

THE BILLBOARD

Vol. XIII, No. 12.

CINCINNATI, SATURDAY, MARCH 23, 1901.

Price, 10 Cents.
Per Year, \$4.00.



COL. F. FERARI, []

The Well-Known Street Fair Promoter.



A Twenty-five Dollar Prize.

"The Billboard" will give a prize of \$25 in gold to the bill poster or advertising agent who will submit the best plan of bill board advertising in districts outside of the large cities for a mail house order. The competitors in the contest must cover all the details, such as the size of the poster, the best way to reach the farmer and suburban dweller in the post office districts, and with a perfect system of checking. The contestants must also indicate how the advertiser is to be convinced of the merits of the system proposed. The judges will be chosen from a list of mail order houses. All articles in competition must reach "The Billboard" office not later than April 2, 1901.

Call to Bill Posters.

The following call has been issued from Savannah to the Southwestern Bill Posters' Association:

Notice to Members—In accordance with the established rule of this association, you are hereby notified that there will be a meeting of members of the Southeastern States Bill Posters' Association, held at Atlanta, Ga., on Monday, May 20, 1901.

The rapid growth of this association since its organization, May 15 1899, and the development of the bill posting and outdoor advertising business in its territory, are facts of a most gratifying character to all who are interested in the development and prosperity of the bill posting business.

There are a number of very important matters to be presented for the consideration of the members of this association at this meeting. The improvement of plants which are not up to the standard required by the Associated Bill Posters; the matter of developing towns and cities which are not supplied with bill posting plants; the question of whether suburban towns should be covered by the franchise issued for certain cities; the matter of operating country routes and settlement on a uniform price to be adopted by all members for that kind of service; the division of territory between towns where members work along the railroad toward each other; the question of having an inspector and special representative of posting plants; the reorganization, now before the National Association, and a number of other equally important matters, are to be taken up and acted upon by the members present.

Each and every member of this association should determine to be present at this meeting, prepared to express his opinion, give his views and vote his sentiments on every question presented.

The National Advertisers have freely admitted during the past year that the Associated Bill Posters have made bill posting a legitimate and desirable method of advertising. The general interest that has been manifested by bill posters in carrying on the purposes and objects of the association has resulted in giving the advertisers a service that is far superior to what they have had in the past; it has created a demand for bill posting that never before existed; it has brought into the association a new life, men with capable business ability and honest intentions, and the progress which will be made and the benefit to be derived from the business in the future depends entirely on the interest now manifested by members in furthering the association so as it will reach to every city, town and village in the country.

The Southeastern has been recognized by the National Association as one of the most progressive of the subordinate associations. Let it be the purpose of every member to make the record for the coming year show that the Southeastern is the strongest and best operated and has a membership consisting of the bill posters who have their own and the advertisers' interests jointly at heart at all times.

Fraternally yours,
CHAS. BERNARD Secretary.

Savannah, Ga., March 16, 1901.

North Carolina Opinions.

To the Editor of "The Billboard:"

Dear Sir—I have recently done bill posting for Duffy's Malt Whiskey Company, ninety day contract; World's Dispensary, Medical Association, and Hampden Watch Company, and have made distributions for Dr. Miles, Warner's Safe Cure Company, Lydia Pinkham, Peruna Drug Manufacturing Company, Pabst Chemical Company, Boston Medical Institute, W. H. Comstock & Co., Chittanooga Medical Company, Mellen's Food Company, Dr. Shoop, Tracher Medical Company, Pabst Brewing Company, S. R. Fell & Co., Dr. Chase Company, Brown Manufacturing Company for each firm, and 4,000 pieces for distribution, at association prices. I have no

company. I handle from one to 500 sheets of "kick" to offer. My business is the best, so far this year, that I have ever experienced, and the prospects are good that it will increase as the spring opens. I am sorry to see in a former issue of "The Billboard" that some of the craft have gotten themselves in trouble by trying to get the advantage of their patrons, and not doing the "square" thing. You can never "get something for nothing." We should always give value received. By so doing we will always come out on the right and safe side. Organization is fast doing away with those otherwise inclined.

You ask my opinion of the much-talker-of question of "amalgamation" and "newspaper solicitors." I have felt, as I gather others

Gude Buys Commercial Advertising Company.

The O. J. Gude Company, of New York, bought out the Commercial Advertising Company last week, paying them cash for their holdings—about 2,000 running feet. Owing to the backers of the concern being politicians with considerable influence, the locations are of special value. The president and manager of the company, Mr. A. J. Johnson, was a good hustler and a clever salesman, and had succeeded in putting a considerable amount of business on the boards, which will be taken care of by the Gude Company. In selling out Mr. Johnson conceded, that even with tremendous influence behind them for the securing of locations, that a paint plant with a few thousand running feet wasn't in it, and could not pretend to successfully compete with an organization like the O. J. Gude Company, which has approximately 5,000 leased locations in Greater New York.

Bernard's New Partner.

To the Editor of "The Billboard:"

Dear Sir—I beg to announce that on the 1st inst. I took into partnership with me in the Charleston Bill Posting Company, Mr. Robert Hubert, a thoroughly competent business man, who has for the past six years been holding a position of trust with the Southern Express Company. Mr. Hubert will at once assume the local management of the Charles-



The Highest Ever Built.
The Great Wallace Show Board at Richmond, Va.

have, that the dues, etc., required to belong to so many associations, all working for the to so many associations, all working for the smaller places, felt as quite a burden, and the business done hardly justifies the outlay. I am heartily in favor of any move that will lessen this burden, improve the business, and which is for the good of the organization. By the joining of hands and organizing the advertising business is just beginning to see daylight above the horizon of recognition as an honest calling, and nothing should be done to hinder this progress. I say, let it come, and if after a trial it proves to be not the plan to make the business what it should be, make another change, until the right one is found. As to newspaper solicitors, "the more the merrier," provided they are in harmony with us, and not to use us as a "tool" to gain business and an opportunity to give outdoor advertising a stab to death. It is a question what is best, and before expressing myself further I prefer to be better posted on what restrictions are put on it by the association at its next session. I have the utmost confidence that the best thing will be done. Dan Packard Opera Company presented "President Pro Tem" at the Academy of Music, March 6. Mr. Packard sustained his reputation as a leader in comic opera. "Sidelacked," under direction of A. Q. Seaman, followed on March 7 to 9, to be well pleased house, as is always the case in this city by the companies directed by Mr. Seaman. Owing to some canceling, the house will be dark for a week or more. Heritage, Colman & Haegler's Minstrels, under the management of Wm. Workman, opened their season at the Academy on March 2. This is a new organization, but is made up of good material, and makes a good start. I predict success. Yours truly,
J. W. GRIFFITH,

Greensboro, N. C.

ter plant. I will in future spend one to two days each week with Mr. Hubert at Charleston. M. J. Royal, who has been foreman of my bill posting department at Savannah for two years, is made foreman of the Charleston plant. We have leased the two-story building and commodious grounds adjoining at 133 Meeting street, known as the "Old Opera House Block," and secure with it control of the large bill boards heretofore controlled by the theater. The first floor of the building will be used for offices, bill room, paste room and distributing department, with stables, wagon sheds and storage in yards. The second story will be occupied by the foreman as a sleeping room and by the sign department, which will be made a special feature. First-class artists will be employed, and a sign and bulletin department of no small proportions operated. The exposition, which opens in December, is giving Charleston new life. The offices and plant of the Charleston Bill Posting Company will be made equal to the demands, and all visitors who are interested in up-to-date advertising will be welcome.

Yours truly,
CHARLES BERNARD,
Charleston, S. C.

Everich Denies It.

To the Editor of "The Billboard:"

Dear Sir—I notice in this week's "Billboard," where you say I have sold my franchise and boards to Mr. Alva Atkins. I do not know where you could have received this information, as it is not true, and without the slightest foundation. I have never offered my plant for sale, nor is my franchise or boards in this city or any other city I control for sale. When I put up my boards and made application for my franchise, it was

with the intention of making the business a winner, and not with the intention of selling out for a few hundred dollars advance. You will do me a favor by contradicting the statement you made in this week's "Billboard." Business have been very good with me. My boards are full, and I have increased my boards 300 feet this week—all tongue and grooved flooring, and an increasing sample right along. Thanking you in advance for contradicting statement you made this week, and wishing you success, I remain yours truly,
JOE EVERICH
Paducah, Ky.

An Appeal to Canada.

In a circular letter sent out by the Associated Bill Posters, and signed by Charles E. Itryan, president, and Charles Bernard, secretary, is the following statement:

Your attention is respectfully invited to the organization known as the Associated Bill Posters of the United States and Canada. The organization is incorporated under the laws of the State of New York. The officers of the association, realizing the great benefits that have resulted from careful and widespread organization in the States, and believing that similar good results would come from extending the membership among Canadian bill posters, and that bill posting and general advertising would be materially increased, and bill posters benefited thereby, both in the United States and Canada, it is hoped that you will take an interest in this matter and be one of those to be given credit for establishing the same effective and beneficial co-operation among the bill posters of Canada which now exists and is proving highly satisfactory to the craft in the States and everywhere where its benefits have been tested.

Accompanying this letter is a copy of the constitution and by-laws of the association, also necessary blanks to be used in making application for membership. Only one member can be admitted from any city or town. To become a member it is necessary to own or control a sufficient number of bill boards to handle any ordinary amount of business at bill posting which may be offered your city. Satisfactory references and evidences of responsibility must accompany the application.

Daubs.

George Treyster, one of the pioneer bill posters of the country, and at one time sole owner of the bill posting plant in Chicago, is treasurer of Rusco & Holland's Minstrels.

The bill posting business in Denver, according to James A. Curran, is very good, notwithstanding the fact that the newspapers have been fighting the bill boards from time to time.

The Wisconsin Bill Posters' Association wants a good bill poster at Beloit, Wis. The association franchise is available. This is a splendid opportunity to build up a lucrative business.

The new crooked handled brushes, which are being put out by the Empire Bill Posting Company, of Indianapolis, are said to be the best thing ever invented for the bill posting business.

J. J. Langver, Fort Worth, Tex., the bill poster, says that he has as yet to meet the first traveling troupe of any kind which does not recognize "The Billboard." They all like it, and all want it.

Mrs. C. W. Damon, who is at the head of the movement in Omaha to suppress indecent and vulgar posters, writes to "The Billboard" that she agrees with this paper concerning impure advertising matter in the newspapers, but says that it requires a State law, and it is too late to bring the matter up at this session of the Nebraska Legislature.

In selecting head work, quote your price "printed and pestered." Give your customer a lump price for the whole job. If you particularize at you tell him the printing will cost so much, the freight or expressage so much and the postage so much, you confuse him and frequently lose his order. Give him one price for the whole job. It is simple and easy to grasp. You avoid long arguments and much needless work and loss of time.

S. H. Chase, the bill poster at Waterville, Me., is the local theatrical manager as well. He has had a good line of successful attractions this season. Mr. Chase will enlarge his bill posting business this spring by putting up four or five more large boards, which will give him about 1,200 running feet, besides three-shets and one sheets. He has at this time contracts for posting Quaker Oats, Buchanan Beer, Seelye Sugar and, later, He's Root Beer. He is distributing Peppina and the W. B. Bill Company's samples.

Sam Robison, of the Bill Posting Sign Company of Philadelphia, has bought Long's interest in the firm of Reese & Long, of Scranton, Pa. Scranton is a good town. It is the fourth largest city in Pennsylvania. The three towns that exceed it in population are Philadelphia, Pittsburg and Allegheny.

Mr. Robison will bring some of his characteristic energy and hustle to bear on the situation, and the plant will soon be a big concern.

BILLPOSTERS' PASTE BRUSHES.

The most desirable & lasting brush made. We carry 2 brands.

"DONALDSON." **"UNEXCELLED."**

This brush is manufactured expressly for us, and is fully warranted. It is the cheapest of its great durability. Guaranteed to outlast all others.

The Donaldson Litho. Co., Newport, Ky.

Levyne's Letter.

To the Editor of "The Billboard"
 Dear Sir—The St. Louis Bill Posting Company received a consignment of posters the other day from a large national advertiser, with the request to post them in North St. Louis, South St. Louis and East St. Louis.
 Now, wouldn't that "jar" you?
 East St. Louis is in Illinois! And a city of 100,000 population. There is as much difference between St. Louis and East St. Louis, as there is between New York and Chicago.
 I find the people entirely different and distant from the citizens of this city. Yes, I refer to the extent that they, across the river, don't sleep, and seem to thrive on their wakefulness, too!
 With that vim and push to be found only in young and growing cities, they have just managed to get their third bridge bill passed through Congress, and though it is a greater benefit to St. Louis, Mo., yet this "tiny" place took the lead, and after an eight years' fight, managed to land the bridge, right in the lap of lazy St. Louis, Mo.
 J. O. Skinner, the toll poster of East St. Louis, Ill., is just as vigorous as the best of them, and I came to this conclusion, after I had a good look over his plant. J. O. S. can put up in his town, exclusive of his smaller ones, 1,150 one, 175 three, 90 eight and 70 twenty-four sheets. That would circulate the town, cut off \$31.3 per cent, and you would then have a good display.
 And now I will say to the advertisers that East St. Louis, Ill., is big enough to take care of itself, and don't belong to St. Louis, Mo., a little bit.
 Besides, that city across the river sent some hustlers over here to make a proposition to our manufacturers, something like this:



A Twenty-five Dollar Offer.

"The Billboard" will give a prize of \$25 in the bill poster, distributor or advertising agent who will submit the best detailed plan for checking distribution. This must include proper blanks and sufficient information to satisfy an advertiser that the work has been satisfactorily done. Among the several plans now in use, none are perfect or convincing to the advertiser. The sending of a letter or postal card statement daily to the advertiser is all right as far as it goes, but even that is susceptible to fraud. What we are trying to seek in this offer is a system in which the opportunity for crooked or slipshod work will be impossible, or, at least, reduced to the minimum. All articles in competition must reach "The Billboard" not later than April 2, 1904.

Distributors' Experience.

To the Editor of "The Billboard."
 Dear Sir: It has been over a year since I last wrote you. A letter from me at this

a few days ago I had a letter from a large advertiser, asking me to call on a certain druggist here and procure some valuable advertising matter sent to him several months ago (the druggist's name was printed on the paper), and distribute it from house to house. I found the matter in the cellar, covered with dust and cobwebs.
 A traveling representative for a large starch concern called on me a few days ago to have coupons distributed in Connellsville and suburbs. With some reluctance he let me have the contract at regular price—\$2—marking that he had 50,000 distributed in Pittsburg, Pa., at 50 cents per thousand. I said: "Then the work was done according to the price." He replied that the contract was made by the home office, the next highest bid being 75 cents per thousand. The contract was given to a cheap, obscure distributor living in the suburbs. I have no doubt but that the man made money on the distribution.
 A traveling representative for a soap company told me two days ago, that he saw the work in a portion of the city, and found from three to six coupons thrown into vestibules and yards. Thus the men made, perhaps, more money at 50 cents per thousand than a reliable distributor would make at \$2, but oh! the waste of advertising matter; another case of "saving at the spigot and losing at the bung-hole."
 About four weeks ago I made a distribution for a large advertiser, at his own price, cut-rate, with the promise of the work of another large advertiser, with whom he was associated in business. A few days ago he advised me of an additional shipment of 914 pieces, for a suburban town, with contracts to sign at the low rate of \$1 for the lot, the matter to be put inside of houses. I returned the contracts unsigned, together with the bill of lading, respectfully declining to do the work at so low a figure.
 In taking a retrospective view of my busi-

ness as near alike as possible, and do not consider myself responsible for big sales, for advertisers must consider the many circumstances which may work to make people disregard the many earnest requests to buy "our remedies." However, the better class of advertisers are willing to pay a distributor a fair price, and show appreciation of good service. Since joining the I. A. of D., I find many advertisers who understand what it means to patronize guaranteed men, and it is a great deal easier to make contracts. Here's hoping a better understanding between advertiser and distributor, and a nice lot of business to both.
 HARRY A. BARD.
 Oneonta, N. Y.

Uniforming Distributors.

While it appears that to have distributors of advertising matter in uniform would be desirable, yet many of the distributors of the country consider the scheme impracticable for several reasons. They say that the small pay would not justify a working distributor to expend the money necessary for a uniform. Again, the uncertainty of the business, the fact that a number of men are liable to be laid off at any time, and that the employer would have uniforms thrown on his hands, is an obstacle in the way of uniforming members of that craft. Perhaps it would be feasible in two or three cities like New York, Chicago and Boston, but elsewhere the uniforming of working distributors could hardly be accomplished. The wearing of a uniform would not make a man any more honest nor increase the efficiency of his work. If the advocates of uniforming distributors have any arguments to offer on their side, "The Billboard" would be glad to publish them.



ness across to our side, we will exempt you from taxation for so long a time, will give you a building site, free water, and goodness knows what else. And then? Well, then they got three large firms—such much I know they got. But how many more I am ignorant of, as I have only been on watch since the first of the year.
 Oh, yes, East St. Louis, Ill., is a hummer. There is only one thing wrong about it, and that is the name!
 This name partakes too much of this city. Every time East St. Louis, Ill., is mentioned, it advertises St. Louis, Mo.
 When a wide awake Eastern merchant can't know the difference, it's about time a change was made. And that "wide awake" to be a national advertiser, too!
 If they could or only would change that name, goodness knows St. Louis, Mo. don't want East St. Louis, Ill., any more than a man wants a wart on his nose, and I am sure they are independent of us only to come over here and steal our manufacturers!
 So change the name; call it "Progress!"
 Yours truly,
 M. L. LEVYNE

date may be of interest to some of your many readers.
 I can say that business has been good since Nov. 1, 1903, although the usual "slump" occurred during the holidays. I can not have distributed 10,000 pieces of advertising matter since that date, with prospects of a continuance through the spring months.
 I am pleased to note the fact that advertisers are fast finding out, that having their advertising matter distributed by traveling representatives, and sending it to a druggist or other business houses, for distribution, is not the best method by long odds for promoting the quality of their goods. In the former case, there is a shameful waste of advertising matter, as cheap boys are employed, whose chief delight is to dispose of as much matter as possible. Will mention one instance coming under my notice last week. The Brown Soap Company, of Dayton, O., had a representative here, distributing samples, employing two boys, who threw the samples around promiscuously in the business part of town. I know for a fact that some children had forty samples. I procured a sample from a water in a restaurant, who had six handed to him by boys, who had a boundless supply. I have never known of a good distribution having been made when traveling representatives employed boys.
 I myself have tried a boy occasionally to help out, when pressed with work, keeping him constantly under my eye, but have never found but one who would do the work to suit me. In the latter case—viz., sending advertising matter to druggists and other business houses, it is generally stowed away in the cellar, and when it again sees daylight it is to be burned up in the back yard or wheeled away and dumped into the river. I know of an instance, at Uniontown, Pa., where 2,000 pieces of advertising matter remained in the cellar for over two years. Only

ness in the last year, I can but say that advertisers are being assured of the fact that there is an association (I. A. of D.) composed of reliable men, (with very few exceptions), who do their work in a thorough manner, and if done otherwise they can procure damages from either the member or the association.
 Yours truly,
 WM. CLOWES,
 Manager Clowes Adv. & Dist. Co.,
 Connellsville, Pa.

Nice Spring Business.
 To the Editor of "The Billboard":
 Dear Sir—Judging from business during the winter months and inquiries for future work, it would seem that spring will bring a nice lot of new business. Of course my territory is rather small, but I am getting my share of patronage from several of the best-known concerns. I have made three distributions for C. J. Sheen, Racine, Wis., and two for C. J. Hood & Co., Lowell, Mass., during the last few months and my books show work from Grator F. Woodward, Le Roy, N. Y.; London Manufacturing Co., Minneapolis, Minn.; Honey Dew Gum Co., New York; B. H. Bacon, Rochester, N. Y.; Pheno-Caffin Co., Worcester, Mass.; S. C. Wells & Co., Le Roy, N. Y.; H. J. Kay Co., Saratoga Spa., N. Y.; Health Food Co., New York, and the Genesee Pure Food Co., Le Roy, N. Y. Recent contracts for entire work have been with W. H. Hill Co., Detroit, Mich.; Dr. A. W. Chase Medical Co., Buffalo, N. Y., and Dr. Miles Medical Co., Elkhart, Ind. From time to time I receive inquiries from firms who require a gilt-edge service and are willing to pay next-to-nothing prices, and blame the distributor if the returns are not up to expectations. I try to make my distributions

Auditorium Bill Posters.
 One of the progressive bill posting plants in the West is that of the Auditorium Bill Posting and Advertising Company, of Peoria, Ill. They have a new and independent plant. At present they possess 3,000 lineal feet of boards, and expect to have fully 7,000 feet up by the last of May. The company is incorporated for \$2,500 under the laws of Illinois, fully subscribed, and they could get \$10,000 more if necessary. All their boards are ten feet, ranging from a 50-foot to a 188-foot board, built of tongued and grooved matched flooring, with an 8-inch rain or storm cap on top. The concern also does distributing, sign tacking and general advertising. They would be glad to bear from advertisers direct, and will be pleased to furnish manufacturers and advertisers with any information they may desire in Peoria.
 IN CHICAGO.
 A correspondent, writing from Chicago, says that there is a strong likelihood that the first meeting of the Amalgamation Committee would take place in that city. We wired for verification of the rumor, but were unable to secure it before going to press. It is very likely to be true, as our informant speaks with considerable authority.

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, \$2.25. Send the money with the order. None sent C. O. P.
 THE DONALDSON LITHO. CO., Newport, Ky.

THE BILLBOARD.

Published Weekly at

127 East Eighth Street, Cincinnati, Ohio, U. S. A.

Address all communications

For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, \$4.00 a year; 6 mos., \$2.00; 3 mos., \$1.00, in advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; no discount for time or space. Copy for advertisements must reach us before noon on Saturday previous to week of issue. Our terms are cash.

The Billboard is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trajagar Buildings, Northumbria Road, W. C. In Paris at Brenano, 37 Ave. de l'Opera. The trace supplied by the American News Co. and its branches.

Remittance should be made by post office or express money order, or by draft collect, address as above and made payable to the Billboard Pub. Co.

The editor can not undertake to return unsolicited manuscripts; correspondents should keep copy when it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

Saturday, March 23d, 1901.

No matter what course the Associated Bill Posters may take in regard to the admission of newspaper solicitors, it is evident that more bill posting solicitors is a necessity which can not be ignored. The only way to satisfy the country bill poster is to convince him that he can secure the business he wants and needs through the medium of the Association, as at present constituted, and that a sufficient number of live, active, capable solicitors will be found in the ranks of the Association itself. The small bill poster is naturally suspicious and probably jealous of his more prosperous and more influential fellows who control the larger plants. The only way to allay his distrust is by giving him a substantial increase in his business. He hardly cares from what source it comes, but all things being equal, he would prefer to deal with members of his own craft than to accept work from outsiders. There is, however, little sentiment in the matter with him, but the great leaders of the Bill Posters' Association should practically convince his country ally that his best interests lie in keeping out newspaper solicitors. This can be done by increasing the number of solicitors and giving the small bill posters more work.

It is with the same satisfaction that a man feels who has done something which he considers creditable, that "The Billboard" offers its annual Street Fair Edition to its thousands of patrons and friends. We have made every effort to prepare a paper which will be of value to all persons interested in the conduct of outdoor amusement ventures. In doing this, we feel that we ought to express our thanks to the many fair and carnival promoters who have not only contributed timely and instructive articles, but who have filled our advertising columns as they have never been filled before. "The Billboard" enjoys the honor of being the only fair men's paper in this country. We have, and will continue to be their friend in and out of season. Our columns are at their disposal for telling the news, offering suggestions and presenting in their own way facts and experiences

which will be of mutual assistance and serve to place the street fair upon a higher, better and more attractive plane than it has heretofore reached. The articles to be found in this Special Edition are readable and entertaining in a high degree. They represent the brain, the force, the experience of the leading fair promoters and outdoor amusement managers of America. That their perusal will result in good, is not with us a hope, but a conviction. In the future, as in the past, we shall strive to make "The Billboard" a mine of interest for those toward whom we have such a friendly regard. To attain this end we earnestly ask their cordial co-operation and support.

There ought to be such a thing as charity in dramatic criticism. We do not mean by this that all the faults of a performance should be overlooked, but there is hardly a play in existence was the cause for its creation. Some man or woman with a desire to amuse, entertain or instruct their fellows, produced the stage picture, which, if imperfectly done and lacking in force and color, still represents the energy, brains and purpose of some one seeking for honor or pecuniary gain. The vicious, and in many cases unjust assaults of the New York critics upon several attractions in that city, have not only reflected discredit upon the writers, but worked injury to worthy, struggling actors. It is a notorious fact that nearly all the New York critics are venal and corrupt. Of course, there are several notable exceptions to this rule, but it is the beast of many managers with money that they can always fill the columns of the leading papers with favorable notices of inferior attractions. It is a mean thing for any writer who reaches thousands with his opinions to abuse and frequently ruin some actor or actress who may have incurred his displeasure. There ought to be a way to reach these assassins—for they are assassins of reputation and character, and bear the same relation to the stage that the blackmailer and the slanderer does toward individuals and the community in other walks of life. The enterprising manager or ambitious actor who stakes his money and his career upon a theatrical production is certainly entitled to be treated with the courtesy and fairness that men show to each other in ordinary business transactions. Charity in dramatic criticism is a virtue that the honest, intelligent, broad-minded critic cultivates and the corrupt, dishonest, ignorant dramatic writer ignores.

Frontispiece.

One of the greatest street fair and carnival promoters of this country is Francis Ferari, manager of the Zoo at Milwaukee, Wis. Mr. Ferari is master in his business. He came to America with an enviable and ripened European reputation. The exhibition he offers is one of the largest and most elegant to be found anywhere. His exhibitions of trained wild animals are marvels of intelligence, artist's poising and educational work. Mr. Ferari has given exhibitions and Midways in many of the prominent cities of the country, and in the vernacular of the show business, he has always "made good." Besides his ability as a promoter and his rare executive skill, Mr. Ferari is a man of fine appearance and a thorough gentleman in his conduct toward others with whom he is associated. During the coming season his great exhibitions will be seen at the most prominent festivals and street fairs.

Amalgamation.

That the scheme of amalgamation is not a gang measure, to be put through regardless of the wishes of the members at large of the association, is best attested by the following letters, which not only invite, but urgently request, ideas and suggestions from the rank and file:

LETTER FROM MR. SAMUEL PRATT.
To the Members of The Associated Bill Posters:

There will be a meeting of the joint committees called for approximately the same time as the next meeting of the Board of Directors of the Associated Bill Posters, which will, undoubtedly, be during April next.

Every member is most earnestly urged to send any suggestion for the common good, as outlined in Mr. Gude's letter, to help the committees to attain the high standard that has been set for them. Now is the proper time to ask for what you want.

Every thought advanced will have careful consideration.
Address letters to Samuel Pratt, secretary of committee, 11 West Twenty-eighth street, New York City.

Mr. Pratt's letter is echoed in spirit by the following simple and open:

LETTER FROM O. J. GUDE:

"I have great faith in the intelligence and integrity of the committees appointed. I know they are striving toward a goal which means equitable representation of every interest and the greatest amount of co-operative security with the smallest curtailment of individual rights, the protection of the advertiser as well as the bill poster, the encouragement of the local members to make his plant the biggest and best that his city can maintain, and his service all that the man who pays the bills can expect. To make a fair adjustment of the cost of maintaining the publication and the organization, so that the expense to each member will be in proportion to the benefits to be derived, to make representation or voting power in the association on the ratio of taxation. These are the fundamentals of the committee's instructions."

"O. J. GUDE, Chairman of Committee."

Comments.

Alva C. Atkins, of Paducah, Ky., denes most emphatically that he has bought out the bill posting interests of Mr. Everach, of that city.

Some Illinois legislator, who is seeking a little brief season of fame, has introduced a bill to prohibit the display of the nude or semi-nude in posters. Displays in tight or other thin or close-fitting garments are also condemned. This enterprising lawmaker ought to include in his bill the corse, and union suit advertisements in the magazines.

The State Fair Commission of Washington received last year from the State \$8,000, which, in addition to their reserved fund, was expended in many new buildings on their grounds at North Yakima. This year they ask for \$12,000. It is believed that they will get \$10,000. The date for this year's fair has not yet been fixed. T. B. Gunn is secretary.

F. O. Burroughs, the distributor at Winamac, Ind., writes to deny the charges made against him by the Boston Medical Institute that his service was not satisfactory. He has a number of good contracts closed for his entire circuit. He has a shipment on the road for Dr. Miles, and has distributed 1,500 local and 800 books for the Peruna Drug Company.

B. Miles, of Huntington, Ind., who last May sold out his distributing business to Ed. Carter, the city bill poster, has bought back his right to contract with advertisers. He has on hand for distribution 2,500 Sweet Sleep from the Dr. Miles Company, 2,000 booklets from the Dr. Shoop Company, 3,000 booklets from the Boston Medical Institute, and 4,000 magazines from the Dr. Greene Nervura Company.

A very novel exhibition will be held in Philadelphia by the Second Regiment National Guard of Pennsylvania, for the benefit of the Armory Fund, in the shape of an indoor Midway and novelty show, April 8 to 20. There will be a complete Midway, with free attractions, the same as held outdoors. A number of prominent shows and features have been contracted for, and the affair promises to be a big success. Messrs. Schlichter and Le Cato are managers.

Charles A. Hood, of Lima, O., president of the State Bill Posters' Association, and one of the most popular members of the craft in this State, was a "Billboard" caller last Friday. Mr. Hood says that business in the bill posting line in this State is booming, with prospects for the best year in the history of that business. The Ohio Association will have 100 members in good standing at the coming meeting in Columbus, on May 11 and 15. Matters of great importance to bill posters will be settled.

The latest grater that has struck the city of Waterloo was a smooth man, claiming to be a representative of the National Observer, a paper published in the interest of the liquor dealers. He was compiling a record of statistics, showing that the legalizing of the traffic reduced the taxes in the State. He was especially anxious to dispose of an advertising space on the cover for \$15 by collecting \$5 in advance. He worked a sufficient number of persons to lure his purse, and then skipped to Omaha.

Samples of Bromide were distributed by Bryan & Co. Newbro Drug Co.'s circulars

distributed by T. S. Criley, in Toledo. This distribution since Jan. 1, having secured a number of testimonials for Dr. Carter's A & B Tea in that city; fully expects to sample the city and country towns three times—March, April and May, for Brown Medicine Co. The outlook for distributing there is very encouraging. Mr. Criley having signed a number of contracts. Chester Kent & Co., Boston, had books distributed, advertising their Vinol.

John F. Otting, of Newport, Ky., recently sampled Newport for the Dr. Kilmor Company. When the agent approached him first he demanded \$3.50 per thousand for the work. The agent demurred, and tried to get a cheaper rate. Otting was firm, however, and stuck for his price and got the order. He did the work right, too, and the agent who was unknown to him, was trailing his men, expressed himself as highly pleased with it. Speaking to Secretary Steinbrenner about the following day, he observed "Otting's service is excellent. I was afraid his price at \$3.50 was high, but after watching his men I can truthfully say that rather than entrust my work to anyone else I would pay him \$1.00 per 1,000."

"English Travelers," says a London correspondent of the Boston Transcript, "have so jered our advertising outrages upon architecture and scenery, that I fancied we were of all nations most culpable. Bill after a son's residence in England I hold America excused. Our advertising efforts are indeed even feeble, beside those of our English cousins. A London bus is a more advertising van, with accommodations for passengers. It takes almost as long to read one through as to read a daily paper. The destination of the bus is marked in inexpensive letters, the smallest on the car was decorated vehicle, and the chances of disengaging these letters from the maze of advertising announcements about them in time to find a bus you want is smaller still."

Hert M. McCarthy, distributor at McDaniel, Pa., writes that he has considerable new work. "I have had many new advertisers this spring, which, added to my constantly growing list, is making me very busy, viz. Pabst Brewing Company, Milwaukee, Wis.; Oator F. Woodward, Le Roy, N. Y.; W. T. Hinson & Co., Schenectady, N. Y.; W. H. Constock, Morristown, N. Y.; Dr. W. S. Burkhardt, Cincinnati, O.; Mellier Drug Company, St. Louis, Mo.; Bellevue Institute, Chicago, Ill.; W. F. McLaughlin & Co., Chicago, Ill. I belong to the International Distributors' Association and the International Association of Distributors. The only news that I can send you would be in regard to my country route service, which includes all of Wash. County with 131 towns, reaching a population of 100,000, requiring 35,000 to cover."

"Billboard" at Buffalo.

Louis J. Beck, the well-known street fair promoter, will be the official representative of "The Billboard" at Buffalo during the Pan-American Exposition. Mr. Beck was in Buffalo this other day, and an agreement was reached with him by which he will take charge of this paper at the big show. We bespeak for him courteous treatment.

A "Billboard" Ad. Pays.

A letter from Tool & Co., dealers in birds and animals, of Williamsport, Pa., says: "Find enclosure in payment for another ad. in 'The Billboard.' We must say your paper is not only up-to-date in the news column, but is an advertising medium that is hard to beat. We sent you a trial ad, which was printed in 'The Billboard' of the 9th inst., and up to date, the 13th, we have received 72 answers, 47 of which contain money orders and many of the others were afraid to send money, fearing that mail addressed to bird store would not reach us, but it did." This is simply one of many letters that come to this paper from enthusiastic advertisers. The growth of our advertising columns is constant and rapid, and the rates are in proportion to the returns, lower than any similar publication in this country.

LETTER BOX

Our readers and subscribers in all lines are invited to send themselves to "The Billboard's" new mail scheme. We have an experienced clerk in charge of this department. He keeps track of people and forwards their mail whenever possible, the moment it is received, thus avoiding delay. Letters are only advertised when we do not know the whereabouts of the persons to whom they are addressed. Letters advertised for four weeks and uncollected will be returned to the post office. (Incl. postal cards and newspapers excluded. Letters are forwarded without expense.)

ADVERTISED LETTER LIST.

Baby Bliss (2)	John Fay Palmer.
The Great Gaudier.	Edward Phipps.
Red Hahney.	Prof. Sam Stricklin.
J. W. Iscudi.	Willie Stout.
A. Leiss.	Purson Taylor.
Mr. Lockhart.	Capt. H. Wallace.
John W. Edwards (16).	



Relief Fund for Mrs. James M. Hamilton.

The recent death of James M. Hamilton, an old time showman, after a long illness, left his wife and four young children in almost destitute circumstances at their home in Cincinnati. With a desire to relieve their distress, the undersigned contribute the amount set opposite their names.

We earnestly solicit contributions from all show people in any amount, no matter how small. We believe that they will give to a worthy cause. "The Billboard" will receive and account for all subscriptions and see that they are promptly paid over to Mrs. Hamilton, whose gratitude is too deep for words.

E. W. Baylis, Stag Cafe	\$100
Donaldson Lithograph Company	50
Chas. Hultquist	50
James A. Armstrong (U. S. Printing Co.)	25
"Billboard" Publishing Company	25
J. B. Robinson	10
C. W. Thompson	10
S. H. Simon	5
A. Friend	5
Cash	5
Major B. W. Little	5
Mrs. Phil Ellsworth	5
Mrs. Edna Hutton	5
W. H. Gardner	5

Ed. Davis' Bad Luck.

Bad luck seems to follow Ed. F. Davis with remarkable persistence. A dispatch from M. S. Goula, Mont., which reached us just as we go to press says:

"At Olive, a station forty-five miles west of Missoula, this morning a special car containing the Ed. Davis Uncle Tom's Cabin Company, was burned, four members of the company losing their lives.

The dead are: Minnie Hearst, cook, aged 25, Columbus, Kan.; Rene Luessie, musician, aged 24, Kalamazoo, Mich.; John Hollmans, musician, aged 24, Parkersburg, Ia.

The car was attached to the regular east-bound train when the car was discovered to be on fire in the sleeper apartment. Most of the company escaped without injury and stood at the doors of the car and seized the undergarments, whose night clothes were burning as they ran from their berths, and rolled from blankets, robe, crazed with pain and enveloped in flames, broke through the cordons of the deer and jumped into the river, from which he was rescued with difficulty. When the fire was discovered the train was stopped, and by hard work the dogs and donkeys and paraphernalia of the company were saved.

The loss of the car will probably render it necessary to close the season. It is next to impossible to run a Tom Show in the West without a car, and it will be necessary to come East to procure another.

Gossip.

W. E. Franklin is in Chicago.

William Sells was a "Billboard" caller March 13.

Harsh Hilliard arrived at Terrace Park March 15.

Lansport, Ind., will have society circus April 27 to 28.

M. Martin is at home in Brooklyn, and very ill. He is sick abed.

The Earl Sisters, Hazel and Maud, are at Earl Villa, Dummellen, N. J.

Mr. B. E. Wallace, of Peru, Ind., is confined to his bed with illness.

Wm. Jenks has the animals with the Gollin, Peas, and Schuman Shows.

Dr. Da Costa returned from Mexico March 14. They are all in good health.

Geo. Steel, caterer of the Robinson Shows, died at Terrace Park March 18.

Geo. S. Ely Shows can be addressed at Greenville, Williamson County, Ill.

Lushbaugh, of Covington, is building the E. B. Robinson & Stickney Shows.

W. H. Gillmeyer, of Ardmore, Pa., writes and he will not get out this season.

General Agent Knapp, of the Walter L. Main Show, was a New York visitor last week.

The Hks of Erie, Pa., are to give a winter circus shortly. Harry E. Knowlton is putting on.

Frank Hurst has been engaged to manage Advance Car No. 1 with the Walter L. Main Shows.

John Keenan spent three days in New York last week, shaking hands with his many professional friends.

"The Billboard" is beginning to receive the share of advertising patronage which its wide circulation merits.

The newest new show is Fleming & La Fay's Shows, now organizing at 149 Burton street, Buffalo, N. Y.

Trux Robinson is, beyond doubt, the youngest proprietor in the business. He has not yet attained his majority.

One of John P. Church's photo trunk frames is in the lobby of the Hoffman House and attracting no end of attention.

Trux Robinson is hard at work on the paper of the Robinson-Stickney Shows. He can be seen almost daily at Donaldson's.

The Kemps Hippodrome and Wild West are in winter quarters at Lamar, Mo., having moved from El Paso, Ill., some time ago.

Al. Martin has returned to his home in Brooklyn, after enjoying a pleasant outing with Charles Thompson in sunny Florida.

Fred Locke is in Chester, Pa., breaking stock for the Hargreaves Show, with which he is under contract for the coming season.

Henry Hobbles (Dutch Henry) has signed as assistant boss canvasser with the Barnum Shows, and sails for Europe March 20.

L. E. Granger, agent of the Charles Lee's Great London Show, which this year will go out with 12 cars, was a "Billboard" caller the other day.

Albert M. Witter passed through Cincinnati March 12, en route to his home, after a pleasant vacation of three weeks, spent in Southern Florida.

It is reported that Alex. Harbison has filed charges in the Bill Posters' Association against the Buffalo Bill Shows for patronizing his opponents.

Our list of tent shows, as it appears in this issue, is the most accurate, reliable and complete that has ever been compiled. Examine it. It is a wonder.

Ringling Bros., writing under date of March 9, pay "The Billboard" a handsome compliment. They state that the paper is "not only new, but useful."

J. P. Teets, of the Teets Bros.' Shows, visited Cincinnati, March 14, and ordered some canvas from Thomson & Vandever and some paper from Donaldson.

Edward Arlington, railroad contractor of the Barnum & Bailey Shows, can be addressed in care of The Hotel Royal, Buda Pest, Hungary, for the next four weeks.

It is not generally known that Hagenbeck made a tour of Europe in 1886, 1887 and 1889 with forty elephants. Eighty-six cars were required to transport the show.

The News Company has finally consented to make "The Billboard" returnable. Our circulation on the news-stands will increase with incredible rapidity from now on.

A number of animals were recently purchased by Sells & Gray from Doc Colvin. Among the number were an elephant, a pair of lions, a pair of leopards, cassuway and others.

After an absence of two months spent visiting relatives in America, Peter Hertz, the transportation master of Barnum & Bailey Shows, returned the show at Vienna, Austria, February 24.

Geo. Neff and Jeff Caspers, last season in advance of the Wallace Show, are at present employed in the advertising department of the Grand, Haylin's and Imperial Theaters, in St. Louis.

C. E. Melrose, who has one of the strongest bicycle acts in the country, and who for the past two seasons was with the Forepaugh-Sells Show, will play parks and summer resorts this year.

R. H. Dockrill, equestrian director of the Walter L. Main Shows, is breaking 5 young gray horses for bareback, and is also getting ready a 63-horse act at the Main winter quarters at Geneva, O.

The Sells & Gray Show will have the finest sleeping car this year that has ever been on the road. It was built by the Pullman Company, and it of the latest design, and is luxurious in its appointments.

Teets Bros. have moved their cars from Huntington, W. Va., to Grayson, Ky., a railroad station near their winter quarters. They are lousy transforming the outfit from a wagon show into a railroad show.

Charles C. Wilson, son-in-law of the late W. H. Harris, and manager of the Nickel Plated Shows, was in Cincinnati the other

day. Mr. Wilson is one of the cleverest and most popular showmen in the country.

C. N. Thompson, writing from his residence on Sarasota Bay, Florida, says: "I wish to congratulate you on your splendid success in making 'The Billboard' one of the leading and best papers of its kind."

Richards & Co.'s Shows, now organizing at Donaldsonville, La., is a wagon show. Hattie Richard is the sole owner; J. B. Morton, manager; Joe Richard, equestrian director, and Don Allen, manager of side show.

Art Da Costa is suffering from a severe attack of rheumatism, and may not be able to work when the season opens. He is receiving the best medical attention, and every effort will be made by his physicians to get him in shape.

Mitchell Brewer ("Peanuts"), who has been spending his winter in Charleston, S. C., is in Cincinnati. He will go with the Campbell Bros.' Show this season on the staff of J. C. O'Brien, who has charge of the outside privileges.

Walter J. McDonald's Shows will open the season, April 27, at Abeline, Kan. They have twenty men at winter quarters now, getting things in shape. Mr. McDonald will have a good-sized managerie, having added a number of animals recently.

William Sells, of the Sells-Gray Show, dropped into Cincinnati last week and was shaking hands with his many friends. Mr. Sells is looking in the best of health, and anticipates a great season with his show, which has been largely increased.

Price & Hunneywell, proprietors of Charles Lee's Great London Railroad Circus, have had a number of entirely new cars constructed for them. They write that besides a splendid equipment they will provide a number of new acts and will carry two bands.

Carl Kramer, last season scenic artist with the Robinson Show, has returned to his home in Cincinnati from Charleston, S. C., where he has been employed since the close of the season decorating Keough's Opera House. He has several contracts of like character for this season.

