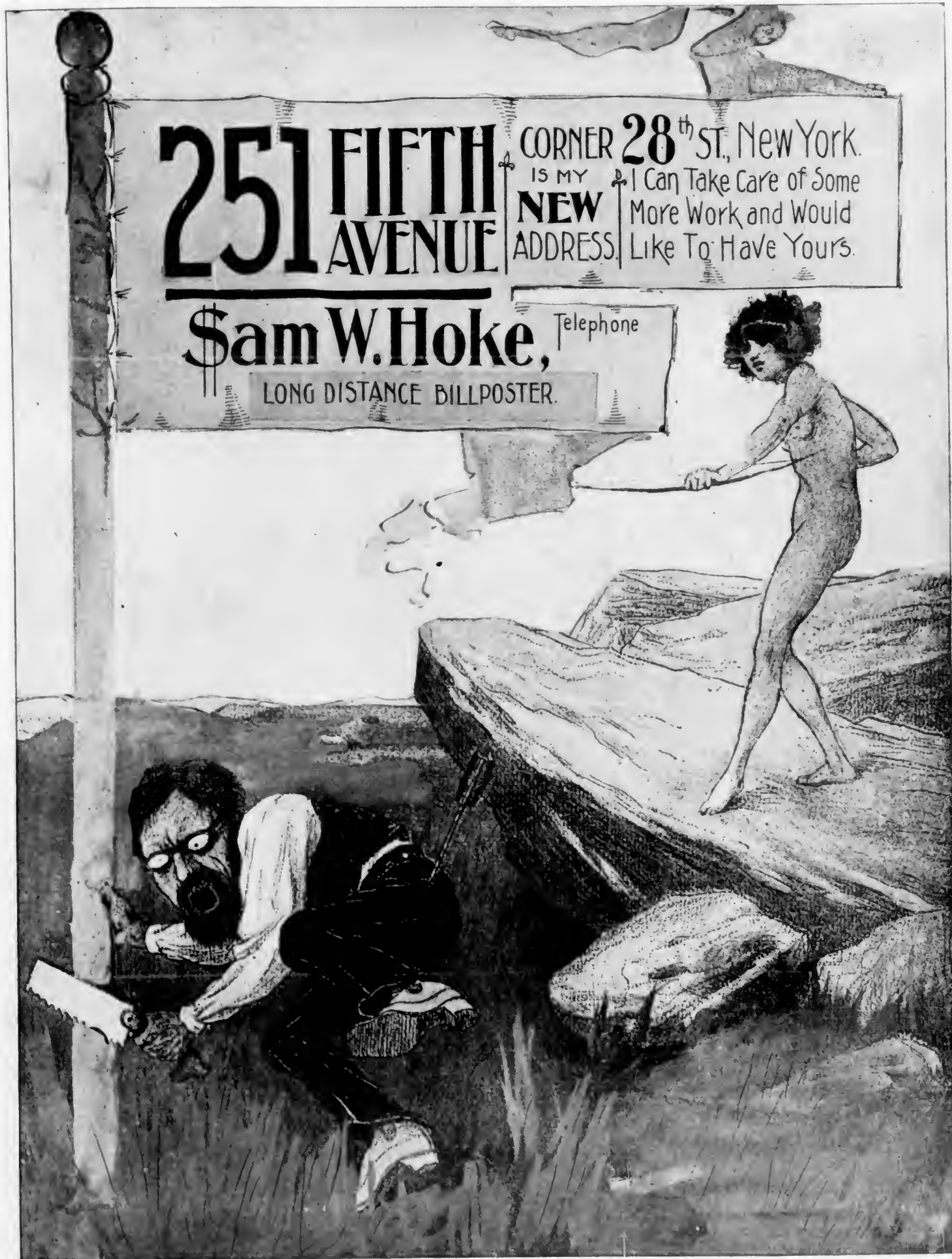


THE BILLBOARD

Vol. X., No. 5.

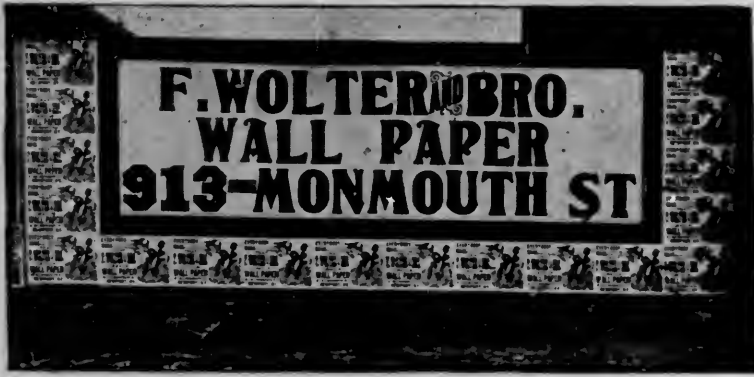
CINCINNATI, MAY 1, 1898.

PRICE 10 CENTS
PER YEAR, \$1.00



New Location is half a block from Broadway; 1 blocks from 5th Avenue Hotel; 3 blocks from Hoffman House; 2 blocks from Delmonico's; 2 blocks from Holland House; 2 blocks from Madison Square; 6 blocks from the Waldorf-Astoria—in fact is the exact center of the Universe.

One of Otting's Boards, Newport, Ky.



Our Half-Sheet Letters. 1st order, 1; 2nd order, 50.

One Stand

Made from Our Special Letters may make you many customers.

Sample Stand, 75 cents.

In lots of 25, 2 cents per sheet.

TELEPHONE 1317

Pennequin & Co.

DESIGNERS. ENGRAVERS. Printers.

Posters a Specialty

719-721 Sycamore St.
CINCINNATI, O.

One of Chapman's Boards, Cincinnati, O.

Poster Printing.

Clean, Bright, Permanent Colors.

Non-Fading Paper.

Latest Styles of Type.



Our One-Sheet Letter, 42 inches high.

THE BILLBOARD

VOL. X., No. 5.

CINCINNATI, MAY 1, 1898.

PRICE 10 CENTS
PER YEAR, \$1.00

ADVERTISING BY EXHIBIT.

BY CHARLES ALSTIN BATES.

In many respects, advertising by exhibit is very excellent advertising.

It is advertising reduced to first principles. If well done, it can not fail to be profitable. The object lesson is the lesson easiest learned and longest remembered.

Instead of pictures and descriptions, it presents the article itself. It makes its appeal directly to the senses.

An exhibit at a fair or exposition, where the presence of a large number of people is certain, is generally worth much more than it costs. It brings the advertiser face to face with the people, to whom he wants to sell goods. The minds of these people are in a receptive attitude. They have come to see and to learn. They are anxious to see everything there is to be seen, and to accumulate all the information possible.

There could be no better time to attract and hold their attention.

Food show advertising is very effective. It is surprising to see how people flock to food shows, and how eager they are to see and to taste and to secure samples to take home with them.

These people are not actuated by mere idle curiosity; neither do they go to food shows because they are hungry, or because they expect to collect enough ginecracks to caddy forth a luncheon table.

They are women whose constant study is to provide something new or something exceptionally good to tempt the appetites of their husbands and families. They expect the food show to furnish them with a lot of information with enough pointers to enable them to give the family some thing new for weeks.

That this is a great opportunity for the man who has invented something new to eat goes without saying.

There is one thing that the man who advertises by exhibit, by demonstration, or by giving away samples in any manner, should be very careful to avoid. He should never yield to the temptation to distribute samples that are even a little bit better than his goods will average.

The effect of a great deal of this sort of advertising is totally nullified by this prevalent practice.

It is quite natural to want to put your best foot forward, but sometimes it's bad policy.

Suppose, for instance, that you are introducing a new cracker. You give away a ton or so at a food show in Hackensack. They are just the very best crackers you know how to make—a good bit better than your crackers will average.

The women of Hackensack unanimously conclude that your crackers are the very best crackers that ever

came out of a crackery. They beseege the grocers of Hackensack for your crackers. If they don't sell them, they've simply got to get them.

So far, so good—your advertising is having just the effect you wanted to produce.

But when they get the crackers, the women find that they aren't up to the high standard the samples set. That will be your finish in Hackensack.

The crackers may be good. They may be better crackers than anybody else can sell for the same money, but that makes no difference.

at all. Every person who pauses to look, to taste, or to get a sample, should carry away some advertising matter.

It is a very bad plan to have this matter in more than one piece. A man will take one piece of advertising and carry it away with him; but he thinks it's altogether too much to expect him to accept several. If he does take them, the chances are he will throw them away.

A booklet is the best thing. In a booklet you are able to tell a whole lot about your goods in very small

to their old crackers. Your new cracker, by the usual advertising methods, would have to be advertised a long time before you could get people to try it. "The old crackers were good enough for mother, and they're good enough for us. We strongly suspect that your new-fangled crackers are a delusion and a snare."

But when we find them at the food show we are perfectly willing to try them. It doesn't cost anything, and, besides, that's what we came for. If we find that they are good, we buy them the next time the cracker-jar runs dry. We tell Mrs. Brown and Mrs. Jones and Mrs. Robinson about them. Lots of other women who went to the food show do the same thing and the result is, that in a very short time, and at a comparatively small cost, your crackers have obtained an excellent foothold in our community.

But there are breakers ahead. Other people are after our cracker trade. You won't be allowed to hold your position without fighting for it. Your entering wedge was a good thing, but your task is not ended.

By good advertising by means of posters, circulars, and newspaper space, you must keep pegging away at the fact that your crackers are better than anybody's crackers, or you'll soon make the unpleasant discovery that your advantage was only a temporary one.

Advertising by exhibit stands, chronologically speaking, at the head of the line. But it is only one of the auxiliary branches of the great art of good advertising.

A great many shrewd advertisers rely mainly for force in their advertising, on iteration and repetition. They take one good argument, and repeat it day after day in the same paper, until its significance is fairly pounded into the understanding of the next of kin. The billboards excel in this direction. One may obtain more tireless repetition in a single day from posters than it is possible to acquire in months from the newspapers. By recourse to the latter, he may, at best, greet the reader twice a day, once in the morning, and again the evening. The boards, however, are everywhere, and work all day long. And they cost—O! so much less than newspaper space.

Booth Got What He Wanted.

Once upon a time a printer brought to Booth for inspection the proof of a new poster, which, after the manner of its kind, announced the actor as "the eminent tragedian, Edwin Booth." Mr. Booth did not fully approve of it. "I wish you'd leave out that 'eminent tragedian' business. I'd much rather have it simple Edwin Booth," he said. "Very good, sir." The next week the printer saw the first of the new bills on the boards. His request had been carried out to the letter. The poster announced the coming engagement of "Simple Edwin Booth."



JOHN A. WAKEFIELD,

Secretary Trans-Mississippi Exposition at Omaha

The women feel that you have deceived them, and they'll abuse you and your crackers till doomsday.

Of course, every exhibit should be as tasteful and attractive as possible. No pains nor expense should be spared to draw people's attention, to please them, and to make a strongly favorable impression upon them. When samples are served or handed out, great care should be taken to do it in a pleasing manner. This is one way of putting your best foot forward that will have only good results. But putting your big apples at the top of the barrel, so to speak, will do you harm instead of good.

An absolute essential to effective advertising by exhibit is good liter-

ature. A good booklet is apt to be kept and carried home. It does n't look discouraging.

Make your booklet short. Say what you have to say in as few words as possible, and use short, simple words. Have it printed in large, clear type, and use plenty of pretty pictures to help carry the reader along to the end.

Don't be afraid of spending money on the cover. A handsome cover design in colors will double the effectiveness of the booklet—twice as many people will keep it and read it.

Exhibit advertising is an entering wedge an introduction—and should be considered only as such.

It is a very hard matter to get people to try a new thing. People are wedded

BILL POSTERS DEPARTMENT

The Doctor Prescribes Billposting.

BY SAM W. HOKE.

A friend of mine met Dr. Beeman during a recent visit to Hot Springs, and naturally got onto the subject nearest both their hearts—advertising.

In the course of the remarks, the Doctor said that his concern had a dozen or more sign advertisers traveling for them, and painting Beeman's Pepsin Gum on the barns and fences; that these people had been working for them for some years at a heavy expense, and yet that he could travel from Maine to California, and never see one of the signs.

On the other hand, he expended a great deal less money in bill-posting, and his posters could be found everywhere—that no search warrant was necessary to discover them.

He said that while he did not consider all the money expended in other mediums as absolutely wasted, he did consider bill posting as the best method for advertising Beeman's Gum. He says that he is always sure of a big increase in sales just as soon as he begins posting in a town or city.

Here is the testimony of a successful advertiser, who has spent his money in every method of advertising known to mankind, and he pronounces bill-posting as absolutely the best method.

NEW YORK

Entertaining Gossip From the Metropolis.

The most interesting event of the month just past was the strike at Munson's. Speaking of the affair the News said:

The bill posters are on the warpath, and their war paint will be prepared at a mass meeting this afternoon at 61 East Fourth street.

The cause of the bill posters' strike is sympathy. The Bill Posters' Union is in the fight to win, and to a man they say they will see justice done a member. A general strike will probably be ordered to-morrow.

The strike is in the shops of Harry Munson at 1 Murray street, and in Harlem, and was ordered by the union because Mr. Munson discharged Foreman Charles Mildrum, as it is alleged, without cause.

According to the story told by the officers of the union, Mr. Mildrum has practically built up the business of his employer to its present proportions, and received a salary of \$35 a week. Now that the business is on a sound footing, it is said, Mr. Munson wished to make a big cut in Mr. Mildrum's salary, which he refused, and he was thereupon discharged.

A committee of the union called on Mr. Munson last Tuesday, and requested him to reinstate his popular foreman. The committee reported that he had promised to place him in charge of the Harlem shop, and told them to come back on Thursday.

When Mr. Mildrum saw Mr. Munson that day he was informed of his final discharge. The next day a meeting of the union was held, and a strike was immediately ordered.

Mr. Munson secured six men from Paterson, N. J., but when they learned that they were to take the places of the strikers they returned home. Another firm in the same business, O. J. Gude & Co., of West Broadway, then lent some of their men to Mr. Munson, and it is because of this that another strike will be ordered to-morrow in the shops of O. J. Gude & Co.

The strikers have established headquarters at 61 East Fourth street, where a meeting of all the bill posters in the city will be held this afternoon, and the threat is freely made that the bill boards of the city will not receive their change of dress this week.

The strike committee of the union requests all outside bill posters to stay away from New York during the present strike.

The next day the Tribune had the following:

The Bill Posters' Union held a meeting at No. 64 East Fourth street, yesterday afternoon, the best he could have chosen in all the city. Sam W. Hoke has moved into a splendid suite of palatial offices at Fifth avenue and Twenty-eighth street. The location is about

noon, to take action in relation to the trouble among its members. The bill posters in the employ of Henry Munson, at No. 4 Murray street, stopped work last week because it was alleged that a foreman, Charles Mildrum, had been discharged. After the meeting yesterday Delegate Sheehan said that all the men would return to work this morning. He declared that the union had never endorsed a strike in Munson's place, and would not recognize one there. The foreman was not a member of the union, and was not permitted to post bills. He also said that no strike would be ordered at O. J. Gude & Co.'s shops, in West Broadway, because it was not a union shop.

The real facts in the case are as follows: Charles Mildrum, the old foreman, was discharged for general cussedness, and all the down-town men quit in sympathy, and remained out Thursday, Friday and Saturday; all, however, clamored for their places on Monday, March 28, and the best ones were taken back, but all good men that had gone to work were retained. There was no union question involved, and the foreman was not a union man. He was getting \$35 per week, but had been neglecting business for a long time, and remonstrances and pleadings and requests were all in vain; finally Manager Lowden made up his mind that there was nothing left but to discharge the man—since which time advertisers have been able to secure information when wanted, about the locations, nature of the display, etc.

R. C. Campbell, of Chicago, paid this city a flying visit April 18 and 19.

Bill Posters' Union No. 1 recently raised its initiation fee from \$10 to \$25.

Texas Billposters' Notice.

Brownwood, Tex., April 17, 1898.

To All Texas Bill Posters:
We wish to organize a Southern Bill Posters' Association in Texas, and wish you all to help us, as we think it is a good cause. All that will join, please send your names to the City Bill Poster at Houston, Tex., or to my address, stating in what place you would like to have the meeting held about July or August 15, 1898.

We have names of several who are willing to organize in Texas, and hope to hear from all the bill posters in Texas.

Yours for success,
HIRAM H. THOMAS.

City Bill Poster, Box 496, Brownwood, Tex.

It is seldom, indeed, that anything appears in a newspaper about posters as thoroughly sensible as the following from the Pawtucket (R. I.) Chronicle:

A number of alleged "indelicat" posters were ordered removed from windows of several places of business on Broad street last Saturday afternoon, while in many places all over the city the same pictures remained unmolested, and so remained up to yesterday. If one was bad, all were, and every one should have been removed. It is an indication of the absurdity of the move on the part of the authorities, and justifies the ridicule that it has engendered. The labels pasted on some posters are far more suggestive than the posters themselves.

Sam Hoke's ad. this month is a reproduction from a ten-thousand-dollar oil painting

(all paintings are ten-thousand-dollar oil paintings), showing his removal sign in danger of destruction, at the hands of one of Sam's envious competitors. This particular individual, you will notice, has disguised himself with a pair of green goggles and some very luxuriant "Godways." The painting shows Hoke's good fairy Prosperity in the act of shooting the rascal on the spot. A liberal reward will be paid to the first one that successfully penetrates the disguise, and gives the correct name of the vandal.

Dr. Burkhardt, 121 E. Seventh street, Cincinnati, will try the boards. He will use a three-sheet and a whole-sheet in his preliminary test, and if results justify, will follow it up with an eight-sheet and a twenty-sheet. As he will deal direct bill posters should write him at once.

About Paste.

The secret of preserving paste lies in the use of alkali. The other ingredients put in it are intended to give it a pleasant flavor. Any alkali that will preserve the albumen of the flour from decomposition will keep paste from spoiling. A paste that will keep for a year may be made as follows: Dissolve an ounce of alum in a quart of water, stir in a little flour, carefully beating up the lumps; stir in a half teaspoonful of powdered rosin and pour on this mixture a pint of boiling water, stirring well. Set away in a cool place. When needed for use soften with warm water. It will keep just as long without the rosin. Rosin makes it adhere better.

Here is a paste that you can peddle: Take a quart of warm water and dissolve an ounce of powdered alum in it; stir in flour with the hand until it becomes so thick you can not heat it any longer, pour in boiling water until the paste begins to cook; stop pouring in water, but stir until the paste is cooked. Paste cooked too much won't stick well. It ought to be pretty thick. Level it down and pour water on it to keep it from cooking on top. Allow it to stand in a cool place over night, when it may be cut up in chunks, wrapped in strong paper and carried in the grip. When you reach your journey's end, thin the paste with water and it is ready for use. Thick paste like this, before thinning, will keep in good condition for a year if kept covered with alum water.

Never thin paste with cold water if you want it to do good service. Paste does better, anyway, when hot. Use wooden vessels, particularly if the paste contains alum.—Exchange.

George J. Sherer.

On another page we present a portrait of Geo. J. Sherer, Treasurer and General Manager of the Minnesota Advertising Company, which owns the bulletin plants in St. Paul, Minneapolis, Duluth, Crookston, Grand Forks and Moorhead. Mr. Sherer has been a resident of Minneapolis for twenty years, during fifteen of which he has been in the advertising business.

Those who know him best say he is a royal good fellow, and advertisers generally commend both him and his service.

No More Atlases.

I have a stack of letters several feet deep, from friends and others, all asking for one of those atlases that "Billboard" said I was giving away. Several parties enclosed two-cent stamps for postage. The book which the editor made me so generous with weighs about thirty pounds, is three inches thick, twenty-two inches high and seventeen inches wide, and the double page maps are 22x31 inches in size. The small stock of them that I had at Christmas time, and which I sent out as "My Catalogue of Cities, Towns and Villages in Which I Place Bill Posting," has all vanished, with the exception of one copy that I must keep for my own use. I am sorry that so many people took the article so seriously, but had they noticed that the date of the paper was "April 1," this explanation would have been unnecessary.

SAM W. HOKE.

SOUND SENSE.

From a Newspaper, Too.

The soldier orator, Mr. Frank W. Smith, would do awful things with the bill boards on which too lively pictures are presented. The average person, however, never thinks of the wickedness of the bill board pictures until a crusade is made against them. At other times the people give them a glance in passing, and go on about their business, without bestowing upon them the compliment of a second thought.—Brocton (Mass.) Enterprise.

We clip the following from the same paper: In the big three-sheet posters and the smaller banners advertising Hoyt's "A Stranger in New York," which is to come here to-night, the people of Brockton have first opportunity presented for seeing the new famous dog and the nursing bottle, the idea of which was secured in this city.

The Enterprise has previously told how Mr. Hoyt, when visiting this city with "A Contented Woman" otherwise Mrs. Hoyt—saw the picture, which had been cut from a magazine and placed on the wall at the City Theater. He was struck with its possibilities as a poster, and took it away with him. Later he secured the necessary permission to use it, and it has since become as well known as the cat that attracted so much attention as a forerunner for "Charley's Aunt."

Moline, Ill.

The amendment to the bill posters ordinance, which amendment was passed by the city council Monday evening, secures for bill posters the right to paste or paint on sidewalks, provided a written permit from the property owners is filed with the City Clerk.

Kalamazoo, Mich.

The new ordinance requires bill posting firms to take out a license. Any violation of the ordinance will bring a punishment of a fine of from \$5 to \$50 and a term in jail, if the offender refuses to pay it, of not more than fifty days. The ordinance also makes it unlawful to post bills on any buildings, bridges, lamp-posts, poles, shade trees, etc., without first obtaining the consent of the owner.

Any one violating the latter portion will have to pay a fine not exceeding \$5.

Rochester, N. Y.

The action brought by the Rochester Bill Posting Company against the city has been discontinued by the plaintiffs. They have paid the cost and quit for the present. The case was tried before Justice Nash, and decided against the company.

The case of Dorothea Daumann against Albert Gehrke, as President of the D. O. H. Monroe County Life Insurance Company, was tried in municipal court yesterday. It

Erie, Pa.

Bert Wheeler, the youth arrested for illegal posting, was discharged. He claimed to be working under Joseph E. Girard, and it would appear that Girard disposed of his bill posting business to the Erie Bill Posting Company before going to Buffalo. As Girard was not in the purview of the court, the Mayor did not care to punish the agent, and he was allowed to depart.

The Bill Posters' Union declares in its constitution against unnecessary Sunday work, and intimates that much of their usual posting on this day is not only unnecessary, but unlawful, and the union thus sets up an organized protest against habitual violation of city ordinances.

Howard Plauford and Sam Jesse, of Owensboro, Ky., are ahead of the Great Main Shows.



A SHELBYVILLE, IND., BOARD.

International Billposting Association.

The members of the International Bill Posting Association are voting for President P. F. Schaefer like one man. Mr. J. E. Williams started the ball rolling last month by writing a postal to each member, urging them to interest themselves in Mr. Schaefer's candidacy.

The result is shown in the way in which Mr. Schaefer has jumped up in the race. Mr. Williams has also had made duplicates of the official trade mark of the association, which he offers to members at the phenomenally low price of seventy-five cents each, barely sufficient to cover cost of cut and postage.

All members ordering these cuts are requested to send a postal order for fifty-seven cents with their order.

Secretary Sherer reports new applications for membership almost daily, and President Schaefer says the organization is prospering as it never has before.

Can Anyone Answer This Man?

I have received the following inquiry, and am at a loss how to reply. Perhaps some one of the ten thousand readers of "Billboard" has had dealings with the gentleman named, and will be able to answer:

B—, M—, April 11, 1898.

Mr Sam W. Hoke, New York.

Dear Sir:—Will you kindly advise me in regard to the standing of one Edward A. Stahlbrodt, 62 Broadway, New York City, and oblige

Yours truly,
I—, City Bill Poster.

On receipt of the above I sent a messenger out to search 62 Broadway, and he reported that no such person was known at that address. Trow's New York City Directory for 1897 was then examined, and no such name as Stahlbrodt could be found between its covers. The name, however, sounds familiar, and I am loath to drop the subject without appealing to "Billboard's" readers. Perhaps some one of them knows of Edward A. Stahlbrodt, and perhaps this one can tell if Edward "stands well." Since writing the above I hear it rumored that Mr. C. S. Houghtaling is expecting to employ a solicitor by the name given, and if so he may be able to give some information.

SAM W. HOKE

For Posting Wrongfully.

Dave Coyle, the bill poster, had his day in Recorder Rossiter's Court before a jury April 21 for posting a notice on a telegraph pole at the corner of Leacey and streets, on December 13th, in violation of ordinance No. 345. The jury consisted of Frank Youngs, J. Brown, J. H. Baker, Otto Sprong, Joe La Spada, and S. B. Tabbs. They decided that Mr. Coyle was guilty.

New York Notes.

Harry Munson's boards are as bright as a gay flower garden, with a large assortment of spring posters. At this writing his boards contain the following paper, all in large quantities, and a great deal of it showing on boards exclusively:

- Electrical Show, 28-sheet, Gillam & Shau-
- Flitzgerald's Beer and Ale, (Sam W. Hoke),
- Young's Hats, 8- and 16-sheets,
- Moxie, 8-sheets,
- Bearline, 24-sheets,
- Hunter Bicycle, 8-sheet,
- Hawes Hats, 8-sheet (Hoke),
- New York World, 24-sheet. (Also posted throughout New England by Munson.)
- Search Light Lamp, 8-sheet. (Also National showing by Munson.)
- Old Valley Whisky, 12-sheet, (Houghtaling),
- Virgin Leaf Tobacco,
- Hubbam's Cocoa, 8-sheets,
- Pettibohn's Breakfast Food, 24-sheets,
- Pillsbury Vitas,
- Gabler's Pianos, 16-sheet,
- Capital Cities Clearing Co., 8-sheets,
- Vin Marland, 24-sheets,
- John Hoff Malt,
- Flora Little, 8-sheets,
- Diamond Lives, 24-sheets,
- H. O., 8-sheets,
- Salvation Army, 3-sheet, 8-sheet and 24-sheets.

In addition to the above there is the usual quantity of theatrical work, 3-sheet, 1-sheet, and other small stuff of the chance-may-offer variety forming altogether the most complete and attractive looking lot of bill boards in the Union.

Munson is now blanking around posters on his boards the first to admit this improvement in the metropolis, as he was the first to adopt all metal boards, now the rule here. The matter of blanking is a very serious one here, where the space rents are so excessive, and where it is necessary to make every inch of a bill board produce revenue.

It is rumored that Stahlbrodt is to work for Houghtaling on the first of May, as solicitor.

Sam W. Hoke is sending out large consignments of the George W. Childs Clear paper throughout the New England States, in addition to the large western section already covered. Hoke's establishment is covered with signs announcing his early removal to Fifth Avenue, cor 28th Street. May 1st, Sam says he is in no danger of starving, as the new place is so near to Belmont's.

Charley Bernard of Bernard & Anderson, the new people of Savannah, paid New York a visit and interviewed the general advertiser to advantage to both parties. He takes back quite a number of good orders.

H. T. Ross representing the R. J. Gunning Co. in this city states that he has severed the connection with that concern, and now proposes to work for a while in the interests of Ross.

The Salvation Army on the Billboards.

The Metropolitan Job Print is responsible for the first distinctive stand work yet accorded for a religious body. They got out last month a number of sizes and styles of posters for the Salvation Army, ranging through one-sheets, three-sheets, eight-sheets and twenty-eight-sheet stands, in colors. The posters contain mammoth portraits of Commander Booth, and announce great revival meetings.

The experiment should be watched with interest by other religious organizations. The poster appeals essentially to the masses, the people the churches want to interest, and other methods do not reach the entire population as the poster does.

Little Rock Needs a Billposter.

John Moore, in The Billposter for March, repeats what "The Billboard" has been saying for some time, though in milder language. Moore says that the local merchants of Little Rock are slow in posting. This is of course almost wholly due to the fact that there is practically no billposting for the house, and accepts orders from the advertisers. Whether he ever places the advertiser's paper is a question that is answered in various ways by those people who endeavor to learn something definite, never to receive a reply of any kind till probably six months

FROM ENGLAND.

We are in receipt of a copy of the Billposters' Directory, published by the United Billposters Association of Great Britain. It consists of two hundred pages, 5½ by 8½, and is well printed on good paper. It lists 563 bill posters in England, Ireland, Scotland and Wales, and abounds in information useful to advertisers and agents. It carries thirty-three pages of advertising. Walter Hill & Co. has the outside cover, Welling & Co. have page two of the cover, and the Irish Bill Posting company have page three of the cover.

The book is splendidly planned and admirably arranged. It is compact and convenient. We have never seen a directory that equals it in this respect.

Price in cloth 50 cents, in paper cover 25 cents. Remit in international postal order to C. G. Wright, 61 Chancery Lane, London, W. C.

Geo. Baldwin, of Derby, Conn., has joined out ahead of Buffalo Bill.

Southern Illinois would be comparatively unknown but for L. E. Tiemann, the hustling billposter of Belleville, Ill.

The members of the International Bill Posting Association are voting as a unit for P. F. Schaefer.



GEORGE J. SHERER

The Devious Schemes of the Devious Has-Beens.

BY SAM W. HOKE.

A certain bill poster, who was at one time a power in the bill posting world, but who is rapidly becoming a "has been," indignantly slings mud at any one who has the good sense to pass his third-class plant and to give his posting to Has Been's more successful rivals. This concern uses every bulldozing method to secure business for its rapidly decreasing number of bill boards; the advertiser who goes to it on account of its prestige of age—all the prestige it has left—is given to understand at once that Has Been wants one-half the appropriation for the city "or he won't take a sheet," if the advertiser objects a compromise is offered of one-third, when the advertiser finally wants to see lists, to know where all this paper is to be placed, Has Been assures him that the list will be supplied as soon as the paper is posted. Sometimes the advertiser is bulldozed into an order, but after the first one he knows better. The fact of the matter is that this concern has let its plant dwindle to the importance of some 7c village, while its two rivals are up to date in every detail and outclass it in every point.

