all performances were given at three o'clock in the afternoon. We leave the inn or tavern and are walking down the narrow passage of the street when we see a crowd of boys running down a ditch and having captured her throw her in the River Thames.

As the theatre is on the other side of the river we get into a small boat and are soon rowed to the other side. We arrive near the Paris gardens where the theatre is situated. We walk a short distance and we have reached our destination "The Swan Theatre," managed and partly owned by Mr. Shakespeare.

The building is a great octagonal one and is higher than broad. The performances are announced by the hoisting of flags and the blowing of trumpets. We notice there is a large crowd of men and boys thronged about the theatre ready to pay their fee and pass in. So we get ready to pay the admission, which is a sixpence, then if we want a seat in the gallery we must pay a shilling more.

To reach the gallery we must climb a narrow and dark stairway. Having reached the gallery we find stools and of course at once glance about.

We find that the top is open and that the most of the people are down below in what was called the "yard" and later the "pit." A boy passes among us and gives us a "playbill," now known as a program. We notice the playbill is printed in red letters, which denotes a tragedy. Later a boy passes among us with fruit, tobacco, nuts and various other edibles paying but very little attention to the performance or performers. In another part of the theatre we see a woman selling beer and other drinks.

But with all this our attention is drawn most to the noisy and boisterous set of people in the pit below. Some are fighting, others smoking, and some are reading cheap books which are sold in the theatre.

All at once we hear music from the orchestra box, which is above the stage, and all is quiet; a large curtain parts and the thing that attracts our attention first is that all noblemen and wealthy people are sitting on the stage (this took place of boxes!) dressed in rich costumes. To again remind us that the play is a tragedy the top of the stage is dressed in black. The stage is free from scenery, but we see a placard which reads, "Home: a Street," and so on through the play we see cards. Another thing that attracts our attention is that the boys are taking the parts of women.

Movable scenery was first used, in the Globe, by Haverport, in 1662, and at the same time women were first introduced to play their parts instead of boys and men. The costumes of the actors were very poor at that time because of the lack of money to purchase others.

Thus, with many peculiarities ends the play "Julius Caesar," and we leave the theatre, commenting to each other upon the great changes which have taken place in play-houses since Shakespeare's time.

NEW NATIONAL ANTHEM.

Mr. Harold Randolph on Contentment That Present Air Is Unsatisfactory.

In certain sections there exists the opinion that the "Star-Spangled Banner," from a musical point of view, is not a fit composition to be known as a national anthem, and now and then there arises someone who points out the necessity of getting a better one and abolishing the one that we sing to Francis Scott Key's words. As the matter stands the "Star-Spangled Banner" is the song which we can more consistently claim as a national anthem than any other, as "America" is so obviously "God Save the King" in tune that it is not even American. But a large number of the musical critics think that the music of the former piece is unworthy of being placed among the list of national anthems.

"I don't think that it is a matter that can be decided by one or more people in an off-hand manner," said Mr. Harold Randolph, the director of the Peabody Conservatory of Music, when asked his opinion recently. "We can't say we will have this anthem or we won't have that one—the selection of a popular air is a matter of time. There are two things that would be necessary in a composition of this kind—whether it is of the quality to suit the popular taste and whether it has the musical value to stand the test of time.

"The 'Star-Spangled Banner' is at present the anthem, and until we get one that receives greater approval it will remain so. As to the quality of music, it certainly is not the very highest class, and at the same time it cannot be said to be absolutely bad. It is by no means as fine as that of 'God Save the King' or the Australian hymn or the 'Marseillaise.'

"But, in my opinion, the greatest objection to the music is that it covers such a wide compass—an octave and a half—and is extremely difficult for the majority of people to sing. It takes a trained singer to successfully give it, and it is really impossible for a mass of people. They may get successfully over one part of the song, but there is a great strain on the average person to sing the entire verse



correctly. Now, 'God Save the King' only takes in six notes, and the 'Marseillaise' only a few more, and both are extremely simple and appeal to everyone. But I really can't see that we can get a new tune made to order—made music is never likely to be of the best—and I believe we will have to wait until we find a composition that will stand the two tests I have mentioned—that will strike the popular fancy and will be of such a quality that it will stand the test of time."

STATUE TO BE MELTED.

Famous Montana Exhibit at the World's Fair at Chicago Valued at \$40,000.

The silver statue of Ada Lehman by the Montana state exhibit at the World's Fair at Chicago in 1893, which has been in the base of a dry goods store in Topeka, Kan., for seven years, was forwarded recently to Omaha to be melted into bullion.

After the World's Fair the silver statue was leased to a company organized to exhibit it throughout the country. Seven years ago it was brought to Topeka, and while on exhibition a dispute arose between its owner and the company which had control of it. The court appointed a receiver for the statue and he stored it in the basement of a dry goods store. Now it is to be melted and the proceeds divided among creditors.

It weighs 2,000 pounds and is four feet wide at the base and seven feet high. As originally presented at the world's fair the statue stood upon a globe of gold, estimated to be worth \$60,000, but the copper was substituted when the company was formed to exhibit it.

A GALAXY OF BEAUTIES.

BELLE GOLD.

Miss Belle Gold, accredited with being one of the cleverest character comedians in the theatrical profession, is offered this season as the star in that comedy success, His Nibs, the Baron and the success she has already won is sufficient to encourage her managers with the belief that the offering will be one of the most satisfactory she has ever enjoyed in her rather extended experience as an actress. There is a story of real interest in the play, but not such a story as will bring up greivous memories and unsatisfactory thoughts. The native object of the play is to please, and this it does in a satisfactory manner. The company in the support of Miss Gold in this play is one which is unusually well balanced, and the songs and music which run through the play are of the latest and most pleasing type.

LILLIAN MORTIMER.

The accompanying is a good likeness of the captivating actress, Miss Lillian Mortimer, who is again at the head of the popular Lillian Mortimer Co., which is making the larger city in repertoire this season. She has always been a favorite, but this season she is more of a favorite than ever. She appears to the best advantage in the charming drama, The Adventures of Kate, and in all the plays in her repertoire the elaborate costumes and scenery add to the satisfactory qualities of the company.

BLANCHE ALDRICH.

Miss Blanche Aldrich, now with the Tw Married Men company was born in St. Louis, Mo., but most of her life before she entered the profession was spent in Denver and Salt Lake City. It was at the latter place that she entered upon her professional career with the Salt Lake Opera Company, an amateur organization. Meeting with success in this company, she continued in the work, later connecting herself with some of the more reputable theatrical organizations. Her present engagement is one of the most successful she has enjoyed.

NELLIE KENNEDY.

This is a good likeness of Miss Nellie Kennedy, who has been doing heads the last several years with her father, Mr. John Kennedy, at is making a big hit this year as leading lady with the James Kennedy Co.

MISS DONNA TROY.

Miss Troy is a Texas girl, her father being a rich ranch owner at San Antonio, Tex. She is both young and talented, having first made her mark in vaudeville, appearing at the Chicago Opera House in a skit written for her by James L. Guss. Last season she played the leading juvenile part in Land o' Cotton at shared honors with Milt G. Barlow. After organizing her own company, she appeared with success at Spring Lake Park, Indianapolis, in a summer stock, and at the close of the summer season greater success greeted her on the road, and finally as a stock star in her own company in Louisville.

LAURA HULBERT.

Miss Hulbert is now appearing with the Saved from the Sea company, which is enjoying a most prosperous season. Her acting spoken of as one of the most prominent bits in the piece.

STELLA MAYHEW.

This is a good picture of Miss Stella Mayhew, who is starring this season with the Show Girl Co. Miss Mayhew is without rival in her line, and she will be remembered down on the Swanee River, which has appeared in all of the principal cities. Miss Mayhew reminds one forcibly of Miss Fay Tepleton, not so much in appearance, perhaps, in action, employing the same methods adopted by that distinguished comedienne for so many years one of Weber & Fields' great stars.

STELLA TRACEY.

Miss Tracey is here represented as she appears with a Chinese Honeymoon, in which she has been winning much favorable comment.

LILLIAN BURKHART.

Miss Lillian Burkhardt, a dramatic star who has taken to vaudeville, has very successfully comedietta in her A Stronous Daisy. Miss Burkhardt has been noted for introducing numberless new one-act plays. Unlike other vaudeville comedienne, she has avoided getting thin at the elbows. Miss Burkhardt is very captivating, and as the slangy, free Western girl in The Strenuous Daisy, she is very much appreciated.

ZELLA LESLIE.

Miss Zella Leslie is a talented and clever young actress who has occupied the position of leading lady with Mr. Sanford Dodge several seasons past. This season she is meeting with great success in the roles of Ophelia, Katherine, Francesca di Rimini and Maritana. Miss Leslie is especially well adapted to the part of Ophelia, possessing a beautiful single voice of rare quality.

HIS BEST LIE

Press Agent Uses His Imagination to Good Advantage.

Tom Pepper was cut out for a press agent from the day that he was born. When he was a schoolboy and desired to play "hooky" he could frame up such strong excuses for his absence that his teacher never thought of sending him to his house to find out whether they were true or not. As he grew older he became more proficient in the art of stretching the long bow until he became the hero of the small town he lived in. Some one aptly said that Ananias and Sapphira would have been "selling peppers" in a contest with Tom. When anyone started to tell a story of adventures, catches of fish, remarkable hunting luck, or any of those usual methods of stretching the truth they generally cast their eyes behind them to see if Tom was in sight. If he were in the neighborhood they knew that they did not have a chance to win any laurels as a story-teller, for he could give them a hundred yards handicap and beat them by two lengths.

When Tom reached man's estate he got a position on a newspaper and soon acquired a reputation for getting more out of a story than any other man on the sheet. The most trivial incident could be magnified by Tom until it became a matter of national importance, and the beautiful thing about all the romances concocted by Tom was that there was no way of tripping him up. He would furnish his stories with such elaborate details that the smartest man could not detect where the fiction started and the truth left off.

His fame as a concocter of weird stories soon spread and it was not long before he was gobbled up by a shrewd showman, who appreciated the fact that Tom would be a useful man for him in his business. Given full scope by his new employer Tom at once started in on a career that was meteoric in its sensational telling of stories. His powers of invention seemed unlimited and there was not a day elapsed that he did not get up a story that was eagerly grabbed up by the papers and as quickly swallowed by the general public. He never sprang any lost diamond stories or heroic rescues byoubrettes but confined himself to stories that had a news value.

He had only been with the theatrical company a short time when he was engaged by the proprietor of a large circus to look after the press. This gave Tom a wild field and he took advantage of every trick that turned up. The circus became the most widely advertised one on the road, and as this advertising was all gotten through the reading columns of the newspapers it had much more effect than if it had been paid for at the regular advertising rates. To give an account of how Tom had hoodwinked the papers by stories would be unfair, as many of them are still cherished by different papers as the best stories of the year and if I were to tell the proprietors of the papers that they were fakes, pure and simple, it would only make them chury of accepting other stories and thus destroy the chances of some other press agent getting a story published.

At the end of the circus season Tom was engaged to take charge of the press work for a new dramatic star that was going on the road. Her manager was a sharp shrewd showman who thoroughly appreciated what a good boommer would do for a star and so he told Tom to cut loose and get all he could. Stationed in New York Tom at once started on this campaign with vigor. Though he had never met the new star he at once started to make her popular. His first story was about the beauty of her figure. With a bluff that his article was to be a secret he told a newspaper man how the new star's figure was of such remarkable beauty that all of the models of New York paid her enormous sums of money as a model to build the gowns of their patrons and how she took this money and devoted it to the support of a hospital for the relief of crippled children. The newspaper man avowed the story and though he was pledged to secrecy he at once started to work on the story. Under Tom's direction he took a photograph of a deserted hotel on the outskirts of a prosperous village on Long Island, which was to be the home for the new hospital. The article created a furore and the public after having gotten a taste of news about the new star were eager for more. This paved the way for a number of other stories about the star which were grabbed by the newspapers.

After being in New York about a month the new star came to the city for the purpose of rehearsal. The manager made an appointment for Tom to meet her and at their first meeting it was evident that both were very much impressed. She was a bright lovable girl, not very pretty, but with the signs of talent showing in her countenance. Being of an exceedingly emotional nature she was attracted by Tom's handsome figure and strong face.

After the first introduction Tom soon found his tongue clearing to the roof of his mouth. The little slip of a girl seemed to awe him more than anyone he had ever met before. To all of her questions he could only answer in monosyllables. She thanked him for the excellent work he had done for her and said that it was a shame that she had been made so famous when she had so little to attain that fame with. The manager chimed in and said, "well, Tom will make you do the most unheard of things but as it will help business you need not care."

When the interview was over Tom was in a whirl of excitement. It was the first time that a woman had ever inspired such feelings in his breast and he knew that had hopelessly fallen in love. At the same time he felt that if he allowed that love to express itself by word or action that he would not only lose his position but at the same time be kept away from seeing a girl that had changed his whole course of life.

After that he redoubled his vigor and the columns of the papers fairly teemed with stories about the new star. Tom hung around the theatre where the company was rehearsing and seemed to be satisfied if he could only gaze at the beauty of the star. The opening night of the new star was an event long to be remembered. The public having had their appetite whetted by the vigilant campaign fairly jam-

med the theatre where the new star was playing, and as she made good on her first appearance her success was assured. After the run in New York Tom went on the road and he soon had all the papers filled with stories about the star. Having been engaged solely as a press agent and not having any of the advance work to do he would run back to the show quite frequently, giving as an excuse that he wanted to confer with the manager and star about the line of work he was doing. It was evident, however, that the conferences were mostly with the star, as he spent but little time with the manager. Every spare moment he had was spent with the star.

The acquaintance was much more than a business one as the most disinterested spectator could see. It was soon whispered that Tom was head over heels in love with his star and close onlookers declared that she was not averse to his attentions.

A change of route compelled him to jump ahead and for two weeks he could not see the girl he adored. For a few days he was miserable and then made up his mind that the one thing necessary to keep him from a chronic state of blues was to get down to hard work, so he started in on a new advertising scheme. The newspapers were soon filled with a new story about the star that Tom was booming so strongly. These stories were all built on the same lines and as they followed each other in rapid succession they soon had the people talking. Stripped of the flowery language used by Tom in his newspaper articles they stated that the star of the company to appear in that city



AL G. FIELD,
Proprietor and Manager of Al G. Field's
Greater Minstrels.

shortly had been pestered to death for a number of weeks by the attentions of a mysterious man. The description of this man was given and strange to say, it corresponded in every particular with Tom's personal appearance. After two or three of these articles had appeared, stating how the actress was afraid to leave the theatre without an escort for fear of this unknown admirer, other stories appeared telling of the many gifts he was lavishing on her. Jewels, costly flowers, confections and other things that flatter a woman's vanity were supposed to be detaching the lady, and in order to make his story appear good and straight Tom did buy a lot of costly articles and have them sent to the star without any clue as to who they came from. Then the stories whispered in faintest notes that the admirer was a Prince, who had been traveling incognito in the country and had become infatuated with the actress. Tom was delighted with the way the newspapers hit on his articles and felt sure that he would receive congratulations from both the star and his manager.

To bring the matters to a focus Tom then sent broadcast a number of articles which stated that the number of attentions paid to the actress by the foreign Prince had at last succeeded in breaking down the barrier of coyness and that she had agreed to wed him. Feeling satisfied with his work Tom waited for some word of praise from the show or the star. One night he received a telegram commanding him to rejoin the show at once as he was needed on important business. With visions of an increase in salary from the manager and at last a few words of praise from the woman he adored he boarded the train. He was full of impatience and thought that a train never ran as slow as the one he was on. When he reached the town where the company was playing he dashed up to the hotel and the first person he met was the manager. Before that party had a chance to say a word Tom said, "well, this last one is the best lie I ever got up. What do you think of it?"

"I think it is all right," replied the manager, "but the star is raising the mischief over it. It was she that made me send the wire and I am afraid that you are going to get the usual two weeks notice when she sees you. However, she knows you are here and left word that you were to come up to the parlor of her suite and see her as soon as you got in town."

With a heavy heart Tom went up to the apartments of the star. When he was ushered in he found her awaiting him. He spoke to her some common-place words and then said, "I am sorry to hear from the manager that you do not like my latest article of booming."

"If you refer to these silly stories that you have been putting in the paper I do not," she said.

"Well, I really thought it was my best lie," said Tom. "I thought it would help business better than anything else I could get up and that is why I used it."

"So you have let the cat out of the bag, have you," said the star with a smile on her face. "I am glad to hear that you acknowledge the responsibility of the very pretty and costly presents which came to me."

"Well, of course, I had to work the story up," said Tom.

"Well, if you are so careful to give a glamour of truth to the story by sending me the presents naturally you must be the unknown admirer," replied the star, gazing intently at Tom, who stood with downcast eyes and face as red as a boiled lobster.

Tom was too astounded at the course of events to give utterance to a word but stood there twirling his hat and looking like a school-boy trying to make his first speech in public. "When I come to think of it," said the star, "the descriptions you have given of this unknown admirer exactly fit you. Of course this is the first time that I have seen him since those articles were published, but I am sure that you are the exact duplicate of this unknown admirer."

"And I suppose you are so angry at these articles that I am to get my walking papers," Tom managed to blurt out.

"I don't know about that," replied the star. "I do not object to the articles so much as to the fact that there is no unknown admirer and I hate to have untruths published about me. Still there may be an admirer for the description does exactly fit you."

"You are joking me now," said Tom. "You know as well as I do that the man described in those articles was a Prince."

"Well, I have heard Mr. Pepper that you were the Prince of good fellows," said the actress, "and I am sure that this unknown admirer was you."

Tom looked up at the girl standing in front of him and his eyes could not understand what she was driving at he knew that she was not angry for there was a smile on her face. Then, though he felt that what he was doing was like the act of a madman, he turned to her and said, "Isabel, I suppose you will think I am crazy for saying what I am going to say, but I am going to say it anyway. You have an unknown admirer and his name is Tom. I have been describing in all those articles, I have loved you ever since the first day I met you, but I thought that you were too far above me to ever think anything of me. I think so yet, but nevertheless I lose my job and everything else I want to tell you that I love you."

When he had finished this long speech he waited for a second for the answer, which came like a whirlwind. Isabel threw her arms around his neck and as she kissed him said "you big darling, I have felt the same way about you ever since I met you and wanted to have you speak out like a man, but you were so bashful I couldn't get you to do it. When those articles appeared I recognized the fact that you were describing yourself and I knew you were in love with me. Still, I was afraid that you would get to believe the articles yourself and run off and commit suicide or fall in love with someone else, so I thought I would bring you back and have an understanding."

The rest of the story is soon told. In a few weeks Tom and Isabel were married and they are the happiest couple in the business. Tom is not only her press agent but her manager, and when any one asks him to tell a story of the best work he ever does he always tells about "His Best Lie."

GIVEN TO SUPERSTITION

Uncertainties of the Stage Make Actors Peculiarly Susceptible.

Sailors and gamblers are looked upon as the most superstitious of all people. Perhaps equally with them, if not more so, the actor is a believer in the power of the occult.

The like fact has been good of the manipulator of chances at the card table, and who is more uncertain of fortune than the player who depends on the ever-wavering current of public favor?

Talking on this subject, the late Stuart Robinson used to tell a strange story of Laura Keane, with whom he played in the late sixties. "The sight of a bottle of red ink was enough to upset her for a week," he said. "On one occasion we were playing a farce called The Lady and the Devil. An important scene of it was when she was sitting at a table preparatory to writing a letter. I, as her servant, stood at the back of a chair. 'Take your right hand off that chair,' she whispered. The stage dialogue proceeded. 'You are sure you can find Don Rafael at his lodgings?' 'Yes, madame; his servant tells me his wounds will confine him to his bed for a week.' 'Is this the only paper that we have? Where is the ink?' 'Here, madame,' and I bent forward to place the ink within her reach, when in my confusion at her reproof the vessel was upset and its contents trickled on the lap of her satin dress. The ink was blood red. I shall never forget the ghastly look that overspread her face, and I was so frightened that I never knew how the scene ended.

"The next morning at rehearsal she told me I was doomed to ill-luck for the remainder of my days. She called the company together and gave them a detailed description of the awful scene that night before occasioned by the young man who would never make an actor. She told of a terrible dream she had had, in which some great person had been foully murdered before her eyes; how she had attempted to rescue without avail; how he had fallen dead at her feet, and how his blood oozed into her lap. It was a year after this that Miss Keane was playing at Ford's Theatre Washington on the occasion when Abraham Lincoln was shot. Miss Keane was the only person who seemed to realize the situation. She ran to the box, and in a moment the head of the dying man was in her lap, while the scene of her dream was being pitifully enacted."

An odd and somewhat touching incident happened after a recent performance of The Crisis,



HARCOURT AND MAY.

Frank Harcourt and Fannie May (Mrs. Harcourt) are a well-known vaudeville team. Four years ago they began as a team and their versatility and up-to-date methods have placed them in the front rank as painstaking performers. Fannie May is considered as one of the best lady luck and wing dancers in the profession and entered the business twenty years ago playing child parts. Harcourt began his professional career in 1893, being known as the team of Harcourt and Mack, Irish comedians. Harcourt and May have signed with Pock's Mad Boy Company (Southern) to play principal parts and Mr. Harcourt will manage the stage.

In which Miss Isabel Irving is now starring under the direction of Mr. James K. Hackett. After the matinee one Saturday afternoon Miss Irving was approached by the stage doorkeeper with many apologies, stating that an old lady was waiting outside and begged permission to speak to Miss Irving for a minute. The young actress at once had her visitor shown into the dressing room. She proved to be a well dressed old lady of seventy. "My dear child," she cried, as soon as she was well in the room, "you must forgive my troubling you in this way, but my errand is very important. Tomorrow will be the fiftieth anniversary of my wedding. The dress you wear in this play is exactly like the one I wore the day I ran away with my husband and got married. I a good nine for years, but it was finally burned up with nearly all our old treasures in a fire that destroyed my old home. I was never able to get anything like it, and you can imagine my surprise and delight when I saw you wear the exact counterpart of that precious old gown. Could you tell me where I could get that material? I'd sit up all night in order to have such a gown to wear at our dinner tomorrow night. May I see the gown, please?" Miss Irving at once brought out the gown and her visitor inspected it at closer range. "If I didn't know the other had been destroyed," she said finally, "I'd be willing to take my oath that this is the gown I wore the day I was married. Oh, honey, can't you help me find some more of this material?" Miss Irving was greatly touched and promised to see if she could find any more in her trunk at the hotel, and the old lady departed, leaving her name and address. The next night the young actress appeared in an entirely new gown. "What's the matter?" asked her sister, Miss Evangeline Irving, who is always a member of her sister's company, "why are you wearing a new gown?" "Oh," said the star with a laugh, "something happened to that other, I'll never wear it again. Somewhere in this country is an old couple whose half century of married life was marked by a most delightful reminder of the day they ran away from irate parents and were married."



DAMON LYON,
As Lord Kilsindill in Beside the Bonnie
Brier Bush.

Mills Money-making Machines

For Amusement Parlors, Fairs, Parks, Etc.

We Own and Operate the Largest and Finest Amusement Parlors in the World, and if you are contemplating entering this Most Profitable Field, we will place without reserve and free of charge

Our Entire Experience at Your Service.

TWO OLD FAVORITES

Mills Quartoscope.

Four View Machines in one.

Mills Imperial Electric.

The Standard Shock Machine.

SOME NEW ONES.

Mills Pneumatic Punching Machine

The handsomest and most perfect strength-testing machine built. (See cuts.)

Mills Combination Punching Machine

You can use it for nickels with our new coin or prize rack attachment. With this device the crowd fairly goes wild and the machine will take in from \$10 to \$50 daily.

Mills Quartoscope Junior.

A view machine built for travelers and others who do not want a full-length machine. Is only half-size but has the same desirable qualities found in the full-size machine.

Mills Bag-Punching Machine

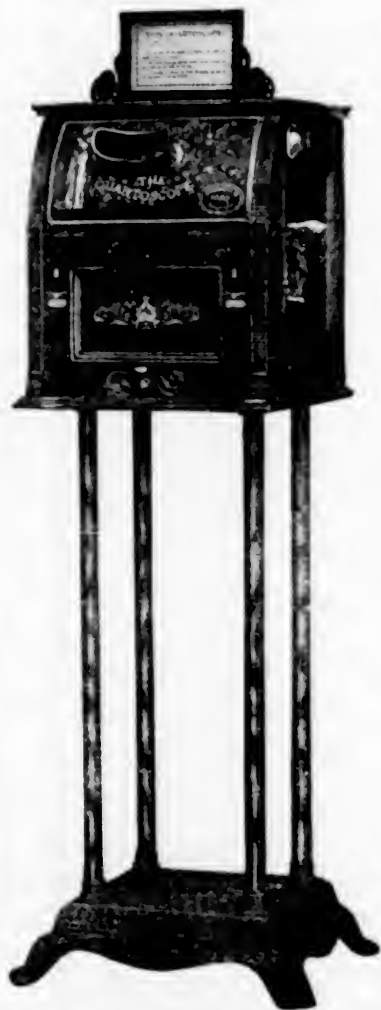
Takes Advantage of the popularity of the punching-bag to turn a stream of money your way.

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No push-button, no slugs, no tags, no washers. An up-to-date machine.

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A beautiful combination machine for testing the strength of the hand or strength and capacity of the lungs.



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WATCH FOR THEM.

Excellent Introductory Proposition for Hustlers. Write To-day.

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Endorsed by the Officials of Every Community We Visit.

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2

WORDS
HONESTY and
MORALITY

Strictly Adhered To in their True
Sense, by the management, are
the cause of the instantaneous
success and Phoenix-like rise
into public favor. ♪ ♪ ♪ ♪

OF THE NOW FAMOUS

COSMOPOLITAN



AMUSEMENT COMPANY

Merrily About on the High Wave of Public Favor.

Lauded by the Press.

Upheld by the People.

Launched Safely on the Billows of Success, Tossing Mer

Pigit. Patronized by the American People.

JUSTLY STYLED THE Fashion-Plate Street Fair Enterprise of To-day

COMPRISING EVERYTHING

THAT IS PLEASNG, ASTONISHING, AMAZING

AND INTERESTING TO AN AMUSEMENT LOVING PUBLIC

WANTED

To Buy Cars and Tents of all kinds, Suitable for Street Fair Business, including 3000 feet of 12 or 14 foot Side-wall.

Every Department of this Already
GIGANTIC CARNIVAL INSTITUTION
will be Enlarged and Improved for the
Season of 1904
making it the Grandest, Greatest and
most Gorgeous Exhibition Extant

Address as per Route. Permanent address, The Billboard.

WANTED

For 1904. One Sensational Free Act. Animal Show. Streets of Cairo with Camels and a few other High-class Shows.

Towering Like a Giant Among a Herd of Pigmies.

Our References: The Press, Clergy and the Intelligent Public Everywhere.
Our Supremacy Undisputed by Rival Companies.

THE FAMOUS Robinson Carnival Co.

ART



There never has been nor never will be a Cheap or Immoral feature with the Robinson Carnival Co.



CLEANLINESS.



The Highest Class Carnival Organization on Earth.



1904 THE ORGANIZATION WILL BE GREATER THAN EVER **1904**

New Exhibits, New Features,
New Free Acts.

EVERYTHING NEW.

The management will be pleased to hear from Committees desiring a high-class Carnival Week in their cities during the Spring, Summer, Fall Season of 1904. Address all communications

D. R. ROBINSON,
CARE BILLBOARD, CINCINNATI, OHIO.

WARM WORDS OF WELCOME

Warbled for Col. Wm. F. Cody, "Buffalo Bill," on behalf of Our People, by J. F. Bixby, Business Poet of the Big Horn Basin. All eyes to curly and brave plouers...

THE PRESS AGENT.

By John D. Carey.