The Sells & Gray Show will be newly-equipped this summer with new canvas built by Murray & Co., of Chicago. Two carloads of horses, purchased at Chicago, were shipped to Savannah last week. It will be a two-ring show this season. The performers will be headed by the marvelous Eddy Family.

The feature of the Robinson & Stickney Shows will be "Cinderella; or, The Glass Slipper." It will be presented on a scale of unusual magnificence, with splendid scenery and many new mechanical devices and effects. This is a new idea in dog and pony show features, and promises to be a great success.

The circus may, and probably does, take money out of the county, but it leaves more money in town than it takes out. This is an incontrovertible fact. Every merchant in town is benefited by a visit of the circus, and should always oppose excessive and exorbitant circus licenses that will keep the show away.

A feature of the Sells-Gray Show is the neatness and elegance observable about the cook tent. Everything is kept scrupulously clean, the waiters are dressed in immaculate white, and the service is equal to a first-class hotel. A wagon is used for hauling the stove and cooking utensils, the range being permanently located therein.

A most interesting parade feature of the Robinson & Stickney Shows will be a team of real, genuine Esquimaux dogs. The real name of these dogs is Malamute dogs. There are four of them, and they are the real thing. Mr. Charles M. Robinson brought them home with him from the Klondike. Hitched to a real Alaskan sledge, they are bound to attract no end of attention.

Miles Orton will not take out a show this season. He and his family have signed with Schiller Brothers and Orr's Shows for the coming season. Mr. Schiller is busy buying baggage horses. The canvas is being made by Baker & Son. Gordon Orton will do a carrying act with little Clarence, who is six years old. Myron Orton and little Eva will also do clever acts in the ring show.

Dockrill and Doris have arrived at winter quarters of the Walter L. Main Show, and Jack Kent is looking after the train at the shops at Erie, Pa. Mr. Doris has a new car which has arrived, and it is a beauty. It is 62 feet long, called "The Calcutta," and is in harmony with the title of the show, "The Fashion Plate." Superintendent Dan Fitzgerald has his hands full keeping outside machinists on the go.

"The Billboard" speaks with greater authority on circus matters than other publications, simply by reason of the fact that it speaks with greater intelligence. Discerning people concede that "The Billboard" is already the authority on the arena. It will not be long before this fact will be universally recognized and acknowledged. We are maintaining a high standard of accuracy and a fine discrimination in the matter of news that is simply matchless.

There is a bachelors' apartment flats in Cincinnati at present which harbors four advance men—namely, Frank Adams, of the Robinson Show; James Kelly, of the Wallace Show; Geo. Murray, of the Ringling Show, and K. C. Brown, of Robt. Stickney, Jr.'s Juvenile Circus. While harmony rules supreme now, it will be different should they encounter one another on the road this season. They will work tooth and nail to best each other in the interest of their respective employers.

Lithographic paper, announcing the opening of Buffalo Bill's Show, at Madison Square Garden, April 2, made its appearance last Friday morning in New York. There are several fine stands on Broadway, and the one

depicting the "Siege of Peking" is attracting a world of attention. The Garden engagement will probably be the biggest in the history of the show. Among the new features for 1901 are the mounted police of Canada, the life-saving crew, a detachment of Baden-Powell's men, who participated in the siege of Makkink, a half dozen Boers from the Transvaal and the big Chinese war spectacle.

The Woods Winter Circus closed March 13 at Coleman, Mich., after a successful season of twenty-two weeks, playing in opera houses, to big business. They will lay off until after Lent and open at Traverse City under canvas with a company of sixteen people, including band and orchestra. The following people have been with the company: Geo. P. Wood, proprietor; Mrs. G. P. Wood, treasurer; "Pop" Roberts, leader of orchestra; Harry F. West, director of amusements; Ed. J. Mills, singer and aerialist; Harry and Manile West, double trapeze; Powell, balancing trapeze and slack wire; Mlle. Zanta, in her original break-away loop walking; the Adams, aerialists; Harry Koster, contortionist, and Polhuni, the Hindoo mind-reader.

Barnum & Bailey Notes.

There seems to be a fixed rule that the line of promotion to the position of general agent of the Barnum & Bailey Show is made by first being railroad contractor, but Clarence L. Dean is the first exception, having been press agent for several seasons.

Some idea of the difficulties to be overcome in exploiting the Barnum & Bailey Show this coming season can be realized when one stops to consider there are eighteen different languages spoken in the Austro-Hungary Empire. The agents for "der Grosse Schauspiel der Erde" (as "the greatest on earth" is called in German), will be able to start a language school when they return home.

The "Aurora Zouaves" played a winter engagement at the Rotunde, in Vienna, for Barnum & Bailey.

The members of the Barnum & Bailey Show formed a society known as the "B. P. O. T., or Benevolent Protector Order of Tigers, its object being to provide funds and medical aid for sick members. There are over 300 names on their books, and the society has accomplished considerable good. It is well organized and conducted on a thorough business basis. Jake Posey is president, and Chas. B. Tripp, the armless man, is recording secretary.

All the cook tent outfit formerly used by Klein & Kohl, together with the other privileges operated by them, was purchased by George Arlington, who has succeeded them as caterer to Barnum & Bailey.

An Actual Fact.

Showing the eagerness and demand for the show peoples' favorite paper, "The Billboard," by actual count, one copy of "The Billboard," which is kept on file at Dick Jeffers', was read by over seventy eight different persons in one week, and everyone who had just finished reading, upon the entering of another person, the first thing they would say would be: "Have you seen this week's 'Billboard'?" That goes to show that the show people appreciate such a paper. Let the good work go on.

CHAS. BARKER.

An Elusive Attraction.

Prince Mungo, the Zulu Chief, who has been in big demand with various outdoor shows, is a very hard man to hold to a contract. Last week Mungo was hired, and promised to go with no less than five different shows, and he made as many verbal contracts. Billy Sells, of the Sells-Gray Show, finally landed him. He gave him a free ticket and four weeks' salary in advance, and the negro notable is now safely corralled in the Sells-Gray winter quarters in Savannah. Mungo rides the bow-alpaca in the parade, and is considered a very valuable mascot.

Sells-Gray Route Book.

Resplendent in gold and royal purple, the Sells-Gray route book has finally made its appearance. It is a thing of beauty and a joy forever. It teems with beautiful half-tone pictures and well written, well arranged reading matter. The book is beyond question the handsomest of its kind ever issued in this country.

Are You a Buffalo?

The latest fad which has spread all over the country, is a mock secret society, which is called "The Buffaloes." The initiation is a very simple, and the only penalty imposed is the cost of the drinks if caught by a fellow member holding drink in the right hand. The St. Louis Button Company has been making a feature of the Buffalo buttons, and the demand is so great that they can hardly keep pace with it. There are hundreds of Buffaloes in Cincinnati, the most flourishing lodge being that organized by John M. Gutches, of the Palace Car bar. It has about 275 members. There is no meeting place except at bars and resorts, but the convivial element of the community are having lots of fun out of the Buffalo fad.

THE INVENTED ADVERTISEMENT.

With an Example of the Same, and also an Accurate Account of how the Scheme Worked.

Including in the relation a Chapter of the Ancient History of the One-Ring Circus.

BY CHARLES H. DAY.

"Necessity, the mother of invention," is responsible for many a good thing in science, art, mechanics, medicine and advertising, and Farquar expressed the truism, in the play of the "Twin Rivals," quite as well as I could have done it myself.

How many a fair star owes her first column interview to the loss of her diamonds—which she never had—or has wept over jewels held by her Uncle, instead of the feather-fingered or the burglar?

And how many, many times has the same old story, the job of the jewels, found its way into print! The tale comes under the head of "too numerous to mention." And still without scarce a variation it long served its purpose. In one particular version I recall an exceedingly clever departure from the routine relation, and truth may have added the zest.

Fanny Davenport's diamonds were purloined at an inn in St. Paul, and the star was out. And now comes the romantic twist to the tale. The priceless jewels were appropriated by a clerk of the inn, and the clerk was possessed of a small wife and a large and interesting family. Being caught, the misguided husband and parent confessed, and sued for mercy at the Court of Beauty, and he got it.

"I forgive you; go, and sin no more!" Truly, I have no doubt that the event was an occurrence that occurred; and in fact, I don't care two pins whether it did not. As an advertisement it was A1, and the comments of the press would have enriched a clipping bureau, had any been in vogue at the time.

It is "no fool of a job" to invent a pure fabrication that will enlist the attention of the press and the public; for it is just as important to interest the editor as it is to excite the citizen.

I will admit that in these latter days, since the columns of the yellow journals are so readily opened to anything sensational about the profession, be it good, bad, indifferent, false or true, it is an easier matter to float a story than it was in the first years of the seventies; and then again, in those days a showman was not quite so ready to deceive the newspapers as he was to fool the people.

Previous to the advent of William C. Coup in the East, in company with his Wisconsin partner, Dan Costello, the popular one-ring circuses of L. B. Lent and John H. Murray held their own undaunted. The re-introduction of P. T. Barnum into the sawdust arena at once put a new aspect on affairs.

Lent's New York Circus, by reason of its metropolitan reputation and excellent entertainment, covered a wide area during each vacation tour, extending its operations to the big cities of the far West.

John H. Murray's Circus, fully as well conducted as Lent's, had grown out of an exhibition, the original owners of which were Den Stone, Frank Rosston, John H. Murray, one Hutchinson, an athlete and working partner of Murray, and my very good friend, Mike Coyle, who is still on earth. All the others have crossed the Great Divide.

In 1873 Murray put his show on the rail, using the company cars, and as usual revisited his favorite Down East stamping grounds, including New Jersey, New England, the lower provinces, Canada, New York and Pennsylvania, touching nothing west of Buffalo.

Prior to P. T. Barnum's "World's Fair on Wheels," Lent and Murray had considered the combination of the circus and menagerie as an alarming competition. Neither the Great European—a show too large for its day—or the several shows of George F. Bailey & Co. and Van Amburgh & Co. had been strong enough to overbalance the universally admitted excellence of the highly artistic performance furnished by these two conscientious and experienced legitimate circus managers.

Although the Barnum show, from its birth, swept the country like a cyclone, it being necessary to give three performances a day, there was still a vast number of people who preferred their circus straight, with no cats, and in one ring.

But with the big Barnum boom there was a foreshadowing danger ahead. The amount of money distributed by the Barnumites was something enormous, and in keeping with the prodigious receipts. As a result, lots, licenses and bill boards took an upward tendency, to the disadvantage of the owner of the one ring show.

And, if possible, a still worse feature of the situation was that the single circle fellow looked very small, indeed, with his little ad in the newspaper counting room.

Again, P. T. Barnum & Co. were well nigh monopolizing all the native circus talent, and that is, and always was, a limited quantity. Besides, the Barnum party did not halt for a dollar if they wanted any one and they wanted about all the performers in sight. This condition of affairs sent Murray to Europe in the winter of 1872-73, and he returned with a number of genuine artists, including John Henry Cooke, an equestrian of

style and finish, already favorably known in this country.

To strengthen his reputation in the land of frugality and beans, and carry conviction everywhere within the circulation zone of the Boston dailies, Murray resolved to appear at the Hub and risk the stake. P. T. Barnum & Co. and George F. Bailey & Co. had like intention, and Murray's only safety depended on the excellence of the performance and anticipating his rivals.

W. C. Hill Coup, as they used to call him out in Indiana, looked with contempt upon the invasion of George Fox Danbury Bailey, even at 25 cents a card, and the appearance of John H. Murray's Railroad Circus was altogether the best joke of the season.

For years the Stone & Murray Circus, and the shows out of which it had sprung, had exhibited annually in all the Boston suburbs; so John H. Murray was no stranger in the surroundings. Still, to look back upon the venture, it was an audacious one for Murray, with one tent and one ring, to beard the lion, P. T. Barnum and the rest of his menagerie, in many dens and under many tents.

John Henry Cooke was riding the now familiar act of the "bounding jockey," leaping from the horse to the ground and from the ground to the horse, and it must be understood the equestrian was riding the heralded new act for all it was worth. With almost unerring precision and certainty, and to the amazement of the audience, "wearing his boots," as promised in the announcements.

I want to say right here that the act was not a new one, but I thought that it was when I enthusiastically advertised it. Some time afterward I read of it as a former feature—before I was born. Thus does the circus act, as well as history, repeat itself.

As I had a distaste to directly pulling the leg of the newspapers, I had recourse to the advertising columns of the Herald, Globe and Journal, and published in their amusement columns the following entirely fictitious correspondence:

\$1,000 CHALLENGE.

Boston Hotel, May 31, 1873.

To the "Great John Henry Cooke:
Having arrived in America, and desiring to ascertain how far your greatness extends, I hereby challenge you to ride me for \$1,000—three acts. 1. Your "bounding jockey" and carrying act, with child. 2. Jumping and backward riding. 3. Hurdle, or six-horse act, as may please you best. As Murray's Circus, with which you are connected, is shortly to appear in Boston, there will be an excellent opportunity to test our respective merits.
WILLIAM DOUGLASS,
Late of Astley's Amphitheater, London,
Champion Equestrian of all England.

MURRAY'S REPLY TO DOUGLASS' CHALLENGE.

Webster, Mass., June 2, 1873.

William Douglas, Esq.:
Dear Sir—In reply to your challenge I beg to say that it is not my desire to enter into any newspaper controversy in regard to the merits of yourself or Mr. Cooke, which would only serve to give you notoriety, which is quite evident by your preposterous cartel, as it is a well-known fact that in England you have never been considered better than a TOLERABLY FAIR equestrian. I am opposed to all BETTING arrangements whatever, if from one reason more than another that you could ill afford the loss of your \$1,000. If you wish to try your skill in the ring with Mr. Cooke, during our stay in Boston, you can have the opportunity under the following conditions:

Both are to ride the same horses, and in event of competent judges pronouncing you Mr. Cooke's superior, I will make you a present of the ENTIRE RECEIPTS OF THE DAY. Furthermore, Mr. Cooke wishes me to say that he will ride IN HIS BOOTS, while you can take the advantage of his voluntary impediment, and appear free of any such encumbrance. If this should meet your views you can arrange preliminaries with M. Coyle, Esq., my general agent, who is now in Boston.
Respectfully,
JOHN H. MURRAY.

At this distance the illusion may appear rather thin, but to the press and public it looked like and read like the real thing. Boston knew John Henry Cooke, and believed in him, and when the gentleman who resided in the outlying districts, and did business in Boston, saw Cooke doing the "bounding jockey" with his boots on, they all agreed.

"John Henry Cooke is getting ready to meet the vaunted English champion, William Douglas, in Boston."

So said the circus-loving suburbaners to their city friends, and by the time the Murray Circus pitched its one tent and built its one ring in the center of the Modern Athens, the merits of Cooke and Douglas were being discussed along with the latest literary topics of the time.

Along with this Billy Irving, Murray's boss bill poster, in all the glory of a velvet coat, purchased in Nova Scotia the previous summer, spent his evenings in touring Boston and impersonating William Douglas, champion equestrian of all England.

Irving was possessed of a ready wit, an unparalleled gall and was as handy a prevaricator as ever distorted the truth, as Mike Coyle, a friend and admirer of the qualifications of the deceased in the direction of the distortion of facts, will bear me witness. As the bogus Douglas, Irving was as good a walking advertisement as a perambulating bill board, drawn by four horses, to the music of a fife and drum.

The opening night the still incredulous W. C. Coup came out to see the little circus under one tent.

To his surprise it was closed. Closed because no more could or would be admitted.

Also and likewise came others high up in the councils of the circus. George F. Bailey, Charles W. Fuller, L. B. Lent, Col. Joe Cushing; and they, with one accord, expressed surprise and pleasure. But probably only one of the managerial party attributed any measure of the success to the invented advertisement. Lewis H. Lent was too old and shrewd an advertiser to have overlooked so important a factor. As he took his seat, or rather, by reason of his bulk, two seats, he called the writer to his side and asked, with a wink:

"Can you inform me, Squire, at what hour the contest begins between John Henry Cooke, the great, and William Douglass, champion of all England?"

CIRCUS STORIES.

Among other things, he had been a printer, a railroad brakeman, a truck driver, a theatrical advance agent, a bartender, a song-and-dance artist, and a dime museum lecturer, but chiefly because the sawdust never entirely gets out of the system, he was a circus man.

He had "tommied" under a tent, he knew leaved agate from small price, he could throw that string of empties off on to the stock track, he could mix dry Martinis, and his talk was in the jargon of his many trades, but mostly he talked circus, and to any one who knew a half-jack from a stringer he loosened up. His circus days were those of the long spring board, and before the coming of the three-rag and hippodrome monstrosity he was well known, and even old Dan Rice had said: "Here we are again," when he did double flip-flops over a string of camels.

He had degenerated into "lookout" in a gambling dive, but the days of the circus returned when he met some one in the "business," so he settled down in a Dearborn street barroom with what he designated as a "crook of suds" in front of him and told stories of the early days of the circus world, when Barnum was king and Adam Forepaugh and John Robinson the chief deities of the small boys of the land.

"How did I start in the business?" he repeated when the question was sprung. "Like half the rest, ran away from home. Joined the show when I was 14. Good store clothes and a bright face. Guess it was born in me. Smelled the animals and the canvas, and it was all over with home. We toured the West that spring. It was far West then. One of the first shows in that district. Broke up in Iowa and reorganized as a road show. Traveled South. Kept on going South, down through the razor back district of Arkansas, on down into Texas. Texas was bad those days.

"I'll never forget an experience we had down at Dallas. That was a comparatively new town then. We had been hearing the 'hey, rube,' cry one or twice a week, and we liked friendly police. I had been promoted to the gate by that time, taking tickets for the big show. Down there at Dallas a rather nice looking, big chap came along, handed me his card, and showed me he was mayor of the town.

"The crowd was coming rather fast and piling up on top of me, so I said: 'Step aside a moment, Mr. Mayor, and I'll get some of the men to show you through the show and fix you out with good seats.' He thanked me and said not to take any trouble, he could find his way around, and started in. I thought I'd try some of the manners they taught me at home on him, so I lifted my hat and he started in.

"Just at that minute a big roustabout made a rush, cracked the mayor over the head with a tent peg and killed him.

"I was ignorant in those days. Didn't even know that to raise my hat was the office to swing on a guy."

He sipped musingly at his beer for a time, and, warming up, he continued:

"Them animals are wise people. There used to be a big camel with Burr Robbins's Show that knew me. That was back in '79. The season before I had been a leaper with the Robinson Shows, but I had been tending bar all winter and was suffering with a rash of beer to the belt, was all fatted up, and the fever got into me to take the road again. Funny the way a fellow in the circus business gets every spring.

"Well, Burr Robbins's Show was organizing up at Hamilton, and I wrote asking for a position as principal leaper. I wanted a job pretty bad, so I laid it on pretty thick, telling them how good I was and how popular I would make the show, and they wrote me to join at once. I was so elated with my luck that I went out and got a good souce on, and caught the show at Marion, Ind., about four days late.

"That afternoon I went out on the spring-board and did a few jumps, but I was feeling pretty bad, and I asked the old man to let me off until night. Well, that afternoon Hob Stuckney, the principal equestrian, joined the show and made an awful hit. The old man was tickled to death. I was feeling sort of weak around the belt, and my legs were beginning to stiffen up.

"That night, just at the beginning of the performance, I spied the old man across in a box with a crowd of personal friends, and he was telling them how Stuckney had done, and adding: 'But wait until you see my principal leaper.'

"We went through the preliminary jumps. Then the band stopped. The ringmaster went out and began telling the crowd something. He recited all I had said about myself in that letter, and me standing up there at the head of the runway, aching all over.

"I was going to do a double flip-flop. I went down that runway—br-r-r-r-r—boom,

went the band. I shut up, turned twice, and let flat on top of the big camel at the other end of the line.

"When I came to they were carrying me into the dressing room, and the old man was dancing around, howling like a wild man."

"I was laid up three weeks, and every time that season I started down that runway that camel used to stick his head way around under the elephants' trunks and fall down on his knees, saying: 'Wah-h-h. There comes that bum leaper!'"

Another pause, and the old circus man said, reminiscently: "I see old Wallace is dead. I read about him the other day, burned up in a zoo fire at Baltimore. There was a lion that was a good friend of mine. I see they still called him the man-outer."

"Did Wallace was with the Robinson Shows for years, the feature of the menagerie. He was a big, handsome animal, and the most majestic animal I ever saw in the business. Besides, he was the best advertising medium a show ever had.

"We used to have an advertising man who always worked up everything he could. So we got in the habit of having a lion escape about once a week in some small town. We usually let him escape on Sunday, when we were laying up and were going to play in the same town next day. Old Wallace was always the one chosen to escape. He would break away during the night, and the word would be passed all over town. People would be scared, and farmers would flock in for miles around.

"I helped capture Wallace once. The circus town, I think it was Muscatine Ia., was aroused. Guards were stretched to keep people from coming too close to the barn in which the lion had been caged. The streets were black with people, all ready to run of anybody yelled. We backed a great cage up to the barn, opened the door and backed the cage against it. Then five or six of us, armed with pitchforks and clubs, climbed into the hayloft, while the crowd held its breath. When we got inside we dropped down, and the keeper kicked old Wallace in the ribs. That didn't budge him from his beauty sleep, so he grabbed his tail. The rest of us caught hold, and we dragged the old fellow near the door. Then we put boards under his body and hoisted him into the cage.

"Poor old fellow. I'm sorry he's gone, but it seems as if all us old-timers are dying off."—Chicago Tribune.

James J. Grant.

James J. Grant is aptly styled "The King of the High Wire." He is one of the three or four high wirewalkers in this country, and performs on a wire struck over seventy feet poles, and were it possible to secure the "sticks," Grant could do his acts at an altitude of 100 feet or over. He is an almost perfect man physically, below the average height, but with muscles like steel in his arms and legs. On the high wire he performs 150 different acts. He swings Indian clubs, stands on one shoulder and on his head, balances himself upon his back, crosswise, lies down on his back with one elbow on the wire, hangs by one hand or by his feet and does a trapeze act on a bar slung from the middle of the wire. Then he carries out an ordinary kitchen chair, balances it on the wire, and sits down to view the surroundings. He then lies down and uses it as a head rest and goes on performing as though he were on the ground instead of the center of a shaft wire seventy feet from the ground, and that a slip, a mistake or a loss of balance for the part of a second might mean death. His performance is thrilling in the extreme.



James J. Grant.

More "Nicknames."

W. C. Cox, wintering at Fern, Ind., sends following additional list of sobriquets of man with whom he is acquainted.

- Wm. Oldknow—"St. Louis Whitey."
Frank Preston—"Property Fatty."
Frank Earl—"Forepaugh."
Albert Aldrich—"Slim Aldrich."
W. C. Cox—"Chandeler Coxy."
C. R. Ward—"Charly Ward."
F. W. Washburn—"Fuele Leon."
Wm. Kelly—"Hog Face Kelly."
Walter L. Main—"Walter Plunkard."
"Teate Show"—"Swindle Kate."
"Bank"—"Short-Line Bill."
Frank Fleck—"Shorty Chambers."
J. H. Abrams—"Yellow Almonds."
Wm. Prokman—"Humpty."

W. C. Cox also gives some of the slang names used around shows:

- Musicians—"Wad Januars."
Performers—"Razor backs."
Circusmen—"Bag rollers."
Tearing Tents—"Walters flunkies."
Performers—"Kickers."
Saddles are termed—"stubs."
Cops—"Katters."
Circus—"Varnish boxes."
Animals—"Varnish."
Plants—"Bills."
An experienced workman is considered a "Big Rate."

Columbus Notes.

Only three more weeks until we troupe

Mr. Lowande is at Sellsville, practicing a

Wm. Deming, late of the Buckskin Bill's

Wm. O'Leary Bell reports fine business

Wm. Shields of the Melley Bailey Shows, is

Harry Cross of the Sells Show, reports big

Wm. Jeffrey is still entertaining the traveling

Spoke Foley, of the Sells Shows, spent a

Wm. Nolan, late of the Nickel Plate Show,

Ed J. Wolf, the assistant treasurer of

Wm. Reynolds, late of the Sells Show, paid

Wm. Smith, the popular young treasurer

Wm. Bennett has been busy at Sellsville,

Wm. Merrick, the leader of the Sells Fore-

Circus 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.

- Frank Adams En route
Adell's Dog & Pony Show..... Ft. Recovery, O
Ament's Big City Show..... Muscatine, Ia
Tony Ashton's Show..... London, Ind
Bailey Twin Sisters'..... Urbana, O
Barber Bros'..... Portsmouth, O
Barlow's Show..... Syracuse, Ind
Barnum & Bailey..... Vienna, Austria
Harr Bros' Show..... Easton, Pa
Beyerle's Burk Tom Shows..... Lincoln, Neb
Matt. Bollinger..... Havre de Grace, Md
Bonheur Bros..... Augusta, O, T
Bowler & Dyson..... St. Joseph, Mo
Mollie Bailey & Sons..... Houston, Tex
Buchanan Bros..... Des Moines, Ia
Buckskin Bill's Wild West..... Paducah, Ky
Buffalo Bill's Wild West..... Bridgeport, Ct
Campbell Bros..... Fairbury, Neb
Clark..... En route
Clark Bros..... Houston, Tex
Clark's, M. L..... Alexandria, La
Cooper & Co..... En route
Conklin, Pete, 412 Sewell st., W. Hoboken, N. J
Craft Dog & Pony Shows..... Fondra, Ia
Cullins Bros..... Concordia, Kan
Darling Pony Show..... Marshall, Mo
Davis Bros. Shows..... Fork Church, N. C
Davis (E. F.) Shows..... Kalamazoo, Mich
Dock's Sam..... Ft. Loudon, Pa
Elton Bros..... Smithfield, Fayette Co., Pa
Ely's Shows..... Crainville, Ill.
Ely's, Geo. S..... Metropolis, City, Ill
Elder & Olson's Great American Shows..... Chicago, Ill.

- Fleming & La Fay's Shows..... Buffalo, N. Y
Forepaugh-Sells Bros.' Shows..... Columbus, O
Gentry's No. 1..... Houston, Tex
Gentry's No. 2..... En route
Gentry's No. 3..... Houston, Tex
Gentry's No. 4..... Houston, Tex
Gibb's Olympic..... Wapakoneta, O
Gillmeyer (Wm. H.)..... Ardmore, Pa
Gollmer Bros & Shuman's..... Haraboo, Wis.
Goodrich, Huffman & Southey, Bridgeport, Ct
Gray, Jas. H..... Luverne, Minn
Great American Shows..... Chicago, Ill
Great Syndicate Shows..... Kansas City, Mo
Grant's Shows..... Oswego, Kan
Hoag's Shows..... La Coma, La
Hall & Long's..... Sturgis, Mich
Hall's, Geo. W., Jr..... Evansville, Wis
Happy Bob Robinson..... Lancaster, O
Hargreave's Shows..... Chester, Pa
Harper Bros' Shows..... Worcester, Mass
Harrington Combined Shows..... Evansville, Ind
Harris' Nickel Plate..... Chicago, Ill
Harris, John P..... McKeesport, Pa
Hearn's R. R. Shows, 437 Greenwch st., Philadelphia, Pa
Hill J. Howell..... Care Zoo, Indianapolis, Ind
Huston's Shows..... Winchester, Ind
Indian Bill's Wild West..... Jacksonville, Fla
Jaillet's Bonanza Shows..... Osterburg, Pa
Kemp Sisters' Wild West..... El Paso, Ill
Thos. W. Keboe..... Station M, Chicago, Ill
Kennedy Bros'..... Bloomington, Ill
Kinnaman's..... Marion, Ind
Lambigger's, Gus..... Orville, O
Langley's Shows, 215 Dorphan st., Mobile, Ala
La Place, Mons..... Byesville, O
Lee, Frank H..... Pawtucket, R. I
Chas. Lee's London Shows..... Wilkesbarre, Pa
Lemen Bros'..... Argentine, Kan
Lindsey's (L. L.) Dr. D. & P. Shows..... Marshall, Mo
Lorretta..... Corry, Pa
Long Bros' Shows..... Natchez, Miss
Loma's Crescent Shows..... Trumbull, O
Lowande's, Tony..... Havana, Cuba
Lowery Bros' Shows..... Shenandoah, Pa
Lu Itell's Great Sensation..... Washington, La

- Main (Walter L.) Shows..... Geneva, O
Marzetta Shows..... Algiers, La
McCormick Bros'..... Gallipolis, O
W. E. McCurdy, minstrel..... Marshall, Mo
McDonald's, Walter..... Abilene, Kan
Merchant's, H. H. Shows..... Terry, Pa
Morris & Doherty..... Kansas City, Mo
Orton Miles..... Centronia, Mo
M. B. Mondy..... Liberal, Mo
J. C. Murray..... 414 S. 5th st., Atchison, Kan
Nall's United Shows..... Beloit, Kan
Norris & Rowe's..... Oakland, Cal
Pawnee Bill's Wild West..... Litchfield, Ill
Perrin's, Dave W..... Eaton Rapids, Mich
Perry & Pressly..... Webster City, Ia
Mons. Pichon's Shows..... Littleton, N. C
Prescott & Co.'s..... Rockland, Me
Price & Honeywell..... Wilkesbarre, Pa
Raymond's Shows (Nat.)..... South Bend, Ind
Reed's, A. H..... Vernon, Ind
Regall Bros' Circus..... Grayville, Ill
G. W. Rehn..... Danville, Harper Co., Kan
Rhoda Royal Shows..... Geneva, O
Rice's Dog and Pony Show..... New Albany, Ind
H. J. Richards' Shows..... Donaldsonville, La
The Grande Bill's Wild West..... Zoo, Chicago
Royal Show..... Box 123, Omaha, Neb
Ring Bros' Royal Shows..... Brooklyn, N. Y
Ringling Bros'..... Baraboo, Wis
Robinson's 10 and 20 Cent Show..... Oxford, Ind
Robinson's, John..... Terrace Park, O
Royer Bros' Shows..... Pottstown, Pa

- Sautelle's, Sig..... Homer, N. Y
Sells & Gray..... Savannah, Ga
Setchell's, O. Q..... Little Sioux, Ia
Schaffer & Spry Bros'..... Portsmouth, O
Schiller Bros. & Orr..... Kansas City, Mo
Shott Bros'..... Bluefield, W. Va
Silver Bros' Shows.....
Sipe's, Geo. W..... Kokomo, Ind
E. G. Smith..... Fyan, Pa
Hyron Spaun's Vaudeville Shows.....
Thompson, Pa.
Spark's, John H..... En route
W. H. Scott's Shows..... Madison, O
Stang Bros'..... Burlington, Wis
Don C. Stevenson..... Galveston, Tex
Stewart's, Capt..... Ft. Wayne, Ind
St. Julian Bros' Shows..... Westmont, N. J
Sun Bros'..... Norfolk, Va

- F. J. Taylor..... Creaton, Ia
Tedrow & Gettle..... Nelsonville, O
Teets Bros' Shows..... Huntington, W. Va
Trone Bros. Shows..... Thibodaux, La.
Trout & Foster's..... 430 Penn av., Elmira, N. Y
Tuttle, Louis I..... Box 1,498, Paterson, N. J
Tuttle's Olympic..... Linesville, Pa
Tom Tynner's Shows..... McPherson, Kan
VanAmberg & Gallagher..... Medina, N. Y
Wallace Shows..... Peru, Ind
Ward's Shows..... Plymouth, Mass
Welsh Bros'..... Lancaster, Pa
Whitney's Minstrels..... Bennington, Vt
Whitney Shows..... Attica, O
Williams' Vaudeville Circus..... Nashville, Tenn
Williams & Co..... Townsend, Wis.
L. J. Whitney Dog and Pony Show, Spokane, Wash.
Wintermute Bros'..... Hebron, Wis
W. E. Winston..... Pacific Grove, Cal
Wixom Bros'..... Bancroft, Mich
James Zanone..... Nashville, Tenn

WANTED FOR ELTON BROS. 20c SHOWS-- Band people to double string, cook, billposters and performers in all lines except riding; salary must be low. For sale, 20x31 hip roof, 12 cz duck tent, 7-foot wall, brand new, ready to set up; 20x31 round end, 7-foot wall, g. o. condition; band coats and helmets; cheap for cash. Smithfield, Fayette Co., Ia

WANTED! Japs, Actors that leap and tumble, Clowns and Juvenile Drum Corps four boys or girls, open Chicago, April 20th. Musicians, address R. A. Anderson, Mt. Vernon, Ills. W.H. HARRIS' NICKEL PLATE SHOWS 223 S. ROBEY ST., CHICAGO.

WANTED Billposters and Workmen at once. Season opens April 8th. Advance starts out March 26th. FOR SALE—Horse tents and advance wagon. SUN BROS. SHOW, Norfolk Va

WANTED—FIRST-CLASS VAUDEVILLE Acts for Robinson Park Theater. Acts must be clean and suitable for high-class audiences. No commissions. Season opens May 20, 1901. Address all communications to A. L. SOUTT, General Manager, the Fort Wayne Traction Company, Fort Wayne, Indiana.

MURRAY & CO. CHICAGO ILLINOIS 329-333 SOUTH CANAL ST. MANUFACTURERS OF CIRCUS CANVASES, Poles and Stakes, SEATS, Flags, Etc. Agents for KIDD'S PATENT CIRCUS LIGHTS. Black Tents for Moving Picture Work.

WANTED FOR THE JOHN ROBINSON 10 BIG SHOWS COMBINED. A few more Riders, Ariel Acts and Female Artists with Novelty Acts. Also Steward for Cook House, Animal Men, Seat Men, Drivers, Grooms and Chandelier Men. Address: JOHN G. ROBINSON, TERRACE PARK, HAMILTON COUNTY, OHIO.

WANTED FOR Walter J. McDonald's Colossal R. R. Show People in every branch of Circus business, including Riders with stock-trained animal acts; sensational features; any act that is first-class, and must be dressed accordingly; Musicians for two bands; fifteen good reliable Billposters; workmen in every department. Side Show people, address BARNEY SHRA, No. 451 W. Van Buren street, Chicago, Ill. All others, address WALTER J. McDONALD, Abilene, Kan. Want to lease or buy an Advance Car and Sleeper. Elephant banners, adv. program. Kulf board and cane rack privileges yet for sale. Want a strong freak for up-town show.

FOR SALE! I have several circus wagons for disposal, including cook house, stringers, canvas, sidings, baggage, etc., etc. Address: FRANK C. BOSTOCK, THE ZOO, INDIANAPOLIS, IND.

CIRCUS MEN All Stop at HOTEL EMERY, CINCINNATI, OHIO. Steam heat, electric light and large committee rooms. Everything first-class and up-to-date. Rates \$1 per day and upwards. Arcade entrance. MARION L. TYSON, Manager.

Best Service. Reasonable Prices. HOTEL EMERY RESTAURANT. J. G. TESTERA, Proprietor.

M.R. KUNKELY 163 SOUTH ST. NEW YORK ESTABLISHED 1871 MANUFACTURER OF SHOW CANVASES. Reliable High Dive and Aerial Nets.

THOMSON & VANDIVEER, Awning and Tent Makers And Manufacturers of Circus, Side Show, Camp Meeting, Military and Lawn Tents, Balloons and Parachutes, Stable Canvases and Sporting Tents; Dray, Horse and Wagon Covers; Tarpaulins, Mops, Canvas Signs and Hose; Steamboat Screens and Windsails; Hammocks, etc. Flags of every description made to order. Tents for rent. THOMSON & VANDIVEER, St. Charles Hotel, 230 and 230 East Third Street, Cincinnati Ohio

CANVAS The World Over And you will find LUSHBAUGH 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. Second-hand tents for sale. Write for particulars W. H. LUSHBAUGH, The Practical Tent Maker, Covington, Ky.

MUSIC Arranged for Orchestra, Brass, Piano, etc. EDWIN DICKEY, 105 E. 14th St., near Union Sq., New York City. Mention "The Billboard" when answering ads.

Circus Routes.

ROYAL SHOWS—Concord, N. C., April 1. Salisbury, N. C., April 2. Lexington, N. C., April 3. High Point, N. C., April 4. Greensboro, N. C., April 5. Redsville, N. C., April 6.

Show Canvas, Largest Tent Maker

Write for estimate F. VANDERBROCK, S. E. cor. Water and Vine Sts., Philadelphia, Pa.

S. F. TAYLOR, SIDE SHOW PAINTINGS 265 West Randolph Street, Chicago, Illinois.

Scenery and Show Paintings! JOHN HERFURTH, No. 2183 Boone St., CINCINNATI, O.

BUSINESS PERTAINING TO THE ADDRESS OF Pawnee Bill's Wild West, address WALTER BRUCE-SON, General Agent, care "Billboard," 105 E. Eighth Street, Cincinnati, O. Mention "The Billboard" when answering ads.

Mention "The Billboard" when answering ads.

Tricks of Horse Dealers.

There has been a great deal of talk on both sides of the Atlantic of late as to race track "doping" and with regard to various devices used to give the impression that a horse or a mare, a colt or a filly possesses a style and a distinction which are deceptive and misleading. An incident at the Horse Show last week called out much comment. Some of the officials at the Madison Square Garden suspected that a certain owner had been "doctoring" his entries in such a way as to incite them to efforts of which they were incapable in their ordinary condition. The owner against whom suspicion was directed succeeded in clearing himself completely from every possible cause of reproach, but the vigilance of the Horse Show management was heartily commended by every one competent to pass judgment in such matters. No one with a high sense of honor would dispute the merit of the custom which is adhered to at all properly conducted horse shows, that no artificial means shall be employed to bring about a fleeting and transitory exaltation among the competitors which will give them an unfair advantage. Crafty stratagems with bits or straps or harness, lotions or liniments, stimulants and drugs, which cause the horses to act in a manner wholly different from their usual behavior and movement, are properly under a ban at every show which is in the hands of men who comprehend their duty and will not fall short of it. In the rivalry for the honors and prizes of such exhibitions as that which ended last night in this city the custom and the practice are that animals are to be brought into the ring in the form which they present in private life, so to speak. If this were not generally understood horse shows might sink far below their present standard.

Every one familiar with the subject knows, however, that a wonderful variety of inventions and appliances has been used in this century to attain certain results with the descendants of the equine pair that Noah fed with sedge and hay and damp oats until the ark grounded upon the topmost crest of Ararat. Even the veriest novice has learned that the trot was not a natural gait for the pampered jades which sped over the steppes of Asia in the days of Tamerlane. The trotting motion has been cultivated and developed, like the high knee hackney action. America is acknowledged all over the world to have been more prolific in the production of inventions than any other country. The fast trotter was a Yankee construction. When Columbus discovered this continent and for centuries afterward the trotting quadruped as a speed machine had never been thought of. Ancient Greece and ancient Rome, with all their glories, never sent a trotter to the front, and in the archives of Babylon and Nineveh, Egypt and Ethiopia, no mention of the taming watch was ever found. Arabia and Barbary had their sleek patriots of antique equine ancestry, and those Oriental horses could run long distances over the sun-baked sands in heated rivalry with the ships of the desert, the dromedaries of high descent. There was no "doping" in those days, and there was no trotting, either. The walk, the canter, the gallop, the dead run were the equine galts when Job chanted his wonderful verses in praise of the battle charger, and when the Moors overran Spain many centuries later. It was reserved for the Yankee of the present age to amaze the world with the American trotter, pacer and roadster—all artificial and not natural products. The thoroughbred's lineage can be traced back to the oldest and proudest strains of Yemen, passing through the importations from Northern Africa to England in the reign of Charles II. The running horse of to-day in Great Britain, America, France, Germany, Austria, Italy, Russia, Australia and New Zealand represents the results of long continued and careful selection and breeding, and the constant study of the most effective methods for developing the undaunted spirit, the indomitable courage and the unrivalled speed. "Doping" or the interposition of drugs that would weaken the brains, nerves and muscles of a runner or trotter with volcanic fire for a time, was also an unrighteous outcome of the outlaw tracks in this country, and it became so serious an abuse that the American Jockey Club was forced to adopt rigorous measures for its suppression. The doses were administered through the mouth or by an injection under the skin with a diminutive hollow needle similar to that in vogue among the victims of the opium habit when they take opium hypodermically. Cocaine is always an element in the mixtures that knavish horsemen rely upon in plots to capture prizes illegitimately. Cunning, duplicity and conscienceless shrewdness have enabled many trainers here and abroad to enrich themselves by stuffing their horses with drugs. It is a fact generally recognized among those who know what has been going on under the surface of the turf that several of the most prosperous trainers in the United States and in Great Britain have been guilty of "doping" their horses freely and frequently. It is not an easy task to prove beyond cavil the offenses of these rascals, but no intelligent turfman who has watched the in-and-out performances of certain runners handled by certain trainers doubts that those animals have been "doped" and drugged again and again as wickedly as were ever the worst of the invertebrate victims of the opium dens of Chinatown.—N. Y. Tribune.



A NEW IDEA

For Vehicle Manufacturers in the Way of Unique Advertising.

The O. Armleder Company, of Cincinnati, introduced a new and unique departure in exhibition advertising last week, which can be followed with profit by manufacturers and dealers in other cities. On March 14 it paraded the principal streets of the Queen City with a display of its products. The parade attracted much attention. A platoon of mounted police and the First Regiment Band headed the parade, and were followed by seventy-five vehicles, samples of the work turned out by this firm. There were traps, phaetons, carriages, runabouts and delivery wagons—of which last the Armleder Company is the largest manufacturer in the world. In the parade there were a number of vehicles which were to be shipped to South African points.

The Armleder Company has a capacity of 5,000 finished vehicles annually. It makes 68 different styles, and has 400 on display in its warehouses all the time. From a little plant fifteen years ago, it has grown until the annual salary paid to 400 men exceeds \$100,000. The plant has quadrupled in three years.

Weekly List of Distributors.

Advertisements under this heading will be published weekly at the uniform rate of ten cents per line per issue, or \$4.00 per year.

- ALABAMA: Fayetteville—James Wallace.
ARKANSAS: Conway—J. F. Clark, Box 92.
CALIFORNIA: Eureka—W. H. Mathews, 636 2d st.
GEORGIA: Atlanta and Suburbs—Edw. B. Bridger's Advertising Agency, 604 Temple Court Bldg.
ILLINOIS: Chicago—John A. Clough, 42 River st.
IDAHO: Boise—R. G. Spaulding.
INDIANA: Marion—John L. Wood, 920 S. Branson st.

Weekly List of Bill Posters.

Advertisements under this heading will be published weekly at the uniform rate of ten cents per line per issue, or \$4.00 per year.

- ARKANSAS: Conway—J. F. Clark, Box 92.
ILLINOIS: Pekin—Standard Bill Posting Co.
INDIANA: Huntington—Benjamin Miles, S Everett st.
IOWA: Des Moines—W. W. Moore (licensed Dist.)
KANSAS: Atchison—City Bill Posting Co.
MISSISSIPPI: Yazoo City—H. C. Henick.
NEBRASKA: Fremont—M. M. Irwin.
NEW YORK: New York City—New York Bill Posting Co.
OHIO: Columbus—S. A. Hyde, 2136 Eugenia st.
PENNSYLVANIA: Johnstown—A. Adair.
TEXAS: Galveston—Paul Gallia, C. B. P. and Dist.



