

STREET FAIRS

FAIRS

CIRCUS

PARKS

DRAMATIC

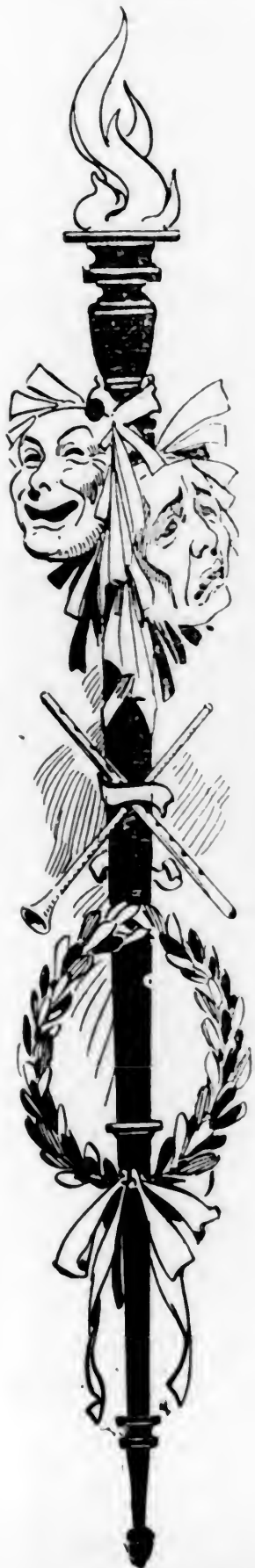
BILLPOSTERS

# THE BILLBOARD

Volume XIV., No. 18.

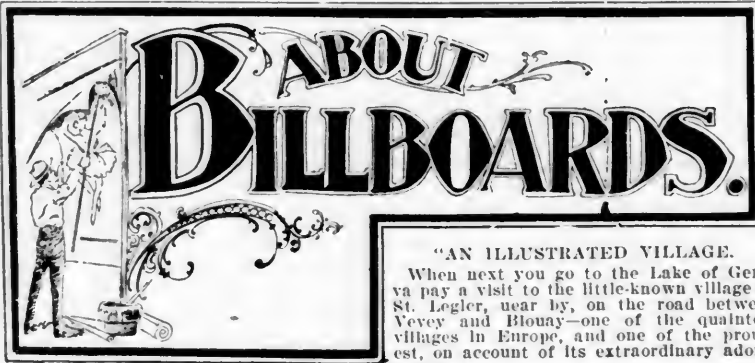
CINCINNATI, SATURDAY, MAY 3, 1902.

Price, 10 Cents  
Per Year, \$4.00



**WARREN B. IRONS,**

Manager of Robinson's Side Show, Who Has Had a Career on the Operatic Stage.



**BILL BOARD BATTLE**

**Raging in Cincinnati—A Question Involving Rights of Several Interests.**

There is trouble galore in Cincinnati concerning the posting of paper on or about the building at Fifth and Walnut streets, now being razed to make room for a skyscraper to be erected by the Traction Company. With his eagle eye glued to a good thing, Col. Phil. Morton, the billboard, ordered a carload of lumber and proceeded to put up a nice 15-foot board around the place, on which he proposed to put up a lot of paper. It was only another case of counting homery products before they saw the light of day. The city authorities swooped down upon Col. Phil and ordered him to saw down his boards to five feet, and warned him to post no paper unless he desired to suffer the penalties provided by an ordinance prohibiting the erection of bill boards on city property. Accordingly the saw was called into play and the boards were dwarfed. Another feature in the case and one not without a vein of comedy, is the attitude taken by President Schoepff, regarding the posting of paper of the Walnut and Columbia Theaters. On December 30, last year, the Walnut management made a contract with W. W. Granger, an attorney for the Traction Company, for the use of the building for posting purposes until its demolition was completed. For eight weeks Advertising Agent George Hartford, of the theaters mentioned, kept one side of the building covered with announcements of attractions. Then President Schoepff arrived from the East, saw the bills and let out a yell a la Commanche, and ordered a crew of men to remove them. Then another contract was made with R. S. Solitt & Co., who are wrecking the building, for the exclusive use of the walls. Again Mr. Schoepff objected, and had the paper removed. Hartford's permit was produced. Schoepff said permit or no permit made no "never mind" with him; they couldn't post paper on the building. Hartford was game. He saw George Joffe, who occupied the corner store, and contracted for the use of the walls. All night long Hartford and a force of six men piled the brush. They were gazing with pride upon their work when an army of ten street-car men came along and took the paper down. Recognizing the risks to be encountered in piling his small band of warriors against the hosts of the enemy, General Hartford retreated in order, and lay entrenched until the next morning, when he sent a lieutenant to interview the gentleman who had purchased the glass in the large show window. The deal was made, and the patriots in the cause of publicity waited until the wee, sma' hours, and under cover of stygian darkness, marched to the battle-field and soon had the glass plastered. General Schoepff's forces, however, had been alert and it again became the part of wisdom for General Hartford to order a retreat. That's the way matters stand at present.

The theater people claim that under either of their numerous contracts they have the right to post the paper. Further developments are expected, and the call to arms may come at any time.

**ILLUSTRATED VILLAGE.**

**A Swiss Town Where Outdoor Pictorial Work Is Appreciated.**

The various reform movements which are constantly going on in this country sometimes possess ludicrous characteristics. But owing to the mutual impulsiveness and mutability of the American temperament a project of this kind, however little pertinent it may appear, never lacks immediate and enthusiastic followers.

The outcry which has lately been raised against our billboards as unsightly objects which mar the scenery and corrupt the morals of the rising generation, may be denominated as the worst "rot," springing from the capricious minds of people whose raw and undeveloped aestheticism has deteriorated into fastidious hobbies. The truth is that such people do not understand true and natural art. They should bear in mind that the masters of an art are never its critics.

To strengthen their argument they refer to the picturesque villages of Europe, where, they aver, billboards are never allowed to be erected.

Without further comment we reproduce the following article, which appears in the May number of Pearson's, showing the advantage which the much looked down upon Swiss have over the Americans in artistic temperament:

**"AN ILLUSTRATED VILLAGE.**

When next you go to the Lake of Geneva pay a visit to the little-known village of St. Legier, near by, on the road between Vevey and Blouay—one of the quaintest villages in Europe, and one of the proudest, on account of its extraordinary adornments.

St. Legier, and also the adjoining village of La Chiesaz, are nothing more or less than illustrated villages. They are as profusely illustrated as the modern magazine, for nearly all the houses bear on their outside walls some striking picture, or comical caricature, from the brush of a great man in the village, Monsieur Alfred Gueulin, a painter of local renown, and not unknown in Paris.

A house in St. Legier has no use for a sign-board to tell the world that it is an inn, a cycle shop, a forge, or a dairy. M. Beguin's picture does that. On a stable wall he draws a picture of a spirited runaway horse, knocking down men as he leaps for freedom; on the white wall of the little village forge are pictures of men making horse-shoes; on the wall of the dairy, a dairy-maid balances a pail of milk on her head; while scenes of local life, as pictures of the annual summer exodus to the mountain pastures with the cows and goats, and caricatures of the local big-wigs, make a bright picture gallery of the village.

For many years past M. Beguin has amused himself by painting the houses, and in the first place he acquired most of his skill and boldness in painting in this way. He is not only a caricaturist, but a skilled artist of refined talent, and many fine pictures of his painting, in oil or water colors, hang, in the conventional way, on the walls of neighboring houses and in the homes of picture lovers.

But doubtless his fame will rest on his caricatures. With a half-dozen strokes on the wall of a house he will depict the mannerisms of some friend or neighbor so truly that the whole village will at once recognize them. When the spirit moves him to draw caricatures, the villagers take care to treat him with respect. Sometimes the general public appreciates a caricature more than the person caricatured—and more than once M. Beguin has been asked to obliterate or to redraw some of his delightful character sketches.

But in the ordinary way the good folk of St. Legier are only too flattered when M. Beguin condescends to immortalize them. When his first sprightly pictures on the house-walls drew every one's attention, he was besieged by the peasants, all clamoring to have their homes adorned. But M. Beguin would only go out to paint in the village street at rare intervals, when a caricature did seize him—so many of the cottagers had to wait in patience until the painter's whim should draw him in their direction.

**DAUBS.**

The bill posting plant at Portland, Ind., has been purchased by Elmer Dutzler, an old-time circus bill poster.

The John Chapman Company, Cincinnati, O., has put out 3,500 sheets for the Orpheum Stravaganza Company.

Barney Link will advocate a reduction in the initiation fees and dues of the small country billposters at Milwaukee.

The Martin's Ferry (O.) Bill Posting Company is rebuilding a number of its boards, preparatory to a big rush of business anticipated.

T. S. Simpson announces that his bill posting plant at Astoria, Ore., is for sale. Mr. Simpson's health is such that he has to leave for the South.

The Louisville Commercial, in a recent spasm, wants bill boards run off the earth, without any whys or wherefores. The L. C. has had fits before.

Victor G. Lamb, an employe of Clarence Bancy, of Cincinnati, was notified last week that he had inherited \$70,000 by reason of the death of an uncle in New York.

Powling, billboard poster at Carlisle, Ky., has purchased a lot of boards built there by the Sells-Downs Show. Mr. Powling has some good locations, and his business is booming.

Kennery is not a member of the Parkersburg Billposting Company. The firm now consists of A. E. Epstein, A. M. McPhail, Leon J. Epstein and C. C. Chevroult. The latter is general manager.

Strong protests against the attitude the Dramatic Mirror has taken are heard among billposters many of whom are also managers of theaters. Billposters have enough to contend with in the daily press without having a theatrical paper to fight also. Efforts will be made to get the Mirror to change its policy. If they succeed, good and well. If not, well, the billposters can fight.

R. G. Spaulding, of Boise, Idaho, on April 18 took entire charge of the publication of the premium list and of the entire appropriation for out-door publicity of the Idaho Inter-mountain Fair for 1902. The directors have acted wisely. No one can bill a fair like a practical billboard poster. Some of our great expositions could follow the example of this fair association with profit to themselves and their guarantors.

The Billposters' and Billers' Union, No. 1, of Chicago, Ill., has recently issued a new button for the use of its members. It is neatly designed, and the Knights of the Brush and Sticker should be proud of the idea. The button has a blue enameled background and the following lettering stands out in gold: "B. P. & B. U., No. 1, of Chicago, 7152, A. E. of L." "Doc" Humming, of the Criterion Theater, has them in charge. Be in blue and get a button.



**DISTRIBUTORS' NOTES.**

Mr. J. F. Blumenberg, of Martin's Ferry, O., informs "The Billboard" that he is distributing "Bloodwine" booklets, Nine O'Clock Washing Tea and Satin Skiu Cream samples.

Louis H. Matthes & Co., distributors, of Toledo, O., report the following work done since the first of the year: E. E. Sutherland Company; 35,000 and 200 advertising signs. Peperised Port; 25,000. C. I. Hood Co.; 26,000. C. I. Shoop, M.D.; 30,000. Vinol books; 25,000. Who Who; 25,000. Dr. Chase Co.; 10,000. The Paracomp Co.; 10,000. Lightning Palm Killer; 15,000. R. T. Booth Co.; 15,000. Breakfast Food samples; a number of small local jobs and fifty signs for I. N. Reed's Son, druggist, and have a number to come.

**= Parks =**

**THE CINCINNATI ZOO.**

**Many New Animals Added to the Pretty Queen City Gardens.**

Manager C. Lee Williams, of the Cincinnati Zoological Gardens, may well feel proud of the magnificent collection of animals to be seen at that resort. They comprise beasts, birds and reptiles of great rarity and value. In the carnivora building is to be seen a large number of lions, tigers, black leopards, panmas, wildcats and other animals, each a perfect specimen.

Superintendent Sol Stephan, whose knowledge of animals is unsurpassed, received a large consignment of new animals last week, as well as a number of snakes. Two of the reptiles, intended for the Zoo, died just before the ship sailed. Of these, one was twenty-nine feet in length, the other twenty-six. However, there is a snake in the winter house that measures twenty-six feet, and the other afternoon Mr. Stephan aroused it from its slumber by a gentle poke with a broom handle. His snakeship gave substantial evidence of his disgust at being awakened by making a vicious strike toward the genial Sol. When the snakes reached the Zoo, they were in socks. In preparing to transfer them from the sacks to the more roomy recesses of the glass cages, a long stick was used to loosen the mouth of their prisons, and they wriggled out. One big fellow managed to wrap himself about Keeper Ed. Coyne's legs, but was beaten off before any harm was done. A horned horse will be here soon. This animal is very rare and vicious. He is principally distinguished for homeliness. A lion slayer is also a feature. This animal is a large baboon, possessing a mane like a lion, and whenever he becomes enraged that mane stands straight up in the air. Stephan says a lion slayer is a very good thing to keep away from. The collection of wolves, wild boars, buffaloes, antelopes and deer has been materially added to, and the Cincinnati Zoo will have one of the largest as well as most valuable lot of animals in the country. Other attractions also will be offered, including the band concerts, which proved so popular last season.

**PARK NOTES.**

Sinnott Lake Park, Akron, O., opens the season Monday, May 12. Sam G. Lee, the popular amusement manager, will again have charge of the booking, and all inquiries for dates should be addressed to him.

William Morris, vaudeville agent, 111 E. Fourteenth street, New York, has completed his list of attractions for summer amusement resorts, parks and street fairs. The list, which, it is said, includes the names of all the best European and American artists, will be mailed free on application.

Having completed a six months' tour of all the principal cities of America, Kittles' Band has returned to Belleville, Canada, until May 1, where it will again take the road for the summer tour. The only open time is two weeks in June, and three weeks in August, for which offers are invited from managers of first-class resorts.

At Woolworth Roof Garden, Lancaster, Pa., Capt. John B. Peoples, Manager, opens April 28. This place has been greatly improved since last season, and is now one

of the finest in the country. Everything possible has been done to make it comfortable, and patrons are now secure from inclement weather, as the patent roof recently erected, will enable the performance to proceed without interruption. F. W. Woolworth, sole owner; Capt. John B. Peoples, manager; George F. Bogle, assistant manager; Dave Fitzgibbon, musical director. Bill for the opening week includes Felix and Barry, Mr. and Mrs. Nell Litchfield Gardner and Maddera, Musical Dale, Bertha Boardman, Conley and Kilne and Eldora and Nordfue.

**SAN FRANCISCO, CAL.**

San Francisco, Cal., April 28.—Columbia Theater, (Gottlob, Marx & Gottlob, Mgrs.)—E. S. Willard, in "Tom Pinch" and "David Garrick," last week. This week, Nat Goodwin and Maxine Elliott will be seen in "When We Were Twenty-one."

Alcazar, (Belasco, Thall & Mayer, Mgrs.)—"Why Smith Left Home," was given by the clever stock company at this house last week. "The Two Escutcheons" is the current attraction.

Central, (Belasco, Thall & Mayer, Mgrs.)—"A Child of Fortune" drew large audiences last week. To-night, "The Slaves of the Orient" will be offered.

Tivoli, (Mrs. Ernestine Krilling, Proprietress)—"The Singing Girl" proved a big hit last week.

California, (Ellinghouse & Oppenheimer, Mgrs.)—James Nell began a sixteen weeks' engagement at this house on the 21st.

Fischer's, (E. A. Fischer and C. W. Rehman, Mgrs.)—Kolb and Hill and their excellent company continue to draw the people at this house. "The Florodora Sextette burlesque is a great thing."

Grand Opera House, (Grand Opera House Syndicate, Mgrs.)—Last week, Melbourne Melvowell and Florence Stone were seen in repertoire. The current offering is "Old Lavender."

Orpheum, (Orpheum Syndicate, Mgrs.)—Vaudeville seems to take here, and the management is getting the money right along. Marie Walwright, Christine Towle, the Chipper Quartette and others were big hits. GORDON M. BROWN.

**LANCASTER, PA.**

Lancaster, Pa., April 28.—Fulton Opera House, (Yecker & Gelin, Mgrs.)—"The Girl From Chill," 19th, fair house. "The Heart of Maryland," 21st, good house; company excellent in every particular. Kyrle Bellows, in "A Gentleman of France," was one of the social events of the season. The large audience greeted the star and supporting company with enthusiasm and curtain calls were numerous. Mary Mannerling, 24th; "Way Down East," 25th; "Miss New York, Jr.," 27th.

Manager C. A. Yecker, of Fulton Opera House, celebrated the tenth anniversary of his marriage the 19th. Prof. Christ Burger's orchestra furnishing the music for the occasion. SUREINER.

**CLARKSVILLE, TENN.**

Clarksville, Tenn., April 28.—The theatrical season is now upon its last legs for the year. Jesse James' Bandit Company laid on the finishing touches 23d. Parks and amusement resorts are beginning to open in full blast. Genteel amusements speedily getting in on the ground floor for this season, which will be Al. W. H. Harris' Nickel Plate Shows broke the ice 21st, playing to banner business. W. L. JOHNSON

**GAINESVILLE, TEX.**

Gainesville, Tex., April 28.—Gainesville Opera House—Edwin Santhors was seen in "Monte Cristo" by a good sized house. While here Mr. Santhors joined the Eagles. D. M. HIGGINS.

**PROFESSIONALS, ATTENTION!**

Bingaman & Co., Diamond Importers, Sixth and Vine, give special reductions to members of the theatrical and circus professions on all diamond purchases.

The Centennial Amusement Company has been incorporated at Pueblo, Col., with a capital of \$25,000. A circuit of theaters will be operated in Pueblo, Colorado Springs, Cripple Creek, Victor and Denver.

**NAT GOODWIN**

When he reaches Cincinnati, always dines at Nougaret's Cafe, 229 East Fourth Street. Most theatrical pictures visit this celebrated establishment, where they are sure to find the best.

The New Century Theater at Niagara Falls, N. Y., is now in the hands of Mr. and Mrs. Joe Monnett. George F. Howard, of Howard & Mareno, is the house manager. High-class vaudeville is presented.

**GEO. FULLER GOLDEN**

Invariably orders his haberdashery from Geo. Golde & Co., 535 Vine street, adjoining the Grand Opera House, as do all other neat dressers in the theatrical and circus profession.

Mrs. Georgia Lee Cunningham, a society woman and soprano in a St. Louis church choir, has entered vaudeville. She made a good impression at the Columbia Theater in that city last week.

C. H. & D. theater train for Chicago leaves Cincinnati 8:20 a. m. daily. Sleeper in depot at 9:30 p. m.



**AMERICAN COMPETITION.**

**That's What London Merchants Will Meet If Wanamaker's Plans Mature.**

Concerning John Wanamaker's intention to open a gigantic store in London, "Progressive Advertising" of that city, has the following to say:

"Mr. John Wanamaker, of Philadelphia and New York, who has the reputation of being the largest shop-keeper in the world, has been staying at the Hotel Victoria, in London, and it is rumored that he intends starting a gigantic store on the American plan here.

"Asked about his intentions on this point Mr. Wanamaker admitted that the matter had been talked about, but he has made no definite plans.

"If his present trip should lead him to center his attentions on London, traders here may look for some surprises. He conducts business on a gigantic scale. His shop in Philadelphia does the largest direct-sale trade on earth.

"In New York, in the heart of the lower city, he has a gigantic white marble palace. In Philadelphia his transactions are so immense that he is popularly said to own the place. Under one roof he has 4,000 clerks. He is the biggest retail advertiser America has seen, and the man who writes his ads is said to receive a salary of \$16,000 a year.

"He pays nearly \$1,250 a day just for advertising his Philadelphia store. He uses a page a day in five daily newspapers in that city. They are as follows, and they cost yearly: "Press," \$60,000; "Ledger," \$60,000; "Times," \$50,000; "North American," \$75,000, and "Evening Telegraph," \$50,000.

"Up to a few months ago Mr. Wanamaker was using a page ad. in the "Record" at the rate of \$87,500 a year, which would have made an annual expenditure of \$982,500. When he wanted to renew his advertising contract with the "Record" the publishers asked \$25,000 more, or a total of \$1,027,500. Mr. Wanamaker refused to pay the amount, thinking that no one else would pay that sum for the page. The proposition was made to Lit Bros., who accepted the contract without a moment's hesitation.

"Now, it does not matter a jot whether it is a Wanamaker, Lit Bros., Slegel, Cooper & Co., or any other American firm that opens in London. One or the other of them is sure to do sooner or later, and this is the kind of competition which the London shop-keeper may expect.

"The man who is going to spend \$250,000 to \$500,000 a year on advertising, is going to get a very large share of the business, whether he is an American or a Briton.

"The moral is that large English shopkeepers should not leave the opportunity open to the American. If an American opens up business over here in the present conditions of affairs, he will, by the very contrast of his extensive advertising, scoop in trade which he would not have the same opportunity of doing if the dearth of other people's advertising did not make his more prominent. If the large shop-keepers on this side only were up to this question and do more and better advertising, they will not only directly benefit from their advertising, but will do so indirectly, by keeping the American out."

**WEEKLY LIST OF BILL POSTERS.**

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

- ALABAMA.**  
Troy—Josh Copeland.
- ARKANSAS.**  
Conway—J. F. Clark, Box 92.  
Springdale—Hite Sanders Co.
- IDAHO.**  
Pocatello—Geo. Dnsh, Box 272.
- ILLINOIS.**  
Bloomington—City B. P. Co., Collins Bldg.  
Peoria—Auditorium Bill Posting Co.
- INDIANA.**  
Michigan City—J. L. Weber & Co.  
Winamac—E. O. Burroughs.
- IOWA.**  
Des Moines—W. W. Moore (licensed Dist.)
- KANSAS.**  
Atchison—City Bill Posting Co.  
Parsons—George Churchhill.

