

STREET FAIRS

FAIRS

CIRCUS

PARKS

DRAMATIC

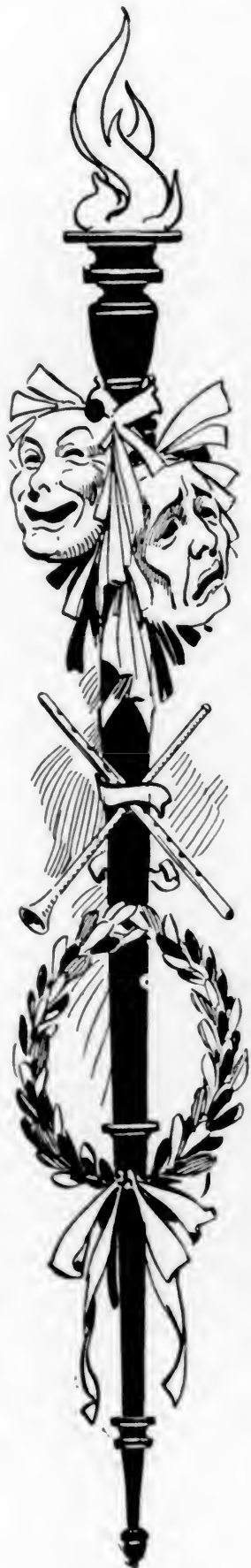
BILLPOSTERS

# THE BILLBOARD

Volume XIV., No. 15.

CINCINNATI, SATURDAY, APRIL 12, 1902.

Price, 10 Cents  
Per Year, \$4.00



**MRS. ROBERT LODWICK,**

Who has Successfully Filled her Late Husband's Place as Manager of a Bill Posting Plant at Portsmouth, Ohio.





HERE'S A NEW ONE.

It's Certainly Unique, But Comes High Money Given Away.

One of the most unique pieces of advertising ever received in Pittsburg came in an envelope from Louisville to a well-known distiller a few days ago. It was accompanied by a modest letter asking for his patronage. When the letter was cut open the distiller almost fell out of his chair with surprise and amazement at the advanced ideas of the advertiser. When the envelope was opened a penny fell out and when he opened the folder he was very much surprised to find a dollar bill pasted there.

The legend on the folder was that one cent invested in judicious advertising will yield one hundred cents in good American money. The one dollar was a silver certificate of series A30872677, bearing the profiles of Lincoln and Grant. The distiller has been showing his friends this piece of unique advertising and dilating on the advanced progress of the Louisville firm which is so generously distributing the coin of the realm among its expected patrons.

ADVERTISING ILLUSIONS.

One is That One Insertion of an Ad. Will Bring Profit.

One of the greatest illusions fostered by inexperienced advertisers is that one insertion of an ad. will bring a profit, or at least show which way the wind blows. Those illusionists make their future advertising depend upon the success of their first experience.

No one considers one bite a meal or one drop of water a drink. Why do it in advertising? One insertion of an ad. may bring replies from smart clerks or accidental returns, and later ads may fall to null. The first ad may bring nothing and the following one may develop a fine business.

In advertising one must consider that his ad is not the only one in the papers; that several ads clamor for the attention of the readers; that not all readers of a paper read ads; and that many of those who do can not answer all ads and have no immediate want for certain goods.

The advertisement must be kept before the readers in an attractive form until all readers have an opportunity to read, reflect and create a desire for the article advertised. The Adsmith.

DISHONEST ADVERTISING

May Pay For a While, But is Disastrous in the End.

Many merchants who preach Christianity and practice many of its moral precepts seem to be blind to its teachings or forget that they are binding when it comes to advertising. We do not accuse any merchant of willfully telling falsehoods in advertisements; neither do we intend to discuss those black lies of dishonest advertisers nor that fraudulent use of the religious press, to-day so common that it ought to be a subject of church censure. But we refer to that class of ads, which offer goods at cost or greatly reduced prices, when those goods are so marked as to yield a fair profit; such as the advertisement of a French mixture of candy at 18 cents a pound, when it has been so adulterated with common candy as to make this the legitimate price for it.

