

THE BILLBOARD

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Sioux City, Iowa, Treasurer of The Associated Billposters of United States and Canada, also
President Iowa State Bill Posters' Association.

BILL POSTERS DEPARTMENT

NOTES.

The Worcester Post says that the Comstock embargo on the beautiful poster of the Philadelphia Museum, advertising the coming National Exposition in that city, which is to be held from September 11th to November 20th, has been raised. The Post man hung the circular on the Board of Trade rooms with the full approval of the Secretary, Chas. E. Squier. For a month the managers of the Exposition, which is to be a great affair, have been withholding the posters from the mails, owing to the interference of Anthony Comstock, of New York, President of the Society for the Prevention of Crime, who claimed that it was immoral.

Secretary Squier fails to see anything suggestive in the beautiful poster that has been approved of by well known artists and judges of the country.

E. F. Rattermann & Co., of Cincinnati, are advertising extensively with an eight-sheet, made by Hennegan & Co., of Cincinnati. They deal direct.

Peter Selis, administrator for the estate of Joseph F. Miller, Columbus, O., sold, on August 11th for \$59,000, the bill posting business of Miller Bros. to Bryan Bros., of Cleveland; Mike Coyle, of Chicago, and F. H. Barrett, of Columbus. Bryan Bros. have extensive plants in Cleveland, Toledo, Dayton, Akron and other cities, and Coyle has had charge of the bill posting of Buffalo Bill's Wild West shows, besides other enterprises.

Mr. F. E. Fitch, formerly the Secretary of the O. J. Gude Co., of New York City, is now connected with Mr. W. W. Seeley, who is well known in the display advertising business. The business is carried on at 123 Broadway, under the firm name of Seeley, Fitch & Co. The new firm hopes to merit the confidence already extended by old friends and the careful consideration of all buyers of advertising space.

All the advertising space in Wabash, Ind., is now controlled by one firm. Harter Bros. have purchased the boards and good will of Mr. Henry Herf, their former competitor. Many improvements have already been instituted and the Harter Bros. are prepared to give the advertisers the best kind of service.

On August 1, Mr. A. S. Douglass, formerly of Memphis, moved to Birmingham, where he is now associated with the firm of Theiss & Smith, out-door advertisers.

The Bill Posters, of San Francisco, held their regular meeting recently and elected the following officers for the ensuing term: C. O. Davon, President; P. Harkins, Vice President; W. B. Farrell, Financial and Corresponding Secretary; C. A. Clayton, Treasurer, and H. M. Kay, Sergeant at Arms.

Mrs. Gear, of Paso Robles, California, has purchased from her husband all his right, title and interest in the bill posting business north of Santa Margarita, and hereafter she will manage the business on her own responsibility.

There seems to be no limit to the modern woman's enterprise and ability, as many have invaded the fields of the bill posting business so long monopolized by men.

Luhrman & Wilburn, of Cincinnati, manufacturers of Polar Bear Tobacco, are advertising liberally and dealing direct with bill posters. They use an eight-sheet, a one-sheet and a one-sixth-sheet snipe.

The next annual meeting of the Minnesota State Bill Posters' Association, will be held in St. Paul, at the Windsor Hotel, at 9 o'clock sharp on the morning of September 6, 1899.

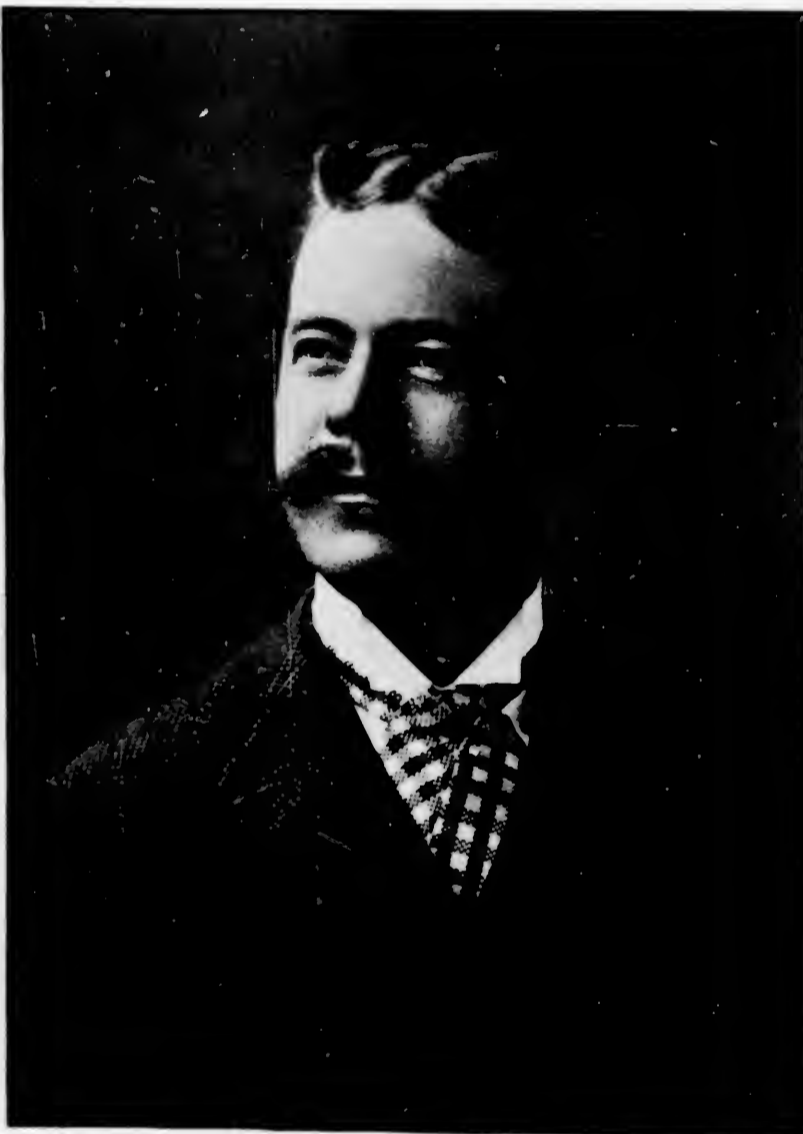
C. C. Shirley has bought the interest of Shirley Ward in the bill posting business at Riverside, Cal., and Manager Miller has proffered him to the full care of the Opera House and stage.

