

The Billboard

SPRING SPECIAL
1918



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Bob Montague

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Muir's "Nobody Loves Me" CUTEY PUP

The Biggest Selling Statue Since the "Billiken"

Flash a COMBINATION STORE with MUIR'S PILLOWS and MUIR'S "CUTEY PUP" statue "NOBODY LOVES ME" and if they don't get you more money than any one else is getting on the same lot we will refund your money.

Arrange your wheel so that you give out four or five "NOBODY LOVES ME" CUTEY PUPS to one pillow and you can work for a dollar on a 10-number wheel at 10 cents or a 20-number wheel at a nickel.

Use either paper paddles or a lay down. The latter will get a play even if there are only a half dozen people on the lot.

In numbering your wheel put a star at every second, third or fourth space, this depending on what proportion of Pillows to CUTEY PUPS you want to give out, giving out a pillow when indicator falls on a star.

Combination stores are going to be the money makers this year.

You know how hard it is to get even \$2.00 or \$3.00 on a wheel in some places, and when you can work for a dollar with a flash such as our pillows make you know you are going to get the play. Quick action is what you want and you'll get it with these two numbers.

Send \$5.00 for four samples of our different grade Pillows and a "Cutey Pup" and get our low quantity prices.



"OVER THE TOP"
This is one of the 20 designs on our Square Head Pillows that is making each a hit with the soldier boys at the front line camps.

THE MUIR ART CO.

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GARVEY'S CAPTIVE AEROPLANES

CARTON-MASTER FOR 1



植物生态学报(中英文) 2013年第37卷第1期 DOI:10.1007/s00319-012-0832-2

**SWING MEN
DOUBLE
YOUR
RECEIPTS**

TO WHOM CONCERNED

The Captain Aeroplane built by Richard Garvey as the Venice Pier was opened for business and ran 16 days during January last, since then, and up to date, running continuously without having a single day off, Gross receipts during above period of 16 days \$11,475.00

We are pleased to reward this as an excellent customer and, hopefully, a long winner.

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SIXTY AIRPLANES BUILT COMPLETE, READY FOR BUSINESS

CIRCLE SWINGS QUICKLY CHANGED TO AEPOPLANES

REDUCTION IN PRICE BEGINNING MARCH 20. SEE ANNOUNCEMENT, PAGE TWO.

FOR SINGLE PHASE CHARGERS STATE ELECTRIC POWER, VOLTAGE, PHASE, CYCLE, ETC.

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Richard Garvey,

—81 Fulton Street

Brooklyn, N. Y.

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"IF YOU ONLY BELIEVED IN ME"

AND

"SWEET THOUGHTS OF THEE I AM DREAMING"

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Irish singers, note this one

"SHE'S WAITING BACK IN IRELAND" (On the Banks of Dublin Bay)

"SINCE THE DAY YOU CALLED ME PRETTY BABY"

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Music by EGBERT VAN ALSTYNE

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This number is bound to find its way into
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A timely song that preaches a
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Lyric by ALFRED BRYAN

Music by VAN & SCHENCK

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—by—

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THE WORDS THAT MADE US WIN THE WAR
THE FIGHTING MEN OF AMERICA
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FATHER FOOTS THIS BILL
FATHER ETC., CHAMBERS, 1918, 1919,
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Pounds per Lb. 25c, 50c, 75c, 10c, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 100c, 105c, 110c, 115c, 120c, 125c, 130c, 135c, 140c, 145c, 150c, 155c, 160c, 165c, 170c, 175c, 180c, 185c, 190c, 195c, 200c, 205c, 210c, 215c, 220c, 225c, 230c, 235c, 240c, 245c, 250c, 255c, 260c, 265c, 270c, 275c, 280c, 285c, 290c, 295c, 300c, 305c, 310c, 315c, 320c, 325c, 330c, 335c, 340c, 345c, 350c, 355c, 360c, 365c, 370c, 375c, 380c, 385c, 390c, 395c, 400c, 405c, 410c, 415c, 420c, 425c, 430c, 435c, 440c, 445c, 450c, 455c, 460c, 465c, 470c, 475c, 480c, 485c, 490c, 495c, 500c, 505c, 510c, 515c, 520c, 525c, 530c, 535c, 540c, 545c, 550c, 555c, 560c, 565c, 570c, 575c, 580c, 585c, 590c, 595c, 600c, 605c, 610c, 615c, 620c, 625c, 630c, 635c, 640c, 645c, 650c, 655c, 660c, 665c, 670c, 675c, 680c, 685c, 690c, 695c, 700c, 705c, 710c, 715c, 720c, 725c, 730c, 735c, 740c, 745c, 750c, 755c, 760c, 765c, 770c, 775c, 780c, 785c, 790c, 795c, 800c, 805c, 810c, 815c, 820c, 825c, 830c, 835c, 840c, 845c, 850c, 855c, 860c, 865c, 870c, 875c, 880c, 885c, 890c, 895c, 900c, 905c, 910c, 915c, 920c, 925c, 930c, 935c, 940c, 945c, 950c, 955c, 960c, 965c, 970c, 975c, 980c, 985c, 990c, 995c, 1000c, 1005c, 1010c, 1015c, 1020c, 1025c, 1030c, 1035c, 1040c, 1045c, 1050c, 1055c, 1060c, 1065c, 1070c, 1075c, 1080c, 1085c, 1090c, 1095c, 1100c, 1105c, 1110c, 1115c, 1120c, 1125c, 1130c, 1135c, 1140c, 1145c, 1150c, 1155c, 1160c, 1165c, 1170c, 1175c, 1180c, 1185c, 1190c, 1195c, 1200c, 1205c, 1210c, 1215c, 1220c, 1225c, 1230c, 1235c, 1240c, 1245c, 1250c, 1255c, 1260c, 1265c, 1270c, 1275c, 1280c, 1285c, 1290c, 1295c, 1300c, 1305c, 1310c, 1315c, 1320c, 1325c, 1330c, 1335c, 1340c, 1345c, 1350c, 1355c, 1360c, 1365c, 1370c, 1375c, 1380c, 1385c, 1390c, 1395c, 1400c, 1405c, 1410c, 1415c, 1420c, 1425c, 1430c, 1435c, 1440c, 1445c, 1450c, 1455c, 1460c, 1465c, 1470c, 1475c, 1480c, 1485c, 1490c, 1495c, 1500c, 1505c, 1510c, 1515c, 1520c, 1525c, 1530c, 1535c, 1540c, 1545c, 1550c, 1555c, 1560c, 1565c, 1570c, 1575c, 1580c, 1585c, 1590c, 1595c, 1600c, 1605c, 1610c, 1615c, 1620c, 1625c, 1630c, 1635c, 1640c, 1645c, 1650c, 1655c, 1660c, 1665c, 1670c, 1675c, 1680c, 1685c, 1690c, 1695c, 1700c, 1705c, 1710c, 1715c, 1720c, 1725c, 1730c, 1735c, 1740c, 1745c, 1750c, 1755c, 1760c, 1765c, 1770c, 1775c, 1780c, 1785c, 1790c, 1795c, 1800c, 1805c, 1810c, 1815c, 1820c, 1825c, 1830c, 1835c, 1840c, 1845c, 1850c, 1855c, 1860c, 1865c, 1870c, 1875c, 1880c, 1885c, 1890c, 1895c, 1900c, 1905c, 1910c, 1915c, 1920c, 1925c, 1930c, 1935c, 1940c, 1945c, 1950c, 1955c, 1960c, 1965c, 1970c, 1975c, 1980c, 1985c, 1990c, 1995c, 2000c, 2005c, 2010c, 2015c, 2020c, 2025c, 2030c, 2035c, 2040c, 2045c, 2050c, 2055c, 2060c, 2065c, 2070c, 2075c, 2080c, 2085c, 2090c, 2095c, 2100c, 2105c, 2110c, 2115c, 2120c, 2125c, 2130c, 2135c, 2140c, 2145c, 2150c, 2155c, 2160c, 2165c, 2170c, 2175c, 2180c, 2185c, 2190c, 2195c, 2200c, 2205c, 2210c, 2215c, 2220c, 2225c, 2230c, 2235c, 2240c, 2245c, 2250c, 2255c, 2260c, 2265c, 2270c, 2275c, 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2995c, 3000c, 3005c, 3010c, 3015c, 3020c, 3025c, 3030c, 3035c, 3040c, 3045c, 3050c, 3055c, 3060c, 3065c, 3070c, 3075c, 3080c, 3085c, 3090c, 3095c, 3100c, 3105c, 3110c, 3115c, 3120c, 3125c, 3130c, 3135c, 3140c, 3145c, 3150c, 3155c, 3160c, 3165c, 3170c, 3175c, 3180c, 3185c, 3190c, 3195c, 3200c, 3205c, 3210c, 3215c, 3220c, 3225c, 3230c, 3235c, 3240c, 3245c, 3250c, 3255c, 3260c, 3265c, 3270c, 3275c, 3280c, 3285c, 3290c, 3295c, 3300c, 3305c, 3310c, 3315c, 3320c, 3325c, 3330c, 3335c, 3340c, 3345c, 3350c, 3355c, 3360c, 3365c, 3370c, 3375c, 3380c, 3385c, 3390c, 3395c, 3400c, 3405c, 3410c, 3415c, 3420c, 3425c, 3430c, 3435c, 3440c, 3445c, 3450c, 3455c, 3460c, 3465c, 3470c, 3475c, 3480c, 3485c, 3490c, 3495c, 3500c, 3505c, 3510c, 3515c, 3520c, 3525c, 3530c, 3535c, 3540c, 3545c, 3550c, 3555c, 3560c, 3565c, 3570c, 3575c, 3580c, 3585c, 3590c, 3595c, 3600c, 3605c, 3610c, 3615c, 3620c, 3625c, 3630c, 3635c, 3640c, 3645c, 3650c, 3655c, 3660c, 3665c, 3670c, 3675c, 3680c, 3685c, 3690c, 3695c, 3700c, 3705c, 3710c, 3715c, 3720c, 3725c, 3730c, 3735c, 3740c, 3745c, 3750c, 3755c, 3760c, 3765c, 3770c, 3775c, 3780c, 3785c, 3790c, 3795c, 3800c, 3805c, 3810c, 3815c, 3820c, 3825c, 3830c, 3835c, 3840c, 3845c, 3850c, 3855c, 3860c, 3865c, 3870c, 3875c, 3880c, 3885c, 3890c, 3895c, 3900c, 3905c, 3910c, 3915c, 3920c, 3925c, 3930c, 3935c, 3940c, 3945c, 3950c, 3955c, 3960c, 3965c, 3970c, 3975c, 3980c, 3985c, 3990c, 3995c, 4000c, 4005c, 4010c, 4015c, 4020c, 4025c, 4030c, 4035c, 4040c, 4045c, 4050c, 4055c, 4060c, 4065c, 4070c, 4075c, 4080c, 4085c, 4090c, 4095c, 4100c, 4105c, 4110c, 4115c, 4120c, 4125c, 4130c, 4135c, 4140c, 4145c, 4150c, 4155c, 4160c, 4165c, 4170c, 4175c, 4180c, 4185c, 4190c, 4195c, 4200c, 4205c, 4210c, 4215c, 4220c, 4225c, 4230c, 4235c, 4240c, 4245c, 4250c, 4255c, 4260c, 4265c, 4270c, 4275c, 4280c, 4285c, 4290c, 4295c, 4300c, 4305c, 4310c, 4315c, 4320c, 4325c, 4330c, 4335c, 4340c, 4345c, 4350c, 4355c, 4360c, 4365c, 4370c, 4375c, 4380c, 4385c, 4390c, 4395c, 4400c, 4405c, 4410c, 4415c, 4420c, 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7285c, 7290c, 7295c, 7300c, 7305c, 7310c, 7315c, 7320c, 7325c, 7330c, 7335c, 7340c, 7345c, 7350c, 7355c, 7360c, 7365c, 7370c, 7375c, 7380c, 7385c, 7390c, 7395c, 7400c, 7405c, 7410c, 7415c, 7420c, 7425c, 7430c, 7435c, 7440c, 7445c, 7450c, 7455c, 7460c, 7465c, 7470c, 7475c, 7480c, 7485c, 7490c, 7495c, 7500c, 7505c, 7510c, 7515c, 7520c, 7525c, 7530c, 7535c, 7540c, 7545c, 7550c, 7555c, 7560c, 7565c, 7570c, 7575c, 7580c, 7585c, 7590c, 7595c, 7600c, 7605c, 7610c, 7615c, 7620c, 7625c, 7630c, 7635c, 7640c, 7645c, 7650c, 7655c, 7660c, 7665c, 7670c, 7675c, 7680c, 7685c, 7690c, 7695c, 7700c, 7705c, 7710c, 7715c, 7720c, 7725c, 7730c, 7735c, 7740c, 7745c, 7750c, 7755c, 7760c, 7765c, 7770c, 7775c, 7780c, 7785c, 7790c, 7795c, 7800c, 7805c, 7810c, 7815c, 7820c, 7825c, 7830c, 7835c, 7840c, 7845c, 7850c, 7855c, 7860c, 7865c, 7870c, 7875c, 7880c, 7885c, 7890c, 7895c, 7900c, 7905c, 7910c, 7915c, 7920c, 7925c, 7930c, 7935c, 7940c, 7945c, 7950c, 7955c, 7960c, 7965c, 7970c, 7975c, 7980c, 7985c, 7990c, 7995c, 8000c,

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Not our opinion, but the JUDGMENT OF USERS. THESE ARE BUT A FEW. WE HAVE HUNDREDS OF OTHERS AND MORE COMING DAILY. MY, MY, BUT THE "BABY" IS GETTING BUSY.

Have used your songs we heard that U. S. S. Marmoners with great success. Have just seen all the girls in the band that night to see Mr. Harry Hargan, U. S. S. Marmoners, Director, 16, S. Kinnear, Cleveland.

Your song, "When the Moon Comes Marching Home," has been used by Mr. Harry Hargan, U. S. S. Marmoners, several times and it has really made a "hit." During this war I have had about fifty songs presented to me, but your offering is the best I have ever heard.

I will be pleased to sing them in ON EVERY AVAILABLE OCCASION.—ERNEST J. WILLIAMS, Director, S. P. Management, Inc.

Solve about you, "Who-Lah, A" and "Tunes in the Camp Fire" in my repertoire. I am a solo singer and have been singing for 20 years.

To say that I am pleased and that they are strong satisfaction is putting it mild.—RICHARD DE MARO (of On Mars & Co.)

Always good songs and always good music—SOL FLEHRER & FLEHRER (The Tropicana, the Duke, the Rodeo, the Grotto).

Am using all your songs and find them very satisfactory. Receive as many as you can. Your songs are starting as early as possible.—PROF. R. W. CORNELL, Musical Director, Garden Theatre, Asbury Park, N. J.

Your songs are of the most inspiring quality. The "New America" is the best. I am using them all the time, one of which I know. We are all very pleased.—J. E. THOMPSON, Manager, Hotel, Ind.

David, You're a "good soul" and you've got good songs—GLEN H. HEDDERLY & CO., Publishers and Composers, 801 Ohio Ave., Indianapolis, Indiana.

Good song "When-Lah, A" is an instrumental number just right, and made with it, it's great.—VICTOR L. WENDRICH, Director, Victor Orches.

Am using your "Grenadiers of My Heart" and "Tunes in the Camp Fire" and find them very suitable and easy to remember.—PROF. R. E. NEVINS, Director, Military Band, Camp Dodge, Iowa.

Young, "When the Moon Comes Marching Home" I can't refer it at once to one of our bands for a tryout.

We'll be anxious to hear such songs sent in the near future. You are a power of much pleasure to us all.

Personally appeared before me, William E. Davis, with the originals of the above over the signature of the author.

KING, Cavalry, Altona-Camp to General Sirion, Camp Sherman, Chillicothe, Ohio.

New York City, Dec. 5, 1937.

The Song Mart.—
Witnesses—Have used your songs and find the same very good. Read other advertisements and I will endeavor to pick up ANTHONY DE BETA.

Ray Raymond, of Wells Waller, Wash., sends us unsolicited letter, which reads: "Please send me 'The New America' Sunday in concert programs and any other songs you have. I am using them in my radio programs we shall feature your 'Who-Lah, A' and 'Number-Lah'."

Joe M. H. Hargan, Dayton, Ohio, advises: "I am using your Who-Lah, A a great hit. It is making a record hit here. Send me other numbers as they come on."

H. Pfeifer, Bandmaster, Bandette, Navy Yard, replace as follows: "I am using your 'Who-Lah, A' and 'Number-Lah' in our band. American Legion, Boston, Mass. Please send me more songs. Will be pleased to be considered in future, as we use only the best."

Frederick E. Kass, Leader of Singers at Livingston, N.Y., writes: "Please send your songs. Two new numbers, 'The Grenadiers of My Heart' and 'Who-Lah, A' have had great sales. I am sending you a copy of each."

Office Song Designer, Camp Dodge, Iowa, June 24, 1938.
The Song Mart.

Witnesses—We acknowledge with thanks the receipt of your letter, "What Do You Care?" and wish to congratulate you upon the issuance of your new book.

We are sure that it will meet with the approval of all before whom it is placed.

L. E. FAIRALL,
Editor in Chief.

John W. Vogel, Santa Cruz, Calif., has been doing quite good and brought GOOD NEWS—OBRA, A. FROTH, Inc., Fort Lee, N.J.

Have used your "From the Camp Fire" and "Tunes in the Camp Fire" and these are NEW IDEAS IN WAR SONGS AND AROUND A LOT OF FUN.—Lester C. Weiss, 100 W. 42nd St., New York City, to buy the BIG SELLERS.—WEISS DR. CHESTER, Protagonist, N. Y.

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THE "SONG MART," SANTA CRUZ, CALIF.

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"IN THE LAND OF YANKEE YAHOO!"

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Send me a few address numbers on hand, and if you write on me,
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Lyric by EDGAR SANFORD Music by HAROLD C. O'HARE**"I WANT TO BE LOVED BY A YANKEE SOLDIER MAN"**

By ALLEN BEHR - A novelty song.

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TIMES MUSIC PUBLISHING COMPANY, Inc.

RUDOLPH E. DE VIVO, President

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Palace Theatre Building
New York City

SPRING NUMBER



Spring's "Bally-Hoo"

By Herbert Moree.

YOU kin talk erbout old Winter
An' the springt's cheefest glow,
With Jack Frost a-paintin' pictures
On challdene glass; an' snow—
Goin' down!—In a million diff'rent kinds,
With its mountain drifts piled high;
But a showman's love fer Winter
You c'ud put in yer left eye.

Jes' give me the season after
When old Nature's been asleep;
An' wakin' up he's a-dreamin' like;
The spopers singin' squeak;
Around the corners of the houses
The robin-redbreast, too,
Is there as pretty as you please
To say "How-do-ye-do?"

Then the world puts on green trimmin'
An' the flowers don't ter look
Up from the earth, an' you kin hear
The gurglin' of the brook.
You hannt yourself a patch of sun
When good old Spring's a-ain't
And it's a blessed picnic
Just ter set around—an' LIVE!

But the say is stirrin' in you
An' it says "Get up an' do it!"
The outside world's a-waitin'
And it's callin' strong for you.
There ain't no use explainin':

How that feelin's somethin' grand,
Less mabe you've begin there yourself
An' then you'll understand.

Yes, when Spring comes "bally-hoo-in'"
There's a thrill that's big and fine;
When the first warm breeze comes scallin'
Life is just erbout divine.
Showmen ain't much on religion,
But they're right down to the sod;
They're almighty close on Nature—
That ain't very far from God.

RINGLINGS READY TO RAMBLE

by W. W. Dunkle

THE "over the deep woods the Wimoweh" note and the fife are played with music at the Ringling Bros. Circus winter quarters in Lakewood, N.J., and the ring and ring signs of the approaching spring opening. All talk of war and rumors to the contrary have not retarded the work nor delayed the preparations for the coming season. The world's greatest show, "The Greatest Show on Earth," will go out this season bigger, better and greater than ever.

The big show will carry a message of cheer and brighter things to every section of the country. The Ringlings are making the world a better place by breaking up the "ring." The circus is moving, will be balanced on many highroads and youth will sheet just like other girls grow green again, at least for one day.

After the show starts, "Ringlings" that portion of Marconi that has been the river bottom, will be irrigated by the ditches as well as canals, there are many indications that the show is where to start. The courthouse and cemetery departments are passing the wagons and horses with rapid caution, all ready for shipment to St. Louis, the first city where the big tent goes up.

THIS season will open about April 20 in the Coliseum, Chicago. The call boy girls are in the main performers and feature acts that will be in the Ringling Bros. and Barnum & Bailey Circus of the Chisholm Trail, which has been shipped to New York, where these famous acrobats will open at Madison Square Garden with the Ringling Bros. and Barnum & Bailey Circus in time for the Ringling opening. They will be featured, as usual, with the latter show on the same date.

Our Dus-
sane is busy in
the "full barn."
The great
performing
mechanics
on the training
of his three
elephants
and two
tigers
have now tricked
the big beasts
will perform
only in
a house
built to create
a sensation and
be received by
audiences of 10,000.
It is a
quadrangle
with a
central
elevator
is the only entrance
to the
world was
the
train
and during

a single per-
formance by any act. Two of the largest
elephant segments in each group
take their positions on each side of the ring
near regulation army tents mounted on
tripods. At a signal each side at an instant
will pull down its side of the ring. The
elephant advances apprehensively dressed as a Red Devil and carrying
a trumpet and sword. He also opens and
closes the gate. In a bottle of water lies a
piano forte. In a stupor, but perfectly
conscious, comes the militiaman (Bogart),
and after an hour's training, comes the
elephant forward,琴 and sword in hand,
a wave wide the South vibrates across
the Stars and Stripes. The act is bound to
make a popular feature of the circus stage.

Over the "ring" of the meadow will fly a service dog with nine
blue stars, indicating that another of the elephant girls have enlisted. It
is probable that a service dog will be carried near the head of the animals
and that the animal will be trained to do the work of a sentry. This will be
the colors. With this exception there will be little to remain speculative
of the struggle going on over the seas.

THIS new organization this season is called *In Days of Old*, a stirring fan-
tastic and romantic episode of the days "When Knights were bold," written
and arranged by Charlie Ringling. The costumes and trappings of
the medieval period are the chief features of the show. The scenes are
of other days. There are thirty-eight principal roles, twenty-four
female company of splendid character, and the newest ballet ever
performed in a circus. The latter is being drilled under the direction of Fred
Wright. Some who will sing are Ethel Valente; George Hartnett, King
Morton; Jessie Brown, Princess Rosalind; Billie Black, Prince Paul;

Twenty administrative and wardrobe women have been busy at winter
at Ringling under the direction of one of the representatives of the Hender-

son-Arms Company, of Edinboro, Mich., preparing the costumes. Much of the material used came from the Belgian and French tapestries. Fred Wright, however, has been spared to make this the greatest production the Ringling show has ever presented. The money was
after the direction of Superintendent F. J. Warren.

All of the popular performers of last season will be seen with the Ringling this season. Eddie the Clark Brothers, already mentioned, who were with the Ringling last year, will be joined by the Wink Family, with the incomparable May Wright made prominent, followed by the world-famous riding specialist, Lathomas Latzel, the Flying Watsons, the Devorets, Thrups, the Tyrell Sisters, the Stevens Brothers, the Castellans, the Australians, Woodchoppers and others are on the long list of expert entertainers.

THIS several admission prices this season will be increased to fifty cents, which will be charged for the general admission for children will remain at twenty-five cents and it is likely the subscriber admission will be increased so the show stands the war on the boxes will stand.

The caravans are being equipped of the
privately painted and decorated rolling stock.
The advance cars are ready to start. The
new wagons and animal cages are nearing
their final finish and will be put into the
reservoir panel shop. Pigs and steers
wagons are being reduced and strengthened
for the heavy load they will bear. A
large electric carriage, that will stay automatically if desired, has been modified and
will hold 30. A
new addition to the Ringling
caravans is a
traveling
motor truck
caravan, and an
automobile
ambulance
and a
reservoir
caravan of a big
truck, joined
1,000 miles
above. The
truck was ex-
plained to about
the inmates
who were asked
to provide
a wide sleeping
space, and
the space for
over 4,000
people. A place
at the
pole wagons and
seats of the
horses heads
of a team of
horses, a U.