All such ads are deceptive, for, although the customer gets full value he does not get what he expects, and it is an injustice to honest competitors. Merchants who advertise quality are generally more scrupulous in this respect. But the American people like to be deceived, consequently such ads, often bring the desired results and the merchant argues that he has cheated no one and benefited himself; therefore, he is justified in using this method of advertising. But this deception in the course of time will work out its own penalty just as sure as "the chickens come home to roost." At this time of the year, when grocers are doing some extra advertising, we suggest that they stop to think how dishonest deceptive advertising is with the spirit of the season and that they study to win to their advertisements so as to attract attention, tell the truth about the goods, do justice to no one and win for themselves a reputation as honest and truthful advertisers. New England Grocer.

ADVERTISING TIPS.

The Hoffman House Clear advertising, appearing in dailies is placed by Remington Bros., New York.

Remington Bros., New York Life Building.

New York, are placing Esterbrook Pens in a list of dailies and weeklies. Mr. O'Keefe, of Pettigall & Co., Boston, is handling the advertising of J. W. Beardsley's Sons shredded codfish. N. W. Ayer & Son, Philadelphia, are handling the business of the Cough Checker Company, Incorporated, of Newburgh, N. Y.

A COMING RAILROAD MAGNATE.

Something About W. B. Calloway, the Young but Astute Advertising Manager for the C. H. & D. Railroad.

The accompanying half-tone is a splendid likeness of Mr. W. B. Calloway, advertising manager of the C. H. & D. Railroad. Mr. Calloway is one of the youngest, as well as one of the best known, most popular and competent advertising men in the railroad business. While young in years, he is anything but an innocent in the game of advertising. There are few publications in the country, prominent or obscure, with which

Boyce Building, Chicago, Ill., of the Oxygen Chemical Company, 1527 Cherry street, Toledo, O.

Some of the business being placed by Lord & Thomas, of Chicago, is that of the Vienna Medical Institute. Electro-Chemical Belt, Dearborn street, Chicago, weeklies being principally used.

"Lofa" is the name of a new and extensively advertised bread, made by the National Biscuit Company of Louisville, Ky. It was formally introduced by a monster parade, with floats of all kinds.

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.

will bet you anything from an expired C. H. & D. pass to the coin of the realm that "Dave" Edwards is the greatest passenger traffic manager that ever happened. Affable, courteous, obliging and ever awake to the interests of his chief and the great corporation by which both are employed, Mr. Calloway has the confidence, respect and good will of not only his superiors but his inferiors as well. Mr. Ed-



MR. W. B. CALLOWAY.

he is not perfectly familiar with regard to publishers, circulation, following, etc. It is just about as easy to sell Calloway advertising space in a poor publication as it would be to sell a gold brick to Colonel Beltsch, therefore when one sees a C. H. & D. ad. on paper or on wood it is a good gamble that it is making new friends for the C. H. & D. or it would not be there.

Mr. Calloway enjoys the entire confidence of his chief, Mr. D. G. Edwards, and in turn

wards says that Calloway has in him the genius and making of a good and great railroad man, and if Mr. Edwards says so it is a good proposition to bet upon, for he has been preceptor to many of them, and none have ever fallen short of the predictions he made for them. Mr. Calloway's companions in the C. H. & D. office say: "Well, things can't come too easy for Calloway to suit me."

H. Gaylord Wilshire is still publishing his magazine in Toronto, and incidentally firing hot shot into the camp of his enemies in the States.

George Dutton & Co., New York, is placing some contracts for the Fuller & Warren Company, of Troy, N. Y., manufacturers of stoves.

Charles Austin Bates, New York, is using Western dailies for the advertising of the Willow Springs Distillery, Her's Pure Malt, Omaha, Neb.

The Korn Krip Food Company, of Little Creek, Mich., manufacturers of a health food, is using considerable space in papers of general circulation.

The advertising of California Wheatine, manufactured by the Empire Milling Company, is placed by F. J. Cooper, 26 Geary street, San Francisco, Cal.

Bousler's Pison is being placed in dailies in New York State and the New England territory by the Snow-Massey Advertising Agency, 27 School street, Boston.

The Herbert Spencer Clear is being bought in Western papers by the Mann Company, Theodore Werner & Co., 211 East Thirty-seventh street, New York.