One John Doe recently got into trouble at Omaha for posting bills without a license. He gave security for his appearance and settled. John will know better next time.



John Winkleman, Columbus, Neb.

We are certainly able, just at present, to judge of the immense amount of red tape that must be gone through with before anything can be accomplished in our sister Republic across the pond. The New York Sun has it, that in France advertising posters must bear revenue stamps varying in value according to the size of the poster. A man who affixed a 15 centimes stamp on a poster which should have had only a 6 centimes stamp has just been fined 125 francs, or \$25 for the offense.



Charles F. Bryan, Cleveland, O.
Sec'y Associated Bill Posters of United States and Canada.

We are informed that the members of the Women's Club, of Westfield, N. J., one of the strongest organizations of the kind in the State, have taken up the question of village improvement, and will take steps to beautify "the hub of Union County." The club will have boxes placed on the streets for waste paper, etc. Bill boards will also be placed about the town, so that the bill poster will not have to post notices on the trees.

Keep the good work up, give the ladies encouragement. To have such an organization build billboards to help to beautify the town, when so many similar clubs are decrying the bill boards as unsightly, is at least sufficient to show that there are two sides to the question.

A Bill Posting Co., at Stockton, Cal., recently asked that it be allowed to erect fences on the bridges and paste bills on them. The Mail, a paper of that town in attacking the company and its request, says: "The city is disgusted too much already with fence advertising. It is an ugly, untidy, hideous piece of barbarism that is not permitted in towns that have attained to a certain degree of civilization."

We advise that people who are in the habit of writing such stuff should take a trip for

their health and pay a visit to the half-civilized cities of Greater New York, Chicago, Philadelphia, Buffalo, St. Louis, Cincinnati and others. Their highly cultivated sense of beauty might be offended, but they would in all probability learn something.

An exchange says: "Louisville caps the climax with the bill board nuisance, a cheap John advertiser in that city has placed a bill board on a church steeple 300 feet high."

It is a little out of the ordinary to place bill boards on church steeples—yet the advertiser's purpose seems to have been fulfilled—the sign must have attracted attention, otherwise how did the fact of its being there happen to be published?

Many fairs are using posters exclusively to advertise their dates and attractions. Here is a fine field for the bill posters and now is the time to go after the work. Try it, even though the fair be a hundred miles away.

It will only cost two cents to put in your application. And you are liable to get some work. Do you not think the chance is worth the outlay?

A very timely advertisement was issued on August 8, by the Curran Co., City Bill Posters and Distributors of Denver, Col. It is a small folder; on the cover announcing in large blue type beneath a waving flag, "The Colorado Troops Are Coming Home—How Shall

by non-union men. The action of the judge was criticized by members of the Trade Council. The law itself which governs the posting of bills was denounced, and a committee was appointed to visit Mayor Seymour, to protest against the imposition of the fine on the men, and to ask for its revocation. We have not heard whether the laws were revoked or not, but the facts that the law exists and that the men were fined still remain.

Haas Bros., of Cincinnati, continue their advertising of Pasceola and Senate Roy Cigars. They give bill posters a world of money in the course of a year.

Attention is called to the advertisement in this issue of George H. Hubb, bill poster and distributor at Williamsport, Pa. Mr. Hubb has secured the exclusive rights for advertising privileges at the Lycoming County Fair, Sept. 1 to 5. It is the first fair to be held in Williamsport for fifteen years, and will be one of the largest in point of attendance in the State. It will afford an excellent opportunity for the advertisers.

P. Halloran, bill poster and distributor at Moberly, Mo., has lately purchased the plant of Wesley Gorham and is now the only person in that line at Moberly. He has greatly improved the service and "The Billboard" highly recommends him to the advertisers.

At a recent golf tournament held at Los Angeles, Cal. H. Gaylord Wilsaire, of the Wilsaire Posting Co., captured the men's handicap in a very neat style.

Additional Letters.

Pontiac, Mich., August 1899.

Editor "The Billboard":
Dear Sir—I received my August paper and think that picture of the members who were present at the convention is very good. I was sorry that I could not attend the convention, but will try and be there the next time. I regret that the office of Soliciting Secretary, held by Mr. W. H. Cass, was abolished, as he deserves both the office and thanks of the distributors for the interest that he has taken in them and the tips concerning fraudulent advertisers.

We wish to thank you for the valuable paper you place within the reach of all distributors and advertisers for the small sum of \$1.00. In my opinion, all members belonging to the Association should have a uniform, so that they may be known from the outside distributors.

We have had the Forepaugh & Selis Show here with a fine trade and crowd that I think has ever been seen in Pontiac. Our fair which will be held in October is going to be a big thing. That will be the time for advertisers. It is a little dull now, for the first time this summer, but business will soon pick up again. Very truly yours,
S. J. BURGESS.

Savannah, Ga., August 21, 1899.