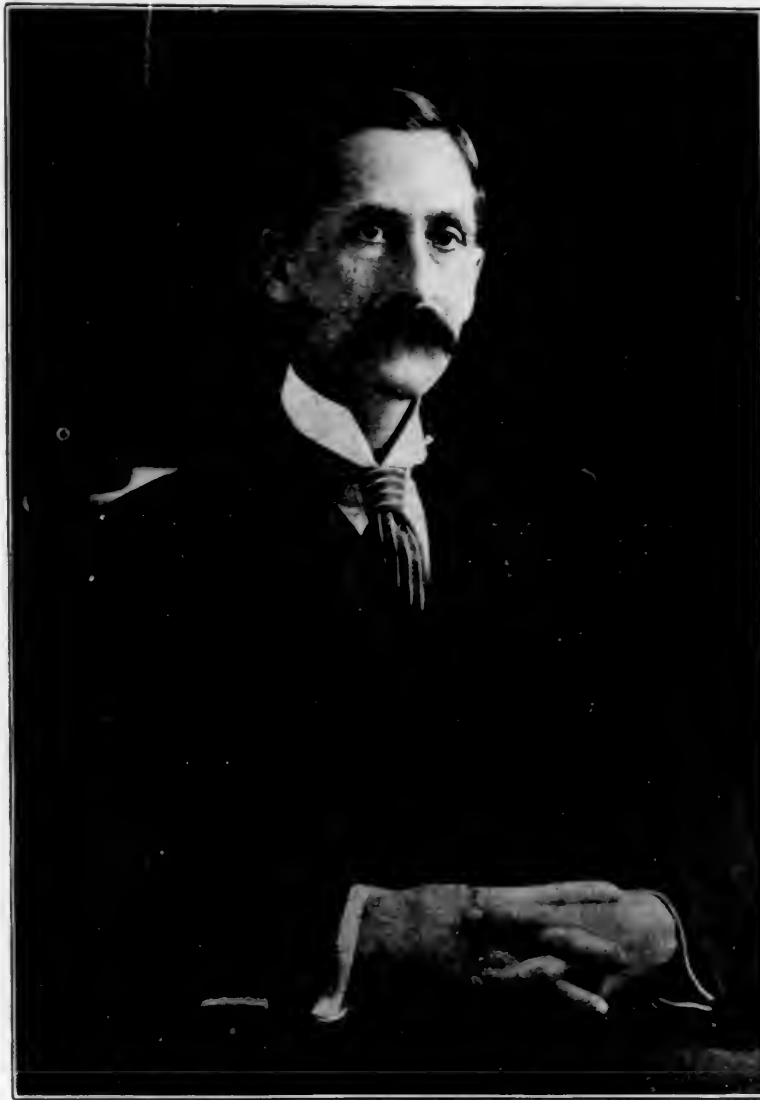
The press agent of today is a peculiar factor to all enterprises and he occupies a position that can only be termed over-rated and underestimated. Generally, over-rated by himself and underestimated by those who employ him...

ly, but to the point, and is seen recognized to prepare something for the paper. Editors are a wise lot and so are those under them. Every press agent who enters a newspaper office is under obligations to them. They are not under the least obligations to a press agent...

ing" as a press agent, in the name of all that good tell the papers so. Don't let your ignorance be a measure for those who are press agents for life and a livelihood to be measured by. Recognized press agents are not in it for honor and glory. They know the hard work that is coupled with it and their aspirations are solely those that will advance the interests of the enterprise they represent.

THE CONTRACTING AGENT.

During the past season you have published several contributions of mine on Midway Managers, Promoters, Performers, etc., and, as a retrospect of the whole, I wish to impress on all managers in this article the great importance of employing reliable contracting agents.



CHAS. BERNARD.

Secretary Billposters and Distributors' Association of the United States and Canada.

every day in the year and that he is not the only one they have to be polite and cordial to. Should an editor absorb all that is told him by press agents his mind would not be capable of finding room for the news routine of the paper.

cess in this most important and responsible position. When I joined the Southern Carnival Company last fall as one of its promoters, I heard much complaint from the promoters regarding the "King." They warned me that he was "a hard man to follow," and the only way to appease the enraged committees was to regulate Leavitt, jolly them along till the show arrives, and then toss the whole bunch, contentions, grievances and all, over to our general manager Nat Reis, and let him "have it out with them."

Harry Leavitt, "the King," does exaggerate a little, and pray, we doesn't? and what does it matter so long as your midway "makes good" and pleases a phenomenal patronage. The King had a great deal of new territory to break in and consequently his task was more than arduous, but that he was a pronounced success is self-evident, for our season was highly successful and profitable, not only to Mr. Reis, but the committees, concessions, shows and all shared in the prosperity. Leavitt is a close contractor and that is a fault to be proud of. I have not seen a town where Leavitt's methods and business ability were not favorably discussed before the carnival would close. He possesses a brusque, cheery and magnetic personality—making friends at a glance, and closing contracts between trains. I have known him to close three contracts in a week; towns that had been visited by dozens of coast promoters without avail were booked by the "King" in a few hours.

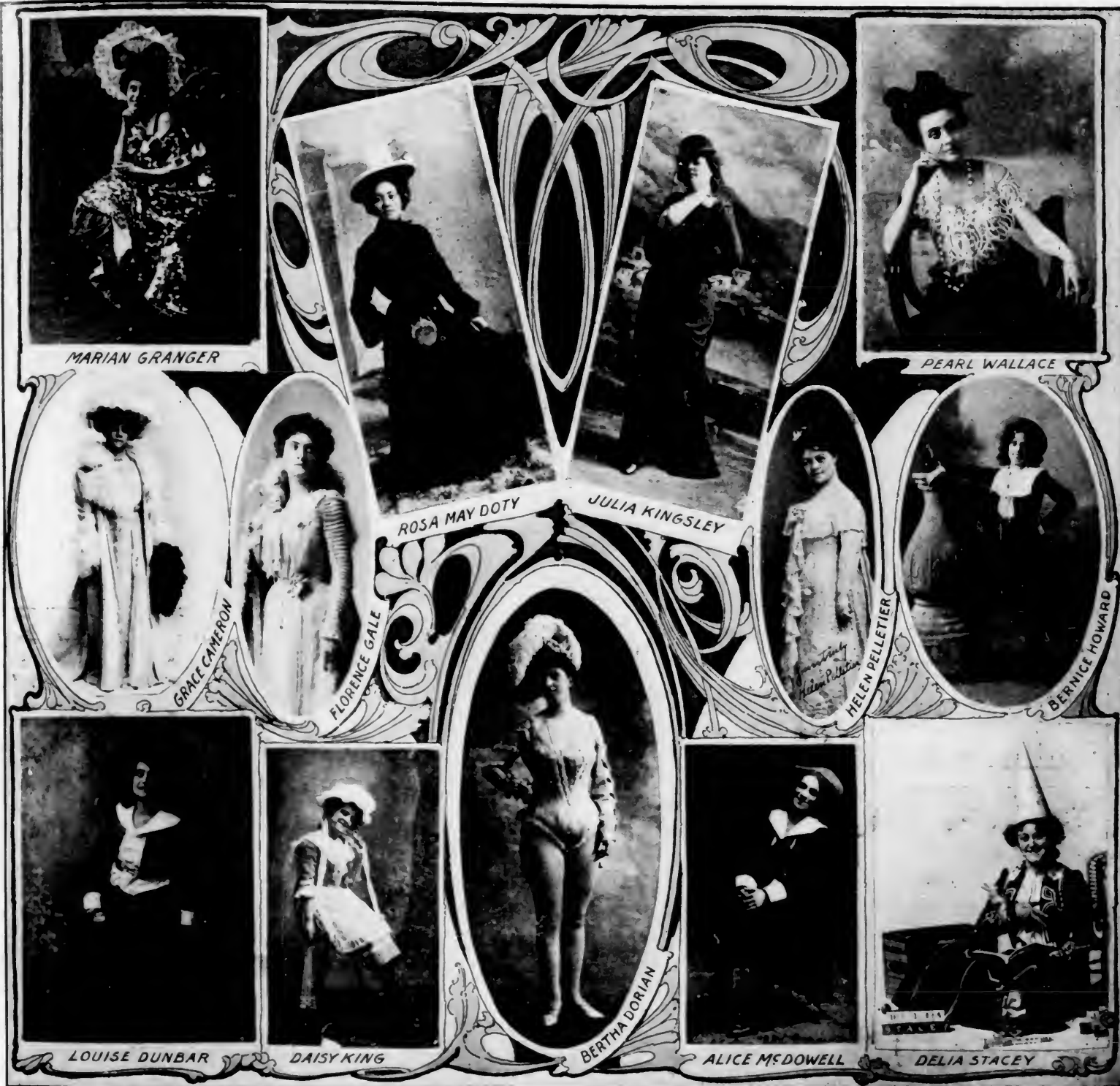
Promoter Southern Carnival Co., 1933-04.

THEATRES OF INDIA.

Rather Crude Performances Prevail.

Calcutta—that is to say, European Calcutta—claims to be the only city in India in which a first class theatrical company can put in a profitable season during the cold weather; and the claims are legitimate. Bombay and Madras are to use the professional expression, "one horse shows," where strolling players manage to eke out just a little more than their expenses, while the provincial capitals and hill stations are the happy hunting grounds of amateurs, against whom, in a limited population, professional opposition of any calibre is fruitless. A circus boys in all the large towns owing to native patronage.

"What I know about running an automobile," said the angry chauffeur, "would fill a book." "Yes," remarked the policeman who had gathered him in for violating the speed limit, "and what you don't know about running one would soon fill the morgue."



MARIAN GRANGER

PEARL WALLACE

GRACE CAMERON

ROSA MAY DOTY

JULIA KINGSLEY

FLORENCE GALE

HELEN PELLETIER

BERNICE HOWARD

LOUISE DUNBAR

DAISY KING

BERTHA DORIAN

ALICE MCDOWELL

DELIA STACEY

JULIA KINGSLEY.
The accompanying cut represents to the readers of "The Billboard" an excellent likeness of Miss Julia Kingsley, who has gained for herself a wide reputation in the theatrical profession as a hard and conscientious worker. She is a good actress and a pleasant lady to meet. This season she is making good as Doris Carew in the charming little pastoral play, "Along the Mohawk," the play which is having such a great success in every city in which it is presented.

GRACE CAMERON
Is prima donna of The Tenderfoot, which Richard Carlisle is making one of the most successful tours of his career after an extended and successful Chicago opening.

BERTHA DORIAN.
Bertha Dorian, sensational aerialist, has been several years the feature act of several of the leading burlesque companies, among them being A. B. Leveretts Bentz Santley Co., Parkland Belles and Fred Rider's Night Owls, also most of the leading circuses, her last circus season being with the Ringling Bros., since which time she has been meeting with marked success, playing the Southern circuit of parks.

Miss Dorian is an Indiana girl, and since entering the profession has played in London, Eng., Canada, Cuba and all the leading vaudeville theatres in America.

PEARL WALLACE.
This picture represents Pearl Wallace, singing soprano of the versatile sketch team of the Wallaces, who have closed a successful season of twenty-six weeks with Gollmar Bros. Big Railroad Shows.

HELEN PELLETIER.
Helen Pelletier, a Canadian girl, made her debut in 1892 in stock opera. She also was connected with Contorno Military Band last season and achieved a wide reputation as a soprano singer. She has played all the principal parks in the United States, and met with much praise from the critics. After a most successful summer season, she has taken out her own company, The Holy City, and through the excellency of her work has gained quite a wide reputation.

FLORENCE GALE.
Miss Gale is here shown in the character of Celia, in Ernest Shilman's As You Like It

company, in which she appeared during the early part of the present season, following it up with an engagement as co-star with Harry Leighton in a successful New York production of Othello.

DAISY KING.
One of the members who has been successful in making The Beauty Doctor a synonym of prosperity. Miss King has one of the leading parts and appears to good advantage.

MARIAN GRANGER.
In the accompanying photograph Miss Marian Granger is represented as she appears in Miss Bob White.

DELIA STACEY
Is prima donna of The Beauty Doctor company, appearing as the Beauty Doctor in that successful musical farce.

ALICE MCDOWELL.
In this photograph the charming little comedienne is shown in the character of Drift Hawkins, the principal soubrette role in Warner & Ataman's big scenic production, Montana. She is meeting with great success, for both her

portrayal of one character and her clever singing and dancing specialties, in which she is assisted by her husband, the well known comedian, John G. McDowell.

BERNICE HOWARD.
Miss Bernice Howard is a member of Nobody's Claim company, in which she has been doing very good work, eliciting the encomiums of the press in every city. Miss Howard came into her histrionic talent by inheritance, her parents having been professionals before her. She is most favorably known in the West and South, and her experience extends over a wide and varied range of parts. For the past two seasons she has been featured in the leading soubrette role of Madge, in Chas. A. Holden's production of Nobody's Claim.

LOUISA DUNBAR.
Miss Louisa Dunbar is this season playing leads in The Gambler's Daughter company, and her work is most favorably spoken of in every criticism of the piece. Her personality is fetching and her versatility is the most remarkable quality of her ability. She will be heard from further if prognostications retain their eloquence.

A TYPICAL THEATRICAL AGENT.

If there was to be a voting contest as to who is best entitled to the honor of being the champion luster of the managerial dramatic profession George W. Lederer would come pretty near being unanimously elected. The indomitable and irrepressible producer has had a most varied experience and knows "the business" in all its details perhaps as well as any caterer of amusements in the land. At the outset of his career as an advance agent he made excellent use of his ability to write a notice or invent an advertising yarn which would find ready publication and go floating through the columns of the newspapers to the gain and the advertisement of the attraction he represented. During this youthful existence he wore a wonderful and overshadowing stove-pipe hat, which, to put it mildly, was anything but becoming, as it topped the sanguine boyish features of the

young man conceitedly possessed of an equal amount of cheek and ability.

One of the first employers of the pushing, persistent Lederer was John D. Mishler, the Pennsylvania theatrical magnate, a gentleman of much dignity and worth, who was impressed with his representative's ability and title. Imagine Mishler's surprise when he read at his reading headquarters a paragraph in an Allentown daily.

"Mr. John D. Mishler has secured the sole control of Bartholomew's Trained Horses. We have heard the most marvelous stories of the remarkable and hitherto unknown tricks performed by this group of educated bronchos and we are quite ready to believe the quite incredible assertions because of our confidence in the announcements of the always reliable and truthful manager who has the enterprise in charge. Mr. Mishler is to be congratulated on his admirable selection of an advance representative. The trained mule 'ten days ahead of the show'

was in town last evening arranging the preliminaries and his wonderful hat attracted quite as much attention as the display of artistic and highly colored lithographs."

When Lederer and hat reached Reading, Manager Mishler met him at the train and impudently exclaimed before the advance agent could reach the depot platform:

"That was a dence of a blast you got in the Allentown paper!"

"I'll tell you how that was," explained George W., smiling to the brim of his hat. "The city editor of the other paper, a good sort of a fellow, who writes all the book notices, dog fights, art critiques, police news and dramatic articles, took all my stuff and gave me a pointer on the main guy at the other office and bet me a cigar that I could not get a line of my own rot into the sheet. But I did," added Lederer, smiling significantly.

Mishler chuckled as he returned: "Well, I should think that you did. That is what I call

sacrificing oneself for the good of the cause." Arriving at the front of a hat store Mishler remarked: "Come in, George, and I will buy you a becoming headgear."

"Not on your life," interposed the advance agent. "I'm not going to shoot this hat now that it has secured a reputation and is the principal advance attraction."

"Next to the educated mule," suggested Mishler.

Lederer has always been a most prodigious worker and has done about everything but write his own music and librettos or play the leading roles. In productions and the preliminary rehearsals he is never tiring and exacting and enthusiastic in his endeavor to make everything "go" inspiring all subordinates with his own industry, vim and dash.

"Oh," sighed her manager, as he finished looking her tour, "If Carrie had only amazed that saloon in Paris instead of Kansas she could now give a few farewell tours."

A MAN WHO REMEMBERED

What a Mysterious Individual Knew of Uncle John Robinson.

Graphic Description of *The Pioneer Showman's Death.*

A pioneer of the white tops happened to call on me a few nights ago and furnished me with the story below, which was of very much interest to me, and I am sure will interest all readers of "The Billboard." This old-timer calls himself a pioneer rememberer.

"Oh! I see," said I, "you are just going about as it were remembering things."

"That's it exactly," said he, and he pulled back his vest and took a sort of hitch in his necktie, and clapping both his hands on his knees, he spread himself forward and said:

"Yes, I remember when with the Robinson Circus of an old lion that seemed to have an especial dislike for Uncle John. The Robinson Circus in that day was not the mighty outfit that it now is, but a struggling little caravan, travelling altogether by wagons, going from town to town via cross roads, and it was up hill and down dale from morning till night. Uncle John and I used to carry the center pole between us up the steepest inclines, and many a time we were called upon to put our shoulders to the wheels of the heavier wagons, thereby assisting the horses in their most severe pulls. Well, one day as we were plowing up a steep bank in the recess of a wood, Uncle John stepped up to this particular lion cage to give the horses a lift. Now, he never passed within a hundred pards of this den without awakening the lion to a fit of frenzy. He would roar and and rant and dash at the bars, threatening every moment to tear them asunder and break out and devour us all. Then it was a contest roaring between Uncle John and the lion. As the lion bellowed forth his angry notes, Uncle John would swear.

"And did you ever hear Uncle John swear?" said the pioneer, eyeing me closely. "Ah, excuse me, you did not. Then you have missed it. Well, Uncle John swore and the lion roared, when, all of a sudden, the huge beast gave one lunge against the rear of his cage and lo! and behold, the door burst clean from its hinges and the great king of beasts came rolling in a heap right at Uncle John's feet, and the veteran showman, overtaken by the shock, fell prone upon him. There was a scattering in that crowd. I

him die, and it was a terrible death scene, too, let me tell you. Uncle John had gone away beyond the allotted life of man and was, when the fatal sickness overtook him, 92 years of age. Still, he was a tower of physical strength, and as he tossed and surged upon his bed of sickness he was like a wounded giant, still terrible in his might.

"You have heard, no doubt," said he, with a still further lurch in his voice, of the differences between Uncle John and the mother of his family. Well, he that as it may, he loved her most devotedly and was he once told me, there was but one woman on earth who could ever make him bend to her will and that, said he, pointing to a picture of Gil, that hung on the wall in the room, was the mother of that boy. The boys often tell how, at Christmas times, he would walk stealthily into the room of his wife as gently as a mother at the bedside of a sleeping babe, and lay \$1,000 or \$1,500 in gold upon her dressing case, and then slip away again without even a reminder that the merry Christmas time was a season of remembrance of him. When she contemplated a season's travel upon the road with her boys, whom she worshipped as but few mothers could be, without further hint or suggestion, would have a magnificent team of horses driven to her door, with a carriage new from the shops of the best builders, and robes and whips and all accoutrements in keeping with the same, and she would be led as a princess to her chariot. Rough to all else in this world he was gentle to her, and in his hours of sickness his murmuring sentences were all suggestive of the wife who had gone. When the last hours came upon him he was propped up upon three huge mattresses in the center of the room, which the lifting to auro of the giant-like form had necessitated as one most in keeping with his comfort. The children of the household stood about him, and the faithful friends of his early life, the boys like Wilson and Flesher and others, whom he had raised. The wives of his sons and the widows of his sons dead and gone, pressed close about his bed. After a struggle of two he lay peaceful and calm, then, lifting himself up with a mighty effort, he stretched out his powerful arm to its full length and said in his stentorian tones, "Where's Mrs. Robinson?"

"Which Mrs. Robinson, pa?" said one of the boys, leaning down close beside his face. "There are three Mrs. Robinsons here, Charles, Jack Jim and others. Which Mrs. Robinson do you mean?"

"Mrs. John Robinson, by God, sir!" he said. "I want Mrs. John Robinson, your mother." Then, stretching up both his hands and fitting his eyes above, he smiled at something that seemed hovering in vacancy and, whispering the name of his dead wife, "Mary," he fell back utterly upon his couch. And now he sleeps beside her in the marble mausoleum out there in Spring Grove, where one after another of his family had gone before, and where places prepared by him still await Jack, Gil, and the rest.

JENNIE LIND'S CONCERT AT MADISON.

There is nothing in the history of Madison, Ind., that caused such a furore as the coming of Jenny Lind, the Swedish nightingale, in 1851. Madison, at that time, was the leading city in Indiana, toward which the people of all Hoosierdom wended their way in search of health and pleasure, and she was fortunate in catching the beautiful song bird, as she sang in but eighteen cities in the United States. The late P. T. Barnum, the great showman, had Miss Lind engaged for the season of Swedish nightingale concerts in New York City, eight in Philadelphia, seven in Boston, one in Providence, four in Baltimore, two in Washington City, one in Richmond, Va., one in Natchez, one in Memphis, five in St. Louis, two in Nashville, three in Louisville, one in Madison, five in Cincinnati, one in Wheeling and one in Pittsburg.

While the song bird was in Louisville an enterprising citizen of Madison named William Wilson, made arrangements with Mr. Barnum for a concert in Madison. Mr. Wilson agreed to take the management in his own hands and pay Mr. Barnum \$5,000. As the mail boat from Louisville to Cincinnati would arrive at Madison about sundown and would wait at the wharf until after the concert, Mr. Barnum agreed to the proposition. Wilson returned home and engaged a corps of men to put an old frame pork house in condition for the reception of the beautiful Swedish nightingale, as Madison at that time had no opera house. It was a one-story structure, about fourteen feet high to the eaves, with an ordinary pitch to the roof, no ceiling to the auditorium, and was about thirty feet wide by one hundred and fifty feet long, occupying the length of half a block. Time was short, but Mr. Wilson was equal to the emergency. The greasy, dirty building was thoroughly mopped, scrubbed and whitewashed. Tough seats were improvised, and many enthusiastic ladies of Madison volunteered to assist in the work of decorating, and soon everything was in readiness.

On Friday evening, April 11, 1851, the mail steamer, Ben Franklin, landed at the Madison wharf, having on board Miss Jenny Lind and her troupe, accompanied by Misses T. Barnum. All Madison turned out and gathered at the wharf to welcome the distinguished visitor, and her advent was hailed by the firing of the cannon, the cheering of the populace and other demonstrations of joy.

Madison being the only city in Indiana in which Miss Lind would sing, reporters and public men from all parts of the state were there. Several fine steamers all laid at the wharf until the concert was over.

Tickets were sold at auction at the "Grand Opera (or Park) House" before the concert, and the first ticket was sold to Capt. David



DICK BROWN AND MILE. BARTOLETTI.

Brown and Bartoletti have played some of the best vaudeville houses throughout the country. Their act introduces Mile, Bartoletti in her artistic dances, she being a toe dancer, with much charm and grace. She has been associated with some of the best people in the theatrical profession, such as the Metropolitan Opera Co., of New York City, French Opera Co., of New Orleans, also Chas. H. Yale's attractions as principal danseuse. Mr. Dick Brown needs no introduction to the readers of "The Billboard," being remembered as the principal comedian of Chas. H. Yale's attractions the past six seasons, also playing opposite Geo. W. Monroe, of My Aunt Bridget fame, who was also one of the principal members of Sire Bros.' Stock Co., producing refined burlesques at their New York theatre, New York City. Their act consists of refined comedy, singing and dancing, and according to the approval of press and public, seem to have everything coming their way.

White for eighty dollars. The remainder of the tickets offered at auction were bought at an average of seven dollars each. Tickets were also sold at different places throughout the town, and gentlemen passed through the crowd on the outside offering them at one dollar, while curlstone tickets were in great demand, as the singing could be plainly heard through the thin weather boarding of the building.

The following is the program rendered:

- MILE, JENNY LIND'S
—ONLY—
GRAND CONCERT,
Friday Evening, April 11, 1851,
in Madison.
- PROGRAM.
Part I.
Overture—Itallano in Algeri Romini.
Duetto—Voglio dire (L'Eliside d'Amor) Douzetti.
Signori Salvi and Belletti.
Aria—"I Know That My Redeemer Liveth" (Messiah) Handel.
Mlle. Jenny Lind.
Cavatina—Bella Adorata Guirmento, Mercadante.
Signor Salvi.
Scena—Ah non creder Sonambula.
Aria—An non giulugo Bellini.
Mlle. Jenny Lind.
- Part II.
Overture—Felsenmühle Reissiger.
Duetto—Per l'Incor alla Signori (Il Tarcio in Italia) Rossini.
Mlle. Jenny Lind and Signor Belletti.
Romanza—Spirito onde Palma (La Favorita) Douzetta.
Signor Salvi.
Bird Song Taubert.
Mlle. Jenny Lind.
Bacchanale—Sulla poppa nes mo briki (Prigioni Edinburgo) Ricci.
Signor Belletti.
Home, Sweet Home Bishop.
Mlle. Jenny Lind.
Conductor—Mr. Julius Benedict.

A first-class orchestra, comprising the best talent of New York City, led by Mr. Joseph Burke, and under the direction of Mr. Julius Benedict, was engaged. The receipts of the concert were \$3,093.25, leaving Mr. Wilson \$1,396.75 short of his agreement, which loss Mr. Barnum stood and let Mr. Wilson down easy in consideration of his enterprise and pluck in assuming such a great responsibility.

Though financially the enterprise in bringing Mile Lind to Madison was not a success, it did much toward advertising the town abroad, as every newspaper in the United States had something to say about Jenny Lind singing in a pork house at Madison, some of them even converting it into a slaughter house.

Jenny Lind was truly the greatest and sweetest singer of the nineteenth century. The following tribute to her gives one an idea of the gentleness of character and the angelic inspiration in song that softened the heart of marble and conquered her bitterest rivals:

"Jenny Lind and Grid were rivals for popular favor in London. Both were invited to sing the same night at a court concert before the queen, Jenny Lind, being the younger, sang first, and was so disturbed by the fierce, scornful look of Grid that she was at the point of failure, when suddenly an inspiration came to her. The accompanist was striking the final chords. She asked him to rise, and took the vacant seat. Her fingers wandered over the keys in a loving prlude, and then she sang a little prayer which she had loved as a child. She hadn't sung it for years. As she sang she was no longer in the presence of royalty, but singing to loving friends in her fatherland. Softly at first the plaintive notes floated on the air, swelling louder and richer at every moment. The singer seemed to throw her soul into that weird, thrilling, plaintive "prayer."

Gradually the song died away and ended in a sob. There was silence—the silence of admiring wonder. The audience sat spellbound. Jenny Lind lifted her sweet eyes to look into the scornful face that had so disconcerted her. There was no fierce expression now; instead, a tear drop glistened on his long, black eyelashes, and after a moment, with the impulsiveness of a child of the Tropics, Grid crossed to Jenny Lind's side, placed his arm about her, and kissed her, utterly regardless of the audience." JOHN N. PATTIE.
Madison, Ind.

THE COMEDIAN WHO ESCAPED.

Chronicle had achieved a reputation as a mla-strel comedian with several managers who affected the backwoods and the truly rural districts where the blaring of the brass band was the foremost feature in drawing out the native hayseeds. Chronicle was comic to a limited extent, but through the laudations of the jays he had annually increased the size of his hat until his swelled head had made his head piece a candidate for a freak exhibit. Rumor, the too often untruthful jaid, had carried the news far and wide that Chronicle was the funniest man alive, and his reputation had extended to the magnates in metropolitan minstrelsy, who, of one accord, negotiated for the black diamond. As usual, W. S. Cleveland won out, as is his practice, and money was no object. Chronicle had no idea of what he was "going up against" when he was to be plied against the very cream of all the end men in the profession, but, full of confidence and conceit, he appeared on time to meet the ordeal and substantiate his reputation. A less egotistical person might have had a touch of stage fright, but Chronicle was as cool as the traditional cucumber when the curtain rose. As the opening concert progressed and the several end men claimed attention, he, for the first time, realized that he was, as the pugilistic experts put it, "out-classed." Chronicle's failure was due, diabolical and distressing, and not one felt his inefficiency more acutely than himself. After the performance was over, the sad purveyor of alleged fun removed the mask of black, and, without a word of warning or last farewell, crept stealthily out of the theatre, chartered a skiff and escaped across the boom of the waters of the flowing Hudson, never again to be seen or heard of, where the woods do not join the town and the houses are close together.



MISS MARION CASTLE, With the Trans-Atlantic Burlesquers.



THE CASADS.

A Team so well known in Vaudeville that the above cut needs no further description.

can tell you, and when, at a safe distance, we turned to look back, expecting, of course, to be horrified, never dreaming of anything less than the immediate death of Uncle John and I had even pictured to myself the blood-streaming jaws of the animal tearing the showman limb from limb, but what do you think? The lion, sir, flung himself at liberty and face to face with his arch enemy who was up and at him in a trice, had bolted away like a sneaking cur, and in less time than it takes to tell he was lost in the forest. Then he began a search for his lionship and the whole circus outfit was soon scouring the woods in search of the missing beast.

Directly Uncle John, in stepping over a log, fell right astraddle of the lion, crouched down behind the big timber, trembling with fear. "Hey, there, some of you!" he exclaimed, "bring me a rose, and be quick about it. I have got the lion and I will take some of the — — — roar out of him, too, before I get him into that — — — cage," and he put a rose about his neck, kicking him and cutting him as you would a cur and dragged him by main force and stooping like a giant, lifted him into the cage and banged the door shut upon him, giving him a parting punch in the head as the portals swung to. Oh! Uncle John was a powerful man and his courage was as prodigious as his strength, and what has always seemed remarkable to me is that after all his indubitable escapes, of his many adventures by land and sea, that he should have died in his bed at home and not as the cant phrase goes "with his boots on."

"Did you see him die?" said I, thinking curiously enough, that he might have known the incidents of the death of the famous showman, whom all had always regarded, as he had characterized him, as a most wonderful man.

"Yes," said he, lowering his voice, "I saw

THE SUPERANUATED SISTER ACT.

Written by J. A. Murphy & Willard. I've been thinking of the old days Mother, and good times in the past...

their infant apprenticeship—whether they yearned for a Persuadee like Mr. Broadhurst to save these little Andromedas from a draught of a stage manager!



BUSTER, Of the Three Keatons.

of poor little children will be cut off from the chief joy of their lives—banished from their fairland to the street, and many a humble home will be impoverished by the loss of the salaries so cheerfully, so beneficially earned by the small breadwinners.

Such truths spoken by a man who knows whereof he speaks, and whose intelligence and humaneness are well known, might be read and pondered by a goodly number of overzealous persons here in our own country who are still ever ready to look askance at the stage, at players, and at the association of children with theatrical folk.

ECCENTRICITIES

Of Composers Illustrated by M. Lavignac, the French Critic.