The advertising of the Babine Manufacturing Company, 200 West Market street, Louisville, Ky., is handled by John Herr Satchell, Courier Journal Building, Louisville, Ky.

Large copy is being sent to Western dailies by the D. H. Clarke Advertising Agency,

NORTH CAROLINA. Statesville—Rowland Advertising Co.

OHIO. Middletown—Anthony H. Walburg. St. Mary's—F. F. Aachbacher. Ganesville—Wm. D. Schultz.

PENNSYLVANIA. Johnstown—A. Adair. New Castle—The J. G. Loving C. B. P. Co.

TEXAS. Carthage—A. Burton. Jalneville—Paul Gallia, C. P. B. and Dist. Oakum—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—Wills L. Sizer.
- CALIFORNIA. Enreka—W. H. Mathews, 636 2d st.
- ILLINOIS. Chicago—John A. Clough, 42 River st. East St. Louis—H. H. Deemar. Galesville—H. Hulen B. P. & Dist. Co. Peoria—Auditorium Bill Posting Co.
- INDIANA. Huntington—Benjamin Miles, 8 Everett st. Indianapolis—Indianapolis Advertising Co. Indianapolis—Vausyckle Adv. Co., 114 Ill. Marion—John L. Wood, 929 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—S. 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. Tirrill & Co., 116 W. Tiffin 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. Bingley (ad. Charleston).
- WISCONSIN. West Superior—C. A. Marshall, W. Superior Hotel.
- CANADA. A. F. Morris, manager, Hastings st., Van couver, B. C. Montreal—J. T. Thomas, Box 1129.

LILLIAN RUSSELL. Invariably lunches at White's, No. 59 West Fifth street. The majority of the public admire the excellent service of this popular place.

A party of Boston newspaper men tendered Frank L. Bostock a banquet in that city last week, the occasion being his return from the old country, where he secured many novelties for the Bostock-Fraser Company.

FRANCIS WILSON. Invariably orders his haberdashery from Geo. Gold & Co., 535 Vine street, adjoining the Grand Opera House, as do all other new dressers in the theatrical and circus professions.

C. H. & D. theater train for Chicago leaves Cincinnati 3:20 a. m. daily. Sleeper in depot at 9:30 p. m.

IDAHO. Pocatello—Geo. Dash, Box 272.

ILLINOIS. Bloomington—City B. P. Co., Colliseum Bldg. Peoria—Auditorium Bill Posting Co.

INDIANA. Michigan City—J. I. 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. Yazoo City—H. C. Henlek.

MONTANA. Billings—A. L. Babcock.

NEBRASKA. Hastings—M. M. Irwin.

NEW YORK. New York City—New York Bill Posting Co.

















CANTON, D.—Stark County Agricultural Society Fair. Sept. 16-19, inclusive, 1902. J. H. Lehman, secy.

EAST ARMSTRONG, PA.—Monroe County Agricultural Society Fair. Sept. 2-6, 1902. C. L. Rhodes, secy.

D. H. Georgia, Hasheun, Wis., vice pres.; Chas. Brockman, Shawano, Wis., treas.; F. J. Harter, mgr.; F. J. Martin, secy.

Carnival Co., attractious. J. Gano Wright, secy.

Convention Buttons, St. Louis Button Co.

Street Fairs and Carnivals

ANDERSON, IND.—Eagles Carnival. June 30-July 5, 1902. F. M. Edwards, secy.















— "You Tell Me Your Dream, I'll Tell You Mine," —

By **CHAS. N. DANIELS**

A BEAUTIFUL BALLAD A CHARMING WALTZ A SURE SUCCESS

Published by **DANIELS, RUSSELL & BOONE**, 614-617 Benoit Building,  
ST. LOUIS, MO.

Complete copies with orchestrations sent free upon receipt of ten cents to cover postage. Give us your route well ahead.

**PRIVILEGES for SALE**

**DETROIT  
ELKS JUBILEE**

**JULY 14th to 26th.**

500,000 People to Draw From. Located in Base Ball Park one-half mile from center of city.

ADDRESS

**T. C. HARRIS,** SECRETARY  
ELKS' JUBILEE COMMITTEE.

IS NOW READY. SEND FOR IT.

**The Shure Winner Price List**

Just the Book for Streetmen, Canvas-  
sers, Outdoor Vendors and Circusmen.