Some of the members or employees of this

later, when a bill is sent in for the work, allowed to have been done months before.

Little Rock is a city of consequence, population about 50,000, and is the Capital and chief city of the State. The proper man, with a few dollars, could undoubtedly work up a good business there.

Have You Seen Mose?

The bill-posting craze has struck the young of Kern county, and the services of a young negro by the name of Mose are in great demand, as is shown by the following letter received yesterday by Constable Harry Johnston from a brother constable in Kern county. In order that there may be no mistake about the identity of Mose, the letter is reproduced verbatim et punctuatum.

"Constable at Los Dear sir: there is in your town a young negro by name of Mose he is about 18 ys old slim build and has the usual lazy loon wall. If this will you please inform him that Fred Watson his former employer wants him for bill posting and tell him to come up at once will you drop me a card if you see him or not."

Ben Rosenthal, well known in Kansas City from his long connection with the theaters and the Kansas City Bill Posting Company, has joined Sells & Forepaugh's Circus.

Will Smart, a Bradford (Pa.) bill poster, has joined Buffalo Bill's advance force.

almost defunct concern have been circulating a silly yarn that bill posters are refusing to post my paper. There is, of course, not even the least shadow of fact behind the yarn; even the concern of Has Been itself has never failed to place what paper it has been so fortunate as to have offered it by me. In fact, there is not a single instance—mind, I say not one—where a bill poster anywhere has ever refused my paper, either today, last week or last year, or at any other time.

The whole matter in a nutshell is that Mr. Has Been can't help endeavoring in every way to belittle any one that does not do just as Has Been wishes. That is all there is to it.

Some people wonder why he doesn't devote some of this ill-spent energy toward bettering his plant and business generally; and those who have studied the matter say the reason is that the only way Has Been knows for bettering himself is by pulling down his neighbor.

Des Moines, Ia., April 22, 1898.

Editor "The Billboard":

Dear Sir—Will you please announce through the columns of your valuable paper, that owing to a combination of circumstances, over which I have no control, I am compelled to postpone, at least for the present season, the publication of the Reliable Directory. It has proven very expensive in one way, and very profitable in another, but for the present I shall confine myself to the contracting of out-door advertising (and will have some advertising for you in that line soon). All monies received have been refunded. I have been very careful as to amount, address, etc., and would be glad to hear of any oversights, errors, etc.

Thanking you for favors, encouragement, etc. I am

Very truly,
FRANK V. DRAPER,
Per J. B. Intveldt.

H. C. Humphry's & Co., of Philadelphia, make the best hand-painted stands or manographs that we have ever examined. There is a force and distinctive character to their work that one looks for in vain in many of hand-process posters that are now on the boards. Bill posters and advertisers will do well to write them for prices and bear them in mind.

The Edwin A. Hardin Company, 519 Walnut street, Cincinnati, are meeting with wonderful success in introducing the new Williams' Typewriter. They have quite a number of writing machines of other makes on hand. These latter they have taken as part pay when they have put in a Williams'. They sell these second-hand machines very low. Many a bill poster who is deterred from putting in a machine on account of the high price of a new one would buy at once if he but knew how cheap he can get a good second-hand machine. The Hardin Company will be glad to quote special rates to "Billboard" readers.

L. E. Tiemann, of Belleville, Ill., says he has enough work at home, and does not care to take in the smaller towns around him.

Booth's "Hymel" is being advertised on the bill boards in New York City again. A twelve-sheet poster is used, the eye-catcher being a big kangaroo. There is more text used than a good poster should have, but the general effect is better than other "Hymel" posters we have seen.—Display Advertising. Of course, the effect is better. It was made by Sam Hoke, who made all "Hymel" posters except those criticised by the editor of Display.

Manchester Va., has repealed the ordinance licensing bill posters.

Ferber P. Turbridge is the city bill poster at Jacksonville, Fla.

Billposters' Questions Answered.

THE TITLES OF THE ANSWERS will hereafter supersede initials in this column, which is devoted only to questions of general interest. Queries of a purely personal nature are answered by mail when the correspondent encloses a stamp for reply.

THE SCALE OF PRICES of the International Bill Posting Association are identical with the same as those of the Associated Bill Posters. Formerly there was a slight difference, but the A. B. P. revised their scale and then the I. B. P. A. re-revised theirs. To-day they are exactly the same.

THE OPEN ASSOCIATION is the association of the future. It is in no sense a chimerical ideal. It has long obtained in England, and right here in America, has been tried and found to be the biggest kind of a success. The New York City Association is the instance referred to. Nothing in the annals of metropolitan bill posting has done more to benefit the bill posters and the business. Neither of the associations are open. The I. B. P. A. is so in name only. The leading members of the organization would have seen, and the executive committee at its last meeting declared in favor of it. The fact remains, however, that it is no more "open" than the A. B. P.

PRESERVING PASTE is not a different matter. A little salicylic acid, blue stone (blue vitriol) or corrosive sublimate (mercuric chloride) added before mixing, and steaming will preserve paste for months.

THE NUMBER OF SHEETS necessary for a good showing depends entirely upon the town. It used to be calculated on a basis of one sheet to a hundred population for fair billing, but all rigid rules are now discarded. Each bill poster and each agent has a law of his own.

W. H. LOWDEN is the Secretary and General Manager of Munson's, the big New York City bill posting plant.



BAD BUSINESS.

Dr. Greene Gets a Crooked Deal at Amesbury, Mass.

We clip the following from Amesbury (Mass.) News:

A report was circulated around town this morning that thirty-six bundles containing over 10,000 magazines advertising Dr. Greene's Nervura had been found in the Merrimac River.

A Daily News reporter started out to investigate, and went to the Ferry, where he chartered a boat and went along the shore, and found one bundle on Powow River, back of Conover's Meat market.

The bundle had not been opened at all. It was found with the wrapping paper tied around it with a stout cord.

It is very evident that the remaining thirty-five bundles are somewhere along the shore of the Merrimac.

A well known druggist was seen this morning, and stated that a boy called in his store yesterday or the day before, and inquired if he needed any circulars advertising Dr. Greene. The druggist states he was a boy of about 15, and did not know whether he was a stranger or not.

A team from Rockport was in town one day this week with a large load of these magazines, delivering them from house to house, and it is thought that the bundles found in the river were part of his load.

Boys were out on the river Thursday afternoon when they found the bundles, and pulled them out.

They were in their original packages, just as they came from the printer, and were addressed to some party here in town.

The magazine is quite a good sized one, and contains twenty pages.

Those which have been found must represent a value of fully \$250 and the person who dumped them into the river undoubtedly got \$10 to \$15 for distributing them.

Any person who finds one of the bundles or knows where those taken from the water can be found, will confer a favor by leaving word at the Daily News office.

We trust the News will be successful in bringing the miscreants to justice.

Jas. F. O'Meara, President of the Associated Bill Posters of the United States and Canada, paid the International Association of Distributors a handsome tribute in the late official organ of the A. B. P.—The Bill Poster now defunct. It is worthy of wide circulation, hence we reproduce it in part:

While the Associated Bill Posters of the United States and Canada cover the field of distributing, as well as bill posting, yet our association, like the individual member, in many cases, has neglected this branch of the business, and another association, covering the distributing field exclusively, has sprung up and is to-day as strong in this particular line as is our own association in the bill posting way. The International Association is to-day a model organization, as far as I can judge, and the men at the head of it have shown great tact and business ability, and deserve praise for bringing the International Association of Distributors out of chaotic state it was in several years ago, to the successful association it is to-day. Their methods are honest, and they insist on knowing who the person is who applies for membership in the association, and when he becomes a member he must do his work honestly, or they will not have his name on their list. They will permit no advertiser to be a loser through the carelessness, or worse, of a member.

Every member of the Associated Bill Posters of the United States and Canada should become a member of the International Association of Distributors. While our association covers this field to a degree, yet the International Association of Distributors makes a specialty of this business, and it should be supported by the members of this association.

W. C. Tirill & Co., of Lima, Ohio, send us the following handsome testimonial to the efficacy of their service, viz.:

W. C. Tirill & Co., Lima O.

Gentlemen:—We have your favor of the 1st inst., and agree with you that a price of \$3.25 per M for the work as you are doing it is about a proper compensation, and we desire to have you do the work in this manner. We would, however, request that before doing it, you take the matter up with the Moore Bros. Co., and learn when the soap arrives, and whether they have enough on hand to cover the city. The soap has been

shipped, and should have been in the hands of Moore Bros. Co. long ago. We supposed that it was already there, not having had any notice from them to the contrary, and it was for this reason that we told you to go ahead. We are glad to see the intelligence and interest you have shown in this matter.

It is quite a rare thing for us to secure a distributor who understands the conditions underlying his work, and we wish to express our thanks for the conscientious manner in which you have handled the work up to date.

Yours truly,
ALLEN R. WRISLEY CO.

Messrs. Tirill & Co. are members of the International Association of Distributors, and every member of that organization will share in the unpardonable pride they feel over the receipt of such splendid commendation. Mr. Tirill was a "Billboard" caller April 6, and voted twenty-five coupons for Geo. M. Leonard.

AMUSING VIEWS

Of a Western Newspaper.

The Corvallis (Ore.) Times on house-to-house work:

The council has determined to modify the bill posting ordinance. There used to be a time when merchants, restaurant keepers and every other species of business men resorted much to dodgers and posters as a means of advertising their wares. The old inhabitant remembers well how every few days the small boy paraded the streets with a punch of bills that told of bargains and opportunities for the intending purchaser. This method of advertising was a source of profit to the buyer, to the merchant, to the small boy, and last, but not least, to the printer.

But the dodger and the poster has been for months a thing of the oft-regretted past. An ordinance, aimed not at the local business man, not at the printer, not at the inquisitive small boy, but at the foreign advertiser, found its way on the city statutes. It licensed bill posting, and placed the business in the hands of one person. The official bill poster had a license to pry, and he had to charge a much larger fee for distributing bills. This larger fee made advertising by that method more expensive, and the business fell off. Fewer bill-posting jobs to do, made it necessary for the bill poster to increase his fee, and the charge became so inordinate that it cost as much to have dodgers distributed as it did to print them. Almost total destruction of the business naturally resulted, and, as every one knows,

the dodger, in comparison with its former popularity, has in latter days been but rarely seen. But the ban has been removed. In the Council Monday night a committee was detailed to modify the ordinance so that advertising matter pertaining to local affairs shall be placed on a free trade basis. Under the new treaty people can have the bills printed and distributed them themselves, or can turn over to the reliable and enterprising small boy for distribution. The old and satisfactory methods will be restored, and peace will reign. The Council is to be commended for its virtues and its wisdom, and no doubt the business man, the buyer, the printer and the small boy are all grateful for the return to ancient and honorable methods. It might be added that the Times is open for dodger engagements at the old stand, and at prices to make the lean fat, the sad man merry and the hopeless happy.

Brains count for a good deal in house-to-house work. A good first-class distributor is always possessed of more than average intelligence, which he continually exercises in the interest of his client. He understands the art (a rare one) of bringing the housewife or maid servant to the door and getting her to accept his matter without exciting irritation or annoyance.

To our notion, this is the greatest gift a distributor can possess. Better far not try to get matter inside the house if you can not do so without making the recipient angry over the interruption which must necessarily ensue.

There is a way that never fails. Be interested yourself in the thing you are advertising. Interest begets interest. If you are really alive to the merits and claims of the article you are introducing be sure that your enthusiasm will make itself manifest, and your matter will be received and examined.

If, however, you are a mere automaton, and distribute in a purely mechanical and perfunctory fashion, you will excite considerably more ire than interest.

The Stuart Company, of Marshall, Mich., who manufacture the famous Stuart's Dyspepsia Tablets, intend to put out a little book on stomach diseases. Distributors should write them.

Dr. Burkhardt has asked Secretary Steinbrenner for an estimate on twelve million pieces, covering the entire county.

Itenj. Miles writes us that he has received work from the Kondem Company, of Minneapolis, Minn. Other distributors might write them to their advantage.

On another page we present a cut of J. H. Haynes & Sons, the enterprising distributors of Ironton, Ohio, in their new uniforms. The Haynes agency is nothing if not progressive, and they may always be relied upon to be in touch with all innovations and commendable novelties.

W. H. Steinbrenner is now prepared to place distributing matter anywhere in the United States.

Why does not some member of the I. A. of D., who is artistically inclined, design a lapel button for the members of the organization? It would be a good thing all around it some insignia was adopted.

Steinbrenner distributed Louisville, Ky., for the Dr. Chase Company, and the results were so big that without solicitation they paid him twenty-five cents per thousand more than the rate he billed them at.

The Wells & Richardson Co. voluntarily and without asking, raised the price they have been paying Jno. L. Smart, of Pensacola, Fla. The results they obtained were so gratifying that they testified their appreciation in a manner at once substantial and handsome.

It. B. Carpenter, of Ellishart, Ind., is a recent addition to the membership of the I. A. of D. He comes very highly recommended.

Steinbrenner will take up Pennsylvania next for Dr. Burkhardt Distributors in the Keystone State will do well to write him.

Distributors' Questions Answered.

Only questions of general interest are given space in this column. The answers will be recognized by their titles. Questions of a purely personal or private nature will be answered by mail. If the inquirer will enclose a stamp for reply.

THE ADDRESS OF THE SECRETARY OF THE I. A. OF D. is W. H. Steinbrenner, 519 Main street, Cincinnati, Ohio.

MR. MOLTON'S ASSOCIATION has no existence, in fact, he does not call it an association. He merely claims that it is a "list of reliable house-to-house distributors, endorsed and commended by the Will A. Molton Distributing Agency." The endorsement possesses no value whatever in the estimation of advertisers, for the reason that two use Molton's own words here: "every distributor who is a paid-in-advance subscriber to Up-to-Date Distributor (Molton's paper) is endorsed and recommended by him to all advertisers." There the matter is, in a nut shell. You pay him a dollar, and he recommends you. You may not realize the utter worthlessness of this kind of recommendation, but advertisers do.

AN ENTHUSIASTIC PERSON is seldom a stayer. On general principles, we would advise you not to enter the business. You will have to work hard, wait long and endure disappointments and rebuffs without number before success crowns your efforts. In your town there already is an established distributing agency whose proprietor is an association member.

THE ONLY ASSOCIATION of distributors—that is, the only real association—is the International Association of Distributors. None of the other so-called associations are worthy of your consideration.

THE FEISTER LIST is a list of distributors compiled by the Feister Printing Co., of Philadelphia, Pa., and is held in high esteem by advertisers. The Feister Company is a printing concern that makes a specialty of large edition orders, especially of pamphlets, booklets, almanacs, etc., designed for house-to-house distribution, and their list was compiled solely with a view of providing their customers with a list of reliable distributors. They have honestly tried to list only the best distributor in each town. They have made mistakes, but they rectify them as fast as they discover them. You can not advertise in their list. We would recommend that you write to F. V. Draper, Des Moines, Iowa, who is now compiling the list.

WRITING ADVERTISEMENTS is an art. Very few people know it well enough to write their own advertisements. Try Wm. E. Hany, Station 1, Boston, Mass. He will write you a series of splendid advertisements at very reasonable rates.

UNITED IN DEATH



SIGN PAINTERS AND SIGN MANUFACTURERS
 DEPARTMENT CONDUCTED BY
H. H. FOR GRAVE.

Let us, engravings, serifs, photographs, etc., may be enlarged to any size by hand by the sanding method. Take any picture which you wish to enlarge, and draw small on the surface of it. Then on a piece of manilla paper draw larger squares, if the squares on the picture are one-eighth of an inch in size, squares an inch in size will enlarge it eight times. Some say sixty-four times as large. Number the squares on both the small picture, and the large squares on the paper on which it is to be copied, beginning at the left hand upper corner. Number across the top and down the left hand side. The same with the large squares. Then draw the corresponding square on the large surface what you see in the square in the smaller one, and so on until it is completed. This method is old, and has been used by artists for ages, but, no doubt, it is new to many of our readers.

The proprietor of a patent medicine in Maine never allows an opportunity to slip to do a good stroke of business, no matter what the time or what the conditions. In particular, he is always after lists of names to whom he can send samples of his medicines. The other day he was in a newspaper office away from home, and while waiting for some man, saw a list of names on the desk, copied them, and sent out the samples. Some time afterward he learned that the names were a list of persons who had died in that town previous to 1838.—Exchange.

Wesley A. Thompson, the champion monogram maker, is responsible for the following: A close imitation of gold leaf is made with white, chrome yellow, Indian red and raw umber. First, mix the white and yellow to a bright tint, next break it with Indian red or lake, and then add raw umber by degrees until a dull yellow cast is given, with a tinge of green. Properly presented, the imitation would mislead even the practical eye that takes but a casual glance. Gold is properly high lighted with white and easy tint from white to Naples yellow. White when varnished assumes that yellowish tint of gold.

Ismael brown is a mixture of burnt sienna, chrome yellow and blue.
 It is said that the gum solutions employed in making bronze colors must be free from acid, or the bronze powder will become oxidized and show a green color.

Ink for writing on glass—white lac, 10 parts, Venice turpentine, 5 parts, turpentine, 15 parts, and powdered indigo, 5 parts. The first three ingredients are mixed and melted, and the indigo is added. The writing is unaffected by water.

Water-Proof Coating for Pasteboard.—Four parts of slaked lime are dissolved in three parts of blood, to which a little alum is added. Immediately after a complete mixture of the three has taken place the pasteboard is painted with it. When the first coat is dry a second one is applied, which makes the pasteboard impervious to water.

Constant working with black is said to be severe on the eyes.

Short Primer of Landscape Art.

A person who recently attended an art exhibition has drawn up a set of rules to enable the novice to know what kind of a picture he is looking at. He says that if a painter paints the sky gray and the grass brown he belongs to the old school.

If he paints the sky blue and the grass green he belongs to the realistic school.

If he paints the sky green and the grass blue he belongs to the impressionist school.

If he paints the sky yellow and the grass purple he is a colorist.

If he paints the sky black and the grass red he is an artist of great decorative talent, and may make posters if he perseveres.—Chicago News.

In these days, most men believe in advertising. The only question with them is the best way to do it. The objections usually raised against the poster and circular can not be made against the bulletin. There is no letter and ditto form paper, nor do we find them scattered about in the front yard. Those who have tried bulletin advertising are much in favor of it. The uppermost question is in getting good men to do the work—men who can make an attractive sign.

What is wanted in sign painting is not so much new ideas as old ones worked out in new connections. When an illustration is used there should be a connection between the illustration and the article advertised whenever possible. The picture then invites a reading of the words, and will help them to be remembered.

Varnish brought in out of the cold and applied in a warm room without being heated will look sandy as soon as applied. The can should be set in hot water for awhile. Never heat varnish by the stove under any circumstances.

Organization of the Toledo Mutual Sign & Advertising Company has been effected with John Craig as President, W. F. Patton, Vice President and Manager, D. D. Douglas, Secretary and Treasurer, the other directors being George L. Craig, John S. Craig and W. F. Williams.

The very best medium with which to mix light delicate pigments which fade when exposed to sunlight is pure raw linseed oil. If it is bleached or clarified it is all the bet-

ter. A good rule to follow in mixing is to mix stiff in oil, and then add dryer, but only enough to answer for the time you wish it to dry in, as the usual japans are too strong.

An imitation of gold may be made as follows: Sulphate of ammonia and chloride of gold in equal parts. On heating these together beautiful gold scales will deposit, which may be washed and dried, and then mixed for use with varnish.

Why is it that painters, in general, prefer a white brush to a black one. Observation leads us to conclude that the black brush is the most durable and usually the cheaper. White bristles are bleached, which destroys much of their elasticity.

All alkaline fluids and gasses destroy paint rapidly. This is a reason why the paint on some signs decay rapidly. If you will make an examination when a sign goes wrong before its time, you generally find it near or exposed to alkaline fluid or gas.

The next time you paint a sign on a brick wall remember that before applying the first coat care should be taken so as to clean the surface to be painted. The best priming coat for this work consists of glue size and Venetian red mixed in the proportions of ten to one. Oxide of iron paint mixed with boiled linseed oil also forms a good priming coat and a little dried casein can also be added to this.

Bill posters who make hand-painted posters, or namographs, as they are now generally designated, are advised to use Ault & Wiborg's lithographic inks. Thinned down with benzine, these inks will be found to cover better, tint nicer and work easier than any of the glue or oil paints now used.

"Flaking of paint is sometimes due to heat, and sometimes due to the inner coat of paint being so thick that it is not hardened thoroughly before the second coat is applied.

Sign Painters' Queries.

Questions of general interest only are answered in this column. All others are answered by mail, if a stamp is enclosed for reply. The titles of answers supersede initials hereafter.

WATER-PROOF GLUE.—A solution of 21 grains of sandalac, mastic and turpentine, equal parts, in a pint of alcohol is heated to boiling, and added gradually to a hot concentrated solution of glue and isinglass, stirring until a thin paste is formed that can be filtered and used like ordinary glue.

TO KILL KNOTS IN PINE.—Do not shake-lack them as is generally done, but put on a coat of the following solution: one part of pure lime tar dissolved in three parts of pure boiled oil. If raw oil be used, use sufficient dryer.



E. L. MARTLING, of Wichita, Kansas:

Combination signs and blackboards are much in vogue. The groceryman, and, in fact, retailers generally, find them very handy. In many commodities prices fluctuate daily, and a blackboard is not only a convenience, but it is an absolute necessity. Sign painters will find the following receipt a good one for a "cheap but good" slating. Mix lamp black, four parts, and ultramarine blue, one part, all by weight, in turpentine, with sufficient good Japan and a very little oil to bind it, then add one part, by weight, of the finest pulverized pumice stone. Use it thin enough not to show brush marks.

Sam W. Hoke, in comparing the relative merits of posters and signs, once pointed out that familiarity with the location of the latter tended to destroy their effectiveness. He contended that while at first the sign was as effective as the poster, it grew less dominant as time wore on, and finally grew into its environment—became a part of the scene to such an extent that it was no longer seen. There is much truth in what he says, especially as it applies to mural signs, but it seems to me that it is not at all together true of bulletins.

These change. Every time a space is repainted it rejuvenates the whole board. I believe the painted bulletin is the peer of the poster every time, and often its superior, because of the fact that no two of them need be alike. The poster, on the contrary, no matter where you may see it is always the same.

INK FOR WRITING ON GLASS.—Dissolve ten parts of bleached shellac and five parts Venice turpentine in fifteen parts oil of turpentine, then mix with this solution five parts of lamp black.

TO CLEAN BRUSHES.—Dissolve one part of sal soda in three parts of water, and let the brushes hang in this for a few hours in a warm place. Brushes that have become hard as stone may be softened by this process.

THE SHADES OF BLUE are too numerous to name. Consult the Standard Directory, and you will find one hundred and eight pigments and dye stuffs enumerated. Even this list is not complete.

GENTLE CAMELS HAIR BRUSHES are to a very great extent a myth. The brushes resembling, imitating and sold all over the world for camels hair are nothing but Siberian squirrel hair. They are very good brushes, and the genuine camels hair, if there are any, would not be any better.

ON GLASS SIGNS the difficulty encountered in making the sign backwards has overcome by painting it on decalcomania or transfer paper, and then transferring it to the glass. This method saves time and patience, and always results in better work.

Varnish sweating is usually caused by uneven temperature and dampness.

PUBLICATIONS.

Fifty-two times a year the Youth's Companion goes into the homes of every one of its subscribers. Fifty-two times a year it brings to the fireside the best thought of the best minds in Europe and America. Coming every week, there is a delightful freshness and timeliness to its contents. The Companion keeps always in touch with current events. Its editorial attentions and its notes on new topics of interest in nature and science are always abreast of the times. Fifty-two numbers are scarcely sufficient to contain all the stories, special articles and other reading already provided for Companion readers during 1898.

Among the eminent writers for the new volume whose contributions are already in hand are Mr. Gladstone, Lord Dufferin, Speaker Reed, the Duke of Argyll, Senator Hoar, Senator Lodge, Justin McCarthy, Professor Shaler, John Burroughs, Percival Lowell, Royce Kipling, W. D. Howells, Mary E. Wilkins, Captain Mahan and Lieutenant Peary.

Present readers of The Companion who renew their subscriptions, and new subscribers will receive free a beautiful gold-embossed calendar, printed in twelve colors. It is one of the richest and costliest calendars ever printed. A handsome illustrated announcement of The Companion's contents for 1898 will be sent free to any one addressing The Youth's Companion, Boston, Mass.

The Arena for April is a star number, rich in special features of the greatest interest that will attract universal attention. The first of these is a powerful contribution by Hon. William J. Bryan on "Foreign Influence in American Politics." In this Mr. Bryan sets forth in his cogent and unanswerable manner the malign power which the money oligarchy of Europe, acting through subservient governments, is exercising over American affairs. What Mr. Bryan presents is sufficient to arouse every patriot to a new sense of his responsibility, and to alarm the American Republic on account of the impending peril. Another is of like conspicuous merit. In it Hon. Geo. Fred Williams discusses "The Way Upward," showing by historical analysis the causes of the industrial paralysis which has fallen upon the American people, and indicating the methods of recovery from this condition. Mr. Williams' great article will be read with equal interest by thousands both for its essential merits and for the widespread confidence of the public in the writer's abilities and patriotism. The third article, on "Abraham Lincoln; a Study from Life," by Henry C. Whitney, is a valuable paper by one of the few surviving friends of the Great Emancipator. Mr. Whitney's article will be read with the keenest interest and treasured as an original contribution to the life record of the Martyr President.

The handsome new cover of The Standard Designer for May but faintly foreshadows the hosts of good things—artistic and otherwise—which are to be found within. There are four color plates, fifteen full-page half-tones and wood engravings, and numerous other cuts, made by the latest and best up-to-date processes, illustrating the newest tasteful and stylish productions of modistes and milliners.

One of the most notable articles in the library department of Music, Song and Story for March is a highly interesting and instructive article on the music of Ireland, characterizing it and accounting for its origin, nature and growth. Some of the best as well as most widely-sung melody of the world over are Irish in both character and birth, as is here shown. An article on St. Patrick is provided in the same magazine, and its music section contains among eight new pieces a new song, "Irish in both music and sentiment," "Dear Ireland, When You're Free," and an Irish two-step, "The Shanrock." Music, Song and Story costs only 10 cents a copy, or \$1 a year, and is published at 70 Fifth Avenue, New York.

Mrs. Cleveland recently had a new set of photographs taken, the first time she has been photographed since leaving the White House, and has given them to Mr. Bok, with permission to publish them in The Ladies' Home Journal, where they will be publicly seen for the first time. The set also includes the first authoritative photographs published of the new Princeton home of the Cleverlands.

The May number of The Delineator is called the commencement number, and presents the usual excellent combination of fashions and literature that has so long distinguished this publication. The most up-to-date developments in seasonable dress, the latest fabrics and their elaboration are accurately and thoroughly illustrated and described, an article on "Graduation Costumes," which contains many valuable suggestions, being particularly timely.

A stirring poem on Cuba, by Joaquin Miller, opens the May number of Frank Leslie's Popular Monthly. If there are any Americans who do not wish the freedom of the Cubans, a reading of this poem will quickly bring them into line. This magazine contains much of great timely interest. "Naval Warfare of Today" is an elaborate article, giving the most complete and best illustrated description of this much-talked-of topic that has yet appeared. It is written by Frederick Stone Daniel, and is accompanied by more than twenty five half-tone cuts of all the leading warships in our navy, including a beautiful water-color frontispiece of the battle ship Maine, recently destroyed in Havana harbor.

One of the best papers which appeal to horsemen is Turf, Field and Farm, published in New York City. It leads all papers of its kind.

THE BILLBOARD.

PUBLISHED MONTHLY AT

127 East Eighth Street, Cincinnati, O., U. S. A.

Address all communications

For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per square line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches.

Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to write us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

MAY, 1898.

There is need for the American Association of Fairs and Expositions to enlarge its scope. While it is true that representatives of district and county fairs are welcomed at its meetings, and freely invited to participate in all its deliberations and proceedings, the fact that they are not eligible to membership will keep them from availing themselves of the privilege to any great extent. If the A. A. F. E. would rectify this state of affairs, and admit them to membership, it would be doing a grand, good thing. The fairs of America need to be associated. They need a government. The A. A. F. E. is what they need, and if they are allowed to join it they will. They would make the A. A. F. E. a rich, powerful, influential organization, capable of untold good. We can not see any insurmountable difficulties in the way.

The International Association of Distributors must shortly decide to adopt or reject an official schedule of prices. It behooves every member of the organization to follow the discussion of the question in these columns closely. Each argument, pro or con, should be carefully weighed and considered. Every member who has a new idea or argument should, in justice to his fellow-members, advance his views in these pages before the Convention, next July. As we stated in a former issue, we favor a schedule in conformity with the opinions of Curran and Leonard.

We are disposed, however, to give all due consideration to the views of the opponents of the plan. Among the latter, it should be remembered, are found the ablest men in the business; notably, the president of the organization, Mr. Reid, and the zealous and highly efficient secretary, Mr. Steinbrenner.

For the first time in the history of the association, we are at variance

with Mr. Steinbrenner on an important issue. As will be seen from his letter in another column, he has most positive and pronounced objections to the proposed measure.

He is practical. So is President Reid. We, on the contrary, are wholly theoretical. Theories, however, are daily found to be practical, and it must also be remembered that Curran, Leonard, et al., are practical men of long and wide experience.

Briefly, we favor an official schedule, for the reason that it ought to be the chief aim of an association to benefit its members by obtaining better prices.

Secondly, in our estimation, one of the chief objects of an association should be the establishment of as great a degree of uniformity in prices as is possible.

