

A PANORAMIC VIEW OF HILLSIDE PLEASURE PARK, NEWARK'S POPULAR DAY RESORT.

### HILLSIDE PLEASURE PARK.

#### Newark's Popular Pleasure Ground.

One of New York's legitimate grounds for boasting is that in many respects it sets the pace for other cities, notably as regards amusements. While its own Coney Island is without a parallel in any other quarter of the globe, the marvellous success attending that wonderful aggregation of amusements has encouraged numberless recreation providers throughout the country to venture both their capital and their ingenuity in catering to the holiday crowds of every reasonably large population centre. Wherever judgment has been used and a liberal spirit displayed success seems to have attended these efforts. For the recreation offered must be suited to the demands of those within its reach.

An instance of the reward that is reaped by those who are gifted with the ability to gauge the popular taste may be found at Hillside Pleasure Park, the well known resort near Newark, N. J.

A thrifty young workingman who had labored at wire weaving for fifteen years was seized by a passionate longing for an outdoor life, for green fields, for woodlands and for an existence where he would not be shut up from a view of the skies. He planned, contrived and indulged his fancy after working hours. He saved his wages and purchased land. His ideas took definite shape. He bought shovels, nails, posts and built a fence. This was followed by a gate, constructed on the cold winter evenings, of a style and design that is now much admired by visitors.

Then William E. Thaller, this ambitious and persevering young workingman, who had accomplished so much without capital, friends or experience, looked around for advantageous means of using his property.

Hillside Park was at first used as a running track. Later it developed into a baseball field,

and some of the best amateur games being played there in 1901 and 1902. It was also applied to other purposes. Here famous pugilists exhibited their skill. Here also Frank Kramer, the champion bicyclist, was received with applause.

The park's popularity increased. Societies began to rent it for picnics. It was admired for its natural advantages, the woodland background, the balmy air and the large, waving trees. A large lake from natural springs is be-

ing constructed. Another attraction is its well water, the iron in which is said to give it high medicinal virtue.

All the while Mr. Thaller was improving his property, enlarging, building and beautifying, until now Hillside Pleasure Park is a favorite resort of the Newarker, and regularly presents a sufficient number of attractions to draw to it thousands of visitors every fine day throughout the season.

The strong feature at present is Miss Olive Swan's Wild West Hippodrome Company, which has enrolled in its ranks a goodly number of riders, male and female, and a fine collection of racing, jumping and trick horses. They give at each performance a three-quarter mile hurdle race, in which cowboys and cowgirls take part; some exhibitions of high jumping horses, bearing such names as Free Lance, King Full and Major McKinley; an amusing display of the wonderful intelligence of the trick pony Punch,

and an interesting performance of waltzing, two-stopping and cakewalking by the highly trained horse Cupid, ridden by Miss Swan. As an example of fast riding the "pony express" may be mentioned. It is a demonstration of the way the mail was carried across the continent before the railroads were built. These are but a few of the things that lovers of the Wild West are regaled with.

This Wild West company was organized by Barney H. Demarest, the trotting horse driver. It has been very successful the last two years, and after spending twelve weeks at Hillside Park will go south to fill engagements booked until December 2, whereupon the combination proceeds to London where it is under contract to appear before the public for ten weeks.

The park is large, having an area of seventy-eight acres, and has room in it for much besides the Wild West Show. There is, for instance, the big pavilion, where vocal and in-

strumental concerts are given. Then there is the roller coaster, which is said to be one of the largest in the country, and which is equipped with special safety devices.

Then, too, Archibald Griffin makes regular balloon ascensions on days and at hours previously announced, and descends by parachute from an altitude of several thousand feet. Fortune has so far favored him in these daring drops, but he has had some thrilling adventures.

Another thriller is Miss Minnie Fisher's "slide for life" down a roping wire, holding on by her teeth only to a sort of stirrup.

There are, of course, to be found in Hillside Pleasure Park all the minor adjuncts that form part of a large amusement resort, such as ice cream, lemonade and other refreshment booths, Japanese ball rolling stands, where prizes are awarded, graded according to the skill and perseverance of the player, together with the host of other temptations for nickel spending that

seem indispensable to the crowd's enjoyment of a day's outing.

