

"HONOR AND WEALTH"

HOW TO GIVE A LANTERN SHOW, 1899

We thought readers might find it instructive to compare Don Attle's advice with the recommendations 'For the Benefit of Exhibitors and Lecturers' in the instruction book accompanying the 1899 model of the Optigraph and Enterprise Stereopticon, a combined lantern and motion picture projector marketed by the American firm of Sears and Roebuck.

Careful attention to the following suggestions will, we think, contribute much to the success of those engaged in this line of work:

Do not undertake to go before the public until you are thoroughly familiar with the operation of your outfit, and can go through the different operations almost unconsciously. Throw everything out of adjustment, scatter things about, then readjust, put everything in place, run your films through the Motion Picture Machine, and your slides through the Stereopticon one after another, in regular succession, until you are so thoroughly familiar with it, that you have no fear when you go before the public that you are liable to forget something, or make a mistake. Theatrical people who have been on the stage all their lives, practice the new play for weeks and even months in advance, and you should certainly not find it a hardship to practice for at least a few days. You will find it a very great satisfaction to yourself on account of the feeling of ease, and certainly it will be a much greater satisfaction to know that you are pleasing the public. At first it would be well to practice by yourself, but after you have become familiar with the performance, invite in the members of your family or most intimate friends, and a little later invite in all the neighbors, and after practicing this way for a few

times, or when you have learned to feel perfectly easy, then go before the public.

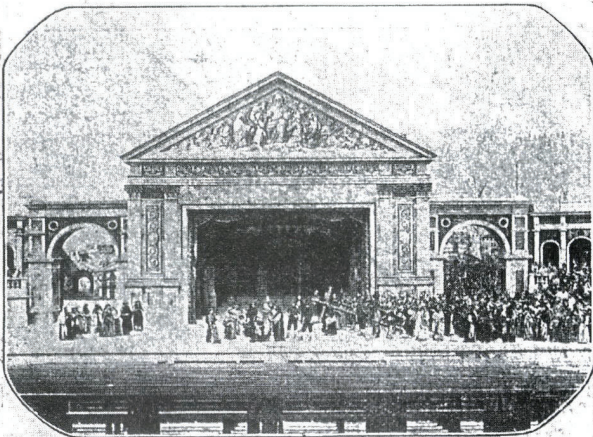
Be sure to have everything ready and in its place before each exhibition. See that everything is in working order, in fact light up your stereopticon and make sure there is no experimenting to be done when near to, or at the time the exhibition is due to begin.

It is always wise and very important to have duplicate parts of anything which is likely to be broken or damaged, and always keep a good supply of materials such as chemicals, advertising matter, etc., for it may sometimes save the price of a whole outfit in one evening, and also save the annoyance of disappointing a large audience as well as the danger of getting yourself into bad repute. Magic lantern or stereopticon views should be carefully arranged in the case provided for them, and the case so arranged that the numbers run consecutively. By so doing, it will not be necessary to hunt for or examine the views to see what comes next. Do not put the fingers on the face of the views more than is necessary but handle them, as far as is possible, by their edges. Keep the views clean by wiping from them all dust or perspiration, or a dull picture will be the result. Do not use paper, however soft it may be, for cleaning views or lenses.

The use of paper or any other hard substance would ruin them. Nothing but old, soft linen or soft chamois skin should be used, and it should be kept as clean as possible from dirt or grit, by beating or vigorously shaking it occasionally. Do not use heavy pressure in cleaning views or lenses as the finest particles of grit are liable to produce scratches where they have lodged in the material used for cleaning. There is no better way to remove an accumulation of dust, fog or perspiration from glass than to hold the glass near the mouth with mouth well open, and blow slowly a full breath on the surface, then immediately wipe the glass with very soft chamois or linen. Chamois is far the best.

Most lecturers operate their own lantern while they are delivering the lecture. This can be done very conveniently, as it places the lecturer near the middle of his audience, where all can hear with ease, and puts him in a position to point with a pencil to any part of the view to which he wishes to attract special attention. A pencil or other small instrument can be used for this purpose, by passing one end immediately in front of the view (not in front of the objective lens) while it is being shown. Some lecturers employ an operator by preference to manage the lantern while they deliver the lecture in

THE PASSION PLAY.



