

Look For the Bon Marche Booth

At the Corn Show Exhibits. We will have a Booth at the Exhibits where you may Rest and Use as a Writing Room.

Bon Marche

Superb Ribbon Values For Corn Show Week.

Wednesday morning we will place on sale a special purchase of Ribbon, fancy colorings, they are being used for hand bags largely, also for art work. Ribbons from 6 to 10 inches wide many prices worth \$1.50 and \$2.00 yard; Special Wednesday for . . . 59c yard

Make This Store Your Headquarters During The Corn Show Week

The Harvest Period each Year is Celebrated in Wilmington by the Corn Show, a Kind of a Fair in Which the Surrounding Country for Miles Participate.

THIS STORE having been open to the people of Wilmington only a short time makes its bow to the patrons of the Corn Show. We hope to see you in our store during the Corn Show week. We will endeavor to make it worth your while to come in and do your shopping here. We intend making this store the Show Place of Wilmington and are very sorry indeed our fixtures did not arrive in time, in order to show the many out of town folks a real up-to-date Department Store. We will do our best to make up for the lack of fixtures by our splendid service and will give you full value for every dollar invested here.



Drapery Materials of Rare Beauty.

We show a most attractive line of pretty cretonnes at extremely reasonable prices. From . . . 25c, 29c, 39c yard up Beautiful Tapestries . . . \$3.00 to \$6.00 yd Curtain Nets Scrim and Madras priced right-ly from . . . 15c to \$1 yard. Lace Curtains—the kind that hang well, Choose from a nice-new collection, priced at . . . \$1.25, \$2.50, \$3.50, \$5 and \$7.50 yd Bed Spreads from . . . \$1.25 to \$5 Bath Mats . . . \$1.00, \$1.50 and \$1.75 Pillows for couches . . . 25c, 35c and 59c Killarney Linen 39 inches wide, regular 15c yard, Corn Show price Tuesday . . . 12 1-2c yd

We Show a Most Pleasing Array of Suits, Coats and Dresses.

Every garment in stock is new—up-to-date, just the styles that are being worn in all the larger cities. Coats in Mixtures from . . . \$12.50 to \$50.00 Dresses in Silk and Serge, rightly priced from \$7.50 to \$40.00. Stylish Suits regularly priced at \$18.00, \$25.00 up to \$65.00. Evening Dresses from . . . \$12.50 to \$50.00 Tuesday we place on sale a large line of \$4.00 Crepe deChine and Tub Silk Waists; Special for . . . \$2.95 \$2.50 Tub Silk Waists, Tuesday for . . . \$1.90 Petticoats special Tuesday for . . . \$2.95 regular \$5.50 value.

Some Real Millinery Bargains For Corn Show Week.

Tuesday morning we place our Vogue and Castle \$15 and \$16 Hats on sale for . . . \$9.95 Either Vogue or Castle Hats is considered the very highest in the Millinery world. The largest and best stores in the country talk them up in their ads and they are known from coast to coast as being the very latest in style and of the best workmanship available. You will make no mistake in selecting a \$9.95 Vogue or Castle Hat Tuesday and Corn Show Days. An assortment of \$6 and \$7 Hats, very newest models, and up-to-date in style; Special for Corn Show Week, Tuesday at \$3.90

Beautiful Showings in Silk Dept.

40-inch Crepe de Chine, all colors, at . . . \$1.25 and \$1.50 per yard Charmeuse, 40-inch wide, all shades, priced at . . . \$2.25 per yard Crepe Metior, 40-inch wide, black and navy, priced at . . . \$2.50 yard Yard wide Taffeta, priced at . . . \$1.25, \$1.50 and \$1.75 per yard 36-inch Messaline, all colors priced at . . . \$1.25 per yard HAND BAGS—THE KIND THAT WEAR WELL Hand Bags made of durable material with style to them, neatly lined, and superior in workmanship. Priced within reach of all . . . \$1.00 to \$6.00

SIDELIGHTS ON THE LIFE OF THE CIRCUS

Press Agent of The John Robinson Show Tells What It Is Like.

HOW THE GREAT SHOW IS MANIPULATED.

From Start to Finish He Describes The Wonderful Fascinating Workings of The Circus, Such as Comes to Wilmington Today For Two Performances Tomorrow.