Genius and eccentricity are supposed to always go together. This may account for their admirers, at least thinking the leading musical composer's geniuses. Judged by certain facts collected by a French student of this subject, M. Lavignac, many of the generators of melody certainly qualify in the eccentric class.

"Haydn was a very early riser, and yet he never worked except in full dress, in which he was like Buffon; he began by shaving himself carefully, powdered himself, and put on his finger a certain ring, a sapphire. I believe, surrounded with brilliants, which had been given him by the great Frederick, unless it was Prince Esterhazy; that done he shut himself up in a quiet room and wrote for several consecutive hours—five or six—without stopping."

"Beethoven found a powerful auxiliary to inspiration in motion and walking. Whatever the reason, every day after dinner, which was at 1 o'clock, according to the Viennese custom, he set out for a walk, and with big strides, twice made the circuit of the city of Vienna. Neither cold nor heat, nor rain nor hail was able to stop him. Then it was that his heat of fancy attained its full ardor. He would enter a restaurant, sit down for an instant, and ask the stumped waiter for the bill, without having ordered anything. His clamor was prodigious. He usually broke everything he touched; not a single piece of furniture in his house, and any article of value less than anything else, was safe from his attacks, and many times his ink pot fell into the piano by which he was working, which, religiously preserved in the museum at Bonn, still retains its indelible traces. Although he had always lived in the midst of the high Viennese aristocracy, in which drawing room dances were held in high honor, he never succeeded in dancing in time. Herold composed while walking, humming

or singing, and often in the Champs Elysees, and often passed his best friends by without recognizing them.

"Gounod composed especially at the table, or at least in his boat. When he wrote, everything was absolutely clear in his brain. His manuscripts prove this.

"Halévy had a table piano that had been made for him by Pleyel. From time to time he would draw out his keyboard, strike a few chords on it, and then push it back like a simple drawer, and continue to write.

"Felix Mendelssohn also wrote at the piano. Fellenz David, not being much of a pianist, sometimes sought the aid of his violin, Adolph, Adam almost always worked at his grand piano, the right-hand side of whose keyboard was stained with innumerable splashes of ink. He played eight, ten or twelve bars, and then wrote them down. Elzet worked especially in the evening, and still more at night; he often made use of a piano bureau by Pleyel, like Gounod and Halévy.

"Meyerbeer wrote in a regular manner in the evening, and his servant had orders to draw him away from the piano at the stroke of midnight. Schumann would not admit that any one could write otherwise than at the table. Mendelssohn made much use of the piano and preferred to work in the morning. Auber generally worked at night, and very late, till 2 or 3 o'clock in the morning, in order to avoid outside noises.

"Mozart was sometimes less particular, and composed a little everywhere and under all conditions. Happily, the ideas came often enough and pursued him even into the restaurants of Vienna, Prague and Munich, where he was very fond of playing billiards and smoking a pipe, and composing in his head.

"Rossini composed almost constantly and in all ways, rarely at the piano, most often in the evening or at night, and like Mozart, often found inspiration in a carriage or postchaise. In the irregular jottings of these vehicles he perceived rhythm and of these rhythms melodies were born. There is no doubt that he would have found them in the trepidation of the railroad, if he had dared to try, but he had such a dread of this mode of locomotion that no one was ever able to induce him to set foot in a car.

"Handel, the man of mighty conceptions, was far from despising the support of a bottle of very good wine.

"Gluck preferred champagne, and composed violently gesticulating, walking up and down, and acting all his characters, often in the open air, on the lawn, in a garden."

DEVELOPMENT OF THE DRAMA.

Prof. Brander Matthews purports in 350 small pages of his new book, "The Development of the Drama," (Scribner, \$1.25,) to treat that subject from the first crude mimetic efforts of primitive man to the plays of Ibsen and Ibsen. That he does not do this with any real success is obvious in the nature of the case. What he does, however, is of far greater originality and import. It has been the fate of the drama to be written about from the merely literary point of view. Prof. Matthews, with his practical experience as a playwright, and his lifelong interest in the stage as a stage, realizes as few critics have ever realized that the prime element of the drama is not language, but the nature and capabilities of the theatre considered as an instrument for producing dramatic effect, the abilities of the actors and the various conventions in which they work, and last but not least the changing prejudices, the intelligence, and the size of the audience. When plays have been written without a skilled mastery of the contemporary theatre—as in the case of the "Samson Agonistes" of Milton, most of the plays of Goethe, Shelley, Byron, Browning, Tennyson, and Swinburne—they have been poor dramas, however ably written as poetry. And, conversely, in the plays of all the great masters—Sophocles, Shakespeare, Molière—the literary effect has not only been in harmony with the conditions of the playhouse, but in a very real sense has been derived from these conditions.

What are the essential conditions of the acting drama? Aristotle defines tragedy as "the imitation of an action," and whatever he meant by the phrase the essence of drama is something that is primarily to be seen. "It is perhaps going a little too far to assert that the drama can be a subordinate of literature as painting may be, or as sculpture; and yet this



JENNINGS & JEWELL. The original of the above cut—Jack Jennings and Bob Jewell—have been working together about three years, and have in that time earned for themselves a reputation which many teams longer in the vaudeville business might envy. They have played all the leading vaudeville theatres, and previous to joining hands, had appeared with many of the big combinations. This season they are introducing a singing, dancing and talking act which is entirely original with them entitled A Five Dollar Act.

is an overstatement only; it is not an untruth. Now the essence of an action is that it shall be directed against something.

To M. Ferdinand Brau-celery, who painted, perhaps, by a hint of Hegel's—who owe the clearest statement of one important law only dimly perceived by earlier critics. He declares that the drama differs from other forms of literature in that it must always deal with some exertion of the human will. If a play is really to interest us, it must present a struggle. Its chief character must desire something, striving for it with all the forces of his being. Prometheus, riveted to the rock, is determined at any cost to himself, not to reveal the secret which the unjust god is seeking to wrest from him. Romeo is headstrong to marry Juliet. Shylock proposes to have his pound of flesh. Lady Teuzle is set on having her own way.

With keen and searching analysis Prof. Matthews traces how the struggle to fulfill desire, which is fundamentally forever the same, but which varies throughout the ages with each new turn of the kaleidoscope of history, has been the proper, and in a sense the exclusive theme of dramatic action.

Having chosen his essential struggle, a further obligation rests upon the dramatist of selecting the few passages that represent the struggle in its significant crises. These are the scenes a faire of the admirable analysis of Sorey; and Prof. Matthews shows how they have different racial justness, and especially with differing forms of theatre, the concentrated action of Greek tragedy being a corollary of the classic sense of form and the monumental simplicity and the amplitude of the theatre of Dionysus, precisely as the rapidly changing action of Shakespeare was of the romantic Elizabethan temperament and the intimacy of the Elizabethan playhouse.

In a word, Prof. Matthews's essay might better have been called "The Influence of the Playhouse in the Development of the Drama." As a treatment of this subject it is a work of profound philosophic grasp and practical knowledge, and delightfully interesting. No student of literature can afford not to master the ideas it sets forth, and it is of equal value to the practical playwright of large ambitions and to the dramatic critic.

SHAKESPEARE PLAYS

On Indian Stage. Business and Settings Primitive, But Natives Catch Spirit of Dialogue.

Shakespeare is almost as well understood and played in India by native actors as he is in the United States or England. With the wider knowledge of India which we are acquiring, and the consequent interest in the customs and tastes of that fascinating country, we learn that Shakespeare is as reverently understood and played there by native actors as in any English speaking country. Nearly every maharajah has attached to his court a theatre of his own, where productions are made by native actors of Hindoo plays and translations of the great Greek and dramatic works of the world. Naturally, it was my privilege to witness many performances never before seen by Europeans. A majority of the members of the English colony in India, by reason of their governmental duties, know little or nothing of the life and nature of the native Hindoo. They know him only as a prince arrayed in gorgeous cloth of gold and decked with jewels, or as a turbanned native with whom they see passing along the streets. The intimate inner life of the great palaces into which I was welcomed is described at length in the book which I am writing, and which is to be published next year.

The custom of the country toward visiting foreigners is one of great generosity and hospitality, but the Indian prince is a very proud and serious man, who demands something more than mere appreciation of his jewels and his riches. He must be content that his interior life is understood, for the life of the Hindoo is the life of the spirit.

Mr. Edmund Russell, the famous actor, during his recent tour of India, gave a special performance of Hamlet before an audience composed entirely of princes. The sombre, black-robed figure of the Danish prince made a striking picture contrasted with the dazzling splendor of the young Indian princes, clad in gorgeous garments and laden with priceless jewels. The Guikwar of Baroda, best known of all the Indian potentates, had at the Lakshmi Vilas Palace a performance by Mr. Russell, in order that the Queen and her court ladies might see Shakespeare's masterpiece. Not until he reached Bombay did Mr. Russell present his Hamlet with an English-speaking company to an English audience. There he was supported by Ada Dow Currier, Janet Waldorf and fine company in twelve consecutive performances of Hamlet before the most distinguished Anglo-Indian audiences.

It was during this engagement that Mr. Russell received what he considers the highest honor ever paid to him. He was invited to meet on the stage after the performance all the celebrated actors and managers in the city of Bombay, and was then presented with a farewell address to which were affixed all their signatures. This parchment scroll was enclosed in a solid silver case, beautifully embellished with carvings of Buddha and lotus flowers, and is today more valuable in Mr. Russell's eyes than all the wealth of jewels and currencies presented to him by the maharajahs.

Other cherished possessions of Mr. Russell are the newspapers published in English in India and which contain high praise from critics for his Hamlet. They praise certain untraditions, yet very human moments in his conception of Hamlet, which are entirely different from the usual conventionalities of the character. He speaks of his "princely grace," of his "natural reading," of the light and shade of his interpretation. Amar Singh, who is known as the "Irving of India," accorded Mr. Russell high approval for his rendition, his temperament and his emotional power. When playing with a company of native actors, Mr. Russell's Ophelia was a boy of 16. There are today on the Indian stage a number of female roles assumed, as in Shakespeare's time, by young lads.

George M. Colman, of the Four Cohans, was out walking in the suburbs of Seattle one day, when he met a little fellow strutting along with all the dignity of young manhood and wearing a pair of trousers which were so long that they wrinkled perceptibly at the ankles. "How did you get them?" asked Colman, with a cheerful inclination to draw the boy into conversation. The little chap appeared confused, hesitated, and finally replied: "Well, I ain't but 12, but my pants is marked 16."

How English Papers Advertise Themselves

Some Push and Energy Displayed. Liberal Use of Posters.

Written expressly for *The Christmas Billboard* by George Cecil, (London.)

Although it is in comparatively recent years that English newspapers and magazines have taken to advertising themselves in a wholesale manner through the medium of printed publicity, they have for a considerable time past gained the notice of the public in a subtle way. For instance, during every war of importance for quite a number of years past our daily papers have vied with each other in securing the most interesting and up-to-date news, employing to that end reliable war correspondents or glorified reporters of a bright nature. It may, in this connection, be observed that one of the last named variety, the late G. W. Stevens, was despatched by the "Daily Mail" to the scene of several fray, that he might acquaint the patrons of that newspaper with what was going on at the front. Unlike the majority of his particular school of journalism, he wrote stuff which was often quite sensible and sometimes readable. Moreover, he could be relied upon to tell the truth, a trait which is not shared by some of our smartest newspaper men. For several papers have of recent years brought shame and ignominy upon their proprietors by publishing most misleading statements concerning well-known people and affairs of the moment, thus gaining an advertisement of an exceedingly unpleasant nature. Needless to say, the more thrilling the contents of the articles the greater will be the attention given to the newspaper printing them. This is a certain form of advertisement which is not to be despised.

The leading London firms responsible for an important newspaper, weekly journal and magazine output, and who are, therefore, extensive advertisers, are the concerns of Harmsworth, Pearson and Newnes, the firm of Cassells Limited also being responsible for a number of magazines and similar literature. To take these houses in the order named, that of Harmsworth Brothers shall first be dealt with. They own a daily paper and an evening paper, which are sold at one cent; a seven-cent magazine one or two of a domestic nature, a weekly journal which is run as a competitor to "Tit-Bits," and several other forms of literature. All of these have risen to the highest pinacles of

Moreover, during the absence of this second Franklin the paper secured an enormous advertisement in the reports of Mr. Jackson's progress, these being daily chronicled as though they were of international importance.

Next comes the newspaper and magazine firm of C. Arthur Pearson, a Colossus of literature, who is no stranger to the American reading public. He follows, in a minor degree, the

HARMSWORTH TACTICS

in as far as the indirect advertisement is concerned. Having made much money as a proprietor of the "Daily Express," a one-cent morning paper, a number of magazines, a weekly journal, and one or two provincial papers, he is in a position to indulge in expensive advertising. Thus, he some time ago despatched a party of naturalists to the other end of the earth, instructing them to ascertain the whereabouts of the animal known as the Giant Sloth, and, if possible, to mail a few home to Mr. Pearson's London office. From time to time the "Daily Express" succeeded in getting itself talked about by issuing bulletins concerning the doings of the hardy explorers, who enriched contemporary literature by acquainting their patrons with many important facts concerning the anecdotes fur-



AN ADVERTISING KIOSQUE IN BRUSSELS, BELGIUM.

ished by the stivies whose great-great-grandparents had heard (in their childhood) of the animal alluded to. Odd though it may seem to the readers of the journal, the British public appeared to be quite interested in the Giant Sloth, and many an errand boy might be heard asking his blithe companions

"AVE THEY FOUND THAT THERE SLOTH?"

Indeed, during the search for this mystic creature the Pearson's paper was frequently spoken of as the Daily-on-the-lookout-for-Sloths. Another of the Pearson devices was to distribute ten pound (fifty dollars) notes amongst strap people all over England, with a view to advertising "Pearson's Weekly," the modus operandi being as follows. Envelopes were containing the sum in question, were despatched to reliable men in various towns, these agents being instructed to bestow a package upon the first person who asked the magic question, "Have you got that ten-pound note?" Although this extraordinary departure resulted in the circulation going up considerably, the fact remains that whilst Mr. Pearson's generosity was on tap many hard-to-convince people were known to express an opinion that he who had the disposing of a ten-pound note ought easily to make a fiver for himself. The experiment has not since been repeated. It may, in connection with the working of the C. Arthur Pearson business, be remarked that this concern is on the same literary level as that of its Harmsworth competitor; whilst their advertising schemes are approved of by the public, in fact, their "Children's Fresh Mr. Fun!" in addition to gaining for it a standing advertisement, has brought it into prominence amongst numbers of people, who, in ordinary circumstances, would not indulge in secular literature. But when it is brought to their notice that the Pearson publications are the property of

A CHARITABLE PERSON.

they extend to "Pearson's Weekly," the "Royal Magazine" and the "Express" the benefit of their subscriptions.

The firm of Newnes has, till quite lately, enjoyed many years of financial prosperity and the good will of the public at large. But during the past two or three years some of their indirect advertisements have been of a somewhat unfortunate nature. For, upon one of the concern's writers selling the proprietor for money due, it transpired that a certain number of the marvelous travelers' tales appearing in the one or two of the firm's publications were of home manufacture. Indeed, the case was the talk of London a few months ago. It should be added that the "Wide World Magazine" and "The Traveler"—the latter having since died—were at the time freely

spoken of and thus advertised. But, unfortunately, the editorial and journalistic methods of the firm were criticized in such scathing terms by the reading public at large that Sir George Newnes & Co. received an advertisement which they could well have done without. In spite, however, of this chastening effect, various other of the company's publications continue to attract both the public and the advertisers. It may be added that, with a view, doubtless, to advertising his business in an indirect (though sound) manner, the Harmsworth publisher makes a point of remunerating his employees at a scale which is almost though not to be adequate to the verge of generosity. It should be observed that as a result the friends and acquaintances of these fortunate young men make a point of extensively patronizing the publications of the

NOBLE-HEARTED NEWNES.

There remains the firm of Cassella Limited, and it may be said of the magazines and weekly journals published by them that they are advertised through the usual channels of publicity, rather than by means of Belgravia enterprising ownership, expensive motor cars, law proceedings and expeditious search of non-existent animals and Arctic explorers made to order. Occasion may also be taken to point out that this house is a generous buyer of newspaper and magazine advertising space, and that, like dozens of daily and evening papers, magazines, illustrated weeklies and other literary products, it makes large use of billboards and other open-air positions. Moreover, its posters are designed in a manner which gives one the impression that considerable intelligence has been displayed in their composition and subsequent sanction, two factors which are lamentably absent in the bills displayed by some of their competitors. Indeed, many of the colored advertisements appertaining to some English journals are of that sensational nature which is calculated to stir up all the worst qualities to be found in the minds of

A TOUGH, MURDERER OR OTHER UNDESIRABLE PERSON.

For the power orders amongst English papers are very prone to seeking notoriety and advertisement through the medium of highly-colored posters showing sordid and other scenes of life. These are apt to have as bad effect upon the minds of the weak and sickly as they are upon the perverted imagination of the criminal classes. It must, however, be reluctantly confessed that these improper illustrations serve their purpose, since they attract subscribers to the papers issuing them.

Another means of drawing attention to a magazine or a newspaper is to advertise that a new serial story by some well-known and popular author has been secured, this being a very popular form of advertisement with the majority of the public. Upon the paper having come to an arrangement with the author, it will speedily proceed to placard Great Britain with large sheets setting forth the fact that

A "GREAT NEW STORY"

by Sommerso has been secured. This form of advertising a paper may be said to be quite legitimate—in spite of the fact that the serial in question being, as a rule, unmitigated trash, cannot rightly be called "great." It may also be added that Britain's billboards are put to base use in giving publicity to the fact that a magazine proposes treating its readers to something novel in the story-telling line. For the proprietors of this cheap form of literature advertise their intentions by means of undesirable picture posters of the nature alluded to above. Indeed, it is an extraordinary thing that the civic authorities allow such bills to be displayed since they can but have a bad effect upon that section of the public at large already alluded to in connection with the showing of unseemly illustrations. Another means by which daily papers seek to increase their circulation—and one which is far less objectionable than that of their practices—is the getting up of noisome petitions in favor of the repeal of a criminal law, occasionally they start a fund of some description, with a view to affording relief to those who have suffered through war, plague, famine, colliery disasters, and so forth. And as they craftily make a point of printing in the paper the names of those who donate, they thus secure the sale of

MANY EXTRA COPIES.

For, those who subscribe to the charity do so for the purpose of giving publicity to their names as much as for any other purpose. Occasionally some morning paper gets on foot a similar scheme to present some person with a sum of money. Thus, some years ago, the Daily Telegraph started a scheme whereby a professional cricketer, named Grace, received a large sum of money through the medium of subscriptions which were limited to twenty-five cents each. And as, in England, the playing of children's games by elderly and boarded fathers of every ten thinking and thoughtless Britons alike, the response made to the appeal of the Daily Telegraph was enormous. It may be pointed out that upon this occasion the paper in question gained another

ENOIGMOUS ADVERTISEMENT.

and that at the present moment they are equally noted for their activity in bringing themselves to the notice of the public. In fact, since they, a number of years ago, one day asked the question "Is Marriage a Failure?" (subsequently printing hundreds of letters on the subject) down to the present time, they have easily distanced their competitors in this particular form of advertising. Nor have they been without their imitators. For other papers have followed suit with "Should Women Work?", "Should Husbands and Wives take their Holidays together?", and similar questions of an equally absorbing nature. Doubtless, the next paper requiring an advertisement will, through the medium of an editorial leader, request readers to state their opinions as to whether Cats should take their actual nutriment by means of the time-honored lap or the lick and which is more conducive to digestion.

Were it not that there must be a limit to all things, there is still much more in connection with the system of advertising by English papers which might be dealt with. For instance, space could be devoted to explaining the means by which newspaper proprietors succeed in getting themselves created knights or even raised to the Peerage—with a view to booming their paper. A lengthy allusion might be made to the boading proclivities of these amateurs. For several well-to-do people with handles to their names, in addition to a certain number of the socially great who are apparently but ambitious, are commissioned by far-seeing editors to write stories or articles, which (though too frequently devoid of literary

merit) cast a glamor over that section of the reading public which is under the impression that an article by

THE DAUGHTER OF A DUKE

must necessarily be a literary gem of the first water. But since to have in the contents list of a magazine the names of one or two writers of this description is supposed to have its advertising value, editors and proprietors are exceedingly wise to thus lower their publication in the estimation of those few readers who do not care whether a story is written by a Prince of the Royal blood or an out-at-elbows tramp, provided it is readable. Another standby of the British journal is the Christmas issue, the contributors to which often number several notora and actresses, their effusions being greatly appreciated by that enormous section of the British public which can bring itself to read the average English illustrated monthly magazine. Moreover, this editorial departure is an excellent stroke of business, since those who read these productions

CHATTER TO THEIR FRIENDS

about them, thus securing for the periodical a capital advertisement. Occasion may, in this connection, be taken to observe that a number of English journalists are somewhat sore at so frequently finding in papers—leading and otherwise—articles and stories by Lady Violet, Grosvenor, Lord Hugh Cecil, Lady Warwick, the Honourable Mary Cavendish and other amateurs. But when it is borne in mind that the names of these people result in an advertisement to the papers who pay them five dollars—or more—a thousand words, it will readily be understood that an editor is perfectly justified in employing them. Fortunately for the good of professional journalists, high class magazines and newspapers have to need to seek this form of publicity. Consequently, it is an exceedingly rare thing to find any really good periodical containing other than workmanlike contributions. Such publications merely advertise by means of newspaper and magazine space, severely avoiding the advantages to be derived from a judicious use of the billboards. Thus, no power on earth would induce the Nineteenth Century or any other

PAPER OF TONE

to make itself better known by means of a large colored bill. That, doubtless, is the reason these old-established and moss-crusten magazines and fortnights do not succeed in raking in more dollars. Indeed, some of them are understood to have quite a contempt for their new and—from the literary point of view—distinctly inferior competitors. But since Harmsworth, Pearson, Newnes and others who cater for the tastes of the unenlightened portion of the reading public are skilled advertisers, it is by no means astonishing that they succeed where ancient periodicals fail.

It may, in conclusion, be pointed out that the advertising matter used by proprietors of papers, and which appears in the various newspaper and magazine spaces taken by them, is frequently exceedingly well written and effectively set up. For of late years a considerable improvement has been effected in this respect. But a comparatively short time ago it was the custom of such people to relegate the composition of advertisements to the office boy or the charwoman—judging from the unconvincing absurdities which were permitted to appear in print. Nowadays, however, so much attention is paid to the advertising department of a publication, that some really excellent advertisement writers are provided with a living; whilst their skillful work results in the paper's advertisements being of a desirable nature. It must, however, be noted that some of the bills displayed by the daily papers require considerable amending. For, they provoke

THE SCORNFUL LAUGHTER

of the onlooker. Instead of securing his patronage or advertisements. What, for instance, can be said for a newspaper poster containing the words "the best medium for advertising." The sentence in question is amply looked upon as an exceedingly silly remark especially as there are some half dozen papers of different descriptions which thus seek to convey to the public a sense of their excellence. In view of the foregoing it is pleasing to be able to point out that though we are, commercially wanting in intelligence, we are, so far as the advertising and pushing of our papers is concerned, showing a slight improvement from time to time. Some of us, moreover, entertain the hope that in course of time the business side of our periodicals may be conducted in the best manner appertaining to American literature.

LINT ON THE LUNGS.

Finally the crank who kicked and found fault all day visited the doctor. "Doctor," said he, "I am not a well man." "Let me see your tongue," ordered the doctor. "Ahem, you have the new disease." "I have! Why what is it?" "It is called Lint on the Lung." "Great heavens!" "Yes, it comes from chewing the rag. Two dollars please."



ILLUMINATED KIOSQUE IN BRUSSELS, BELGIUM.

A LYRIC FOR THE POSTER MAID.

In my dream the beautiful Poster Maiden came to me, and she was weeping copiously. "Why do you weep, my darling—that is, Miss?" I asked, suddenly remembering that I was married.

"Enough!" It was the Poster Maiden who spoke, for she had been looking over my shoulder as I wrote. "Enough, my noble benefactor; you have demonstrated that the muse can keep up with even the latest poster art. My sword! My own and only—"

Advertising That Pays.

All advertising does not pay and the sooner that people who have advertising to sell find that out the better it will be for their business. Billposters and all other men who are soliciting outdoor display work should make a study of effective advertising and be prepared to tell their customers whether a proposed campaign of advertising will bring results or not.

the best that is obtainable. Figure out the locality where his advertising would forcibly tell and give him location there. In every way possible try and give him service that will bring results, and in a short time you will find him one of your warmest champions.

TO WARD OFF LEGISLATION.

The wave of opposition to billboards which has swept over the country could have been averted in many instances if the managers of the billposting plants had paid a little more attention to their plans. In many instances the opposition to this method of advertising was brought about by the carelessness of the owner of the plant. Employing labor that was cheap and consequently untidy; clothes have been ruined by the drippings from paste brushes, ragged paper left on the boards that made them an eyesore to the public; the paper that was torn off the boards is allowed to remain on the street and in many cases the posting of vulgar and indecent posters has caused a howl of indignation that brought about the legislation that tried to sweep all billboards from the country.

Although you may think some people are really honest and object to the billposting plant kind reminder that the public are the people who see the posters, and it is to them and them alone that you are trying to appeal. If by the posting of posters that hurt their sensitive natures you insult them and make them believe that billposting is hurtful, all the value of billposting is lost on them. This is hurting the trade instead of helping it.

ADVERTISING AS AN INVESTMENT.

You have not to search far to find a man who claims advertising to be the strongest incentive towards the promotion of prosperity, nor is it difficult to discover one that says advertising does not pay. These adverse proclamations are caused in almost every case by the employment of proper and improper methods.

There is still another class that says "all publicity is beneficial, but is it worth what it costs?" Poor advertising is better than none, it is of value, because it keeps the name before the people if nothing more. If on the other hand sufficient force and attractiveness was injected into the matter, that same space could be made to yield quick and profitable reimbursement; but poor judgment or an absence of good common sense is favorable to an enormous waste of money.

No man can determine with any degree of accuracy exactly the amount of patronage he will receive for the money expended in publicity; but if practical methods are employed with a reasonable measure of persistency and without too much peevishness success will eventually follow in ninety-nine cases out of a hundred. If an advertisement yields but little pecuniary profit it is always money well spent, as all efforts intended to enlarge or better a business are important; but to reach the summit of activities hustling is what will accomplish things worth while.

Sometimes results fail to come immediately and the delay is annoying, even discouraging, but they invariably do arrive eventually and not infrequently bring compensation that exceeds the greatest expectations of the investor. Examples are abundant where publicity has taken a small business and lifted it to a realm of commercial importance; it will raise a man from mediocrity to success, or assist the successful man to attain and retain his coveted goal. There are also many instances where comparatively poor men have become millionaires.

Nerve and ability are, of course, essential but those qualifications are necessary to success in business of any sort. Business is a man's game and the one who gets the greatest percentage is he who best impresses the populace of the importance of his stock and store. Most any clear headed person can see the light without much argument, that the best way to obtain patronage is to go after it, create publicity and attention, the more zealous the better and what more simple or effective means is there than advertising? Besides it is no longer a case of option but compulsion; it is a settled condition to which a man must conform or lose his business by default.

Many men believe that they have reached the limit of their local; something is true, but more often they imagine the limit to be much more narrow than they actually are and remain struggling within the narrow confines of petty competition when a large field and greater profits can be reached by a little indolent progressiveness. This is exactly where advertising steps in and offers possibilities that would be otherwise impossible; possibilities that I would almost inconceivable. Any business that I would continue is worth advertising; people must purchase good somewhere and the demand for good things is perpetual—but people must be informed where to get them.

It is the promulgation of this information when properly conducted, that presents a golden opportunity for the realization of almost fabulous recompense. An investment in advertising the perpetrator is always on the ground, so to speak, where he can be his own manipulator and study closely and thoroughly all fluctuations, their causes and remedies, an investment that is very difficult to duplicate, when you combine security with remuneration.

THE OLDEST BILLPOSTER IN THE WORLD.

This edition would not be complete if it did not contain a few words about the oldest billposter in the world. Louis Miller, better known to thousands of people in the country as Dadd Miller, is not only very much alive but is still engaged in the work that he has followed since he was a boy. At present he has charge of the shop of The Billposting Sign Company in Philadelphia, and he reports every morning as early as any of the rest of the men although he is far beyond the three score and ten years that are supposed to be the allotted time for mortals on this earth. He takes care of all the paper, folds the three-sheets and sees that nothing goes wrong in his department. He was born in Philadelphia in 1821, and has been engaged in billposting since he was a boy. If you get Dadd in a reminiscence mood he can tell you how the billposting business has grown into a wonderful business from the time when a sheet of paper the size of a quarter-sheet was about as big a poster as was printed or posted. Dadd Miller was the first man to post a pictorial sheet of paper, they having been gotten up to advertise the Welch Circus, then exhibiting in Philadelphia. That bill was only the center sheet of a three-sheet poster, but the picture on it created more excitement than the running of the first horse car. He claims that the first man to extensively use posters as a method of advertising was the late P. T. Barnum, when he ran the Chinese Museum in Philadelphia. At one time Dadd Miller owned the biggest billposting plant in the country, but he sold it to W. H. Nagle and afterwards took a post-

tion with that party. Since that time he has worked for the same firm, Nagle having been succeeded by The American Company, and that being absorbed by The Billposting Sign Company of Philadelphia.