Our new and enlarged catalogue is just from the press. It describes and illustrates thousands of articles suitable for Streetmen, Circusmen, Canvasers, etc. **320 pages** filled with up-to-date goods at prices which challenge comparison. You should have one of these valuable catalogues. In fact no buyer can afford to be without one. It shows you all the quick selling goods on the market and tells you how to buy them. Be up with the times and write for one to-day.

**N. SHURE CO.** Wholesale, 264-266 Madison Street,  
CHICAGO, ILL.

**John Grieves** At liberty for Summer Parks. Produces Comic Operas, Burlesques, Ballets Etc. Permanent address 713 Warner Street, Baltimore, Md.

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

— THE —  
**Universal Park and Midway**  
ST. LOUIS, MO.

We have now forty first-class Midway Attractions booked for this season opening May 1st, 1902. A **German Village** is one of the attractions to cost \$30,000. A **Loop the Loop Railway**, a \$15,000 structure and other exhibitions of a lesser nature. Our **Park and Midway** is located directly opposite the main entrance to the **World's Fair**. **One million people to draw from** at a 5-cent car fare. We want first-class Midway Shows to play on a percentage basis. Contracts made this season cover **World's Fair** year. Trained Animal Show write.

**H. A. McCALLISTER, Gen'l Manager**  
410 GRANITE BUILDING, ST. LOUIS.

**THE AMERICAN  
Mutoscope and Biograph Co.**

839 BROADWAY, NEW YORK

EXHIBITORS AND DEALERS

STANDARD SIZE SPROCKET FILMS MADE FROM ORIGINAL BIOGRAPH NEGATIVES, \$5.00 PER LENGTH. WRITE FOR CATALOGUE.

**COMBINATION OFFER FOR SUMMER PARK**  
Biograph, Operator, Films and 20 | Biograph, Operator, Films and 10  
Mutoscope Machines, \$125 per week. | Mutoscope Machines, \$75 per week.

The Intake or Gross Receipts from Mutoscope Machines will Pay for Both Attractions.

**Wanted—25 Women 25—for Gypsy Camp**  
WITH

**GASKILL MUNDY CARNIVAL CO.**

Long season to the right people. Opens at Nashville, May 5th. Send photos and full Particulars in first letter. Address

**GEO. H. LEWIS, Promoter Eagles Carnival, Nashville, Tenn.**

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

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?

## BRISTOL, TENN.-VA.

ELKS' FIRST GRAND  
... FREE STREET ...

# CARNIVAL

Week May 12th-17th inclusive.

Roanoke, Va., Elks' Free Street Carnival,  
week May 12-17 Inclusive.

Staunton, Va., May 9th to 24th.

On account of strike, Bluefield Street Fair is postponed until later date. Watch Billboard for our other cities to follow those above in succession. Wanted two more high-class shows. All kinds of legitimate concessions for sale. Address

**J. S. BERGER** PROMOTER AND MANAGER **Roanoke, Va.**

## WANTED

Crystal Maze and two other new and novel Midway shows on percentage. State best terms first letter. No time to dicker. Season of thirty weeks with first-class Carnival Company. Address

**GEO. B. ENSEBERGER,** CARE OF **Waldorf Cafe, Memphis Tenn.**

Mention "The Billboard" when answering ads.

Mention "The Billboard" when answering ads.

## OPENING OF THE SEASON. SECOND YEAR'S TOUR OF THE

### FAMOUS CINCINNATI

# Carnival and Midway Co.

(INCORPORATED)

Cleveland, Tenn., April 7 to 12; Murphysboro, Tenn., April 15 to 19.

W. D. Bronson, President. Robert Stanford, Manager. C. J. Sturgis, Secretary and Director of Amusements. J. Edmonds, Promoter and General Agent. C. Manly, Promoter and Contractor. Solomon Hirsh, Promoter. C. F. Burkley, Distributer.

Promoters and Builders of Successful Business Men's Free Street Fairs and Festivals, comprising ten first-class, up-to-date, novel attractions and a Midway composed of absolutely clean, novel, moral, pay shows, the big Ferris Wheel, Captain Stanly World's Champion High Diver and Free Platform Exhibitions. We can make your Street Fair a success. By writing now you can secure dates for 1902 for the best. Can book a Mechanical Little World or Jerusalem for season.