Advertisements under this heading will be published weekly at the uniform rate of ten cents per line per issue, or \$4.00 per year.

- Boston Job Print. Co. 4 Alden, Boston, Mass.
Brooklyn Daily Eagle Job P. Co., B'yn, N.Y.
Calhoun Printing Co., Hartford, Conn.
Calvert Litho Co., Detroit, Mich.
Central City Show Print Co., Jackson, Mich.
Central Litho So. 140 Monroe st., Chicago.
Donaldson Litho Co., Newport, Ky.
Enterprise Show Print, Cleveland, O.
Erie Show Printing Co., Erie, Pa.
Forbes Lith. Co. 181 Devonshire, Boston, Mass.
Free Press Show Print Co., Detroit, Mich.
Great Am Eng. & Print. Co. 57 Beckman, N.Y.
Great W. Print. Co. 541 Market, St. Louis, Mo.
Greve Litho Co., The, Milwaukee, Wis.
Haber, P. B., Fond-du-Lac, Wis.
Hennigan & Co., 127 E. 5th St., Cin'ti, O.
Home Show Printing Co., Atchison, Kas.
Morgan, W J & Co., St C and Wod, Cleve, O.
Morrison Show Print, Detroit, Mich.
Pioneer Print. Co. 214 Jefferson, Seattle, Wash.
Russell & Morgan Show Print, Cincinnati.



AL. WUEST.



RUD. H. DIETRICH.

Of the "B. P. O. E." MONTHLY.

A Hustling Pair.

One of the newsmen and brightest papers that appeals to fraternal organizations is the B. P. O. E. monthly, of Cincinnati, which is now in the second year of its existence, and is enjoying an unusual degree of prosperity. The publication is in the hands of two hustling Cincinnati journalists, Mr. Al. Wuest and Mr. Rud H. Dietrich. They are not only prominent as Elks, but enjoy the respect and confidence of members of the order. The pictures of Messrs. Wuest and Dietrich are here given. Elks' lodges throughout the country are showing a deep interest in the success of the B. P. O. E. monthly.

Commercial Advertisers.

H. Cohn & Son, wholesale clothiers, 155-158 Market street, Chicago, Ill., will inaugurate an extensive campaign on the bill boards in the spring.

A small territory saturated with advertising is likely to prove more profitable than a large one upon which only a thin veneer of advertising has been placed.

When you are asked to go on the guarantee fund for the fair, the street fair or the carnival this year, do it. Do it cheerfully, and moreover, if you are selected for committee duty, give liberally of both your time and attention. Regard it as a duty—an obligation which you must discharge.

- IOWA: Burlington—A. E. Dreier, 1211 Summer st.
KANSAS: Atchison—City Bill Posting Co.
MASSACHUSETTS: Brockton—John V. Carter, 288 Belmont st.
MISSOURI: St. Louis—S. A. Hyde, 2136 Eugenia st.
NEBRASKA: Fremont—M. M. Irwin.
NEW YORK: Canandaigua—Wm. F. Mosher, 98 Chapin st.
PENNSYLVANIA: Carlisle—Wm. M. Meloy, Box 49.
WEST VIRGINIA: Martinsburg—Horner's Unique Adv. Co.
WISCONSIN: West Superior—C. A. Marshall, W. Superior Hotel.
CANADA: A. F. Morris, manager, Hastings st., Vancouver, B. C.
Montreal—C. J. T. Thomas, Box 1129.

Poster Pointers.

It is reported that a fine grade of lithographic stone has been discovered near Jeremiah, Tenn.

Wm. M. Donaldson, president of the Donaldson Litho Company, celebrated his sixty-first birthday March 11.

The United States Printing Company, whose stock jumped recently from 80 to par, will hereafter pay 5 per cent instead of 3 per cent dividends. President Hoge announces that business for 1900 was greater than ever, all the property was freed from incumbrance, and the only liabilities were current debts. The capital is \$3,500,000.

A small fortune—\$30,000—has, as if by gift, come to the members of the family of the late Capt. "Doc" Russell, head of the Russell-Morgan Company. Some time ago the heirs filed a motion in the Probate Court for leave to distribute or sell assets of the estate—the part specially concerned being \$100,000 in stock of the Russell-Morgan Company. Following this rule, the court refused distribution or sale until the statute of limitations against creditors had run out. That period recently expired, and the court is now ready to give the order. Meanwhile the stock has jumped from 70 to 100 in the stock market, and the heirs now take the stock valued at the latter price. Judge Ferris also gave an order for the issuance of a \$10,000 certificate of Russell-Morgan stock to Helen M. Laudon, who lost the original certificate.

MAGNETIC TACK HAMMERS!

Just the thing for tacking in and card board signs. Every distributor should have one. Price, with double extension handle, 32 inches long, each, \$2.00; triple extension handles, 42 inches long, each, \$2.25. Send the money with the order. None sent C. O. D. THE DONALDSON LITHO. CO., Newport, Ky.



Cincinnati Theaters.

The most notable incident in Cincinnati theatrical circles last week was the enthusiastic and cordial reception given Jessie Bartlett Davis, the eminent operatic contralto, who made her debut in this city in vaudeville. She was given a perfect ovation at every performance at the Columbia.

The eminent English actor, E. S. Willard, returned here this week at the Walnut, after an absence of three years. He opened in "David Garrick," that delightful old comedy in which Nat Goodwin was failure, and made a strong impression on that aristocratic audience. The other plays in Mr. Willard's repertoire, which he is offering to local theatergoers, is "Tom Pinch" and "The Professor's Love Story." Mr. Willard is an artist of the highest degree, and his support is worthy of his own splendid talents.

The Pike revived Stanley Weyman's "Under the Red Robe" this week, with the full strength of the fine stock company. It is stated that the season at the Pike will close about the middle of April. The management has made more money this season than any other season, showing that the public will always patronize good plays presented by capable performers.

Vivacious Della Fox is the headliner at the Columbia this week, and she has scored a hit. The management offers a number of high-class specialties, which include George W. Munroe in scenes from his funny comedy, "Aunt Bridget," George Leslie and company, in a sketch called "Thums," Lizzie and Vinnie Daly, dancers; Hal Stephens and company, in comedy sketch; Brothers Ham, acrobats; Mr. and Mrs. Esmonde, in sketch, and Mad-dux and Wayne, comedians. The Columbia is always up to date.

The Brothers Byrne, in their ever-popular "Eight Bells," to which many new features have been added, are drawing good crowds at Heek's.

A sentimental melodrama, "Me and Mother," is pleasing the people who like that style of plays at the Lyceum this week. There are some strong scenes and special scenery.

The High Rollers Burlesque Company, with a series of clever vaudeville acts and some bright burlesques, are attracting the usual large crowds to the People's.

"Camille" was revived at Robinson's this week by the stock company there.

Manager Heek, of Heek's Wonder World, has certainly arranged a splendid program of attractions for this week. The leading feature in the curio halls is Lala Coolah. Lala Coolah is the newest sensation in the freak world. He is known as the "Man Venus," or the half man and half woman. He has attracted great attention in New York, Chicago, Philadelphia, Boston and other cities where he was exhibited, his strange character bringing out the old-time museum crowds. One half of Lala Coolah is a strong, muscular, handsome, well-formed man; the other half is a small, delicate, shapely and beautiful woman. Another feature in the curio halls will be Prince Oskuzuma, the celebrated South African warrior chief. In the theater, a high-class vaudeville show will be given, introducing Nettie Fields, the champion lady buck and wing dancer of America; the Millard Brothers, banjo, song and dance artists, and other clever performers.

Manager John H. Havlin, of the Walnut, is back from New York, after inspecting the plans for the new Grand Opera House.

Sousa's Band drew a great crowd at Music Hall Thursday night. Sousa is very popular in this city.

The members of the White Rats in Cincinnati had a banquet at Gerdes' Hotel last Wednesday night, and had a delightful time. Those who were seated at the table were: Mr. and Mrs. Peter Dalley, Mr. and Mrs. Sydney Brow, Mr. and Mrs. Jack Gardner, Mr. and Mrs. Andy Gardner, Mr. and Mrs. Lungreen, Mr. and Mrs. Edgar Johnston, Misses Dorothy Neville, Violet Dale, Rose Carlin Victoria North, Ida Stephens and nine host Billy H. Van, Ed. Garvey, Steve Moley, Joe Belmont, Chas. Belmont, Burt C. Weston, Will Ozar, John Elehele, Joe Palmer, Will Bolino, Alex. Cameron, James Cavanaugh, Fred. Wyckoff, George Fletcher, Otto Hornon, Charles L. Fletcher, George Harris and Robert North.

At the Dramatic Hub.

New York, March 1 (Special).—Long Acre Square can even now put in a strong claim to the title "Theater Square" or "Playhouse Square," for this erstwhile glowing part of Broadway is now one of the brightest spots in New York—bright from the myriads of electric lights flashing from the half dozen playhouses in the neighborhood. And the number is being added to. Now comes Kirk La Shelle's proposed Colonial Theater. Ground is being broken for it. The site is Broadway, between Forty-sixth and Forty-

seventh streets. The property carries a building loan of \$355,000. The site cost \$200,000.

"Ben Hur" will, of course, be seen in England. Kinw & Erlanger have been making plans for some time for taking the big money maker across the Atlantic. Arthur Collins, the managing director of Drury Lane, is in town and trying hard to get the production. While he may succeed, he will undoubtedly have to pay more for it than any American play ever taken to England.

There were no new plays in town this week, but several noteworthy revivals. "An American Citizen" was at the Murray Hill Theater. "The Barker's Laughter" at the American, and "Effe, Elsie, in 'Barbara Frietschle'" at the Grand Opera House.

"Way Down East," after a long tour of the country, returned to New York and played to phenomenal business at the Harlem Opera House. Phoebe Davis heads the company. Some very good work is done by Scott Cooper, Frank Currier, Felix Haney, Sara Stevens, Louise Galloway and Ella Hugh Wood.

he played in "Saints and Sinners," and those who once saw him in that will never forget his magnificent work.

Here is something new. A startling proposition, and yet true, for the company starts from Chicago on Monday. Henry Hallam, the tenor, who will be remembered as the original Eugene in "Erinnee," has organized an opera company for a tour of China, Japan and the South Sea Islands. They will play cities to the westward and reach San Francisco about May 1. The plans at present are to play Honolulu, Manila, Yokohama, Tokio, Singapore, Australia and New Zealand. Arrangements have already been completed for a six months' run at the Imperial Theater at Calcutta, and, if the season is successful, a South African tour is not beyond the probabilities. The company will consist of thirty people, and will be under the stage management of Carl Formes, a son of the noted basso. Josephine Stanton has been engaged as prima donna. Clara Wisdom will be the contralto, George Lyding will play the tenor parts, and Arthur Bell has been engaged as the basso. The tour will occupy about two and a half years.

William G. Smyth has won Odette Tyler and R. H. McLean away from Wagenhals and Kemper, and will star them next season in Shakespearean plays. They are now supporting Modjeska, who is managed by Wagenhals and Kemper. These managers had already made partial arrangements with Miss Tyler and her husband, but Smyth never lets the grass grow under his feet.

Flo Jansen is to be starred by A. H. Woods in "Nan, the Newsgirl," a play written especially for this clever little actress by Theo Kremer.

Wilton Lackey will leave "Uncle Tom's Cabin," which has been breaking all records at the big Academy of Music, to take the leading role in "The Price of Peace." W. A.

bureau. His thirteenth venture was a clerkship in the Chicago general postoffice. When a changing administration asked him to resign he went on the stage. With such an experience behind him it is not to be wondered at that Frank Conlan made a hit.

Before the "Prince of Peace" landed its 374 pieces of scenery and 117 parcels and bundles of baggage, bond was given at the custom house for twice the value of the same, to guarantee that within six months it will be exported from the original port of entry. The Secretary of the Treasury can extend this time limit. The play opened at the Broadway Theater, March 18.

Marie Dressler has joined the forces at the New York, and will be seen in the new production scheduled for next month. She will complete her tour in "Miss Prinnt" by that time.

May Robson has changed her mind about starring next season. She has signed a contract with Nixon & Zimmerman to play the leading female comedy part in "The Messenger Boy."

Henrietta Crossman comes back to the Broadway with her own company, in her successful play, "Mistress Nell," on April 29, when she begins an indefinite engagement at Wallack's.

A leading Georgia paper has found it necessary to run this notice at the head of its editorial page:

"Notice is given theatrical companies that business between them and the ——— must, from this date, and until further notice, be transacted directly between these companies and this paper." MARK AINSLEE.

Buffalo Budget.

The Teck Theater, John Laughlin, manager—The last week of the Nell Stock Company proved the best. "Under Two Flags," given March 11 to 16, was a strong performance. Edythe Chapman has a capital part in "Cigarette," ably supported by James Neill. The coming attractions announced are: German Comedy Company, March 20; Hanlon's "Superba," March 25 to 27; Henrietta Crossman, March 28 to 30; Elita Proctor Otis, April 1 to 6; "The Man from Mexico," March 3 to 13; Mildred Holland, in "The Power Behind the Throne," March 15 to 20. Lyceum Theater, John Laughlin, manager—"A Texas Steer" came, March 11 to 16, to good business. The satirical shafts of life of the Nation's lawmakers, are made good by the supporting company, "Justice" next week. "The Still Alarm," at the Star, March 11 to 16, put up a fair show of an old-timer. "Miss Prinnt," March 18 to 20. Henry Miller, March 21 to 23. Wegefarth's Court Street Theater, M. S. Schlesinger, business manager—Robie's Knickerbocker Burlesquers, with two burlesques and seven vaudeville turns, crowded the house, March 11 to 16. Dewey Burlesquers, March 18 to 23. Shea's Garden Theater, M. Shea, manager—Lucille Saunders headed the list, March 11 to 16, to fair business. Lew Sully, Imperial Japs, Butler and Murphy, Geo. W. Leslie and company, Mr. and Mrs. Lote Silver, Harry Rogers, Clayton White and Marie Stuart company and the Biograph made up a fair show, to medium business. The Tivoli Theater put up a fair bill, March 11 to 16, with several excellent turns. Sousa's Band in concert at Convention Hall, March 25 and 26. La Fayette Theater, Chas. Boggs, manager, will open in competition with the Weber & Fields' Own Company from New York. Academy Theater, M. S. Robinson, manager—Work progressing; to open early in the season. JOHN S. RICHARDSON.



THE OMEERS SISTERS,

Tight Wire Performers, from the Hippodrome, London.

By Courtesy of "The Cincinnati Post."

The Cohans, in "The Governor's Son," seem to be in for a run at the Savoy. The performance is bright and lively. Business has increased wonderfully. Some of the success must be credited to Charles W. Boyd, an old newspaper man, who has used many novelties in his inciting of public interest.

Two weeks more of Edna May and "The Girl From Up There" at the Herald Square, then a week in Brooklyn, then London. "The Prima Donna" follows at the Herald Square.

J. U. Williamson, the Australian manager, is going to present Julia Marlowe's great success, "When Knighthood Was in Flower," in the Antipodes. He has just secured the rights from Miss Marlowe. Mr. Williamson failed to get Mrs. Leslie Carter for Australia, though he offered David Belasco inducements enough.

A trained monkey is the latest "actor." Shoban and Kennedy use a monkey in their new sketch, "True to Nature," which is soon to have a Broadway presentation. The monkey is on the program and plays an eccentric comedy part.

Louise Beaudet is going to England soon. This bright little American star should make a success at the London music halls. She is now "doing" the Brooklyn vaudeville houses.

J. H. Stoddart, with due apologies to Joseph Jefferson, is the dean of the dramatic profession. His ambition will be gratified this year. Kirk La Shelle has arranged to star Mr. Stoddart as Lachlan Campbell in a new version of "The Bonnie Briar Bush." The season opens at the Tremont, Boston, August 26. Seven weeks of New York time has been secured. Stoddart will unquestionably make a hit, for the part is something like the one

Brady has not yet announced the new "Uncle Tom."

Augustus Thomas' new play, "Colorado," will be seen in the Metropolis, November 18, at Wallack's Theater. Manager Frohman will give it a strong cast and elaborate staging.

Charles Howtrey, the English actor, is to open the fall season at the Garrick Theater, October 7, with "A Massage From Mars."

Jack Litt, who will manage William Collier next season, has secured the farce, "On the Quiet," in which Collier is now appearing at the Madison Square Theater.

Julia Marlowe, it is said, was offered \$1,000 this week by a magazine editor for the story of her life, especially her early and private life. She is reported as having refused the offer. More interesting reading than the early life of actors and actresses could hardly be secured. For instance, take the story of Francis Conlan, the well-known comedian. He was employed in thirteen different pursuits before he adopted the stage. Thirteen is a good number with Conlan, for when thirteen years old he began to make his own living as cash boy in a Chicago shoe store. Then he was delivery boy in a jewelry establishment. He next donned the uniform of an A. D. T. messenger, but left it to become junior clerk in a wholesale drug house. From that position he went to clerking in the auditing department of the Pullman Palace Car Company. At the World's Fair in Chicago he was one of the cashiers. Next he managed one of the headquarter offices for guides, then a hotel. From being a Pullman car conductor he jumped to an advertising agency. From that to editor of a clipping bureau, then to traveling representative of a lecture

Detroit, Michigan.

Maude Adams in "L'Algon" at the Detroit Opera House, is playing to the largest crowds of the season. Frank Daniels comes to this house the first three days next week. "The Girl from Maxim's," at the Lyceum, to fair houses. Next week, "The Still Alarm." At the Whitney Opera House, the Rays in "A Hot Old Time." Week of the 17th, Bob Fitzsimmons.

This week at the Capitol Square, the Rose Hill English Folly Company. Fads and Follies Company next week. The Strackosh Opera Company is the headliner at the Wonderland this week. Others on the bill are: Miss Alice Lewis, the child mimic and singer; the three Leilotts, musical trio; Sisson, Wallace and Carlyle, and the American Biograph.

Miss Chinquilla, the clever little Indian singer and banjo player, was the hit of the bill at the Wonderland last week. She is featuring Geo. Evans' Indian love song, "Chihuahua," singing it first in English, then in Indian, having translated it herself. Miss Chinquilla has made a hit in the leading vaudeville houses of the West, and opens on the Proctor circuit at Proctor's Fifth Avenue Theater, March 25.

Robert Cumley, an old-time song and dance man, is sick in St. Mary's Hospital, the lower part of his body being paralyzed.

Johnny Ray was initiated in the Detroit Aerie No. 82, Fraternal Order of Eagles, on March 11.

Sarah Bernhardt comes to the Detroit Opera House the last three days next week. The divine Sarah will play at advanced prices. H. A. WENIGE.

Al. Martin, proprietor of Martin's "Uncle Tom's Cabin," returned to New York March 14, after a pleasant visit of four weeks, spent with C. N. Thompson at the latter's residence on Sarasota Bay, Florida.

New Plays and Sketches Copyrighted.

Washington, D. C., March 11.—(Special).—"Queering His Game," an original one act sketch; written and copyrighted by Fred J. Beaman, Jackson, Mich.
"An Unloving Lover," written and copyrighted by Fred J. Beaman, Jackson, Mich.
"Six and Eight Pence," by H. B. Tree; copyrighted by T. H. French, New York, N. Y.
"An Ex-Chorister's Dream," written and copyrighted by Adelbert Flint, Binghamton, N. Y.
"The Knight of the Banks," written and copyrighted by Gertrude Scott Dunkin, New York, N. Y.
"Awakened," a play; written and copyrighted by Lottie Blair Parker, Thomaston, Long Island, N. Y.
"The Will of God," in a syllabus of seven parts; written and copyrighted by John H. Sackett, Philadelphia, Pa.
"Down East," a comedy drama in four acts, by Justin Adams; copyright by Walter H. Baker & Co., Boston, Mass.
"The Last Sentence," by John A. Stevens; copyright by Chas. F. Whitaker and William B. Lawrence, Detroit, Mich.
"Chateau Historique," comedie en trois actes; written and copyrighted by A. Bisson and J. Herr de Turique, Paris, France.
"Whom Buckingham Met the Queen," a play in six acts and eight scenes; written and copyrighted by F. S. Heffernan, Springfield, Mo.
"Montreveau," a play in four acts, from the French of Honoré de Balzac; by Ella S. Mapes; copyrighted by E. S. Mapes, Brooklyn, N. Y.
"Diene," a realistic drama of the reign of Charles IX., in a prologue and four acts, dramatized and copyrighted by Louis Davis, Nashville, Tenn.
"Tom Hundley, the Drummer Boy; or, a Secret That General Grant Kept," a drama of 1861, by Mrs. Annie Hundley; copyright by Annie Glud, Oakland, Cal.
"Sympathetic Souls," a comedietta in one act, founded on the French of "Eugene Scriba, by Sydney Grundy; copyright by T. H. French, New York, N. Y.
"Franklin D. Mansfield Acting Version of King Henry V.," a history in five acts by Wm. Shakespeare, which version was for the first time presented by Mr. R. Mansfield and his company of players on the stage of the Garden Theater, Oct. 2, 1900. Copyright by McClure, Phillips & Co., New York, N. Y.

New Orleans News.

Grand Opera House, H. Greenwall, Manager. "Hazel Hlrke," witnessed in New Orleans on numerous occasions, is being presented by the Baldwin-Melville Stock Company; to big business. Messrs. Freeman, Sahngillis, Gray, and Misses Odell, Seymour, Moore and MacGregor are to be complimented for their good work. "The Cherry Pickers," March 17 to 23.
"Palace Theater," W. H. Rowles, Manager. "The Sign of the Cross," with Charles Dalton and Edith Thibout as the principals, did not open on Sunday night, as is usual with each company, because of a delay to the stage. The performance by a railroad wreck midway between New Orleans and Vicksburg. They opened on Monday night for all that. "The Burgomaster," March 17 to 23. "Princess," March 17 to 23.
"Grand Opera House," H. Greenwall, Manager. "The Sign of the Cross," with Charles Dalton and Edith Thibout as the principals, did not open on Sunday night, as is usual with each company, because of a delay to the stage. The performance by a railroad wreck midway between New Orleans and Vicksburg. They opened on Monday night for all that. "The Burgomaster," March 17 to 23. "Princess," March 17 to 23.
"Grand Opera House," H. Greenwall, Manager. "The Sign of the Cross," with Charles Dalton and Edith Thibout as the principals, did not open on Sunday night, as is usual with each company, because of a delay to the stage. The performance by a railroad wreck midway between New Orleans and Vicksburg. They opened on Monday night for all that. "The Burgomaster," March 17 to 23. "Princess," March 17 to 23.

NOTES.

William Langford, who pleased for so many weeks last summer at Athletic Park, with his rich barytone voice, rested in the city a few days last week.
John Green, an old-time minstrel, and a favorite here, has returned to the city for a brief stay.
The Hoyle, manager of the Grand Opera House, Nashville, Tenn., was in the city last week the guest of Manager Greenwall, of the Grand.
Dora Hickey, for over forty years connected with most all of the big shows in this country in various capacities, is resting in the city.
Cooper's Circus comes to Algiers, March 24.
The popular railroad official of Chicago, who is popular among show people, because of his courtesy to performers traveling over his line, was here for a few days.

The ordinance introduced in the New Orleans City Council by Mr. Stankey, in regard to city officials receiving free passes to theaters, received a solar plexus blow in the committee to which it was referred.

Great interest is being taken in the proposed street fair and carnival. Many of the merchants favor the proposition, and signify their willingness to contribute to the fund.

Canal street is besieged with store shows. The Fair, Gem Parlors and Penny Arcade are doing a land-office business.

In the United States District Court, the bond of Jose Remi, a snake-charmer, who came to this city about two years ago with a cargo of assorted serpents, was declared forfeited.

Manager Walter S. Baldwin, of the Baldwin-Melville Stock Company, offers \$25 for the best plot for a melodrama (four or five acts). The plot for the melodrama must state the name, the time, the place, the number of acts, and give a clear synopsis of each act, so that each act and the story in its entirety may be well understood. Here's a chance for a young aspirant in that line.

The Medine Music House, the South's "house of hits," has just published a warm rag, "My New Orleans Belle." It will be featured by Joe A. Bernard. "I Ask You, Darling, to Remember" and "Will We Ever Meet Again?" by Lament L. Comes, a local professional, are two more of their latest successes. The former is being featured all of this week at the Star Theater, Milwaukee, Wis.

Gus and Max Rogers will star next season in "The Rogers Brothers in Washington." CHARLES E. ALLEN New Orleans, La.

Indianapolis Items.

English Opera House—March 12 and 13. "The Village Postmaster" opened to a fair house. March 14, house dark. March 15 and 16, "Alice in Wonderland" given by the Uniform Rank, K. of P., and Will E. English's "Zouaves." March 19, Sarah Bernhardt, to advanced prices. March 20, Leipsic's Philharmonic Orchestra. March 21 to 23, Peter Bailey and company in "Hodge, Podge & Co."

Park Theater—March 11 to 13, Robert Fitzsimmons' company played to big business. "The Honest Blacksmith," March 14 to 16. "The Three Musketeers," March 18 to 20. "Human Hearts."

Empire Theater—March 11 to 13, Harry Brand's Australian Burlesque Company opened to good business. March 14 to 16, Ed F. Rutch's Victoria Burlesquers. March 18 to 20, Oriental Burlesquers.

Grand Opera House—Fashionable vaudeville still continues to hold its own. The bill presented the week of March 11 is somewhat stronger than last week.

Zoo—Last night at the Zoo was Bicycle Night. The wheelmen of the city turned out in great numbers. There were appropriate decorations, the finest one being that of a large wheel, directly over the arena. The performance was all new.

NOTES.

A banquet was given last night in honor of Ben Cullen, alderman from the Sixth Ward. Covers were laid for sixty persons. Several prominent politicians from other places were present. Mr. Cullen will leave shortly for an extended trip through the East. Mr. Cullen is connected with the Bill Posters' Union.

Mr. Jersey Wishard, lithographer for the Indianapolis Bill Posting Company, was presented with a lovely eight-pound girl. Jersey says he will shortly open a keg of nails to the boys. Father and child are doing well.

The Billers' Union held a rousing meeting here March 10. Mr. Philip Kendall, of the Kendall Advertising Company, was taken in as a member. The union is in a flourishing condition, as there have been many inquiries from surrounding towns, asking about joining the union. Daniel Judge, the walking delegate, has been hustling out and getting new business for the union. They intend to give a ball shortly after Lent.

There seems to be a little trouble between the C. C. Adv. Sign Company and the union of the city. The C. C. Adv. Sign Company placed a large fence upon the public sidewalk in front of a new building that is being constructed. The sign company placed advertisements for cigars on the fence, which is unfair to the labor union. Between the city and the unions, they made it pretty hot for them, as their fence extended over the sidewalk, therefore using the public highway. The matter was ended by the C. C. Adv. Sign Company painting the matter out.

All sign tacking and bill posting must be done by union labor here. Daniel Judge is hustling to get several firms to let the unions do all their sign tacking.

Hert Dasher, head of the "Hodge Podge" Company, was in the city making arrangements for his company, which gives a show at English's.

Cut in Prices.

It is a long time since the theatrical managers of New York have had such a thunderbolt sprung on them as fell when Jacob Litt, the manager of the Broadway Theater, cut the prices of his theater in half. The Broadway has had a very unsuccessful season, failure after failure has followed there, and when Mr. Litt in despair for a strong attraction decided to import the entire Drury Lane production of "The Prince of Peace," the most elaborate spectacle which has ever been put upon the London stage, most persons felt confident that the two-dollars-a-seat regime

would last until the end of its engagement anyway. But, on the contrary, Mr. Litt has come out flat-footed with the announcement that hereafter the prices at the Broadway would be \$1.75, 50 and 25 cents, with the exception of the first six rows in the orchestra, which will sell for \$1.50 during the run of the big production. Mr. Litt said:

"I don't believe there was ever a play put on the stage which was worth \$2 a seat. I have wanted to make a reduction in my prices for some time, but I didn't feel it was good policy to change my prices until I had some big attraction of my own in my theater."

New Haven Notes.

Poli's Theater—A very pleasing and interesting bill headed by the Russell Brothers, in a new sketch entitled "A Romance of New Jersey," by Geo. M. Cohan, drew large crowds the entire week. This sketch is equally successful as the previous one with which the Russell Brothers have made themselves so famous. Again Mr. Poli arranged a programme which was well deserving of the good patronage it received. Among them were: Clifford and Hall, character change act; Bush and Godron, acrobatic clowns; Fisk and McDonough, in a sketch entitled "Brockey's Temptation;" Lillie Western, instrumentalist; Isabelle Urquhart and company, in their laughable dramatic sketch entitled "Even Stephen," and Al. Lawrence, comedian and mimic. The applause won by Mr. Lawrence almost equalled that of the headliners. Al. Beech and Three Rosebuds, booked for week of March 12, did not appear. Heavy storms in the West seemed to be the excuse, but "I think I smell a White Rat."

Under the direction of Mr. Poli, and with his kind assistance, several benefit performances have been carried out, and in each instance the proceeds were used to good advantage. On Sunday evening, March 10, the City Armory, the capacity of which is estimated at about 5,000, was completely filled. A benefit for the families of the four firemen killed at a recent fire, was carried out under the supervision of Mr. Poli. It was indeed a noble cause.

Grand Opera House—Lincoln J. Carter's new melodrama, "The Eleventh Hour," March 11 to 13, to only fair business. Splendid and elaborate production, winding up with a new scene, which causes a sensation. Something entirely new in stage craft. "The Tide of Life," also worthy of a full house, made a great hit "with those who did witness the production." Booked for the coming week we find "The Night Before Christmas" and "On the Suwanee River."

Hyperion Theater—Elle Elliser, in "Barbara Frietchie," March 9, to fair business. Mary Manning played to "standing room" March 13 and 14. "Janice Meredith" was an elaborate and well-staged production. The White Rats' Own Big Company, headed by Maurice Barrymore and company, booked for March 15 and 16. PHIL WINKLER.

Toledo Theatricals.

At Burt's—Miss Agnes Burroughs, in "East Lynne." Miss Burroughs' company is the best that has ever presented this play in Toledo. Next week, "A Ride for Life," with Ross Snow as the tramp.

Lyceum—James J. Jeffries, in the thrilling comedy-drama, "The Man from the West." It is needless to say the house was packed. Friday and Saturday, Boz Fitzsimmons, in "The Honest Blacksmith." Next week, "Who is Who?"

At the Empire, Weher's Comedians are playing to good houses.

At the Auditorium, Kathryn Herron, the hypnotist, will continue her marvelous exhibitions for another week.

Valentine—March 20, Madam Sarah Bernhardt and M. Coquelin in the romantic play, "L'Aiglon." This is their farewell appearance in Toledo.

The people must have forgotten this is the Lenten season. All the theaters are well patronized. T. S. C.

New Theater in Louisville.

Louisville, March 12—(Special).—By Sept. 1, 1901, Louisville will have a new theater. It will be situated on Chestnut street between Third and Fourth streets, just opposite the post office. It will be included in the new Masonic Temple, for which the plans were accepted yesterday. The building will be six stories in height, the first two of stone and the upper four of brick and terra cotta. In the first story will be a cafe, stores, the main entrance to the temple and the theater and the foyer of the theater.

The theater will take up the first, second and third floors of the building, exclusive of the portions occupied by the stores, cafe, corridor and offices. The first balcony will be raised about seventeen or eighteen feet above the parquette floor, and the present plan of the architect introduces a mezzanine gallery, quite low down and containing boxes exclusively. Behind these boxes is to be the foyer, with a colonnade effect, extending entirely around the rear, furnishing the opportunity for a promenade between the acts. The orchestra will be practically under the stage, being in a pit four feet below the level of the floor.

The seating capacity will be as follows: First floor, 776; mezzanine boxes, 141; first balcony, 510; second gallery, 510; four boxes on each side of the stage, 61; a total of 2,001.

THE STAG Cafe and Restaurant.

E. W. BAYLIS, Proprietor. 418 and 426 Vine Street, CINCINNATI.

The Most Popular Theatrical Place in the City.

HOTEL RAND CINCINNATI, OHIO.

European Plan. Professional Headquarters.

KOLB'S HOTEL. American and European Plans. Convenient to Theaters.

537-539 Walnut St., CINCINNATI, O.

HOTEL STRATFORD. EUROPEAN PLAN.

Popular with Professionals. Walnut St., bet. 6th and 7th. CINCINNATI, OHIO.

PLAYS For Stock and Repertoire Companies and Amateur Clubs. Our new 16-page Catalogue is now ready and will be sent free on request. THE DRAMATIC PUBLISHING COMPANY, 358 Dearborn St., Chicago, Ill.

WANTED—10,000 agents to manufacture and sell patent medicine. Full particulars for stamp. WM. WOODARD, Leitchfield, Tenn.

Mention "The Billboard" when answering ads.

A number of local parties have made application for the renting of the theater, as it will be complete in every respect when the contractor turns over the building. When the Masonic Home Board met, this afternoon, it approved a contract for a five-year lease of the new theater to Weber Bros. & Elliott, of Chicago. In making the contract the board reserves the right to exclude any objectionable performance, and that only first-class and clean performances should be given. No details of the contract can be obtained; it is only said that the proposition made was the best of the lot, and most advantageous to the Home Board.

The audience at the Avenue Theater, on last Saturday night enjoyed (?) a scene not down on the program. During one of the acts some one started the cry of fire in the gallery, and every one in that part of the house made for the stairways. The ushers and doorkeepers tried very hard to stay the rush, but were helpless until the greater number of them were down. In the lower part of the house the ushers were able to hold back any rush, by the aid of the company on the stage, who started a whistling tune. After the excitement had died out, it was found that the woodwork in the gallery closet was on fire, caused, probably, by some boy applying a match to the deodorizer. The fire department put out the fire with a small Johnson pump. In a few minutes the play went on as if nothing had happened. The ushers and doorkeepers received many commendations for their coolness during the trouble, and Manager Shaw should be commended for the able manner in which he drills and cautions the employes for just such an occasion as this. J. W. BIGHAM.

Bragg and Ashton, a Cincinnati sketch team, are doing well in the West.

CINCINNATI THEATERS.

COLUMBIA Matinee EVERY DAY. All Seats 25c. Fashionable Vaudeville.

DELLA FOX GEO. W. LESLIE & CO. GEO. MONROE. And Other Features.

HEUCK'S OPERA HOUSE. EIGHT BELLS

Matinee Tuesday, Thursday Saturday. This coupon and secures lady reserved seat to Tuesday or Thursday matinee for Eight Bells. Next Week—Robert Fitzsimmons in "The Honest Blacksmith."

PEOPLE'S THEATER. Thirteenth and Vine. WOODHULL'S HIGH ROLLERS.

Matinees Monday, Tuesday, Thursday, Saturday. Next Week—Miac's City Club Co.

HECK'S Wonder War. 1 and Theater Vine St., near Sixth. DAILY, 1 to 10 P. M.

LALA-COOLAH! THE MAN VENT'S MAN, 1/2 WOMAN. New Wonders, Vaudeville, Living Pictures, etc. BIG AMATEUR SHOW FRIDAY NIGHT.

“White Rat” Bookings.

Elsewhere in this issue of “The Billboard” will be found a full page ad of the White Rats of America, addressed to managers of all outdoor enterprises. This great youth organization, which contains the cream of the profession in America, will do their own bookings through their own association this summer. A perusal of the list of attractions offered will show that they are the very best, and there is no doubt that fair, park, street fair and other managers of entertainments will be glad of the opportunity to secure their attractions from among such a distinguished lot of performers.

Dayton, O., Doings.

Park Theater.—Everything the very best, with full houses, was the rule for week of March 18. This house has the first three days Harry Glaser, in the “Three Musketeers,” the last three days Robie’s music-bookers Barbesque Company.

Victoria Theater.—Week of March 18, commencing with this date, Peter F. Daley, in “Hodge, Podge & Co.,” the biggest musical event of the season. Andrew Mack, in an “Irish Gentleman,” March 22. The Leipzig Philharmonic Orchestra appears Saturday, March 23.

The musical event of the season was the appearance of Theodore Thomas and the Chicago Orchestra, March 14. This organization is composed of artists in all branches of the orchestra. A fair audience was present to listen to the rendition of a most excellent program from beginning to end. W. D. F.

Gossip.

Winamac, Ind., is soon to have a new opera house.

T. D. Middaugh is going to put out “East Lyme.”

Mons. La Place will soon put on “Ten Nights in a Barroom.”

Harry McKay Harrison has arranged for a new play for Victory Hateman. She will play “Frou Frou” until it is completed.

The Four Luciers, now with Anna Eva Fay, will soon put out their own show. They are now negotiating for a full line of special paper.

Achille Phillon will spend \$50,000 on a new theater at Akron, Ohio. Mr. Phillon, as well as being a great performer, is a good theatrical manager, having had experiences in that direction in early life.

M. F. Luce, agent of Stetson’s Uncle Tom’s Cabin Company, arrived in Cincinnati March 15 to begin the Cincinnati engagement, week of March 21. He will do some of the most sensational advertising and billing that the Queen City has seen this season.

A. R. Antauf, manager of the Ferris Grand Opera House at Pipestone, Minn., is also a local distributor. The firm is now Ferris & Antauf. They have recently done distributing for Dr. Miles and Lincoln Tea Company. L. G. Nelson, formerly partner in the company, has retired. Mr. Ferris taking his place.

W. H. Jacobs, bill poster and distributor at Clayton, N. Y., writes that business, which has been dull, is improving. The Art-tuckle coffee people are going to have some sampling done. The distributing of Dr. Miles and the Peruna Company was, according to Mr. Clayton, very badly done in his locality.

Reginald de Koven is suing Henry H. Sire De Koven, who composed some ballet music for “The Man in the Moon” and “From Broadway to Tokio,” alleges Sire still owes him about \$50. The composer asserts he was retained to compose, in addition to the ballet music, five numbers, and he stood ready to do so, but that Louis Harrison did not deliver the lyrics on schedule time and Sire finally told him they would get along without the five melodies stipulated. De Koven said that was not his affair, and that he would take the money. The Sires set up a counter claim that the five numbers were never delivered.

The well-known horseman and theatrical manager, George Castle, of Chicago, who spends his summer vacations in campaigning a stable of trotters and pacers on the Western half-mile tracks, doing his own training, has just bought the very fast plying gelding, William Mc, 2:54, by Alcyon, dam by De Jarnette. The addition of this good performer to his stable gives Mr. Castle the distinction of being the owner of three faster plying geldings than any other man owns, as he also owns Giles Noyes, 2:54, by Charles Caffrey, and Sherman Clay, 2:54, by Chydust. William Mc has been a continually improving horse since his debut on the turf. His defeat of Conev, 2:52, in the race at Detroit last summer was one of the sensational events of the Grand Circuit. On the half-mile tracks he should be a good money-winner in the free-for-all classes.

Minstrels.

Harrison Bros. turned them away twice last week.

Whitney’s San Francisco Minstrels open under canvas at Henthington, Vt., May 20.

Jess. Brown now heads the Mobile Famous Negro Minstrels. Henry Hollinger, Jr., is agent.

It is said that Allen’s business under canvas in the South has been rotten, with a big R.

W. J. Donnelly, of Harlow Bros., was in Cincinnati the other day, buying a lot of new material for his show.

Low Haddwin, of the Great Harlow Minstrels, who was laid up with illness, has recovered and joined the company in West Virginia.

Will J. Donnelly placed his order for the new parade uniforms and first part costumes with the Pettibone Bros. Manufacturing Company, of Cincinnati.

Jack Haverly, the minstrel man, has bought the site for a theater in Brooklyn, which he will open, when constructed, as a permanent place for minstrel performances.

The route of Al G. Field’s Minstrels on the Pacific Coast for the present week is as follows: Seattle, Wash., March 17 to 19. Victoria, B. C., March 20. Vancouver, B. C., March 21. New Whatcom, Wash., March 22. Tacoma, Wash., March 23. Spokane, Wash., March 25 and 26.

Prattrose and Hoekstader’s Minstrels, which were to have appeared for the next two weeks at the Herald Square Theater, New York, had not the time been sold to Charles Frohman in favor of “The Girl from Up There,” may be seen next month in the Victoria Theater for two weeks.

James A. Curran, “The Billboard” correspondent at Denver, writes: “Rusco & Holland’s Minstrels played at the Taber Opera House the week of March 3 to big business—Sunday matinee and night, standing room only. There has been a rumor that Rusco & Holland would dissolve partnership at the end of this season, on account of the poor business of some of their other attractions, but such is not the case. The writer had a personal talk with both Mr. Rusco and Mr. Holland, and they seem to be more firmly cemented together than ever, and they are now arranging and booking for next season. Their business in Pueblo and Colorado Springs was good before they reached Denver. They always have good business in the West, and no doubt this season will be no exception.

Vaudeville.

Anna Held divided honors with Bernhardt in New Orleans.

A new vaudeville theater will be built in Memphis, Tenn., this spring.

Florence Bell, of Weber and Fields, was married last Thursday to C. H. Cullen, Jr.

The ensemble and his troupe of yodlers can be addressed at 123 W. Third street, Haverport, Ia.

Hammerstein has reduced the scale of prices at his New York Victoria Theater to 50 cents for the best seat.

John J. Rategan has bought all Cliff W. Grant’s right, title and interest in the Little Egypt Company.

One of the very successful theaters in New York State is that managed by T. J. Cleveland, the New Gaiety Theater at Troy.

Dave O’Brien, comedian, was elected a member of the White Rats last week. He says that there are hundreds of idle variety people in New York City.

A bright new paper called “The White Rats,” but which is in no way the official organ of that organization, has been launched in New York City. The paper is full of good things. In fact, it is more up to date and breezy than some of its older Eastern contemporaries in the theatrical field.

How Dixie was Written.

The old controversy as to who wrote the now national song of “Dixie,” and under what circumstances it was written, has again bobbed up. Until two years ago the claim that the song was written by Daniel Emmett, a noted minstrel, was not disputed, but several claimants, who announced that they were the authors of the song, were given a hearing in the New York Herald.

Daniel Emmett was living in retirement on his little farm near Mt. Vernon, O. Al G. Field, the minstrel manager, carried a copy of the New York Herald to “Uncle Dan,” and read the article wherein numbers of people claimed the honor of the authorship of the song. A search was made through the chests of music that the aged violinist had been accumulating for nearly sixty years. The dusty, faded music of the old song was found. Mr. Field had a photographic copy of the song made and several thousand copies of it lithographed. This settled the controversy over the song of “Dixie.” That Daniel Emmett was its author none can dispute. Mr. Emmett’s narration of the circumstances attending the “making of the song,” as he terms it, are as follows:

He was the leader of the orchestra for Dan Bryan’s Minstrels, located on Broadway, New York. Those were the early days of American minstrelsy. There were several companies in the city of New York, and the rivalry between them was intense. It was the custom to end their entertainment with a “walk-around” song and dance. Bryan, on a Saturday night in November, 1859, informed Mr. Emmett, the musical director of the company, that he desired a new “walk-around” at once. Mr. Emmett went to bed that evening, evolving in his mind the subject of the song. The next day in his room at the hotel he wrote the words and music of the famous song, and a few days later it was sung for the first time. The song became immensely popular.