Although not quite as spry as he used to be Dadd looks as if he were good for many more years of life, and his friends all hope that he will live to round out a century. He is always good-natured and cheery, ready to crack a joke or help play a prank on some one. When bill posters start telling hard-luck stories he always tells them they should be glad they are alive, and at once starts to reel off a list of the hard-



CHAS. W. HAY, Billposter at Marion, Ill.

ships that he had to undergo when he started a billposting. This soon makes the complaining billposter think that his life is a bed of roses when compared with the younger days of this old war-horse.

Every circus agent and old-time billposter that comes to Philadelphia always pays a visit to the plant of The Billposting Sign Company. If it is only to grasp Dadd by the hand and say "how-do-you-do" to him.

When I asked Dadd how he accounted for his comparatively good health and amny disposition he said: "Well, I'll tell you. I eat regular, work regular and do everything else regular. I like my pipe and I do occasionally take a glass or two of the thing that warms you up, but I really believe that it has been the fact that I have always been in harness that keeps me feeling young. They'll never get me on the pension list for if I stop working I'll think my time has come. Tell all my friends that I wish them a very happy Christmas and prosperous New Year, and I hope that when next Christmas comes round I will still be the oldest billposter in the world."

Daddy takes great pride in the Associated Billposters and likes to hear reports of their meetings. As soon as a convention is over he goes gambling for one of the badges and wears it on his vest until the next year. He runs down the list of the men he knows and wants to know if they were present at the meeting. If any absentees are reported he berates the man roundly and says he ought to be ashamed of himself for missing a meeting.

He is a grand old man, one that you feel proud to meet and a good example for the younger members of the craft to pattern after. Day the rest of his days be days of peace.

BILLPOSTERS' NERVE.

The "Petit Journal" of Paris relates a humorous incident which placed a good old lady in a queer dilemma and illustrates the "gall" of the Paris billposters:

Near the Porte de Romainville stands a kloak, built in the shape of a tiny chalet. It is occupied by a Mme. Leboulloy, who is a vender of cakes and sweetstuffs, and is well known to the children of the neighborhood under the pseudonym of "Mme. Tartine."

The old lady not only disposes of her wares at the kloak, but also uses it as a residence. Her little bedchamber is lighted by means of a skylight, and she keeps it as clean as a new pin.

At dawn a number of billposters passed that way, and, noticing the kloak innocent of placards, thought it to be a fine position on which to start operations.

One of them, therefore, was soon busy with his paste brush, and in a short period the four sides of the kloak were covered with bills. The other men—there were six altogether—thought this monopoly unjust, so all started to paste their various posters on the walls, which soon presented the appearance of a patchwork quilt. The billposters then departed.

Some hours later Mme. Leboulloy rose. She first tried to open the skylight and then the door, but her efforts were in vain. Frightened, she shouted for help.

Some passing workmen heard, and thought the cries came from a neighboring sewer. This was ascertained, but, of course, unsuccessfully. Then the police were called, but, the shouts having ceased, they were at a loss what to do.

It was 9 o'clock before the mystery was solved. Then some children, surprised that the kloak was still closed, asked a policeman what was wrong. He noticed that the bills were fresh, so, after finding the position of the door, ran a knife through the paper, and Mme. Leboulloy was soon released.

She possessed enough philosophy to regard her sequestration from a humorous point of view, and the matter ended with the distribution of sugar alleys to her youthful rescuers and a hard day's work in clearing the bills from the walls of the kloak.

A STRIKING THOUGHT.

Miss Jane Addams says that people who wear garments made in sweatshops accept charity from the poorest residents of the community. It is rather a striking thought.—Rochester Union and Advertiser.



A BILLBOARD IN THE CITY OF MEXICO.

ALL OF THE WORLD'S INTERESTING WORK TO BE SHOWN.

The Universal Exposition at St. Louis, 1904 Will Be the Greatest Array of Rare Products of the Highest Skill of Men from all Lands Ever Assembled.

The Exposition, which will open its doors in St. Louis next year, will be an International Exposition of the most extensive scope and complete organization ever planned or assembled.

Every nation in the world has been invited to participate in this Exposition, and already forty-five have officially accepted this invitation.

The States and Territories of the Union have come forward with even greater alacrity. Forty-nine of our commonwealths have already responded to the invitation of the Exposition.

The activity idea will be developed in the highest degree. There will be no such array of still life as has been customary at exhibitions.

The organization of the Division of Exhibits embraces sixteen leading departments, which are subdivided into one hundred and forty-four groups, covering every feature of the earth's resources.

Colorado Excels in These, and Will Show Them Among Other Products at the World's Fair.

Colorado, with \$120,000 to expend in the collection and display of her exhibits at the World's Fair, and in erecting a state pavilion, has entered upon the work with a zeal certain to bring great results.

MINERALS AND MELONS

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planned by Chief Taylor to be made on the northern edge of the agricultural reservation. The bee-keeping industry of Colorado is one of great importance, and a very comprehensive apianry exhibit will be made.

Colorado will make "Melon Day" at the World's Fair memorable for it is proposed on one day during the season to ship a train of thirty refrigerated cars, loaded with the famous cantaloupes from Rocky Ford.

LION IS KILLED IN FIERCE FIGHT.

"Roosevelt" Slain by "Orpheus." By Harry Hardy, Promoter with the Gaskill-Mundy Carnival Co.

At Springfield, Ill., the show of the Gaskill-Mundy Carnival Company was proceeding in the usual manner before an immense crowd.

For the first time the two magnificent lions, Orpheus and Roosevelt were turned loose in the arena together.

At this point Col. Mundy saw the fight in progress, and without hesitation rushed into the arena and fired three blank cartridges into Orpheus' ear in order to frighten him into relinquishing his hold on Roosevelt.

Of the Spieler and Passing of the Barker. To the average visitor the different "spielers" at a carnival are not the least of the attractions that interest them.

EVOLUTION

Of the Spieler and Passing of the Barker. To the average visitor the different "spielers" at a carnival are not the least of the attractions that interest them.

"It is a very delicate subject, for as a class spielers are rather conceited and each one thinks he is in the "top-notch" class. There are pre-spielers and post-spielers as in every other calling, and that some have more ability than others is a self-evident fact.

"I will say, however, that there is a vast improvement noticeable in the personnel as well as the ability of the modern "exterior exponent," as compared with his prototype of a decade back.

"But today" Time has wrought a great change in the character and ability of the spielers. The managers do all in their power to enlist the services of talented young men of good appearance, who can use good language and lucidly explain, without too much exaggeration, the features of their shows.

THE FUTURE OF PARKS.

The introduction of trolleys gave a big boom to the summer parks and lots of money was made by the managers of these places in past years.

places. When they were first started they had an element of novelty about them that attracted people and the result was that most any kind of an amusement feature would draw money.

The energetic owners of that place spent hundreds of thousands of dollars to give the people of New York a resort that would be unlike anything they had ever heard of or read of, and what was the result?

Now that the originators of Luna Park have settled up their accounts and find an enormous profit awaiting them they are not sitting down and folding their hands and saying "well, we had a good season."

The result will be that they will do more business next summer than they have done in the past, and every person who goes will be a walking advertisement for the place.

BULL WRESTLING MATCH.

The courage and fame of the Roman gladiators is known to all the world. The glories and traditions of the famous Spanish bull fights are historical.

During the Engle's Exposition which was recently held in Baltimore, this wrestling match was one of the chief attractions on the grounds.

An enterprising farmer from a county in Southern Maryland came to Baltimore and brought his bull with him.

Mr. Weiss was the only one who accepted it. Mr. Weiss, being a prominent member of the Eagles, was induced by his numerous friends to present the contest as feature of the "big" show.

A GOOD ADVERTISEMENT.

Out of the great Kansas City flood comes an advertisement that contains a moral as big as life.

There were 19 bridges spanning the Kansas River at Kansas City. Some of them were modern, some of them were not of much account.

When the waters receded just one bridge was standing. It was assailed by a raging torrent. It was shocked by tons of drifting debris; the swirling water dug at its abutments, but it defied all and stood the test.

And that explains how and why the Missouri Pacific bridge still spanned the Kansas River when the flood had passed by.

This mixing honor in trade doesn't always bring profits on the jump. It is seldom a matter of great dividends in any one year or any one contract, but it does pay the long run.

The railways of the United States kill and injure each year more persons than were killed and injured on both sides during the Boer war, which lasted three years.

PLEASANT AND UNPLEASANT

Experiences With a Circus. A Reminiscence.

"As a rule," says a man who was once in the circus business, but who is now out of it, "circus people live well and when once they get into it they never want to get out. True the canvasmen have a hard time of it sometimes, but even they never want to quit. The worst experience I ever had was at Elkhart, Wis. A cyclone came up just as we were getting ready to begin the night performance.



FRED P. SARGENT.

The picture which appears above is that of Mr. Fred P. Sargent, Business Manager for the Carl Hagenbeck Trained Wild Animal Co. Mr. Sargent, although a young man, has been ever in the most successful self-made men in the show business.

where my wife and another lady were and pointed out a light in a residence, to them. They went for it and I went to work rescuing every one I could. I heard a lot of mad screams from a bunch of canvas, and upon examination found that the two contentions had been caught in the dressing room tent which had rolled around them, and they were fast smothering to death in the wet canvas.

"About the most fun we had in those days with the show was while traveling from town to town. We would jump fences into every watermelon patch along the road and eat apples and tomatoes by the bushel. We had a habit of getting these things and then asking for them. In most instances it was all right, but one night we were traveling along in the night trying to make a town where we had a date the next day and we believed that we were lost. We were traveling right in the woods. I saw a house in the edge of the woods and asked the elephant man to inquire if we were on the right road. They had never seen an elephant in that section. The keeper lined up his elephants in front of the door and called out to the house. Pretty soon the door opened and then closed with a bang and a masculine scream that fairly split the night air for miles around. He must have felt dead as it was impossible to get him to open the door again or to make the least sound of life on the inside. We had to go on without any information from that cabin."

DOG AND PONY SHOW

Might Make Money in China. Tribulations of the Indian Circus. Interesting Letter from George Mooser.

Editor Billboard: The summer is almost at an end and we look forward to the autumn and winter for a success...

They had a large top and a menagerie of about eighteen animals. Much difficulty was experienced in securing boats large enough to carry the cages...

The next day it stormed and the next and the next. The natives said it was "bad loss," and the combination of the two killed business.

That was stopped, and an immense crowd gathered outside the fence and commenced throwing stones. Leon Mooser, the manager, jumped over the fence...

Mr. Mooser entertained the Viceroy Tuan and received from him a handsome gold medal, appropriately inscribed in English and Chinese.

The Coliseum, with a seating capacity of 3,000, erected and owned by the Mooser Bros., is occupied by the Baroufsky Russian Imperial Circus...



HARRY THURSTON, Detroit Actor, who Performed Before Emperor Frauz Josef and Received a Gold watch as Royal Reward.

the currency of this country is Mexican dollars, which are only worth about forty cents a gold...

John S. Barnes, of Minneapolis, who succeeded in floating a company here for the construction of a chutes, has made Chang-Su-Ho Gardens a good money getter...

The Pollard Comedy Company arrived from Manila this week and open a three weeks' engagement tonight. They are under the personal direction here of Mr. Pollard and Mr. A. Levey...

There is some talk here of the advent of a big California street fair company under the skilled direction of George S. Johnson, Edward E. Foley, the well-known California showman and capitalist, and C. A. Doyle.

With best wishes to all my friends and congratulations to "The Billboard" upon its improved appearance and service, I am Yours sincerely, GEORGE MOOSER.

A PRACTICAL ADVERTISING TALK.

Did you ever watch "a great oak from a little acorn grow?" No. You couldn't be hired to undertake such a monotonous task.

The most thoroughly tried-out "Weary Willie" that ever navigated the American pipeline would, in three days, repudiate a contract at a hundred dollars per. If compelled to watch the process eight hours a day.

Then he wonders why such a man should develop a great business "in almost no time." Vast numbers of men have put a little money into newspaper advertising and then sat down and waited for immediate results.

The rich course for the man with small capital is this: Use a small space in the best paper. Don't expect the first few insertions to bring immediate returns.

PIRATING TRADE-MARKS.

Manufacturers who have not registered their trademarks in Japan are threatened by the most serious state of affairs, owing to the actions of certain parties there, who have been registering lately a number of the most famous American trademarks.

This appears to be nothing less than blackmail, and it is very important for the protection of American manufacturers that they should at once register their trademarks in Japan in their own names.

of the necessity for immediate and united action on the part of all manufacturers interested in the Japanese trade.

HELP YOUR NEIGHBORS.

It may seem like a strange statement that every billposter in the country should not only be interested in having his own plant in the best possible condition, but should use every endeavor to get every billposter in the county and state to put his plant in apple pie order.

Billposting is practically in its infancy in this country, although it has made giant strides in the past decade. In future years the large advertisers will do more and more of it if they get the proper service.



J. W. LOVE, Proprietor and Manager of Love's Opera House, Lake Geneva, Wis. This picture is published for the sake of the rooster.



JOHN SHUER. The above is an exact likeness of Shuer, the Novely Contortionist, who for the past nine years, has been connected with Vaudeville, Medicine, Circus and Carnival.

If you are the owner of an up-to-date plant and give perfect service to an advertiser, naturally you would think that the patronage would come to you without any trouble.

CHORUS GIRL HAS A RADIUM DEPOSIT.

The press agent of the comic opera company had been turned down five times every day for three weeks. The majority of people who were turned down once every day for three weeks would commence to feel sad and discouraged.

ly well from a press agent's standpoint. He had had one of the girls in the opera company plant an ephemerium with French room, another was engaged to a famous pugilist, two girls of the chorus had inhaled poison from a bouquet thrown over the footlights...

DISCOVERS HEIRESS AND NOBLEMAN. The leading woman of the company had inherited \$5,000,000 from an old miner who had taken a fancy to her one night when she acted as Little Eva in an Uncle Tom's cabin company out in Deadwood...

GETS WHOLE FARM OF RADIUM. "Well, this girl—you know her, Kizzy Buzz e, in the chorus, third one in the front row on the left hand side in the first song, 'Laughing and Gay,' you know. Blond—big, baby blue eyes—pretty girl. Well, today Radium got word that they have discovered radium on her land. Think of it—radium, the new metal, you know. Just think of it. One ounce of radium is worth \$20,000. Twenty thousand! For just one single little ounce. And here they've discovered a whole mine of it on this little chorus girl's farm. George! It makes me grab for my breath. She'll be the richest woman in America! She'll have fifty million and all the rest of 'em bent to death. Radium's real going stuff. Don't know much about it, but I know they can do all sorts of stunts with it, and that it's worth about fifty times its weight in gold. Yes, sir, and here's a dozzle, a little chorus girl, seventeen and a half a week, and owning a whole radium mine. Think of it! One ounce worth \$20,000. The new metal girl can just reach down and pull up a handful of radium off of her farm and turn around and sell it for \$20,000.

GOOD FELLOWSHIP GOES ENREWARDED. "Nobody knows about it yet, except me. She told me and she made me promise not to tell, but I just can't keep a good story. If you want it, why use it. That'll be all right. But for heaven's sake don't say I told you. That girl will be having a million presents a day. It will be the talk of the town. That story ought to lead the paper. Say, it will be a sensation. The Daily Whisp and the Daily News would like to get this yarn, but wouldn't give it to anybody but you. What, don't want it. Oh, all right. But you're missing a big story." And with a sad smile the press agent and the radium story faded away.

OUR STRANGE LANGUAGE.

"When the English tongue we speak Why is 'break' not rhymed with 'treack?' Will you tell me why it's true We say 'sow,' but likewise 'few,' And the maker of a verse Can not cap his 'horse' with 'worse?' 'Bear' sounds not the same as 'heard,' 'Cord' is different from 'word,' 'Cow' is cow, but 'low' is low; 'Shoe' is never rhymed with 'foe.' Think of 'nose' and 'dose' and 'lose,' And of 'goose'—and yet of 'chose,' Think of 'comb' and 'tomb' and 'bomb,' 'Doll' and 'roll,' and 'house' and 'some.' And since 'bay' is rhymed with 'say,' Why not 'paid' with 'said,' I pray? We have 'blood' and 'food' and 'good,' 'Mould' is not pronounced like 'could,' Wherefore 'done,' but 'gone' and 'lone?' Is there any reason known? And, in short, it seems to me Sound and letters disagree."

Willie—Daddy, why can't a man run faster than a boy? Dad—Because he's bigger. Willie—Is that it? The why don't the front wheels run faster than the hind ones? But Dad gave it up.

(Continued from page 20.)

COLLIER'S O.—Ohio State Poultry Assn Show Feb. 1-6, 1904. W. A. Lott, Secy.

HIMESTON, IA.—Poultry Show, Dec. 21-24, 1903. Mr. Russell, Judge; Geo. King, Secy.

INDIANAPOLIS, IND.—Faulcner's Assn. of Indiana Show, Feb. 8-13, 1903. C. B. Mill house, 2133 S. Meridian St., Secy.

Paracamph advertisement featuring a portrait of a woman and text: 'A safe, sure, soothing external remedy which opens the pores, induces perspiration, thereby removing the congestion, soreness and inflammation. A positive cure for Neuralgia, Headache, and Rheumatic Swellings.'

NEWARK N.J.—Newark Poultry Assn Show, Dec. 7-11, 1903. Chas. McClure, Judge; T. H. Jones, Secy.

Buttons, All Kinds, St. Louis Button Co. Eagle Buttons, St. Louis Button Co. Convent'n Buttons, St. Louis Button Co.

Rare Books

"TWENTY YEARS' HUSTLING," a genuine story of a street fakir, his graft, patter, etc., intensely interesting; 600 pages, cloth, \$1.00. "Hermann, the Magician," complete explanation of entire program, \$1.00. "Fun on the Pool Table," easy but astonishing tricks with cue and balls, 50c. "Split Slate Writing," all methods, \$1.00. "Sharps and Flats," all about gamblers' "tools" and tricks, \$1.25. Fifty different books on Hypnotism, hundreds on Magic, Ventriloquism, etc. Send for list.

M. WALLER, 718 Race St Philadelphia

The Crystal Theatre

MILWAUKEE, WIS.
ST. JOSEPH, MO.
DENVER, COL.
PUEBLO, COL.

VAUDEVILLE

For open time at any or all of these houses address
F. H. BRADSTREET, 109 Adams St., Chicago, Ill.

Mt. PLEASANT OPERA HOUSE

MT. PLEASANT, MICH.

SEATING CAPACITY, 1,000. STAGE, 30x52.

Desirable open time in January, February and March, 1904. Bookings from First-class Attractions Solicited.

E. J. Van Leuven, Manager.

ROUTE BOOK

Of Route and Name of all the People and all incidental happenings of

Dana Thompson's
Dixie Carnival Company

Will be ready Dec. 10. It is of general interest to all Show People. Single copy, 50c. Address: DR. BOUCHER, as per route, or Eufaula, Ala.

Billposter Wanted

Must be A1. Good home to right party. No Boozer wanted. Address
P. B. OLIVER, FINDLAY, OHIO.

National Drum Corps.

Five or Seven Members open for engagements. Any show having need of this class of music, address for terms, etc., A. L. GARDNER, 3012 Bloomington Ave., Minneapolis, Minn. Reference—Nash & Barron's A Trip to the Moon.

Electric Light Lung Tester

One Hundred Varieties of Slot Machines. Write for Catalogue and Cut Price List.
SLOAN NOVELTY & MANUFACTURING CO., Station 5, Philadelphia, Pa.

100 NEATLY PRINTED No. 6 Envelopes for only 25c., postpaid. Note Heads, State-ments, etc., same price, 250 for 50c. Price List Free, Magic Ptg. Works, Lohigh, N.Y.



THE TWO BIGGEST

and Quickest Selling Articles for the Outdoor Merchants today nothing better or a quicker money-getter for canvassers or high pitch men than our

GREAT WATERFORD FOUNTAIN PEN.

Has all the appearance of the high grade article that retails at \$1.50 each. Made of High Grade, Hard, Vulcanized Rubber, with short nib, 14 Kt. gold-plated pen. Exactly like this out. Each put in a single box with filler. 1.75 Per dozen

Gross \$18.00

THE GREAT GERMAN BUTTON

SELLS AT SIGHT.

High pitchmen selling from 10 to 20 gross per day. Double acting levers, polished bone backs, different positions shown in cuts; per gross, \$1.00, in any quantity.

WE REQUIRE A DEPOSIT OF 25 PER CENT. ON ALL C. O. D. ORDERS.

Write for our Catalogue. Mailed on application only.

HOLSMAN & ALTER,
WHOLESALE JEWELERS, 128 Dearborn St. CHICAGO



The New "La Belle" Theatre

A Handsome Ground Floor Theatre, Modern in all Appointments is now being built, and now booking Season 1904-05
PITTSBURG, KANSAS.
Make no mistake. See that your contracts read "La Belle."
No matter what you hear, the new house will get the business.
The Hustling Manager, W. W. BELL.

One Night WHY KILL YOUR WORK STANDS!

ONE NIGHT STAND ATTRACTIONS—DRAMATIC, MUSICAL, MINSTREL, VAUDEVILLE, ETC., can do good business at Nashville, Mich. No repertoire companies. Good open time all through the season. Town of 1,500, with good rural population and small near-by towns to draw from. Write for open time, terms and particulars. LEN W. FEIGNER, Mgr., Nashville, Michigan.

BY SELLING CHEAP SLUM

Goods of merit you soon establish a trade and drive out of business those selling

Write us for information and prices of our goods. If you want to make money we will tell you how to do it.

No 100-foot tape worm taken from 27 feet of bowls. No consumption entered. Only one grade of goods. Only one price. Honest goods, as cheap as cheap dishonest slum. Address
WHITE SULPHUR SALTS CO., 601 Delaware St., Kansas City, Mo.

...WANTED... FOR THE McGuinness-Woodruff Comedy Company

A 1 Repertoire Comedian. Must be a Good Singer and Dancer, change specialties each night and make good in parts. A 1 Juvenile One that can do Good Singing Specialty preferred. Must make good in parts and be a good dresser on and off stage. Also want a good musical team or a Good Feature Act. J. J. MCGUINNESS, Mgr., Greenville, Tenn.

WIGS, WANTED for REED'S WINTER CIRCUS

AT CHILLICOTHE, OHIO. People in all branches; also all kinds of Trained Animal Acts. First-class accommodations for people and as good place to practice every kind of an act as there is in America. Two shows per week. Write at once. Address A. H. REED, Chillicothe, O.

CLARENCE E. RUNEY.

PERU, IND.

With a population of 11,500 and 10,000 more made tributary by steam and traction lines, free gravel roads, etc. Can be easily covered by using
C. W. STUTESMAN'S
Posting and Distributing Service.

Wanted to Buy BIG SNAKE
C. E. WILLIAMS, Anderson, Ind., Park Place.

PE-RU-NA CURES CATARRH	FIRST AID TO THE INJURED Paracamph CUTS, BURNS, BRUISES, ETC.	Digests what you eat. Kodol CURES DYSPEPSIA
OFFICIAL REPRESENTATIVE ASSOCIATED BILL POSTERS AND DISTRIBUTERS OF UNITED STATES AND CANADA 220 W. LIBERTY ST., CINCINNATI, O.		

EQUALLED BY FEW

Clean, Wholesome, High-class

EXCELLED BY NONE



G. D. CUNNINGHAM, Gen'l Mgr.



TED E. FAUST, Sole Owner.



DOC WADDELL, Gen'l Agt.

THE TED E. FAUST MINSTRELS

With the Refined, Artistic, Topliner,

The Faust Family of Ten Australian Acrobats.

OTHER PREMIER EMBELLISHMENTS:

THE SEVEN D'ARVILLES.
CASTLE & COLLINS.
The Boys with the Educated Feet.
HERALD SQUARE QUARTETTE.
PROF. W. C. BOTH'S MILITARY BAND.
Introducing Shockey the Sensational Trombone.
"POP" CARE.
The Man with the Rose.

"GOV." BOWEN.
The Kentucky Whirlwind.
PETE DETZEL.
The Erie Cyclone.
"CRIP" ROGERS.
The Georgia Premier.
PROF. A. V. SMITH'S NOTED ORCHESTRA.
With its Twelve Solo Musicians.

THE TED E. FAUST CHOIR
is the Peer of all
MINSTREL VOCAL ORGANIZATIONS.
At its head the Celebrated Tenor,
CLEN DE BRUIN.

All First Season Records Broken.

BILLBOARD, Cincinnati.
PERMANENT ADDRESS,

THE FUTURE HAS IN STORE
TRIUMPHS ABROAD.

CARNIVAL MANAGERS, ATTENTION!



Come down here and fly around a little bit

At LIBERTY

For Season 1904.

CAPT. W. D. AMENT'S

Original Production

OF THE GREAT

LONDON GHOST SHOW

Having just closed a season of 30 weeks with the Dan R. Robinson Carnival Co., I am ready to consider offers from reliable managers with an established clean reputation. I was the first one to introduce the Ghost Show in the Carnival field, and by hard work and a big outlay of money have made it the greatest financial success it has ever met with in this country. Like all good things, it was instantly limited by a score of cheap fakirs and greedy managers, who only met with financial failure and fell by the wayside. While the Ament production kept on getting top money among the strongest and cleanest lot of shows ever seen on any Midway, I will put it out next season on the grandest scale ever attempted in this country, defying all competitors. Wide-awake American managers let me hear from you. Address CAPT. W. D. AMENT, Hot Springs, Arkansas.

N. B.: My best wishes and a Merry Christmas to Dan R. Robinson and all members of the company. Mama and I are having a gay time shooting bears up in Happy Hollow. Wright, it's a long lane that has no turn, isn't it? It's your turn now.

1904 - - SEASON - - 1904

EVERYTHING NEW

Wrights big Midway and Amusement Co.

ROMAN COLISEUM CIRCUS, 10 Big Feature Shows, with 10 Carved Gold Wagon Fronts, 3 Big Aerial Free Acts, Uniformed Brass Band, Special Paper, Travelling in its own cars. Every show and attraction A CLEAN, REFINED A MORAL FEATURE. For five years stamped with the SEAL OF SUCCESS, leaving no stone unturned to further the advancement of its shows and attractions, at all times looking for the Best. We open First Week in May, 1904. Season runs 58 weeks. We are booked solid for the season. Do not write for dates as we are booked solid. New scheme, we are always looking for new ideas; we have the money to frame them up. Can use Four Good Promoters, sober ones. Want 10 Sober Caravans, Two Good Electricians, No Pet Dogs wanted. Have also places for Spielers and Managers. Write

H. W. WRIGHT,

WRIGHT'S AMUSEMENT COMPANY,
EVANSVILLE, IND.

SEASON 1904

The Royal Amusement Co.

will open their second annual tour the first week in May.
Will be pleased to hear at all times from all kinds of
Carnival Shows, Free Attractions Privilege People, &c.

H. H. TIPPS,

Permanent Address . . . 908 E. Main St., Urbana, Ills., or Billboard.
CHRISTMAS GREETING TO ALL FRIENDS.

Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads.

Ridgeway Theatre, - Colfax, Wash.

Colfax Auditorium Company, Owners. Lennox & Larkin, Managers.

NEW HOUSE. MODERN EQUIPMENT. CAPACITY, 650.

On line of O. R. & N. Railway, Midway between Spokane and Walla Walla.
For time, address JOHN CORT, Manager Grand Opera House, Seattle, Wash.

AUDITORIUM BILL POSTING COMPANY.

1000 lineal feet of first-class bill-boards 10 feet high. Best equipped plant for size of town, in Northwest. Ship your paper to

LENNOX & LARKIN, Managers, - COLFAX, WASH.

Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads.

ST. LOUIS

IS THE
"GOOD TIMES"
CENTER.

THERE'S employment for all labor. The people have money for luxuries as well as necessities. Ask them to buy "your goods." Demand that they do by the method of neatly placked and kept posters on strongly located billboards. There's but one plant. Write to it for details ... that of the

St. Louis Billposting Co.
516 WALNUT STREET.

The Dixie Carnival Co.

Now Touring the South, Season 1903-04.

ALWAYS OPEN FOR CLEAN, UP-TO-DATE SHOWS AND CONCESSIONS.

Cities contemplating holding Street Fairs and Carnivals, would do well to open correspondence with this Company. For reference we respectfully refer you to the mayors of the following cities where we played to S. R. O. in all shows.

Montgomery, Ala.
Birmingham, Ala.
New Decatur, Ala.
Murfreesboro, Tenn.
Milwaukee, Wis.
Madison, Wis.
Stevens Point, Wis.

Oshkosh, Wis.
Marriquette, Wis.
Anderson, S. C.
Paris, Ky.
Connersville, Ind.
Harrodsburg, Ky.
Knoxville, Tenn.

Logansport, Ind.
Kokomo, Ind.
Iron Mountain, Mich.
Sheboygan, Mich.
Portland, Ind.
Spartanburg, S. C.
Greenville, S. C.

Address **DANA THOMPSON, Mgr.,** **JIMMIE SIMPSON, Sec'y & Treas.**
Permanent Address, MONTGOMERY, ALA. Regards to all friends.

