

# **Magicians' programmes**

presented by

**Peter Lane**

at the

IBM British Ring Convention, Eastbourne

24 September 2015

Peter Lane used these brief notes to give his talk. As he spoke, he expanded on the content. All illustrations are from items in The Peter Lane Collection.

## WHY COLLECT MAGICIANS PROGRAMMES?

I had never read or heard anything about the history of programmes, so I had to start my research from scratch.

What is a programme? In the magic world it is a list of performers at a show, or if there is only one performer a list of the tricks that will be performed.

I could not find any very early programmes. I believe that is because, as magicians were itinerant performers often performing outdoors, or performing at private functions, they did not need a programme. The majority of the public were illiterate. Only upper class people could read, and they were not the sort who would attend a magic show.

Let's look at the development of the programme in Britain.

When magicians started booking indoor venues, they needed to advertise. They used a small handbill which could be pinned up outside the venue and which could double up as a programme inside the venue.

**Assembly Rooms, Cheltenham.**  
**SIGNOR BLITZ,**  
(FROM MORAVIA.)  
FORMERLY PUPIL AND ASSISTANT TO  
**THE CELEBRATED PHILADELPHI**  
PROFESSOR OF MECHANISM AND METAMORPHIST.  
Desirous of gratifying the Nobility and Gentry of Cheltenham, and its Vicinity, has  
the honour to announce his intention of giving  
**A Performance,**  
AT THE ABOVE ROOMS,  
**On Wednesday September 4th, 1833,**  
AT TWO O'CLOCK PRECISELY,  
And in the Evening at Half-past Eight, and the two following days at the same  
Hours, (excepting Thursday Night, being Ball Night.)  
And he hopes the unqualified approbation bestowed on his exertions in the principal  
Cities in England, Ireland, and Scotland, will ensure him the liberal support of the  
Gentry and Inhabitants of this town and neighbourhood.  
Among the many testimonials forwarded to Signor Blitz, the following have been  
transmitted to him by the most Noble the Marquis of Stafford, and Sir Roger  
Gresley, Bart.  
"I very willingly express the satisfaction the performance of Signor Blitz has given  
to the party who have witnessed here his superior dexterity and surprising ingenuity this  
evening. His talent was agreed to exceed any similar instances recollected by those  
present."  
"Treatham, Sept. 3, 1830. STAFFORD.  
"Signor Blitz is the most accomplished Professor of the Art of Magic that I ever saw  
in England or on the Continent; and I recommend him very strongly to all its patrons."  
"Litchfield, May 22, 1830. ROGER GRESLEY.  
THE AMUSEMENTS WILL COMMENCE WITH  
**Thaumaturgics,**  
And many other Performances too numerous to insert.  
In the course of the Entertainment Signor Blitz will command an Article to fly at the rate of  
**Five Hundred Miles in a Minute!!!**  
*The Signor will also perform with Three Hands,*  
In a manner never before attempted by any Person.  
A Bushel of Rice will change its position from one place to another, at the command  
of any Person in Company.  
**A Magnetic Die, of One Inch and a Half in Length,**  
**will be changed into a Diving Bell.**  
During the Performance the Signor will introduce **Two Learned Half Crowns** which will answer any  
Question put to them, and Dance at the word of command, with many other Illusions never before attempted.  
THE WHOLE TO CONCLUDE WITH THE DANCING OF  
**FIVE DINNER PLATES,**  
Forming Waltzes, Quadrilles, Reels and Country Dances, which have been admired as possessing singular merit.  
Tickets, 2s. 6d.—Children, 1s. 6d. to be had at the Assembly Rooms.  
Doors to be opened for the Morning Performance at Half past One; and in the Evening at Eight.  
LESSONS GIVEN ON APPLICATION TO SIGNOR BLITZ, AT THE ROOMS.  
J. J. Hadley, Printer, Journal Office, Cheltenham.

Blitz in 1833 used this list of tricks. It is on a sheet of paper approximately 8 inches x 11 inches. The sheet was also distributed in the street. These sheets are known in England as handbills. In America they are called flyers. They were printed one side only.

I'm sorry that some of the text is very small on the programmes, but for the purpose of this talk it is not necessary to be able to read it.

The programmes gradually became longer. Some included a picture so that the illiterate public knew what type of show it was.

[illegible]

Bills continued to get longer and longer. This one from 1829 has Mr Usher, a clown, linking together eight brass rings. This is an early performance of this trick.



BY PERMISSION OF THE RIGHT  HONORABLE THE LORD CHAMBERLAIN

## New Strand Theatre

### THE MAGICIAN

Has Established himself as the most Extraordinary Professor in "His Line" that has appeared in London since the days of Houdin.

**The House being Positively Crowded Every Night.**

**NIGHTS OF PERFORMING**  
**MONDAY, WEDNESDAY, FRIDAY & SATURDAY,**  
 February 5th, 7th, 9th, and 10th, 1838.

## THE GREAT MAGICIAN MR. SUTTON,

Will on the above Evening introduce, his positively unrivalled experiments, illustration of the supernatural Feats attributed to the Arabian Magicians, Necromancers, Italian Enchanters, Sorcerers of Etna, and Hindu Jugglers, forming a **MAGIC FRANT**, which for the splendour and Magnificence of his physical Cabinet, positively stands unrivalled in the World.

**NOTICE.**

It is hereby notified that on Tuesday 1st inst. in several of the Persian Provinces, the West Indies, South America, and India we shall visit six of America. He has witnessed the performances of the Magicians, Conjurers, Necromancers, &c. of this country, and in the full view of the great Magic of Persia to the amazing Machine Men of the North American Indians, and it is only necessary to add that Mr. SUTTON has diligently availed himself of these unprecedented opportunities. The talented Spectator after reading the above announcement will expect to witness an extraordinary and truly different from the exhibition of this country—and true accuracy in will; every part of the exhibition is of foreign extraction (except the exhibition).

ONE HOUR OF



WITCHCRAFT.

**Physical Necromancy, Leggerdemain, Magic Illusions & Conjuring.**

In which Professor SUTTON will employ many new and ingenious proceedings, that the immense resources of Physique and Mechanism about with. A particular explanation of the numerous novel and amazing experiments, which will be performed before you, and the general exhibition which is hourly maintained, gives positive assurance that his efforts to please are crowned with success.

## MEPHISTOPHILES

**THE BOTTLE IMP.**  
**THE CASKET OF TROPHIES; Or, WHO'S IN LOVE?**  
**PLUTUS' POSTMASTER!**

## THE SHOWER OF SWEETS!

*Fairy Tributes! Enchanted Fruit! Magic Flight.*  
 INCOMPATIBLES! OBERON'S REFECTORY! THE GAMBLER OUTWITTED! GOOD GENI!  
**Petite's Pocket! Magic Power!**  
*Pomona's Cornucopia.—This Illusion is dedicated to the Ladies.*  
 Enchanted Watches! The Necromantic Money, &c. &c.

After which  
**MASTER LINDLEY COLLINS,**  
 Son of the King of the PAGANINI.  
 Who will introduce a CONCERTO ON THE VIOLINELLO, being positively the Youngest Professor on that Instrument in the World.

**PART II.**  
**VENTRILOQUISM.**  
 In this Part, Mr. SUTTON will introduce **TWO JEWS HARPS**, and play a Melody Overture, and the Scotch Air of *Myra, Myra*, with Variations. His performance on these instruments is so truly wonderful, and always creates an extraordinary sensation. Mr. SUTTON will introduce the  
**SPEAKING AUTOMATON,**  
 In imitation of the Human Voice. During the Concerto in which this Agent Mr. S. will  
**HOLD A LIGHTED CANDLE TO HIS LIPS,**  
 And not a breath of air in the least course of the lips will be perceptible.

After which  
**Master VIOTTI COLLINS,**  
 Son of the Celebrated English PAGANINI.  
 Will perform a **SOLO ON THE VIOLIN** introducing the **DOUBLE HARMONICA** in succession, which has never been attempted by any Performer save the great Master of the Art, NICOLÒ PAGANINI. Accompanied by his Father and Infant Brother.

**PART III.**  
**EXPERIMENTS IN EGYPTIAN SORCERY.**  
 Mr. S. will in the Centre of his Physical Cabinet, employ his science to excite the imagination of the audience on a variety of objects, which they will vainly endeavor to account for. These extraordinary Feats, being different from each other will produce by turns wonder and amazement, and during the acts of the operations latter again producing the astonishing illusions presented to them. The  
**INFERNAL BOTTLE; MIRACULOUS SHOT;**  
 And the **RABBIT of the SANCTOSIA of the MAGI of ISPAHAN,**  
 Will be introduced.

The Pie of



MOROCCO

A Part cannot truly suffice of advertisement, in which Mr. S. will create one of the Ladies in the House to disappear, and afterwards be found in the **KNIFE OF A PIE**. The Repetitive Cabinet will create the whole of the House, being a representation of the Sanctosia of the Magi of Egypt.

Doors Open at 7 o'clock. Curtain rises at Half-past Seven. Boxes 6d. Pits 3d. Gal 6d.  
 Children under 12 years, 6d. Boxes, 1s. Galleries 6d. & 3d. No other charge.  
 Box Office open from 4 till 6. Private Boxes to Half Nine. Program. 2d. of Mr. SAMS.  
 St. James's Street. S.W. 1838. Printed, New City, London.

These bills were very unwieldy. So they started printing them on flimsy paper in two parts, side by side. These could be printed cheaply in one go. They were still blank on the back, but were folded with the blank sides facing inward. So you could read one side and then turn it over and read the other side.

ASSEMBLY ROOM  GLOBE HOTEL.

*The Evenings of Wednesday and Thursday, the 4th and 5th of October, 1843.*

Mr. BARNARDO EAGLE has great pleasure in announcing that his

**WONDERFUL & SCIENTIFIC FEATS**  
 OF  
**NATURAL MAGIC,**

Which have attracted crowded houses at the Whitehaven Theatre, in fact during the last 14 nights 5000 persons have witnessed the Performances of the

## GREAT WIZARD OF THE SOUTH,

AMBIDEXTEROUS PRESTIDIGATOR

TO  
**HER MAJESTY THE QUEEN;**  
 AND AS THIS IS THE ONLY OPPORTUNITY

During the Wizard's professional visit to this County, he particularly invites the Gentry of this town to a perusal of the Synopsis of the Night's

**ASTONISHING PERFORMANCES.**

The Wizard ever anxious to oblige all Parties coming from a distance, will give a Day's Performance, to commence at the termination of Mr. Van Amburgh's first Entertainment, namely: Four o'clock, and will close in time for the second Entertainment.

BOXES, 2s. PIT, 1s. GALLERY, 6d.

Doors open at Half-past Seven, commence at Eight o'clock.  
 Carriages to be ordered at Half-past Ten.

**PART FIRST.**  
**PHENIXISTOGRAPHY**  
 PRACTICALLY ILLUSTRATED.

**THE FLYING ORANGES.**

**THE SOVEREIGN TRICK,**  
 Introducing a Magic Pepper Box, and the  
**GHOST OF FORTY-FIVE.**  
 Four Splendid Tricks on a new Pack of Cards.

**THE MODEL MILL,**  
 And the Humours of the Little Comical Miller.

**TIME FLYING, OR THE MAGIC TARGET.**

**MYSTIC FRUIT—CUTTING AND MENDING,**  
 OR **THE MAGIC HALF CROWN.**

**THE BOTTLE OF DIABOLOUS,**  
 The Skeleton Umbrella, and Flying Handkerchiefs.

**WASHING BY MAGIC.**  
 Between the Parts, Miss EAGLE will appear as the Second-sighted Child, or the Enchanted Little Lady.

**PART SECOND.**  
**MAGIC CANARY, RING, AND RIBBON.**

**Rings of Enchantment.**

**FLIGHT OF A LADY'S RING FROM HER HAND.**

**THE WARLOCK'S FROLIC.**

**THE AUTOMATON MAGICIAN.**

**CHALLENGE.**  
 THREE TRICKS OF A LAUGHABLE NATURE.  
 The Productive Bag and Dancing Egg.

The whole to conclude with a Laughable Fest entitled the  
**PLUM PUDDING TRICK.**

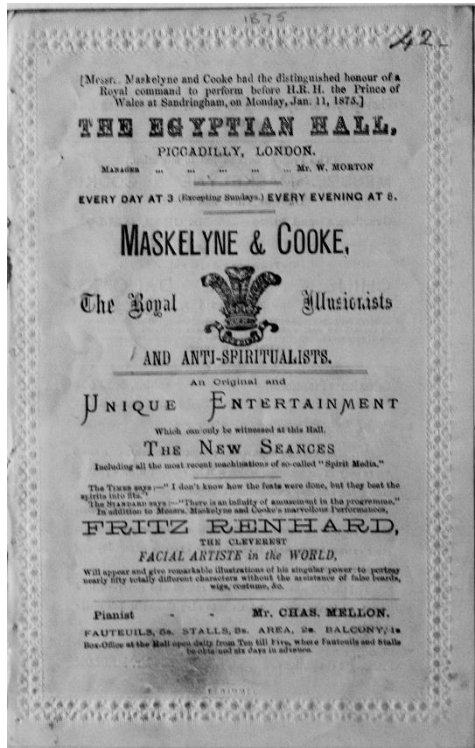
This programme for Mr Barnardo Eagle, from 1843, is printed on heavy quality paper, the size of a small modern programme. Nevertheless, it is still only printed on one side.

From here it's a small step to the programme as we know it. Around this time, they were usually given away at the performance.



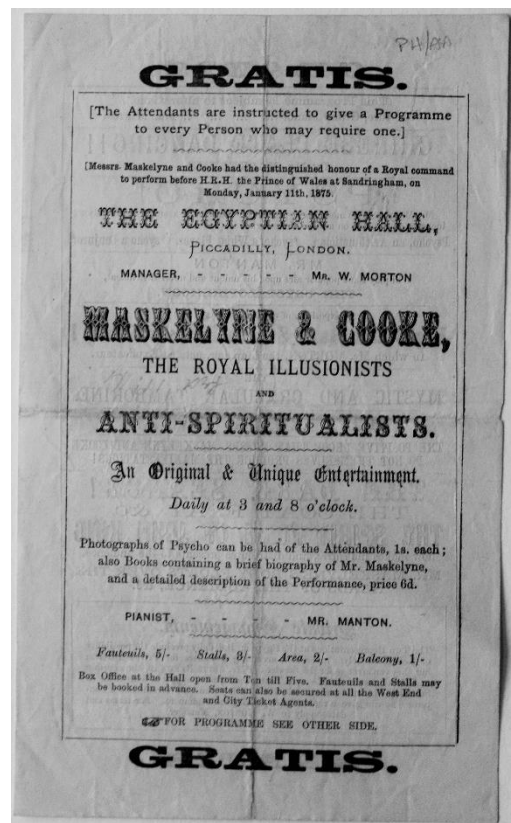
## MASKELYNE'S PROGRAMMES

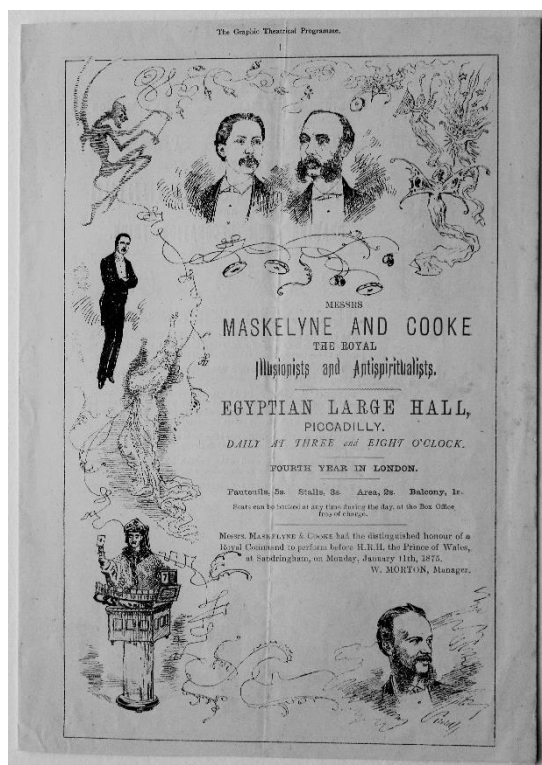
Let's have a quick look at Maskelyne programmes during their 60 year stay in London. These show how programmes developed further. Much the same developments occurred in programmes for other theatres.



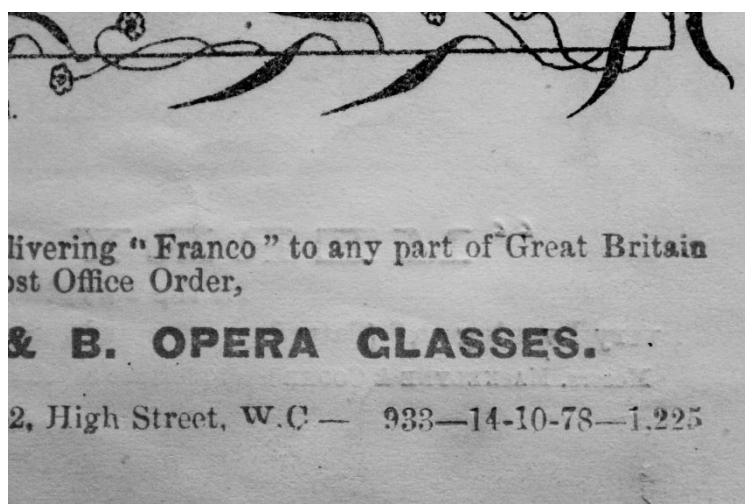
Maskelyne came to the Egyptian Hall in 1873. This programme, which is two years later, has embossed edges. This was the fashion at that time. All programmes were now printed on both sides so had a cover. Embossed on it is the word *Rimmel*. They were a perfume manufacturer in the Strand in London. They supplied perfumed paper on which the programmes were printed. This continued in some theatres until the 1920s.

