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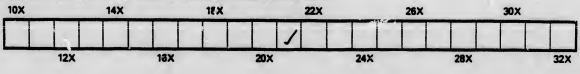


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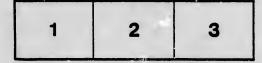
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E GOWNING of Music ?) ONT SEASON Ø 5-96 Neda Smith Bros. 376 Richmond St., TELEPHONE LEADING BERS London Ptg. & Litho. Co.---

DOORS open for matinees at 2 p. m.; curtain rises at 2.30 p. m. Evenings.—Doors open at 7.30, and curtain rises at 8.15 p. m. sharp. Tickets can be reserved two days in advance without extra charge.

Read and Reflect.

TME

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LONDON, ONT.

First-class in all Appointments.

SPECIAL RATES FOR COMPANIES. OHAS. W. DAVIS.

Office open from 9 a. m. to 9 p. m.

Seats can be secured by mail, telegraph or telephone. Telephone 732.

Physicians are requested to register at the Box Office, leaving seat number, as this will enable Ushers to find them, if called for, without disturbing the audience.

Children in arms not admitted to evening performances. Children three years old or over, full price.

Patrons will confer a favor by reporting to the management any incivility or inattention on the part of the employees, and annoyances of any nature.

If the individual members of an audience would stop to think for just an instant, they would undoubtedly appreciate the fact that the habit of rising from their seat and leaving the theatre before the curtain falls, is a most annoying one, and one that should be stopped. We therefore beg our audiences to kindly remain in their seats until the close of the performance.

Carriages can be ordered at the Box Office or of the Chief Usher.

For all lost articles, apply at Box Office.

It is strange, but there is a class of people that seem to take an intense delight in bespattering the floor with tobacco juice, and in being boisterous and using profane language. These people should know at once that the courts authorize their immediate expulsion, should the management see fit to exercise its rights.

FREDERICK BANCROFT, the Magician states in a re cent interview that his new spectacular production of magic has been the one great ambition of his life, and is the outcome of years of experiment and research. He is an ardent student of the natural sciences, and claims to have developed some start-ling and entirely novel illusions, which he will present this concert the sciences. will present this season. As a sleight-of-hand performer, Mr. Bancroft is said to be unsurpassed, and upon the spectacular background of his entertainment he is said to have expended a large amount of money, engaging in its construction only the most noted scenic artists and the most skilled labor to be had in this country and in Europe, and he claims that the result is one of the most elaborate stage settings ever seen in this country. Certain it is that two special cars will be required to transport it from place to place, and that he has engaged some of the best specialty artists to be had in this country, and has even drawn upon the European supply in order to secure artists whose acts are in keeping with his Oriental play and scenery. The entertainment takes the form of a visit to the palace of a magician, where, sur-rounded by the slaves of his household, Founded by the slaves of this industricts he performs many of his marvellous tricks and illusions. Then in the palace of the Sultans of Oriental fable the magician works fresh marvels. MR. BANCROFT'S Toute will embrace most of the principal cities between St. Paul and Boston, and he has already arranged to appear here. The date of the engagement will be an-nouced later. Mr. Clarence Fleming, who directs the first Americlan tour of Mi. John Hare, the celebrated English Actor, here the neural extertainment in charge has this nevel entertainment in charge. His connection with it is an ample guarantee of its worth.

Incidental to MR. FREDSRICK BAN-CROFT'S spectacular production of Magic, some of the best specialty artists to be had in this country and in Europe will be introduced.