W. A. CARTER & SON, BILLPOSTERS & DISTRIBUTORS.

Over 11,000 square feet of space all in good locations.
Members of the National and State Association. . . .
17 East Second Street, **SEYMOUR, INDIANA.**

Mention "The Billboard" when answering ads.

Wanted at Once

U.S.

FEATURE ACTS, SHOWS OF EVERY DESCRIPTION FOR SOUTHERN TOUR OF THE

UNITED STATES CARNIVAL CO.

ALL FREE STREET FAIRS WANT GOOD MERRY-GO-ROUND, ALSO MUSICIANS FOR NO. 2 BAND. BOOKED FOR TEN SOLID WEEKS, AND WILL CONTINUE THROUGH SEASON 1904. STATE YOUR LOWEST TERMS IN FIRST LETTER. ROUTE GIVEN WHEN CONTRACTS ARE SIGNED. ELECTRIC THEATRE, LITTLE HORSE, STATUE SHOW AND LAUGHING PARLOR ALREADY BOOKED.

LEGITIMATE PRIVILEGES OF ALL SORTS FOR SALE.

KNIFE RACKS AND NOVELTY STANDS SOLD. ADDRESS AT ONCE R. L. CARROLL, Manager, DERMOTT, ARKANSAS, DEC. 1st to 15th. AFTER THAT

UNITED STATES CARNIVAL CO.

Care of GREAT WESTERN PRINTING CO., 513 ELM STREET, ST. LOUIS, MO.

... OFFERS INVITED. ...

The Great Bunkerr

Marvelous Drapery Dancer, The Fire-fly, The Red Demon, Volcano Dance, one thousand yards in this one costume. A CYCLONE IN SILK. A VOLCANO OF NEW IDEAS. A WHIRLWIND OF NOVELTIES.

Everything New. New Wardrobe. New Stage Effects. \$30,000 Invested.

PERMANENT ADDRESS, - MONMOUTH, ILL.

N. B.—A Merry Xmas and best wishes to Hatch & Adams and all connected with that Company last season.

THE AMERICAN AMUSEMENT COMPANY

Want

Want

PARK CONCESSIONS

FOR THE SEASON OF 1904, UP-TO-DATE NOVELTIES THAT MAKE A HIT. GREAT MONEY MAKERS

The American Amusement Co. 50 MCGRAW BUILDING DETROIT :: MICHIGAN

The Tropical Street Fair Co.

BIG ONE AT LAST.

Privilege Men come at once. Have just closed contract K. of P. - 5 cities way down South. Big Money.

NO EXCLUSIVES

WANTED--4 Swell Shows Must Have Good Fronts.

Addr. **K. G. BARKOUT, Gen. Mgr.,** Starkville, Miss.

WANTED

ALL KINDS of PARK ATTRACTIONS

For Three (3) of the Finest Ocean Front Resorts in the South.

Address all communications to the manager. **J. H. LIVINGSTON, Citizens' Bank Bldg.,** Norfolk, Va.

Mention "The Billboard" when answering ads.

FISK SYNDICATE of SHOWS

Marvellous Midway and Mighty Menagerie.

NOW CONTRACTING FOR THE SEASON OF 1904

NOTE THE UNPARALLELED LIST OF ATTRACTIONS, VIZ.:

1. BOSTOCK'S ANIMAL ARENA, featuring Madam Pianka, the World's Greatest Lady Lion Tamer.
2. DORINE, LORENZO AND YOUNG'S OLD PLANTATION.
3. MARCONI'S ELECTRIC THEATRE.
4. JUVENILE ONE-RING CIRCUS.
5. HINDOO MYSTERY PAVILION.
6. MENA SHOW.
7. ROMANY GYPSY CAMP.
8. MCKINLEY SHOW.
9. CEYLONESE SNAKE WORSHIPERS.
10. SCHEPP'S DOG AND MONKEY CIRCUS.
11. MERRY-GO-ROUND.
12. FERRIS WHEEL.

Also the following FREE ATTRACTIONS, viz.:

1. KID McCOMB, Intrepid High Diver.
2. LEE'S IMPALEMENT AND SWORD-THROWING ACT.
3. ENGLISH ROYAL MARIONETTES.
4. FISHER'S FAMOUS MILITARY BAND.

BUSINESS STAFF:

I. N. FISK, Managing Director.
 J. D. HARRISON, Asst. Manager & Press Agt.
 C. W. MANLEY, General Agent.
 C. F. BUCKLEY, Adv. Agt., with 4 Assts.
 FRANK McCLENNAHAN, Secy. & Chief Clerk.
 C. F. FARLEY, Supt. of Midway.
 ED. DOREMUS, Master of Transportation.
 CARL FISHER, Musical Director.

Address all Communications as per Route, viz.:

Lexington, Miss.,.....Week of Nov. 30
 Yazoo City, Miss.,.....Week of Dec. 7
 Hattiesburg, Miss.,.....Week of Dec. 14



German Automatic Buttons

Per Gross, 80c.

True to Our Reputation We Always Quote the Lowest Prices.

N. SHURE CO.
 WHOLESALE
 STREETMEN'S SUPPLIES
 264-270 Madison St., CHICAGO.




SEA SHELLS - BIG MONEY - BURET - WOOD
 SEA SHELL SOUVENIRS
 AT ANY TIME AND ANY PLACE WHERE THE PUBLIC CAN SEE THEM, PROFIT IS 100 TO 300 PER CENT. YOU CANNOT MISS IT BY GIVING THESE GOODIES A TRIAL. WRITE FOR CATALOGUE AND PRICE LIST AT ONCE. DON'T DELAY.

CHANDLER & COMPANY
 CHICAGO
 815 CANTON PARK AVE.

WANTED

ALL SORTS OF ATTRACTIONS FOR SUMMER PARK.

In city of 25,000 population. Privileges to let. Street Car and Steamboat to Park. Address PROF. F. W. KEHL, Madison, Wis.

WORKING WORLD BIG MECHANICAL SHOW FOR SALE—A Great Show. For Store Room, Slide Show or Street Fair. This fine one is already to ship. Will sell for about one-half the regular price if taken now. I make all kinds of Mechanical Shows to order; also all kinds of Mummified Curiosities, such as Sea Serpents, Devil Child, Mummified Indians, etc. CHAS. HOOD, 8 Van Norden St., No. Cambridge, Mass.

LICENSED BILL DISTRIBUTOR OF ROCHESTER, N. Y.
 HENRY PASCH, 341 SCIO STREET.
 Established 1885. Population 175,000. Best Reference. Satisfaction Guaranteed. Bell Telephone 2572 L. Main.

DISTRIBUTING SACKS, 25c. Signal Sack Co., Conneaut, Ohio.



ARE YOU IN LINE ON

CHENNEL'S LINE?

A LINE OF OHIO CITIES WHICH ARE

COLUMBUS, GREENFIELD, LANCASTER, LONDON, SABINA, WASHINGTON C. H., WILMINGTON.

All Work Listed, Protected and Guaranteed.

COLUMBUS BILLPOSTING CO. Columbus, Ohio.



... **T. T. ANDERSON** ...

IOLA, - - KANSAS.

Member of the Tri-State and Associated Billposters and Distributors' Association of the United States and Canada. POPULATION, 12,000. Location of Eight Smelters, Five Brick Plants, the Two Largest Portland Cement Plants in America, Acid Works and Foundries.

20 GOOD LOCATIONS 20

CAPACITY, 1,500 SHEETS. BOARDS 10 FEET HIGH
 NEARLY ALL NEW STANDS. WORK ALL BLANKED.

— GIVE ME A TRIAL ORDER. —

BARTON'S Auditorium & Theatres

Newport News and Norfolk, Va.

THE HOME OF BURLESQUE, FARCE, COMEDY AND HIGH-CLASS VAUDEVILLE AND DRAMA.

WANTED

To hear from All Vaudeville People, Skit Teams, Sketch Teams, Chorus Girls that can sing. Houses open all the year around. Two to four weeks to artists that can change.

Address all communications to JAMES M. BARTON, Auditorium Theatre, Norfolk, Va.

Starksville, Miss. Merchants' Free STREET FAIR

WEEK OF NOV. 29 to DEC. 3

WEEK OF NOV. 29 to DEC. 3

...**WANTED**... Ferris Wheel, Merry-go-round, 3 Band Pieces—Cornet, Bass, Flute. One Good Free Attraction and more Good Shows.

Mr. and Mrs. NEIL LITCHFIELD

In their Rural Comedy Sketch "Hallowe'en at Brook Farm."

Weeks of Dec. 14, 21 & 28 open to repertoire managers. Can change specialties

Address week Nov. 29, Columbia Theatre, Cincinnati, O.
 week Dec. 7, Grand Opera House, Indianapolis, Ind.

DAINTY CHRISTMAS GIFTS—FINEST QUALITY ENGRAVED CALLING CARDS.

Script 50 for \$1.00 Roman 50 for \$1.75 Old English 50 for \$2.50
 Engraving 100 for \$1.25 Engraving 100 for \$2.00 Engraving 100 for \$2.75

including plate. Samples sent free. NOTICE—Time required for filling orders, four days.

VIRGINIA ENGRAVING CO., 708 East Marshall Street, RICHMOND, VA

Live Birds, Snakes and Animals

also Alcoholic Specimens, REAL FLORIDA SOUVENIRS and CURIOS. Snake and Alligator Skin Belts, Card Cases and Neckties made to order. Best work in tanning and lining of skins for mats.

ENCLOSE 5 CENTS FOR CATALOGUE.

A. M. NICHOLSON, ORLANDO, FLA.

HA! HA! Laughing Mirrors

PORTABLE. HANDLE QUICK. NO GLASS. SIZE, 42x72 INCHES. WEIGHT, 30 LBS.; PRICE, \$20.00. CASH WITH ORDER. FINE FOR STORE SHOW. TENTS, CARNIVAL, CLUB ROOMS, SA LOONS. SEEBACH, Peru, Ill.

A HIT AMERICA'S GREATEST WALTZ SONG

WITH CATCHY REFRAIN **MARY O** SEND 5c. FOR COPY

JOS. F. HORTIZ, 11th STREET OPERA HOUSE PHILADELPHIA, PENN. **A HIT**

The Old Curiosity Shop

ONE OF THE SIGHTS OF MINNEAPOLIS,
BERT DAVIS IN THE OLD

Formerly Press Agent with The Barnum & Bailey, Forepaugh Sells, and Great Wallace Shows, and others of the greatest amusement institutions in the country, has acquired the Saloon at No. 10 Washington Ave. N., Minneapolis, Minn. Formerly conducted by Geo. E. Kent, and invites all Managers, Agents and Actors visiting Minneapolis, to pay him a call.



CURIOSITY SHOP, Mr. Davis' Establishment which occupies **Three Floors** of a Large Building is Exhibited **\$20,000** Worth of rare curiosities and a most enjoyable time is assured all patrons and visitors. **BERT DAVIS, Prop.**
 10 WASHINGTON AVE. NORTH,
 MINNEAPOLIS, MINN.

Results of Forty Years' Experience

Are Published in

Medical Spiel

The Latest and Only Book Devoted to **STREETMEN, CARRIAGE DOCTORS, MEDICAL LECTURERS, CURB-STONE SELLERS, AND TO ALL WHO SELL MEDICINE, TOILET, OR CURATIVE GOODS THROUGH ART OF SPEECH.**

"MEDICAL SPIEL" contains Medical talks, on many subjects, apt anecdotes, stories, quotations, references and the practical application of same. It is a text book for all manner of Medical Drifters, furnishing the talk that sells medications, toilet preparations, and curative appliances. Any number of "Spiels" can be delivered by studying its pages.

"MEDICAL SPIEL" tells what to say, and how to talk up to an individual, or an audience, to hold attention, amuse, interest and instruct, sufficiently to touch the pocket-book. It is prepared by a physician who is a most entertaining and successful medical lecturer, who understands human nature, and how to appeal to the whims, prejudices, and wants of people who are ill, or who may be made to think they need

curative or toilet wares. It will also prove a great help in the preparation of medical advertising. If you secure and study this book, you would not want to part with it for many times its cost. It will save you preparing new lectures; they are ready for use.

AUTHORITIES SPEAK WELL OF THE BOOK—READ WHAT THEY SAY:

"Medical Spiel" is designed for the instruction and education of all who sell toilet or medical goods, agents, streetmen, medical lecturers, and others, and from the advance prospectus at hand, one readily recognizes the great utility of the book.

Advertising World, Columbus, O.
 "Medical Spiel" should prove helpful to everyone who sells medicine or toilet goods, and especially to the medical lecturer.

Modern Agents, Chicago, Ill.

"Medical Spiel" is bound to make a hit and to be a great help to medicine-men, agents, canvassers, and streetmen.

Smith's Partner, Alliance, O.

"MEDICAL SPIEL" will be ready for early delivery. The edition will be limited and you should be among the first to obtain the book. The price of the book is \$3.00 per copy. We want as many advance subscriptions as possible, and as a special inducement to readers of "The Billboard" we make the following offer: If you will send us \$3.00 before Jan. 1st, 1904, we will forward a copy of "MEDICAL SPIEL," postpaid, to any address. Send your remittance now and save \$2.00, as you must have "Medical Spiel" in your possession if you want to make the best of your ability as a speaker and a salesman. A few sample pages will be sent free for the asking, by giving your permanent address.

ERNEST L. FANTUS CO., PUBLISHERS (Established 1890) CHICAGO,
 183 - 185 CLARK STREET.

SLOT MACHINES

Owls and Judges, \$17.50 each; Deweys, \$45.00; Detroit, \$40.00; Brownies, \$15.00; Card Machines, \$4.00.

CONSOLIDATED MACHINE CO., 729 Filbert St., Philadelphia, Pa.

WANTED—RELIABLE PROFESSIONAL, making one night stands, to carry our line of advertising signs. Sold to Druggists, Shoe Dealers, Hardware Men, General Merchandise Dealers, etc. Samples will be ready Jan. 15, 1904. Convenient to carry; no trick to sell. Three dollars per day can easily be made by giving the business a few hours each day. Write for proposition now. **GEO. H. JUNG & CO., Cincinnati, O.**

WORLD'S FAIR EXHIBITORS

Should also have a Display on our High-class Bulletin Locations. Something Artistic, Attractive and Dignified to Increase the Impressiveness of their Exhibit on the Grounds.

NON-EXHIBITING MANUFACTURERS

also should invest in a Bulletin Exhibit of the public-reaching kind we afford. All the people who are out and about on St. Louis' streets from now until long after the Fair make up our "circulation." The latter exhibit is of proven Efficacy and Economy. Write for particulars to

THE ST. LOUIS GUNNING SYSTEM
 516 WALNUT STREET



BERT — THE — MACK
WHIRLING WHEELERS,

Highest Exponents of Comedy Juggling
 Trick Bicycle and Unicycle Riding.
 Startling and Sensational Features for Next Season.
 You Have Tried the Rest, Now Get the Best.

3 — BIG ACTS — 3

Ready to Sign With Reliable Carnival Co. for Next Season. PAST TWO SEASONS PATTERSON AND BRAINERD CARNIVAL COMPANY.

Address, BERT WHEELER, Care The Billboard.

CARNIVAL NOVELTIES

THE LARGEST FACTORY of its kind in the WORLD. We issue an illustrated LEAF. LET IN COLORS showing Novelties we produce, with Manufacturers Price, which will be sent you upon request.

ST. LOUIS CONFETTI CO.
 12 S. Commercial, St. Louis.

Only Schemes

Published Monthly. The Cream of Schemes procured at a large expense. Contains no advertisements. TWO MONTHS' TRIAL, 50c. Six Months, \$1.25; One Year, \$2, in advance. Don't miss Christmas number. THE "ONLY SCHEME" PUB. CO., Allentown, Pa.

ALL THINGS HAVE A LIMIT,

And we have the things that have. If you are a lover of a good joke and hearty laughing send for the following. Cash must accompany orders: Happy Hooligan in Distress, 50c.; The Chambermaid Before Retiring, 50c.; How is Pork Made, 35c.; Pleasant Dreams and Fond Recollections, Ash Trays, 50c.; Oh, Fudge! Card Case, 50c.; Before and After, 75c.; Just Found It Pocket Book, 35c.; three for \$1.00. **CHEPPEWA ART LEATHER & CURIO CO.,** 119 Portage Avenue, West, Soo, Mich. These are new things that cannot be bought elsewhere. These goods are shipped by express only.

FOR SALE—A BIG FAIR GROUND STORE SHOW or Carnival Museum. Fifteen Paintings and following curiosities: Snake Child, Two Headed Fish Child, Tipton Double Child, Mermaid, War Museum, 23 Panels, 14x23, with Magnifying Glass; Fine War Scenes of Exciting Battles, War Relics, Lamps, Tickets, Signs, Cntains, etc. all in five good packing boxes, with locks, hinges, etc., and painted blue. Total weight about 800 pounds. Price only \$65.00. **BILLY NELSON,** Peop.'s Theatre, Lowell, Mass.

Everetts NEW OPERA HOUSE, ATKINSON, ILL.

Population 1,100; seats 400. Good Repertoire Company wanted. One company played to 595 recently. **M. M. EVERETT, Mgr.**

A Money-Maker My scheme brings me from \$5.00 to \$10.00 per day every time I operate it. Strictly legitimate. No capital or investment required. Any one can work it successfully. Full instructions for operating it mailed for only \$1.00. Address **A. L. TOWSLEY,** 20 Oakwood Ave., Orange, N. J.

TRAFALGAR, 115-117 East 14th St., New York, near Union Square. Rooms 50c., 75c., \$1, \$1.50 day; \$2.50 to \$8 week. **W. D. HANMIGAN,** Prop. Phone 4440.

Mention "The Billboard" when answering ads.

NOW BOOKING FOR SEASON OF 1904.

GOLLMAR BROS'

Big New Railroad Shows

SO ENORMOUSLY ENLARGED AND REBUILT IN ALL OF ITS DEPARTMENTS AS TO MAKE IT ONE OF THE LEADING ATTRACTIONS OF THE CIRCUS WORLD. THE NEW TWENTIETH CENTURY COLLOSSES OF ALL TENTED SHOWS, WITH ACCOMMODATIONS THE VERY BEST IN EVERY DEPARTMENT.

WANTED

For the coming summer tour, the very best people in all branches of the circus profession. Nothing can be too grand and no act too good that can be used for exhibition under canvas: Performers, Musicians, Concert People, Side Show People, Freaks, Agents, Cra Managers, Bill Posters, Lithographers, Boss Canvasmen, Boss Property Man, Animal Men, Razor Backs, Car Porters, Wardrobe Men, 4, 6 and 8-horse Drivers, and Working Men in all departments. High-class acts of all descriptions: Novelty Performances, a Japanese Troupe a score of Clowns, Riders, with or without stock; Musicians who are sober and capable of playing at sight the best class of music. The most favorable terms offered acts that are strictly new and original. For the Advance Department, none but sober and honest Billposters, Cra Managers and Agents are wanted. Those who have written, write again, and consider two weeks silence a polite negative. Address as follows:

Animal men address **EMERY STILES,** Baraboo, Wis.
 Drivers and Grooms address **GEORGE HOLLAND,** Baraboo, Wis.
 Musicians address **BEN HORNER,** Port and Mich.
 All others address **GOLLMAR BROS.,** Baraboo, Wis.

...SCENERY FOR SALE...

Two Sets of Scenery, never been used. One Waterfall Drop, with cut drops and leg drops; Rustic Cottage right, Beautiful Rustic; one set; Old Mill Interior, with platform and ceiling masked in with big tab in one. Both sets intended for musical comedy production. Will sell for cost of material. Original Models sent for one dollar to guarantee return.

EDWARD FOURNIER, North Yakima, Wash.

NEW ILLUSTRATED SONGS

IN OLD IRELAND MEET ME THERE.

A beautiful home ballad by **ALFRED SOLMAN;** the best effort of this composer. Featured by Dockstader's Minstrels. Eighteen beautifully colored slides give the most beautiful landscapes of Ireland.

ON A MOONLIGHT WINTER'S NIGHT.

By **W. C. POWELL.** The only waltz song ever illustrated. This song is a big hit without slides and with slides. The audience simply goes wild, as they give the most beautiful winter scenes, sleighing and skating parties, etc. making the slides a hit.

YOUR PLACE IS IN THE MEADOWS, NELL.

By **ARTHUR LAMB** and **R. P. SKILLING.** The most dramatic of Lamb's songs with slides that represent ideas never before represented in illustrated songs. A big success with any audience. Your repertoire is not complete without this song.

WHEN THE LILACS BLOOM AGAIN.

By **W. C. POWELL.** The finest ballad published in years, with the most beautiful set of slides ever produced.

BECAUSE HE LOVES HIS MOTHER.

MONROE H. ROSENFELD's Masterpiece.

'MID THE ORANGE TREES AND BLOSSOMS SHE IS WAITING.

By **R. P. SKILLING.** A favorite that pleases everyone.

PICTURES OF DAYS GONE BY.

By **EDWIN H. DEAGON.** A great song with great slides.

SLIDES can only be obtained by depositing \$5 for each set. Money refunded when slides are returned. Absolutely no exception made.

FREE MUSIC Professional copies. Kindly send stamps for forwarding. Orchestration in any key desired. : : : : :

VICTOR KREMER CO., 67-73 S. Clark St., Chicago.

Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads.

THE STANDARD CO.



No. 3.
 PRICE,
 \$75.

Manufacture the Best Line of Bone Cutters made. We ship any size on trial in competition with any other size on the market. The line consists of eleven different sizes for Hand and Power, ranging in price from \$6.75 to \$195. The principle of automatic feed, horizontal cylinders, knives always in sight, cutting across the grain, is similar in every size bone cutter we manufacture. Our No. 0 and No. 00 are highly commended by several purchasers who will vouch for their merit. Every bone cutter warranted. Send for catalogue. **STANDARD BONE CUTTER CO.,** Milford, Mass., U. S. A.

WANTED DUTCH COMEDIANS

EXCLUSIVE CONCESSIONS of all kinds. Two more SIDE SHOWS. **MARGULIS GHOST SHOW WIRE.** INTERURBAN JUBILEE. South Bend, Ind., Dec. 7-12.

MIDDLETOWN, OHIO

Population 15,000

A. H. WALBURG

City Bill Poster and Distributor.

Prices for distributing \$2.00 up. Also work country routes. Member of O. B. P. Ass'n and associated B. P. and Distributors of U. S. and Canada.

FOR SALE

One Capra Street Piano, 42 hammers, latest tone, \$75.00; one Street Piano, \$60.00; one Tribo Piano, \$125.00. The above are as good as new and in first-class condition. Six Double-Deck Slide Show Paintings, \$30.00. Demon Child in white casket, \$10.00. Open Center Spindle, \$15.00. One Frata Pipe and Flute Organ like new, \$75.00. The first cash with the order makes the stuff. Doc Frata, you can make money here. J. S. LEON, 16 E. Long St., Columbus, Ohio.

E. O. CLOUGH,

LICENSED BILLPOSTER AND DISTRIBUTOR. CARSON CITY, MICH.

Average display, 2 24-sheets or 2 16-sheets, or 18-sheets listed. Country Route covers 8 towns, with 2,500 population. Can post C. M. O. at 6c. per sheet. Not less than 35 sheets for a town. Good Service Guaranteed all times of the year.

WM. M. RILEY, Distributor.

Listed with Will A. Molton covers Hillsboro, Washington, C. H., Wilmington, Grandfield, Salina, New Vienna, Leesburg. Requires 10-100 pieces. Satisfaction guaranteed or no pay. 10 E. MAIN ST., HIGHLAND, O.

Frank R. Wright DISTRIBUTOR

Billposting and General Advertising agent. Your orders solicited. Address CORYDEN, IND.

F. A. Updegraff & Co.

OUT-DOOR ADVERTISERS, SIGN TACKERS AND GENERAL DISTRIBUTORS. We are members of Will A. Molton's Guaranteed Distributing Service. F. A. UDEGRAFF, Manager, Long Cliff, Logansport, Ind.

Attractions Wanted

FOR WHITELEY OPERA HOUSE, BONAPARTE, IOWA. Good Show Town. Address F. S. WHITELEY, Manager.

FOR SALE—Zepha or Galatea: PATENTED. Will clear \$200 every week in any store room and will clear \$500 a week with any Carnival Company. Shall only make five more. If you have not got the price—\$150—don't write. Must have stamp for circular and full particulars. CHARLES E. WESTON, 132 Spruce St., Lawrence, Mass.

YOUNG MEN, make more money and easy through HYPNOTISM, and work for yourself. We will send complete course, worth \$500, offer for this month for only \$1. Send 2-cent stamp for circular. A. D. WERICH, 1724 W. 12th St., Chicago.

GLASS BLOWERS' SUPPLIES. Cane, tubing, ships, silver, cigar holders, pipes, magnifying glasses, wines, baby bottles, etc. We make outfits and layouts. CHICAGO VIAL & MFG. CO., 1533 W. Lake Street, Chicago, Illinois.

Orchestra Leaders Attention

Send stamp for full Orchestra set of "The Voice of Liberty," the great march hit. Free for the asking. DANIELSON-GUSTAFSON MUSIC CO., Jamestown, N. Y.

WANTED—STREET MEN AND CANVASERS to sell Artificial Peaches. Earn your Christmas money now. A great seller. Sample by mail, 10c. ORNAMENTAL NOVELTY WORKS, 1917 Olive St., St. Louis, Mo.

C. W. MANLEY, PROMOTOR AND CONTRACTOR PERMANENT ADDRESS Care of "The Billboard," Cincinnati, O.

H. V. Benzie City Billposter and Distributor Augusta, Wis.

AGENTS—MAIL ORDER FIRMS—Our new 100-page Wholesale Catalogue just out. Free. FRANCIS CO., 252 Dearborn St., Chicago.

I distribute from house to house all advertising matter. Also Sign Tacking. A. R. HOSEA, CHARITON, IOWA.

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STREETMEN & DEALERS!!!

BONANZA FOR HOLIDAYS. JUST OUT—THE NEW TOY—RED HOT SELLER.

The PATENT FLYING CLOWN CIRCUS

500 Laughs 5 Different Acts, Fun For Old and Young.

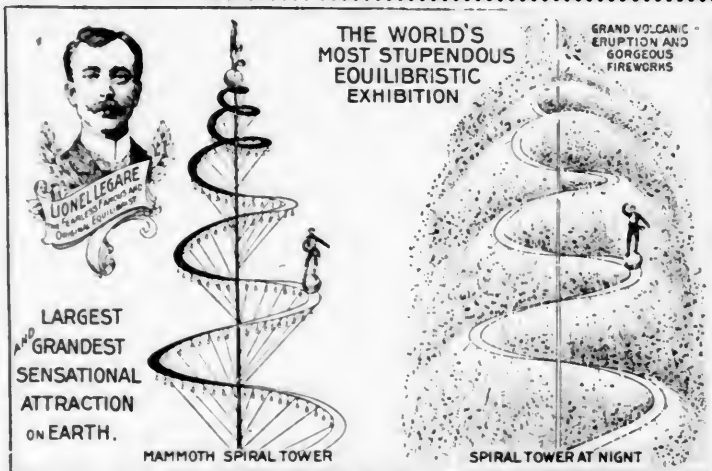


Thrilling Aerial Act. Looping the Loop is not in it.

A new combination mechanical toy, introducing an acrobatic and trick mule performance never before attempted. Baseboard, 3x12 inches; tin track, 20 inches. Tin mule, cloth clown, etc., all handsomely finished in very attractive colors. When the string is pulled the donk moves to upper end of a dizzy incline, and upon being released he comes back by gravity. He strikes a mysterious lever and the clown jumps from the horizontal bar onto the mule's back while the latter is in rapid motion. When he reaches the lower end of the track he kicks up in a perfectly natural way, throwing the clown through the circus ring, and he lands about 3 feet away. Exact reproduction of Barnum's best. It appeals for itself and draws a crowd immediately. Already on sale in many leading stores. Biggest 50 cent novelty on the market today. Packed in neat, flat box. Order from your jobber or direct. Write today for prices. Sample, express prepaid, 60 cents. Start at once; sells all year. Nothing like it in the world.

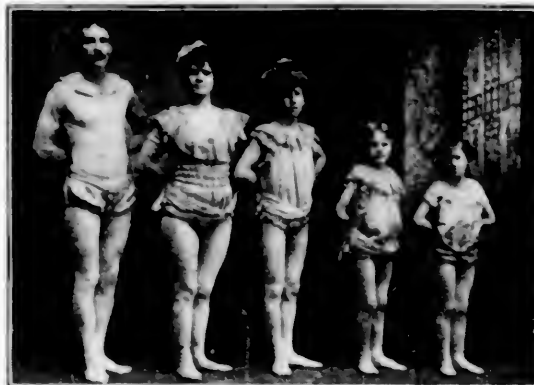
KECK NOVELTY CO., Dept. D.

Patentees and Sole Manufacturers, ST. PAUL, MINN., U. S. A.



LEGARE'S NEW MAMMOTH SPIRAL TOWER EXHIBITION. The Biggest, Most Fascinating, Versatile and Sensational Out-door Feature Attraction in the world. Pronounced at every engagement by management, press and public as being the best crowd getter that had ever appeared in their respective sections. A bale of unsolicited testimonials and press notices to confirm above. The exhibition not only consists of the numerous feats performed upon the globe in the ascent and descent of tower, but in addition to them it includes many marvelously clever, unique and sensational feats originated by Legare and performed by him only. For full particulars address: LIONEL LEGARE, Permanent American Address, Corner Market & Park Ave., West Bethlehem, Pa.

