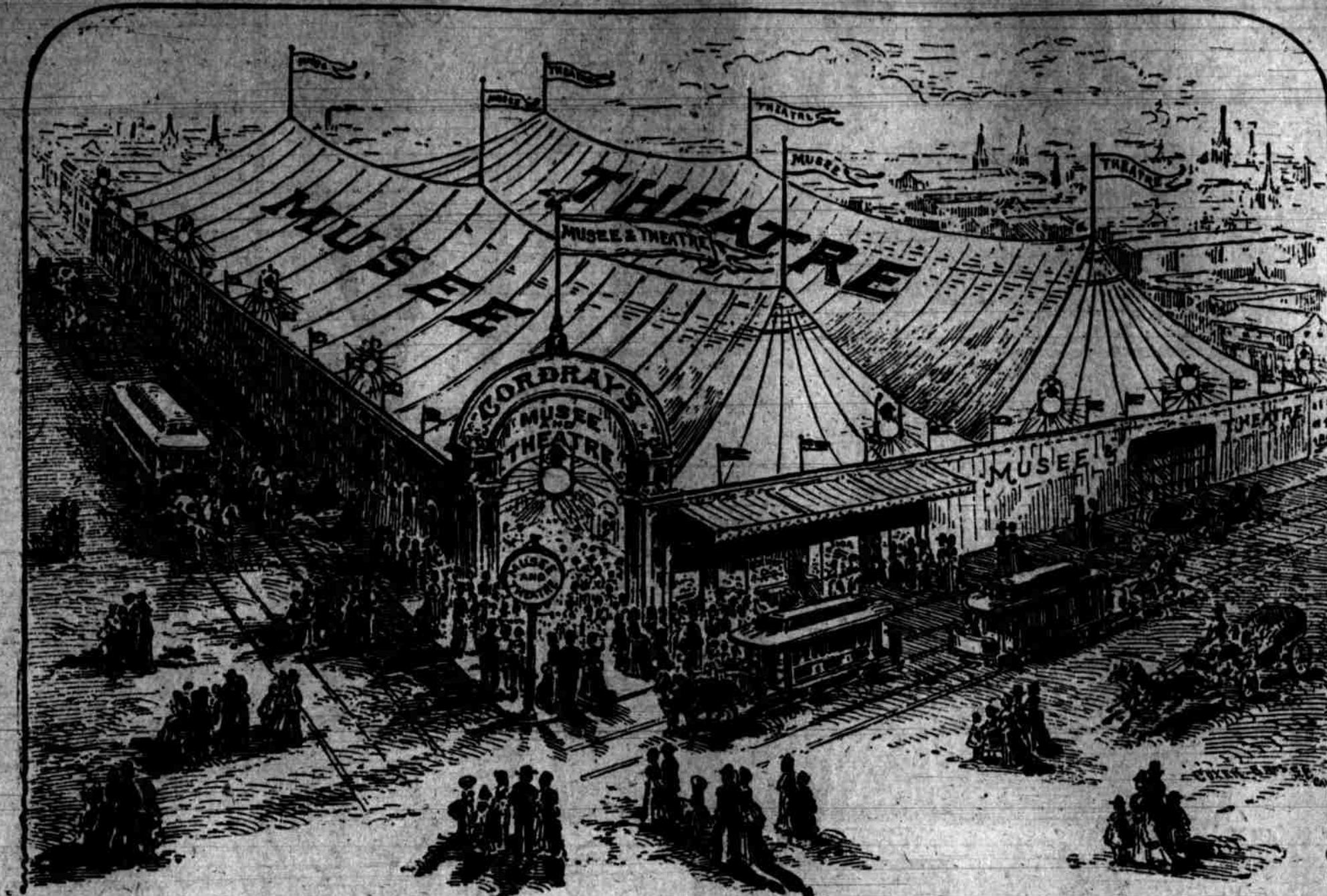


JUST HOW JOHN F. CORDRAY RAN MECHANICAL CLOCK INTO THEATRE THAT SOLD FOR \$50,000



CORDRAY'S MUSEUM AND THEATRE, THE FIRST 19-CENT AMUSEMENT HOUSE CONDUCTED IN PORTLAND. THE ABOVE ENGRAVING WAS MADE IN 1889, SHORTLY AFTER THE PLAY-HOUSE, OR PLAY-TEENT, WAS OPENED.