A Wonderful and Magnificent Production
...OF A...

TOUCHING DRAMA ON THE LIFE OF CHRIST

A Cast Including Christ, His Disciples, Pilate, King Herod,
and all ancient characters implicated, with

500 ROMAN SOLDIERS and CIVILIANS

Illustrating the Life of Our Savior from Birth to the Ascension,
as played at the Last presentation in OBER AMMERGAU, BAVARIA,

Reproduced by means of Soul Stirring Panoramic Stereopticon Pictures.

This Play is now produced but once in ten years, and is the sole survivor of those Mystic Plays, or Religious Dramas, which were in full vogue during the Middle Ages in Germany, France, Italy, Spain and England. It costs HUNDREDS OF THOUSANDS OF DOLLARS to produce the play, and people go from ALL OVER THE WORLD to see it.

EVERYBODY MAY SEE THIS WONDERFUL PRODUCTION which will be shown by a series of

Beautifully Illuminated Transparent Views

Magnified to Life Size, and as the views are shown a vivid and most interesting description of each will be given.

INTENSELY INTERESTING TO BOTH OLD AND YOUNG.

EVERYBODY SHOULD SEE IT.

Entertainment at _____

Begins at _____ O'Clock. Admission, Adults _____ Children _____

The above is a reduced copy of the Advertising Poster, printed on 8x11 extra heavy tinted paper, which is used with the set described on the opposite page.

Price per 100 \$0.50 Admission Tickets per 1000 \$0.75

THE SHADOWS OF A GREAT CITY.

OR



THE SLUMS OF NEW YORK.

A Descriptive Entertainment Consisting of

61 TRANSPARENT PHOTOGRAPHIC VIEWS 61

—ILLUSTRATING—

The Vices, The Temptations, The Hardships,
AND THE SUFFERINGS OF THE POOR AND CRIMINAL CLASSES IN THE GREAT CITIES.

Also the wonderful opportunities for good work and what is being done to relieve THIS TERRIBLE CONDITION.

This wonderful collection of views taken from life will be illuminated by Powerful Condensed Light magnified to Life Size and shown with such brilliancy and depth that they will appear almost as realistic as life itself. Each view will be fully described while it is being shown, which will impart a knowledge of These Unfortunate People and their surroundings which it would take months to acquire in any other way.

AN UNUSUAL OPPORTUNITY. SOMETHING OUT OF THE ORDINARY.

...Equally Interesting to Both Old and Young...

Entertainment at _____

Begins at _____ O'Clock. Admission, Adults _____ Children _____

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front of the audience, near the projected picture. The operator is also expected to render other valuable services, in the way of assisting generally.

Show your vim and enterprise wherever you go and in everything you undertake. Do not be backward, but in a gentlemanly way press forward, command the attention of those you meet and you will be respected for it.

Never say 'I can't' or 'I don't believe I am equal to the undertaking.' Such thoughts should never enter the mind of any man.

Neatness in personal appearance and politeness in manner are essential to make a good impression on those you meet, and if careful attention is given to these very important points, it will bring dollars to the pocket of the exhibitor, while the trouble and cost to maintain it will amount to but very little.

'Fine feathers make fine birds' is an old and threadbare adage, but it is too well fitted here to refrain from using it.

Never appear before your audience with your clothes in an untidy condition. Give careful attention to your linen, shave often, keep your hair nicely trimmed, and attend carefully to anything which will add to your personal appearance. The most successful lecturers have been most fastidious in these matters. By this we do not mean the wearing of jewelry or anything which is gaudy, on the contrary, dress plainly but always neat.

The same neatness should be observed as regards the arrangement of the hall ... and many times, at a small expense, the use of a few pots of flowers and other inexpensive decorations would add immensely to the affair. Many make a great mistake because they do not realize how largely the popular feeling

and sentiment is influenced by what would seem to the exhibitor to be entirely unnecessary.

The above precautions should be observed rigidly when engagements are being made by either an advance agent or the exhibitor himself.