(By Billy Epton, Press Agent John Robinson Circus.)

No doubt each and every one of the readers of The Dispatch have at various times read different stories about circuses and how they were handled and of the almost fabulous daily expense that were required to run them, but little have you ever thought of the main part of the business, that of the advance. Of course we all know that there must be an advance man for even the attractions that play the theatres have an advance man, but a circus must have advance men. One would never be enough for it requires months to properly arrange for the exhibition of a big circus in a city or even in the smaller places. I am going to try and explain to you so that you will understand it thoroughly just how long it requires and how many men are used in the bringing of a circus to your city of Wilmington.

To begin with the big circuses of today are more of an institution and do not run through its season and then dissolve and disperse. In winter the entire establishment is maintained. With the performers this is a mere suspension of service for contracts are frequently made for several years. Owners, managers, general agents, press agents, contracting agents, treasurers, bookkeepers etc find no idle moments. Rolling stock, suffering from the hard effect of the season's campaign, needs painter and carpenter; new acts and novelties must be secured to keep abreast of the times.

The management must know the character and population of every town, have information of the conditions of business, vicissitudes of the year and the prospects for the coming season; know the national, state and municipal law and the character of the licenses and the price of food for man and beast; keep track of floods,

droughts or disaster to crops or people; be familiar with the seasons of plowing and harvesting. The circus man of today must have a general insight of the railroad business. He must know what railroads reach certain towns, the character of tunnels through which the heavy show trains must pass.

In the southern states, in the district covered by New Orleans there is a season when tropical rains fall almost daily, this is true also of the Pacific coast, and as far as human foresight is possible, the circus owners route their shows to avoid a seige of rain. One must be familiar with climatic conditions. The circus can never hope to combat cold and inclement meteorological conditions and therefor it must be routed through a section that is favorable to tented affairs as far as possible.

The question of transportation is the most careful one involved and upon its cost and facilities the route of a circus is in a great measure determined. The question of a town's population is of not the greatest importance, but the accessibility.

There are a number of towns in the United States and Canada of over 25,000 people who do not see the animal visit of a circus. They are known as dead show towns. As a rule they are towns of little active and commercial life and are near the big cities. On the other hand there are smaller villages that are scattered around the country which boast of two or three thousand people in population and yet these villages are visited annually by the big circuses. Towns that are trade centers, and into which several railroads run are picked by the circus agents. Often the business secured from one of these villages itself would not pay for the elephant's feed. Yet the throngs who visit the particular village on circus day by automobile, electric car, steam road etc., are enough to fill the great tent to capacity twice.

Through the long cold and weary winter months hundreds of girls and women are employed in the winter quarters of the big circus, busy on the new uniforms and trappings for man, woman and beast. There are rich plush and bullion galore in the workshops. The prettiest spangles that will glitter in the ring are being sewed in place, the elephants are getting new jackets of gold and purple the camels are being fitted out afresh for the parade. Some of the gorgeous

fittings are very expensive, but the circus management calculates that they must be renewed each year. The outlay for hats, boots and other material for the circus army is heavy and ceaseless.

Getting Ready For Circus Day.

It is not generally known to the public, but it is a fact that nearly one third of the entire expense is incurred in the work of the advance army of men that have come and gone, unseen by the average circus goer, before the show puts in its appearance, yet even before the first big red poster is seen by them, the advertising matter, its distribution, express freight, etc., together with the salaries, transportation and living expenses of nearly a hundred men amounts to vast sums of money.

The advance staff of the big circuses, such as John Robinson's Ten Big Shows, consists of a general agent, a railroad contractor, several local contracting agents, a press agent, a number one advertising car with twenty-five bill posters, a number two car with twenty-two bill posters and a number three car carrying the program and window lithographers, an opposition brigade with ten bill posters, lithographer and bannermen. In addition three days in advance of the show travellers the route rider and checker up, and finally the one day ahead comes the twenty-four hour man.

The general agent is a man of long experience in the show business and generally he is the person who has done almost every line of work connected with a circus and is familiar with every angle, and he is better known as the advance manager. He is absolutely in charge of what appertains to the advance of the show. The general agent in conjunction with the owners of the circus, lays out the prospective route for the season, frequently, following a conference with the proprietors he submits one or two routes. All of the towns and cities are discussed and gone over. A careful lookout into the plans of other circuses are considered.