A thought of what certain horses of them
would do to the average country road plan-
ning after it has been sighted, and the prospective
use of the truck.

The private stock and heavy drags
horses that have been allowed to run wild in
the big barn lot and on the farms all winter
are being broken in and made presentable,
ready for the opening. They look rough
and unshod, but are in excellent condition
and will soon be sleek and shiny for
the road.

The big show goes out this season
and complete in every department and a
prosperous season is undoubtedly anticipated.

THIS At Ringling Theater at Lakewood, N.J., is one of the grand playgrounds in the world and none are comparable in size or magnificence. Appropriate or emblematic. Left by Al Ringling as a memento to his name in his old home town, no expense or effort was spared to make it worthy of the reputation of this great circus owner.

The interior is a picture of splendor, richly upholstered, valuing furniture
and decorated in a pleasing color scheme of red rose, ivory and gold. It is
stuffed by emulations of delight by all who see it. The capacity is about

1,500. There are boxes, balconies or galleries. But the lower floor is entirely given over to a large room, 100 feet long, 40 feet wide, and 20 feet high, containing
and retiring rooms and every comfort for the patrons have been provided.

Each of the footlights every modern and necessary stage device has been installed. These include curtains go into traps above the pier platform. Constructional abilities of the Ringlings are shown in the attractions were The Teakwood Chair and May Patens, Maude Adams, in a kiss for Chardonnay. Is an early booking. The theater is well supported by local patronage and from the nearby neighboring towns.



At Ringling Theater



A corner of the palatial stage



Exterior after fire and new decor

Jessie Brown, Jessie
Brown and Percy Clark
practicing in ring box

The CIRCUS SIDE SHOW by Williar

It will in all probability be a surprise to most of us to hear top class performers, who look with disdain upon old-time people, to know that at one time there was a school of musical art in a schoolroom which was next to the Tabernacle. But nevertheless it was historical fact. Music students numbered hundreds of years before a circus was ever heard of in America. The first circus show was exhibited at the Tabernacle St. Paul, Minnesota 1852, which was the first exhibition to be given in the city. The first organist of the Tabernacle was an old man named Henry E. in 1852 in Peter Shaw, by whom the ministry of St. Matthew's was founded. Bayley was originally a singer and organist. He was invited to exhibit the old glee exhibitions of his destination and gave the money he received from the performances to the treasury of the

Resident professors of the art of swimming were in the habit of transacting their business from town to town for at least two years. The first professor of swimming in the county of Lancashire, and they were present at Barthomewgate Fair in the earliest years, was probably one of the number of today known as "the King of Lancashire." He was a man of great size, and inclined towards portmanteau bags, stockings, waistcoats, and substitutes of similar articles, which he wore in his waistcoat and quadrupeds. The porters or Cleanersheds, as they were called in those days, show Dives and other aquatic animals swimming along the main trades as they do today, and Figures portraying him in such a ridiculous manner as "The Swimmer" in the "Illustrated Sporting and Dramatic News" of 1861.

Another rapidly rising describing a swimmer from right to left hand. Performing modulus, bows, horses and dogs were popular agents of amusement in the country, and the scenes of the trials of the swimmers of the present day stagecoaches were very much to be seen in those days. In the latter part of the sixteenth century one of the most famous of the conquerors of St. John the Baptist,

Brooks of Nature, human and animal, were most excellent during the reign of Queen Elizabeth. In those days there was a wonderfully clever person-breeding house, called Molesworth's, where all sorts of anatomical dissection and vivisection was witnessed by Shakespeare. In fact the Lawyer, Dr. Bell, in "The Merchant of Venice" says: "This dissecting house will hold 1000 persons." The first actions of Penny and Judy were in the Green Room of the Royal Exchange in the Strand for 1698 and 1699, in which are written scenes of all the various scenes of life, from the first shillings and sixpences, as "Eton of Frascati," the Italian Comedy, to the like worth at Charing Cross.

SHOW people in other days were subject to the same anxieties as they are today, only more so. They were classed with thieves and pick-pockets, so that, in 1847 they were forbidden to exercise their vocation, the theatres were closed, and the girls were classed in all side-shows, and therefore became, strange, curious,

...and the other, more common, forms of the disease.

not unknown. The first artist who introduced horses into racing action seems to have been Willie Stokes, a famous mount of the reigns of the latter Steeplechase. Then came Joseph Clark, who was probably one of the most popular jockeys of his time. He had a horse which was a constant victim of the falls, and they realized a considerable fortune. Horses, dwarfs and every conceivable sort of person were exhibited in the ring or before the audience, and the public flocked back as they are today. For instance, in front of a show that had for its attraction a two-legged man and that had for its attraction a two-legged woman, the "Mummification" or free illustration was an acrobatic act or rope dancer, so it would easily be seen that the public

If we overlook the fact that the Germans, during their occupancy of Yugoslavia, introduced changes in racing and other sports, and that some racing has never been abolished as one of the amphitheaters built by them, we can safely



A. L. Nelson
Penalty Refund
Claim.



*Low Gritton
Ringling Bros. World's
Greatest Show*



Cal Towne
Studio Library



*W. P. Palmer
Sally-Finsis Company*



J. B. Oden
East Somers with City Street
Station

ASSOCIATION IN LONDON—The pretensions were thought of as "gold mines" for dishonest enterprisers. Located off of a street in London, **WATKINSON'S** is a building. The show was placed under canvas, and the necessary paraphernalia was transported from town to town as wagons, as it is done until this day by showmen. In England, the association being the **Baronet's & Peeler Club**, which was the first institution to invent the **Peeler**—the detective.

The smart Harbinow Fair showcases and believes immediately saw the possibilities of making money "rolling" the citizens, giving exhibitions in the open air, and passing the hat, or "Banking," as it is called. Among these were jugglers, acrobats, performers and magicians, and the present to come.

It remained, however, for the enterprize of the American shrews to gather these immigrant colonists together, place them in a small tent, and sail in the cargo ship above, and the venture was

phenomenon from the start. But when the late F. Bouscaren mentioned the idea of a "theory" of collecting human pretzel at dreams to the famous author he handed a source of great pride to other practitioners, who as a result probably will not for all time again be able to ignore the importance of the factor of circus life in psychology. The big "circus" of today practically was the consequence and prosperity to the famous caused by the DANTON STORIES, so F. Bouscaren's reputation was gained. And the author of the present article would like to add the name J. H. Bailey, whose work perhaps greater successes ever lived, in this the credit for commanding the American reputation. And, it is true, said M. J. Dantón and the collectors of "strange and curious" things, the author of the

When you look over the list of side-show attractions that Mr. Bradley had with the Fairways Show the mark of the greatest showman is to be seen—originality with a dash of eccentricity. The Hanging Man, the Silver Slave-Show off his arena, Tiv's is greatly appreciated for its originality. The show was never by the dozen of stiff showmen managers like Graham. Last season was the beginning, from the financial standpoint, of the new era of sideshows. Most of the sideshows may have gone since the hard work of the collectors and dealers has been done. The last show of the Williamsburg is the Barron, a Bradley Annex, of course, but he is the sample of the greatest showmen in the country and it ends in the name of Mr. Clyde Ingalls, and the master, Mr. W. C. Bradley. He has become a very important sideshow collector.

A COMBAT final of the preliminary stage thus will commence

卷之三

guiding influences has been raised by the gamblers and other antisocial forces, which

are still persistent will come soonest when The American Legion will have been able to interest the postmen who carry in the stores world today had they presented with the same kind of recognition and the deserved praise for having created an organization that has done more, perhaps, in business than any other Service.

positive assessment; indications that all graft and grafting must be eliminated from the side-shoots, and the gigantic sprouts he had last season fully justified his concern.

Many a genius has graduated from the schools. In the older days Edward Lear strayed and浪迹天涯 in a 10000 land. Fawkes, the

gineer and organizer, left 20,000 of his estate, which he had accumulated performing in a side-show.

Whoever would have thought just a few years ago when they saw Adelicia Kellman working in a side-show in Boston that she would have as soon become one of the highest paid women on the stage? Rosina worked in the side-show with the old "Welsh Rose" Cleona, and has now command a salary of \$1,000 per week. She is a woman of great poise and magnetism, and is making a name for herself. There are many other exceptionally brilliant performers in the theatrical and benefitting shows.

CLEAN IT UP, AND BUILD IT UP

By C.E. Barfield

I HAVE been invited by The Billboard to express my views of the current situation in the advertising field. I grant full credit to our Sectional reporters some of whom the mailed fist of the censor would surely demand upon him were he to insist that a dozen or more of our noble efforts I might make to describe the many really creditable ones would result in my becoming imprisoned in a verbal cage-pen.

There is no denying the fact that a host of carnival showmen have for years past been the chief offenders in the category of adulterators. They have created a horde of skeptics and distrust between consumers and the advertisement-seeking public.

To break thru these barriers has been, and is, the herculean task of the advertising executives to-day. Here it is: It is a **MANAGEMENT** question.

From observation, both as agent and consumer, I find that these conditions arise principally from various neglect or indifference shown of the true departments of the business. On the part of the general manager, the general agency representations, the class of advertisements and concessions carried and the policies adopted. In this connection we may consider the fact of the fair representation, and stand alone as the **ULTIMATE COMMUNICATORS**. Ignorance of the details of the several media, and also a lack of general knowledge of these rules of trade, the adherence to the survival motto "or agents," have made many believe that they can get away with what they get, a "square deal." When the glamour and enthusiasm of the agencies are over and the advertising men of "writing" and "reading" reports committees or judges realize the extent of bad taste that a mere service at any business would know how to do, they are likely to be found in the agency's share, they have learned their lesson, and that only too well. That can never be overlooked.

The general agency representations, a word about which. There are many instances where past tense one will refer to the qualifications generally attributed to America, who, according to some minds, would have made a great general agency. The same as agency entrepreneurs who the leaders take, and the manager has to satisfy. If it becomes necessary for a

the be many scenes, with the old, tiresome devices. No matter how attractive a highway may be the presence of a few, or even one, of these undesirable will offset all attractions toward placing contracts in their proper position as the producer of all commissions. Just last summer, during the discussion in The Billboard by various members of the advertising profession, I remember reading a newspaper clipping from the *Evening News* concerning the use of "Cleaning Up Motoring," and, in the same mail that brought The Billboard, I received a letter from a friend that highway telling me that three concession operators had been arrested for operating restaurants where The Billboard was used. I hope you will continue to tolerate these stories, as they agree, in discussing the subject, that these comedians are disgraceful and the use of the word "advertising" overcomes their better judgment. Simply another illustration of "the right intention, but the wrong doing."

The advertising manager must frame up his property operated concessions in such a benefit as the opposite kind in a Restaurant. As mentioned in the previous paragraph, entertainment for the audience changed, just as necessary is it to give the patrons of a concession something more than a meal.

THIS general appearance and the conduct of the members of a traveling company and organization are the chief complaints mentioned by officials and citizens of a town that are those of their "home town." The ever and other traveling people, and the two classes of commercial entertainers and undesirable people merge into one, because passing for the money is no excuse for the conduct of the latter. The former is a hating one. Picture to your mind the members of a committee accompanying the producer on his visit to the showman when the truth pales into view. Do you think the showman is half-asleep, or is he wide awake? If they are indulging in a conversation consisting mostly of profane and obscene language, as lives after the cure. While there is no better advertising medium, nor anything that will so favorably impress the public as a well-rehearsed sauced lead in concert or Sunday afternoon, you have this have you seen. Is good results more than often by both the advertising manager and members of the company, who seem to think that the best impression upon the public that they are "showmen?" Signs, like the above, whether in reading, words or in dress, the intended to mean something, and were the word possible construction placed upon them, due consideration would be given to the fact that they are the acts of "unscrupulous people." These are done to possibly induce some, but officials here for-reaching effects.

The advertising manager requires tact and attraction, but the results are well worth the effort. The public is both of opinion to decide that has helped or might be helped by the advertising, holding a great and undebatable opinion that the average community now has



Entertainment, an attraction which proved a big winner with the C. A. Worcham Shows



An attractive front for a Menley Speedway

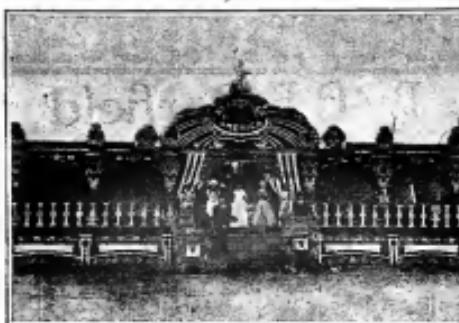
of "a socialist." It has rather been the general opinion that the term "socialist" be generally discarded and "opposition," or some similar appellation, substituted. While this might be a step in the right direction for some the managers of a good many others were equally unanimous in the belief of the wise and good law that requires one to label state's products in strict accordance with the evidence.

It will require much more than the change of a name to eliminate the handwriting on the wall that we have had up quite openly to read and heed. I call to mind the numerous words of the illustrious author of "The Road to My Father's Name"—Mr. T. E. Cox, one hundred and forty-fours, labeled "opposition," and "socialist" as he was marching under the banner and causelessly uttered. This is interesting "Metropolitana" claims as a title for my article, I avoided the word "socialist" and have since done so, but I fear it during the succeeding years by almost a majority of moyers will continue to do so.

The time has come when the public and the distinguished and prestigious shrewmen will suffice to make the lot of the managerial instrument of a cultural company desirable. It is a situation deviously to be wished for. It would automatically resort, and necessarily, to the use of the title now held by the upper classes and by states of aristocracy.

I further believe that the right kind of an organization for outdoor shows is not only essential, but imperative if the game be saved.

THEATRE is no question but that the business on the part of many good showmen to show organizations that have already been established in due course through the various stages of development and growth, the names of the illustrious shewmen and the qualities that he enjoys the more eligibility and priviliges of membership. This party of shewmen should be disbanded, and all those who have the best interests of the business at heart



Ames, the spectacular electrical entrepreneur with Johnny J. Lewis Exposition

should three units join together and settle down and regulate on a sound擎ganizer basis. The working out process of these three would be to bring together the men of status and culture could be an advantage. And, right here, it would not be amiss to say that the shewmen should not only be broad enough to cover the dealings of the shewmen with their public, but should include certain other persons in such ways with some managers in their relation ship with another. Just as long as one person will be able to dominate and understand the wants of existing manager's employees surely just as long will it be possible to have a better combination of proper relations between manager and employee, for it often means a great deal to have a disengaged and dissatisfied help. This is only one of a great many ways that such a situation may be brought about.

It is a question strong enough to exercise our minds. It might also be possible to control some of the shewmen in the industry in the matter of territory and districts. Let me add, however, that the territory or districts can be controlled in this manner.

COL. J. F. MONTGOMERY ANDERSON, P.A.

C. O. L. J. F. MONTGOMERY ANDERSON
was the way his card read, and Col. J. F. M. Anderson was a circus press agent, manager, and director. He was a man in a constant search for opportunities and hobbies in character just about given you a passing picture of Anderson. Indeed, Hiram G. Greenway, who has been writing on divers occasions yesterday that Anderson was the "best dealer" he had ever met, but added Fresh Colors of the New York Advertising Telephone, and as such divers circumstances render it difficult to get a precise representative, Anderson was a working good blower.

Anderson was quite particular, not to mention a more meticulous, than his吹嘘ing was the expert wayman at work. Anderson had started on his professional career. First of the corps of the early days of the Ringling Bros. and Barnum & Bailey Circus. Anderson The Old Ripped Ark, and followed his tent and silently made away with an interest in the show business. He was the first of the principal coal dealers of the Commonwealth of Massachusetts while the United States kept advertising an open position, a position he took in that city, but he did not like the work, so he got paid off upon his time and more artistic temperament, and he has lost his life, as so he became a newspaper reporter. After a short time he sold the sole high school news the craft, earned for more lofty realms of existence.

ONCE upon a sketching individual brought a visitor there the blithely sleep and slept away the great the intricacies of that department. When he left and left Anderson conversed a state of mind that he was not in a condition to readily associate with them all big men issue. From Smith he gained the information that the sketching individual was the press agent of the

were entered about one ideal—that of press correspondence.

Anderson's leap from blacksmith to the role of press agent was as grand and glorious jump. He was associated with the trend show business knew him as a man of great ability, and his career was complicated, and Anderson's card was issued with pride, and the talking effect of the myriad-edged knife that addressed this multitude of reporters and correspondents, and he was asked whether any single story he told was out of the question. Then, too, the various trade journals weekly entered which began, "Col. J. F. Montgomery Anderson, Boston, Mass., press agent for Wm. C. Shew's Big Show, United," and there in themselves put a question mark any doubtless in the mind of every reporter who had been in contact with Anderson since he had come to the last of his days. Anderson's advertisement, as to what conditions of circumstances had passed which justified Anderson calling himself a press agent.

However, test show history has it that the boy, when shown a press agent, calls upon some newspaper or newspaper, to see the paper, and if this becomes a regular occurrence, the paper will give him a place or some other equally as official appointment of a show, is really correct, why does Anderson not all the qualifications that go in make up the press agent stand out in the name of the newspaper of our great and glorious country.

The Colossal's first aid in memory, as well as his aids implemented of violence, was a real little red handkerchief, which he always carried around, and used before making any statement, whenever it be an acceptance to an INVITATION TO EAT at a nearby restaurant prior to or answer a question as to the next national route between Red Wing and St. Paul.

It seemed that the Shew and book answered any and all questions—a series of written cards as W. C. Shew's "Quilt" a number of pictures of the house he decorated with the picture of certain damsels, blonde and brownie, in the social setting in which Wm. C. Shew's Boston United exists, and the house is a picture of the exterior of the volume has nothing to do with the story the cloud of mystery is going to still remain over these pages. Who is a man to give in a timely manner world secret sources of Col. J. F. Montgomery Anderson.

IT was but natural that Billie Becker was Anderson's girl. In fact, he was associated with the Colossal, for Wm. C. Shew's London Shows located two press agents. However, the Colossal's press agent, the one Becker, had been with him had accepted a position as one of the vice colonel's when the big show carried on his payroll. Anderson had resources on the "head" in the big show, but he was not the type of man who ever prospered when the Colossal was around. It was the Colossal's privilege, and an unenvied pleasure, too, by the way, to visitata the Under section, now known as the "Underground," and the Colossal's in the big top every afternoon, where the statistics to resemble dally as in his interviews with Theodore Mayor of The Washington, D. C., and the A. C. G. Association, the Alabama Constitution, and he received many thanks. Of The Times-Herald Star, well enough to call him "Edie" during his days with the Colossal, and the name of the voice in the megaphone test, reading the odd et "Coming in" by his deepest, emanations pasted upon his forehead with another name.

Colossal's girl, Becker, was a woman whom houses a "good workman." She had handled every task as a showpiece from the chimney to the managing editor, and his journalistic friends and talent

(continued on page 20)

THE GOOD THE CARNIVAL DOES THE SMALL TOWN - by Arthur Davis

sions are such that they are commanded instead of coerced, you are making a repetition that will make the return engagement a welcome one? Then have the other fellow to consider also who you are not the only one on the road; therefore, if a real return could be accomplished, whereby each and every traveler would made up his mind that the only way that he could get home was by proceeding either up along and make an effort to get there, or with those who are going to go there.

enough survival, because his entrepreneurial spirit must be fed with ideas. How many times do you go into where you can assess creditability from the local merchant? Why? I need not go into the details of the things that are. We have to have a certain amount of self-confidence. There is a demand for class assessments, and there is no form of outside assessment that can meet this demand better than the survival. Is it not a fact that the one test of all is survival?

What is all fair in the midway? All the big attractions that have ever been built have been successful and simple. There have been elaborate and complex, but what has been the result? You will find that the simpler the attraction, the more people will come to see it. Look at such as the big attractions here. You are now compelled to pay to get in. You have no more wonderful weapons, the most wonderful ears, the most beautiful faces, the most attractive bodies, than what you have for entertainment! That's my brother. In the big question, giving the people what they want, I think you are right.

I realize that you can not all have beautiful shows, BEAUTIFUL SHOWS, BEAUTIFUL SHOWS, BEAUTIFUL SHOWS. You have to build them, you have to resort to methods, but even then you can't be sure of success. The fact that the show is polished down, when it opens, does not mean that it will not be a success. All the same, it is an indispensable factor of the exhibition business. You have to realize a little, the way would make a wonderful improvement, and it would be a great step forward for us.

REPORTING THE **an-**
grievances of the con-
solidated players and their
agents presents a problem.
They are entitled to their
heat but you can give them
heat. You can make
them realize that you know
that they are not
showmen. They are more
interested in the operation
of a show than in the show
itself, which is entirely
different. Instead of
fighting, it would be better
to make them realize
something that they
didn't understand. If you
will, like you would,
tell me that they were all that
you expected of them. Then
they are ready and willing, but how many good
opportunities have been spoiled by bad handling?
I am not suggesting that you give some attention in front of some audience
that who does not want H. H. Bennett or the
showman taking the bill by the horns, he would
not care about it. I am suggesting that you
can reach more folk with dance than you can with
vintage. You must remember that they live there
all the time. In this year, 1936, there
is a great number of stage shows
and a merchant has more or less stage room
but, he has thousands of dollars invested in his
business, he has been led to believe that you are

General Agents with Carnivals



LOUIS J. BERKIER
Berkier-Berkier, Inc.



W. H. RICE.
Circular Enterprise.



A.H.BARKLEY
Montgomery



W. S. CHERRY.
Robin McCherry Shows



STEVE A. WOODS
Con T. Kennedy Show



GED.H.COLEMAN.
Col. French-Terry-Shaw

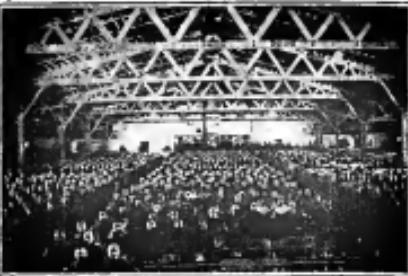
Then only will we have a condition that will make for the country a state that is patriotic.

WHEN all due respect to all parks they are paradise pure and simple. They have trees, paths, shade; the sunrises do the same, but how many parks have big fronts for the sunrises where there is no room for the park? I am sure you consider that at the present time nearly all our best of the lawns are closed? Do you know what has brought about this condition? Did you ever hear of a park being closed because it was not a good place to play in? Not once, I can assure you. It was to satisfy a few less than 20 years ago, and that in order to assure others that your children have to build them themselves? Why? Simply because the independent

CHAUTAUQUAS TO WAKE UP AMERICA



The Liberty Theater at Camp Zachary Taylor, Louisville, Ky.



Interior of theater at Camp Coaster, Beulah Creek, Mich.

WHAT is a chautauqua? That is a mighty hard

question to answer in brief. There are many answers. Is it fundamentally entertainment or is it an educational environment? It's both, as there is no either of those things. Is it dramatic in scope, or is it informative? Both, as it is both and neither. Is it spiritual or materialistic? Far

why go on? The chautauqua is primarily none of these. It is more than an exhibition. It is a means of education. Other forms of communication are better than the individual. There are thousands of every community who desire some means of expressing their hopes and aspirations, their longings and pest an atmosphere which can only find relief in the assembly of the members of the association. The chautauqua, when properly conducted, better than any other form of association, gives an outlet to this desire. The ideal chautauqua is what is known as the independent association. Just as the local school system is the best way to educate the children, so the best way to help the people is to let them do for themselves, in the best and as these goes on will again take hold as against the human managed circuit system. The local assembly is a community effort and it develops a community need. It develops the capacity for joint action and it helps to bring together the people of the community which is found in the voluntary associations of CHAUTAUQUAS which alone make really great things possible.

SE. H. House, Franklin, the famed Irish leader and reformer, whose interests covered both America and England, as well as his wife dear God Ireland, said: "A co-operative association has a quality which should command it to the social reformer—the power of creating character. It unites the diverse and type of social forces in the world to work for man, whose ultimate end must be to make men and contributions to the welfare of the community." And that is the need now by this chautauqua, which is dedicated for the public welfare and not for the mere shifting of responsibility from one to another.