In 1876 the programme was free. It was clearly marked that *the attendants are instructed to give a programme to every person who may require one.*



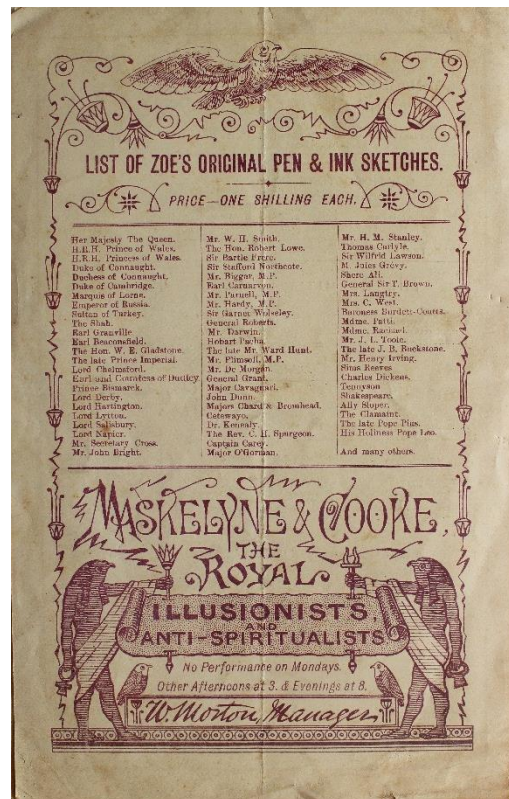
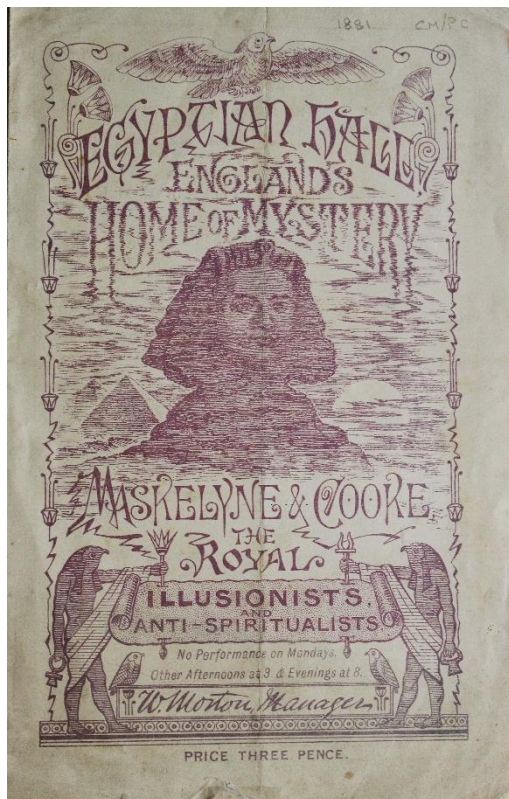


This programme has an attractive cover and is also attractive internally, where it shows that Maskelyne and Cooke are now doing a longer performance.



This 1878 programme shows a change of front cover with the price two pence on it. At the foot of the back cover is the printer's name, the date printed, 14.10 78, and 1,225 which is the number of copies printed. They sometimes printed 2,000. It makes you wonder why they are they so scarce!





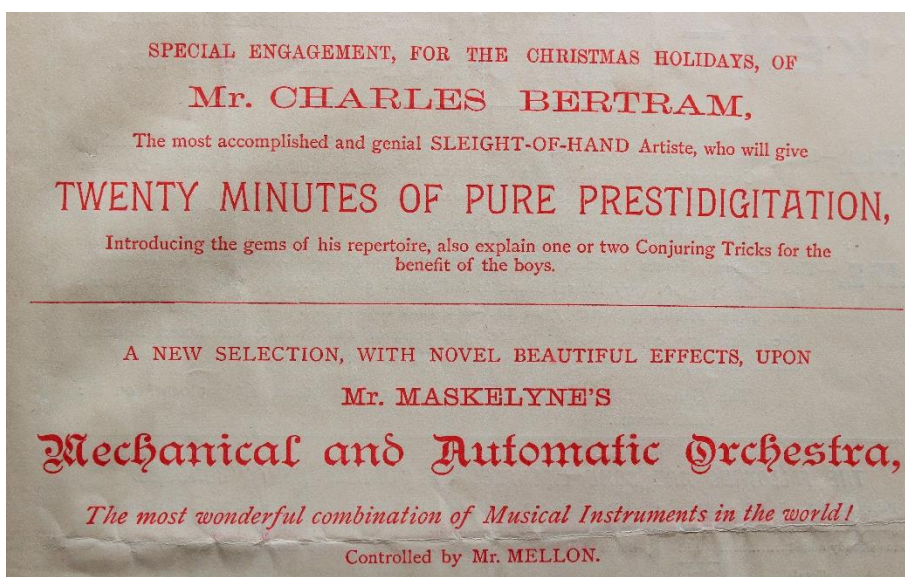
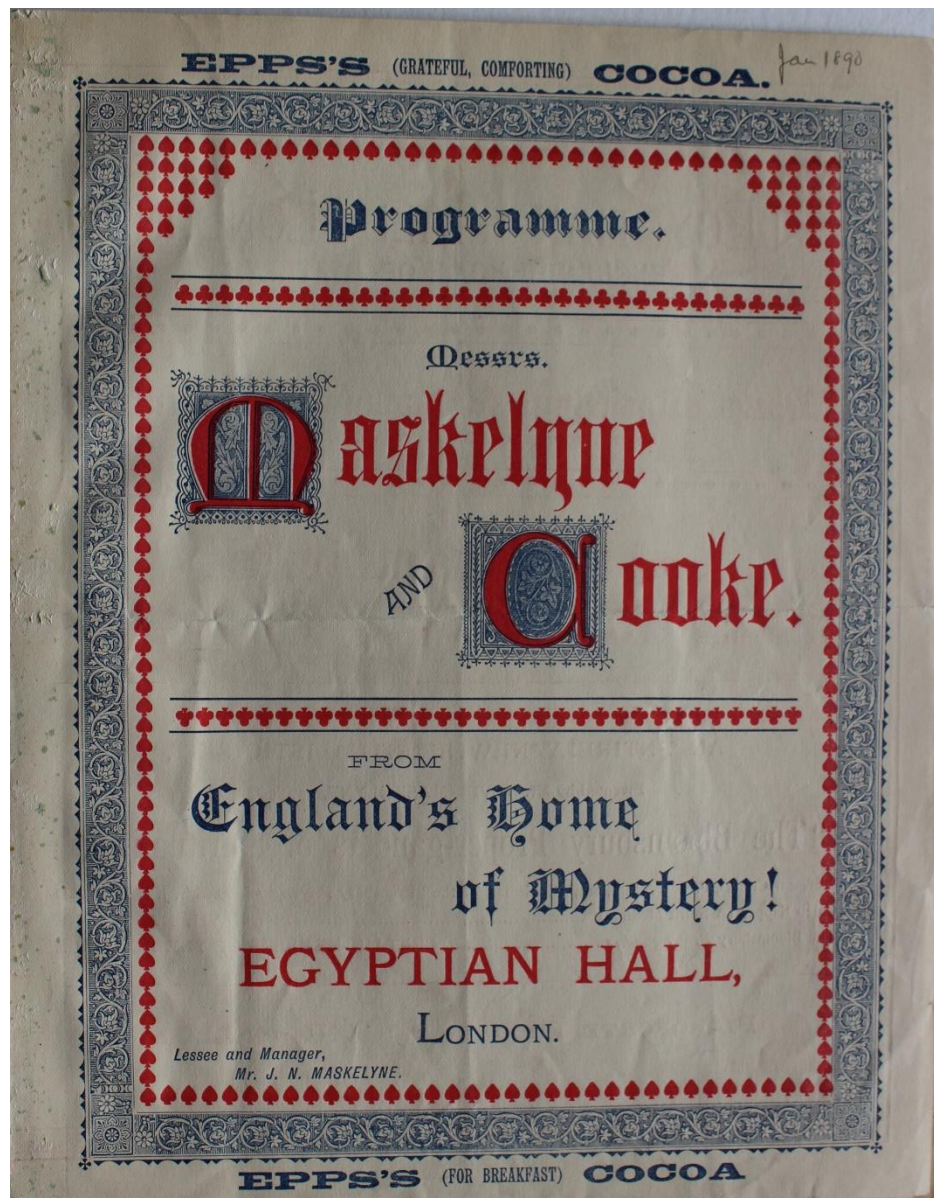
Here's one from 1881, where the price is now 3 pence. It's printed in colour with internal illustrations. On the left can be seen Zoe, an automaton which could draw. On the back cover there is a list of 70 subjects which she drew and which were on sale for 1/- (5p) each.





The owner has written Grammie and Poppie on the black printed cover of this programme. Presumably that's who took them to the performance. The programme is free again and it states that *Attendants are forbidden to accept any gratuities. The management begs the Public not to tempt the Attendants to infringe this rule.* At the bottom of one page it says: *Private Parties. Prof. Era the popular drawing room magician now in London can be engaged through Mr Morton (Maskelyne's manager).* Prof. Era was a little known performer so I wonder why Morton was promoting him.

A year later the price was 2d. and Prof. Era was still being promoted.



In 1890 we see a larger format and colourful printing on cover. Bertram was appearing and will 'also explain one or two conjuring tricks for the benefit of the boys'.





Come 1893 there had been a slight change in the cover design. Morritt was performing 3 spots: thought transmission, shadow pictures and sleight of hand. Today we think of him performing and inventing illusions.

The back cover carried an advertisement for two of Maskelyne's inventions. It shows a Mechanical Cashier which printed a receipt and kept a record of all sales, as on modern machines. His typewriter had differential spacing, which meant that the width of an 'i' was less than the width of a 'w' or an 'm', so that the typed text looked like printed text. The typewriter had no ink ribbon. It cost 20 guineas or 19 guineas for cash. It was very clever but very expensive.

**MASKELYNE'S MECHANICAL CASHIER**  
And BOOK-KEEPER.  
A BOON TO SHOP-KEEPERS

Saves Time.  
Renders Peculation impossible without detection.  
Relieves Honest Assistants from Suspicion.  
Protects Customers against Overcharge.  
And Records each Payment Separately.

Beat all Competitors at the  
**PARIS EXHIBITION!**  
Receiving the Highest Award given for Cash Registering Apparatus.

**THIS MACHINE** is so simple in its operation that a child 12 years of age can be taught to use it in ten minutes, and can do the work of two or three Clerks. Above is an illustration of a Cashier to register amounts under £100. The setting of the Indicators to the amount required to be registered occupies but two or three seconds of time, when a single depression of the lever prints a receipt stating the amount paid, with the words "Received with thanks" and the date. The same depression of the lever also prints a record of the transaction inside the Machine. It removes a shutter in front, exhibiting the amount in large figures. It opens a till to receive the cash, and strikes a gong announcing the completion of the operation.

**PRICE LIST.**—Cashiers to register amounts under One Hundred Pounds, as illustrated, £24. The same Machine, to register sums under Ten Pounds, £16. Large Tills, to fit beneath the counter, opening automatically each time the Machine is used, 35/ each.

ALL MACHINES ARE GUARANTEED FOR ONE YEAR.

**THE MASKELYNE TYPE-WRITER.**

Will shortly be placed upon the Market.  
The most perfect WRITING MACHINE yet produced.  
Entirely New in Principle, no Ink Ribbon required.  
Differential Spacing. 26 characters, each visible to the Operator the moment it is printed.  
Almost noiseless in operation.





By 1898 there had been a variation in cover design. The first half of the show was David Devant plus the newly invented animated photographs, or films as they are now known. The second half featured one of Maskelyne's magical sketches.



By 1900 the price of a programme had come down to 1 penny and a smaller format was used. Advertisements started appearing.

*Throat & Cough*: EPPS'S GLYCERINE JUJUBES.  
Sold only in Labelled Tins, price 7½d. and 1/1½.

EGYPTIAN HALL,  
LONDON.

*England's Home of Mystery*

MESSRS.

**Maskelyne**  
**and Cooke's**  
**ENTERTAINMENT.**

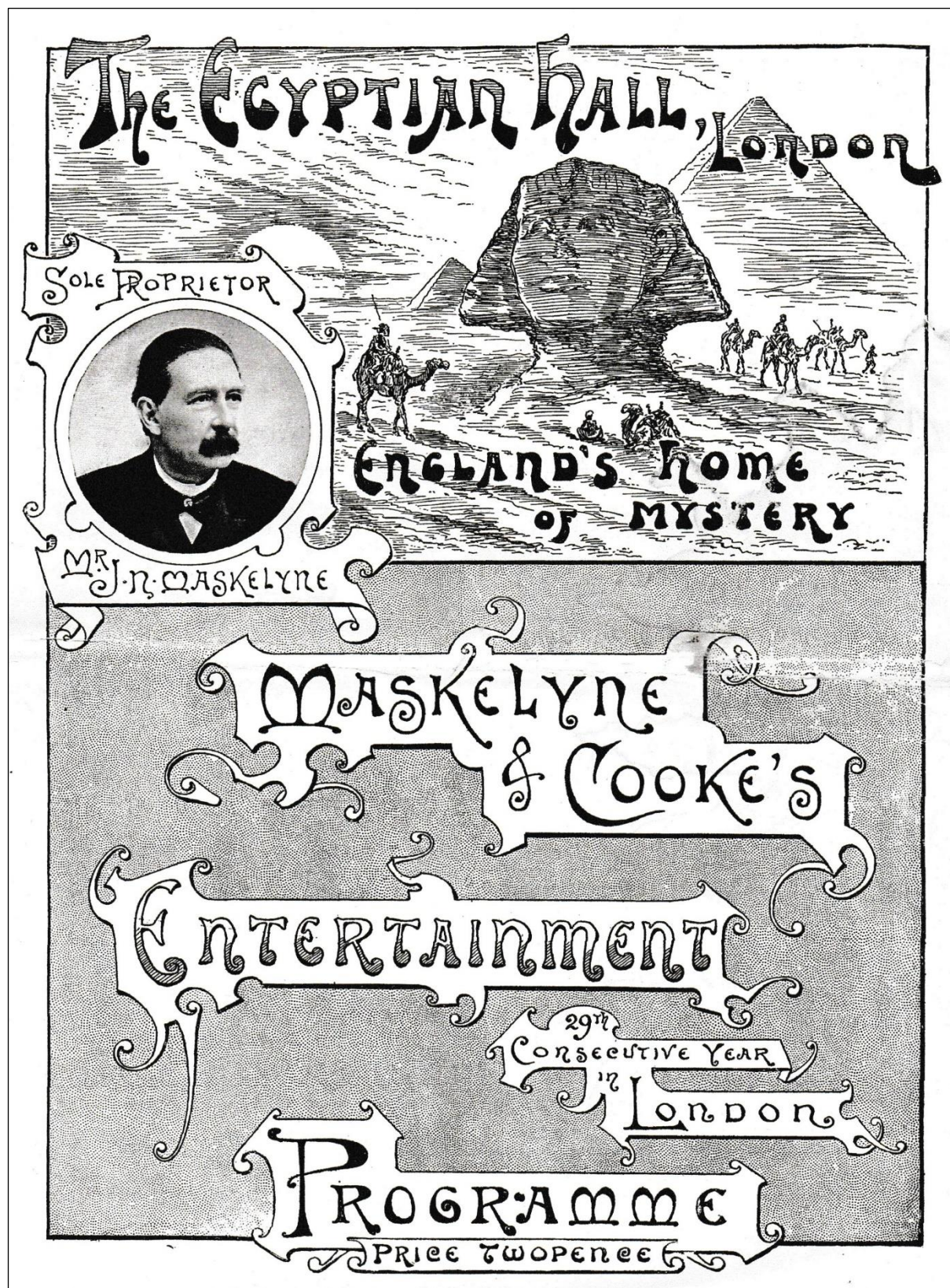
(Sole Proprietor - - Mr. J. N. MASKELYNE.)

Twenty-Seventh Consecutive Year in London.

**PROGRAMME**  
**PRICE ONE PENNY.**

EPPS'S GLYCERINE JUJUBES: *Throat & Cough*  
Sold only in Labelled Tins, price 7½d. and 1/1½





By 1902 the format had changed to the largest format of all, 11½ inches x 9 inches, and the price increased to two pence again.



**PART II.**

# THE ENTRANCED FAKIR.

*An Original Magical Romance with a Moral,*

WRITTEN AND INVENTED BY  
**Mr. J. N. MASKELYNE.**


## CHARACTERS.

  
**DAN'L DAW** (an old Showman)  
 Mr. J. N. MASKELYNE.

  
**STUMPY** (his Factotum ...  
**BLISS** (A Bum Bailiff) ...  
**SIR JAMES FRANKLIN** ...  
**LORD OF THE MANOR** and  
**J.P.** ...  
 FRASER (his Solicitor and Estate Agent)  
 Mr. E. MOREHEN.

  
**Mr. T. TEAGUE.**

  
**Mr. J. B. HANSARD.**

  
**SAM MUGRIDGE** (*alias* Dryanard Boo Sing,  
 the Entranced Fakir) ...  
**CHIN CHIN CHEW** (a Chinese Juggler)  
 HERR VALADON.  
**MARGERY DAW**  
 Miss CASSIE BRUCE.

  
**Mr. G. A. COOKE.**

  
**HERR VALADON.**

*Scene:—*  
The Stage of a Travelling Show.

*Period:—*  
The Present.

In arranging this Sketch Mr. MASKELYNE has had a two-fold object in view. (1) The exposure of certain hypnotic frauds; (2) the invention of an interesting and amusing setting for the introduction of mysteries. The levitation of "THE ENTRANCED FAKIR" is admitted by magical experts to be the most inexplicable mystery ever exhibited. Persons conversant with the numerous methods of causing human beings to apparently float in space, are unable to find the slightest clue to this scientific problem. Large sums have been offered for the secret, but Mr. MASKELYNE refuses to sell it. The invention is destined to prove a greater puzzle than the famous Box Trick, which has remained unsolved for 40 years, notwithstanding the fact that £1,000 Reward is offered for the discovery of the secret.

Herr Valadon can accept Private Engagements at hours that will not interfere with his appearances at the Egyptian Hall.  
For Particulars apply to the Entertainment Bureau, Egyptian Hall.

This show featured a magical play written by JN Maskelyne, titled *The Entranced Fakir*. There were photographs of the cast, but due to their makeup it is very difficult to recognise any of the performers. At the foot of the page it says:

In arranging this Sketch Mr. Maskelyne has had a two-fold object in view.

- (1) The exposure of certain hypnotic frauds;
- (2) The invention of an interesting and amusing setting for the introduction of mysteries.

The levitation of "The Entranced Fakir" is admitted by magical experts to be the most inexplicable mystery ever exhibited.

Persons conversant with the numerous methods of causing human beings to apparently float in space are unable to find the slightest clue to this scientific problem. Large sums have been offered for the secret, but Mr. Maskelyne refuses to sell it. The invention is destined to prove a greater puzzle than the famous Box Trick, which has remained unsolved for 40 years, notwithstanding the fact that £1,000 Reward is offered for the discovery of the secret.

In 1904 they moved from the Egyptian Hall as it was going to be demolished. This was due to it being condemned by the Council as a dangerous structure.



The Maskelynes moved to St George's Hall in Upper Regent St, opposite to where the BBC is now.