Although born in Ohio, Daniel Emmett spent his life until the age of 35 in the South. He is the author of some fifty songs, and all but one of them are upon themes pertaining to the South. In 1896 Al G. Field invited Mr. Emmett to make a tour of the United States as his guest. Although 82 years old Mr. Emmett accepted the invitation, and from New York to San Francisco, from Minnesota to Florida, the author of “Dixie” met with continuous ovations. At the end of this tour “Uncle Dan” returned to his little farm in Knox County, Ohio. In the twilight, as one approaches the little country house of the old author, he will hear the strains of a violin, playing the old familiar airs that are dear to the recollection of the aged minstrel.

The city of Columbus, O., held a big street fair the past summer. A special cash prize was offered the oldest Ohio fiddler. The prize was especially arranged that “Uncle Daniel” Emmett might carry it off. The illness of the old gentleman’s wife prevented him appearing. The fact had been advertised that “Uncle Dan” would play and sing the song of “Dixie,” and that it would be his farewell to the public. It would have been a fitting finale to his long and honorable career, and a grand testimonial to the popularity of his famous songs, as over 25,000 people attended the fair the day “Uncle Dan” was advertised to play and sing “Dixie.”

COSTUMES

For Street Fairs and Parades
Made to Order or Hired. Also
BLACK ART AND MARIONETTES.
C. E. GUNDLACH, 927 E Street, N. W.,
WASHINGTON, D. C.

Two Captive Balloon Outfits for Sale

Money makers. Paid 100 per cent on cost last season. All kinds hydrogen vessels to order quickly. Specialties the Electric Aerial Torpedo and Sky-cycle Airship. CARL R. MYERS, Front Fort, N. Y.

100 PHOTOGRAPHS \$3.00
GAB Ivory Finish.
Souvenir Photo, \$15 per 1000

Send us one of your negatives or photo to copy from, and we will send you sample of work.
KERN THEATRICAL PHOTO COPYING HOUSE
314 Second St., New York City.

WANTED!—Having a Ferris Wheel we desire to contract with some Carnival Co. to travel for the season of 1901. The Johnson Wheel Co., 314 St. Elmo St., Chattanooga, Tenn.

TRANS-MISSISSIPPI
Park and Street Fair Amusement
.....AGENCY.....

First-class attractions and a No. 1 Novelty Act furnished on short notice. Performers, write for open time at once. Reference—Packers’ National Bank. C. H. MARKESON & CO., Props. L. A. SCOTT, Manager. Office, 2612 N Street, South Omaha, Neb.

...NOTICE TO...
MANAGERS OF PARKS!

We call to your attention our combination Companies of Colored Artists. We have one-act comedies, fully equipped, bands and orchestras with each attraction, and each one consists of Quartets, Wire Acts, Acrobatic Acts, Sketch etc., of every description. For particulars and information, address REESE BROS., Care “Billboard.”

WM. F. MILLER

134 Park Row, New York.
Manufacturer and Importer.

Pan American Novelties in due time.
Buffalo Buttons and Certificates.

Street Fair, Carnival, Convention

—AND—
Summer Resort Goods!

Rosettes, Confetti, Flag Canes, Imitation Beer Glasses, Rubber Faces, Musical Rattle Dazzles, Bachelor’s Buttons, Icing Pigs, Return Balls, Whistling and Gas Balloons, Roaming Mice, Coat Springs, Gold Teeth, Magic Mirrors, Buttons, Badges, Grand Army and Firemen’s Hats, Helmets and Specialties, Automatic Hand Whistles, Souper Dogs and everything new.
●●CATALOGUE FREE.

Mention “The Billboard” when answering ads.



HOW TO BECOME POPULAR!

Send Your Photo or Negative and Get
100 Photo Buttons for\$2 00
500 Photo Buttons for..... 8 00
1000 Photo Buttons for.....12 00
No charge for wording on Photos.
100 Stamp Portraits for..... 50
500 Stamp Portraits for.....\$2 00
1000 Stamp Portraits for..... 3 50
Distribute these among your friends and acquaintances. It is the way to become popular. Photos for fortune telling machines can always be had at \$1.75 per thousand.
BENJ. HARRIS, Patentee and Manufacturer,
252 Bowery, New York.

SONG BOOKS!

\$1.00 Per 100.

In Any Quantity by Express.
CASH WITH ORDER.

HENRY J. WEHMAN,
108 Park Row, New York.

READ THIS THROUGH—Illusions, magical apparatus, ventriloquist and Punch figures, shadowgraphs, black art, mechanical wax figures, taper mache skeletons, skulls, statues and large Indian heads, etc. Large Illustrated Catalogue, 6c.
W. H. J. SHAW, 159 Augusta St., Chicago, Ill.

B. & O. S.-W.

Best Line and Service to
FRENCH LICK

...AND...
West Baden Springs,
Carlsbad of America.

Direct Connections from the
EAST AND WEST
At Mitchell, Indiana.

For Descriptive Pamphlets write
O. P. McCARTY,

General Passenger Agent, Cincinnati, Ohio
Mention “The Billboard” when answering ads.

STREET FAIRS

This Distinctly New Feature in American Amusements has Come to Stay. . . .

Their Manifold Purposes and Benefits. The Free Street Fair. New Methods of Conducting the Midway Feature.

By Will S. Heck.

So much has been written and printed about street fairs and carnivals that it would seem to the casual observer that but little more remains to be said. It would appear that the subject is about exhausted. But the more careful student of methods of advertising and modes of amusing the public realizes that as long as street fairs continue to be popular, so long will there be a large variety of topics to discuss in connection with them. While street fairs have been held in hundreds of cities throughout the United States, in many places they are yet to be seen. Again, in most cities where they have been held, they will be repeated. These latter cities want innovations for the coming season. These facts justify the fullest and freest discussion of all matters pertaining to street fairs. Street fair committees getting ready to put on their first fair want to know how to go about it. Street fair committees which have already held street fairs, want new ideas. Promoters of street fairs are ever active and alert for new and novel features. So that all concerned are greatly benefited by a liberal interchange of opinions, and we are all to be congratulated on the fact that we have such a delightful meeting place to ventilate our views, in which to absorb information from others; in which to "swap the 'jaek-knives'" of our opinions; in which to tell one another how we surmount obstacles, how we organize, construct, conduct and bring a street fair or carnival to a brilliant and successful finale, satisfactory in every respect to street fair committee, to promoter and to the general public.

That street fairs and carnivals are beneficial to cities in which they are held, is no longer questioned. Their many and great advantages are now universally conceded. The experience of the past few years has taught hundreds of urban communities that a street fair is the best, the biggest and the most lasting advertisement that a town or city can have.

When they were first instituted in this country, the ever-ready pessimist was, as usual, on hand. The pessimist has been present at the inception of every new idea, at the birth of every new enterprise, at the inauguration of every innovation, at the beginning of every new epoch in the history of the world. The pessimist carries his "hammer" with him constantly, and is ready to wield it on all occasions. He laughed when Harvey discovered the circulation of the blood. He jeered at the invention of the telegraph. His mocking sneer was heard when the power of steam was discovered. He shook his head incredulously when the anaesthetic—merciful angel—came to the relief of suffering humanity subjected to the knife of the surgeon. His skeptical smile curled his scornful lips when the American Republic was born. And it is in spite of his sneers and jests and false prophecies that every step of progress has been made in art, in science, in education, in government, in human civilization. And so, in accordance with his omnipresent habit, the pessimist was in daily attendance at the first street fair that was ever held in America. He walked around over the streets with an air of lofty superiority; and his constant refrain was "The street fair is only a passing fad. It don't do a town any good. It will last a season or so, and be forgotten."

As usual, subsequent events have proved that the pessimist is a false prophet. The street fair has grown in popularity from year to year. It has assumed the most extensive and elaborate proportions. It has become of such great importance as an amusement feature that leading amusement journals devote special space to their street fair department. Lithographing and printing establishments get out a great deal of special printing for street fairs. A number of wide-awake gentlemen of amusement experience devote their attention exclusively to "promoting" street fairs. Organized street fair companies with a mammoth equipment, costing tens of thousands of dollars, and including from one hundred to three hundred people, tour the country from seaboard to seaboard and from the Great Lakes to the Gulf. Street fairs are a feature of summer amusements. All over the country, they are taken into consideration by theatrical managers, vaudeville talent and all kinds of attractions.

The pessimist has been completely overwhelmed by the rapid and increasing popularity of the street fair. He has long ago for-

gotten that he predicted that it would be only a "passing fad," and has now turned his attention to some other subject, in respect to which he is, of course, making his conventional discouraging prophecies.

There are many reasons why street fairs and carnivals have become a permanent feature of American municipal life. They benefit cities in which they are held in many ways, both directly and indirectly. The mere fact that a city holds a street fair demonstrates the active, wide-awake, progressive, public-spirited character of its business men. Thus the city is advertised.

Hustleopolis and Oldfoggyville are two rival cities. They are located up in Ohio about twenty miles apart. Their trade extends over the same territory. Naturally, it behooves the Hustleopolis merchants and the Oldfoggyville merchants to put forth every effort in their power to secure the preponderance of trade for themselves. The merchants of each city should offer special inducements to bring the trade to their respective cities. If one city springs an innovation that attracts the attention of the people of all this common territory, it is the duty of the other city to study up some plan to "go one better." But it happens that in Oldfoggyville there are a lot of picayunish business men, with souls about the size of pin-heads, so stingy and so afraid of experiments that they stand still through all the passing years. They do business as it was done fifty or one hundred years ago, before the true value of advertising was appreciated. Their stores are dirty and ill-kept. They do not even take the trouble of making an artistic window display. There is an entire absence of system manifest in the arrangement of their goods. For the past three years, Oldfoggyville—never any "great shakes"—has been constantly on the decline. Several merchants have made assignments. Others have quit business or moved away. And the business

men who are left stand around with their hands in their pockets—for it has become a novelty to have a customer to wait on—and wonder why business is so bad. Some of the wise-acres claim that it is due to the present administration. They talk volubly about the evils of a protective tariff, trusts, expansion, etc. And, if the other party were in power, these same wise-acres would rant about the evils of free trade, conservatism, obstruction, etc. These business men are as blind as a man who is hunting for his spectacles, and all the time he has them on his nose. A man who has been a chronic failure all his life becomes sour, disgruntled and cynical. He becomes saturated with the idea that "the world owes him a living." He ascribes his lack of success to ill-luck or blames other people with it, when the real cause of his continuous failure is his own lack of perception, his own want of ability. So the business men of Oldfoggyville are looking everywhere but in the right place for the reasons of the decadence of their city. They do not realize that the fault is entirely with themselves.

Within the past three years nearly all the trade of the common territory tributary to Oldfoggyville and Hustleopolis has gone to Hustleopolis. Why? The answer is so big and glaring and distinct that "he who runs may read." The business men of Hustleopolis are directly opposite in character and methods of work to the business men of Oldfoggyville. Hustleopolis merchants and manufacturers are right abreast with the spirit of the times. They are imbued with the magnetic force of the twentieth century. They are not satisfied with standing still. They realize that standing still does not mean standing still, but going backwards. Therefore they are constantly on the move. Active, alert, ever ready to grasp the fleeting opportunity, they have been progressive all these years, and they have been among the first to seize upon and put into operation new methods of advertising as fast as they have been introduced. The business men of Hustleopolis study how to benefit their city and themselves. They have a business men's club, where they can meet from day to day at lunch and exchange views, and recognizing the fact that "in union there is strength," they pull together, subjugating their individual opinions to the will of the majority and resolutely rooting out little differences and jealousies, as fast as they appear. In accordance with this policy, three years ago, the business men of Hustleopolis held their first street fair. They advertised it liberally. They subscribed liberally to a fund for amusement features. They had free open-air shows, bringing to their city the very highest class of vaudeville talent. When the week of their first street fair came, the city was packed with visitors every day and evening; and the people went into ecstasies over the splendid vaudeville attractions, the gorgeous display of fireworks, the superb band concerts, the funny contests calling forth the local talent of the city, the grand and glittering pageants, the beautiful and artistic flower parade and the innumerable other features provided by the hustlers of Hustleopolis for the entertainment of the multitude. The next year another fair of greater and more elaborate proportions was held, and last year still another fair was held in this enterprising city, which eclipsed both of the others. In the past three years, the trade of Hustleopolis has steadily grown, while the prediction is made that where Oldfoggyville now stands, "the rank thistle" will once more

"nod in the wind" without a human habitation in sight.

Of course, the greatest advantage of street fairs is their lasting advertisement of the cities in which they are held. As the above illustration shows, people naturally bring their trade to a progressive town in preference to one that is behind the times. But, if there were no after good results, I still maintain that a street fair is a profitable investment for any city. We will suppose that the business men of Hustleopolis subscribed from \$25 to \$100 apiece for the expenses of their fair. I am perfectly safe in making the statement that every subscriber to this fund made double his subscription clear during the progress of the fair, if he used the proper judgment in conducting his business.

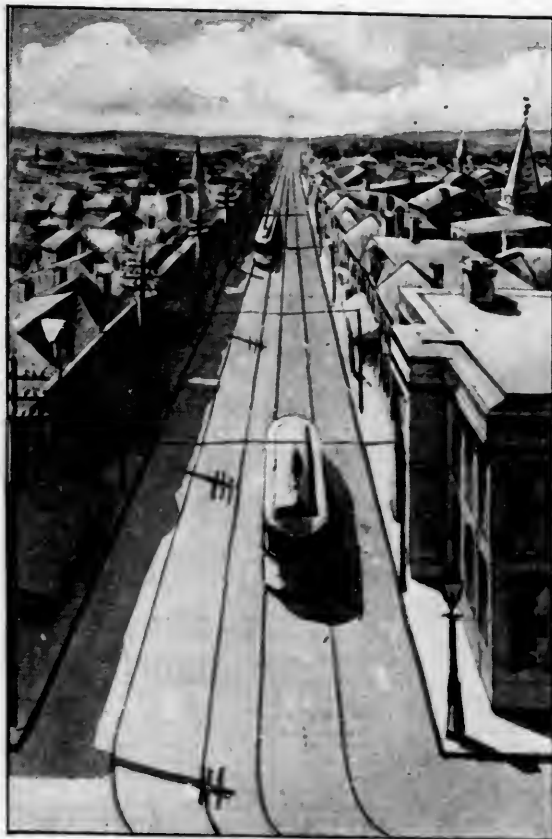
I have promoted and managed all kinds of fairs and carnivals in cities of all sizes; and my observation during my years of experience in the street fair business convinces me that my statement is not exaggerated. As a money-making scheme for the merchants of a city, the street fair is an unequalled success. Street fairs are a good thing, not only because they bring trade from rival cities of a common territory, but because they keep trade from going to the larger cities. The great trade centers of the United States, such as Cincinnati, Chicago, St. Louis, and dozens of others, are naturally trying to get all the trade they can. Their business men get together. They have their merchants' and manufacturers' associations. Through their influence with the railroads, they institute trade excursions. The railroads themselves conduct many cheap excursions during the year. People in the surrounding cities take advantage of these excursions to come to the larger cities, to enjoy the many amusement features of larger cities; and when they come, they spend their money, often more freely than they do among their home merchants.

Street fairs have a counter-acting effect. They keep trade at home. People who would otherwise go to the city to see various amusement attractions say, "Well, our business men are going to have a street fair here. They are going to spend a lot of money for attractions. I can see just as good shows here at home as I can by going to the city. Our business men are very liberal in bringing these attractions to our very doors. It is my duty and my pleasure to stay at home, enjoy our coming street fair, and patronize our home merchants, instead of going off to the city and spending my money among strangers."

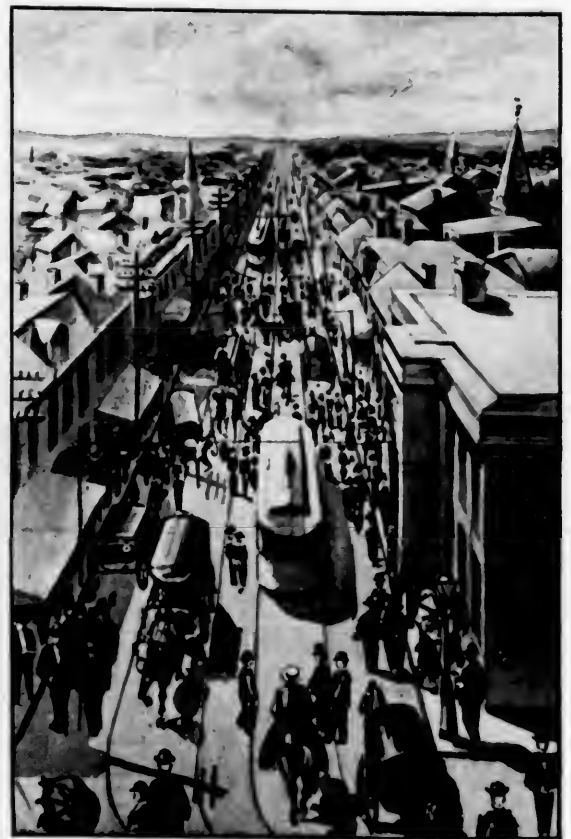
Now, I have said a great deal about the benefits of street fairs. I have, perhaps, been too expansive in my efforts to show that the street fair has come to stay, and that it is a profitable investment for any city. But I have been actuated by my desire to counteract the influence of the old foggy "knockers," who may be found in every city, and who have doubtless prevented street fairs from being held in many cities. My object in this article is to say something that will encourage and benefit street fair committees.

I am not talking to promoters. I assume that all successful promoters understand their business, and have their own distinctive methods of work, just as I have. Now, I wish to say something about the various kinds of street fairs; their uses and abuses, and the best method of organizing and conducting them for the paramount good of a city and its business men.

Street fairs may be divided into two classes—the carnival and the free street fair. The carnival is usually conducted under the



"Old Foggyville."



"Hustleopolis."

auspices of some secret organization or for the benefit of some charity. The carnival includes various amusement features. The free features consist mainly of industrial parades, flower parades, and pyrotechnic displays. There are no free platform shows. The shows are given in an enclosure, to which an admission is sometimes charged, and an admission is charged to each show within the enclosure. Carnival companies consist of from six to twenty shows, making tours of the country, appearing in connection with various carnivals and giving the local committee a percentage of their door receipts as privilege money. In a great many cities, successful carnivals have been and will be held. They serve the double purpose of bringing thousands of people to the city and thereby advertising the city and giving an impetus to trade, and of giving financial aid to the organization under whose auspices they are conducted or to the local charity for whose benefit they are instituted. Carnivals have been in vogue for the past several years. And, in most cases, they have been a brilliant success. The past season, however, many Midway companies on the road lost thousands of dollars.

The style of entertainment which characterizes a carnival, like everything else, has grown old. Every Midway company has had its wild animal shows, its Turkish theater, its Streets of Cairo, its Gay Paree, its moving pictures, its wild man, its flying lady, its electrical theater, and so on. Carnivals will continue to be popular if it is possible to present an entire change of attractions from year to year. The public gets tired of hearing the cry of "Have you seen Bosco? He eats 'em alive." People want a change in the refrain. It is ridiculous to suppose that carnivals can remain popular and present the same old shows from year to year. Get new shows, different attractions every year, and I see no reason why carnivals may not be profitable right along. Of course, there has been a general "kick" registered over the entire country about the "enclosed Midway."

A carnival company spreads its tents in a city where a carnival has never hitherto been held. Circulate among the crowds standing around and watching the erection of the tents and the preparations for the exhibitions, and you will hear such remarks as this: "G-d darned if I'm a-goin' to take in these here shows. Why, do you know that it costs \$1.00 to see the bull thing through. You have to pay 10 cents to get in and then you see nothin' but a lot of side show tents and fellers a-hollerin' in front of every one of them, a-trying to git you to spend ten cents more to go in them tents, and when you git in, you don't see nothin', after all." I repeat that if carnivals are to continue popular, new attractions must be presented from year to year.

Mr. E. W. Shanklin, secretary of the Elks' lodge of Lexington, Ky., is one of the greatest hustlers that I have ever met. He is one of Lexington's most successful business men. He is a splendid type of the true, chivalrous Southern gentleman, uniformly courteous in his demeanor, always just and fair in his dealings with men, generous but not gullible, equally quick to discern a good thing or detect a sham, possessing the unbounded confidence of every one with whom he has had dealings. He has reason to be proud of his standing with his home people and members of the amusement profession with whom he has come in contact within the past three years. E. W. Shanklin is a born showman. He has that fertility of idea, that wealth of resources, necessary in the "make-up" of a successful modern showman. Backed up by every member of his lodge, he has been given "carte blanche" in his conduct of the Lexington fairs, which have been conducted by the Elks for the past three years. Assisted by the hustling members of this enterprising lodge, he has given the annual Lexington fair a national reputation for its uniformly brilliant success. To Mr. Shanklin belongs the credit of springing an innovation last season which was a great success artistically, and which will, no doubt, be emulated in many other cities the coming season. When it came to deciding as to what attractions to secure, the Lexington lodge of Elks was, so to speak, "up a stump." They had numerous propositions from carnival companies, but there was such a similarity among the attractions offered that to engage one of them would be to simply repeat the shows of the preceding year. A bright idea struck Mr. Shanklin. Why not put on their own shows? No sooner thought of than acted upon. Mr. Shanklin outlined his plan to the lodge, and the lodge with one accord said: "Go ahead, Shank, we'll leave it to you." Thereupon the lively secretary, who never puts off until to-morrow what he can do to-day, went to work. He made a contract with me to do all the advance booking of attractions and to personally manage the Midway during the week of the fair. We were in constant communication with each other, and we booked up attractions for eight shows, the lodge paying outright for these attractions. They had their own ticket sellers and ticket takers. They literally went into the show business on their own hook, taking all the chances. They rented their own tents, scenery and paraphernalia. In fact, they paid all expenses of the various shows, receiving all the receipts. In this way, Mr. Shanklin was enabled to select just such attractions as he wanted and to reject such features as he considered objectionable. The result was that the shows given at the Lexington fair last year were above criticism. The very highest class of vaudeville attractions was secured. The most novel features were engaged. It was certainly a great novelty to run across high-salaried performers working there at Lexington under canvas and appearing on the bally-hoo stages—performers who appear regularly at the best vaudeville houses in America—performers who are favorites on the Keith and Proctor circuits. The fair was a brilliant success. People were preceably surprised upon entering the vari-



Will S. Heck.

ous tents to find that they were not up against a "fake," but, on the contrary, were witnessing performances of real merit; and it is certain that hereafter, should the Lexington Elks continue this policy, they will be accorded the most liberal patronage of the public.

I believe that the only way to perpetuate the carnival is for the carnival committee to put on their own shows. Thus they can have different attractions every season. It is an easy matter to do this. It is always possible to secure tents, scenery, paraphernalia, door-talkers and attractions. And you can secure different attractions every year. What you must do, however, is to engage an experienced amusement manager—one who is a good judge of attractions—one who has a large and valuable acquaintance among show people. I fancy I hear some critic say, "Now he is tooting his own horn." Not necessarily. I am not "the only shirt in the laundry." The United States is full of experienced vaudeville managers, who would be glad to undertake the management and booking of attractions for a few carnivals during the summer season. If you conclude to put on your own shows this season, you don't have to engage me. Of course, I am open to propositions, but there are so many theatrical managers, possessing ability and experience, that you can easily secure some other one if you don't want me. My object in the above has been to simply describe this new plan of conducting carnivals. I am not seeking to advertise myself.

Now I come to the consideration of the free street fair. Carnivals are all right for the larger cities, but I do not believe they are practical or profitable for cities ranging in population from 5,000 to 25,000 inhabitants. For cities of this class, the only thing is the free street fair. In the case of a free street fair, the merchants of the city form an association. They raise a fund by subscription, and they engage vaudeville and circus attractions to appear on open-air stages in the street. These stages are located at intervals of about a square in the business portion of the city. Performances are given morning, afternoon and evening. The performances last about two hours in the afternoon and about two hours in the evening. Other features may be introduced. There may be a grand fireworks display on Thursday night and another one as a finale on Saturday night. These free street fairs certainly benefit cities of the size stated above. The date for a free street fair should be decided upon several months ahead. Thus a great deal of incidental preliminary advertising may be secured. The local newspapers will have something to say every week about the coming street fair, and by the time it takes place, every man, woman and child in the county, and in the adjoining counties as well, will know about the street fair that is going to be held and all who can will come. The city will be packed to overflowing throughout the entire week. The people of the surrounding territory tributary to the city will greatly appreciate the free street fair. They will feel very kindly to the merchants of the city, who have spent so much money for their amusement, and they will try to reciprocate, not only during the week, but during the entire year following the fair. A free street fair certainly repays many times over every contributor to the fund. In towns of 5,000 up, it is no trouble to raise a fund of \$5,000 to \$2,000. The sale of privileges will amount to \$1,000 or more. And for \$3,000 you can give a fair that will astonish your people by its multiplicity and magnificence of attractions. Of course, many features may be introduced besides the free vaudeville stages and the fireworks displays. You can get up a flower parade for one day, an industrial parade for another, a secret society parade for another, etc. You can set apart each day as a special day. For instance, you can have a G. A. R. day, a Sunday school day, a secret society day, a farmers' day, and so on. You can add to the interest of the fair by having a number of contests in which local people will appear. Among these may be included an old fiddlers' contest, a baby show, a beauty show, greased pole climbing, greased pig catching, sack races, etc. There is really no limit to the modifications and innovations that may be introduced in connection with a free street fair to amuse and entertain the

public. In securing your attractions for a free street fair, it is just as necessary to have the services of a first-class amusement manager as it would be if you were going to put on a big carnival and desired to conduct your own shows. Many street fair committees pay a great deal more than is necessary for their vaudeville attractions. Why? Because they are not experienced in the show business, and do not know the value of acts. A very bad performer may have a most elaborate letter-head. It is nothing to your discredit as business men that you do not know how to book your attractions. You are not supposed to know. Every man to his trade. It is just as impractical for a fair committee to book their own attractions separately, as it would be for an amusement manager to undertake to pull a tooth, compound a prescription, diagnose a case or conduct any sort of mercantile business.

Therefore, if you are going to put on a free street fair, make a contract with some first-class vaudeville manager to furnish the attractions for the week for a stipulated sum of money. Make a contract with him to furnish the attractions and to manage the fair during the week, requiring either him or his personal representative to be present, and holding him responsible for the satisfactory character of the shows and the proper conduct of them during the fair. If you are contemplating holding a free street fair this year, the earlier you set your date the better, as I have stated above.

Street fairs and carnivals are such complex institutions and assume such a variety of forms, that one who has been connected with them for a few years, could write indefinitely concerning them, but as I have already exceeded the space allotted to me, I must close. I will only reiterate in closing that street fairs and carnivals have come to stay, and they will always be profitable when properly conducted. The introduction of immoral and objectionable features has made them unpopular in some localities, but there is no reason why the introduction of such features should blind a business man to the benefits of street fairs and carnivals devoid of such objectionable features. Because by some accident or injury a dead limb appears upon a fruit tree, it is not necessary to cut down the tree. Cut the limb off. The pruning knife may be applied to a street fair as well as to a fruit tree. Hold fast that which is good, reject the evil, and your street fair or carnival from year to year will be a brilliant success, each one being more successful than the one preceding.

WILL S. HECK.

H. C. Lockwood has resigned as secretary of the Wichita Carnival. He has closed a contract to spend \$10,000 to advertise the resources of Southeastern Texas for the Board of Trade.

Western Manitoba's Big Fair.

This popular fair will be held at Brandon July 23 to 26. The grounds of the association are very suitable for the holding of a fair, Nature having arranged them in a series of terraces sloping down gradually to the famous half-mile track, link-shaped, which holds the record for the fastest mile in this province. Brandon is situated in the center of the finest agricultural district in Manitoba, with railway communications in all directions, making it easy of access from all parts. Owing to the continued success of the fair and the increased attendance of exhibitors and visitors, it has been a difficult matter for the directorate to keep abreast with the demand for accommodation. Last year over \$5,000 was spent in erecting and enlarging buildings, bringing the total value of buildings, etc., up to \$21,826.75, but again the accommodation was totally inadequate, and further extensions will again have to be made this year.

The program prepared by the grounds and buildings committee for this year are: An extension to the grand stand, extension to horse stables, new offices and caretakers' house, and an experimental farm and immigration building, in which building will be shown the results of the experimental farms in this province and others.

Western Manitoba's big fair has chosen its dates earlier than usual, so as to accommodate the interests of the farming industry. It will also have the honor of opening the fair season of the twentieth century in this province.

The prize-list is now in the printer's hand, and has been much improved and remodeled, and valuable prizes offered.

Large amounts are also being hung up for the racing events and also for the special platform attractions.

The Charleston Exposition.

Nothing daunted by the shabby treatment they received at the hands of Congress, the South Carolina and West Indian Exposition will be held at Charleston, Dec. 1, 1901, to May 1, 1902. The management, with commendable pluck, have decided to go ahead with their plans. They will open the exposition on Sunday. The work of erecting buildings is progressing rapidly, and the people of South Carolina and the entire South are giving enthusiastic and substantial encouragement to the enterprise. It was a burning shame that politics should have prevented the appropriation of \$250,000 asked for in Congress, when St. Louis, with no more claim upon the bounty of the Government, secured \$7,000,000.

WEBER'S
...GRAND...
CONCERT
BAND.

"It has made Cincinnati famous in the world of music."

A Grand Instrumental Choir,
every member of which is a
master musician.

A limited number of engagements will be accepted among fairs, street fairs and carnivals during the season. The organization is unusually expensive—even as ultra high-class bands go—hence, unless you are prepared to pay a first-class price for first-class music, correspondence will be quite useless. Those who can afford the best and can appreciate superiority are invited to address

1212 Vine St.,
Cincinnati, O.

JOHN C. WEBER,

Popularity of Free Fairs.

By...
GEO. D. BENSON,
LaPorte, Ind.

So, you think "The Billboard's" Street Fair Number" would not be complete without a note from me. I, for my part, think, from past experience, it would be very complete, even if poor "I" did not contribute a word.

From all signs—in the heavens and elsewhere—my prediction of many years ago that the free fair would be the stayer, and the paid fair give out first, will be verified. I have met with many signs to that effect.

When, after a season or so of my free fair, some ten or twelve years ago, many more cities began to take the fever and hold similar affairs. I was delighted and "puffed out" with pride at the thought of others following my poor ideas. However, when "companies" and "promoters" started up by the hundred holding, "for revenue only," paid affairs, I began to write and fight. It was a losing game for a time, but the best is sure to win in the end. It has seemed strange to me that a committee could for a moment take seriously the offer of a "promoter" who offered his services free, "just to help them to success," knowing he represented a company, was out for the money, as his company surely was (and very properly), and would work for the interests of that company, and to the detriment often of the committee approached. I advocate that every committee, in whatsoever city they may be, needs a competent director on salary to protect their interests against these same promoters and the hundreds of other pitfalls I find; and if this director can not in save his salary many times over committee, he simply is no good. This, in my experience, and it extends over years, some of them long before the fair and carnival and the promoter soad in the land.

Well, how little did we, any of use, realize the possibilities ahead in those days. I well remember one of the first. We had but one show on the street. This was a platform show, and had been making county fairs, paying \$5 or so a day. He looked with but little favor on showing at a street fair among a lot of "crazy fools," and when we asked him \$25 per day (we to build the platform) he had a fit then and there. In his brogue he called us R-R-Robbers, called upon Gottm Himmel, to witness he could never think of it, etc. My committee came to me in a flurry, but I was wise to the extent of several former fairs, and was firm. He then offered a per cent of gross receipts (a plan so much in favor now), and we settled upon 33-1-3 of the gross. On closing the show on the second night his receipts were found to be \$300 for the two days. Methinks I can hear him roar yet. While the Midway shows—the better-pay entertainments—are necessary, and while for a time the couchee dancers even were popular with a class, I have found from the first that plenty of free entertainment must be furnished; also, that after the visitors left they talked the most and seemed to be impressed by the spectacular parades and features. Where these are furnished also I have found universal success attending, and where these were up to standard success for the season following was sure. These features, to be good, are too expensive for the average city. Five thousand dollars will but fittingly produce the court, fairy and parade scenes for an affair of this kind. This is above the guarantee of some, and would use a disproportionate amount of any. It was for this reason that I have fitted up the floats and paraphernalia for such scenes in portable form, for transporting them. But this is another story. I find the street entertainment as popular as ever, many changing somewhat the form, but this idea of free entertainment of some form upon the business streets for a few days each season, I firmly believe, is here to stay, and when clean and properly conducted, with the best man obtainable at the helm to protect the fund and assure the standing, it will, in the future, as in the past, be of great benefit to all. But it should be on the streets and free.

Many lodges and societies seem to think it impossible to make money for themselves in that way. Be satisfied with less, my very dear sirs, and, as I have said before, go on the principle to make money is good, to make friends is better, to make both money and friends is best.

Again, it has been my experience with the free fair, in many cases, the returns were greater than possible with the enclosed fair, and less with the free form is impossible, as all the people are emphatically "with you."

Very truly yours,
GEO. D. BENSON, LaPorte, Ind.

Many Gatherings Will Keep Louisville Busy.

Will Keep Louisville Busy Next Summer. Louisville, Ky., March 20 (Special).—The year 1901 will see old Louisville stirred up by a number of large gatherings. The most important one will be the Triennial-Conclave of the Knights Templar, to be held August 26 to 29 inclusive. The local Templars have taken hold of matters in good shape, have perfected their organization, and are leaving nothing undone that will make the visit of their brethren the greatest event of their lives. Headquarters have been opened in the

Masonic Temple, where Secretary William E. Ryan can be found at all times attending to the immense correspondence of committee meetings. Some committee is in session every afternoon, and at night it is not unusual for two or three to be held. The publicity and of the conclave is in charge of two very efficient newspaper men, R. E. Hughes and C. F. Oursley. The finance committee has set out to raise an entertainment fund of \$100,000, and has already raised \$80,000, with good prospects of raising the balance within a short time.

The prize drill will be the principal event, and \$10,000 worth of prizes will be offered. The greatest problem now before them is that of illuminations and decorations. One large arch and a large number of illuminating arches will span the principal streets.

The entire program of the offerings to the visitors has not yet been arranged, but with the funds to be devoted, much can be expected.

The next event in magnitude will be the Louisville Interstate Fair and Carnival, which will be held from September 23 to October 5, inclusive, under the auspices of the Merchants' and Manufacturers' Association, composed of members of the Board of Trade and Commercial Clubs. It will be held in the Louisville Jockey Club grounds, as this is the only place large enough for an affair of the magnitude of this undertaking.

committees are now at work. Displays of fruit, flowers, vegetables, a tobacco fair, including the leaf and manufactured products, dog shows, poultry shows, automobile races and many others.

The carnival attractions will be distributed during the two weeks, while many attractions will be allowed space and will continue during the entire time.

From the enthusiasm with which the committees are working, there is no doubt but that this will be a big thing, and the managers interested in this kind of an affair will do well to get in their applications early for choice of space. There is plenty of room, and location will be the desired thing.

The running races of the Louisville Jockey Club, to begin in April, will be another big feature of the year, providing the weather is propitious. The date is so much earlier than usual that there should be a considerable element of doubt existing.

The Louisville Horse Show Association met with so much success in their first exhibition that their plans are being laid much larger for the coming fall. More members have been accepted, the prize list will be doubled and many features added. The dates selected for the meeting are October 1 to 5. Coming, as it does, during the fair and carnival, there is every reason to believe that the two will be of decided assistance to each other and draw the finest stock in the country in the competition.

The guarantee for the Music Festival was made immediately after the close of the last. So far no announcement has been made of any plans for the present year.

In addition to the special events mentioned above, it is more than likely that continuous vaudeville will receive a boom during the coming summer. For three years come opera entertained the stay-at-homes at the Auditorium, but Manager Camp stated some time since that he would not put on opera this summer. He thought at that time of putting on continuous vaudeville, but has said nothing

ONE MAN'S EXPERIENCES.

By Frank C. Huffman.

My experience with street fairs has been limited to two seasons with the Frank C. Hestock Midway and Carnival Company. Last December I branched out for myself. I find the free street fairs and carnivals the best paying ones—that is, when they are held on the main streets of the cities or towns. The merchants derive better returns and are far more willing to subscribe for the free street fair than to be enclosed one. The crowds are held on the streets all day. Instead of going out to the fair grounds or some large lot, which is generally on the outskirts of the city. I have found it much easier to get merchants interested in promoting a street fair and carnival when they are sure that it is to be free, as there is nothing on earth that will draw a good crowd quicker than something for nothing. It is the only proper rule to be honest with the committees and tell them just what you have and what you intend to give them. It avoids a lot of trouble when the event comes off. Then they have confidence in you, and are ready to do business again and will recommend you to other committees.

It is the wisest policy to have all your shows clean and up to date, so that ladies and children can attend them. I have come to the conclusion that shows "for men only" are no good. There is no money in them, and they only hurt the reputable attractions. A very important factor in the conduct of street fairs is to have them well advertised in advance. Put out plenty of paper and see that it is properly posted and distributed. This was fully demonstrated in Burlington, Vt. I was engaged to go there and help the committee to make it a success. They were discouraged by croakers who claimed that it would not be possible to draw a crowd, so no public event had ever done so. We went to work and billed as heavily as a circus with a radius of 100 miles. We sent circulars to every postmaster in the State as well as to every barber shop and hotel. We sent out country routes, so that everywhere we turned for a hundred miles around Burlington, the Burlington Street Fair advertising greeted his eye. Every newspaper in the State booked it. The result was the biggest crowds in the city during fair week ever known. The merchants all made money, as well as all the Midway shows. I was visited by four delegations, from as many cities, who wanted street fairs this year. That shows what advertising, properly directed, will do. Go about the organization in the right way, give the public all and more than you promise, and the street fair will thrive and prosper as a permanent institution.

F. C. HUFFMAN,
National Midway and Carnival Company.

A Noted Promoter.

Mr. Geo. D. Benson, of LaPorte, Ind., the father of the street fair idea in this country, and a prince among fair and carnival directors, has added new features to his directorship this season, having arranged for an elaborate tete, the floats and paraphernalia for which will be sectional and transported from city to city. This will enable any city for a reasonable sum to rival the court scenes and fairy land tales of olden time, and the famous parades of Nice, and our own New Orleans. The floats will represent scenes from fairy land and from ancient folk lore; the demans, dragons, genii, gnomes, birds and beasts, and all elements, with their kings and rulers. It will be of heroic proportions, all being from eight to nine feet in height. Among the new effects will be the fair queen's section, lighted by fire-flies, each six feet tall, and casting lights of several hundred candle power. Another will be the escort of the queen of flowers, this will form a veritable floral parade, but each person will represent a flower, and each flower be from four to eight feet across, and eight to nine feet high. All the materials for the entire production will be of the very richest, many of the goods and masks being imported, and we have no doubt this will furnish the sensation of the present season. Mr. Benson has a reputation for making all promises good, and more, so one can imagine this will indeed be a treat.



GEO. D. BENSON.

The affair will be a large fair as well as a carnival, both of the largest magnitude possible. Mr. Marnaduke B. Bowden has been chosen as executive director of the affair, and has opened an office in the Board of Trade Building for the transaction of all business pertaining to the affair until the date of opening, when he will take up his quarters on the grounds. All correspondence can be addressed to him, and he will see that the proper committees get it.

Mr. Al. Bourlier, on account of his experience with the Elks' Carnival, has been selected as chairman of the amusement committee, and is already in correspondence with a number of leading amusement enterprises. He proposes to have a negro minstrel show, palace of illusions, moving pictures, continuous vaudeville and many other attractions.

The feature of the first week will be the greatest live stock show ever held in the United States. Not only the cream of all varieties of cattle, horses and mules, but sheep, hogs and all other live stock. The week will be in charge of the Kentucky Live Stock Breeders' Association, who are already actively at work on the details.

The second week will be made up of novel and superior attractions, upon which the

ing more on the subject since. The Auditorium is fitted for summer performances, by reason of its being able to be opened on all sides and having a large open-air esplanade in connection with it.

Summers Bros., proprietors of Nanaueh Park, on the Boulevard, near Jacob Park, are considering plans and specifications for the erection of an open-air stage in their park. The stage and dressing rooms only will be covered with a roof, the audience will sit out in the open air. Performances will be given continuously from sundown until midnight, and those attending can sip all kinds of refreshments while enjoying the entertainment offered. They hope to present good vaudeville and will change often. If the tide of travel after sun down will be headed in that direction the coming summer as it did last summer, there is no doubt but that the venture will be a paying one. The park is situated at the end of the longest car line in the city, and is reached by the finest driving street, so that it is convenient to all. Last summer the car company was unable to carry all of the people who desired to make the trip at night after a hot day. An attendance of 5,000 at the parks in that vicinity was nothing unusual.



A Dream in Decoration by Geo. D. Benson



Bull Fight at El Paso, Texas.



Possibilities in Wheel Decorations.

The ELEPHANT

As an Advertisement.

And an Account of an Elephant Boom that Fell Flat.

By CHAS. H. DAY.

The first exhibitors of elephants gathering in a spacious and shillings were, for good reasons, chary of free peeps at the big beast, and the early menagerie managers stole their elephant exhibits across the country when most of the Reubens were slumbering, although the mountain of flesh was made the principal feature of the public parade.

James Raymond, an American showman, and a man of most estimable character, was one of the first to appreciate the elephant at its first value as an advertisement. He had experienced a rather unsuccessful venture at St. Petersburg with Carter, a famous wild beast performer of his day, and returned to New York in the autumn of 1812, resolved on recovering his losses by a bold, startling and expensive innovation.

Already the owner of the famous elephants, Columbus and Hannibal he acquired Siam and Virginius, and the mammoth quartette drew the band wagon in parade, and Raymond's next season was the most prosperous in the country, the show being called "Herr Kriesbach's Menagerie," with Jacob Driesbach in the lion's den.

The "Big Four" of the elephant team were monster truckers, and their weights were, respectively:

Virginius	8,600 lbs.
Hannibal	5,000 "
Columbus	3,300 "
Siam	3,300 "

Albert Thompson, at this writing living in Putnam County, New York State, is enthusiastic over these animals, and he has seen all the large ones since, both Oliver and Jumbo. Of Siam the veteran keeper and trainer says:

"He was the finest built and most intelligent elephant I ever saw. Evidently he was better bred, showing as much difference as exists between the thoroughbred and the dunghill."

During Raymond's continuance in the tent show business, both in exhibiting circuses and menageries, he and his after partner, Waring, believed in the drawing power of the elephant, whether attached to the band wagon or going it alone.