Address all communications to

C. J. STURGIS, Secretary, as per route, or care Donaldson Litho. Co., Newport, Ky.

## WANTED

### For The GASKILL-MUNDY Carnival Co.

Reliable and competent party with first-class outfit to operate refreshment and cook house privilege. Privilege sold outright weekly or percentage. Equipment must be first-class. Over two hundred employees to cater to, and the millions of people who are in attendance to our Carnival. Want three first-class men of executive ability for promoters. Salary from thirty-five to sixty dollars per week. Other competent and useful people write. We have room for just one new and novel show on percentage. This company plays first-class cities only of the South and middle West, opening Nashville, Tenn., May 5th, playing Louisville, Ky., Dayton, O., St. Louis, Mo., E. St. Louis, Ill., Peoria, Ill., Logansport, Ind., Evansville, Ind., Muncie, Ind., Anderson, Ind., Detroit, Mich., Cleveland, O. All open free Carnival Court. No Carnival Company in this, or any other country our equal in magnitude, world's greatest acts, magnificent equipment, thorough organization or circuit of Carnivals contracted. Animals for sale, animal men and animal acts, address all others

J. P. MUNDY, Sup't Frank W. GASKILL Gen. Mgr.  
1405 N. Charles St., - Baltimore, Md. 63 Alanson St., - Cleveland, O.

### The Money Events for Independent Shows—The Egyptian Carnival and Street Fair Company

Presents Free Street Fairs in business centers in Missouri, Iowa, Illinois and Kentucky during summer season, commencing in Brooklyn, Ill., April 24th to 27th inclusive, and following with four week stands—all short jumps. All new towns for Street Fairs. Wanted Street Fair Attractions, Shows and Privilege People of all kinds. For terms and particulars call or address

**AL. CANTY,** Southeast Corner Fourteenth and Pine, St. Louis, Mo.

Mention "The Billboard" when answering ads.

Mention "The Billboard" when answering ads.

# The Great Joseph Diavolo is Himself Again

The Dare Devil Rider Wins in His Race with Death. Now open for Engagements for the Summer.

IN HIS

## NEW BICYCLE ACT, "FLIP THE FLAP"

So Desperate that It Disarms Description. Deriding Danger; Defying Death; Putting to Naught all Laws of Gravity. The Sensation of the Twentieth Century. The act commonly known as "Looping the Loop" pales into insignificance compared to Joseph Diavolo's "Flipping the Flap." He "Flips the Flap" on a bicycle carrying a lady on his shoulders. He "Flips the Flap" on a Unicycle. He "Flips the Flap" on roller skates, and for a finish makes a sixty-foot dive into a tank or net.

**SALARY \$1,000.00 PER WEEK**

If you cannot pay the price, don't write. "Looping the Loop" has made all New York talk. "Flipping the Flap" will fill the entire world with wonder. **PIRATES TAKE NOTICE!**—The above acts are my original creations and at the present time, I am the only individual accomplishing them. If you intend to attempt to imitate these acts, please arrange to have your friends send me obituary notices. Address all communications to

**W. W. POWER,** SOLE MANAGER OF THE GREAT JOSEPH DIAVOLO **NEW YORK CITY.**  
STURTEVANT HOTEL

## THE SYRACUSE EXPOSITION

AT KIRKWOOD PARK,

Syracuse, N. Y., June 16, 17, 18, 19, 20 and 21, 1902.

DAY AND NIGHT

Population 130,000 and 500,000 within 75 miles, 96 Trains Every Day. Splendid Buildings, and Beautiful Grounds consisting of 40 acres. Electric Cars pass both sides of grounds which are five minutes from business center of city. Low Excursion Rates on all Railroads. Extensive advertising by both press and billboards. Trotting, Pacing and Running Races. Great Horse and Live Stock Show. Hook and Ladder and Hose Races, High-class Special Attractions, Band Tournaments. Attractions Wanted.

For Space, Privileges and Information, Address

**THEO. H. COLEMAN,** Secretary, Syracuse, N. Y.

Can Furnish for Carnivals, Street Fairs and Parks  
Largest Elephant in America.