Thirdly, the members of the I. A. of D., having provided a better service with a guarantee behind it, are entitled to exercise authority in fixing the value of that service.

It has occurred to us, with more or less frequency, ever since we first became closely identified with the billposting interests of the country, that much more importance is attached to the outcome of the Annual Convention than it merits. There has been a steady and noticeable improvement in the character and composition of the Conventions. Formerly a mere handful of men monopolized the discussions and debate, while the remainder merely looked on and drank booze till they were blue in the face. Now, all of that is changed. A more orderly, business-like Convention than that held at Atlantic City last summer has never been witnessed. Strangely enough, though, the limitations and shortcomings of the Convention are only accentuated and emphasized as the gatherings improve. The fact is, they have been so misused in the past that they are incapable of expressing the will or wishes of the craft to any considerable extent, and in consequence are quite generally discredited.

The defect is in the system, and not in the delegates who compose the Convention. The same vicious practices and methods that obtain in political gatherings are in vogue in the billposters' meetings. They are packed, dominated, and controlled. They are handled and manipulated in the interest of the few. The needs and wishes of the many are throttled and disregarded.

It is wrong all wrong. The whole working of the Annual Convention should be changed. The idea should be to draw out a general expression of opinion. The diffident and retiring should be encouraged to voice their sentiments. Bullying and browbeating should be utterly discounte-

nanced. Some such radical revolution as here roughly outlined will have to ensue before the officers and mandates of the A. B. P. will command any very great degree of consideration, attention, and respect.

CHICAGO.

BIG SURPRISE SPRUNG.

The Western Ad-Sign Syndicate Springs Into Existence—A Strong, Wealthy and Influential Organization Enters the Lists With a Challenge to Gunning.

Like a thunderbolt from a clear sky was the sensational and astonishing advent of the Western Ad-Signs Syndicate. The Philistines were fairly stunned, and many have hardly recovered from their bewilderment yet.

At first the news was received with incredulous smiles. Any one who had the temerity to issue a deft to Gunning right on the go-off must be either a visionary or a fool. At this stage it became known in a dim, nebulous sort of a way, that Fred Jones and J. E. Williams were identified with the new concern.

That, of course, altered the complexion of matters considerably. Men like Jones or Williams were not likely to become tangled up with an impractical, imaginative schemer.

Still, where was the money? Who was behind the throne? Everybody guessed, and no one hit within a mile of the truth, until Colonel Burr Robbins, of the American Advertising and Bill Posting Co., and one of the wealthiest men in Chicago, authorized the following statement, viz.:

The Western Ad-Sign Syndicate,
A corporation under the laws of Illinois,
Capital stock, \$100,000.00.

OFFICERS:

FRED D. JONES PRESIDENT
J. E. WILLIAMS SECRETARY
BURR ROBBINS TREASURER

In Jones and Williams the new concern has two of the ablest and best men in the bulletin business. They are exceptionally bright and widely experienced.

Colonel Burr Robbins also possesses rare good judgment and a 'barl' of plethoric proportions. He also possesses a love for a scrap that amounts almost to a passion.

As the new concern is avowedly after Gunning's scalp, the situation is interesting to a degree. The eyes of the advertising world will be on Chicago for the next few months.

LEONARD LEADS

IN THE VOTING CONTEST.

Much Interest Manifest—Only Two More Chances to Vote—July 15 Sees the Contest Close.

April turned in twice as many votes as any previous month, showing that the interest is increasing greatly. Most of the votes were single ones, but many an envelope contained two and even three votes, which proves that the country bill poster

not content with his single coupon, has gone to the newstands and purchased more in order to support his favorite.

The surprise this month is furnished by P. F. Schaefer and W. B. Lowden. Both have jumped into possibilities at a single bound.

The I. B. P. A. is pushing Schaefer, while the I. A. D. have taken up Lowden.

All of our readers are taking the keenest interest in the contest and the next month will see a larger vote than ever.

HOW THEY STAND.

The votes received by the various contestants up to April 25 were as follows:

Geo. M. Leonard	330
Isaac M. Monk	204
P. F. Schaefer	201
L. H. Ramsay	155
Geo. H. Siele	104
W. B. Lowden	101
Jas. A. Curran	29
J. Ballard Carroll	26
H. W. Walker	25
Chas. Vogel	24
E. C. Donnelly	24
Geo. Castner	24
Jas. F. O'Melia	21
R. C. Campbell	20
Frank Fitzgerald	18
Albert Weber	18
John G. Reese	16
Geo. J. Sherer	15
P. P. Oliver	13
J. J. Flynn	12
Edw. A. Stahlbrodt	11
Al. Bryan	11
W. C. Tirrill	3
C. K. Hagar	2
J. Garlick	2
E. M. Slocumb	2
A. B. Beale	2
Emmett Littleton	2
Barney Link	1
A. Van Beuren	1
Harry Stoops	1
Mrs. Dundon	1
C. F. Filbrick	1
Fred. W. Jenks	1
F. P. Ketelson	1
J. C. Fockelman	1
W. P. Fay	1
C. H. Griebel, Jr.	1
H. G. Wilshire	1
Geo. H. Bubb	1
Chas. Bryan	1

THE BILLBOARD is going to send the most popular bill poster in America to attend the convention of British bill posters, which is held at Dublin, Ireland, next August. He will be an ambassador appointed by the craft at large.

HOW TO VOTE.

Write the name of your candidate (nothing else) on the coupon below, and mail it to THE BILLBOARD Publishing Co., Cincinnati, O. Each coupon will be counted as one vote for the bill poster whose name it bears. All May coupons must be voted before May 25. This rule is imperative. It is necessary to prevent hoarding of coupons and voting them in a lump at the last moment.

MAY COUPON must be voted prior to May 25, or it will not be counted.

The most popular Bill Poster in America is

and he should be our ambassador to the meeting of the United Bill Posters' Association in Dublin, Ireland, next August.

NOTICE—The final polls close at noon Saturday, July 9.

Under our arrangement with the American News Company, THE BILLBOARD is supposed to be on sale at all newstands. Patrons unable to secure it will please notify us, giving place and date.

ADVERTISING AS A BUSINESS FORCE.

Robert C. Ogden, resident partner of John Wanamaker, talked on "Advertising as a Business Force" at the convention of the Merchants' Association, held recently in New York.

"We all know," he said, "that advertising is a business force, and a very great power that has to be recognized most thoroughly."

"With the public mind fixed upon business as it now is, with the competition that exists between traders, it is undoubtedly the fact that without advertising of the proper kind a business can not be successfully prosecuted to any large degree."

"Therefore, I consider the advertising as the force that is to vitalize all the other work that may be put into the business. After the merchandise is purchased, after the service is hired, the item that is generated in order to make the machine move is the advertising."

COURAGE IS NEEDED

"A great deal of advertising falls off its results because the advertiser gets discouraged. The most successful advertising that I have ever known is that which has been exploited on a very large scale."

"The man who has had the courage to advertise to a certain extent and spend \$20,000 should have the courage to spend another \$5,000 and vitalize all the rest. Lack of courage is one of the most common experiences of advertisers. I am speaking now of newspaper advertising and the advertising of general merchandise."

"The manager of a department, the salespeople who are to sell the goods, should be told the policy of the head of the business, so far as advertising is concerned, and the way the matter is to be presented to the public, so as to arouse the interest in all. Advertising is the channel through which the merchant speaks to the people he desires to address."

"His advertising is the test of his character. It must be true. As he speaks, and as the people have an opportunity to judge of the truth of his printed utterances day by day, they will form their estimate of his character. His character is a branch of his advertising, and therefore it must always be true."

SIMPLICITY OF LANGUAGE.

"But if a man is not going to waste his money in advertising, it must never be stupid. It should be put in simple and forceful language. One of the most distinguished litterateurs in the country, addressing a class of students at one of our foremost colleges in Massachusetts, laid great stress upon simplicity and force in the use of the English language, reaching all the way from the advertisement to the leading editorials, and selected the advertising of our house as an illustration to be presented to this class of learned young men who were receiving the highest education obtainable in this country."

"The matter of illustration comes in in a very important way in modern advertising. The time has gone by when wood cuts made by carpenters will do for advertising. The time has come when the commercial man must not only have good English in his trade announcements, but good illustrations as well. Very little importance has been attached to the illustrations for advertising."

IMPORTANCE OF ILLUSTRATION

"Illustration for advertising purposes is very often like poster work. It is suggestive in its artistic character, if not in the moral character of the subject. But commercial art has come to occupy a very important place, and it is entirely useless for a man to expend \$200 to \$300 in an advertisement in a newspaper, and then save \$10 or \$15 in an illustration. He had better have his illustration of the highest artistic character he can get."

In the course of an intensely interesting discourse on "Art in Advertising," before the Sphinx Club at its meeting last night, in the Waldorf-Astoria, Mr. Robert C. Ogden surprised his audience by informing them that illustrated papyrus posters were known to the Egyptians a century and a half before Christ.

He gave a complete history of art as applied to advertising and narrated the development of the pictorial poster. In conclusion he said in part:

"If we approach the advertising question of today from the side of business or the side of art, or from both sides, we find in advertising illustrations a subject which the distributor of merchandise ignores at his peril. The posters of today, whether they be the extraordinary productions intended to advertise the drama, the weird and strange designs that accompany books, or the general illustrations which accompany advertisements in the high class magazines, afford much satisfaction to the artistic taste; many of them touch deeply the sense of humor, and all of them succeed in impressing their messages upon the minds of readers. But yet the ignorance that still lingers in illustrated advertising shocks the artistic mind and disgusts the intelligent advertising critic."

An elderly woman who had served in a prominent family of this city for many years as housekeeper concluded recently that she was entitled to a rest from arduous labor. She had been industrious and honest, and was held in high esteem by her employers, but she had saved a few hundred dollars and made up her mind to upon up a small candy store. One of her hobbies was neatness. She was scrupulously neat and clean in every way, and that is probably the reason her employers were loth to part with her.

She rented a small place and laid in a modest stock of fruits and candies. She had the storeroom freshly painted inside and out, and covered the floor with a nice pattern of linoleum. For a week or two after she opened up she drove quite a brisk trade. But one day it rained and then her troubles began. Every customer who came in "tracked up" the clean floor. No matter how often she mopped it up there were always muddy footprints to hide the beautiful design. She ransacked her brain for some way to stop people from coming in with dirty feet, and finally hit upon a plan. She bought a doormat, and got a show card painted by a neighboring painter bearing this short but business-like legend: "Clean Your Feet." The days went on and she found her trade perceptibly falling off. The boys who had bought candy and oranges looked askance at the sign and passed on. She waited patiently, but she continued to lose money. One day the son of her former employer happened in, and she told him about her trade falling off for no reason that she knew of and asked his advice.

"Well, Mary," said he, "I know exactly what's the matter, and if you'll let me I'll put up a card that will bring back your trade."

The young fellow went away, and in half an hour appeared with another card upon which was printed "All a Mistake Boys. You Don't Need to Wipe Your Feet."

The mistress of the store objected a little at first, but finally consented to have the old card replaced by this new one. After a few days her trade began to come back, and she was soon on excellent terms with the boys. She also noticed that since she took the sign down the boys were always careful to wipe their feet before coming into the store.

The poster girl's face looked pinched and drawn.

But it isn't, I guess your heart! Who'd pinch a daisy as thin as she? And drawn, of course, she may not be. There being no drawing in modern art! — Detroit Journal.

James A. Muldoon, the well known bill poster, has his several large boards in order again about the city, and will add several newly painted business adv. to the top during the week.

A New St. Louis Enterprise.

The W. F. Williamson Display Advertising Company have secured the bill boards formerly controlled by the American Advertising and Bill Posting Company, the Huest-Stout Advertising Company and the City Bill Posting Company. These bill boards, together with the Williamson Bulletins, have been rebuilt, and two companies organized, known as the Merchants' Bill Posting Company and the W. F. Williamson St. Louis Sign Service. Mr. Williamson will, as heretofore, have entire control over the business, which will do a general display advertising business, including bill posting, distributing and bulletin sign painting. Mr. Williamson stated that it was his intention to give the St. Louis advertisers a better service than has existed in the bill posting and bulletin line, and by a company that was strictly a St. Louis industry. The Williamson Company have always done the largest part of the business in St. Louis in this line, not only on account of being a St. Louis concern, but having a corps of artists that thoroughly understand every branch of the business. — St. Louis Post Dispatch.

We clip the following from the Bangor (Me.) News:

At Fulton, N. Y., William Cook has succeeded in purchasing the bill posting plant of Joe Wallace, and now has exclusive right to post and distribute in that locality, also in Phoenix, Minnetonka and Hannibal.

Chas. K. Hagar, of the St. Louis Bill Posting Company encloses us seven votes for Geo. M. Leonard, remarking that in his estimation Mr. Leonard is the man of all men to undertake the mission.

Some cuts recently sent us by the Wilshire Posting Company were on too large a scale for our column, and a long list of the paper they were carrying is crowded out of this issue.

The Breslauer Bill Posting Company covers Minneapolis and half of the Interurban line to St. Paul. Mr. Scott, of St. Paul, covers the other half and St. Paul.

J. E. Williams, of the Gunning Company, of Chicago, sends us fifteen votes for P. F. Schaefer. Geo. M. Shearer, of Minneapolis, gives Mr. Schaefer fifty-one votes, and the members of the International Bill Posting Association are all working like beavers for the genial Chicago gentleman.

The bill posting license at Harrisburg, Pa., is but \$10 per year.

Isaac Monk seems to have his strongest following in Illinois. Scarcely a mail goes by but what brings him votes from that section.



JOHN M. EVANS.

John M. Evans, manager Eastern Ohio District Bureau, has a record of twenty-six years in the one establishment, and has fifteen years' experience as manager of their distribution once or twice a year. He made quite a record as a solicitor, selling as much as \$350 of groceries in one day from house to house. Knows the county like a book, also knows the value of result reaching work, and is building quite a reputation as a hustler. Has the confidence of all the druggists wherever he comes in contact with, and always believes in making friends. Has the best of references from the leading merchants and bankers of his city. He had to quit the store owing to poor health, doctors advising outdoors. Anyone that will send him matter for distribution can rely that it will be done as ordered, even if he has to lose money in doing it. He is a member of the I. A. D.



The Albany Times-Union, speaking of aluminography, says:

Under the title of Aluminography, a new medium has been introduced in surface printing which promises to be not only far-reaching in its effects, but which is destined in the not distant future to effect a complete revolution in the various branches of the art preservative of all arts."

The discovery of the properties of the lithographic stone a century ago by Aloys Senefelder marked a decided advance in the art and developed a process of printing which was capable of the finest and most artistic work. The unwieldy character of the material used and the necessarily slow and tedious nature of the process constituted, however, a serious obstacle to its general application and the field of its operation was, therefore, confined to the narrowest of limits.

It is unnecessary to enter into minute details as to the far-reaching consequences of the radical change already foreshadowed in this important industry. It is enough to say that through the instrumentality of this discovery, aluminography is, we repeat, certain finally to embrace the domain now occupied by relief printing and the finest impressions of the lithographic stone will be surpassed not only in the excellence of the work, but in the multiplicity of the products by the new process of surface printing.

As the aggregate yearly value of the output of the printing trade of the United States is, according to the last census of the industrial products of the country, nearly three hundred millions of dollars, and as the new process is adapted to all kinds of printing, an approximate idea of its actual value may be formed in its application to this great industry. In brief, the discovery of the valuable properties of the new metal has rendered absolutely practicable the production of the highest and most artistic effects of the lithographic art, or surface printing, by the application of the most rapid and economic methods. It is in this the great value and superiority of the aluminum plate over the lithographic stone consists. In lightness, it is one to one hundred compared with the stone, which is

heavy, rigid, difficult, on account of its great weight, of manipulation; in the case of the larger plates, its cost varies from one-fifth to one-eighth that of the stone, according to the area of the printing surface; in the matter of speed, while the product of the stone rarely exceeds six or seven thousand impressions a day, the product of the aluminum plate ranges from twelve to twenty, and thirty thousand, and even higher will doubtless be attained hereafter by the more rapid operations of improved printing mechanisms.

All of which and a great deal more that we do not copy is just pure "tommy rot."

There never has been found a substitute for lithographic stone and there never will be. Some fair results have been obtained from aluminum, but whenever they were at all to be compared with prints from the real stone they cost a good deal more to produce. Aluminum may prove a shade better than zinc, but we doubt it.

The Central City show Printing Company, of Jackson, Mich., has unionized.



BILL POSTING REASONS

REASON No. 1 why you should employ our service. Because we live in a city of 75,000 population, and can guarantee results.

REASON No. 2 why our service bring results. Because we employ only sober, honest men, and fulfill our contracts to the letter.

Wilmington Bill Posting Co.

Office, GRAND OPERA HOUSE.

WILMINGTON, DEL.



A SAN FRANCISCO BEAUTY.

One of Siebe and Green's, on Market, Street.



Minneapolis, Minn., April 13, 1898.

"The Billboard."

Gentlemen—Enclosed find fifty-one votes for P. F. Schaefer, Chicago, for the ambassador to England to represent the bill posters of the United States.

I hope the members of the association will take an interest in the voting contest and see that P. F. Schaefer goes to England, as if he is made the popular choice it will help the association, as everything of that kind will. Yours truly, GEO. J. SHERER.

Redbank, N. J., April 9, 1898.

Editor "Billboard."

Dear Sir—This being my first letter to "The Billboard," I wish to inform you how the big medical men advertise Redbank.

Dr. Miles, of Elkhart, Ind., had distributing done here in January. I do not know whether men or boys did the distributing. The large circulars were thrown broadcast from one side of the street to the other and in yards. I know a young man here who kept a store at that time, and he got about two dozen to use in wrapping groceries, etc. The distributing was miserably done. Since then H. E. Backlin & Co. had advertising done here, advertising Dr. King's New Discovery and Bucklen's Arnica Salve. The work was done well, as far as I could learn, but one colored fellow had a few samples, selling them at ten cents each. I do not know where he got them, but he had them.

A few days ago, I saw two little boys with their small express wagon full of little booklets advertising remedies of Dr. Williams Medical Company, of Schenectady, N. Y. Bergen & Mossier, druggists, had their names stamped on all of them, and the boys were giving them away in lots of from two to ten, and losing them, too, as they ran along the street.

Grain-O has been advertised here also by placing samples in the grocery stores for customers to get. I got over a dozen myself. I asked the clerk for one, and he gave me a handful. I know people here who go from store to store and get samples wherever they are kept. They say that they like Grain-O, but will not buy any as long as they can get so many sample packages free.

I do not see why advertisers advertise in this way, but this is the way most of them advertise in Redbank.

Wishing "The Billboard" every success, I am yours truly, L. O. SUMMERSETT, Manager United Dist. and Bill Posting Co.

P. S.—I like "The Billboard" better than any other paper I have ever read. Omsha, Neb., March 14, 1898.

Mr. W. H. Steinhilber, Cincinnati, O.

Dear Sir—Having gotten into my mind that at the coming I. A. of D. Convention next July an effort will be made to agree or settle upon a schedule of prices for distributing advertising matter, I beg leave to call your attention to the enclosed clipping which I found in the last number of the Omaha Daily Bee:

"Many cities are hilly, but Duluth is the peer of them all in this respect," said W. S. Reed. "The city is built on the side of an enormous bluff, which rises almost perpendicularly out of the lake. The houses set in their little niches in the bluff look like they had been dropped there and were held in place by the dirt made when they lodged. A level place for a building site has to be blasted out of the solid rock which constitutes the bluff. Although it is very hard work to get around in Duluth, one feels repaid for the climbing when looking about the surrounding country, which is so plainly in view from all parts of the city, and particularly when watching the vessels that abound on the lake."

The end I have in view is that you may remember, when the matter is before the convention, to warn the members against making the rules so firmly ironbound that there will be no discrimination in favor of distributors who work these places that are so "hilly" that they require much more time and strain of men and teams than level, compactly built places like Chicago.

Distributors in such hilly, uneven places should be free to charge such a price as will leave them as fair a profit as those who have the level places.

Omaha and Council Bluffs are hard places to work. Galena, Ill., is another "hilly" place. In all of these places many houses can be reached only by climbing long flights of stairs, then walking several feet to the house. There, also, houses are in many cases scattered, and much time and tramping is required to supply each house with a paper. Those who take jobs at the cheap rates soon find that they can not do honest work at any profit, so they waste the paper in the easy sections, leaving the suburbs and hard places unsupplied.

After watching Mr. Fischer's distributing for ten years, noting how wearisome he finds the work, comparing small profit with the expenses in the form of wear and tear to his team, etc., I am forced to say that instead of working cheaper he should rather ask more.

Often after a hard day's work he will say: "We have done a big day's work, but it will hardly pay expenses, being in the suburbs." Only this evening he made that remark, and now while I write he is sitting by the table trying to sleep in his chair, unconscious that I am "telling tales out of school."

But while the suburbs of the "hilly" places are the hardest to distribute, they are in the case of patent medicines, at any rate, the most likely to be profitable to the advertisers, because the suburban people can't call a doctor so quickly as those in the city proper, nor so cheaply, consequently they are more likely to try the medicines repre-

sented by the ads.

As distributors can not work for the mere glory of helping the advertisers, but must have a fair margin of profit in justice to both themselves and their families, I have felt compelled to lay this matter thus plainly before you, believing that no one has the interest of the distributor more closely at heart than you.

Mr. Fischer greatly enjoys his correspondence with you, admires your push-ahead way of managing your work, and the I. A. of D. and rejoices at your success with both matters. Rest assured that I appreciate the "honorary" favor you propose to secure for him next July.

If at the close of the convention in Chicago you find it convenient to come here and take in the Trans-Mississippi Exposition, I shall be pleased to entertain you as my husband's valued friend. I remain sincerely, ANJIE FULLER FISCHER.

P. S.—To be more explicit about Mr. Fischer's experience in this last job of distributing, he adds to his remark about doing a fair day's work, "We covered territory four by six miles square, and only put out 1,450 papers, and could not have put out more than 900 if it had not been for the team. I did not make enough to pay the men's wages, and nothing for my own or the team's time."

With such an experience every time he puts out a job of samples, you can see at a glance that he must have a fair price to begin with, or literally give his labor and time to the advertisers.

But with a fair price to begin with, he can make up in the easier parts of the city what is lost in canvassing the hard parts, and so make a just distribution. A. F. F.

Billboard Pub. Co., Cincinnati:

Hurrah for Brother Ramsey! Please credit him with the votes of our firm and of J. E. Campos.

We received the April "Billboard" yesterday. Will send you for May ad. in few days.

Please state in next issue that we withdrew our application to the International Bill Posters' Association on being admitted to the A. B. P. A. Also, that we have recently arranged with Mr. J. E. Campos, the I. A. of D. member in this city, that all distributing contracted by us will be put under his direction and supervision. Mr. Campos has removed from 39 Dayton street, and will hereafter be found at our office B Congress street E. We are most desirably located, being in the business center, and only a few steps from the famous Pulaski House, which is the popular hotel with commercial men and agents. Respectfully, Bernard and Anderson.

Troy, N. Y., April 3, 1898.

Billboard Publishing Co., Cincinnati, O.

Gentlemen—I have only been a subscriber a few months, but wish I had found your paper before.

Will you kindly change my address on your list, as I am going to Kingston to open a sign shop in that town about April 12, with bulletin board and bill posting combined. H. B. MARKS.

Eastport, Me., March 29, 1898.

Editor "The Billboard."

Gentlemen—Last May Mr. Arthur Gore, representing Lidenberg Co. Cigars, of New York, sent me paper to post on my boards. The work was promptly done in a satisfactory manner, and bill forwarded. I have never received the amount of my bill, which was \$17.50.

I have tried all ways and means in my power to collect. I have repeatedly written to Lidenberg & Co., and they give me no satisfaction. Here is a sample letter:

"If you have any claim, it is against Arthur Gore, and not us, and we do not wish to be bothered any further with such letters."

This Arthur Gore's address is corner Weybasset and Page street, Providence, R. I.

I wish you would expose this Lidenberg & Co., as they are cheats, and I want to warn all my brothers in the craft to have nothing whatever to do with them. Post none of their work, as they will never pay a bill poster if they can beat him out of his honest money.

I have no spring contracts as yet, but have had inquiries from four parties. I think the war scare must be the cause.

Yours truly, James Muldon, City Bill Poster.

The Billboard Publishing Co., Cincinnati, O.

Gentlemen—Enclosed find fifty cents, for which please keep sending me the "Billboard" for the next six months, as I think it is worth more than all others to any person doing a distributing business, even in such an isolated district as this.

I heartily endorse all that Reid says of the scale of prices. There should be no fixed scale, for in such districts as this, it ought to be at least two or three times as much as in closer settled districts.

Don't forget to confine my paper for six months, commencing with the May issue, and oblige, Yours, etc., JOHN V. FISHER.

Shelbyville, Ind., April 14, 1898.

Editor "The Billboard."

I was highly pleased to read Bro. Huested's letter in your last issue. There is an all-right fellow, and he is going to get there with both feet. Long may he wave.

I enjoy greatly reading letters from the craft, but am not much of a hand to write them myself.

Since my last report to you we have done the following work: Opera house work, Vogle's "Darkest America," "On the Yukon," "McCarty's Mishaps" (two nights), Davis U. T. C. Co., Berwells Fairies, Hennessey Le Royles, "Other Peoples' Money," John Griffiths' "Faust" and Beech and Bowers Minstrels. We have also posted eight-sheet stands for Foley's Honey of Tar, two-sheet stands for Grain-O, National Collect-

ing Agency, eight-sheet stands of American Tobacco Co., "Dukes Mixture," and eight-sheet stands for Monarch Bicycle. We have made distributions for Kilmier Co., South Bend, Dr. Schoop, Kondons Catarrh Jelly, Chase Medicine Co., Palmer's Celery Compound, Dr. Burkhardt, Miles' Nervine, Lydia E. Pinkham and Brant Co., Mich.

Considering our fine plant, bill posting is not as forward as it should be at this time of the year. Sam Hoke's idea of how bill boards should be erected in a recent issue, has the practical ring to it, as is endorsed by your Uncle Tom, but we would like for Sam to be a little more practical, and send more posting this way. Yours, CHAFFEE.

Springfield, O., April 18

Billboard Publishing Co., Cincinnati, O.

Gentlemen—Enclosed you will please find coupon for one vote for my old friend Geo. M. Leonard, of Grand Rapids, Mich. I am sorry I did not think of it sooner, and put in a number for George. I really think he is the best man we could send to represent the bill posters of America. He is a cool, level-headed man. He is one of the oldest bill posters in the country. He knows the business from start to finish, and he is an all-round, up-to-date bill poster, and a royal good fellow, socially.

I, for one, should like to see him the winner of the contest, and if he is the one to represent us across the water, I am certain of one thing, no one who had voted for him would be sorry he had. Yours, H. H. TYNER.

Editor "The Billboard."

Sickness has compelled us to lay aside our pen for some months, but we are on the mend and ready for business again.

"The Billboard" is brim full of good things from cover to cover, and we eagerly look for each number.

The distributing business has been fairly good. Among the firms who have done distributing the past months are Wool Soap and Madame Yale. This was the poorest distributing we ever saw done in Omaha. Children had their hands and pockets full of the picture cards of Wool Soap, and they were stuck into every crevice that could be found. We counted twenty-five on one telephone post.

Madame Yale's books were put out by a department store, drug department, and thrown everywhere, not even church doors being exempt. The Celluloid Starch Company put out a large amount of samples.

Phil: Pills Co., Miles Nervine Co., Hood, Chattanooga Almanacs, Biquantyne Remedy Co., Dr. Morse's Almanacs, Dr. Joyner & Sons Almanacs, Lydia Pinkham and a local company are being put out together now. The Morse Almanac was poorly done.

The Dr. Chase Company, of Philadelphia, are now distributing, and are having a fine pile of work done, both in Omaha and Council Bluffs.

The Miles Nervine Agent is using the local distributor, as we saw four hand on one street yesterday, but fully one-third of the houses in the north-east and south-east parts of the city are not visited, apparently owing to lack of system and the ignorance of the distributors.

The Peruna Company are reported as having done a lot of distributing in February—three to a coal shed.

That the fools are not all dead, and that frauds continue to reap a rich harvest, is evident from the advertisements that appear in our Sunday papers.

Ten dollars and twenty dollars (per M) are offered by Chicago parties for vehicle distributors, and they only ask ten cents and a stamp for posting to us.

That \$10 and \$20 would be a very acceptable price to all poorly paid distributors, but none in ours, thanks. We do not bite so easily.

"Responsible Distributors" \$10 per 1000. Send ten cents for particulars, contract and samples. Crescent Co., 143 Montana street, Chicago.

"Reliable man to tack up advertising signs, \$12.50 weekly, steady work, send 10 cents for postage, samples, etc. Young Medicine Co., 2429 North Colorado street, Philadelphia, Pa."

The above two ads. appear in the Omsha Bee for March 29th. None of our wholesale druggists ever heard of the Young Medicine Co.

The bill boards are full of all kinds of posters, and the bill posters are evidently reaping a harvest, while Gunning, the only Gunning, is covering the vacant lots with bulletin boards. Where, oh where, is Sam W. Hoke?

Who is W. D. Redington? He wants us to part with our shakels, that we may be honored by having our names in his directory. Thanks, W. D., but we will hold on to them until we know who you are.

Some inquiries have been made as to the whereabouts of the Nebraska Distributing Agency. All such parties are referred to Waters, the agent of the G. G. Greene Co., or to the Mitchell Plash Co., or the Lydia Pinkham Co. AJAX.

Danville, Va.

Editor "Billboard."

Dear Sir—You will please note in the columns of your valuable journal the facts and circumstances regarding the treatment towards us (Messrs. R. T. Morris Son Manufacturing Company, Durham, N. C.) by J. H. West, the bill poster in Greensboro, N. C., a town of only 10,000 population, in which this man seems to hold an absolute monarchy. It is my desire to show him up to the world for the protection of advertisers.