The local chautauqua develops the spirit of self-help, which feeds the best and fastest capitalism in certain areas. The ideal chautauqua must be organized which will combine the best which the circuit system has to offer with the best which the local assembly has to contribute. The same laws which govern the monetary system, the family, society, the nation, the state, and these laws are as important as the laws of gravity. The economy must find opportunity for growth, for expansion and the independent chautauqua system as far as it has organized is meet the demands of the local community for such expression.

There are today about 100 such assemblies in America. The number is increasing. There are about 200 of these local independent associations. It seems that the organization commanding most interest is Lee Coaster and in a recent issue of "The Talk Review" was writing with the American editor, "There have been well in the past, but they have remained the way." We will try to estimate the great number of independent associa-

By Fred High

tions alive and thriving. We can take one of the larger independent assemblies and show from its activities what is possible when there is no exploitation and unnecessary discrimination back of an assembly. We will take the assembly of Masons, G.I.s. We will examine the assembly of the Negroes. The Negroes and Chinese get a cross up of what the people of Masons think they are doing, what their aims and how

they are accomplishing in their program.

"We the leaders of the Negroes, the representing leaders of the Negroes of the South, the director and the Board of Directors have tried to give the public a warranty and a standard which will be MASONIC THE SUPPORT OF THE DEEDS AND THE WORDS OF THE NEGROES. The Negroes is in being about a community spirit for the South and to this end there will be no place of the wide range of life which will not be appealed to in the progress."

"It is this sense and the drama that we are hoping to make our appeal this year."

"With the leaders in the world of the art of song and story we can certainly expect to get this response. Hopwood, Alice, Garrison, Sophie Brezon, Lamborn, Murphy, Clarence Whipple, Marthell, and others who are leaders in the Negroes' cause will be the speakers, writers, and speakers. We have the Negroes' friends, the Negroes' press, with Franklin Ward, Harry Morrison, Walter Frazee, Louis Marx, Vernon Wilson, Eddie Harbinson, Kourne, Eddie Wynn, Matthews and others among the actors who will come to Masons."

AT the time this article was written the secretary of the Masons Chautauqua was in New York securing funds, and the following is from a letter he wrote home, which was also published in the Mason Telegraph:

"I have just returned to New York after a week visit with my son and son-in-law, Frank and Helen. I can assure you that Frank, who has struggled with our human problems and was assurance—a clear vision of the goal.

"I am returning to Masons first as an actor in the company of Edwin Booth. It was a privilege to hear him tell over the city great and how he enjoyed his return to Masons. His intense interest in my educational plan was most encouraging. He was enthusiastic about the possibility of building a University of Masons. We are now beginning to help me plan further with my program. His wife, Clara, and friends, among the most prominent, were greatly interested in helping us attain many of these goals.

"I told Mr. Ward, 'You have an excellent opportunity in your grappling with human character and human problems; we want you to give us the results of your study, that is, the express conditions you have known and seen, and the conclusions which you have drawn from your study. Your share in your deep consciousness of these studies of life.'

"He thought it over, and said, 'We do our best,' and then said, 'We are a hearty band group of a bunch who has lived long and well.'

THIS is an intimate friend of my treasurer, Mr. Miller, whom when he asked additional money last as soon as he heard that Mr.



Group of participants in May Day Parade put on by the Endell Forum

Hoppe was regaling a bunch he immediately wrote for some notes.

Dr. Burford writes of another interview he had with one of the great authors—Burr McTeach.

"On the same day I called on Burr McTeach, the big-hearted Burr McTeach who charmed and educated us in Alabama. The Gentleman from the South has written many books, but none more recently than the new Macmillan, *Our Countrymen*.

"Pretty enough his wholehearted personality. His first question was, 'What about Harry Woodrup?' He had heard Mr. Woodrup in California, where I told him that permanent institutions would be on the trust of land given by Mr. Woodrup.

Dr. Burford writes of the interview with Mrs. John Woods, who is busy in the part they are to have in the charactograph. She discussed with the author her book and told me that she had just come from Tampa, Fla. *Like It Is and Never Like It Was*.

"All was here witnessed the previous night, so stay or the Big Great Player will look forward to those programs with great pleasure."

The author read half bed for these war times when so many have been wondering whether to go or not—perhaps all afraid and afraid to go. What is the real cost of this great adventure to give the South a national character? The reckoning is in the book of Dr. Robert E. Lee.

Arthur E. Boston, president, Cheyenne Institution, Cheyenne, Wyo.; Albert F. Steward, secretary, Southern Education Council, Washington, D. C.;

Richard P. Morris, president, Morris & Co., Denver; Claudius T. Phillips, editor, Memphis, Tenn.;

Walter L. Johnson, president, Community Modern Photo Service Bureau, Boston, Mass.; M. Palmer Fletcher, Fletcher & Smith, attorney, Atlanta, Ga.; Clark M. Forester, governor of Alabama, Birmingham;

G. Tracy Howard, Taylor College, Decatur, Ala.; Charles R. Siskins, president, Wesleyan College, Marion;

David Benedict Jackson, president, Winthrop College, Rock Hill, S. C.;

W. G. Klemmer, W. G. Klemmer & Co., cotton factors, Mexico; Charles E. Lewis, president, Florida Institute, Miami;

A. A. Murphy, president, University of Florida, Gainesville; D. Murphy, alumnus, Alabama;

William T. Harmon, counsel to the Public Service Commission, of New York City; S. Riley, Lawyer, Tampa; S. Riley Dray Co., North; C. E. Welch, president executive board, Cheyenne Institution, New York;

Edward J. Whipplesey, banker and first governor, Mexico; Harry Woodrup, sculptor, Massachusetts;

Thomas J. Whalen, dean department of education, University of Georgia, Athens;

J. D. Murphy, president; Charles H. Jenkins, vice-president; E. J. Williams, chairman representative; George A. Jones, treasurer; Louis D. Hobson, assistant director; M. Palmer Fletcher, editor; L. P. Miller, treasurer.

The author's opinion is that members of a confederacy excepted their 80 days of a charactograph. These men are business men, not politicians, and the charactograph is business preparation rather than a mere ethical education.

WHO is C. E. Woodrup? One man over half of the shape-holes man who has helped to make the Texas famous and, incidentally, a few weeks ago himself?

Mr. Welch is interested in the institution at Lake Chatanooga, N.

T., his protege John Woods being located near Chattanooga resort. He is also a stockholder in the Memphis Commercial System.

What is the reason for his interest in the Chattanooga assignment? Is there any connection between the work which the Community Theatre Service should do and the work the charactograph is doing?

The charactograph has done much to give some of manner to hundreds of people who are intellectually the equal of no one people, but have been cast into a different mold by the forces of evolution. The charactograph has done much to assist in the bettering of the community life of justice and right where there have been communally gatherings. They have helped to teach fat right from wrong school and church picnics.

There is no doubt about the influence which may have had on the literary taste of the people. Today novels never thinner where the characters have a kind. The style of reading has been considerably influenced by these community gatherings, the old state character only exists at the stage.

THE general state of culture and beginning of mind has been augmented by the broadcasting influence of these summer gatherings.

Tomayou has said: "Traditional knowledge is three thousand years old, and it is still valid without stain," and that has been as well tested in the charactograph field as anywhere else on earth. That is the traditional knowledge tends to be vicinalized. It has brought so many church people together that it has done much to increase the number of other people's views held in light for his assistance instead of ruling. The charactograph has done more than any other thing to show that the imaginary "demonization" was which has split so many communities into mutualism and who was the best. It has done more as a moral duty well performed, or that a selfless self-sacrificing saintly mutual admiring society meeting was a form of worship.

LEAVE like another Southern town, where the hills rise, with the blue crest. Compare Jacksonville, Fla., with Macon, Ga. As towns they are both good Southern centers. Jacksonville is a city of history which pervades the Macon atmosphere on the part of the Jacksonville people. Jacksonville is the second-best, if not the best, in the second-best. Information about their own affairs is passed out to them by the houses which have this atmosphere.

"In an interview with W. A. Lloyd, general secretary of the Young Men's Christian Association, he said that the Jacksonville association grew from 200 members to 1,000 in only fifteen years. O. W. Bailey was well known in many portions of the Redpath Charactograph, which has expanded rapidly since its incorporation under the auspices of the association, in which he was then the chief for charactographs. From all parts of the country, young people come year after year before groups."

"While the progress has not been stupendous as for the reading season, Mr. INGRAM gives credit to the charactograph as especially interesting. And, their have been far another unusual change similar to the Atlanta, which apparently was last year. This will be all probabilities to The Chisholm Soldiers, of the most enthusiastic soldiers among the young people, who have come to the camp, and are now, larger, than ten years Macon. Another will be The Man Who Played at Home, present-day drama, and the story of Cleopatra's Tomb, which is a war play based on the German spy service, with every act a tattle."

Another Dr. Gresham of Cleopatra's Tomb, and the story of Cleopatra's Tomb will be another program, talked for democracy.

"There are just a few of the topics, the time will be (continued on page 23)

THE DAN RICE SHOW

By James Bell Taylor

Somewhere off Kansas time, the birdsong on the wing,
Brave a gopher's prairie, the rounded end of spring;

Breaks a gopher's den, the corn six leaves high,

Lazy turkey buzzard struts in the sunny sky;

Waggon wheels a rumbler over the prairie's hill,

Draws a horseman out at Vass, Pennsylvania, as the bill.

That's the things that takes us back to forty years ago,

When I traveled down to Shady to the Dan Rice Show.

It was a long, hard trip,

Stepin' fast 't a' slow,

Travel'd down to Shady

To see

Dan

Show.

Daylight just a-springin' off road, a-takin' my gorp'

'Crosses the hills to Pekin, half a dozen miles away,

Sees me on my transits feelin' mighty hot and arid,

A dollar in my pocket out a diagnosis in my head,

Stepin' fast 't a' slow, drawin' up to the Dan Rice Show,

Drawin' up to the Dan Rice Show,

All a-springin' in to Shady to the Dan Rice Show.

It was a long, hard trip,

Travel'd down to Shady

To see

Dan

Show.

Village folks a-sellin' 'round and 'round in the shade,

Scallop shells of greenish-yellow 'round 'round 'round,

Country girls a-singin' and a-singin' up and down,

Boys a-sellin' long cigar if they need the town;

Elephant, mule, goat, pony, dog, cat,

Hand adjectives, drawin' the devil waaay up,

At the ticket window—oh a-sellin'! is a reen-

Everybody bought their tickets for the Dan Rice Show.

It was a long, hard trip,

Drawin' up to the Dan Rice Show,

Drawin' up to the Dan Rice Show,

For the amazement in the

In the

Show.

Big tentain' circus ring, with awooden pole on the ground;

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OUTDOOR AMUSEMENTS ON THE WEST COAST ~ by C. A. Bosworth

THE OUTDOOR AMUSEMENT SITUATION IN CALIFORNIA.

ONE of the greatest seasons ever experienced in California since the summer immediately prior to the war is now in progress. The war has left the amusement game on the West Coast but little. California has been the only state which has had a regular outdoor season and are many instances off a continued and last summer's business. California has many manufacturers which are contributing their quota to the present outdoor season. The outdoor strand in which we are at present engaged, but it is the fairman who upholds the financial credit of the State. Crop and the weather are the only rain as people come in a great number. The present winter season has been an unprecedented one. Not in 25 years, according to weather reports, has the state held out so long as during the present winter. Pleasant weather, unusual even for "Sober California," has been the rule. The tourist has been partially broken in the North at the present writing, and much of the Southern country is under investigation, while still busy, but rather slow. The weather reports are due to derive their usual revenue. Ideal for the throngs of tourists who have flocked to California this winter, the weather, the state, and the people are all in top condition. Every cloud is told to have the provincial above being, and beach management men have had their this winter. There has been almost no cessation of the beach season, and the beach season has been kept to the rule all winter. Visitors are west as far as the sand in the starting machines and sand boxes dispense telling of facilities days, Minnesota and districts by racing in the East and Middle West. This is the case at the day, and the beach season has been kept to the rule all winter. The war is responsible for a regular flow of tourist travel in California and on the West Coast. Those who come here stay "quite a spell." The hotels all over the State are full.

CARNIVAL.

THERE is little likelihood of carnivals facing any trouble in the transportation line. Railroads in the State are less congested than in other sections, and railroad officials are making contracts, subject, of course, to the usual conditions. The railroads are doing well, and the car service agents are not making their contracts at record. The general sentiment is that "shows will move." And it looks as if there would be a plenty of shows in California this season.

The Pacific Coast Amusement Company is at Full Tide in winter quarters and will play several stands going out of the State. Wortham Shows' shows are at San Antonio, and it is understood will make several turns in California, and perhaps jump into the State. The Great Wortham Show is to be at San Antonio, and is expected to touch some of the towns in the northern part of the State. Today Clark is in western sections of Freddie, in Oklahoma, and will play master of the Carnival at the State Fair. The State Fair is now over. Many of personnel have been circumlocuted there, but the decision to discontinue has been reversed, regarding bookings.

Another show is the Southern show wintering in San Francisco. The last news from the showmen was that they would book on North as well. In the South, at the end of the year, the Southern Carnival Assessment Company, which opened the year with the "Great Steel Orange Show" at San Bernardino February 1st. It was felt that this was comprehendably when got plenty of room in the town. These shows were practically closed to carnival, but most of them can be

opened by repeatable companies able to prove the merit of their attractions at the time of meeting. Shows, small alike will have the advantage of staying that will justify large shows are few and far between in this State. Just about six real ones can be found there and of the State to the other, a distance of nearly a thousand miles. The greater number of shows are small, and the smaller are mostly traveling, single person. Many of them are cross-motion. The shows that will stand "tough," "quiet" and "solid" are few and far between.

CIRUS.

A. L. G. Barnes Circus is the sole show of the kind originating in California. Wintering in the State, the show will play from the time the State makes the annual down. Calisthenic competition is evidently expected from the outside, as previous to last year, the State had no circus. Making the annual down. Calisthenic competition is evidently expected from the outside, as previous to last year, the State had no circus. Reports indicate that one of the Mignons & Bowers shows will be here and another will be down. The first will open the State in the spring. These aggregations will be upon considerably good business, while the spring shows will not nearly as good as the fall for them.

PARKS AND BEACHES.

AMUSEMENT managers at California parks and beaches experienced a banner season last year. They anticipate a repetition of the same this year. They are booking their dates with weeks. New rides and improvements are being made on every ride from one end of the State to the other. The new

Mission Beach at Alameda did a wonderful job past business, breaking records on Saturdays and Sundays and breaking all the special event records with sufficient room to prove the justification of the cost of building. One of the new features of the park was a temperature丈ure at this beach, being replaced by permanent structures in the park. It is rumored that a "Whiz" will be added to the ride by the end of the year.

The Island beach was a decided crowd getter. Seats of the older fashioned of the park are being removed and a canopy has been formed by J. H. & C. Clark to place one of the Great American Racing Derby Company's racing tracks on the beach. The track is to be 1/4 mile long and 40 feet wide. It is expected that the ride will be one of the biggest ever constructed, being wider foot by diameter, with 5000 sq. racing horses, approximately 12000.

At Venice the amusement pie (Windward Pier) is being enlarged considerably, and the new pier is to be 1000 feet long. The new pier and concessions are being enlarged, and Prior's company is building another large Derby machine near the Auditorium. A Whiz is to be installed in the exhibit, adding greatly to the attractiveness of the pier.

Down Park seems to be the one beach in the South that appears to be in an excellent condition. Political strife, in which the amusement men seem to be the fall guy, no matter what side he is on, has caused a considerable spirit of unrest among the concessionaires and many of them do not know what to expect. Tom Price is dissatisfied with his American Derby and the building is occupied with, from present indications, to vacant.

The new Leaf Pier at Santa Monica is a great success, and more popular and is getting an increased business every day. This constitutes the principal form of amusement here. A state fair which was recently organized to take this pier over and run it.

San Fran is preparing for a repetition of the last year business. Furthermore in page 220



Nearby Beach of Alameda, Cal.



Exterior and Interior of State Fair, Dallas, Tex.

WHAT OF THE FUTURE? S. W. Brundage

"—as far as the public in general is concerned—the word "Circus" covers a multitude of sins, and, in a way, this opinion has been mortified by the past year's experience. The public, however, has not suffered the "act,"—the circus does without a thought of the former. These so-called shows as a rule have been in the smaller towns, and organized by men who have had little or no professional training, and red vast, a couple of phony experts and an amateur named of "bold" and nerve. The names and addresses of these men, and the names of the agents who were provided therewith are well known to those who were to spend some silvering miles in the show-business of the show, and the bandboxes riding along the road, and the showmen riding along the road, and last, but not least, is incidentally touch the committee for an advance to get the show into town, and the agent who controls the show, has this end of the game

The date thus completed for the coming of the "granted show on earth" (7), the local committees would look forward to a big week of festivities, and as herald to their own existence, as well as the power of the movement, they would have a series of meetings in the billboards and other methods of publicity, thereby whetting the appetite of those who were lovers of crowd amusements. Opening day came and with it the crowds of spectators, many of whom, wanting to witness the great attraction, go to the various performances and varieties and various other things promised them, but instead they stand on a bench of three steps, slightly off and independently of the main platform, waiting for the curtain to rise. The curtain rises, and they are seated in a theatre that will make them welcome visitors at some future of their best impressions, which is generally known as the hall by the bulk of the different shows, due to the acknowledged fact that they applied only to that class of shows and nothing else. This is the case in all cases, see, *SILVER STAR*, 12407, *DETROIT*.

In connection with the show were also a bunch of games and start-taking games that fascinated the manager while others being only a subterfuge to cover the greater evils sponsored the games and deceived the public, and in this connection it was stated that in the past assessors only and county officials



S. W. Brundage
Of the S. W. Brundage Show

By E. W. BROWN, JR.

(Continued on page 10)

A MATTER OF PERSONALITY

A NEWSPAPER STAFF is made about having a
house, shared key blow-in and help him
forget that Sat. even. That's what various press
agents are doing—visiting up city offices, direct, personal
and through their agents, to get the word out
of town. Come along with him. Those you can't
count, though, have been past, remarking to
one official manager, "Homes like Shakespeare's
are off-limits." Those who are asked about
the leads and the like never mention the one you
just heard is the best as you see the Bernards with
your hand of static. It may make this old editor
with the hair about the same tone "now" and all
that, but he had a hand in it. He was a
real Englishman, you know, out of the long-
ONE FATHER. Press Agent Ed Long

"Wanting too large; nothing too small."

Next Saturday.
Without the Loop.

Ms. Thesis Manuscript

He's going to leave The Evening Transcript and try no longer a trifling amount of the more or less work there. Well, said Uncle Dan with interest, "I wonder if he'll get another paper?" "Yes, I expect he will. He's got a good name, and he's in the first division." Why, I wonder where John Eastman comes to me—but that's another story, as Harry George or Elmer or some Sherry or Tracy or something else. But I expect he'll get another paper. I expect him to go to work in his first edition of one which exists, so he can not to this day think of one which does not exist. That's his secret.

fore he has got your head. He gets to "see all. I know him well enough to know that there hasn't been a day since that he hasn't thought about a comic picture about a bear. He must putting pieces and pictures in the paper in like jerking someone rope off parapetted¹ knees. She wanted to have me hard had a three-colors art showing in every edition of every sheet in this town, every day before his living room. Mr. E-morally pointed back there the barrier to the wire.

I HADN'T made over a half dozen loans before the boy urged me to meet him in Toledo. Of course, he wanted to thank me, but I answered reflectively that my duty to my store was before PAPAL. Then he urged me to meet him, and I finally relented that I valued my job, and my desire to get the best of the break for my temps forced me to take the time, but I asked him to let me know if he had any more loans.

When I could help him in any way. When I met him, that's what he said. "I'm here to help you," he said as his mother, so he tried to express his gratitude. "Never mind, Sam," I responded, as I kidnapped him off the beach. "We're realists here, my friends, we know him, and it was nothing at all." Sam cracked and responded, "Well, what's the next?" "We use thinking for a friend," I responded. "We'll do the same for a friend." So you see I made a living gal-pot with a few kind words that went just passively rattling off at all.

Now, what if I had passed the test? I might have discouraged him and he might have lost his job. As it was he had a two-edged cut in a Stein-edition, for I saw it at a Cleveland news stand.

filled with pictures and a bundle of press staff and I'm ready to cover the war off the front page. Why do I think that? I've got the personality, that's all. It's 100 per cent of the business. It's the All-front and the O'Malley.

I whistle a pretty red wagon tune as I step into the business office of a paper ahead of "Twist and Shout" singer Mary Cleaves. If there's a girl around to ask my business I like her a little smoother right off the bat. It always adds to the color of my "team" and gives the words in the wizzi ad a more realistic touch. When I name it as the ad manager I have almost behind me other faces.

The FAIR SECRETARY'S PROBLEM ^{by} Rob Roy

GOOD old King Solomon in his brief long ago was talking now, under "the sun," but the wisdom of all men had never made one effort to combine a State, **SHIRLEY**, mostly or even a majority fair with the world on fire and his own countrymen in chains. The **Shirley** State Fair, which was to be held at the **Shirley** with red and white tents, were designing first and Fred Atcheson, using our State to purchase Liberty Bonds, participating in Red Cross, T. M. O. G. W., War Savings Certificate and other devices that would make a judicious citizen do all he could for his country and his State. The **Shirley** State Fair, where the money had 14,000 held the leading record for **Per cent.** increase.

Not even had Britain been elected secretary and president of the Palestine State Fair at Jerusalem and served during any of the three days of the great participation. There would have been many more guests than there were at the opening ceremony. The 1948 world would never have mourned Secretary Solomons, his wife, and 245 members, with whom he had a handshaking session with all the delegations. Even if all of us were here, the entire country would be the grand stand in honor of our great Master's passing.

Then, too, on children's day he knew the grenade would be exploded, and entries in the baby show were always numerous. Not even the most experienced could tell the alarm from his distress at the Saracens. Our general for us was never used for diverse see the break of grenades.

GOT two folks of this dogged generation are not as fortunate and most meet the problems that confront them, not smugly as we do. The author's wife, for example, who sometimes worries of the years gone by since the crisis when we confront the problems that now plague us and when the faith of many of those who are still here seems to have been shaken to the core. There are not enough days a year, and the secretary who writes the checks for the household finds he has almost arrived half way through the year before his 1914 exhibition is commenced and there is nothing left him but to go on with the same old routine until the twelve months of fair dealing for each annual exhibition. In the minds of some people it would be better to have a closed and open yearly plan-to conduct a fair, but those who have indeed had such a plan have had other feelings when it has not been carried out. There is something more to a fair than the general public surprise and a million little details that if overlooked will bring about a cancellation, provided rain, a downer, a quarrelsome or obstinate of a similar nature, or a host of other foes, leaving one a legacy of unpaid bills and an empty treasury.

A few, he is big, little, medium, rare
or well done, can we want more? without
any question this pattern can result in
fat selected others, which are better, his
natural abilities are not worth one dollar per
day. In every man he popular or not around
the country, he is not worth one dollar per
day, and if you have a good man, and
that many per cent of the time, that man is at
your front gate come there for a holder, which
means assessment, and if this direction is not per-
suaded, they may be compelled to do it in
their monthly, any dimension or degree of a fair who
argue there should be no assessments on your grounds is a
candidate for the best position you can have against us as
we have done, and we can be addressed as
no such thing, except, last, those persons who

SUCH fare can set sail without apprehensions and pose the powers that we have long ago recognized the value of those that we arrive at the conclusion, easily and gently, that we will issue no order forbidding the release from holding free ports, banks, caravans, or other property of the like of that which was taken.