**BRYANT & MAY'S SPECIAL PATENT SAFETY MATCHES**  
AFFORD PROTECTION FROM FIRE  
And are the only Matches used throughout St. George's Hall.

**SWAN VESTAS** DO NOT GLASSON  
THEY BURN

**PARISIAN MILLINERY.**  
LADIES' HATS FOR WINTER IN LACE  
UPPER AND LOWER.  
ALL THE LATEST  
BEST TAILORS  
A. BOUTON

**TWO PRICES ONLY. 5s. AND 10s. 6d.**  
128, OXFORD STREET, LONDON, W.  
Everything Made in PARIS.

**IDRIS ROYAL TABLE WATERS.**  
As supplied to H.M. THE KING.

**TO GET HOME QUICKLY, TAKE THE TWOPENNY TUBE FROM OXFORD CIRCUS STATION.**  
Three minutes with time to spare. Buses every ten minutes to the Bank up to St. Martin's, and to St. George's Hall up to St. Mark's.

**PURE GRAPE BRANDY JULES MARIL**  
Supplied at St. George's Hall Bar.  
A superior quality and genuine  
and guaranteed pure.

**EPSS'S GRATEFUL-COMFORTING COCOA**  
The most palatable  
and economical.

**PROGRAMME.**  
THE ENSEMBLE OF THE ORCHESTRA.  
**M. GINTARO.**  
The most accomplished of Japanese Ensembles, in an extraordinary display of dexterity.  
"SHADES OF SHIFTERS,"  
A Novel Introduction giving a Peep behind the scenes.  
**MR. DAVID DEVANT**  
Will give a Selection from his wonderful repertoire of Magical Problems, concluding with  
"MENTAL MAGNETISM,"  
A novel and previously impossible feat, which he will be asked by the master.  
"THE ENCHANTED HIVE,"  
A Curious Feat.  
"AN INTERVAL OF TEN MINUTES."  
During which the Orchestra will be playing the most popular music of the day.  
Refreshments, at special prices, will be obtained from the Athenaeum, as in the Vestibule, and at St. George's Hall, 42, Upper Regent Street, London, W.

**"THE BURMESE GONG,"**  
A Novel and previously impossible feat, which he will be asked by the master.  
"THE MYSTIC KETTLE,"  
An elaborate and previously impossible feat, which he will be asked by the master.

**C. TAMAMOTO.**  
The Japanese Ensembles will be playing the most popular music of the day.  
**MR. BARCLAY GAMMON,**  
ILLUSIONS OF THE FIFTH KIND.  
Grand Piece supplied by Messrs. Nether & Co.

**"THE MASCOT MOH,"**  
A Novel and previously impossible feat, which he will be asked by the master.

**ENTERTAINMENTS FOR PRIVATE PERFORMANCES.**  
Maskelyne & Devant's Entertainment Bureau provides any class of Refined Entertainment. Send for list of Latest Novelties to THE SECRETARY, ST. GEORGE'S HALL, W.

**Mason & Hamlin's American Organs.**  
MASON & HAMLIN'S BABY ORGAN, price £8.  
This little Organ, although only having a compass of 24 notes, is a complete musical instrument, and is well adapted for the instruction of children, as it is portable and can be taken to any place.  
40-43, Great Marlborough St., REGENT ST., W.

**Che Farman Automobile Co., Ltd.**  
180, 182, 184, 186, Long Acre, London, W.C.2.  
Che Farman's NEW CAR "MASCOT."  
THE CAR TO DRIVE YOURSELF.  
Most convenient Garage in London. Open day & night.  
Telephone No. 1000 and 1001. Telegrams: "FARMOT" LONDON.

**Meril's "Liverets."** A SHOWER OF POSITIVE CURE FOR ALL AFFECTIONS OF THE LIVER.  
Constipation, Indigestion, Headache, Biliousness, Stomach Pains, and all Liver Complaints. Cleanse the entire system of Accumulated Bile.  
**MERIL & CO., 66, St. Mary Axe, E.C.4.**  
Please insist upon having Meril's "Liverets" and no substitute.

**After this Performance Tea, Dinner or Supper.**  
The VIKING POPULAR CAFE RESTAURANT.  
The VIKING POPULAR CAFE RESTAURANT.  
The VIKING POPULAR CAFE RESTAURANT.

At St George's Hall, when David Devant became a partner, they used a 3-fold programme which was the fashion at the time. Some had blue covers. They sold for 2d. This format gave lots of space for 22 advertisements, so providing a useful income. The Magic Circle and Ornum's, the magic dealer, advertised in the programme.

Later ones, such as this one from 1910, had interesting photographs of the acts.

**ORGANISE OUR MAN POWER!**  
THE NATIONAL SERVICE LEAGUE  
Society Non-Party Organisation. Pres. Field Marshal Earl Roberts, K.C., G.C.B.  
**PROGRAMME.**  
SUBJECT TO SLIGHT ALTERATION.

**BRYANT & MAY'S SPECIAL PATENT SAFETY MATCHES**  
AFFORD PROTECTION FROM FIRE  
And are the only Matches used throughout St. George's Hall.

**MASKELYNE & DEVANT'S Entertainment Bureau**  
Agents for all High-Class and Refined Entertainments.  
Talented Artists of every description provided.

**Mr. J. N. MASKELYNE and "PSYCHO."**  
For 10 years "Psycho" has provided a scientific and stupendous problem, and in order to prove that the matter has never been discovered and that the trick is not a simple one, he has offered a reward of £2,000 for a person who can produce "Psycho" in any form, under the same conditions.

**W. BROOKS & SON, HOBBS, GUTHRIE, & Co., 9-11 Vaux St., READING.**  
Made with full cream milk from English Dairies.

**EPSS'S 'Milenia' Milk Chocolate**  
To be obtained of the Attendants, in 3d. & 6d. PACKETS.

**JEAN BERTRAND, Composer and Arranger.**  
Author, words set to music, or Original Music. Repertoire published—10, Elton Road, Barnes, Surrey.

**AN INTRODUCTION BY THE ORCHESTRA.**  
Under the direction of Mr. J. C. GILBERT.

**Mr. OWEN CLARK,** the celebrated Conjurer, in a series of New and Original Magical Problems, including—  
SILK AND PUT,  
The Coin of Vantage,  
The Seven Arms of Colubine.

**Mr. DAVID DEVANT**  
will present a Selection from his Repertoire of  
**ILLUSIONS AND MYSTERIES**  
**MEMORA, The Human Encyclopedia.**  
Who has the World's History at the tongue's tip.  
Members of the audience are invited to test him on any subject.

**Mr. MASKELYNE** will introduce his famous automaton  
**"PSYCHO"**  
the most wonderful and scientific android ever constructed.  
"Psycho" will take a hand of Whist with any three members of the audience, ladies or gentlemen.

**AN INTERVAL OF TEN MINUTES.**  
**SELECTION by the Orchestra.**  
Refreshment Bureaus under direct control of the Management. Tea and Chocolate served in the Auditorium (see Ticket).

**Mr. ERNEST HASTINGS**  
HUMOUR AND MUSIC at the Piano.  
(Grand Piano supplied by Messrs. Chappell & Co., Ltd., New Bond Street, W.)

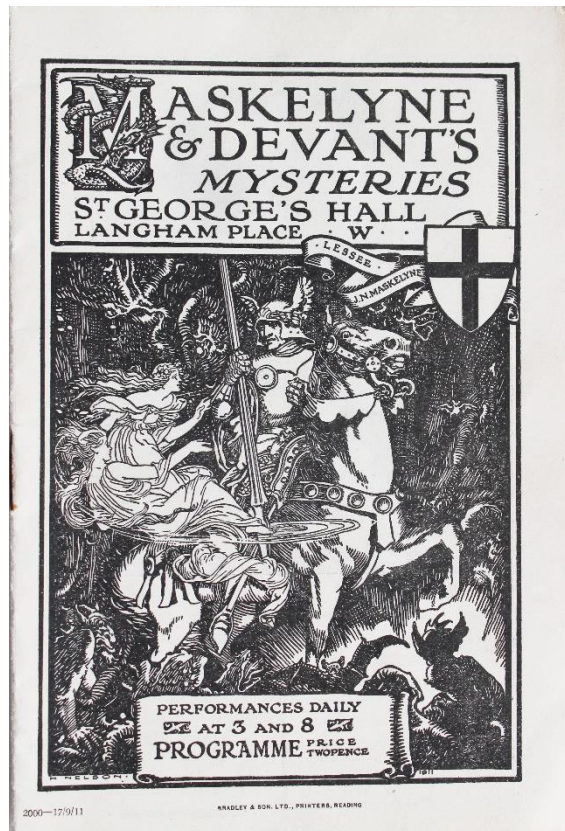
**"THE SCARAB"**  
A Novel Feat by  
**Nevil Maskelyne & David Devant.**  
Scene—  
Randman's Private Museum at Hampton (Night).  
Characters—  
Dreadful Handman (An Archæologist)  
Aston Gilmour (A Dealer in Curiosities)  
Mr. E. ARNOLD MUSSETT  
Mr. E. MOOREHEAD  
Miss D. DE VARELL  
Mr. CHARLES GLENROSE  
Mr. A. BOUTH

**Performances for Private Entertainments.**  
Maskelyne & Devant's Entertainment Bureau provides any class of Refined Entertainment. Send for particulars to THE SECRETARY, ST. GEORGE'S HALL, W.

**MUSIC of every description and publisher supplied by JOSEPH WILLIAMS LTD., Ltd. 100, Natic Publishers, Music Sellers, &c., 32 GREAT PORTLAND STREET, W.**  
For the purpose of the Entertainment Bureau, the following are the only four who are permitted to supply the music for the Entertainment Bureau.  
"THE FOLLIES" REPERTORY (The only one, composed by S. S. Palmer).