The desire to see the elephant, even after dark in a great city, has always been one supplied by purveyors of amusement and excitement.

In 1852 and 1853 the late Lewis H. Lent, of New York circus fame, was partner and manager of P. T. Barnum's American Museum and Menagerie, exhibiting, among other curiosities, General Tom Thumb and the elephants. This show drew, according to Mr. Lent's veracious account, with:

"Ten elephant power."
As Lewis H. Lent began his circus career in 1824, and was himself a proprietor at the time of the great financial success of James Raymond's elephant band team, he was following in the footsteps of an illustrious predecessor.

From my earliest acquaintance with Mr. Lent he regaled me with many details of the triumphs of the ten elephant show, and frequently reiterated his faith in the enticement of the elephant as an advertisement. Having suffered reverse of fortune, he was without capital to carry out his pet scheme, and it was not until he engaged with Adam Forepaugh for the season of 1857 that he found an employer with the required "herd of elephants."

Lewis H. Lent was a well read man, a practical advertiser, and one particularly capable of judging of the value of an attraction on its merits as an advertisement. In the preparation of advertisements, press notices, couriers and small bills he was an adept, and no manager or agent excelled him in the design of small newspaper cuts. Lent spared neither expense nor pains in the literary and artistic features of the announcements, where he had the election, and his taste and judgment are reflected to this day in the small bills by reproductions of the familiar cuts, representing such historical subjects as "James Robinson somersaulting on horseback," "James Melville performing his carrying act," "Carlotta De Berg leaping through the big balloon," "Robert Stickney loading the leaps" and others that would illustrate an era.

At the time that Lewis H. Lent and the writer "joined out" with "Adam Forepaugh's Great Show," the official letter-head and envelope boasted that it was the "Largest Zoological and Aerial Aggregation in the World." It was a sizable show, and as its owner proudly remarked, on repeated but justifiable occasions:

"Belongs to one man."
Forepaugh returned from a wintering in California and wintered in the Exposition buildings at Louisville, Hon. Joel E. Warner, ex-Mayor of Lansing, Mich., was secured as general agent. W. W. Durand, director of publications, Lewis H. Lent, advance manager and railroad contractor and router, and a fellow about my size" was to do the literary with the local press.

Long before going to Louisville I was commanded to appear in New York and hold converse with the veteran Lent, and exchange views with him as to the best method of building a boom, with twelve elephants to help you.

I write twelve elephants with some degree of uncertainty. The street bill of the day, a very poor affair, printed at St. Louis, read "12" in numerals and in repeated print. Somehow I have a faint recollection that the governor, with a chuckle remarked, as he displayed a proof of the wood-cut:

"Adam, the first man is only shy two, and ten for twelve is as much as the public ought to expect from any showman."

Advance Manager Lent enlarged on his theme, if it is practicable to enlarge on "twelve elephants," and in his enthusiasm I became quite as ardent. I was no tyro in amusement advertising, and a long time admirer of the abilities and qualities of my versatile old friend. Of course, Mr. Lent revived the marvelous ten elephant seasons of 1852 and 1853, and we were both quite agreed that "the aggregation" had a brilliant prospect before it.

Four elephants had drawn a band wagon in the early forties, also amazing audiences. Ten elephants had pulled everything alive to the tents of Phineas T. Barnum and Lewis H. Lent in the young fifties, and was it too much to expect that twelve elephants—"count

spring, A. D. 1879 was one, and it will live as such in my memory. I recall a season of frigidity and heat in connection with the opening in Louisville. I had not been on duty as press agent for five minutes when "danger" and the "literary bureau" collided. The proprietor had his peculiar methods of doing business, but transactions in my province were somewhat different. I had never before been in the employ of a manager who failed to recognize the correspondents of the amusement journals, or questioned my authority as to the "passing" of a local member of the press.

Adam Forepaugh was a very large man, and his language was well, say terse. He sat on me vocally, verbally and voluminously, but, "if I say it myself," he, to the astonishment of Nephew John and "Bill" Munroe, did not scare me a little bit, and I spoke my piece fearlessly and with excellent effect. The showman looked at my flaming face for a moment, and took in my rapid remarks with astonishment, as I informed him that I would not permit him or any attaché to dispute my authority in my office, or either call me down or the guest of the show; and if he did not like my style I would not be beholden to him for a return ticket to the land where nutmegs grow on pine trees.

It is diverging to say—while twelve elephants wait—that "danger" saw the point, and appreciated the moral deduced that it was folly to expend large sums of money in advertising and then lose a great share of the effect, on account of the finishing touch of courtesy at the door.

It is an unsatisfactory as it was an unprofitable sequel that the boom of twelve elephants blasted at birth. That, unfortunately, was one of the seasons in which the manager did not "lay up a cent," and they were not many doing a wonderful prosperous career.

Perhaps the miscarriage of so flattering a

Chattanooga Spring Festival and Street Fair.

The prize winner of all Southern shows will be the fourth annual spring festival and street fair at Chattanooga, Tenn., May 6 to 11, 1901.

The local merchants and manufacturers have subscribed more than \$10,000 for the guarantee fund.

Every railroad within a radius of 150 miles gives a half-fare rate.

Great sums were paid last year for street fair privileges, and bids are now open for this year. Address Wm. Cooke, chairman privilege committee.

The reason for this tremendous confidence in a successful fair lies in the fact that last year 100,000 people were gathered in the town, most of the visitors remaining four or five days.

Socially, the fair is a brilliant gathering. Queens and knights come from all the surrounding cities and towns. A few of those in attendance this year will be from Knoxville, Dayton and South Pittsburg, Tenn.; Dalton and Rome, Ga.; Huntsville, Ala., etc.

The flower parade comprises the decorated vehicles of hundreds of prominent families. The loveliest society young matrons and girls appear in this procession; and \$500 has been spent for prizes of the richest description and variety.

The Queens and Maids for this year are the fairest and sweetest of society's debutantes. God of Spring and King of the Festival "Baldu," who is the grand central figure of the spring festival, enters the city May 6, and rules the city until the 11th, when his identity is discovered at the coronation, a grand spectacular performance enacted by society people, queens, maids, knights and children, closing the festival in a blaze of splendor and beauty.

Small Gossip.

Announce your programmes in "The Billboard" board.

Claim your dates and send them "The Billboard" to-day.

F. R. Biltz is with Morris' Electric Theater Company. He can be addressed at Shreveport, La., until March 23.

"The Billboard" reaches practically every fair association and agricultural society. There may be a dozen who do not subscribe for it, but they are mere "pauk shows" of no consequence.

Mt. Carroll, Ill., has selected September 17 to 20 as dates for the annual fair and race meeting, which will be in line with Sterling, Morrison and Freeport, making a good four-town circuit, though there will be no circuit organization. Geo. E. Kenyon continues as secretary for another year at Mt. Carroll.

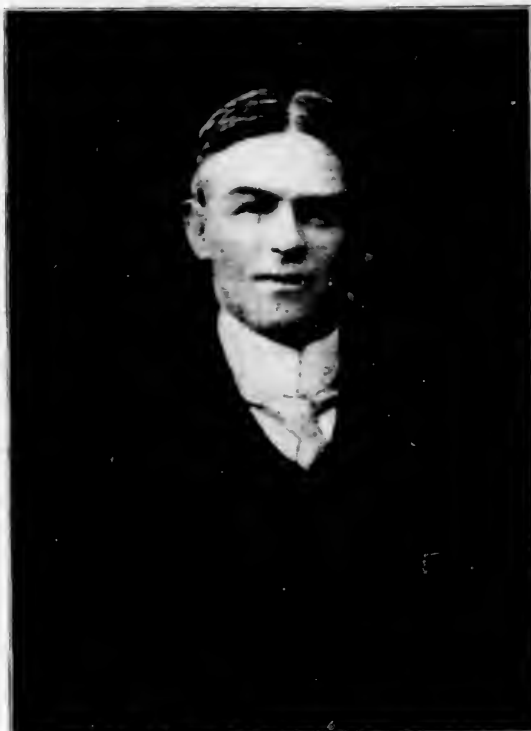
The Shelby County Agricultural Institute, at Sidney, Ohio, will hold its next annual fair September 3 to 6. The track of this association has a reputation of being always kept in order, and it has been the policy of the management to leave nothing undone to accommodate the horsemen and the patrons of the fair, which will be under the management of J. E. Russell, of Sidney, O.; who has successfully managed it the past two years. The purses to be offered by the society will be announced through the columns of this paper later.

Cincinnati Elks Going to Milwaukee.

Elk lodges all over the country are preparing for the big reunion to be held in Milwaukee this summer, and as usual Cincinnati lodge will be well represented in the Cream City. Various cash prizes will be awarded, among them being about \$3,000 for the best band brought by a visiting lodge. Last year, at St. Louis, the local lodge captured the two big prizes, one for the most unique uniform, and the other for the best band. The latter was \$1,000, and was won by the famous Weber Military Band of U.S. city, which accompanied No. 5. Col. Weber, who belongs to the order, gave half of the money to the lodge and divided the balance among the members of the band, in addition to their salaries. As all the lodges in the larger cities will bring bands to enter the contest, Cincinnati lodge will try to sustain the reputation of the Queen City as a musical center, by again winning the prize, and an effort will be made to secure the Weber Military Band to accompany the lodge to Milwaukee. In addition to the prize for the best band, there will be others for uniforms, largest number in line in the parade, tallest and shortest Elk and other points. Cincinnati lodge is regarded all over the country as the banner lodge, and is always in evidence at the annual reunions, so it is expected that this year it will again carry off some of the prizes.—Cincinnati Times-Star.

H. E. Murray and J. R. Anderson are having a merry-go-round fight at De Funak Springs, Florida. Murray has a steam riding gallery opposite the postoffice, while Anderson has his machine behind the L. & N. Depot.

ARE YOU LOOKING for a Promoter that will look to the interests of your city. Write me: FRANK M. WHITE, Care "The Billboard."



MAHLON R. MARGERUM, Secretary New Jersey Interstate Fair.

them"—should fill the bill and the treasury? Besides, Adam Forepaugh had consented that the "first gun" of the season should be a splurge—a full-page advertisement in the New York Clipper—and the "Showman's Bible" was a bed blanket sheet in those days, that it was better to open in the circus lot before the tent was set up, to make sure of room.

Besides, again, Mr. Lent had prepared a 3-sheet and a large poster, depicting, after the same design, one dozen elephants in line.

As before remarked, Adam Forepaugh had a show of considerable size; and it might also be added that when it appeared in the streets it had a brass band at each end of it. Aside from the elephants the parade had no distinguishing features. The horses were of course good, or they would not have belonged to that sturdy judge of horse flesh. The menagerie was complete, including a giraffe, and the cages were ornate, carved and gilded.

The ring performance was fair, heralding Robert Stickney (Senior), Woods Cook, Annie Carroll, Jeanette Burdane, Millie Turnour, Pauline Lee and Lottie Miranda. "Bill" Munroe was equestrian director, and—well, never mind. "Bill" was "Bill," and quite in keeping with the polish to be found at headquarters at that period.

Any alert advertiser would have jumped to the instant conclusion that the elephants were the thing to "bear down on hard," but somehow Durand either did not cotton to the idea or received the tip on the side from the old man about expenses. He that as it may, arrived in Louisville, I found Mr. Lent very much perturbed. The sixteen-page courier had not materialized, and there was little prospect of it ever seeing pen, pencil or print.

Still Lewis H. Lent, the large, had confidence in the drawing powers of a dozen elephants. If there was ever a cold, miserable

scheme needs no recalling, save to prove the old adage of "the best-laid plans of men and mice," and to demonstrate that in melting public interest in an enterprise on centering attention to an alluring attraction, the conditions as well as the proposition must be favorable.

A few years afterwards Adam Forepaugh, not at all mindful of the failure of a dozen elephants to draw, bought every elephant in sight in the home and foreign market, and put a "quarter of a hundred on the street," as well as in the bills. P. T. Barnum & Co. had fully as many, and if I recall correctly, Forepaugh at one time owned over thirty, renting a number to other showmen.

I also remember Adam Forepaugh's coming into his office in Philadelphia one evening and asking in earnest inquiry:

"Say, look here, how many elephants do I own anyhow?"

He had been up at the winter quarters and missed a trunk in the herd.

I might come down to modern date and tell of the elephant as an advertisement in a political profession as well as in a circus parade, but my lamented friend, William H. Harris, of the Niekte Plate Shows, was familiar with the subject. Setting aside the elephant as a trademark of the G. O. P., I expect at no distant date to return to so engaging a subject as the elephant as an advertisement.

Mahlon R. Margerum.

One of the progressive young men of the East is Mahlon R. Margerum, who is secretary of the New Jersey Interstate Fair. He is one of the bright business men of Trenton, and is only a little more than forty years of age. His policy as secretary of the Interstate Fair is a broad one. Money is not wasted, but at the same time no expense is spared in matters likely to attract visitors.

Building a Street Fair.

By
FRANK C. BOSTOCK, "The Animal King."

Indianapolis, Ind., March 9.—Much has been said and written of street fairs and Midways, and as the days go by the talking and writing keeps up. The ideas of those engaged in the business thus presented to the public, should be the means of doing good, improving methods and advancing the interests of all concerned.

I have been connected with street fairs and Midways all my life, and I believe in them. When properly conducted, they bring the best results both to the city wherein they are held and to the management who have made them possible. There have been failures, but these have been due to improper arrangements and management. The great majority have been well handled, and the harvest has been golden.

The Elks seem to have the composition that enables them to put on and carry to a success a closed street fair. An open street fair legitimately falls to the business men of the city, board of trade, and such like. There is a difference between a "closed" and an "open" street fair, as those who are interested well know, and this difference should be heeded and regarded by all promoters who make the contracts and frame the advance work.

Street fairs and Midways are simply business enterprises with which are mingled the elements of pure amusement, valuable instruction and worthy charity. If the management is such that these elements are lost sight of or neglected, then the fair and Midway is apt to receive an arctic touch.

It will not do to build a street fair and Midway that is not up to the standard of highest excellence. The day has come when, to be successful, the shows on the Midway must be clean and fit for the attendance of the best citizens. "Dancing girls" shows do the Midway harm. Remove them, and give full money's worth to each show to the patrons, and success is bound to come. In the failures of the years just past, the stench of these shows still fill the air. Give the public to understand that no such shows are to be tolerated. Make the entertainments in the different theaters and tents perfectly legitimate. Let the element of charity permeate the expenditures, giving a part, in other words, of the receipts to some deserving charity.

Much depends on the promoter. As outlined, he should have behind him an excellent Midway. In building the fair he should stick to the "text" and deal solely in facts. It does not pay to proceed as if there was an "angel" to be given some experience. The natural "make-up" of a promoter figures in harmonizing the "constituents," and forming one solid front for the success of the fair. Many fairs have failed because of weak promotion. And mark you, the promotion may apparently be strong on the surface and yet very weak at the core. With the right man as a promoter, possessing the essential qualities of clerical appearance and personal magnetism; with a good, clean Midway back of him and sticking to facts; with the fair given, if closed, under the auspices of the right people, or if an open fair, vice versa—success is sure, and the highest approval of the citizens will come, and people will wait for the fair as an annual holiday.

My experience with all classes of shows has been that there is too much of a spirit of wanting "to do" some body. If the time spent in looking for an "angel" was put in in other directions legitimately, some shows that I have known would still be in successful operation instead of being recorded in oblivion.

I believe in advertising—that is, judicious advertising. Say the right thing on your paper at the right time. To do this there must be an intuitive knowledge back of the idea that is to be expressed on paper.

I believe in parades. They, as a mirror, will reflect just what you have—no more, no less. But be sure to have something good. The performances of your show must be first class to win success.

It is impossible to give set rules to follow in the management of shows, for the very good reason that something new is turning up from time to time, which must be correctly taken advantage of in order to make your management a real success.

Whether or not the street fair and Midway is to be a permanent factor, depends on the people who are directly interested. Those who propose to furnish Midway shows for street fairs, should so frame them that after being exhibited once, there will be a demand for a return date. I am inclined to think that there is to be a great improvement in this regard and that street fairs and Midways will be better this year and still better next.

A Midway should be, it seems to me, so constructed that it can be quickly torn down and loaded on the train. Delay in arrival at a city, then the delay of putting up the shows, gives the people of the city a feeling of unrest. There is nothing like dash and speed in such matters. Americans love it.

There is nothing that attracts as much attention to a street fair and Midway as the lights. A deficiency in this regard works harm, and reduces the box office receipts materially. There is a drawing power to "many lights" that can not be explained. There is a science in it that the people of old recognized and practiced. It is on the same principle that mirrors and silver ornaments

are used to attract and win people. These things are spoken of in writings of antiquity, and are worthy of any showman's closest study.

I do not like Midways except at expositions. Paid Midways I consider detrimental; don't believe in them. Street fairs proper are the thing. Legitimate shows, honestly conducted and respectfully presented are what the citizens want.

FRANK C. BOSTOCK.

WRONG KIND OF SHOWS.

Criticism of Street Fair Management by James W. Bostock.

After over twenty-five years traveling to the fairs of Great Britain, Ireland, France, Belgium, Germany and other countries, I think that perhaps the party in America with the most experience in that peculiar business, I might, at your discretion, be allowed, in your Special Street Fair Edition, a little space to give my opinion on street and such like fairs, the formation promotion and management.

From a business standpoint for the local tradesman as an advertising medium, a fair—where business and pleasure can be combined by the visitors—more especially a street fair, is the par excellence of advertising mediums, as proof of which how jealously the municipal authorities in most towns and cities of the "Old World" protest and arrange these annual, and sometimes semi-annual, affairs. Think of the world-wide popularity of the great fair of Nijni Novgorod, in Russia; the enormous fair of Liepzig, in Germany, with its gigantic coterie of merchants and amusement caterers; then, again, the ever-popular "Foire despains d'Epices," the Gingerbread Fair of Paris, which has its millions of visitors annually; the Great Goose Fair at Nottingham, England, and the thousands of others of minor importance that I could mention, yet still all sufficiently important to render them worthy of municipal and citizen consideration for the welfare of the districts in which they are held. How eagerly the populace welcomes the coming of the fair time. For miles around the country folks are jubilant over the annual holiday, to say nothing of the joy of the youngsters. The local tradesmen and others prepare in advance, knowing well that it will be the time of all times to show and dispose of their wares. And amusement caterers, not only great attractive features, but an almost indispensable part, make arrangements and advertise themselves, so as to take advantage of these gatherings of the great crowds, of whom there are thousands there for business, ditto for pleasure and ditto for both.

In those old countries, however, the organization and carrying out of fairs is very differently enacted to what has been done (to my knowledge) so far in this country. No private body of men can there get permission to block or make use of the city streets, etc. No one organization can there secure all the privileges and act absolutely as it likes therewith. No, the city authorities take this mat-

ter in hand—let the spaces, assign the lots and take pay for same—in order to reimburse them for the extra trouble caused, the extra police necessary, etc. And in Continental Europe a certain tax, called poor's rates (10 per cent of gross receipts the law allows), is demanded from every concessionaire; hence the poor box also gets its quota of the street fair benefits. All applications for space are firstly addressed to the Mayor or Burgomaster, who hands it to the official in charge of that department, replies are sent, if favorable, a location is assigned and a deposit demanded, and on arrival the concessionaire gets the location. If displeased with same (the may, perhaps, get a better if some other concessionaire does not turn up), but he can not stand and "call down" the fair authorities, as I have seen men (yes, and women, too) in this country do, just because their indicated location was not to their liking. They would quickly be told "to remove their belongings outside the city limits to save the authorities the expense of doing it," their deposits would be forfeited, and the authorities would have the right and power to sue for and obtain the balance of the agreed sum for the location assigned.

Now, I would ask why something on these lines can not be done in this country? Why should any organization—be it Masons, Elks, Odd Fellows, Foresters or what not—have the use of the city streets and public places? They are simply attempting a money-making venture. If they are so eager to hold a fair, either pay the city authorities a sufficient sum for the attendant extra expense for police protection, etc., or secure a private lot, obtain a permit for same, and there in their own domain conduct and run their fair to suit their own ideas, it is a private affair, and they have such right. They may attract lots of visitors to town and so forth, and no doubt the citizens will do much to make it a success, but I fail to see why any private organization should be allowed to make use of the public streets (even going so far as to charge entrance to same), or why a big majority of the tradesmen, as has always been the case, should thus be blockaded for a week or more for the gratification of a certain few. I maintain that the city authorities are the right and proper parties to handle the street fairs, to charge for the spaces and collect such money to pay for the extra labor of cleaning, patrolling, etc., caused thereby. Again, let every fair held in the streets, public squares, etc., be a street fair proper. The streets are free to all promenaders, and, therefore, the street fair ought necessarily to be free. It should not be enclosed, but have openings all along the sides, so that adjacent tradesmen could be benefited by the street fair crowds.

Another most pernicious item against the running of good fairs in the United States, has up till now been the certain "Midway" or "carnival" organizations, by the means principally of an elaborate letterhead and highly-illustrated pamphlet, through which one might be really led to imagine, by the glaring descriptions, that they had the Chicago World's Fair, greatly enlarged and improved traveling with them, have ejaiced ledges of Elks and others into signing them the exclusive privileges of all the shows, etc., and in many instances have these fair promoters paid even the traveling expenses of these over-gagged outfits for the paltry sum of 10 per cent of the gross receipts, and in almost every instance, on balancing their ledger, the ledge has found itself on the wrong side, and thus these "fakers" (there is no other word that suits as an appellation), who are supposed to be representative showmen, instead of enhancing the business and cordially meeting these promoters and acting with them in a mutual and reciprocal manner, have simply "played them for suckers," and with their short-sighted policy have virtually killed the "goose that laid the golden egg." Just try and imagine what would the manager of some of the theaters or opera houses say to the representatives of any of the Midway combinations, even one with a tinge of

merit to it, who had asked to play his house and give him 10 per cent. I am inclined to think it would be as the song says, "There would be more work for the undertaker."

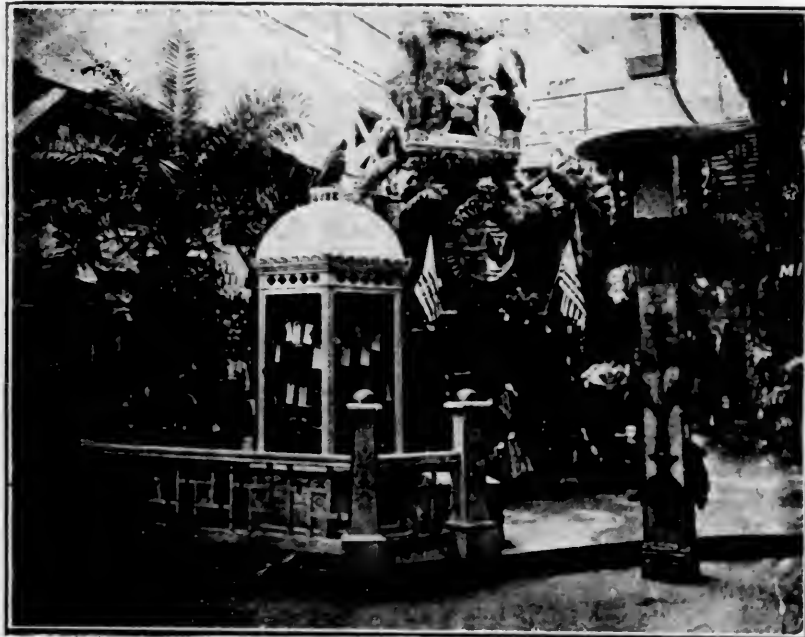
Again, of what merit are these Midway carnival combinations? In all the fairs yet held by local people, the local outfit, parade, etc., has always been the neatest, cleanest and most novel part, as well as the most valuable. But when it comes down to the sharing point, look at the difference. For instance, a certain body gave a fair at a city of over 200,000 inhabitants in New York State. The gross receipts of the "Midway" end of it on two weeks were over \$22,000. The local promoting lodge, for their expense and trouble, advertising, etc., got \$22,000, whilst the much-vaunted "Midway Carnival Company" took away the rest—a sum that would more than actually purchase every lot they possessed there, including elephant, camels, animals, shows, canvases and properties. This unequal dividing of the spoils and putting the local parties to loss, causes a deal of after friction, and has hurt the fair business very considerably, hence one organization should not be allowed to control the whole of the amusements, for a combination fit to do so, legitimately and honestly, would require a capital far greater than that of any aggregation that has yet appeared. Plus a number of managers and directors, whose reputations will stand investigation, a glaring letterhead or an over-illustrated pamphlet does not mean "the real thing." In Midway carnival companies by any means, and as an absolutely disinterested party, after my lengthy experience, my advice is: if any city or town is desirous of organizing a street fair, and the authorities will not net, let a party of the local tradesmen get together, form a committee, and take up the matter for the common welfare of all concerned. When the necessary locations, permit and other arrangements are completed, should there be no local person willing to act as such, let the committee advertise in "The Billboard" for a party conversant with fair management (and there are several very worthy ones), and he will attend to the whole business. He need not be exclusively engaged for one city, but could work similarly for several cities at one and the same time. Let his transactions be subject always to the opinions of the committee. Let all applications for spaces be addressed to the chairman and opened by him. He can in turn question the hired promoter as to the applicant, but let it be distinctly understood that this promoter does not do business with one organization for the whole of the shows and amusements. An advertisement placed in the newspaper mentioned above will cause a high host of applications for spaces, and thus a selection can be made by the committee as a body, and features and attractions obtained best suited to their community and local requirements, and it will completely destroy the otherwise actual necessity of confining their choice to any "Midway Carnival Company" individually, and thus be compelled to accept a number of positively worthless and objectionable shows in order to get one or two that are of more meritorious calibre, which can be done without and never missed by the patrons of the fair. Let each applicant state clearly and fully the name and nature of his exhibit or performance, the full size of tent or booth, including "staking out" space; and let each concessionaire be required to pay in advance a substantial deposit as a guarantee of good faith, whether the contract be on sharing terms or fixed charge for space, as in the case of county fairs, etc. This will eliminate from the road a mass of "fakers," a better class of showmen, with appropriate properties, will be engendered; a better following secured, and men with good characters and meritorious exhibits and amusements will not be at the mercy of the "would be" swallow-all carnival companies. The new element will strive to make the street fair an annual occurrence for the mutual benefit of the tradesmen, the promoters and themselves, to say nothing of the consideration they will give to the pleasure of their patrons, who will anxiously look forward to this their great annual holiday and their "best advertising medium."

Apologizing for troubling at such length, but with a fund more of fairs, if wanted, I subscribe myself very respectfully yours,

JAMES W. BOSTOCK,
A Pastmaster in the Fair Business

Cagney's Miniature Railroad.

Cagney's Locomotive Works, of 201 Broadway, New York, has just completed extensive arrangements for supplying and operating a complete system of miniature railway at the Pan-American Exposition at Buffalo. The contract calls for twelve trains, operating on a regular schedule. The Cagneys are now building a large number of handsome bull-bearing, canopy-top cars, each to carry eight persons, and a complete set of observation cars to carry two persons. This is only an instance of the demand for this greatest of attractions for resorts and expositions. The shops at Niagara Falls are running with a full force of workmen, night and day, on orders now in. Among other patrons, Mr. R. S. Brown, district passenger agent of the Baltimore & Ohio S. W. Railway, at Louisville, Ky., bought an engine and cars from the Cagneys last fall, and in nine days of the Elks' Fair, made a net profit of almost \$1,500. He says that as a money-maker it has no equal.



An Up-to-Date Booth.

A SUCCESSFUL carnival often fails for want of experienced management. I am a Promoter. NUP SRD!
FRANK M. WHITE, Care "The Billboard"

Advice to Street Railway Managers of Parks.

By....
A. R. RODGERS,
New York City.

It is surprising that the managers of the traction companies do not make more of an effort to increase traffic. Some years ago the writer was tendered the position of traffic developer by one of the large traction companies, and it is just such an office that every street railway company should have. A capable man with experience in amusement lines, and especially one who has the business ingenuity and originality well developed, can increase the revenues of his company at least 25 per cent if backed by a liberal manager.

Probably no amusement line has developed so rapidly in the last three years as the street railway parks, or has any more profitable proposition ever been adopted. But the parks, as the majority are run, do not accomplish, from the traffic-increasing view, one-fifth what they could if the management of the street railway company would use a broader and more liberal idea in the running of the same.

In one of the large cities the city officials failed to pass an appropriation for music for the public parks. The street railway company was approached by a band leader, who told them it would be money in their pocket to hire his band and give a free concert every night and Sunday afternoon at the park in question. To prove his argument, he said he would play one week without charge and lay off the second week, but if the traffic fell off so the second week when there was no music, then if the traction company wanted him to play for the season, they must pay for the week he played as well as the one he did not. Result it is hardly necessary to state. He got his engagement, and in two other parks in the same city the street railway company had bands, and the increased

traffic was paying them over and over again. The American people are a critical people, but curiosity is a predominate feature. They will spend hours to go and see an attraction, paying cheerfully the car fare and taking the entire family, provided at their destination they will see something that is new and novel. The greatest mistake the street railway company make in the management of their parks is to expect the park should pay for itself and profit besides, and all the increased traffic be pure gain. It is a pound foolish, penny-wise policy, for novel-drawing attractions cost money to secure, in fact, there is a great dearth of them. It is also a mistaken idea that a beautiful place and a good band is all that is required. The public demand something more—not so much for their money—but for their time. To illustrate, Riverview Park, Baltimore, a delightful street railway park, on the water edge, cool good music, long ride, 5-cent fare, attendance about 2,000 in the evenings, big crowd Sundays, no afternoon attendance week days. Such was the condition the writer found the park two summers ago. What it needed was novelty—entertainment. During the balance of the season, when the writer had charge of the amusement section, the attendance grew larger, until there were many days when the trolley cars on two-minute headway, could not handle the thousands that desired to go. How was it done? The answer is, curiosity excites—new attractions. The main attraction was beautiful Jim Key, the most wonderful educated horse in the world, which we fortunately secured. High priced, but certainly the greatest drawing card in the country. And he was well, but also cheaply, advertised. Every morning in a large flat car he was hauled through the city as a trailer to a car a small, but noisy, band was in. The band was covered with

CLEAN SHOWS Essential for a Successful Street Fair.

By FRANK M. WHITE, Promoter.

A successful carnival and street fair can be conducted in any city, if there is co-operation on the part of all interests. Without the support of the merchants and manufacturers, city and county officials, it is useless to try to run a carnival or street fair, for it is doomed beforehand.

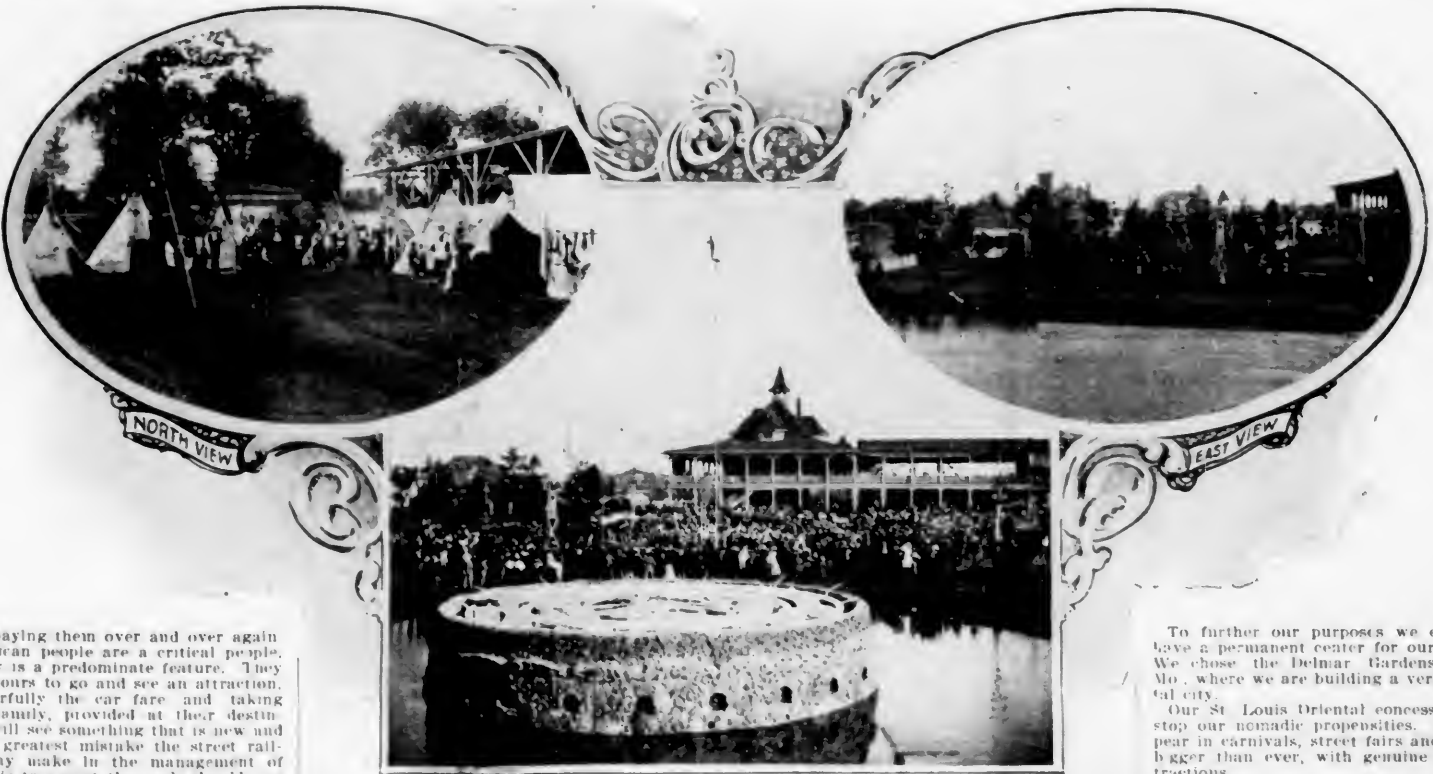
In organizing an event of this nature you must first have a sound foundation, builded on the united support of the merchant, the manufacturer, city, county and State officials and professional and business men moving in the best of society. With these elements behind you, then it is possible to have handsome booths built all along your principal thoroughfares for the exhibit on of merchan-

bold a public wedding, which is a great attraction, wedding presents being displayed in the store windows. There should be "special days" for nearby towns and each railroad, "County Day," "City Day," "Military Day," "Ferry Manufacturing Company Day," "Davis Wagon Day," etc. Have everything free on the streets. Get eight or ten good shows. Have nothing to do with "hooshee coochie" or "French dancing girl" shows.) Keep your attractions clean in nature, so that no complaint may come to your ears. You can get a percentage of the gross receipts of shows and licenses from all privileges, netting you a neat sum. Collect a guarantee fund to cover all your expenses, leaving all revenues untouched as a surplus for another effort. Do not have too many committees; one good man and a promoter can handle the details of a carnival satisfactorily. If you have four committees they will each spend the full amount you have raised and you will end in debt. Get up your event with the idea of entertaining your friends, patrons and visitors. Lay business to one side. Devote your time to having your guests enjoy themselves, and be sure they take away with them a good impression of yourself and your city. Give them the idea you are doing well and want them to help enjoy your prosperity. Nature loves a proper man, and all are willing to help him to prosper more; and nature alike despises a man who invites his friends to come and have a good time, and who, during the period of "joy and pleasure," is constantly trying to get trade, and complains because "business was dull that week."

Treat your guests like you would like to have the treat you were they to invite you to come to their city and enjoy "four days of fun and frolic." The benefits in trade relations will improve according to the degree of honest hospitality which you display toward those who support you by their patronage. Be sincere in whatever you attempt, and your reward will be forthcoming, your trade will increase, your city will grow in commercial advantages, and her renown will be on the lips of all who may have been your guests. The value of such an event is apparent to every business man. There have been failures for various reasons, but none where co-operation and proper management held full sway.

measurement over a hundred feet long; immense butterflies, ten feet high, and the most hideous and grotesque figures. It was a sight to remember. More than one temperance pledge was made that day. It is a great deal better to imagine what a Chinese band is than to hear it. The cost of the day, including the Chinese lanterns, that turned the park into an Oriental fairyland at night, was inside of \$100, but the manager of the street railway company had more than he could handle, for they had to leave thousands standing at the street corners. I have just given the above as one illustration. Pique the curiosity of the public, and they will draw you with their nickels and cents. A park, besides a good band and several strong features, should have many of their special days. They cost little in comparison to what they bring in. I have just returned from an extensive tour of the street railway parks and find that nine out of ten of the companies rent their parks out to some manager, who runs the park to his best interest, but not with the idea of traffic-increasing. If the street railway company would give the manager several hundred dollars each week to hire sensational, high-class, and therefore, high priced, attractions, the companies would find that every dollar so invested would bring a surprising golden harvest in its annual dividends.

You can not call us a circus, but we show under tents. We are not running any carnival company, nevertheless all carnivals are after us. We are not a theatrical troupe, nevertheless we have open-air and theater attractions. We don't like bragging, but still we boast year in and out, without any fear of contradiction, that we have the best Oriental attractions for carnivals, fairs and expositions. We have not lost our Oriental nomadic tendencies since our advent in the United States. We are everywhere and anywhere there are people who are in need of amusement. Thanks to our management, we have met with satisfactory success, as we do not believe in humbugging the public. By our high standard of Oriental attractions, we have proved to many carnivals, during the last two seasons, that they can not afford to tolerate any more fake Oriental shows (?) peddlers and paraders of human impudences, and charge the same by public condemnation to the discredit of Oriental or Oriental exhibitions, so long as De Kreko Bros. are in the business.



Sans Souci Park, Chicago.

disc and products of your factories; a trades-parade of boats, representing the varied industries of your city; a civic and military parade, embodying police, city and county officials, military companies, fire department, etc.; a floral parade of decorated carriages, occupied by the elite of your city, and among which could prominently appear a handsome queen's boat, for the chosen "queen of the carnival," then there are burlesque parades, limboing circus parades, "Mother Hubbard" carnival and fancy dress carnival. There can be added an endless variety of minor amusements, such as a turkey chase, a chicken chase, shoe race, greased pig, greased pole, diving for money in a tub of flour or water, sack races, wheelbarrow races and fat men's race. These are "cheap affairs," and can be produced by "home talent." You should have two or more bands. A good way to get a quantity for little money is to buy a \$500 cornet and offer same to the band getting the decision in a band concert. You should erect four or more elevated platforms (seven feet high), upon which to place free shows, such as acrobats, knockabout comedians, musical teams, jugglers, cake walkers, or to

Novel Attraction. Probably the largest crowd drawn during the season was by what was termed "An Oriental Lantern Festival and Chinese Kite-Flying Contest." For several days we ran through the city a lantern-laden car, filled with Chinamen. Some of their grotesque kites were attached, and the chief music-an playing on a nameable cymbal arrangement that could be heard a mile. We served up as our bill of fare that day the following: A grand oriental feast of 10,000 lanterns and Chinese kite-flying contest, the celestial Chinese band, Chinese races, Chinese games, Chinese singing, etc. It was enough to wet the appetite of curiosity, and it succeeded beyond our highest expectations. The kites are wonderfully, fearfully made in the sky, and they have a knack of getting them up to great heights. They look like immense snakes, dragons, some by actual

NOVEL ATTRACTION.

Oriental Amusements for Fairs.

To further our purposes we concluded to have a permanent center for our attractions. We chose the Delmar Gardens, St. Louis, Mo., where we are building a veritable Oriental city. Our St. Louis Oriental concession will not stop our nomadic propensities. We will appear in carnivals, street fairs and expositions bigger than ever, with genuine Oriental attractions. To further our purposes at the opening of the season of 1901, we are making great preparations at our winter quarters here. Our traveling troupe will be ready for action on the 15th of April, and Delmar attractions 1st of May. Actions speak louder than words. We will always bring out with us pleasant surprises. Look out for us. DE KREKO BROS. CO.

Advices have been received that Hagenbeck intends to return to America with one of the biggest trained animal shows ever seen in this country. Mr. Hagenbeck himself will arrive the latter part of April.

The Elks' Grand Free Festival and Carnival at Anniston, Ala., May 6 to 11, will be the first ever held in that county, and everyone seems to be interested. Ladlow Allen, the manager, writes that they have a population of 12,000, and 150,000 in near-by towns and villages to draw from. The carnival will be billed like a circus, and promises to be a huge success.

FRANK M. WHITE
PROMOTER

Street Fairs, Carnivals etc. Care "Billboard"

FAIR EDUCATIONAL QUALITIES

At the recent meeting of the National Association of Fair and Exposition Managers, at Chicago, a very instructive and interesting paper was read by H. H. Hudson, press agent of the Minnesota State Fair, on "The Educational Value of the State Fair." Among other things, he said:

State fairs are too often looked upon as simply places of amusement. Spectacular shows, racing and the "midways" are frequently given the most prominent place. These things, properly conducted, must not be discredited. No fair can be successful unless it has well arranged and well conducted amusement features. They are entirely legitimate. But underneath should lie the principle of education. The whole should be so planned to be a representative exhibit of the resources of the State, so that the visitor may easily obtain (purposely or unconsciously) a general idea of its arts, occupations, products and social conditions. This can only be obtained by careful planning of divisions and departments, the selection of competent superintendents for each, and the arrangement of a premium list, so that a fairly comprehensive display may be secured. Going

crs should be urged to accompany their children where possible to direct and explain.

It is plain that but few of the children of a State can have the advantages of the fair; but it would be possible to bring a very large percentage of the school teachers to a fair if they could be interested, and through them the children would be brought in touch with the fair. Children's days are common at fairs, but whoever heard of a "teachers' day"? Would it not be possible to so interest the teachers in the educational values of the fair that a very large percentage of them could be induced to attend? Every bright teacher would carry back to the school room a fund of information which would supplement the text books and brighten many an hour during the school term. It might be quite possible to so interest the railroads as to secure for teachers a very low special rate—and the fair management could well afford to admit them without cost, for they would be, unconsciously, a tremendous advertising force of the fair.

There are many other phases of the educational side of the State fair. The exhibits themselves are a practical field for the botanist, the zoologist, the geologist. The boy or girl who is studying the rudiments of these branches will find delight in the vegetable, horticultural, animal and mineral displays; the advanced student will search the displays for evidences of progress and development. As a supplement to the work of the agricultural school, the value of the State fair is enormous. Its opportunities as a means of acquiring a valuable part of a modern business education have already been touched upon. In Minnesota the educational and mutual improvement work of the Women's Clubs has been made a feature of the annual fair, the State federation taking charge of a week-

getting the people out to this meeting. On more than one occasion I have had to send hacks after some of the "wanted men." This method was uniformly successful, as it, at least, showed them that I meant business. I would go over the entire subject of fairs and carnivals, explaining all benefits, expense, etc., and answering all questions. By this time you have them well worked up, and give the signal to your allies to nominate two men for chairman or president. Great care was always taken in picking out these men to be nominated. I always considered carefully their business, financial and social standing beforehand, as they must both be the "right kind." When nominated they will both refuse, but generally one can be prevailed upon to accept it, temporarily, at least. My allies would then nominate three or four more men for executive committee. After getting this far the fair could be counted on as a sure thing. Then, possibly, I have always had the entire executive committee go in a body to solicit funds, and use stock certificate plan. The certificate should be large and showy, as many people take great pride in exhibiting them, and this means that they will want a respectable number.