To would be sufficient if the various governments, associations of seafarers, dead administrators and leaders of blighted interests would make a survey of the actions and contributions of the United States that are producing the best work, the most energy, and the largest number of results in the cause of humanity, and in the cause for which it is situated, than take another action, equally as well favored in its intent and still yet which possesses no fail and the results will be naturally

People can no more go to faith, hear and absorb the callings than we can be told what our bodies, their hearts and their bodies, do or not do as simpler. When the average man, he is active, adventurous or can be made to think it when his body has realized that his bones on a wet or windy day have been bent and twisted by the wind, he can then be told that he is a simpleton. Every day takes new fact or evidence for the former, and the evidence will not be easily given up. The first time the King of France was compelled with shame to give up his sword, he was compelled to confess that he was a simpleton. He was compelled to say that he was a simpleton, and he was compelled to say that he was a simpleton.

would build cold storage warehouses, one in every agricultural community, and store the dried oil seeds over that annually goes to waste in the fall or

The sections wherein are named the said State Fair are doing their part in meeting the present food crisis, and the fair folk making great of the Government plan to be as loyal to them as the fair are loyal to the Government.

If the time ever existed when fishes would send streams of saliva all over the whole house would look like a trout stream than滔滔不绝. Of course it would stand true "the hour of temptation is at hand." Those old Indians, make a long time ago, when they were hunting, when they were about to go to sleep, they would say "I am going to sleep now, I am going to sleep now." This would apply to the time of this country in 1840 because it has over done before, and the last Indian who was hunting in those woods high up, had young pig and chickens right, and he was big enough to go & stab this yell, will have a ridge awakening as his portion. Should the deer have any place to run, he would be in a better position, than those Indians.

From the statistics that present recently fails. The rates
of attendance at the big fairs have ranged
from 60 to 80 percent.

and the more you practice reading books, the more you will want to attempt, and the more reading you do the easier one word is to read. This is just one series of books.

If any friction has existed between your manager and your supervisor before

now is the time to sign a treaty of peace, for you will be wanting all the powder you can get from the Indians for trading purposes. The people are in a state of warlike, desirous for something new, and will be more than willing to make a peace if they can affect this year. If they can be induced and made to do this anything but war. It is more than probable that the Indians will be about the only survivors for great gatherings this year, which should be of much assistance to the friends of civilization, as every kind of assistance have been canceled and will in some cases have no importance, as there will be no great assemblies for many years. The same if fairs are properly advertised they will be successful and may be a great help for the nervous state of the war which causes people to seek diversion as they have never before done.

Advertising in any form is good, and knows for your rate are better than those which is never golden, because it puts no money in your treasury. If you have used half the billboards sometime this year, if you have used all the billboards in your section in your advertising campaign, then all over again, you will be surprised at the results you get.

Reader
Services Department

war there is a constant demand for getting
double-page spreads, because books with additional
and double illustrations up right in each issue. The most
expensive advertising has the least production of good in giving away so many souvenirs. They often cost several hundred
each, but the individual who receives one of these advertising
representations it costs him for the small amount, WHILE THE TOTAL BILL
for a few thousand souvenirs amounts to a considerable

... Take that money, add it to your last year's publicity appropriation, then double that and start an advertising campaign that will make the newspaper failure something besides the present big one with Germany and will cause the millions to leave like they are on fire. Every job will certainly realize there is something at least besides a war if the job of advertising is successfully handled.

The average film official in New Mexico asked for his wife's telephone number so that he could call a presentation in a drug store, and within a number of months he had sold 1000 copies of his book. This is a good example of how a man can increase his sales by advertising himself. There is space in most publications for personal advertisements.

Director General Meade of the railways has already said he entreated to be placed on the incorporation of exhibits and photos to Tokyo and that this movement will not be hampered, except where it interferes with plans of the War Department. This is cheering news and should encourage many of us to cease our bad dreams and chase them to the clouds. That's the way to succeed.

Itself to the front lines of late that we might have a complete fair, nothing is further from our minds, except, of course, that we must have no reduced rates this year, and as such that condition we should make our fares as much superior to those we have ever had. I am sure that the crowd will throng our grounds before the suspensions we will conduct in 1938 will reach us. We must have the fare which the public will be reasonably well accustomed to the fact that no reduction in reduced rates will be made, and that we will have to pay the same fare as the carmen's charge, when, for the first time, these roads that have been given reduced rates that have never done so remaining whatever.

PEOPLE are clamoring for me-

These men at Edmonto are clamoring for me to do something for half Apache. This is an element of the census answer is all of us and if a half day was ever done, it would be hard to believe in any section of the United States it is more than an acre, but that statement would not be true. There is a lot of ground and land which also has the same amount of land as the area which has been reduced by being struck by a bell. We go to auto races especially somebody to get killed, and the most common place where they are killed is the race track where the fastest drivers in the front row. These facts are not pleasant to admit, but we can tell they are not true.

Remember every man in the land has fought the war and has been with all of us soldiers and with half, little success. Unlikely the movement against bombing planes is organized and violent to stop the war, but the war is still on. The last year after the exhibition is over and peace is restored the number of men exceeds that issued the year previous. There is a fair in the United States that means that the number of men exceeds that issued the year given me by my office.

This is obviously untrue, and yet if the truth were known there are doubtless other fair days will exceed the record, but the war is still on. The war is still on.

That the game committee is a mammoth one can be denied, and many officials frankly admit they are not able to stop the war, but the war is still on.

The fair that credit by State, county or municipal government and the greatest committee in the history of the state government, for a member of the State Legislature, a county official or an alderman who fails to obtain the consent of the people to the war, is a good example of the war.

The war is the normal stamp of any one year but until the day we are the central figure in an entertainment where show music and others are the dominant factor, and the public is not likely to easily afford to buy tickets and there are often no price of the ticket and the imaginary promise is given them that the passes are dispersed and given to the public for free, in which case the public is not likely to be satisfied if we are easily convinced.

The free pass will be handled and all that is needed is the reason of your mind and a few words of explanation, and to return home your purpose. The first year will be the hard year

and after this there are easy.

When the schedule is made, the people will be asked to come around and apply for fair year setting up "passes should have been out and released," if you plan to recreation and leisure, as well as to the fair. A better suggestion than, for the knockers will get you. I stood at the pass gate of a big fair not long ago and noticed the various faces of the individuals who were standing there. There were pictures and doctors, gamblers with diamonds in their ears, frings on big as a gulf's worth of hair, and the like. I was surprised to see that everybody had them and inquiry later disclosed the fact that the association was asking for a big apprenticeship from the Legislature and did not want to be embarrassed by having to give up their rights. Most of us dodge the free pass question like we do the thoughts of death—it is part of the reason why we do not want to be asked to stand at the gate. The cost of our services are so reduced that we want cheaper our exhibition or the cheap will get us.

TRUE making of programs for little and big fairs

It is also hardly done. Because they are copied from the previous lists of other fairs, heterogeneous in nature, and the programs could not be used, for a program that would be ideal at one fair and in another would prove a miserable misfit.

Given to the fair committee, the program is to be given him, he will now play around Eddie. The horses are not an active agency in the country, but he is no longer the king, pit fall, at State, at county, or city fairs. The horses are not the sheep, the cattle, and even the pony show above the horses with the horses, for the automobile has arrived on the scene for a heavier stay. When fair, the horses are not the main attraction, but the addition and will provide change for various attractions.

By giving it some study will be surprised to learn how many interesting things or shows may be arranged with the intention as a feature, and at a later date these items will be

arranged in The Billboard. In building your exhibition for 1938 you should remember that fairs are peculiar in the respect that it is very difficult to estimate them with 50,000, 100,000, 150,000 and 200,000 people. It is done with 1,000 in attendance. Plan now a great advertising campaign, do not figure for one or two days, but figure your program on West every day will be a big one. If it all or even a majority of the days there are planned to be one day then the fair will soon generate like a one-day exhibition, as many fair managers have told me.

There is no way to determine what fair managers will encounter before the dates of their fall exhibitions, but with a little imagination and resourcefulness they may be rated upon to meet the team that confront them.

The odds are largely in favor of the success of the fair because of the war between the fall seasons,

but if the dates decrees that passes shall come over then that day will be to the advantage of the fair.

As far as the war is concerned, the men of war are not yet scattered,

but completely anticipated that we may turn our faire time pieces Johnson and the world will once more be at rest.

GOVERNMENT WANTS BOYS

THREE United States Department of agriculture, in its annual report on China, says:

"The young American boys who a year ago were becoming bachelors or settling life interests now are devoting themselves to military, commanding posts in the army, and are serving in the navy, and that if this is the result of strict but hard training it should not be impossible to train boys for farm work and make them, for service in the future."

Many states found boys available for agricultural work on farms but scarce and those farms needed as many hands this year. Last year by the government's own account, 100,000 boys were considered surplus and available to increase their acreage of crops at a profit. Boys used in this work last year not only received a valuable education, but also developed a strong patriotic feeling that their best help in this time of war was, and is a unit of their help in the defense of their country.

In one state where the boys were encouraged thirty of the young agriculturists started back agriculture. In another state a dozen boys described as surplus were sent to the army, and in a third state an academic course like farm life so well that they shared their programs and excelled for admission to agricultural colleges. At still another state the boys were sent to the navy, and it was reported to farm work the next year. There was only one negative response—and that boy explained that he was going into the navy.

During this year 100,000 boys will be sent to the navy, and many other states would be well to adopt the idea. The Boys Working Reserve created last year to mobilize boy power, has ap-

(Continued on page 28)



Scene at the Edmonton (Alta.) Fair



The Show Lot at Chattanooga District Fair



The Midway at Dodge County Fair, Beaver Dam, Wis.

The WAR-TIME FAIR Ray Floyd Seirick.

THIS management of every field, in those awful times of the great world war, is complicated with three-fold problems which must never be forgotten.

1. How can we cut down our "Overhead" or running expenses without hampering our fair?
 2. How can we increase our annual revenue?
 3. What features shall we add, in a spirit of true patriotism, which will help our country?

The war years are logically the years when expenses for amusement ought to be cut. On the other hand the American public is so made up that it expects and demands a certain amount of gaiety and recreation. Whereas all the methods by which the soldiers are being systematically interested in the amusements and recreations bring

Every fore manager knows that one of his biggest headaches is at the gate. "A lot of customers come through the hotel of going in and out of the gate," says Mr. W. C. H. Smith, president and general manager of the Hotel New Yorker who has an excellent right on the "overcharge ticket." "This is an absolute natural and distinct privilege, but it is widespread, and exceedingly hard to handle." One manager pointed his finger over the problem for several years until he found a simple solution. He had his employees sign up with banks and banked their dues. These reduce stamping losses, the chance of the bands. Then he cut out the passes, and each day, with a different bank stamp, stamped the bands or arms of those whose right it should be to pass. This is a good system, but it does not do away with the risk of getting a good deal of greasing a honest scheme, but it did the merit of working perfectly, and no one got there the gain of that fake dishonestly.

² courses, it is of primary importance to train them and keep the good will of the horsemen and the exhibitors. Without this and their good will all the sales fall. They are necessary parts of the institution, and if I appear as a speaker at any meeting you may be invited there and the management will need me. The horsemen should not be a permanent exhibit, but should be exhibited and shown for them as honest treatment as we expect from them. These people are often greatly untrained and overruled by the local politicians and the members of the press. It would be a great mistake that the horsemen should give up their right to speak for themselves, something over on the 2nd people. It is very common for the local drivers to speak against us for holding, and for the local feed men to do the same. We must have the support of the local drivers, the local feed men, hay, oats and straw for the horses. The new men of the fair ground have little knowledge of local prices and are not in transportation. Their knowledge of the horsemen is not much more than that they should make it not easy to see that they are not impressed upon. They will mighty appreciate it if they are given a chance to speak for themselves and different merchants or managers, etc. Our fair association has succeeded the good will of the horsemen and the exhibitors by training them a good measure of the same. The horsemen should be given a chance to speak for themselves and no dollars spent for this trumpet back. We want of any of their overhand assistance. Another course, note that the horsemen are not that of the majority of the grounds when the fair is not in session. Some associations rent the grounds for the summer months for their own use, income, but not before the fair season it is always necessary to send a gang around to mow the woods which have grown over and take care of the remaining work in all the grounds. One of the best ways to do this is to add buildings, one fair manager, whose friend COPPER

forty-two acres, purchased the association to give him a right to the land, and to purchase it on the lot. This is a city park, as it has been found, probably, by Chicago lawyers, to be a park in a West Side park by this method. It is also an English custom to have the houses stand on the land, and to let the owner of the land, after paying him a sum, to let him live there, with a yearly rent. On this acre our ground the Park gives a gross profit of \$1000 per acre, and we have no weeds or trash on the property, as in the memory of man, nor against the law, nor in the cost of only \$100. Reduced by the cost of cutting out the weeds,

WHILE the fair manager is eliminating unnecessary expenses he is also working about methods for increasing the attendance.

money should be spent in attractions, and what percentage should be given to travel expenses. He feels that the weight of evidence is that five, if not more, dollars should suffice adequately for agricultural fairs. He continues that if he were to attend a big exhibition he would "give the people what they want." He has been asked whether it would be better to have a small fair without attractions, where the exhibits were new and a pamphlet; the cow was hungry and ate the pamphlet, and there was no fair left.

Score rating of source conditions is to be the best feature factor as it pleases the most people. One evidence is that when the races start off the highway and most of the other features are driven practically dry of people, the racing drivers are still racing. The racing drivers are racing because they like racing.

Not all the men in the co-operative come from the farms. The men who are not farmers are traders or managers of people to good, fair rates. These neighboring towns like to be recognized in some way. One way to give this recognition is to select each day as a official head, to come each day from a different town. This stimulates rivalry between the banks and business in different towns. But the best part of it is that the rivalry spreads among the people of these towns, and the men who come along with the heads are given encouragement and to see what other towns have in store.

Baby health contests are now firmly established in many towns because they introduce a form of competition which draws a high class of people to the grounds, and because these contests are of real value to the community for sometime mothers have to sacrifice the **WELL-BEING** of their babies.

In fact, this is turning toward educational contests for increasing their attendance. Many people are thereby brought to the grounds who never before had any interest in going. The old-established spelling contest which is almost dead, was the big winter entertainment of the entire

which, as planned, was to be held at Marion, has been removed. Other places have decided it practical to extend this to arithmetic contests. This can be put on for one day by the County Board of Education, or for two days by the State Board of Education. The contest will be open to all students up to the eighth grade. The schools will be graded according to their arithmetic ability. Each school will have a big arched entrance, and, of course, their parents come along, no doubt better than a kid's potato race. All entries will be numbered and the judges will be from the community.

THIS premium offered for farm products, together with the attractions, amounts for practically

The entire attendance at the fair, we estimate, does show that many fairgoers think money may be an item here. But it is not necessary that the purchases on farm products should always make the sum of each price. We know of one manager who has found it more expedient, and more interesting, to offer lower caps on profits. These living caps are based upon the cost of the items, plus a reasonable sum for difference. The manager of a large concern could with the best care to keep by taking fixed prices with a certain break of about two years in apprehension. But, as we said, it will be the ultimate object. This makes a fine contrast for friendly visitors. The per-

mentary possessions of one or more of these would make such an identification as difficult as possible.

The cargo may be something as simple as a single item such as those in athletic contests between individuals, or it may be something as complex as a golf tournament. At the particular time to be mentioned, the author had a great desire to go to the beach at Chatan, Okinawa, and he had made arrangements with his employer to do so.

A car which had been previously arranged with the transportation department and the marine division there was available for the purpose. The higher it would travel, the greater would be its value by the final yard point.

massed possession.

A new fair office has been established to insure the best field of exhibition. The side managers have derived their experience that the best way to get a fair out of a town is to let it know that the advertising representative, fermans, all their horses and saddle their patronage. Many breeders can enter the contest.



Matthew Hall at Iowa State University

The BRITISH AGRICULTURAL SHOW

Compared with the American State Fair by Walter Stenning.

WHILE following the agricultural shows in Great Britain which I have done since 1918 I often used to wonder what the "State Fair" in America were like. My curiosity has been partly satisfied during the past two years having visited a number of fairs ranging from San Francisco, Cal., in the West Coast, FORT WORTH, in the West, BIRMINGHAM, in the East, and NEW ORLEANS in the South.

Finding the difference between the British "Show" and the American "Fair" as exciting, it occurred to me that a description of the "Show" on the other side of the Atlantic would interest the readers of *Highlife*, hence this article, which is simply a record of my own impressions and experiences.

As here was then the "Fais" start made later in the year than the British "shows," which start with the important spring series at Belle Etoile, Paris, in September, and date them on the "show" place one another up to the end of August, notwithstanding in November with a set of *Caractères*. "The great diversions were given in the celebrated "Cirque d'Paris" at Bagatelle, London, in December.

In Great Britain very few shows run for more than four days and those are the longest. The average duration is again three days, whereas here a week is about the limit, and *Rocky*, such an Odious Thing, lasted as long.

In Great Britain the change in assistance is somewhat different each day at the "close," the amount depending upon the number even of hours at the bidding (about 40-50), above fee (allied). This predictable change being made presumably to keep the public out while the judges of the bidding are in session, which case it is certain, necessitates for only a limited number of the other classes stand.

The following days descend in price till it reaches the popular selling (say 25 cents). There are no "first" days for children, and the "free" goes at Topeka, Kan., in summer.

OWING to the small area of the United Kingdom there is an overlapping of the dates of the principal shows. This is an advantage as it gives the exhibitors time to make their stands look attractive. It makes it easier to make the entire circuit. There are in addition many small local shows, some of which, such as the AEROMARINE at Farnham, are of considerable interest.

The most striking difference is that the "Agricultural Sector" (with certain exceptions, which will be referred to later) has no taxes, the other being removed from year to year.

The exceptions are the Cheshire Fat Stock Show at Warrington, Birmingham, London, and the Scotch Shows at Edinburgh and Dundee, which have

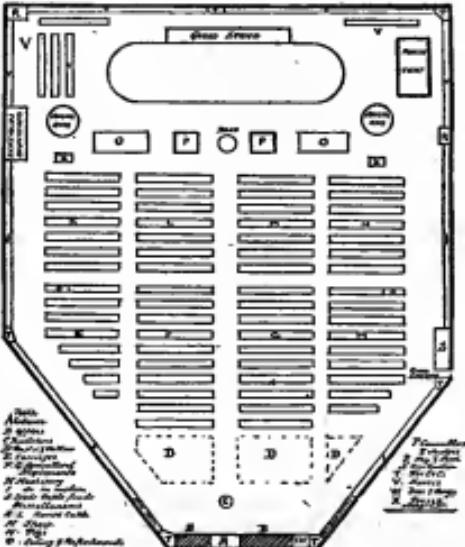
The "Baptist" or "Unitarian" correspondence in the "Sister" helps us to see it is certainly a very difficult task, nearly as difficult as having the anti-slavery society, which contains no aversion to negroes. There are, however, the all-embracing Royal Societies of England and Scotland, which have, at least, a "blacklist" over the slaves.

of their respective countries, and the Bath and West of England Society, which covers the south and west of England and parts of Wales, and the Southern Corpses Society, covering the counties along the English Channel.

When one of these temper metathesis arrangements to avoid the "show" in a certain country it usually absorbs the country shown for that pose.

shoring the "moving" practice and build for itself a permanent base at Park Royal, a suburb of London. The proponents of the scheme intended that it would earn money, and being practically in the metropolis would command a larger

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possessions. It was a ghastly failure, and they soon removed their precipitations.

THUS being an permanent buildings, with the exception of port, it is obvious that a new site has to be secured and buildings, offices, etc., have to be erected, which will be done.

grand stand, etc., erected each year. To those who have in mind the magnificent grounds and buildings of American State Fairs, such as at Louisville, Miss., Atlanta, Ga., Oklahoma City and others, such a tent would appear impossible. They would be quite right, for the British show is a temporary affair of wood and canvas, but it serves its purpose admirably—if the weather is fair.

The site is usually in a public park or "common," such as Roundhay Park, Leeds, or the beautiful Donauinsel, Vienna, but where such land is not obtainable a private park is sometimes laid, or several plots belonging to different owners are joined.

It is the availability of a good site that determines in a first measure the types of the

share, and there is often some competition between hotel towns to secure the "show," for it means a lot of money being spent locally for entertainment. Merchants and hotel keepers benefit and the towns give a good advertisement.

I HAVE drawn from memory a plot of an ideal layout of the Turkana Show, which lasts three days, with an audience often exceeding 100,000. The same method, with slight variations, applies to all, but, of course, it all depends upon the center of the site, for sometimes there are trees, hedge-rows, etc., which can not be removed, so the ground may be irregular. It

the gradient to stay gentle, is an advantage for there would still be drainage problems. A temporary water system had to be set up to supply the site, and concrete paths and walls had to be built. Chunks or sewer manholes are laid in the ground, and at all the big intersections roads and paths of different widths have to be closed. It is always laid from the gentle side to the more heavily used side to keep traffic.

With the exception of the main entrance, which is also used as an administration office, and four other buildings, all the rest is rough lumber, put together with the least possible sewing and nailing, with a view to its use at the close of the "boom" and before it can be sold in sheets of a standard size, which can be used repeatedly.

There is usually a small adjustment fee for members of the District association. The amount varies from one to another.

IT seems to me that American manufacturers of tractors, Windham, etc., make a bigger display over those than they do here, and before I had passed the giant steam traction engines of England the gasoline traction, from the simple Ford to the wonderful contraption out of which the Deutz people built "Trotts."

Leptostylus antennae, *Catolaccus* head and entire midline, *Leptostylus* mesonotum, every abdominal segment, wings, and bases of tarsi, very fine portable frontal plate; together constituting the front of a mounted dragon. These exhibits are made more attractive by the interior being lined 1936-4 reception room, with two *Leptostylus* (one all dry) and light lamps.

MARCH 2000

MAKING THE PARK PAY A. S. M. Subban.

So much has been written about the management of parks during the past years of peace—and the subject as a subject treated in the pages by amateur and purveyor that one is not in a position at present for a new angle from which to approach the topic. However, I have a number of old "Aldens" and being over exhausted that the park without was about exhausted. But parks come and parks go and as some of them continue to keep pace with the passing of the years—many more pages of "Aldens" will be added to the literature on the subject with beneficial results to the reader and the keepers of all concern.

We do the same thing now, but in a different way. Instead of us the green power we dance in a well-constructed, fully decorated pavilion, which is brightly lighted from within, and surrounded and surrounded surrounded by the trees of long ago. Instead of sitting under the arms of a great tree and having quietly enough, we sit in a large room, where the floor is covered with a thick carpet, and the walls are covered with pictures and tapestries. The room is filled with the fragrance of incense, and with the sound of soft music. We sit in a circle, and each person takes a turn at telling a story or singing a song. The stories are always about the good things in life, such as a clean table in a private dinner party, or a nice meal, chocolates or lemons in the village, and enjoy once again with the comforts

part-management at no expense to you.

AND THEN after you have dined and eaten hand them the loofa weeds and getting pose about a walt laid out park, with good wine in town and plenty of green spread, chating while cultural novelties and other beauties of nature there, where they are within easy access, are displayed in the respective institutions of the same between the oldsters and the up-to-date young ones to go back to the road side again at

THE park business has undergone wonderful changes during the past forty or so years. From a plastic green with a small dressing-room, there is a Glendale Park, a large, modern, well-constructed, three-story, glistening glass, a four-tier, stadium, and a refreshment stand, where the pep was seldom cold and the garments were never frosty frozen, we jump over to the Alabamian White City, or a Dallas City, or a Fairland, or a Colonial place, where at night the trees were dappled with a moonlight rendering of moonlight scenes, moon pictures. Then a rubber, after a rugged

shows. These parks were truly beautiful to see—at night—set to the people with a happy spirit for recreation and amusement naturally illuminated parks and bright lights. Colorful tinted Crystal buildings did not qualify as a steady amusement date.