Editor "The Billboard":
There has been scarcely any change in my business at Savannah during the summer, have had patronage in the bill posting department which tested my capacity continually. In the distributing department business has increased with each of the summer months. The several representatives of large advertising firms who have used my distributing service have kindly shown their appreciation of my efforts by reminding their friends of what the condition was in Savannah and Charleston. In addition to this the local druggists and wholesale grocers have realized the benefits arising from good service, and all of them are my solicitors. Some recent work done in the distributing department was 1,500 copies for Jackson Square Cigar, manufactured by Hirschfeld Bros. & Co., New Orleans, La. 11,000 "Death Dust" circulars distributed for Winkelman & Brown, Baltimore, Md. 12,000 booklets distributed for the Paris Medicine Co. St. Louis, Mo. 5,000 booklets distributed for Chas. E. Hires Co. Philadelphia, Pa. 11,000 samples and 1,500 copies for N. K. Fairbank & Co., St. Louis, Mo.; also, large quantities of local work, especially excursion matter for the railroads and Ocean Steamship Co., and a large contract on small town work for the New Spencer Medicine Co., of Chattanooga, Tenn.

The Southeastern States Bill Posters Association is beginning to bear fruit in the shape of producing worthy plants in towns heretofore neglected. The bill posters in our territory are awakening, and I predict within a year a number of improved old plants and many new ones.

An important new plant, in which I am interested and will have the general management, was established in Mobile, Ala., on the 15th inst. and will be made strictly first class in its equipment, and conducted under the same rigid discipline which has characterized and made my Savannah and Charleston plants so popular. The Gulf City Bill Posting Co. was absorbed in the new plant. Elder & Co. will be the local managers. It is under the Southeastern Association regulation and will be devoted exclusively to commercial posting and distributing. The business will be transacted through my Savannah office.
CHAS. BERNARD.



Another Board from Columbus, Neb.



Denver, Col., July 1, 1899.

Hear Billboard.
With your kind permission and a small space in your valuable paper, we would like to inform our friends that we are still on earth. We have been very busy since our last letter to you. We are doing quite a lot of building, and are kept busy with posting besides. We would like to make mention to our Eastern friends that we are organizing a Billposters' Union in this city. Mrs. Chas. Nathan, from the San Francisco Union, made us a visit this week, and reports everything O. K. with the Union here.
We hear that work is a little short with some of the Rocky Mountain bill posters since the tobacco trust was formed. I shall not occupy much space this time, as I am preparing to go up in the mountains on a fishing trip. I will tell you my success in my next letter.
Thanking you very much, I am, yours respectfully,
H. G. DODDRIDGE.

Colorado Bill Posting Co.
We have received another letter from Mr. Doddridge, but he forgets to tell us about the fishing trip. Hence, it must have been only an ordinary one. The letter, however, is full of interest, and we give it below.
Denver, Col., July 17.

Editor "The Billboard":
If you will allow me a little more space I will endeavor to let our poster friends know how the new plant is getting along. We are still growing, and I think that by the time the winter season is here Denver will see quite a good-sized plant besides that of the Curran Co., as we are not going to be bulldozed into quitting.
We have up at present fifty good car line stands, and 150 three-sheet boards. I think that by the time this is ready for publication Denver will have a Bill Posters' Union. Mr. Lester Wallach, of the City Bill Posting Co., Salt Lake City, made us a pleasant call last week. Though quite a young man, Mr. Wallach is a hustler and quite up to the business.

Our summer theaters are doing a fairly good business, as far as the weather will permit.
News is a little short this week, so I will close with the best wishes to "The Billboard." Yours,
H. G. DODDRIDGE.

Flint, Mich., Aug. 21.
Editor "The Billboard":
You will find a list of the work I have done since writing you last. Put out 5,000 pieces for Dr. Chase Co., Philadelphia, Pa., two distributions in Flint and one in Durand. For C. I. Hood & Co., Lowell, Mass., 3,750 pieces; W. T. Hanson, Schenectady, N. Y., 3,400 pieces; John Monow & Co., Springfield, Ohio, 2,000 booklets and tacked banners and hung lithographs for same firm. Put out 6,700 pieces for local firms. Am at work for Nonotuck Silk Co., 186 to 200 Market street, Chicago, Ill., tacking 500 tin signs. Signed contract with The Lydia Pinkham Medicine Co., Lowell, Mass., to put out 40,420 pieces. The Industrial Fair is held here Sept. 25, 27, 28 and 29, 1899. It would be a splendid chance for advertisers to reach country people. With best wishes, I am,
NELSON MATTISON.

Council Bluffs, Iowa, Aug. 4.
Editor "The Billboard":
Dear Sir—As I have seen no communication from Council Bluffs, and wishing you and all others to know that there is such a place in existence, I will, with your kind permission, give a short account of what is going on in this city.
About one year ago I started in business here, with 200 lineal feet of boards. I now have over 3,000 lineal feet of first-class boarding, and numerous daubs all over the city. My boards are well situated on the principal streets, on all car lines and I have an exceptional depot and railroad showing.
My opposition, which was here when I started, has ten boards, in a very dilapidated condition. In the past thirty days has posted about two hundred sheets of paper, while I have on my boards at the present writing the following:
Thirty-five eight-sheets, Lea & Perrin Sauce; 25 eight-sheets, 15 sixteen-sheets, 75 three-sheets and 150 one-sheet, Cudahy Diamond C. Soap; 15 sixteen-sheets, Dr. Pierce Medical Discovery; 5 sixteen-sheets Dr. N. C. Davis Antilheadache; 20 eight-sheets A. R. C. Beer; 75 one-sheets Dr. Leonard's Anti-Pills; 65 eight-sheets Mennens Toilet Powder; 15 sixteen-sheets, 50 one-sheets, and 25 two-sheets of Coca Cola, this being the third billing; 30 eight-sheets, 15 sixteen-sheets Uneda Jinjer Wayfer.