The soliciting from gamblers, saloon keepers and sporting people I have always handled myself to better advantage than the local committee.

With the proper amount of funds raised, the rest is plain sailing, if gone about in the right way.

The floral parade is unquestionably the finest, prettiest and greatest drawing card any fair can have. I have never handled a fair without this event. My method of bringing it off is as follows: first move is to have some society man give me personal introductions



G. C. Taylor,
Secretary Posey Co. Fair, New Harmony, Ind.

The secretary of the Indiana-Kentucky Fair Circuit is George C. Taylor. He is thirty-three years old and a lawyer by profession, with a good practice. Mr. Taylor, who resides at New Harmony, Ind., is also secretary of the Posey County Agricultural Society. He stands very high with the private and concession people, as well as with horsemen, because he has always given them a fair deal. In 1900 Mr. Taylor was elected secretary of the Posey County Society. They had one of the best fairs in Indiana, and everybody connected with it made money.



Richmond, Virginia, May, 1900.

ROYAL CAR.

Built by Geo. D. Benson, Director General.

further than this each department may be made so complete as to be an effective educational force of itself. The dairy department, for instance, may be a complete exposition of the subject of butter making, showing the latest creamery apparatus in actual operation, and all the details of packing, storing and scoring butter. In such a dairy department the practical dairy or creamery man finds exposition of the most progressive methods; fair week may prove worth hundreds of dollars to him in some new points gained. For the layman the department suffices to impart in a few minutes such a knowledge of the scope of the dairy industry as might not be had in any other way, even with the expenditure of much time and travel.

With the central idea of educational value established, the managers of a State fair find themselves with increased responsibilities and a broadened field. They have joined the educational forces of their commonwealth, and must strive to co-operate. One of the most effective ways in which they can further the educational purposes of the fair is to secure the attendance of children and school teachers. If you open the school books of the pupils in the grade schools you will, ordinarily, find that the information regarding the child's own state is more complete than that about any other state. Whatever happens to be upon the printed page is scanty at best. Frequently it is inaccurate. A Minnesota boy will learn more about his State in a day at the State fair than in a year at school. Unfortunately, it is impossible for all the children in any State to attend the State fair, but a great deal might be done to facilitate attendance. In St. Paul, this year, the public schools were closed during fair week, giving the pupils opportunity of attending and studying. Such action should be extended and supplemented, if possible, with special arrangements for low fare and cheap admission to the grounds. And parents and teach-

ers should be urged to accompany their children where possible to direct and explain. It is plain that but few of the children of a State can have the advantages of the fair; but it would be possible to bring a very large percentage of the school teachers to a fair if they could be interested, and through them the children would be brought in touch with the fair. Children's days are common at fairs, but whoever heard of a "teachers' day"? Would it not be possible to so interest the teachers in the educational values of the fair that a very large percentage of them could be induced to attend? Every bright teacher would carry back to the school room a fund of information which would supplement the text books and brighten many an hour during the school term. It might be quite possible to so interest the railroads as to secure for teachers a very low special rate—and the fair management could well afford to admit them without cost, for they would be, unconsciously, a tremendous advertising force of the fair.

There are many other phases of the educational side of the State fair. The exhibits themselves are a practical field for the botanist, the zoologist, the geologist. The boy or girl who is studying the rudiments of these branches will find delight in the vegetable, horticultural, animal and mineral displays; the advanced student will search the displays for evidences of progress and development. As a supplement to the work of the agricultural school, the value of the State fair is enormous. Its opportunities as a means of acquiring a valuable part of a modern business education have already been touched upon. In Minnesota the educational and mutual improvement work of the Women's Clubs has been made a feature of the annual fair, the State federation taking charge of a week-

Two Hard Propositions.

Although the writer of this article has retired from the business of promoting to the less congenial occupation of mercantile work, I think the two subjects that I write about may be of interest to some. In lining up the city my first step was a call on the newspaper men, who can generally give you the names of the people who might be interested in having a fair. After a heart-to-heart talk with these people, I would arrange to have a public meeting, and invite all those who might be interested to attend. The newspaper men were always A. I. Lieutenants in

or letters of introduction to several of the leading society women. When calling on them I explained the parade in full and showed them several photos of carriages and newspaper clippings. I then secured their aid in having a meeting some afternoon at the local clubhouse or some other similar building, and invite all the society ladies of the city to attend. At this meeting I explain the matter of giving the parade, decorating the carriages and show samples of flowers, and tell how to make them; also, exhibiting a baby carriage, decorated in the best possible manner. Photographs, newspaper and magazine articles would be passed among them. I would then leave them, with instructions to hand in their names if they decided to take part, to some local society man appointed to take charge of this parade. Positions in parade should be allotted in the same order as they are received. This meeting and good newspaper work always does the business.

In one city the business men had given up the project of giving a street fair, after a half-hearted attempt to raise funds. The Liquor Dealers' Association sent for me to promote the fair. They had a fund of \$2,000 raised to proceed with, so I took hold and gave the fair under the auspices of the Board of Trade, who imagined they were giving it.

It was amusing to those in the secret when the beautiful floral parade of fifty-four elaborately-decorated carriages, containing the elite of the city (including the Governor's wife), passed by as the crowning feature of this "The Liquor Dealers' Association Street Carnival." W. H. H.

Albert H. Gray, bill superintendent of the Southern Carnival Association, with headquarters in Pine Bluff, N. C., is spending a few weeks in Philadelphia during the layoff of the company.

He believes in liberal advertising. Mr. Taylor is secretary and treasurer of the Indiana-Kentucky Fair Circuit, and has been appointed assistant superintendent of the Indiana State Fair. He ranks among the very best fair men in the entire State.

Street Fair Promoters.

- American Amusement Co., P. O. Box 181, Saginaw, Mich.
- American Balloon Co., Boston, Mass.
- American Exposition Co., Kansas City, Mo.
- Baird & Hutchins, Portland, Ore.
- Geo. D. Benson, Laporte, Ind.
- Frank C. Bostock, Indianapolis, Ind.
- Frank C. Bostock, Milwaukee, Wis.
- Frank C. Bostock, Baltimore, Md.
- Canton Carnival Co., Cleveland, O.
- Exposition Circuit Co., Canton, O.
- Col. Francis Ferari, Zoo, Milwaukee, Wis.
- I. N. Fisk, Cincinnati, O.
- Globe Free Street Fair Co., Cincinnati, O.
- Great Southern Carnival Co., Norfolk, Va.
- W. S. Heck, Cincinnati, O.
- International Exposition Co., Kansas City, Mo.
- Frank L. Langley, Bessemer, Ala.
- H. C. Lockwood, Wichita, Kan.
- The National Midway and Carnival Co., Gainesville, Fla.
- New England Carnival Co., Canton, O.
- L. Oppenheimer, Philadelphia, Pa.
- Oriental Carnival Co., St. Louis, Mo.
- Reno's Oriental Co., Kaukaee, Ill.
- Frank M. White, Gainesville, Fla.

MINIATURE RAILROAD COMPANY.

CAGNEY BROTHERS,
Locomotives and
Rolling Stock,

Cable Address:

(INCORPORATED.)

General Office:

Manufacturers and
Exporters
of

"MINRAILCO." Lieber Code. 301 Broadway, New York City, U. S. A.

From 12 1/2 inches to
Standard Gauge.



THE SMALLEST STEAM RAILROAD IN THE WORLD

As operated at CENTRAL PARK, NEW YORK, and at the Trans-Mississippi Exposition at Omaha, Neb., for which Gold Medal was awarded; also at George Tilyou's, Exposition Grounds, Coney Island, N. Y., Tolchester Beach, Md., Celeron, N. Y., and Chestnut Hill Park, Philadelphia. Suitable for Parks, Pleasure Resorts, Seaside, Country Residences and Plantations, and can be used for practical purposes as the drawing capacity is 5,000 pounds for Class C, and 10,000 pounds for Class D.

A complete Miniature Railway consisting of one Locomotive, Tender and ten Passenger Cars, carrying twenty Passengers; using coal for fuel. The greatest attraction and MONEY MAKER of the 20th Century.

What Constitutes a Successful Fair.

There is no more bothersome subject for fair managers than the regulation of these attractions to interest the public and keep out the elements that are obnoxious and injurious. G. H. Van Houten, secretary of the Iowa State Agricultural Society, has given some very instructive experiences on the subject. He summed up his observations as follows:

If a rule is to be laid down for the success of a fair, in making the plans, would suggest that a well-devised premium list, extensive and judicious advertising are essential, and above all to have a board that will work in complete harmony and friendly rivalry to work up an interest for the fair, each paying special attention to his department, striving by every means at command to make his own special department better than ever before. Animated by such motives and with such a board and superintendents of departments, it is easy to make a good fair, and such a fair will be successful in a good state and with good weather.

Then, in summing up as to what constitutes a successful fair, will say that the educational features of a fair denote the measure of success. This not only includes the things to be shown in the show ring, but in the agricultural and horticultural departments, the exposition building, and, in fact, all of the features of the fair. Then there should be a complete absence of those things that would mar the harmony and symmetry of the show. There should be nothing that would offend the sight or conscience of any, with offending officials, courteous policemen and assistants, with officers who are willing to attend to their own special departments, allowing others the same privilege without interference or dictation, and when there is such unanimity of management there is little danger of having a fair that is not successful. The writer's lot has been cast in pleasant places, so far as fair work has been concerned for in being secretary of three different kinds of fairs he has always had boards that worked in complete harmony and with great intelligence and success, so that in truth it can be said that I have never had

to do with a fair as a responsible officer except with successful results even counting from the standpoint of financial gain but the greatest success in my opinion has been in the educational advancement made in fair work. It should be the special care of fair officers to allow nothing to creep into the fair, or be tolerated, that will lower the dignity of those engaged in the management or lower the moral conceptions of those who are desired to participate as patrons. It is unfortunate that those persons and things least sought and least desired are the ones most likely to attend the fair, and in many cases it is almost impossible to keep them away. But if the moral tone of the fair is to be kept up to a proper standard, restrictive measures should be adopted for the suppression of evil and the encouragement of the things that are desirable should receive special attention. Then, even though there may be little or no cash in the treasury, there may be left the consciousness that there has been an impress for good left on those who have attended the fair, and that the well wishes of the people will remain to support and encourage future efforts and contribute to future success, for we all desire and let us hope that all will merit and gain the highest possible success.

Indianapolis Zoo.

Indianapolis, Ind., March 16.—The Zoo, under the new rule of "night only" exhibitions, is doing the same phenomenal business that it did before the new order was established. Saturday afternoons are set apart for family matinees, and these are attended by large numbers of ladies and children. New animals are arriving daily, and the trainers are hard at work preparing for the Pan-American Exposition.

A consignment of cougars from the plains of Patagonia, South America, arrived at the Zoo this morning. Also two fine, full-grown rocky Mountain lions, Bob Fitzsimmons and his son, "Hobby, Jr.," were present when the animals arrived. The senior Fitzsimmons handled lions when training for prize fights. He pulled off his coat and took a hand in unloading the fierce animals from their shipping boxes into the Zoo cages. Young Bob

had a small revolver and shot blank cartridges to frighten the animals from the shipping boxes. Fitzsimmons wants another lion, and is negotiating with Director-General Rostock to purchase one. Before leaving the Zoo, Fitzsimmons fed "Big Liz," the monster elephant, and the little baby elephant "Doc," their noon-day meal of hay. Then the senior Robert rode "Big Liz" around the zoological promenade, while "Hobby, Jr.," took a ride on baby "Doc."

Young Hermene, in handling a lioness right from the forest, was attacked and his left arm badly torn. An artery was severed, and he nearly bled to death. Herr Dresdach, polar bear trainer, was attacked by one of the polar bears, and his left hand was nearly chewed off.

It seems but yesterday that Albert Nelson, known to the Zoo and all the show world as "Curly," was in the flesh enraptured with the world. His death leaves a vacant place that time can never fill.

He was the pet of our shows. This title was bestowed by Director-General Rostock, who thought the world and all of him. All thought well of him. To know him was to love him. The little children who now come to the Zoo pass by the little pony and cart and the baby lions that "Curly" took care of, and as they do they drop a silent tear, and say: "Our little friend Curly is dead." They miss him just as we do. And so do all the people who come to the Zoo. When Mr. Rostock wrote upon the card that marked the lilies and flowers that he gave for Curly's casket: "A truer and better boy never lived," he expressed the sentiment of his sweet, young life.

"DOC" WADDELL.

The Sturgis Carnival Company scored a big success at the Huntsville (Ala.) Fair.

The following is a complete roster of the Sturgis Carnival Company: C. J. Sturgis, proprietor; Dan K. Robinson, general manager; Leon Mooser, license adjuster; E. H. Tinch, advance agent; Johnnie Lane, assistant manager; Samuel Cramps, head bill poster; Geo. P. Walton, Harry I. Sapp, King O. Warde and Pete E. Long, assistant bill posters; Louis K. Jeffers and Wm. Sharpe, programmers and lithographers.

A Famous Aerial Bicycle Act.

The amusement-loving public delights in deeds of skill and daring, and the managers of outdoor attractions are always in search of something that is not only attractive, but which requires the highest order of skill and nerve.

It is with pleasure that "The Billboard" calls the attention of managers of street fairs, parks and State and county fairs to an act that will certainly create a sensation among their patrons, just as it has done for the past two seasons among the visitors of the great Forepaugh & Sells Bros. Circus. The feature referred to is the aerial bicycle act of the Melroses. It is strictly legitimate, and in no way borders on the fake. The performance excites the wonder and admiration of the multitude, because of the marvelous courage and coolness displayed by the performers. The Melroses ride the wheel on a small wire in midair, with nothing but a balancing pole. There is no rigging or attachments to the wheel underneath the wire or as a counter-balance. Mr. Melrose rides a little way along the wire, dismounts, carries the wheel some distance and remounts it while on the wire. The length of the wire is from 50 to 60 feet and the height from the ground from 20 to 25 feet. The act lasts from 12 to 15 minutes, and two performances are given each day. The act is rendered more artistic by the night illuminating effects and the brilliant costumes which the Melroses use. Taken all in all, there is no aerial act before the public that is superior to this one, and managers of summer resorts will doubtless vie with each other in their efforts to book the time which Mr. Melrose has at his disposal. He has special printing matter, electrotypes for newspapers, lithos and photos in abundance. For time and terms, address P. C. Melrose, 1324 Neil avenue, Columbus, O.

Do you want a balloon ascension? Yes? Then advertise in "The Billboard." It reaches every aeronaut in America.

Champaign, Ill., will hold its annual fair September 3 to 6, and will commence the circuit, which includes Clinton, Monticello, Farmer City, Le Roy and Homer.

THE MELROSES AMERICA'S GREATEST HIGH WIRE BICYCLISTS

PERMANENT ADDRESS COLUMBUS OHIO.

WITH 4 PAW-SELLS BROS. CIRCUS. SEASONS '99-'00

THE MELROSES AMERICA'S GREATEST HIGH WIRE BICYCLISTS

PERMANENT ADDRESS COLUMBUS OHIO.

WITH 4 PAW-SELLS BROS. CIRCUS SEASONS '99 '00

IMPORTANT REQUISITES

For the Successful Street Fair.

By Louis J. Beck.

From time to time stories have appeared in various amusement mediums regarding Midways, free street fairs and carnivals, the management, the amusements, and the attractions. I believe that I assisted in organizing not the first, but the best and what was then the strongest Midway organization in the country at that time. This was at Allegheny, Pa., in July, 1899. I was associated as press representative, and had the pleasure of compiling a pamphlet for the outfit, the title of same being, "What Are Street Fairs?" One thousand were sent broadcast throughout the country to the various fraternal bodies, boards of trade, etc., and naturally had some effect, but my experience has taught me that personal contact by a capable and conservative promoter who can outline honestly the various attractions that he may represent, is a proper method to pursue. I was much interested in the story or article of Mr. Will S. Heck, which appeared in "The Billboard" recently. There are many conditions therein with which I can not agree. For instance, he claims there will be fewer Midway and carnival companies this coming season. There will be many so-called—or I might use the word alleged—and the majority of them will be managed or controlled by irresponsible managers or directors. I am ready to believe that there will be more street fairs than ever before, and not only an abundance of attractions, but an overflow, and no one person or persons will be able to control any special or specific territory. I ran across Mr. Heck last season in some town in Ohio, and I know he tried hard to give the public their money's worth. But one fact remains, and has been demonstrated, that a street fair or carnival can be a success only through its managerial or executive departments. For instance, there must be some one in charge who has had experience in the various departments. He must have knowledge and be capable of first organizing a staff of hustlers, with the average business intelligence and tact for his own department. For instance—and I now refer to a local head, not of a traveling Midway—great care should be taken in selecting the chairman of the executive committee, as well as the various committees, which should be as follows: Committee on booths, exhibits and merchants; committee on publicity; committee on official program and advertising; committee of special sports and prizes; committee on transportation and excursions; committee on reception of fraternal bodies; committee on ticket office staff; committee on grounds and buildings; committee on public safety, electric lighting and fire; committee on medical staff; committee on official badges; committee on privileges; committee to prevent games of chance; committee on amusements; sanitary committee; committee for comfort of ladies and children; to be composed of women, and last, but not least, a reserve committee. There is no reason why attractions can not be booked that can be attended by the most fastidious; if this principle is strictly adhered to, it means a permanent success absolutely of the street fair.

A chairman of a committee need not be a moralist nor an angel, necessarily, but if he adheres to resolutions by the Director-General, regarding perfect decorum, the safety of ladies and children, it will add materially to the success of the enterprise and the fair name of any city in which such street fairs or carnivals are conducted. I will take for example the city of Louisville, Ky., regarding only the financial success of their two street fairs, during the seasons of 1899 and 1900. The success can be attributed only to Frank Fehn and the various other gentlemen who were associated with him in conducting their carnival, which realized, as I understand, over \$50,000, which money was devoted to the building of their Palace Club House, which is not only a credit to the city of Louisville, but to every Elk, who has the honor of being a member of that fraternal body. In organizing a fair or carnival, pattern might be taken from such gentlemen as Edmund N. Felger, who was the assistant Director-General of the National Export Exposition, in 1899, or H. J. Hill, Director of Amusements of the Industrial Exposition, Toronto, Canada, for more than twenty years. There are, perhaps, ten other gentlemen in the country to day just as capable and with as much experience as the two gentlemen I just referred to, but I am loath to believe that they could be counted on more than two hands with the experience, sense of duty, hustling qualities, and at whose hands better treatment would be received.

These two gentlemen are just and equitable. I have no desire to flatter them, as I have fought them both on general principles and from a business point of view. I have always objected to games of chance in or about shows, as they do not lend dignity either to the attractions or to the city, and injure the prospects of any future carnival, and keep the visitor or stranger from attending, after having been fleeced. It is a known fact, and has been demonstrated, that carnivals and street fairs do advertise the towns or cities and add materially in a business way to the bank account of the merchant. A carnival in a small town ranging from 5,000 to 50,000, makes it appear sprightly and progressive. When you find a street fair in full swing, usually everybody is enthusiastic over its success. The city presents a gay and attractive picture, and to those who have never seen a street fair it is decidedly novel

and interesting. The fact can not be denied that during the last ten years, this sort of exhibitions and recreation have become extremely popular. Inhabitants from the suburbs and adjacent cities where they are fruitful and enterprising, come in and attend, and one can not help but assume that it must be a pleasing diversion to the people, and if there are no games of chance and no nasty shows, what is the sequence of events? A profitable investment to the citizens and merchants who have contributed, as well as to the promoter and exhibitor. Usually the civic spirit and local pride are very strong, and the holding of a carnival should not be considered so much a money-making enterprise as a means of demonstrating that the town is wide awake and up to date, and that her citizens are enterprising and prosperous. Inexperienced managers will say, What matters it, on the whole, if there is not a cash balance on the profit side? Therefore, if handled by experts, as it was at Louisville, comparatively speaking, the same results can be obtained as were there. There should be scattered abroad good words, catchy advertising material, about the town and the county and State. Have not the merchants an excellent opportunity to advertise their wares? Does it not stimulate the trade? The people within its "sphere of influence," who have been attracted into the city have a good time generally, and everybody is happy. The leading spirit in getting up a carnival should be the Governor of the State, and if his services can not be enlisted, then the Mayor, and when the "carnival habit" is on, there should be no difficulty in enlisting the co-operation of all classes of citizens; all local prejudiced hammer throwers put into oblivion, and animosities, sunk, political and sectarian lines should for the time being at least be obliterated. If the average citizen has any interest in the welfare of his city, the money necessary should be provided in a hurry by general subscriptions. Then comes the newspaper advertising and railroad rates, which are two of the most important factors in the success of a carnival, as they are in the success of every business or enterprise. Booths and bazaars should be gaily decorated, as well as the houses of the citizens and municipal buildings. Along the streets in front of the stores, as well as the public squares, should be illuminated with variegated electric lights. All sorts of commodities, the products of the local industries, as well as of the farmer, should be conspicuous. A carnival should last from three days to two weeks, according to the population, and there should be all sorts of attractions, including pyrotechnical displays. The one thing held most desirable by merchants and refreshment establishments is that the people should be kept busy only during a certain period of the day and evening. This is a problem that I don't care to solve, or even attempt to solve. There should be no flagging of interest. Parades should be given daily by the various fraternal and civic bodies and school children, as well as those connected with the various attractions. Plans to carry out these parades are arranged differently as to details in various cities, but the basis everywhere is constant entertainment.

Society should cut a great big figure in the success of a carnival, and the prominent and charitably inclined ladies of the city should lend their hearty support and give their approval by statements to the press, and their active services. There should always be a "Queen of the Carnival," whose brilliant entry is one of the most attractive features of the carnival. The promoter should see the leaders of society, and have them take an especial interest in the selection of the

queen, and the arrangements for her coronation. There is usually a spirited contest for the distinction, and frequently many of the prettiest girls of the city are candidates. A feature in which society women always take an especial interest and which is one of the most pleasing features of a well-conducted carnival, is the floral parade. Last season it took several hours to witness a flower parade in Louisville, Ky., and it was said to be seven miles in length—a grander or more gorgeous spectacle I never witnessed. An immense amount of money is usually spent in decorating the horses, ponies or burros, harness and vehicles, and in the costuming of the men and women drivers, and their companions. It is usual not to allow an inch of harness or a bit of anatomy of the animal or covers of the vehicles to be seen, for the flowers. Can you imagine a more remarkable and pleasing result to the eye or to the public generally when the committee's rules are strictly adhered to, and what could be more charitable than to distribute the flowers to the various institutions and hospitals in which invalids are housed? And all this gay and festive time should be terminated with a fantastic parade, ending with a grand ball masque for the benefit of the various charities of the city. I have tried hard to be concise and come to the point, but one could write column upon column regarding carnivals.

ESSENTIAL QUALITIES

For the Success of a Street Fair or Carnival.

By H. C. LOCKWOOD, Promoter.

The question of annual entertainments, with new and novel ideas for cities that have adopted this method of attracting large gatherings, has fallen to the lot of a few. There is certainly a grand opportunity that presents itself for the originator. In the past the cities that have held street fair and carnivals are now in the market for something that is new.

The promoter that can logically present that which is entirely original, new and up to date, will receive some attention from carnival associations, their officers and committees. You must not misunderstand me that I mean to infer that the popular fad of street fairs has gone out of fashion, for in many locations and others to be heard from, the street fair has not yet had its day of imitation. But I will say that it has been my idea that there is but one successful kind of a street fair, and that is the Free Street Fair.

My experience as a secretary and manager, and also as a promoter, has, without question, proven to me that I am right in advocating this as the successful way to operate outdoor entertainments up on the streets and highways in cities for the purpose of affording a week of pleasure for those who are induced to visit a city for the one purpose of creating and reviving trade. I can add one more statement to bear me out in the above, and it is the fact that I have yet the first carnival or street fair to manage that has not had a balance on hand after all bills were paid. It is essentially wrong to charge the people at the main gate for the sole privilege of viewing the merchants' displays. As much as possible should be furnished free to the visitor and patrons of a city. It is a bad plan to advertise what will not materialize.

One of the best features that will live the longest are parades. Every fraternal and social body within a city should be interested and prevailed upon to take part in one or more parades. The flower parade should never be left off the programme. It brings together and surrounds an organization with the best classes. It is, in a way, a social endorsement to have the elite take part in a carnival week.

The class of shows, so called (Midway Shows) should be carefully selected by the association. There are some of the very best people one would care to meet in the show

business, and some of the most contemptible and degraded of humanly imaginable. One mistake made in contracting a vulgar or disreputable show throws discredit on the association and every other showman or woman on the ground or Midway lot. Without a good assortment of legitimate shows, one-half of the enthusiasm is lost, when it comes to the question of conducting any kind of a week of outdoor entertainment for the purpose above described.

It has been my privilege to observe so much during my twelve years' experience, since my first trades carnival, that I have concluded to give this year up entirely to the promoting and directing of a Roman Carnival and Festival of a high order in several cities in this and surrounding territory. I have received many inquiries from some of the best cities in the Southwest, and contracted with several to direct and assist in furnishing them with first-class attractions free from any objectionable and vulgar entertainments, and to also put on my original, unique and entertaining feature of a Roman Carnival in all its splendor and magnificence.

One of my special efforts will be in the directing and management of the May Festival and Fiesta at Chihuahua, Old Mexico. The festival will last a week, and the occasion will be the opening of the magnificent million-dollar opera house in that city.

The directors are now negotiating with several agencies through me for a grand opera to fill the engagement opening week. The house is the third finest on the North American continent. Governor Ahumada, of the State of Chihuahua, conceived the idea of promoting the building of the opera house to create employment for the skilled labor in the Republic. He is a wealthy man and loved by his people throughout his domain, and it was through his usual philanthropic motives that the Mexican Government was induced to father the project, guaranteeing the interest on the bonds sold to the people to raise the money to build the beautiful architectural structure. The drop curtain and other draperies for the boxes and fittings for several parts of the house were imported from Paris, France. The occasion will unquestionably tax the utmost ability of yours truly to fulfill the requirements of the contract existing between the parties concerned.

Wishing your publication continued success and prosperity, I have the honor to remain very truly yours,

H. C. LOCKWOOD, Carnival Promoter.

Mrs. Travis in Command.

New Orleans is soon to entertain another event. Mrs. Hattie McCall Travis, whose name, connected with fairs and the like, is a sure sign of success for them, is in New Orleans, making extensive preparations for a Street Fair and Grand Spring Carnival, to be held in the Crescent City May 1 to 15, 1901, inclusive. The fair promises to surpass anything of its kind ever attempted in New Orleans. It will be under the management of the New Orleans Progressive Union. The big open air show is to be held on Elks' Place, the same plot of ground on which the Elks held their barbecue circus last June, and which was the talk of the town. To a New Orleans newspaper man Mrs. Travis mapped out the following plans:

There is one feature of the entertainment that I am banking on, and that is the illuminations. The blaze of light in Canal street during the carnival will not be lost, if my ideas are carried out in this respect. My scheme is to have, in addition to long strings of incandescent lights, electrical arches, crescents, stars and many other designs, in variegated colors. The various booths, and it is expected that there will be at least fifty, will be decorated in accordance with my color scheme. Each booth will have its own color, and the electric lighting made to harmonize with the decorations of the booth.

The general plan of the fair at present is to have the booths of the exhibitors in Canal street. These will be built of wood, 7 feet high in the rear and 10 feet in front. They will be covered with tar paper, and each decorated in an individual color. Elks' Place will be made the main portion of the festival. Starting at Canal street, the booths for the charitable institutions will be erected on either side. Further on there will be an electrical fountain, which will throw a stream of water 60 feet in the air. This will be located just beyond the monument opposite the Elks' Home. Next will come a huge platform, from which addresses will be made, and where the queen of the festival will be crowned. It will be substantially built and very beautifully arranged. There will be no Midway, but there will be an avenue of attractions. There will be no dance-hall shows, but only exhibitions worthy of the occasion. I have in mind several first-class exhibitors, who will only be too glad to come and work on a percentage that should pay the Progressive Union handsomely. There is no expense attached to the booths for the charitable institutions. They will be erected free and given to the various homes and hospitals, which will take charge of them, the only condition being that those in charge follow out the original scheme of color decoration. The ladies will have charge of these booths, and the total revenue will go to the various institutions. At least these are the outlines proposed.

L. Lloyd Schaffer, manager of Sacandaga Park at Gloversville, N. J., wants an attraction for the Fourth of July.

FRANK M. WHITE, PROMOTER OF EVENTS. That's all. Care "The Billboard."



Belleville, Ill., Street Fair.

A NOTABLE ENTERPRISE

Frank C. Bostock and the Messrs. Ferari's Combined Trained Wild Exhibitions and Carnival Institutions.

To those whom it concerns, it will no doubt be interesting to know that the above shows are now ready to take the "road" as soon as the season opens, completely renovated, and in appointments greater, grander and more extensive than ever before. So far, they have been the absolute feature of every American Exposition, and their presence in the past at a street fair or city carnival has invariably caused the result to be a pronounced, unqualified success. The proprietors point with pardonable pride to the great American street festival and exposition successes, in a great measure due to their presence and energetic efforts, in such cities as Louisville, Ky.; Memphis, Tenn.; Nashville, Tenn.; Kansas City, Mo.; Baltimore, Md.; Omaha, Neb.; Lexington, Ky.; Dayton, O.; Savannah, Ga.; Terre Haute, Ind.; Montgomery, Ala.; Cedar Rapids, Ia.; Muscatine, Ia.; Ottumwa, Ia.; New Philadelphia, C.; Toledo, O.; Richmond, Va., and a host of others. The committees, having the festivals in charge, of the several cities mentioned, vouch for the fact that contracts with these aggregations have always been fulfilled strictly to the letter—every advertised feature faithfully presented—and extreme satisfaction to the public always realized. Messrs. Bostock and Ferari were the originators of the street fair idea in this country, and the forthcoming season will find them again, as in the past, upholding their proclaimed standard of worth of entertainment, originality of production, total exclusion of all objectionable features, and toleration of only the utmost cleanliness throughout.

Company No. 1 will be under the direct supervision and able management of Francis Ferari, and will present a combination of features that will place it on record as without an equal on the American continent. It will contain the most complete and varied collection of wild animals, and will present a long list of attractions, including Princess Delaware, the "Animal Queen," with her superb den of five performing Nubian, black-maned, forest bred lions in an exhibition that surely embodies the very highest point of perfection that can possibly be attained in wild animal exhibitions and teaching. Madame Pauline De Vere, with her matchless group of performing leopards and pumas; "Fatima" No. 2, the famous hoochee-coochee bear; "Big Frank," the boxing kangaroo; Paul Kruger, the most ferocious lion in the world; "Black Diamond," the talking horse; "Dynamite," the trick mule; daring representation of an African forest lion hunt; performing bears and wolves; the interesting, ever-amusing monkey colony; the winged paradise, and the time-honored zoological promenade.

Company No. 2 will be under the sole direction of Joseph G. Ferari, and its hitherto unexcelled presentation of sterling attractions will concede to it, as always before, the worthy distinction of being, wherever it appears, the "feature of features." Mlle. "Theodora," the "queen of lions," with her superb quintette of performing pyramid lions, will be the leading attraction, closely seconded by the entrancing "Cleopatra," the Egyptian snake enchantress, and her wriggling pets. "Dandy," the talking horse, who virtually speaking can do anything but talk. "Frank B.," the hoochee-coochee and wrestling bear. "Bob F.," the boxing kangaroo. Performing bears and wolves. "Wallace," the atrocious man-eater and untamable lion. Thrilling reproduction of an African forest lion hunt. Interesting nursery of baby lions, and a monkey paradise of fifty different species, are included in the list of features. Taken as a whole, this company can not be surpassed in any particular.

Both organizations are superbly enhanced by massive carved and magnificently embellished fronts and entrances, profusely adorned with beautiful oil paintings of fabulous intrinsic value, and each will have a grand prize military organ, lately imported from the Paris Exposition, playing all the latest selections. A grand brass band will also be featured by each company.

For Free Midways.

Milwaukee, Wis., March 16.—The street fair question is being discussed as it never was before. This is a good indication. It shows at once that those interested are more deeply concerned than ever about street fair success. There is no valid reason why a street fair should not pay. The trouble has been that too many, in the few years just passed, have been constructed on sandy foundations. A street fair built on rock, as it were, will be a success and stand the storms of the years to come.

It is very easy to collect a few meager shows together, advertise them as a Midway for street fairs and get a few dates. Such a mode is hard on the legitimate promoters and

owners of real midways. A street fair, to be a success, should be constructed along business line, and clean from the circumference to the core. There is no denying the fact that dancing girl shows are a detriment to any street fair or Midway. Only the legitimate should be tolerated. Only the legitimate should be offered by promoters. There is, perhaps, a handful of people in every city where a street fair is to be held, that will clamor for the dancing girl show. A canvas of the past and a pole of the present, shows conclusively that the people of influence, the people who are the true citizens, are opposed to and do not want the dancing girl show. Had the great showmen of the past catered to the handful instead of to the people of influence, they would have died unknown, and their exhibitions would soon have gone the way of the goats.

Clean shows and the money's worth to their patrons are what are needed in the street fair business. Let all promoters, owners and organizers get down to bed rock and have some conscience. Be fair and square in dealing with the citizens of a place. Offer only what you have, and have only the best—something that can be sanctioned by the citizens, the classes and the masses.

Too little attention is paid to advance work. The promoter ahead should be a personage of standing and reputation. His word should be his bond. The question of lights should not be lost sight of. There is nothing that will make a deficit at the box office quicker than a weakness in lights. A scarcity of lights is a handicap and a disadvantage that is awful to contemplate. We quite agree with Frank C. Bostock, the animal king, that there is a drawing power in the brilliant lighting of a street fair grounds. There is a science in it that can not be explained. And, as Mr. Bostock says, it is well worth any showman's closest study.

There should be speed in loading and unloading paraphernalia of a street fair. There should be nothing, after the arrival in a city of the street fair train, to give the people a feeling of unrest, and if anything will do it it is tardy unloading and delay in putting up the tents, theaters, etc., on the Midway.

When it comes right down to it, a street fair proper, we think, is the thing. A Midway rightfully belongs to a big exposition and such like. A paid Midway at a street fair is bad, and works harm. Let us all rally to the highest standard, proceed along strictly business lines, and let the element of charity—benefits to worthy charities and secret orders—permeate the entire street fair system. Let us pay strict attention to advertising, and put upon the paper that announces the event, not a jumble of words, but an expression of real ideas. By following these principles, it is our opinion that street fairs can be made to pay, and they will become an annual institution like any regular holiday.

FERARI & LEVITT.

Street Fairs and Public Celebrations.

By FRANK W. GASKILL, Manager of the Canton Carnival Co.

City celebrations are a necessity. If you will look to a city that never makes an effort to draw the people from the surrounding country to their city, you will certainly see a dead one. All live cities throughout the United States are continually exerting every effort and devising ways and means to attract the attention of the people. Boards of Trade spend vast sums of money, in various ways, in attracting trade and manufacturers' attention. It is not every town and city that can have its World's Fair or Pan-American Exposition, but celebrations and carnivals can be organized and conducted at a small expense that will attract the attention of nearby towns, and result in great benefit. To say that a big celebration or carnival will increase the trade of a city ten-fold during the time of the celebration, is a mistaken idea. While trade in some lines may be greatly increased, there are some branches that will, naturally, suffer. The great benefit derived from these celebrations is acquainting the people with the city. They become acquainted with the trade, gain a familiarity with the city, see new styles and progress, and return again better prepared for trade. The proof of the benefits in building carnivals and public celebrations is no better illustrated than in the fact of one of the large cities of Southern Ohio, laying dormant for the past ten years. Nothing was done there to entice the people from the surrounding country; trade in general has slipped away from the city. Last fall a few enterprising business men woke up to the fact that it was time the city did something to attract the attention of the people, and once more bring them within the limits of their city. A week of carnival was proposed. Parades, illuminations and free amusements were arranged, covering the limited amount of capital subscribed; low railroad rates were secured, and the celebration proved so successful that arrangements are now completed for two weeks of carnival this fall, with four times the money already subscribed for the carrying out of the enterprise.

Some cities can cite failures of carnivals or so-called street fairs. I claim there has never been a failure in a legitimate street fair or carnival. It is true that some parties have gone into towns and cities, forcing upon the merchants a scheme to "skin" the town, under the guise and nom de plume of street fair. I do not call this street fair or carnival; it is simply a "skin the town" scheme. To carry on a successful celebration the first question is, do you want it or are you so over-rushed with business that it is not necessary? Second, perfect organization and a correct knowledge of the undertaking. Third,

ACHILLE PHILION
THE MARVELOUS
EOULIBRIST AND ORIGINATOR

THE GREATEST ATTRACTION IN THE COUNTRY
 FOR
Fairs, Expositions, Summer Resorts, Parks, Etc.
Beautiful Fireworks Nightly.

Address: 137 Ash Street, AKRON, OHIO.

amusements that will amuse the people without insulting them. I will furnish, on application, free of charge, full instructions on organization of street fairs, carnivals, or any public celebrations. My business is to furnish amusements for these undertakings. Respectfully,
 Cleveland, O. FRANK W. GASKILL.

Novelty Lamps.

The Pan-American Electric Lamp is truly a "twentieth century lamp." No novelty has ever been offered to street men which has taken such a hold on the New York public. Its everywhere—in buttonholes, on hats, in windows and on the wagons. Street men and those who want the newest novelties will find the Pan-American Electric Lamp the best seller they ever touched. It gives a light more brilliant than an incandescence lamp—every lamp full sixteen-candle power. The lamp lasts a lifetime, and can be repeatedly recharged for almost nothing. Mr. I. Eisenstein, 44 Ann street, New York, is the manufacturer and owner of the patent. See his advertisement and send for catalogue of novelties.

Sturgis Carnival Company.

Dan R. Robinson, of the Sturgis Carnival Company, writing under date of March 11 from Rome, Ga., says: "We are having a nice week, and the shows are all getting money. The carnival is good in every respect, and the shows are high class. We are booked the month of March sure and Mosser is doing good work ahead. In regard to the subscription for Mrs. Hamilton, you can rest assured we will raise all we can and forward to 'The Billboard' next week."

Ashland, Ohio, dates are September 4 to 6. Charles M. Beer, secretary, says: "We may be in a circuit with Mansfield, Akron and Wooster, but have not yet definitely arranged that program. There is one thing that worries us, and that is lack of entries to our harness purses. Last year we had but three entries in the 2-18 trot, where we should have had a dozen. We let the race go, however, with three entries and three starters, and paid the full purse of \$100. That policy ought to bring us lots of entries. We have never failed to accommodate horsemen in every possible way, hence the lack of entries discourages us from offering more money."

3rd YEAR.

Southern Inter-State FAIR,

ATLANTA, GEORGIA,

October 9th to 26th

1901.

The Great Fair of the South-Eastern States.

T. H. MARTIN, Secretary.

White Rats of America

Announcement to the Amusement Public.

Notice to Managers, and Promoters of Expositions State and County Fairs, Street Carnivals and Fairs, Pleasure Parks controlled by Street Railway Companies, and the General Passenger Agents of the different railroads of the United States, Canada and Mexico.

THE WHITE RATS OF AMERICA CONTROL AND BOOK THROUGH THEIR ORGANIZATION EXCLUSIVELY, THE LEADING SUMMER AND OUTDOOR ATTRACTIONS, WHICH CAN BE BOOKED ONLY THROUGH THEIR AGENCY.

SENSATIONAL ACTS.

Kilpatrick's Famous Ride—Bicycle.
Dervalto, Leo.—Spiral on Globe.
Kilpatrick's Famous Ride—Automobile
and Racing Automobiles.

Gay, Mat.—High Diver.
John Loris and Altina—Marvelous Shoot-
ing Artists.
Caicedo, Juan—High Bounding Wire.

Marvelous Marsh—High Diving Cyclist.
Great Davenport—High Wire.
The Finneys, James and Marie—Marvel-
ous Swimmers.

ACROBATIC COMEDIANS AND GYMNASTS.

Conway and Leland.
Kelly and Ashby.
Johnson, Davenport and Lorella.
Blockson and Burnes.
Harding and Ah Sid.
Dailey and Madison.
Melrose Bros.
Everett Trio.
Joe LaFleur.
Webb and Hasson.
The Eddies.
Three Rossis.
Genaro and Theol.
Wilton and VanAwkin.
The Zarnes.

Wilson Bros.
Oriskey Troupe.
M'lle Flora.
Hollaway Trio.
The Bicketts.
Reno and Richards.
Powers Bros., (3)
Bears and Doroto.
Kenno, Welch and Melrose.
Ramza & Arno.
Meeker-Baker Trio.
Frank Burke.
Zazella and Vernon.
The Potter Family.
Toozoonin Troupe, Arabs.

Rice and Elmer.
Silverene and Emeric.
Navarros, Three
Manning and DuCrow.
Three Celestos.
Paulinette and Pico.
Davenport Bros.
Zavo and M'lle Hilda.
The Five Carnallas.
Caron and Hurbert.
Hayes and Healey.
DeWitt and Burnes.
Lowell and Lowell.
Dixon, Bowers and Dixon.
Clayton, Jurkins and Jasper.

The Ahearns.
Major Burke.
Todd Judge Family.
Rexford Bros.
Three Orris.
Zeno, Carl and Zeno.
Wertenberg Bros.
McPhee and Hill.
Five Whirlwind Arabs.
Stirk and Aneta.
Joreme and Alexis.
Latina.
Lukin Bros.

AND ALL THE OTHER
GREAT ONES.

BICYCLE ACTS.

The Martells.
T. A. Foucher.
The St. Ornge Bros.

Three Marvelous Merrills.
Rube Hilton.
Chas. G. Kilpatrick.
Johnson Brothers.

Zebb and Zarrow.
Lawson and Namon.
Powers Bros. (three)

JUGGLERS.

Kara.
The Juggling Johnsons.
Crane Lawrence.
Tossing Austins.
Leon and Adeline.
Hartley, John R.
Ulrich, Chas.

Aldrich, Chas. T.
Mardo.
Drawer.
Zimmer.
Alburtis, Morris.
Fox and Foxie.

Levette Lightning.
French, Henri.
Paul Cinquevalli.
Jessie Miller.
Harrigan.
Sansoue, Mons. and M'lle.

John LeClaire.
DeCamo, Chas.
Tankas, The
Olive, M'lle.
Everhart.
Tennis Trio.

ANIMAL ACTS.