To begin with, which was due to me not being posted in bill posting, he charged me for posting two-sheet posters when my work is only a one sheet, and six cents for a two weeks' showing, at that.

This is robbery No. 1.

He put my work in benches in alleys and side streets, when my agreement was that

should be scattered in prominent places.

This is robbery No. 2. To end with, he covered three-fourths of my work in ten days.

This is robbery No. 3.

Please show this man up. Very truly yours, T. G. TITTLE, Editor "Billboard."

I wish for the benefit and protection of all who advertise in the way of bill posting to give you an idea of what may be expected in High Point, N. C.

It seems the very same man, West, of Greensboro, N. C., who did me to a lynch there, claims to own the business in this town, but another put in his claim there by the name of Coke Smith. I gave him twenty-five posters of place in scattered places. I found to my dismay and disgust that he had tacked twenty of them in one bunch, and the other five I failed to find at all. Beware of west, of Greensboro, and Smith, of High Point, N. C. T. O. TITTLE, Adv. Agt.

Dayton, O., April 11, 1898.

Editor of "The Billboard," Cincinnati, O.:

Dear Sir—I have been distributing for the past four years in Dayton, and have only received two complaints from advertisers, and these advertisers were new in our city, as previous to my advertising their goods they had seldom been heard of. On both occasions the advertiser complained that there were positively no results whatever, and charged me with having wasted the matter entrusted to me. I knew positively that the matter was honestly distributed, as I personally conducted the distributing, and knew that not a piece was wasted. I was astonished and chagrined upon receipt of the complaint, and immediately went to work to investigate the matter. When I found on both occasions that the goods were only to be had at a very few drug stores, two or three dealers were the only ones who had the goods. The jobbers here are not up-to-date, in fact, they do not carry a full line of goods, and are very slow in stocking new goods, and as the retail dealers had trouble getting the goods, the advertising only created a demand that could not be supplied. And, as one dealer informed me, he did not want to lose a sale, he sold other goods that were recommended to cure the same trouble. Thus you see one firm's advertising was selling another firm's goods. Where fault was? Was it mine or the advertiser in question? Much better results would be obtained if the goods were on sale at all or a majority of the dealers before the distribution is commenced. I do not guarantee that my distributing will compel dealers, whether wholesale or retail, to immediately stock the goods advertised. I can only guarantee my service, and do guarantee that all advertising matter placed with me will have my personal attention, and by keeping everlastingly at it is bound to bring good results. But some advertisers are like some distributors, they advertise once and expect to get a car load of business. JAMES B. MCCONNOR.

Dayton, O.

Newark, N. J., April 21, 1898.

Editor of "Billboard," Cincinnati, O.

Dear Sir—We have purchased the entire interest of A. H. Simonds in Elizabeth and Elizabethport and the surrounding towns, of which there are some twenty-five, with a population from 1,500 to 16,000, making a total of some 100,000. We will remodel and add to this plant until it is second to none in size of territory covered. Mr. Simonds goes to Trenton as manager of the Theater and City Bill Poster, so very soon advertisers will be able to get satisfactory service there. Our business seems to be gaining all the time in all three branches (posting, painting and distributing). We have, I think, had the largest posting contract from Hahn & Co. ever given out by any dry goods and department store, viz., 18,500 sheets, so arranged as to be made up from a three-sheet to a forty-sheet stand. This certainly gives a swell display.

With the same firm we have a very extensive sign contract covering a large territory. Several of the signs are 128 feet long by 36 feet high, taking over 7,000 feet of lumber. They are cut out in the shape of a comet and painted to represent one. They are a great add and attract much attention.

Glad to see the I. A. of D. coming to the front so fast. This is a winner, as it deserves to be. Trusting that all is well, and Spain will be whipped quick, beg to remain yours truly, E. M. SLOCUM, Newark Bill Posting Company.

Rochester, N. Y., April 20, 1898.

Editor "The Billboard," Cincinnati, O.

Dear Sir—This being the first time I have ever sent a communication to your valuable paper, I hope it may not find its way to the dreaded waste basket. Business seems to be picking up in this section of the country. The following firms have distributed advertising matter in this city during the past two weeks: Emerson Drug Company, booklets; Dunham Manufacturing Company, samples of cocoanut; Lydia Pinkham Medicine Company, booklets; and Sterling Remedy Company, samples of cereals. A short time ago I made an agreement with the Sterling Remedy Company to do their work here, but they gave it to some one else, who, in turn, hired a man to throw them on stoops, and the children gathered all they could find, at least this was done on the street where I reside. Still another instance were the booklets of the Lydia Pinkham Medicine Company, two on every stoop in most sections the children and don't seem to do any good as very much harm to report such work, and everybody has troubles of their own. I have distributed 35,000 pamphlets for the Miles Medical Company, 20,000 almanacs for Lyman Brown and still more coming. With best wishes, I am yours truly, J. EDW. STROYER.



No. 1. 16-Sheet.

A Large Assortment of Beer Posters.

The ten cuts on this and the following pages are made from the sketches submitted. The one marked No. 10 was finally selected, and the posters are now being put out.

Up-To-Date Poster Talks.

Poster advertising is a necessary feature of modern commerce.

If your posters fail of their purpose, blame it on the poster; do not blame it on the bill-poster.

Yet, your poster may be a commercial success in execution, and a total failure in adaptation. If it is, you have made the mistake. Had you selected a professional poster, your success would have been complete, and the purpose of the poster carried out.

Thorough poster advertising is both expensive and consequential. It is advertising that should never be done by

halves. Thousands of dollars have been paid to lithographing houses for posters that, although brilliant examples of the pictorial art of advertising, were as dodgers floating in the gutters. Why? The advertiser made the mistake of placing his trust with wildcat bill-posters, whose only privilege was their gull; whose claims to legitimate bill-postering were nil; whose only aim was to squeeze out a few dollars for work that had better been left undone.

Therefore I say: Fight shy of the fakir in the bill-poster business. His only claim to existence is that the American people will be humbugged. He lives upon the gullibility of the American advertiser who has not learned to be wise.

In conversation with a whisky distiller, I elicited the following facts: Since the bottling-in-bond law went into effect, distillers have obtained a positive advantage over under-proof and other compounded or counterfeited bottlings. The Government stamp guarantees the distiller's bottlings to be pure and up to the legal proof under all conditions. To acquaint the

public with this package, the poster offers superior advantages. The most convincing newspaper ad, would not have so frappant an effect upon the public eye; neither would any other form of advertising, save the package itself. And every wide-awake distiller at once adopted the poster to protect his rights, and to proclaim the merits of his goods. I say, every wide-awake distiller. These may be numbered by the score. Yet there are a hundred or two of distillers who now bottle, or will bottle, in bond. Every one of those ought to resort to poster-advertising. The issue is too important to be dealt with in a niggardly fashion. The distillers have been fighting to obtain this Governmental protection for years. Now, since securing it, they ought to adopt the most feasible means by which to convince the public that the whisky they bottle in bond is the only simon-pure article. To accomplish this within the shortest possible time, and to accomplish it wholly, the "speaking" poster is the most serviceable medium.

The liquor trade, as a whole, is so prodigal of occult advertising features

that mean business, that the advertising philosopher often wonders why the owners of these features are so blind to their opportunities. Here's an instance in point: A Sandusky (O.) manufacturer of a domestic champagne vainly sought to popularize his product. True, he advertised in the newspaper press. But it was only a cold, sober ad. When putting out this wine, the manufacture adopted a package so original and artistic in idea, that all other champagne packages, foreign and domestic, faded into insignificance. On this package he would build his fortune, knowing its contents would stand on its own merit. But the public was mighty slow of appreciation. One day the disconsolate manufacturer passed through the streets of a metropolis, and presently his attention was attracted to a poster exhibiting the intrinsic and extrinsic merits of Cook's Imperial. The sight fostered a thought, and the thought the action. Within a fortnight the manufacturer's product was posterized in all the cities in which it was sold. The result was as magic. The demand for his product multiplied in an astonishing fashion, and much of it was



No. 2. 5-sheet.



No. 3. 8-Sheet.

The reproductions of sketches for beer posters that appear in this issue are an object lesson to bill-posters who grumble over the agent's commission.

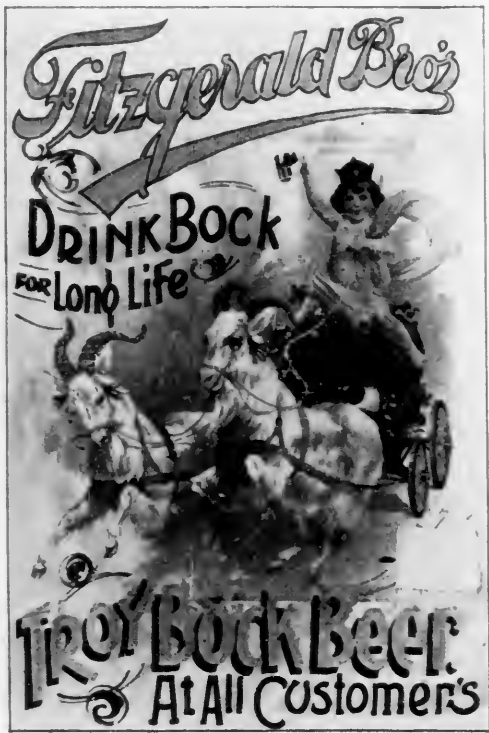
They represent an enormous outlay not only in cash, but in brain-sweat. Mr. Sam W. Hoke who evolved them is entitled to much credit for his pluck and persistence. He made sketch after sketch and "rip" after "rip" until he finally pleased his clients and got them on the boards.

The bill-poster who grumbles over allowing him a commission under these circumstances is a very narrow, short-sighted and selfish person.

Mr. Hoke has taken this firm out of probations and given us business to the bill-posters of the country. He deserves the thanks and the undivided support of the bill-posters for that reason.



No. 4. 12-Sheet.



No. 5. 8-Sheet.



No. 6. 12-Sheet.

spontaneous. This man is to-day the most enthusiastic poster advocate within my scope of acquaintances. And he says when he dies, a poster will announce the event.

Now, for a wade among cigar manufacturers. Every owner of an illustrious brand of cigars has at some time or other been a poster advertiser. This field is still more prolific than the liquor industry. Most of the American brands of cigars are dedicated to some historic celebrity, or locality, or Americanism. They often trade on these attributes. Take, for instance, the many brands which derived their names from histrionic celebrities—those you have noted time and again on theatrical posters. Wasn't it a smart idea of the cigar manufacturer to resort to poster advertising? Wasn't it the only idea that could suggest itself under such conditions? And wasn't it the only thing he could do in order to perpetuate the character of a label and trademark, whose future was based, neither essentially nor morally, on the merit of the merchandise it represented, but on the publicity pre-assured by those

very theatrical posters? The cigar may be ever so meritorious; the package ever so attractive; the label ever so artistic; it will all avail but little if you are intent that the name or package should advertise the cigar. You may resort to pictorial, magazine, or newspaper advertising; but no engraving will have so pleasing an effect upon the public eye as the color litho, designed by a clever artist, harmoniously executed and posted by a legitimate poster.

Then in the tobacco industry. For years the only "outside" advertising the tobacco manufacturer indulged in, was a painted wall or fence sign. But this mode became obsolete in these days of jaded tastes and palates. The modern wants a change, and the oftener he can get it, the better he is pleased. The painted wall sign thus became a nuisance in his eyes, and he came to pass it unnoticed. This phenomenon introduced the poster to the tobacco manufacturer. Though slow in appreciating its merits, he has already furnished a representative quota of recruits to the poster advertising merchants' brigade. The Amer-

ican Tobacco Co., whose personnel is made up of the business men obtainable, now, as ever, carry poster advertising on their banner.

J. B. Rindfleisch.

O. P. McCarty, G. P. A. of the B. and O. S. W. R. R., at Cincinnati, has just issued a very handsome new folder. He calls it the "Whitehall Terminal Folder." It is all right, but the name should have been South Ferry Terminal, for its chief mission is to show the B. & O. Railroad's new entrance into New York.

"Whitehall Terminal" is the most convenient station to all parts of New York City and Brooklyn. This terminal is at South Ferry, east of the Battery, and from it, under the same roof, direct connections are made with trains of the Second, Third, Sixth and Ninth Avenue Elevated Roads, Broadway, Columbus and Lexington Avenue Cable Lines, East and West Side belt of horse cars, South Ferry, Staten Island Ferry, Hamilton Avenue and Thirty-ninth (Brooklyn) Ferry. This terminal gives the B. & O. S. W. passengers to New York unequalled advantages.

The folder demonstrates these advantages so clearly as to render them apparent to the dullest mind.

As a clear, forcible, convincing advertisement this folder excels any we have ever seen.

E. L. MARTLING
Of Wichita, Kas.

We have pleasure in presenting the portrait of E. L. Martling, of Wichita, Kan. Mr. Martling is one of the new school of American bill posters and a hustler in all the term implies. He was born in St. Louis, Mo., in October, 1863, and is, therefore, thirty-four years of age. His career has been an eventful one. He has had a varied experience in advertising, having been a worker of "scheme" advertising from 1885 to 1887, when he made his debut in the bill posting business. His first attempt was at Atchison, Kan., in conjunction with the management of the Price Opera House. He operated at Atchison with considerable success for five years, when he removed to Lincoln, Neb., and took the Funk Opera House.

He went to Wichita in August, 1895, and has remained there without interruption since, dividing his attention between the opera house and the bill boards.

Mr. Martling has improved Wichita's bill boards greatly since his advent. He has added 500 feet, and now boasts of 1,600 feet of as good boards as can be found in the West.

Mr. Martling was one of the earliest subscribers "The Billboard" acquired. The list was not very large at the time he sent in his first dollar. We can remember every one of them, and we have a warm place in our hearts for all of them.



No. 7. 12-Sheet.



No. 8. 12-Sheet.

PROWLING PRUDES.

Prurient Preachers and Spouting Spinsters Who Object to the Nude in Art.

"God created man in His own image, the image of God created He him, male and female created He him." Genesis 1:27

Boston, Mass., April 19.—A wave of moral indignation has struck the local Board of Aldermen, and the theatrical managers of the city have been ordered to tone down their representations of women in tights and skirts. To make sure that they do so they have been ordered to submit hereafter all posters on which figures of women appear to the H. C. C. committee of the board.

The board does not agree on what constitutes a proper poster, one of the members holding that no picture should show ballet girls in leotards, that black is the proper color. But the managers do not see how they can supply black paper at this time, so this part of the rule is in abeyance temporarily.

The agitation which resulted in this rule was started by Mayor Perry, of Somerville, and his protests aroused the Watch and Ward Society and the Woman's Christian Temperance Union.

Posters Ordered to Be Removed.

County Commissioner Preston Regel, of Lower Saxon, is a friend of the newspapers. He believes that the newspapers are the proper medium for advertising. On Saturday he gave orders to M. W. Snyder, caretaker of the Lehigh bridge, not to allow any more advertising on the bridge and to remove all the posters. Thousands of these were torn off the bridge and thrown into the river. A notice forbidding any more posting of bills has been posted. And that is the only advertising that will allow on the bridge. —South Bethlehem Patriot Star.

"Yellow" Journalism.

The Executive Committee of the Young People's Societies in Baltimore, will soon take action, its officers say, as to pictures displayed on bill boards in this city by a New York yellow paper. Mr. W. U. Atwood, President of the League, said today that the pictures were displayed on prominent places about the city.

The picture referred to is a representation of Fortuna's great work, "Selecting the Model," recently sold in New York.

It pretends to be some sort of an art souvenir," Mr. Atwood said today. "The New York yellow journals publish enough untruth and indecency every day they come to Baltimore to satisfy the most depraved and there is no need for displaying this latest triumph of yellow journalism before the boys and girls of Baltimore. We shall see what can be done about it." —Baltimore Sun.

In Dover, N. H., it is understood that a war is to be waged against the public display of "low" show bills in this city. The attention of Mayor C. A. Fairbanks was called to this matter last evening by a well-known local pastor who has the moral welfare of the young at heart. The Mayor promised to look carefully into the matter and ascertain what could be done to remedy the alleged evil.

Indecent Posters.

One of the interesting papers at the City Council meeting Wednesday evening was Mayor Perry's communication regarding indecent theater posters on the bill boards. The communication, which was referred to the Committee on Ordinances, was worded as follows:

"It becomes my duty to call your attention to the indecent character of some of the theater posters which have been displayed of late along the streets and in the public squares of this city, and to suggest that steps be taken to prevent future exhibitions of a similar nature. On several occasions during the last few months I have seen on bill boards in various parts of the city, and in favorable avants, and in a few sections of the city advertising placards of the most disgusting character. These posters serve no worthy purpose. They are a blot every canon of good taste, and tend to injure the minds of the young.

I have spent many pleasant hours at the theater, and have no desire to do so with any legitimate method of advertising, when the managers of our playhouses adopt, but it seems wholly unnecessary and improper to deface our streets and public squares with pictures which are stages of only of nastiness. In many cases the scenery of the placard is enhanced by inscriptions and mottoes of vulgar import.

I am not disposed to make any attack upon the portrayal of the nude or partially nude human body in proper places and under suitable conditions. On the contrary, I have a high admiration of those masterpieces of art exhibited in our great metropolitan galleries, which reveal in marble and on canvas, the matchless grace and beauty of the human form. But the tasteless and colored caricatures of the female body, as displayed on some of the bill boards of this city, offend the public eye and are a disgrace to our city. In the name of American feeling but obscenity and appeal only to prurient tastes. In the name of American womanhood which is insulted by such indecent exhibitions, and in behalf of our boys and girls, who are entitled to moral protection at our hands, I ask for such legislation by your honorable body as shall prevent further public displays of these shame-provoking pictures.

"This very week I have received a letter from one of our leading clergymen, earnestly protesting against these obscene placards and I am sure that right-minded people throughout the city will approve of prompt and decisive action on your part.

Permit me to recommend that the Committee on Ordinances be requested to report an ordinance to be drafted under the direction of the City Solicitor, providing for a reasonable censorship of placards and posters, and affixing penalties for its violation. It is my belief that such legislation is demanded, and the Solicitor may be able to suggest some other course of procedure which will mitigate a rapidly growing evil in our city.

Let it be distinctly understood that my structures relate to comparatively few of the placards displayed upon public bill boards. Most of the posters are, in my opinion, reasonably free from objection.

I should not trouble your honorable boards with this matter if it were not that the provisions of the general law, relative to the printing and publishing of obscene and indecent pictures, do not afford a speedy and certain remedy for abuses of the nature herein mentioned. —Somerville (Mass.) Journal.



No. 10. 12-Sheet.

The sensitiveness of some people on some matters reaches to a peculiar degree. There is a set of reformers in Pawtucket, R. I., who have been making war on who they call indecent posters displayed by some theatrical companies. The Y. M. C. A. of the place had arranged for a free entertainment last Sunday, to be given by a South African family. Posters announcing the entertainment were displayed about the city, and on them some of the family were shown in native dress. This was too scanty to meet the approval of the poster reformers, and they immediately declared that the posters must come down. They carried the matter to the police, and the posters were torn down. Their firmness in opposing such a display by a religious organization is commended in some quarters, but we have to doubt that most of those reformers have in their libraries books of travel by Livingstone, Stanley, Astor, Mrs. French Sheldon or other African travelers in which the natives are shown in as scanty costumes as they were on the bill board Montpelier Angus.

PAWTUCKET, R. I.—The crusade against objectionable posters has been carried on the past week in a vigorous manner, and among the results have been the discharge of one police officer and the transfer of several others for not reporting such posters found upon their respective beats.

This afternoon Assistant Secretary Weaver and another officer of the Y. M. C. A., acting upon the suggestion of the chief of police, made a tour of the city and tore down objectionable sheets. The matter assumed a turbulent phase tonight, when, during the performance at the opera house, the legs of the piano and all chairs on the stage were covered the fact being brought promptly to the attention of the audience. —Pawtucket Press.

The Police Board will earn the gratitude of every good citizen for putting a stop to the posting of obscene or suggestive show bills in this city. It is a matter that requires careful supervision, inasmuch as objectionable bills are not uncommon. Chief of Police will be the judge in future, and he will be blamed for anything approaching leniency that may appear upon the bill boards. In this all theaters should be warned alike, so that in a short time the objectionable placards will learn that it is not a waste of money to get out show bills of a doubtful character. —Lowell (Mass.) Sun.

Efforts will be made during the present session of the Legislature to enact a law against rural advertising. These efforts deserve success. The defacement of natural scenery by mercenary persons ought to be stopped. There is no earthly reason why the esthetic sense of the people should be outraged by a few individuals in the Commonwealth who place their own monetary gain above the love of the beautiful which is in the hearts of their fellow men. Some of the most delightful scenery in the State is thus desecrated, and it is high time, in the interest of the people, a halt were called to it.

Frank Leslie's Weekly, in discussing the advertising competition between street car and newspaper, argues against the former in this way: "The question for the newspapers to decide is whether or not they will permit street car advertising to continue. The franchisees of the car companies were given for transportation purposes solely, and in the judgment of good lawyers the adver-

tising feature is neither equitable nor legal. Isn't it about time that newspapers woke up to a realization of the serious nature of this unjust competition? If this be true, and we doubt it, the car companies could retort by refusing to permit papers to be sold on its cars. There does not seem to be, however, any substantial grounds for supposing the papers suffer by competition, even if it can be called such. The advertisers who use the cars are likewise the most prolific patrons of the papers. One might just as well argue that advertising on bill boards was an unjust discrimination on the part of a city that tolerated it. —The Newspaper Maker.

NO CAUSE FOR A KICK.

I am told that McAllister, of Troy, is endeavoring to get the association to boycott the Fitzgerald Brothers posting, because Tom Hagan and Mrs. Dundon are doing the work in Troy and Albany.

So that all bill posters may know and judge if McAllister has any cause for complaint I shall tell how the Fitzgerald Brothers Brewing Company happen to be upon the bill boards today instead of contentedly wasting their money on the newspapers, as in the past.

Early in January I received a letter from Hagan, asking if I would get out a sketch for a large concern in Troy, for whom he had been doing some work—that he thought the right kind of sketch would secure an order for a 12-sheet poster. All he asked was that I would not interfere with Mrs. Dundon in the placing of the work in Troy and Albany and vicinity. As soon as I learned the nature of the business I made up sketches and went to Troy, and was introduced to Mr. Fitzgerald by Hagan. The sketches did not suit, and I made more and other visits, till finally a design was agreed upon and a poster ordered.

In the conversation had with Mr. Fitzgerald it seemed to me that he did not know of the existence of McAllister, or that there was any bill poster in Troy besides Mrs. Dundon.

Now, then, what do the bill posters of America want? Hustlers who will get out in their own towns and dig up work for themselves and others, as Hagan did? Or do they want to encourage the men who sit idly on their office stools waiting for something to turn up?

So far as I am able to discover McAllister has no more claim on this business than has my office boy. Yet he is howling like a squeak pig because some one with a little get-up-and-get has the Troy posting.

So far as I am able to discover, there has not yet been a bill poster that cared to throw over any of this paper, and I hardly think it would run any risk in betting a large red apple that Fitzgerald has no trouble in placing all the paper he wishes to pay for. I noticed that Van Heuren & Co. made a very fierce, though unsuccessful, fight for a small share of it. —SAM W. HOKE.



No. 9. 12-Sheet.

FAIR DEPARTMENT

ADVERTISING THE FAIR.

By C. W. HALPHILL.

Paper read before the Western Ohio Fair Managers' Association at the Lima meeting: There is probably no other subject of as much importance to fair managers as that of properly and judiciously advertising the fair. And while I do not expect to do the matter justice, I am in hopes that something I may say will bring out discussions that will fully cover the ground.

Printing and advertising is one of the large items in the financial report of every association, and upon the judicious disbursement of the five, six or seven hundred dollars that are devoted to that purpose will, to a certain extent, depend the measure of your success. But there are other things that do not depend upon a large amount of cash that I deem of primary importance, and if not properly attended to, will cause you losses financially, and eventually bring you into disrepute with the public at large.

We are so prone to follow the example of our predecessors, so much creatures of imitation, that if we are not careful we will get into a rut and stay there.

In fact, some Ohio fairs are today living in the past, following customs and precedents that were in vogue twenty-five years ago; printing their premium lists in a newspaper, sending men over the country with paste pot and brush to put up fence streamers, adhering to the old local custom of three "prominent citizens" to place their rewards, paying their premiums after sixty or ninety days, excluding all amusements that could not properly be conducted at a camp meeting or a Sunday school picnic, and a half dozen other foolish customs that advertise their fair only as a "freak" and a back number. This is an age of progress; people are looking and expecting something new and better each year.

Get the confidence of the people and then keep it. Do as you agree with your exhibitors and visitors, be courteous, kind and firm in all your dealings with the public. Remember that one contentious and dissatisfied exhibitor in a neighborhood will enlarge upon his many grievances and do your association no small amount of harm.

A good many secretaries and fair officials seem to think that when they have hung up a lot of timing posters, when they have sent the last bill or bundle of entry lists along the railroad, that they are through advertising, and they may tell you, rather boastfully, how many thousand pieces of mail matter they have sent out, how many towns and villages contain their bills, and how many personal invitations they have extended to the "prominent and influential citizens" of their county, and say "we have the best advertised fair in Ohio," when, in fact, they are pronouncing their verdict one week too soon. They seem to forget that the visitors, horsemen, privileged men and exhibitors will set as a jury on their case. If they admit you of any intentional wrong or defect, you can feel that your fair has been properly advertised.

Caution men that follow the fairs contribute so much towards their success in a financial way as do the horsemen, and no association can afford to give them a "bad deal." Close your entries nearly or quite a week before your races. Then, if certain classes do not fill, notify those by wire that have entered that their race has been canceled off. Do not allow a little neglect upon your part be an expense to the owner for freight and loss of time, and perhaps make you an enemy instead of a friend.

Treat your privileged men with firmness and respect, and above all things, protect them in their rights, and then, if they do not make any money, they can not say the association was to blame.

Look out for the care and comfort of your exhibitors. There are a great many little courtesies that you can extend them that will make them remember your fair with pleasure, even though they are not successful in the show ring.

Pay your premiums promptly on the last day of the fair, and you will soon acquire a reputation for honorable dealing that will bring you increased exhibits with each succeeding year. See that your home exhibitors have the same treatment as your foreigners. Compliment them upon their success and sympathize with them over their defeat.

In caring for the welfare and comfort of the live stock, exhibitors of your fair, do not forget that the ladies' department is an important feature. As exhibitors, more tact and patience is required in dealing with them than with the same number of men. Pay them as promptly as the men, and if, through some mistake of the judge or superintendent of that department, one woman may be awarded the premium and another given the red card, pay them both rather than have dissatisfaction. If you do not you will never get done explaining why Mrs. Jones did not get her money when her current jelly or apple butter had the red card on. The foregoing suggestions will apply to any fair, at any time or place, and if properly adhered to will bring you better returns than a lavish expenditure of money invested in show bills and window hangers promiscuously distributed over three or four counties.

Now as to the plan you shall adopt in your respective counties in regard to lithographs and newspaper work is a matter that you must very largely decide for yourselves.

What would suit three or four German town-the Welsh settlement in Van Wert County, and vice versa, but, on the whole, a very liberal use of printers' ink will be a good thing in Mercer County might not "go" in investment. No fair can hope to long prosper and keep abreast the waves unless it has at least the moral support of the press of the county.

A few mean insinuations regarding the financial part of your fair by some prominent member of your county press who has an imaginary grievance will be repeated and enlarged, and if followed up with others of a similar nature will soon create a sentiment that will be antagonistic to your fair and eventually detract from its success. In distributing your patronage among the papers you must be sure that personal or political feelings do not influence your actions. Personally you may dislike a certain organ and its editor, and have a just cause for complaint against them, but you must under no circumstances slight them or ignore their influence.

I do not wish to have it understood that I am opposed to the proper use of lithographs. A certain amount of them are absolutely necessary to the success of your fair, and you must not discontinue their use too rapidly, but by degrees drop off a certain portion of this line and expend the amount in newspaper advertising, and send it direct to the houses of your people. The present postal laws are quite liberal along this line, and under the guise of "sample copy" you can put twenty or twenty-four columns of fair news into every home in your county for a very nominal sum.

I once saw a couple of verses that seemed to be so applicable to all fairs in this respect that I could not forget them. They ran about as follows:

Advertise well, you will never regret it,
There's nothing more wise than a fair can do,
Stick to the motto, and don't you forget it,
Advertise well, it will pull the fair through.
Advertise well, it will bring the big crowds,
Nothing pays better than paper and ink;
The fair that neglects it will muchly regret it,
When over they count up the check.

There have been marksmen and shooting acts galore in the past. Some of them have been good, some fair and some very good. It would seem that it was impossible to imagine anything new in a shooting act much less accomplish novelty. Yet that is just what Langslow, the famous German artist, does. His act is most marvelous. It can not be described. It combines all that goes toward making an entertainment complete. Langslow will entertain offers from fairs, and we advise all managers who are looking for a strong drawing card to write him at once. His address is 334 East Thirtieth street, New York. See his advertisement in another column.

The Donaldson Lithograph Company of Cincinnati is justly famed for its fair posters. Their new designs for the season of 1898 are handsomer than those of last season, which were very elaborate. The Donaldson Company will send samples free to the manager or secretary of any agricultural society or fair association.

A special attraction or a feature to bill is not always easy to obtain. Ellen Vetter, the lady of the mysterious globe, however, has perfected an ideal act of this nature. It is fascinating in its intense interest and hold upon an audience. Even in New York it is the sole topic of conversation after any show in which Miss Vetter appears. The act is peculiarly available for fairs, and managers will do well to read her advertisement in another column.

As an advertisement for a city it is probable that nothing quite equals a fair or an exposition, but of late years carnivals have been finding great favor.

TERRE HAUTE, IND.