My summer theatrical work runs about 200 sheets per week for Lake Manawa, and about the same for the Trocadero of Omaha, Neb.
I herewith enclose check for my subscription. Never ask if I wish it continued, but send the paper and the bill and I will remit. Your valuable paper is eagerly looked for, and carefully read each month. I can not do without it, so continue sending it as long as Nichols does posting in Council Bluffs.
Trusting I have not monopolized too much of your valuable time and space, I subscribe myself, Yours for business,
C. W. NICHOLS.

Schenectady, N. Y., August, 1899.
Editor "The Billboard":
Dear Sir—Since my first letter, in which you will remember I spoke rather discouragingly of the situation in this city from the distributors point of view, things have changed wonderfully. To me it seems as though some advertiser had discovered that Schenectady is somewhat of a Klondyke for the advertiser, and that others have learned of his discovery and all made a grand rush for this one precious spot. I have never

before seen such a variety of samples, circulars, booklets etc., as have been distributed in this city within the past two or three weeks. Sign tacking and bill posting have always been on the boom and from all indications Schenectady seems to be a very profitable city for manufacturers of medicine, soap, tobacco, and other wares which are brought to the attention of the public through advertising.
This great change in the condition as heretofore prevailing, can probably be accounted for by the fact that this city at the present time, is probably the most prosperous city of its size, in the Empire State, that is so far as labor and the business men are concerned.
We have two of the largest manufactories of their kind in the world, and workmen are flocking to this city from all parts of the country and none remain idle. We also have many smaller industries which give employment to thousands of workmen and women.
Among the firms which have done advertising here within the last two or three weeks are the following: The Brown Medicine Co., Erie, Pa.; The Sterling Remedy Co., Indiana Mineral Springs, Ind.; The Fonda, Johnstown & Gloversville Railroad, N. Y. Falls, N. Y.; Buffalo Bill's Circus, and Gentry Bros. Show; Hillside Chemical Co., Newburg, N. Y.; Hoffman Drug Co., New Rochelle, N. Y.; Honey Dew Co., New York, and Home Talk Publishing Co., New York.

On July 14, for the first time during my membership in the association I had a visit from one of our brother members. Brother Olin S. Suttiff, of Gloversville, accompanied by his daughter, called. Miss Suttiff is a charming young lady who is graced with a very pleasing and attractive disposition. I am sure it would be a pleasure for any one of the brother members to become acquainted with the young lady.
Brother Suttiff reports that he has had lots of work, he has added several new boards to his plant and is thinking of building still more in a short time.
Wishing "The Billboard" many years of success, I remain, Yours very truly,
HARRY F. MILLER.

LaCrosse, Wis., Aug. 4.
Editor "The Billboard":
Dear Sir—There has been little to disturb the monotony in the bill-posting business here, this last month. Business remains stationary; each month sees about the same amount of paper posted. A large number of bill boards about town are covered with good commercial paper and some excellent displays are made.
The Ringling Bros. World's Greatest Shows exhibited here a short time ago; they had billed the town thoroughly three weeks before their coming. They proved themselves thorough gentlemen as well as excellent business men.
The directors of the Interstate Fair are now holding regular meetings, and are completing arrangements for the annual show. The Fair this year will be advertised quite heavily on the bill boards. Yours in haste,
F. M. WELCH.

Ironton, O., August, 1899.
Editor "The Billboard":
Dear Sir—It was my misfortune to be able to stay only one day at the Convention of the I. A. of D. in Cincinnati, but during that time I met a great many of the brother distributors and liked them very much; they were a very kind hearted, jolly lot of men.
At present I am distributing 2,400 Hood's "America's Greatest Medicine," also 250 "Hood's Farm."
Some one, I think it was a traveling man, was distributing One Night Corn Cure for Kohler Manufacturing Co., Baltimore, Md., the other day. I saw him working for about one block on Fourth street, and he threw the matter over the fences or on the porches. Later I happened to be in a notion store up town, and he came in and handed two or three pieces to the proprietor.
Williams Bros., of Indianapolis, sampled the town with Nine O'Clock Washing Tea, a traveling man and two or three boys did the work.
With the best wishes for the continued success of "The Billboard," I remain,
Yours respectfully,
H. C. CROSSLEY.

August 12, 1899.
Dear Sir—This month has been very slow. We have made distributions for Myers Bros. & Co., and 3,000 samples for India Spice & Drug Co., Marietta, D. Have also closed contracts with Lydia E. Pinkham for 4,000 city and 4,000 country; Peruna Drug Co. for city; Chattanooga Medical Co. for 5,000; Kondon Manufacturing Co., 4,000 samples for city and 500 one-quarter sheet posters for country.
We have mailed about 100 letters to general advertisers soliciting fall work, and we are looking for a large increase in work this fall.
We have leased a number of bill boards for posting, and would like to hear from firms interested in bill board advertising. We will give them a guaranteed service. Wishing "The Billboard" all kinds of success, we remain,
Yours respectfully,
BUIROUGHS & McFARLAND.