- MINNESOTA.**  
Minneapolis—Gibbons Bill Posting Co.
- MISSISSIPPI.**  
Vasco City—H. C. Henick.
- MONTANA.**  
Billings—A. L. Babcock.
- NEBRASKA.**  
Hastings—M. M. Irwin.
- NEW YORK.**  
New York City—New York Bill Posting Co.
- SOUTH CAROLINA.**  
Statesville—Rowland Advertising Co.
- OHIO.**  
Middletown—Anthony H. Walburg.  
St. Mary's—F. F. Aschbacher.  
Zanesville—Wm. D. Schultz.
- PENNSYLVANIA.**  
Johnstown—A. Adair.  
New Castle—The J. G. Loving C. B. P. Co.
- TEXAS.**  
Carthage—A. Burton.  
Galveston—Paul Galila, C. P. B. and Dist.  
Yoakum—C. C. Tribble.
- UTAH.**  
Salt Lake City—Grand Bill Posting Co.
- WEST VIRGINIA.**  
Bluefield—H. I. Shott.
- WISCONSIN.**  
Prairie-du-Chien—F. A. Campbell.

**WEEKLY LIST OF DISTRIBUTORS.**

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

- ALABAMA.**  
Troy—Josh Copeland.
- ARKANSAS.**  
Conway—J. F. Clark, Box 92.
- CONNECTICUT.**  
Windsor Locks—Willis L. Sizer.
- CALIFORNIA.**  
Eureka—W. H. Mathews, 636 2d st.
- ILLINOIS.**  
Chicago—John A. Clough, 42 River st.  
East St. Louis—H. H. Deemar.  
Gainesville—H. H. Hien B. P. & Dist. Co.  
Peoria—Auditorium Bill Posting Co.
- INDIANA.**  
Huntington—Benjamin Miles, 8 Everett st.  
Indianapolis—Indiana Ady. Co., 915 Stevenson Bldg.  
Indianapolis—Vansyckle Adv. Co., 114 Ill. Marion—John L. Wood, 920 S. Branson st.  
Michigan City—J. L. Weber Co.  
Terre Haute—O. M. Bartlett.
- IDAHO.**  
Boise—R. G. Spaulding.
- IOWA.**  
Des Moines—Des Moines Adv. Co.  
Fort Madison—Sylvester Johnson.  
Sioux City—A. B. Beall.
- KANSAS.**  
Atchison—City Bill Posting Co.
- MASSACHUSETTS.**  
Boston—Cunningham & Gourley.  
Brockton—John V. Carter, 288 Belmont st.
- MICHIGAN.**  
Peoria—Auditorium Bill Posting Co.
- MINNESOTA.**  
Morris—Geo. R. Lawrence, B. P. & D.
- MISSOURI.**  
St. Louis—B. A. Hyde, 2136 Eugenia st.
- NEBRASKA.**  
Hastings—M. M. Irwin.  
Schuyler—Rus & Bolman.
- NEW YORK.**  
New York—New York B. P. Co.  
Ogdensburg—E. M. Bracy.  
Oswego—F. E. Monroe.  
Schenectady—Chas. H. Benedict, 121 Jay st.
- NORTH CAROLINA.**  
Statesville—Rowland Advertising Co.
- OHIO.**  
Columbus—S. A. Hyde, 2136 Eugenia st.  
Fostoria—W. C. Thrill & Co., 116 W. Tif 5th st.
- PENNSYLVANIA.**  
Carlisle—Wm. M. Meloy, Box 49.  
East York—Richard R. Staley.  
Johnstown—Geo. E. Updegrave & Co.  
York—Richard R. Staley.
- SOUTH CAROLINA.**  
Columbia—J. C. Blugley (ad. Charleston).

**WISCONSIN.**  
Vest Superior—C. A. Marshall, W. Superior Motel.  
**CANADA.**  
A. F. Morris, manager, Hastings st., Vancouver, B. C.  
Montreal—C. J. F. Thomas, Box 1129.



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- N. W. Ayer & Son, Philadelphia, Pa.
- Bell Show Print, Slogroney, Ia.
- Calvert Litho. Co., Detroit, Mich.
- Central City Show Print. Co., Jackson Mich.
- Central Litho. Co., 140 Monroe st., Chicago.
- C. H. Buck & Co., 7 Spring Lane, Boston, Mass.
- Donaldson Litho. Co., Newport, Ky.
- Enterprise Show Print, Cleveland, O.
- Enquirer Job Print. Co., Cincinnati, O.
- Erle Show Printing Co., Erie, Pa.
- Great American Engraving & Print. Co., 51 Beekman, N. Y.
- Great W. Print. Co., 513 Elm, St. Louis, Mo.
- Greve Litho. Co., The Milwaukee, Wis.
- Haber, P. B., Fond du Lac, Wis.
- Hennegan & Co., 127 E. 8th, Cincinnati, O.
- Sam W. Hoke, 255 5th ave., New York.
- Standard Embossing Co., 1358 Broadway, New York, N. Y.
- Home Show Printing Co., Atchison, Kan.
- Star Show Printing Co., Mason City, Ia.
- Mason City, Ia.—Star Show Print Co.
- Morrison Show Print. Co., Detroit, Mich.
- Penn Printing & Publishing Co., 605 Sanson st., Philadelphia, Pa.
- Pioneer Print. Co., 214 Jefferson, Seattle, Wash.
- Planet Show Print. Co., Chatham, Ontario Canada.
- Russell & Morgan Show Print. Co., Cincinnati, O.
- Clarence E. Runey, 127 E. 8th st., Cincinnati, O.

**INKLINGS.**

Hennegan & Co. are going to put in aluminum presses.  
The Standard Show Print, of St. Paul, is fast building up a fine trade.

**BUFFALO, N. Y.**

Buffalo, N. Y., April 28.—Star Theater, John H. Sterling, Mgr.—Richard Mansfield opens to-night in "Beau Brummel" for two nights, and gives "Beau Brummel" by special request, April 30. The theater was closed April 21-23, and Otis Skinner presented "Francesca De Rimini," 24-26. Stuart Robson comes May 1-3, in "The Henrietta."  
Teck Theater, (John Langhin, Mgr.)—"Darkness" reigned supreme this week. "Our New Minister" renewed old acquaintances the past week and proved an excellent play. A summer stock company opens May 5 for a season, including Wm. Courtleigh, Franklin Roberts, Ben R. Graham, Frederick Conger, George Fox, Frederick Wallace, Wm. Charles Masson, Theo. Fribus, Minnie Radcliffe, Lida McMillan, Blanche Weaver, Violet Rand and Ruth Berkley, open with "The Masqueraders."  
Lyceum Theater, (E. W. Ovlatt, Local Mgr.)—"On the Stroke of Twelve" had a good opening to-night, with a good outlook ahead. Play and company strong in talent and up to the standard. "A Homespun Heart" pleased large houses the past week. A story of interest and intensely dramatic. "Swanee River" is underlined.  
Academy Theater, (Dr. Peter C. Cornell, Local Mgr.)—"Man to Man" fills in this week, starting with large business. "A Gambler's Daughter" had no cause for regret the past week, and scored a big hit. The Baldwin-Melville Stock Company opens here, May 19, for a summer season, and much is expected of the company in up-to-date theatricals.  
Lafayette Theater, (Chas. Baggs, Mgr.)—"The Merry Wives" came to-night to fine returns, and made many friends with a show with some go. The Topsy Turvy Burlesquers did well the past week. The great Harlingford was a headliner. Haney and Jarvis made good. Levine and Alma, Rose Jeanette and Lillian Shaw were oily girls. Burt Fuller and Fanny Lewis were favorites. The balance of the show was well made up.  
Shea's Garden Theater, (M. Shea, Mgr.)—For April 28, Peter E. Dalley & Co., Ernest Hagan, Four Musical, The Blossoms, Joe Rieher's Dogs, Carlton and Terre, Berol and Berol, made up an excellent bill to good attendance. Last week's company, including Three Rio Bros., Irene Franklin, Mr. and Mrs. Robyn, The Ten Inch Troupe and others was well received.  
Tivoli Theater.—Good attendance here, with change of vaudeville weekly.  
Fenton's Theater is enjoying prosperity, and Manager Geo. Shady makes good each week.  
Convention Hall.—The Sunday Pops are having large crowds each Sunday. Victor Herbert and his Pittsburg orchestra come June 2 for two weeks, and the hall will be turned into a summer garden.  
The Castle Square Opera Company plays at Teck Theater in October for six weeks. Minnie Madden Fliske and Henrietta Crossman are dated ahead for next season at the Teck Theater.  
Mary Manning, in "The Lady of Lyons," comes to the Star, June 11.

The Theatrical Mechanical Association, with a big volunteer bill, had a large crowd at their sacred concert at the Lyceum, the 20th.  
Sousa's Band in concert at Convention Hall.  
JOHN S. RICHARDSON.

**DENVER, COL.**

Denver, Colo., April 28.—Tabor Grand, (Peter McCourt, Mgr.)—"Rupert of Hentzau" opened Sunday matinee. Harry Leighton showed wonderfully strong character acting in the two roles of the King and Rassendyll. Miss Charlotte Tittell gave a charming impersonation of the trying role of Queen Flayla, and won the house. G. B. Miller, as Colonel Sapt, and Luke Connors, as Count Rupert, deserve special mention for their excellent work. The play is handsomely staged. "When Reuben Comes to Town" is the current attraction.  
Empire Theater, (Al Hagen, Mgr.)—The stock company presented "Sappho's" last week. "All a Mistake" is the current bill.  
Denver Theater, (S. Dobbins, Mgr.)—"Two Little Walts" opened to a good business, Sunday.  
JUDSON D. M'GINNIS.

**Letter Box**

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

**GENTLEMEN'S LIST.**

- |                            |                                       |
|----------------------------|---------------------------------------|
| Adams, W.                  | Kitchie, Mr.                          |
| Ammons, Prof. Theo.        | Kennedy, Memphis.                     |
| Ash, Joe.                  | Koster, W. M.                         |
| Adell's Dog and Pony Show. | Kessler, Fred.                        |
| Adkins, C. D.              | Kalji, Heroda.                        |
| Antomobile.                | Levy, Phil. E.                        |
| Benjamin, Ed. B.           | Lawrence, Luckie.                     |
| Brownlee, J. W.            | Lavette, Geo.                         |
| Burgess, Mr., Mgr.         | Lawrence, Scott.                      |
| Barlow, Billy (clown)      | Lewis, J. C.                          |
| Bartlett, De Witte.        | Leclair, Mons.                        |
| Bonhomme Family.           | Leary, Jerry.                         |
| 10 and 20 Cent Show.       | Ling, Geo.                            |
| Liles, Chas.               |                                       |
| Bleford, Warren C.         | Murray, Harry.                        |
| Bridger, Edw. B.           | Moore, Tom.                           |
| Brooks, F. W., Mgr.        | Murry, George.                        |
| Bruner, A. H.              | Moses Lee.                            |
| Carroll, Red.              | McEvoy & Stahley.                     |
| Cook, M.                   | Mundy, Mousler.                       |
| Connor, C. M., Agt.        | Moore, Lon.                           |
| Craig, H. B.               | Manager Watkinsville Ga. Opera House. |
| Carman, Wm.                | Mner, G., Mgr.                        |
| C. G. H.                   | McNicks, John.                        |
| Clarkson, John.            | Moriarty, David.                      |
| Carroll, Mike.             | Murry, John J.                        |
| Chatter, James P.          | O'Brien, Barney.                      |
| Durrent, W. C.             | Phillips & Belmont.                   |
| Dryden, Chas. R.           | Perry, Randall.                       |
| Date, Harry E.             | Parish, Shell.                        |
| Deal, Neuman.              | Douglas, Prof. John L.                |
| Douglas, Prof. John L.     | Prager, Jack.                         |
| Eckhart, Clarence.         | Perry, Geo. M.                        |
| Elske, Joe. (Aeronaut).    | Plunkton, F. C.                       |
| Erverton, Dr. M. I.        | Piper, T. L.                          |
| Eberlein, Earnest.         | Rice, M. E.                           |
| Exemplar Sign Works.       | Rose, Ed.                             |
| Fowler, A. W.              | Roberts, Leslie.                      |
| care D.N. Fowler.          | Rodan's Amusements.                   |
| Earl, Bert.                | Ragab, Lloyd.                         |
| Ferguson, Geo.             | Reizels, The.                         |
| (14 Bones.)                | Rourke, John.                         |
| Frazee, Sid.               | Ritchie, Edward.                      |
| Forgrave, R. H.            | Stuart, Huey.                         |
| Faumann, Archie.           | Simmons, Harry.                       |
| Gould, Geo. B.             | Secy, Helena (Mont.)                  |
| George, Chas.              | Street Fair.                          |
| Gray, James H.             | Showman, Wm.                          |
| Goff and Benjamin.         | Shipley, Ike.                         |
| Gordon, J. Saunders.       | Sherry, James.                        |
| Garety, Spider Ed.         | Scott, Walter.                        |
| Grey, Joseph J.            | Srouse, Warren.                       |
| Grimes, Joe.               | Sherry Working World.                 |
| Gleason, O. R.             | Suman, A.                             |
| Gillette Shows.            | Spaun's R. R. Shows.                  |
| Greene, James F.           | Shepp, W. Campbell.                   |
| Gantler, the Great.        | Scott, Tom and Lillie.                |
| Harry and Orville.         | Steady, White & Young.                |
| Hilney, Frank.             | Singer, Sam.                          |
| Hewitt, Fred.              | Snyder, Prof. Hank.                   |
| Honey, Dr. J. F.           | Sharrock, Harry.                      |
| Hancock, H.                | Tremely, Will.                        |
| Hart, Wm. J.               | Tennyson, Geo. H.                     |
| Hill, Leo, Jr.             | Tufant, E. A.                         |
| Hennessey, J. R. W.        | Trone Bros.                           |
| Hubbard, Frank B.          | Van Banchante, L. M.                  |
| Hammert, J. H.             | Watts, Geo. A.                        |
| Hamilton, C. Geo.          | Wickstrom, Ed.                        |
| Huddleson, Mgr.            | Woodford, Chas.                       |
| Herbst, Milton.            | Wilson's A. Show.                     |
| Harris, Richard.           | Waldo & Elliott.                      |
| Hare, Jas. E.              | Walsh, John W.                        |
| Hess, Chas.                | Wescott, W. B.                        |
| Handley, W. W.             | Wanda's Gypsy Camp.                   |
| Johnson, Capt. Billie.     | Wilks, Husk & Co., G.                 |
| Jones, Jap.                | Waller, Phil. G.                      |
| Jones, Dr. E. G.           | Yaki, Boone.                          |
| Jones, John J.             |                                       |
| King, C. C.                |                                       |

**LADIES' LIST.**

- Arcoris, Rose.
- Alme, Miss.
- Carlsen, Lilly.
- Gardner, Lulu.
- Jones, Daisy.
- McKay, L. E.
- Piper, Florence.
- Stanley, Mrs. George.
- Shaffer, Lillian.
- Smith, Mlle. Christine.
- Shaffer, Mrs. Florence.
- Viola, Miss.
- Zardna, Madame.



## IS A DRAWING CARD.

### "The Old Kentucky Home" Meeting With Success in California.

H. A. Stewart's company, in "The Old Kentucky Home," is doing well on the Pacific coast. The Morning Times, of Eureka, Cal., speaking of the show, says: "The play last evening, 'The Old Kentucky Home,' was more than usually well attended; an empty seat could scarcely be found in the house. The play portrayed the sweet Southern life, which to properly show takes the most expert stage work, and the atmosphere of the South that was in evidence throughout the play is sufficient evidence of the excellence of the company. Carl Berch, as Colonel Robert Franklin, a Confederate officer, looked and acted the part to perfection. He has an excellent stage presence, and possesses a deep, strong voice. William Brewer, as the villain of the piece, aroused the indignation of the audience, a sufficient testimony to the truth of his representation of this difficult part. Mabel Werner, as the heroine, Lillian Page, the affianced bride of Colonel Franklin, won the sympathies of the house. Her acting of the character was strong and well sustained. Max Steinhilber, as Jefferson Carter, a man of letters, contributed, with the assistance of Ida Maloon, the touch of comedy that relieved the tragic tone of the play. The last act concluded with 'My Old Kentucky Home,' rendered by the entire cast."

## NEW MANAGEMENT

### Will Operate the Grand Opera House at Topeka Next Year.

Kansas City, Mo., April 28.—E. S. Brigham, the popular manager of the Gilliss Opera House here, and other theaters throughout this State, and A. S. Kane, a newspaper man of Topeka, Kan., have leased the Grand Opera House, the best theater in Topeka, for a period of ten years. The Grand is one of the prettiest theaters between Kansas City and the Pacific Coast, but owing to mismanagement of late, it has been dark most of the present season. It is planned to make improvements costing \$5,000 on the house during the summer. The opening under the new management will be in September, and only the best of the popular price and syndicate attractions will be booked. Every one in this city is congratulating Mr. Brigham on his latest acquisition. He has been particularly successful in making apparently "dead" theaters pay, where others have failed, and if any one can make a go of this Topeka house Mr. Brigham is the man. He is now lessee of the Gilliss Theater, this city; the Atchison Theater, Atchison, Kan.; the New Blake Theater, Webb City, Mo.; the Grand Opera House, Carthage, Mo.; the New Grand Opera House, Hot Springs, Ark.; and his newest venture, the Grand Opera House at Topeka. Mr. Kane has for years been connected with the best newspapers in the West. He will act as resident manager of the new house. CHAS. H. SMALL.

## THE KILTIES BAND.

Mr. T. P. J. Power is hard at work booking the Kilties Band of Canada on its sixth semi-annual tour of next winter, the summer being now practically all placed. Many novelties will be added, and the Kilties will celebrate the coronation in June by donning a new \$5,000 outfit, their picturesque uniforms being the most costly ever worn by a band in America. A number of additional styles of lithographic matter have been arranged for, and there will be some additional parade features. Mr. Cameron Brown, of Belleville, Canada, president of the Kilties tours, has purchased two handsome Pullmans for the use of the organization on the transcontinental tour of 1902-03.

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Washington, D. C., April 26, 1902.  
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## "Herod, the Great."

Walker Whitesides, who played at Dayton, O., stated in an interview that before long he may bring out "Herod, the Great," a translation from the German by Washington Baruck.

## TRAGEDY AND DRAMA.

Performers are cordially invited to contribute items of news concerning themselves and friends to this column, which is always open to friends of the Billboard.

The Santiago Company is organizing. Samuel Wade, 5 Short Main street, Cohoes, N. Y., is manager.

"Our New Minister" company closes the season at Amsterdam, N. Y., May 3, after a prosperous run on the road.

"The Masqueraders," "The Charity Ball," "Under Two Flags" and "Capt. Swift" will be May's features played by the Teck Theater Stock Company at Buffalo, N. Y.

Theodore Kremer has written a new historical drama entitled "The Triumph of an Empress," which Edward C. White contemplates producing during the season of 1902-1903.

Chas. B. Frank is organizing an "Uncle Tom's Cabin" company at Buffalo, N. Y., to take the road under canvas, to do the nearby summer resorts. E. D. Stanford will act as agent.

The season of "A Gambler's Daughter" will close at Peoria, Ill., May 11. They have been turning them away, and Ward T. Crescy will put two companies on the road next season. Elsie Crescy will star in "A Ruined Life" under the same management.

"Two Little Vagrants," Edward C. White's scenic drama, played to the largest receipts of the season last week at the Star Theater, New York City. This attraction will close its most successful season at the Grand Opera House, Boston, Mass., on May 17.

Miss Elizabeth Marbury has submitted a play to Manager Edward C. White, which contains a boy character similar to that of Fan Fan in "Two Little Vagrants."

Miss Neva Harrison, who has given great satisfaction in the role of Fan Fan the past three seasons, may be selected to star in the new play.

Katherine Willard, who plays Arla in Edward C. White's beautiful production of "The Power Behind the Throne," is not only a handsome woman, but an actress of whom the critics expect a great deal. She possesses wonderful magnetism and undoubted talent. Her first professional engagement was with Augustus Daly.

Miss Henrietta Crossman closed her New York season on Saturday night, thus securing for herself the record run of a Shakespearean comedy in America. "As You Like It" was so well received that it ran for nearly 100 nights at the Theater Republic. The only other Shakespearean run to equal this was Edwin Booth's engagement in "Hamlet," at the old Winter Garden, many years ago.

Miss Mildred Holland has gone to Battle Creek, Mich., for several weeks rest, after which she will go abroad to be present at King Edward's coronation, during which time she will entertain in her now famous house-boat, "Arla," on the River Thames. Miss Holland also expects to visit Italy, devoting her time while there in looking up the locale of her new play, "The Lily and the Prince," which was successfully produced at Buffalo, N. Y., during the week of April 7.

## FARCE AND COMEDY.

Performers are cordially invited to contribute items of news concerning themselves and friends to this column, which is always open to friends of the Billboard.

J. C. Lewis closes his season in "SI Plunkard" May 10.

Matt Kussell will take out "Hogan's Alley" again next season.

The "Two Merry Tramps" Company closed a highly successful season at Kalamazoo, Mich., last week. Next year M. E. Rice will put out the farce on a more elaborate scale than ever. The roster will be: Miss Bessie Bennett, Elsinore Sisters, Eu-

nich Fitch, Charles Hasty, Otis Wood, Billy Ward, James Green, C. T. Colby, H. C. Lefever, G. H. Kempshall, Ed Holts, Sherman McVern, manager; J. K. Vetter, business manager; M. E. Rice, proprietor.

## PLAYHOUSES.

Managers, press agents, stage managers, treasurers, performers, etc., are invited to contribute items of news concerning themselves or friends to this column, which is always open to friends of the Billboard.

The many Cincinnati friends of Shafe Ziegler will be pleased to hear that he has been made local manager of the Graud, Indianapolis, succeeding J. Rush Bronson. Mr. Ziegler has been treasurer of the house, where his worth was recognized, and further advancement is predicted for this thoroughly popular young manager.