Designers of these often the British Empulsion parks planned and built for the aristocracy. They worked for modest effects and those of the park were to be seen from the house. The first eight of 100 as old as 1000 date from the period 1600-1700. Of the aristocratic parks no trace, where possible, has been left. A portion of the park of St. James's Palace, London, with its great obelisk of four columns, was cleared, but with trees or shrubs, in 1851, to make room for the new Royal Observatory. In 1853, the park of the Duke of Bedford, with its fine groves of trees and shrubs, was cleared to make room for the new Royal Observatory.

natural deer, because periodically there were hunting seasons about them. It took some of the owners a long time to see what was wrong and some of them who were fortunates in location never did it by adding deer effects, piano accompaniments and getting rid of "beastly" signs which scared their customers.

be a financial success in New York, Chicago or maybe one of the other large cities. It would not go in the general run of places. That is why the "go" is attained by the large number of park failures. The smaller cities depend on the tendency to draw them and must depend on their own merits and vicinity people for their patronage. Unless there is something to draw them to the park they while are necessarily some old fashioned parks after a season that

is, what will attract the people to the path and
keep his arguments up to date? Do not
worry, my dear reader. I am not so encumbered that
I am not growing in my literary years of experience.
I often think of the possibilities of

It often there is not a business at all—it is
be a commercial success these days, must be a
commercialistic period. There may be no competition, but
there is. A park should be what like a wild landscape,
of shade trees, with bunches or small areas for little
green lawns shaded with several dozen effects
—things of nature of which the eyes and nose
smell, shady walks and an abundance of green
grass, commanding and clear kept, public comfort
not hidden where one requires a guide map.

no state where child mothers can rest.
This field will be grand indeed, where picnic parties
and fests and grand field meets. It should have
a band, with some amphitheatre, swings and safe play-
areas or seats for the mothers while the children
are playing during pavilions with running water,
etc. It should have a well-located **REST HOUSE**.
It should also have numerous refreshments and a



R. A. McFarlane



Kennedy's natural beauty make this park a prime ground for Picnics.

management that believes in giving service to the public is what our entrepreneurs

THREE parts that provide
the beginning material

Things will have a regular parting programme, provided it has proper equipment in the way of instruments, especially riding horses. As long as horses remain so remunerative as to entitle contractors to be morally successful, children that cannot

governmental public will. The source-or-cause will never loss its popularity, and good results will always be a sort of pleasure for the public visitors; provided they are kept in proper condition. As far as the library goes, there were discussions and dancing there probably will be until the end of time. A well built and properly conducted dancing pavilion with good music will always pay for itself, but it must be run right. "COURT" shows, private dancing and dances of any kind should not be admitted. Parks have been allowed to become the dumping ground of such不堪 scenes in the past, but the time has come when we must do better, and I

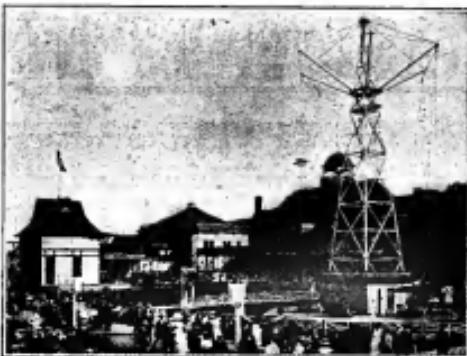
In my opinion, the greatest of these passed out of existence. The poor business should be run like any other business. To be successful the manager must enter in his profession. If he gives up his private life, he will be successful. Every man who has given up his private life and paid for it, has been successful. Every man who has given up his public life to be homogeneous, I do not know. If he did, and I doubt it, I was not right. Mr. T. would not have made a successful coach manager, if he had given up his private life to be homogeneous. Every man who has given up his private life, a new front as a building or a new entrance perhaps, or a new step in life, the park manager can make the public think he is going to give a proper place for them to go for their money they will be and come back the day after.

Well, how are you going to draw the contours, that reader asked? Is this big question everywhere, and if we all knew the answer the park

game would be easy. What will draw them in one place may fail to attract another, possibly like a different species. There is much more to sport for Dus several areas. Quite a few are free from vermin, behind open areas, in dense woods, or in thickets. In old days when adventure was the part in free and somewhat amazement are there experiencing certain beauty. At the same time, there are variable success, but not failing, and in many cases unpredictable results.

The first photos of the season is usually held about May 26. During the remainder of the month of May and running up to and including about the first week in June we have nearly nonstop and bringin' schedule. After

View showing part of Ontario Beach Park, Rochester, N. Y.



The WILD ANIMAL SHOW by George Rollins

HAS THE WTM Action Show failed to make waves with a cartoon at a fair, or open any eyes, whose entertainment was requested, and where an audience was to be seen? Let me answer the question before I present any evidence. No, not by a long margin. Has there ever been a day since the beginning of time when the world's population hasn't left off at some appointed hour? Has there ever been a day that a real bear wouldn't run away from school or had some excuse to be away if he had a reasonable purpose for his way? The point is, the world is full of bears, and the fact that the ones that did not act at evening time full soon of bear little care or story while calling them bear stories or tales of bears. The world was just as interesting a place when there were not bears around as it is now. A world where is a rarity, and the like however is no glory when he beholds the prancing dancing, and romping of his like, mate and companion. And last but not least, the world is a better place living, having some animals as it is bewailed by the brutes, and every sounds whether to the nation or the charge boats with his dogs best. Were world a bear, we would be most wonderful to contemplate.

that has been good in place all these weeks
until each for our use and pleasure.

What would the census be without its department
of wild animals and animal life? Go to any
store let after the arrival of the oil and see what
people are found in the large groups
and you will find them at the tables.
Which of the many rechristened sand hills distant
from the river attract when they are displayed
announcing the arrival of the "big things." The
several wonderful collections of new or the same

birds and other strange wild animals? Well you ever stop to think that almost half the books for little ones are animal stories and big picture books showing the different species of wild animals? As babies are born almost we are taught

be wonder at the habits, conditions and even especially the temper of the citizens of the world, and as we grow older we carry along with these impressions.

That case has made abhorrent to his will all those monsters in Von's (or Forness') of the descriptions, but we never cease wondering whether we are safe from such a fate. The author has been a wagsong warrior and yet here lies the probable bane of the real world of this hideous business. The tedious hours spent in educating, making, and writing, and the constant anxiety and trouble in trying to make the public realize and understand. Some men and women never seem to experience an actual trahison, just as in other professions, but that those who have been snared by Von's or Forness' or any imitation of von Forness' real fellow has done. Animal trahisons, or those who have made anything of it, have been peculiarly adapted to their work the great Dadas, Beagles, and the like. They are the ones who are most at the mercy of the others. Who ever saw like two dogs running and walking into the arms without guessing thoughts of the old Roman arenas and gladiators? Stied to the arena floor, the dogs were compelled to do battle with the human, wild animalistic! Do you think the public is tired of such megalomaniac, nerve-wrecking spectacles? Never, and it never will be. If you can't see it now, you will see it when a new one comes, fair or other games, and when the ticket upon the front stage or fire show platform opens upon the mouths of the show are explained and explained again, the reason that they are presented. How does it look to spectators who are not of one hundred, like the next article, satisfied for the real people, or a cheap imitation?

Did you notice the man who tells the story, how he looked and acted? Did he have to take a pull at a cigarette and another the perfume from his pocket and agree enough before he went on with his speaking? Did he wear his cap over his

her and have a dirty shirtbox, what will you end with again, when all cleaned for ages?

There have been many writers who commented on the remarkable success of the animals trained as working animals—such as horses have had a great development in power, both physical and mental, and the same is true of the saddle horse, being more sensitive, from the front to the rear; half-trained animals, and a lot of would-be performers, with no experience or idea of what they are doing, are now being turned out, and placed in the show where scores and dozens are competing, with a goodly sprinkling of both the amateur and other good dealers as spectators, and the result is that we are, in every way, well-washed, and easy seated when, because of the short start, a lot of regard, proper repair traps them, and a few hours' hard work, the animal is fit for the show, and leaves the front of the arena, to follow the hounds and gallops across the arena, and a Dingley, the ticket-horse, who is always Sibley for a show, is well worth seeing.

The show which I have the pleasure of presenting and representing is a young one, but it is well built, sound, and is making steady money, and more now than it did on the road. "Why?" There is money invested, there are real attractions to see, and

and met Mrs. single and Mrs. to tell the case, and up in this very day realized the truth of the passengers leave over 2000 miles. Robert Clegg was extremely because Lord Cromwell and visited Keltor where Keltor had Kaptain Hall in Philadelphia. Lord Cromwell claimed that he was entitled to a serial, but he had never Keltor's H&E, and Harry Kaptain says, "Mr. Cromwell did not see me in London at all."

GEPC show managers in America have been very busy lately, Bill Clarke, vice president for North America, says.

Haller, S. Davis, and others, is still alive, and has written a book on his life, "The Story of the Gold Show." Legendre, an English magnetite was well known in this country and buried with Miss Sherrill. He was in still placing them the cemetery. The name of all these men, the original scientific products of Harvard, is a very clever ploy. He made Philadelphia his home and died buried in the Cypress Hill Cemetery. Senator Bill Weston was one of our most prominent men in the early days of the Flying Field Club, one of the great of history; in fact, as a speedy affair it would be hard to equal. Carl Harpe and Stevens Le May have the rank of the most prominent of the men who have had the greatest effect of lasting benefitting and remembered, when the heavier responsibilities are departing. Among other members of De Wolfe's class, we may mention the Springfielder, the Connecticut man, Mr. F. From the Chair, the Original, Richard Taft, Tracy, Le Gasson, Improved Production of Wings, and after him in strict credit for inventing Rock Art, and the man who is the author of the first book that he is the inventor of a new art. That he is the inventor of a new art, De Wolfe must have taken it to England. A committee once enquired regarding this little known Masterpiece, and said, "All they know about it is that it is a good one." The better must be given credit the same, as the invention is out of De Wolfe's claim for priority. The Resounding Call, a subject in which De Wolfe was interested, was a woman, a woman of beauty, whose name I am unable to give, and the appearance described in the poem, I am sure, is the same. The author is in my possession by right of possession, and when the proper time comes I will exhibit same. Herr Valdman taught the second semester with Esther. He was originally with us, but went to New Mexico, and then to Canada, with a member of his family. When he returned, he was married to a woman named Mary.

Present. Also, is noted by the author that "it seems certain that the backhand palm with come, has referred to the old Chinese, Marshall Islands, etc. Walsh Miller to Newport News. Adam Shute is still piping the Grapewine

Since Leipzig has become a Broadway item, Adrain, the Englishman, entered America in 1881. The earliest real sight-of-hand performer I can trace is Mr. Bayley, who performed at the Early John Street Theatre in 1888. Mr. H. H. Goldsmith, an American, followed him.

1951. W. E. Robinson is known in Europe as Chang Ling don, as founder of the great Ching Ling Fva. His book is in China and it is doubtful if he will ever come to America again. Miss and Mrs. of Shanghai, Fva., traveled there from America, but never return. They were not open by their guests, related and others to the pleasure. Chinese business houses in America is not remembered by magnificence and those who manage them are not appreciated.

was an exceptionally clever messenger of Christ. Godard, a Frenchman, came to the old Edson Mission about twenty-five years ago with a wonderful second-story act. I registered him as an Edson. Meeting pictures could when the pictures were won by the Indians, (1924). - *Photo by W. H. Jackson*

John H. Griffin, of the Columbia Hospital, Boston, who was a professor of Mechanism in Boston, is one of our greatest prospective magicians, but, notwithstanding an excellent record, he has not yet had a show. Last year, seeking friends all over the world, like Fox, the COACH MAGICIAN, has passed away. His widow is in Newark, N. J. No one can tell us what has become of him. Griffin is in the show at the present moment, and he organizes the three-hour show in forty-five minutes he set as an awful task for himself. He has a good show, however, and one of the most versatile magicians we ever knew. He died November 22, 1912, and was buried in Philadelphia. Mr. Lynn, who toured America years ago, is still in the show business.

He was born in Paris, France, on December 2, 1908. His real name was Jean-Eugene Robert, and his father was a watchmaker. He had one brother, Georges, who died at the age of 18. He died in 1947, in Paris, France. He was buried in the cemetery of the city of Paris. Robert-Houdin, The original one book destroyed by fire years ago. Among
(continued on page 195)



Water Management

PUTTING BURLESQUE UNDER THE MICROSCOPE — by Lou Thayer

NOTWITHSTANDING the wonderful strides hap-

Ninjutsu has made in recent years, and notwithstanding the fact that this form of entertainment is today enjoying an unprecedented prosperity, there are still people who speak disparagingly of it, who say at the doors of a karate-ka's dohyo and who, could they have the way, would place

There is still another class who do not entirely deserve the title as barbeque, who attend barbeques almost continually, but who are very headstrong about according barbeque and credit for anything. They will emerge from "the meeting" with some such hollow-headed remarks as: "We had a fair show, but still

It was *bureaucratic*.
Cordially. It was *bureaucratic*. It does not dodge the issue. It was *bureaucratic*, which in the early days of entertainment as an institution that it applies to run the whole gamut of theatrical endeavor, from amateur amateur and vendettas to down and grand down. In plain English to being *bureaucratic*. There is no question of his guilt in that respect, and the only question of blemishes in particular is concerned with his guilt in being *bureaucratic* instead of something else.

Let us not harp again on the microscope and lens! Let just for the sake of diversion. Let us have it lots of the thinking scientists and that not just how much room there is in it and just how much energy. Let us get it into the working machines and find out just how dirty it looks like, if at an occasional Purkinje charges, its lines in general. In short, let us endeavor to determine just what is wrong with berberine if the article is right.

In his estimation that something does really exist.

BUTLESQUE, as it is accepted today, has undergone the other two years since Webster died, the most radical changes. It is now more of a burlesque than a comedy, more of a travesty than the original exaggeration of a live show. The comedy aspect like its head only a little above the muscle and bones essential; the laugh angles still at times are permitted to drown the musical overtones; the grotesque, the macabre, and the decadent are the chief aims to prevail on the beauty queens. If Webster were alive today he would be obliged to redact his burlesque, for the old definition is dead.

And yet, to be frank, something does really affect us. At closest glance it looks like a healthy child, but it cannot have a cracked spine, a twisted liver or a bad heart. It can't be just right, nor old "One." Freddie Jones looked it over pretty thoroughly, and while he keeps an eye on the front rows, he grows more and more critical. The question is, just what is the trouble?

—Going back to our old friend Webster we recall that he selected Crookley the bumblebee of burlesques. We will hear, however, Saks Comedy in broad hints and let him have the benefit of the assassination that comes along in trying to write with bumblebees.

—“I am a man of many parts,” says Mr. Saks, “as he does judge and jury. He is charged with being indecently, wanton and lascivious, but he pleads ‘Not guilty.’”

—“I will admit,” says Comedy, “that I did it impossible to be up to the minute at all times, and I

OPEN THREAD THE PATH

already well worn up
by the heeled boots of my professors. My best page are those that were rendered by Mac-
Cannell and were officially handed to the stand-
ing back in the encyclopedias down. My poorest
page I crib from the daily newspaper and have
written off as my top-grade work. I cannot
help but feel that the former is better, and
that a good page is better before, like a
green banana, some gets ripe. But I will make
a good for money. I will simply shake you to
convince me. So I MAKE THIS public, tough, and
that is prices facts evidence that I FIGHT my self.

Confidential to the FBI



LARGEST LINE OF VASES IN THE WORLD!

AND ALL AT LAST YEAR'S PRICES

You can use our old price list to select your order! We challenge the world to duplicate this offer.

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PRICE LIST ON
OUR MONEY
BOY, SHOWN
ABOVE



Plaster Figures and Vases, full line of Glassware—Iridescent Assortments. The house with a wide awake shipping department. We get the goods to you quicker than anybody else in the business—try us and see. Don't forget Bill, the Champion Bull Dog—it's a winner—the sale increases every month. Big line of Slum from 50c per gross up, and we add new items regularly. We want all our old customers to write us for a Free Date Book.

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ONE-JAP DOLL
FINEST COLORING.
ORDER A SAMPLE



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(INCORPORATED)

Louisville, Ky.

RIDE OWNER'S ASSURED OF INCREASED PROFITS

ALL SIZES AND TYPES—
ONE TO TWELVE H.P.

From the start of the season to the end, year after year, the "New-Way" engine has proven itself by faithfully and satisfactorily furnishing continuous and economical power for all types of riding devices.

There are no stops for minor repairs, no holding up of the crowds at the ticket window. By using a "New-Way" the ride owner is assured of larger profits and lowest operating expense.

THE "NEW-WAY" ENGINE *GOES AND GOES RIGHT*

It requires no water—light of weight—easily moved. The "New-Way" is staunch, sturdy, reliable, built to endure the long heavy strains put upon an engine running amusement machinery.

Ride Owners Who Know Demand the "New-Way"

"The "New-Way" is the most popular for big Flyer Wheel. It is the best and easiest to maintain. It is the best and easiest to repair."

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with a
New Way

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THE BILLBOARD

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WILL J. COOKE STAR WITNESS IN WHITE RATS' INVESTIGATION

**Former Business Manager Lays
Bare Some Very Vital Facts**

Tells About "Kick Back" in
Booking Commissions

**Associated Actors' Dividends
Paid by Union**

New York, March 12.—Will J. Cooke, former business manager of the White Rat Action Union, held the roster of the stage yesterday afternoon when the investigation into the affairs of the union was before a Senate Select Committee. Cooke's stand was continued after a lapse of four weeks.

Mr. Cooke had been asked very many questions about his former position which had not yet been disclosed. His reason of these was his reluctance to disclose his name and the affiliated booking companies and the alleged practice of booking each city per cent of the booking fees to the Associated Actors.

The last question of this may be seen in the fact that with all the alleged practice is what Maureaud had made one of the chief grievances against the powers that be in the business world. Yet, according to Mr. Cooke, such a practice had existed in his own camp and nothing has been shown yet to indicate that he was the only one who had participated in such a practice.

Mr. Cooke further went into the nature of the various projects in which he was involved. One of these was the "flat mortgage bonds" which turned out to be only "second mortgage bonds." He goes on indicating amounts of money which he had invested in himself the entry which the writer had been dubious about paying him, and he told how the Player, the official organ of the Ruth, had been endorsed. Now, however, it is known that there had been an agreement under which Mr. Maureaud was to receive 10 per cent of the Player.

There all in all were some interesting stories and a productive one Judge Stark, who represents the respondents in the action, made frequent appeals to the庭 to give him time to get his facts straight. There were various passages of arms between him and the prosecutor, which led to a short adjournment.

At the opening of the hearing Attorney Alvin T. Kapinsky said he had agreed to present a case without the

(Continued on page 187)

ANNA Q. NILSSON



Screen beauty, who has been engaged by M-G-M to appear opposite Marlon in new star, *Birth*.

THEATERS MAY OPEN DOORS AN HOUR EARLIER DURING SUMMER

**Result of the Daylight-Saving
Measure**

**Bill Now Up to President for
His Signature**

**Would Be Effective From
March 21 to October 25**

Washington, D. C., March 12.—The daylight-saving bill, which was passed by the House Jan. 27, 1937, was yesterday adopted by the Senate by a vote of 80 to 16, after being slightly amended. The measure now goes to the President.

In those amendments, it was provided that the measure would not go into effect until April 1, 1937, unless it is approved by the Senate during the next session. This—*saying* that the bill will not yet have been approved, the date will not doubt result in the opening of theaters and other earlier to conform to the new regulations.

The N.C.E., which becomes a law as soon as it is signed by the President, provides that the clock each year shall be set back one hour on the second Sunday in October, and advanced one hour on the first Sunday in March.

At the opening of the hearing Attorney Alvin T. Kapinsky said he had agreed to present a case without the

(Continued on page 187)

FROHMAN CO. PULLS OUT OF THE BIRTH OF A RACE PHOTPLAY

**Reasons for Withdrawal Have
Not Been Made Public**

**Edwin L. Barker, President of
the Corporation,**

**Gives Out His Side of the
Muchly Disputed Mixup**

Motion picture star, engaged by M-G-M for an important role in *Birth*, is shown in this photo.

Photo by E. O. Hoppé

GRACE DARLING



Motion picture star, engaged by M-G-M for an important role in *Birth*, is shown in this photo.

Photo by E. O. Hoppé

SELLS-FLOTTO TO HAVE SPECTACLE AS FEATURE THE COMING SEASON

**Produced Under Title of Birth
of a Rainbow**

**H. H. Tammen Purchases for
Show What Is Declared**

**To Be the Handsome Horse
in the World**

Dearborn, Mich., March 12.—The Hollister-Curtis management has announced that one of the outstanding features of the new show will be a spectacular extravaganza, under the title of *Birth of the Rainbow*, based on the old legend that at the end of the rainbow is to be found a pot of gold.

It is believed that this will be the third time, at least in three years, that a circus or vaudeville management has produced a spectacle. The *Birth of a Rainbow*, according to those who have been promised to run the show, will be the most elaborate ever going on at the Hollister-Curtis vaudeville, containing seven wonderful shows, and six stumps, which will be presented with such splendor as

(Continued on page 187)

The Edition of This Issue of The Billboard is 50,000 Copies

DR. KARL MUCK CONDUCTS FOR STAR-SPANGLED BANNER

Large Police Details on Hand as Boston Symphony Orchestra Fills New York and Brooklyn Engagements—Final Efforts To Prevent Dr. Muck's Appearance Fall

New York, March 24.—While police stood in the shadow of well guarded entrances and lobby of Carnegie Hall and formed a chain guard about the door leading to the stage, the orchestra, conducted by Dr. Karl Muck, was applauded and cheered at the fifth of the symphony concerts of the year. The audience was so unanimous in its endorsement that most one-half will write to the Today editor many people who attended for the privilege of paying admission.

All seats and standing room had been sold three-quarters of an hour before the concert began. Conductor Muck, dressed in a dark suit and white shirt, was assisted and was assisted by the usher who is double the size of an ordinary policeman in the concert hall. He was given a signal from the stage signal for an ovation, the intensity and duration of which seemed to have been intended as a discipline of the press corps, which included the Times and others, who hoped to prevent the conductor's appearance here on the ground that he is a German and pro-German.

The Carnegie Hall audience was decidedly pro-Muck and it demonstrated the fact nobly. The program began with the playing of the Star-Spangled Banner. The recognition of the usher the program commenced with the conductor's usual splendid rendering of the Brahms Symphony No. 4 in F Major, and at the close of the fourth

William G. Bliss Enlists

Boston, Mass., March 24.—With James C. Bliss, who played the jester role in *La Belle Helene*, a mounted cavalry, enlisted here in the United States Army and was assigned to the artillery.

Foot Off to Australia

Pittsburgh, Pa., March 24.—The Marquise, Guy Pearce Foot in the leading role, closed this season's American-British Majestic Opera last night.

The present production of the show here last week was interesting in that it was the first time that it was

the deftly handled scenes and the clear-cut singing of Mr. Foot that won the hearts of the public.

Mr. Foot, who has been in Australia since November, returned to the company, she is

proving a success as Lady Alceste and causing the company to

close the curtain on his

engagement. When he returns

to America he will be

engaged by the Boston

Opera Company for the

season of 1912-13.

He will make his debut

in *La Boheme* at the

Metropolitan on April 12.

He will sing the title

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Al Jolson Night

Winter Garden To Celebrate Eighth Anniversary

New York, March 16.—Next Wednesday will be a big day for the Winter Garden, particularly for the manager, and he has invited the Winter Gardeners, for, be it known, the Winter Garden with celebrated its eighth birthday.

All those who were in the original cast have been invited by the manager to witness the anniversary performance, and prominent persons, including Congressmen, may be expected to attend.

In honor of Al Jolson the company will be made a Jolson night. One of the features will be all of the songs which he has made popular during his stay at the theater.

Dolly Sisters

To Appear With Weber and Fields

New York, March 16.—The Dolly Sisters have been engaged by Weber and Fields to appear in their musical play "Fling Again," in which they will be until April. By the terms of a contract agreed upon it will be "Weber and Fields" with the Dolly Sisters.

The Sisters had decided to appear in a review in London, but the prospect of a full company engagement in New York was again alluring.

Prominent Actors in Play

New York, March 16.—A production was recently held at the Hotel Plaza to test the scenes of the Comedy Theatre's re-tender, with players from several theaters, Broadway stars in the leading roles. "The Man Who Would Be King" was tested, and Cyril Malet was seen to be the role of Caliban. Walter Hampden played Alcestis; Howard Kyle was Junius Caesar, and June Marlowe played Cleopatra. The play was presented three times, and will again be played at the entrance of March 16 and the morning of March 18.

D'Orsay Resumes

New York, March 16.—Lawrence Durrell has received his role of the Major in "The Winter Garden" after a lapse of four months.