The Street Fair Company has about decided to abandon the street fair and instead give a big spectacular parade. The merchants find that it will not be practicable to use Main street, and also that with the heavy cloud of coal smoke that frequently hangs over that thoroughfare the articles on display would be ruined.

Besides, the street railway company seriously objects to abandoning the street for several days, as the two or three squares which would be used are the ones over which the cars on all lines run to reach a common transfer station.

MICHIGAN.

Street Fair for Niles.

NILES, Mich., April 8.—Special. The city will hold a Street Fair some time in August to last two days. Arrangements are now being made for it.

CARTHAGE, O.

During April all the Cincinnati papers published articles stating that owing to the damage done the grounds of the Hamilton County Fair Association no fair would be held in '98. Secretary Sampson says the fair will be held just the same, and that means that it will.

CALIFORNIA.

It has been decided to hold the semi-centennial exposition at San Francisco in 1900 instead of 1901.

Shreveport, La., will have a fair this fall. The guarantee fund of \$7,500 has been subscribed.

Statesboro, Ga., will hold a fair this year. Temple, Ga., is also endeavoring to organize.

The Afro-American Fair at Houston, Tex., assumes a broader scope as the work progresses.

Annie City, La., is still undecided about their fair.

NEW YORK.

Site for City Exposition. Mrs. Woolsey Tenders Use of More Than Three Hundred Acres of Land Near Casino Beach.

Mrs. Kate T. Woolsey, a wealthy woman living in the Gerard House, New York City, has become interested in Senator McNulty's bill for an exposition in New York in 1901. She has written him offering to give, rent free, 310 acres of land between College Point and Casino Beach for the exposition.

Senator McNulty saw Mayor Van Wyck in New York and asked him to support the scheme, but the Mayor refused to commit himself.

Colonel T. T. Dwyer, one of the directors of the St. Louis County Fair Association, is superintending the construction of a large artificial lake at the County Fair Grounds at Dwyer. This is one of the many attractions that will be added.

SOUTH CAROLINA.

The Colored State Fair—The Paper Recently Sent to the State Agricultural and Mechanical Society.

The following is the communication recently addressed to the State Agricultural and Mechanical Society:

To the Officers and Members of the State Agricultural and Mechanical Society of South Carolina:

Gentlemen: It is with due deference that we solicit your attention for a few moments to trespass upon your valuable time. But as our cause is fraught with the most vital interest to the colored farmers, mechanics and laboring citizens of the State, we beg your indulgence to set forth our reasons for the formation of the Colored State Fair and Educational Association of the State of South Carolina. The above named association has been organized now over a year and duly chartered by the Secretary of State under the laws of South Carolina, with a capital stock of \$2,000. Officers have been duly elected, some of the stock subscribed to and 10 per cent of the amount subscribed paid in. A goodly number of the best citizens of the State are its stockholders, and the association bids fair to become a success. We wish and desire it to be distinctly known that the above named association is independent and separate from any other society or association heretofore assuming to represent or benefit the colored people of the State. Our aim and purpose is for the encouragement, fostering and promotion of the agricultural and mechanical arts and sciences of the colored people of the State. We, therefore, do most earnestly solicit in behalf of the said association the friendly offices and moral influence of your august body, its fostering hand and material aid, in promulgating to the loyal and patriotic white and colored citizens of the State our honest, sincere, noble purpose and good intentions in making the colored State Fair and Educational Association a deserved success and a benefit to the negroes of the State. In behalf of the association, we beg to submit the above, respectfully,

I. B. ANDERSON, President.

Georgetown, S. C.

Attest: C. F. HOLMES, Secretary, Columbia, S. C.A.

MONTANA.

The stockholders of the Meagher County Fair Association will take notice that the fair grounds, race track, etc., are to be sold at Sheriff's sale. This is simply because they would not attend a meeting and make an effort to save the property. There are many who claim that the majority of the indebtedness for which the property was sold is an unjust claim, but when men are so indifferent as to their interest they deserve to lose. Rocky Mountain Husbandman

NEW HAMPSHIRE.

The Rochester Agricultural and Mechanical Society will hold its annual fair this fall. It will be held earlier than usual, the dates being September 13, 14, 15 and 16. Favorable terms have been secured with the railroad, whereby the old rates have been secured, making a considerable difference in the fares.

WISCONSIN.

The controversy between the newly created State Board of Agriculture and the State Agricultural Society has come to an end, and all property of the old association has been turned over to the new. The officers of the State Board are: President, J. M. Trone, of Harshaw; Secretary, M. H. Boyne, of Madison. The State Fair will be held at Milwaukee, September 19 to 23.

try, and let people abroad know that ours is a country whose resources we are proud of, and whose future is in the hands of an energetic and enterprising people? Aklate the subject.

Portland, Me., wants the New England Fair this year.

There is naught that a fair needs which can not be had by advertising for it in "The Billboard."

They have arranged a South Georgia Fair circuit this year. The idea is a good one.

"The Billboard" reaches more fair managers than all other papers combined. Over 90 per cent of the agricultural societies and fair associations of the United States and Canada are regular subscribers.

All fairs are not held in the summer and fall. The Washington, Greenville and Newberne Fair Circuit begins at Newberne on March 1, Washington, March 9, Greenville, March 18, and Rocky Mount, March 23. There is four days' racing at each place. Mr. George Green is the secretary of the Newberne Fair and Mr. R. L. Davis, of Washington, N. C., acts for the other three places.

No matter what it may be an ad in "The Billboard" will bring it.

KENTUCKY.

RUSSELL SPRINGS, Ky., April 21.—Special. The steps are being taken for organizing a fair company here, and this county will have a first-class agricultural and mechanical fair this year.

Ellen Vetter, acrobat, whose advertisement appears in another column, achieved tremendous success on Gustave Walter's circuit, San Francisco and the coast. She also scored heavily at Castle's, in Chicago, and received the highest kind of approval at Koster & Beals, in New York. This is the best and strongest act ever offered to fair managers. It will create a profound sensation wherever it appears.

Langslow, the great rifle expert, will entertain offers from fair managers this season. His act is without doubt the success of the year. He appeared at Koster & Beals early in the year for a season of six weeks, and at its close was promptly re-engaged for four weeks longer. We have no hesitation in recommending Langslow as the very strongest kind of a feature for fairs.

The Kentucky Association has finally decided not to give a spring meeting on account of the clashing of the dates with the dates of the Queen City Jockey Club at Newport.

MASSACHUSETTS.

The Union Agricultural Society of Ellington, Somers, Enfield and East Windsor will hold a two days' fair this year, the second day being a "market day." The society has no debt and \$1,500. Olin S. Dimstead, of Enfield, is President.

The Berkshire Agricultural Society is already making great preparations for their three days' annual fair next fall, and a meeting was held April 1 in the office of the secretary Charles H. Wright, Pittsfield, to talk over the preliminary plans for the fair.

President Palmer, Treasurer Lewis, Secretary Wright with W. R. Barton, of Dalton, W. M. Coleman, of Richmond, F. H. Shaylor, of Lee, and F. H. Lande, of Pittsfield, were present.

It was voted to increase the purses given for the trotting, and as a result the members of the Executive Committee say that they expect that the trotting will be better than it ever was before. The amount set apart for the purses was \$1,750, but the committee decided to increase that amount to \$2,000. This will provide a purse for every trotting race scheduled of \$300, and will enable the society to offer purses of \$500 for the free-for-all class. This action is expected to result in drawing to Pittsfield some of the very fastest trotters and pacers that have ever been seen on the local track. The action of the Executive Committee is in accord with the new rules of the circuit, to which the society belongs, as it is proposed to make the amounts of the purses uniform with every society throughout the circuit.

It is likely that the special attractions which made the fair last fall so interesting will be continued this year, and Secretary Wright told the members of the committee of some attractions which he could secure. No definite engagements were made. Some other business of a routine character was transacted.

TENNESSEE.

Active Preparations are Going Forward for Tennessee Industrial Convention.

NASHVILLE, Tenn., April 2.—The conference held here yesterday preparatory to a State Industrial convention elected General John T. Wilber, of Knoxville, Chairman, George W. Ochs, of Chattanooga, J. T. Irwin, of Paris, and Herman Just, of Nashville, Vice Chairmen, and I. L. Hurch, of Nashville, Secretary. The report of the committee on the objects of the convention was adopted. Committees were appointed to make arrangements for the State Convention, which, it was decided, will be held at Nashville, on May 11.

TEXAS.

The directors of the Guadalupe Valley Fair Association met on the 9th inst. at San Antonio and elected the following officers: Geo. E. Robinson, President; Julius Real, Vice President; Geo. C. Vaughan, Treasurer; Charles Real, Secretary. Mrs. C. F. Bonnell will again manage the ladies' department.

The earliest agricultural fair of the year is held in Texas. We refer to the Taylor Fair, at Taylor, May 11 to 13 inclusive.

NEVER'S CARNIVALS.

Talk About Festival of Mountain and Plain.

The Celebration Had the Effect of Increasing Deposits in a Single Bank by \$1,000,000—Masquerade Features not Objectionable says Secretary McNamara.

John McNamara, Secretary of the Festival of Mountain and Plain of Denver, Col., since the inception of that annual event in 1895, talks very entertainingly of Denver's famous carnivals.

The idea of the Festival of Mountain and Plain grew out of a bountiful harvest in 1895, said Mr. McNamara, when asked about the carnival. "It seemed an excellent time to have a celebration, and so in September of that year the question was first raised."

There were only thirty days in which to make preparations, but plans materialized rapidly, and the affair was a great success. At the start it was desired to have a suitable name for the carnival. A prize was offered for the best name, and numerous suggestions were received. The name adopted seemed to be the most appropriate. Denver, you know, is at the foot of mountains, and is called the "Queen of the Plains." Its mountain products furnish means for a large proportion of its industries. At the same time the country about there has its plains and their products.

In the first year, as on the succeeding ones, the carnival lasted for three days. The chief feature of the first day's parade were the floats and other things representing Colorado products exclusively and the floral division.

The second day has been each year devoted to the masquerade features. The parade would commence at 1 p. m. From then till the close of the parade at 3 p. m. no one would be allowed in the street, that is, not on the sidewalk, without a mask. From 3 p. m. promiscuous masking on certain streets only would be allowed until 6 p. m., when all masks must disappear. Last fall, for the first time, there was a masquerade ball on the evening of that day.

This ball was held on a part of a street carpeted with canvas and specially lighted for the occasion. We have had practically no objectionable features in connection with the masquerading, and our best faculties have participated in it. The third day each year has been occupied with a military parade and other interesting features, concluding in the evening with a procession representing The Slaves of the Silver Serpent.

In our floral parades we have requested that each turnout be driven by its owner, rather than by his coachman. Our most prominent citizens have taken great interest in the carnival, and have contributed in a large measure to its success. Admission to all parts of the carnival, except for the grand stand, has been free.

As a circumstance tending to show the benefit which the festival works upon the city of Denver, I would mention the fact that in the first year the deposits of the First National Bank alone were during the carnival season increased by \$1,000,000. Estimates from the railway people show that last year the number of people coming to Denver from outside points during carnival time was increased by 45,000 over the regular every-day traffic.

"Have you had to contend with any opposition from the smaller towns in the neighborhood of Denver?"

"The merchants of those towns have many of them endeavored to discourage the festival idea, contending that the celebration resulted in a considerable loss to their trade; but when the carnival time came these same merchants, as a rule, have closed their stores and come to Denver to enjoy the fun."

COLORADO.

The Denver Pure Food Show—More than Seventy Booths have been sold to Manufacturers of Food Products.

The Denver Retail Grocers' Association held their weekly meeting April 7 at their hall in the Chamber of Commerce building. It was the largest attended meeting of the association since its organization, there being nearly 200 members present, out of a membership of 391 at this time.

The subject discussed was a pure food show, which is to be given from the 5th to the 11th of May. There are now more than seventy booths sold, being taken by the representative manufacturers of pure food articles throughout the United States, with Denver manufacturers largely in the lead. Denver has had previously several pure food shows and manufacturers' exhibits, but this exhibition promises to be by far the largest and most complete in every respect ever given in Denver, as the 391 grocers, out of a possible 419 in the city, are taking hold of it in a manner that assures its success. Nearly every one of the 391 will distribute 200 tickets of admission to the show.

The grocers will give away one ticket with purchases, which will give the public really a free admission.

The grocers have found that their first plans for using only the ground floor of the Coliseum hall is inadequate to accommodate the great number of manufacturers, and have arranged to have the balcony used also.

We solicit gossip letters from fair managers.

MISSOURI.

Work has already begun upon the details incident to the old-fashioned fair to be held in St. Joseph, August 22 to 27. The committee recently appointed by the St. Joseph Agricultural and Horticultural Society to rearrange the premium list has completed its labors. As during the last fair, all premiums will again be paid in cash to avoid trouble and annoyance to exhibitors. The committee was composed of Messrs. W. H. Maxwell, A. D. Bloomfield and John H. Utz, who, in consultation with Palmer Clark, arranged the new list.

The following rules have been adopted to govern exhibitors. They must be growers to compete for the prizes, but can show other samples with their own exhibit. All samples competing for the same premium must be arranged together, and but one plate of the same variety will be allowed in one exhibit. A plate of apples, peaches or pears is to consist of not more than four specimens, grapes, four bunches.

Exhibits competing for each premium will be arranged by themselves in groups and none of such specimens shall compete for any other premium except when duplicated. Entries must be made on or before Saturday, August 20, so that proper space may be reserved for each class. Exhibits must be in place by 11 a. m. on the opening day, Monday, August 22.

VERMONT.

WHITE RIVER JUNCTION, Vt., March 31—The State Agricultural Society met here April 1 and decided to hold the State Fair at Billings Park on the same date fixed for the Northern New York and Vermont. Last year's officers and Board of Directors were re-elected. An appropriation of \$150 was voted to the Billings Park association to aid in constructing a half-mile track, the present kiteshaped track being a mile in length. Last year's losses at this point is not yet forgotten. Great care will be taken to avoid a repetition.

OHIO.

Tri State Fair.

President Brand, of the Tri-State Fair Association at Toledo, says that the main hall and sheds, which were destroyed by fire a few months ago, will be rebuilt the coming summer. The date of the fair will be the last week of August, arrangements having been closed with racing and fair associations interested.

Ex-Mayor Bratton, of Berea, has sent a bill to Representative Bramley authorizing the Commissioners of Cuyahoga County to spend \$5,000 to repair buildings and buy land for a fair ground at Berea.

The Sandusky County Fair is said to be the only one in that section that made money.

Iowa will not have a State Fair this year. It has been called off. The reason is the proximity to Omaha seriously considered.

MAINE.

The annual cattle show and fair of the West Somerset Agricultural Society will be held on the fair grounds at North Anson, Wednesday and Thursday, September 28 and 29. This will bring it the fourth week in September instead of the third, as has been previously claimed since last October.

The dates for the Cumberland fair have been set for September 27 and 28.

The managers of the Maine State Fair have decided to give no mixed races in 1898. It would be a good thing if this example should be generally followed.

Portland, Ore., will hold a big industrial exposition next fall. The guarantee fund has already attained imposing figures—\$14,000.



HAYNES & SON, Portsmouth, O.

CONNECTICUT.

Fair Dates Changed.

A meeting of the New London County Agricultural Society was held April 2 at Norwich. There were present the President, Vice-Presidents, Secretary, Treasurer and many of the directors. President James A. Hill presided.

It was voted to change the dates of the annual fair of the society from September 21, 22 and 23 to September 5, 6 and 7. This action is taken to avoid the cold weather in the latter part of the month, which has always had a material effect on the attendance. September 5 is Labor Day, which, it is thought, will insure a large crowd for the opening day.

The premium list was revised and put into a more satisfactory shape.

It was announced at the meeting that \$700 on the old mortgage had been paid, a most gratifying piece of information. This is the first time in twenty-eight years that anything has been paid on the old debt, and this fact, therefore, is highly creditable to Secretary Yerrinton and his excellent management of last year's fair.

On the second day of the fair this year there will be bicycle races, and on the third day a free-for-all race for a purse of \$400, a \$100 increase over the purse of last year.

Improvements will be made in the grounds before the fair opens. The entrance gate will be widened, and stationary coops and windows will be built under the grand stand.

Secretary Yerrinton means to make the fair this year the most successful in the history of the society.

Do not ignore the children. They will carry the souvenir home and preserve it, when the adult will drop it behind the very next booth.

If the zone system is to be relied on the estimated attendance at the Omaha Show has been placed at about 1,000,000 more than there is the remotest chance of attaining.

Samples, always, when feasible, when not booklets or illuminated cards.

President Alfred de Cordova, of the New York Driving Club, says that New York will have a trotting track worthy of the second city in the world.

Guatemala's Central American Exposition of last summer was not a success. On some days there were five times as many employes on the ground as visitors.

The American Fancier says: We are reliably informed that a new poultry building will be erected by the New York State Agricultural Society on the State Fair Grounds at Syracuse. This is good news. Now, if the management will consult practical poultrymen as to the requirements of such a building we can hope for something that will "fill the bill." The old building was more ornamental than useful as far as poultry was concerned.

Ituluth, Minn., wants to hear from a promoter who has had experience in the organization and conduct of street fairs.

The Racing Committee of the Hagerstown (Md.) Inter-State Fair have decided to have all straight and no mixed races this season. The purses will aggregate between \$8,000 and \$10,000, \$50 in each class, excepting the 2-4 class for which \$100 will be offered.

The merchants of Dallas, Tex., raised a row and a rumpus over the changed dates of the Texas State Fair. They want the show held later.

The street fair is coming to the front, and well it might. It is easy to organize, inexpensive and peculiarly efficacious.

If you want anything an advertisement in "The Billboard" will bring it.

Additional Distributors News.

Portland, Ore., April 14, 1898.
To the Public

A report has been made that our firm has been making contracts for posting at seven cents for some firms, while charging others nine cents. There has been no contracts made by any firm since they became members of the A. B. Association, in February, 1898, for seven cents, nor have they offered a rebate on their work to any firm. I stamp whoever started such a report a liar. He has not got the truth in him.

JOHN T. WILLIAMS,
Secretary of the Northwest Bill Posting Co.

The L. A. of D. now owns a typewriter. Secretary Steinbrenner purchased it March 14.

Promiscuous correspondence is not always prolific of the best results. Milton "but-d-in" to a deal that Steinbrenner was conducting for him, and succeeded in getting the contract at \$1.50 per day after Steinbrenner had closed it at \$1.75.

R. Carleon & Co. recently reported some very poor distributing at Omaha, Neb. The guilty party was putting out Lydia Pinkham, Union Feul, Standard Water Filter and Herrick Refrigerator Co. all at one and the same time. The way he was working it he netted \$5.25 per M.

BILL POSTERS

Who are Up-to-Date.
All Use-----

The Williams Typewriter



Is a machine of the highest standard. Visible writing, simple and easy to learn—a child can operate it. Address

EDWIN A. HARDIN CO.

No. 519 Walnut Street, CINCINNATI, O.

Editor "The Billboard":

Dear Sir—in the matter of prices I must coincide with our worthy President. I do not believe the time is at hand when a schedule of prices is either advisable or possible. Of course, I have in mind a fixed or rigid scale of prices—a schedule which shall be unbending and unvariable.

Aside from the fact that the cost of house-to-house work is scarcely the same in any two cities in the country, there is the more important fact that the cost of various matter is hardly ever the same.

I distribute for about fifty different firms. The matter they employ differs greatly. No two of them are just alike, and no two of them cost the same to put out. There is always a marked difference. It may be in size or shape, in weight or bulk, but it is always there.

I think that the members of the International Association of Distributors ought to base their prices on actual cost. I am sure that actual cost varies in every town and on every class of matter.

The discussion of this matter is a good thing, I hope every one of our members will give it thought. If they will but look into the question carefully and come to the convention with carefully matured opinions and a determination to express them, I have no doubt that a correct and final solution of this problem may be had.

There is a well-defined idea prevalent that a minimum price of \$2 per 1,000 should be established and maintained. The argument to support it is that a man to work thoroughly and well can not put out over 600 pieces a day (one a minute).

In some cities this may be true, but it is not true in Cincinnati. I have carried the sack myself, and in the tenement districts of the city I have personally put out from 850 to 1,400 pieces per ten hours, depending on the weight of the matter, season, etc.

I think every distributor ought to know exactly what work costs him, and base his prices on the actual cost of the work.

This plan it seems to me will in the end prove far more satisfactory to advertiser and distributor alike. Respectfully yours,
W. H. STEINBRENNER.

Secretary Steinbrenner is now a full fledged bill poster as far as the license is concerned. He has taken one out in order to fill out a contract of sign tacking. He may conclude to do some sniping, but it is unlikely.

Carl C. Miller, of Baraboo, Wis., announces that he is prepared to distribute circulars in that city.

Putuluth, Minn., is about to prohibit house-to-house work by declaring it a nuisance.

H. F. Todd, of Portland, Ore., has accepted an offer from John T. Williams, whereby he assumes charge of the latter's department of distributing and sign-tacking. Mr. Williams has secured a zealous and faithful employe in Mr. Todd.

Publishers were delighted with what appeared to be a victory for the bill poster over all other forms of publicity when he accepted hundreds of dollars worth of advertising matter which the advertiser was free. They expected a substantial increase in the number of bill posters, but the scheme was well advertised and the bill poster have failed to find a market. The advertiser ahead the expense of the bill poster, and the number of bill posters has not increased. The heavy loss in advertising is being made by the companies and managers. This proves the folly of attempting to attack that great intellectual power of the people the hoardings. Upuluth, Minn., Grand Island, Neb.

LIST OF FAIRS.

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely free of charge.

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ALABAMA.

ANNISTON—Oxford Lake Northeast Alabama Fair Association, Oct. 18 to 22. W. F. Higgins, pres.; Dr. T. W. Ayers, secy.; Geo. W. Eichelberger, treas.

ARKANSAS.

PINE BLUFF—Arkansas State Fair, Oct. 18 to 28.

CALIFORNIA.

LOS ANGELES—District Agricultural Association No. 6, Oct. 6 to 22. John C. Lyden, San Francisco, pres.; Henry T. Fleishman, treas.; Lewis Thorne, secy., 226 S. Spring st.

MARYSVILLE—Agricultural Association, District No. 13.

SACRAMENTO—California State Agricultural Society, Sept. 5 to 19. Ed. F. Smith, secy.

SAN JOSE—Santa Clara Valley Agricultural Society.

WOODLAND—Agricultural Association, District No. 40. E. M. Barnicy, secy.

COLORADO.

CANON CITY—Fremont County Fruit Day, Sept. 20 and 21. F. M. Harding, pres.; N. F. Handy, secy.

LOVELAND—Loveland Free Street Fair Association, Sept. 27, 28. O. D. Shields, pres. and secy.

MONTE VISTA—Monte Vista Driving Club and Agricultural Association. Not decided. N. H. Chapman, pres.; R. B. Wallace, secy.; John MacArthur, treas.

CONNECTICUT

BRAUFORD—Agricultural and Horticultural Society of Brauford, September. Edw. Doolittle, pres.; Wm. R. Foote, treas.; John P. Callahan, secy.

BRISTOL—Bristol Fair Corporation. Not decided. Ard Welton, Plymouth, pres.; B. A. Peck, secy.; Mile L. Norton, secy.

BROOKLYN—Windham County Agricultural Society, Sept. 13 to 15. Chas. W. Grosvenor, Pomfret Centre, pres.; T. B. Sibley, Danelson, treas.; Jos. B. Stetson, secy.

COLLINSVILLE—Farmington Valley Agricultural Association, September. Oliver F. Perry, pres.; H. F. Case, treas.; E. A. Hough, secy.

ENFIELD—Union Agricultural Society, Olin S. Olmsted, Mehrose, pres.; Milo Hamilton, Ellington, treas.; C. A. Thompson, Ellington, secy.

GRANBY—Granby Agricultural Society.

HUNTINGTON—Union Agricultural Association, Sept. 21 and 22. W. E. Plumb, pres.; D. S. Clark, Long Hill, Conn., treas.; S. T. Palmer, Shelton, Conn., secy.

MERIDEN—Meriden Agricultural Society.

NEW MILFORD—New Milford Agricultural Association.

NEWTOWN—Newtown Agricultural Fair Co. Sept. 27 to 29. T. E. Platt, pres.; H. G. Curtis, Sandy Hook, treas.; P. H. McCarty, secy.

NEW WICH—New London County Agricultural Society, Sept. 5 to 7. James A. Bill, pres.; Chas. W. Hill, treas.; Theo. W. Yerrington, secy.

ROCKVILLE—Tolland County Agricultural Society, Ed. F. Badminton, secy.

SIMSBURY—Simsbury Agricultural Society.

STAFFORD SPRINGS—Stafford Spring Agricultural Society, Oct. 5 to 7. C. E. Dennis, pres.; H. S. Abell, treas.; Chas. F. Beckwith, secy.

SUFFIELD—Suffield Agricultural Society. Not decided. Waldo S. Knox, pres.; J. O. Hawkins, treas.; A. N. Graves, secy.

WALLINGFORD—Wallingford Agricultural Society.

WILLIMANTIC—Willimantic Fair Association, Sept. 27 to 29. Wm. P. Stevens, pres.; Frank Larrabee, treas.; F. A. Sanderson, secy.

WINSTED—Winsted Agricultural Corporation.

DELAWARE.

DOVER—Agricultural Society of State of Delaware. A. N. Brown, secy.

FLORIDA.

LAKE CITY—Florida Tobacco Fair Association, October. F. B. Moodie, pres.; Thos. S. Chalker, treas.; S. Botler, Thompson, secy.

ST. PETERSBURG—West Coast Fair Association. E. H. Tomlinson, pres.; A. McLeod, treas.; H. L. Whitney, secy.

GEORGIA.

ANGUSTA—Nov. 28.

HAWKINSVILLE—Nov. 15.

MACON—Carnival Association, Oct. 11 to 14. E. A. Waxelbaum, pres.; M. H. Taylor, treas.; M. P. Callaway, secy.

MARIETTA—Cobb County Fair Association, Autum. W. L. Richardson, pres.; John L. Manning, secy.

ROME—Oct. 18.

THOMASVILLE—South Georgia Agricultural and Mechanical Fair Association, Oct. 25. Judge H. W. Hopkins, pres.

VALDOSTA—Nov. 8.

WAYCROSS—Waycross Fair Association, No. 1 to 5. L. Johnson, pres.; Warren Lott, treas.; W. W. Sharpe, secy.

IDAHO.

SALUBRIA—Washington County Fair Association. Not decided. I. R. Smith, pres.; R. E. Wilson, treas. and secy.

ILLINOIS.

ALEDO—Mercer County Agricultural Society, Sept. 20 to 23. John Brady, pres.; J. F. Henderson, treas.; Edward Dool, secy.

ANNA—Southern Illinois Fair Association.

ATLANTA—Atlanta Union Fair, Sept. 6 to 9. E. Stubblefield, McLean, pres.; J. P. Hieronymus, treas.; W. B. Stroud, secy.

AVON—Avon Fair and Imp. Association, Aug. 23 to 26. D. R. Bowton, pres.; F. D. Rea, treas.; Julian Churchill, secy.

BUSHNELL—Bushnell Fair Association, Aug. 30 to Sept. 2. John R. Camp, pres.; James Cole, treas.; Louis Kaiser, secy.

CAMARGO—Douglas County Agricultural Association, Sept. 6 to 9. Wm. Hies, pres.; C. C. Jeffers, treas.; A. Hayward, secy.

CARMI—White County Agricultural Board, Sept. 6 to 10. Elvis Stinnett, pres.; R. L. Organ, secy.

CARROLLTON—Greene County Fair Association, Oct. 11 to 14. C. W. Holnback, Rockbridge, pres.; B. C. Hodges, treas.; S. E. Simpson, secy.

CARTHAGE—Hancock County Agricultural Board, Sept. 5 to 9. J. W. Graham, Bowen, pres.; J. C. Ferris, treas.; John F. Scott, secy.

CHAMPAIGN—Champaign County Agricultural Board, Aug. 20 to Sept. 2. H. H. Harris, pres.; J. Mawley Clark, treas.; John M. Beers, secy.

CHARLESTON—Coles County Board of Agricultural, Sept. 13 to 17. R. Alexander, pres.; W. V. Miles, treas.; John W. Glasscock, secy.

ELMWOOD—Elmwood Fair Association, Aug. 23 to 26. W. J. Smith, pres.; C. F. Graham, treas.; C. A. Snyder, secy.

EL PASO—El Paso District Agricultural Board, Sept. 12 to 16. Edwin Childs, pres.; A. H. Waite, treas.; Geo. R. Curtis, secy.

FREEPORT—Northern Illinois Agricultural Association, Sept. 6 to 9. H. P. Aspinwall, pres.; J. B. Taylor, treas.; Jas. R. Cowley, secy.

GALENA—Galena Fair Association, Oct. 27 to 29. W. T. Hodson, pres.; W. Barner, treas.; Frank Hostwick, secy.

GOLCONDA—Pope County Agricultural Association, Oct. 6 to 8. John R. Smith, pres.; Edward B. Clark, treas.; Barney Phelps, secy.

GRIGGSVILLE—Illinois Valley Fair Association, C. W. Simmons, pres.; J. W. Strad, treas.; J. F. Hatch, secy.

HOMER—Homer Fair, Aug. 23 to 26. H. V. Taylor, pres.; C. D. Babb, treas.; J. Bennett, secy.

HOOPERSTON—Hooperston Fair and Trotting Association, Aug. 22 to 26. J. A. Cunningham, pres.; J. H. Hamilton, Jr., treas.; Dale Wallace, secy.

JOHLIN—Rockland County Agricultural Association, Sept. 13 to 15. Hon. Wm. Payne, pres.; J. Schafer, Jr., Port Byron, treas.; L. J. Whiteside, secy.

LA HARPE—La Harpe District Fair Association, Aug. 22 to 26. Ed. Wilcox, pres.; C. H. Ingraham, treas.; W. E. Miller, secy.