**THE POPULAR BLACK & WHITE WHISKY**  
"The Woes of a Wizard."  
An amusing Anecdote of his Early Career, by DAVID DEVANT.  
Price 1/-, 2/-, 3/-, 4/-, 5/-, 6/-, 7/-, 8/-, 9/-, 10/-, 11/-, 12/-, 13/-, 14/-, 15/-, 16/-, 17/-, 18/-, 19/-, 20/-, 21/-, 22/-, 23/-, 24/-, 25/-, 26/-, 27/-, 28/-, 29/-, 30/-, 31/-, 32/-, 33/-, 34/-, 35/-, 36/-, 37/-, 38/-, 39/-, 40/-, 41/-, 42/-, 43/-, 44/-, 45/-, 46/-, 47/-, 48/-, 49/-, 50/-, 51/-, 52/-, 53/-, 54/-, 55/-, 56/-, 57/-, 58/-, 59/-, 60/-, 61/-, 62/-, 63/-, 64/-, 65/-, 66/-, 67/-, 68/-, 69/-, 70/-, 71/-, 72/-, 73/-, 74/-, 75/-, 76/-, 77/-, 78/-, 79/-, 80/-, 81/-, 82/-, 83/-, 84/-, 85/-, 86/-, 87/-, 88/-, 89/-, 90/-, 91/-, 92/-, 93/-, 94/-, 95/-, 96/-, 97/-, 98/-, 99/-, 100/-, 101/-, 102/-, 103/-, 104/-, 105/-, 106/-, 107/-, 108/-, 109/-, 110/-, 111/-, 112/-, 113/-, 114/-, 115/-, 116/-, 117/-, 118/-, 119/-, 120/-, 121/-, 122/-, 123/-, 124/-, 125/-, 126/-, 127/-, 128/-, 129/-, 130/-, 131/-, 132/-, 133/-, 134/-, 135/-, 136/-, 137/-, 138/-, 139/-, 140/-, 141/-, 142/-, 143/-, 144/-, 145/-, 146/-, 147/-, 148/-, 149/-, 150/-, 151/-, 152/-, 153/-, 154/-, 155/-, 156/-, 157/-, 158/-, 159/-, 160/-, 161/-, 162/-, 163/-, 164/-, 165/-, 166/-, 167/-, 168/-, 169/-, 170/-, 171/-, 172/-, 173/-, 174/-, 175/-, 176/-, 177/-, 178/-, 179/-, 180/-, 181/-, 182/-, 183/-, 184/-, 185/-, 186/-, 187/-, 188/-, 189/-, 190/-, 191/-, 192/-, 193/-, 194/-, 195/-, 196/-, 197/-, 198/-, 199/-, 200/-, 201/-, 202/-, 203/-, 204/-, 205/-, 206/-, 207/-, 208/-, 209/-, 210/-, 211/-, 212/-, 213/-, 214/-, 215/-, 216/-, 217/-, 218/-, 219/-, 220/-, 221/-, 222/-, 223/-, 224/-, 225/-, 226/-, 227/-, 228/-, 229/-, 230/-, 231/-, 232/-, 233/-, 234/-, 235/-, 236/-, 237/-, 238/-, 239/-, 240/-, 241/-, 242/-, 243/-, 244/-, 245/-, 246/-, 247/-, 248/-, 249/-, 250/-, 251/-, 252/-, 253/-, 254/-, 255/-, 256/-, 257/-, 258/-, 259/-, 260/-, 261/-, 262/-, 263/-, 264/-, 265/-, 266/-, 267/-, 268/-, 269/-, 270/-, 271/-, 272/-, 273/-, 274/-, 275/-, 276/-, 277/-, 278/-, 279/-, 280/-, 281/-, 282/-, 283/-, 284/-, 285/-, 286/-, 287/-, 288/-, 289/-, 290/-, 291/-, 292/-, 293/-, 294/-, 295/-, 296/-, 297/-, 298/-, 299/-, 300/-, 301/-, 302/-, 303/-, 304/-, 305/-, 306/-, 307/-, 308/-, 309/-, 310/-, 311/-, 312/-, 313/-, 314/-, 315/-, 316/-, 317/-, 318/-, 319/-, 320/-, 321/-, 322/-, 323/-, 324/-, 325/-, 326/-, 327/-, 328/-, 329/-, 330/-, 331/-, 332/-, 333/-, 334/-, 335/-, 336/-, 337/-, 338/-, 339/-, 340/-, 341/-, 342/-, 343/-, 344/-, 345/-, 346/-, 347/-, 348/-, 349/-, 350/-, 351/-, 352/-, 353/-, 354/-, 355/-, 356/-, 357/-, 358/-, 359/-, 360/-, 361/-, 362/-, 363/-, 364/-, 365/-, 366/-, 367/-, 368/-, 369/-, 370/-, 371/-, 372/-, 373/-, 374/-, 375/-, 376/-, 377/-, 378/-, 379/-, 380/-, 381/-, 382/-, 383/-, 384/-, 385/-, 386/-, 387/-, 388/-, 389/-, 390/-, 391/-, 392/-, 393/-, 394/-, 395/-, 396/-, 397/-, 398/-, 399/-, 400/-, 401/-, 402/-, 403/-, 404/-, 405/-, 406/-, 407/-, 408/-, 409/-, 410/-, 411/-, 412/-, 413/-, 414/-, 415/-, 416/-, 417/-, 418/-, 419/-, 420/-, 421/-, 422/-, 423/-, 424/-, 425/-, 426/-, 427/-, 428/-, 429/-, 430/-, 431/-, 432/-, 433/-, 434/-, 435/-, 436/-, 437/-, 438/-, 439/-, 440/-, 441/-, 442/-, 443/-, 444/-, 445/-, 446/-, 447/-, 448/-, 449/-, 450/-, 451/-, 452/-, 453/-, 454/-, 455/-, 456/-, 457/-, 458/-, 459/-, 460/-, 461/-, 462/-, 463/-, 464/-, 465/-, 466/-, 467/-, 468/-, 469/-, 470/-, 471/-, 472/-, 473/-, 474/-, 475/-, 476/-, 477/-, 478/-, 479/-, 480/-, 481/-, 482/-, 483/-, 484/-, 485/-, 486/-, 487/-, 488/-, 489/-, 490/-, 491/-, 492/-, 493/-, 494/-, 495/-, 496/-, 497/-, 498/-, 499/-, 500/-, 501/-, 502/-, 503/-, 504/-, 505/-, 506/-, 507/-, 508/-, 509/-, 510/-, 511/-, 512/-, 513/-, 514/-, 515/-, 516/-, 517/-, 518/-, 519/-, 520/-, 521/-, 522/-, 523/-, 524/-, 525/-, 526/-, 527/-, 528/-, 529/-, 530/-, 531/-, 532/-, 533/-, 534/-, 535/-, 536/-, 537/-, 538/-, 539/-, 540/-, 541/-, 542/-, 543/-, 544/-, 545/-, 546/-, 547/-, 548/-, 549/-, 550/-, 551/-, 552/-, 553/-, 554/-, 555/-, 556/-, 557/-, 558/-, 559/-, 560/-, 561/-, 562/-, 563/-, 564/-, 565/-, 566/-, 567/-, 568/-, 569/-, 570/-, 571/-, 572/-, 573/-, 574/-, 575/-, 576/-, 577/-, 578/-, 579/-, 580/-, 581/-, 582/-, 583/-, 584/-, 585/-, 586/-, 587/-, 588/-, 589/-, 590/-, 591/-, 592/-, 593/-, 594/-, 595/-, 596/-, 597/-, 598/-, 599/-, 600/-, 601/-, 602/-, 603/-, 604/-, 605/-, 606/-, 607/-, 608/-, 609/-, 610/-, 611/-, 612/-, 613/-, 614/-, 615/-, 616/-, 617/-, 618/-, 619/-, 620/-, 621/-, 622/-, 623/-, 624/-, 625/-, 626/-, 627/-, 628/-, 629/-, 630/-, 631/-, 632/-, 633/-, 634/-, 635/-, 636/-, 637/-, 638/-, 639/-, 640/-, 641/-, 642/-, 643/-, 644/-, 645/-, 646/-, 647/-, 648/-, 649/-, 650/-, 651/-, 652/-, 653/-, 654/-, 655/-, 656/-, 657/-, 658/-, 659/-, 660/-, 661/-, 662/-, 663/-, 664/-, 665/-, 666/-, 667/-, 668/-, 669/-, 670/-, 671/-, 672/-, 673/-, 674/-, 675/-, 676/-, 677/-, 678/-, 679/-, 680/-, 681/-, 682/-, 683/-, 684/-, 685/-, 686/-, 687/-, 688/-, 689/-, 690/-, 691/-, 692/-, 693/-, 694/-, 695/-, 696/-, 697/-, 698/-, 699/-, 700/-, 701/-, 702/-, 703/-, 704/-, 705/-, 706/-, 707/-, 708/-, 709/-, 710/-, 711/-, 712/-, 713/-, 714/-, 715/-, 716/-, 717/-, 718/-, 719/-, 720/-, 721/-, 722/-, 723/-, 724/-, 725/-, 726/-, 727/-, 728/-, 729/-, 730/-, 731/-, 732/-, 733/-, 734/-, 735/-, 736/-, 737/-, 738/-, 739/-, 740/-, 741/-, 742/-, 743/-, 744/-, 745/-, 746/-, 747/-, 748/-, 749/-, 750/-, 751/-, 752/-, 753/-, 754/-, 755/-, 756/-, 757/-, 758/-, 759/-, 760/-, 761/-, 762/-, 763/-, 764/-, 765/-, 766/-, 767/-, 768/-, 769/-, 770/-, 771/-, 772/-, 773/-, 774/-, 775/-, 776/-, 777/-, 778/-, 779/-, 780/-, 781/-, 782/-, 783/-, 784/-, 785/-, 786/-, 787/-, 788/-, 789/-, 790/-, 791/-, 792/-, 793/-, 794/-, 795/-, 796/-, 797/-, 798/-, 799/-, 800/-, 801/-, 802/-, 803/-, 804/-, 805/-, 806/-, 807/-, 808/-, 809/-, 810/-, 811/-, 812/-, 813/-, 814/-, 815/-, 816/-, 817/-, 818/-, 819/-, 820/-, 821/-, 822/-, 823/-, 824/-, 825/-, 826/-, 827/-, 828/-, 829/-, 830/-, 831/-, 832/-, 833/-, 834/-, 835/-, 836/-, 837/-, 838/-, 839/-, 840/-, 841/-, 842/-, 843/-, 844/-, 845/-, 846/-, 847/-, 848/-, 849/-, 850/-, 851/-, 852/-, 853/-, 854/-, 855/-, 856/-, 857/-, 858/-, 859/-, 860/-, 861/-, 862/-, 863/-, 864/-, 865/-, 866/-, 867/-, 868/-, 869/-, 870/-, 871/-, 872/-, 873/-, 874/-, 875/-, 876/-, 877/-, 878/-, 879/-, 880/-, 881/-, 882/-, 883/-, 884/-, 885/-, 886/-, 887/-, 888/-, 889/-, 890/-, 891/-, 892/-, 893/-, 894/-, 895/-, 896/-, 897/-, 898/-, 899/-, 900/-, 901/-, 902/-, 903/-, 904/-, 905/-, 906/-, 907/-, 908/-, 909/-, 910/-, 911/-, 912/-, 913/-, 914/-, 915/-, 916/-, 917/-, 918/-, 919/-, 920/-, 921/-, 922/-, 923/-, 924/-, 925/-, 926/-, 927/-, 928/-, 929/-, 930/-, 931/-, 932/-, 933/-, 934/-, 935/-, 936/-, 937/-, 938/-, 939/-, 940/-, 941/-, 942/-, 943/-, 944/-, 945/-, 946/-, 947/-, 948/-, 949/-, 950/-, 951/-, 952/-, 953/-, 954/-, 955/-, 956/-, 957/-, 958/-, 959/-, 960/-, 961/-, 962/-, 963/-, 964/-, 965/-, 966/-, 967/-, 968/-, 969/-, 970/-, 971/-, 972/-, 973/-, 974/-, 975/-, 976/-, 977/-, 978/-, 979/-, 980/-, 981/-, 982/-, 983/-, 984/-, 985/-, 986/-, 987/-, 988/-, 989/-, 990/-, 991/-, 992/-, 993/-, 994/-, 995/-, 996/-, 997/-, 998/-, 999/-, 1000/-, 1001/-, 1002/-, 1003/-, 1004/-, 1005/-, 1006/-, 1007/-, 1008/-, 1009/-, 1010/-, 1011/-, 1012/-, 1013/-, 1014/-, 1015/-, 1016/-, 1017/-, 1018/-, 1019/-, 1020/-, 1021/-, 1022/-, 1023/-, 1024/-, 1025/-, 1026/-, 1027/-, 1028/-, 1029/-, 1030/-, 1031/-, 1032/-, 1033/-, 1034/-, 1035/-, 1036/-, 1037/-, 1038/-, 1039/-, 1040/-, 1041/-, 1042/-, 1043/-, 1044/-, 1045/-, 1046/-, 1047/-, 1048/-, 1049/-, 1050/-, 1051/-, 1052/-, 1053/-, 1054/-, 1055/-, 1056/-, 1057/-, 1058/-, 1059/-, 1060/-, 1061/-, 1062/-, 1063/-, 1064/-, 1065/-, 1066/-, 1067/-, 1068/-, 1069/-, 1070/-, 1071/-, 1072/-, 1073/-, 1074/-, 1075/-, 1076/-, 1077/-, 1078/-, 1079/-, 1080/-, 1081/-, 1082/-, 1083/-, 1084/-, 1085/-, 1086/-, 1087/-, 1088/-, 1089/-, 1090/-, 1091/-, 1092/-, 1093/-, 1094/-, 1095/-, 1096/-, 1097/-, 1098/-, 1099/-, 1100/-, 1101/-, 1102/-, 1103/-, 1104/-, 1105/-, 1106/-, 1107/-, 1108/-, 1109/-, 1110/-, 1111/-, 1112/-, 1113/-, 1114/-, 1115/-, 1116/-, 1117/-, 1118/-, 1119/-, 1120/-, 1121/-, 1122/-, 1123/-, 1124/-, 1125/-, 1126/-, 1127/-, 1128/-, 1129/-, 1130/-, 1131/-, 1132/-, 1133/-, 1134/-, 1135/-, 1136/-, 1137/-, 1138/-, 1139/-, 1140/-, 1141/-, 1142/-, 1143/-, 1144/-, 1145/-, 1146/-, 1147/-, 1148/-, 1149/-, 1150/-, 1151/-, 1152/-, 1153/-, 1154/-, 1155/-, 1156/-, 1157/-, 1158/-, 1159/-, 1160/-, 1161/-, 1162/-, 1163/-, 1164/-, 1165/-, 1166/-, 1167/-, 1168/-, 1169/-, 1170/-, 1171/-, 1172/-, 1173/-, 1174/-, 1175/-, 1176/-, 1177/-, 1178/-, 1179/-, 1180/-, 1181/-, 1182/-, 1183/-, 1184/-, 1185/-, 1186/-, 1187/-, 1188/-, 1189/-, 1190/-, 1191/-, 1192/-, 1193/-, 1194/-, 1195/-, 1196/-, 1197/-, 1198/-, 1199/-, 1200/-, 1201/-, 1202/-, 1203/-, 1204/-, 1205/-, 1206/-, 1207/-, 1208/-, 1209/-, 1210/-, 1211/-, 1212/-, 1213/-, 1214/-, 1215/-, 1216/-, 1217/-, 1218/-, 1219/-, 1220/-, 1221/-, 1222/-, 1223/-, 1224/-, 1225/-, 1226/-, 1227/-, 1228/-, 1229/-, 1230/-, 1231/-, 1232/-, 1233/-, 1234/-, 1235/-, 1236/-, 1237/-, 1238/-, 1239/-, 1240/-, 1241/-, 1242/-, 1243/-, 1244/-, 1245/-, 1246/-, 1247/-, 1248/-, 1249/-, 1250/-, 1251/-, 1252/-, 1253/-, 1254/-, 1255/-, 1256/-, 1257/-, 1258/-, 1259/-, 1260/-, 1261/-, 1262/-, 1263/-, 1264/-, 1265/-, 1266/-, 1267/-, 1268/-, 1269/-, 1270/-, 1271/-, 1272/-, 1273/-, 1274/-, 1275/-, 1276/-, 1277/-, 1278/-, 1279/-, 1280/-, 1281/-, 1282/-, 1283/-, 1284/-, 1285/-, 1286/-, 1287/-, 1288/-, 1289/-, 1290/-, 1291/-, 1292/-, 1293/-, 1294/-, 1295/-, 1296/-, 1297/-, 1298/-, 1299/-, 1300/-, 1301/-, 1302/-, 1303/-, 1304/-, 1305/-, 1306/-, 1307/-, 1308/-, 1309/-, 1310/-, 1311/-, 1312/-, 1313/-, 1314/-, 1315/-, 1316/-, 1317/-, 1318/-, 1319/-, 1320/-, 1321/-, 1322/-, 1323/-, 1324/-, 1325/-, 1326/-, 1327/-, 1328/-, 1329/-, 1330/-, 1331/-, 1332/-, 1333/-, 1334/-, 1335/-, 1336/-, 1337/-, 1338/-, 1339/-, 1340/-, 1341/-, 1342/-, 1343/-, 1344/-, 1345/-, 1346/-, 1347/-, 1348/-, 1349/-, 1350/-, 1351/-, 1352/-, 1353/-, 1354/-, 1355/-, 1356/-, 1357/-, 1358/-, 1359/-, 1360/-, 1361/-, 1362/-, 1363/-, 1364/-, 1365/-, 1366/-, 1367/-, 1368/-, 1369/-, 1370/-, 1371/-, 1372/-, 1373/-, 1374/-, 1375/-, 1376/-, 1377/-, 1378/-, 1379/-, 1380/-, 1381/-, 1382/-, 1383/-, 1384/-, 1385/-, 1386/-, 1387/-, 1388/-, 1389/-, 1390/-, 1391/-, 1392/-, 1393/-, 1394/-, 1395/-, 1396/-, 1397/-, 1398/-, 1399/-, 1400/-, 1401/-, 1402/-, 1403/-, 1404/-, 1405/-, 1406/-, 1407/-, 1408/-, 1409/-, 1410/-, 1411/-, 1412/-, 1413/-, 1414/-, 1415/-, 1416/-, 1417/-, 1418/-, 1419/-, 1420/-, 1421/-, 1422/-, 1423/-, 1424/-, 1425/-, 1426/-, 1427/-, 1428/-, 1429/-, 1430/-, 1431/-, 1432/-, 1433/-, 1434/-, 1435/-, 1436/-, 1437/-, 1438/-, 1439/-, 1440/-, 1441/-, 1442/-, 1443/-, 1444/-, 1445/-, 1446/-, 1447/-, 1448/-, 1449/-, 1450/-, 1451/-, 1452/-, 1453/-, 1454/-, 1455/-, 1456/-, 1457/-, 1458/-, 1459/-, 1460/-, 1461/-, 1462/-, 1463/-, 1464/-, 1465/-, 1466/-, 1467/-, 1468/-, 1469/-, 1470/-, 1471/-, 1472/-, 1473/-, 1474/-, 1475/-, 1476/-, 1477/-, 1478/-, 1479/-, 1480/-, 1481/-, 1482/-, 1483/-, 1484/-, 1485/-, 1486/-, 1487/-, 1488/-, 1489/-, 1490/-, 1491/-, 1492/-, 1493/-, 1494/-, 1495/-, 1496/-, 1497/-, 1498/-, 1499/-, 1500/-, 1501/-, 1502/-, 1503/-, 1504/-, 1505/-, 1506/-, 1507/-, 1508/-, 1509/-, 1510/-, 1511/-, 1512/-, 1513/-, 1514/-, 1515/-, 1516/-, 1517/-, 1518/-, 1

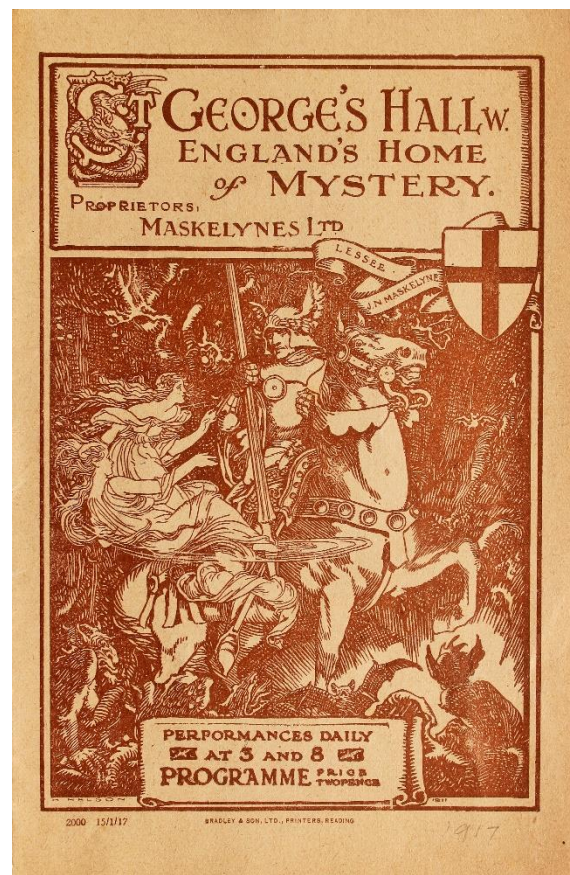




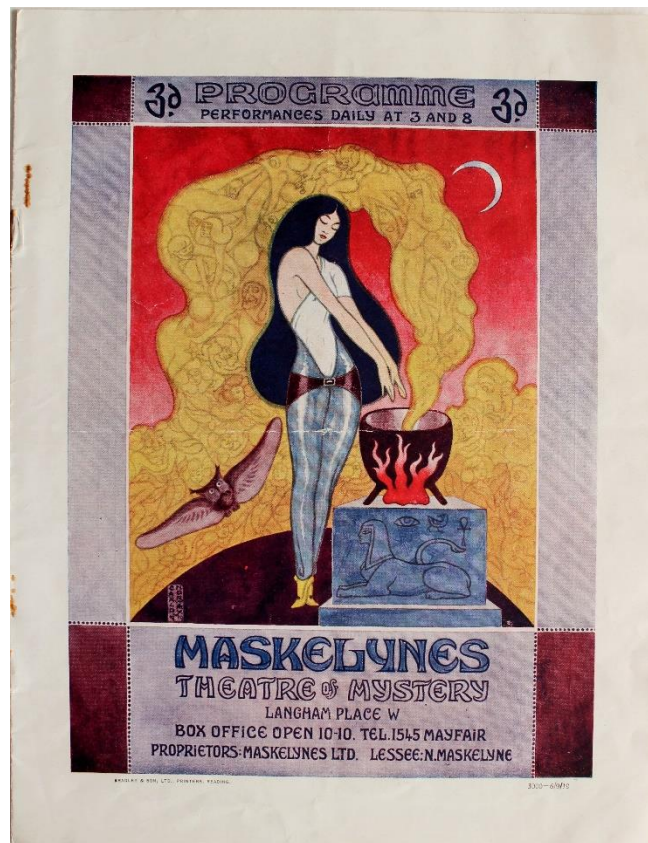
TARIFF.		
Tea and Coffee . . . . .	3d. per cup	
Allinson Whole Meal Bread and Butter . . . . .	2d. per lb.	
Milk . . . . .	2d. per glass	
Fry's, Epps's, Cida, & Mazawattee Chocolates from 1d. to 1/-	per box	
Dascal's Butter Scotch and Nougat . . . . .	3d. and 6d. per package	
Whiskies.		
	per glass.	per glass.
St. George's Special . . . . .	4d.	Buchanan (Black & White) 6d.
John Brown's Special . . . . .	4d.	John Jameson's *** 6d.
Gin . . . . .	4d.	Port and Sherry. . . . . 6d.
Bass, Guinness's and . . . . .	per bott.	
Worthington's . . . . .	4d.	Ginger Ale . . . . . 3d.
Lager Beer . . . . .	4d.	Lemonade . . . . . 3d.
Ginger Beer . . . . .	3d.	Soda . . . . . 2d.
Cigars . . . . .	4d. and 6d. each	Savory Cigarettes . 1d. each

In 1911 they changed to a small magazine format of 12 pages, printing 2000 copies. The price was still 2d. There were many advertisements and photographs of performers. Refreshments were available. Tea 3d, whisky 4d. Only one penny difference!

During the first world war the programme was printed on brown paper and gradually reduced to 8 pages. Here's an example.

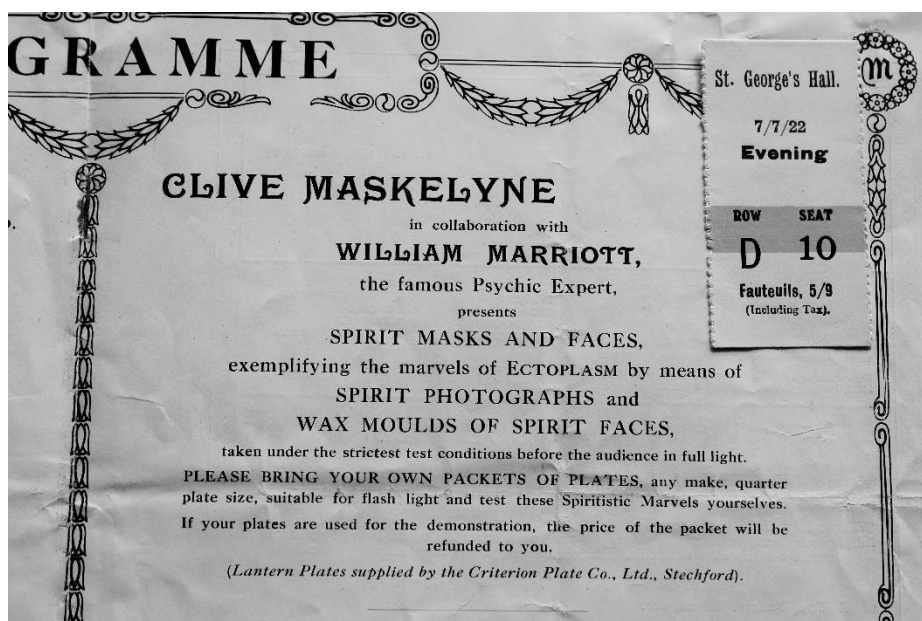






When the war was over there was an increase in size and a nice colour cover as in this 1919 programme. Inside it, no members of the Maskelyne family were listed on the bill.

This format continued for a few years and here Clive Maskelyne is performing with William Marriott, later known as Dr Wilmar, in a spirit expose. The person who attended kindly left their ticket in the programme. Their front row seat cost 5/9d, about 30p in decimal money.