Newport News, Va., August, 1899.
Editor "The Billboard":
Dear Sir—Your acknowledgment of the receipt of my money order for the renewal of my subscription, received. I am glad to feel that the paper will come to me regularly for I could not do without it.
My business for the past month has been immense. The following is the list of paper which I have posted:
Ten eight-sheet stands Dewberry Cigar, from S. W. Hoke, of New York; 15 eight-sheet stands Union Made Cigars, from the Cigar Makers' Union, of this city; for the

American Tobacco Co., 20 twelve-sheet stands; 300 four-sheets and 500 two-sheets; 15 sixteen-sheet stands from Sen Sen Cheung Gum Co.; 8 twenty-sheet stands from the Sterling Remedy Co.; also, 100 nine sheets from the same company; 1,000 one-sheets from Inka Cola Co., of Richmond, Va. This company is advertising very extensively throughout the State; 15 sixteen-sheets and 500 one-sheets from the Coca Cola Co.
This has rushed me so much that I have been compelled to add 1,000 feet of grooved lumber to my plant.
Business in this town is in full swing. The shipyard gives employment to over 7,000 men, and the population of this town is now about 50,000. New buildings are springing up all over the city.
The ground is being broken for an abattoir which is to be the largest in the country, it will employ about 6,000 men. The company is composed of Northern capitalists. Mr. E. S. Palmer, of Philadelphia, is the President.
Dr. Tenner, of the Sterling Remedy Co. paid me a visit last week and I found him to be a very pleasant gentleman.
Distributing has been rather quiet for the last few weeks, but I expect it to pick up in the early fall. Very truly yours,
JAMES J. WARD.

Durango, Col., August 5, '99.
Editor "The Billboard":
My Dear Sir—some one has said and very properly too, I think, that "it is well to know what kind of cattle you have to deal."
This brief preface is due to my having in mind an occurrence of a couple of weeks ago while I was advertising Leadville, Col., and what I here relate is with the hope that it may prove of benefit to some one, and not with any thought of enmity toward the party named, for I have only a kindly commiseration for this man.
One year ago I was commissioned by an Eastern proprietary house—whom I have been serving on the road since I left school, now eight years ago—to place and inaugurate an advertising service throughout the States West of the Rocky Mountains—nine States and two Territories.
I began with Colorado, and in time, struck the City of Leadville. Shipments were made ahead of me, and at this point I had 2,400 booklets for distribution.
As our management had instructed me to push through the first trip as rapidly as possible, I was placing the distribution where practicable, and going ahead, not waiting to inspect the delivery at that time. At Leadville, in my inquiries for a distributor, I was referred to one Geo. Coleman, hunted him up, talked with him, and, being satisfied, closed a contract for future deliveries, turning over to him these booklets for distribution, to be made at once, and it was mentioned to Mr. Coleman that when we got straightened out in the West, several deliveries were anticipated annually.

On my second trip to Leadville, a couple of weeks ago, I had started my distribution—I was now superintending a delivery in each town on this second trip—and was about half through when accosted on the street by my Mr. Coleman, when he began a tirade of abuse, using language unfit for publication.
I offered to explain to him that the delivery then made was a "travelers' distribution," and would not have been made had I not been on the ground to look after it, but that sometime within the next three months I had been advised, a general distribution would be made throughout the United States, and he would then, of course, receive another distribution.
He would listen to no reason, however, and went off in high dudgeon, giving me the assurance that he would notify the "boys," as he called them, in the towns through Colorado, that I was coming and that he would see that I paid my license for distributing in the licensed towns. This I recognized as a bluff, however, for there is not a legally licensed town—for the house-to-house distribution of advertising matter—in Colorado.
So it is the way of some people to ever kill the goose that would lay the golden egg. Sincerely yours,
A. W. DANIEL.

Editor "The Billboard":
Dear Sir—We have been rushed with work this month. Buffalo Bill had all of our boards, up to August 1, and since then we have posted 100 sheets Cedar Point, Sandusky paper, 50 three-sheets for the State Fair at Columbus, 168 sheets Cleveland Elks' Carnival paper, 20 eight-sheets Mennens' Toilet Powder, 700 sheets Old Virginia Cherry paper, in our city and 300 sheets in surrounding towns, from Van Huren, 10 sixteen, 20 eight and 15 one-sheets Uneda Hiscult paper, 50 sheets local baseball paper, and are working at 20 eight-sheets from Liggett & Myers, St. Louis, 20 eight sheets from John Chapman Co., Cincinnati, 20 eight-sheets Della Roca from Bryan & Co., 150 two-sheets Corn Cure paper from Houghtaling, and 300 sheet for West's Minstre's, who play here on the 23d. Also have a number of local jobs to go up this month. Business is booming. Respectfully,
E. R. ENDLY.

Kalkaska, Mich., August, '99.
Editor "The Billboard":
Dear Sir—A very few lines will suffice to let you know the state of affairs here in Kalkaska. Two men who are members of the village Council have erected bill boards—apparently to knock out yours truly. I wish to state for the benefit of your readers, especially the advertisers, that the same bill poster who has always been here and who has had his name in the Bill Poster's Directory in "The Billboard"—has no intention of going out of the business—and in 1900 will still have his name in "The Billboard" as Bill Poster for Kalkaska, Mich. Respectfully,
FRED. G. STUART.

Laconia, N. H.
Dear Sir—Judge J. M. Beckford, Treasurer of the Belknap County Fair, wishes me to return his thanks for the copy of "The Bill-

board" which you sent him, and to say that all the attractions and contracts for printing were selected from inquiries coming through "The Billboard." The following attractions were engaged: The Orvilles, Dawson & Booth, Mardo, the Three Renos, California Trio, the Italmos, Grace Smith, Alabama, Quartette, Prof. Walcott and Lillian Temple. Advertising matter from the Fair Printing House and from Donaldson Litho. Co.
The bill posting and distributing business here has been fine this season, and the outlook for the fall is A. 1. I have been obliged to build several new boards, and shall build several more before fall, all of which will be on the electric or steam railroad.
Our car works, hosiery mill, shoe and machine shops are running full and extra time; in fact, everything seems to point to a rush this fall and winter.
I have just received several letters from large advertisers for space this coming month, and for six months.
Please accept thanks for notice of fair. With best wishes for your success, I remain,
Very truly yours,
J. F. HARRIMAN.