LE ROY—Le Roy Fair and Agricultural Association, Sept. 5 to 9. J. W. Binney, secy.

LIBERTYVILLE—Lake County Agricultural Society, Sept. 13 to 16. Byron Golly, pres.; E. W. Parkhurst, treas.; Jas. M. Woodman, secy.

MACOMB—McDonough County Stock Agricultural and Mechanical Association, Aug. 15 to 19. W. O. Blaisdell, pres.; Geo. Gadd, treas.; Frank R. Kyle, secy.

MARTINSVILLE—Clark County Agricultural Association, Justin Sweet, pres.; G. H. Miller, secy.

MATTOON—Mattoon Free Street Fair, Oct. 5 to 8. Frank Kern, pres.

MENDOTA—Mendota Union Fair Association, July 12 to 15. Geo. E. Wills, pres.; H. B. Cookins, treas.; Geo. H. Madden, secy.

MONMOUTH—Warren County Agricultural Society, Sept. 13 to 16. Wm. Hanna, pres.; Wm. B. Young, treas.; Geo. C. Rankin, secy.

MONTICELLO—Platt County Agricultural Society, Aug. 15 to 19. Wm. H. Kratz, pres.; O. W. Moore, treas.; C. A. Gatman, secy.

MORRISON—Whiteside County Central Agricultural Society, Sept. 6 to 9. E. A. Smith, pres.; J. J. Hurlburt, treas.; A. R. Lewis, secy.

MT. CARROLL—Carroll County Agricultural Board American Trotting Association, Aug. 20 to Sept. 2. Geo. F. Bucher, pres.; H. N. Griffith, treas.; G. C. Kenyon, secy.

MT. STERLING—Brown County Agricultural Society, Aug. 1 to 5. Geo. A. McDannold, pres.; H. A. Perry, treas.; G. L. Brockman, secy.

MT. VERNON—Jefferson County Agricultural Board and Fair Association, Sept. 13 to 16. Geo. W. Evans, pres.; S. H. Watson, treas.; Fred P. Watson, secy.

OREGON—Ogle County Agricultural Board, Sept. 8 to 9. Chas. W. Sammis, pres.; John Sheaff, treas.; Benj. Chaney, secy.

PRINCETON—Bureau County Agricultural Board, Sept. 6 to 9. H. E. Waddell, pres.; C. A. Palmer, treas.; O. Wilkinson, secy.

ROCHELLE—Agricultural and Mechanical Association of Rochelle, Sept. 20 to 23. U. E. Gardner, pres.; A. B. Sheadle, treas.; Francis E. Dresser, secy.

ROCKFORD—Winnebago County Agricultural Society, Aug. 29 to Sept. 2. D. W. Barningham, pres.; C. O. Upman, treas.; J. B. Whitehead, secy.

RUSHVILLE—Schuyler County Agricultural Board, Aug. 8 to 12. Hon. Perry Logsdon, pres.; Orson Pettijohn, treas.; A. P. Rodewald, secy.

SANDWICH—Sandwich Fair Association, Sept. 13 to 16. W. G. Beveridge, pres.; F. S. Mosher, treas.; E. Randall, secy.

SAYBROOK—McLean County Fair Association, Aug. 23 to 26. T. W. Beardley, Gihson City, pres.; H. W. Dahl, treas.; C. P. Easterbrook, secy.

SHELBYVILLE—Shelby County Agricultural Board, Sept. 6 to 13. Phillip Parker, pres.; Chas. E. Kellar, treas.; Geo. A. Roberts, secy.

SPRINGFIELD—State Fair, Sept. 26 to Oct. 1. J. Irving Pearce, Chicago, pres.; B. H. Brained, treas.; W. C. Garrard, secy.

WATSEKA—Iroquois County Agricultural Board, Sept. 6 to 9. J. C. Bruner, Buckley, pres.; Will A. Coney, treas.; L. F. Waton, secy.

WOODSTOCK—McHenry County Agricultural Society, Aug. 23 to 26. M. Impleman, Marengo, pres.; Fremont Hoag, treas.; A. S. Wright, secy.

YORKVILLE—Kendall County Fair Association, Sept. 7 to 10. H. P. Barnes, pres.; J. Armbruster, treas.; R. N. Newton, secy.

INDIANA.

BEDFORD—Bedford Fair and Trotting Association, Sept. 19 to 24. T. O. Daggy, pres.; Jas. McClelland, treas.; Geo. W. McDaniel, secy.

BOONVILLE—Boonville Fair Association, Sept. 26 to Oct. 1. Clamor Peizer, pres.; A. L. Heiler, treas.; S. W. Taylor, secy.

BOSWELL—Benton-Warren Agricultural Society, Sept. 5 to 9. Henry Robertson, pres.; H. W. Dimmick, treas.; W. K. McKnight, secy.

BOULIBON—Bourbon Fair Association, Oct. 4 to 7. Geo. D. Edinger, pres.; L. Johnson, treas.; J. W. Eldson, secy.

COLUMBIANA—Bartholomew County Agricultural Association's Fair, Aug. 9 to 12. A. B. Reeves, Clifford, pres.; Frances F. Crump, treas.; Ed. Redman, Jr., secy.

EAST ENTERPRISE—Switzerland and Ohio Counties Agricultural Societies.

FLORA—The Flora Agricultural and Horticultural Association, Sept. 19 to 23. John F. Gillam, pres.; R. D. Voorhels, treas.; J. J. Moss, secy.

FRANKFORD—Clinton County Agricultural Society, Aug. 22 to 26. Jas. A. Hedgecock, pres.; C. R. Pence, treas.; Jos. Heavilon, secy.

FRANKLIN—Johnson County Agricultural Horticultural and Park Association, Aug. 20 to Sept. 3. S. W. Dungan, pres.; Samuel Harris, treas.; W. S. Young, secy.

FT. WAYNE—Ft. Wayne Driving Club, Aug. 9 to 13. L. A. Centevre, pres.; S. M. Foster, treas.; H. C. Rockhill, secy.

GREENFIELD—Hancock County Fair, Aug. 16 to 19. Dr. W. A. Justice, pres.; J. W. Walker, treas.; Chas. Downing, secy.

HUNTINGBURGH—Dubois County Agricultural Association, Sept. 12 to 17. E. W. Pickhardt, pres.; Louis Katterhenry, treas.; Daniel Rentpohler, secy.

INDIANAPOLIS—State Fair, Sept. 12 to 17. Clas. Downing, Greenfield, Ind., pres.; E. T. Robinson, treas.; C. E. Kennedy, secy.

KENTLAND—Kentland Fair Association, Aug. 30 to Sept. 2. Patrick Keefe, pres.; Wm. Perry, treas.; H. A. Strohm, secy.

LAWRENCEBURG—Lawrenceburg Agricultural Association, Aug. 23 to 27. W. H. O'Brien, pres.; V. W. Huber, treas.; H. L. Nowlin, secy.

LEBANON—Boone County Agricultural Association, Aug. 16 to 20. W. A. Barnum, pres.; Geo. W. Campbell, treas.; Chas. W. Scott, secy.

MADISON—Madison Fair Association, Aug. 16 to 19. C. R. Johnson, pres.; D. H. DeMarn, treas.; C. R. Johnson, Jr., secy.

MIDDLETOWN—The Henry, Madison and Delaware Counties Agricultural Society, July 26 to 30. A. S. Miller, pres.; J. A. Young, treas.; S. A. Wischart, secy.

NEWPORT—Western Indiana Race Track and Fair Association, C. W. Ward, pres.; H. V. Nixon, treas.; B. S. Aikman, secy.

OAKLAND CITY—Oakland City Agricultural and Indiana Society, Aug. 22 to 28. W. M. Cokrum, pres.; D. M. Martin, treas.; W. R. Harris, secy.

OSGOOD—Ripley County Agricultural Association, Aug. 2 to 5. Jas. C. Gilliland, pres.; John Eckert, treas.; W. C. Leslie, secy.

PORTLAND—Jay County A. H. I. and Joint Stock Company, Sept. 26 to 30. John Schmuck, pres.; W. M. Haynes, treas.; C. O. Hardy, secy.

REMININGTON—Remington Fair Association, Aug. 23 to 26. Christian Hensler, pres.; Geo. A. Chappell, treas.; Jasper Guy, secy.

ROCHESTER—Fulton County Agricultural and Mechanical Association, Sept. 28 to Oct. 1. John W. Black, pres.; A. C. Copeland, treas.; Val Zimmerman, secy.

ROCKPORT—Spencer County Fair Association, Aug. 16 to 20. B. F. Bridges, pres.; T. E. Snyder, treas.; C. M. Partridge, secy.

SHELBYVILLE—Shelby Joint Agricultural Association, Sept. 5 to 9. S. B. Morris, pres.; Henry Doble, treas.; C. E. Amsden, secy.

SWAYZEE—Swayzee Tri-County Agricultural Association, Aug. 30 to Sept. 2. G. W. McManaman, pres.; Point Isahel, Ind.; H. T. Muna, treas.; E. C. King, secy.

TERRE HAUTE—Vigo Agricultural Society, Geo. A. Schaal, pres.; John M. Chitt, treas.; W. H. Duncan, secy.

IOWA.

ADEL—Dallas County Agricultural Society, Sept. 5 to 8. Richard Bundy, Redfield, pres.; J. W. Russell, treas.; M. J. Graham, secy.

ALGONA—Kossuth County Agricultural Society, Sept. 27 to 30. Jos. W. Wadsworth, pres.; Herbert Bailey, treas.; G. F. Peck, secy.

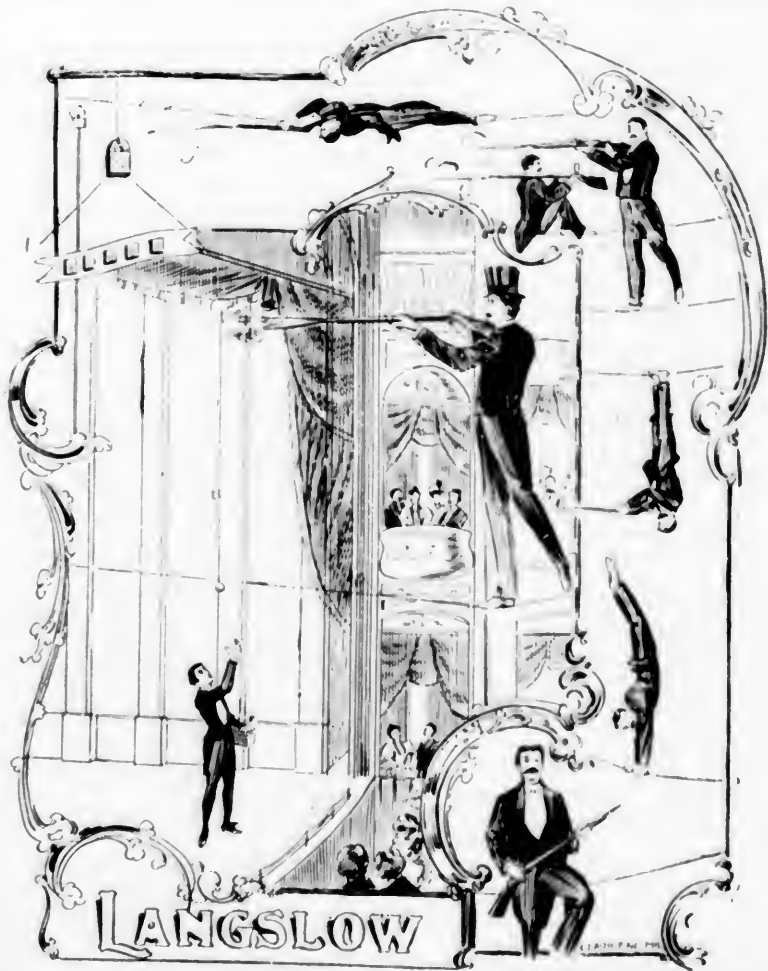
ALTA—Buena Vista County Agricultural Society, Aug. 24 to 26. M. Adams, pres.; Sam'l Parker, treas.; C. E. Cameron, secy.

ARLINGTON—Arlington District Fair Association, Aug. 16 to 20. Geo. Schriver, pres.; C. Dening, treas.; R. N. Hibbard, secy.

BIG FEATURE FOR FAIRS.

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MONS. LANGSLOW, 334 E. 13th St, NEW YORK.

ATLANTIC Agricultural Society of Cass County Sept. 5 to 8. C. R. Hunt, pres., F. H. Crombie, treas., S. W. W. Straight, secy.

SAD CITY City Agricultural Society Aug. 30 to Sept. 2. R. G. Wilson, pres., S. W. W. Straight, secy.

BERLINGTON Coffey County Fair Association Sept. 13 to 16. W. J. Armstrong, pres., M. M. Kiger, treas., I. E. Woodford, secy.

ALEXANDRIA Campbell County Agricultural Association Aug. 20 to Sept. 3. D. J. J. Yonts Newport, pres., John Todd, secy.

BANGOR Eastern Maine State Fair, Aug. 23 to Sept. 2. Flavius D. Beal, pres., S. Dean Benson, treas., Ezra L. Stearns, secy.

BEL AIR Hartford County Agricultural and Mechanical Association, Jas. W. McNabb, secy.

AMESBURY Amesbury and Salisbury Fair, Sept. 27 to 29.

BINGHAM Hingham Agricultural and Horticultural Society, Sept. 27 and 28. Ebel L. Ripley, Hingham Centre, pres.; R. Sprague, Hingham Centre, treas.; W. H. Thomas, secy.

ANN ARBOR Washtenaw Fair Society, Sept. 27 to 30. John F. Avery, pres.; F. H. Belser, treas.; F. E. Mills, secy.

AUSTIN Mower County Agricultural Society, J. J. Furlong, pres., W. C. Holmes, treas., N. S. Gordon, secy.

MAINE.

MICHIGAN.

MARYLAND.

MINNESOTA.

MASSACHUSETTS.

The Custer County Fair held at Broken Bow Neb. Sept. 13-16, desires ATTRACTIONS that will not cost to exceed \$5000. \$10000 hung up in speed department

Ripley, Ohio, Fair for 1898, will be held Aug. 30, 31, and Sept. 1 & 2. Privileges now ready for sale. Attractions wanted. Address L. H. Williams, Secretary, Ripley, Ohio.

NEW ULM—Brown County Agricultural Society, Sept. 1 to 3. Ferd. Sinn, pres.; Henry Sosen, treas.; S. W. Heilmann, secy.

OWATONNA—Steele County Agricultural Society. Clarke Chambers, pres.; N. J. Schaffer, treas.; J. Frank Dean, secy.

RUSH CITY—Chisago County Fair Association, Sept. 15 and 16. Geo. H. Markham, pres.; J. J. Flynn, treas.; J. W. Robie, secy.

ST. JAMES—Agricultural Association of Watonwan County, Sept. 5 to 7. M. S. Crowley, pres.; F. O'Meara, treas.; P. B. Lynch, secy.

ST. PAUL—State Fair, Sept. 5 to 10.

ST. PETER—Nicollet County Agricultural Society, September. Henry Moll, pres.; H. S. Sackett, treas.; John A. Johnson, secy.

ST. VINCENT—St. Vincent Union Industrial Association, October. Chas. Clow, pres.; Humboldt, A. Gamble, treas.; W. G. Deacon, secy.

WINNEBAGO—Faribault County Agricultural and Joint Stock Association, July 2 to 4. J. P. Humes, pres.; H. D. Damen, treas.; G. D. Byggbroed, secy.

WINONA—Winona Street Fair Association, E. S. Mead, pres.; A. C. Root, treas.; James Manly, secy.

MISSISSIPPI.

VICKSBURG—West Mississippi Agricultural, Mechanical and Live Stock Exposition, Nov. 7 to 12. Patrick Henry, pres.; J. A. Conway, treas.; Frank H. Andrews, secy.

MISSOURI.

HOLDEN—Johnson County Agricultural and Mechanical Fair Association, Aug. 20 to Sept. 2. Wm. Steele, pres.; Dr. T. H. Barrett, treas.; T. D. Kennedy, secy.

HUNTSVILLE—Huntsville Fair Association, Dr. W. P. Terrill, pres.; P. L. Vasse, treas.; J. J. Baker, secy.

MAITLAND—Nodaway Valley Fair Association, Aug. 16 to 19. D. A. Gevin, pres.; W. E. Everhart, treas.; E. L. Hart, secy.

MEXICO—July 26 and 27. J. A. Glandon, secy.

NEVADA—Sept. 20 to 23. C. F. Strohm, pres.

HARRISONVILLE—Sept. 6 to 9. T. W. Clements, secy.

MILAN—Sullivan County Fair, Aug. 31 to Sept. 3. Cary B. Long, secy.

PLATTE CITY—Platte County A., M. & S. Association, Aug. 30 to Sept. 3. D. A. Chestnut, pres.; A. R. Jack, treas.; Wm. Forman, secy.

RICH HILL—Rich Hill Fair Association, Sept. 13 to 16. Ed. Crabb, pres.; W. W. Ferguson, treas.; S. T. Broadus, secy.

SARCOINE—Tri-County Fair Association, Sept. 13 to 16. Wesley Ralston, Parshley, pres.; H. B. Boyd, treas.; R. L. Hottel, secy.

ST. JOSEPH—St. Joseph Old-Fashioned Fair, Aug. 22 to 27. Palmer L. Clark, secy.

ST. LOUIS—State Fair, Oct. 3 to 8. Robt. A. Murphy, secy.

SPRINGFIELD—Oct. 4 to 7. H. F. Denton, secy.

COLUMBIA—Aug. 2 to 5. N. D. Bobnett, secy.

MOBERLY—Aug. 9 to 12. May J. Tedford, secy.

BOONVILLE—Cooper County Agricultural and Mechanical Society, Aug. 16 to 19. John F. Rogers, pres.; G. H. Meyer, treas.; Clarks Forks, W. A. Sombart, secy.

MONTANA.

MISSOULA—Western Montana Fair.

NEBRASKA.

BROKEN BOW—Custer County Agricultural Society, Sept. 13 to 16. L. H. Jewett, pres.; E. F. McClure, treas.; E. R. Purcell, secy.

ELWOOD—Gosper County Fair Association, Sept. 21 to 24. W. T. Partenson, pres.; A. Dow, treas.; A. M. White, secy.

INDIANOLA—Red Willow County Agricultural Society, Sept. 13 to 16. S. R. Smith, pres.; L. L. Miller, treas.; W. A. M. Cool, secy.

OMAHA—No Fair in 1898. Milton Doonittle, pres., North Platte; Edmund McIntyre, treas.; Seward; Robt. W. Furnas, secy., Brownville.

NEVADA.

CARSON CITY—Ormsby County Agricultural Association, District No. 1, State of Nevada, Sept. 26 to 30. A. Livingston, pres.; Bullion Exchange Bank, treas.; Wm. Henry Doane, secy.

NEW HAMPSHIRE.

BRISTOL—Bristol Agricultural Association.

CANAAN—Mascoma Valley Agricultural Association, Not decided. Alvin Davis, pres.; H. A. Gilman, treas.; E. M. Allen, secy.

BRADFORD—Bradford and Newburg Association, Sept. 27 to 29. Jonathan Rowe, pres.; Newburg; J. Albert Tensile, treas.; T. O. Melvin, secy.

KEENE—Cheshire County Grange Fair Association, Sept. 6 to 8. W. C. Ellis, pres.; D. M. Spaulding, treas.; F. K. Jewett, secy.

LACONIA—Belknap Agricultural Park, J. P. Clay, Son & Co., lessees.

PLYMOUTH—Plymouth Fair Association.

ROCHESTER—Sept. 13 to 16.

TILTON—New Hampshire Grange Fair Association, Sept. 6 to 8.

WARRNER—Merrimac County Grange Fair, Sept. 21 and 22.

NEW JERSEY.

MOUNT HOLLY—Burlington County Agricultural Society, David C. Wells, Columbus, secy.

TRENTON—Inter-State Fair Association, Sept. 26 to 30. John Taylor, pres.; A. R. Kuser, treas.; John G. Muirhead, secy.

WAVERLY—New Jersey State Agricultural Society, Sept. 5 to 9. W. L. Tompkins, pres.

NEW MEXICO.

RATON—Northern New Mexico Fair Association, C. M. Bayne, pres.; C. F. Remsburg, treas.; D. G. Dwyer, secy.

NEW YORK.

AFTON—Afton Driving Park and Agricultural Association, Fred. Huck, secy.

ALBANY—Albany County Fair Association.

ALBION—Orleans County Agricultural Society, Sept. 22 to 24. E. A. Rowley, pres.; A. W. Barnett, treas.; L. H. Beach, secy.

ALTAMONT—Albany County Agricultural Society and Exposition, Geo. F. Taylor, secy.

AMENIA—Eastern Dutchess Agricultural Park Association, Chas. E. Smith, secy.

AMSTERDAM—Amsterdam Fair and Driving Association, John Bartholomew, secy.

ANGELICA—Allegheuy County Agricultural Society, Sept. 13 to 15. E. S. Bartlett, pres.; F. H. Jackson, treas.; H. E. Dudley, secy.

ANTWERP—Antwerp Union Agricultural Society, Jas. W. Johnson, secy.

BALLASTON SPA—Saratoga County Agricultural Society, Aug. 22 to 26. Henry C. Dater, pres.; Walter I. Cavert, treas.; Charleston; Frank L. Smith, secy., Birtchton.

BATAVIA—Genesee County Agricultural Society, Sept. 19 to 22. T. T. Miller, pres.; Byron; C. D. Harris, treas.; Elba; Albert E. Brown, secy.

BINGHAMTON—Industrial Exposition, Sept. 6 to 9. J. E. Rogers, pres.; U. S. Stevens, treas.; Henry S. Martin, secy.

BROCKPORT—Brockport Union Agricultural Society, Sept. 28 to Oct. 1. Elias Garrison, pres.; Robt. C. Hull, treas.; Geo. B. Harmon, secy.

BROOKFIELD—49th Annual Brookfield Fair, Sept. 19 to 22. H. L. Scooner, pres.; B. G. Stillman, Jr., treas.; N. A. Crumb, secy.

BOONVILLE—Boonville Fair Association, Sept. 6 to 9. Frank W. Smith, pres.; E. G. Palmer, treas.; W. H. McClusky, secy.

CAMBRIDGE—Cambridge Valley Agricultural Association.

CANANDAIGUA—Ontario County Agricultural Society, Sept. 20 to 22. R. M. Lee, pres.; Jas. S. Hickox, treas.; Homer J. Itted, secy.

CARMEL—Putnam County Agricultural Society.

CAPE VINCENT—Cape Vincent Agricultural Society.

CHATHAM—Columbus County Agricultural Society, Sept. 6 to 9. J. P. Mickle, pres.; H. J. Barringer, treas.; W. A. Dardess, secy.

COBLESKILL—Cobleskill Agricultural Society, Sept. 19 to 22. O. F. Nelson, pres.; M. D. Borst, treas.; S. C. Shaver, secy.

CANTON—St. Lawrence County Agricultural Society.

CAIRO—Green County Agricultural Society.

COHOCTON—Cohocton Agricultural Society, Sept. 12 to 14. W. W. Babcock, manager; W. B. Laby, secy.

CORTLAND—Cortland County Agricultural Society, Aug. 23 to 26. E. E. Mellon, secy.

DELIHI—Delaware County Agricultural Society.

DORMANSVILLE—Westerlo & Coeyman's Fair Association, Sept. 5 to 10. D. W. Stanton, pres.; S. Westerlo, W. S. Cole, treas., Indian Fields; L. Thomas, secy.

DUNDEE—Dundee Fair Association.

DRYDEN—Dryden Agricultural Society, Sept. 20 to 22. S. G. Lupton, pres.; D. J. Wheeler, treas.; J. B. Wilson, secy.

DUNELP—Dundee Fair Association, Oct. 4 to 6. Andrew Harpunding, pres.; O. J. Watson, treas.; O. J. Bigelow, secy.

ELLENVILLE—Ellenville Driving Park.

ELMYRA—Chemung County Agricultural Society, Sept. 5 to 9. Frank J. Cassada, pres.; Geo. McCann, secy.

FONDA—Montgomery County Agricultural Society, Aug. 29 to Sept. 1. Hon. Z. D. Westrook, Amsterdam, pres.; Wm. Miles, Fultonville, treas.; J. H. Martin, secy.

FRANKLINVILLE—Franklinville Agricultural and Driving Park Association, Sept. 6 to 9. W. A. Day, pres.; L. S. Ely, treas.; E. E. McNeil, secy.

GENESVO—Ivington County Fair.

GLOVERSVILLE—Gloversville Fair and Driving Association, Louis Levi, secy.

GOVERNOR—Governor Agricultural and Mechanical Association, F. H. Smith, secy.

GREENE—Riverside Agricultural Society, Sept. 13 to 16. Curtis Winston, pres.; J. E. Judson, treas.; J. E. Barton, secy.

HAMBURGH—Erie County Agricultural Association, Sept. 13 to 17. E. E. Hepp, pres.; Armour, N.Y.; J. A. Kiospher, treas., Hamburg; G. P. Diek, secy., Lawtons.

HOBART—Hobart Agricultural Horse and Cattle Association, August, J. B. Baldwin, pres.; DeWitt Sharpe, treas., Hoonville; D. C. Sharpe, secy., S. Kartright.

HORNELLSVILLE—Hornellsville Farmers' Club, Aug. 22 to 26.

HORNELLSVILLE—Hornellsville Itacing Association.

HERKIMER—Herkimer Driving Park Association.

HUDSON—Columbia Agricultural and Horticultural Association, Aug. 31 to Sept. 2. Herbert Dinchart, West Copake, pres.; Fred. S. Hallenbeck, treas.; W. H. Brownling, secy.

HUNTINGTON—Huntington Fair, Jesse L. Smith, secy.

ITHACA—Tompkins County Agricultural and Horticultural Society, Sept. 6 to 9. C. S. Seamon, pres.; E. D. Shurter, treas.; A. G. Genung, secy.

JOHNSTOWN—Fulton County Agricultural Society, Sept. 5 to 8. Wm. T. Briggs, pres.; David A. Hays, treas.; Eugene Moore, secy.

LANCASTER—Union Agricultural Fair Association, Geo. Sutton, Buffalo, secy.

LOCKPORT—Niagara County Agricultural Society, Not decided. G. H. Bradley, pres.; Lake Road; J. S. Woodward, treas.; Chas. A. Warren, secy.

LOWVILLE—Louis County Agricultural Society, Sept. 13 to 16. A. M. Seymour, pres.; Copenhagen; Ira Sharp, treas.; W. S. Windecker, secy.

LITTLE VALLEY—Cattaraugus County Agricultural Society.

LYONS—Lyons Driving Club.

MALONE—Franklin County Agricultural Society, Sept. 27 to 30.

MARGARETVILLE—Catskill Mt. Agricultural Society.

MIDDLETOWN—Orange County Agricultural Society, Sept. 13 to 16. Hon. August Deniston, pres., Newbourg; Cornelius Macardell, treas.; David A. Morrison, secy., Newbourg.

MINEOLA—Queens County Agricultural Society, Not decided. J. W. Ables, pres.; Hayride; Thos. H. Bacon, treas., Jericho; Lott Van de Water, Jr., secy., Hempstead.

MORRIS—Huttenuit Valley Agricultural and Horticultural Association, Sept. 27 to 29. C. A. Brown, pres.; D. I. Lawrence, treas.; D. C. Winton, secy.

NASSAU—Rensselaer Agricultural and Liberal Arts Society, Sept. 20 to 23. Gardner P. Marcy, pres.; Chas. E. Husted, treas.; Delmer Lynd, secy.

NEWARK VALLEY—Northern Tioga Agricultural Society.

NEW CITY—Rockland County Industrial Association, Sept. 6 to 9. J. E. Vanderbilt, pres.; M. S. Clowpey, treas.; J. E. Barber, secy.

NEW YORK CITY—Driving Club of N. Y.

NORWICH—Chenango County Agricultural Society.

ONEONTA—Oneonta Fair, Sept. 12 to 15. Hon. W. L. Brown, pres.; H. M. Bard, treas.; S. L. Huntington, secy.

ORANBURGH—Mountain View Driving Park.

OSWEGO FALLS—Oswego County Agricultural Society.

OWEGO—Tioga County Agricultural Society.

PALATINE BRIDGE—West End Agricultural Association, E. H. Hunnap, Canajoharie, secy.

PENN YAN—Penn Yan Driving Park.

PELHAM—Silver Lake Agricultural and Mechanical Association, Sept. 28 and 29. W. L. Chapin, pres.; J. H. Watson, treas.; W. W. Grieve, secy.

PLATTSBURGH—Clinton County Agricultural Society, Sept. 13 to 16.

POTSDAM—Raquet Valley and St. Regis Valley Agricultural and Horticultural Society.

POTTSVILLE—Glen Dale Agricultural Society, Sept. 27 to 30. Chas. H. Faxon, pres.; Chesterston; F. A. Griswold, treas.; Jas. A. Skiff, secy.

POUGHKEEPSIE—Dutchess County Agricultural Society, Sept. 6 to 9. Reg. W. Ilves, pres., New Hamburg; Aug. B. Gray, treas.; Ferdinand R. Bain, secy.

PRATTSVILLE—Prattville Agricultural and Horticultural Association.

RED HOOK—Red Hook Agricultural Club, Sept. 14 to 16. Daniel W. Wilbur, pres.; Luther L. Stillman, treas.; John W. Bain, secy.

RIVERHEAD—Suffolk County Agricultural Society.

ROME—Oneida County Agricultural Society.

SANDY HILL—Washington County Agricultural Society.

SANDY CREEK—Sandy Creek Fair, Aug. 23 to 25. H. Louis Wallace, secy.

SCHENECTY—Schenectady Valley Agricultural Society, Sept. 15 to 17. G. E. Guy, pres.; Schenectady; E. J. Goddard, treas.; Schenectady; E. E. Brownell, secy., Schenectady.