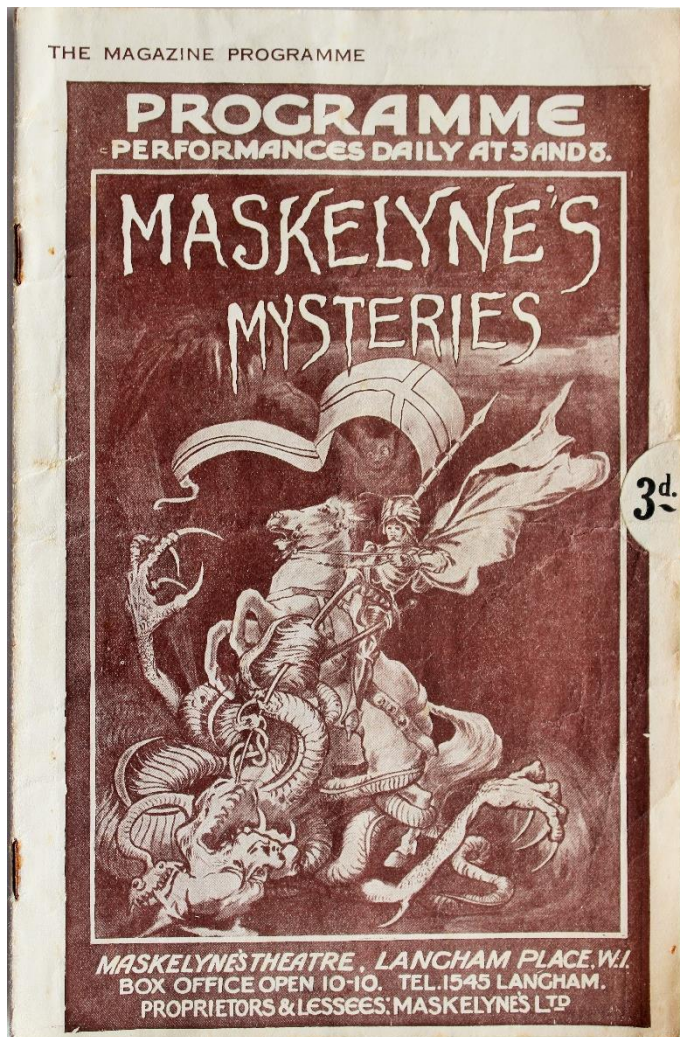


1923 saw a new cover, the price 3d. The programme sellers would gather up programmes left behind and resell them at the next performance, keeping the money for themselves. To overcome this, a security seal was fixed to the edge of programme and, once broken, it stopped them being resold.

By 1926 the price had increased to 6d. Clive Maskelyne had retired to do a tour of India and the Far East and he died at sea on the outward journey. Jasper Maskelyne was now performing.





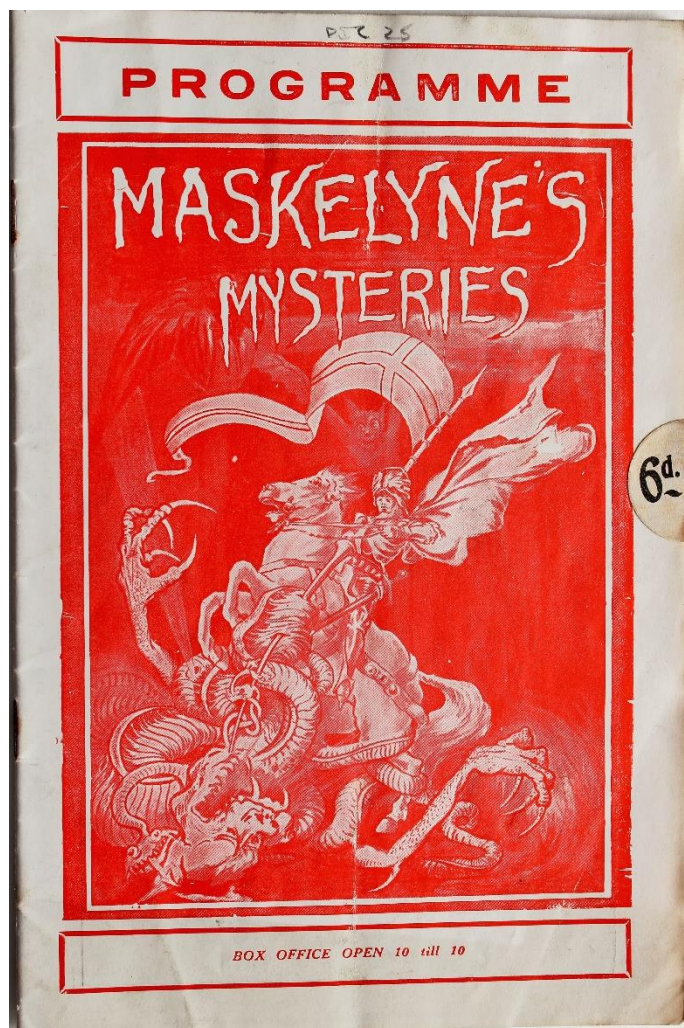


1927 saw a change to smaller format with a brown cover. It was called a magazine programme, with 24 pages. The price was now down to 3d. The programme contained many advertisements, including one for Goldston the magic dealer and articles on such subjects as theatre gossip, society gossip, British cities, jokes, ladies page and many personal adverts for dancing classes, fortune tellers and even a salon where they could slim your ankles.

This 1932 programme shows a change to a blue cover and an increase in price to 6d. This style of programme contained more photographs of the performers.







Then there was a change to a red cover. The show was now produced by Oswald Williams.

When Oswald Williams booked Ned Williams to perform, he insisted that Ned changed his name to avoid confusion. Ned chose the name Robert Harbin and is here escaping from a strait jacket while suspended upside down from the roof. This is not what we generally expect from Harbin.

**FACETIOUS HUMOUR**  
**STERNDALE BENNETT**  
**FRED GREGORY**  
 in original songs and nonsense

**"ESCAPOLOGY"**  
**ROBERT HARBIN**  
 will defy every form of fetter, and will escape from a regulation Strait Jacket whilst suspended head downwards from the roof of the theatre

**INTERVAL**  
**SELECTION**  
 A dual piano version of a popular item by  
**RITA DESMOND and ELAINE DESMOND**

Dec. 25

**Maskelyne's Mysteries**  
 MANAGING DIRECTOR -- -- -- -- -- NOËL MASKELYNE

**PROGRAMME**

**PART ONE**

Overture—"Maskelyne's Jubilee March" ... *Rita Desmond*

**CONJURING**  
**OSWALD WILLIAMS**  
 will show you some real conjuring tricks, concluding with his famous "BOX OF TRICKS" in which he will demonstrate some of his earliest efforts in magic to  
**MARY MASKELYNE**

**THOUGHT TRANSFERENCE**  
**NOËL and MARY MASKELYNE**  
 present  
**"TELESCRIPT"**  
 described by the press as "The nearest thing to a miracle ever seen"

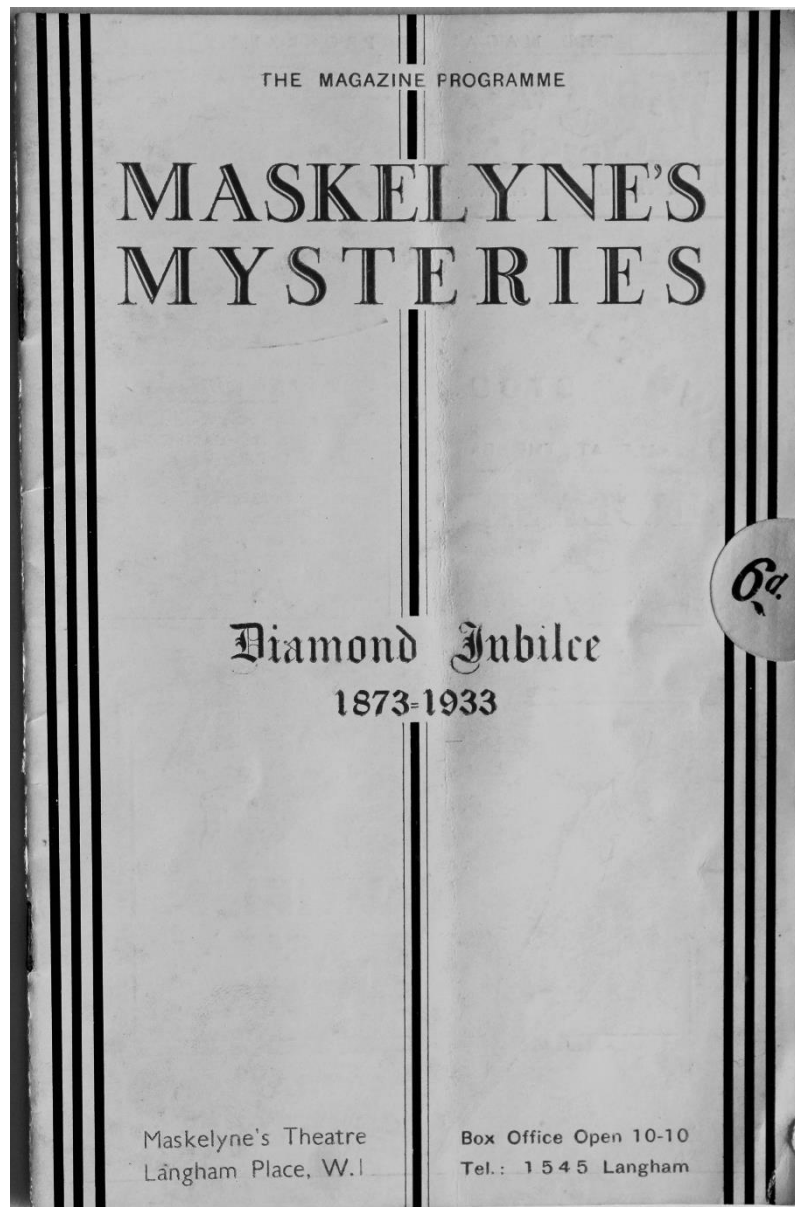
**FACETIOUS HUMOUR**  
**STERNDALE BENNETT and**  
**FRED GREGORY**  
 in original songs and nonsense

**"ESCAPOLOGY"**  
**ROBERT HARBIN**  
 will defy every form of fetter, and will escape from a regulation Strait Jacket whilst suspended head downwards from the roof of the theatre

**INTERVAL**  
**SELECTION**  
 A dual piano version of a popular item by  
**RITA DESMOND and ELAINE DESMOND**

Dec. 25

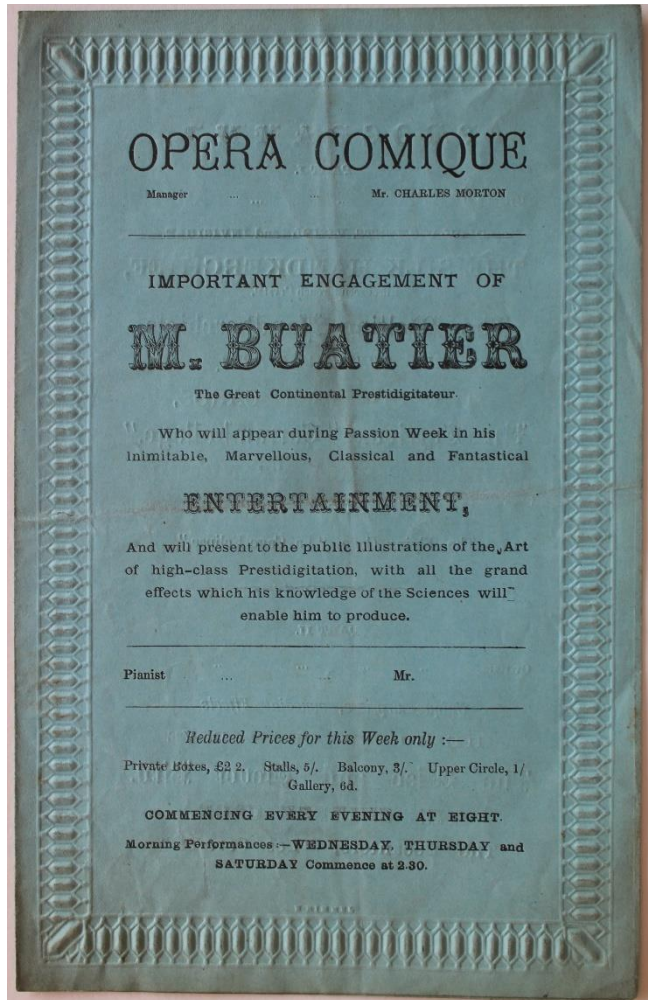




In March 1933 they produced a special Diamond Jubilee show to celebrate their 60 years in London. 1933 was not an easy year. They tried reducing the number of performances but the end of their continuous run was in sight. Their last show at St George's Hall was on October 14th 1933.

There are several other variations in Maskelyne programme covers, but I have tried to show the general trend in style of programmes over the sixty years from 1873 until 1933. These types of changes were similar in all theatres. I have no idea why the Maskelynes were always changing the price of their programmes.

## WHAT OTHER PROGRAMME FORMATS WERE USED?



We have already seen an example of an embossed programme. Here is another example.



Sometimes there were novel shapes such as this heart shaped one from the 1890s.





Unusual shaped and novelty programmes are still used for such functions as dinners. This lovely one was made by Alan and Barbara Astra for their recent IBM British Ring President's Dinner.

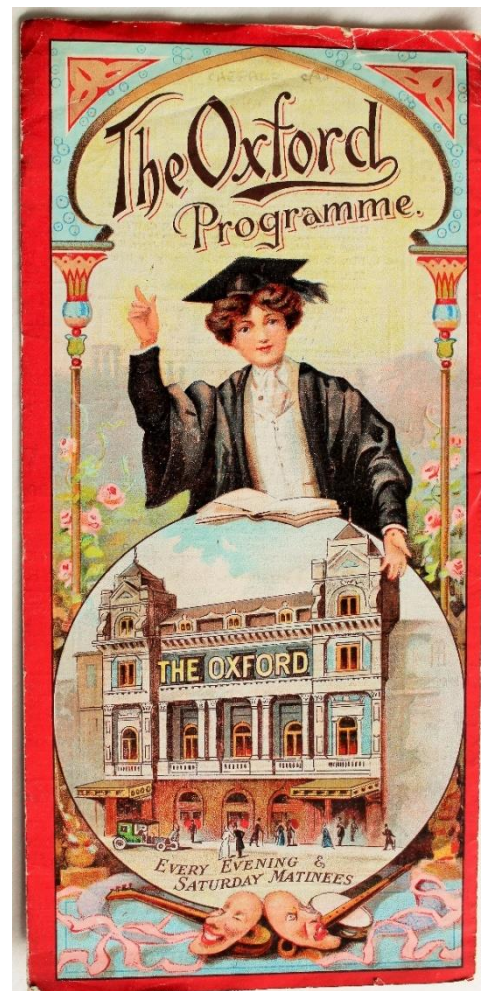
When the 3-fold format was introduced, it gave the opportunity for some beautiful coloured covers such as that at The London Pavilion.



Or The Palace:



and also at The Oxford. It always adds interest if there is a picture of the theatre on the cover.





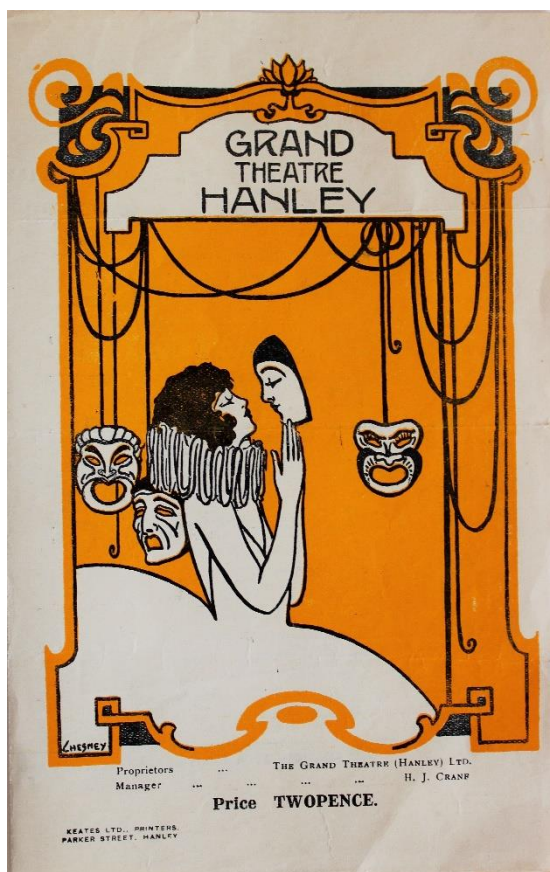
These four page programmes competed with their own pretty covers:



The Palace again.



The Victoria Palace.



And the Grand Theatre, Hanley.

Some early programmes must have been a nightmare for the typesetter. Prof. Cardon used 36 different type faces on the front and back cover, which would of course have been printed at the same time.

**Programme of To-Night's Entertainment, Price 1d.**

**B R I T A N N I A**  
MUSIC HALL,  
Proprietor and Manager,] 115 TRONGATE. H. T. ROSSEBOROUGH  
The Pre-Eminently Popular Place of Amusement in Glasgow.

GRAND NEW SELECTION FROM  
"LA BELLE HELENE"—BAND  
Musical Director,..... Mr WILLIAM SIM  
Characteristic Comic Song, by ..... Mr HARRY TURNER  
Characteristic Comic Duet and Dance, by THE  
**SISTERS PAULINA**  
Negro Entertainment and Dance, by  
THE COMICAL DILLONS  
Characteristic Song and Dance, by  
MISS LIZZIE WARD  
SOIREE DE MAGIQUE,  
By the COMICAL CONJUROR,  
**PROF. CARDON**  
Serio-Comic Song, by  
MISS BARRINGTON  
Ethiopian Peculiarities, by  
DE BLACK PENNY  
MISS  
**ANNIE ANDERSON**  
The GREAT & ORIGINAL SERIO-COMIC STAR,  
WILL APPEAR ABOUT 9 O'CLOCK.  
Characteristic Comic Entertainment and Dance, by  
**Mr & Mrs Jas. MILES**  
Champion Pedestal Dance, by  
MR M'DONALD  
Grotesque Negro Entertainment and Walk-Round, by  
THE DILLONS  
Characteristic Comic Song and Dance, ..... Miss L. WARD  
American Song and Dance, by  
DE BLACK PENNY  
Serio-Comic Song by... MISS BARRINGTON  
Characteristic Comic Song, by..... MR H. TURNER  
FINALE..... "God Save the Queen,"..... BAND

This Programme is subject to Alterations or Additions by  
MR ALEX. M'GOWN, Stage Manager.

Brown's celebrated Aerated Lemonade & Soda Water, PRICE 2d PER BOTTLE, to be had from the Waiters or at the Bar.