Just arrived from Europe. Two Liberland Dromedaries, one Jaguar, Filipino Cattle, Shetland Ponies, Throwing Mule. Also have Flat Car and Combination Dining and Sleeping Car. Address **COL. GEO. W. HALL,** Evansville, Wis.

## ADVERTISEMENT . . . . . . . FOR CINCINNATI

Do you know that there is to be a series or circuit of Carnivals in California this spring and summer? Midway attractions, free street showmen, concessionaires and privilege people should address Bakersfield Free Street Carnival, which opens May 3rd and runs to May 10th, Los Angeles Midway, April 26th to May 3rd, and others to follow. For details address

**L. W. BUCKLEY**

General Manager Bakersfield Free Street Carnival, BAKERSFIELD, CAL.

NASHVILLE'S GREATEST SPRING ATTRACTION

## Eagle's Carnival

WEEK COMMENCING MAY 5th

Biggest Thing that Ever Happened in the South

Gaskill-Mundy Carnival Company furnishes the Attractions

A Few Legitimate Privileges Still Open.

**GEO. H. LEWIS,** PROMOTER, NASHVILLE, TENN.

# Orpheum Athletic Park

NEW ORLEANS, LA., Season Opens May 10, 1902.

WANTED—Out-door Attractions of all kinds, Wild Animal, Aerial, Gymnastic, Acrobatic and Aquatic Acts. TO LET—Concessions, Sideshows and Privileges of all kinds. Address

**MARTIN BECK,** 504 Ashland Block, Chicago, Illinois.





# CAPT. PAUL BOYTON'S GREAT SEA LION PARK CONEY ISLAND

Exclusive privileges of every kind. Nothing too large or too good for the million and a half or two million visitors who will visit this beautiful Park during the Season of 1902.

**THOMAS FOLKS, MANAGER**

## == A Special Line of == **PRINTING**

FOR  
Tent Shows, Agricultural  
Fairs, Street Fairs, Carnivals,  
Celebrations, Etc.

Send for Circulars and Prices

# Hennegan & Co.

Eighth, near Main Street, Cincinnati, Ohio.

## EZRA KENDALL'S SECOND BOOK

ALL NEW  
**GOOD GRAVY**

A Pure Tonic of Wit and Humor

Also SPOTS OF WIT AND HUMOR.

Ezra Kendall's First Book.

Twenty-five Cents Each by Mail.

EZRA KENDALL, 50 South 7th Ave., Mt. Vernon, N. Y.  
OR WHITE RAT'S OFFICE, 1257 BROADWAY, N. Y.



**DELGARIAN & ROGERS**  
**STREETS OF CAIRO**  
MOST COMPLETE ORIENTAL SHOW IN EXISTENCE.  
CARNIVAL MANAGERS. ADDRESS "CARE BILLBOARD"

### ATTENTION! DOCTORS, MEDICINE PEOPLE AND SHOWMEN.



Why handle rocky goods when you can handle goods that will sell themselves? Electric Bells from \$1.00 per doz. to \$48.00. Large variety to select from. We also make other styles of Appliances and Medical Batteries. One third cash required. Hot Springs Sulphur Soap, wrapped, \$2.10 per gross. Equal to Williams. Trial order will convince. Largest Manufacturers of Electric Bells and Appliances in U. S. A. Established 1878.

**THE ELECTRIC APPLIANCE CO., Burlington, Kan.**

## CONFETTI AND A FEW SPECIAL NOVELTIES FOR STREET MEN

—WRITE FOR SAMPLES AND PRICES—  
**ST. LOUIS CONFETTI CO., St. Louis, Mo.**

### DO YOU HAVE RHEUMATISM OR STOMACH TROUBLE.

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.

White Sulphur Salts Co., Kansas City, Mo.

### STREETMENS' SUPPLY HOUSE

Headquarters for Streetmen, Auctioneers, Fair Followers and Peddlers Supplies, Tri-color Cakes, Rubber Return Balls, Balloons, Indelible Pencils and Fillers, Pen Holders and Pens, High Pitch Jewelry lots, Shear lots, Comb lots, etc., Collar Button Sets, Optical Goods, Cutlery, Jewelry and NOVELTIES, Cigars, Penny Goods and Cheap Jewelry, specially adapted for Fish Toms, Fleas, Spindles, etc. Catalogue free.