Boston, Mass., August 19, 1899.
Editor "The Billboard":
Gentlemen—Enclosed please find check of \$2.50 for insertion of display ad., which I send with letter. Please follow style of type as near as possible, samples of which I have attached.
I may as well here state that I would not be without "The Billboard," as I find it a profitable investment, and it keeps me posted on many things I might otherwise overlook.
As my business has kept my attention I have been unable to write you much about it, but I will here mention that with the rest of my work in the advertising line, I have distributed two lots of booklets, of 40,000 each, for the Metropolitan Fashion Plates (local), 90,000 booklets for Novelty Plaster Works, Southville Mass., 100,000 maps and 10,000 circular cards in two distributions for Norumbega Park, Auburndale, Mass. I have also signed a number of contracts for fall distribution.
It was my intention to have been present at the annual convention of the I. A. of D., held at Cincinnati, O., but my business was such that it was impossible for me to leave it. I know that there were many present I would have been pleased to meet.
Very truly yours,
R. D. LEONARD.

Del Rio, Texas.
Editor "The Billboard":
Dear Sir—Until I received your sample copy of "The Billboard," for which receive my thanks, I thought myself a know-it-all bill poster. But since I have read your paper I find I have been as green as a gourd, and away behind the times; in fact, a regular has-been. I intend to subscribe for your paper on my return from Mexico, for which place I start very soon.
Very truly yours,
L. F. CANE.

Boise, Idaho, August 14, 1899.
Editor "The Billboard":
Gentlemen—Kindly remember this, we don't wish to be without "The Billboard." It is as indispensable to a progressive bill poster and distributor as are the bucket of paste and the paper.
This has been a banner year with us. New tongue and groove boards were added to our already large and well-kept plant, twenty-five eight-sheets, of which were spoken for by the American Brewing Association of St. Louis, before they were in place. The three-months' showing which they have received has been, according to their local agent, eminently satisfactory. In fact, our boards have been full the entire season. We are now still further enlarging our plant by the addition of three double deckers, tongue and groove, and the lease of a number of additional prominent private boardings.
Four contracts for posting from local firms will add nearly 900 sheets to our posting for each month after September 1st, good to the first of January. In the distributing branch of our business, we have Hood with us regularly; also Lydia E. Pinkham, Werner's Safe Cure, and others not so often. It is in our local work that we make our money, in this branch of the business. The Golden Rule, local, for 1,500 each week; Wm. Hardman & Son, local, 1,000, selected, three times a month; The Fair, local, 1,000, selected, twice a month; Lemp Dry Goods Store, 1,500, monthly bulletin; besides the usual run of auction sales and snasmoidic small dealers. For all of this work we get \$2.50 per 1,000, no deviation.
We could get a great amount of work from patent medicine firms in the East, but our price being \$2 per 1,000 for first-class work, we scare away about three a month of the class of advertisers who expect a distributor to do first-class work in a city where the houses average about four to the block, to maintain his standing in an association which guarantees the work of its members, support his family, improve his mind and methods of business; in fact, to be a first rate reliable man, who can furnish a druggist's or merchants' O. K. on his bill, for say \$1.50 per 1,000, the exact cost of placing 1,000 pieces in this city. (This is especially dedicated to a well known firm in Detroit, and a firm doing business not a thousand miles from Racine, Wis.)
Quoting a well known expression, "We are not kicking, we are just telling you," because we can get along without them and any more of their class.
However, we want work; the more the better we are suited, and will make any reasonable concession to obtain it; but to the national advertiser the price is \$2 per 1,000, first and last.
What we intended to say in the three-lined letter which we started to write was, that we enclosed an amount sufficient to pay for "The Billboard" for another year, and for our advertisement in your Bill Posters' Directory.
Respectfully,
R. G. SPAULDING,
Manager.



Reports of Officers

Of the I. A. of D., read at the Convention held in Cincinnati during the month of July, 1899.

On receiving the stenographical report of the I. A. of D. Convention we find that it would, if published, cover about eight pages of "The Billboard." As there are no points of interest in it that were not brought out in the short account in the August number, we have determined not to bore our readers with the long detailed account.

The officers' reports are here given so that those who were not fortunate enough to be able to attend the meeting may get a definite idea of the work accomplished during the last year and the present financial standing of the Association.

Report of Secretary Steimbrenner.

Mr. President and Gentlemen:

Before submitting to you my annual report in detail, I want to congratulate you upon the success and prosperity of the Association during the twelve months past. No doubt, I admit that we have ample reasons to congratulate each other. My report which I respectfully submit is as follows:

Cash on hand, July 12, 1898, \$141.12
 Received during the year for dues, 1,085.67
 Received during the year for initiation fees (165) 495.00
 Received during the year for electro-types 20.00

Making a grand total of \$1,741.79

In giving this report of our cash receipts there is an item to be mentioned in connection with same: We received of this amount \$58.75 in postage, the balance in cash, checks, etc. The expenditures of my office and money turned over to the Treasurer are as follows:

Paid to Treasurer, \$168.53
 Paid to the Stenographer, 288.65
 Paid for Stenographic Report of our meeting, 69.20
 Postage purchased and received as cash for dues, 171.41
 Miscellaneous, 19.47
 Paid to President Reid for office expenses, 33.90
 Paid to Secretary Case for office expenses, 3.00
 Paid to Secretary Steimbrenner for R. R. fare and Hotel Bill, 26.00
 Paid to Secretary Case for R. R. Fare and Hotel Bill, 18.90

Making a total of \$1,741.79

I believe that this would be the proper time to state that as the date of our last meeting the Association was in debt to the extent of \$323.32, and I am pleased to say that today all bills are paid. You will hear further regarding our finances from our worthy Treasurer. I will not, however, forego the pleasure of saying that we have some money to our credit in the bank. You will note that I said in the beginning of my report I had resolved to concentrate you upon our success. Before leaving the subject of finances, I wish to add that there are dues unpaid and owing to the Association amounting to the amount of \$248.50. To the best of my judgment, I believe most of this amount will be paid.