Mr. Clark C. Doughty, the well-known young amusement promoter of Columbus, O., and whose name has appeared in "The Billboard" on numerous occasions, has just organized a \$50,000 stock company for the purpose of erecting a theater and electric light plant in the capital city. The building will be located in the north-east section of the city and known as the Panhandle District. The theater will have a seating capacity of 1,600, while the plant will be capable of supplying about 2,500 lights. The plant will furnish light for about a dozen arches that will span the street in that neighborhood.

## STOCKS AND REPERTOIRE.

Managers, press agents, stage managers, treasurers, performers, etc., are invited to contribute items of news concerning themselves or friends to this column, which is always open to friends of the Billboard.

William Courtleigh and Minnie Radcliffe will be headliners with the Buffalo Teck Theater Stock Company. Both have done good work with "Alice of Old Vincennes" and the St. Louis Stock Company.

## MINSTRELS.

Performers are cordially invited to contribute items of news concerning themselves and friends to this column, which is always open to friends of the Billboard.

The Elks of Newport, R. I., will give a minstrel show soon.

B. Klee is manager of Kennedy Bros.' Minstrels. His address is care of Von Tilz Music Company, 42 W. Twenty-eight street, New York.

George and William Guy, of the Six Guy Brothers, have the distinction of being the oldest living minstrels, and are still actively engaged in the work. They started in 1860, and have been at it ever since.

G. H. Holliday, manager of the opera house at Keystone, W. Va., is organizing a company which will be called The Black Diamond Minstrels. It will be operated in West Virginia territory only at the beginning.

Bryant and Saville's Refined Minstrels will tour through Pennsylvania, New York State, New Jersey, and Delaware this coming summer. The Troubadour Four, Carson and Willard, James Le Clair, A. A. Corby and Bryant and Saville are included.

## MUSIC AND OPERA.

Performers are cordially invited to contribute items of news concerning themselves and friends to this column, which is always open to friends of the Billboard.

Daniels, Russell and Boon have just published a new song entitled "When De Cold, Cold Wind Begins to Blow," and which is fast becoming a hit. Ten cents and a program will procure professional copies without orchestration.

Mae Phelps, of the "American Girl" Company, includes in her repertoire of song Collin Davis' "June, My June," H. Wakefield Smith's "Goin', Goin', Goin'," Kennett and Udall's "Stay in Your Own Backyard," and John T. Kelly's "I Can't Live Without You, Katie Kelly."

The Indianapolis News has a juvenile band of 45 pieces, which is considered the best in the country. With the band they also carry several well-known high-class vaudeville people. It is under the management of F. J. Hay, circulation manager, who uses it as a circulation booster. He intends to advertise it heavily with posters and window lithographs.

Harold Bauer, in piano recital, en route, under the management of Chas. B. E. Taylor, of Philadelphia, Pa., is drawing the elite of society as well as many professionals to witness the marvelous execution of programmes. So varied in respect to the technique absolutely requisite that even a Paderewski might be excused in hesitating to submit same to a highly critical audience.

A story is going the rounds which recalls Richter's famous definition of bilious violinist: "All day long he quench, quench, so that at night he can not." An eminent German pianist, who speaks very little English, was one night last season unduly pressed to play by his hostess. He had good-naturedly given half a dozen pieces and felt tired. So bowing politely, he replied: "Madame, der ghost is ready, but der meat is feeble."

The program of the 340th concert of the popular Emporium Orchestra, in San Francisco, under the able direction of Aug. Hinrichs, was devoted to its entirety to numbers from the well-known Witmark catalogue. Sixteen well-selected numbers represented everything from the typically characteristic "Mirabella" and Howard Whitney's latest, "The Donkey Laugh," to the

tuneful selections from Victor Herbert's "Amor" and Isidore Witmark's "The Chaperons."

It is announced that Martiu Harvey is to come to this country next season and that he will appear in a play entitled "The Children of the King." Can this be the "Knogskluder," the musical drama by Humperdinck? That piece was done in London a few seasons ago, when Cissie-nov Cecilia—Loftus appeared in it as the goose girl. It was also given in German at the Irving Place Theater, New York, by Agnes Sorma. The play did not go well in London, apparently, for the reason that it was poorly cast. The music is chiefly incidental, as in "Hansel and Gretel," by the same composer, but it is of a more scintillating character.

## VAUDEVILLE.

Performers are cordially invited to contribute items of news concerning themselves and friends to this column, which is always open to friends of the Billboard.

A big vaudeville show is organizing at Macon, Mo. Francis J. Croarkin is manager.

The Melnotes are making a hit in their original coon song, "I've Got My Fighting Clothes On."

Frankie Haines, well and favorably known as a delineator of negro melodies, is now using Hayes and Herbert's "When You Needs Me Baby, Send For Me."

J. Rush Bronson, former local manager of the Grand, Indianapolis, is interested in a combination that is to take the road next season, starring his wife, Louise Dresser.

When an artist of the Dorothy Morton calibre takes up "June, My June," the composer, Collin Davis, can be congratulated. This also speaks volumes for the composition.

Mayme Taylor, with Irving & Brooks, in her sketch, "The Plumber," is introducing Fay and Oliver's "Somewhere, Some Day," and Frederic Chapin's "When I Recall the Long Ago."

The charming Nielsen Sisters are achieving marked success with Stanley Carter's "Just Me Little Yaller Boy and Me," W. T. Francis' "In the Springtime," and Fay and Oliver's "Just to Be Near You."

Kennett and Udall's "Stay in Your Own Backyard," and Miller and Maxwell's "Nobody Ever Brings Presents to Me," are being used with stereopticon views in the Marks Brothers' Dramatic and Vaudeville Company, No. 1.

Miss Grace Coyne, the well-known vaudeville artist, is making a big hit with her new act at Devaro's Pleasure Palace, Louisville, Ky., where they all say she is the real article. Her health is much improved since spending the winter in New Orleans.

Joseph Howard, the well-known artist and composer, states that Lamb and Bratton's latest effort, "We've Been Living in a Fool's Paradise," is a strong vehicle. He will use it in a sketch with the "Royals" at the New York Theater.

On the Western circuits Zelma Rawlston is delighting her audiences with the following song successes: "Be Careful of the Hoodoo Man," by William Lorraine; "A Gentleman of Winning Ways," by Ford and Bratton, and "It's For Her, Her," by Billie Taylor.

In the repertoire of the well-known vocalist, Phyllis Allen, the following numbers are at all times well received: "It's For Her, Her, Her," by Billie Taylor; "Good Night, Beloved, Good Night," by Fay and Oliver, and Dillon Bros.' "Why Did They Sell Killarney?"

Helene Mora, in a recent communication to M. Witmark & Sons, stated that Frederic Chapin's new song, "Soldiers," has given itself one of the best martial numbers she has ever sung. It was a "go" from the very start. Miss Mora has the "exclusive" on this great song until May 15, 1902.

Miss Zelma Rawlston, one of the leading vaudeville artists who has just returned from a season's engagement in Europe, where she has played in all the leading music halls of London, as well as England, Ireland and Scotland, winning the highest praises of press and public. Miss Rawlston is now playing the principal cities in the leading circuits of theaters in the United States.

## BURLESQUE.

Performers are cordially invited to contribute items of news concerning themselves and friends to this column, which is always open to friends of the Billboard.

May Howard will rehearse two weeks in New York and then go to Uhrig's Cave, in St. Louis, for a season of ten weeks. She will change her burlesques and specialties weekly. Nearly the whole of her old company remain with her.

Many offers have recently been made to Will Delavoye by burlesque managers. The strength and desirability of his burlesques are now recognized. Managers now realize their value. He, however, refuses to negotiate with anybody at present.

## ACROSS THE WATER.

Performers are cordially invited to contribute items of news concerning themselves and friends to this column, which is always open to friends of the Billboard.

The well-known vocalists, the Chester Sisters, are adding to their laurels in the prominent music halls throughout England, with Campbell, Skinner and Dillon's "Mah Moonlight Lou."

Bertha Vere, a talented ballad singer, recently charmed her audiences at the Grand Chatham Music Hall, in London, with "She's All My Own," by Norton and Casey, and "I'd Lay Down My Life for You," by Keating and Udall.



**THE MAIN SHOWS.**

**Gigantic Street Parade Precedes the Opening of the "Fashion Plate's" Season.**

Geneva, D., April 19.—Walter L. Main inaugurated the season of 1902 for the Big Fashion Plate Railroad Shows today in this, the home town, under most favorable circumstances. The sun and advance guard of the circus crowd appeared simultaneously, and long before the gorgeous street parade made its appearance, every available space for standing room in the leading streets was occupied. The parade, with glittering chariots, tableau wagons, handsomely and newly costumed riders was a picture that carried out well the name of this gigantic amusement enterprise. Everything was resplendent with a brightness that was refreshing, and the stock won deserved admiration. The many open dens of animals and led stock was agreeable to the thousands that had taken possession of the town, as usual on circus days.

Mr. Main decided, at the earnest solicitation of many, to erect the tents on the spacious exercising grounds at winter quarters, thus giving the visitors an opportunity to inspect the new quarters and see the show at the same time. Thousands availed themselves of the opportunity and inspected the quarters from animal room to the men's sleeping quarters. The seats for the afternoon house were sold long before the opening of the program, and, in fact, the reserved seats were, all sold in the advance sales. However, all were comfortably cared for. The evening house was well filled, every reserved seat being occupied, and "the blues" comfortably so. Business in the town was practically suspended, and it was a holiday that will be remembered until the next inaugural day of the Fashion Plate Shows.

The lengthy program in the three rings, stage, aerial rigging and hippodrome track were carried out with a precision and "glitz" that showed the result of perfect rehearsal. From the "flip-the-top" by the original Joseph Lavolo, of loop-the-loop fame, to the pony races, everything was faithfully carried out, and the unlimited and continuous applause established to how well the efforts of the artists were appreciated.

The twin baby camels in the menagerie led with the lion slayers in the division of admiration, while "flip-the-top" was doubted until seen. One hundred and twenty-eight prominent equestrians, acrobats, gymnasts, contortionists, jugglers, acrobats, tumblers, riders, racers and fun provokers made up a program that places all previous efforts on the part of Mr. Main in the shade and give him a circus that is strictly modern and second to none.

The nunex, under the management of Col. Hugh Harrison, is a feature that has not been overlooked, and the same can be said of the after entertainment. Both are far above the average and the attractions are far removed from those usually offered by the large railroad shows. The nunex makes a favorable impression at the start, and the after entertainment sends the patrons away well pleased at the finish.

To recapitulate, the Walter L. Main Big Fashion Plate Railroad Shows can only be classed with the best and most modern, and is sure to continue successfully in the future as it has in the past.

**BUFFALO BILL**

**Opens at Madison Square—Attendance Not of the Best.**

New York, N. Y., April 28.—"Age hath not withered nor can custom stale his innate variety," can be truthfully said of Buffalo Bill's Wild West and Congress of Rough Riders of the World, which opened the season of 1902 at Madison Square Garden last Monday night. A large and brilliant audience was in attendance at the inaugural performance, and Col. Cody, the man on horseback par excellence, was given a rousing and cordial reception as he appeared on his magnificent sorrel at the conclusion of the grand introductory review and gallantly presented the members of his company. There is no gainsaying the fact that Buffalo Bill is an extremely popular man in New York. His reception Monday night was like unto that commonly accorded a hero returning from a field of conquest. Age hangs lightly on Col. Cody's shoulders, and he is looking better this year than he has for several seasons past. General Nelson A. Miles was among the distinguished guests who occupied the reviewing stand at the Madison Avenue end of the Garden, and during the course of the per-

formance Col. Cody paid his respects to and enjoyed a chat with his old-time officer and companion.

While it is true there is little that is new or startling in the way of features with the Wild West this season, yet it is but fair to say that the show, on a whole, is presented in a better manner than ever before. The management has evidently considered it unnecessary to reinforce the regular performance with new attractions. In lieu of the universal attention now being paid to the struggle in the Philippines and the Boer war in the Transvaal, it would appear rather surprising that the Wild West should not embrace something new and unique in the line of spectacular efforts. True, the "Battle of San Juan Hill," with its tropical settings and spirited action, enthralls the spectator, but the average American has grown to expect something new each year, and the present spectacle has had its day. The staging of Spion Kopje or even the capture of Aguinaldo after a Philippine engagement would have proven an agreeable diversion.

The life saving service drill has also been retained as a feature this season. This drill is executed by a full crew of veteran members of the Life Saving Service of the United States from the stations on the New Jersey coast, illustrating the method of saving lives when a vessel is wrecked. A more theatrically effective display might be devised by ingenious scenic contrivances for simulation of a storm, but such efforts at enhancement might detract from the forcefulness of the exhibit as it is now made.

One of the most interesting portions of the performance is the exhibition of athletic sports and horsemanship given by veterans from the Sixth U. S. Cavalry. They use Western range horses without saddles or pads, and present a series of rough riding maneuvers at once thrilling and original. The U. S. Artillery drill comes in for its share of generous approval, and the cannons used are relics of the Civil War. Annie Oakley, the champion lady rifle shot, is not with the aggregation this season, but Johnny Baker, the clever marksman, offers an excellent exhibition in fancy shooting. The expert lasso throwing by the grave seniors of old Mexico is thoroughly good and much appreciated. The chief of the Mexican contingent has a really wonderful control of the lariat, and is given an ample opportunity to display his talents. A group of Arab horsemen and athletes furnish a deal of enjoyment in illustrating their style of horsemanship, together with native sports and pastimes. The whirling Turkish dancer still performs his revolving Terpsichorean specialty on a revolving stage in the center of the arena. It is apparent that if he were so inclined he could easily continue his gyrations from early morn until late at night without much effort. The Russian Cossacks appear in feats of horsemanship peculiarly their own. They are "natural born" horsemen, and perfectly at home in the saddle. The old Deadwood mail coach is still doing business, attacked by Indians and rescued by Buffalo Bill and his sturdy cowboys "twice daily, rain or shine." Most of the horses with the show are fresh from the ranges, the majority of the old ones having been destroyed in the wreck last fall, and the bronco-busting exhibition is full of glitz in consequence. Some of the more frisky creatures tried to climb up into the arena boxes Monday night, much to the affright of the spectators. The Indian war dances and games are entertaining. The noble red man will always prove interesting to the people of the effete East, few of whom have ever seen the Indian in his native haunts.

For some reason or other the matinee performances of the Wild West have never been largely attended in New York, and this engagement proves no exception to the rule. But the night houses are big and the business generally is good. It is not "great," however. It may be that the circus which has just closed the most remarkable engagement that has ever been known in the history of Madison Square Garden may have taken off the edge of our citizens' appetite for amusements in this line. WARREN A. PATRICK.

**SELLS-DOWNS OPENING.**

The weather last Saturday was not the kind that a circus owner would have ordered for opening day had it been left for him to say. Notwithstanding the fact that the face of Old Sol was obscured behind a veil of clouds and that the wind took on a Chicago gait, the Wm. Sells-Martin J. Downs Circus opening at Newport, Ky., was larger than the proprietors had hoped for. The evening crowd was especially large, and every seat in the big top was taken, a great many remaining for the concert. The parade in the morning was wit-

nessed by thousands. There was nothing to mar this feature except that the big elephant got an idea that he was in politics, and started to run. Prince Monge, astride the now far famed box-horn, attracted any amount of attention, as did the attenuated barlesque poleman who occupied the place of honor on the clown band wagon, and applied the chili remedy every time a musician (?) made the grave error of striking the right note. An especially attractive feature of the parade was the costuming of the riders, mounted on their spirited horses. The wagons, some recently painted, others brand new, made a fine appearance.

While the evening crowd was large, very little applause greeted the efforts of the performers. The riding of Miss Edna, Miss Belle Clark, Davenport and others was good, as was also the acrobatic, clown and tumbling work. Any amount of amusement was afforded by the juvenile partlephants in the sack races.

It was a good, clean show all the way through, and no doubt Messrs. Sells & Downs, with the assistance of a most of efficient staff and meritorious performers, will enjoy a prosperous season.

**ROBINSON'S OPENING.**

John Robinson's Ten Big Shows Combined opened the season April 26 at Columbia, a suburb of Cincinnati. The weather was boisterous. High winds prevailed for two days prior to the opening, and interfered greatly with the rehearsals. It is a wonder that the tops staid up, but being all brand new and closely watched, they stood the strain.

Reports were current that the show had blown down, and doubtless affected the attendance. In spite of it all, however, business was good in the afternoon and packed at night.

The first show went off very smoothly. It was not marred by a single hitch or wait. There is a wealth of material at hand, and after a week or ten days' pruning and paring the performance will be an excellent one.

The feature this year is the perennial spectacular production, "Solomon and the Queen of Sheba." It has been re-costumed, brightened up greatly, and seemed to please very well.

The riding on the whole is first-class, and the entertainment, from "Solomon" to the hippodrome, goes good.

The menagerie, as usual, came in for unbounded praise, and the handsome cages were greatly admired.

The Governor has grown a beard, and looks ten years younger. He received friends and visited with the gang and had a great time generally.

Mr. John G. Robinson, upon whom devolves the active management of the show, has already set the stamp of his ideas and personality upon the organization. The roster will be published in our issue of week after next.

**THE WALLACE SHOW OPENING.**

Perru, Ind., April 26.—The Great Wallace Show opened here tonight to an immense crowd. Every seat in the great arena was filled and hundreds of people stood up and viewed the performance. Owing to the wind storm which prevailed in this section the afternoon show and the parade were declared off, but the weather cleared up towards evening, and the night show passed off without a hitch.

Today was the first time in many years that the weather prevented a parade on the opening day.

Judging from the way in which the performance was given, one would suppose the Wallace Show had been on the road a month. The riding acts are particularly good. Miss Blanche Reed, Miss White Sweeney and Messrs. Lowande and Tholls made a decided hit with the large audience. The aerial act of the Livingstons is good, also the Silverton Trio. The latter do some very difficult feats on the wire. One of the best things presented was the Four Polaris in their eccentric dances. The De Roma Family, in their acrobatic act, performed in full evening dress; they were very good. The Strik Family, in their bicycle performance on the elevated stage and on the elevated cable, made a pronounced hit. There are many more people entitled to special notice, but lack of space in this issue prevents it. A more extended notice of the opening will appear in a future issue. The canvas is all new, and the spotless white tents made a beautiful picture on the lot.

**A MODERN DANIEL.**

To the Editor of "The Billboard":  
The John Robinson Ten Big Shows had a fine opening at Columbia last Saturday, and the business at Covington Monday was the largest ever known in the history of that old Kentucky town. The entire outfit this season looks as bright and sparkling as money can make it. The prosperous air around this old established institution has much to do with the remark that "success breeds success," and likewise makes many new friends. "King Solomon" in all his glory, and probably in his original state, was never more handsomely mounted. The circus contains the best riders and acrobatic features ever seen with the Robinson Shows. The menagerie is an enormous and costly plant, with the greatest lot of performing beasts ever seen under canvas. It seems as if all the animals can do an acting turn, from the two herds of elephants to the trained pigs, zeese, ponies and camels, all working earnestly, without a hitch from the opening performance. At an insane moment I accepted the wily press agent's invitation to enter the lion's den. "Looping the loop" on roller skates must be a vacation to what I went through in less than two minutes. It seemed almost two years at the time.

"Sultan," the king of his tribe, who was janitor of his own hat, did not appear to be agreeably impressed with my visit. The various sensations that permeated my system can not be accurately described now, but at the time I remember inwardly promising myself that in case I ever returned on earth I would play in my own back yard. You can see by the look on my face that I will not grow any more. My wife says for some reason or another I seem to be a changed man. Yours truly, REFORMED DENNIS.

Mr. Mitchell Bremer visited "The Billboard" office April 22 prior to his departure for Fairbury, Neb., where he will handle the concert and reserve seats for Campbell Bros.' Shows.

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TENTS.  
Nothing too large or too small for our shop. All the Big Shows use the best tents and we make them. Balloons and sporting tents of every description made to order. Second-hand tents for sale. Write for particulars.  
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8 x 10, \$10.00 10 x 18, \$22.00  
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## PAWNEED THE PARLOR STOVE.

How a Darkey Brought His Family to See "Willie" Sells' Circus.

Annual "circus" day to the Georgia darkey is the next in his estimation to "Christmas." To be without money on circus day is the greatest misfortune that can possibly overtake him. Last Tuesday while Cashier Lee, of the State Savings Bank, who also owns the hardware store next door, was counting up several thousand dollars to be shipped away by a big circus in town that day, and while the circus manager was awaiting its being packed into two hundred dollar sacksful, an aged darkey, known as Uncle Rastus, slambled up to the wicket and wanted to know if he could speak to Mr. Lee "jes a moment, privately." Mr. Lee answered pleasantly: "Fire away, Uncle; am busy now, so will hear you here. What can I do for you?" "Well, Mistah Lee," said Rastus, "I see you're busy, so I'll jes make it short. All de fambly been teasin' me to def foh a mouf to take 'em to de circus tu da, an craps is been so bad, Mistah Lee, I jes couldn't raise de money. Las' night when feedin' was done, Jinny (dat's my wife) she say: 'Rastus, dem chillun mus see dat show; da had da little heads sot on it fo a mouf, an' Rastus we ken tek 'em all, if yu do de way I tells yu. Yu jes' hitch up de ole mule, Lucey, to-morrer, put all dem pick-inimies in de cayrt, an' de pahlor stove what we don't need till aftah next cotton-pickin' time, an' leave it wif Mistah Lee, who sol' it to us last fall. He let yu have five dollahs on it an' den we kin all go; an' (scrapping and bowing) Mistah Lee, I done gone an' done it. De stove is ova at de sto, an' "Here! Look here," said the big-hearted young circus owner, who had been a deeply interested listener, "don't you do anything of the kind. Here's a dozen tickets (dropping them into the darkey's battered old hat in his hands) "and say, Uncle, here's something to pay for tickets to the next show," chucking a big handful of the uncounted silver in along with the tickets. Then Willie Sells, better known as Willie Sells, proprietor of the excellent show bearing his name, had to drive all the way back to the show grounds to get \$11 needed to make good the original amount he wanted to ship home. Uncle Rastus hasn't recovered from his surprise yet. He was in town again the other day and called on us. He asked us to "tendah his an' Jinny's an' de chillun's everlastin' 'thnaks" to Mistah Billie Sells, the great boss showman," and we do.—J. W. Campbell, in Atlanta (Ga.) Constitution.

