# Making Real News of the Show Business

## Remarkable Experiments with Show Animals---By Tody Hamilton

Copyright, 1997, by R .F. Hamilton. HEN IT comes to handling the matter for the large papers of the country, the press agent requires all of his journalistic as well as diplomatic ability, matter must be prepared especially and exclusively for the paper to which it is offered. It must be not only well written, but of a character in harmony with the class of matter usually favored by that particular journal.

The average metropolitan journal will favor the show only when it can be done without violence to the tastes and interest of the readers. The notice must not bear the mark of having been "lugged in"—it must have the air of belonging there, like any other piece of news ing there, like any other piece of news or interesting information, and it must he worthy of the precious space it takes in the paper. In such a notice perhaps the barest allusion is permitted of the show, though it may be a detailed de-scription of a new phase of circus life, or of a novel act. The finterest" must there, in any case.

Now, as to what is of public Interest the press agent and the city editor very frequently differ, and in these little differences of opinion the agent usually gives way. But I have done so very reluctantly. Many times I have flat-tered myself that I had a first-class article on a highly interesting theme, only to find myself turned down at the only to find myself turned down at the desk. Sometimes the column would be cut down into an inconspicuous atlekful that would send a chill down my spinal marrow. Yet when I couldn't "reach" I did not suffer myself to be cast down, but would rewrite the article and try it on another paper. If I had set my heart on any particular paper I tried a new subject, perhaps a different method, until I succeeded. And that success was always very dear to me. always very dear to me.

There are three points in every circus notice to be considered: First, to interest the editor so far as to get into print; secondly, to excite public curiosity to see the thing itself; third, to please or satisfy the proprietor of the show.

## A Junket to Winter Quarters.

Every year just before the opening of our season at Madison Square Garden I have taken a large party of newspaper from the New York dailles to our winter quarters at Bridgeport. Conn. All the papers knew that it was purely and simply an advertising scheme. Why, then, should they assign their best rethen, should they assign their begins porters and expert special writers on high salaries to go with me to Bridge-port? Because there was not a city editor but knew that I had some novel scheme or scientific experiment to present to the public that would be fully worth the space and expense, with the indirect advertisement in the bargain.

Some of these private exhibitions in-terested the whole scientific world, some of them merely amused the readers next day. Any of them were good for from half a column to a column and a half of readable matter.

half of readable matter.

We would go up on a special car at an early hour—for a morning newspaper man—and breakfast was served on the car. At Bridgeport a 16-horse beam—once 46 herses—met us at the station and carried us out to the winter quarters of the show. After the inspection of the new outfit of rolling stock, the ring barn, where riders, male or female, might be practicing, and witnessing whatever new I had to offer, we were driven to a hotel where a fine dinner was served.

At these banquets the mayor of Bridgeport usually presided, and among the guests are the local newspaper edi-tors, visiting scientists, animal experts and other prominent men, who thus have the opportunity of meeting the New York reporters. Immediately after dinner the latter men get out "copy," which done and the stuff dispatched by the city. And we have always had a first rate sociable time

## Dinner in a Wild Beasts' Den.

Once I arranged to have luncheon



to roam at will about the arens. The accept the invitation to lunch. "My reporters entered through the empty animal cages conected with the steel "Fil be out here to write a thrilling sc-Once I arranged to have luncheon reporters entered through the empty and juty is to my paper," sa served in the big circular den of trained imal cages conected with the steel "I'll be out here to write a animals. The brutes were loose and training enclosure. Only a few of the count of it if they eat you."

the big riger was scared.

He leaped back into the other compartment to his mate and glared through the grating at this contemptuous defy, while the boys set up a shout. They said the poor sheep deserved life. But the noise they made was fatal to the innocent, for it attracted her attention a moment, in that moment the wild beast was on her back and his terrible vellow langs were deep in her yellow fangs were deep

While the bill substituting electricity for the hangman's rope was pending in New York state, the subject was being widely discussed in the newspapers throughout—the state. In the heat of the debate pro and con I conceived the idea of testing the effect of electricity on certain beasts—of ascertaining how many volts of the electric current might be administered with safety. It was not only interesting as an experiment, but apropos—two valuable considerations, mark you, in reaching for a free advertisement. While the bill substituting electricity

