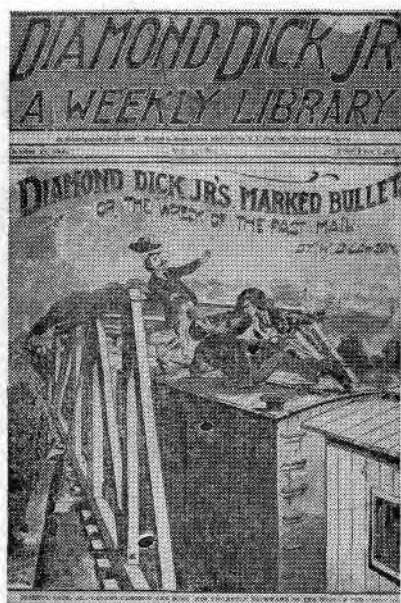


HOBBY-SWAPPER

The Collector's Monthly



Illustrated from the Collection of Robert H. Smeltzer, of Philadelphia, Pa.

October 1946

10c

Barnum vs. Bailey

By C. Spencer Chambers

The last half of the nineteenth century saw the greatest battles ever fought between circus proprietors, both great and small. P. T. Barnum versus James A. Bailey was the most spectacular but not as bitter as the Doris-Forepaugh and the one between the Miller, Stowe and Freeman outfit against Colvin.

A close study of those twenty-five eventful years shows Bailey, Dorris and Miller to be entirely superior to their opponents in both craftiness and punishing power much to the surprise of their more peaceful contemporaries who abstained from the use of "rat sheets" and other devices which were so freely used by the belligerent proprietors in their fights for supremacy.

When the Great London Circus, united with Sanger's Royal British Menagerie, returned to the United States from a three year tour around the world, Barnum could no longer truthfully boast of the largest show on earth. The astute proprietor, James A. Bailey, who was part owner of the Great London, had a larger and better equipped circus than Barnum's, so the fight was on. The sessions of 1879 and '80 were not love matches but royal battles for unchallenged supremacy and choice territory. These were the battles of the century in the circus world with Barnum taking the count of ten at the hands of Bailey's "one-two" which was the Electric Light and a baby elephant.

Bailey knew that Welch's National Circus in 1849 had a great

attraction in gas light manufactured from rosin by a novel apparatus which was visited daily by scientists and the curious. Therefore, Bailey decided to take a chance with the electric light which had become greatly publicized by Thomas A. Edison in his controversy with several university professors on the question as to whether a light could be put in a vacuum.

This equipment actually cost
Next Page, Please



P. T. Took Count of Ten

CIRCUS — WANT TO BUY — MAGIC

Cash for Circus and Magic programs, posters, heralds, couriers, old prints, books (fact), letters, letter heads, photos, route books, songsters, handbills, lithographs, etc. State all in first letter, giving dates, number, condition, price. Cash paid day items received. America's foremost dealer in Circus material.

C. SPENCER CHAMBERS

P. O. BOX 722 : SYRACUSE 1 : NEW YORK

Bailey and his partner Hutchinson, \$15,000 as evidenced by a receipt in the James Madigan collection, and this amount was not exaggerated by the partners. In their advertising Bailey was not going to leave himself open by an exaggeration as to cost for in this contest he was fighting with an old warrior who would take advantage of every opening.

Barnum put his trust in Tom Thumb as his head line attraction seeming not to understand that Tom was considerably "shop-worn" while the Great London was "strawing them" with the new machine which was illustrated and described on the heralds of 1879 and '80:

ELECTRIC LIGHT

The most delightful, useful and astonishing invention the world ever saw, could be applied and brought into daily use under its pavilions, the largest ever erected by any traveling circus and caravansary. The effect of this truly marvelous Light, when shown under 168,000 YARDS OF SNOW-WHITE CANVAS, is beautiful and powerful beyond the province of language to describe. Its SOFT, MELLOW, SILVERY, ETHEREAL RAYS shed a halo of imperishable glory on all objects around. It is brighter than noon-day sunshine; so brilliant that it actually makes a shadow of any other light. It is like the beams of a dozen dazzling suns concentrated, and effectually does away with the old-time coal oil and naphtha plan; thus, at a cost of \$15,000, adding another proof of the nerve, enterprise and spirit of the dashing managers of this remarkable combination.

To make the fight more spectacular, just before the season of 1880 opened, a baby elephant was born in Philadelphia where a part of the Great London Circus was wintering. The event was kept a profound secret until all of the billing arrangements and publicity was completed. Then like a "bolt out of the blue" Barnum not only amazed but chagrined received the news of Bailey's new attraction. The season was at hand. This exhibit could not be counteracted so

Barnum in his desperation telegraphed Bailey making an offer of \$100,000 for the baby elephant. Upon receipt of the wire Bailey had thousands of handbills struck carrying Barnum's telegram under the heading "What Barnum Thinks of the Baby Elephant." P. T. asked for a truce, capitulated and peace reigned ever after between the famous "heavyweights." They became partners and in meaning as well as words "The Greatest Show on Earth" came into existence. The Electric Light and a baby elephant had been a blessing in disguise for the two most intelligent exhibitors of all time.