## DIAVOLO'S UNDERSTUDY

Receives Painful Injuries By a Fall While Doing the "Loop-the-Loop."

Diavolo's understudy, while trying to perfect the trick in practice, during a rehearsal at Madison Square Garden, met with a severe accident. While in the center of the loop he suddenly seemed to lose all control of his balance or equilibrium, and shot clear of the side. The wheel fell full forty-five feet distant, completely wrecked, while he himself fell in a lump, breaking the bottom staging of the loop. His escape from instant death was miraculous. He came off with a sprained ankle and a severely wrenched back. He avers that he will loop-the-loop for all that, or die in the attempt. Miming the Marvel, who was standing near at hand, sniggered and said: "Oh, he'll do it after two or three more good bumps." It was rather disappointing to all concerned, as many of the trick bicycle riders were at the rehearsal.

## CIRCUS GOSSIP.

W. E. Franklin is in Pittsburg.  
H. C. Link is at Mt. Vernon, O.  
Burt Bennett is agent of the Reed Shows. Fred. Beckman spent April 22 in Cincinnati.  
Gentry and Sipe are scrapping at Louisville, Ky.  
Ed. Kennedy is boss canvasman of the Sgt. Sautelle Shows.  
Doc Parkhurst visited the Ringling Show in Chicago April 24.  
Hugh Harrison's Side Show got an immense business at Columbus, O.  
The Wallace Shows have a great bunch of bill posters ahead of the show this year.  
Col. W. H. Elliott is superintendent of privileges with the Walter L. Main Shows.  
J. M. J. Kane slipped into Newport long enough to witness the Sells-Downs opening.  
M. Fraser's Gypsy Camp is now touring Illinois, and will work through Indiana and Michigan.  
Ralph W. Peckham spent April 18 in Cincinnati. He did not like the looks of it, and so reported.  
John Hamilton stopped over at Columbus, en route from Buffalo to Peru, April 21, and visited the Main Show.  
The Four Banwards with the Ringling Bros. actually accomplish the triple somersault in their casting act.  
E. G. Smith's Dog and Donkey Circus had a big opening at Bucktown, Pa., April 16. This show is growing steadily.  
An interesting article on trained seals, by William L. Malabar, appears in the May Pearson's. It is well worth reading.  
Will Rydon and Tom Nelson, a clever team of acrobats with the Sells-Downs Show, were "Billboard" callers April 23.  
The Darling & De Onzo Bros.' Consolidated Railroad Shows is the name of a circus now being organized at Hamilton, O.  
Geo. W. Cole, manager of advertising privileges with the John Robinson Shows, visited Sells & Downs at Newport April 25.  
The elaborate costumes worn by the Sells-Downs riders were made under the super-

vision of Miss Belle Clark. They are beautiful.

Ringling Bros. came near taking a crack at Cincinnati. They considered it seriously for a couple of days, but finally passed it up.

Irwin Bros.' Show laid up near Savannah, Ga., preparatory to opening the summer season. Many new animals have been purchased.

Madam Royal's driving manage act with Ringling Bros. is one of the prettiest and most satisfying features ever seen under canvas.

The La Moties Bros. are doing some clever hand-to-hand balancing, and will introduce it in their novelty parallel bar act this summer.

Augustus Jones' Model Plate Shows opened big at Huntington, W. Va. From newspaper accounts Jones has a meritorious lot of attractions.

Jack E. Magee and Teresa Dale will close with Dick Ferris' Comedians May 31, and join the Walter Main's Circus, making their second season.

Two of the Gentry agents showed up in Seattle, Monday, April 21. This means a first-class scrap between the Norris & Rowe and the Gentry shows.

Although Ringling Bros. opened light at the Coliseum, in Chicago, they were soon playing to capacity, and towards the end they turned them away.

The advertising program with the Ringling Show this year is both unique and novel. Charles Address is handling it, and has it filled with good, live profitable ads.

The following clowns have signed with Sun Bros.: "Dan Lester, principal; Charles Corbett, Johnny Parker and Master Wiley Ferris, Jr. Baby Sun is the smallest clown in the world.

Burt Elsfeldt, agent of the Sipe Shows, Fred. Beckman's right-hand bower, is a brother-in-law of Frank Perley. He is doing great work. With the press he is especially strong.

Dayoheasala's Imperial Canadian Shows have purchased the refitted Pullman car "Highland Laddie" from Cameron Brown, Belleville, Can. The show opens at Brantford, Ont., on May 10.

Walter L. Main last week presented to the Cleveland Zoo a lion slayer. This gives the Cleveland people a valuable addition to their Zoo, and an animal to be found in no other Zoo in the country.

The Berkell Show has leased a beautifully fitted sixty-foot Pullman from Cameron Brown, Belleville, Can. Manager Berkell has now three good cars, and will open at Neola, Ia., on May 3.

We hear upon good authority that Maud Earle, of the famous Earle Sisters, will enjoy a well-earned rest at the beautiful Dundeen, N. J., home, while Hazel will go with the Wallace Shows alone.

King E. Ziemer's Show includes, among others, Beall-Wagner Family, heavyweight lifters and ring performers; W. Lenhardt, traps and wire; W. Bernell, contortion and rings, and a band of eight pieces.

At Anderson, Ind., last week, the wind was so strong that the tent of the Sipe Dog and Pony Show had to be taken down, thus preventing the afternoon performance. Considerable damage was done to the canvas.

Frank Oakley ("Slivers"), principal clown with the Forepaugh-Sells Show, surprised his associates by getting married in New York, Thursday night, April 17. Nellie Dunbar, of the famous Dunbar Sisters, is the happy bride.

Al. Martin spent April 20 and 21 in Cincinnati, visiting his "Uncle Tom" show. His many friends will be glad to learn that both shows have enjoyed a highly prosperous season. It is said that Al. is over \$11,000 whinner.

William Powley left New York Friday, April 18, to join the Great Eastern Show at Centropolis, Mo. Prior to his departure, Mr. Powley secured several animals for the show, among them an African elephant from W. A. Conklin.

The Sipe Shows opened to big business at Kokomo, Ind., April 19, despite the fact that the weather was cold and disagreeable. The afternoon house was good, and at night the attendance was big. Bowman's Side-show made a great hit.

Cumulus' Indian Congress and Wildest West has been incorporated under New Jersey laws, with a capital stock of \$1,000,000. Madison Square Garden, New York, will likely be the scene of their opening, the date yet to be selected.

D. C. Loughlin, a former somersault rider and tumbler, and known professionally as Dave Castello, lost his right leg in an accident at Hamlet, N. C., April 12. In avoiding a train, one on another track struck him. His condition is serious.

Baker and Lockwood, of Kansas City, made the new tent that is used by Montgomery Bros., who opened their season at Boone, Ia., April 28. Their "Tom" show numbers 35 people, with a uniformed band of 14 pieces. They travel in private cars.

W. H. Shubert, of 1406 Williams street, Chattanooga, Tenn., is anxious to learn of the whereabouts of his son, Charles, who left his home in that city last May and joined the Sells-Gray Circus. He was 19 years old, dark complexion and black, curly hair.

Denny O'Brien, still second to none, is leading the leaps with the Forepaugh-Sells Shows this season. Despite his twenty-five years of activity in this, his chosen avocation, he is still like a bird in the air—graceful, agile and a thorough perfect double somersault leaper.

A baby camel was added to the Forepaugh-Sells Bros.' menagerie Thursday night, April 17. The little fellow was born just after the night performance, and his advent caused quite a little commotion in the camel colony of the circus zoo. Mother and son are doing well.

Sig. Sautelle recently bought a callopo from Nichol, the Cincinnati manufacturer, but upon its arrival in Homer, N. Y., he

was much chagrined to find that all the whistles had been stolen from the instrument on route. Sautelle immediately ordered a new set of whistles from Nichol.

Will Delavoye, after a long and delightful season of rest on his Saratoga farm, will produce the only real act of its kind in existence, known to the public as Will Delavoye and Nelson Fritts, the two funny old clowns, as "Happy Fooligan and the Cop," with the Sells & Downs Circus this season.

The Main Show got big business at Columbus, O., April 21. In the afternoon the house was big and at night they turned them away. The show gave splendid satisfaction, both audiences manifesting every evidence of delight, while showmen present also guardedly pronounced it all right.

Irwin Bros.' Novelty Shows open their season this week. The show has been considerably enlarged. J. J. Irwin is manager; F. L. Irwin, assistant manager; Tony Higgins, stage manager; Harry Hall, boss property man; Ed. Dambrecht, chief cook, and John Smith in charge of the canvas. Twenty-five people are carried.

Welsh Bros.' Newest Great Shows have been exhibiting to big business ever since their opening in Lancaster, Pa., April 12. A special feature with the show this season is the 60-horse act under the direction of the veteran trainer Professor John White. The grand street parade attracts crowds everywhere the show exhibits.

"Kate," the largest Arabian camel in Walter L. Main's herd, gave birth to a pair of healthy double-humped babies last week. They are the first camel twins ever born in this country. The Shriners have christened them "Geneva" and "Mark Hanna," respectively. They are on the road with the show, and are proving a strong feature.

Mr. J. L. Davenport, a pioneer of the tents, who is now with the Sells-Downs Circus, entered the show business in 1848, and has been actively connected with it ever since. He has two sons with Ringling, one with Sells-Downs, and another with the Great Eastern. It was Davenport who put the famous clown Lowlow in the business.

Havov, the loop-the-looper, has been engaged to do his sensational bicycle act with the Adam Forepaugh & Sells Bros.' United Shows for the road season. The act was originally booked for the Madison Square Garden engagement only, but so great a furore has it caused that the circus management has decided to carry the "loop" on the road.

Capt. Hugh Thomason and his Troupe of Rough Riders closed their engagement with the Forepaugh-Sells Show at Madison Square Garden, New York, Wednesday, April 16, and are now located at a big military academy at Orchard Lake, Mich. Capt. Thomason has been appointed instructor of cavalry and adjutant of the institution.

Primrose and Feltus, agents of the Gentry Show, are both in Seattle. Norris & Rowe intended to play Portland a week, but cut their stay short three days, and jumped into Seattle for May 13. Gentry has done some sensational railroading to get there, and both sides are eager for the fray. It promises to be a plum good fight. Hundreds will watch the outcome with interest.

The following is the roster of Advertising Car, No. 1, Campbell Bros. Great Consolidated Shows: Foss Burns, car manager; F. M. Brown, press agent; W. W. Lowry, boss billposter; John Davis, Harry Bradley, Uncle Fuller, Brown, Joe Wall, Toke Beer, Harry Reed, Ed. McPherson, Bradley Martin, Joe Jackson and F. M. McGinnis, bill posters; W. M. Martell, programmer; Wm. McCreary, lithographer.

The Forepaugh-Sells Bros.' New York engagement wound up in a blaze of glory at Madison Square Garden, New York, last Saturday night. The engagement was a most prosperous one financially, it breaking all previous records at the Garden. The circus gave general satisfaction to its thousands of patrons in the metropolis, and has started on a road season that promises to be eminently successful.

The complete roster of the Walter Main's No. 1 car follows: J. D. Roering, manager; C. Thompson, boss bill poster; W. Merchant, poster; J. F. Miller, J. Bartlett, lithographers; R. J. Stapleton, E. Paulus, banners; F. Bates, W. H. Alberts, H. McCune, C. Muney, opposition; N. Gibbons, L. Struelbe, J. McDonough, A. Newman, W. Hemphill, H. Belfrey, H. Matson, E. S. Short, E. Monce, J. Brennan, W. Meuhart, E. Montrose, H. Sollars, John White, bill posters.

A rural visitor from Hackensack, N. J., caused a laugh in the lobby of Madison Square Garden one night last week. The show turned away hundreds of people that evening, and the dozen of New Jersey was among the late ones. Late comers were told there were "no more tickets" for sale. The former couldn't understand it at all, and asked if he could not "sit on the ground. Lou Sells, who stood near the box office, informed the old gentleman that it was impossible to accommodate him, and that there were no more tickets, upon which the hero of Hackensack said: "Why don't you have me on 'em printed?"

The business of the Forepaugh-Sells Show in Madison Square Garden was enormous. The show closed to the biggest closing night even seen in the Garden. It played to sixteen capacity houses at night, selling all seats and much standing room; it also had three turn-away matinees, making nineteen turn-away houses in sixteen days, or nineteen turn-aways out of thirty-one performances, at the highest scale of prices any circus or Wild West show ever enjoyed in the building. The attendance at all the matinees was also very big. The record was broken. The business of the Forepaugh-Sells Show was greater than that of any other circus or Wild West show that ever played in Madison Square Garden. Manager Leon Washburn has engaged Major Piet Joubert, late of the Boer army,

for his New Combined Shows during the coming season. Major Joubert will have charge of the Rough Riding Department, and try to illustrate a few of the tactics and superb horsemanship displayed by his countrymen in their struggle for liberty. He and his contingent of riders of all Nations will give drills and exhibitions of daring horsemanship, unique and original. Mr. Lucius Foster will be in charge of the canvas, which will be large enough to contain a wide arena, similar to the one used by Wild West shows. Prof. Gregory's band of fourteen musicians will furnish the music. On the whole, the aggregation will be as much of an exhibition as an exposition by natives of every land and clime, dressed in their respective garments, which are picturesque and true to nature. The show will open at Passaic, N. J., May 7.

The advance department of Gentry Bros.' Famous Shows, United No. 2, worked under a great many difficulties in billing the surrounding country out of Macon, Ga., and Meridian, Miss., during the recent storm that swept over that part of the State, and which destroyed both country and railroad bridges, and every possible means of traffic being blocked from four to five days, and which effected the advance work of Gentry Bros.' Famous Shows United No. 2 to a great extent. Advertising department is under the supervision of J. D. Newman. The General Agent's roster of Advertising Car No. 1 are as follows: John L. Glennan, contracting agent; W. C. St. Clair, manager of car, with nine assistants. Albert Ball, boss billposter; Rule Stone, "Fatty" Bromwell, John Watkins, W. Rice, H. B. Finch, C. M. Dunn, A. P. Pannell and John H. Phillips, programmer, four days ahead of date of show.

## ROUTES AHEAD.

The Billboard forwards mail to all professional free of charge. Members of the professions are invited while on the road to have their mail addressed in care The Billboard and it will be promptly forwarded.

## CIRCUS.

BERKELL Show—Neola, Ia., May 3.  
BUFFALO Bill—Madison Square Garden, New York, April 21-May 3.  
BUSBY BROS., Railroad Shows.—Windsor, Ill., April 30; Mattoon, Ill., May 1; Charleston, 2; Fontanette, 3; Danville, 5.  
DAYOHEASALA'S Imperial Canadian Show—Brantford, Ont., May 10.  
FOREPAUGH-SELLS—Washington, D. C., April 30-May 1; Hagerstown, Md., 2; Cumberland, 3.  
GENTRY BROS.—Crawfordsville, Ind., April 30; Covington, May 1; Attica, 2; Lafayette, 3; Dilphin, 5; Logansport, 6.  
GOLLMAR Bros. & Shuman—Baraboo, Wis., May 3.  
HARRIS' Nickel Plate Shows—Carmi, Ill., April 30; Paris, May 1; Terre Haute, Ind., 2; Greencastle, 3.  
HAGERTY Bros.—Frankton, Ind., May 1; Orestes, 2-3; Summitville, 5-6; Fairmount, 7-8; Gas City, 9-10.  
MAIN, Walter L.—Steuenville, O., April 30; New Philadelphia, May 1; Alliance, 2; Canton, 3; Cleveland, 5; Akron, 6; Youngstown, 7.  
NORRIS & Rowe—Seattle, Wash., May 13.  
ROBINSON'S, John G.—Norwood, O., April 30; Greenfield, May 1; Middleport, 2; Gallipolis, 3.  
RINGLING Bros.—Danville, Ill., 30; Terre Haute, Ind., May 1; Evansville, 2; Effingham, 3; St. Louis, Mo., 5-10; Indianapolis, Ind., 12; Bedford, 13; Louisville, Ky., 14; Greensburg, Ind., 15; Hamilton, O., 16; Dayton, 17.  
STEWART'S, CAIT.—Ft. Wayne, Ind., May 1.  
SMITH'S, E. G., Dog and Donkey Circus—Sipesville, Pa., May 1; Bakersville, 2; Kepharts, 3; Casselman, 5; Kingwood, 6; Skufflin, 7; Mill Run, 8.  
SIFE Shows—Evansville, Ind., April 30; Washington, May 1; Seymour, 2; Shelbyville, 3.  
WALLACE Shows—Muncie, Ind., April 30; Dayton, O., May 1; Columbus, 2; Newark, 3; Marietta, 5; Zanesville, 6; Cambridge, 7; Wheeling, W. Va., 8; Mansington, 9; Weston, 10.  
WASHBURN'S, Leon—Passaic, N. J., May 7.  
WHITNEY'S—McCutchensville, O., April 30; Carey, May 1; Wharton, 2; Forest, 3.  
WINTERMUTE Bros.—Whitewater, Wis., May 3; Jefferson, 5.

## REPERTOIRE AND STOCK.

AUDITORIUM Stock—New York, N. Y., indefinitely.  
ATBREY Stock Co., (Southern; Mittenhall Bros., Mgrs.)—New Orleans, La., indefinitely.  
ALCAZAR—San Francisco, Cal., indefinitely.  
BAKER Stock—St. John, Neb., indefinitely.  
BOYLES Stock Co.—Nashville, Tenn., indefinitely.  
BELLGOWS' Stock, (Walter Clark Bellows, Mgr.)—Washington, D. C., indefinitely.  
BIJOU Theater Stock—New Orleans, La., indefinitely.  
BLANEY'S Stock—Brooklyn, N. Y., indefinitely.  
BALDWIN, Melville—New Orleans, La., indefinitely.  
BENNETT and Moulton, (George R. Robinson, Mgr.)—Bridleboro, Vt., April 28-May 3.  
BENNETT and Moulton, (W. C. Connors, Mgr.)—Canadagua, N. Y., April 28-May 3; Seneca Falls, 5-10.  
CARNER Stock—Mansfield, O., April 28-May 3; Toledo, 4-10.  
CHESTER, Alma—North Adams, Mass., April 28-May 3.

**CURT Dramatic Co.**—Strong City, Kan., May 13.

**COLUMBIA Stock**—Chicago, Ill., indefinitely.

**DEARBORN Stock**—Chicago, Ill., indefinitely.

**DAVIDSON Stock** (A. E. Davidson, Mgr.)—York, Pa., April 14-15; Pottsville, 21-26.

**DE GRONDE, Fuller**—Kansas City, Mo., indefinitely.

**EMPIRE Stock** (Chas. Frohman, Mgr.)—New York, N. Y., indefinitely.

**EWING and Taylor** (Albert Taylor, Mgr.)—Jacksonville, Fla., April 28-May 3; Augusta, Ga., 5-10.

**ELITE Stock** (E. M. Gotthold, Mgr.)—Brooklyn, N. Y., indefinitely.

**FERNBERG Stock**—Jackson, Mich., April 28-May 3; Chicago, Ill., 5-10.

**FISKE, May-Lewiston**, Me., April 28-May 3; Bath, 5-10.

**GREENWALL Stock**—New York, N. Y., indefinitely.

**HOSMER, May**—Chicago, Ill., indefinitely.

**HOPKINS Stock**—Chicago, Ill., indefinitely.

**HASWELL, Percy**—Baltimore, Md., indefinitely.

**HOWARD Dorset**—Hannibal, Mo., April 28-May 3.

**HIMMELIN'S Imperial Stock**—East Liverpool, O., April 21-26; Akron, 28-May 3.

**IRVING-FRENCH** (D. A. MacMillan, Mgr.)—Streator, Ill., May 1-3; La Salle, 5-7; Elgin, 8-10.

**KELLAR Stock Co.**—Pueblo, Col., indefinitely.

**MANHATTAN Stock**—Seattle, Wash., indefinitely.

**PHILIPS, Louis**—Stock—Brooklyn, N. Y., indefinitely.

**PIKE Stock** (David H. Hunt, Mgr.)—Detroit, Mich., indefinitely.

**PLECTOR'S Stock**—New York, N. Y., indefinitely.

**PARISIAN Stock**—Lancaster, O., indefinitely.

**PAIGE, Mable** (Carl Brehm, Mgr.)—Jamestown, N. Y., April 28-May 3.

**PAYTON, Corse**—Stock—Corse Payton, Mgr.)—Brooklyn, N. Y., indefinitely.

**ROGERS' Stock** (W. A. Rogers, Mgr.)—San Antonio, Tex., indefinitely.

**RIBLE Theater Stock**—San Jose, Cal., April 28-May 3; Stockton, 5-10.

**SHANNON, Harry**—Coffeyville, Kan., May 1-2; Springfield, Mo., 5-10.

**SPOONER Dramatic** (W. Black Harrison, Mgr.)—Charlotte, N. C., April 28-May 3; Asheville, 5-12.

**SPOONER Stock** (Will McAllister, Mgr.)—Brooklyn, N. Y., indefinitely.

**STEVENS' Stock**—Oakland, Cal., indefinitely.

**STUART, Ralph** (M. Martin Kellerman, Mgr.)—Seattle, Wash., indefinitely.

**THE Shannons** (Harry Shannon, Mgr.)—Jola, Kan., April 20-26.

**THANHOUSER Stock** (Edw. Thanhouser, Mgr.)—Allwaukee, Wis., indefinitely.

**VALENTINE Stock**—Detroit, Mich., indefinitely.

**VAN DYKE and Eaton Co.** (C. Mack, Mgr.)—Grafton, W. Va., April 28-May 3; Fairmont, 5-10.

**WILLIAMS' Stock**—Cleveland, O., indefinitely.

**WIDOWARD Stock**—Kansas City, Mo., indefinitely.

VAUDEVILLE.