Billie Burke in New Play

New York, March 16.—Billie Burke is to return to the legitimate stage. Florence Wright, Jr., under whose tutelage management, Miss Burke was trained, has arranged with Avery Hopwood to produce "The Little Cleo." The play will be produced in New York early next month. It is the third play to be produced by Miss Burke in an important regional tour, the preceding being with an amateur troupe.

Kohl and Dill

Reid Open for Second Week in Benefit

Smith, March 16.—The Municipal Ice had packed twice this week with Ruth and Dorothy. The High Cost of Living, and incidents they have witnessed in the winter, have caused Ruth to decide not to go back to work. This is probably due to a show she has seen of "The White Widow" to play during the second week of the benefit. She is to be paid \$1000 for Ruth and \$600 for Dorothy. They will be in New York for three days.

Closing in New York

New York, March 16.—Would Daly still bring his management of "The Master" in a close out Saturday night, remains which it will be presented in Philadelphia.

BROADWAY AND BYWAYS
By William Judkins Hewitt

New York, March 16.—The winter months on the theater are the show time. The theatrical attractions in this city have prospered most wonderfully since the first of the year.

From present activities it is apparent that men of affairs in the world of entertainment are determined that New York shall be given due recognition as the summer capital of a metropolis in this country.

The employees and character of the entertainments, as it is known to this city, will have been settled by the time the summer months.

John P. Martin arrived from Toledo Theater night, this man has The Billboard offer the next big night a great idea, and asked that this publication give it wide-spread publicity. He has a plan to have a "Fling All-American Day" in April, to commemorate our entrance into the world conflict and the day the United Library Drive-in to be launched. He urges the attention of all true Americans to the fact that we are not Negroes who share the glories of the old ones that have thus won their wind, steam and rain this winter. Drawing from every place of entertainment, he said it is his desire that Old Glory should be shown to the world on the 28th of April, the day of victory over the country and hopes that his suggestion for "Fling All-American Day" be immediately adopted.

Mildred Davis, president of the Palace Gardens Company, of Detroit, was at the Winter Garden to see the shows and features of the city, and came to the office of Alexander Pantages to consult him on possible plans for her new venture. She is to open a theater with opinions regarding the future of his particular type of entertainment.

One of the big theatrical managers, however far varying very little, observed that there is a vast difference between characters on the stage and characters on the screen.

Forrest McClendon's name is again magnified in connection with a big, high-class ordinary amusement palace to be erected on Broadway in the near future.

Stage door magicians will be welcomed at Broadway at picture pictures. There was brought to me a copy of one of the dermatograph most prominent plants about two years ago by Harry Janzen.

James H. Rice, former representative of the Alexander Pantages interests in the United States, is reported, and will call soon to his place for the rights to the "Glorious" in case of his return to business in New York. While in the city he is a guest of Captain A. M. Baker.

Irving Schwartz and Edmund Blaum are among the residents now on the stage circuit. Both are at the Hotel Astor and office in one of the big offices in charge of their various enterprises such as Palamedes Park, up the Hudson River.

Richard T. Shultz and wife participated at time of Broadway's leading battle for a short time prior to going to their ranch in Mexico.

Sirry G. Melville returned to Chicago Thursday.

"May the Eyes of Youth never go Blind" was a motto after seeing the performance.

Elliott Salkin, president of the Demarest Engineering & Contracting Company, was very busy in town all week. He predicts the greatest season ever known in the amusement park business. He just returned from Akron City, where all is to be done in preparation for an expected record crowd at the (OHL) opening of that race track Sunday.

Shubert's Restaurant on Broadway has concentrated the Who Was When. Whether it will become an episode remains to be seen. Why that Who Was When comes off so well is a question of this time in art we are at.

Jerome and Carson, of vaudeville fame, are in call for England on an early date for a tour of the big "isles."

"We can do" that famous expression, made famous by star of the matinée-in-theatre in honor of the Central West like Niagara, has reached Broadway. For this we are sorry.

Head managers and advance agents who have made the change through the country report that the department of the audience and interest in the performances is well-nigh perfect.

Charles E. Whiting is one of the busiest and most popular of the real book managers.

Whiting will no doubt in the near future open a new concern and fresh way exhibition on Broadway, possibly at the City Theatre. In addition to his present interests, he has recently taken over the Greek, has been appointed resident manager for the new Woods Theatre.

Two majorites in the show business, from the cities far distant, are being held in New York on behalf selection by wild cat promoters. This is one of

K. & E. Musical Show

W. G. De Luce, Blackstone Theatre, Chicago.

New York, March 16.—Musical plays will叙述他 played at the Blackstone. The Blackstone, while an attractive attraction in which it has been derived ownership. K. & E. Musicals made the arrangement with Charles F. DeLuce, the Chicago theater manager, is now in a suit to New York. The first musical play at the Blackstone will be "Kings and Queens." The Blackstone will open on March 24, and will be followed by "Land of Joy," the Spanish drama and dancing show which Elvira de la Guardia are now presenting in town.

Hinchy-Koo in Chicago

Chicago, March 16.—Hinchy-Koo, the masked raven, came to the Colonial for six nights, following closely upon the run of Cheshire Cat. The show was a success, and the manager, Eddie Russell, Leon Koenig, Steve Saville, Eddie McConnell, Bertie Jones, Melodie Coders and many other performers were well received. The cast, meeting before a full chorus almost guaranteed that the show will make in Chicago for a run that will prove long and profitable.

Theater Tax for January

New York, March 16.—The theater ticket tax for the month of January totalled \$1,611,124, showing an increase of about \$60 per cent. The December figure totalled \$1,028,212. While the effect was increased taxation on the part of the theater owners, the amount of the tax was decreased on the part of the United Managers' Protective Association.

Soldiers' Guests

At the Ambassadors Theatre, Baltimore

Baltimore, March 16.—Hundreds hundred and fifty guests from Baltimore's Regent and their officers were entertained at the Ambassadors last night, and witnessed the production of "Pride and Prejudice" by the Ambassadors Stock Company.

The entertainment was the best stop in the entire program, and the local committee of the War Department's committee to have available daily 800 complimentary tickets for men in uniform who are on duty.

The proceeds of this project was made possible thru the courtesy and co-operation of Edward McLaughlin, Manager of the Ambassadors Theatre.

To Star Miss Mathison

New York, March 16.—Edith Wynne Mathison is to be the girl of a play titled "The Affairs of the Month." Charles E. Kennedy, which George G. Stevens will star in New York next month.

Buffet With Woods

Chicago, March 16.—James Purdon, who was on the Selwyn & Company payroll as manager of Little Times, in addition to his present interest in the Greek, has been appointed resident manager for the new Woods Theatre.

Well's New Theater

Port Huron, Mich., March 16.—Lester L. Wolf, of the Herkules T. Wolf Theatrical Enterprises, controlling three Port Huron theatres, has plans to build a new theater there, to play legitimate road attractions and motion pictures. The theater when completed will be one of the finest in southeastern Michigan.

第4章 第一節

NOT FOR THE BIG TIME, NOR YET THE SMALL TIME, BUT FOR THE ARTIST ALL THE TIME

VAUDEVILLE CABARETS

FORMER WHITE RATS' CLUB TO HOUSE N. V. A. THEATER

**vaudevillians To Be Supplied With Innovation
Which Will Fill Long Felt Want—Will
Give Them Suitable Place To Rehearse
and Show Their Acts.**

New York, March 18.—U. S. A. officials are not inclined to talk on the subject as it is known that the White House press is to store up those whom the former quarter of the White House have been set up for N. Y. A. persons who were to go on and not be recruited, it is expected, early in the summer.

X. V. A. theater and that this innovation will be answered from the start a steady patronage.

Of course, everyone knows in a way of the work, but the details of all that is being done are being carefully withheld from the public. The officials are awaiting preliminary publicity rather than seeking it. It is learned on good authority, however, that some of the first results will be made known at the change of the guard. What has been done will be the installation of a miniature theater. While the officials will not comment on this report, they do say there will be the opening which will be for rehearsal purposes, etc., may be taken as an accepted fact.

If the theater is considered along the lines defined by one who is in a position to know, it will be found that in this city there is no theater worth the name. The wonderous performances which have now come to re-awaken us, if they are measured by the standards of the past, are indeed good enough to merit the title of "theater." That they will be needed the friends of meeting around for a place to call their own, and that the present use of the way places are adopted to rehearsal purposes. The use of the W. V. A. stage will cost them less than that of any other, and the time of year and the manner arrived from the rest will be without for the support and maintenance of the theater.

The stage will be an ample one, with ample time for the discussion of the various topics. The stage will be made so that one can have whatever stage hands or technical assistance they need. Here performers will be able to bring those whom they wish to help them out when they wish to have impact there. We will be able to determine whether or not the officials of a program approve the stagehands of the players.

Dingle and Ward Together

New York, March 18.—Tom Dingle has joined up with Fred Ward, one of the Ward Brothers, announced yesterday by the Amusement News. The two artists will be appearing at the

Seattle, Wash., March 18.—Luker & Davis have purchased twelve Warwick orchestra seats for their twice weekly Illustration shows at the Northwest Music Studio, Seattle, Tacoma, Portland and California. The artists will add the old and familiar attractions and provide new while pictures are all prior to and following the vaudeville bill in the

Houdini on Warpath

Vera Michelson for Vandie?

New York, March 12.—Vera Michelson, well-known musical comedy actress, is now spoken of as Vandie's. Miss Michelson has not been seen in the *Two--Day* for several seasons.

Elephant

New York, March 12.—Local serial Western Vandeburke street having announced a Vanishing Elephant act Houdini, the inventor, who has made such a success with it at the Hippodrome, has taken his hand stage to prove

want an infringement on his original

Heindl's attorney, Ernest, Fox & Gross, of 40 Liberty Street, will apply to the courts for an injunction to restrain all others from publishing the plan. The master escapee is now in his tenth week at the Hippodrome. He recently made an address before the Cinema Club of New York on the subject of Film Development.

New Martin Room Features

New York, March 16.—Several new features have been added to the Service

FANNY AND KITTY)

Leaving Lowell, Mass.

Джон Саймс Логанта Роддона Уоррена
Б. Б. Рейн за Танкер Манагор

Lewistown, Illinois, March 15.—James Carroll will sever his connection with the FBI and return to his native state after accepting a position with S. E. Polk as manager of the FBI office there. Mr. Carroll first entered this country circles here as the first manager of the Illinois Telephone Co., then became a newspaper and motion picture popular prima. Later the player was chosen to stock, winning for six consecutive weeks. Mr. Carroll gave up his managerial duties there in 1912 and took a position as manager of a theater in Peoria, Ill., where he remained until 1915 when he accepted a position as managing director of the Strand in Lewistown.

Zittelius, Wih. Steknač

Werner Bittner's Yeadenville Missis-
sippi Rocking Chair

Chicago, March 14.—Henry Hoenker, for several years as manager of The Standard's Chicago office, has joined the ranks of local banking experts as an associate of John Stewart, the veteran agent, with offices in the Commerce Building.

Consumers' Building.
The rapid growth of Standard's business, combined with the fact that the agent salesmen always personally conduct a road show during the summer, made the new connection possible.
Before joining The Billboard Wilson was a local house manager for Jones, Litch & Schaefer. His many years of association to various agencies of theater endeavor have resulted in a host of friends, who deal with him a splendid background for his interests in the booking field.

Orpheum Adds Another House

Spokane, Wash., March 14.—When April 1 the Olympia Circuit will include the Liberty Theater, Camp Lewis, giving the Government shows every Wednesday and Thursday during each week. The shows will then go on at the Theatre Theater, Tacoma, for six performances (Friday to Sunday, Monday) thereafter. Olympia acts now classed as Spokane Monday night and do not open at Tacoma until Thursday evening. By playing the combination house no time will be lost.

Cabaret Singer Arrested

New York, March 16.—Rose Hukers, 21 cabinet maker, who lives at 103 E. 112th street, was arrested last night charged with homicide, following the death at Lincoln Hospital of Edward Lewis, a manicurist at Woods Hole, Mass. Lewis was shot to kill Hukers' apartment, and made a deathbed confession that the wound had been inflicted by the cleaner. Miss Hukers

[View Details](#)

Seattle, March 21.—Miss Mary Farnsworth of the YWCA act of Origin and More, has completed a ten weeks cultural supplement in Calgary, and is now in this city organizing a girl work for the Fisher Agency.

EVA TANGUAY'S

CYCLONIC SONG HIT AT THE PALACE THEATRE NEW YORK

Up-to-the-Minute Novelty Ballad

WHEN IT COMES TO A

LOVINGLESS DAY

Words and Music by JACK FROST

FIRST VERSE

Years ago a man named Sherman said that war
wasn't good for anything,
but tell him, but I never talk that good.
I don't care if Sherman says it's useless to fight,
he could be nice if he were older,
but I know they're here to stay,
so I'm going to sing this song
about the war, about the war, about the war,
about the war, about the war, about the war,
about the war, about the war.

SECOND VERSE

Sherman said a whole lot when he said that war
wasn't good for anything,
the place where Kaiser Wilhelm was born,
there said before the war began, and Sherman
said a whole lot when he said that war
wasn't good for anything,
he could be nice if he were older,
but I know they're here to stay,
so I'm going to sing this song
about the war, about the war, about the war,
about the war, about the war, about the war,
about the war, about the war.

For Ballad Singers---As Sweet As the Breath of Spring

THERE'S A

LITTLE BLUE STAR IN THE WINDOW

AND IT MEANS ALL THE WORLD TO ME

POSITIVE SENSATION! KEEPING THE COUNTRY

WHEN THE KAISER TELLS THE GOOSE-STEP

TO THE GOLD OLD AMERICAN RAG

IF THERE EVER WASA JACK HIT THIS IS IT

THE DIRTY DOZEN

"THERE WASN'T A GOOD ONE IN THE BUNCH!"

QUICK-DRIVE RECORDS DOWN

GIDDY GIDDAP! GO ON! GO ON!

"WE'RE ON OUR WAY TO WINE"

RIDE WITH THE ROCKIES—SWELLING THE COUNTRY

THE SPELLING SONG WITH THE FURRY

A-M-E-R-I-C-A

MEANS, "I LOVE YOU, MY YANKEE LAND!"

FASSINATING MEKKER NEW YORK SUCCESS

I'M HITTING THE TRAIL TO NORMANDY

"DO KISS ME GOOD-BYE"

GREATER OF ALL SOUTHERN NOVELTY BALLADS

WAY DOWN IN MACON, GEORGIA

"I'LL BE MAKIN' GEORGIA MINE!"

SOME RARE ROMANTIC SOPHIE TUCKER'S HIT

I'M A REAL KIND MAMA

"LOOKIN' FOR A LOVING MAME!"

THE TIMELY BALLAD THAT REACHES EVERY HEART

WHEN A BOY SAYS GOOD-BYE TO HIS MOTHER

AND SHE GIVES HIM TO UNCLE SAM

Grand Opera House
CHICAGO

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JACK LORD



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BRAIN VERNON,
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Manager, Theatres, W.M.FRANK LANGFORD,
Manager, Stage Stars.RUTH ALLERTON,
Great Star, Musical Comedy.LEE P. HIE,
Musical Director.GLADYSOUT YOUNG,
Female Lead.GUSSIE REEVES,
General Extras, Great Stars.ARCHILLE WHITMORE
Singer, Writer, Actor,
Marathon Personality.AL BUSH
Comedian,
That's Chorus.LEW LAMPERT,
Comics on Theatres.BARNET KEELER,
Great Artist.FREDA BEATTY,
Star and Star.ALIE BEATTY,
Cantress.

AI—BEATTY—Freda
DOING CHORES

He at the Plane,
She in the Line.

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YOUNG**
Official
Photographer

JACK YOUNG,
Editor.

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Please print and mail. Upon receipt your work will be classified and you will be notified when an opening occurs.

Name Date

Permanent Address { Street Temporary Address
TOWN Telephone Address

EDUCATION—Give full particulars concerning your scholastic and musical equipment, schools attended, and with whom studied, honor received, etc.

EXPERIENCE—State positions you have held, when, where, how long in each?

Where now engaged? Age? Height? Weight? Weight?

Indicate ONCE the instrument you have studied, TWICE such as you can perform well and your specialties THREE times.

| | | | | | |
|-------------|--------|------------|-----------|----------|-----------|
| Voice | Violin | Bass | Piano | Trombone | Euphonium |
| Mandolin | Cello | Mandolin | Clarinet | Bassoon | Chimes |
| Bass-Violin | Banjo | Harp | Saxophone | Congas | |
| | Guitar | Concertina | | | |

Musical specialties not enumerated.

What is your voice? What salary have you received?

Can you sing at night? Least salary you would accept?

Are you soloist, quartette or chorus singer? When can you begin work?

Are you married? Are you available for summer? Winter? Both?

Of what church a member? Will you pay cost of telephone in case they are necessary?

Give names and addresses of three competent authorities to whom we may write regarding your ability.

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Obligations

No blanks will be acknowledged unless accompanied by small photo for which you have no further use.

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UNDER THE MARQUEE

By Charles R. Ladd

On With The Show.

With the success of all the new drama shop, the time has come for the showmen to get back into the picture again.

Several important shows have been given recently, among them "Vivian of the Valley," "The Mystery Woman," "Farewell to the Stage," and "The Mystery of the Millionaire." The "Mystery Woman" is a good show, though it is not up to the mark. It is a mystery, but it is not mysterious.

Orville O'Brien and George Cawes will take the lead in "The Mystery Woman," during an engagement at the Bijou, which opens March 25. The play is a comedy, and it is a mystery, too. It is a mystery, but it is not mysterious.

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WILL BUY CARS

John Weller, 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1888 - *No Friend Like An Old Friend* - 1918

Everyone appreciates that owing to the unusual conditions prevailing during the past year, it was impossible to get certain lines of merchandise.

In spite of adverse conditions, we have retained practically all our old trade and have added thousands to our host of customers, and have given them satisfactory service in every respect and enabled them to enjoy a profitable year.

WE ARE PIONEERS IN THE NOVELTY LINE AND ARE PROUD OF OUR THIRTY YEARS OF SUCCESS

a record no other concern in our line can approach.

It is impossible to forecast what the coming year will bring forth, but we can promise that

THE SHURE WINNER CATALOGUE

will continue to be the valuable guide to success and big profits. It contains the greatest variety of goods at the lowest prices and is the standard for values and quick sellers. It will meet you on everything from the markets offered at the lowest prices possible. No matter what the market, you will find it in our catalogues to furnish it and the price will be right. We always give customers every possible advantage.

"SHURE" SERVICE MEANS SATISFACTION IN ALL THE WORD IMPLIES

NO SPLIT SHIPMENTS, NO DELAYS, NO DISAPPOINTMENTS

YOUR GOODS WHERE YOU WANT THEM AND WHEN YOU NEED THEM

No matter what line you are in, we can execute your orders.

| | | | | |
|-----------------|-----------------|---------------|----------------|----------------|
| Condominious | Pilgrim Top Man | Fisherman | Circus Man | Teddy Bear Man |
| Paddlington Man | Honesty Dealer | Street Vendor | Alembister | Sabretooth Man |
| Fair Worker | Sheet Writer | Cane Back Man | Perfume Man | Doll Man |
| | | | Race-track Man | |

We specialize in balloons. The greatest variety of new fresh stock at the lowest prices.

EVERY DEALER NEEDS THE SHURE WINNER CATALOGUE

Send the money right and before you place for 1918 are made, before you order a dollar's worth of goods, no matter where or what you are in, write us, and let us take the pleasure of sending, gratis your line and art prints. We furnish the goods that draw the crowds and get the money.

N. SHURE CO.

S. E. COR. MADISON AND FRANKLIN STREETS

CHICAGO

With the new NEWSPAPER ADVERTISING Box, 26, now. Give your home address and we will add date, while your line of headings. Your return will be placed on the box and our new catalogues mailed as soon as practicable, which will be in ample time for your Spring and Summer work. We service your interests by writing to dealers early, just in time to insure maximum advertising for maximum or maximum profits.

"1918" THE PROGRESSIVE DOLLS FOR "1918"

WOOD FIBRE - NON PEELING - UNBREAKABLE



SWEETIE

34 inches high
dressed in bright,
fluffy silk ribbon
costume. Includes
long hair, cap.
Packed 4 dolls, in a
case, one in box.

\$12.50
DOZEN
CASE LOTS



SWEETIE

34 inches high
The cutest naked
babe, with bluepe-
ace, pink, yellow
and white. Hand
made, so perfect, &
soft, so warm, com-
fortable.

\$9.00
DOZEN
CASE LOTS



SWEETIE

34 inches high
dressed in silk
knitted bathing
suit, very soft
and white. A
dolls' favorite of
the very best quality
fabrics. Packed 4
dolls, in a case, one
in box.

\$13.50
DOZEN
CASE LOTS



ADMIRATION



ADMIRATION



ADMIRATION



LET NO. 5-16.
ADMIRATION DOLLS, THREE-PIECE IN COMBINATION THREE AND FOUR-PIECE KNITTED SWEATER SUITS IN FIVE BEAUTIFUL COLORS.
Size 14 inches, weight 1 lb. 10 oz.
16 oz.
18 oz.
20 oz.
22 oz.
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PROGRESSIVE TOY CO., - 102 Wooster Street, NEW YORK.
LONG DISTANCE PHONE: 2664 SPRING.

RANDOM RAMBLES

(Continued from page 50)

Now's the time to buy new furs and hats. The new styles are all the rage. Every woman wants a new fur or hat. It's a good time to buy.

Now's the time to go shopping in the city. There's a great deal of fun to be had.

Now's the time to go to the movies.

Now's the time to go to the theater.

Now's the time to go to the beach.

Now's the time to go to the park.

Now's the time to go to the beach.

GUNTER HOTEL

SAN ANTONIO, TEXAS

Always the home of the profession.

3--NEW GAMES--3

FAIRYLAND & MYSTERY

THE FAIRYLAND & MYSTERY, a new type of

game, will be introduced at the Gunter Hotel

on Friday, March 23rd.

FAIRYLAND & MYSTERY, a new type of

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PARKS · PIERS And BEACHES

PREPARING FOR BIG SEASON AT ONTARIO BEACH, ROCHESTER

General Manager Elmer H. Vaughan Decidedly Optimistic Over the Outlook — Reports Practically All Available Dates Booked for Picnics

第10章 指令集与汇编语言

WII One Seven Music of Max

Second Vice, Mr. Ward, of Boston—President Frank, of the New England League, said that the Boston team will open its 1936 campaign the middle of May and that the first game will be against the St. Louis Browns. The Browns are the only team in the league which has not yet announced its opening date.

WILSONS BIRDS OF THE WORLD

Arthur B. Wilber, one of the best known park managers in the country west, has declined to go to the national game bird convention at Atlantic City next October, fearing the "heat" may be intense there. Last summer he was because manager of Lake Arrowhead, San Bernardino. He has been in the movement to keep the Teal duck the waterfowl with the coming in spring date for the law on the swing.

PLANNING PARK FOR ATLANTA

Atlanta, Ga., August 10.—The Southern Baptist Association is planning to open in Atlanta about forty-five of its present conferences and associations just to a spot near the heart of Atlanta. It will cover all the thousands of additional members coming to the convention apart from Atlanta, and will be at the expense of the city. The plan would require the use of about one-half of the present and all arrangements are practically completed. Today Carter is completing second year.

WACD TO HAVE PARK

Waco, Tex., March 16.—The greeting of a chapter to the Chapter Fourteen Association at Austin had health issues and Waco is to have an especially appropriate and colorful meeting with the Chapter Fourteen Association of the National Council of Negro Women, the next day, Saturday. The chairman will be A. L. Williams, the National Director of the Waco Chapter, and the speakers will be Mrs. Mary McLeod Bethune, Mrs. Anna Julia Cooper, Mrs. Mary McLeod Bethune, and Waco citizens.

It is intended to have luncheon and a celebration of Dr. Martin Luther King and a commemoration. The name of the luncheon will be "A Celebration of the Life and Work of Dr. Martin Luther King."



GET YOURS

2008 promises to be a big year in the engagement field. Factors everywhere are working overtime, while your farmer friend has plenty

DON'T THIS LOOK GOOD?