We have referred during the past year 122 applications and returned 71 applications on account of already having a representative in the town from which the application came. We have on hand at this time five applications, which are undergoing the customary investigation.

By taking my seat, I wish to make a few suggestions that in my opinion would materially increase the service and improve our membership, viz: While we have no trouble in securing good representatives in the larger towns, I find it quite difficult to get them to join us in towns and villages having a population of less than 5,000. I believe our constitution and by-laws should be so amended that the initiation fee and dues be less in smaller towns, which would cause many to join us, thus making it easier to complete our Association. I would also suggest that resolutions be drawn up and a copy of same sent to all of the leading dailies in the United States who print advertisements of fake association bureaus, advertising companies, etc. Also that a special meeting of the Executive Committee be held, and that we adopt a new Membership Certificate, plan of which I will be pleased to submit.

This report would not be complete without stating that during the year we have added 165 new members, dropped 49 members for non-payment of dues, 10 for other causes, 15 have withdrawn, and two deceased, leaving a total of 336 members of our roll.

W. H. STEINBRENNER, Sec'y.

The totals in Treasurer Fairchild's report were as follows:

Total receipts, \$1,073.98
 Total disbursements, 794.59
 Balance on hand July 10, 1899, \$ 279.39

O. P. FAIRCHILD, Treasurer.

Report of Soliciting Secretary.

Mr. President and Gentlemen:

I herewith submit report for year ending July 15, 1899. First in order seems to be the financial part. During the past year the expenses of this office were one hundred and twenty-six dollars and sixty-five cents (\$126.65), divided as follows: Postage, eighty-five dollars and fifty cents (\$85.50), printing list of advertisements, eighteen dollars and twenty-five cents (\$18.25), attending convention at Chicago, eighteen dollars and ninety cents (\$18.90), investigating charges in the case of Dr. Killmer & Co. vs. A. P. U. Neithercott, our former member at Muncie, Ind., which made a trip to that city necessary, four dollars (\$4.00), making a total, as before stated, one hundred and twenty-six dollars and sixty-five cents (\$126.65). During the present year received one hundred and twenty-two dollars and sixty-five cents (\$122.65) from Treasurer.

Owing to the rapid and healthy growth of this organization, many members have been taken in that seem to think that it was an easy thing. Of these, I will say that the report of the Executive Committee has dealt with such with a prompt and vigorous hand. Then there is the "knocker," (who like the worthy puer who we have always with us), but unlike them are unworthy of consideration. I have spent many an hour tracing charges against a worthy brother member, and found it a case of "knockerism." I might mention several cases, but do not wish to take up the time. I have been very successful in making collections for brother members, many such having been given up as worthless. We have several charges preferred against members for violating Art. 13, Secs. 1 and 2, and would recommend that the Executive Committee carry out the most severe punishment provided for in this instance, as several members in the smaller towns do not get their share of the work, owing to the fact that members in the larger cities contract for, and cover their brother members territory, regardless of the provisions made for that member's protection.

Have made arrangements with several of the largest advertisers, who will use the members of the Association, wherever there is a member in the town or city to be credited, regardless of the fact that their former distributor did the work to their satisfaction. Have several more firms considering the favorable points of our guarantee, and am sure they will use, if not all, a great many more of the I. A. of D. members than they have in the past. I note several new members have already become discouraged and dropped out of the Association, lacking perhaps the necessary grit that makes a man successful in any kind of business. "Stick to it." We will call it a characteristic, which always wins success. The man who takes up any line of work, and sticks to it, through thick and thin, is absolutely certain to succeed, provided of course, he has the necessary qualifications, necessary to command success, and I do not believe there are many men who can not make a fair competence in the distributing business, providing they keep persistently at it, and do not allow discouragements nor difficulties of any kind to stop them. The trouble with so many is that they become discouraged at the outset, and give up. But the difficulties they have to encounter, and which are sufficient to cause them to desert, are no greater than those other men, now in the front rank, have been compelled to meet, they kept pegging away in spite of them, and finally surmounted them, so can every man. Pluck and perseverance are the qualities needed, and armed with these there is no need for any man to say he can not succeed. Business is bound to come to the man who keeps everlasting y after it.

We mailed to advertisers one thousand five hundred and seventy-five (1,575) lists of members of this Association, in good standing at the time the lists were sent. Have sent out to members two thousand eight hundred (2,800) list of advertisers. Have the assurance of London Manufacturing Co., Minneapolis, Minn.; Chattanooga Medicine Co., Chattanooga, Tenn.; Lydia E. Pinkham Medicine Co., Lynn, Mass., and A. Chas. B. Knox, Johnston, N. Y., that they will use members of the Association wherever found.

W. H. CASE, Soliciting Sec'y.

Who 'Tis Items.