THE MARVELOUS GILMORE FAMILY.



The above portrait is an exact likeness of America's Foremost Aerialists, the Marvelous Gilmore Family, who for the past five years have featured the principal exhibitions and fairs throughout the United States and Canada. Their Big Aerial Return and Casting Act is of the Highest Class, and their work includes the most difficult feats, one of which is a Double Somersault from Hands of Catcher to a Flying Bar. They have signed with the Nat Reiss Southern Carnival Co. for the coming season.

3 FAUST SISTERS 3 In their ARTISTIC SPECIALTY.

With B. C. Whitney's Show Girl, en route. Letters, BILLBOARD.

MANAGERS Of Street Rail-way Parks.

Mention "The Billboard" when answering ads.

MANAGERS AND AGENTS.

F. J. CANNON General Agent and Railroad Contractor, Hatchvams Carnival Co., Sea on 1904. Permanent address care of "The Billboard."

J. M. J. KANE Season 1904-4. Manager Al. G. Fields' Minutrels. Permanent address, The Billboard, Cincinnati.

EVERETT S. BULGER, Season 1904. General Press Agent The Great Hubbard Shows (Inc.) Permanent address "The Billboard."

ROBERT TAYLOR, Season 1904. General Agent The Great Hubbard Shows (Inc.) Permanent address, "The Billboard."

BYRON N. HULBURD, Season 1904. President and General Manager The Great Hubbard Shows (Inc.) Permanent address, "The Billboard."

Tempora Mutantur, et nos Mutamur in Illis.

Managers Opera Houses do as I instruct you swell your bank account. AFRICANNE is the attraction you want; now booking season 1904-05. Greatest musical comedy on the road. Band and Orchestra. Managers Street Railway Cos. having parks will do well to book this Africanne on certainty or per cent. Send in your open time. We can furnish for Park anything for the money, from a trained mule to an educated flea, from a quartette to an opera company. Opera House managers in Ohio, Ind., W. Va., Ky., Ill., Mich., Wis., Iowa write. Street Railway managers wishing something for summer write W. GEO. BROWN, Mgr. A. A. Co., Africanne, 1211 Wylie Ave., Pittsburg, Pa.

1904—SEASON—1904

Prospect Lake Park COLORADO SPRINGS, COL.

WANTED—Outside Amusements of all kinds on per cent. basis. One hundred thousand people to draw from; 75,000 of them are tourists out for a good time and good spenders. Minutrelle Highway, Shoot-the-Chutes, Crazy Stairs, Topsy Floor, Slip-the-Slip, Balance Ladder, Whirl-a-Gig, and any new things that will catch pleasure seekers. Season opens May 10. Address COLORADO SPRINGS LAKE RESORT, Charles L. Zobrist, Colorado Springs Col.

I WILL BOOK YOUR ROUTE AS NEW YORK REPRESENTATIVE. EXPERIENCED. HONEST SERVICE. GUARANTEED. TERMS MODERATE. NOW IS THE TIME TO BOOK NEXT SEASON. A. C. DORNER. KNICKERBOCKER THEATRE BLDG. NEW YORK.

Guaranteed First-class Distributing HOUSE to HOUSE

Of Advertising Matter, Samples, etc., in this city and country route of ten thriving towns. ALSO TACKS SIGNS. JOHN W. SMITH, 66 E. North St., HAGERSTOWN, MD.

The Famous Prentice Trio

HARRY, ANNA AND FRANCES. The greatest of Male and Female double Somersaulting, Comedy and Sensational Acrobats. All sing and dance and play parts. For terms and open time address HARRY C. PRENTICE, Pelham Bridge Hotel, Bartow, N. Y., on the Sound.

WANTED...TO BUY LAUGHING GALLERY!

Metal or Tin preferred. Address J. C. O'BRIEN, Manager Side Show Campbell Bros.' Shows, 2342 West Fulton St., Chicago, Ill.

ATTRACTIONS WANTED—G. W. Reeves, Manager Opera House, Branchville, S. C. Population 1,500. Seating capacity, 500. Good dates. Live town, half way between Charleston and Columbia. Liberal sharing terms. Attractions coming South, write for open dates. Try me.

LADIES A GENUINE SURPRISE TO YOU FOR THE ASKING WRITE BROADHEAD & HESS, 1931 B'way, N. Y. City.

X-RAY, 25c. by Mail, prepaid. Send stamp for circular. Guitars, Mandolins, Talking Machines, \$3.25. Violins, Banjos and Harp Zithers, \$2 and express. Address: A. JONES, Spiceland, Ind.

POINT BREEZE CHAUTAUQUA ASSEMBLY, August 13-23, 1904, Smithville, Ohio. J. B. EBERT, A. M., Proprietor and Manager.

500 SECRETS, 500 Secrets, Recipes and Formulas, for \$1.00. Address WM. WOODARD, Tusculum, Ala.

Mention "The Billboard" when answering ads.

BEFORE BUYING A
Merry=Go=Round

WRITE FOR INFORMATION REGARDING
IMPROVEMENTS

ON OUR 1904 OUTPUT.

Biggest Money Maker

ON EARTH.

Herschell = Spillman Co.,

AMUSEMENT OUTFITTERS

162-198 Sweeney St., North Tonawanda, N. Y.

GREAT WESTERN PRINTING CO.
ST. LOUIS, MO.



SHOW PRINTING OF
EVERY DESCRIPTION

STOCK DESIGNS FOR ADVERTISING
EVERY LINE OF THE
AMUSEMENT
BUSINESS

SEND FOR CATALOGUE

- B—Bill Posters, Commercial Posters.
- C—Carnival and Fair.
- D—Dramatic, Minstrel, Etc.

Stockton BILL POSTING Company

22 N. California Street, STOCKTON, CALIFORNIA.

GENERAL ADVERTISING AGENTS.

Bill Posting, Card Tacking, Distributors of Circulars,
Samples, Programs, etc., from House to House
in City and County.

PAINTED SIGNS

W. G. HUMPHREY, Manager.

CHAS. M. YOUNG'S OLD PLANTATION
... MINSTRELS. ...

Now Enroute with the
FISK SYNDICATE OF SHOWS.

16-COLORED ARTISTS-16

WANTED to hear from Good Plantation Talent at all times. People who
wrote me write again. Long season south. J. C. CALLISON write.

CHAS. M. YOUNG, Sole Owner & Manager.

Address as per route. Permanent Address. BILLBOARD, Cincinnati, O.

NOW BOOKING SEASON OF 1904

THE ST. LOUIS STARS Ladies' Base Ball Club

With MISS MAY ST. LEON, the Famous Lady Pitcher
and World's Fair Ladies' Military Band enroute in their own private Pullman car, Olympic
AL. P. GIBBS, Manager. Permanent Address, WAPAKONETA, O. JACK HARVEY, Gen. Agt.

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America's Best and Greatest School



PETER RIDGE
America's Greatest Teacher,
Miss Frances Lee, and others.

INDORSED BY PRESS AND PUBLIC.
UP-TO-DATE IN EVERY DETAIL.

Honest Dealing. No Misrepresentation.

STAGE DANCING, ETC.

Buck, Jig, Skirt, Novel Cake Walk, Elocution,
Singing, Dramatic Art, Rag-Time Songs, Vau-
deville Acts, Sketches, Monologues, etc.

SCHOOL ALWAYS OPEN. CIRCULARS FREE.

Prof. P. J. Ridge,

MISS ANNIE O'DAY, and others.

GRAND OPERA HOUSE.

I endorse PROF. RIDGE as the only Performer and
Professional Dancing Teacher in Chicago.

FRED. J. WILDMAN, Theatrical Agent.

NOTICE—The only Stage School in America that will positively agree to
teach and place inexperienced people on the stage, young or old. People can
enter any time, day or evening.

27 LA SALLE STREET, near Makison,

CHICAGO, ILL.

—FOR SALE—
Howe's Great London Shows

Ten Car Show to be sold in its entirety to close
out the estate of the late Colonel J. F. Smith.

Show Consists of the Following Property:

- ONE 78-ft. SLEEPING CAR
- ONE 59-ft. SLEEPING C. R.
- ONE 55-ft. ADVANCE CAR.
- ONE 60-ft. STOCK CAR.
- ONE 50-ft. STOCK CAR.
- ONE 40-ft. STOCK CAR.
- ONE 60-ft. FLAT CAR.
- ONE TRAINED ELEPHANT, 5 1-2 ft. HIGH.
- TWO PUMAS OR MOUNTAIN LIONS.
- TWO PEARS.
- ONE DEER.
- ONE LEOPARD.
- ONE KANGAROO.
- OTHER SMALL ANIMALS.
- SEVEN CAGES.
- ONE CANDY WAGON.
- ONE BAND WAGON.
- NINE ROYALTY WAGONS.
- ONE CLOWN CART.
- TWO CHARIOTS.
- THIRTY-TWO HEAD OF BAGGAGE
HORSES.
- ONE MENAGE HORSE.
- ONE BAREBACK HORSE.
- FOUR HORSES BROKE FOR FOUR HORSE
ACT.
- FOURTEEN SETS OF HARNESS.
- EIGHT TRAINED PONIES.
- TWO OTHER PONIES.
- THREE MULES, BROKE TO WORK.
- ONE TOP, 100 WITH 50-ft. MIDDLE.
- ONE TOP, 60 WITH 30-ft. MIDDLE.
- TWO HORSE TENTS.
- ONE COOK TENT.
- ONE DRESSING-ROOM TENT.
- TWENTY-EIGHT LENGTHS BLUE SEATS
COMPLETE.
- SEVEN LENGTHS OF ROSEWOOD SEATS.
COMPLETE.
- SLEDGES, STAKES, ETC.

Show can be seen En Route at Following Stands:

Dade City, Florida	December 5	Orlando, Florida	December 11
Tampa, Florida	December 7	Sanford, Florida	December 12
Bartow, Florida	December 8	DeLand, Florida	December 14
Arcadia, Florida	December 9	Palatka, Florida	December 15
Lakeland, Florida	December 10	Stark, Florida	December 16

Winter Quarters, Central Park, MACON, GA.

TERMS. CASH.

The Acme of Perfection

Miss New York Jr.

The Extravaganza of Rare Merit.

MANAGEMENT JOE OPPENHEIMER.

Managers of 1, 2 and 3-night stands in Michigan and Ohio who can guarantee
good business for a good show, send in your open time in March and April,
1904, with very best terms, to

JOE OPPENHEIMER, care The Billboard, or as per route
REMEMBER this is Strictly a Farce Comedy. Not Burlesque.

GOSHEN

Advertising, Billposting and Distributing Co.,

Office, 125 E. Lincoln Avenue,
GOSHEN, INDIANA

Best of satisfaction. Address all
Correspondence to

CHAS. KRUTZ, - - - Manager

FAIR SECRETARIES!

Send at once for list of Free Attractions for your fair for coming season. I can furnish any
kind of attraction desired. WANTED to hear from Performers of all kinds.

DANIEL J. CARR AMUSEMENT CO., Room 203 Scott Bldg., 1217 Filbert St., Philad'a, Pa.

Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads.

Circus Seats

Built to order. Any Size. Any Kind. Portable Grand Stands, Circus Chairs.

P. A. MCHUGH, 59 and 61 Champlain Street, CLEVELAND, O.

A. C. H. MESLER,

City Billposter, Advertising Agent and Distributor.

Twenty-five years' experience. Own and control several of the most prominent locations used for commercial work only. Estimates cheerfully given. Phone calls, 632 H. R. 373 A-Local. Also Proprietor Mesler's Baggage Transfer, Residence 8 Hammond Street.

Port Jervis, N. Y.

For Sale

A 1903 Conderman

FERRIS WHEEL, USED FIVE MONTHS, NEWLY REPAINTED AND IN FIRST-CLASS CONDITION. BEST REASONS FOR SELLING. PRICE REASONABLE. ADDRESS

NAHILOC, Care "The Billboard."

At LIBERTY

For Medical Business

At Black-Face Comedian, Descriptive Comic Vocalist, Magic, Old Maid, Rube, Lighting Painter, Banjo, Violinist, Marionette, etc. Vamp Organ. Make good. \$10 Expenses. Want Ticket. B. WESTON, 62 Florance St., Hamilton, Ont.

A Tent Performance

IN GEORGIA

Cedartown, Ga., wants a tent show (small or large, only a tent show is what Cedartown wants). A tent show will coin a few to play said town. Good chance. No tent show this season and population 7,000. Every one turns out to a tent performance.

TO STOCK MANAGERS—The following successful plays by Mervyn Dallas can be had on moderate weekly royalty: "Motha," "Call-d Back," "House On Marsh," "Sbadows in the Mist," "Wedlock," "Bitter Wrong," "Broken to Harness." No scenery or printing. Address MERVYN DALLAS, Woodlands, Point Pleasant, N. J.

KING COLE

Ventriloquist, Magic and Punch

AT LIBERTY for next season for Side Show. At Liberty now, 178 South Sangamon St., CHICAGO, ILL.

Herman Delker

BILLPOSTER & DISTRIBUTOR

Junction City, Kansas

H. C. KNOX

Billposter and Distributor GAFFNEY, S. C.

Main Line Southern Ry. Good showings, prompt replies. Posting 30 days 7c. C. M. O. 4c. Distributing \$2 per M.

Falmouth Fair

Falmouth, Ky. Don't forget, we may be in the business next year. At present want smooth party, with good money-making scheme, to go with me to St. Louis. In writing fully outline your business. I will get the capital. L. McD. GARRARD, Secy, Pendleton Co. Fair Association (Incorporated).

G. F. TUCKER, Mailer and Distributor SHELDON, MO

Wm. M. Nichols, Bill & Book Distributor L. Box 702 Clyde, N. Y.

YOUR NAME, Business and Address on Rubber Stamp with Pad and Ink mailed for \$50. B. C. DURHAM CO., Corry, Pa.

ST. JOSEPH, MO.

10,000 Ft. of Good Hoardings

65 per cent. made of Galvanized Steel.

KEEP YOUR RENEWALS.

Can't Be Used on This Kind of a Proposition.

ST. JOSEPH Billposting & Advertising COMPANY.

SPECIAL OFFER FOR 30 DAYS ONLY.
Nov. 28 to Dec. 28, 1903.

40c THEATRICAL PLAYING CARDS 40c
Price Cut To Less than One Half

To the profession and readers of The Billboard. A swell Xmas article N. B.—You had better order immediately, as this low offer will positively not appear again. Every card a marvel of beauty. Theatrical Playing Cards make the card party doubly enjoyable.

This is the greatest novelty ever made in Playing Cards. These cards are of the best grade, highly varnished. On the face of the cards we have a line half-tone likenesses of fifty-three of the best-known actors and actresses. This is a combination of line playing cards and a portfolio of photographs of the leading lights of the stage. Usually sold at \$1 per pack

SPECIAL OFFER Although these cards are worth \$1 per pack, postpaid, to any part of the U. S., on receipt of only 40c in stamps or currency. If you have any doubt send 2c stamp for free sample, and you will surely order a pack of these beautiful playing cards.

MILLER PTG. & ENG. CO., Dept. B1, MT. VERNON, O.



This cut is just one-half size of card.

JOE OPPENHEIMER

And His Merry Mirth-Makers of the

Fay Foster Burlesque Company

THE SEASON'S SENSATIONAL SUCCESS

The Dancing Missionary

EXTEND GREETINGS TO ALL FRIENDS.

ANYTHING IN THE WAY OF

PRINTING

FROM A CARD TO A NEWSPAPER

Nonpareil Printing Co.
OUR SPECIALTY
FANCY STATIONERY.
RUSH ORDERS OUR DELIGHT.
420 ELM ST. CINCINNATI.

RICE'S DOG, PONY AND MONKEY CIRCUS

THE GREATEST OF ALL FREE ATTRACTIONS FOR STATE, COUNTY AND STREET FAIRS AND PARKS.

FOR SALE—One principal Gray Pony Horse, \$150; five Miniature Cages, nicely painted, \$300; one January Wagon, \$10; one 60-foot top, fair condition, complete, \$20; one 44x65 top, like new, \$50; one 20x50, like new, \$50; one 7 1/2 x 15 top, with big coffee boiler and box, for all, \$12; one cook house box, swellest ever made, \$15; two crane bars, \$3; one revolving dog pyramid, \$7.50; two 32-foot center poles, \$8; two 26-foot center poles, \$8; bale rings, gyys and chandeliers, for ten tents extra. Come see. PROF. CHAS. E. RICE, New Albany, Ind.

McCOMB, MISS., New Opera House.

Big R. R. pay-roll. Business good 15,000 to draw from. Open time in Jan., Feb., Mar. and April. Write for time. Repertoire and 1-night stands wanted.

A. J. HACKETT.

WE BUY SLOT MACHINES.
SECOND-HAND, LEGITIMATE & GAMING.
Address Box 121, SANDUSKY, O.

J. A. Parker

Of Hinton, W. Va.

WANTS YOU TO KNOW that he runs the Parker Opera House. Newly improved and renovated. Seats 700 people; electric lights, hot-air furnace heat, large stage and new scenery. Population 6,000. Also runs the Parker Hotel, special rates to the profession. A good show town, on main line C. & O. R. R., end of division. Can you write. If so address J. A. PARKER, Hinton, W. Va., when you need me. P. S. We own the billboards and do post-ing. Send us some business in this line.

1903—Route Book—1903

Great Pan-American Shows

SENT POSTPAID ON RECEIPT OF \$1.00. Contains many interesting notes concerning the trip of 1903 through Ontario, Quebec, New Brunswick, Nova Scotia, Cape Breton and the United States. Address L. C. ZELLENO, 14 Adama St., Memphis, Tenn., care Pilcher Show Print.

WRITE TO Frank Evans

For large contracts of posting. Largest billboards in county. House to house distributing. Baggage hauled for concerts. FRANK W. EVANS, Clinton, Ont., Canada, P. O. Box, 155.

Every Circular COUNTS

When WIXCEL does your distributing. Write for prices on any amount of work. Address H. S. WIXCEL, Marcus, Ia.

Broadway Opera House, NANTICOKE, PA.

F. M. COXE, Manager.
Population 15,000. Seating Capacity 900.
WANTED—Good Repertoire companies for balance this season. Also ready to book for next season. Can take a few good one-night attractions.

I Want to Hear From

Viola, Sensational Performer, Advance, Cook, Property and Hostler, who are neat, clean and reliable. Also want to hear from company on road showing houses to show our home town this winter. Address all to BARLOW SHOW, Lock Box 7, South Milford, Ind.

WANTED AT ONCE

50,000 permanent monthly customers for our choice Headache Tablets. Full size pkt., one dime. Gives instant relief. Five premiums given to all Agents wanted. Satisfaction strictly guaranteed or money refunded. CHAS. L. LOWE, 2160 Centre Street, West Roxbury, Man.

AT LIBERTY AFTER NOV. 30 1903

PROF. ROBERT EMMETT'S VAUDEVILLE ACTS.
The Old Pantomime Trick House, the Dare Devil Roller Tracks, Comical Acrobats, Troupe of 7 Performing Dogs. These acts can be secured by corresponding with PROF. ROBERT EMMETT, Frederick, Md.

FOR SALE

Billposting plant in good live town; also lease of two theatres in good show towns 8 miles apart. Other business reasons for selling. Address BILLPOSTER, Box 430, Gaffney, S. C.

WANTED ADVERTISERS

To send for prices on Distributing, Sign Tackling, etc., in my section. All advertising carefully and promptly attended to. Rates reasonable. U. S. MCGILL, P. O. Box 205, Port Angeles, Wash.

The Russell OPERA HOUSE, BRUNSWICK, MO.

WANTED ATTRACTIONS FOR 1904.
We have one of the most complete, up-to-date Theatres in Central Missouri. Seating capacity 650; steam heat, electric lights, switch board, etc. WALLACE & SASSE, Managers.

ATTENTION, FREAKS!—Want all kinds living Freaks that are strange, odd and curious. Six months' engagement. For Keyes & De Estangs' Strangest Household in the World. Address WM. S. KEYES, care Billboard.

H. BLACKISTON, Dover, Del., Manager Opera House and People's Theatre. Also Billposter and Distributor. All work guaranteed.

WANTED—First-class Theatrical Attractions at Waxahatchie, Texas. The best show town in the State. Some open time in Jan., Feb., Mar. and April. J. M. CUMBY, Mgr. Opera House.

FOR SALE OR TRADE—A Calf with 2 heads stuffed and new painting 6x8. C. H. FEOPPEL Hollidaysburg, Pa.

LEWS S. FRACK
EXCLUSIVE DISTRIBUTOR, with 13 years' experience. Address MUSCATINE, IA.

Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads.



GARN & COLE, Managers,
204 E. North Ave., Chicago, Ills.

MERRY XMAS TO ALL!

SEASON 1904-5.

GARN & COLE

OFFER
**THE GREAT NORTHERN
COMEDY COMPANY**

PRESENTING
Presenting the Newest Musical
Comedy entitled **THE GIRL FROM
KANSAS**. Original. No steal.

Strong line of pictorial printing—Don-
aldson, Western. Muigs. send open time.
Address.



NOTICE—IF YOU WANT THE GOODS.

William **The Clarks** Mabel

At Liberty after Dec. 20
FOR STREET FAIRS AND CARNIVAL CO.
Double Trapeze Rings, Foot Juggling, Barred
and Five Glove Cross, Wardrobe acts and jig-
ging. The best, strictly sober and reliable and
timely. Will work as high as wanted in any
work.

ADDRESS ALL MAIL TO
MOBILE, - - ALABAMA

The Clarks, now en route with Teets Bros.
R. R. Shows.

Wanted - - Ponies

WILL BUY SIX TO TEN SPOTTED
SHETLAND PONIES, FROM 36 TO 48
INCHES HIGH. WANTED—A BAND
MASTER THAT CAN FRAME UP A
TEN MOUTH-PIECE BAND FOR THE
GREAT AMERICAN WATER SHOWS
FOR SEASON 1904. ADDRESS

W. P. NEWMAN, - Ironton, Ohio

Rhenamus L g Improvers (Pat Aug. 19, 1902)



For men with Bowed,
Crooked or Hollow Bandy
Legs, make the pants hang
perfectly straight, no matter
how bowed or crooked the
leg may be. Made of Alum-
inum. Easily adjusted with
ordinary garter (see cut),
are invisible, no inconve-
nience; don't know you've
got them on. Price by mail,
75c. per pair, with silk web
garter, \$1.00; with silk web
garter, \$1.25 per pair, post-
paid. Address S. F. RHONE-
MUS & CO Sole Manufactur-
ers, Drawer B 757, Spring-
field, O.

J. W. DOTY,

Billposter & Distributor

TEXARKANA, TEX. ARK.

WM. G. DORFF,

Crockery City Distributor,

EAST LIVERPOOL, O.

*Nnt Sed.

BOB RONALZO,

Clown Tumbler & Dancer

Care "The Billboard."

I Have Just

TAKEN CHARGE OF THIS HOUSE and extend
greeting to the companies making this terri-
tory. Town 1,400, house seats 650. Managers
of good companies write me for open time.
None others need apply. E. D. WHITE, Man-
ager Blue Rapids (Kansas) Opera House.

DEAR BILLBOARD:—Darn it, I "need the
money," but your persistency has made me
think that I ought to be "in it." Just tell
them that I am always ready to put up a guar-
antee to people who can earn it in one of the
best houses in one of the best little towns in
Michigan. Yours, W. C. ALSOVER, Manager,
Vermontville, Mich.

James T. Ryan,

M. T. PULASKI, ILL.

LICENSED BILL POSTER AND DISTRIBU-
TOR. All work guaranteed and promptly done.
Work Solicited.

Beloit, Kan., Oct. 26, 1903.
M. M. Fenner, M. D., Fredonia, N. Y.
Dear Doctor: Mr. Chas. Butt did not get
time to distribute till last Friday. He did it
very well as we had calls for samples from
different parts of town and expect sales to
follow. Yours respectfully,
F. F. Sorget, Mgr.

Corner Pharmacy.

ALL KINDS OF ADVERTISING MATTER
carefully distributed. Bills posted, tin and
wooden signs tacked up. First-class work guar-
anteed at reasonable prices. All applications
promptly attended to. CHAS. L. LOWE, 2160
Centre Street, West Roxbury, Mass.

HELLO! Looking for sure thing? We'll
send you sealed package that's ready money
anywhere. Send me for sample that brings
you \$1.00. L. ALBERTO, Suite 305 Mecca Bld.,
Chicago, Ill.

TEN CENTS—For Men Only. Laugh till your
sides split. A comical book of what Johnnie
saw through the key hole. Use for this book
with my catalogue. —D. G. WILSON, Mount
Sterling, Ill.

Souvenir Post Cards.

Beautiful of Texas. Addressed to you 4c. 5c. per
or 2 diff. 10c. FRITZE & CO., Box 977, San
Antonio, Texas.

Mention "The Billboard" when answering ads.

75, NEWSPAPER HALF-TONES.



The above is a sample of our 75c newspaper
Half-tone, made for posters, newspapers, letter
heads, etc. SPECIAL PRICE ON LARGER
SIZES. Cuts delivered prepaid when cash ac-
companies the order. Send 75c. for trial order
and be convinced. We do the best work
promptly and at the lowest price.

KNOXVILLE ENGRAVING CO.,
515 Bates Street, Knoxville, Tenn.

**CRESTON
Opera House**

Now Booking for 1904-5.
Have widest Stage in S. W.
Iowa and stage well equip-
ped for any show that
would play here.

J. H. PATT, Mgr., Creston, Iowa.

Frank B. Hubin's New United Shows

Want All Feature
Acts for Season
1904

Winter Quarters, - Atlantic City, N. J.

**EVERETT & McCREARY
Latrobe Billposting Company**
BILLPOSTING & DISTRIBUTING

408 St. Clair Street, LATROBE, PA.

ENGRAVE ON METAL, any kind, knife, saw,
axe, tin, silverware, tools, etc.
Done easy with St. Engraving Outfit. Protect
property, make money. Mailed for 25c. Circu-
lar 2c. Fast seller. B. C. DURHAM CO.,
Corry, Pa.

DISTRIBUTING AND BILLPOSTING. Rates
on application. A. M. FREDENBURGH, Va-
lletie, N. Y.

Mention "The Billboard" when answering ads.

WANTED FOR THE

World's Fair Midway & Carnival Co.

SEASON 1904

WHICH WILL OPEN IN APRIL, ANY NEW AND

Novel Attractions

THAT CAN MAKE GOOD. SHOWS WITH
GOOD FRONTS WANTED

NOTICE TO ALL STREET FAIR COMMITTEES, WE ARE
READY TO CONTRACT WITH YOU FOR ANY
KIND OF ATTRACTIONS. BEINGSITUATED IN THE WORLD'S
FAIR CITY, WE ARE ABLE TO PROMISE THE BEST AT-
TRACTIONS IN THE WORLD FOR SEASON 1904. ADDRESS

R. C. LeBURN, Mgr.

Care Great Western Printing Co., ST. LOUIS, MO.

The New Era Shows

WANTED

Circus People and Performers in All Branches, Ae-
rialists, Clowns, Acrobats, Novelty Features for
Platform Riders; and in fact, Clever Acts of all Kinds
in the Air or on the Ground. Also want Musicians.
People must be good dressers on and off: Season
opens in May. Address:

E. H. TODD, Mgr. New Era Shows, - Roodhouse, Illinois

Billor's Protective Union, Local No. 3, A. F. L.

**H. J. DAUGHERTY @ SON,
Butler Bill Posting Company**

Distributing, Sign Tacking and Bulletin Sign Painting.

We have the Best Locations in the city. Best of Service. We put out all work ourselves.
Population 20,000. Floating Population, 6,000. Residence and Office, 240 East Cunningham
Street. We can use to good advantage 30-28, 30-24, 30-20, 30-18, 30-12, 40-8, 50-6, 75-3, 200-
2, 300-1. Gentlemen, if you have any work in our line for our city, we will give you the best
showing in our city. We have our boards located along the railway, Railroads at the Wes-
pass Steel Car Works, Plate Glass Works, Bottle Works, Plating Mills, Machine Shops in
the center of our city. You can't come in or go out of our city without seeing our billboards.
Please give us a trial. We are at your service. Address BUTLER, PA.

CLARK STREET MUSEUM!

FAT FOLKS CONVENTION. Two Weeks. Starting
December 21. In writing state your weight
and lowest salary. Don't waste stamps a king
fancy salaries. If you haven't wardrobe. **PLAYING VAUDEVILLE AGAIN.** Write
PAUL D. HOWSE, 150 Clark Street, Chicago.

THE MILLETTES

En route with
**HARRIS NICKEL
PLATE SHOWS.**

Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads.

JOHN C. WEBER,

And His PRIZE BAND OF AMERICA.

Pronounced by Press and Public Everywhere.

"THE BAND THAT PLAYS THE BEST."

Address JOHN C. WEBER, 1212 Vine Street, CINCINNATI.