## Trying It on the Menagerie.

I took with me a certain learned scientist in electrical affairs, who brought with him the necessary instru-ments, and the usual carload of firstments, and the usual carload of first-class reporters from the big dailies. By arrangement with the local electric company at Bridgeport we got the neces-sary force, made the connections, etc. We tried the current upon some 20 different animals, lions, tigors, leopards, bears, hyness, etc., carefully recording the number of voits received by each before showing symptoms of succumbbefore showing symptoms of succumbing to the unusual treatment. Naturally enough some of these animals vigorously resisted the experiment. But it was good for a column or more in the morning press. Two days later the legislature passed the present law of

## Effects of Music and Liquor.

The effect of music upon wild animals was another interesting experiment. What was learned by it has affected the operations of keepers and trainers all over the world. Besides the reporters present there was a swarm of keepers and trainers, who are rather inkeepers and trainers, who are rather in-credulous of any influence upon wild beasts other than the whip and iron.

Into a trial of figures on different as full grown but most innocent-looking animals.

Lord Byron said that "man different as full grown but most innocent-looking animals.

Lord Byron said that "man different animals in his ability to get drunk"; but that great poet, like the state of reporters and animals men filled the growing beasts, anxious to get at the unfortunate sheep, roused the whole animal house to loud curiosity.

When a Lamb Bluffed a Tiger.

At a signal from me a keeper thraw dewn the intervening gate, and in the next instant the larger of the tigers hounded through the opening. But whether the gentile owe was paralyzed with fear or simply sturped by curiosity, she confronted the swage beast with steady frame and look. Their noses were not six inches apart. And the big tiger was scared.

He leaped back into the other comparations to this mate and glared

Bengal tigers, two big lions two royal black loopards and two spotted ones, two pursas, two great bases and other beasts, Barring the fumpling fint the middle of the table of a big elephant and then, as he said afterward, "waited breathleasily to see his more than the collect."

In justice to the reporters it must be added that none of them finales the Herrary and the collect. Take this beast award by the collect. The first than the collect was the collect that the collect the seed of music. The assembled should not be the seed of music. The assembled over and over again. The effect was the collect the seed over again. The effect was the collect the property of the finales of the same of the same to creek ear for music.

At another time I had arranged to little and the collect that the collect that the collect that the provious knowledge of how they will then the collect that t



A violin played softly and slowly would rouse the kangaroo to an attention and swaying movement almost pathetic in its intensity. When the violinist struck up a rollicking Irish jig all the animals leaped to their feet and began to hop around their cages in the

the latter animal is an adept at all the vermin with absolutely comical species of humanity—chewing tobacco and drinking liquor inclusive. Only the carnivor, so far as I know, and as we learned that day by test, are tectofalers by nature.

On nearly every Sunday while the side of the lion's cage. The animals bent interested a big plate glass mirror at the side of the lion's cage. The animals bent interest in the series of growls that were much like barks of an angry dog, while interest intruders. The tigers would back away, put back their ears and hiss like house cats.

Catnip has the same soothing effect upon the colors of the same soothing effect and the construction of the safety of the same soothing effect and the construction of the safety of the same southing effect only only only to one of our experiments.

## Occupations for Women in Portland

ufacturing city and new indus-tries are being founded here here which depend largely for their operation upon the work of women. far from those which obtain in eastern cities where such industries furnish some times the entire working life of a community and where the number of wage earning women in a manufacturing community sometimes far exceeds the num-

In any manufacturing city, however, e women find employment ques-of far-reaching importance are Where may the wage-earning girl get

employment? How many hours a day will she have to work? How much can she earn? What will she have to pay for room and board?

These are but a few of the questions for which she must find answers. In dealing with such a large subject as this it is well to take first a comprehensive glance at the whole field of labor open to women in this city, what is required in each and what she may earn in different lines.