Howard's Ponies.
Ad. Carlisle's Dogs, (16)
Purvis T. Darrell, (Donkey)

Belle Hathaway's Baboons.
Lavelle's Dogs.
Clayton, Jurkins and Jasper.
D'Alma's Dogs and Monkeys.

Herbert's Dogs.
St. Claire's Dogs.
Shedman's Dogs.

Managers, Secretaries and Promoters of all Outdoor Resorts, Address: _____

CHAS. G. KILPATRICK, White Rats of America, 1155 Broadway, New York City.

 N. B.—WHITE RATS AND WHITE STARS, SEND YOUR OPEN TIME AND SALARY AT ONCE.
ALL RECOGNIZED PERFORMERS ARE ELIGIBLE TO BECOME WHITE RATS AND WHITE STARS.

CONVENTIONS,

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason...

ALABAMA.

BIRMINGHAM, ALA.—World's Moral Manufacture and Agricultural Exhibition, 1905. BIRMINGHAM, ALA.—I. O. G. T. Grand Lodge, April 23 and 24, 1901. J. D. Patton, 200 Avenue F, Birmingham, Ala., secy.

ARIZONA.

PHOENIX, ARIZ.—Rebekah State Assembly, April 15, 1901. Mrs. Nettie Scott, Phoenix, Ariz., secy.

ARKANSAS.

HELENA, ARK.—State Bankers' Association, April 18 and 19, 1901. M. H. Johnson, Little Rock, Ark., secy. HOT SPRINGS, ARK.—G. A. R. State Encampment, March 29 and 30, 1901. A. L. Thompson, Hot Springs, Ark., secy.

CALIFORNIA.

SACRAMENTO, CAL.—United Commercial Travelers' Grand Council, April 26, 1901. SAN FRANCISCO, CAL.—Train Dispatchers' Association of America, June 11, 1901. J. F. Mackie, 742 Stewart ave., Chicago, Ill., secy.

COLORADO.

CRIPPLE CREEK, COL.—National Irrigation Congress, July 12 to 16, 1901. DENVER, COL.—American Railway Accounting Officers, May 29, 1901. DENVER, COL.—National Co. Service Managers, June 1, 1901.

DENVER, COL.—Local Freight Agents' Association, June 11 to 14, 1901. James Anderson, Omaha, Neb., secy. PUEBLO, COL.—G. A. R. State Encampment, April 19 to 22, 1901. Col. Dan W. Brown, Pueblo, Col., secy.

CONNECTICUT.

BRIDGEPORT, CONN.—Foresters of America, Grand Court, May 9, 1901. W. C. Kleeneke, 35 Center st., Waterbury, Conn., secy. HARTFORD, CONN.—N. E. O. P. Grand Lodge, April 19, 1901. F. D. Grinnell, New Haven, Conn., secy.

DELAWARE.

SMYRNA, DEL.—G. A. R. State Encampment, May 2, 1901. Wm. E. Baugh, 1232 W. 4th st., Wilmington, Del., secy. WYOMING, DEL.—Knights Golden Eagle Grand Castle, April 1, 1901. C. H. Hudson, Wilmington, Del., secy.

DISTRICT OF COLUMBIA.

WASHINGTON, D. C.—American Historical Association, Dec. 27 to 30, 1901. A. H. Clark, Smithsonian Institute, Washington, D. C., secy. WASHINGTON, D. C.—Daughters of Liberty, State Council, April 23, 1901.

FLORIDA.

DAYTONA, FLA.—Y. P. S. C. E. State Convention, April 19 to 23, 1901. Miss Maud Le Webster, Jacksonville, Fla., secy. MIAMI, FLA.—State Press Association, March, 1901.

GEORGIA.

ATHENS, GA.—State Episcopal Diocesan Convention, May, 1901. ATLANTA, GA.—State Electric Medical Association, April 1 and 2, 1901. ATLANTA, GA.—State Pharmaceutical Association, May, 1901. C. T. King, Macon, Ga., secy.

ILLINOIS.

BELLEVILLE, ILL.—Degree of Rebekah, Fourth District Convention, April 5 and 6, 1901. Bernice Carr, 369 Collinsville ave., E. St. Louis, Ill., secy. CANTON, ILL.—Travelers' Protective Association's State Convention, April 19 and 20, 1901. F. H. Putnam, Peoria, Ill., secy.

MOUND CITY, ILL.—I. O. O. F. Interstate Convention, April 26, 1901. PEORIA, ILL.—A. A. S. R. M. State Conclave, April, 1901. B. F. Cortwright, Peoria, Ill., secy. PEORIA, ILL.—State Medical Society, May 21 to 23, 1901. Edmund W. Weis, Ottawa, Ill., secy.

INDIANA.

FT. WAYNE, IND.—The Elks Annual Reunion, State of Indiana, June 11 to 14, 1901. INDIANAPOLIS, IND.—Order Eastern Star Grand Lodge, April 24 and 25, 1901. Mrs. Nettie Ransford, Indianapolis, Ind., secy.

IOWA.

CEDAR RAPIDS, IA.—Grand Lodge of Iowa, Knights of Honor, Second Tuesday in April, 1901. J. G. Graves, Lock Box 15, Cedar Rapids, Ia., secy. COUNCIL BLIFFS, IOWA—State Federation of Women's Clubs, April 20 to May 3, 1901. Jessie H. Waite, Woodlawn av., Burlington, Iowa, secy.

KANSAS.

ABILENE, KAN.—State Democratic Editorial Fraternity, April 12, 1901. B. L. Shother, Abilene, Kan., secy. LEAVENWORTH, KAN.—State Sportsmen's Association Tournament, April 16 to 18, 1901. H. W. Koehler, Leavenworth, Kan., secy.

NOTHING SLOW OR OLD.

TANNER'S PARK AND FAIR ATTRactions

Something New Beneath the Sun.

Two Teams of Six Thoroughbreds Each.

Bitched abreast to elegant Roman Racing Char iots, making a half mile in less than a minute

A STRIKING HEADLINE FOR YOUR BILL.

We present fifteen or more Hippodrome Acts, handsomely costumed, giving an event between each heat of each race.

No Need to Offer Purses for Running Races.

We also carry a full line of shows, tent and platform, to play on percentage. They are of high character, get the money and please everybody. Correspondence invited.

Address, until September 1st, Box 159, Duquesne, Allegheny Co., Pa. After that, as per Billboard.



FAIR TICKETS

Entry and Committee Books, all kinds of Fair Supplies

PLAIN TICKETS STRIPED TICKETS TINTED TICKETS NUMBERED TICKETS

Fair Ticket & Supply Co., T. M. Webb, Mgr. Norwalk, O. 30 and 36 La Salle St., Chicago, Ill. 227 St. Clair St., Cleveland, O.

WOODSIDE PARK.

One Hundred Acres in the City of PHILADELPHIA, PA.

A Free Park that last season entertained an average of...

20,000 Persons Daily

WANTED—Out-door acts that are to be given without charge to patrons. FOR SALE—Privileges of all sorts.

Woodside Park Amusement Co., L'ld., Proprietors, 816 Walnut St., Philadelphia.

...METROPOLITAN... JOB PRINTING OFFICE,

222-232 W. 26th St., New York.

GREAT VARIETY OF ILLUMINATED POSTER WORK

Suitable for Theatrical Stock Companies, Fairs, Parks, Bicycle Tracks, etc.

Send for New Spring Catalogue. Mention "The Billboard" when answering ads.

WANTED FOR THE CANTON CARNIVAL COMPANY RELIABLE PEOPLE. OPENING BIRMINGHAM, ALA., APRIL THE 29th.

We can use one or two Midway Shows with our equipment, if perfectly equipped, thoroughly clean and worked up-to-date. Address,

FRANK W. GASKILL, No. 63 Alanson Street, Cleveland, Ohio. Popcorn, candy, juice, legitimate privilege people for Birmingham, Ala., address, H. L. LEAVITT, Canton Carnival Co., Birmingham, Ala. For Chattanooga, Tenn., address, FRED. P. SHIELDS, Canton Carnival Co., Chattanooga, Tenn.

Mention "The Billboard" when answering ads.

The Speed Ring.

Running Meetings.

Tanforan, Cal.	March 11 to March 23
Oakland, Cal.	March 25 to April 6
Little Rock, Ark.	March 25 to March 29
Washington Jockey Club	March 28 to April 13
Memphis, Tenn.	April 1 to April 24
Tanforan, Cal.	April 8 to April 20
Queens Co. Jockey Club	April 15 to May 2
Nashville, Tenn.	April 22 to April 27
Oakland, Cal.	April 23 to May 4
Lakeside Jockey Club, R. by, Ind.	April 25 to May 11
Louisville, Ky.	April 25 to May 11
Westchester Racing Ass'n.	May 4 to May 23
St. Louis Fair Association	May 11 to July 20
Worth, (Chicago)	May 13 to May 25
Covington, Ky.	May 13 to May 25
Toronto, Ont.	May 23 to June 1
Brooklyn Jockey Club	May 25 to June 14
Newport, Ky.	May 27 to June 8
Hawthorne	May 27 to June 8
Ingalls Park, (Joliet)	June 1 to June 15
Washington Park	June 22 to July 20
Butte, Mont.	June 19 to June 21
Butte, Mont.	June 12 to June 29
Butte, Mont.	June 15 to July 4
Butte, Mont.	June 29 to Sep. 7
Butte, Mont.	July 4 to Aug. 31
Brighton Beach Racing Ass'n.	July 5-Aug. 3
Hawthorne	July 21 to Aug. 3
Kluchoch Park, (St. Louis)	July 25 to Aug. 26
Harlem	Aug. 5 to Aug. 17
Saratoga Association	Aug. 5 to Aug. 30
Hawthorne	Aug. 19 to Aug. 31
St. Louis Fair Association	Aug. 26 to Sep. 28
Coney Island Jockey Club	Aug. 31 to Sept. 14
Harlem	Sept. 2 to Sept. 14
Hawthorne	Sept. 16 to Oct. 5
Brooklyn Jockey Club	Sept. 16 to Oct. 5
Kluchoch Park, (St. Louis)	Sept. 30 to Oct. 26
Westchester Racing Ass'n.	Oct. 7 to Oct. 26
Harlem	Oct. 7 to Oct. 26
Covington, Ky.	Oct. 28 to Nov. 9
Queens County Jockey Club	Oct. 28 to Nov. 9
Lakeside, (Chicago)	Oct. 28 to Nov. 9
Washington Jockey Club	Nov. 11 to Nov. 20
Worth, (Chicago)	Nov. 14 to 20

Trotting Meetings.

Hamilton, Ont.	May 23 to 25
Baltimore, Md.	May 28 to June 1
Rockport, O.	June 11 to 13
Ann Arbor, Mich.	June 11 to 14
Port Huron, Mich.	June 18 to 21
Mineola, L. I.	June 19 and 20
Montreal, P. Q.	June 25 to 27
Flint, Mich.	June 26 to 28
Stratford, Ont.	July 1 to 3
Terre Haute, Ind.	July 2 to 5
Minneapolis, Minn.	July 2 to 5
Waterloo, Iowa	July 3 to 5
Jackson, Mich.	July 3 to 5
Oskaloosa, Iowa	July 2 to 5
Mansfield, O.	July 3 to 5
Du Bois, Pa.	July 3 to 5
Carroll, Iowa	July 4 and 5
Elkwood, N. J.	July 4 to 6
Windsor, Ont.	July 8 to 12
Waukegan, Ill.	July 9 to 12
St. Paul, Minn.	July 9 to 12
Detroit, Mich.	July 15 to 20
Aurora, Ill.	July 16 to 19
Davenport, Iowa	July 16 to 19
Des Moines, Ia.	July 23 to 26
Saginaw, Mich.	July 23 to 26
Woodstock, Ill.	July 24 to 27
Cleveland, O.	July 22 to 27
Columbus, O.	July 29 to Aug. 3
Winnipeg, Man.	July 29 to Aug. 2
Kirk Park, Syracuse, N. Y.	July 30 to Aug. 2
Grand Rapids, Mich.	July 30 to Aug. 2
Independence, Ia.	July 30 to Aug. 6
Buffalo, N. Y. (Port Erie)	Aug. 5 to 9
Rockport, O.	Aug. 6 to 9
Bay City, Mich.	Aug. 6 to 9
Freeport, Ill.	Aug. 6 to 9
Port Huron, Mich.	Aug. 6 to 13
Joliet, Ill.	Aug. 13 to 16
Hens Falls, N. Y.	Aug. 12 to 17
Leadsville, Mass.	Aug. 19 to 24
Salesburg, Ill.	Aug. 20 to 23
Jackson, Mich.	Aug. 20 to 23
Cleveland, O. (Newburg)	Aug. 20 to 23
Coshocton, N. Y.	Aug. 20 to 23
Vellington, O.	Aug. 21 to 23
Providence, R. I.	Aug. 26 to 30

Columbus, O.	Aug. 26 to Sept. 5
Columbus Junction, Iowa	Aug. 27 to 30
Dubuque, Iowa	Aug. 27 to 30
Baltimore, Md. (Electric Park)	Aug. 27 to 30
Woodstock, Ill.	Aug. 27 to 30
David City, Neb.	Aug. 28 to 30
Des Moines, Iowa	Aug. 28 to 31
Hamline, Minn.	Sept. 2 to 5
Hartford, Conn.	Sept. 2 to 5
Johnstown, N. Y.	Sept. 3 to 5
Tuncumtum, Md.	Sept. 3 to 5
Little Valley, N. Y.	Sept. 3 to 6
Champaigne, Ill.	Sept. 3 to 6
Hamline, Minn.	Sept. 2 to 7
Altamont, N. Y.	Sept. 9 to 12
Syracuse, N. Y.	Sept. 9 to 12
Milwaukee, Wis.	Sept. 9 to 12
Milwaukee, Wis.	Sept. 9 to 12
Hartford, Conn.	Sept. 10 to 13
Oskaloosa, Iowa	Sept. 10 to 13
Red Oak, Iowa	Sept. 10 to 13
Franklinville, N. Y.	Sept. 10 to 13
Hanburg, N. Y.	Sept. 11 to 13
Lincoln, Neb.	Sept. 8 to 14
Baltimore, Md. (Prospect Park)	Sept. 10 to 14
Mansfield, O.	Sept. 10 to 15
Elyria, O.	Sept. 17 to 19
Riverhead, L. I., N. Y.	Sept. 17 to 19
Baltimore, Md. (Ge's Dr'g Pk.)	Sept. 17 to 20
Batavia, N. Y.	Sept. 16 to 19
Sedalia, Mo.	Sept. 16 to 21
Evansville, Ind.	Sept. 24 to 27
Carlisle, Pa.	Sept. 24 to 27
Marion, O.	Sept. 24 to 27
Allentown, Pa.	Sept. 23 to 28
Allerton, Pa.	Sept. 23 to 28
Indianapolis, Ind.	Sept. 23 to 29
Mineola, L. I.	Sept. 24 to 28
Bowling Green, O.	Sept. 24 to 28
Terre Haute, Ind.	Sept. 30 to Oct. 4
Newark, O.	Oct. 1 to 4
Nazareth, Pa.	Oct. 1 to 4
Cleveland, O. (Newburg)	Oct. 1 to 4
Akron, O.	Oct. 1 to 4
Reading, Pa.	Oct. 1 to 4
Kirk Place, Syracuse, N. Y.	Oct. 1 to 4
San Antonio, Tex.	Oct. 19 to Nov. 1
Springfield, Ill.	Sept. 30 to Oct. 5
Rockport, O.	Oct. 8 to 10
Bloomsburg, Pa.	Oct. 8 to 11
Bucyrus, O.	Oct. 8 to 11
Victoria, B. C.	Oct. 7 to 12
Lexington, Ky.	Oct. 8 to 18
Hagerstown, Md.	Oct. 15 to 18

Speed Notes.

Advertise your offers in "The Billboard." Nothing tends to rouse the interest of a community in the light harness horse like a race meet.

Columbia, Mo., expects to offer the usual good purses for the July 30 to Aug. 2 meeting, following Quincy, Ill., and preceding Heiden, Mo.

There will be twenty-six harness events at the Denver meeting in June, and the amount of money hung up will be \$13,000. The prospects for a good meeting are very bright.

The State Fair at Wheeling, W. Va., will be held September 9 to 13. As usual, big purses will be offered for the harness classes. Last year's exhibition was the best in history.

Director John W. Scott, of Belmont Driving Club, who was stricken with paralysis a few months ago, is recovering slowly. He is able to walk around his room, but can not talk as yet.

Thomas W. Lawson, of Boston, has purchased of C. R. Tipton, of Cadiz, O., the five-year-old pony stallion General Jones, which is only thirty-eight inches high and weighs 280 pounds.

A. E. Shaffer, who has been re-elected secretary at Wapakoneta, O., writes that his association will hold a meeting Oct. 1 to 5 in the Northwestern Ohio Fair Circuit, and offers good purses.

Cochran's riding was the feature of the racing at New Orleans, March 11. The St. Louis lad, who is under contract to John J. McCafferty, had six mounts, and he rode five winners. In the other race he was beaten only a neck.

It has been decided that Parkersburg, Marietta, Martinsville and Wheeling will have a spring racing meeting. The dates selected are as follows: Parkersburg, W. Va., week of June 17; Marietta, O., week of June 24; Martinsville, W. Va., week of July 1; Wheeling, W. Va., week of July 8. These meetings will all be three days' meets in these dates above mentioned. The dates will be announced when they are decided upon. There will be three or four races a day; no prizes less than \$400.

Four hundred horses will be sold by the Hudson Brothers at their combination sale in the Horse Show Building in Louisville, April 3 to 6, and they will be of a class that will

suit all purchasers. If you want a trotter or pacer, a saddle horse, a road horse, or animals suitable for carriage or business purposes, you can be sure to get them at Hudson Brothers' sale. The catalogue for this sale will be ready March 25. Send for one and see what will be offered. The sale will be held day and night, in one of the best-equipped places in Kentucky for showing horses.



ARE YOU A BUFFALO? If not get next! Buffalo Buttons are selling like the proverbial "hot cakes." Made of metal, yellow gold finish, sparkling red eyes, \$1.00 per dozen; Celluloid Buttons, \$1.25 per hundred. Full information free THE PETTIBONE BROS. MFG. CO., Cincinnati, Ohio.

BOOTHS AND PRIVILEGES FOR SALE!

INDIAN CONGRESS and VILLAGE, PAN-AMERICAN EXPOSITION, BUFFALO, N. Y.

Seating Capacity Largest on Grounds; 42 Different Tribes of North American Indians, in their Aboriginal State, on Exhibition in Sham Battles; Burning at Stake and War Dances; Weaving Navajo Blankets, Making Pottery, Baskets, etc.



FOR SALE
Booths for Different Kinds Indian Goods, Cigars and Tobacco, Soft Drinks, Restaurant, Lunch Counter, Indian Medicines, Pipes, Shooting Gallery, Fortune Telling, Archery, Indian Curios, Baskets, etc.

F. T. CUMMINS, Gen'l Manager, 453 Ellicott Square, Buffalo, N. Y.

Permanent Address: 3949 Cottage Grove Avenue, Chicago, Ill., or care The Billboard.

CHICAGO CONCESSION CO.

E. W. WEAVER, Secretary.

Contractors for Concessions of all Kinds.

We buy Exclusive Rights for State, County and Street Fairs.

Candy Stands, Orange Cider, Knife Boards, Cane Racks, Etc.

FAIRMAN'S BOSTON BAND

CONCERT BAND

HEADQUARTERS, PROVIDENCE, R. I.

A Perfect Band. "New England's Representative Concert Band."

R. H. FAIRMAN, Bandmaster.

Engagements Throughout the South and Southwest Preferred.

Address—WM. R. KERN, General Manager, 2348 North 16th St., Philadelphia, Pa.

We Are Ready Now

TO NEGOTIATE with Carnivals, Street Fairs and Expositions for our High class ORIENTAL ATTRACTIONS.

Association Committees, who were anxious last season to secure our attractions, but too late, will have better chance if they write now.

We always try to merit public confidence, and never abuse it. Take warning, and don't fail to write us when you need first class oriental amusements.

As a direct result of our success in satisfying the Delmar Garden management and our patrons last season, we have concluded four years' contract with Delmar Garden Co., St. Louis, Mo. Our exclusive oriental concessions this season will open with

A New Era of Oriental Amusements.

Remember that we are always contracting in advance of the season, and address all business communications to A. K. DEKREKO, DIRECTOR GENERAL AND MANAGER OF

DeKreko Brothers Company,

Until 1st of May.—Hot Springs, Ark., Winter Quarters.
After 1st of May—Delmar Gardens, St. Louis, Mo., Headquarters.

P. S.—Can use few more Oriental Acts, Dancing Girl, Magician, also good Animal Acts, Acrobats and Oriental Musicians. Write particulars of your act, and lowest terms first letter.

ALL WISE MANAGERS SHOULD BOOK THE "BARNUM" OF SINGING ATTRACTIONS.



J. B. BLACK'S SUNNY SOUTH COMPANY.

Presenting the pick of Colored Artists, featuring our Cotton Plantation. This act is so realistic that one imagines they're on the soil of Old Virginia. Olio consists of Musical Acts, Quartettes, Sketch Teams, Acrobatic Novelty, Rag Dances, Cake Walks, Etc. Joe Hurtig, Manager, Casino, (Washington Park, N. J.) says, after playing them one week: "I signed them for five more, doing season's banner business."

J. B. BLACK, Manager, Philadelphia, Pa.

KENTUCKY.

LEXINGTON, KY.—Jr. O. U. A. M. State Council, April 23, 1901. M. B. Hane, Vanderburg, Ky., secy.

LOUISIANA.

MONROE, LA.—W. C. T. U. State Convention, April, 1901. Mrs. Mary R. Goodale, 402 5th st., Hator Rouge, La., secy.

MAINE.

AUBURN, ME.—O. U. A. M. State Council, April 24, 1901. W. W. Kelley, Gardiner, Me., secy.

MARYLAND.

BALTIMORE, MD.—Independent Order of Mechanics, Supreme Lodge, May 14 to 16, 1901. Elmer Bernhard, 950 W. Baltimore st., Baltimore, Md., secy.

MASSACHUSETTS.

BOSTON, MASS.—Sons of Temperance Grand Division, April 19, 1901. C. E. Dermott, 36 Bromfield st., Boston, Mass., secy.

MEXICO.

CITY OF MEXICO, MEX.—Pan-American Conference, Oct. 22, 1901.

MICHIGAN.

DETROIT, MICH.—National Manufacturers' Association, June, 1901. Geo. Barbour, Detroit, Mich., secy.

MINNESOTA.

HAMLINE, MINN.—State Oratorical Association, April, 1901.

MISSISSIPPI.

GREENWOOD, MISS.—B. Y. P. U. State Convention, May 5, 1901. Rev. W. H. Jennings, Okolona, Miss., secy.

MISSOURI.

JOPLIN, MO.—I. O. O. F. Grand Lodge, April, 1901. E. M. Sloan, box 193, St. Louis, Mo., secy.

NEBRASKA.

MINDEN, NEB.—Central Nebraska Educational Association, March 28 to 30, 1901. Ed. M. Hussang, Franklin, Neb., secy.

NEW HAMPSHIRE.

CONCORD, N. H.—Sons of Veterans State Encampment, April 3 and 4, 1901. W. R. Blake, 13 Thompson st., Concord, N. H., secy.

NEW JERSEY.

ELIZABETH, N. J.—Sons of Veterans' State Encampment, May 1 and 2, 1901. Garret Voorhies, Jersey City, N. J., secy.

STREET AND FAIR MEN

It will pay you to write for our prices. We handle GOODS that YOU are looking for.

PISER, GUTKOWSKY & CO.,

150-152 Fifth Ave., Chicago, Ill. Long Distance Tel., Main 2652.

BLOCK ENGRAVED POSTERS

From Special Designs, in as many colors as you like. As good as lithographs for most uses and far cheaper.

MASSILLON SHOW PRINT, MASSILLON, O.

NOTICE TO COMMITTEES OF STREET FAIRS AND CARNIVALS.

THE WORLD FAMOUS COLLOSSAL COUPLE, MR. AND MRS. CHAUNCEY MORLAN

The Heaviest Married Couple on Earth. Combined Weight, 1202 Pounds.

Who have just returned from a 7 years' tour of Europe, are now looking for the season of 1901 A BIG CASH PRIZE FREE ATTRACTIONS. Address all communications to Home address, 2420 DEWEY AVENUE, INDIANAPOLIS, IND.

PATERSON, N. J.—A. & J. O. K. of M. Grand Commandery, April 10, 1901. A. L. Trumbell, 12 Pennington st., Paterson, N. J., secy.

NEW YORK.

ALBANY, N. Y.—Royal Arcanum Grand Council, April 23, 1901. W. A. Griffith, 609 Willoughby av., Brooklyn, N. Y., secy.

BALLOONS

Gas, Hochet or Whistling WE HAVE ALL FRESH STOK

OUR GAS BALLOONS are made of the best French rubber. Colors, red, blue and green, and inflate full size, warranted best quality 1-piece rubber.

Table with 2 columns: No. and Per Gross. Rows include Assorted colors, White Rubber Whistles, and Fancy covered whips.

WHISTLING BALLOONS.

Table with 2 columns: No. and Per Gross. Rows include Assorted colors, Assorted colors, and Assorted colors.

We also carry full lines of Walking Canes, Cheap Jewelry, Pocket Knives, Pickout Prizes, etc. and make up selected lots for \$5, \$10, \$20 and up. Catalogue mailed on application.

COE, YONGE & CO., 6th and St. Charles Sts., ST. LOUIS, MO.

For Sale or Exchange

Several Fine, Large Single and Double-Humped RIDING CAMELS

(ACCLIMATED.) Also Zebus and some Young Lions.

FRANK C. BOSTOCK, THE ZOO, INDIANAPOLIS, IND.

FOR SALE!

A Living Six-Legged Sheep Four legs in front, two legs behind. A good pluff run show.

CARL FEOPPEL Hollidaysburg, Pa.

TROMBONE SOLOIST

AT LIBERTY AFTER APRIL 1st.

Fully experienced in Band and Orchestra work. Fine Repertoire of Solos. Sober and reliable Address.

WM. E. KAISER, Laurel, Md.

WANTED

FIRST-CLASS ATTRACTIONS

For September 3, 4, and 5.

CARL M. BEEMAN, - Waukon, Ia.

TROUBLE

With newspapers may be avoided by getting a GOOD PRESS AGENT

There is one in Cincinnati who wants place with circus or traveling combination. If you want him, address PRESS AGENT, care "Billboard," Cincinnati, O.

Mention "The Billboard" when answering ads.

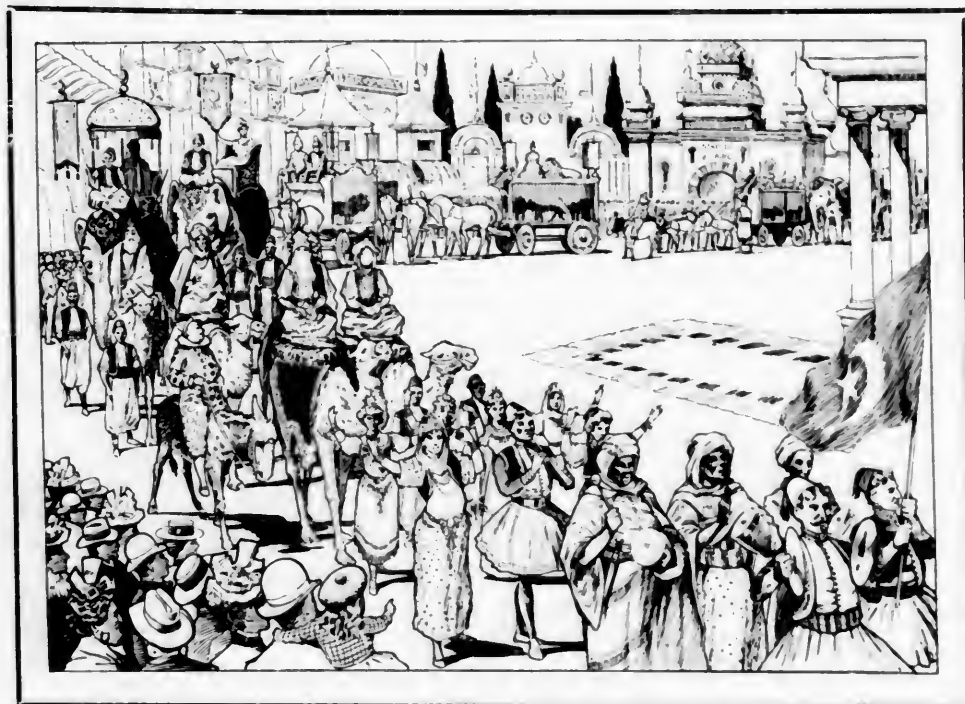
Hennegan & Co.

POSTERS

The Strongest, most Attractive
and Cheapest line in
the country.

For _____
Street Fairs
And **Carnivals....**

Including _____
Stands,
8-Sheets,
3-Sheets,
1-Sheets,
½-Sheets.
Quarter-Sheet
Cards,
In Colors.



ALL
BRIGHT
And **SNAPPY**
DESIGNS
that
make people
stare at
the posters
and read
the
announcement.

BESIDES the above sizes of posters, we have a large assortment of Pictorial dodgers and small cards—printed in colors—and numerous cuts to illustrate heralds, descriptive hangers, etc. In fact we have everything necessary to bill a fair, and do it right. Prices the lowest; work the best; prompt delivery. Samples on application.

DON'T ORDER UNTIL YOU SEE OURS.

HENNEGAN & Co.,

8th Street, near Main,

Long Distance 'Phone

1317.

....CINCINNATI, O.

NEBRASKA.

LINCOLN, NEB.—Nebraska State Fair, Aug. 29 to Sept. 6, 1901. Robt. W. Furnas, Pawnee City, Neb., pres.; E. L. Vance, Pawnee City, Neb., pres.

NEW HAMPSHIRE.

NASHUA, N. H.—Nashua Fair Association, Sept. 2 to 5, 1901. Mayor M. A. Taylor, pres.; C. J. Hamblett, vice pres.; J. E. Tolles, treas.; T. A. Crawley, secy.

NEW JERSEY.

LINCOLN, NEB.—Nebraska State Fair, Aug. 29 to Sept. 6, 1901. E. L. Vance, Pawnee City, Neb., pres.; Robt. W. Furnas, Brownville, Neb., pres.

NEW YORK.

BATAVIA, N. Y.—Genesee County Fair, Sept. 16 to 19, 1901. Albert E. Brown, secy. CADO, N. Y.—Greene County Agricultural Society, Aug. 29 to 31.

OHIO.

ASHLAND, O.—Fair, Sept. 4 to 6. Chas. M. Beer, secy. ASHTABULA, O.—Fair, Aug. 20 to 22.

PENNSYLVANIA.

CAMBRIDGE SPRINGS, PA.—The Cambridge Fair, Aug. 27 to 30, 1901. Albert S. Faber, secy. HOOKSTOWN, PA.—The Millcreek Valley Agricultural Association, Aug. 20 to 22, 1901.

TEXAS.

DALLAS, TEX.—Texas State Fair, Sept. 28 Oct. 13, 1901. Sydney Smith, secy.; W. H. Gaston, pres.; J. B. Adque, treas.

SAN ANTONIO, TEX.—International Fair, Oct. 17 to 20, 1901. J. M. Vance, secy.; V. P. Brown, pres.; T. C. Frost, treas.

VERMONT.

WOODSTOCK, VT.—McHenry County Agricultural Society, Aug. 27 to 29, 1901. Fred Hatch, Spring Grove, Ill., pres.; C. Harrison and J. Greely, Ringwood and Barre, vice presidents; F. G. Arnold, secy.; E. Hoy, treas.

WEST VIRGINIA.

MIDDLEBORNE, W. VA.—The Tyler County Exposition and Fair Association, Nineteenth Annual Fair, Aug. 27 to 30, 1901. C. B. Riddle, secy.

WISCONSIN.

ELKHORN, WIS.—Walworth County Agricultural Society, Sept. 17 to 20, 1901. L. A. Nichols, pres.; Geo. L. Harrington, secy. CEDARBURG, WIS.—Ozaukee County Agricultural Society, Sept. 16 to 18, 1901.

CANADA.

BRANDON, MAN., CANADA.—Western Agricultural and Arts Association, July 23 to 26, 1901. F. J. Clark, manager. LONDON, ONT., CAN.—Western Fair Association, Sept. 5 to 11, 1901.

Street Fairs and Carnivals.

ANNISTON, ALA.—Elks' Grand Free Festival and Carnival, May 6 to 11, 1901. Ludlow Allen, manager. ATLANTA, GA.—Merchants' Street Fair and Carnival, March 23 to 25. C. J. Sturgis, manager.

John J. Jones' Combination of Shows!

Now Booking for Season of 1901 the Following Attractions: Ferris Wheel, Tom Thumb R. R., Merry-go-Round; Lunette, the Flying Lady; Animated Picture Show, Electric Fire Dance; Uno, the Snake Eater, and Jumbo and Toby, the two largest Pythons ever brought to this country.

The strongest Snake Show on the road. People all in uniforms. My new Ferris Wheel is beautifully illuminated by electric light and is finely nickel-plated, can put up on any paved street without injury to same.

JOHN J. JONES, Gen. Mgr. Jones' Combination, B. P. O. E. No. 67, Erie, Pa.

STEREOPTICON

Chicago Professional Lanterns, \$11.50. Challenge Stereopticons, \$18.00. Single Dissolving Lanterns, \$25.00. Double Dissolving Stereopticons, \$40.00.

CHARLES NEWTON, 344 Sixth Avenue, New York. (Mention "Billboard.")

FERRIS WHEEL FOR SALE!

WM. C. CODD, 700 S. Caroline St., Baltimore, Md.

Expositions.

ATLANTA, GA.—La Petite Industrial Exposition (colored), April 1 to 15, 1901. BUFFALO, N. Y.—Pan-American Exposition, May 1 to Nov. 1, 1901. JOHN G. MILBURN, pres.; Edwin Fleming, secy.

Horse Shows.

ATLANTA, GA.—Horse Show, Oct. 21 to 26, 1901. T. H. Martin, secy. ATLANTIC CITY, N. J.—Atlantic City Horse Show Association, Inlet Park, July 9 to 13, 1901.

Dog Shows.

BALTIMORE, MD.—Baltimore Kennel Association, April, 1901. W. P. Riggs, Equitable Bldg., Baltimore, Md., secy. BOSTON, MASS.—New England Kennel Club, April 2 to 5, 1901.

Food Shows.

ATLANTIC CITY, N. J.—First Annual Food Show on Young's Ocean Pier, April 1 to 13, 1901. C. J. Swain, manager.

Poultry Shows.

ATLANTA, GA.—Poultry Show, Oct. 11 to 13, 1901. T. H. Martin, secy.

H. C. LOCKWOOD,

PROMOTER AND DIRECTOR. CARNIVALS, STREET FAIRS, Festivals and Expositions.

Western Office: P. O. Box 924, Wichita, Kans. Phone 438.

Booking Agent for all kinds of FIRST-CLASS MIDWAY SHOWS

Pagants and Flower Parades.

Imported Confetti and Novelties.

Every date last year and year before was a financial record breaker.

Have seven dates now and expect ten before season opens.

Ask any show who contracted with me, who is one of the few successful managers.

Gift-edge credentials from the best business organizations in several cities.

I furnish everything, or any part of any kind of Carnival work desired.

(Special bookings for fill-in dates made for 5 per cent)

H. C. LOCKWOOD, Care Board of Trade, Orange, Texas.

One manager who has never had a failure.

TICKETS!

Street Fairs, Carnivals, Expositions, Base Ball Clubs, Summer Parks, Etc.

GLOBE TICKET CO.,

Philadelphia, Chicago, San Francisco.

Write for Catalogue and Prices.

JERSEY is now in the game. I have a team. My zone is so perfect, I can furnish extra men for any place.

Mention "The Billboard" when answering ads.

William Morris, Vaudeville Agent,

103 E. 14th Street, New York.

Managers of Fairs and all kinds of Outdoor Entertainments, will find it to their advantage to communicate with me, before arranging their Programme. My Lists are the Largest in America.

I also have a number of attractive, original European Acts, which will be over in time to play the Fairs.

WANTED IMMEDIATELY FOR SELLS AND GRAY'S UNITED SHOWS,

AGENTS, BILLPOSTERS, LITHOGRAPHERS.

Also wanted Assistant Boss Canvasman, Seat Men, Chandelier Men, Boss Property Man, 4, 6 and 8-horse Drivers,

TRAINED ANIMAL ACTS,

Male and Female Artists of all kinds, Novelty Comedy Acts.

Address, **SELLS AND GRAY,**
SAVANNAH, GA.

WE ARE READY TO BEGIN NEGOTIATIONS FOR ATTRACTIONS OF ALL KINDS FOR THE CINCINNATI FALL FESTIVAL,

WHICH WILL CONTINUE TWO WEEKS, SEPT. 16 to 28, Inclusive.

THE PLAZA of Amusements will include the Streets of Cairo, Turkish Theater, Odeon, Japanese Theater, Congress of Dancing Girls, Living Pictures, Old Time One Ring Circus, Palace of Illusions, German Village, Wild Animal Arena, Old Mobile, Ferris Wheels, Merry-Go-Rounds, Electric Fountain, and such other features as may meet the approval of the Amusement Committee.

WE WANT to hear from Vaudeville Artists and all kinds of performers and attractions required for above shows. If you are a performer of merit, or have a distinctively novel act or attraction, Write.

THE CINCINNATI FALL FESTIVAL is conducted by the Cincinnati Fall Festival Association, which is composed of Cincinnati's representative business men.

Address all communications to **WILL S. HECK,** Plaza Manager Cincinnati Fall Festival Association, Cincinnati, Ohio.

CONFETTI! CANES, RUBBER RETURN BALLS, AND NOVELTIES.

We manufacture COARSE and FINE Confetti for the Trade. Write for Prices before you buy.

NATIONAL CONFETTI CO., Birmingham, Ala.

Enterprise Amusement Co. Furnishes FAIRS, CELEBRATIONS, Etc. Etc., with All Kinds of ATTRACTIONS. Midway Dancers, Vaudeville Shows, Balloon Ascensions, High Rope

Walkers, Lady Bicycle Riders, Boxers, Wrestlers and Bag Punchers, Cake Walkers, Singers and Dancers. Tell us what you want, we will do the rest.

BILLY ROBINSON, Mgr., 614 E. Kentucky St., Louisville, Ky.

The Well-Known Street Fair and Carnival Promoter.

J. H. LAINE, The Reliable, Brainy, Hustling, DIRECTOR GENERAL.

Can be engaged by BOARDS OF TRADE, COMMERCIAL CLUBS, ELKS' LODGES, ETC. IN CITIES, to Organize, fit up and Superintend STREET FAIRS, PROJECT TRADES' CARNIVALS AND PAGENTRY, MERCHANTS' GALA FESTIVALS, "MIDWAYS" and SPORTS OF THE CURRICULUM, to transact all preliminary work, bill and "ag" writing, supervise the general and excursion work.

For past three years has been connected with and contracted Street Fairs in the Leading Cities of the United States.

For many (9) years, projector and promoter of the MONSTER MUSICAL JUBILEE FESTIVAL CO. by the famous Gilmore's New York Band in all Cities of America and Canada.

Past three seasons, Genral Business Representative and promoter for the FRANK C. BOSTOCK MIGHTY MIDWAY CARNIVAL COMPANY.

To make a success secure the services of a successful, energetic and experienced Manager

Address to April 10th, - 116 West 109th St., New York.

SHOW PRINTING OF ALL KINDS—Don't Forget That! PICTORIAL, BLOCK OR TYPE WORK.

LARGEST ASSORTMENT OF STOCK CUTS FOR EVERYTHING GOING.

Send Stamp for Catalogue. **GALHOUN SHOW PRINT** HARTFORD, CONN.

FOR SALE One Male Tiger, one Lionesse, one Striped Hyena, two Male Anoa, four Cassowaries, two Ibex, two Imus, two Ostriches, four African Cranes, one Red River Hog, one European Pelican, one American Antelope, one Zebu Bull, one Sea Lion, one Female Elk, one Female Elephant, one Small Kangaroo, six Golden Eagles, five Golden Pheasants.

This Stock just received from Europe, all in fine, healthy condition. For prices address:

S. A. STEPHAN,
SUPT. ZOOLOGICAL GARDEN, CINCINNATI, O.

MANAGERS OF STREET FAIRS, CARNIVALS, COUNTY and STATE FAIRS, and PARKS:—I am now booking "Wm. Lotto," HIGG DIVER, doing one of the highest and most daring Net Dives ever accomplished. Mr. Lotto dives from a tower 75 feet high into a net, this is an act that is clever and attractive and will bring the people. For open time and terms, address: Permanent address,

R. L. HUTCHISON, Box 67, Ingalls, Ind.

Marinette Street Fair,

JULY 1st to 6th, 1901.

33,000 People in Twin Cities. For Concessions, Address:

GEO. W. TAYLOR, Secretary, Marinette, Wis.

Parks.