When you pick up the paper this morning hide this page from the children. They will think Hinglings' shows have returned, and they haven't. This is merely a picture of the original Cordray theatre in Portland, where now stands the Baker, on Third and Yamhill, if the illustration awakens fond memories for The Journal's readers it will have served its purpose.

The sale of Cordray's theatre the other day prompted a talk with the man who owned it, on his career in the theatrical business—a career that began when he took a clock on a starring tour and which will reach its climax perhaps in the proprietorship of a great big first class theatre here on the banks of the Willamette.

It is a very interesting story—the life of John F. Cordray, and such a one as few men may boast of, when it comes to "building a trolley out of a shoestring."

The Cordray family lived in Ohio, in the town of Marion, when their son, John, was born, lo! they called him John. The youngster had an amazing desire for mechanical science. He used to build miniature railroad trains and passenger elevators. He operated them between the barn and the house, and the loft and the basement, respectively.

The only time he could get to work on his ingenious contrivances was after working hours, for he had taken the position of office boy with Theodore Morris, a theatrical manager, to earn money with which to buy juvenile machinery.

Appreciating the lad's penchant, his father sent John to Columbia University, and watch-making and he was eminently successful in that line. One day he caught sight of a Straussburg clock that had been imported from Europe by a jeweler. He studied it carefully and concluded that he could improve upon it by the use of electricity and toys. He went to work on it and the famous electric novelty clock, which has been exhibited in nearly every town in the United States, was the result.

All this by way of introduction.

"How did you happen to go into the show business?" I asked Mr. Cordray.

"It was the clock," he replied. "You see, I had put the thing together solely for the purpose of placing it in the back of the jewelry shop where customers could look at it. Well, it was a sensation. The newspapers devoted columns of space to descriptions of the work and the first thing I knew the whole town was docking in to see."

This was too much of a good thing. I suppose, naturally, for the inventor of wireless telegraphy or something and swelled around there like dried apples.

When I saw the crowds coming and going to get a look at the clock I turned its face to the wall, put on my hat and rushed down the street looking for a vacant hall. I found one finally, moved the show into it and set up in business at 10 cents per look. It was successful. The first day I took in about \$10 and that continued until everybody was around there like dried apples.

The hat being mislaid, escape was hopeless. Mr. Cordray glanced at his \$50,000 check and remarked: "I put up the clock in a little place on First street for a year, business was good."

"Do you remember the clock? It's out in my barn now, but I have a picture of it."

Having no heard the name of "John and His Wonderful Clock," I asked Mr. Cordray to return to his theatrical experience. He said he had early discovered that Portland needed a dime museum and theatre. He met C. A. Wass and talked it over, both agreeing to take a chance on such a proposition.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

At this unfortunate moment, Rastus decided to make a sound of a quarter on the street and in making his movement and managed to place his foot in Peter's bread, at which Manager Cordray held his breath and counted ten. He went on.

"To me the little train of cars here was most interesting. I used to tell my audiences that some day we would be able to ride on electric cars, moving on the same principle as that miniature train, and they laughed at me. I didn't think so myself, but it had to be in the future."

Having no heard the name of "John and His Wonderful Clock," I asked Mr. Cordray to return to his theatrical experience. He said he had early discovered that Portland needed a dime museum and theatre. He met C. A. Wass and talked it over, both agreeing to take a chance on such a proposition.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

It was July 1, 1889, that we first opened, the attraction being the Russell and Jewell company, with Essie Tittel, in Lyons."

From that day to this the present Baker has not lost money. Mr. Cordray some time later went to Seattle and built the Third avenue theatre, now owned by W. M. Russell. Later Cordray and Russell formed their partnership. He was almost ruined by the breaking up of his bank in the panic of 1893, but still persevered. In 1897, after varying experiences, he had enough money to acquire the "Cordray's" name. It was formerly known as the New Park, then managed by John P. Howe. In seven and one half years after Howe released this playhouse it had been an absolute failure. One man lost \$20,000 trying to make it go and counting losses by others, the amount he had cost was enormous. When Cordray went into it, his friends wept for him. Everywhere the place was known as a hoo-doo. When he tried to book in shows, the managers would give him a wide berth. Telegrams were pouring in all the time from attractions saying, "please cancel our contract."