Programmes of the Entertainment, PRICE 1d, with New and Popular Songs of the Day, to be had from the Waiters

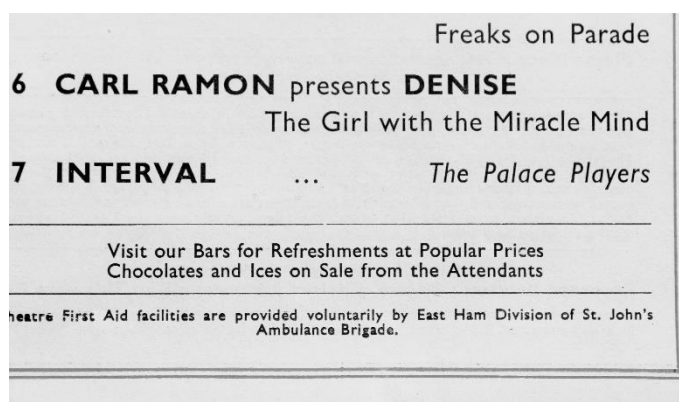
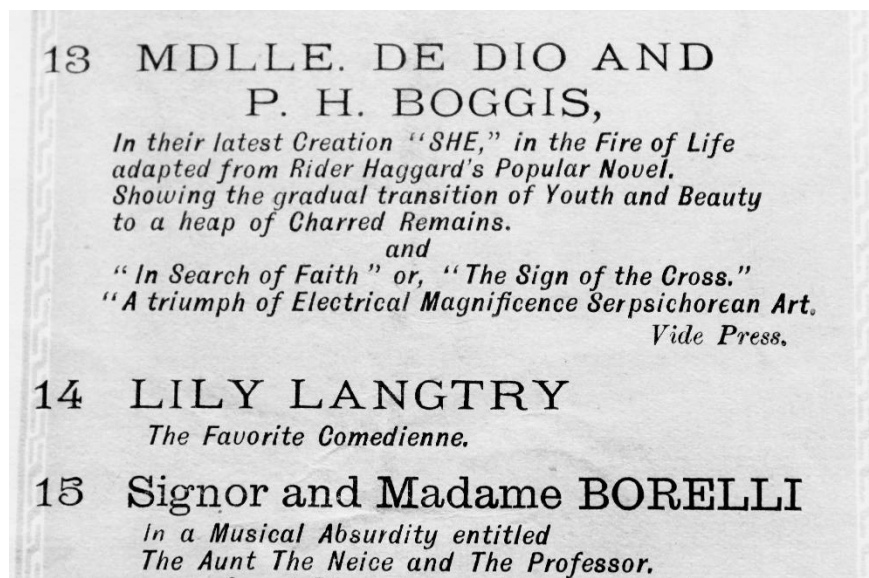


When I attended the David Copperfield show in London there were programme sellers in the theatre selling them at something like £15. I heard a man asking for his money back. The seller was shouting out "Programmes". He bought one and found that it did not tell him what was going to be performed, but was purely a glossy photographic publicity book for Copperfield. I agree it was not a programme.

## WHAT CAN WE LEARN ABOUT THE PERFORMERS FROM THE PROGRAMMES?

Here are a few examples.

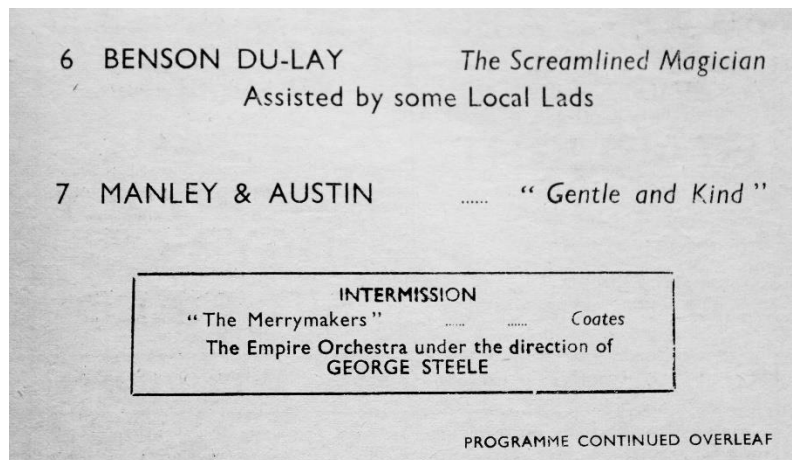
Sometimes the only thing known about a performer is their name on a programme. For example, at the Holborn Empire in 1900 there appeared Mdlle De Dio and P. H. Boggis performing the illusion 'She'.



In more modern times there is the little known Carl Ramon and Denise, The Girl with the Miracle Mind. A name that you may not be familiar with. He is probably better known to you as Paul Raymond, the porn king who owned the Raymond Revuebar in Soho and ended up owning a large part of Soho. He was taught a telepathy act by James Crossini who

booked this show and was top of the bill. I am sure that Raymond earned more money from porn than he did from his mindreading act.

A programme can tell when performers change their name. In 1947 this is Benson Du-Lay. With a hyphen.



By 1953 he was Benson Dulay without the hyphen.



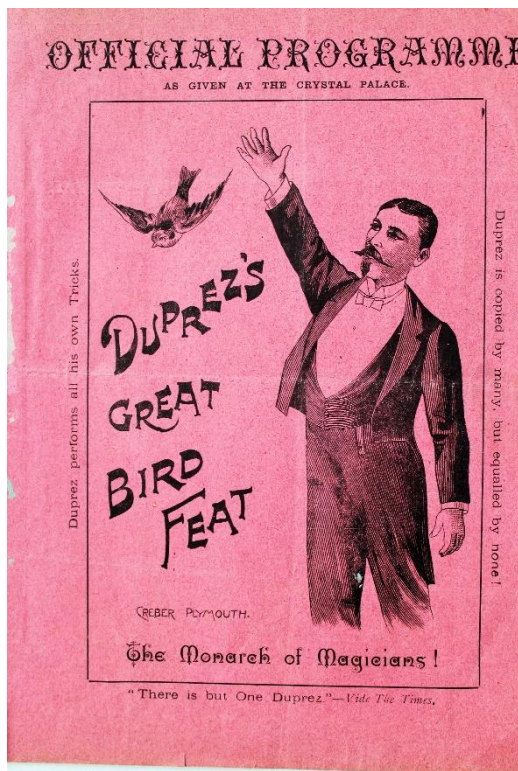
This act, unknown at the time, was making his first appearance in Europe. It was Chung Ling Soo in 1900. The times that performers will appear are shown. Chung Ling Soo was doing a 15 minute act.

6. RUTH DAYENPORT.	8.50
7. SELECTION, "For Queen and Country."— <i>G. W. Byng.</i>	9.0
The Colt Automatic Quick-Firing Guns, mounted on Lord Dundonald's Galloping Gun Carriages, which are exhibited during the Selection, are the exact pattern of the Service Guns now being used by our forces at the front, and are kindly lent by the Colt Gun and Carriage Company.	
8. LES DARTOS, "Danse Tourbillon."	9.10
9. CHUNG LING SOO, Marvellous Chinese Magician	9.20
(Specially Engaged—First Appearance in Europe.)	
10. THE AMERICAN CHOIR GIRL.	9.35
(First Appearance in England.)	
Mason & Hamlin Organ supplied by Metzler & Co.	
This Programme is Designed and Printed by WEINERS, LTD	

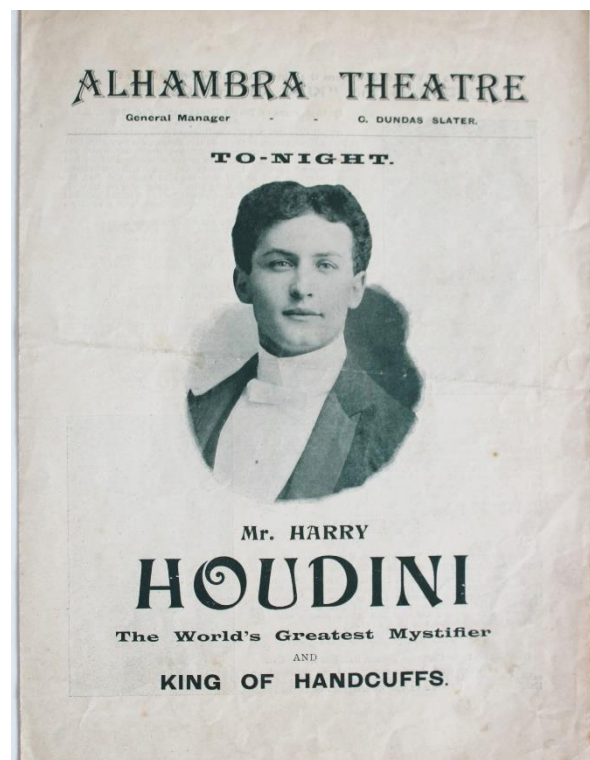


And here, the year before, is the first appearance in England of the unknown Nelson Downs. This all provides useful information for researchers. He had a 20 minute act.

the Hunt. 2.—To Heel. 3.—Scenting Game. 4.—Pointing ( <i>Two Pictures</i> ).	
5.—Dropped to Shot. 6.—Retrieving. 7.—Retrieved.	
Lunch. 9.—The Wounded Dog. 10.—In from the Hunt.	
<b>JULIE RING.</b> Comedienne.	9.27
tral Selection ... "Faust" ... .. <i>Gounod</i> .	9.37
<b>PHN. THOMPSON'S TRAINED ELEPHANTS.</b>	9.49
<b>T. NELSON DOWNS.</b> "King of Coins."	10.1
First appearance in England.	
<b>THE DE FOREESTS.</b> Whirlwind Dancers.	10.21
ucing their "La Poupee" Elastique and Danse et Valse "Superb."	
<b>THE AMERICAN BIOGRAPH.</b>	10.24
Invented by <b>HERMAN CASLER</b> , of New York.	
<b>LIST OF PICTURES TO BE SHEWN.</b>	
(Reversed).	Madame Dreyfus Leaving the Prison.
many and Staff on the way to	Dreyfus in Prison.
	Columbia and Defender. Finish of Race



Sometimes there are portraits of little known performers such as Duprez in the 1890s.



Also nice portraits of well-known performers like Houdini when he first came to England.

At the Windmill Theatre they actually asked the audience what they thought of each turn. Deveen was appearing on this show but unfortunately this member of the audience did not give their opinion of his act.

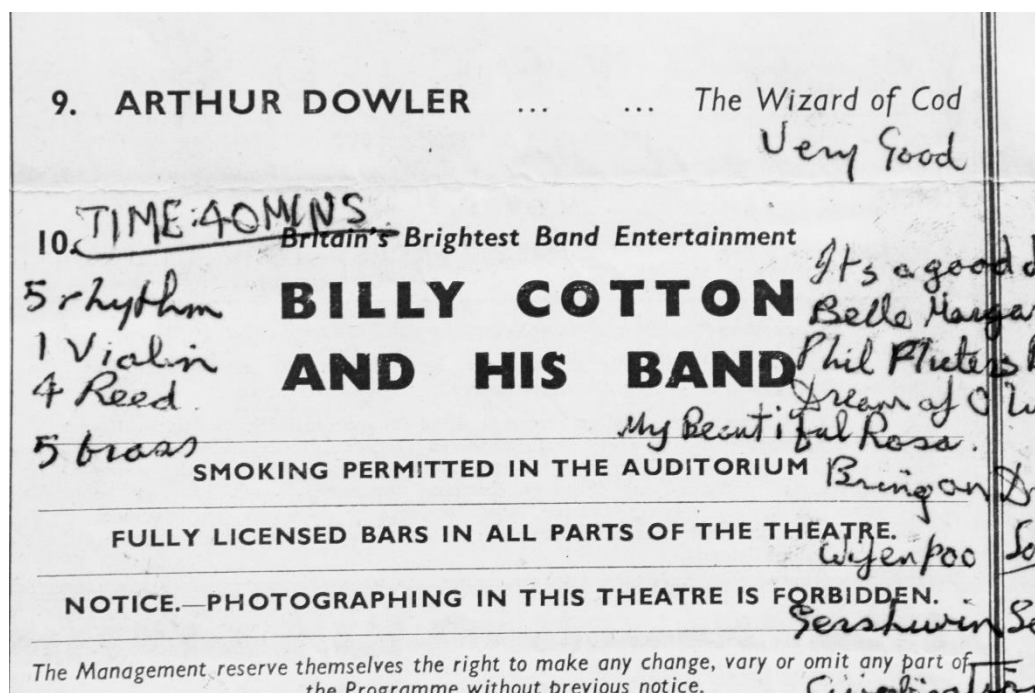
<b>N.B.</b> All scenes presented at this Theatre are fully protected and must not be photographed or reproduced without the written permission of the Management.	<h2>Candid Criticisms</h2>	
	We are glad to renew this popular pre-war feature and herewith invite <b>YOUR</b> "Candid Criticisms"	
	What is YOUR general opinion of each turn in REVUEDEVILLE EDITION 225 ("B" Company) please?	And now your confidential opinion as to which Artistes you think we should retain..... ..... ..... ..... .....
	When you have filled in this form, please hand it in at the Box Office or to an attendant.  Name..... Address..... .....	

In this programme Fred Brezin got a 'Good' from an unknown critic who scribbled on his programme at the Coliseum.

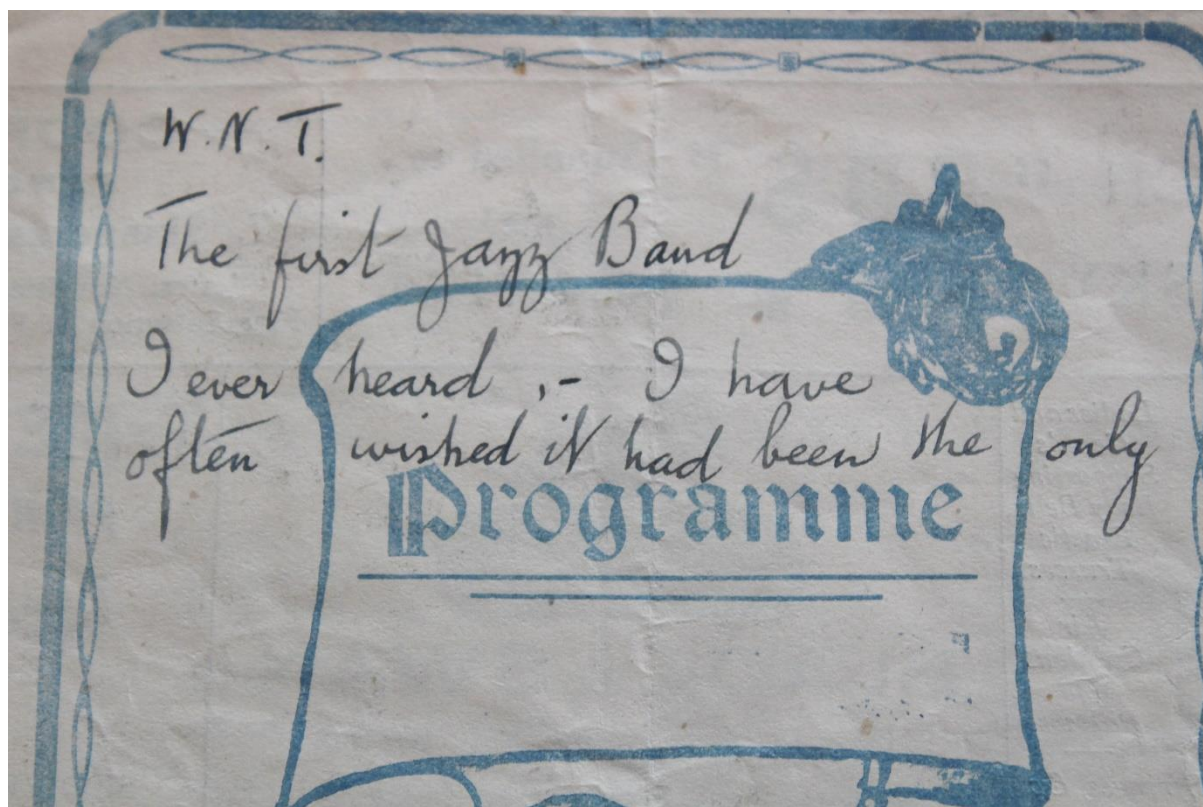
<b>PROGRAMME—continued</b>	
3— <b>BILLY DANVERS</b> Comedian	Good ✓
4— <b>FRED BREZIN</b> The Anglo-French Entertainer	Good ✓
5— <b>JANE AYR AND EDDIE LESLIE</b> with their BROADWAY MELODY MAKERS	Fair ✓



Similarly, Arthur Dowler had a 'Very Good' at Golders Green.



A non-magical comment on this programme says *The first jazz band I ever heard, I have often wished that it had been the only.* Obviously not a fan.



These comments spoil the programme, but personally I think they add to the interest.

Programmes sometimes tell of performers' other talents.

		Mr. LAWRENCE JACKSON.
7	Humorous Song ...	" Keep your weather eye on me "
		Mr. CLAUDE CHANDLER.
8	Humorous Concerted ...	" Times have changed " Barber at
		THE COMPANY.
		INTERVAL.
		PART 2.
9	A Bally Trio ...	" A Rush on Russia "
		Miss LIND and Messrs. CHANDLER and COLL
10	Song ...	" I heard you go by "
		Miss WINIFRED FISHER.
11	Humorous Song ...	" The Jockey "
		Mr. BILLY COLLIER.
12	Song ...	" Can't Remember "
		Mr. ERNEST WARD.
13	A Comedy Song ...	" Pardon me a moment "

Here Claude Chandler is singing a humorous song. He wrote and published several songs and is reputed to have written the song *One Finger One Thumb Keep Moving* when in a Concert party, but it was copied by others before he could copyright it.

4	<b>SNUFFY JACK TRACY &amp; REYMONDE SETON</b>	In a Little Diversion
5	<b>BOROS</b>	The International Table Tennis Champion v. <b>DE COURCY</b>
	Compère —	<b>SNUFFY JACK TRACY</b>
6	<b>MARGARET WEBB &amp; VITA MITCHELL</b>	Harmony at the "Mike"
7	<b>VAMP OF YESTERDAY</b>	
	Demi-monde ...	HELEN JAY
	Night Watchman ...	JOHN HARDINGE
	Serpent ...	BERANGÈRE
	Salome ...	PAULA LEONARD
	<b>THE WHITEHALL GRACES &amp; BABS NORMAN'S GIRLS</b>	

In addition to performing his act earlier in the show, Howard de Courcy and Boros are here playing exhibition table tennis.



This short biography of Benson Dulay says that he came up the hard way, from a fairground boxing tent and boxing is still one of his hobbies.



#### BENSON DULAY & CO.

"The Quickness of the Hand," etc.—All this and very much more, with lots of comedy, brightly presented, are the ingredients of this great magical comedy act.

Benson Dulay has come up the hard way, from fairground boxing tent, one-night stands, to his present exalted position in variety, having performed in most of the principal theatres in the kingdom.