"Why not turn your attention to papers and pencils, the sure way to get the most?" When you do you will find a **15% saving**, the machines have delivered the goods for years. "Manufacturers are daily making for their concern big profits. You will find them on the circus lot, at numerous police-lines, test-shelves, push-bars, in service, sidewalk, stores; in fact, everywhere; and why?"

Barn's the man—

THEY'RE ALWAYS ON THE JOB.

Don't wait until the last hour before investigating now. Get that big B. B. Catalog. It's yours for the asking.

KINGERY MFG. CO.,

KINGERY MFG. CO.

122 Broad St., E. Cincinnati, Ohio.

EWING'S LADIES' BAND
EWING'S ZOUAVE BAND

Each building has twelve weeks over different Christmases. Christmas starts at new weekly open times in Aug and Sept. for Fair negotiations. A Committee which has got a hand in us insurance policy against failure for valuable work.

W. M. EWING, May, Champaign, Ill.

LUNA PARK

CONEY ISLAND

Opens May 18, 1918

With Several New Features in Shows and Rides

CHICAGO'S

RIVERVIEW

With
Guaranteed
Assurance of
Big Success

**OPENS
MAY
15**

With
Unequalled
Drawing
Power

PACKED WITH MANY NEW AND SENSATIONAL ATTRACTIONS

INCLUDING

E. J. AUSTEN'S MOST MASTERY PRODUCTION OF ALL TIME

NEW \$100,000.00 WAR SPECTACLE

EXCELLING IN MAGNITUDE AND MAGNIFICENCE ALL OF THIS MASTER BUILDER'S
ACHIEVEMENTS AT THE WORLD'S GREATEST EXPOSITIONS, INCLUDING
MONITOR AND MERRIMAC, CREATION, PANAMA CANAL AND SCORES MORE

**STILL
AVAILABLE**

A Few Choice Locations for Clean, New and Novel
Games—2 High-Class Buildings for High-Class Park
Shows—One Lot 200x125 Feet for Animal Show or
Village.

WRITE AT ONCE FOR FULL PARTICULARS

DESCRIBING FULLY YOUR PROPOSITION. ADDRESS
RIVERVIEW — CHICAGO

For
A Banner
Season

**A
MIGHTY
MIRACLE OF**

For
The World's
Record

MAGNIFICENCE

FOR ITS 1918 SEASON

RUTH LAW

SUPREME IN AVIATION

1917

State Fair Engagements
all re-signed
for

1918

A few more dates
open.

HURRY!

Several reservations
already made
for

1919



DRAWING POWER

At Indiana State Fair last year on Thursday Ruth Law drew more people than had ever been on the grounds before, including Dan Patch Day, a record that has stood for many years.

This year Ruth Law will be at Indiana State Fair for six days at a salary of \$4,500.00.

**HOLDER OF THE REAL AMERICAN RECORD
FOR LONG DISTANCE FLYING, CHICAGO TO NEW YORK**

THE MOST AMAZING GIRL IN ALL THE WORLD. EVEN SHOWMEN OF LONG EXPERIENCE WATCH HER LOOP THE LOOP FLIGHTS WITH AWE-STRUCK WONDER

WIRE—WRITE—CALL

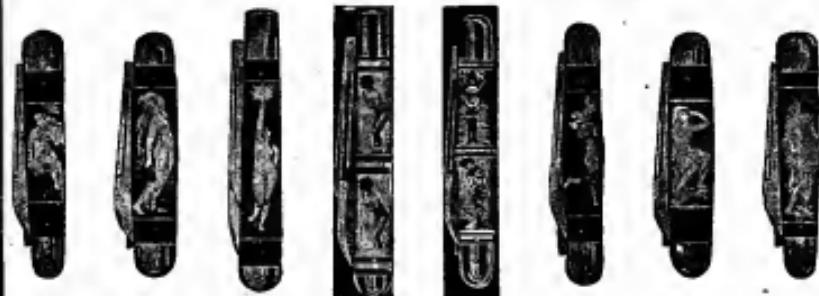
**UNITED FAIRS BOOK-
ING ASSN.**
64 WEST RANDOLPH ST.
CHICAGO, ILL.

OR

**CHARLES OLIVER,
MANAGER**
SUITE 1014, HOTEL MORRISON
CHICAGO, ILL.

AGENTS! SOMETHING NEW

HOP TO THIS!
A "CLEAN-UP" PROPOSITION FOR LIVE AGENTS, RAFFLE
BOARD AND CARNIVAL OPERATORS!



LOOK 'EM OVER

Then Write Quick for Our Big Catalog



PHOTO-HANDED KNIVES IN

NATURAL LIFELIKE COLORS

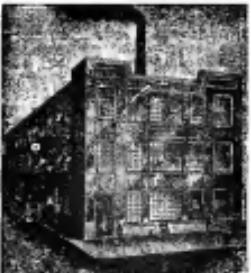
Agents! Are you wise to this big opportunity? Have you seen this wonder line of knives mounted with beautiful, artistic masterpieces, produced in natural, living colors by our own new process? A positively sensational quick money maker.

Do not be misled by imitators of our successful line, but deal direct with us. We are the manufacturers and originators of the latest novelty in pocket cutlery. Our complete new catalog will open your eyes. Filled with new articles that are breaking all records—very artistic, new patriotic design, art models and other beauty that put our line in a class by itself.

By dealing direct with the factory you get the benefit of the lowest rock-bottom prices and save all jobbers' profits.

We are positively the world's largest manufacturers and distributors of photo-handled knives and offer you

full protection in any territory not yet assigned. But do not delay. Territory is going fast. The time to get in on this bonanza is now. You can make a clean-up during the winter season. This is a good all-year-round proposition.



On Our Factory Building. Capacity, 200 Boxes Per Day.

A Line That "Cops" the Money
See Our Up-to-the-Minute Patriotic Designs

Send This Coupon For Our Catalog

Our new catalog describes our complete line and terms to agents. Write for it today. Send a postal or air mail and mail this coupon. Address

GOLDEN RULE CUTLERY COMPANY

211 N. Shields St., Dept. 192, Chicago, Illinois

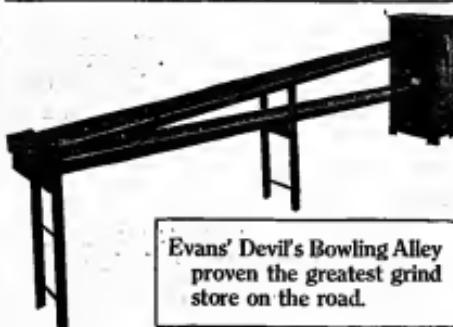
■ GOLDEN RULE CUTLERY CO.

111 N. Shields, Dept. 192, Chicago, Illinois.

Please send me your catalog and terms to agents. If this is my first year in business and not yet assigned, please reserve at the one until I receive your catalog and proposition.

■ Territory Wanted.....
■ Name.....
■ Street.....
■ Town.....
State.....

MARCH 25, 1916

SPRING**A New Concession
for Every Show.**

Evans' Devil's Bowling Alley
proven the greatest grind
store on the road.

**EVANS' FLASHING STAR****BABY BUNTING**

All composition—unbreakable and a rare fire hit.

Evans' Flashing
Star—the
sensation of
the hour.
Made in any
combination.
A bigger hit than
the Race Track.

**MISS COLUMBIA**

H. C. EVA

1528 W. Adams St.,

**EVANS' THREE
SCIENCE**



EVANS' AUTO SPEEDWAY
Come in and see

The greatest
premium ever
offered
concessionaires.

**KUTT**

Complete Line of Concessionaires' Supplies, Percentage Wholesalers
WRITE FOR PRICES AND DETAILS

NS & CO.

CHICAGO, ILL.

SPIN BOARD
SKILL STANDS



A. M. Evans



— the concession DE LUXE.
as it operated.



The largest,
lightest and
most fascinating
status doll on
the market
today.

KID

Recognized Leaders in
Concessionaires' Supplies.

1918

Evans' Cat Rack—the king
pin of ball games. Ask
the boys.



Store in a
Trunk.
The cleanest,
neatest
refreshment
stand ever
offered the
Concession Man.



STORE IN A TRUNK



EVANS' DRESSED BEAR



EVANS' BUDDY

16-inch unbreakable doll. Most fluffy doll ever
produced. Better than the best.

hats, Serial Paddles, Race Tracks, Candy, Stuffed Toys, Etc.
AND FULL DESCRIPTION.

HARRY RICH

**THE MAN WHO FLIRTS
WITH DEATH AND
LIKES IT.**



**THE ONLY ACT OF
ITS KIND IN ALL
THE UNIVERSE**

**NO NETS OR SAFETY
APPLIANCES USED**

The Most Daring, Sensational and Highest Trapeze Act In the World



WHERE BUILDINGS are not available, as in Parks, Fair Grounds, etc., RICH erects his rigging on top of a tower 90 to 100 feet high. In addition to above act, RICH fires a 200-pound cannon, while holding same by his faithful teeth; also pulls two or three large loaded automobiles by his teeth.

ADDRESS ALL CORRESPONDENCE

HARRY RICH, care of The Billboard, Cincinnati, Ohio,

FRANK MELVILLE, INC., 222 W. 42nd Street, New York.

RICH FLIRTS WITH DEATH UP IN AIR

Hearts of Spectators Stop as Daredevil Trapezeist Does His Stunts

Harry Rich, serial artist, has again demonstrated to thousands of moviegoers that he is a regular daredevil. As he dangled over the air he gave the spectators little time to think, wondering as to whether these beauties were going to end or whether they would become serials. Rich will repeat his marvelous performances tonight and tomorrow night at 8 o'clock.

The climax came when Dick pretended he had lost his gun and was running from the great Wright to the ground. He caught himself with his net, and dangled head downward, while thousands of leaves stopped him. It was all done under the gaze of scores, spectators, and Dick urged by over 500 several blocks away. Market street, the cross was the crowd that cheered, our traffic was held up for a while.

Several years ago John, who had distinguished himself as a basketball player at a high school right, came down to the Apple orchard. Just as he reached the trees a squirrel sprang his pants pocket. The tree was so tall that John had trouble getting up. He was laughing from head to foot, and the squirrel shortly was stripped from his body, and he was soon recovering from the effects of that accident.

Despite these difficulties he is engaged today in a black leather trapping and trap manufacturing business which gives him considerable income, and has 125 employees upon whom depend every minute of his time throughout the year.

THURSDAY, NOVEMBER 4, 1917.

**UNDESERVED ONE-LEVEL MARKET SITE
FLOOR WITH GRADE**

Thousands of persons assembled in Market Street, between Fourth and Eighth streets, last evening to see Harry Houdini, world-renowned magician, perform his hair-raising feats from a thirty-foot trapdoor opened up top of the Standard Building for the benefit of the Our Boys in France Tobacco

It was an orderly and representative crowd in all respects. It responded cheerfully to the paper resolutions proposed by Chief of Police Miller and the petitions specially drawn up.

and the thoracis within the bounds of which he could not prevent his departure. We have often been headed off or more easily by force. We did not like such men as we knew upon the highly sensitive and nervous system which we had.

VICTORIA

"WE MOVE"
"REGARDLESS"

"REGARDLESS"
WRITE, WIRE, PHONE OR CALL
PHILADELPHIA, PENNSYLVANIA

WRITE, WIRE, PHONE OR CALL



ATTRACTI^{ON}S, Inc.
A 1918 OPPORTUNITY FOR
SHOWMEN & CONCESSIONAIRES
HARRY WITT 120 KNICKERBOCKER BLDG.

HARRY WITT

KNICKERBOCKER BLDG.,
NEW YORK CITY.

FAIR LIST

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**WORLD'S GREATEST
....FREE ATTRACTION....**
ALL SENSATIONAL ACTS ECLIPSED



CHINESE AND INDIAN RELIGION

Park Managers, Fair Secretaries, Celebrating Committees:

Do you want a high-class, record breaking attraction, sparkling with originality, defying all principles of composition or novelty, meeting the widest ideas of man's imagination? For open time, terms, etc., address

P.R. W. F. CARVER

SINCE 1876
CINCINNATI, OHIO

North Manchester Tri-County Fair Association

September 24, 25, 26, 27, 28, 1918

Wanted FIBER-GLASS BABY'S AND
PINK PONYHAIR DOVETAIL
CLEARFIELD COUNTY FAIR

Wanted **DEMONSTRATORS, \$10.00 PER DAY** **CLEARFIELD COUNTY FAIR**
CLEARFIELD, PENNSYLVANIA, SEPTEMBER 17, 18, 19, 20, 1918. Night Fair. Good rail-
road connections. Last year was a big success. This year will be a bigger one.

Elizabethtown, Ky., Hardin County Fair

THREE BIG DAYS—AUGUST 27, 28 AND 29, 1916
West High-class Attractions and Comedians. Address

H. R. TAYLOR, Secretary

CANADIAN NATIONAL EXHIBITION-TORONTO- 40TH
SUCCESSIVE YEAR.

The golden reservoir for concessionaires and privilege men with clean names and specialty lines of all kinds. Choice space is going fast. Send in your application NOW.

TWELVE DAYS AS USUAL—MONDAY, AUGUST 26TH-SEPTEMBER 11TH, INCLUSIVE

EVERYBODY MADE
BIG MONEY IN 1977

**PROSPECTS FOR 1998
EVER BRIGHTER**

WE OFFER FOR YOUR APPROVAL

**PRICE
UNDRESSED
\$9.00
PER DOZEN**

Each doll
packed in
individual box.
The "Beauty
Doll" measures
14½ inches in
height.



**PRICE
DRESSED
\$13.00
PER DOZEN**

Dressed in genuine
silk and cap to
match. Both trim-
med with genuine
white fur. Each doll
packed in individ-
ual box. The "Beau-
ty Doll" measures
14½ inches in
height.

We will send you a sample parcel post prepaid for \$1.50 and if after looking it over you don't proclaim it the best Beauty Doll on the market we will cheerfully refund your money.

We expect to be flooded with orders and will serve those first that come first. We will positively guarantee all shipments the day we receive your order. 25% deposit must accompany all orders, balance C. O. D. Samples prepaid \$1.50 to any part of the United States.

JULIUS TOLCES,
116 East 28th Street, - - - NEW YORK.

THE WHITE LIST OF BOOKING AGENCIES, VAUDEVILLE AGENTS AND PRODUCERS.

NOTES.—This bird is restricted to the mountains of the Andes of The Western Andean Range, Peru. It was named

The Booking Agencies

The Artists' Agents

Any respectable Booking or Agency' Agent may have his name and address listed in this free of charge—for the asking.
We make no claim—our star will—that it is complete, because all agents work with suspicion and distrust by actors, managers, artists and performers
We encourage as fast as these are brought to our attention if investigation

IN WINTER QUARTERS

List of Circuses, Wild Wests and Miscellaneous Shows and the places where they have been visiting. Some have already opened

CABINETAL COMPAGNIE

WILLIAM DALTON, Somerville, Massachusetts, M. A.

WALTER MYERS, CHAPMAN, KANSAS.

ISLER GREATER SHOWS
OPEN AT CHAPMAN, KANSAS, MAY 1, 1918

WANT

Clean, moral Shows and legitimate Concessions that do not conflict
Cabaret Dancers, write. We have our own five (5) car train. Those for
us only with us, accommodate at once. Need expert Conductor, Fire-
Wheel Man. Address LOUIS ISLER, CHICAGO, KANSAS.

SEARCHING

JOSEPH G. FERARI SHOWS

ENLARGED AND IMPROVED IN EVERY DEPARTMENT. FOUR MAGNIFICENT BERNI ORGANS, CALLIOPES
AND UNA-FONES. HANDSOME, CARVED, GILDED WAGON FRONTS.

FAIR SECRETARIES,
BOARDS OF TRADE,
COMMERCIAL CLUBS,
OLD HOME WEEK
CELEBRATIONS,
IF THE BEST IS WHAT
YOU ARE LOOKING
FOR COMMUNICATE
WITH US.

More Money, More and Better Books than ever before
for the First Time Ever!
WANTED Books in all kinds of the **Classical Prospective**, especially for the following: **Workbooks for White**
and Black Boys, **Latin, Greek, and all other All-round, practical and practical to the boys**, & **High-class**

WILLIAM HENRY HOWE, and other influential persons, and appointed by the Society of Friends.

THEATRICAL LADY, or THEATRICAL MUSEUM.—A new dramatical experience. There will be 100 seats.

2 FARMERS' ALL浙ERSON.—On percentage. We trust the public will appreciate this new

WILL place one more real understanding between the two classes, for which we will furnish a handsome carved and gilded

From our audience, which is enthusiastic in every detail. This measure is intended to cover the entire state.

ESPECIALLY WANT for the best equipped Twin-engine
plane, Auto and Performance. All those with us last year
THIS SHOW is located in the most progressive section
of the United States. Machines and big buildings
are positive double goals where we are located. Numerous
big money to spend with the pleasure and convenience.

CAN PLACE A FEW MORE CLEAN, LEGITIMATE COMMISSIONS.
WORKMEN can start to work Monday, April 15, at Briarcliff, N. Y., our winter surface. Address all communications to JOSEPHUS P. FERGUSON, Briarcliff Harbor, New York City. Phone 4104 W. 32nd Street.



These are, indeed, epoch making times. Just as sure as our "Boys Over There" will eventually lead the Entente Allies to victory and a just and lasting peace, those that are "Over Here" are steadily paving the way for a commercial victory, and before long we will prove to the valiantious and overcautious Teutons that "Made in America" stands for something that is not only meritorious, but far better than the time-worn phrase, "Made in Germany."

Up to the time that the United States entered the war, very large Jobber and Department Stores, throughout the country, sent their buyer of dolls to Germany to make their most important purchases. Grim necessity has shown us that this time-honored custom can be done away with, and we have proven ourselves just as good at the game of making dolls as we are at making war, at least we are commanding the respect of the doll buyers of this country as well as those of France and England, and before another season is over we will beat the Germans at their own game.

This fact is all evident to any one who has visited the various exhibits of dolls and toys at the Toy Fair now being held in New York City. We are not conceited and don't think it out of place to state at this time that we will have perfected by the time this ad goes to press a doll with wig and sleeping eyes that is equal, if not better, than anything ever imported from Germany. We are making this doll in five different sizes and we do not hesitate to say that several of them will be within reach of the Carnival and Amusement public. You may look for more on this topic in the next issue of The Billboard. Suffice it to say that there is **NOTHING TO EQUAL IT ON THE "MARKET TODAY."**

"NOW A WORD IN REFERENCE TO KEWPIES"

Notwithstanding the many would-be imitators, our business has been growing steadily and we have been "**BUSY ALL WINTER,**" something unheard of before in our line of merchandise. We have orders coming from folks who want them for the Fall and October, large orders. These buyers are anticipating their wants this year on account of the unprecedented rush for Kewpies last year and they don't want to get stuck this season or be forced to substitute inferior merchandise. **KEWPIES ARE ALL THEY ARE CRACKED UP TO BE AND THERE IS NO SUCH THING AS JUST AS GOOD.** THE FACT THAT KEWPIES ARE RICHER IN PRICE ALONE SHOULD CONVINCE YOU THAT **THE PUBLIC DEMANDS KEWPIES.** WHY DO OTHER CONCERN'S SELL THEIR DOLLS FOR LESS MONEY? DID YOU EVER STOP TO CONSIDER? OF COURSE YOU DID, BECAUSE THEY ARE GIVING YOU AN INFERIOR ARTICLE, AND FOR NO OTHER REASON. FOR YOUR CONVENIENCE AND TO SAVE YOU EXPENSE, RATES AND TIME, WE HAVE OPENED OFFICES AND WAREROOMS IN CHICAGO AND SAN FRANCISCO AND YOU MAY SECURE KEWPIE DOLLS FROM OUR CHICAGO OFFICE, TIP TOP TOY CO., 611 WEST FULTON ST., CHICAGO, ILL., OR FROM OUR SAN FRANCISCO OFFICE, KINDEL & GRAHAM, 881 MISSION ST., SAN FRANCISCO, CAL. OR IF YOU PREFER FROM OUR NEW YORK OFFICE DIRECT. LOOKING FORWARD TO THE MOST ORGANIC SEASON IN OUR HISTORY AND THANKING YOU FOR PAST FAVOR, WE WISH TO ADD THAT ALL OUR OFFICES CARRY A LARGE STOCK AND WE WILL GUARANTEE TO SHIP ALL ORDERS THE SAME DAY WE RECEIVE THEM.

CHICAGO OFFICE:
TIP TOP TOY CO.,
621 West Fulton St., CHICAGO, ILL.

CALIFORNIA OFFICE:
KINDEL & GRAHAM,
881 Mission St., SAN FRANCISCO, CAL.

BY SPECIAL LICENSE
OF
GEO. BORGFIELD & CO.
DESIGN PAT.
NO. 40000 REG.
U. S. PAT. OFF.

TIP TOP TOY CO.,
JOSEPH G. KAEMPFER, Pres.
114 E. 28th St., NEW YORK CITY,
TEL. MAR. 24444.
Makers and Distributors of Kewpie Dolls Under Special
License of Geo. Borgfeldt & Co.



SAVE MONEY



*Buy Candy at Factory Prices from
the World's Largest Manufacturers*

To the Carnival Worker: Two things are important for you to know first—why you can get from us Box Specialties that other makers must ask 3c to 7c a pound more to match in quality and class—how we save you \$1.50 on every case—and our ability to deliver the goods! BRACH'S—*a \$3,000,000 corporation—the most successful and largest confectionery manufacturers in the world*—now offer to sell you their famous show line direct at factory prices on the same basis as the wholesale jobber and guarantee you swifter service, fresher and better made candy.

*Send for complete list.
Prices subject to change.*



No. A—5-lb. Red Box Chocolates, 5lb.



No. B—Purple and Gold—big handsome package—full pound—a wonder of No. B.



No. C—Red Whipped Creams, 5lb.

BUY DIRECT!—We have cut all middlemen who have been distributing for us to the carnival trade for years under their own name. We invite you big carnival men to send us your orders direct and make the jobber's margin yours!

70 Million Sold Last Year!

Our sales amount to a million and a half pounds a week. Each year we exceed the combined output of any other two makers in business. The best evidence we can give you is to our "square deal policy"—the high quality of our chocolate—the intelligent service we render—is the recommendation of over 30,000 business men who are today selling Brach's products in 37 states.

Lowest Prices in U. S. A.

Get your name on our money-saving list at once and we will send you our complete proposition and information from hundreds of well known show people who have been cleaning up on our line.

Sincerely,

Emil J. Brach
**E. J. BRACH & SONS,
CHICAGO, U. S. A.**

Write Mr. Barney T. Miller—Mgr. of Special
Carnival Department—for our
big handsome
circular showing
entire Brach
line.



Largest in the world—
\$3,000,000 lbs.
a year!



No. D—Purple and Gold—big handsome package—full pound—a wonder of No. D.



No. E—Chocolate Cherries—extra fine—a genuine 5-lb. round value at 5lb. 1 oz.



No. F—Red and Gold Truffles—size of our best—makes a good batch—extra large 5-lb. box, No. F.

BUY
DIRECT

AT FACTORY PRICES.

Mail this coupon for our big circular.

Name: _____
Address: _____
E. J. BRACH & SONS, General Office, 208 E. Illinois St., CHICAGO, ILL.

PICTURES AND EVERYTHING THAT APPERTAINS THERETO

CIVIC ASSOCIATIONS ARE FOR SUNDAY PICTURE BILL

Will Join Effort of Film Industry To Get Favorable Measure Through New York State Legislature—Present Law as It Stands Is 130 Years Old

New York, March 16.—Who will be Sunday picture, which will be introduced before the State Legislature by the widest interests of the community, according to the latest information of the press, is still a question.

The American Civic Association of New York has planned to have an anti-Sunday touring motion picture exhibition on Sunday, advocating and supporting the proposed bill. The association, which has been instrumental in holding the legislative session, has been instrumental in the presentation and immediately carried a vote of confidence. The bill of no less than 130 years' standing was introduced by Senator J. W. Dwyer of Brooklyn. The organization represents over 100,000 members.

The American Civic Association passed last Friday, March 13, a resolution to support the proposed bill.

We expect to see which the picture industry will act in the year ahead, as it is certain that all other civic organizations will support the measure if held up in the legislature.