These were not the most encouraging conditions to work under, but Cordray would stake his life on his judgment in those days, and he remodeled the place and advertised it as few houses have ever been advertised. The first two attractions that played at Cordray's—"A Prodigal Father," and "The Heart of Chicago"—had to be guaranteed.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

It was July 1, 1889, that we first opened, the attraction being the Russell and Jewell company, with Essie Tittel, in Lyons."

From that day to this the present Baker has not lost money. Mr. Cordray some time later went to Seattle and built the Third avenue theatre, now owned by W. M. Russell. Later Cordray and Russell formed their partnership. He was almost ruined by the breaking up of his bank in the panic of 1893, but still persevered. In 1897, after varying experiences, he had enough money to acquire the "Cordray's" name. It was formerly known as the New Park, then managed by John P. Howe. In seven and one half years after Howe released this playhouse it had been an absolute failure. One man lost \$20,000 trying to make it go and counting losses by others, the amount he had cost was enormous. When Cordray went into it, his friends wept for him. Everywhere the place was known as a hoo-doo. When he tried to book in shows, the managers would give him a wide berth. Telegrams were pouring in all the time from attractions saying, "please cancel our contract."

These were not the most encouraging conditions to work under, but Cordray would stake his life on his judgment in those days, and he remodeled the place and advertised it as few houses have ever been advertised. The first two attractions that played at Cordray's—"A Prodigal Father," and "The Heart of Chicago"—had to be guaranteed.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

It was July 1, 1889, that we first opened, the attraction being the Russell and Jewell company, with Essie Tittel, in Lyons."

From that day to this the present Baker has not lost money. Mr. Cordray some time later went to Seattle and built the Third avenue theatre, now owned by W. M. Russell. Later Cordray and Russell formed their partnership. He was almost ruined by the breaking up of his bank in the panic of 1893, but still persevered. In 1897, after varying experiences, he had enough money to acquire the "Cordray's" name. It was formerly known as the New Park, then managed by John P. Howe. In seven and one half years after Howe released this playhouse it had been an absolute failure. One man lost \$20,000 trying to make it go and counting losses by others, the amount he had cost was enormous. When Cordray went into it, his friends wept for him. Everywhere the place was known as a hoo-doo. When he tried to book in shows, the managers would give him a wide berth. Telegrams were pouring in all the time from attractions saying, "please cancel our contract."

These were not the most encouraging conditions to work under, but Cordray would stake his life on his judgment in those days, and he remodeled the place and advertised it as few houses have ever been advertised. The first two attractions that played at Cordray's—"A Prodigal Father," and "The Heart of Chicago"—had to be guaranteed.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

It was July 1, 1889, that we first opened, the attraction being the Russell and Jewell company, with Essie Tittel, in Lyons."

From that day to this the present Baker has not lost money. Mr. Cordray some time later went to Seattle and built the Third avenue theatre, now owned by W. M. Russell. Later Cordray and Russell formed their partnership. He was almost ruined by the breaking up of his bank in the panic of 1893, but still persevered. In 1897, after varying experiences, he had enough money to acquire the "Cordray's" name. It was formerly known as the New Park, then managed by John P. Howe. In seven and one half years after Howe released this playhouse it had been an absolute failure. One man lost \$20,000 trying to make it go and counting losses by others, the amount he had cost was enormous. When Cordray went into it, his friends wept for him. Everywhere the place was known as a hoo-doo. When he tried to book in shows, the managers would give him a wide berth. Telegrams were pouring in all the time from attractions saying, "please cancel our contract."

These were not the most encouraging conditions to work under, but Cordray would stake his life on his judgment in those days, and he remodeled the place and advertised it as few houses have ever been advertised. The first two attractions that played at Cordray's—"A Prodigal Father," and "The Heart of Chicago"—had to be guaranteed.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

It was July 1, 1889, that we first opened, the attraction being the Russell and Jewell company, with Essie Tittel, in Lyons."

From that day to this the present Baker has not lost money. Mr. Cordray some time later went to Seattle and built the Third avenue theatre, now owned by W. M. Russell. Later Cordray and Russell formed their partnership. He was almost ruined by the breaking up of his bank in the panic of 1893, but still persevered. In 1897, after varying experiences, he had enough money to acquire the "Cordray's" name. It was formerly known as the New Park, then managed by John P. Howe. In seven and one half years after Howe released this playhouse it had been an absolute failure. One man lost \$20,000 trying to make it go and counting losses by others, the amount he had cost was enormous. When Cordray went into it, his friends wept for him. Everywhere the place was known as a hoo-doo. When he tried to book in shows, the managers would give him a wide berth. Telegrams were pouring in all the time from attractions saying, "please cancel our contract."