**INGE-TODD & CO., 617 N. 4th St., St. Louis, Mo.**

## Sketches, Songs, Comedies, Dramas

and every description of theatrical work WRITTEN TO ORDER at LOWEST RATES. Only the best original work furnished to professionals. References by the hundred. Established 1879. Send for estimate.

**BOB WATT, Dramatic Author, 806 Walnut Street, Philadelphia, Pa.**



## Send for Catalogue

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

**Geo. B. Fuller & Son Co., 103 STATE STREET, CHICAGO, ILL.**

## EVERYTHING NEW



PERFECT TRACK AND SERVICE // FAST SCHEDULED TRAINS

### THEATRICAL EXPRESS SUNDAY MORNINGS

Leave Cincinnati 2.55 a. m. Arrives Louisville 7.05 a. m. Arrives St. Louis 11.05 a. m. Pullman Drawing Room, Sleepers and Day Coaches. Ticket Office S. E. Cor. Fourth and Vine Streets, Cincinnati.

**O. P. McCARTY, General Passenger Agent. J. B. SCOTT, District Passenger Agent. C. H. WISEMAN, City Ticket Agent**

## Illinois Central Railroad

Through Service to  
California  
and Hot Springs, Ark.

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.**

## CHESAPEAKE & OHIO RAILWAY



Through Picturesque and Historic Regions to . . .

**New York**  
VIA  
**Washington**

Solid Trains from Cincinnati with Through Sleeper from Louisville.

**C. B. RYAN, Ass't Gen. Pass. Agt., CINCINNATI, O.**



### Wanted First-Class, New and Novel Attractions

for fillers between heats before Grand Stand by Milton Fair Association, Milton, Pa. **Edwin Paul, Secretary.**

### 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.**

**PLAYS MANUSCRIPT**  
LOW ROYALTY **W. G. BROWNE**  
188 N. CLARK, CHICAGO.

### THE CYCLONE... ROTARY HAND FAN.

A HOT SELLER for Agents. Sells every where and to everybody. A favorite for Picnic, Fair, Show and Street Salesmen. It's a summer cooler and generates a strong draft of air WITHOUT FAN and with NO VIBRATION except a slight movement of the thumb. It has a three-bladed polished Aluminum Fan, finished Wood Handle, few parts, is extremely simple, noiseless, light and artistic. Over 2,000,000 Rotary Fans sold last year yet comparatively few people have seen one. Caters to EVERY MAN, WOMAN AND CHILD. Price, postage paid, 25 cents. Agents and dealers wanted everywhere. Big accounts. Write for particulars. **PENTERPRISE MFG. CO., 21 3/4 Franklin St., CHICAGO.**

## "Big Four"

Best Route to

California  
Colorado  
Texas

Via

**St. Louis**

**WARREN J. LYNCH, W. P. DEPPE,**  
Gen'l Pass. & Tkt. Agt. Asst. Gen'l P. & T. A.  
CINCINNATI, O.

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# PARADES Floral, Industrial, Burlesque and Novelty Parades and Beautiful Night Spectacular Pageants

Given in entirety. Floats Designed and Built. GEO. D. BENSON, Pastmaster at Spectacular and Popular Events, Carnivals and Fairs. Permanent Address, La Porte, Ind. Carload of Costumes and Effects.

## WANTED

FOR BEAUTIFUL

### Creve Couer Lake, St. Louis, Mo.

Open Air Acts of all kinds on salary for free attractions. You work two weeks. I will give your act more publicity than it has ever been given before. I advertise you on 1,000 TROLLEY CARS, in SEVEN daily newspapers, and hang your paper right. I want you to tell me in first letter your LOWEST ROCK-BOTTOM salary for two weeks. If you PLEASE THE PEOPLE may extend your booking. I have beautiful lake for water acts of all kinds. You can close with me in first letter if you talk right. Silence a polite negative. Address

W. Maurice Tobin, King of the Midway P. O. Box 860 St. Louis, Mo.

MEET ME AT

## Scenic Park

DETROIT, MICHIGAN

Will be the talk of an average of 100,000 people daily this season. Owned and operated by the Belle Isle Scenic Railway Company. Park located on corner Jefferson Avenue and Belle Isle Bridge Approach.