**ASCOTT & Eddie**—Cincinnati, O., (Columbia) April 28-May 3.

**BERAL & Beral**—Buffalo, N. Y., (Shea's) April 28-May 3.

**CLIFFORD, Pilly**—Chicago, Ill., April 27-May 3; St. Louis, Mo., May 5-10.

**CARLTON & Terre**—Buffalo, N. Y., (Shea's) April 28-May 3.

**FOUR Musical Colby's**—Buffalo, N. Y., (Shea's) April 28-May 3.

**HOGAN, Ernst**—Buffalo, N. Y., (Shea's) April 28-May 3.

**JOE, Riehon's Dogs**—Buffalo, N. Y., (Shea's) April 28-May 3.

**LEON Morris' Troupe of Donkeys**—Cincinnati, O., (Columbia) April 28-May 3.

**LEW, Hawkus**—Cincinnati, O., (Columbia) April 28-May 3.

**MRS. & MRS. Waterons**—Cincinnati, O., (Columbia) April 28-May 3.

**MISS Arlie Hall**—Cincinnati, O., (Columbia) April 28-May 3.

**PHYLIS, Frank**—Cincinnati, O., (Columbia) April 28-May 3.

**PETER E. Dailly & Co.**—Buffalo, N. Y., (Shea's) April 28-May 3.

**THE Blossoms**—Buffalo, N. Y., (Shea's) April 28-May 3.

**THE Ancers**—Cincinnati, O., (Columbia) April 28-May 3.

**WILLIS & Hassan**—Cincinnati, O., (Columbia) April 28-May 3.

MINSTRELS.

**A. G. Field's Brainerd**, Minn., May 1; West Superior, 2; Duluth, 3; Minneapolis, 4; St. Paul, 8-10.

**GREAT Southern Minstrels**, (R. L. Jenkins, Mgr.)—Newport News, Va., May 3; Hampton, 5; Elizabeth, N. C., 7; Richmond, Va., 9.

**Hi Henry's Cooperstown**, N. Y., May 1; Colossus, 2; Troy, 3; Saratoga, 6.

**SPEN'S Gals**—Gallon, O., April 30; Shelby, May 1.

**VOGEL'S John**—Adrian, Mich., April 30; Toledo, O., May 1-4; Belleaire, 5; Tiffin, 6; Lima, 7.

BURLESQUE.

**AMERICAN Burlesquers**, (W. R. Watson, Mgr.)—Boston, Mass., April 28-May 3.

**BLUE Bloods**, (R. E. Gordon, Mgr.)—Jersey City, N. J., April 28-May 3.

**BROADWAY Burlesquers**—New York, N. Y., April 28-May 3.

**BOWERY Burlesquers**—Cincinnati, O., April 27-May 3.

**CITY Shorts**, (Phil Sheridan, Mgr.)—Newark, N. J., April 28-May 3.

**CITY Club**, (Phil Fisher, Mgr.)—Cleveland, O., April 28-May 3.

**HAINY Puce**, (Jos. H. Barnes, Mgr.)—Albany, N. Y., April 28-May 3; Troy, 1-3.

**HOT AIR Burlesquers**—New York, N. Y., April 28-May 3.

**INNOCENT Mads**, (T. W. Dinkus, Mgr.)—Philadelphia, Pa., April 28-May 3.

**MERRY Maidens**, (Jacobs & Lowery, Mgrs.)—Buffalo, N. Y., April 28-May 3.

**MARJESITA**, (Irwin Bros., Mgrs.)—New York, N. Y., April 28-May 3.

**NEW Royals**, (Clark's; P. S. Clark, Mgr.)—Rochester, N. Y., April 28-May 3.

**RICE & KATON'S Big Gaiety Co.**—St. Paul, Minn., April 27-May 3.

**GEORGE GIBBETTS**, (Frank B. Carr, Mgr.)—Minneapolis, Minn., April 27-May 3.

**WORLD Beaters**, (Hobie & Mack) —Washington, D. C., April 28-May 3.

DRAMA AND TRAGEDY.

**ADAMS, Maude**, ("Quality Street")—Chas. Frohman, Mgr.—Des Moines, Ia., April 30; Ottumwa, Wis., May 1-3.

**ALLEN, Viola**, ("In the Palace of the King")—Chicago, Ill., April 27-May 3.

**AT Vane's Forge**—Kansas City, Mo., April 27-May 3.

**AT Cripple Creek**, (Whitaker & Lawrence, Mgrs.)—Minneapolis, Minn., April 27-May 3.

**A CONVICT'S Daughter**, (Eastern)—Brooklyn, N. Y., April 21-May 3.

**RADGUE of Honor**—Providence, R. I., May 1-3.

**CARTER, Mrs. Leslie**, ("Du Barry")—David Belasco, Mgr.—New York, N. Y., indefinitely.

**CROSSMAN, Henrietta**, (Maurice Campbell, Mgr.)—Wilmington, Del., May 3.

**DREW, John**, ("The Second In Command")—St. Joseph, Mo., April 30; Kansas City, May 1-3.

**DE WOLFE, Elsie**, ("The Way of the World")—Brooklyn, N. Y., April 28-May 3.

**FISKE, Mrs.**—Philadelphia, Pa., April 28-May 3.

**GEORGE, Grace**, ("Under Southern Skies")—Akron, O., Apr. 30; Canton, May 1.

**HOLLAND, Mildred**, ("The Lily and the Thrice")—Mansfield, O., April 30; Tiffin, May 1; Fremont, May 2; Sandusky, May 3.

**HUMAN HEARTS**, (Eastern; Jesse Blanchard, Mgr.)—Washington, D. C., April 28-May 3.

**KIDNAPPED In New York**, (Edw. J. Hassan, Mgr.)—Pittsburg, Pa., April 28-May 3.

**LIFE for Life**—Columbus, Tenn., April 28-30.

**LOST In the Desert**, (W. M. Moore, Mgr.)—Newark, N. J., April 28-May 3; New York, N. Y., 5-10.

**McDOWELL, Melbourne**—San Francisco, Cal., March 17-May 4.

**MANTELL, Robt. B.**, (M. W. Hanley, Mgr.)—Ottawa, Canada, April 28-30; Brockville, May 1; Kingston, 2; Toronto, 5-June 4.

**MACK, Andrew**, ("Tom Moore")—Cleveland, O., April 28-May 3.

**MELVILLE, Rose**, ("Sis Hopkins")—Philadelphia, Pa., April 28-May 3.

**NOTRE Dame**—Jersey City, N. J., April 28-May 3.

**NOT Guilty**, (Whitaker & Lawrence, Mgrs.)—Milwaukee, Wis., April 27-May 3.

**NIGHT Before Christmas**—Montreal, Can., April 28-May 3.

**ON the Stroke of Twelve**, (C. H. Ramsey, Mgr.)—Buffalo, N. Y., April 25-May 3.

**Q'O Vudis**, (Whitneys; C. N. Richard, Mgr.)—New York, N. Y., April 21, indefinitely.

**RYAN, Daniel R.**, (W. S. Bates, Mgr.)—Taunton, Mass., April 28-May 3.

**RAGGED Hero**, (Richards & Fielding, Mgrs.)—Detroit, Mich., April 27-May 3.

**SOPTERNS, E. H.**, ("If I Were King")—V. E. Kennedy, Mgr.—Holyoke, Mass., April 30; Portland, Me., May 3.

**SPAN of Life**, (Lewis Donazetta, Mgr.)—Boston, Mass., April 28-May 3.

**TENNESSEE'S Pardner**, (Phil Hunt, Mgr.)—Providence, R. I., April 28-May 3.

**UNCLE Tom's Cabin**, (Al W. Martin's Eastern; Charles L. Walters, Mgr.)—Louisville, Ky., April 27-May 3.

**UNCLE Tom's Cabin**, (Al W. Martin's Western; W. C. Cunningham, Mgr.)—Guelph, Can., May 1; St. Catherine, 2; Hamilton, 3.

**UNDER Two Flags**, (Blanche Bates)—Washington, D. C., April 28-May 3.

**VOLUNTEER Organist**—Kansas City, Mo., April 27-May 3.

**WILLARD, E. S.**—Portland, Ore., April 28-May 3.

**WARFIELD, David**, ("The Auctioneer")—Chicago, Ill., April 20-May 10.

**WARDE, Frederick**, (David Traltr, Mgr.)—Oakland, Cal., April 30; Honolulu, H. I., May 1, indefinitely.

**WHEN London Sleeps**, (Western; W. McGovern, Mgr.)—St. Louis, Mo., April 30; Atchison, Kan., May 1; St. Joseph, Mo., 2-3.

**WAI'S of New York**, (Katie Emmett; Frank Raymond, Mgr.)—St. Joseph, Mo., April 27-28.

**YORK State Folks**, (Fred E. Wright, Mgr.)—Minneapolis, Minn., May 1-3.

MUSICAL.

**AUSTRALIAN Juvenile Opera**, (Polard's)—Chicago, Ill., indefinitely.

**CASTLE Square Opera**—Milwaukee, Wis., April 27-May 17.

**DE ANGELIS, Jeff**—Montreal, Can., April 28-May 3.

**FIRODORA "A"**, (Fisher & Ryley, Mgrs.)—Cleveland, O., April 28-May 3; St. Louis, Mo., May 4-10.

**GLASER, Lubl**, ("Dolly Varden")—New York, N. Y., indefinitely.

**METROPOLITAN Opera**—Philadelphia, Pa., indefinitely.

**SAN Toy**—New York, N. Y., indefinitely.

**THE Belle of Broadway**—New York, N. Y., indefinitely.

**THE Cap of Fortune**—Boston, Mass., indefinitely.

**THE Explorers**—St. Louis, Mo., April 21-May 3; Chicago, Ill., 5-8.

**THE Sleeping Beauty and the Beast**—New York, N. Y., indefinitely.

**THE Sultan of Sulu**—Chicago, Ill., indefinitely.

**THE Toreador**, ("Francis Wilson")—New York, N. Y., indefinitely.

**WILBER & Kirwin Joplin**, Mo., April 28-May 3; St. Joseph, 5-10.

**WILBER Opera Co.**, (Maude Daniels, Mgr.)—Elmhurst, N. Y., April 28-May 3; Utica, 5-10.

**BOSTON Lyric Opera**, (W. A. Thompson, Mgr.)—Memphis, Tenn., April 28-May 3; Greenville, Miss., 5; New Orleans, La., 11, indefinitely.

FARCE AND COMEDY.

**AKERSTROM, Lilla**, (Comedy)—Charleston, W. Va., April 28-30; Parkersburg, May 1-3.

**BERGESS, Nell**, ("The County Fair")—Boston, Mass., indefinitely.

**CRANE, Wm. H.**, ("David Harum")—Philadelphia, Pa., April 21, indefinitely.

**COLLIER, Willie**, ("The Diplomat")—New York, N. Y., indefinitely.

**EIGHT Bells**, (Byrne Bros.; W. E. Flack, Mgr.)—Keokuk, Ia., April 28; Cedar Rapids, 30.

**FOXY Grandpa**, (Wm. A. Brady, Mgr.)—New York, N. Y., indefinitely.

**FOUR Cohans**—Brooklyn, N. Y., April 28-May 10.

**GOODWIN, Nat C.** and Maxine Elliott, ("When We Were Twenty-one")—San Francisco, Cal., April 28-May 10.

**HILL, Anna**, ("The Little Duchess")—Boston, Mass., April 28-May 10.

**KEMBLE Comedy Co.**—Carthage, Tenn., April 28-May 3.

**MURRAY and Mack**, ("Shooting the Chutes")—Altoona, Pa., May 1.

**O'FLYNN'S Stone Wall**—Bridgeport, Ct., April 28-30; New Haven, May 1-3.

**PAYTON'S Corse Comedy**, (J. T. Macaulay, Mgr.)—Norwich, Ct., April 28-May 3.

**PECK'S Bad Boy**, (Eastern; George W. Heath, Mgr.)—New York, N. Y., April 28-May 3.

**RUSSELL, Annie**, ("The Girl and the Judge")—Chicago, Ill., April 28-May 3.

**ROSE'S Comedians**, (C. H. Rose, Mgr.)—Pulaski, N. Y., April 28-May 3.

**ROGERS Bros.**—Brooklyn, N. Y., April 21-May 3.

**WARD and Vokes**, ("The Head Waiters")—Fall River, Mass., May 29; New Bedford, 30.

**WAITE, James R.**—Boston, Mass., April 28-May 10.

**WILLIAMS and Walker**—New Whatcom, Wash., May 1; Tacoma, 3.

**WHEN WE Were Twenty-one**—Newark, N. J., April 28-May 3.

**WHEN REUBEN Comes to Town**—Denver, Col., April 27-May 3.

**WARNER Comedy Co.**, (Ben B. Warner, Mgr.)—Belle Plaine, Ia., May 5-7; Tipton, 8-10.

MISCELLANEOUS.

**BOSTOCK Animal Show**—Boston, Mass., indefinitely.

**CRYSTALPLEX**, (W. Henry Walsh, Mgr.)—Livermore Falls, Me., April 28-May 3.

**FLINT'S "The Hypnotists"**—Springfield, Ill., April 28-May 3; Marion, Ind., 5-10.

**HERMANN The Great**—New York, N. Y., April 28-May 3.

**KELLAR, (Dudley McAdow, Mgr.)**—Toronto, Can., April 28-May 3.

**KNOWLES The Hypnotists**—San Antonio, Texas, April 28-May 3.

**REYNOLDS, John**, (Hypnotist)—Ithaca, N. Y., May 5-10.

ST. LOUIS, MO.

St. Louis, Mo., April 28.—The "Billboard" is now on sale at all St. Louis news stands on Wednesday. These new arrangements give the readers two days' advantage in securing the first news over any other dramatic publication.

Grand Theater, (Wm. Garen, Mgr.)—The eleventh anniversary of the "Eight Bells" was celebrated at the Grand Sunday. The show is still very weak, the scenery aged, the actors only fair, and all in all, the "Bells" are a trifle rusty and could easily be improved upon, by a good coat of intelligent mounting.

Haylin's Theater, (Wm. Garen, Mgr.)—"The Volunteer Organist" is a very good show, presented in a very clever manner, by actors and actresses who know the importance of their different parts. The comedy work of Mr. Felix Haney is good, and the vocal work of Willie Nelson is commendable. The snow storm in the last act is very realistic. Robt. McWade, in "Rip Van Winkle," opened to standing room in Sunday matinee.

Standard Theater, (Leo Reichenbach, Mgr.)—Watson's Orientals are doing their "stunts" at the Walnut Street house, and pleasing large houses. The leading comedy role is handled by Johnnie Weber, who is very funny, but the star of the bill is easily Miss Ella Shields, who, as a sweet singer, is the best heard here for some time. Beginning Sunday matinee, April 27, Rentz-Santley Company, to big business.

Columbia Theater, (Eate & Middleton, Mgrs.)—The offering at the vauville house, this week is headed by "Phroso, the mechanical doll," and is pleasing large audiences. Torne and Carleton and La Tortada are also well received. The feature number, beginning April 28, will be Miss Georgia Lee Cunningham, a local vocal favorite, who makes her first professional appearance here.

Mr. Wm. J. Conlhan, the advertising agent of Mr. Haylin's three local houses, was married to Miss Anna McCarty, of Philadelphia, Tuesday afternoon, April 22. The wedding was a very quiet affair, only

the groom's sister, Miss Hannah Conlhan, of Chicago, and his closest social and business friend, Mr. M. L. Shannon, being in attendance. A wedding supper and an evening at the opera, followed by the sincere congratulations of his many friends, formed the "sweetest" day in Billy's life. He was well remembered by his many friends, his co-workers presenting him with a magnificent silver service of a most elaborate design. Flowers in abundance were showered on the newly wedded couple, and well wishes of every acquaintance and friend was extended to the happy lovers, and "The Billboard" can only join in saying "Long life and happiness."

Mr. DeGarmo Gray, who is now giving his attention to the promotion of horse shows, was in St. Louis calling on his friends among the Elks and lending his valuable suggestions to their committee relative to their coming street fair.

Mr. Harry Penypiecker, a lifelong friend of "Billy" Conlhan, remembered him elegantly on his wedding day, and sent him an exquisite memento set as a token of his esteem. Among the agents, "the the that brides" is everlasting.

Mr. Sam C. Haller has been appointed local representative for The Bostock-Ferarri Company, and will assist Mr. Potter in looking after the business arrangements of the Elks' Carnival.

The popular well-known Tom Dally is in charge of No. 2 Car of Ringling Bros., and has eighteen men under his direction doing some clever billing for his attractions, which play here week of May 5.

W. H. Kohne passes through St. Louis on his way East to join the Wilbur Opera Company. Mr. Kohne's Western success has been recognized by all who have seen and heard him.

Captain M. Bogardee, the wonderful rifle expert, who has signed with the Universal Amusement Company, is now in St. Louis arranging for the location of his range.

The Zuehls, the recognized leaders of palmistry and wireless telegraphy, who are now giving their wonder demonstrations in this city, will begin their season at San Souel Park, Chicago, May 30. The almost incredulous feats of mind-reading which these wonderful people present has set the whole of St. Louis "a-talkin'" and the immense business they are doing here is the best proof of their being all that is great. They are their own managers, handle all their own business affairs, and still retain the enviable reputation that has made them popular.

Murray & Mack closed their season at the Grand Opera House here Saturday, April 19. The members of the company all left for their different homes. Previous to their departure, Messrs. Murray and Mack said that the past season had been a great winter in every respect. Nevertheless, we are glad to note that "Shooting the Chutes" will be "cast aside" next season, and their new farce introduced.

The Bentzen Commission Company will have the fruit selling privileges at the new park of the Universal Amusement Company, and will erect several stylish little stands.

Mr. Geo. Donovan, associated with Mr. Geo. Hines, who has the Rover name-plate machines here, has left for Norfolk, Va., to join the Bostock-Ferarri Company. Mr. Donovan made many friends while in St. Louis, and his leaving is regretted.

Secretary Albert J. Jans reports very encouraging results from the manufacturers with regard to exhibits for the feed show to be held in connection with their street fair and carnival, the greater attractions being furnished by the incorporated De Kroko Bros.' Roman Carnival Exposition Company.

Mr. O. E. Skiff, general manager of Palmo's Fire Works Company, was in St. Louis, consulting with Major Clarkson and Business Manager Co. Newton, regarding the presentation of their grand night festival at Pompeii, which occurs here, beginning the latter part of June. This grand night fete bids fair to be one of the most popular of summer entertainments booked for St. Louis this season.

The DeKroko Bros.' Roman Carnival and Exposition Company have contracted with a large local scenic company for the painting of over \$1,000 worth of fronts and ornamental canvas work. This work is considered some of the most elaborate ever turned out, and great credit is due Mr. Andre DeKroko for the designs from which they were drawn.

Mr. Sam C. Haller is now acting as local representative of the Bostock-Ferarri Company, assisting Mr. Potter in looking after the Elks' Carnival here in this city.

DAN S. FISHELL.

CAIRO, ILL.

Cairo, Ill., April 28.—Cairo Opera House, (Bennett & Williamson, Mgrs.)—Fertis' Comedians, here all week at 10, 20, 30, played to good houses, and gave the best of satisfaction.

Brooks' Chicago Band at opera house afternoon of the 22d, pleased a large and fashionable audience. C. A. B.

HARTFORD CITY, IND.

Hartford City, Ind., April 28.—Vauville Theater, (W. L. Vauville, Mgr.)—"A Breezy Time," April 16, to good business. DeLoew & Fields Comedy Co., April 17-19, pleased large audiences. Harbert Labadie's "Faust," April 23, to good business.

C. S. St. Clair, agent of Gentry Bros. Show, was her last week, making arrangements for that show here, April 28. Bailey's Circus, May 12-13. W. N. KEMP.

LILLIAN RUSSELL

Invariably lunches at White's, No. 30 West Fifth street. The majority of the public admire the excellent service of this popular place.

# THE BILLBOARD.

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Remittance should be made by post office or express money order, or registered letter addressed or made payable to the Billboard Pub. Co.

The editor can not undertake to return unsolicited manuscripts; correspondents should keep copy.

When it is necessary to wire the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

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

Saturday, May 3, 1902.

On August 1st next the advertising rates of "The Billboard" will be advanced to 15 cents a line, agate measurement. Parties who now have T. F. contracts running with us can have them exchanged for time contracts, and extended until December 31, at the present rate. Provided application for the exchange reaches us before July 1. In default of such notice the 15-cent rate will apply to T. F. and transient advertisers alike, and will take effect (August 1) in the issue dated August 9.

## EXPOSITIONS SINCE 1875.

Successful from an educational and artistic standpoint, the great exposition shows of the past thirty years have nevertheless been financial failures through lack of common business sagacity in the art of promotion and advertising. They have all failed in the one essential particular. None of them have properly attracted the masses from the start. As a result, the crowds failed to come until too late. Each exposition failed to take advantage of its predecessor's errors, and hence, in turn, lost the immense advantage presented thereby. Splendid as these exhibits were, their great power as educators was only exercised in part. Had the management attracted from the start and made the opening day the star objective point, five times the attendance would have been secured, and the influence for good of the big shows would have been proportionately increased.