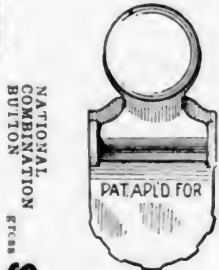


OUR TRIPLE ALLIANCE

COMBINED PANTS BUTTON & DRAWERS SUPPORTERS and Other uses. Big seller for street-men. Freehling's Patent Handy Dandy F Button. **\$2. gross.** SPECIAL QUOTATIONS TO JOBBERS



CLOSED



NATIONAL COMBINATION BUTTON \$1.60

NO. 2 BUTTON \$200. gross.

INTERNATIONAL NOVELTY CO., SOLE SELLING AGENTS FOR U. S. 529-533 BROADWAY, NEW YORK.

The Flying Zenoz



ORIGINATORS of a One-Heeled Casting & Return Act. Introducing

Twisters, Fly-overs, Somersaults &c.

ALSO, DOING DOUBLE TRAPS, NOVELTY WIRE SPANISH RINGS.

Featured Free Attraction, Hall's Carnival Company Season 1903. We invite offers from Managers for this Great Sensational Novelty for the Season 1904.

PERMANENT ADDRESS

705 MASONIC TEMPLE

CHICAGO, ILL.

P. S.—Regards to AL. HALL, MACK CYCLO and friends.



MOROCCO DROP CASE

OPEN FACE \$25 to \$45. SIZE 14 x 19 inches



Race Horse Wheel \$35. For Roulette, Red and Black or Money Layout.

CAMEL BACK SPINDLE. Jewelry Spindles \$3.50 to \$25.00. Three Spindles with layout \$15.00. Counter magnets electric dice. Marked Cards, Bicycle, 8 decks \$5.00. DEANE, 1057 Central Ave., Cincinnati, Ohio.

PATENTS GUARANTEED

Our fee returned if we fail. Any one sending sketch and description of any invention will promptly receive our opinion free concerning the patentability of same. How to Obtain a Patent sent upon request. Patents secured through us advertised for sale at our expense. Patents taken out through us receive special notice, without charge, in THE PATENT RECORD, an illustrated and widely circulated journal, consulted by Manufacturers and Investors. Send for sample copy FREE. Address, VICTOR J. EVANS & CO. (Patent Attorneys.)

Evans Building, WASHINGTON, D. C.

Making a Big Hit

"Mother, Dearest Sweetheart." This pretty love song is now being sung by some of the best singers on the stage. Professionals, please send for free samples at once. WM T. VAYO, Oneida, N. Y.

Ernest Allright CALLIOPE PLAYER

Gentry Bros.' Famous Shows, Season 1902-03; Re-engaged 1904. Merry Xmas to my friends.

Big Hits "Sis Hopkins March" and "Xlond ke Gold Ma ch."

Sample Violin Parts sent free. Orchestration 15c each. J. Pacht & Son, 113 S. Broadway, ST. LOUIS, MO.

H. H. OAKS & CO., General Advertiser Contracts and Distributing, Sampling, Sign Tackling, Billposting, HOME CITY and nearby Towns, Population 15,000. Country route, reaching 50 towns and villages, Population 5,000. No 1 references on application. Office Mansion House, Main St., WATERTOWN, PA.

SONG BOOKS, \$1.00 per 100. Lots of 1,000, \$7.50. Half deposit with C. O. D. order. Samples 10c. CARTER BOOK & NEWS CO., 311 S. Broadway, St. Louis, Mo.

Mention "The Billboard" when answering ads.

Johnsten Opera House

EL DORADO, ARK.

JNO. J. JOHNSTEN, Manager.

Open Time In December and January Open Time

Write for Dates.

Open Time Fritcher Opera House

FORT PLAIN, N. Y.

JANUARY AND FEBRUARY. Would like good Musical and Variety. NELSON SMITH, Manager.

J. D. ALLEN,

Billposter and Distributor

NEODESHA, KAN.

It will pay you to advertise in the Kansas Oil and Gas Fields.

...Liars' License...

sent to any person interested in the show business, or any performers on receipt of stamp. Everybody wants one. Just for fun. PERCY EWING, Decatur, Ill.

Whitney Opera House,

BERLIN, N. H.

Manufacturing city, 10,000 population. Weekly payroll. Vaudeville, Burlesque, Lady Minstrels and two week stands. C. A. BURNHAM Manager.

A. C. MAUNT, City Billposter, Sign Distributor, Bulletin and Distributor. Write for estimates. BOX 433, VAN ALSTYNE, Gray Co., Texas.

Mention "The Billboard" when answering ads.

Show Painting E. J. HAYDEN & CO. Midway Fronts

THE LARGEST SHOW PAINTING STUDIO IN THE U.S.

Established 1894 Tel. 1842-a Wmsgh. 106-108-110 Broadway BROOKLYN NEW YORK

STANTON TUCKER ORIGINATOR OF TUCKER BROS. MANAGER OF STUDIO

SIGNS

The Best Vaudeville Attractions in the West

ARE NOW SECURED BY

THE ALCAZAR THEATRE

Under Able Management. House Remodeled and Refitted.

You will find it up-to-date in Merit and Excellence.

Twentieth & Market Sts., DENVER, COLO.

FINE CAFE AND BAR. None but First-class Artists. See Programme for this week.

Mention "The Billboard" when answering ads.

The Cream of The Burlesque Companies

The Kentucky Belles & The Brigadiers,

DIFFERENT FROM ALL OTHERS

Beautiful and Talented Ladies. Breezy, Bright, Witty Dialogue.
Magnificent Costumes and Fine Scenery. Original and fresh Featurers.
They are Enjoying the most Successful Tour of THE FORTY WHEEL SHOWS.

HARRY MARTELL, Manager.

CHRISTMAS

TOYS

LARGEST ASSORTMENT

Send for Large Catalogue.

—THE—

Newman Mfg. Co.
81 Woodland Ave
CLEVELAND, OHIO.



TAYLORS,

XX Professional Trunks

More used than all other makes combined.
C. A. TAYLOR TRUNK WORKS, 131 W. 38th St., New York; 38 & 42 E. Randolph St., Chicago. Send for new illustrated 1904 catalogue; many new suggestions for Holiday Gifts.

Buttons of Every Description



FOR CONVENTIONS GATHERINGS, SHOWS
We make them in any quantity. Fill orders on short notice and beat any firm in the West or der. Let us hear from you.

St. Louis Button Co., 620 N. Broadway St. Louis, Mo.

THE PRESS CLIPPING BUREAU

CINCINNATI, O.

Readers of newspapers and dealers in newspaper information. Undertakes commissions from business or professional people who want to keep posted on what interests them in the public prints of the country.
Offices at Boston, New York & Denver.

Libbie Show Print

BOSTON

Trap Drummers

Send for circulars describing absolutely the Best Heads on Earth. We have them. Fifty-four years' experience. ROGERS MUSIC HOUSE, 116 North St., Middletown, N. Y.

...WANTED...

Circus Property of all kinds. Must be cheap.
J. B. CHILDS, Perryville, Ohio.

CLUB ROOM & FAIR GROUND goods of every description; also 100 varieties of Slot Machines. Send for catalogue before buying. Address OGDEN & CO., 90 So. Halstead St., CHICAGO.

NEW HOTEL American Plan. Rates \$1.25 Day
2nd & Jefferson St. LOUISVILLE, KY., All New But Nic

STREETMEN AND AGENTS Wanting Soap, Liniments, or other Medicine, write, stating your wants. We also want agents. CITY MANUFACTURING COMPANY, Carrollton, Ky.

HARRY DARLINGTON, MANAGER J. & E. WALTERS' A Thoroughbred Tramp

Mention "The Billboard" when answering ads.

WANTED FOR THE SEASON 1904

OPENING AT

Houston, Texas, April 19

Ladies' Band & Orchestra of 20 Pieces

12 Ladies of good address and good looks, willing to travel in private car and receive good treatment and conduct themselves as ladies only.

Performers in all branches. Advance Men.

Will lease one more combination car. This is an entirely new Amusement Enterprise. Address all mail to

E. W. WEAVER, Mgr.

Care EAGLES' CLUB, HOUSTON, TEXAS.



Lucky Old Shoes!

TWO SHOES ON A PIN.

Two Pairs 10c. One Dozen 45c. One Gross delivered \$2.25.

SEA SHELLS

For Wire Jewelry, Gold Wire Tools, etc. Finest Panama Shells, Large, Showy Sea Shells in \$10 and \$20 assortments. Catalogue of FAST SELLING NOVELTIES.

J. F. POWELL, Waukegan, Ills.



5 FAST SELLING NOVELTIES.

Unique Suction Hook with it can hang your hat on window pane or surface of mirror. Japanese Flag-Block Novelty—five flags chase each other down 12 in. column changing colors. Souvenir Water Set, as cut silver plated and raised decorations. Mr. and Mrs. Roo-ter, of Kansas, in eating contest. Jokers' Lung Tester, or Trick Swan; test one man's lungs and the crowd fights for 'em. Every one fast seller at 25c. Only in street corners, every where you know them, and the profits are 0. K. Samples postpaid. 6c; all five, 25c. With largest catalogue EX. LUSIVE, AGENTS AND STREETMENS' ARTICLES in this country.
NOVELTY SMITH'S 119 DEARBORN STREET, CHICAGO, ILL.

Lovers' Post-Office Slot Machines

"THERE IS A LETTER IN THIS BOX FOR YOU FROM YOUR SWEETHEART. Drop Penny and get it." And 20 other NEW ones.

COSMOPOLITAN NOVELTY CO., 426 N. 4th St., Philadelphia, Pa.

Bennett's Dramatic Exchange

Suites 40-41 Grand Opera House Bldg., Chicago OLDEST ESTABLISHED EXCHANGE OUTSIDE OF N. Y.

Send for these splendid plays for stock and repertoire: "The Ensign," "Northern Lights," "A Nativist Match," "Mr. Barnes of New York," "A Soldier of the Empire," "Sheridan's Knight," "Incog," "Knobs of Tennessee," "The Tide of Life," "A Man of Mystery," "Captain Swift," "A Fair Rebel," "Jim, the Westener," "The Little Minister," "Heart and Sword," "A King for a Day," "THE HAND OF TREACHERY," "An Innocent Sinner," "A Wife's Honor," "Woman Against Woman," "Sins of the Fathers," "Tennessee's Partner," "The Man from Nevada," "Dolly Madison," and five hundred others.
SEND FOR OUR NEW PLAY CATALOGUE. A. MILO BENNETT, MGR.

Mention "The Billboard" when answering ads.

At Auction Circus Property

AT CORTLAND, N. Y. WED. DEC. 16, 1903.

- 15 Baggage Wagons,
- 6 Animal Cages,
- 2 Band Wagons,
- 1 Advance Wagon,
- 7 Lumber and Farm Wagons,
- As good as new Harness for 60 Horses.
- 1 Advertising Car.
- 1 Canvas 140x240,
- 1 Canvas 130x230,
- 1 Canvas 70x110,
- 1 Canvas 70x130,
- 1 Canvas 60x100,

And other articles too numerous to mention. Sale positive and without reserve to the highest bidder. All the above property thoroughly repaired, newly painted, ready to go on the road. Almost equal to new. Terms made known on day of Sale. Address: SIG SAUTELLE, COMMERCIAL HOUSE, CORTLAND, N. Y.

A Christmas Gift of \$5.00

We are making a special Christmas Gift of \$5 cash to any person who will purchase a "HILBORN TELESCOPE ORGAN," or at least place an order before the close of this year and mention this ad. No gift after January 1, 1904. The Hilborn Telescope Organ is world-wide known and is now in use in every land. We hold testimonials from all parts of the world. Come in and see us or write for descriptive catalogue, which will give you prices, rates and full particulars. HILBORN BROTHERS, 56 Fifth Avenue, Chicago, Ill.



CANDY MEN



This is a money-maker at parks, in stores or on the road. It makes those delicious popcorn crisps, the greatest 5 cent package. You need not be a candy maker to be successful.

W. Z. LONG, SPRINGFIELD, OHIO

THE SUCCESS OF 1903.

Lovers Post-office SLOT MACHINE.

There is a letter in this box for You from Your Sweetheart. Drop Penny and get it.

COSMOPOLITAN NOVELTY CO. 426 N. 4th St., PHILADELPHIA, PA.

DICE AND CARDS,

Finest work ever put on the market. New transparent work. Send for new free catalogue. Nothing like it ever before published. Old gamblers will find new propositions in it. C. BARR & CO., 56 Fifth Ave., Chicago, Ill.

AT LIBERTY — Medicine Lecturer

Strong Office Worker, Swell Dresser; no boozer. Look the part. Act and sing if desired. W. H. DEVEREAUX, Fifth Avenue Hotel, New York City.

Why They Now STOCKWELL, AMES, IA.

Mention "The Billboard" when answering ads.

CHURCH PRINTING Co.

422 Elm Street, CINCINNATI, - - OHIO.

We print "small stuff" quick for cash. Your Press Sheets and Notices for instance.

We will set them in a gate, single column, at the rate of 6 cts. per inch and furnish you sheets at the rate of 2 cts. each.

You do not have to take any more than you can use. Just order what you want.

Our prices are low. We can print cheap because we do not give credit. We lose nothing in bad accounts. Our one rule is CASH WITH ORDER. If you do not like the printing, return it and get your money back. Address the

Church Printing Co. 422 ELM STREET, CINCINNATI, - - OHIO.

UNPARALLELED

ELECTRIC TATTOOING

MACHINE FOR SALE. GUARANTEED FOR FIVE YEARS.

Colors, Red Green, Black, Brown, Yellow and Blue Stencils. Second-hand Machines on hand PROF. NAKADA, care "The Billboard."

For Sale NEW OPERA HOUSE AT COST

In Progressive Western Town, doing good business, but owner has mining interests to attend to. For price and terms address 763, care "Billboard."

Shooting Gallery Supplies

LATEST NOVELTIES. Write for Illustrated Catalogue. WM. WURFFLEIN, Mgr., 208 N. Second St., Philadelphia, Pa.

Sea Shell Souvenirs

For Street Fairs, Carnivals, Circuses, Conventions, Summer resorts. Best selling novelties on the market. Write for prices. JOYCE BRON, 354 - 356 Dearborn St. Chicago, Ill.

WANTED MUSICIANS WANTED

To send for descriptive circular of the Holton Cornet and the "Holton Special" Slide Trombone. They are conceded by musicians to be the best. FRANK HOLTON, 70 E. Madison St., Chicago.

FRANK P. PRESCOTT, Northwestern Booking Agent, Routes Furnished—Companies Booked. Write me. Terms Reasonable. 2616 Central Ave., Minneapolis, Minn.

Dodgers, 3000 4x10, 85 Words, \$2.00 (orders filled in 24 hours. Over 85 words, 1 cent per word extra. Samples for stamp. WILCOX, PRINTER, Hamburg, N. J.

WE carry in Stock, the Largest and most complete assortment of Pictorial Paper in the World.

The Donaldson Litho. Co.

Newport, SUBURB OF CINCINNATI, Kentucky,

Posters & Hand Bills

We Will Do Your Printing "Quick" And Always On Time

DOLLAR DATES.

4 FOUR SHEETS.... } For \$1.00
50 HALF SHEETS.... }
100 EIGHTH SHEETS }

The Best in America, in Point of Display arrangement For \$6.00
100 three sheet descriptives..

POULTRY SHOWS We have just completed an entirely new line of posters and window hangers suitable for advertising poultry and pet stock shows. It is the finest and best line in the world. Nothing as complete has ever been seen. SAMPLES FREE.

We can also Furnish Paper Suitable for Advertising

ELK'S Minstrels, Concerts, Lyceum, Balls, Bazaars.

Every Sheet of our Paper is Made to

Pull & Draw

Catchy Designs, fine Coloring and Artistic Work.

The Donaldson Litho. Co.

Newport, OPPOSITE CINCINNATI, Kentucky,

Illusions, Ghost Shows,

Amusement Devices of All Kinds

Electrical, Magical and Spectacular Attractions built to order. Builder of complete show out fits for Halls, Store Rooms or Carnival Work. Swell and catchy show fronts a specialty. Address J. W. ZARRO, Exposition Cafe, 1233 Elm St.; Office & Shops, 124 W. Liberty St., Cincinnati, Ohio.

Sketches, Songs, Comedies, Dramas

and every description of theatrical work WRITTEN TO ORDER at LOWEST RATES. Only the best original work furnished to professionals. References by the hundred. Established 1879. Send for estimate.

BOB WATT, DRAMATIC 806 Walnut Street, Philadelphia, Pa.

THE JOHN CHAPMAN CO. BILL POSTERS

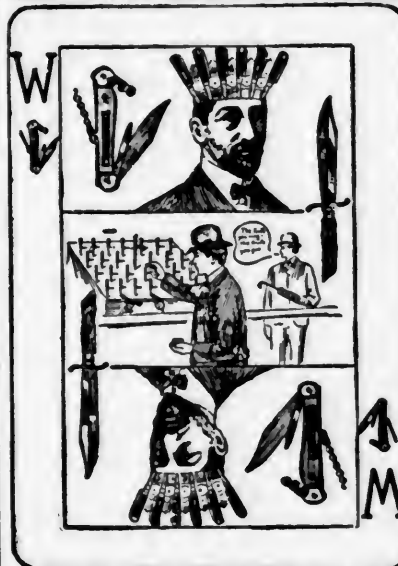
Have the best boards and greatest locations in Cincinnati and Suburbs. Telephone 2314. 17 Opera Place. Chapman's Bulletin Service. Contractors for Bill-Posting throughout the United States, Cuba and Canada. Population: City, 325,902; 56 Suburban Towns, 79,000.

CONFETTI THE BEST ON THE MARKET. CANES

ST. LOUIS CONFETTI CO., 12 So. Commercial, ST. LOUIS, MO.

The Cutlery King

THE MONEY SAVER FOR KNIFE-BOARD MEN AND AUCTIONEERS



The man that knows your wants and sends them quick. Write for Catalogue—THE MOST COMPLETE EVER PUBLISHED.

HARRY L. WEISBAUM 254 E. Madison St., CHICAGO.

MAGIC MOVING PICTURE MACHINES

and Stereopticons for public entertainments, illustrating historic and current events, popular songs, etc. Nothing affords better opportunities for men with small capital to MAKE MONEY. Send for free, illustrated catalogue, tells what an outfit costs, explains the operation and instructs you how to conduct paying entertainments. McALLISTER, Mfg. Optician, 49 Nassau Street, New York.

LANTERNS

Send for List of Latest Films

STRATE HALF-TONE PROCESS CO.

8 cts. SQUARE INCH - MINIMUM 90 cts.

BEST PLACE TO BUY Watches, Jewelry, Silverware, Stage Brilliant, Medicine and Gift Show Goods. Prof. Werners' Grease Paints, Burnt Cork, Face Powder, etc. Rossiter's Song Books. Full line of Eagle Emblems. Send for Catalogue. The Old Reliable B. G. UHER & CO., 84 Wabash Ave., Chicago, Ill.

MAGNETIC TACK HAMMERS!

Just the thing for tacking tin and card board signs. Every distributor should have one. Prices with double extension handle, 32 inches long, each \$2.00; triple extension handles, 42 inches long, each \$2.50. Send the money with the order. None sent C. O. D. The Donaldson Litho Co., Newport, Ky.

CABINET PHOTOS \$2.50 per HUNDRED.

Send in your negative to print from, or a photo to copy. Future Husband or Wife Photos, white, black, visible or invisible. \$2 per 1,000. Send for sample. WENDT, Photo, Boonton, N. J.

THAT'S A GOOD THING,

To every party you write enclose them an envelope with your permanent address in care of The Billboard and it will assure you a more prompt reply.

Your mail will be forwarded at the earliest possible moment. This is a good thing for you for the reason, people whom you write, sometimes neglect answering at once, and if you are making a one night stand, ten chances to one your mail will never reach you. If you want an immediate answer, and if they have your route they will find you. The surest way is to have a special envelope in care of The Billboard.

DON'T YOU THINK SO?



YOUR NAME AND PERMANENT ADDRESS CARE OF

THE BILLBOARD On 50 Envelopes For 20c.

POST PAID

THE CHURCH PRINTING CO.

GENTLEMEN:-Enclose find 20c. Send me 50 Envelopes with my Permanent Address, care of The Billboard, Cincinnati, O. SEVEN DAYS from date my next stand will be

City _____

Name _____

ALION COMPANY.

U.S.A.

WRITE PLAIN TO AVOID ERRORS

THE CHURCH PRINTING CO., 422 ELM ST., Cincinnati, O.

Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads.

**Wanted People in all Departments of
PAWNEE BILL'S WILD WEST**

Address G. W. LILLIE,

Winter Quarters, CARNEGIE, PENN.



JNO. E. WILLIAMS
Posting Service
and Distributing
OSHKOSH, - WISCONSIN
Population, Census
1900. 28,281

Reliable and definite service. Own and control all billboards in the city, and located on the principal streets.

FOR SALE NOTICE

The General Amusement Company

Of Cincinnati, O., owning and operating The Heck Carnival Co., Season of 1903 offer the the entire equipment for sale as a whole a whole. or in lots to suit purchaser.

- Four black push tops, lined, 25x70, 12 ft. side wall, with ropes, poles, stakes, stages, scenery, drop curtains, porch fronts, all with electrical equipment, complete.
- Two white push tops, 30x60, 10 ft. side wall.
- One white push top, 30x70, 10 ft. side wall.
- One white push top, 30x80, 10 ft. side wall.
- One 2-pole top, 80 with 40 ft. middle piece.
- Center poles, quarter poles, side poles, stakes, ropes, ball rings, etc.
- Eleven 200-ft. bundles of 10 ft. side wall.
- The above tops are manufactured by Murray, Thompson & Vanderveer & Wagner, are patented and in good condition throughout. Thirty-four lengths of 10 tier blue seats, the very best. Five banner fronts, Trained Animals, Oriental Dancing Girls, Plantation, Japs, Stadium.
- One Camel, young, acclimated, well broke and gentle, can be seen at the Cincinnati Zoo.
- Three Baggage Wagons, 1-seat Blank Wagon, 1 Jack & Stringer Wagon, none better.
- One 60-ft. Venice R. R. box car, all modern equipments, perfect condition.
- Ballyhoo Stages, electrical equipments, tools, property boxes, props, etc.

**Managers of Parks
Carnivals & Circuses**

Who want the latest attractions in the show world. I am the originator and manufacturer of the Non-Breakable Laughing Parlor Mirrors. I will place them in your Parks, with your Carnival or Circuses on liberal terms or sell them outright. Twenty Mirrors constitute a set, no two alike, each being 36x72, 12 inches thick when boxed and weighing but 1,500 pounds. I have produced effects that cannot be seen elsewhere and never placed before the public. They cause more talk and laughter than any amusement ever placed in a circus, park or carnival, and The Best Show on Earth. \$35 per week expenses. 2 people give the show, experience unnecessary. I will consider good, practical, sober, business people with small capital as partners to run and manage the show. **SPECIAL NOTICE:** A deal Acting Mount Pelee, throwing out hot lava, smoke fire and burning a real city before your eyes under test. No picture, the real thing, never seen in public. It's so real that you become frightened and fear the heat and lava, which is perfectly harmless. If you are interested and have money write. I will sell a limited number for May delivery.

A. T. WRIGHT,

Originator and Builder. Patents Pending. All Rights Reserved. Permanent address LOCK BOX 1033, CHICAGO, ILL. San Marcos, Texas, until January 15. If any one claims to be the inventor of any of the above bet them \$100, and I will give you \$50 for the wager.

MANAGERS ATTENTION OPEN-AIR NOVELTY SENSATION.

5-Flying Baldwins-5

TRIPLE AERIAL BARS AND THREE CRADLE CASTING ACT

2 LADIES AERIALIST SUPREME GENTS 3

PER. ADDRESS

314 North 3rd Street, QUINCY, ILL.

WANTED!

Good attraction to open new house about December 1st. Population 15,000. Wire. No time for correspondence.

BURLINGTON OPERA HOUSE, E. E. WORKMAN, Manager.
BURLINGTON, N. C.

**MUSIC HALL,
PERTH AMBOY, N. J.**
TELEPHONE, PERTH AMBOY-6R

Good one-night or week stand. Stage. 28x40; Proscenium, 20. Lighted by electricity and gas. Seating capacity, 500. Drawing population, 25,000. For open dates December, January or later, address ISAAC B. ESBERG, Mgr., 9 Water St., Perth Amboy, N.J.

SANDERS ENGRAVING COMPANY ST. LOUIS U.S.A.

WE MAKE a Specialty of Furnishing Engravings for Advertising and Theatrical Illustrating Half-tone Engravings, Zinc Etchings, Electrotypes AND DO IT QUICK.

ENGRAVERS & ELECTROTYPERS

JACK P. GLINES, Agent,

Would be pleased to hear from first-class managers for balance of winter season and coming tenting season. Past seasons with Al. W. Martin, Mitchell Bros., Bogardus Shows, Montgomery Bros. (canvas), F. T. C. Co., Clark Show, etc. No booze. Age 29 years. Address care Billboard.

INGTON, ME.
STREETMEN
Wanting Sew, Linen, etc. write, stating your wants, to agents, CITY MANUFACTURING COMPANY, Carrollton, Ky.
HARRY and distributor
County Route established. We are as good as any.
All kinds of Distributing, Billposting and Sign Tacking done at reasonable rates. Honest service guaranteed. Address M. ALLAN JOBLIN, Holstein, Iowa.

"I've Come For My Answer, Annie Lee."
The \$1,000 Prize Song that is sweeping the country. Positively the greatest march song ever written.

"The Little Church Where You and I Were Wed."
A beautiful Story Song that is fast coming to the front.

Copies of both songs free to recognized professionals. Dealers send for rates. Published by
WALTER ROLFE, - Rumford Falls, Maine.

Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads. Mention "The Billboard" when answering ads.

THE LINDALL LIGHT

(Patent Applied for.)

**Lightest, Smallest and Most
Powerful of
all Vapor Lights for
Moving Picture Machines.**

WEIGHT, 5 POUNDS.

Sent by Express with Privileges of Examination.

Send for Circular.

C. E. LINDALL,

Music Hall Building,

BOSTON, - - - MASS.

EUREKA! Since the first introduction of gas and mantle lights for moving-picture machines and stereopticons, and after years of experiment, I have evolved a light that will supersede all other gas appliances for moving picture machines and stereopticons, and will be a close rival to the electric arc light. The ordinary mantle with a good circulation of gas through it, seems do give a powerful light, doesn't it? But when you put it behind your condensers you are disappointed with the result if you are trying it for moving pictures. Why? The mantle is radically wrong in shape to begin with, and then it is one half holes, which is quite necessary with the ordinary mantle in order to get a good circulation of gas through it, which produces incandescence. It is a good light for illuminating a room, but a poor light for lenses, as there are no rays of light radiating from the holes, but only from the incandescent threads of the mantle, thus losing fully one-half of the radiating power. In my invention, all of the light is concentrated in one round point, and that point presents a solid wall of dazzling light. Simplicity itself. The first thing you will say on seeing it will be: "Why didn't some one think of that before?"

Sosman & Landis

**Great Scene
Painting Studio**

Artistic, Up-to-Date Scenery, embodying the latest ideas in Stage Settings

CHICAGO, ILLINOIS

Are selected for their particular skill and ability in their different lines of work. Some do Drop Curtain work exclusively; others Exterior Scenes; still others Interiors, Draperies, etc., etc. By this method our patrons get the highest skill of a number of artists in their work, and the result is better work than any individual can do. Our aim has always been to have our work excel. How well we have succeeded in this is evidenced by the reputation **SOSMAN & LANDIS SCENERY** has achieved throughout the entire country. It means the very best in every instance. **STAGE SUPPLIES**—We carry a full line of Theatrical Stage Hardware, such as stage screws, braces, Brace Hooks and Eyes, Loft Pulleys, also Carpets, Grass Mats, Mantels, Foot and Border Lights, Bench Lights, etc.

SOSMAN & LANDIS,

Great Scene Painting Studio.

236-238 S. Clinton Street.

CHICAGO, ILL.

Casey's XXX Theatrical Trunks

XXX, 28, \$10.25; 30, \$10.75; 32, \$11.75; 34, \$12.75; 36, \$13.75; 38, \$14.75; 40, \$15.75.

XX, 28, \$6.75; 30, \$7.25; 32, \$7.75; 34, \$8.25; 36, \$8.75; 38, \$9.25; 40, \$9.75.

Steel Clad, 28, \$5.00; 30, \$5.50; 32, \$6.00; 34, \$6.50; 36, \$7.00; 38, \$7.50; 40, \$8.00.

Write for Catalogue.

Shipped C. O. D., on receipt of \$5.00.

M. S. CASEY, 441 6th Ave., N. Y. Est. 1855

If **U** want the Best Attraction, Get Famous

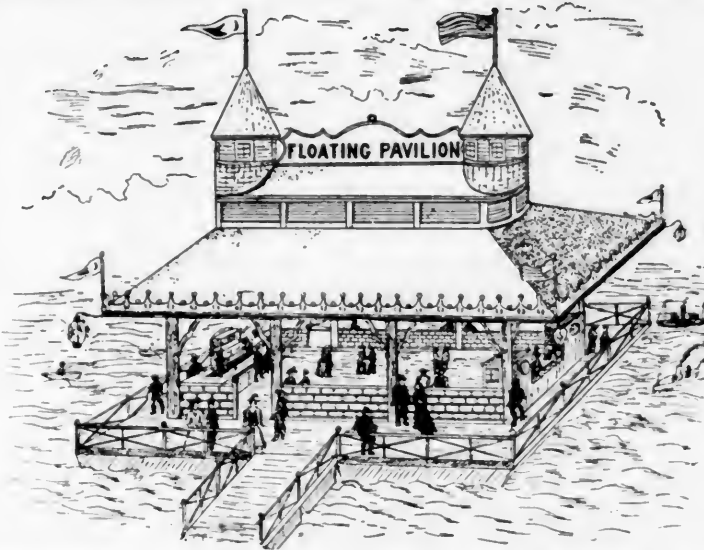
BICKETT FAMILY, Big Aerial Sensation.