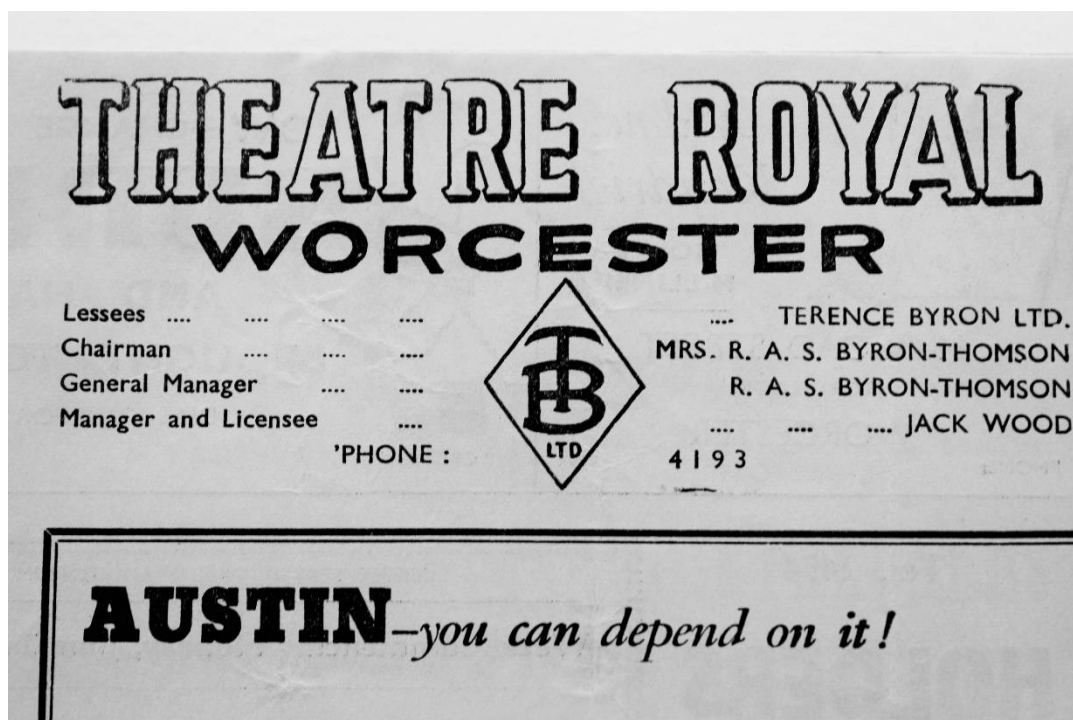
His hobbies are boxing and golfing. Incidentally, he is very fond of northern cooking, especially Lancashire hot-pot and Yorkshire pudding.

On the bill below are The Davenports, but further down the bill Lewis Davenport also took part in a second spot as Doo and Dare comedy jugglers.

Blind Pianist, ...	<b>JOHNNIE BEVERII</b>
<b>The DAVENPORTS</b>	Magicians & Illusionist
Song (English), ... ..	"Tell Me, My Heart,"
MUSICAL MIXTURES, }	<b>THE ST. JOE</b>
<b>FRAME</b> }	Female Song, ... "I'm Getting Marri
	Song, "She's a Braw, Braw Lass is
Song (Scotch), ... ..	"The March of the Cameron
Blind Pianist, ...	<b>JOHNNIE BEVERII</b>
<b>DOO &amp; DARE</b> ...	Comedy Jugglers,
Song (Scotch), ... ..	"The Lea Rig,"
<b>EDAME</b> }	Character Song, ... "Donald Dhu, de



It is always interesting to see the type of venue that an act played. Here Deveen and his New York Blondes are appearing at the Theatre Royal Worcester in the 1930s. This was not a No. 1 theatre.



The Finsbury Park Empire in 1947 is a better booking, but notice that his name is on a slip of paper that is glued over the name of a comedian. So he probably only got the booking as a last minute replacement.

2	DANVERS & DOLAINE	<i>In a Medley of Dancing</i>
3	VAN DOCK	Cartoonist
4	DEVREEN	<i>The Debonair Deceiver and his New York Blonde</i>
5	LEN & BILL LOWE	High Jinks






By 1968 Deveen was working full time at Butlin's Holiday Camp in Cliftonville as Uncle David and Auntie Ivy providing 1 hour's fun and games for the children.

<b>10.15</b>	<b>CHURCH SERVICE.</b>
<b>11.00 to 12.00</b>	Meet <b>UNCLE DAVID</b> and <b>AUNTIE IVY</b> for Fun and Games in the Games Room, Norfolk Hotel.
<b>12.00</b>	Meet Mum and Dad.
<b>2.30</b>	Meet in Norfolk Theatre for stroll to the beach.
<b>4.30</b>	<b>QUIZ TIME</b> in the Norfolk Theatre.
<b>7.30</b>	<b>UNCLE DAVID</b> and <b>AUNTIE IVY</b> entertain in the Junior Theatre.
<b>8.15</b>	<b>JUNIOR FILM TIME.</b> Junior Theatre.
<b>8.45</b>	Hush-a-Bye—See you tomorrow.

Another talent that several magicians have used is to play in pantomime. Here The Great Levante is playing Abanazar in Aladdin.



Phone FOU 6402

---

Proprietors **Stagecraft Ltd.** Manager **Dan Campbell**

---

**6.25 TWICE BRIGHTLY Phone FOU 5151 8.35**

ALADDIN, our hero	Dorothy Paul
PRINCESS BALROUBADOR, the Emperor's daughter.	Irene Campbell
PEKOE, the Vizier's son	Billy Cameron
ROC, Slave of the Ring	Shirley Brown
GENI OF THE LAMP	Rae Gordon
EMPEROR OF CHINA	Allan Bruce
GRAND VIZIER	Bobby Dixon
WIDOW TWANKEY	Mamie Dean
NABEM-COPEM, Pekin Policemen	Keefe Brothers
PRINCESS'S ATTENDANT SO-SHI	Annette
JIMMEE WASHEE	<b>JIMMY NEIL</b>
FRANKEE WISHEE	<b>BILLY LESLIE</b>
ABANAZAR	<b>THE GREAT LEVANTE</b>

Specialities by **MAY MOXONS MAGIC MAIDS**  
**BETTY BRANDON BABES,**  
**KEEFE BROTHERS AND ANNETTE**

Magicians have always been used as consultants in straight plays and pantomime. Here in 1868 "*the marvellous conjuring tricks*" are provided by J. Bland of Oxford Street.

AND  
**THE SLEEPING BEAUTY  
OR, HARLEQUIN HUMPTY**

---

The whole of the Gorgeous Scenery by Mr. ALBERT CALLCOTT, Mr. BEAM  
Curtains of Gold Designed by J. BELLAMY, Esq. The Music arranged  
The Marvellous Conjuring Tricks by Mr. J. BLAND, of the Magical Repository  
The Machinery & Magical Changes of the Transformation Scene by Mr. T. LOWE The  
Appointments by Mr. LLOYD. The Scientific Illusions by Mr. LEWIS T  
The Ballet and Dances by Mr. CHAPINO. The Wigs by  
Story of the Opening propounded by Mr. W. DORRINGTON. T  
The Comic Harlequinade by Mr. W. DORRINGTON, Mr. NELSON LEE, and  
**the Pantomime Arranged and Produced Solely**

---

**OSTOOL BOG IN THE HAUN**

In the programme below the magic in Act Two of *Kismet* was arranged by Maskelyne and Devant.

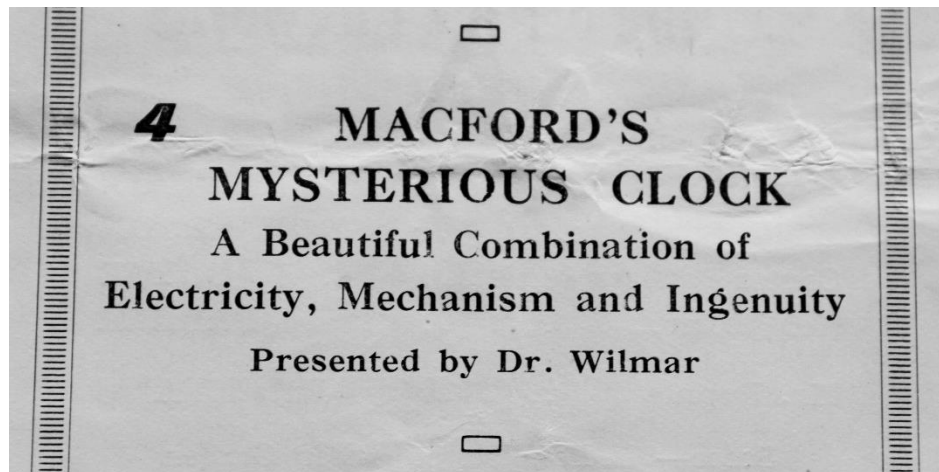
Scene 1. The Prison of the Palace.  
Scene 2. The Hammam of Mansur's Mansion.  
A Street before the Mosque of the Carpenters.  
**The Scene is laid in the Baghdad of the Arabian Nights.**  
The Action takes place from Morning till Night.  
**THE PLAY PRODUCED BY OSCAR ASCHE.**  
**Music Specially Composed by CHRISTOPHER WILSON.**  
Costumes designed by PERCY ANDERSON;  
executed by Messrs. B. J. SIMMONS and Miss CHAMPION.  
Scenery designed and painted by JOSEPH HARKER.  
Roshanara's dances arranged by Madame TORTOLA VALENCIA.  
The Magic in Act II. arranged by MASKELYNE & DEVANT.  
Wigs by CLARKSON.

---

Manager .. .. . CARL J



Another thing that can be learnt from programmes is when a new trick is introduced. We saw earlier Dr. Wilmar performing at Maskelyne's. He was also well known for presented Selbit's Spirit Paintings, but here he is showing *Macford's Mysterious Clock*. A beautiful combination of electricity, mechanism and ingenuity. I have never heard of it, so that deserves further investigation.



From programmes you can trace the development of an act. When Carmo first came to England in 1908 he was performing as *The Carmos Australia's Greatest Herculean and Novelty Jugglers*. This programme is for the opening of the New Hippodrome, Middlesbrough. It is printed on silk which was often used for a special occasion.



By 1917 Carmo claimed to be *The most Versatile Artiste on the modern stage* and he included sharp shooting and quick change, in addition to juggling and magic.

5 MARESKI—The Crazy Fiddler.

6 **GREAT CARMO**

AUSTRALIA'S WONDER. The most Versatile Artiste on the modern stage. Carmo presents an indescribable Spectacular Speciality comprising Novelty, Juggling, Phenomenal Strength, Burlesque, Sharp Shooting, Quick Changes, Sketches, Impersonations, Music, Magic, etc. Also his Latest Sensation

**THE VANISHING LION**

A Full Grown Forest Bred Lion disappearing in full view of the audience

AT ONCE TO TAPPING'S FOR DART BLINDS SUN BLINDS SHO BLINDS ALL RE 14 & ASHLEY

A little later he even did escapology.

**BORO' THEATRE,**  
WALLSEND.

THE  
**GREAT CARMO**

**Sensational Challenge.**



SIX GENTLEMEN OF THE CARVILLE ELECTRIC SUPPLY CO.  
PROPOSE TO FASTEN MR. CARMO  
**IN A REGULATION STRAIT JACKET**  
and to secure by means of Fopes, Chains and Padlocks

**THE DEVIL'S CAGE**  
In such a manner that they believe it will be  
**ABSOLUTELY IMPOSSIBLE FOR HIM TO ENTER OR ESCAPE**  
WHILE DEPRIVED OF THE USE OF HIS HANDS

**THE GREAT CARMO**  
will make the attempt under these extraordinary conditions, on  
**FRIDAY NIGHT NEXT**  
(SECOND HOUSE).  
**WILL HE SUCCEED?  
COME AND SEE!**



John Thornton, Printer, Wallsend.



By 1926 he had developed his full evening magic show. Just before the finale was a song scena of *The Queen of Sheba* written by Carmo. Yet another of his talents. Note that autographed photos of The Great Carmo may be obtained from the attendants, price 3d. How many do you want?

WEEK COMMENCING MONDAY, JUNE 28, 1926

## THE GREAT CARMO

"The King of English Magicians."—*Vide Press*.  
In his Supreme Musical Wonder Pageant  
**"MAGICAL MOMENTS"**  
Invented, devised and produced by Carmo. Full Cast of 40 Artists. The Costumes by Madame Dupont and, in "The Magic Mirror" Scene, by Pascaud; other costumes designed by Madame Carmo, and executed by Selma.

Harmonious Minutes  
**MEPHISTOPHALIA.** Chorus and ensemble, then Biff! enter Carmo  
**THE BIRTH of the RAINBOW.** Song Scena, Ensemble and Dance  
**CHINESE MAGIC.** A mystifying exhibition of numerous conjuring and illusion vagaries  
**PERSIAN NECROMANCY.** An enigmatical eggs-ample of ducks-terity. A strange disappearance. "Poultry is Cheap to-day." A Conundrum walks on—result "Monkey Tricks." A novel Military Illusion Scena. A Tragi-comedy illustrating the serious side of losing your head. The triple Cabinets, and Hey Presto—the "Dolly Vardons" in Song and Dance  
**VISIONS OF THE ORIENT.** The Magic Mirror and its beauties  
A musical Tit-bit by **THE ORCHESTRA**  
**BEAUTY AND THE BEAST.** A Pretty Mystery, founded on this Favourite Fairy Story. The puzzling Wine Barrel  
**JUNGLE LAND.** Introducing "Mary" the Elephant and others, and a few tricks. Chorus and Ensemble. The Weird Basket Deceit

**THE SNAKE CHARMER.** With her magnificent snakes, and dance. An exhilarating Tambourine Dance by the Troupe. The baffling super Mystery in which a live Bengal Tiger figures. **CARMO** will here introduce several Lion Cubs, Leopards, a Kangaroo, and two beautiful Teddy Bears (from Wembley Exhibition) "Felix" and "Teddy"

**SONG SCENA:** "Queen of Sheba," written by Carmo  
**"THROWN TO THE LIONS."** **CARMO'S** Superb Magical Masterpiece of Stagecraft. A thrilling Mystery Drama of intense Oriental passion, love and hate. An absorbing playlet without words, depicting: the Royal Betrothal—the Intrigue—the Spy—green-eyed jealousy—Revenge—CAST to the **LIVING LIONS!**—Kismet. God Save the King

Autographed Photos of the Great Carmo may be obtained from Attendants, 3d.

General Manager	...	W. Scott Phipp
Musical Director	...	Arthur Riley
Stage Manager	...	William Leman
Assistant Stage Manager	...	George Tester
Advance Representative	...	Harry Humphries
Chief of Animal Staff	...	George Sadler
Electrician	...	W. English
Mechanic	...	John Aley
Master Carpenter	...	Frank Sprules
Wardrobe Mistress	...	Madame Aley

**Next Week's Attraction:**  
JACK GALLAGHER, the Famous Comedian, in  
**WAKE UP!**

**LOVERS OF GOOD CONCERTS SHOULD VISIT**  
**LLOYD PARK PAVILION**  
This Week—Paramount Players in "Pleasure"

The programme below is his full evening show in Llandudno. It shows the times that each part of the performance will take place at first and second house. So if you want to be back from the bar in time to see if you are lucky enough to get a free drink from his magic barrel, be back in your seat by 9.41pm. The trick will take 5 minutes to perform then you can get back to the bar.

1st House	2nd House	
7-20	9-25	VISIONS OF THE ORIENT. The Magic Mirror and its Beauties
7-27	9-35	A Musical Tit-Bit by the Orchestra.
7-31	9-36	"Beauty and the Beast." A pretty mystery founded on this favourite Fairy story.
7-36	9-41	The Puzzling Wine Barrel
7-41	9-46	JUNGLE LAND, introducing "Mary," the elephant and others and a few tricks
7-46	9-51	Chorus and Ensemble. The weird Basket Deceit
7-47	9-52	THE SNAKE CHARMER with her Magnificent Snakes and Dance
7-49	9-54	An exhilarating Tambourine Dance by the Troupe
7-51	9-56	The baffling Super-Mystery in which a live Bengal Tiger figures.
7-52	9-57	CARMO will here introduce several Lion Cubs, Leopards a Kangaroo, and two beautiful TEDDY BEARS (from Wembley Exhibition) "Felix" and "Teddy"
8-5	10-10	SONG SCENA "Queen of Sheba" written by CARMO



From 1928 to 1937, in partnership with various people, Carmo tried unsuccessfully to run his own circus. It was in 1937 that he formed a circus with Raymond Toole Stott, who is better known to magicians as compiler of the bibliography of conjuring books in English published prior to 1876. When that also failed, Carmo returned to the stage with his magic show.





These two Chung Ling Soo programmes for the Newcastle upon Tyne Empire are for the same day, but there is a different one for the first house and second house. They are the same acts but in a different order. Soo is the opening act first house and in the later second house he closes the show. Presumably this gave him as much time as possible to reset all his tricks.

**Warranted Cutlery.**  
**"EXPRESS" RAZOR**

PRICE  
**4/-**  
Post Free.

**LARK, CUTLER AND OPTICIAN,**  
Crainger St. West, Newcastle.

**MOOR EDGE LAUNDRY,**  
CLEANEST AND BEST,  
Claremont Road, Newcastle.  
Telephone: Central 1806.

**ST. OF BLACKETT**  
RE-OPENED AFTER  
Modern and Large  
"CHIC" Silver  
Frames for  
Larger Silver  
The finest selection  
Patronised  
Phone 2325 Central

1916 **PROGRAMME**

**Monday, Mar. 13th, & Twice Nightly at 6-45 & 9**  
**Matinees Tuesday, Wednesday & Saturday at 2-30**

Proprietors—**MOSS' EMPIRES, Ltd.**  
Managing Director—**Mr. FRANK ALLEN** Resident Director—**Mr. R. THORNTON**  
Acting Manager—**Mr. J. W. KILGOUR** Asst. Acting Manager—**Mr. A. DEVEREAUX**

PRICES.—PRIVATE BOXES (to hold 4 persons), 10/6; Extra Seat, 2/- and 1/6.  
GRAND CIRCLE, 1/6. ORCHESTRA STALLS, 1/-; PIT, 6d. BALCONY, 6d. GALLERY, 3d.  
Saturdays and on special occasions these prices may be increased.  
Booking Fee for Circle and Stalls, 6d. extra. Telephone 1285 Central.  
Booking Office open daily at the Theatre from 11 to 4. Saturdays, 11 to 3.  
Seats Booked by Telephone will not be kept after the rise of the Curtain.