In holding expositions there are two purposes—to educate and to advertise. No matter the size, either big or little, country fair or world fair, the theory is the same. Each is intended to show (educate) their public the advancements made by the skill and industries of the time, in the sciences and arts. Each hopes to advertise the peculiar fitness of its exhibitors in their own particular line of display. The theory of the exposition is that by showing what man has done man will be spurred to higher ambitions, greater skill and more perfect art in exercising his talent.

It naturally follows that in order to make an exposition successful in its best and only sense, the management must attract to it the people. The broader its lines, the grander its exhibits, the greater its splendor, the greater should be its attendance in order to carry its lesson on and on.

During the past thirty years the United States has had four great expositions, each one better than the other in many respects, and while it is true in theory these expositions were all that could be asked, yet none of them accomplished its full purpose, because of the mistakes made by the management of each in failing to apply ordinary business sense in attracting the masses from the very start.

In all four of the great exposition shows held during the period mentioned, the amazing fact remains that at first the show was depended upon to advertise itself. The promoters were too busy (or else overlooked the point entirely) with arranging an educational display, to give proper attention to getting together their scholars. Hence in each of the exposition shows it was not until midsummer that the crowds began to arrive, and when they did come in paying numbers it was too late to make either the expositions financial successes or the cities in which they were held proper and adequate remuneration for the expense and hard work done by the citizens in carrying on the projects.

The history of the Chicago World's Fair points many notable examples of just such

failures. Until late in August the attendance was so low that the expenses promised to pile up in debt almost as great as the original cost. The exposition had been run as a self-winding draw-all on a strictly educational basis. Any attempt to "feature" the Midway attractions was frowned upon. Results—a select but cultivated audience, bankruptcy for concessionaires, gloom for the management and dismay for the citizens.

Then they woke up. Somebody remembered that to truly educate, you must first get to the people. Somebody found out that they had a show—that all expositions are simple shows, and that while many are interested in high art, the masses want amusement sprinkled in with their instruction in order to enjoy the process. It was also remembered that even at the country fairs, while it attracted passing notice, the prize pumpkin wasn't in the class with "Bosco," the live-snake eater, as a genuine attraction, and that human nature was human nature all the world over.

So they spring the "hoochee coochee" and the fireworks, the high diver and the Streets of Cairo, and they spring them for all they are worth as genuine attractions. By Oct. 1 the World's Fair was circled like a five-cent show, and from 25,000 per diem in July the attendance reached 750,000 on Oct. 9. The live advertising features were confined, however, to Chicago.

Where would the attendance have gone had the management used at first the judgment displayed later and had advertised strongly three months before the gates were opened?

It is all very well to say that an enterprise will advertise itself, but facts prove the contrary. The great captains of industry don't wait, the great showmen get there from the jump, the great political parties in their educational campaigns never wait until the polls open to advertise, and the great educational expositions have attained partial success only by featuring their show attractions in regulation show style.

Had the World's Fair not made the serious mistake of taking too much for granted, and had promoted the enterprise properly before the fact, each of them would have proved big money makers, as well as greater instruments for enlarging human knowledge.

A brief description of the advertising mistakes of each of them is as follows:

### THE CENTENNIAL AT PHILADELPHIA.

First, in 1876, twenty-six years ago, or over one-fourth of a century past, the first big exposition was given in this country. Millions of money were spent in exhibits and for buildings and grounds. When the Centennial was first arranged, the commissioners in charge of it, for a wonder, especially in the light of later expositions, began to realize one important fact—that they actually had a show, and a large one, at that, on their hands. Nothing more or less. Notwithstanding the airy loftiness of some of their number whose countenances were elevated many degrees in disdain, at the mere mention of a show in such connection, some little practical common-sense predominated in their deliberations to the extent at least of inviting the late Mr. P. T. Barnum, the world-renowned showman, into a conference which was shortly thereafter held, for suggestion and advice.

He told them they had a show, and a great one. To make any kind of a success or even a showing financially, they must not lose sight of that fact, but the show should be conducted strictly on show principles, with an experienced scientific advertising showman in charge of the advertising or promotion, as no one else could possibly be competent to accomplish it. He could see no other way to repay the \$1,500,000 advanced the show as a loan from the United States Government.

The management made offers to Barnum to accept remuneration or a regular salary, both of which he politely declined. Had the advice he was solicited to give been followed the exposition would not have defaulted to the stockholders, although the management finally paid back into the treasury the Government loan. For a long time after its close the effect of the exposition came near seriously injuring the great city of Philadelphia. The same or similar incompetence almost ruined Chicago after the World's Fair, so that incompetence in such things borders really upon criminal lines.

In one respect, however, the record is better than that of any subsequent event of a like character. Had the management, however, finally decided to advertise their show properly, it would have been a gigantic success, and from one to three years after it was over the great mass of the American people would not have just commenced to hear about it and say, "Well, I wish I had known about the Centennial in time; I would have arranged my business so as to have been there."

### THE WORLD'S FAIR AT CHICAGO.

Second—in 1893, only seventeen years after the Centennial and only nine years ago, the World's Fair was given. Truly, it was a World's Fair, eclipsing any exposition given in the world up to that time, but not until two-thirds or four months of the time of the exposition had passed did the fact of its greatness begin to reach any great number of people. The last two months was not time enough for the remainder of the masses to get there, and the result was that many millions of people within twenty-four hours' ride of Chicago never got to the World's Fair. They did not hear about the Fair's greatness in a way to excite their curiosity; did not have the importance of the fair impressed upon them in time for them to arrange their finances so as to leave their business properly and so.

This fair, like all the others mentioned herein, was not properly advertised, and

everyone who knows anything about expositions admits that the masses must be interested and made to visit same if it is to be a money maker from the word "go." In other words, if any fair or exposition enterprise of any character is to be made to pay, the masses, and not the classes, are what an exposition needs.

The plain people are those who are ready to spend their money by distributing it equally, a little here and a little there. They see all the sights that are to be witnessed. They arrange for ample time to see them. Why? Because with them it is the event of a lifetime, while with the wealthy and leisurely magazine readers, it is simply an incident in his or her round-the-world whirl of the year. To the latter an exposition is no novelty. They have already a surfeit of such—either as an educator or amusement, and a well-written descriptive article of such attraction will suffice them. No American exposition of the future can depend upon that class for its patronage, at least for generations to come. To be a success, the next great show must play to the common people, and its success will be measured by its ability to get that class interested and attracted.

### THE TRANS-MISSISSIPPI EXPOSITION.

Third—This exposition, held in Omaha in 1898, was geographically well located for a good business, but its directors likewise forgot to advertise until August; then in only a half-hearted way they billed excursions and kept talking of cheap rates and talked to the last moment as if to ballyhoo the population into a trip to Omaha, to make which without any preparation or arrangements of finances or of conducting of their business at home during their absence was manifestly impossible. Failure was assured before they commenced, for the management discovered by closing time, Nov. 1, that it had so successfully kept its light hidden under a bushel that the people did not even know that there was a Trans-Mississippi Exposition. In order to get the people, the management finally reasoned it would have to give the exposition for another year, but the second year, not being properly arranged for with the exhibitors and, similar to the first, not properly advertised, was a still greater frost.

### THE PAN-AMERICAN EXPOSITION.

Fourth—This brings us up to the Pan-American Exposition at Buffalo during 1901, which in many ways was more modern than either of its three predecessors, and was in several respects a greater exposition. It also was ruined from the very start as a great money-maker from the fact that it was not properly advertised or placed before the public. The management fooled themselves by argument that they did not need to advertise by outdoor display methods; that people would hear about the Pan-American by reading magazines, booklets, etc., and so they spurned all offers of assistance from outdoor display advertisers of national reputation, and not until the middle of August did they awaken to the fact that good, live, circus-glugger, outdoor display advertising was what was needed. Then, as usual, it was too late, and with the assassination of the late President McKinley, the fair was killed. The management has only this great national calamity as an excuse for failure which was brought on solely by its own assinine stupidity and gross incompetence. The financial death rattle was in its throat long before our lamented President lost his life there.

Now, what is the matter? America has had four great expositions, costing millions of money, and all four have lost money. Why? One reason suffices for all—lack of proper advertising, not using the right methods, and failing to act at the proper time. Had either of the four great expositions spent from \$500,000 to \$1,500,000 in advertising, and spent it judiciously with an outdoor display of posters, painted signs and walls, newspapers, etc., they could have gotten the recognition and patronage that they so honestly deserved, and in the Chicago instance alone would have been the most profitable coup ever made in the United States. It would have put Chicago ahead of all other places in the country. As it was, incompetence and figure-headism nearly ruined both the fair and the city; the latter only now recovering from the great World's Fair slump in real estate.

Successful display advertising is an art understood by few, as the failure of these big shows to profit by it bears silent testimony. Its secret is a simple one, and is this: Bang your proposition at the people everywhere, and keep it up until their curiosity is aroused to the point of acceptance. Hand it up to the public until a man can not escape it, whichever way he turns. Bring him face to face with what you want of him everywhere. Like in hypnotism, the subject finally sinks into the mind by a metaphysical process as subtle as it is sure; then comes success, whether it is plunk pills or green elephants.

Outdoor display differs from ordinary advertising mediums in this—it does not describe, but invites, attracts, and dually compels. When scientifically blended with newspaper advertising and handled by an expert, it forms a combination that is the zenith of judicious advertisement. Recognized as a world beater by the big shows, and by the great newspapers when they have an appeal to make to all the people, its value to expositions such as the four under discussion is so patent as to require no argument. That way lies success. Exposition managements should figure on having the crowds waiting for the gates to open, camped out at the main entrance like the boomers along a soon-to-be-opened Indian reservation. The last four fairs would have had "Standing Room Only" up, from the go-off had the men at the head exercised the common business judgment of their every-day lives.

But there is coming another great exposition, and it is

### THE LOUISIANA PURCHASE EXPOSITION AT ST. LOUIS.

The fifth. This exposition is to be given in St. Louis from May 1 to Nov. 1, 1903, and will not only far surpass its four great predecessors in magnificence of buildings, exhibits, groupings, lighting, beautiful grounds and novelties from all parts of the world for exhibit, but from a show standpoint it will offer greater attractions than any exposition has heretofore offered, and we are assured it will be properly advertised. May 1 the band will commence to play, the show will be opened on time, and "Home, Sweet Home," will not be rendered until Nov. 1. It is said the managers of this great world's exhibit have decided that this exposition will be given the proper American finishing touches in the way of outdoor advertising. They are going to advertise it just like a big American circus—in fact, they are going to circus the United States of America, Mexico, Canada, Cuba, every railroad station and town, with all kinds and sizes of big, fine posters displayed; also, London and Liverpool in England, Glasgow in Scotland, Dublin in Ireland, Berlin and Hamburg in Germany, Rome in Italy, Vienna in Austria, Melbourne and Sidney in Australia, Auckland and Wellington in New Zealand, and Honolulu in Hawaii. Posters are to be displayed therein six months, showing the beauty of the fair and all its attractions. Just think of it! For six months all America and the world is to be circled in the good old-fashioned way with a good, carefully selected series of posters, illustrating all of the features of the exposition, buildings, exhibits, etc.

The effect of this great poster display, which will run six months, commencing December, 1902, and continuing during January, February, March, April, May and June of 1903, will be this—the great masses of American people will have a thorough knowledge four months before the exposition opens of just what they are to see; will have an opportunity to arrange their financial matters and their business affairs at home so that the different members of the family at different times during the six months' life of the exposition can pay a visit to St. Louis without interfering with the affairs and work at home. Long-time preparation for a great event is the most important; farmers and artisans of all kinds must necessarily make up their minds a long way ahead in order that they may arrange with their employers to get leave of absence so as not to interfere with the regular run of business. This gives associations, societies and conventions of all kinds an opportunity in advance to so arrange their dates that they can hold their annual meeting in St. Louis. It will create enthusiasm all over the country, will whet curiosity to the highest pitch and will make repeated inquiries upon the transportation companies and demand cheap rates until the railroad companies, instead of only granting rates for the last three months of the exposition, will be compelled by the great public demand for rates to grant a 5 months' cheap rate to St. Louis. What will be the result? Only this—the great St. Louis Exposition will do big business during May, June and July, or during the first three months of their six months, as well as during the last three months, which by such sensible, wide-awake methods, with the examples of previous failures before them, will establish the first precedent for money making in expositions.

This will be the first time that any exposition has taken up the subject of advertising properly in order to create business before the fact, or before the show opens, and that is the right and only kind of advertising to do. For illustration, suppose that Buffalo Bill was going to play in St. Louis on May 1, and did no bill posting or big outdoor display advertising, but relied solely upon newspapers for his crowds, he would have about one-fourth of his regular patronage; but if he used bill posting and newspapers, and used these mediums intelligently and at the proper time ahead of his day of exhibit, he will "turn 'em away." This is what the big Louisiana Purchase Fair can do, and proposes to do. It is said, (what a novelty as a first proposition) but they must observe the rules of the advertising world and have their advertising done right.

Who should have charge of this circus advertising campaign and conduct it? In all America there are not to exceed six men capable of handling this great advertising campaign. It takes a circus general agent. Only those who have had the experience in advertising the big shows of this country can do the work. Who are the general agents of this country to-day? Louis E. Cooke and William H. Gardner, both now general agents of the Buffalo Bill's and Forepaugh-Sells Shows; W. E. Franklin, general agent of the Wallace Show; John Klinging, general agent of the Ringling Bros.' Show; Barney Luk, advertising agent for Buffalo Bill Show on its European trip, 1887-1893, and R. C. Campbell, general agent of the Adam Forepaugh Shows for six years, 1888 to 1893, during which period the great circus fights of America came off. Campbell has been nicknamed by many as "Fighting Bob," from the fact that he never lost a circus fight during all that time.

These latter-named men, Link and Campbell, have been suggested to the management of the Louisiana Purchase Company as the only available men capable of handling this great outdoor display, and they are particularly fitted for this campaign from the fact that they are both today actively interested with the following well-known financial leaders in the bill posting and outdoor display advertising trade: A. Van Buren, Thomas J. Murphy, Samuel Pratt and W. P. Fay, of Greater New York, and R. J. Gunning, of Chicago, managers and part owners of the following plants:









For Gas Balloons, Whistling Balloons Decorated or Advertising Balloons, Get Prices from

Q. NERVIONE

66 N. Franklin St., Chicago, Ill. The only positively exclusive and Reliable Balloon House in America.

FUTURES \$2.00 THOUSAND Invisible Fortunes \$1.25 per 100 Printed Fortunes \$2.00 per 100.

WINTON, IA.—Winton County Fair. Sept. 2-5, inclusive, 1902.

WYOMING, WY.—Cheyenne County Fair. Aug. 1-4, inclusive, 1902.

YONKON, IA.—Atlamke County Association Fair. Sept. 2, 5, inclusive, 1902.

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DANVERS, ILL.—McLean County Fair. Sept. 16-19, 1902. DELAVAN, ILL.—Tazewell County Agricultural Board. Fair, Aug. 26-29, inclusive, 1902.

ANGOLA, IND.—Angola District Fair. Oct. 7-10, inclusive, 1902. C. C. Carlin, pres.; L. E. Smith, vice pres.; H. Ludler, treas.; O. Goodale, secy.

WINCHESTER, IND.—Randolph County Fair. Aug. 18-22, inclusive, 1902. A. C. Green, pres. WORTHINGTON, IND.—Fair. Sept. 15-20, inclusive, 1902. W. F. Crook, secy.

INDIANA

ANDERSON, IND.—Anderson Association Fair. Sept. 2-5, inclusive, 1902.

Celluloid Buttons, St. Louis Button Co.

Buttons, All Kinds, St. Louis Button Co.

Fair Buttons

St. Louis Button Co.

Fair Buttons St. Louis Button Co.



POUGHKEEPSIE, N. Y.—Sixty-first Annual Fair, Dutchess County Agricultural Society. Sept. 23-25, 1902. J. M. Booth, secy.

T. L. Calvert, Cellna, O., treas.; J. W. Flensing, asst. secy.; W. W. Miller, secy.

CAMBRIDGE SPRINGS, PA.—Cambridge Association Fair, Aug. 26-29, inclusive, 1902. Geo. L. Wade, pres.; Albert S. Faber, secy.

Balloons and Carnival Goods

ALL FRESH STOCK. ONE GROSS IN BOX. OUR GAS BALLOONS are made of the best French rubber in three colors, red, blue and green, that inflate full size, warranted best quality 4 piece rubber.

WASHINGTON.

EVERETT, WASH.—Snohomish County Agricultural Association Fair, Sept. 9-12, inclusive, 1902. Dan Currie, secy.

WEST VIRGINIA.

CLARKSBURG, W. VA.—West Virginia Agricultural and Mechanical Society Fair, Sept. 1-4, 1902. S. C. Deunham, pres.; James Hess, secy.

WISCONSIN.

AMHERST, WIS.—Fair, Sept. 9-12, 1902. A. J. Smith, secy.

UTAH.

SALT LAKE CITY, UTAH.—Utah State Fair, Sept. 30-Oct. 4, inclusive, 1902. Nelson A. Empey, pres.; Septimus W. Sears, secy.

VERMONT.

BARTON, VT.—Orleans County Agricultural Association Fair, June 26-Sept. 12, inclusive, 1902. D. D. Beau, secy.

CANES AND WHIPS.

RICKETTS & SON, BABYLON, N. Y. Largest Mfrs. in the U. S. Established 1865. Catalogues furnished upon application. Mention 'The Billboard' when answering ads.

Photo Buttons, St. Louis Button Co.

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RICHMOND, VA.—Reservoir Park. Andrew Pizzini.  
 RICHMOND, VA.—Westhampton Park. W. F. Thomas, manager.  
 RICHMOND, VA.—Broad Street Park.  
 RICHMOND, VA.—Main Street Park.  
 RICHMOND, VA.—Athletic Park.  
 ROCHESTER, N. Y.—New Culver Park.  
 ROCHESTER, N. Y.—Ontario Beach Park. J. J. Collus, Hotel Victoria, N. Y., manager.  
 ROCKAWAY BEACH, L. I.—Seaside Casino. M. Lewis, P. O. Box 455, manager.  
 ROCKFORD, ILL.—Chautauqua Park. Frank Burt, Toledo, O., manager.  
 ROME, N. Y.—Sylvan Beach Midway. Martin Cavanna, director.  
 TERRE HAUTE, IND.—Stonemau's Riverside Park.  
 ROCKVILLE, CONN.—Snipsie Park.  
 SAGINAW, MICH.—Riverside Park. Frank Burt, Toledo, O., manager.  
 ROME, GA.—Mobley Park. Francis Morey, manager.  
 SALEM, MASS.—Salem Willows.  
 SALT LAKE CITY, UTAH—Lagoon. J. S. Critchlow, manager.  
 SALT LAKE CITY, UTAH—Calders Park. Max A. Peters, manager.  
 SALT LAKE CITY, UTAH—Saltair Beach.  
 SAN ANTONIO, AEX.—Muth's Concert Garden and Pavilion. Wm. Muth, manager.  
 SANDEUSKY, O.—Cedar Point Grove. G. A. Boeckling, manager.  
 SANDY LAKE, IA.—Sandy Lake Park. S. L. Park Co., managers.  
 SAN FRANCISCO, CAL.—Woodward's Garden and Pavilion. W. B. Peck, mgr.  
 SAN FRANCISCO, CAL.—Glen Park.  
 SAN FRANCISCO, CAL.—Schutezeu Park. Adam Brelin, manager.  
 SAVANNAH, GA.—Tlvoil Park.  
 SAVANNAH, GA.—Thunderbolt Park. Savannah Street Railway Co., managers.  
 SAVANNAH, GA.—Tybee Beach. W. H. Wilcox, manager of privileges.  
 SCRANTON, PA.—Laurel Hill Park.  
 SEDALIA, MO.—Sedalia Park.  
 SELLEBURG, IND.—Gleu Helen Park. Louis Schneek, owner.  
 SENECA FALLS, N. Y.—Cayuga Park. W. C. Gray, manager.  
 SINGAC, N. J.—Grotto Park. Harry Rouclere, manager.  
 SIOUX CITY, IA.—Riverside Park. E. L. Kirk, manager.  
 SKOWHEGAN, ME.—Lakewood Grove Park.  
 SOUTH BEND, IND.—Spring Brook Park.  
 SOUTH FRAMINGHAM, MASS.—Wayside Park.  
 SOUTH FRAMINGHAM—Lake Mendon Park. E. W. Goss, manager.  
 SPENCER, IA.—Arnold's Park. Dr. C. W. Crawford, manager.  
 SPOKANE, WASH.—Natlton Park.  
 SPRINGFIELD, MASS.—Suhurban Park.  
 SPRINGFIELD, MASS.—Hamden Park. F. F. Shea & Co., managers.  
 SPRINGFIELD, MO.—Zoo Park. George D. Benson, manager.  
 SPRINGFIELD, O.—Spring Grove Park. John H. Miller, manager.  
 SPRINGFIELD, O.—Lewis Park.  
 STAUNTON, VA.—Highland Park.  
 STEUBENVILLE, O.—Altamont Park.  
 ST. JOSEPH, MO.—Athletic Park.  
 ST. JOSEPH, MO.—Lake Contrary Park. E. B. Churchill, manager.  
 ST. JOSEPH, MO.—Krug Park.  
 ST. LOUIS, MO.—Belleveue Park.  
 ST. LOUIS, MO.—Forrest Park, Highlands. J. D. Hopkins, manager.  
 ST. LOUIS, MO.—Creve Coeur Lake. W. Maurice Tobin, manager.  
 ST. LOUIS, MO.—Delmar Garden. J. C. St. Louis, MO.—Grand Avenue Park. Hashagen Bros., managers.  
 Jannopolo, manager.  
 ST. LOUIS, MO.—Universal Park. H. M. McCallester, manager.  
 ST. LOUIS, MO.—Eclipse Park. Wallin Woods, manager.