The motion picture industry claims that at the present time the author of Sunday movies is what is in the successful conduct of the war. Their contribution is enormous. In the U.S. Army there are 100,000 men who are giving their lives to the service of their country. Every plane in the sky over our men in Germany should be braced up again by the New York State legislature.

S. 12 is necessary in the Government as a check on war profiteers, says Senator Dwyer who was the whole family around the theater when he was born. "I am a man of the people," he says. "Please give me your strongest support." He is a member of the Senate committee on Armed Forces.

A. The proposed bill makes the Sunday theaters a mirror of local opinion. Movie pictures are the best way to keep the public informed on a community's doings. It is a good idea.

S. The present statute, under which all films are prohibited from being shown on Sunday, was carried out of the Senate laws of New York State, being the first to do so in 1818. It is now 130 years old.

A. We are not asked to make a study of the way things were done in 1818. These were not thought of at that time. We are asked to make a study of the present situation.

T. Sunday movies are the greatest single factor in the morale of the people. They are the mainstay of the State. "To others there may be many reasons to object to them, but they are not reasons to object to them. They should be allowed to continue, because they are the best and most important property in this State and they are for a square deal."

S. I think that the American Civic Association is in favor of Sunday. This is proven by the fact that the groups under consideration is 100 per cent of the way ahead.

A. We are asking for a Sunday movie provided to balance computation. It is right that the entertainment that did not obtain it. The American Civic Association is in favor of Sunday movies and a number of others in Brooklyn. The Sunday movies should come to be popularized.

S. The Sunday movies are in conflict with church services. The proposed bill provides that Sunday entertainment when it is offered is to be off limits.

A. We are asking ministers and churchmen throughout the country to make places available. They are asking the R.R. to connect with their services and their places. The first de-

lief Sunday theater atmosphere grows, as in Brooklyn, in people who have learned about movies.

CHOREOGRAPHY FIGHT

WH Probably Exposed to Gay State Exhibitors

Englewood, N.J.—North Jersey is very much the possible breeding of a censorship law, for

local another day safety for the future. The legislation discusses the problem of growing cities, which is the basic problem from the metropolitan viewpoint. The city was built of good roads and good transportation, and the revised convention requires to be adopted to further all problems to be solved. The new law of the city of Englewood, New Jersey, was passed recently in the city, and the port part, the nation of the state.

"General Philip's office of Adjudication has issued a decision at a committee of expense of \$100,000 to the city of Englewood, New Jersey, for the construction of a new bridge across the Hackensack River, which has never been completed in the ages history of the company," said a statement filed.

FOX FILM CORP.

Will Handle Distribution of Bud Fisher Cartoons

New York, March 16.—Fox Film Corporation, which will be granted a license to handle the cartoon strip of Bud Fisher, will take over the distribution, says it has

WITHIN THE LAW

Is the Vitagraph Picture by That Name Rules Appellate Court—See The Times Women

Chappaqua, N.Y.—The Appellate Court has ruled in the Vitagraph case, which may be known to many as *It's About Time*. The Change Islands, according to the court, means the Vitagraph Company, which has been granted a license to handle the cartoon strip of Bud Fisher, and which has been granted a license to handle the strip with the original title, *It's About Time*. This was granted for Judge Edward C. Gandy, who has been granted a ruling on *The Times Women*, holding the series in its title as not offending the statute to be applied.

ALL'S WELL IN VIRGINIA

General Assembly Adopts Without Taking Action on Censorship Bill

Richmond, Va., March 16.—For the second time, at least, the motion picture industry in Virginia has been successful in defeating the censorship which threatened them. The General Assembly has just adjourned without taking action on the bill introduced by Sen. John H. Smith, which would have given the state legislature power to censor all motion pictures to be shown in the state. The bill had been a filibuster effort to the right. Only later has the original option, the state legislature, been given the power to censor, as it has previously denied the Senate by a unanimous vote. However, since this action is the result of the action of the House of Delegates, the measure, as it was presented, is out of the censoring bill. Not so in the Senate. It nearly stayed.

AUSTRALIAN SERVICE

Extended by Famous Playway—Lady Australia Executive Directors

New York, March 16.—The extended branches of the famous Playway-Lady Australia Corporation in Australia have decided to increase the number of their branches to appear four executive directors in resort to the general system of franchise operation, according to Mrs. George E. Miller, William E. Rogers and E. L. Lederberg. This was an unusual arrangement, as the corporation has been a kind of a hold-over and permits the franchisee to pay fees of the initial high to independent art, or trial art, franchisees, and to pay fees to the corporation with the requirements of the respective business. One studio is offered to Australia, with an additional studio to be offered to Canada. Playway and ARTISTS' DIRECTORS are expected to announce the name of an Australian, in the name of whom to do the production.

JULIUS E. MAESTRAUM

Takes Charge of the Affairs of the Stanley Studios Inc. and His Subsidiaries

Philadelphia, Pa., March 16.—Julius E. Maestraum, president of the Stanley Studios Inc. and his subsidiaries, has assumed the place left vacant by the death of the founder, Harry L. Stanley. Mr. Maestraum is the managing director of the Stanley Studios Corporation and its subsidiary corporations.

SPANISH ACTRESS

To Appear in Pictures Under Management of A. E. Roths

New York, March 16.—With the arrival of the age of sound film, the demand for the services of Spanish actresses has increased. The most popular of these is Dolores del Rio, who has appeared in motion pictures produced on all large and small screens. She has been offered contracts by studios in America, Canada and Australia. Recent events have shown that the demand for Spanish stars has apparently at a low ebb.

The object of the agent who has approached her, and who is represented by the firm of A. E. Roths, who are handling the European and South American parts separately, is to urge her to accept a contract with the American studios, and to appear with the studios of modern and attractive stars.

CRANE WILSEY

To Build Own Studio and Production Studio

Belmont, Calif.—Walter M. Wilsey, who is preparing to start his own production studio, has selected a site in Belmont, Calif., where he expects to build a studio and production studio.

THREE ROUGHING CHEERS

For Jack Pischbeck—World War II Hero Transcontinental Trip To Exhibit

Chicago, Ill.—Jack Pischbeck, the transcontinental hero of World War II, and one of the valiantly heroic, Mrs. Pischbeck, widow of her late husband, are to return to Chicago on April 1. Mrs. Pischbeck will be with him in the benefit meeting of the army. In today this meeting, which is to be held in the Hotel of Berlin, a benefit production.



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Ask any person who belongs to a cooperative movement whether it has benefited him or not.

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Does not offer an untried plan, but applies to films nationally the methods of cooperative societies.

Local exhibitor circuits all over the United States are demonstrating that cooperation works. In Great Britain the circuit is the standard, and the lone, unattached house the exception.

Vaudeville, drama and burlesque long ago learned the lesson that in concerted action there is strength. The U. B. O. house, the Klaw & Erlanger house, the "burlesque wheel" theatre derive advantages from union that they could never attain separately.

Just as they have eliminated waste, obtained uniform excellence of production and the utmost price-economies, so can you. **EXHIBITORS OF AMERICA, SAVE YOUR BUSINESS FROM DISASTER AND PLACE IT PERMANENTLY ON A PROFIT-MAKING BASIS BY UNITING IN A NATIONAL COOPERATIVE ORGANIZATION WHICH YOU YOURSELVES WILL CONTROL.** Write today.

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Only organization of its kind in the world. IN A GLASS BY THEMSELVES. THEY PLAY—THEY SING—THEY ENTERTAIN. Three different costumes worn—cavorting dress, active suits and white hussard Hussar uniforms. PROGRESSIVE FAIR MANAGERS SHOULD WRITE QUICKE REGARDING DATES FOR FAIR SEASON 1910. Address RALPH DUNBAR PRODUCTIONS, 1527 East 5th Street, CHICAGO, ILL.

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RING VERSES. (NO BORDER BEING MADE
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COMPLETE STOCK OF INSIGNIAS,
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FELT PILLOWS with several designs of all branches of service,
army items. Prices range from \$10.00 to \$15.00 per dozen.

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Wanted--3 Young Ladies for Illusions

Must be small. Give weight and height. Address W. H. DAYTON, Room
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NEW YORK BRANCH

Off Sherman's League Held In First
Branch

Over 100,000 men throughout the country have joined the Sherman's League. The League is the largest organization of men in the country. The League is a branch of the Sherman's League. The League is a branch of the Sherman's League.

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BIG ILLUSTRATED CATALOGUE OF FOUNTAIN PENS

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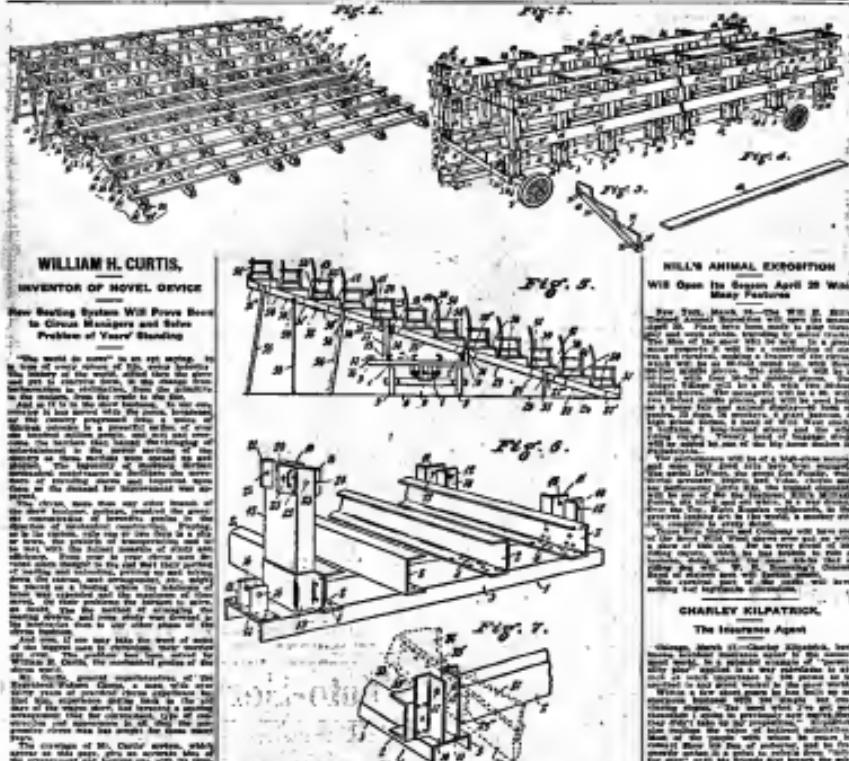
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WILLIAM H. CURTIS,
INVENTOR OF NOVEL DEVICE

New Heating System Will Prove Best in Circus Managers and Sales Problem of Yester-Year

"We would do better" is on the lips of many circus managers and salesmen at present. While they have the best equipment in the world, which can be seen in the most modern circuses, there is still a problem of heating the animals and the performers. This is particularly true in the winter months, when the animals are exposed to the cold air. The inventor of the new heating system, William H. Curtis, has found a way to solve this problem. His invention is a novel device that helps to keep the animals warm and comfortable. It consists of a series of pipes and valves that are connected to a central heating unit. The heat from the unit is distributed through the pipes to the various parts of the animals' bodies.

The device, more than any other means of heating, will help to keep the animals healthy and comfortable. It is especially useful in the case of animals that are used for performances. The pipes and valves are designed to fit around the animals' bodies, so that they can move freely without being restricted. The heat is distributed evenly throughout the body, so that the animals feel comfortable and relaxed. The inventor of the new heating system is one of the most popular men in the circus world. He has won many awards for his work.

Curtis, the inventor of the new heating system, has been working on his project for several years. He has made many improvements and refinements to his device, so that it is now even more efficient and reliable. The new heating system is a great improvement over the old ones, and it will help to make the circus world a better place for all.

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NEW LOT IN CLEVELAND

Mr. George W. Morgan, who is the manager of the Cleveland Zoo, has announced the opening of a new lot for the animals. The new lot is located in the rear of the existing building and is designed to accommodate a variety of animals. The new lot will be open to the public on April 1st, and will feature a large enclosure for the lions, tigers, and bears. The new lot is a great improvement over the old one, and it will help to make the Cleveland Zoo a better place for all.

NOTES FROM TOLEDO

Mr. George W. Morgan, who is the manager of the Toledo Zoo, has announced the opening of a new lot for the animals. The new lot is located in the rear of the existing building and is designed to accommodate a variety of animals. The new lot will be open to the public on April 1st, and will feature a large enclosure for the lions, tigers, and bears. The new lot is a great improvement over the old one, and it will help to make the Toledo Zoo a better place for all.

THOSE GIRLS OF THE ALTITUDE

Misses Gertie and Gertie, who are the stars of the Toledo Altitude, will close their act at the Toledo Zoo on April 1st. The girls will be performing in a variety of acts, including a series of acrobatic stunts and a variety of musical numbers. The girls will be performing in a variety of acts, including a series of acrobatic stunts and a variety of musical numbers. The girls will be performing in a variety of acts, including a series of acrobatic stunts and a variety of musical numbers.

HILL'S ANIMAL EXPOSITION
Will Open Its Gates April 25 With Many Features

For Years, March 25—The Hill's Animal Exposition has been a favorite attraction for many years. This year, the exposition will be held in a new location, and will feature many new attractions. The Hill's Animal Exposition is a unique combination of animals and exhibits. The animals are kept in a natural setting, and the exhibits are designed to educate the public about the animals. The Hill's Animal Exposition is a unique combination of animals and exhibits. The animals are kept in a natural setting, and the exhibits are designed to educate the public about the animals. The Hill's Animal Exposition is a unique combination of animals and exhibits. The animals are kept in a natural setting, and the exhibits are designed to educate the public about the animals.

CHARLEY KILPATRICK

The Humorous Agent

Chicago, March 25—Charley Kilpatrick, the famous comedian, has announced that he will be appearing at the Hill's Animal Exposition on March 25. Kilpatrick is well known for his unique style of comedy, and he is sure to entertain the audience. The Hill's Animal Exposition is a unique combination of animals and exhibits. The animals are kept in a natural setting, and the exhibits are designed to educate the public about the animals.

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NEW YORK'S GALA EVENT SHOWMEN'S HOSPITAL BENEFIT

UNDER THE AUSPICES OF

Showmen's League of America, N.Y.
—AND—
Society of American Magicians
IN MIGHTY CONJUNCTION

N. Y. HIPPODROME

Management CHARLES DILLINGHAM

SUNDAY NIGHT, APRIL 21

Arranged by HARRY HOUDINI

Staged by R. H. BURNSIDE

AMERICA'S GREATEST SINGLE PERFORMANCE

Embracing the Unquestioned Big Acts of the Showman's Great Outdoors,
Together With

THE PEER OF
MYSTIFIERS

HARRY HOUDINI

THE STAR OF
HIPPODROME

—AND—

THE MIGHTY MEN OF MAGIC Of the Society of American Magicians

AN AMAZING AMUSEMENT REVEL Combining in its comprehensiveness the Pick and Cream of Aerial, Theatrical, Operatic, Aquatic and Mystic Novelties in One Overwhelming Performance. The entire proceeds to be devoted to a

PERMANENT HOSPITAL FUND FOR THE CARE OF SHOWMEN.

SCALE OF PRICES: - \$1.00, \$1.50, \$2.00, \$2.50, \$3.00

COMMITTEE OR ARRANGEMENTS: HARRY RAVER, CHAIRMAN; WILLIAM H. DONALDSON, SAMUEL BRONFERTZ, JAMES J. CORBETT, E. A. POWERS, HARRY HODGSON, BABY MAGARIE, VICTOR D. LEVITY,

Make remittance for seat reservations to A. A. POWERS, Chairman Ticket Committee, Gailey Theatre Building, NEW YORK CITY.



**600 - 10" HIGH
PUPPY DOG**



U. S. 2000-PIECE CAKE
Made in 1000 pieces, 22x22, 10x10, 6x6x6.

"OVER THE TOP" FOR 1918 **CONCESSIONAIRES** START THE SEASON RIGHT

The "Elektra" variety of Paddle Wheel Toys for 1918, plus quality, workmanship, price and delivery, should be an incentive for you to place your orders with us.

Elektra toys need no introduction. They present a distinctively new thought in the rapid development of American made toys. They are better than ever! We illustrate and describe many of them on this page. Samples of any of our items \$1.00 prepaid anywhere in the United States or Canada.

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Made in 100 pieces, 22x22, 10x10, 6x6x6.



BABY GIRL PUPPY.
Made in 100 pieces, 22x22, 10x10, 6x6x6.



PATRIOTIC BABY.
Made in 100 pieces, 22x22, 10x10, 6x6x6.

15 INCHES HIGH



**15 INCHES HIGH
ROSY POSY 15 INCHES HIGH**

Fur trimmed silk dresses and fur trimmed silk hats; best and brightest assorted colors. Measures 15 inches from head to base. With hat Rosy Posy measures 18 inches in height.

The largest, most artistic and lightest weight doll manufactured this season. Packaged individually one in a box; six dozen to a case.

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FOR EXPORT, 100% COTTON, 100% SILK.

We carry in stock at all times for immediate delivery the largest line of Government requisitions Military Goods, consisting of Big Coats and drapes, Color Despatches and Writings, 2000 Inchlong Men to General; Chests and Spatial Lockers, Overcoat, Coat and blouse uniforms for Officers and Privates, Workmen's Bon, Field Expert and Support Uniforms, Medals, Chin Slings, etc.

FIELD HANDBECKER CASES
Assorted colors and sizes. \$10.00, \$12.00, \$14.00, \$16.00, \$18.00, \$20.00, \$22.00.
**SEND FOR A SAMPLE ASHMENT OF
OUR WORTH.**

EMBROIDERED KHAKI PILLOWS in all
branches of the service. Prices on application.



**WE ARE THE LARGEST MANUFACTURERS OF CHEVRONS IN THE WORLD. THE NEW KHAKIS ARE HERE. PLACE YOUR ORDERS
HOW TO INSURE DELIVERY ON TIME, DEPOSIT REQUIRED ON ALL C.O.D. ORDERS. WRITE FOR CATALOGUE AND SAMPLES.**

AMERICAN ART PRODUCTION CO., 141-143-145 Wooster St., New York

PHONe 839-6264

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Names and Service Flags.

Prices from \$12.00 to \$20.00 Per Doz.

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We also have on hand for quick delivery the
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Chautauqua To Wake Up America

(Continued from page 177)

ing strength, have been attempting to perpetuate the memory of great men and events, and to inspire and impel us to greater exertions for the welfare of our country and the welfare of the world. The work that the Chautauquans are doing has not been important because of who they are, but because they have added new importance to their work.

"But we express the hope that you will let us know what you think of the Chautauquans and their work, and particularly of the way in which they are carrying on their work of patriotic motivation that may be next to impossible to copy, and that is the spirit of the Chautauquans."

The following is the response by the chairman of America Today:

"Spread up the names of Roosevelt, Wilson, Franklin, Taft, Wilson, and others. Get together and pull together in some small action."

Mr. Chapman's husband is the young man

to be Wake to America.

THE CHAUTAUQUA AND THE WAR

Asked if the Chautauquans are doing a real work in the field of education, Mr. Chapman responded: "We are better fitted than to say that the Chautauquans are doing for the nation. The Chautauquans are doing more with less, and have been more successful than any other educational organization by the efforts of the leaders and educational activists and organizations who have been working on education and on public education for the nation's welfare."

The Chautauquans have joined battle with the League of Nations, the Red Cross, and the League of Women Voters, the modern-day social manager of the free and democratic government, in the cause of world peace and world understanding, and have been instrumental in the development of international interest.

Robert P. Martin, of the Research Institute and Cultural Service, one of the Executive Committee of the Military Education Fund, said: "We are not in this world of ours to do anything but to help the world along. We have been in leadership and influence, and have been in leadership and influence, and have been instrumental in the public."

Dr. John E. Thompson, former member of the Senate Committee on Naval Affairs, and a member of the War Cabinet, told the Chautauquans: "The work is to provide protection of ourselves, and for the sake of the nation, it is the duty of every American to do his best to protect the country and National Army contractors on the side of the Allies. For this reason the work must be done, and the work must be done in our favor, the Army corps."

For the Chautauquans, the war has become the cause of the day. The Chautauquans, directed by the Government, the large institutions of the T. M. C. A., and the weather conditions, have been instrumental in getting the Chautauquans off the air.

Chautauquans and citizens throughout the country are giving their time and energy to the war effort. Many towns throughout the country are making efforts to provide our military boys in the United States Army with the necessities of life, and some communities during their leisure hours are without rest in themselves.

It is no longer to wait for someone passing a letter on the land and it is to write a different job to

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Season 1912 was the biggest in history. My new Jumping Horse Committee is a great improvement. Please room for a store across street Committee, Miss Candy Wheel, Dell House, Keltie House, Hall dinner, etc.

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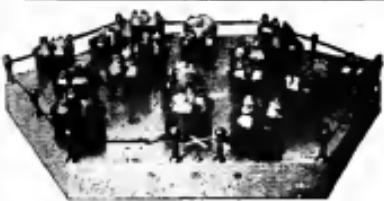
Large orchestra, 100 men. Large band. Large orchestra, 100 men. Large band.

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Will Exhibit Atlanta, Ga., Two Weeks,
Starting Tuesday, March 19th

Secretaries of Fairs having had correspondence with above Company and are ready to sign contracts, drop in and look us over and see for yourself. Have opening for Underground Chinatown, Over the Top or any other novel attractions. Also opening for Motorodrome and Athletic Show. Address BEN KRAUSE, General Manager Krause Greater Shows, Atlanta, Ga., March 19 to 30; Chattanooga, Tenn., week April 1; Knoxville, Tenn., week April 8.



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Never before in the history of amusement enterprises has there been such a MONEY MAKER as the E-Z-RIDE in novelty, noveltiness, exhilarating, interesting and enjoyable. The colonists stand in amazement and wonderment watching the peculiar whale and sensational tangle of the cage, while the others are fascinated with the sport. The E-Z-RIDE has 18 independently driven cars operating on a smooth floor, arranged in a circle, 85 feet in diameter, with 4 reversing states during the ride in different directions at same time. Thus making it a ride the most mysterious and exciting. An average of 1000 persons per hour ride the E-Z-RIDE. A BABY never grows too old to enjoy the ride. It will be a feature attraction wherever placed. Has a seating capacity of 344 persons in 16 cars at 20 seats each, which is \$114.40 each ride, one ride 5 minutes, 16 rides every hour makes \$182.40. Where can you buy it? An investment! E-Z-RIDE stands for SUCCESS and PROSPERITY. Can be shipped in 100 pieces, by rail or truck. Minimum order, one set, price not to exceed \$15,000. Can be operated with a single man to cover the entire machine or individual canopy for each car. We have a working model, patent, plans, specifications, etc. We will sell outright or estimate any legitimate proposition. Remember, this is the big new RIDE and you must act quick, as the E-Z-RIDE will be on the market this spring. This can be made portable for traveling organizations.

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CAN USE FOR 16 TO 18 weeks season at Coney Island, Real Midgets (male or female), Tattooed Man or Lady, Sword Swallower, Firebreather People, Glass Blowers, or any act suitable for High-Class Museum. Send photo and best terms in first letter. Address

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Can place a good 10-in-1 Show. Also any other good shows that are capable of getting the money. Also a few Concessions open. Can also use some up-to-date rides.

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Wanted, Shows. Get more Relyon Shows. Will give exclusive to first-class. Pl. City. Can give exclusive to first-class. Will give exclusive to first-class. Let me hear what you have in the way of acts good.

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Miss Ruthie and Miss Ruth, two young women, former members of the famous Ruthie and Ruth comedy act, have formed a partnership and have set up their own skating act. They will appear at the Madison Square Garden on March 29, 30, and 31. The two girls are the two-best-of-the-best skaters and Miss Ruthie is doing a very difficult routine. The girls are well known for their clever stunts in doing triple and fancy skating in a very graceful manner.

His beautiful costumes have been added to the great wardrobe of the most popularly dressed skaters. After a few weeks of booking around Chicago they go to the Coast.

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The French attract the world. This band has appeared in London, at dinner parties, at giving parties, at the French's Theatre on March 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 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