SCHOHARIE—Schoharie County Agricultural Society.

STAMFORD—Stamford Agricultural Society, Aug. 30 to Sept. 2. H. P. Hubbell, pres.; H. C. Lawrence, treas.; E. W. Landon, secy.

SYRACUSE—Onondaga County Fair, Aug. 22 to 27. J. Wible Knapp, M. D., 1905 W. Fayette st., pres.; N. H. Chapman, secy., Chamber of Commerce.

SYRACUSE—State Fair, Aug. 29 to Sept. 4. Gen. Benj. F. Tracy, of Brooklyn, pres.; W. Judson Smith, treas., Syracuse; Jas. B. Docharty, secy., Albany.

TROUPSBURG—Southern Troupsburg Agricultural Society, Sept. 6 to 9. Henry Simpson, pres.; W. N. Griggs, treas.; James B. Potter, secy., S. Troupsburg.

TRUMANSBURG—Union Agricultural and Horticultural Society, Sept. 13 to 15. J. T. Howe, pres.; H. H. Mosher, treas.; Myron Boardman, secy.

VERNON—Vernon Agricultural Society.

WARSAW—Wyoming County Fair.

WASHINGTON HOLLOW—Central Dutchess Agricultural Association, A. S. Coffin, Oak Summit, secy.

WATERLOO—Seneca County Agricultural Society, Sept. 27 to 29. Daniel Yost, pres.; Leonard Story, treas.; Edward Nugent, secy.

WATERTOWN—Jefferson County Agricultural Society, Sept. 6 to 9. Frank M. Parker, pres.; C. E. Haddock, treas.; W. R. Sheels, secy.

WATERVILLE—Sangerfield Driving Park and Agricultural Association, R. Wilson Roberts, secy.

WATKINS—Schuyler County Agricultural Society.

WELLSVILLE—Wellsville Fair Association, J. H. Jones, secy.

WHITE PLAINS—Society of Agriculture and Horticulture of Westchester County, Sept. 26 to Oct. 1. Jas. Hopkins, pres., Armonk; Joseph H. Lee, treas.; Edwin B. Long, secy.

WELLSVILLE—Wellsville Fair, Aug. 15 to 19.

WESTPORT—Essex County Agricultural Society, Sept. 19 to 22. W. A. Tucker, pres.; Hoquet, A. J. Daniels, treas.; C. E. Stevens, secy.

WHITNEY'S POINT—Broome County Agricultural Society.

NORTH CAROLINA.

ELIZABETH CITY—Albemarle Park Fair, Dr. P. T. Aydiott, secy.

RALEIGH—North Carolina Agricultural State Fair, Oct. 17 to 22. John L. Cunningham, pres.; Cunningham; John Nichols, treas., John Nichols, secy.

WINSTON—Piedmont Tobacco Fair Association, November. A. H. Gorsell, pres.; T. L. Vayhes, treas.; G. E. Webb, secy.

LEMBERTON—Robeson County Fair, Oct. 29 to 31. Geo. H. McLeod, pres.; Frank Gough, secy.

FAYETTEVILLE—Cumberland County Agricultural Society, November. Walter Watson, pres.; G. W. Lawrence, treas.; G. W. Lawrence, secy.

NEWHEIM—Annual Exhibition of East Carolina Fish, Oyster, Game and Industrial Association, Feb. 28 to Mar. 5. Wm. Dunn, pres.; Geo. Green, secy.

NORTH DAKOTA.

MANDAN—Morton County Fair Association, Sept. 27 to 30. Geo. W. Harmon, pres.; D. H. Taylor, treas.; C. L. Timmerman, secy.

OHIO.

ADA—Ada Tri-County Fair, Oct. 4-7. John P. Connor, pres.; M. E. Cunningham, treas.; Agnew Welsh, secy.

AKRON—Summit County Agricultural Society, Oct. 4-7. M. L. Sprankle, pres.; G. W. Brewster, treas.; Albert Hale, secy.

ASHLAND—Ashland Fair Co., Aug. 30 to Sept. 2. H. J. Simonton, pres.; J. Cahm, treas.; A. W. Fritzkner, secy.

ATHENS—Athens County Agricultural Association, Aug. 23-25. N. W. Baker, Chauncey, pres.; C. S. McDougal, Hixson, treas.; D. M. Hurchfield, secy.

BELLEFONTAINE—Logan County Agricultural Association, Oct. 4-7. David Fuson, Loganville, pres.; C. L. Rogers, DeGratt, treas.; E. Pat Chamberlain, secy.

BEREA—West Cuyahoga County Agricultural Society, Sept. 20-23. L. M. Coe, pres.; W. J. Poots, Stroungville, treas.; C. H. Busby, secy.

BOSTON—Clermont County Agricultural Society (Owensville P. O.), Aug. 22 to 26. John P. Friend, pres., Perintown, J. G. Rapp, treas., Owensville; John Rowan, secy., Hloesville.

BUCYRUS—Crawford County Agricultural Society, Sept. 20-23. J. A. McMichael, pres.; Michael Auck, treas.; H. Beal, secy.

BURTON—Geauga County Agricultural Society, Sept. 6-9. E. L. Strong, Huntsburgh, pres.; H. C. Tuttle, treas.; P. W. Parmelee, secy.

CADIZ—Harrison County Agricultural Society, Oct. 5-7. C. R. Tipton, pres.; S. H. Hamilton, treas.; J. G. Millikin, secy.

CALDWELL—Caldwell Fair, Sept. 21-23. David Miller, pres.; John Eumous, treas.; E. B. Phillips, secy.

CANAL HOVER—Tuscarawas County Agricultural Society, Sept. 20-23. J. L. Kennedy, New Philadelphia, pres.; V. Wentz, treas.; H. W. Strub, secy.

CANFIELD—Mahoning County Agricultural Society, Sept. 27-29. N. Newton, Boardman, pres.; S. A. Fogg, treas.; B. Manchester, Hekory, secy.

CANTON—Stark County Agricultural Society, Sept. 27-30. C. M. Welty, No. Industry, pres.; H. A. Wise, treas.; J. H. Lehman, secy.

CARROLLTON—Carroll County Fair, Sept. 28-30. Wm. S. Smeltz, Jr., pres.; Thos. J. Satterman, treas.; C. A. Tove, secy.

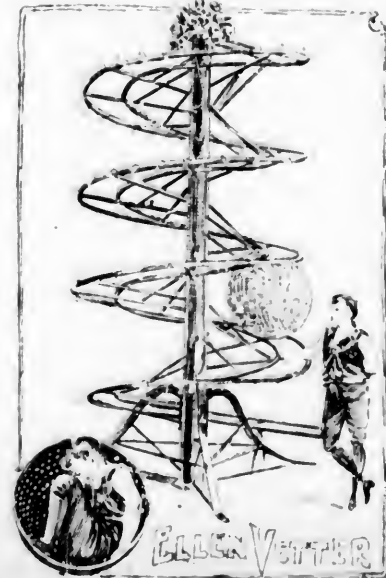
CELINA—Mercer County Agricultural Society, Aug. 16 to 19. S. H. Weaver, pres.; Early, O.; J. M. Winter, treas.; C. W. Hulthire, secy., Mercer, O.

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BELEVUE—Bellevue Fair Co. Gas Dange...
BIAGINI FALLS—Cuyahoga County Agr...
BILLYCOTHE—Scioto Valley Fair, Aug. 9...

RIPLEY—Ripley, Ohio, Fair Co. Aug. 26...
ROCK SPRINGS—Melroe County Agricul...
SANDUSKY—Sandusky County Agricul...
SARASVILLE—Sable County Fair, Sept...

GREENVILLE—Greenville Agricultural...
HANOVER—Hanover Agricultural Soci...
HARTFORD—Hartford Agricultural Soci...
HONESDALE—Wayne County Agricul...
HUGHESVILLE—Muney Valley Farm...
LAFAYETTE—Indiana County Agricul...
JOHNSTOWN—Tri-County Agricul...
KITTANNING—Kittanning Fair Associ...
LAVELLE—Lavelle Driving Park and...
LEBANON—Lebanon Valley Fair Associ...
LEHIGHTON—Carbon County Indust...
LEWISBURG—Union County Agricul...
MANSFIELD—20th Annual Mansfield...
MEADVILLE—Meadville Fair and...
MILTON—Milton Driving Park and...
NAZARETH—Northampton County Agr...
NEW CASTLE—Lawrence County Agr...
ORWIGSBURG—Orwigsburg Agricul...
OXFORD—Oxford Agricultural Soci...
PARKER'S LANDING—Parker Agricul...
PHILADELPHIA—Belmont Driving Club...
PITTSBURGH—Luzerne County Fair...
READING—Berks County Agricul...
STROUBSBURG—Monroe County Agr...
STONEBORO—Mercer County Agricul...
TARENTUM—Tarentum Fair Associ...
TOWANDA—Bradford County Agricul...
TROY—Troy Agricultural Society, Sept...

GROESBECK—Limestone County Fair...
HILLSBORO—Hill County Fair Associ...
HUNTSVILLE—Huntsville Fair and...
SAN ANTONIO—Guadalupe Valley Fair...
TAYLOR—Taylor Fair Association, Am...
VERMONT.
BRANDON—Brandon Fair Association.
BURLINGTON—Burlington Driving Club.
BRATTLEBORO—Valley Fair Associ...
BARTON—Orleans County Fair Associ...
EAST CORINTH—Waits River Valley...
FAIR HAVEN—Western Vermont Agr...
LYNDONVILLE—Northern Caledonia...
MIDDLEBURY—Addison County Agr...
NORTHFIELD—Dog River Valley Fair...
RUTLAND—Rutland County Fair, Sept...
ST. JOHNSBURY—Caledonia County...
SHELDON JUNCTION—Franklin County...
SOUTH RYEGATE—Ryegate & Wells...
ST. ALBANS—Wentworth Driving Park...
TUNBRIDGE—Union Agricultural Soci...
WATERBURY—Windsor Valley Agricul...
WINCHESTER—Shenandoah Valley...
CAPE CHARLES—Chesapeake Agricul...
WEST VIRGINIA
WHEELING—West Virginia Exposition...
TACOMA—T. County Agricultural and...
WASHINGTON.
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FOR ALL INFORMATION APPLY TO E. McMAHON, Secretary, 26 Sparks Street.
BIG MONEY FOR CANE MEN
You can coin money selling my CANES and FOY WHIPS...
The Rockwood Stock & Fair Association OF ROCKWOOD, TENN.
Will celebrate the Fourth of July next with Horse Racing, Bicycle Racing and Other Attractions.
And have offered Liberal Purses in order to obtain First-Class Engagements.

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THE FULLER FRUITFULER
No cups or holes to clog up.
Will not slip out of hand.
Also used as a stick picker.

The Rockwood Stock & Fair Association
OF ROCKWOOD, TENN.
Will celebrate the Fourth of July next with Horse Racing, Bicycle Racing and Other Attractions.
And have offered Liberal Purses in order to obtain First-Class Engagements.

WISCONSIN.

AMHERST—Portage County Agricultural Society. Sept. 13 to 16. A. G. Cate, pres.; J. G. Webster, treas.; A. J. Smith, secy.
BARABOO—Sank County Agricultural Society.
BEAVER DAM—Dodge County Fair Association. Sept. 27 to 30. E. E. Williams, pres.; Danville; H. B. Drabe, treas.; C. W. Harvey, secy.
CHETEK—Barron County Agricultural Society. Sept. 6 to 8. W. W. Flinn, pres.; W. A. Kent, treas.; Cameron; Jos. E. Cartwright, secy.
CHIPPewa FALLS—Northern Wisconsin State Fair. Sept. 13 to 16. Jas. H. Agen, pres.; W. Superior; W. W. Flinn, treas.; Obetek; M. S. Bailey, secy.
ELKHORN—Walworth County Agricultural Society. Sept. 27 to 30. J. B. Johnson, pres.; Geo. L. Harrington, secy.
FOND DU LAC—Gay Park Fair Association. Sept. 6 to 9. Dr. T. C. Meyheim, pres.; C. L. Hawk, treas.; H. D. Maikie, secy.
LANCASTER—Grant County Agricultural Society. Sept. 14 to 16. Delor Abrams, pres.; R. Meyer, Jr., treas.; T. A. Burr, secy.
MADISON—Sept. 19 to 23.
MENOMINEE—Dunn County Agricultural Society. Sept. 19 to 22. F. A. Vasey, pres.; J. B. Chickering, treas.; Geo. Galloway, secy.
MILWAUKEE—Wisconsin State Board of Agriculture. Sept. 19 to 23. J. M. True, chairman; S. A. Peterson, treas.; M. G. Doyon, Madison, secy.
MONROE—Green County Agricultural Society and Mechanics' Institute. Aug. 31 to Sept. 3. R. A. Etter, pres.; Andrew Lewis, treas.; Frank Smock, secy.
NEW LONDON—Eighth Annual Fair and Race Meeting. Sept. 20 to 23. Henry Cannon, secy.
SEYMOUR—Seymour Fair and Driving Park Association. Sept. 29 to Oct. 1. Peter Tubbs, pres.; Wm. Michelstetter, treas.; H. J. Van Vuren, secy.
SPARTA—Sparta Driving and Agricultural Association. Aug. 23 to 26. S. W. Swarthout, pres.; J. P. Teeve, secy. and treas.
WANSAN—Marathon County Agricultural Society. Sept. 14 to 16. John Klefer, pres.; Gustav Mueller, treas.; E. B. Thayer, secy.
WANTOMA—Waushara County Agricultural Society. Gilbert Tennant, pres.; J. W. Jetter, treas.; W. H. Berry, secy.
WAUKESHA—Waukesha County Agricultural Society. Aug. 23 to 26. Eph. Beaumont, Hartland, pres.; W. H. Smith, treas.; Frank W. Harland, secy.
WEST SUPERIOR—Douglas County Agricultural Society. Sept. 27 to 30. Jas. H. Agen, pres.; Harry Rogers, treas.; Fred M. Williams, secy.
WEYANWEGA—Wyanwega County Agricultural Society. Not decided. W. W. Crane, pres.; D. Wadlee, treas.; A. L. Hutchinson, secy.

CANADA.

BOWMANVILLE—West Durham Agricultural Society. Sept. 15 and 16. John Davey, Leskard, pres.; Ontario; W. F. Allen, treas.; M. A. James, secy.
BRANTFORD—Brantford Turf Club.
BIATHAM—West Kent Agricultural Society. Sept. 21 to 23. M. J. Wilson, pres.; R. G. Fleming, treas.; Henry Robinson, secy.
COLLINGWOOD—Great Northern Exhibition. Sept. 20 to 23. Thos. Robinson, Jr., pres.; W. J. Franke, treas.; J. W. Archer, secy.
LONDON, ONT.—The Western Fair Association. Sept. 8 to 17. Col. Wm. Gartshore, pres.; D. Mackenzie, treas.; Thos. A. Brown, secy.
MARKHAM, ONT.—East Riding of York and Markham Agricultural Society. Oct. 5 to 7. G. R. Vanzant, pres.; W. H. Hall, secy. and treas.
OTTAWA, ONT.—Central Canada Exposition. Sept. 16 to 24. Wm. Hutchinson, M. P., pres.; T. Cameron Bate, treas.; E. McMahon, secy.
PIESCOTT—South Greenville Agricultural Society. Sept. 20 to 24. John Jackson, pres.; Cardinal, Ont.; T. R. Melville, secy.
RICHMOND, ONT.—The County Carleton Agricultural Society. Sept. 13 to 15. John Craig, pres.; Kirth Gower; Waikie Ehuf, secy.
SHERBROOKE, QUE.—Eastern Township Agricultural Association.
SIMCOE, ONT.—Norfolk Union Fair. Oct. 11 to 13. D. B. Palmerton, pres.; J. Thos. Murphy, secy. and treas.
ST. JOHNS, N. B.—Agricultural Society of City and County of St. John. Jas. H. Frink, secy.
THREE RIVERS, QUE.—Three Rivers District Agricultural Association.
TORONTO, ONT.—Canada's Great Exposition and Industrial Fair. Aug. 29 to Sept. 10. J. J. Withrow, pres.; J. P. Edwards, treas.; H. J. Hill, secy.
STANSTED, QUE.—Stansted Live Stock Association, Limited. Aug. 24 to 26. Geo. Davidson, pres.; Fairfax, Que.; A. W. Thompson, treas.; Stansted, Que.; E. P. Ball, secy.; Rock Island, Que.
WOODSTOCK—North Riding of Oxford, Blandford and East Oxford Agricultural Society. Oct. 3 to 5. A. R. Patullo, pres.; R. A. Sambett, secy.
NEW WESTMINSTER, B. C.—Provincial and International Exposition of the Royal Agricultural and Industrial Society of British Columbia. Oct. 5 to 13.
SOREL, P. Q.—Agricultural and Athletic Association of Sorrel. J. F. F. Boulais, secy.

Dog Shows.

COLUMBUS, O.—Columbus Dog Fanciers' Club.
PITTSBURG, PA.—Western Pennsylvania Kennel Club. April 6 to 9. F. S. Stedman, secy.
SAN FRANCISCO, CAL.—San Francisco Kennel Club. May 18 to 21. H. H. Carlton, secy.

Expositions.

BROOKLYN, N. Y.—International Health Exposition. May, 1898. Grand Central Palace.
MINNEAPOLIS, MINN.—Northwestern Manufacturing Association. July 13 to 27.
NIAGARA FALLS, N. Y.—Pan-American Exposition, 1899. R. C. Hill, secy.
OAKLAND, CAL.—J. W. Nelson, pres.; Geo. Rolth, secy.; Union National Bank, treas.
OMAHA, NEB.—Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898.
PHILADELPHIA, PA.—Exposition of American Manufacturers', 1899. Dr. Wm. Pepper, chairman.
PITTSBURG, PA.—Exposition, 1898.
PORTLAND, ORE.—Exposition of 1898.
SAN FRANCISCO, CAL.—Semi-Centennial Exposition. Winter, 1901.
ST. LOUIS, MO.—Exposition, 1898.
SARCOXIE, MO.—Sarcoxie Horticultural Society Strawberry Carnival. May 19 to 21.

Poultry Shows.

BIRMINGHAM, ALA.—Dec. 1898. J. H. McCaffrey, pres.
BUFFALO, N. Y.—Buffalo Poultry Association. Jan. 2 to 7, 1899. E. C. Pease, secy.
CANTON, O.—Canton Poultry and Pigeon to 6, 1899.
CAREY, O.—Carey Fancy Breeders' Club. W. S. Payne, secy. Jan. 16 to 20, 1899.
COLUMBUS, O.—Poultry and Pet Stock Show. J. C. Rowe, secy. Feb. 1899.
DENVER, COL.—Colorado State Poultry Association. Chas. A. Watson, secy. Jan. 16 to 21, 1899.
DETROIT, MICH.—Michigan State Poultry and Pigeon Association. F. W. McKenzie, secy.; Concord, Mich. Jan. 4 to 10, 1899.
ELMIRA, N. Y.—Elmira Poultry Association. E. W. Andrews, secy. Jan. 17 to 21, 1899.
FITCHBURG, MSAS.—Fitchburg Poultry and Pet Stock Association. Edw. B. Curtis, secy. Dec. 19 to 24.
FORT PLAIN, N. Y.—Mohawk Valley Poultry and Pet Stock Association. Dec. 11 to 14. J. H. Fuller, secy.
JOHNSTOWN, N. Y.—Adirondack Poultry and Pet Stock Club. Nov. 23 to 26. H. J. Quilhot, secy.
MT. GRENA, N. Y.—Farmers' Exposition and Poultry Show. Aug. 15 to 20.
NEWBURG, N. Y.—Wallkill Valley Poultry, Pigeon and Pet Stock Association. W. Q. Minturn, secy.; Warwick, N. Y. Jan. 17 to 19, 1899.
NEW LONDON, CONN.—Eastern Connecticut Poultry Association. Dec. 14 to 17. C. B. Smith, secy.
NEW YORK, N. Y.—New York Poultry and Pigeon Association. H. V. Crawford, secy.; Montclair, N. Y. Jan. 31, Feb. 4, 1899.
OAKLAND, CAL.—Oakland Poultry Association. F. A. Boswell, secy.; Lorin, Cal. Dec. 5 to 10.
OKLAHOMA CITY, O. T.—Oklahoma State Poultry Association. Jan. 2 to 5, 1899. L. F. Laverty, secy.; Guthrie, O. T.
OMAHA, NEB.—Nebraska Poultry Association. E. A. Pegler, secy.; Lincoln, Neb. Sept. 19 to Oct. 1.
PRINCETON, ILL.—Northern Central Illinois Poultry Association. Dec. 12 to 16. S. S. Smith, secy.
SYCAMORE, OHIO—Sycamore Poultry Association. Dec. 14 to 17. Earl R. Williams, secy.
TIPTON, IND.—The Madison and Tipton Counties Poultry and Pet Stock Association. June.
TORONTO, ONT. CAN.—Poultry Show. Jan. 9 to 15, 1899.
TROY, N. Y.—Hudson Valley Poultry, Pigeon and Pet Stock Association. Dec. 6 to 9. W. T. Lord, secy.
WASHINGTON, C. H., O.—Southern Ohio Poultry Association. W. R. Dabney, secy. Feb. 7 to 11, 1899.
WASHINGTON, D. C.—National Poultry and Pigeon Association. Geo. E. Howard, secy. Jan. 10 to 14, 1899.
WEST LIBERTY, IA.—West Liberty Poultry Association. A. H. Floyd, secy. Dec. 12 to 15.
WORCESTER, MASS.—Central Massachusetts Poultry Club. C. A. Bailou, secy. Jan. 5 to 8, 1899.
YOUNGSTOWN, O.—Youngstown Poultry, Pigeon and Pet Stock Association. E. N. Shon, secy. Dec. 20 to 24.

Races.

AKRON, O.—Akron Trotting Association. July 13 to 15.
ALBANY, N. Y.—Central New York Circuit. July 18 to 20.
ANACONDA, MONT.—Aug. 11 to Sept. 10.
BALLSTON, N. Y.—Delaware & Hudson Circuit. Aug. 23 to 26.
BINGHAMTON, N. Y.—Central New York Circuit. June 21 to 23.
BRADFORD, PA.—Lake Erie Trotting Circuit. June 28 to July 1.
BRIGHTON, N. Y.—Brighton Beach Racing Association. July 6 to Aug. 9.
BROOKLYN, N. Y.—Brooklyn Jockey Club. May 28 to June 16, Sept. 13 to 29.
BROOKLYN, N. Y.—Parkway Driving Club. June 20 to 22.
BUFFALO, N. Y.—Aug. 16. Grand Trotting Circuit.
RUTLE, MONT.—July 2 to Aug. 6.
CAMBRIDGE, N. Y.—Delaware & Hudson Circuit. Aug. 30 to Sept. 2.
CLEVELAND, O.—July 25. Grand Trotting Circuit.
COBLESKILL, N. Y.—Delaware & Hudson Circuit. Sept. 19 to 22.
COLORADO SPRINGS, COL.—Colorado Springs Association. May 30, June 2.
COLUMBUS, GA.—Aug. 2. Grand Trotting Circuit.
COLUMBUS, O.—Driving Park Association, Grand Circuit Meeting. Aug. 1 to 5.
CONEY ISLAND, N. Y.—Coney Island Jockey Club. June 18 to July 4, Aug. 23 to Sept. 10.
CORONADO, CAL.—Races. May 30.

Horse Shows.

BROOKLYN, N. Y.—Horse Show, Brooklyn Riding and Driving Club. J. H. Walbridge.
GERMANTOWN, PA.—May 23 to 28.
LONDON, ENGLAND—Crystal Palace Horse Show. May 28 to 31.
MINEOLA, N. Y.—Queens County Second Annual Horse Show. May 12 to 14. Hon. W. C. Whitney, pres.; Sam Willets, secy.
NEWPORT, R. I.—Newport Casino Horse Show. Aug. 29, Sept. 3.
NEW YORK CITY—National Horse Show Association, Madison Square Garden. November.
PROVIDENCE, R. I.—Providence Horse Improvement Association. June 21 to 23. Col. Goff, secy.

Food Shows.

DENVER, COL.—Food Show. May 5 to 14.

Send in Your Fair Dates.

CORSICANA, TEXAS—Oct. 26 to 29. T. D. Hightower, secy.
DENVER, TEXAS—Sept. 14 to 17. W. A. Miller, secy.
DENVER, COL.—Overland Park Races. June 11 to 18.
DETROIT, MICH.—July 18. Grand Trotting Circuit.
ELMIRA, N. Y.—Central New York Circuit. June 13 to 16.
ERIE, PA.—Lake Erie Trotting Circuit. July 26 to 29.
FT. WAYNE, IND.—Aug. 9. Grand Trotting Circuit.
FT. WORTH, TEXAS—Sept. 21 to 24. E. E. Wright, secy.
GLENS FALLS, N. Y.—Aug. 23. Grand Trotting Circuit.
GOSHEN, N. Y.—Orange County Circuit. Aug. 23 to 26.
GROESBECK, TEXAS—Nov. 9 to 12. S. H. Bugg, secy.
HARTFORD—Sept. 5. Grand Trotting Circuit.
HORNELLSVILLE, N. Y.—Lake Erie Trotting Circuit. July 12 to 15.
HOUSTON, TEXAS—Oct. 31 to Nov. 5. W. S. Foote, secy.
INDIANAPOLIS, IND.—National Prison Congress. October.
JEFFERSON, IA.—Jefferson Driving Club. July 4 and 5. D. L. Howard, secy.
JOHNSTOWN, PA.—Tri-County Agricultural and Driving Association. Spring Meeting, June 1 to 3; Midsummer Racing Festival, July 27 to 29; Fall Races, Sept. 6 to 9.
LATONIA, KY.—June 9 to July 9.
LEBANON, PA.—Spring Races. Lebanon Valley Fair Association. July 2 to 4.
LIMA, O.—Lima Driving Park. June 1 or July 1. J. M. Sealts, secy.
LOS ANGELES, CAL.—Races. Sept. 15 to 30.
LOUISVILLE, KY.—May 4 to 20.
MEADVILLE, PA.—Lake Erie Trotting Circuit. July 19 to 22.
MEIDFORD, PRINCE EDWARDS ISLAND.—Combination Park. June 14 to 17, Aug. 23 to 27.
MIDDLEBURG, VT.—Vermont State Firemen's Tournament. July 21.
MIDDLETOWN, N. Y.—Orange County Circuit. Aug. 9 and 10.
MINEOLA, L. I.—Queens County Jockey Club. April 25 to May 3, Aug. 15 to 20, Oct. 24 to Nov. 8.
MONTREAL, CAN.—July 14 to 30.
NEW PLATZ, N. Y.—Orange County Circuit. Aug. 30 to Sept. 2.
NEWPORT, KY.—April 9 to May 3.
NEWTON, KAN.—May.
OAKLEY, O.—May 21 to June 7.
OLD ORCHARD, ME.—Breeders' Mile Track Association. Aug. 8 to 12 and Sept. 19 to 23. M. F. Porter, Mgr.
ONEONTA, N. Y.—Delaware & Hudson Circuit. Sept. 12 to 15.
PALESTINE, TEXAS—Nov. 16 to 19. Thos. Hall, secy.
PORTLAND—Sept. 12. Grand Trotting Circuit.
PORTLAND, ME.—Rigby Stake Meeting. Aug. 1 to 5.
POUGHKEEPSIE, N. Y.—Central New York Circuit. Aug. 2 to 6.
POUGHKEEPSIE, N. Y.—Orange County Circuit. Aug. 2 to 5.
PROVIDENCE, R. I.—Narragansett Park Races. July 12 to 16.
PT. JERVIS, N. Y.—Orange County Circuit. Aug. 16 to 18.
READVILLE—Aug. 30. Grand Trotting Circuit.
ROCKWOOD, TENN.—Rockwood Stock and Fair Association. Races. July 4.
ROME, N. Y.—Central New York Circuit. July 4 to 8.
SALAMANCA, N. Y.—Lake Erie Trotting Circuit. June 21 to 23.
SANDY HILL, N. Y.—Delaware & Hudson Circuit. Sept. 6 to 9.
SARATOGA, N. Y.—July 28 to Aug. 28. Saratoga Racing Association.
SCHOHATIE, N. Y.—Delaware & Hudson Circuit. Sept. 26 to 29.
ST. LOUIS, MO.—May 14 to —.
SYRACUSE, N. Y.—Central New York Circuit. June 27 to 30.
TROY, N. Y.—July Races.
TROY, N. Y.—Central New York Circuit. July 25 to 27.
UTICA, N. Y.—Central New York Circuit. July 11 to 13.
WELLSVILLE, N. Y.—Lake Erie Trotting Circuit. July 4 to 7.
WESTCHESTER, N. Y.—Westchester Racing Association. May 7 to 26, Oct. 1 to 22.
WINDSOR, CAN.—Aug. 2 to 18.

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has an enthusiastic lot of readers, who are great buyers. Its advertisers all say they get big returns.
Mr. E. B. Mower, advertiser of Quaker Oats, recently told a disinterested party that he keyed an ad in RECREATION, and was astonished at the very large number of replies he received, for the money spent. He says he is convinced that RECREATION goes into the homes of good buyers.
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A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates on all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

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ROBERT H. COBLINS, Distributor, 310 Middle Street, NEW BEDFORD, MASS.
TAMAQUA, PA. Pop. 8,000. Bill Poster, Distributor and Sign Tacker. Geo. A. Jacobs, L. B. 446. Member I. A. of I.

MUNCIE, IND., has a population of 25,500. There are 5,000 homes in Muncie. It requires 6,000 pieces to cover Muncie. Send it to A. P. W. NEITHERCOTT, the I. A. of D. member, 611 South Monroe Street.

MEMPHIS, TENN. VAN BEUREN & CO.

Bill Posters and Distributors. 43 GAYOSO ST.