### SPACES FOR RENT REASONABLE

Positively a rare opportunity for Animal Arena, Congress of Nations, Glass Blowers, Burnt Leather Novelties, Picture on the Button, Name Plate and other machines, Gypsy Camp, Printing Visiting Cards, Wire Workers, etc. Novelty People. Will accept two big attractions on percentage. Novelties write. No Hurrah Games. Remember the place. A Free Park. Finest Scenic Railway in America. Elegant Amphitheatre. Let us hear from you. No privileges too large; none too small. Write us, no matter what you have, and we will try and convince you that you can make big money this season. If coming to Detroit, call and see what we have to offer. All details and particulars upon request. Address GENERAL MANAGER BELLE ISLE SCENIC RAILWAY CO., 90 Griswold Street, Detroit, Michigan.

## MANHATTAN BEACH

DENVER, COLORADO

Colorado's Famous Pleasure Resort. Remodelled at a Cost of \$20,000. New Management.

Season Opens May 30

### Wanted Outdoor Attractions of All Kinds

Privileges and Side Shows of all kinds to let. Must be legitimate. Graffers and Fakirs, keep off. Address until April 10, care Morrison Hotel, Chicago, Ill. After April 10, Manhattan Amusement Co., Denver, Colorado.

## Call Great Eastern Shows

SHOW OPENS APRIL 26th

Report at winterquarters, Centropolis, Mo., not later than April 22nd for rehearsal. Acknowledge this call by letter. J. F. SMITH.

## WANTED Attractions and Percentage Shows for Carnival September 1 to 6, 1902.

Address BOONE CARNIVAL CO., G. J. Prescott, Secretary, Boone, Ia.

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



Straight Head First Dive, 32 feet from where horse starts to the water.

SOLD AT A LOW PRICE

## DIVING HORSES FOR SALE

### OWN YOUR OWN DIVING HORSES.

The Diving Horses will be sold at a price within reach of all Park Managers. A man is sent with them to build platform and furnish all information. Horses perfectly trained and a child can work them. The best of reasons given for selling. Will show the horses diving from 30 to 60 measured feet from where horse stands to the water. Will sell part cash and time to suit purchaser. Come to Freeport and see them dive. Now ready to show at any time.

From the Manager of Idora Park YOUNGSTOWN, OHIO.

H. WALKER, Freeport, Ill.  
Dear Sir: It gives me pleasure to say that the Diving Horses "Powderface and Cupid" have given satisfaction far beyond our expectation, both from an exhibition standpoint and as a card to draw the people. I have compared the last two weeks' business on the Street Railway with the same two weeks of last year and find there is an increase of 60,000 fares. If you ever need a recommendation for this wonderful exhibition, I am at your service. Yours truly,  
J. S. SMITH, Manager.

Address all letters to

H. WALKER  
Freeport, Ill.

## High Class Attractions Wanted

For Kentucky's Greatest Street Fair and Carnival. Second Annual Street Fair of the A. O. U. W. and Red Men of Mt. Sterling Ky., to be held between July 15th and September 1st, 1902. Wanted to hear from first-class Carnival Companies. Amusement features last year put on by the Bostock-Ferari Midway and Carnival Company. Address SAMUEL P. GREENWADE, Secretary.

THE COIN IS HERE

## PRIVILEGE MEN WRITE AT ONCE FOR INFORMATION

Big Pythian Carnival, Kokomo, Ind., June 17 to 21, 1902.

Cane, Baby and Knife Racks, Merry Go Rounds, Ferris Wheel, Clear and Jewelry Spindles, Rubber Balls, etc. Also a few more good percentage shows wanted. This Carnival will not be enclosed. Biggest week in the gas belt. Address R. L. JACOBS.

## BADGES and BUTTONS

For Carnivals, Street Fairs, Shows, Conventions, Memorials, Advertising Souvenirs. Anything in this line. Best facilities, prompt service and lowest prices. It is easy to remember.

AMERICAN BADGE CO. 122-126 LaSalle St., Chicago, Ill.

## FOR TENT LIGHTS AND OUTSIDE LIGHTS

GEO. TAYLOR, 97 Cliff Street, New York

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