<p><b>1—Overture</b> - "The B'Hoys of Tipperary" - H. G. AMERS</p> <p><b>2—CHUNG LING SOO,</b> The World's Greatest Conjuror <b>Assisted by Miss SUEE SEEN,</b> in a Performance of Oriental Splendour and Weird Mysticism. NEW SERIES OF BAFFLING ILLUSIONS, bewildering the most astute minds.</p> <p><b>3—WILL GARDNER,</b> The New Style Comedian</p>	<p><b>4—DORIS DUQUESNE,</b> Juvenile Artiste, in Song and Dance</p> <p><b>5—McDONALD and PAYNE,</b> "An Irishman's Transformation"</p> <p><b>6—FOURITS,</b> Smart Young Vocalists and Expert Wooden Shoe Dancers</p> <p><b>7—CHAS. COHAN,</b> Britain's Premier Hebrew Comedian</p> <p><b>8—THE BIOSCOPE,</b> Latest Pictures</p>
---	---

**RY. PAINLESS EXTRACTIONS.**  
GUARANTEED TEN YEARS.  
TERMS CAN BE ARRANGED.  
TERMINATED IF DESIRED.  
**HALLWEY,**

**SMOKE JOHN SINCLAIR'S RUBICON TWIST.**  
**HARTON DYE WORKS.**  
BEST WORK. PROMPT RETURN. MODERATE PRICES.  
Telephone: Central 1871. Showrooms: 36, MARKET STREET, Newcastle.

**PHOTOGRAPHS**  
SILVER POINT & SEPIA. SEND ONE TO YOUR SOLDIER.  
HIGH-CLASS PHOTOGRAPHY

**SOMETHING**  
**THE CANADIAN**  
17, CRAINGER STREET  
**WAITING PRO**  
COME  
CANADIAN DISH  
PRICES 1

Telephone: Central 1806. Claremont Road, Newcastle.

1916 **PROGRAMME**

**Monday, Mar. 13th, & Twice Nightly at 6-45 & 9**  
**Matinees Tuesday, Wednesday & Saturday at 2-30**

Proprietors—**MOSS' EMPIRES, Ltd.**  
Managing Director—**Mr. FRANK ALLEN** Resident Director—**Mr. R. THORNTON**  
Acting Manager—**Mr. J. W. KILGOUR** Asst. Acting Manager—**Mr. A. DEVEREAUX**

PRICES.—PRIVATE BOXES (to hold 4 persons), 10/6; Extra Seat, 2/- and 1/6.  
GRAND CIRCLE, 1/6. ORCHESTRA STALLS, 1/-; PIT, 6d. BALCONY, 6d. GALLERY, 3d.  
Saturdays and on special occasions these prices may be increased.  
Booking Fee for Circle and Stalls, 6d. extra. Telephone 1285 Central.  
Booking Office open daily at the Theatre from 11 to 4. Saturdays, 11 to 3.  
Seats Booked by Telephone will not be kept after the rise of the Curtain.

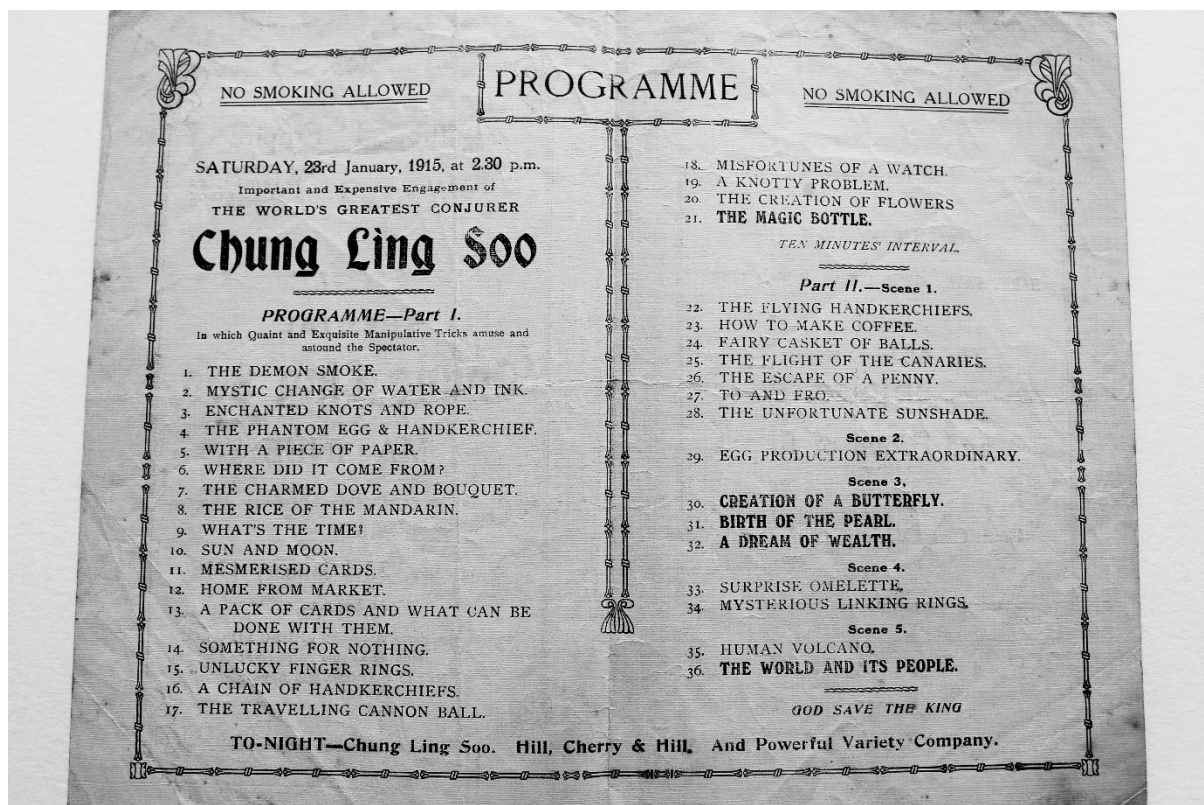
**OF BLACKETT**  
RE-OPENED AFTER  
Modern and Large  
"CHIC" Silver  
Frames for  
Larger Silver  
The finest selection  
Patronised  
Phone 2325 Central

<p>of Tipperary" - H. G. AMERS</p> <p>ile Artiste, in Song and Dance</p> <p><b>YNE,</b> a Irishman's Transformation"</p> <p>Expert Wooden Shoe Dancers</p> <p>'s Premier Hebrew Comedian</p>	<p><b>6—WILL GARDNER,</b> The New Style Comedian</p> <p><b>7—CHUNG LING SOO,</b> The World's Greatest Conjuror <b>Assisted by Miss SUEE SEEN,</b> in a Performance of Oriental Splendour and Weird Mysticism. NEW SERIES OF BAFFLING ILLUSIONS, bewildering the most astute minds.</p> <p><b>8—THE BIOSCOPE,</b> Latest Pictures</p>
--	--

**SMOKE JOHN SINCLAIR'S RUBICON TWIST** **SOMETHING**

At these two performances he was doing a short spot. This was the usual thing for him.

Soo only did his full show such as this at matinees:



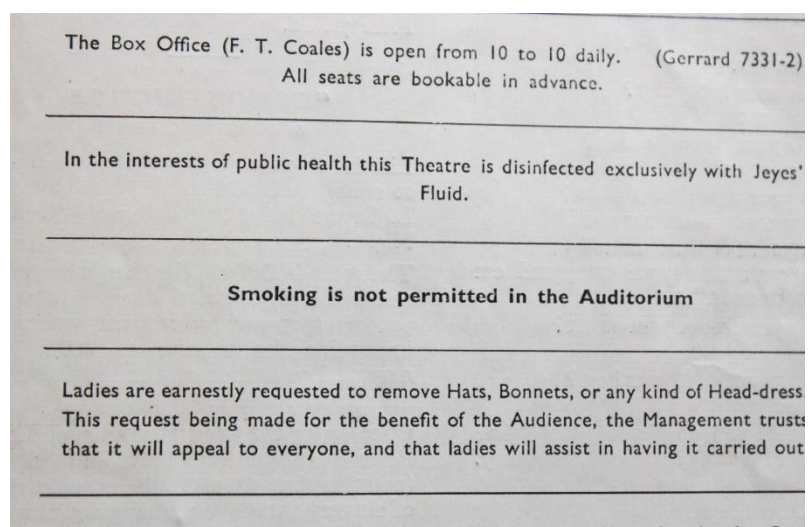
That's covered some of the things that you can learn about performers from their programmes.

## SOME INTERESTING FACTS ABOUT THE PERFORMANCES.

*In the interests of public health  
this Theatre is disinfected  
exclusively with Jeyes Fluid.*

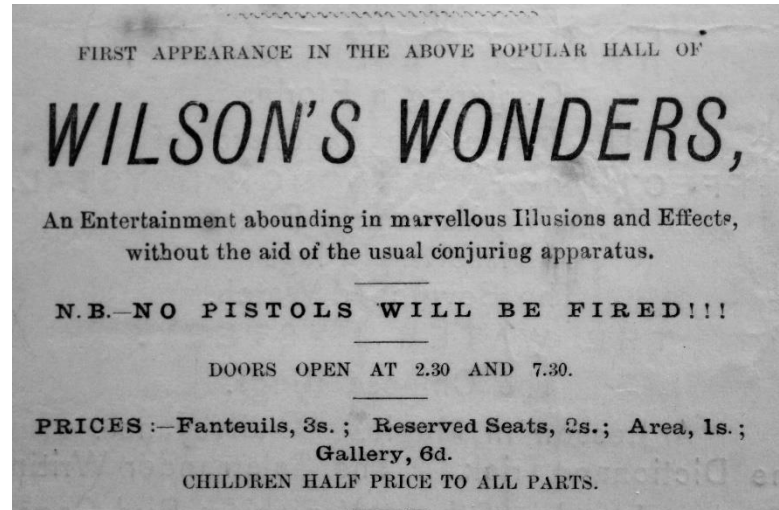
It was common in many  
theatres to spray the  
auditorium between  
performances.

*Ladies are earnestly requested to  
remove Hats, Bonnets or any kind  
of Head-dress. This request is  
being made for the benefit of the  
Audience, the Management trusts that it will appeal to everyone, and that ladies will assist  
in having it carried out.*

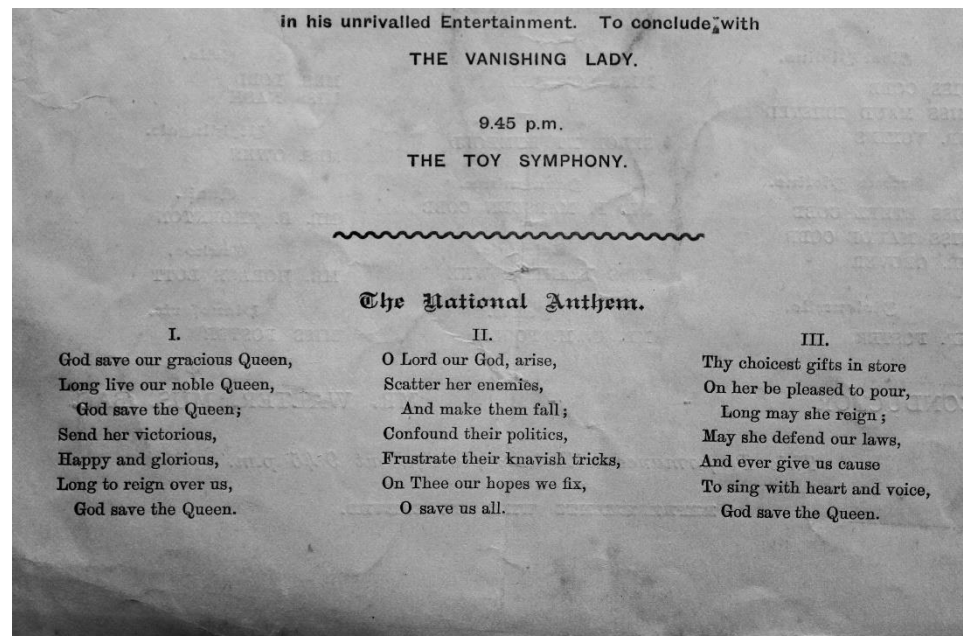




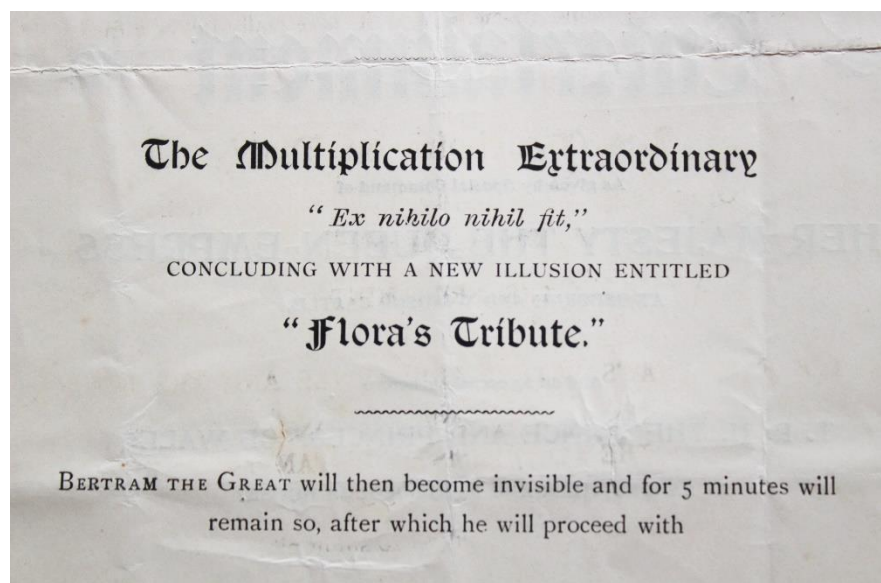
*No pistols will be fired.*  
Presumably at this time audiences were continually being frightened by pistol shots fired by magicians.



Here everyone was expected to stand and sing all three verses of the National Anthem at the end of this performance.



*Bertram the Great will then become invisible and for 5 minutes will remain so after which he will proceed with.....the second half.*



I purchased a programme for Thora the ventriloquial mystery. Then I noticed that one of the other acts was Happy Tom Parker, Comedian and Dancer. That of course was the father of ex-Prime Minister John Major.

In another programme it stated: "*The kind indulgence of the audience is asked during the removal of heavy apparatus.*" This was an apology for long stage waits.

At the foot of the programme below, apparently in Devant's handwriting, it says *Mr Devant the famous conjurer attends evening parties. For particulars address The Egyptian Hall, Piccadilly.* It certainly attracts your attention. In fact, this advertisement is actually printed on the programme.

surer, H. EDWARD PEARCE. Private Secretary, AMY BENCE. untant, C. F. TAYLOR. Box Office Clerk, L. W. WARMSLEY.		REGENT STREET, PICCADILLY CIRCUS & PICCADILLY, W.
<b>HILL'S</b> <b>DOMINTON</b> OKING MIXTURE. co of the Highest Class. In Tins only.	<b>HILL'S</b> <b>Navy Cut</b> <b>Cigarettes</b> 3d. per Packet of 10, with Mouthpieces.	<b>R. &amp; J.</b> <b>HILL</b> LIMITED, Cigar and Tobacco Manufacturers. ESTABLISHED 1775. <b>LONDON, E.</b>
<b>GARS AND CIGARETTES.</b>		
<i>2. Mr. Devant the famous Conjurer attends evening parties etc          for particulars address The Egyptian Hall Piccadilly. W.</i>		

Chocolates, Ices, Cigarettes at Popular Prices are obtainable from the Attendants

OUR TELEPHONES :  
 READING 3449—3450  
 are always at the disposal of Patrons

PHYSICIANS, and others, with booked seats, who anticipate being summoned during the performance, are requested to acquaint the Box Office with the number of their seats

LOST ARTICLES should be reported at once by letter to the Manager

THE MANAGEMENT will be glad if patrons will report in confidence any act of incivility or inattention on the part of any attache of the Theatre

*Physicians, and others, with booked seats, who anticipate being summoned during the performance, are requested to acquaint the Box Office with the number of their seats.*



This advertisement for the new Vauxhall 10 proudly states that for your £168 you will get a car with a top speed of 60 miles per hour and it can accelerate from 0 to 60 mph in under half a minute. How things have changed.

The programme is from 1940, during the second world war. Notice that at the top of the page it says *Patrons Kindly Bring Their Gas Masks*.

PATRONS KINDLY BRING THEIR GAS MASKS

# BARTON'S

THE NEW  
**VAUXHALL**  
**'10'**

No other Ten, irrespective of price gives you all that we offer in this Vauxhall. All steel, integral construction gives greater rigidity with less weight. Independent springing gives greater stability, better cornering & steering—and changes riding into gliding. The new Vauxhall gives you 10 h.p. motoring at its best—and is cheapest in the end

The "10" that gives most  
for your money  
FROM  
**£168**

**BARTON'S**  
FOR UNAPPROACHABLE VALUE IN COMMERCIAL VEHICLES  
**CORPORATION ST., PRESTON**  
TELEPHONE 3203-4-5

**Petrol.** Over 40 m.p.g. May we prove this with a test tank?  
**Price.** Standard Saloon £168. De Luxe Saloon £182.  
**Performance.** Maximum speed 60-65 m.p.h. Acceleration 0-50 m.p.h. in 22.5 seconds.  
**Safety.** All-steel, integral construction. Independent springing. Hydraulic brakes.  
**Control.** Scientific shock-free steering Synchronesh.  
**Comfort.** Independent springing. Body conformity seating No-draught ventilation (de luxe saloon).

Published by Kine-Ads Ltd., Imperial Buildings, Oxford Road, Manchester 1  
Telephone ARDwick 2773-4  
Printed by Richard Whewell (Bolton) Ltd., 225 Folds Road, Bolton

Other announcements in Second World War Programmes say *Purchasers of chocolates at this theatre must tender points for them to the attendants*. This refers to the wartime rationing.

Or another one which said *air raid alerts will be advised to patrons by means of illuminated signs at each side of the stage*. Those desiring to leave may do so but the performance will continue as usual. Hard luck on the performers.

-----

I hope that I have persuaded you to study your programmes and see what you can learn from them.

And when you go to the Gala show on Saturday remember to take your gas mask, and your ration book to buy some chocolates. If the attendants are spraying disinfectant everywhere it is for your own good. It will be the Jeyes Fluid which is there to keep away and kill the..... I leave that to your imagination! If you will now stand to finish the History of Mystery, we will sing all three verses of the National Anthem.