—o—

CORRECTION

We wish to call your attention to a correction in the address of the classified advertisement of M. Chittenden of Kansas City 3, Mo. The address should be 3621 Monroe.

New Price List

(Just Published)

Sent FREE Upon Request.

Merle Pulaski

NUMISMATIST

130 E. Second St. Newton, Kans.

Join Our Aircraft First Day Cover Service—Free Cover to everyone replying to this ad. Send along that "buck" now and full particulars will be sent you.

FLORIDA COVER SERVICE

4491 SW 5th St. Miami 34, Fla.

CHINA

All different packets of good Chinese Stamps. Many scarce Airmails, Commemoratives.

300 diff. \$5.50. 400 diff. \$12.50.

500 diff. \$20.00.

M. L. SIMON

615 Field.

Detroit, 14, Mich.

The Publisher Says



This month we wish to introduce a new columnist, C. Spencer Chambers of Syracuse, N. Y., who will conduct a column each month on Circustiana, Theatre and Minstrel. Mr. Chambers, an educator by profession, has one of the largest private collections of Circustiana in America and is an authority on Theatre and Minstrel. It is indeed an honor and pleasure to add Mr. Chambers to our list of associate editors. Circus fans among our readers, will welcome this column and others should enjoy reading the past of the circus and stage.

In answer to last month's column, my attention has been called to the fact that there are several chiselers, or wolves in sheep's clothing, among collectors and dealers. Yes, this is a fact, but you must remember that they are not long lived. Collectors and dealers can cheat, chisel and wrong their fellow collectors for a time, but like all "rats", they are soon noted and are outlawed by clubs and dealers throughout the nation—this type of news travels fast.

The latter part of August, it was my pleasure to be a guest of the Springfield Stamp Society, at their annual steak fry held in the beautiful back lawn of the Charles Bray home, near Springfield, Ohio. Mr. Bray and the Society members proved perfect hosts and the steaks also were perfect. This Stamp Society has the most unique membership in America; almost every member is a specialist and an authority on his specialty. This fine Stamp Society deserves more space and it is our hope to write more of this club soon.

Don't fight your hobby—enjoy it and let others enjoy it by sending articles and illustrations to Hobby-Swapper.

Sincerely
Harry M. Simpson

The Stamp World

By Robert Stark
1124 Bayport Pl.
Far Rockaway, N. Y.

All items of interest pertaining to stamps will be appreciated and published in this column. Mail all material to above address. Proper credit given to all material accepted.

By the time you receive this issue of Hobby-Swapper for just 5c you can send an airmail letter anywhere in the U. S. A stamp and a stamped envelope depicting the new rate have been issued. The design is similar to the one in current use, except the value and spacing and a more up to date plane.

California has asked for an issuance of a James Marshall stamp, credited with discovering gold in California in 1848.



New postage rates for mail going to the Philippines, 3c for a postal and 5c a letter up to and including one ounce.

"Texarkana" is the postmark of a post office located on the Texas-Arkansas border line.

San Francisco is to have a 1947 Centenary Show. Congratulations!

That's all for now but keep the mail coming.

Mention Hobby-Swapper when answering the ads.

WANTED TO BUY

Anything in the way of U.S. stamps. Will pay 5c each for used Flags. 13c each for used 10c F. A.'s.

ROBERT STARK

1124 Bayport

Far Rockaway, N. Y.

Write For
UNITED STATES
APPROVALS

—AND—

FIRST DAY
COVER
SERVICE

Kenneth Lavker

2227 New York Ave.

Brooklyn 10, N. Y.

BUTTONS—

I have many rare and desirable buttons to swap for others I need in my collection, or will buy for cash at your price. Collections, Accumulations, Duplicates, Uniforms with buttons, Molds for casting pewter buttons, or anything pertaining to buttons.

Describe what you have or send on approval. Prompt and generous attention to all.

Comments, Information, Appraisals, Identifications service.

David F. Johnson

476 New Market Road

DUNELLEN, N. J.

**ENLARGE
Your Favorite
Photograph
5 x 7
Enlargements**

35 cents or

3 for \$1.00

—O—

Photo Blotter Books

Also Good For
Drying Your Stamps,
75 cents postpaid

SHANK PHOTOS

Camden, Ohio

Hobby-Swapper

"The Collector's Monthly"

122 South Main Street
Camden, Ohio

October 1946

Vol. 1 No. 9

HARRY M. SIMPSON
Publisher

10c a single copy.

50c a year in U. S. A.

Display advertising rates sent upon application.

Permission to copy articles in this Magazine must be secured from both the author and publisher.

HOBBY-SWAPPER, published monthly by Harry M. Simpson, Camden, Ohio. Entered as second-class matter May 6, 1946, at the post office in Camden, Ohio, under the act of March 3, 1879. Printed in U. S. A.