The first man to leave the winter quarters about the first of every year is the railroad contractor. He goes to the general offices of the various railroads over which the show is going to travel during the season and discusses rates and transportation facilities. It is here that he is able to get the prospective routes of other circuses. There are no published tariffs governing the movement of circuses, all the big shows own their own railroad cars and they arrange with the railroads for the use of their tracks and motive power. It requires from two to three and sometime four big sections of trains to transport these big circuses from one town to another. To be a circus railroad contractor, one must be familiar with almost every angle of the railroad business and must also know the character, size and condition of every city that he contemplates visiting with a circus, he

must also know all about the various roads leading into a city, about the size of tunnels, so there will be no difficulty in handling the long heavy circus trains. Frequently circus changes roads and the contractor must be familiar with the cities in which the transfer tracks are located. In the course of a season a circus that like the John Robinson Circus travels nearly 20,000 miles, in about thirty different states and on about fifty different railroad systems.

The local contractor, the next man in line travels from three to six weeks ahead of the circus. His duties are manifold. He is given the route and visits each of the cities and confers with the city officials, also the state and county, in regard to licenses, rent of grounds upon which the circus exhibits, and or lot as is commonly termed, the local contractor must view the location from many different angles, its accessibility for the show going public, are the carlines and highways adequate to take care of the expected crowds and of people and vehicles? Its size, for the lot must be large enough to house the various tents of the big circus without crowding; then it must be within reasonable distance from where the trains are to be unloaded and loaded; and carefully must he look over the streets and roads the ponderous circus wagons must be hauled over, for in case of inclement weather and muddy highways there is bound to be delay in the well organized routine of the show which it cannot well afford.

In addition the local contractor must arrange for board for the advance advertising brigade yet to come, for type use of billboards, for a dozen or so lively teams to haul the bill posters into the country when they arrive on the advertising car. He must also contract for food, for man and beast as well as arrange for water and ice. In the course of a season the contracts run from dollars into hundreds-thousands of dollars and one readily sees that the contractor must know every detail of his work. The advertising cars travel one and two weeks ahead of the circus. The show bills and posters are shipped direct from the printers to the advertising cars in two weeks allotments. On each advertising car man there who superintends the work of the bill posters, lithographer and bannerman. He too, is familiar with the territory and know readily how to bill the entire section from which the show draws from. With the John Robinson Ten Big Shows there is an advertising system of size and magnitude different from other shows. For a radius of twenty five miles around each city where the circus exhibits, bills are posted on billboards, blacksmith shops and barns, every city and village on each railroad entering a city for a distance of forty miles is visited by a bill poster who posts bills announcing the forthcoming visit of the circus. The circuses of today

are the world's largest advertisers? It was the pioneer circus owners who fostered growth of lithograph printing, used today by so many advertisers.

Along about the same time as the number one advertising car reaches a city the contracting press agents puts in his able appearance. He, as the title implies, deals solely with the newspapers, arranging for so many inches of display advertising and the running of a liberal quantity of "readers" and "cuts". The dailies are glad to use the copy of the modern press agent for his press matter is usually descriptive, a matter of fact circus stories that are of interest to the reader.

The opposition brigade is kept in readiness to jump to any point where their services may be needed to fight any kind of opposition. Should a rival circus be advertised to appear in the same city, on or near the same date, the brigade is often held at the one point for a week or more literally fooding the country with their bills.

Three days ahead of the show goes the program brigade securing advertising from the local merchants for the attractive pages of the circus program. When it is considered that the programs are daily read by probably 10,000 people they are readily recognized as excellent advertising mediums.

With the big show of today, there are two twenty four hour men—really "forty eight hour men." They alternate in visiting the various cities. The twenty four hour man looks after the final plans incident to the coming of the big show. Sometimes a sudden period of rain necessitates that the original exhibition grounds must be changed, the twenty four hour man carefully examines bridges and culverts over which the heavy circus must pass. If the show grounds are muddy with no prospects of bright sun shine to speedily dry them, straw must be secured by the carload, to be spread over the lot for the protection of the circus patrons. He must see that food for the big circus hotel, for the menagerie and the stock, must be on hand at the proper time, to meet the arrival of the big show. In short the 24 hour man must see that everything is in readiness for the coming of the mighty organization. There must be no haunts or perplexing hitches.