ST. LOUIS, MO.—Koerner's Park. Will S. Rising, manager.  
 ST. LOUIS, MO.—Oakland Gardens.  
 ST. LOUIS, MO.—Suburban Park.  
 ST. LOUIS, MO.—Manion's Park. Jas. B. Donovan, manager.  
 ST. LOUIS, MO.—(Delmar Gardens), Forest Park, Highlands. J. C. Jannopolo, manager.  
 ST. PAUL, MINN.—Wildwood Park. J. Barnes, manager.  
 ST. PAUL, MINN.—Como Park. T. L. Hays, manager of amusements.  
 ST. THOMAS, CAN.—Pinafore Lake Park.  
 SYRACUSE, N. Y.—Lakeside Park. Chas. Loeff, manager.  
 STONEBORO, PA.—Lake Side Park. S. W. Dermitt, manager.  
 SYRACUSE, N. Y.—Iron Pier Park. Joe Dunfee, manager.  
 SYRACUSE, N. Y.—Elmwood Park. Joe Dunfee, manager.  
 SYRACUSE, N. Y.—Electric Garden.  
 TAUNTON, MASS.—Nippenicket Park.  
 TAUNTON, MASS.—Sabatia Park.  
 TAUNTON, MASS.—Lakeside Park.  
 TAUNTON, MASS.—Lighton Rock Park.  
 TERRE HAUTE, IND.—Robinson's Park.  
 TOLEDO, O.—Belleveue Park. Mr. McCormick, manager.  
 TOLEDO, O.—Walbridge Park. J. W. McCormack, manager.  
 TOLEDO, O.—Casino Park.  
 TOLEDO, O.—Lake Erie Park and Casino. Frank Burt, manager.  
 TOPEKA, KAN.—Garfield Park.  
 TORONTO, CAN.—Island Park.  
 TORONTO, CAN.—Monroe Park. William Banks.  
 TRENTON, N. J.—Spring Lake Park.  
 UTICA, N. Y.—Summit Park.  
 UTICA, N. Y.—Casino Park.  
 UTICA, N. Y.—Itlea Park.  
 WAKEFIELD, MASS.—Wakefield Park.  
 WASHINGTON, D. C.—River View and Excursion Resort. E. S. Randall, manager.  
 WASHINGTON, D. C.—Glen Echo Park. W. Francis Thomas, manager.  
 WASHINGTON, IND.—Street Ry. Park.  
 WATERBURY, CONN.—Lakewood Park.  
 WATERBURY, CONN.—Forest Park. Jean Jacques, manager.  
 WATERBURY, CONN.—Belleveue Lake Grove.  
 WATERVILLE, MINN.—Tetonka Park. Jos. Robbins, proprietor.  
 WATERTOWN, N. Y.—Glen Park.  
 WEBB CITY, MO.—Olympa Park. Geo. V. Halliday, manager, care "The Billboard."  
 WESTFIELD, MASS.—Waronoco Park.  
 WESTBORO, MASS.—Lake Chauncey. H. C. Garfield, superintendent.  
 WHITE BEAR LAKE, MINN.—Lake Shore Park.  
 WHITE BEAR LAKE, MINN.—Wildwood Park. T. L. Hays, manager.  
 WHITE BEAR LAKE, MINN.—White Bear Beach.  
 WILLIAMSPORT, PA.—Vallamont Park. J. A. Brosius, manager.  
 WILMINGTON, DEL.—Brandywine Springs Park. R. W. Cook, manager.  
 WINNIPEG, CAN.—River Park. Thos. H. Morris, manager.  
 WINNIPEG, CAN.—Elm Park.  
 WINNIPEG, CAN.—Exposition Park.  
 WORCESTER, MASS.—Lincoln Park.  
 YBOR CITY, FLA.—De Soto Park. B. M. Belhontin, manager.  
 YOUNGSTOWN, O.—Idora Park.



We are the Originators of **CANES** and the largest Manufacturers of Everything New in **CANES** and the largest Manufacturers in the World.  
 Send for Catalogue.  
**I. EISENSTEIN, 44 Abd St., New York.**

## ROOVERS NAME PLATE MACHINE

Highest award Pan-American Exposition. Protected by U. S. Letters Patent Nos. 687,167 and 687,168. We are now prepared to take orders for prompt delivery Machines at \$153 each, including aluminum roll for 1,400 names. Our new machines are furnished with numbers. **ROOVERS MFG. CO., 10 West 23d Street, New York City.**

## Wanted for Free Street Fair and Roman Carnival at Lamar, Missouri.

Opening June 30th and lasting six days. Mural and refined shows on percentage. For sale outright all legitimate privileges. Also want free acts for platform shows. "Kemp Sisters" Hippodrome and Wild West furnishes the Free Attraction. Want a few more Wild West people. Springfield Zoo to follow, commencing July 6 for eight days. Address

**G. P. KEMP, Manager and Promoter, Lamar, Missouri.**

## Wanted for WESTHAMPTON PARK

RICHMOND, VIRGINIA

Glass Blower and Pony and Donkey Outfit. Liberal terms, best attractions. One hundred thousand to draw from. 5-cent fare. The best in the South. Other novelties write.

**W. F. THOMAS, Mgr., Dispatch Bldg., Richmond, Va.**

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

## THE LATEST NOVELTY

# Bonton Shooting Canes

Dark Red Cane 30 inches long Very neat, perfectly safe, a quick seller. Retail price, 5 cents. The best noise maker ever offered. The Ammunition is perfectly harmless. Contains no poison, but they make the noise. Packed 50 in a box. Retail price, 5 cents.

**George Miller & Son Co., 257 S. 3d Street, Philadelphia.**

Write for Jobbers Prices and Circular.

## Wanted for the World's Free Street Fair Company

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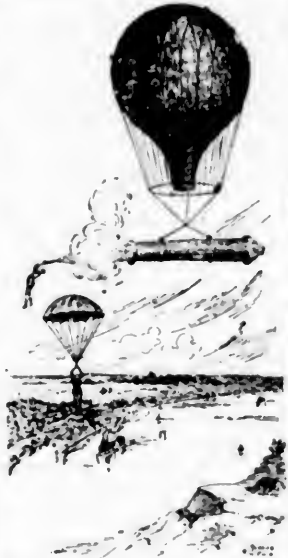
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Entertainment Program; including Vaudeville, Moving Pictures and any novelty feature desired. Will also Promote and Direct Every thing for Fairs, Street Fairs, Carnivals, Societies, etc. Terms the lowest. Address E. A. WARREN, Grand Rapids, Mich., No. 672 S. Lafayette St.

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Full information for the asking Address the nearest office.

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Wanted to furnish Free and Paid Attractions for Street Fairs, County Fairs, Carnivals and Parks. We do what we contract and every act is a FEATURE. Secretaries get our list of free attractions. **WORLD'S FAIR MIDWAY AND CARNIVAL CO.,** R. C. Leburno, Mgr., St. Louis, Mo.

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*If you stock up with a line of  
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We manufacture the Best Gold Filled  
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originate more new, quick sellers than all other  
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**Here are a Few of our 1902 Leaders**



We have over 1000 more just as good.

For description and prices see OUR NEW WIRE  
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mailed free to your permanent address. Besides tools, ma-  
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contains a full line of beautiful new designs of pearl novelties,  
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*You can't afford to be without this book.*

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Choice lot of Pythons and Small Snakes,  
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For Carnivals, Street Fairs, Shows, Con-  
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It is easy to remember.

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I have purchased 250,794 yds. of the  
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Write for Low Prices.

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Established 1870.  
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**Description:**—This monkey is in St. Louis. In fact, there are two monkeys  
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possess less sense than shame, and have extra well developed propensity for  
imitating other men. They are good actors, but cannot get up anything original,  
though they can copy anything you can write or print. This last faculty we can  
guarantee they have well developed, for they started to write a book, one that is  
called a catalogue—a catalogue of different kinds of goods, such as brooches, scarf  
pins, envelopes, watch chains and charms, etc., etc. As far as copying goes, they  
did a good job—for they copied several pages of our last year's catalogue, and did  
it almost correctly, except that they did not know the difference between last year's  
and this year's prices and styles.

There are several other towns that these imitators inhabit, even our own  
city, the beautiful Chicago, boasts of several. They all took particular liking to  
our catalogue which they copy verbatim and foist it on the public as their own  
work. They are true to the old proverb, **Men originate and Monkeys imitate.**  
Now, if monkeys think us good originators and use us as a criterion to judge goods  
and prices by, what should our friends, the streetmen, circus men and outdoor  
vendors, do? Be alive, boys, don't let the monkeys get ahead of you. Get the new  
"Shure Winner" catalogue, the only original and most complete catalogue of its  
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The Original Wholesale House for Streetmen's Goods

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**Wanted More Percentage  
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and one more high-class attraction for week  
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If you are singing coon songs, send for two of the best that's happened lately.  
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And if you are looking for a good sentimental hit, we have it in, "O Tell Me  
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**Theatrical Supplies,**

GREASE PAINTS, TIGHTS, WIGS,  
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We send goods C. O. D., Subject to  
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**Streetmen, Auctioneers and  
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If you have not done business with us  
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get acquainted with us as we carry a full  
line of the goods that you handle. Do  
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GREAT SEA LION PARK  
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**== A Special Line of ==  
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Send for Circulars and Prices

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ALL NEW  
**GOOD GRAVY**

A Pure Tonic of Wit and Humor

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Ezra Kendall's First Book.

Twenty-five Cents Each by Mail.

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**DO YOU HAVE RHEUMATISM OR  
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Send one dollar (\$1.) and we will cure you. If we fail we will refund your one dollar (\$1.) **We will Give You a Positive Cancer Cure for one dollar down and four dollars when you test the cure.**

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**Sketches, Songs, Comedies, Dramas**

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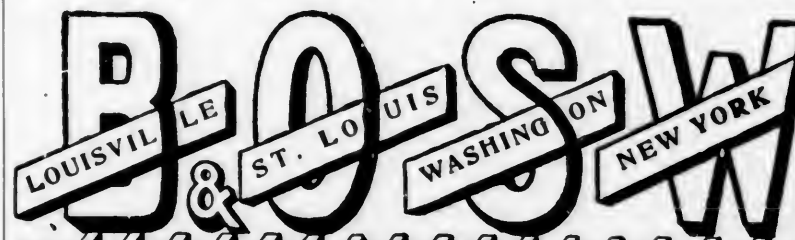


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[Of Wire Artists' Goods and Other Novelties Sold at Fairs, Street Carnivals, Etc.]

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PERFECT TRACK AND SERVICE FAST SCHEDULED TRAINS

**THEATRICAL EXPRESS SUNDAY MORNINGS**

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Through Service to  
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**Two Fast Daily Trains  
to Memphis and  
New Orleans**

Pullman Sleepers. Free Reclining Chair Cars. Dining Car Service a la carte. Full information of local ticket agent or by addressing **F. W. HARLOW, Division Passenger Agent, 423 Vine Street, Cincinnati, Ohio.**

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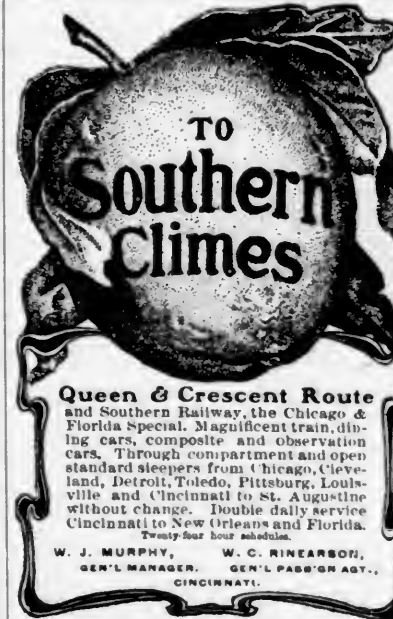


Through Picturesque and Historic Regions to . . .

**New York  
VIA  
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Solid Trains from Cincinnati with Through Sleeper from Louisville.

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Best Route to  
**California  
Colorado  
Texas**  
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**St. Louis**  
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**PLAYS MANUSCRIPT**  
LOW ROYALTY W. C. BROWNE  
186 N. CLARK, CHICAGO.

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Beginning May 25, Sans  
Soule Park, Chicago, Ill.



"Two minds with but a single thought."  
Marconi's wireless telegraph outdone  
by the Zancigs. They might steal our  
name, but they can't steal our act. Rec-  
ognized as the greatest and originals.  
Address all communications to

**THE ZANCIGS,**  
Lock Box 340, Chicago, Ill.

### WANTED

For band No. 2 of the GEO. W. HALL, Jr., CIR-  
CUS AND MENAGERIE, Cornets (tuba, bar-  
itone and alto. Also a few more good acts for ring.  
Will pay \$20 a month to good steady working men.  
Be ready to join at once. Address GEO. W. HALL  
Jr., Box 22, Evansville, Wis.

"YELLOWSTONE BILL, the Rifle-shot"  
Shooting 1 inch Clay pigeons from White Back-  
ground in Difficult Positions. Warning! My act is  
copyrighted. Pirates do not copy my act in any  
way whatever. Permanent address 133 Atlantic  
Avenue, Brooklyn, N. Y.

**PRIVILEGES FOR SALE. GRAND FAI**  
And Carnival in connection with the Famous  
Bostock-Ferari Midway Carnival Co. Freeport,  
Illinois, September 1-5. Address W. H. FOLL, Supt.  
Privileges. T. H. HOLLISTER, Secy. Fair Assn.

**Agents Streetmen.** Song books \$1.00 per 100;  
\$8.00 per 1,000. Deposit on C.O.D. orders. CARTER  
BOOK CO. 811 B. Broadway, St. Louis, Mo.

## FOR SALE

A BARGAIN. NEW

**Parker Shooting Gallery.**

Address C. A. BRADLEY, 136 South  
Illinois Street., Indianapolis, Ind.

**Red Men's Street Fair and Carnival,**  
Versailles, Ky., June 2-7, 1902, inclusive.  
Wright Carnival Co. attractions. Privilege people  
write quick to FLEMING MEEK, Sec'y  
Privileges of all kinds for sale.

**Wanted for K. of P. Celebration**

At ANDERSON, IND., June 5, Balloonists,  
Stands, Shows, etc. Address THOMAS Mc-  
CULLOUGH, Sec'y.

**HASSET'S TRAVELING VAUDEVILLE**  
Opens in 6 weeks. We want to rent tent and props  
for summer or will buy cheap. Pleased to hear  
from few more good people. Address FRANCIS  
J. CROARKIN, Mgr., Macon Mo.

**I. MILLER**  
206 W. 23 St., N. Y.

**BOOTS  
AND  
SLIPPERS**



ARE MADE ON PREMISES. Work satisfactory  
by reference of the biggest managers in United  
States. Ballet shoes always carried in stock.

## CLUB JUGGLERS

Send for Illustrated Catalogue, Free.  
**FRED BOZENHARDT**  
502 E. 19th Street, NEW YORK.

Mention "The Billboard" when answering ads.

# Are You Broke

After a long hard winter?  
Well, get in line on the

## BIG EASTERN CIRCUIT

Opening at Norfolk, Va., and following  
with Baltimore, Reading, Easton, Scrant-  
on, Harrisburg, Wheeling, Allegheny, etc.

—THE BIG ONE—

## NORFOLK, VIRGINIA

May 19th to 24th Inclusive

Under auspices of B. P. O. Elk No. 38. Elks' May Carnival and  
Free Street Fair. 300,000 people to draw from. Wanted all  
kinds of legitimate privileges. Midway furnished by Bostock-  
Ferari Mighty Midway Carnival Co. Write early and secure  
locations. R. D. Nicholes, Treas., for privileges for Norfolk and  
all cities except Baltimore. Write

G. O. LITT, Care of ELKS' Headquarters, Norfolk, Virginia.

### THE

## Cincinnati Carnival Co.

Respectfully refer you to the Committees of such points, the City Officials and  
Clergy. Our representatives are now closing contracts for entire year 1902. Our  
route always to be seen in THE BILLBOARD. Cleveland, Tenn., week of April 7;  
Murfreesboro, Tenn., week April 15; Shelbyville, Tenn., week April 22; Glasgow,  
Ky., week April 28; Lebanon, Ky., week May 5; Harrodsburg, Ky., week May 12;  
Winchester, Ky., week May 19; Lexington, Ky., population 28,000, first Free  
Street Fair on Court House Square last week in May; Huntington, W. Va., to follow.

### WANTED

One or two more good free attractions to commence season at Lexington. State  
lowest salary first letter. Will buy or place on percentage one more first-class  
show not conflicting with others. Prefer Mechanical Working World or Jerusalem.  
Legitimate concessions of all kinds for sale not conflicting with laws of state.  
Address all communications as per route.

Permanent address, Billboard Publishing Company, Cincinnati, Ohio.

**C. J. STURGIS, Secretary.**

## Western Carolina Circuit of Fairs

Numbers and Dates for 1902

We open at Charlotte, Sept. 30th, Oct. 1st, 2nd, 3rd. A city of  
30,000 inhabitants, and within a radius of 100 miles of our track we  
have more than half million people. We are followed by Winston,  
N. C., Oct. 7th-10th; Burlington, N. C., Oct. 14th-17th; Greensboro,  
N. C., Oct. 21st-24th. **Wanted** Special Free Attractions, Horse-  
men and Privileges. No graft or cheap vulgar dancing girls tolerated.  
**You need not write.** Novel, refined and meritorious performances  
wanted. Write

**JUNIUS H. HARDEN, Sec'y, 206 Mint St., Charlotte, N. C.**

Mention "The Billboard" when answering ads.

## CONDERMAN'S Pleasure Wheel

( FERRIS WHEEL )

For Carnivals and Fairs

The Banner Attraction. The King of  
All Money Getters. Book it Now.



Everybody's Friend. They All Ride It.  
J. G. Conderman, Mgr., Troy, Pa.

P.S.—I had too many wheels the past  
season for one man to manage. Will  
now sell a few of them. Write for prices  
and terms.

**30 SETS OF COLORED SONG SLIDES**  
For sale cheap. Stereoscopes \$15 and up.  
A. L. HARTUNG & CO., 136 E. 14th St., N. Y.

### HAL. GODFREY

Monologue Comedian and Eccentric  
Dancer has August 4, 11-18 and 25 open.  
Address Elmhurst, Ill.

15 MINUTES IN ONE.

### FOR SALE

Two Trained Mares and Four Fine  
Shetland Ponies. Address Box 603,  
Des Moines Iowa.

### WANTED AT ONCE

MUSICIANS AND CIRCUS PEOPLE  
IN ALL BRANCHES.

**DARLING AND DeONZO BROTHERS**  
HAMILTON, OHIO.

Ventriloquism Taught. Printed Trial Lesson  
and Full Particulars Postpaid 10c. SAM LINGER-  
MAN, Ventriloquist, 705 N. 5th St. Philadelphia, Pa.



## THE CUTLERY KING

The man who supplies the knife board  
men and auctioneers. Write for  
special confidential price list or samples.

**HARRY L. WEISBAUM,**  
254 E. Madison St., CHICAGO, ILL.

## HARRY NYE, For SUMMER SEASON

AGENT, TREASURER, BUSINESS MGR.,  
TICKET SELLER, TICKET TAKER, OR  
ANY POSITION WITH BUSINESS END of  
Recognized and Reliable Organization,  
Circus or Theatrical. Write or wire to  
MARIETTA, OHIO.

**A MONSTROSITY**—I have for sale a bull  
with five complete legs. Address Chas. O. Harr-  
ison, Broth Building, Hnatington, W. Va.

Mention "The Billboard" when answering ads.

BILLPOSTERS & DISTRIBUTORS

THE John Chapman Co. BILLPOSTERS

Have the best boards and greatest locations in Cincinnati and Suburbs. Telephone 2314. 17 Longworth St.

CHAPMAN BULLETIN SERVICE Contractors for Bill Posting throughout the United States, Cuba and Canada.

G. H. OTTING & SON. Established 1870. J. F. Otting.

Licensed billposters and distributors in Newport, Bellevue, Dayton and Fort Thomas, Ky.

O. P. FAIRCHILD & CO. Members of Associated Bill Posters and International Association of Distributors.

H. B. Smith, Bill Poster Controls all boards in Greenfield, Sabina and Wilmington, O.

WE TELL THEM ABOUT IT! Maysville Advertising Co., Look Box V, Maysville, Ky.

TO WHOM IT MAY CONCERN This is to certify that I,

Victor D. Levitt

have no connection whatever with any other Levitt, Leavitt or person of similar name in the Street Fair business.

VICTOR D. LEVITT

J. DENSAUR & SON, Dainty Delicatessen. Cheese, Delicatessen, Imported and Domestic Sausages, Table Luxuries.

PEOPLE'S ARCADE All Kinds of Slot Machines

WM. REMINGTON, Mgr. 305 Summit Street, Toledo, O.

J. C. RANDALL, Photographer Special Rates to the Profession.

Williams' Oyster and Chop House. John B. Williams, Manager.

The Regal Shoe 15 sold from Tannery to consumer direct.

.....Phillip Phillips..... Diamonds, Watches, Jewelry.

St. Louis Calcium Light Co. Oxygen and Hydrogen Gas furnished in tanks.

Wanted for the Maynoketa, Iowa, Free Street Fair and Spring Carnival

Shows of all kinds, Ferris Wheel, Merry Go Round, Concessions of all kinds.

Frank Whitman The Dancing Violinist. Unique and novel.

Mention "The Billboard" when answering ads.

ATLANTIC GARDEN, CINCINNATI, OHIO.

Electric Orchestration Can Be Heard Daily From 11 a. m. to 12 p. m.

In connection with EDISON'S LARGEST IMPROVED PHONOGRAPH WITH FINEST and LATEST RECORDS.