When engagements are to be made by mail some nice neat letter head should be used with your business card printed in the corner, also on the envelope: 'The Winston Illustrated War Lecture and Entertainment Company, Springfield, Ill.'

Complimentary tickets can always be given out to advantage, but should be given with judgment and to people of influence, as they will feel highly complimented, and will recommend the entertainment to friends and acquaintances. People to a great extent try to imitate the most influential in their vicinity, and are always anxious to do what the leaders do, and when the best people patronize an entertainment, it is accepted as an indorsement and a guarantee of its merits.

Making engagements is a very important matter and should be attended to far enough in advance to ensure that the entertainment will be well advertised and that everybody will have a chance to know of it. The length of time in advance to advertise depends much on the class of entertainment, the locality, the class of people and other conditions. The exhibition should be advertised usually from a week to a few days, but not longer, for if published for more than a week, interest in the affair will be likely to grow old.

When you meet an editor, whom you think would be accommodating, make arrangements with him for a very liberal advertisement and present him with tickets to admit himself and family to the entertainment, also do anything else you can to contribute to

his comfort and pleasure at the entertainment. Whenever anything in this line is done, do it with ease, and do not make it appear that you are putting yourself to any great amount of trouble. Go to him after the entertainment is over, say the next morning, and after asking him how he liked the entertainment, if he expresses himself very favorably, you can prevail upon him to give you a write up. If he agrees to this suggest what you would like to have him say, and having previously thought over what you would like to have said you will have it in mind. Make such suggestions as would be a benefit to you as an advertisement.

Select your territory in which you wish to lecture, and in so doing, select a good locality, where the people are prosperous, and thrifty, as here you will meet with the best returns. Do not be afraid of competition, because some exhibitor may have been through the same territory ahead of you. Competition is the life of trade. Your competitor may have been lacking in merit and enterprise, and even if he was not, push right to the front, and convince the people that you wish to give them something in the line of amusement which is superior to anything they have ever seen.

To start with, we would recommend the beginner to select small towns and even the churches, halls and school houses away from the railroads. The exhibitor who does this will meet with the best of results from the start, as there has been almost no competition, and it prepares him to take up the work in the larger towns. By following this method, he can push forward until there is no town or city too large, and no audience too metropolitan or too aristocratic to suit his ambitions, and the possibilities for honor and wealth are almost unlimited.

EVERYONE IS INVITED TO ATTEND
A Panoramic Entertainment
 REPRESENTING SCENES IN
THE LIFE OF CHRIST

AS ILLUSTRATED BY
HENRI HOFFMAN, The Celebrated Artist of Dresden, Germany.



These Beautiful Photographic Views will be illuminated by
POWERFUL CONDENSED LIGHT

Produced by a recently patented apparatus and an interesting description of each will be given while they are being projected on the screen. The views will be shown Life Size, and so life like that they will be considered a treat by all who see them. The Entertainment will be given for the

BENEFIT OF THE CHURCH

And should be Patronized by Everyone.

Entertainment at _____
 Begins at _____ O'Clock. Admission, Adults _____ Children _____

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— A TRIP TO —
The Holy Land,
 The Garden Spot of the World.



A Visit to this Wonderful Country and its Sacred Localities will be Faithfully Described in an
ILLUSTRATED PANORAMIC LECTURE ENTERTAINMENT
 To be given in the Interest and for the Benefit of the Church.

61 Beautiful Panoramic Views 61

Will be Illuminated by Powerful Condensed Light, produced by a recently patented apparatus
 MAGNIFIED TO LIFE SIZE AND SHOWN WITH SUCH
 BRILLIANCY AS TO APPROACH NATURE ITSELF.

The Views include many scenes about Jerusalem, The Tomb of Christ and others, the Mount of Olives, Bethlehem, Nazareth, Cana of Galilee, the River Jordan and other views most prominent in Bible History.

A MOST INTERESTING DESCRIPTION OF EACH VIEW

will be given as it is shown, and considering the interest of all mankind in this the oldest inhabited spot on earth, this exhibition is something which

EVERY ONE SHOULD SEE

Entertainment at _____
 Begins at _____ O'Clock. Admission, Adults _____ Children _____

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