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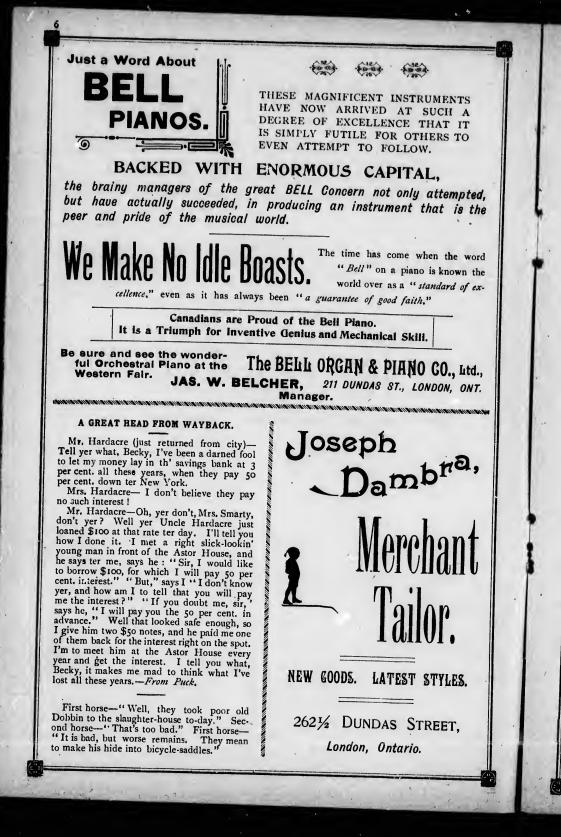
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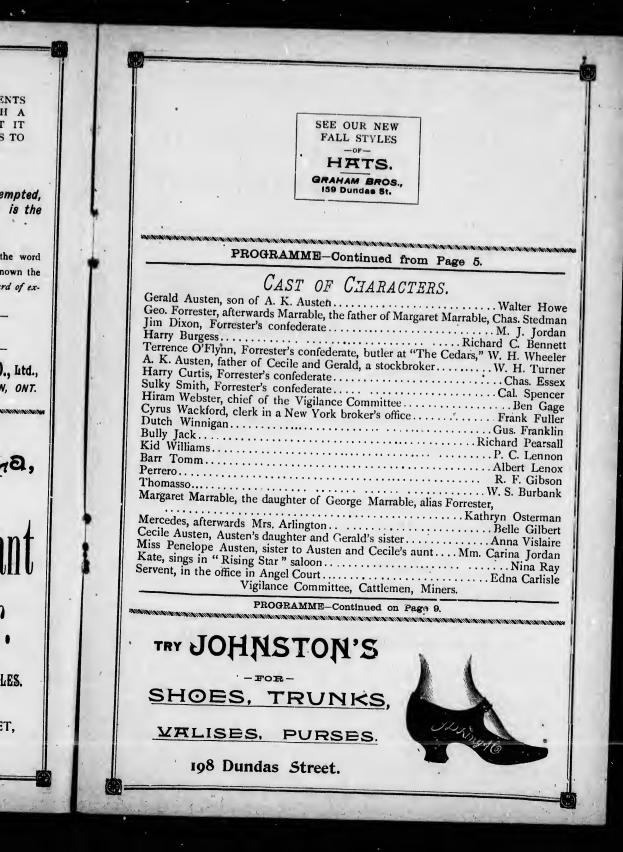
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ONDON. ONT. C. J. WHITNEY, Lessee. A. E. ROOTE, Manager. ->> PROGRAMMER K-Monday, Sept. 30th. Okan g 4 Oct 1 21 The Fatal Card. ion ty. A Melo-Drama, by HADDON CAAMBERS and B. C. STEPHENSON. MANAGEMENT OF GUSTAVE FROHMAN. PROGRAMME-Continued on Page 7. tson. This Space is for Sale. Try it. It is watched by the class of people you want to sell to. n.





HEADQUARTERS FOR STRONG'S BAKING POWDER.

EASY TO KNOW.

Reporter (examining register in foreign hotel) – I wonder what part of America these new arrivals come from.

Hotel Clerk—How are they registered? Reporter—Just United States, that's all. Hotel Clerk—Put them all down from Chicago.

FOND HOPES BLASTED.

Satan—You have a bright future before you you, young man. New Arrival—Have I. really?

Satan-Yes.

And then Satan opened the door of the fiery furnace and gently pushed him in.

The prince's tutor — "What can your highness tell me about gold ? The prince is silent.

Tutor-"'Quite right, your highness. Silence is golden !"-Fliegende Blaetter.



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UNION MEANS STRENGTH.