ESTABLISHED 1859. 39th Year of Prosperity. Demorest Magazine. Have you seen DEMOREST in its new form? If not send for a copy and advertising rates. The best and cheapest. Guaranteed circulation for April 115,000 copies. Ask your advertising agent for prices. DEMOREST PUB. CO., 110 Fifth Avenue, N. Y. W. L. MILLER, Advertising Manager.

B. F. LANCASTER. CITY BILL POSTER AND DISTRIBUTOR. NEW CASTLE, DEL. Established 1878. Contracts taken for posting and distributing bills throughout this city and state.

HARKNESS, Gas City Advertiser, STOCKTON, CAL.

United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau. We are now occupying a space of eight large offices. With a carefully trained force of proficient readers. And have an exchange list that thoroughly covers every section of the United States and Canada. We feel no hesitancy in asserting that we can fill any order entrusted to us. Service equal to the best at a price as low as the lowest. New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start. We solicit your patronage. Respectfully, United Press News Bureau, 134 VAN BUREN ST., CHICAGO.

CONVENTIONS, Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large numbers of people to any one particular city and for this reason of importance to advertisers, shippers, fishermen, general passengers, agents, etc. The list is carefully revised and corrected monthly.

ABERDEEN, S. D.—Second Annual Congress of Mothers. May 18 to 20.
ABILENE, KAN.—State Sunday School Association. May 11. Single, secy.
ALBANY, N. Y.—Tenth Annual Convention Young People's Christian Union of United Presbyterian Church. Aug. 3 to 8, 1898. Thos. C. Aichinson, mgr.

CINCINNATI, O.—Grand Council, R. A. M. Sept. 27, 1898.
CINCINNATI, O.—National Encampment G. A. R. Sept. 5 to 10.
CINCINNATI, O.—Grand Chapter. Sept. 25 and 29, 1898.
CINCINNATI, O.—American Foundrymen's Association. May, 1898.

FORT SCOTT, KAN.—Rathbone Sisters, Grand Temple of Kansas. May 17. Mrs. Mamie Holcraft, secy., Topeka.
FORT SCOTT, KAN.—Kansas Brigade, K. of P. May 17 and 18. J. K. Creighton, Leavenworth.
FR WAYNE, IND.—North Indiana Teachers' Association. April, 1899. W. C. Hellman, Hammond, Ind., pres.

MILWAUKEE, WIS.—National Elsteddfod. January, 1899.
MONTPELIER, VT.—Encampment Vermont Sons of Veterans. June 6 to 8.
MT. CLEMENS, MICH.—Convention of Gas Men. May 19 to 21, 1898.
MUNCIE, IND.—Green Bottle Flowers' Association of United States and Canada. July.

Join Now!

There are over two hundred distributors throughout the United States and Canada who are thinking of joining The

International Association of Distributors

They have been intending to do so for months, but put it off from month to month on one pretext or another. I wish to state for the benefit of those hanging around on the outside that the initiation fee will be considerably advanced at the next meeting. Those who join now get in very cheap. Those who wait will have to pay something like what the franchise is worth. Better join now. If you are honest and reliable, you can get in for \$3.00. Address,

No. 519 Main Street,
Cincinnati, O.

W. H. Steinbrenner, Sec'y-Treas.

The 3rd Annual Convention of the International Association of Distributors will take place at the Leland House, Chicago, July 19-22, 1898. Distributors, Advertisers and Agents are Invited.

WANTED!

Names of persons who sent \$2.50 to Gripp, of Tyrone, Pa., and received NO WORK, address: J. S., this office.

E. M. FRITZ
BILL POSTING
AND DISTRIBUTING
OSKALOOSA, IOWA.

ALLEN'S PRESS CLIPPING BUREAU
Deals in all kinds of NEWSPAPER INFORMATION. Advance reports on all contract work. Main office, 510 Montgomery street, SAN FRANCISCO.

HUTCHINSON, KAS. Population, 10,000.
W. A. LOE, City Bill Poster, controls all the billboards. Bill posting, distributing and tacking solicited. Office, 102 Opera House Block.

FRANKLIN, PA. POPULATION 9,000
ALEX. BRADLEY, City Bill Poster and Distributor.
Owns and controls all bill boards and dead walls in the city. ESTABLISHED 1871.

E. M. BRACY, Ogdensburg, N. Y. Distributor Member Feister's List. Satisfaction guaranteed.

BUBB
POSTS BILLS AND DISTRIBUTES CIRCULARS AT
WILLIAMSPORT, PENN'A

GET... OUR SPECIAL POSTERS

TO ADVERTISE YOUR BUSINESS.
The Most Successful Business Houses Are Using Them!

THE CHEAPEST AND BEST METHOD

To attract the Public. Five to fifteen large posters or stands judiciously posted in your vicinity will make a decidedly striking advertisement at a minimum cost. Try it, or send us \$2.00 and reading matter, and we will send you a 20-sheet stand (size 9 feet 4 inches by 17 feet 6 inches) including a large lithographic pictorial design pertaining to your business. We use the Donaldson Lithos in connection with our stands—appropriate to every business.

D. C. Humphrys & Co.
1227-MARKET STREET-1227

Philadelphia, Penn.

FLAGS, BANNERS, DECORATIONS,
SIGNS and SHOW CARDS for every purpose.
* POPULAR PRICES * PROMPT SERVICE * WRITE US *



THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best). Prices to suit all. Our catalogue tells all about them. It is sent free on application.

JUST SUPPOSE

That there was a machine that would make you from three to five dollars a day. would you buy it?

AS A MATTER OF FACT

There is such a machine. It makes more paste from less flour than you can well imagine. It makes better paste cheaper than you think.

Take a Minute and a Postal write us and we will tell you all about it.

J. H. DAY & CO. 1144 R. HARRISON AVE. CINCINNATI, O.

Bill Posters Distributors

SHOULD OWN EITHER A

WAGON OR CART

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddler to make you a pair of shoes, but what is the use when you go to a firm who make a specialty of the very thing you want. We can give you a better vehicle for half the price you will pay at home.

Bill Posters' Push Cart.

Great for small towns and short routes to cities. This style of cart is very great favor among the bill posters of England because it is regarded as a great convenience and is well adapted to the distribution of all our vehicles. It is equipped with large iron gears and a heavy iron. The wheels are made with iron and the one which runs the gears is provided with a fender.



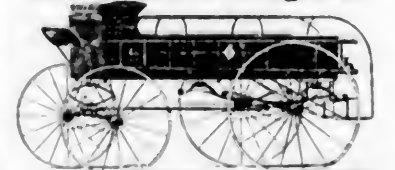
Price for small towns and short routes to cities. This style of cart is very great favor among the bill posters of England because it is regarded as a great convenience and is well adapted to the distribution of all our vehicles. It is equipped with large iron gears and a heavy iron. The wheels are made with iron and the one which runs the gears is provided with a fender. \$24.50 EACH.

Bill Posters' Pony Cart.



Light strong and durable. This vehicle is based on a four wheel design and is well adapted to the distribution of all our vehicles. It is equipped with large iron gears and a heavy iron. The wheels are made with iron and the one which runs the gears is provided with a fender. \$44.50

Bill Posters' Wagons.



We make them in a front load one variety. We have them with shafts and with poles, and with or without seats to suit every use imaginable. This is now we make in three sizes at the following prices: A—\$90.00. B—\$100.00. C—\$130.00.

JOHN H. MICHAEL,
Manufacturer Bill Posters' Vehicles,
225, 227, 229 East 8th St. CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Photos free to intending purchasers.

A. B. P. A. and I. A. of D.
 Combined, Guarantees of Reliable Service in every
 department of Out-Door Advertising at
SAVANNAH, Georgia.

MIDLAND ADVERTISING CO.,
 JOSEPH REID, Manager
LICENSED DISTRIBUTORS,
 Members I. A. of D.
 617 Grand Ave., **KANSAS CITY, MO.**

**FRANK LITTLE & SON, Bill Poster and
 Distributor, PORTLAND, MICH. Pop. 2,000.**

THE BRASS CITY DISTRIBUTING AGENCY
 Located in New Haven county, Pop. 246,256
 Distributing, Sampling and Sign Tacking. All
 work guaranteed to give satisfaction. Member
 of I. A. of D. Milton Distributing Agency.
C. H. TRASK, MGR.
 BOX 157, **WATERVILLE, CONN.**

JOSEPH CLOUGH, 4 W. Brachery St., Providence, R. I.
 Distributor of all kinds of advertising matter
 Signs tacked, etc. Honest work guaranteed

ADVERTISERS!! We distribute advertising
 matter in Eastern Ohio. Write for rates
W. D. CARROLL & CO., ANNAPOLIS, OHIO.

The Twin-City Bill Posting Co.,
WINSTON-SALEM, N. C.

TEN SURROUNDING TOWNS.
 Population 30,000.

Bill Posting, Distributing, Sign Tacking and
 General Advertisers.

First Class Services. All Work Guaranteed,
 Protected and Renewed

W. T. PFOHL, Manager.
 Office, 105 1/2 West 5th St. **WINSTON, N. C.**

ALGONA, WIS. Pop. 1,800. P. H. Daguean.
 Reliable Bill Poster and Distributor of all kinds
 of advertising matter

JAMAICA, N. Y. Pop. 28,714. 125 mammoth
 stands, 1,000 three sheet boards, 50 per sheet
 per week. **CHAS. WOOD, Bill Poster.**

SANTA CRUZ, CAL. with a population of over
 8,000 has one of the best
 bill posting and distributing plants in the state.
 All work personally supervised. Member
 of I. A. of D. **L. A. DANIELS.**

Do You Want Any Distributing
 ---Done in---

SCRANTON, PA.
 WE DO IT.

REFERENCES:
 Bradstreet & Dunn's Agency,
 Scranton Board of Trade,
 M & M Bank, Scranton
 Scranton Savings Bank
 Not. Pinkham Medicine Co., Lynn, Mass.
 Members: Warner safe Yeast Co., Rochester
 of I. A. of D. Many Others
 but willing to be. **REESE & LONG.**

HUNTINGTON, IND.
The Lime City Distributing Agency.
 Population of city 10,000, county 10,000. Prompt
 and reliable service at all times. Member I. A. of D.
BENJAMIN MILES, MANAGER.

LIMA, OHIO. Has a thrifty wide-
 awake bustling
 population of over 25,000. It will pay you to
 put it on your list. **W. C. TIRRELL & CO.**
 Bill Posters and Distributors.

ST. PAUL AND MINNEAPOLIS DISTRIBUTING CO.
 Samples and Advertising Matter Thoroughly
 Distributed. **W. F. SMITH, Manager.** Main
 office, 31 East Third Street, St. Paul

WE POSTED Over 2,000 sheets of paper last
 year. Have room for about 500 sheets at one
 showing. We cover a population of 10,000.

WE DISTRIBUTED Nearly 30,000 circulars,
 pamphlets and books last year. We reach a
 population of nearly 60,000. We employ men,
 as far as possible married men with families.
 They work under the surveillance of our
 superintendent and are carefully watched.

If you want to cover Crawford Co. Pa. write us
 about it. We can do it and guarantee the service.
H. R. WILDER CO., Cambridge Springs, Pa.
 Ref. Hub Clothing House, Enterprise Pub. Co.

ITHACA, MICH. Pop. 2,500.
JAS. DONALDSON,
 Member I. A. of D.
 Bills posted, Samples put out. Circulars dis-
 tributed. Signs nailed up. Work
 guaranteed

BERNARD & ANDERSON, Licensed City Bill Posters,
 19 CONGRESS ST., E.
NOW THE MODEL BILL POSTING PLANT OF THE S. E.
J. E. CAMPOS, I. A. D. Member. Has removed to this office and is now in charge of all Distributing, Sign and Card
 Tacking. Address correspondence relative to Distributing to J. E. CAMPOS, Supt. Distrib. Dept., 19 Congress St., E.

LOS ANGELES, CAL. Population, 1897. 1890.
 103,786, 50,000

Los Angeles now has a resident population of over 100,000 and during the winter at least
 50,000 tourists are there seeking climate. No rain at all in summer, and in winter less
 than in New York in summer. Sole owners of the billboards, distributing a specialty

WILSHIRE POSTING CO.,
 636 Broadway, **LOS ANGELES, CAL.**

THE LEADING SHOW PRINTERS
 (LITHOGRAPHIC OR BLOCK)
 IN THE UNITED STATES USE

THE AULT & WIBORG CO'S
POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI
 NEW YORK
 CHICAGO

TRUTH
 A Clean Family Journal

The new weekly in colors. The most beautiful
 periodical published in America. Every
 week four pages in colors and twenty in black
 and white.

The Best Colored Pictures
 The Best Black and Whites
 The Best Humorists
 The Best Short Story Tellers
 The Best Versifiers
 The Best Printed
 The Best Made Up
 The Best and Cleanest

Family Journal of To-Day
 The Best For Advertisers.

TRUTH
 19th Street and 4th Avenue, New York.

BOSTON DISTRIBUTING CO.
 196 CAUSEWAY ST.,
 BOSTON, MASS.
 HOUSE TO HOUSE DISTRIBUTING
**Sign Tacking and Bulletin
 ...Painting a Specialty...**
 Best of reference furnished on application
 Service guaranteed. Write for terms.
 ESTABLISHED 1894. POPULATION 496,920

PROFITABLE ADVERTISING!
 The Advertiser's Trade Journal. Fully illust-
 rated, bright, original, up to date. Poster de-
 partment. The handsomest publication of its
 kind. It brings a sample copy if you mention
 THE BILLBOARD. **KATE E. GILSWOOD, Ed.** and
 Pub., 27 School Street, BOSTON, MASS.

DETROIT, MICH. 297 Cass Ave., NA-
TIONAL DISTRIBUTING CO., Dis-
 tributors and Sign Tackers. Est. 1884.
 Reliable help. No boys.

**THE MANHATTAN
 PRESS-CLIPPING BUREAU.**
ARTHUR CASSOT, Manager.
 NEW YORK LONDON
 (Knickerbocker Building)
 Cor. 5th Ave and 14th St., New York.
 Will supply you with all personal reference
 and clippings on any subject from all the papers
 and periodicals published here and abroad. Our
 large staff of readers can gather for you more
 valuable material on any current subject than
 you can get in a life-time.
 TERMS: 100 clippings, \$5.00; 250 clippings,
 \$12.00; 500 clippings, \$22.00; 1,000 clippings,
 \$40.00.

CITY BILL POSTING CO.,
HARRY B. BUSSING, Manager.
NORWALK, CONN.

WE WANT YOU ...
 To become a subscriber to UP-TO-DATE
 IDEAS, because we believe it will be ben-
 efitial to you, and, again, because we want
 50 cents for a year's subscription

IT WILL PAY YOU
 To subscribe for UP-TO-DATE IDEAS. It
 has many good suggestions every month,
 which will be worth much more than their
 cost to you.
SAMPLE COPY SENT FREE.

UP-TO-DATE IDEAS PUBLISHING CO.
GRAND ISLAND, NEBR.

NOT What You Pay **LETTER FILE**
 but What You Get
 for What You Pay.

The Best Office Desks at reason- \$1.50 per dozen
 able prices. Cash with order. Size 11x12 1/2x3
THE U. S. DESK & FILE CO., INDIANAPOLIS, IND.

DESKS,
 Chairs, Cabinets,
 Letter Files

4 ft long \$13.50
 cash with order.
THE U. S. DESK, FILE & CABINET CO.,
 INDIANAPOLIS, IND.

There is a difference between Cheap Goods and
 Goods that are Cheap.

**Cabinet Files,
 Desks, Chairs, Etc**

The U. S. Desk,
 File & Cabinet Co.
 INDIANAPOLIS, IND. 75c per drawer, any
 size; cash with order

ADDRESS
Cross PRINTING CO.
 358 DEARBORN ST.
 CHICAGO.
FOR LETTER HEADS

OMAHA, NEB.—General Assembly United Presbyterian Church of North America. May 25 to 31. Rev. W. J. Reid, Pittsburg, Pa., secy.

OMAHA, NEB.—National Funeral Directors' Association. Oct. 12. Chas. W. Nully, Philadelphia, Pa., secy.

OMAHA, NEB.—American Association Nurseryman. June 8 and 9. G. C. Saeger, secy.

OMAHA, NEB.—National Dental Society. Sept. 2. Dr. Emma E. Chase, 3334 Washington avenue, St. Louis, Mo., secy.

OMAHA, NEB.—Nebraska Dental Association. Aug. 25. W. H. Lately, secy.

OMAHA, NEB.—National Association of Dental Examiners. Sept. 2 and 3. Chas. A. Meeker, 29 Fulton street, Newark, N. J., secy.

OMAHA, NEB.—National Association of Dental Faculties. Sept. 2 and 3. Dr. J. H. Kennedy, St. Louis, Mo., secy.

OMAHA, NEB.—Annual Convention American Cemetery Superintendents. Sept. 12 to 17. Frank Eulich, Detroit, Mich., secy.

OMAHA, NEB.—Nebraska State Association Funeral Directors. Sept. 12 to 14. Peter Hill, Norfolk, Neb., secy.

OMAHA, NEB.—Nebraska State Pharmaceutical Society. June 16. W. N. Hellman, Tecumseh, Neb., secy.

OMAHA, NEB.—Society of American Florists. Aug. 16 to 19. William J. Stewart, Bromfield street, Boston, Mass., secy.

OMAHA, NEB.—Western Traveling Men's Association. Arthur L. Riddle, agent at the Accident Association, July. Arthur L. Shutz, Grand Island, Neb., secy.

OMAHA, NEB.—Trans-Mississippi Fruit Festival Association. June 1 to Nov. 1. G. W. Hervey, secy.

OMAHA, NEB.—Nebraska State Horticultural Society. July. C. H. Harnard, Table Rock, Neb., secy.

OMAHA, NEB.—American Association of Farmers Institute Managers. October. F. W. Taylor, secy.

OMAHA, NEB.—Nebraska State Medical Society. June 14 to 16. W. O. Bridges, pres.

OMAHA, NEB.—Independent Order of Foresters. July 19. Finley L. Combs, 118 South 15th street, Omaha, secy.

OMAHA, NEB.—National Alliance Theatrical Stage Employees. July 18. J. Bayard, secy.

OMAHA, NEB.—United States League Local Loan and Building Associations. July 27 and 28. H. F. Coliarus, Cincinnati, O., secy.

OMAHA, NEB.—Bohemian Day Trans-Mississippi and International Exposition. Aug. 27. V. J. Sebek, secy.

OMAHA, NEB.—Western District Bohemian Tournament. Aug. 28 to 30. V. J. Sebek, secy.

OMAHA, NEB.—National Convention Bohemian Turners. Aug. 31. B. Bartos, secy.

OMAHA, NEB.—Danish Lutheran Church of America. June 13 to 15. Rev. P. Grarncsod, Brooklyn, Ia., secy.

OTTAWA, KAN.—Kansas Social Science Federation of Women's Clubs. May 10 to 14. Mrs. D. W. Nellis, Topeka, secy.

OTTAWA, KAN.—American Public Health Association. September, 1898. Dr. C. O. Probst, secy., Columbus, O.

PALMYRA, MO.—Missouri Amateur Shooting Association. Eighth Annual Tournament. W. W. Bates, secy., July 19 and 21.

PARIS, FRANCE.—National Editorial Association. 1900.

PARKERSBURG, W. VA.—Conclave of Knight Templars of West Virginia. May 11.

PARKERSBURG, W. VA.—Tournament, W. Va. State Sportsmen's Association. June 8 to 10.

PATCHOGUE, L. I.—New York Press Association. July 1.

PATCHOGUE, L. I.—Junior Order United American Mechanics. Labor Day.

PEEKSKILL, N. Y.—Trophy Shoot, Hudson River Trap Shooters' League. June 1 and 2. J. B. Rogers, manager.

PEORIA, ILL.—Illinois State Sportsmen's Association Tournament. June 7 to 11.

PEORIA, ILL.—State Convention Prohibition Party. June 1 and 2.

PETERSBURG, VA.—Grand Lodge of Virginia Odd Fellows. May 10 to 12.

PHILADELPHIA, PA.—German-American Journalists' Association. Date not decided.

PHILADELPHIA, PA.—National Association of Agricultural Implements and Vehicle Manufacturers. 1898.

PHILADELPHIA, PA.—Food Show. Second Regiment Armory, Autumn, 1898.

PITTSBURG, PA.—Grand Encampment of Knights Templars. 2d Tuesday in October, 1898. W. B. Mellish, Jr. Junior Warden.

PITTSBURG, PA.—Biennial Convention of the Knights and Ladies of Honor of Pennsylvania. 1899. Grand secy., Fred Vocicker, Philadelphia.

PITTSBURG, PA.—American Association of Obstetricians and Gynecologists. Sept. 20 to 25.

PORT HURON, MICH.—Sons of Veterans and G. A. R. Encampment. June 14, 15 and 16.

PORTLAND, ME.—New England State Firemen's Tournament. September.

PORTLAND, ME.—Maine Pharmaceutical Association's Annual Meeting. July 7 and 8.

PORTLAND, ORE.—Tenth Triennial Council of Congregational Church. July 7 to 12.

POUGHKEEPSIE, N. Y.—Trophy Shoot, Hudson River Trap Shooters' League. July 14 and 15. J. B. Rogers, manager.

READING, PA.—Celebration 150th Birthday. June.

REPUBLIC, O.—Seneca County Farmers' Union. June 8.

RICHMOND, IND.—National Conference of Friends. August, 1898.

RICHMOND, VA.—Association of Railway Superintendents of Bridges and Buildings. Oct. 18.

ROCHESTER, N. Y.—New York State Association for Protection of Fish and Game. Tournament. June 20 to 24.

ROCHESTER, N. Y.—Jubilee Celebration of 50th Anniversary of Spiritualism. June 1 to 5, 1898.

ROCK ISLAND, ILL.—Union Veterans' Union. 1898. Gen. H. L. Street, Commander-in-Chief, Washington, D. C.

SALT LAKE CITY, UTAH.—International Mining Congress. July 6 to 9.

SALISBURY, MD.—State Firemen's Convention. June 8 to 10.

SANDUSKY, O.—Master Painters' and Decorators. July 26 to 28.

SAN FRANCISCO, CAL.—N. A. Turner's Union Convention. July 5.

SAN FRANCISCO, CAL.—Northern Baptist Convention. 1899.

SAN JOSE, CAL.—July Festival of Turners of Pacific Coast. July 9 to 12.

SAN LEANDRO, CAL.—Anniversary Celebration Portuguese Discovery of India. May 20.

SANTA ROSA, CAL.—Rose Carnival and State Meeting K. of P. May.

SARATOGA, N. Y.—National Car Builders' Association Convention. June 15.

SARATOGA SPRINGS, N. Y.—Convention of Young People's Christian Union of United Presbyterian Church. Thos. C. Atchison, Carnegie, Pa. Aug. 3 to 5.

SAVANNAH, GA.—Annual Session Independent Order of Odd Fellows. May 25.

SCHENEVUS, N. Y.—Otsego County Firemen's Association. July 20 and 21.

SURANTON, PA.—Convention of Ancient Order of Hibernians. June 7.

SHELBYVILLE, IND.—Southern Indiana Teachers' Association. March, 1899.

SIDNEY, OHIO.—Ohio Bill Posters' Association. May 10 and 11.

SIoux CITY, IA.—State Encampment G. A. R. June.

SIoux CITY, IA.—Soo Gun Club's Fourth Annual Tournament. June 21 to 23.

SPOKANE, WASH.—Washington State Federation of Women's Clubs. June 14 to 16.

SPRINGFIELD, ILL.—Illinois Sheep Breeders' Association. Nov. 16 to 18. John G. Springfield, Mass.—State Encampment G. A. R. 1899.

SPRINGFIELD, O.—Master Plumbers' Convention. 1899.

ST. JOHNSBURY, VT.—Order of Railway Conductors, Locomotive Firemen and Railway Telegraphers. May 22.

ST. JOSEPH, MO.—Grand Lodge Meeting of Odd Fellows. May 16 to 20.

ST. JOSEPH, MO.—Stock Convention. May 10.

ST. LOUIS, MO.—Wholesale Drug Association National Convention. October, 1898.

ST. LOUIS, MO.—Carriage Builders' National Association. September, 1898. H. C. McLearn, secy., Wilmington, Del.

ST. LOUIS, MO.—Biennial Convention of Brotherhood of Locomotive Engineers. May 11.

ST. LOUIS, MO.—Independent Order of Red Men. March, 1899.

ST. LOUIS, MO.—American Fire Chief's Association. Oct. 18.

ST. LOUIS, MO.—Annual Convention C. K. and L. of A. May 19 to 23.

ST. PAUL, MINN.—Minnesota Retail Hardware Association. J. W. Clark, secy., Minneapolis, Minn., 1899.

STEVENSON, WIS.—Saengerfest. June.

SUMNELL, ME.—Centennial Celebration. June 12.

SUMTER, S. C.—Democratic State Convention. May.

SYRACUSE, N. Y.—Semi-Centennial. Oct. 11 to 17, 1898.

TOLEDO, O.—Letter Carriers' National Convention. Sept. 5, 1898.

TOLEDO, O.—Ancient Order of Hibernians. April, 1899.

TOLEDO, O.—Grand Army of the Tennessee. 1898.

TOPEKA, KAN.—Kansas State Dental Association. May 19 and 12. Ed. Bumgardner, secy.

TOPEKA, KAN.—Order of Eastern Star. Grand Chapter of Kansas. May 11 to 13. Mrs. Julia Gordon, secy.

TOPEKA, KAN.—Knights Templar Grand Commandery of Kansas. May 11 to 13. A. M. Callahan, secy.

TORONTO, CAN.—Brotherhood of Locomotive Firemen of N. America. 1899.

TORONTO, ONT.—Annual Convention Keeley League. August, 1898. Chas. J. Paddock, secy., 269 Dearborn St., Chicago, Ill.

TORONTO, ONT.—Carnival. July 18.

TRENTON, N. J.—Annual Convention Ancient Order of Hibernians. June 27.

UTICA, N. Y.—G. A. R. State Encampment. May 18 and 19.

WASHINGTON, D. C.—National Educational Association. July 9 to 14. Irwin Shepard, secy., Winona, Minn.

WASHINGTON, D. C.—National Educational Association. July 7 to 13. Arthur O'Neill, secy., 1410 G St.

WASHINGTON, D. C.—Knights of Malta Annual Convention. Oct. 17 to 21.

WATERLOO, IA.—Waterloo Gun Club's Tournament. May 18 to 20.

WATERBURY, CONN.—Hibernian Celebration. May 23.

WATERBURY, CONN.—State Federation of Women's Clubs. June.

WHEELING, W. VA.—Reunion of the Society of the Army of West Virginia. September, 1898.

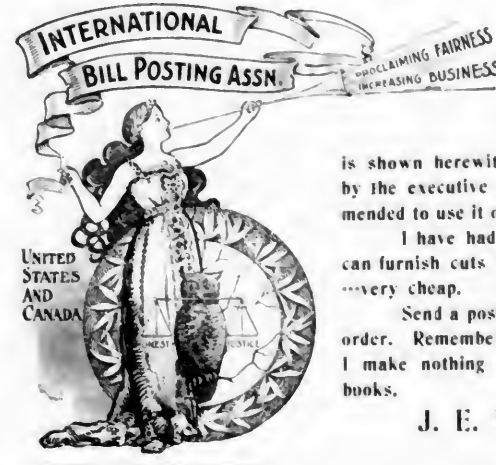
WHITE PIGEON, MICH.—Annual Reunion of St. Joseph's County Battalion of G. A. R. June.

KILKESBARRE, PA.—Celebration I. O. O. F. May.

WILKINSBURG, PA.—Centennial Celebration. June 25.

WILLIAMSPORT, PA.—Union Veterans' Legion. 2d Wednesday, October, 1898.

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O. P. FAIRCHILD & CO. BILL POSTERS AND DISTRIBUTORS 24 East Fifth Street. COVINGTON, KY.

D. L. McClintock CITY BILL POSTERS AND DISTRIBUTORS Mt. Carmel, Ill.

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TRY A FEW STANDS THIS YEAR.

A stand is a mammoth poster. It consists of six sheets or more. It is a splendid advertisement. Its effect is like a broadside from a battleship. Here is a new stand that we have just finished:



We call it No. 607. It is termed a nine-sheet stand. That is to say, it is made up of nine whole sheets. It measures seven feet in height, and ten and one-half feet in length. It will yield more advertising force than nine single sheets. Its strength is cumulative. Owing to its cost, we cannot send samples gratis, but the above cut gives a very fair idea of the design, which, of course, is executed in colors. We print the name of your fair on them, together with dates, and such other matter as may be desired, and sell them at the following rates, viz:

10 for \$ 9.00	20 for \$15.00	50 for \$33.00	150 for \$81.00
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Send 63 cents in stamps for a sample. Address:

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War in St. Louis!

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THE

Merchants Bill Posting Co.

COMMERCIAL ADVERTISERS,

210 N. 7th Street. Long Distance Telephone.

W. F. WILLIAMSON, Manager.

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Should be as good as it can be done, because the better it is done, the better it will pay.

I Try To Do

House-to-house work as it should be done. I believe I have succeeded in reducing it to an exact and accurate system. I know I obtain quick results, and plenty of them. I believe I do a shade better work than any other distributor in the country. I know I do the best work that is done in CINCINNATI.

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My license covers Distributing, Sign Tacking, Bill Posting, etc.

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About it. Address your letter:

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Of All Kinds, Anywhere.

Branches in . . .

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- DAVENPORT, IOWA.
- ROCK ISLAND, ILLINOIS.
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- Who posted Illinois for Fontella Cigars? MONK did.
- Who posted Iowa and Illinois for Uncle Jerry Pancake Flour? MONK did.
- Who sampled and posted the U. S. for Copia Brand Hulled Corn? MONK did.
- Who is going to this Season? MONK is.

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