## What She May Do for Living.

She may, for instance, go into factory work, enter as a clerk in a department store, get employment as a waitress in a restaurant, and so on Portland has abundant opportunities for the girl who is just starting to earn

kitchens empty. Why?

gent working girl for these reasons. Comes pouring in, on and on, a stendy whether they are sensible or what stream. Though she should stick to it means may be taken to overcome the for years—for all her life—still the supposed objections each reader may judge. In domestic employment the life—still the sire of the stream o

The orders that she must have "no followers" is humiliating.
Sixth. She is often called upon to
take care of the children after a hard
day's work and feels that an imposi-

Seventh. There are no definite hours and requirements. She may at any time be called upon to perform extra work without extra pay. If on the other hand we talk of fac-tory work the following objections may

## Objections to Factory.

nored. The factories are full, the | energies to the task, yet work as hard kitchens empty. Why?

as she may, fingers flying, brain and
From the point of view of the intellinerve aiert on this one task, still it

Sixth. The employment is uncertain.

First. Less of freedom; except when she is out of the house there is in many homes no time that she can call her be ordered out. When orders are full own. If she is quick and finishes her the factory may be closed for days at

own. If she is quick and finishes her allotted work the mistress hunts up something more for her to do.

Second. It hurts her self-respect to be expected to perform personal service.

Third. She is the only one of her class in the house. The rest of the family have companionship; she has

### Visit to Paste Factory. It chanced that the first factory

which I visited in search of definite in-formation of wages and work was a paste factory. Not bill-poster's paste, but edible paste, such as macaroni, spaghetti, vermicelli and other varieties whose names are too foreign for my untutored tongue or pencil. Here I found but a few girls employed, and that at light and easy work. The mixing of the paste is done by men. After the long strips or tubes of paste come from the machine they are laid in wooden trays and spread to avoid touching. The stor-ing of these trays until the paste is quite dry naturally requires considerable Objections to Factory.

Distributions to Factory.

Distribution to Factory.

Distribution to Factory.

First. Unless her home is in the city it takes almost all that she can make an factory work to pay her board and room. She has still to pay her board and rooms. She has still to pay her board and rooms. She has still to pay her board and rooms. The work of the large rooms of the first, to take these occupations up in subcession and try to give some definite information in regard to them.

The kind of work for which there is constant and unceasing demand in Portland is in the home. Women who would be glad to pay lik to 125 a month for the services of a girl of ordinary intelligence who would keep the kitchen in order, cock three meals a day and (with the assistance of the mistress of the home) sweep and dust one room each day; and over the care of home week day and every Sunday after some week day and every Sunday after after the theatre or the case of small children; such women find it impossible to get any help st all.

It is almost impossible for a girl to make the same amount of momey clear of expense at store or factory work. Yet all the factories of the city are well supplied with hands and although some sunjoyeer really try, (as I know in certain cases) to disausade siris from that the ed work in face of boasse room in that the ed work in face of boasse room in that the ed work in face of boasse room in the same amongloyeer really try, (as I know in the face of the product quicking the same amount of momey clear of the same amount of momey clear of expense at store or factory work. We all the factories of the city are well supplied with hands and although some samployeer really try, (as I know in the same amount of momey clear of the same amount of momey clear of the product quicking the same amount of momey clea

## Jamestown Exposition Display Comprehensive



AUDITORIUM PALACE JOP MISTORY AND HISTORICARIS, JAMESTOWN.

By Justin Percival.

When you arrive at the Jamesexposition, if you are a farmer
or a student of agriculture and
horticulture, you should so immediately to the "States Exhibit building," where will be displayed
and demonstrated all that represents the
improved features of the latest and best
in farm implements, vehicles and appliances.

The "States Exhibit Palace," it is
called and rightly, for it is one of the
largest and most imposing structures on

## Really Good Whiskey Safe and Sane

Really Good Whiskey Sale and Sane

By Dr. Harvey W. Wiley.

Chief Chemist of the U. S. Bureau of Agriculture.

Whiskey, for it is the antithesis of fermented mash of malt, and it contains all the congeneric products formed with ethyl products formed with ethyl alcohol during the fermentation.

It is nothing whatever except neutral products formed with ethyl that a drink like this is a poison, pure alcohol during the fermentation that are volstile at the ordinary temperatures of distillation.

Most of the Whiskey Sale and Sale an

As long as man can keep his cells duces 20 different substances, as she limpid and keep his protopiasma limpid he will never grow old.

Alcohol absolutely congulates the protoplasm the moment it touches it, but the alcohol that is in whiskey or brandy or rum is so mingled by nature's operation or rum is so mingled by nature's operation.