These were not the most encouraging conditions to work under, but Cordray would stake his life on his judgment in those days, and he remodeled the place and advertised it as few houses have ever been advertised. The first two attractions that played at Cordray's—"A Prodigal Father," and "The Heart of Chicago"—had to be guaranteed.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

It was July 1, 1889, that we first opened, the attraction being the Russell and Jewell company, with Essie Tittel, in Lyons."

From that day to this the present Baker has not lost money. Mr. Cordray some time later went to Seattle and built the Third avenue theatre, now owned by W. M. Russell. Later Cordray and Russell formed their partnership. He was almost ruined by the breaking up of his bank in the panic of 1893, but still persevered. In 1897, after varying experiences, he had enough money to acquire the "Cordray's" name. It was formerly known as the New Park, then managed by John P. Howe. In seven and one half years after Howe released this playhouse it had been an absolute failure. One man lost \$20,000 trying to make it go and counting losses by others, the amount he had cost was enormous. When Cordray went into it, his friends wept for him. Everywhere the place was known as a hoo-doo. When he tried to book in shows, the managers would give him a wide berth. Telegrams were pouring in all the time from attractions saying, "please cancel our contract."

These were not the most encouraging conditions to work under, but Cordray would stake his life on his judgment in those days, and he remodeled the place and advertised it as few houses have ever been advertised. The first two attractions that played at Cordray's—"A Prodigal Father," and "The Heart of Chicago"—had to be guaranteed.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

It was July 1, 1889, that we first opened, the attraction being the Russell and Jewell company, with Essie Tittel, in Lyons."

From that day to this the present Baker has not lost money. Mr. Cordray some time later went to Seattle and built the Third avenue theatre, now owned by W. M. Russell. Later Cordray and Russell formed their partnership. He was almost ruined by the breaking up of his bank in the panic of 1893, but still persevered. In 1897, after varying experiences, he had enough money to acquire the "Cordray's" name. It was formerly known as the New Park, then managed by John P. Howe. In seven and one half years after Howe released this playhouse it had been an absolute failure. One man lost \$20,000 trying to make it go and counting losses by others, the amount he had cost was enormous. When Cordray went into it, his friends wept for him. Everywhere the place was known as a hoo-doo. When he tried to book in shows, the managers would give him a wide berth. Telegrams were pouring in all the time from attractions saying, "please cancel our contract."

These were not the most encouraging conditions to work under, but Cordray would stake his life on his judgment in those days, and he remodeled the place and advertised it as few houses have ever been advertised. The first two attractions that played at Cordray's—"A Prodigal Father," and "The Heart of Chicago"—had to be guaranteed.

"We each put up \$1,000 and kissed it good-bye, realizing we were taking an awful chance. We secured the corner at Second and Yamhill and put up a large tent. In one side we had a museum vaudeville and in the other a theatre, which you entered from the museum, but did not necessarily have to buy admission to both. We were making plenty of money and grew ambitious. I wanted to put up a permanent structure at once, the cold weather being near at hand, but we could not stop the shows long enough for that. Money was coming too easily. So we had forces of men working all night, night after night, gradually building walls of corrugated iron and wood around the inside edges of the tent. It grew and grew, and nobody knew it until one Saturday night, after the show, we tore down the tent and when the people came down town Sunday morning they didn't know the corner. Afterwards we put in the roof. And say, maybe the authorities were not crazy over that! It was in the fire limits and they had refused to give their consent to a frame building. The police department never did get over it, but they couldn't molest us, once it was up. It is the only theatre ever built without losing a single performance."

It was July 1, 1889, that we first opened, the attraction being the Russell and Jewell company, with Essie Tittel, in Lyons."

From that day to this the present Baker has not lost money. Mr. Cordray some time later went to Seattle and built the Third avenue theatre, now owned by W. M. Russell. Later Cordray and Russell formed their partnership. He was almost ruined by the breaking up of his bank in the panic of 1893, but still persevered. In 1897, after varying experiences, he had enough money to acquire the "Cordray's" name. It was formerly known as the New Park, then managed by John P. Howe. In seven and one half years after Howe released this playhouse it had been an absolute failure. One man lost \$20,000 trying to make it go and counting