The R. S. Williams & Sons' Company, of Toronto, have purchased the entire stock and fittings of "Colwell's Popular Music House," 189 Dundas street. Before removal to their London warerooms, 171 Dundas street (where Mr. Colwell will be pleased to meet his friends and customers in future), all musical instru-ments, music and music books, will be sold at and less than cost. You will have until Sept. I to secure special bargains, but don't delay. Save your dollars and come in now. You may never have another opportunity to buy at such low prices. The stock is well assorted, and we can satisfy all buyers. The cel-ebrated "Williams" Pianos and Organs always take first place in quality, prices and terms. The store at 189 Dundas street will remain open every evening until this sale is concluded.

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MERCHANT TAILOR

CORNER RICHMOND AND CARLING STREETS.

PRICES, STYLE AND GOODS RIGHT.

PROGRAMME-Continued from Page 7.

THIS COMPANY USE AND RECOMMEND THE "ZIMMY" BICYCLE.

SYNOPSIS.

ACT I .- At the foot of the Rockies.

ACT II .--- In the valley of the Thames.

ACT III .- In the City.

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SCENE I—Again the valley. SCENE 2—Interior of Marrable's house, Thames. (Intermission of two minutes only between scenes 2 and 3 in this act.) SCENE 3—The Cottage.

EXECUTIVE STAFF FOR MR. FROHMAN.

Manager -	-	-		-	-		-		-	H. T. Thompson
Business Manager			-			-				
Stage Manager						-		-		Harry W. Callender
Stage Manager	•	-		•	-		-		-	W. H. Turner

PROGRAMME-Continued on Page 11.

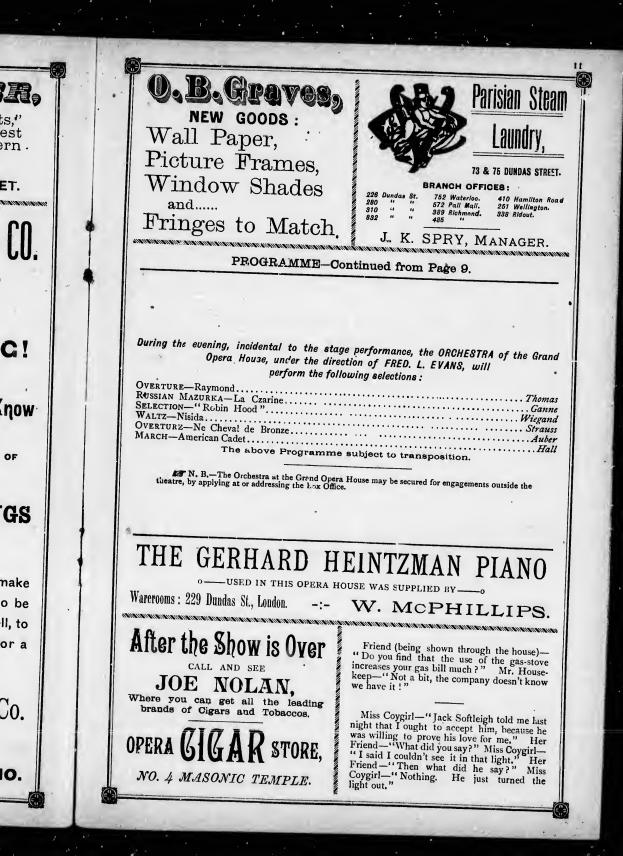
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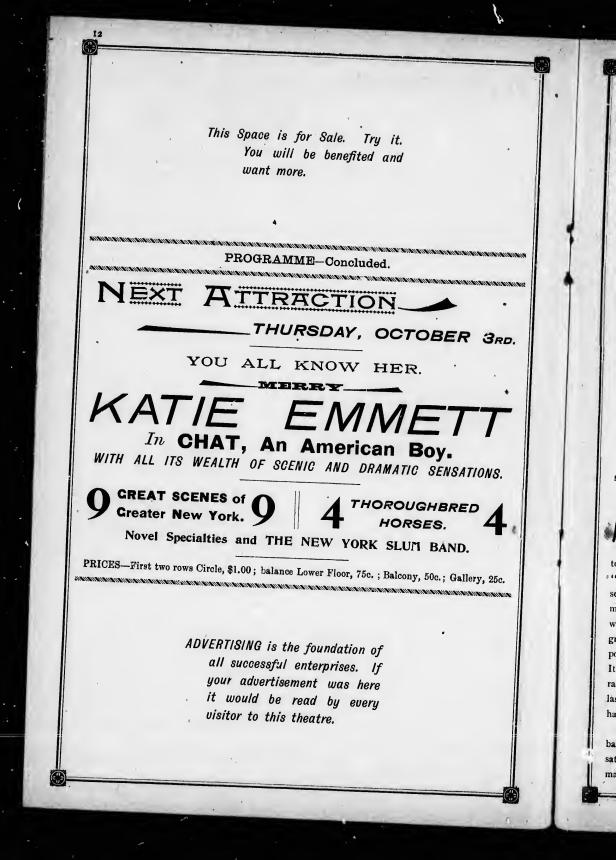
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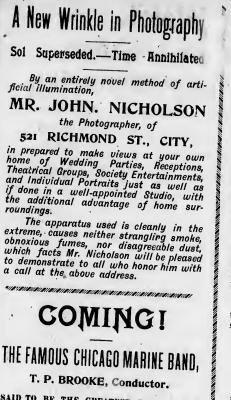
402 RICHMOND THOS. GILLEAN.