THEY HAVE A FEW DATES OPEN.

Address **GRAND RAPIDS, MICHIGAN.**

Mention "The Billboard" when answering ads

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Amusement Parks, Picnic Grounds and Summer Resorts.

Are not fully equipped without the New Aquatic Floating Pavilion System. For amusement, dancing, vaudeville entertainments, sacred concerts, and serving refreshments, etc., they are superior to all stationary Pavilions. More enjoyment and comfort can be obtained by the free circulation of pure fresh air throughout the building. If used for dancing and the assembly is large, there is generally a delightfully springing sensation resulting from the uniform flexation of the entire floor surface of the water bearings. PAVILIONS are portable constructed and float in midwater, on ponds, lakes or rivers. They can be shipped to all parts of the United States and Canada. Pavilions are built in several dimensions, accommodating 400 to 3,000 persons. Our Pavilion System remains in a level position, large assemblies of people can gather on any part of the building in a body, without the floor space getting the least inclined, the bearings being centrally located with supporting trusses from each floaton, scientifically arranged, and will float in 4 feet of water. Can be placed at any desired distance from land; the outfit is easily set up and taken apart.

Controlling rights sold to amusement park managers who wish to construct our pavilion system and save the holders profits, with architectural drawings, coat patterns, full instructions how to build Our Aquatic Floating Pavilion System, also protecting purchasers in their locality as sole controllers.

NOTICE—All Pavilion Orders for season of 1904 must be forwarded at an early date. We build to order only and do not carry in stock ready made Aquatic Pavilions, to be delivered on short notice. Our constructing capacity is limited. Prices, terms, full particulars, etc., on application. Address

AQUATIC PAVILION COMPANY,

MANCHESTER, N. H., U. S. A.

**CHAS. GIBSON
WITH PATRICE.**

Passenger BALLOONS

Models, Gas Plants, etc. Stamp for Prices. AERONAUT L. STEVENS, Box 181, Madison Square, New York.

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AMERICAN SHOW PRINT CO.

PRINTERS OF

High Grade Theatrical, Circus
and Commercial

POSTERS

Let us figure with you.
Write for our latest Catalogue.

AMERICAN SHOW PRINT CO.,
MILWAUKEE, WIS.

C. W. ABBOTT

Member of the Indiana
State Billposters' and
Distributors' Ass'n..

POPULATION, 8,000

Hartford City, - Indiana

R. H. TAYLOR
MOLINE, ILLINOIS
Population. 40,000

95 Locations; 20 per cent.
Steel Hoardings. Service
Guaranteed by the
Association. 3 3 3

MUSICIANS WANTED



To Use and Recommend LIPPINE,
the Great Lip Inexhaustible. It hard-
ens and Quickly Strengthens the Lips
Enriches the Tone, quickly Cures Sore
Lips, etc., and saves the Lungs.
Money back if not as represented.
By return mail 50 cts. per bottle.
Circulars and Testimonials Free.

THE LIPPINE CO., 411 Park Ave., Canton, O.

Do You Use Morphine

OPIUM, COCAINE, ETC. I took daily thirty
grains each Morphine and Cocaine, and at last
found a rapid, painless home cure which I will
tell any one free. Address WM. WHITMORE,
Box 664, Delray, Mich.

WANTED—10,000 Agents to sell Liver and
Kidney Powders, 30 cts. a package, by mail,
silver or stamps; or 100 packages for \$10.00,
200, \$15.00, 500, \$30.00, 1,000, \$50.00. Sample
package, by mail, for 30 cts., silver or stamps.
Postals not answered. Address WM. WOOD-
ARD, Tusculumbia, Ala.

BALLARD & VEATCH,
ASSOCIATION
BILLPOSTER AND DISTRIBUTOR.
Carmi, Ill. A trial order is all we ask.

Mention "The Billboard" when answering ads.

GREAT "GOOD THINGS" OFFER OF

FOR ORCHESTRA.	FOR BAND.
Single numbers (10 pts. and piano) each...12c	Quick-step Size (9 numbers) each.....12c
The 35 Numbers, Special Price to readers of "The Billboard"... \$4.00	Concert Size (5 numbers) each.....25c
	The 14 numbers, special price, only... \$2.00

We will send the 35 Numbers for Orchestra, and the
14 Numbers for Band, in one order, for... **\$5.75**

ORCHESTRA AND BAND.	
12c On a Moonlight Night.....12c	12c La Belle Josephine.....Waltzes.
12c The "Wonder Waltz Song" Medley Waltz. New York's Big Hit.	12c New York to Frisco.....March.
12c Why Did We Drift Apart?.....12c	12c Social Season.....March.
12c Solo for Cor., Trom. or Bar.	12c Scarlet Lily.....Waltzes.
12c Rajah Waltzes.....25c	12c Winning Smiles.....Char.
12c Heart Secrets, Serenade.....25c	12c Mrs. Jack.....Waltzes.
12c Pierrette, Schottische.....25c	12c Silent Summer Night.....Fine Melodies.
12c Under the Palm Trees, Intermezzo.....25c	12c Man With the Hoe.....Waltzes.
12c Phantasie, Entr'acte.....25c	12c Men Ange (My Angel).....Valse Lente.
12c Here They Come, march.....12c	12c Love Stories.....Waltz.
12c Let the Eagle Scream, march.....12c	12c Vauvius.....March.
12c Shuffling Pete, march.....12c	12c A Dream at Twilight.....Tone-sketch.
12c Le Commandant, march.....12c	12c "Drift Apart".....Medley
12c Bridal Day, march.....12c	12c "Hymn You Loved".....Waltz
12c Prize Cake Walk.....12c	12c Clash of Arms.....March Waltz.
12c Birth of Our Flag, march.....12c	12c La Belle Marie.....March.
	12c Alice Nielsen.....Waltz.
	12c Rag-Time Sports.....March.
	12c Kentucky Corn Shuckers.....March.
	12c New York Echoes.....Lancers, 20c.

ORCHESTRA (12c. Each.)

Why Did We Drift Apart?
Solo for Violin, Flute or 'Cello.
Blonde and Brunette Waltzes.
Pride of Jennico.....Waltzes.

Mention "The Billboard."

GAGEL BROS., 1276 Broadway, New York City.



BONHEUR BROS. Golden Mascot Shows

And Wonderland of Animal Actors.

WINTER
QUARTERS
AUGUSTA,
OKLA.

WANTED—Novel Animal Acts, Ostrich trained
to ride or drive, and other novelties to go in
parade. Will buy Carlin Cow, small railway
coach fitted for winter tour and immediate rail-
way service. Must be near winter quarters, and
no fancy price will go.

Slot Machine Headquarters

SNAPS FOR BUYERS: 50 Picture Machines, \$8 to \$24; Punching Bags, \$10; Roovers Name
Plates, \$25 to \$40; Aluminum, 72c. per lb.; Our Winner Candy Machine, \$12. We buy,
sell or exchange anything in the market. Send for our bargain list and don't fail to list
with us any machines you have for sale. **RIGGS AMUSEMENT CO., 41-43 University Place, N.Y.**

PHOTO 3 SUPPLIES
Of all kinds for AMATEURS and PROFESSIONALS.
Orders must be accompanied by half cash, balance
C. O. D.
**JUNGKIND DRUG and PHOTO SUPPLY CO.,
LITTLE ROCK, ARK.**

Mention "The Billboard" when answering ads.

WANTED

At the Claremont
Opera-House . . .

An Attraction---Christmas Night

WRITE OR WIRE

HARRY T. EATON, Mgr., Claremont, N. H.

Graham Brothers

Licensed Billposters
and Distributors,

Own and control Billboards in 15
towns. Satisfactory work guaranteed.
Address ABILENE, KANSAS.

Good Sister Teams and
Ballad Singers Wanted at

"The Grill"

16 East Market Street,
WILKESBARRE, - - - PA.

H. G. LIEM, Proprietor.
State terms and when open.

FRANK P. COLBY,

City Billposter and Distributor

BAGGAGE TRANSFER. Association Billposter,
New England, United States and Canada.
Owns all Billboards. Capacity 5,000 Sheets.
All work guaranteed. Office: 14 Opera Block,
Manchester, N. H.

TOY MONEY "AD." BILLS—2,000 bills,
printed with your ad., or without as desired,
for \$5.00; 5,000, \$10.00; 10,000, \$15.00; 20,000,
\$25.00. Samples for 10 cts., silver or stamps.
Postals not answered. Address WM. WOOD-
ARD, Tusculumbia, Ala.

GOOD SHOW TOWN.

Good Opera House, 5,000 inhabitants. Give
us a call. **J. R. SHANNON, Mgr., Dayton,
Tenn.**

ED. W. TIBBALS,

House to House Distributor and General Out-
door Advertiser. All work promptly attended
to. Box 487, Port Townsend, Wash.

Mention "The Billboard" when answering ads.

WRITE FOR OUR CATALOGUE. WRITE FOR OUR CATALOGUE. WRITE FOR OUR CATALOGUE. WRITE FOR OUR CATALOGUE.

THE GOODS YOU ARE LOOKING FOR

AND OUR PRICES AS USUAL CAN NOT BE EQUALLED.



4 inch MECHANICAL BEETLE

With dapping wings; winds with key at bottom; has the most powerful clock mechanism of any automatic toy ever shown; decorated in the natural colors; will move for a considerable

length of space at each winding. The mechanism is in brass cog wheels and powerful steel springs, making the toy very durable. **1.50** 1 in a box.....per doz.

5-INCH, 3-WHEEL AUTOMOBILE.

Decorated in bright colors, representing one of the very latest models, with rubber tire style wheels; winds with key on side and is propelled by a heavy spiral spring, which automatically sets in motion the cog wheels which propel the automobile in a thrilling, hazyard and exciting manner; also automatically working arm of figure with hat and turning sun shade. **1.50** 1 in a box.....per doz.



ROYAL TRACTION AUTOMOBILE.

Length, 5 inches; height, 4 1/2 inches; operates with strong clockwork mechanism, which drives the vehicle over a zigzag route and automatically works steering apparatus. Strong double-spoked metal wheels, with imitation rubber tires, painted in fancy colors. **1.50** a popular seller. 1 in a box.....per doz.

3 1/2 x 5 1/2-INCH AUTOMOBILE BROUGHAM.

Rubber tire style wheels, made of tin, in attractive colors, with side lamps, winds with key on side which sets in motion a series of cog wheels, which automatically propel the toy for quite a distance at each winding. **1.50** 1 in a box.....per doz.

WE SHIP ALL ORDERS SAME DAY THEY ARE RECEIVED. NOTICE—ALL ORDERS FOR MECHANICAL TOYS MUST BE ACCOMPANIED BY 25 PER CENT. OF AMOUNT AS DEPOSIT. WE POSITIVELY WILL NOT SHIP GOODS WITHOUT SAME.

READ THIS AD.

WESTERN BARGAIN HOUSE

INCORPORATED

240 E. MADISON ST., CHICAGO.

READ THIS AD.

WRITE FOR OUR CATALOGUE. WRITE FOR OUR CATALOGUE. WRITE FOR OUR CATALOGUE. WRITE FOR OUR CATALOGUE.

THE BEST

IS NONE TOO GOOD FOR OUR CLIENTS,

THAT'S ALL

The IOWA-ILLINOIS POSTING SERVICE

Davenport, Rock Island, Moline, Muscatine, Peoria, Burlington, Sterling, Canton, Ft. Madison, Pekin, Clinton, Rockford.

ALL STEEL SERVICE

CHAS. T. KINDT, S. B. HARRINGTON, F. W. CHAMBERLAIN.

NEW SONGS **2** NEW SONGS

"IF I HAVE TO BE IT, I WON'T PLAY".....50c.

"THE SWEET FACE AT THE GATE".....50c.

THE TWO FOR 25c. TO INTRODUCE.

CHAS. H. GABRIEL. 57 Washington St., CHICAGO.

2

MISTER MOON

KINDLY COME OUT AND SHINE

LATEST AND BEST BY SMITH & BOWMAN

Composers of "Good Morning, Carrie," "Mame or the Mountain Maid," etc. FREE. Professional copies to recognized performers or those sending up-to-date programme. No Cards.

WALTER JACOBS, - 165 Tremont St., BOSTON, MASS.

DON'T FORGET There is an Opera House at Blocton, Alabama.

J. W. STEWART, Manager.

WANTED For Season 1904

FOR THE

MUSEUM and VAUDEVILLE ANNEX

OF THE GREAT

Sells & Downs' Shows

Prodigies, Freaks of Nature and strange people of every description. Lady to handle snakes (we furnish snakes); Lady Musical Acts, Lady Bag Punchers, Lady Banjo Player, Sister Acts and High-Class Lady Vaudeville acts of all kinds. Magician who does Punch Ventriloquism and Inside Lecturing; young man of good appearance, capable of making strong second openings and announcements. Three good all-day grinders. Want also for ORIENTAL THEATRE three good looking Coochee Dancing Girls. First-Class Wardrobe. Good Appearance and Sobriety absolutely essential. R. F. SCOBELL please write. Address all communications to

JOHN E. OGDEN, Mgr. of Annex,
25 Fifth St., S. E., Washington, D. C.

SILKO SCENERY

(NOT SILK—LOOKS LIKE IT.)

The kind you carry in trunks. Everlasting. Will not fade, crack or rub off. Cheaper than old Style. Lots of other new things in Scenery and Frames.

DANIELS SCENIC STUDIOS, 2321 Wabash Ave., CHICAGO.



C. H. BENEDICT, Sole Owner.

SCHENECTADY BILL POSTING COMPANY

SCHENECTADY, - NEW YORK

Population 52,000

Have a great plant and only charge 9c for Commercial Work. Distributing Carefully Done.

Among the Leaders

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Lagoon Park

WANTED FOR SEASON 1904

New Features for Side Attractions. Concessions good for one to three years—sale or percentage. FOR SALE—Fine Steamboat and Ferris Wheel. Address

J. J. WEAVER, - - Ludlow, Ky.

GARDEN THEATRE

CANTON, OHIO

DEVOTED TO STRICTLY HIGH-CLASS VAUDEVILLE.



ENTIRE CHANGE OF BILL WEEKLY

Millman Trio

...Triple Aerial Tight Wire...

Two Ladies and Gentlemen, A Marvelous Performance upon a Thread of Steel. Open time after December 12. Address

J. D. MILLMAN,

1604 Michigan Ave., - CHICAGO, ILL.



BONHEUR BROTHERS' GOLDEN MASCOT SHOWS

Permanent Winter Quarters, Augusta, Okla.

WANTED For SEASON 1904 12th YEAR UNDER CANVAS

Animal Acts and Animal Trainers, Jugglers, Clowns, Acrobats, Canvas Boss and Workmen wanted. Must be sober and competent. Side Show Features. State all with salary in first letter.

Rhodes Billposting & Distributing Company. FREDERICK, MD.

We are prepared to do all kinds of Posting and Distributing on short notice. We are members of the Associated Billposters and Distributors of United States and Canada. Also manager of the City Opera House. Address F. T. RHODES, Manager.

Mention "The Billboard" when answering ads.

Up-to-Date Advertising

An Aerial Ad. with a Search Light is the Latest. Now is the time to close and secure the best ad. at St. Louis Fair.



IF THIS WAS YOUR "AD" 500 FT. IN THE AIR, YOU WOULD BE THE TALK OF THE TOWN. 12000 C.P. SEARCH LIGHT. PAT. APRIL 29th, 1902. NO. 698,634.

I can give you 900 sq. ft. 100 sq. yds. of space in the sky over the grounds day and night. YOU CAN'T BEAT THIS. A Big Banner, 24x36 ft., with your ad. on, floating in the sky over the WORLD'S FAIR GROUNDS day and night. Over 50,000 people daily, or 2,000,000 per month. It will catch them all. It will be a puller—A BUSINESS PULLER. The only way they can avoid seeing it is shut their eyes. This Ad will receive my entire attention next year. Good commission to "ad" agents to close this contract. For full information and photos.

SILAS J. CONYNE, 401 McLean Av. Chicago. CANADA

THE PLANET

Show Printing and Engraving House...

CHATHAM, ONT.

Estimates promptly furnished for all classes of Type and Block Stands for Theatrical Companies or Circuses. Walter Main's entire Canadian printing for 1903 was executed at this office. Why pay duty of 15 cents per pound when you can get U. S. prices at this office.

Masonic Theatre COVINGTON, VA.

Open Time in January, February, March and April. Write or Wire

CHARLES A. COVER, Manager

M. F. GALE'S

Celebrated Circus Lights

68 West St., BROOKLYN, N. Y.

Billposting Plant FOR SALE

In a town of over 6,000 population. Capacity over 2,000 sheets; all new boards. Nets over \$2,000 per year and growing. Reason for selling: Too much other business. Price will be made right for cash. Address all communications to P. O. BOX 476, North Yakima, Wash.

Music, Composed and Arranged

for any instrument or number of instruments. Songs of all kinds, words and music. Sketches written to order. Enclose stamp for reply. CHAS. L. LEWIS, 429 Richmond St., Cincinnati, O. Mention "The Billboard" when writing.

Send Your Work To

J. W. MILLER, Billposter, Distributor and Sign Tacker, 53-65 South Main Street, Martinsville, Ind. Phone 307.

FOR SALE—Pair Trick Ponies, Fine Young Wolf, White Rabbits and Talking Magpie. ADDRESS T. H. JONES, BOX 25, Lucas, Missouri.

Mention "The Billboard" when answering ads.



THE GREAT PARKER AMUSEMENT CO.

A Colossal Concentration Comprising Clean and Costly Creations Carefully and Capably Conducted,

IS NOW AT YOUR COMMAND

25
CARS

The Great Parker Special

25
CARS

FINEST AMUSEMENT TRAIN IN THE WORLD CARRYING

20 Towering Tented Triumphs of the Master Mind of Man, each fronted by Enticing Enchanting Entrances Brimming with Beauty and Effervescent with Electric Effulgence.

4 FAMOUS FOREMOST FEAR FRUSTRATING FREE FEATURES UP TO TIME

2 - PORTABLE ELECTRIC LIGHT AND POWER PLANTS - 2
Complete with Experienced Electricians, Necessary Wire, Lamps, Sockets and Accessories of every description.

15 - Massive Military Band Organs - 15
Operated by Motors, playing popular airs, and REPRESENTING AN OUTLAY OF \$25,000.

3 - UNIFORMED BANDS - 3
—PICKED FROM— THE CREAM of the MUSICAL WORLD.

"PARKER'S PERFECT PLEASURE PRODUCER"
FAMOUS JUMPING-HORSE "CARRY-US-ALL"
Most Expensive Riding Device Ever Constructed. Lighted, Operated and Propelled by Electricity. Equipped with a **MAMMOTH \$25,000 ORCHESTRION.**

WANTED Experienced People in all branches of the Amusement field. Salary no object, but YOU MUST MAKE GOOD, and help to KEEP UP THE STANDARD OF EXCELLENCE and CLEANLINESS which the GREAT PARKER AMUSEMENT COMPANY has acquired.

SHOWMEN If you have a good idea relative to Amusements, we will build a SPECIAL HAND-CARVED FRONT for same, with all modern electrical devices and improvements. OUR FACTORY AT ABILENE is equipped with up-to-date machinery, employs 150 people, and we build all our own outfits complete.

COMMITTEES Our record is CLEAN, and we invite your RIGID INSPECTION. IN THE FIRST INSTANCE ADDRESS

REFERENCES: Dunn or Bradstreets AGENCIES. **C. W. PARKER,** ABILENE, KANSAS.

MAXIM & GAY CO.

(Incorporated Under the Laws of the State of New York.)

Established Three Years.

CAPITAL, \$50,000.

Before the Public Every Day.

NEW YORK.

NEW ORLEANS.

CHICAGO.

SARATOGA.

WASHINGTON.

REFERENCES: Any Bank or Banker in New York, New Orleans, Chicago, Saratoga or Washington.

WIN AT NEW ORLEANS.

HOW \$50 NETTED \$201.75 IN LESS THAN A MONTH.

Here is a complete statement, showing the result of a \$10 play on each horse given in our "Discretionary Series" during October. (Note: A capital to begin with of \$50 is required by us, as a matter of conservatism, to make a \$10 play on each horse that is considered by us a good betting proposition.)

OCTOBER MEETINGS — MORRIS PARK AND BRIGHTON.

NET DAILY RESULT.		NET DAILY RESULT.		NET DAILY RESULT.		NET DAILY RESULT.	
Day.	FIRST WEEK.	Day.	SECOND WEEK.	Day.	THIRD WEEK.	Day.	FOURTH WEEK.
	Won.Lost		Won.Lost		Won.Lost		Won.Lost
1-	Bobadil, 7 to 5, won; Castalian, 9 to 5, won; Duelist, lost..... \$22	1-	Faulsonbridge, lost..... 19	1-	Astarita, 8 to 5, won; Pol Rogers, lost..... 6	1-	Mamie Worth, 2 to 5, won; Piquet, 9 to 2, won; 1 loser..... 39
2-	Oarsman, 5 to 2, won; 3 losers... \$5	2-	Surmise, lost..... 10	2-	P. Stone, 13 to 10, won; Hermit, 7 to 10, won; 1 loser..... 10	2-	Woodshade, 12 to 1, won; 3 losers 90
3-	Juvenal Maxim, 6 to 1, won; M. Theo, lost; Wealth, lost..... 40	3-	No play (track conditions unfavorable)..... 34	3-	Damon, 3 to 1, won; Emergency, 9 to 2, won; 3 losers..... 45		Less Losses..... \$332 \$63
4-	S. Protect., 1 to 2, won; M. Brant, 7 to 2, won; 3 losers..... 10	4-	Medal, 7 to 1, won; 4 losers..... 34	4-	Canahawaga, 6 to 5, won; 2 losers 8		Net Winnings..... \$209
5-	Aurlesville, 6 to 5, won; 3 losers. 18	5-	Charawind, 4 to 5, won; Duelist, 11 to 5, won; 3 losers..... 15	5-	River Pirate, 3 to 1, won; Moha-ib, lost..... 20		Less our Commission, 25 per cent. 67.25
6-	Land of Clover, 5 to 2, won; 2 losers 5	6-	Outcome, 9 to 10, won; Teepee, 3 to 5, won..... 15	6-	Enright, 9 to 5, won; 3 losers.... 12		Net profits on \$10 play per month \$201.75
			\$122 \$43		Forw'd \$122 \$43		

The above showing is no improvement over that of September, and is not remarkable, since we have excelled it time and again during the past three years of our uninterrupted operations. Good as it is, however, we are confident we

will make it "look sick" by comparison with the showing we are going to make at the meeting of 100 days which begins at New Orleans this month.

WE PICK THE WINNERS.

The system we employ to locate winners is identical with that used by "Pittsburg Phil," John A. Drake, John Gates, W. Langdon, Joe Yeager, and other famous plungers who win hundreds of thousands on the turf every year, and it proves just as successful.

We gather our information of prospective winners through a force of expert horsemen who hold a watch on the horses in the early-morning trials, and in that way learn when they are ready to win.

The money that is played into the game by persistent losers, such as the large mass of uninformed players are bound to be, goes into the pockets of the big operators, of which the Maxim & Gay Co., representing a large clientele, stands at the head. The work of the Maxim & Gay Co. is to place the general public upon a level with the winning plungers, and our success in this accomplishment has made us famous on two continents.

We do business only on the great racetracks of the U. S. We number among our clients some of the best known sportsmen, financiers and merchants in the country. Investment on the turf is now deemed as legitimate as any other high-class form of speculation. The present high standard to which racing has been brought, and the absolutely good faith in which turf affairs are conducted under the auspices of the Jockey Club in the East,

and the Western Jockey Club in the West, has inspired millionaire capitalists and business men all over the country with as much confidence in racing as in the stock, grain and cotton markets, and this is one reason why transactions in the betting rings now rival in magnitude those of the stock, cotton and grain exchanges.

Another reason for the rapid growth of turf speculation in popular favor, is the rapidity with which all transactions are wound up. The speculator makes his investment at the racetrack in the afternoon through us and receives a notification by mail, in a letter guaranteed to bear a post-mark earlier than the race is run, of just what horses are to be backed for his account. By the next mail he is informed of the result of that day's operations, and he learns quickly just where he stands. At the end of each week he receives a complete statement of his account with a money order for his profits, less 25 per cent., which we deduct as our fee.

This gives a wholesome tone to legitimate turf speculation which cannot be found in the more or less involved transactions of the big exchanges, and this is why turfmen live more comfortably and live longer than do men whose involved transactions are on their minds, day and night, for weeks and sometimes months at a stretch.

OUR CLIENTS WON A MILLION DOLLARS.

As it is well known that our clients have collectively won as much as a million dollars at a single race meeting, it is sometimes asked: "Why do not Maxim & Gay simply sit down and back their own selections instead of running a considerable clerical force and spending large sums in advertising in newspapers throughout the country?"

The answer is simple enough if one stops to consider the situation. Maxim & Gay, by dint of ability, energy, organization, capital and advertising, have secured an enormous clientele, which means the command of immense capital. If we can pick winners for this immense number of investors, our profits are larger than if we played our own money only, for on a basis of 25 per cent. of winnings, which we charge for information and commission, one man out of every four of our customers is practically betting for us. The proof that this plan works for the benefit of the public as well is that they win three weeks out of four and our books show that no customer who stuck to us for two months ever failed to get well ahead of the game, while not a few of those who now own winning stables

of racenorses and who are cutting an important figure on the turf began the game as mere novices, playing our selections through us.

The principle upon which we operate is such that we must of necessity do the best we can for you. Our income, as pointed out, is derived solely from a percentage of the winnings of our clients, and if we cannot make you win, our entire income is cut off. That we have been successful in making our clients win, is amply proven by the fact that we have prospered for upward of three years, while imitators, pursuing more economical and less businesslike methods, have gone under by the score. Noting the success that was being achieved by Maxim & Gay, scores of "get-rich-quick" operators tried to break into the field successfully occupied by the older and more responsible firm, but it did not take the press and public long to discriminate between the legitimate and illegitimate, and as a result we have continued to flourish uninterrupted, while in the ranks of our rivals there have been scores of enterprises initiated, only to end in failure.

JOIN OUR WINNING ARMY.

The greatest race meeting in the history of the South began at New Orleans a fortnight since. In magnitude it eclipses all other turf gatherings of the past. The Crescent City Jockey Club knows this to be a banner year and has prepared for it. So have we. If there are more horses at the New Orleans race track than ever gathered there before, we have more expert "clockers" and handicappers than we ever employed at any other meeting. They cannot make the game too big for us to handle. We move with the times.

If you want to get aboard our discretionary series, at New Orleans, in which we play daily those and only those horses we think A1 betting propositions, with the privilege of not playing any horses at all on days when we consider conditions unpropitious, fill out the accompanying blank and forward your remittance to us at New Orleans as soon as you can. Play will be begun the first day it reaches us after the meeting has begun. Money should be sent by bank draft, express money order, or currency in registered letter. Uncertified checks are not accepted.

To MAXIM & GAY CO. (Incorp.), 928 Canal St., New Orleans, La.

In accordance with the terms of your ad. in the CINCINNATI (O.) BILLBOARD, I enclose Dollars. Please bet for me daily Dollars on each selection of your Discretionary Series at the New Orleans races. You agree to send me every day, in a letter postmarked before the races are run, the names of the horses which will be played for my account that afternoon and to send me statement and check weekly for profits, less 25 per cent. of winnings. Post odds are guaranteed as published in the New Orleans Morning Newspapers. My account is subject to withdrawal in full on demand.

Name _____ Street _____ Town or City _____ State _____

THE FOLLOWING SUMS ARE THE MINIMUM ACCEPTED FOR PLAY:

For a \$5 play on each horse.....\$25 | For a \$20 play on each horse.....\$100
" " \$10 " " " " 50 | " " \$50 " " " " 250
" " \$15 " " " " 75 | " " \$100 " " " " 500

Remit direct to the Maxim & Gay Company, 928 Canal Street, New Orleans. All accounts received by the Maxim & Gay Company will be played at the track by the Maxim & Gay Co., and the Maxim & Gay Co. will make all accountings direct to its clients. The Maxim & Gay Co. assumes all responsibility for a proper execution of its clients' order.

Our friends are cautioned against sending money through the mails without registering.

THE
DONALDSON
LITHOGRAPHING CO.

OPPOSITE
CINCINNATI

NEWPORT

KENTUCKY



CREATORS OF FINE ART
PICTURE POSTERS
PRODUCERS OF FORCEFUL
BIG-TYPE POSTERS
PRINTERS AND BINDERS OF HIGH-CLASS
HAND-BILLS AND PROGRAMS.