For instance, two of the favorites that attract thousands of the little ones are Mr. John Haber's merry-go-round and his no less popular "Dazzle."

The "O Ha No Matsuzawa" Japanese rolling ball booth is a thing of beauty and brilliancy, where the goddess of fortune is kind, rewarding the bowler of even mediocre skill with Oriental knickknacks, plates, cups, saucers, fans and other souvenirs.

George A. Demarest's mechanical shooting gallery also offers a tempting sport and is well patronized.

A. Cohen, the conductor of the indispensable and ever popular frankfurter stand, is branching out into auxiliary enterprises, having erected a souvenir booth, and projected a novel baseball game.

An efficient corps of nimble fingered, white aproned attendants is kept constantly busy at the ice cream booth, under the watchful eye of the proprietor, Patrick E. Corrigan. Every flavor is on hand to meet the multifarious preferences of the big crowd.

Pudney & Martin's milk shakes, of strawberries, pineapple, wild cherry and other flavors, cater to a large number of the thirsty at every hour throughout the day.

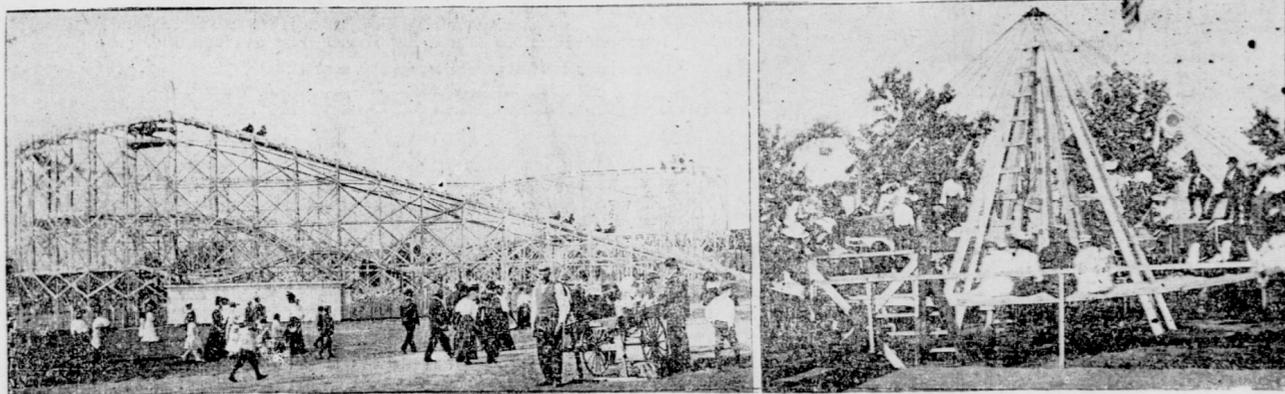
It is a strict rule at Hillside Pleasure Park that no dancing is allowed in the ball room on Sundays. But instrumental music is given instead. Mueller's Band, under the direction of Carl Sprunger, a magnetic and popular leader, always has a comprehensive and varied programme and hundreds of delighted listeners, who find in these concerts a strong attraction to visit the park.

Nebaska Bill and his ponies are popular at the Hippodrome. His long hair, his white mane and his wonderful feats of fancy riding receive general admiration, but to the women and children a special incentive to visit the area is his bunch of gentle ponies, which they are allowed to ride under his personal supervision.

T. W. Crowley, the secretary and cashier of Hillside Pleasure Park, also acts as master of ceremonies and assists Mr. Thaller to maintain that perfect order all over the grounds that is characteristic of the park.

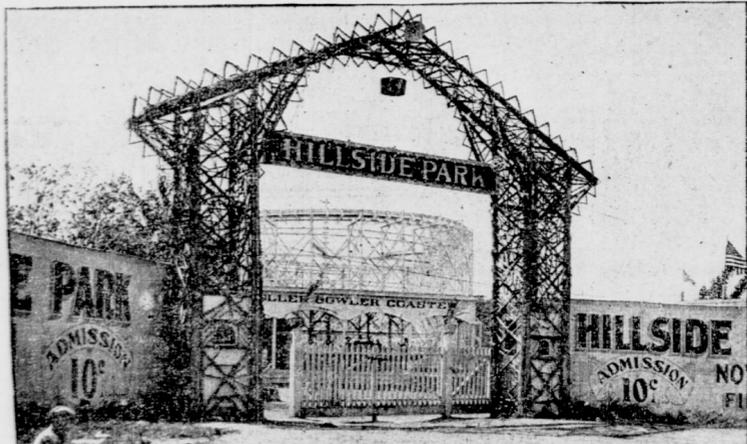
#### HOW TO REACH HILLSIDE PLEASURE PARK.