Jeweler and Optician.









GRD.

ONS.

y, 25c.

SAID TO BE THE GREATEST BAND IN THE WORLD FOR POPULAB MUSIC.

A BAND was organized in Chicago at the close of the World's Fair, as an adjunct to the Naval Militia which took charge of the Exhibition Warship "Illinois," and Mr. T. P. Brooke was secured as its musical director. This band made an instantaneous list, and everybody who has heard it declares that it is the greatest and most unique band for playing popular music that has ever been heard. It has created a sensation and become a rage in Chicago, where every concert of its last season series was crowded. The success has been wonderful.

An engagement has been made for the band to appear here, and something sensational and in the nature of a revelation may be expected. PROGRAMME

* THE *

The primary idea of this Programme is, of course, to enlighten the audience as to the personnel of the artists taking part in the performances, incidentally to serve as a guide to the plot of the piece, and generally to give such information as will tend to the enjoyment of the auditor.

Reading matter of a miscellaneous nature, is, however, liberally supplied, that may be perused with interest and advantage. Quips and Quirks give zest to the solid matter, as sauces do to meats, but there is a fund of information in the advertisements that may be seriously considered with profit.

The publishers are prepared to attend to all business in the way of general and special advertising.

Respectfully,

BELTON & ROOTE, Advertising Agents.



Long Waist, Gorrect Shape, Best Material,

Combined with the best filling in the world, makes the "Featherbone Corset" unequalled.

RY

AS GOOD AS WHEAT.

Buffalo Express.

"I see," remarked the wide-awake farmer, "that wheat has gone up to seventy cents in Chicago, and there's a report that it will keep goin' till it gets to one dollar. Now, I'd like Now, I'd like cents. Seventy cents will do me. I'd rather have a sure thing while it's goin' than to take my chances on doin' better by waitin'." "But," replied the commission merchant, "I

can't agree to contract for your wheat at seventy cents.

"Why not? It's goin' up to a dollar an' you'll make thirty cents a bushel. Ain't that enough ?"

"Oh, yes; but you see that seventy cents is only a speculative price. It ain't what they pay for real wheat." "Don't pay that for real wheat? What in

thunder do they pay for, then ?" "Why, for options." "Well, what the blazes are options?"

"Why, they're promises to get wheat and sell it for such and such a price.

"Well, then, they got to get the wheat, ain't they?"

"No; they sell the promises again, accord-ing as the market rises or falls." "An' don't they buy an' sell any real wheat at all?"

"Not much."

"Just buy an' sell wind at seventy cents a bushel?"

" That's about it."