RESTAURANT and BILLIARD HALL IN CONNECTION.

JOHN LEDERER, Prop. and Mgr.

The Southwest Missouri Electric Railway Company will open its new LAKESIDE

PARK THEATRE

on June 1st. Attractions wanted in Drama, Music, Vaudeville and Light Opera.

Queen City Carrousselle Co. Mfrs. of Flying Horse Machines, Flying Jennies, Flying Dutchmen, Carrousselles, etc.

of our machines in use throughout the country. Send for catalogue and prices.

WARREN WILDER, Mgr., 2828 Warsaw Ave., Cincinnati, O.

THE PRESS CLIPPING BUREAU CINCINNATI, O.

Readers of newspapers and dealers in newspaper information. Undertakes commissions from business or professional people who want to keep posted on what interests them in the public prints of the country.

Offices at Boston, New York and Denver.

BODE WAGON WORKS

Largest Circus Wagon Manufacturers in America.

V. BANKHARDT TRUNK MANUFACTURER

Theatrical and Circus Trunks Made to Order Trunks, Valises, Dress Suit Cases, Pocket Books, Leather Goods.

W. B. ROSS BARBER SHOP

47 W. 5th St., bet. Race and Vine, Cincinnati, O.

SONG BOOKS

90c. Per 100 Samples for 10c

GROFNE, 32 E. 5th St., Cincinnati

MONEY TO LOAN

In any quantity at lowest rate of interest on Diamonds, Watches, Jewelry, etc.

J. W. EWING, Florist Telephone, West 708.

THE GREY EAGLE, Henry Grunp, Prop., Wines, Liquors and Cigars.

The "BREVIER" CAFE, Barney Forstner, 31 Longworth St., one door east of Race.

Robert Delhi's Cafe, 616 Walnut Street, Cincinnati. Ladies Reception Room.

Choice Wines, Liquors and Cigars.

"The Berlin," DAN JOY, Prop. 317 Vine Street.

Bob O'Brien, 11 E. Sixth St.

Mention "The Billboard" when answering ads.

MANAGERS AND AGENTS.

H. I. ELLIS, Contracting Agent John Robinson's Ten Big Shows.

L. H. HECKMAN, Manager Car No. 1, Robinson's Ten Big Shows.

WARREN B. IRONS, Manager Side Show and Annex, John Robinson's Ten Big Shows.

R. M. HARVEY, Contracting and Press Shows Permanent address care of Billboard.

DAN. W. MAYON, Contracting Agent, The Sips Lilliputians' Show.

OLIVER SCOTT, General Agent John Shows. Permanent address, Bristol Hotel.

WM. M. DALE Manager Advertising Car No. 3 and Excursion Agent John Robinson's 10 Big Shows.

A. P. SCOTT, Special Agent Pawnee Bill's Wild West. Permanent address, care Billboard.

GEO. W. AIKEN, Traffic Manager John Shows. Permanent address, Bristol Hotel.

J. M. J. KANE, Gen'l Press Agt. Sells & Downs Consolidated Shows.

C. GROTH, Merchant Tailor... 108 Longworth St., Cincinnati, O.

The Leading Bars and Cafes in the City The Mecca, 431 Walnut St.

The Palace Car, 431 Vine St. Tel. 1725. GRUBER & FRIXIONE, Prop's.

"DENNY" O'BRIEN'S PLACE S. W. Cor. Liberty and John, Cincinnati, O.

The Bismarck Cafe JOE EHRMAN, Prop. No. 612 Vine St., Cincinnati, O.

Beer at the Walhalla IS ALWAYS SERVED JUST RIGHT

H. G. Wittgenfeld, Prop., 512 Vine St. Telephone Main 1546.

THE ELM S. E. Cor. 5th and Elm Sts., Cincinnati, Ohio.

FINEST of Wines and Liquors. Hauck's Beer. "JACK" KILROY.

The "BREVIER" CAFE, Barney Forstner, 31 Longworth St.

Robert Delhi's Cafe, 616 Walnut Street, Cincinnati.

Choice Wines, Liquors and Cigars.

"The Berlin," DAN JOY, Prop. 317 Vine Street.

Bob O'Brien, 11 E. Sixth St.

Mention "The Billboard" when answering ads.

HOTELS.

The Following Hotels Cater to the Profession.

THE BELMONT

Nos. 7 and 9 E. Sixth Street, near Vine, CINCINNATI, O. Rates, 50c., 75c., \$1.

Convenient to all Theaters and Car Lines. Splendid Restaurant in connection.

..The New Walston.. DECATUR, ILLINOIS.

The New Walston Annex will be finished March 1st. The Home of the Theatrical profession.

"The Sherwood," CHAS. B. SILBER, Proprietor. Professional rates from 50c. to \$1.50.

WM. STROSS, Proprietor. Stross Hotel

24 and 26 W. 12th St., CINCINNATI, O.

Special Rates to Theatrical People

The Jefferson Hotel

(Formerly Veelman's) FRED. SCHEELE, Proprietor

915-919 Walnut Street, CINCINNATI, OHIO. Tel. No. 4072 L.

European Plan Electric Elevator Phone Main 2174

THE GALT HOUSE

D. D. Kolb, Manager, 6th and Main Streets, Cincinnati, O.

HOTEL RAND Fifth St., bet. Vine and Race, Cincinnati, O.

Professional Rates: European, single \$8.50, \$4.50, \$6 and \$7 per week.

HORN'S HOTEL

NEW EUROPEAN Fire Proof. Cafe Attached.

The Gerdes Hotel and Cafe W. J. COLOPY, Prop. European Plan

West Fifth Street, bet. Elm and Pinn. CINCINNATI, O. Phone Main 980.

CATERS TO CIRCUSES

Agents of Big Shows, Carnivals, Street Fairs and Circuses will find it to their advantage to get prices from HENRY FRICKE.

EAGLE HAT SPRING Just out. For holding crease in Soft Hats.

KEYES KARNIVAL ROMPANY wants a few more good shows.

FOR SALE Bill Posting Plant at Astoria, Ore.

WANTS POSITION with first-class company going on the road.

Mention "The Billboard" when answering ads.

The Dates for the  
**Great Northern Ind. Agrl. Fair**  
Decatur, Indiana, is set for  
Sept. 23-26 inclusive, 1902.



The above cut shows main entrance to Fair Park and Agrl. experimental grounds of Association not equalled anywhere. Correspondence solicited. No burlesque, no gambling. Concessionaires located in the middle of the push. **T. H. HARRIS, Secy.**

**LOOK**

**Ed-MILLETTE'S—Maud**  
Novelty Aerialists

Now en route with W. H. Harris Nickel Plate Show. Per address Anniston, Ala.

**W. J. UDEN'S Hippodrome and Wild West**

Is open for 1902 to booking Fair or Race Meeting or any other doings. I have got a good attraction, everything up to date, such as Chariot and Roman Races, Bucking Horse or Bull Riders. I have got 20 acts everything of the best. Address

**W. J. UDEN, - - - Flanagan, Ill.**

"Keep an Eye on Us." The Barnum of 'em All  
**The Anderson Balloon Company.**  
Fifth season. Prof. D. A. Anderson and Dex, the king of all canine aerialists, are sensation creators in their unique sky-scraping tours. Nothing like it; we defy all. Fine new wardrobes; suit any occasion. New and up-to-date outfits. A drawing card for fairs, parks, resorts, celebrations, etc. If you want an up-to-date attraction, write us. We're in the biz. Now booking for the season. We are builders of Balloons, Parachutes and the ANDERSON Inflator. A few spaces on balloon for advertisers for sale. Also want a sober reliable solicitor and advance agent. **THE ANDERSON BALLOON CO.,** Jefferson, Tex. Northern address Argos, Ind., or care Billboard.

**Fun Anybody Can be a Ventriloquist** and have fun now at 25 cents. Address Magic Factory, Box 229, Knox, Ind.

**Wanted Putnam's Theatre**  
RICHMOND, VA.

Sister Teams and Specialty People address **F. W. PUTNAM.**

**Wanted, People in All Lines for Repertoire Co.** Military play. Man with moving pictures and li. songs. Also a reliable treasurer, \$25 a week, all expenses. Must invest \$150. He handles all money. Would like to purchase some scenery, landscape and interior. **H. M. LAWSON, Shively, Jeff. Co., Ky.**

**Wanted—Musicians**

who can double stage given preference. Give full particulars. Other people write. Wagon "Uncle Tom" under canvas. **OGDEN'S TOM CO., Waupaca, Wis.**

**FOR SALE LARGE MERRY-GO-ROUND** Finely painted. Large organ. Up-to-date machine, cheap for cash. Address **J. A. MILLER, 810 Colorado, Avenue, Indianapolis, Ind.**

**MANAGERS' ATTENTION**  
I am at liberty for the summer season. Capable of handling the business end either back or ahead of the show. Just closed 20 weeks as business representative with Morrison's Columbian Comedy Co. Re-engaged for next season. **H. C. MOORHEAD, Parsons, Kans.**

**WANTED AT ONCE**  
A first-class medicine lecturer. None but the very best need write; must be up in the business. Good salary; sure money; all summer position. Write everything first letter. Address **E. D. CLARK, Perry, Okla., Mgr. Dr. W. B. Brengle Med. Co.**

Season 1902-'03—**A Dutchman's Honeymoon** The funniest, cleverest and most laughable farce ever written. Want to hear from All Farce Comedy people with good specialties. Mention salaries. Managers in Ohio and Indiana, send open time. **W. A. CONWAY, Box 11, Shamokin, Pa.**

**G. W. HUSK & CO.**  
DECORATORS

of Buildings, Streets, Booths, Carriages and Floats. We carry 10 experienced decorators and 10,000 yds. of absolutely fast colored material. Address care Billboard.

**"BICYCLE BILL"**

KING OF TRICK BICYCLE RIDERS and the World's Greatest Lariat Thrower and Fancy Rope Spinner. Now booking at Parks and Fairs. Managers write at once. Permanent address **W. P. CRESWELL, (Bicycle Bill), Villisca, Iowa.**

Mention "The Billboard" when answering ads

**Don't Buy Till You Hear from Us**

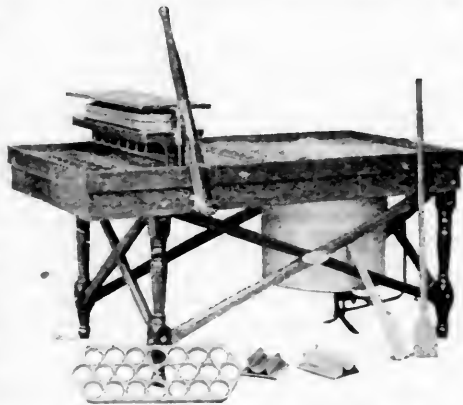
(ALL ORDERS RECEIVED BY 5.30 P. M. SHIPPED SAME DAY)

Everything in Watches, Jewelry, Notions, Flat Ware, Cutlery,  
Optical Goods and Novelties

Knife Boards, Gift Shows, Fish Ponds, Spindles, etc., supplied. Return Balls, Rosettes, Ring Games, Umbrellas, Spurr and Pyrite Goods, Aluminum Novelties, Soaps, Specialties for Razor Lots, Comb Lots, Shear Lots, Fountain Pen Outfits, Indelible Pencils, Full line Notions, W. B. W. Spoons, Combination Glass Cutter Knives, No. 1898 Memorandum Books, White Handkerchiefs, etc.

Write for Price List. **H. G. & B., 106 Canal St., New York.**

**FOR HUSTLERS**



An article that has the indorsement of every man that has given it fair trial. One of the greatest money-makers out. There are a thousand good places where it is unknown. Hustlers are expected to make at least \$1,000.00 a month with it. Any one taught to use it by written or personal instruction. Probably you have heard of it and did not know where to get it. Big profits—Small investment—Popular anywhere.

**LONG'S POP CRISPETTE MACHINE**

FOR BOOK AND PRICE **W. Z. LONG, Springfield, O.**

ORIGINATOR, INVENTOR AND MANUFACTURER.

The Biggest Crowd in Central Illinois will attend the

**Free Carnival and Street Fair**

(Including Big Stock Show)

AT ROODHOUSE, ILLS., ON JULY 1, 2, 3, 4, 5.

Patterson & Brainard furnish paid attractions. American Amusement Company furnish free attractions. For privileges address

**E. H. TODD, Secretary, Roodhouse, Ill.**

**To County Fair Secretaries**

... WANTED TO BUY ...

Exclusive privilege for strictly percentage games without Big Wheel. Address **M. B. WESTCOTT, Care Billboard, Cincinnati, Ohio.**

**WANTED - QUICK - WANTED**

FOR

**...Marshalltown's Big Carnival...**

Six Days, June 30, July 1, 2, 3, 4, 5, 1902.

**Percentage Shows of All Kinds**

Write us at once with full particulars. We will have the "Biggest Doing" in the West this year. Privileges of all kinds for sale. If you wish a live one, book with us. Address all correspondence to

**S. W. LaSHELLE, SECRETARY, Marshalltown Carnival Co. Marshalltown, Iowa.**

**WANTED FOR BUSBY BROS.' SHOWS**

LADY FOR RIDING ACT

THAT OWNS HER OWN STOCK, ALSO WANT MUSICIANS, CROONS, CANVAS AND PROPERTY MEN AND DRIVERS.

**HAND PAINTED POSTERS**

Sun Proof Colors Artistic Designs, Quick Delivery. In any quantity, in any size (from a 12-sheet to a 72-sheet), and in any number of colors. Will fully meet the requirements of those not desiring to go to the heavy expense of the lithographic printer. Write for prices and pamphlet.

The New York Painted Poster Co., 61st Street and 1st Avenue, New York.

Mention "The Billboard" when answering ads

"It Pays to Use the Best"

**DONALDSON PAPER**

IS THE  
**VERY BEST**

Many makes of posters are represented to be "just as good as Donaldson's." They are not; no casting is as good as the pattern. No copy is as good as the original drawing. No imitation is as good as the standard make—DONALDSON'S.

Apt striking Designs in Stock, ready-to-use for

**PARKS FAIRS CIRCUS BURLESQUE CARNIVALS STREET FAIRS FESTIVALS WILDWEST MENAGERIE MINSTRELS EXCURSIONS BASEBALL REPERTOIRE VAUDEVILLE HYPNOTISTS**

ALSO  
Medicine Shows, Firemen's Tournaments, Moving Pictures, Uncle Tom's Cabin, Balloon Ascensions, Pyrotechnical Exhibitions, Flower Parades, Night Parade

**SPECIAL** Write for a

sample of our new whole sheet for advertising a Flower Parade. It is the handsomest thing you ever saw. The prices (cross-lined) are as follows, viz.:

25 for \$2.75	200 for \$14.00
50 for 4.75	300 for 19.00
75 for 6.50	500 for 30.00
100 for 7.50	1,000 for 55.00
	150 for \$11.00

**VERY SPECIAL**

Cloth Banners on white, yellow or pink muslin at the following bargain prices:

	Per 100	Per 100
26x 42	\$8.00	26x178 \$32.00
26x 84	16.00	26x220 40.00
26x126	24.00	26x262 48.00

**HAND-BILLS**

Remember that we make Programs, Heralds, Couriers, Flyers, Dodgers and Throw-Aways at prices that no other firm can touch. Remember the name and address.

THE  
**Donaldson Litho. Co.**  
Newport ( OPPOSITE CINCINNATI ) Kentucky

Mention "The Billboard" when answering ads

**WANTED ATTRACTIONS WANTED**

**Elks' Carnivals**

Alexandria, Ind., June 2nd to the 7th; Lancaster, O., June 30th to July 5th; Parkersburg, W. Va., August 4th to the 9th, and others to follow.

The best show towns in the country. Everybody working and plenty of money. Trained Wild Animal Show, Streets of Cairo, Streets of India, Congress of Beauties, Oriental Theatre, Japanese Theatre, Mexican Theatre, Dog and Monkey Circus, Gypsy Camp, Ferris Wheel, etc., all to unite in making a first-class Midway. Two Free Attractions, one to consist of Electric Fountain. Shows must have good fronts, clean wardrobes and clean tents.

**ALL KINDS OF PRIVILEGES FOR SALE.**

Would be pleased to hear from the following showman. Queen Deborah Gypsy Camp, Backman Glass Blowers, Mackies High-Class Vaudeville, Hayden & Savage Trip to the Orient. Wanted Special Attractions for the German Village, Tyrolian Warblers, Jugglers, German Knock About Team, Lady Vocalist, Ballad Singer, Lady Orchestra. Would like to hear from Conderman's Ferris Wheel. Must be all up-to-date. Address

**EDWARD FICK, General Manager, Alexandria, Ind.**

**MONKEYS AND SNAKES**

LARGE CONSIGNMENT JUST RECEIVED FROM HAGENBECK.

Including 9, 10 and 12 foot Python Snakes, 3 pairs full grown Lion Slayer Babboons, the finest ever imported. 100 small Rhesus Hymagras Sphinks Monkeys. For prices and terms address immediately.

**C. Lee Williams Agt., Station E, Cincinnati, O.**



**.... HEADQUARTERS ....**

For Street Fair, Carnival, Summer Sport and Convention Goods of all kinds, Carnival, Firemen and Elks' Rosettes, Buttons and Souvenirs. Ladies Only, go way back and sit down, Midway Dancers, Rubber Faces, Trick Matches, Spar and Shell Goods, Flag Canes, Flying Balloons, Gas and Whistling Balloons, Dying Rigs, Comic Cameras, Imitation Beer Glasses and all the latest novelties. Sole Agents for the Winning Heart Good Luck Birthstones. Send for illustrated catalogue.

**W. F. MILLER, 134 Park Row, N. Y.**

**FOR TENT LIGHTS**

AND OUTSIDE LIGHTS

**GEO. TAYLOR, 97 Cliff Street, New York**

**WANTED Attractions and Percentage Shows**

for Carnival September 1 to 6, 1902. Address **BOONE CARNIVAL CO., G. J. Prescott, Secretary, Boone, Ia.**

1902



**LEXINGTON Horse Show Fair and Carnival**

Under the auspices LEXINGTON LODGE No. 89 B. P. O. E.

**LEXINGTON, KENTUCKY**

**We Want Your Attractions**

Don't waste your time and money in writing to us about a cheap stunt. WE WANT THE VERY BEST ATTRACTIONS THAT ARE NOW BOOKING FOR THE SEASON. Have you them?

Tell your troubles by wire, letter or conversation to

**FRANK P. KENNEY, Secy,**  
Room 45,  
Hernando Building, LEXINGTON, KY.

**You Want Our Privileges**

Don't expect to get our privileges for a song. PAST YEARS HAVE PROVEN THAT THE PRIVILEGES AT LEXINGTON ARE WORTH HAVING. Do you want them?

**\$30,000,000 will be Spent on World Fair Ground in 1902**

**\$100,000,000 MORE IN ST. LOUIS**

To Showmen and Concessionaires: How are you to get a share of this? Combination is the spirit of the times. Individualism is lost in the rapid strides. The Universal Park and Midway will embody all the leading shows and other attractions heretofore grouped or scattered around every World's Fair Grounds. Every thinking business man will at once realize the great advantage of such aggregation of brain, skill and capital, when organized and conducted in the best known manner on modern business principals, and in complete harmony with municipal and transportation interests which will assure continuous large crowds of visitors from all classes; consequently good receipts and satisfactory profits for all participants which is the essence of every aim and purpose. Owing to the very liberal and uniform terms made to all, the company has already been forced to acquire by lease the only parcel of ground available, in order to enlarge the grounds sufficiently to accommodate the unexpectedly large number of applicants for space. If you are not already in on some of the good things comprised in this Park and Midway, do not lose your opportunity, as late comers can not be accommodated. Out-door attractions send particulars. Bottom figures first letter.

**The Universal Amusement Co.**

H. A. McCALLISTER, Manager. 410 GRANITE BLDG., ST. LOUIS, MO.



**Kilties Band of Canada**

Under the Leadership of **WM. F. ROBINSON, Bandmaster.**

40 Musicians, 16 Vocal Choir, 6 Highland Dancers, 2 Bagpipers, 1 Giant Drum Major

We have just returned from our fourth semi-annual tour of 25 weeks, breaking all records, in the large cities of America. Among the big ones were Chicago Auditorium, St. Paul Metropolitan, Minneapolis Lyceum, Omaha Coliseum, New York Madison Square Garden, Baltimore Music Hall, Charleston, S. C., Exposition, Providence Infantry Hall, Worcester Music Hall, Albany Harmauns Bleecker, etc., etc. The entire summer season, starting May 1st, is now booked at leading summer parks with exception of two weeks in June and three weeks in August, for which offers are invited from first-class resorts. Also now booking our sixth semi-annual (trans-continental) tour, commencing Oct. 1st, first four weeks of which are already booked. Several new features will be added, making "The Kilties" even more worthy of the patronage and confidence of the music-loving public of America.

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Looks and winks just like a live one. GOO GOO, THE WINKING EYE. You are sure to catch a bean or make a mash and always get a pleasant smile. All you have to do is to pull the string, and the little eye does the rest. The most popular and catchy novelty on the market to-day. If a friend tells a funny story that does not sound just right, pull the string and hear the laugh he gets. For sale by all novelty dealers. Big profits samples, 10c; 3 for 25c.



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Week May 12th to May 17th Inclusive.

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WANTED DECORATORS. ALL KINDS OF LEGITIMATE CONCESSIONS FOR SALE.

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Have space for several more small Midway Features, such as Knife Boards, Cane Racks, Wire and Shell jewelry, glass Blowers, Nigger Dodgers, etc. Would like to hear from parties with Moorish or Crystal Maze, Haunted Chamber, Mystic Swing, etc. Contracts made for above concession for entire season. Can place any number of high-class, clean, midway attraction for week of July 4th. Address

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