Take the Pennsylvania Railroad, the Lackawanna or Erie route to Newark. Then open trolley direct to the park, through a lovely country, with a most picturesque landscape, woodland, hills, cornfields and other agrarian beauties.



THE GREAT ROLLER BOWLER COASTER.

THE RAZZLE-DAZZLE.



THE RUSTIC ENTRANCE TO HILLSIDE PLEASURE PARK.



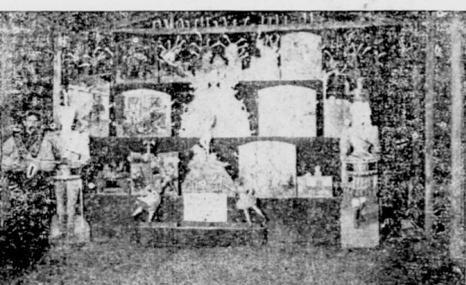
W. E. THALLER, Treasurer and General Manager of Hillside Pleasure Park.



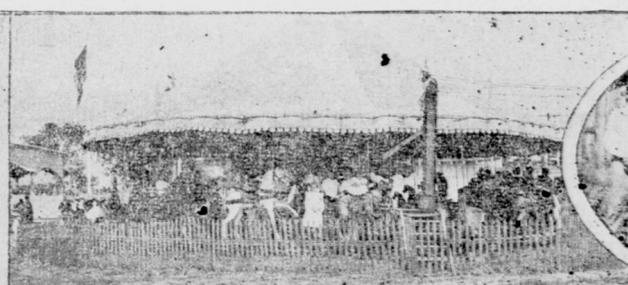
THE LARGE DANCE HALL.



THE MILK SHAKE BOOTH.



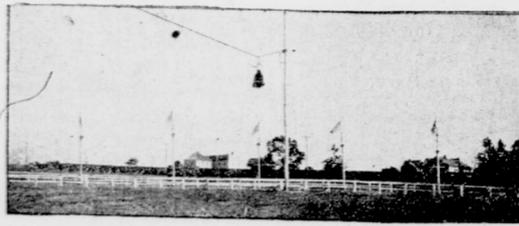
THE RIFLE RANGE.



THE CARROUSEL, THE CHILDREN'S DELIGHT.



A BAND OF GYPSIES.



THE "SLIDE FOR LIFE."



HIPPODROME PERFORMERS.



CORRIGAN'S ICE CREAM BOOTH.



MISS SWAN RIDING CUPID, THE DANCING HORSE.



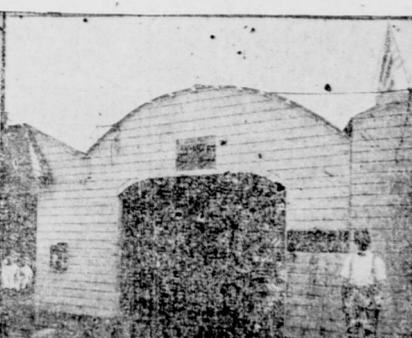
LITTLE ELLEN, THE MASCOT. A persistent visitor to White's candy booth.



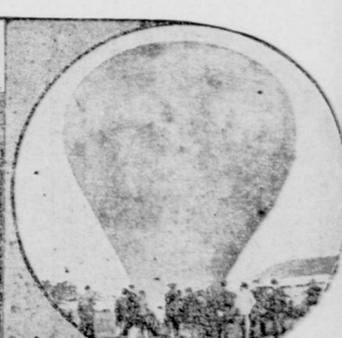
A MYSTERIOUS ABODE.



THE JAPANESE ROLLING BALL GAME.



WHERE ONE CAN TAKE A "TOUR" AROUND THE WORLD AT A SMALL PRICE.



THE BIG BALLOON. The magnet that attracts the attention of thousands when ascending.