AKRON, O.—Randolph Park; Akron & Cuyahoga Traction Co., mgrs.
AKRON, O.—Summit Park Lake; Menches Bros., managers.
ANNISTON, ALA.—Oxford Lake Park; Howard W. Sexton, manager.
ANDERSON, KY.—Cliffside Park; J. W. Mayo, mgr.
ATCHISON, KAN.—Forest Park; J. A. Bendise, manager.
BETHLEHEM, MASS.—Norumbega Park. Carl Alberte, manager.
BALTIMORE, MD.—Hollywood Park; James L. Kernan, manager.
BALTIMORE, MD.—River View Park; James L. Kernan, manager.
DAY CITY, MICH.—Whona Beach Park. L. W. Richards, manager.
BINGHAMTON, N. Y.—Casino Park. J. P. E. Clark, manager.
BINGHAMTON, N. Y.—Ross Park; J. P. E. Clark, manager.
BIRMINGHAM, ALA.—East Lake Park. J. E. W. Clay, manager.
BRIGHTON, PA.—Junction Park. Deaver Valley Traction Co., mgrs.
BROOKSWICK, ME.—Merry meeting Park. Stewart Bros., mgrs.
BURLINGTON, IOWA.—Ferris Wheel Park. C. Ihum, manager.
BUTTE, MONT.—Columbia Gardens; Geo. Forsythe, manager.
CINCINNATI, O.—Coney Island; T. W. Paxton, manager.
CLEVELAND, O.—Forest City Park; Jake Mertz, mgr.
CLEVELAND, O.—Manhattan Beach, W. R. Ryan, mgr.
CLEVELAND, O.—Euclid Beach Park; Lee Holtzman, mgr.
CLEVELAND, O.—Chippewa Lake Park. W. A. L. E. R. B. John Kingsborough, mgr.
COLUMBIA S. C.—Hyatt's Park; E. B. Clark, manager.
COLUMBUS, O.—Olentangy Park. Olentangy Park Co., mgrs.
CUMBERLAND, PA.—Exposition Park. E. L. Comstock, mgr.
COUNCIL BLIFFS, IOWA.—Lake Manawa; W. S. Timock, manager.
DARTMOUTH, NH.—Flood's New Park Theater. W. L. Fitzgerald, manager.
DALLAS, TEX.—Cyclo Park and Family Theater. C. B. McAdams, manager.
DAYTON, OH.—Kenosa Park. F. A. Shear, mgr.
EAST LIVERPOOL, OH.—Rock Springs Park. Geo. W. Maxwell, mgr.
ELMIRA, N. Y.—Eldridge Park. E. M. Little, mgr.
FITCHBURG, MASS.—Whalom Park; W. W. Sargent, manager.
FT. MADISON, IOWA.—Ivanhoe Park. Capt. G. H. Peabody, mgr.
FT. WAYNE, IND.—Robinson's Park; N. L. Scott, manager.
GLOVERSVILLE, N. Y.—Sawandaga Park. L. Lloyd Shaffer, mgr.
GRAND RAPIDS, MICH.—Ramona Pavilion Theater. Orin Stair, mgr., care Grand Opera House.
HAMILTON, O.—Lindenwald Park. Tom A. Smith, manager.
HARRISBURG, PA.—Paxtang Park. F. M. Davis, manager.
HOLYOKE, MASS.—Mountain Park; William R. Hill, manager.
HOT SPRINGS, ARK.—Whittington Park. H. O. Price, manager.
KANKAKEE, ILL.—Electric Park, Kankakee Electric Railway Company, managers.
KANSAS CITY, MO.—Electric Park. Carl H. Groer, mgr.
KINGSTON, ONT.—Long Island Park. Jos. J. Brophy, manager.
LANCASTER, PA.—McGrann's Park Race Track. H. J. McGrann, manager.
LANCASTER, PA.—Conestoga Park. A. E. Best, mgr.
LANCASTER, PA.—Conestoga Park Theater. A. Edward Reist, manager.
LA PORTE, IND.—Tuxedo Park; J. U. Christman, manager.
LEESVILLE, KY.—Zoological Gardens. J. S. Shalby, mgr.
LEESVILLE, KY.—The Zoo. J. S. Shalby, mgr.
LEXINGTON, VA.—Rivernont Park; H. R. Woodson, manager.
MANSFIELD, O.—Sherman Heineman Park; C. R. Eddy, manager.
MARSH HOOK, PA.—Lindenthorpe Park; J. Prom Williams, manager.
MEADVILLE, PA.—Oakwood Park. Meadville Traction Co., mgrs.
MERIDEN, CONN.—Hanover Park; W. P. G. Noel, manager.
MIDDLETOWN, CONN.—Lake View Park; Thomas D. Chapman, manager.
MILWAUKEE, WIS.—Pabst America Park. Theo. Thielves, manager.
MOBILE, ALA.—Mouroe Park Theater. M. K. McDermott, manager.
MONTEPELLIER, IND.—Pyle Park. C. T. Schell, mgr.
NEW VERNON, O.—Hemwath Park. D. K. Shaw, mgr.
NORVILLE, TENN.—Glenhale Park; W. W. Mays, mgr.

NEW BEDFORD, MASS.—Buttonwood Park; Thomas W. Cook, manager.
NEW BRITAIN, CONN.—White Oak Park; F. L. Terry, manager.
NEW CASTLE, PA.—Cascade Park. St. Railway, mgrs.
NEW HAVEN, CONN.—Braunford Driving Park; Harry Cushman, secy.
NEW ORLEANS, LA.—West End; Max Plohm, manager.
NEW ORLEANS, LA.—Athletic Park; H. C. Fouton, manager.
NEW ORLEANS, LA.—West End Park; W. H. Renaud, Jr., manager.
OLEAN, N. Y.—Riverhurst Park; C. C. Moran, manager.
PARIS, ILL.—Reservoir Park; H. Dollard, mgr.
PENSACOLA, FLA.—Kupfrian's Park; V. J. Vidal, manager.
PHILADELPHIA, PA.—Chester Hill Park; H. R. Aneyh, manager.
PHILADELPHIA, PA.—Woodside Park; Frank Howe, Jr., manager.
PITTSBURG, PA.—Calhoun Park. F. E. Arthur, supt., 45 Sixth ave.
PITTSBURG, PA.—Oakwood Park. F. E. Arthur, supt., 45 Sixth ave.
PITTSBURG, PA.—Oakwood Park; Southern Traction Co., mgrs.
PITTSBURG, PA.—Shenly Park; Consolidated Traction Co., mgrs.
PITTSBURG, PA.—Kennedy Park; Monongahela Traction Co., mgrs.
PITTSBURG, PA.—Idlewild Park; Ligonier Valley R. R.; George Senft, gen'l mgr.
PITTSBURG, PA.—Maple Grove Park. P. & W. Ry. C. W. Bassett.
PRINCE GEORGE CO., MD.—Wildwood Park. C. L. Jackson, manager.
QUINCY, ILL.—Baldwin Park; T. S. Baldwin, manager.
RICHMOND, VA.—Casino Park; Wells and McKee, managers.
SALEM, MASS.—Salem Willows.
SALT LAKE CITY, UTAH.—Lagoon; J. S. Critchlow, manager.
SALT LAKE CITY, UTAH.—Saltair Beach; Chas. W. Miller, manager.
SAN ANTONIO, TEX.—Muth's Concert Garden and Pavilion; William Muth, manager.
SANDUSKY, O.—Cedar Point Grove; G. A. Boeckling, manager.
SANDY LAKE, PA.—Sandy Lake Park. S. L. Park Co., mgrs.
SENECA FALLS, N. Y.—Cayuga Park. W. C. Gray, manager.
SHARON, PA.—Blewey Park. Sharon & Sharpsville Ry., mgrs.
ST. LOUIS, MO.—Manion's Park. Jas. H. Donovan, mgr.
ST. PAUL, MINN.—Wildwood Park. I. Barnet, manager.
TOLEDO, O.—Presque Isle. F. N. Quival, gen'l mgr.
TOLEDO, O.—Lake Erie Park and Casino. Frank Rust, manager.
TRAVIS FALLS, PA.—Junction Park. H. S. Newton, mgr.
WASHINGTON, D. C.—River View and Excursion Resort; F. S. Randall, manager.
WASHINGTON, D. C.—Glen Echo Park; W. Francis Thoma, manager.
WATERBURY, CONN.—Forest Park; Jean Jacques, manager.
WILLIAMSPORT, PA.—Vallamont Park; J. A. Brosius, manager.
WILMINGTON, DEL.—Brandywine Springs Park; R. W. Cook, manager.
YOUNGSTOWN, O.—Idora Park. Eugene Rook, manager.

Additional Fairs.

ATHOL, MASS.—Fair Sept. 2 and 3. J. R. Davis, Gardner, pres.; Albert Ellsworth, secy.; F. G. Amden, treas.
CARRINGTON, ILL.—Green County Fair. Oct. 8 to 11. G. W. Witt, Kane, Ill., pres.; S. C. Simpson, secy.; R. W. Greene, treas.
FRYEBOURNE, ME.—West Oxford Agricultural Society. Sept. 24 to 25. D. A. Ballard, pres. T. L. Eastman, secy.; W. R. Farbox, treas.
LEXINGTON, KY.—Lexington Fair. Aug. 12 to 15. S. T. Harbison, pres.; E. W. Shunkin, secy.; W. T. Warren, treas.
MONTICELLO, IA.—Jones County Fair. Aug. 20 to 23. A. L. Fairbanks, pres.; C. T. Bates, treas.; H. A. L. Egley, secy.
OTTAWA, KAN.—Franklin County Agricultural Society. Sept. 15 to 20. R. B. Peddard, Williamsburg, Kan., pres.; B. C. McQuestan, secy.; John Halloran, treas.
OTTOKEE, O.—Putton County Agricultural Society. Sept. 17 to 20. A. F. Shaffer, Wauson, O., pres.; W. A. Itatke, Wauson, treas.; Thos. McKesel, Wauson, O., secy.

Lexington Horse Show, FAIR AND CARNIVAL.

August 12 to 17, 1901.

Most Extensively Advertised and Most Liberally Patronized Carnival in the South. ATTENDANCE 250,000.

ATTRACTIONS WANTED

Will contract for either single attractions or with responsible party controlling AGGREGATION of ORIENTAL and MODERN AMUSEMENTS.

ONLY THE BEST ARE WANTED.

Address, E. W. SHANKLIN, Secretary, LEXINGTON, KY.

OXFORD LAKE PARK ANNISTON, ALABAMA,

Will employ for the summer season its own orchestra and several vocalists, and desires to engage for one or two acts at a time, specialty acts of recognized merit at figures which a limited population of fifteen thousand will permit to be paid. Write fully in your first letter. HOWARD W. SEXTON, Gen'l Manager.

10c To introduce our work, we will sell our big Budget of Monologues, Parodies, etc. for 10c. Send your time and be in line. GEM CAMEO CO., 250 Pine St., Providence, R. I.

STREET R. R. PARKS—I want to manage or Summer Theater, Vaudeville or dramatic performances. Competent stage manager. Change our act 12 weeks, and make good. Eastern parks preferred. Sober and reliable. Write quick. THE TWO PEELS, Rogers, Arkansas.

STREET FAIR AND REUNION PROMOTERS. You must have a fine team Merry-go-round! We have one. Will contract in Arkansas, Mississippi, Tennessee, Kentucky, Missouri and Kansas, unless 1901. Write us. BARNES & BRUNDAGE, Permanent address, Herington, Kansas.

Weighted and Not Found Wanted.

BALLOON ASCENSIONS! Anywhere by aeronauts that are aeronauts. No fakirs, no bun work, and what I say I do I do. As an open air attraction there is no better drawing card than a balloon ascension when properly executed. If you want the best this season, you must contract with us as soon as possible. First come will be the first served, and those who desire to purchase balloon outfits should investigate our prices. Permanent address, FOTHERGILL, BALLOON COMPANY, Cromwell, Indiana.

M. ROSENTHAL, 212 Cedar St., Syracuse, N.Y. LATEST FAD FOR FAIRS. Rubber Balls, No. 5, rubber attached, \$2.75 gross. Rubber Balls, No. 10, rubber attached, \$3.00 gross. Rubber Balls, No. 15, rubber attached, \$3.25 gross. Tin Foil and Fancy Colored Paper Balls, No. 2, with rubber attached, \$2.25 gross. No. 3 Return Ball and Rattle Box combined, \$3.25 gross.

ATTENTION! PRIVILEGE MEN! We are headquarters for Candies, Peanuts and Pop Corn Specialties. Prices the lowest. Prompt shipments. References: Mr. Harry Amhar, Great Wallace Show; Mr. Dan Dale, John Robinson Shows; and many others.

PERU CANDY CO. PERU, IND. ALIVE! ALIVE! Japanese Whizzing Mine. Get a few, have a banner painted, and you have a complete show. Order quick; they sell fast. BIRD STORE, Williamsport, Pa.

Bill Posters' Paste Brushes.

The most practical Brush made. Copper wired and protected corners. Improved Light Weight Block. VERY STRONG, WITH SAFETY SCREWS

- GRAY RUSSIAN BRISTLES. Quaker City, 9-inch, \$3.50 per dozen, \$2.75 each. Excelsior, 9-inch, \$3.50 per dozen, \$3.25 each. Extra Extra, 9-inch, for circus use, \$42.00 per dozen, \$3.75 each.
- BLACK CHINA BRISTLES. No. 1, Royal, 9-inch, \$27.50 per dozen, \$2.50 each. No. 2, Royal, 9-inch, \$42.50 per dozen, \$3.00 each. No. 3, Royal, 9-inch, \$34.50 per dozen, \$3.50 each. 8-foot Curved Handles, 50 cents each.

ELDER & JENKS, Brush Makers 127 North 5th St., Philadelphia, Pa., U. S. A.



The



DONALDSON



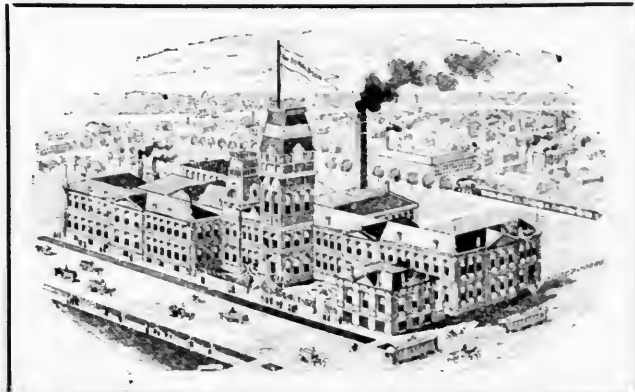
LITHO. CO.



POSTERS AND

Of every kind and style.

HANDBILLS,



NEWPORT, KENTUCKY.

Just across the river from Cincinnati.



ARE you going to have a STREET FAIR this year? Yes. It is a good idea. It is the "king" of all benefit functions. It will not only clear more money for you than any other scheme you can adopt, but it will benefit your town, it will bring increased trade and patronage to all your merchants, restaurateurs, cafes and hotels.

BUT

you must advertise it well. Remember! Oh, remember! Advertise it far and near, and thoroughly. Do this, and it will be a success; neglect it, and ignominious failure is sure to be your portion.

When you get ready to take up the matter of advertising, write to us. We will give you some pertinent pointers. We have the largest line of "pictorial posters" in the world. We have them for every phase and feature of a Street Fair, Carnival, or for any kind of civic demonstration.

We will send samples FREE, and valuable advice and information, too. Remember the name _____

The DONALDSON LITHO. CO.

NEWPORT, KENTUCKY.



CAICEDO

Revelation of France
Sensation of England
Surprise of Australia
the Great Success of
America.

بربر

"I don't know how you do it," exclaimed the CZAR OF RUSSIA.
"You are indeed the King of the Wire," said, with great enthusiasm, H. R. U. the PRINCE OF WALES, in the royal box in company with the late Crown Prince Rudolph, at Ronacher Theater, Vienna, Austria, in December, 1888.

Caicedo has appeared before all the crowned heads of Europe. He has been the chief headliner wherever he has exhibited his marvelous performance.

Managers of Parks and Fairs read what F. W. Heubach and the Winnipeg Industrial Exhibition Association expressed in a kind letter to the King of the Wire.

DEAR MR. CAICEDO:—Allow me to express to you, both on account of the Board and on my own account as well, the very great satisfaction your act gave us during Fair Week. It is, in my judgment, one of the greatest, if not the greatest, and most pleasing acts we ever had an opportunity of witnessing, and we think in this opinion the Winnipeg public fully concur.

I shall have very much pleasure in giving voice to this opinion at any time.

F. W. HEUBACH,
General Manager.

Caicedo's Marvelous Performance is the proper headliner for all vaudeville theaters, Parks Fairs, Clubs, etc. Act can be arranged from 12 to 50 feet high.

ADDRESS:

Caicedo, as above, 216 E. 14th St., New York, or White Rats Association.

The entire Press of England, France, Russia, Germany, Austria and America—in fact, throughout the world—are equally enthusiastic in their remarks concerning CAICEDO'S Marvelous performances.

FOR SALE—At Evansville, Wis., Shetland Ponies Tent of different sizes, second-hand and course Cages, Performing Dens, Baggage Wagons, Band Wagons, Advance Car and Combination Car; also one pair of large Dane Dogs.
COL. G. W. HALL, Evansville, Wis.

WANTED! POSITION ON THE ROAD

With some Medicine Company, by a young Physician of three years of general practice; can give one week's lecture on different organs of the body; willing to take Medicine Show on road at fair salary; reference given. Address, **Box 98, Mode, Ill.**

FOR SALE—The greatest Platform or Side Show Attractions on Earth. The Human Dragon, with Skio Painting, \$4; \$10 with order, balance C. O. D. Also one big Detective Museum, the greatest show on earth; cheap. Send for list.
WM. NELSON, Manufacturer,
Van Norden St., North Cambridge, Mass.

AMERICA'S GREAT

HOWARD,

KING OF

Knife and Battle Ax Throwers!

ACT RUNS 15 MINUTES.

A first-class attraction for Fairs and Summer Parks. Address W. H. HOWARD, "Billboard" office, Cincinnati, O.

Big Four

The
"Buffalo
Route"



1901 Pan-American Exposition

Big Four Route in connection with Lake Shore & Michigan Southern and New York Central R. R. offers the finest equipped train service at frequent intervals to Buffalo from South & West.

M. E. Ingalls, President.
Warren J. Lynch, Genl. Pass. Agt.
W. P. Deppa, A. G. P. A.
Cincinnati.

Residence Everywhere.

Stopping Nowhere.

DOC. WADDELL,

With
Frank C. Bostock,
The
Animal King.



The Man with the Passes.

Headed for the
Pan-American
at Buffalo,
May 1 -- Nov. 1.

Meeting All Corners.

Permanent Address:
Box 254, PORTSMOUTH, O.

At All Hours.

The BIGGEST FAIR! The Biggest Premiums in America!

For Horses, Cattle, Sheep, Swine, Dogs, Hares, Tobacco and Flowers; with Racing by Electric Light, and with The Best, and Only The Best Carnival Features on Earth,

WILL BE THE

Louisville Interstate Fair

Louisville Jockey Club Grounds,
Sept. 23rd to Oct. 5th, 1901.

AL. BOUALISA, Chairman Amusement Com. JAS. F. GRINSTEAD, Chairman Privilege Com.

WANTED! HIGH-CLASS ATTRACTIONS WANTED! NONE OTHERS.

FOR FREE EXHIBITIONS:—Mid-Air Return Acts, Acrobatic Acts, Punch and Judy, Pantomimists, High Wire, Flying Rings, Clown Acts, Clubs and Hoops, Bar Acts, and any other novel and popular.

FOR PAY SHOWS ON PERCENTAGE:—Monstrels, Illusions, Vaudeville, Moving Pictures, Dogs and Ponies, Museum Freaks, Snake Charmers, Art Theater, Trained Animals, Mystic Maze, Merry-go-rounds, Haunted House, Electrical Novelties, &c., &c.

PRIVILEGES FOR SALE!

ADDRESS ALL COMMUNICATIONS TO
MARMADUKE B. BOWDEN, Executive Director,
3 AND 4 BOARD OF TRADE BUILDING, LOUISVILLE, KY.

BENNETT'S DRAMATIC EXCHANGE, A. MILO BENNETT, MANAGER.

204 SCHILLER BUILDING, CHICAGO.

Has placed 300 people in season's engagements since July. Handles only the best. Immediate attention to every order.

SEND FOR OUR BEST STOCK PLAYS. "A Ward of France," "The Purple Lady," "A Royal Intrigue," "All the Comforts of Home," "Lost Paradise," and "La Belle Marie."
Also for our new Play Catalogue of Manuscript Plays, suitable for Repertoire and Night Stands.

Attractions from the Orient

La Belle Soleda, Zahra Hatoon, Sultana Hanim, La Belle Frieda, Ba Ba terror of the mountains, Abdul Zahkar, Shaw Essmahil, Riza Bek, Osman, All Baba, Had Ji Lessik.

National and Devotional Eastern Dances, headed by

La Belle Soleda, princess and priestess of the Temple of Isis Constantinople, Turkey.

Zakeb Mountain Dances, Satan and Fire Worship, of East India.

Celebrated Mohammedan Prayer followed by marriage ceremony in Mohammedan style.

Dextrous sword Combats.

Original Whirling Dervish.

Ali Baba, greatest Magician and Astrologer of the Orient.

Mavihi Dervish Zikre, Ah Lah Roo.

Sultan's Harem Concert.

Had Li Jessik, Oriental Juggler.

Strictly First-Class Oriental Wardrobes. We carry our own Native Musicians. Our performances are suitable for lady audiences as well as for gentlemen. Strictly moral.

Permanent address, BILLBOARD OF NEW YORK CLIPPER.



Isaac A. Monk, manager.—504 S. 6th St., St. Louis, Mo.—B. Delgariau, Treasurer

THE GREAT ORIENTAL CARNIVAL CO. Original Troupes of Oriental Nations.

Turks, Armenians, Algerians, Arabs, Persians, Caudeneas, Syrians, Zaza, Kurds, &c.

SPECIAL ATTRACTION!

I have some open time: 8 Performing Shetland Ponies, 8 Performing Dogs, High Diving Ponies and Dogs, Riding Dogs, etc. Managers of Parks and Fairs, write

F. J. ROGERS,
(En Route.) Permanent address, Mt. Ayr, Iowa.

STREET FAIR MANAGERS,

Attention, Fair, Park and Street Fair Managers. Have eight (8) of the Most Thrilling, Daring and Sensational Outdoor Attractions before the Public.

TRAVELING IN OUR OWN SPECIAL CAR.

Write for open time after June 1st. Address:

COLLINS' CARNIVAL CO.,
BOX 123, COLFAX, IA.

120 MAGICIANS Wanted to send ten cents for one copy or one dollar for a years subscription to Mahatma, the conjurers magazine. Back Hand Card Palm, Kellar's Illusions, Growth of Flowers, Herrmann's Trilby, etc., etc. Bowl for sale, trick of catching live gold fish in the air, for sale. Stamp for price and particulars. Mahatma Office, 236 Williams Ave., Brooklyn, N. Y.

Animals Just Arrived FOR SALE.

Elephants, Camels, Male Tigers, Forest Bred Lioness, Thibet Bears, Three Large White Polar Bears, Kangaroos, Ostriches, Emus, Cassowaries, Anoa Antelopes, Ilex-Quads, Yaks, Red River Hog, Ocelots, Hog Deer, Hyenas, Cinnamon Bear, East Indian Bears.

Orders taken for other animals.
E. D. COLVIN,
No. 346 Wabash Ave., Chicago, Ill.

MOVING PICTURE MACHINES AND FILMS MAGIC LANTERNS WANTED

And for Sale or Exchange.
ARBACH & CO., 809 Filbach St. Phila.

THE ROLTARES, SCIENTIFIC PALMISTS,

Wish to hear from Elks, Parks and Fair Promoters for summer engagements. Years of experience, plenty of testimonials, and an attractive "front." Permanent address, "The Billboard" Cincinnati, Ohio.

FOR SALE!

A 90-ft. Top, two 40 ft. M. P., used 10 weeks; seats, blues and reserved; band wagon; 60-ft. stock car; harness, lights, poles, horse tent. No time for correspondence. Come and see me.
HORACE FULLER, Kalamazoo, Mich.

DOWN BY THE WATER MILL.

New and Popular Vocal Solo; proof copies sent on receipt of 2c stamp, and Programine Orchestration 10c.
A. J. DICK, Publisher,
236 S. Franklin St., Shamokin, Pa.

Attractive combination of Genuine and Novel EASTERN ATTRACTIONS.

MEIER FAMILY

WORLD'S WATER WONDERS

NOW BOOKING SEASON 1901
FAIRS, PARKS, Etc.

MISS BESSIE—Fifteen years old. Champion Lady Trick, High Trapeze Diver and Speedy Swimmer of the World.

MASTER TOMMIE—Twelve years. Single and Double Somersault Diver, High Trick and Trapeze, and All-around Swimmer.

LITTLE ELMA—Five years. The only living Baby Trapeze Diver and Expert Swimmer. Rows the smallest racing shell ever used.

BABY MINNIE—Three years. Expert at the oars in her little boat; knows all nautical commands.

The only water show of its kind in the world. \$5,000.00 to produce its equal.

Big hit at Cincinnati Fall Festival. Work in tank also.

Special Lithoa, Donaldson's Address.

CAPT. THOS. J. Q. MEIER.

Prop. Cincinnati Swimming School,
1418 Vine St. Cincinnati, O.

FUTURES \$2.00 THOUSAND

Invisible Fortunes \$1.25 per 100. Printed Fortunes, 50c per 1,000. Cabinet Photos of yourself for selling purposes, \$2.50 per 100, or \$20 per 1,000. Send negative or photo to copy. Send for Samples.

WENDT SHOW PEOPLE'S PHOTOGRAPHER Boonton, N.J.

Midwinter Carnival and Business Men's Free Street Fair Co.

—AND—

SPRING FESTIVAL.

Now En Route.

The successful Free Street Fair and Carnival Company, now playing the Southern States and box office for the Spring and Season of 1901.

Our references are the Mayors of the following cities, where we have held successful Carnivals and Free Street Fairs: Americus, Ga.; Bufaula, Ala.; Jackson, Miss.; Natchez, Miss.; Florence, Ala.; Huntsville, Ala.; Rome, Ga.; Selma, Ala.

The Sturgis Carnival Co. is composed of the following first-class attractions and exhibitions:

K. P. Speedy, Champion High Diver of the World, from 90-foot tower.

The Big Condemner Ferris Wheel and Free Platform Shows

1. Electric Theater. Exhibition.

2. Zharina, the latest sensation from Paris and Electric Fire Dancer. Exhibition.

3. Lunetta, the Flying Lady. Exhibition.

4. Little World. A Mechanical Exhibition.

5. German Village and Vaudeville. Exhibition.

6. Big Jumbo Snake Exhibition.

7. Streets of India, with Electric Fountain, and Streets of Cairo Dancing Theater. Exhibition.

8. Eau Sauv, original Snake Eater. Exhibition.

9. Georgia Plantation Jubilee Minstrels. Exhibition.

10. Electric War Show, Moving Pictures of Galveston Horror and Battles of the World. Exhibition.

11. Wild Man. Exhibition.

Business Men's Committees and cities desiring to hold Free Street Fairs and Carnival Week during spring and summer, we are now booking, and guarantee the above attractions. We do our own advertising and billing.

For dates, address as per route, or permanent address.

Legitimate concessions and privileges to rent. Knife boards and racks, cane racks, initial wire workers, baby racks, gypsy camp, fortune tellers, eye glass stands, juice stands and similar privileges.

Rome, Ga., week, March 12; Gainesville, Ga., week, March 20.

Wanted, 3 good show spielers and lecturers at once.

Wanted, first-class door man to make openings and good programme ad solicitor

C. J. STURGIS, Manager. LEON MOOSER, Promoter.

Permanent address,

Cliff and McMillan Sts., CINCINNATI, OHIO.

PAPER FESTOONING!

Manufactured in all colors, or combination of colors. Samples and prices submitted on application.

Garrett-Buchanan Co., 3 & 5 S. Marshall St. Philadelphia, Pa.

THE BOWERY AMUSEMENTS!

May 1st—PAN-AMERICAN—November 1st.

Every conceivable kind of attraction now being placed for six months of the Exposition. THE BOWERY, its entire length, faces the Stadium and Pan American Grounds, with the N. Y. C. & H. R. R. stopping directly in front. THE BOWERY leads directly up to the Terminal Entrance, where both steam and electric cars reach the Exposition. This proposition eclipses all attempts of anything of the kind heretofore projected. Conservative estimates place the attendance for the six months at from 25,000,000 to 40,000,000 of people, and will be the biggest thing that ever happened in America. With about 85 per cent of all admissions to Pan-American being at this entrance, you won't have to sharpen your pencil to figure out the value of our location. Get into line at once, as we are locating attractions at a merry clip. For particulars, address, BOWERY AMUSEMENTS, 617 Mooney Building, Buffalo, N. Y.

THE LA ROSE

PORTABLE ELECTRIC FOUNTAIN

Can be engaged for one or more weeks for Street Fairs, Parks and all places of out-door amusement. It is positively the strongest drawing attraction extant. Don't wait until time is all booked, but address for particulars at once.
GEORGE LAROSE, Manager.
The La Rose Electric Fountain and Display Co., Chicago, Ill. (General Delivery.)

SPACES FOR SALE

For Novelties and Merchandise of every description, at the

GRAND MIDWAY AND NOVELTY SHOW,

To be held at the 2nd REG'T ARMORY, PHILADELPHIA, APRIL 8 to 20.

Apply to SCHLICHTER & LE CATO, Managers, 138 and 140 N. Broad St., Philadelphia, Pa.

PAN-AMERICAN TERMINAL ANNEX,

WANTED FOR SIX MONTHS:—German Village, Streets of Cairo, First-Class Merry-Go-Round, and other Good Features.

KINGSLEY,

49 Niagara Street, Buffalo.

WANTED! FOR THE SIDE SHOWS WITH CAMPBELL BROS. SHOWS, FREAKS AND CURIOSITIES. Would like Boy or Girl Imitator to Rose the Wild Girl, Lady that can Sing and Dance, want to hear from Oskazuma Zulu, and all kind of freaks, address:

LEW NICHOLS, 2722 Armour Ave., Chicago, Ills.

THE BRAINERD ELECTRIC PRISMATIC FOUNTAIN The greatest crowd drawing and money getting attraction of the age for Street Fairs, Carnivals, Parks, etc. Can also furnish Electric Theater, finest black top on the road, Moving Picture or Snake Show, together or separately.
care of St. Charles Hotel. R. H. BRAINERD, MGR., EL PASO, TEX.

To Street Fair Committees.

I am still in the Street Fair business. As proprietor of a theater and museum and a general amusement exchange, I am enabled to render splendid service to Street Fair Committees.

I am specially equipped to furnish the entire amusement features of FREE STREET FAIRS. My services can also be secured to manage the amusement features of CARNIVALS, and book attractions for them.

Every Street Fair and Carnival that I have ever conducted has been a triumphant success. Yours will be if you do business with me. I will save you money, and give you better shows than you can otherwise secure.

My References: Any newspaper or business house in Cincinnati, and every Street Fair Committee with whom I have done business in the past.

I invite the fullest correspondence, and will come to your city and talk over the matter with you personally.

If you are interested, it will do no harm to write for my booklet on street fairs.

Address:

WILL S. HECK,

Proprietor Heck's Amusement Exchange,
Heck's Wonder World Theater Building,

526 and 528 Vine Street, CINCINNATI, OHIO.

WIRE ARTISTS' and SHELL JEWELRY SUPPLIES

Drilled Pearl for Name Pins & Brooches.

BANGLE RING.



No. 875.
Gold filled, per doz. \$1.50
Gold plated, " " 87 75



The Pearl is drilled with two holes, which makes mounting very easy. The effect is beautiful.
Price per doz. for Pearl without name... \$0.75
" " mounted with name... \$1.50

LOVER'S KNOT RING.



No. 879.
Gold filled, per doz. \$2.00
Gold plated, " " 86 25

We are headquarters for everything needed in this line. Send us your permanent address and get one of our NEW CATALOGUES. JUST OUT with illustrated instructions for making wire, bead, shell and agate jewelry. New designs for wire artists, and most complete illustrations and lowest prices of wire, shells, cat eyes, agates, beads, pearls and other stones, also all tools and supplies. We manufacture gold filled wire specially for wire jewelry artists—round, square and fancy wire—acid-proof, at lowest prices. Catalogue just out. Mailed free to your permanent address. Beginners can easily learn the trade with the help of this book. Write today.

Rogers, Thurman & Co.,

Jewelers Wholesale Supply House,
Dept. B, 115 Dearborn St., Chicago, Ill., U. S. A.

THE NAME
GRIFFIN
stands for THE BEST in
Theatrical SHOES
Write for Catalogue
Prices Right
25 SPRING STREET
Rochester, N. Y.

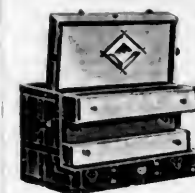
A LIBERTY—The 3 Mardos, Acrobats, now ready to negotiate with Managers of Fairs, Parks, etc. This is a novel and pleasing act full of sensational features from start to finish. A more refined and graceful acrobatic specialty cannot be produced. This act is especially adapted for all open air entertainments. Managers wishing to book the above act, address, TIM MARDO, 116 James Street, Akron, Ohio.

PROF. W. J. SUMNER and his Company of Skilful and Scientific Acrobats are booking for the season of 1901. First class ascensions, with daring trapeze performance and parachute leap by lady or gentleman. Night ascensions, with grand display of fireworks. Balloon racing a specialty. Address, PROF. W. J. SUMNER, Toledo, Ohio.

Established 1865. Telephone, Monroe 233.

...D. QUILL...

PIONEER PASTE MANUFACTURER,
96 W. Quincy St., Chicago, Ill.



New Idea in Trunks.

The Stallman Dresser Trunk is constructed on new principles. Drawers instead of trays. A place for everything and everything in its place. The bottom as accessible as the top. Defies the bag, bage smasher. Costs no more than a good box trunk. Sent C. O. D. with privilege of examination. Send 2c stamp for illustrated catalogue. F. A. STALLMAN, Stallman ave., Columbus, O.

TOY MONEY AD BILLS—5,000 bills for \$100.00, 10,000 \$15.00, 20,000 \$25.00. Satisfaction guaranteed, or money returned. Address, WM. WOODARD, Leickhart, Tenn.

FREE! GUNS, MUSICAL INSTRUMENTS, JEWELRY, Etc., for your name and address, P. O. Box 21, Sta. A, Cincinnati, O.

100 PROFESSIONAL CARDS PRINTED TO SUIT Sent to any address on receipt of 25c. in stamps. B. WRIGHT CO., 1927 N. 23d St., Philadelphia, Pa.

TRANSPARENT BANKING CRAF DICER—Made by us only; detection impossible. New inventions in Electrical Sporting Goods for Fairs, Races, etc. CATALOGUES FREE. H. C. EVANS & CO., 125 Clark St., Chicago, Ill.

THE OWENSBORO FAIR, AUG. 13-17.
OWENSBORO, KY.

Is the best fair held in the South. Want first-class attractions of all kinds. Every privilege made big money last year. In the Indiana-Kentucky Circuit. I. PERRYMAN LITTLE, Sec.

AMUSEMENT COMMITTEES—For something new and up-to-date, it would be well to look after Patterson's Ferris Wheel and Big Swice that caused such a stamped among the people at Wenita, Kan., Marshall, Mo., and Ft. Smith, Ark. Street Fairs last season. Would like to open season in some good park.
JAS. PATTERSON, Chetopa, Kan.

BAND MUSIC. Big bundle, 10c silver. W. HUCKLEY, "B" 398 Bradford Street, Brooklyn, N. Y.

Established in 1852

F. PATUREL & CO.

16 Warren Street,
NEW YORK.

Manufacturers and Importers of
GAS, WHISTLING AND
ADVERTISING

BALLOONS.

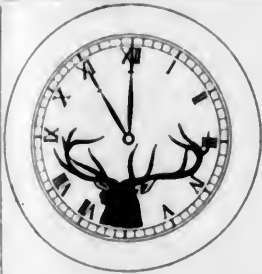
Also Novelties for Street Men.

We receive every week from our factory Balloons of all kinds and sizes that we guarantee of superior quality to any offered on the market.

We also caution our customers and the trade to beware of inferior goods and false numbers offered at cheap prices.

PRICE LIST ON APPLICATION

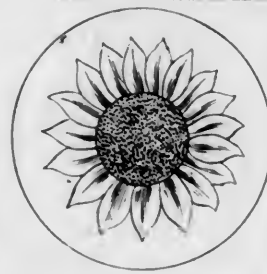
Mention "The Billboard" when answering ads.



STREET FAIR



BUTTONS



AS YOU KNOW no street fair is complete—no street fair can be an absolute success unless it has its own distinctive button.

IN THE FIRST PLACE there is nothing so good for advertising a street fair as an attractive button—every person for miles around will want one and wear one, and every person wearing one will become a walking advertisement for the fair—**see the point?**

IN THE NEXT PLACE it keeps the fair constantly in the minds of the people; keeps them talking about it; fills them full of the spirit of the fair. That means the kind of crowds that make fairs successful.

THE ST. LOUIS BUTTON CO. have long made a specialty of this line of business, and, as a result, are especially well equipped for supplying these goods on short notice (capacity 100,000 buttons daily).

AS FAR AS DESIGNS ARE CONCERNED, we will get you up the kind that create interest, or we will reproduce any you may submit to us, in one or more colors.

The Buttons shown in the border are a few samples of what we have done for street fairs. **What can we do for you?**

PRICES:

	500	1,000	2,000	5,000
50 Line 1 1/4 inch diameter, - - -	\$10.00	\$15.00	\$28.00	\$60.00
70 " 1 3/4 " " " - - - -	15.00	22.00	40.00	95.00

We make all sizes of celluloid buttons and medallions from 1/2 inch to 9 inch diameter.

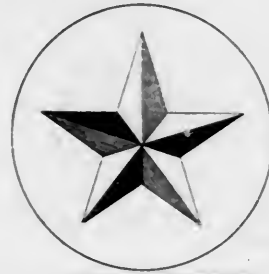
All buttons have a patent pin back.

Write us for any information, and also for special prices on larger quantities.

Long Distance Telephone 2902 M.



ST. LOUIS BUTTON CO.



620
N. Broadway,
ST. LOUIS,
MO.



BENSON TO THE FRONT

WITH ANOTHER NEW ONE!

"A 20th Century Fete"

A FREE ENTERTAINMENT

That Brings in **MONEY!**

HOW'S THAT?



IMPORTED paraphernalia — the best and finest — nothing of the kind ever produced in the United States before, and under the management of the greatest of Street Fair and Carnival Directors.

GEO. D. BENSON,

Permanent Address
B. P. O. E. 396,
LAPORTE, INDIANA.



JOS. G. FERARI,
Gen'l Manager of Company
No. 2, the powerful pre-emi-
nent pastime that has stood
the test of years. Has never
been equalled.

THE MESSRS. FERARI'S

Trained..... EXHIBITIONS, Wild Animal

DIRECT FROM EUROPE.

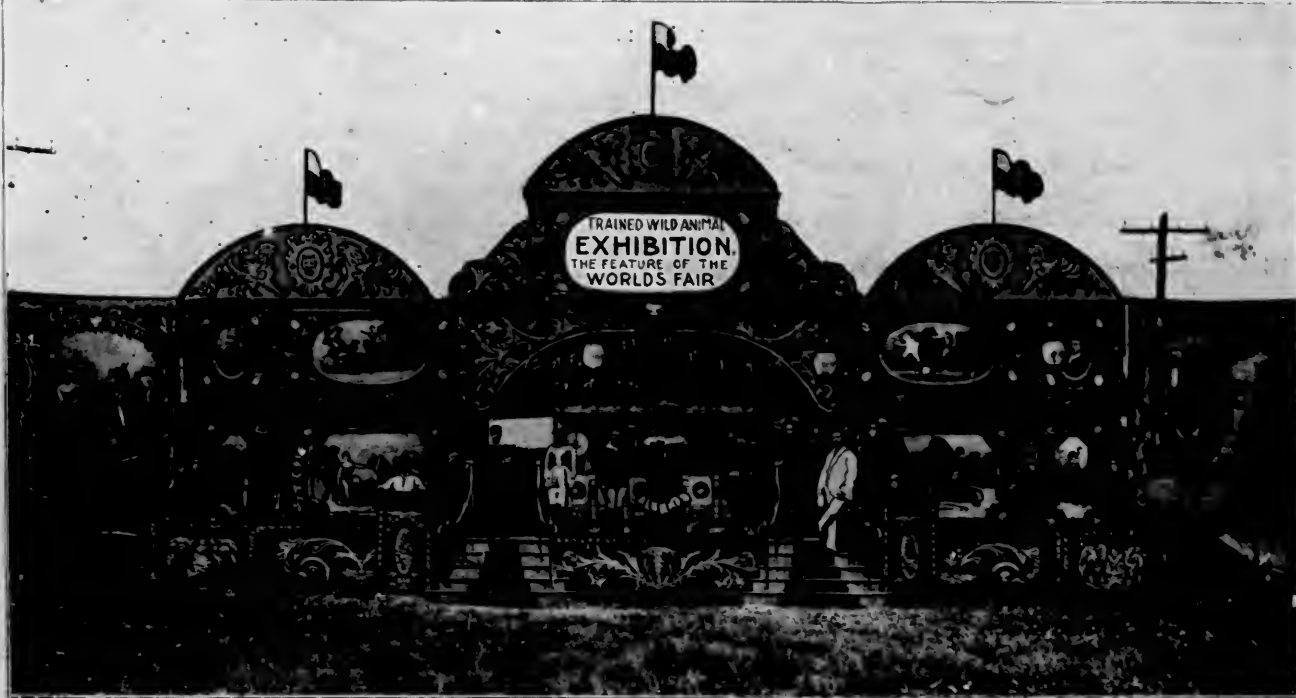
✽ ✽ The Most Costly Entrances and Exteriors of any Exhibitions in the World. ✽ ✽



COL. F. FERARI,
Gen'l Manager of Company
No. 1, the origination of every
STREET FAIR in America.
it recognizes no competitors.



ORIGINAL



UNIQUE



TO every *Elks' Lodge*, to all *Knights of Pythias*, *Red Men*, *For-
esters*, *Business Men's Organizations*, or any *Citizens' Com-
mittee* that will hold, or contemplate holding, a *Street Fair* or
Carnival during the coming season, we wish to particularly empha-
size the fact that wherever one has been a *complete success*, the
Ferari's Trained Wild Animal Exhibitions, and all other amusements
furnished by them, have emphatically helped to make them so. In fact *NO
Street or City Fair has ever been complete without them*. We *posi-
tively guarantee the very greatest and grandest Trained Wild
Animal performances given on either side the Atlantic—bar none*.

OUR *Midway Exhibitions* have ever been *clean, clever* and *un-
surpassed by weak, would-be imitators*. Our Free Exhibi-
tions are the *best* that unlimited capital can procure. Our Trained
Wild Animal Exhibitions a *Revolution to American Amuse-
ment lovers*, and their costly appointments *the sensation of
every city visited*.
We *positively guarantee* to have exclusively the *Cleverest Animal
Actors on Earth*, the *most Daring and Finished Trainers in the
Profession*, and a *Complete Exhibition without Parallel on either
side of the Atlantic Ocean*.

We Furnish

Complete Midways,
Free Exhibitions,
Trained Wild Animals
of Every Kind and
Nature.

WE do not make Glittering
Promises, nor cause
Disappointments.

EVERY advertised asser-
tion is made good with
Actuality.

WE Brighten Your City,
and Richly Ornament
Your Streets.



You Can Ask

The following American Cities
regarding the character of our
Exhibitions and Midways:

- Louisville, Richmond,
Kansas City, Omaha,
Baltimore, Nashville,
Memphis, Lexington,
Savannah, Dayton,
Toledo and a host of
others.

IF YOU ARE IN DOUBT,
THEY WILL CONVINC
YOU—WHO CAN FUR-
NISH THE BEST.



You will do well to PERSONALLY INVESTIGATE THE MERITS OF OUR
exhibitions and compare them with others. ✽ For Carnival weeks occurring in
May and June, we will offer unusually LIBERAL INDUCEMENTS. ✽ We GUARANTEE
your city money, your committee money, your city jammed with joyful crowds, and a feast
of pleasure, without a single disappointment, for all who come within your festive area.

Address all communications to.....

The Zoo, _____
MILWAUKEE, WIS.

The MESSRS. FERARI,
Managers.