Finally the twenty four hour man must be in the railroad yard when the first of the long line of yellow cars bearing the "flying squadron" reaches town. He along with the railroad officials has the circus cars conveniently located for unloading. As the various trains bearing the paraphernalia and equipment arrive, he sees that they are properly "spotted," or placed. At daylight the work of unloading begins. He shows the boss hostler the location of show grounds. The boss hostler sees that the circus wagon are transported from the trains to the place of exhibition. Persons who are not entirely fa-

miliar with the workings of a big tented exhibition like the John Robinson Circus, frequently ask the question; "Do circuses split up in playing the small towns, and join again for the city engagements?" Circuses have never and can never split or divide. It is physical impossibility. It would be necessary to have two of each kind of tents and duplicate of equipment that each houses. There would have to be two sets of canvass hotels, two ticket wagons, nearly a double force of working men, in fact two complete shows. Unscrupulous showmen sometimes advertise a great deal that they do not carry and naturally one imagines that "the other part is in another city." The management of the John Robinson Circus will give \$100,000 to any recognized charitable institution for proof that the show splits after making the cities to play the smaller towns or that it has divided. A visitor to the John Robinson Ten Big Shows sees the identical performance and outfit just as shown in the largest cities of the United States and Canada.

Another thing which the average circus goer is unfamiliar with is the character and standing of the circus men and women. As pilgrims with one abiding city, here today, there tomorrow, one often regards a showman as a shiftless sort of individual with no more love of a permanent place of abode than a gypsy. Such is not the case. The atmosphere about the great circus institution seems charged with health and happiness. Drunkenness is not tolerated in any form. Immediate discharge, no matter who the offender may be, is its penalty. Of other vices prevalent in other walks of life: it is hard, the hours are long one would not be able to dissipate if he chose. Gambling is strictly prohibited and a fine is imposed upon the unlucky person caught using profane language. The women of the circus are not permitted to engage in conversation with any one not directly connected with the show. Most circus women are church goers.

One of the first persons to alight from the "Flying Squadron" is the mail carrier. He hastens to the postoffice on the first of three trips that he makes daily to the government station. At his heels is the general manager who multifarious duties require an early rising. The circus detective follows not far behind, scrutinizing faces and figures and approaching by easy stages the local police station. The boss canvassman is the first of the circus followers to reach the exhibition grounds always known among the circus fraternity as the "lot".

Headaches

due to stomach, liver or kidney—are permanently relieved by Shivar Mineral Water. Positively guaranteed by money-back offer. Tastes finer costs a trifle. Delivered everywhere by our Wilmington Agents, Elvington's Pharmacy, Cor. 2nd and Princess Sts.

Among the other qualifications, the boss canvass man is a practical surveyor. He looks the ground over and quickly decides the location of the score of different tents which cover several acres. The "big top" always occupies the part of the lot that is most level. The entrance is laid out so that it will be most convenient to the general public.



CHEER UP

Whether there is gloom or gladness in your heart, a frown or a smile upon your face, depends upon your Liver.

Tutt's Pills

Refresh the Liver; puts sunshine into your system and makes you feel fine all over.

EASTERN CAROLINA FAIR

at NEW BERN, N. C. Round Trip Fare From Wilmington, \$3.50 including Admission to the Fair. Tickets will be sold to New Bern as above by the

ATLANTIC COAST LINE The Standard Railroad of the South NOVEMBER 7, 8, 9 and 10. Limited returning until midnight of Saturday, November 11, 1916. Proportionate fares from intermediate points. Children half fare. SPECIAL TRAIN SERVICE Wednesday, Thursday and Friday November 8, 9 and 10.

Leave Wilmington . . . 5:15 A. M. Leave Jacksonville . . . 7:05 A. M. Arrive New Bern . . . 8:30 A. M. Returning—Le. New Bern . . . 5:00 P. M. Arrive Wilmington about . . . 3:15 P. M. For further information address T. C. White, Gen. Pass. Agent. Phone 100.