"Thunder an' Mars, wish I'd knowed that last fall. I wouldn't a-sowed any wheat. I'd tied my grain bags to the back o' my fannin mill an' kept the boy turnin' it all winter, till I'd filled all the bags I could get hold of. But it ain' too late yet. Bygosh, if it's wind they want 'stead of wheat, I can supply the ma ket for the hull country right off my farm 1" for the hull country right off my farm !"

First citizen (in the near future)—"Who is that they're goin' to string up?" Second citizen—"That's the man that stole Tornado Pete's bicycle."

"War," said the lecturing philanthropist, "is a horrible evil. The warrior is a survival of barbarism-What's that! A drum! Soldiers coming !! Open the window. I want to see them."-Boston Transcript.

Patrons of this Theatre will confer a favor by reporting any discourtesy on the part of employees, to A. E. ROOTE, Manager.

Parties finding lost articles in any portion of the theatre will please leave them at the Ticket Office.

Parties losing any articles in this Theatre will please inquire at the Box Office.

Harry McKenna,

Qhoice GOBACCONIST'S Goods

ALWAYS OPEN AFTER THE OPERA.

225 DUNDAS ST. RETAIL AND WHOLESALE

SAVING.

"I much commend Jeanette and John, " Their thrift could never be outdone, Though twenty chairs are in the room, Night after night they use but one' -Boston Budget.

UNN_JESSARY.

". In popping the question, he did prefer To do it in manner firm and steady; He did not go on his knees to her-For she was on his knees already."

-Life.

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ACCOUNTED FOR.

Foot Tighes-" Hungry ! Dere's an ap-petizing odor about you dat reminds me of the roast goose of me childhood. Hev you hed any?"

Hungry Hawkes-" Nope ! But I slep' in an onion bed last night."

This Space is for Sale. Try it. You will be benefited and want more.

ONE ON WOMAN.

Oh, woman, lovely woman, were it not for thee, Man, indeed would have a fit and die from apathy. Thou art fair as the lily, and beauteous as

- the rose,
- For, coming down to beauty, you're in it, "I'll tell you those."
- Oh, woman, lovely woman, thy charms are ever great,
- Thou dost keep the men all guessing sometimes at a lively rate.
- How often hast thou caught them with thy smile so fair to see,
- Oh, woman, lovely woman, come, wilt "smile with me?"
- Oh, woman, lovely woman, chief attractionnay, save one,
- And that one is our office, where the finest Printing's done.
- Our printing is par excellence in quality, and the price,

When you see the work we do you'll say "It don't cut ice."

- Oh, woman, lovely woman, thy influence with
- Has always held full sway e'er since the world began.
- Exert it in a profitable way o'er fathers, lovers and brothers,
- And tell them when they printing wantforget that "there are others."

Then woman, lovely woman, thou hast not lived in vain,

Pleasant day to morrow, if indeed it does not rain We'll sing your praises truly, your charms both rich and rare.

Some day you'll have a harp and wings, and go "up in the air."



WE call the attention of our business men to the "Program" as an advertising medium. It reaches the class of people whose trade you want, and the way to get that trade is to make yourself known.

BELTON & ROOTE Bill Posting C Distributing General Advertising Agents.

Control all the Bill Boards and Dead Walls through-out the City. Population of City, 40,000.

All orders for Bill Posting, Distributing, Card Tacking, and General Advertising for Western Ontario will receive prompt attention.

OFFICE : BOX OFFICE, OPERA HOUSE.

He-"I'd like a flower in my coat when I go." She-"I'll put it in now.

"Going to take your family abroad, Hicks?" "Yep." "Where do you expect to be in August?" "In bankruptcy."

Wife-"What do you think of Bridget's cooking?" Husband-"I think if she tried to boil water she'd burn it."

She (reproachfully)-"'You said you would die for me." He (stiffly)-"I was referring to my whiskers, madam.

"Say, guide, what does that memorial stone commemorate?" "I put it there. It is upon that spot where a tourist once gave me five marks,"

Painter (to his model)—"Now you can rest a bit while I paint in the background." Peasant woman (bashfully)—"Ach, then I suppose I shall have to turn 'round."

John, " done, room, one "

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