The distributing business has been very dull the last three or four weeks, but the indications are that there will be more work this fall than there has been for several seasons. Advertisers are already contracting and asking for dating. In connection with this it would be well to advise distributors, if they have not already commenced soliciting, to do so at once. Now is the time to make contracts for fall and early winter work. Every distributor should keep these pointers well in mind. Commence to solicit business two or three months before the advertiser. No matter whether you receive any replies to your letters or not, you are getting them familiar

with your name and business, and when the time comes to make contracts they will remember you. Do not wait for business to come to you, but go after it. It will also be well to write to all your old patrons, saying that you are still in business, and ready to do their work the coming season. It may be the means of holding a contract which you might otherwise lose.

How to reach the small towns with a house-to-house distribution has been a perplexing question with the advertisers. It seems as though the problem were solving itself. In other words, the small town distributor also has a problem to solve. How is he to make a living at distributing exclusively? A great many have solved the question in this manner: they are working a circuit or string of small towns. I might mention a dozen men belonging to the I. A. of D. who are doing this successfully, and to the satisfaction of the general advertiser. They have adopted the following plan: They make their own town headquarters, then contract for from five to twenty-five towns and villages. Matter is shipped to the home office. They first make the home distribution, and then go from town to town, working the entire circuit. Most of them can make the round trip in a week or ten days. If they have three or four contracts at the same time, they remain in a town until all the matter is distributed, of course putting out but one kind of advertising matter at a time. Prices are a little higher for this service than in the large cities, as the distributor has railroad fare and carriage hire to pay, unless he is fortunate enough to have a rig of his own. Then, of course, there are hotel and feed bills to pay. Through this method the advertiser is able to reach a good many towns cheaper than he would through the mail, and it enables the distributor to make a good living. The small town distributor should think this matter over carefully, and if he has not adopted the circuit system he should do so at once.

I have noticed that each year the dull season for distributors is growing shorter. In other words, they work later in the summer and begin earlier in the fall. I believe it is safe to predict that in a few years there will be no dull season, and distributors will be kept constantly busy. New advertisers are continually entering the field, and a number of them have summer remedies, such as talcum and headache powders and summer beverages to offer to the public. The mid-winter vacation is also growing shorter. There are more almanac distributions being contracted for than ever before, and the time is not far distant when almanacs will not be seen on the druggists' counters. Advertisers are beginning to realize that they get better results by having their almanacs distributed.

The South is being looked after more than ever. The general advertiser realizes that there is a good market beyond the Mason and Dixon Line, and the Southern distributors are receiving lots of encouragement. Why the South should not pay as well as the North has always been a mystery. Lots of Northern people are emigrating to the South, and injecting new life into the country.

The second edition of the Feister Printing Company's Register is now in press. The first edition contained something over 800 names; the second one will give names and addresses of over 2,000 distributors. This looks encouraging.

I had a report that the Freeman Perfume Co., of Cincinnati, are receiving a very bad service at Frankfort, Ky. The party making the report stated that two small negro boys were employed to do the work. They were handing every one they met from two to five samples. The Freeman Perfume Company is a Cincinnati firm. During the holidays last winter they made a distribution of samples in their home city, and the matter was watered about in a reckless manner. If advertisers would accept such service from distributors generally, their matter could be placed for 50 cents per thousand at a better profit than the regular price for standard service. This reminds me of another distributor I noticed a short time ago. The manufacturers of "Polar Bear" tobacco, after entering into the trust, lost a portion of their trade, which they tried to recover by sampling and bill posting. They made a contract for sampling with a certain party at 50 cents per thousand. The party referred to employed a number of men with a horse and wagon to do the work. Driving up in front of the Custom House Building, they got a crowd around them and began throwing the samples up in the air. After they had scattered them broadcast to their heart's content at this point they drove up several streets and handed them to a y-body who would accept them, giving each person from five to twenty samples. The "Polar Bear" people deserve just this kind of service. They want their work done for almost nothing. They are "penny wise and pound foolish." Mr. Steimbrenner informed me that he had on some close-the-door signs and shelf strips for this firm last winter, and they finally made him an offer of 35 cents per hundred, the regular price being from 2 1/2 to 5 cents per sign. Of course, the offer was rejected. Mr. Steimbrenner further stated that if the "Polar Bear" people asked him for another quotation he would pay no attention to them, and that he would not have a man in his employ who used "Polar Bear" tobacco. When advertisers try to get a strybe for 1 as when half price they need not expect anything but "cooked" work. My advice to distributors is to turn down this class of advertisers. Pay no attention to them. If they will not pay your price let them employ some one else. They will get the worst of it in the long run, and some one else will get the patronage that they are trying to get through you for no thing.

Undoubtedly the members of the I. A. of D. have received a number of contracts to sign for fall and winter work, and if they have examined the contract carefully they must have noticed the initials, "I. A. of D." in the right hand corner of same. This means something, boys. The advertiser is not putting those initials there for nothing. It shows that

they are checking up the association work. Now is your chance to prove that the members of the I. A. of D. are giving the best service. Prove it to the advertiser with results. Every time that you do so it makes the association stronger. It makes you stronger, and gives you a better standing, and by and by the first question asked by advertisers, when placing work, will be: "Who represents the I. A. of D.? I want a guaranteed service."

Have you decided upon your printing for the coming winter and spring? If not, it is time you were preparing it. I would suggest that you have something different from what you had before. Make your cards read differently, use different colors. The same way with your circular or other printed matter, except your letter heads. I think it a good idea, after having adopted a suitable letter head, to stick to it. Make your printing matter attractive. Lining out the principal points in your territory. If small towns it is well to name the manufacturing concerns, also state whether your town is the county seat or not, how many pieces of advertising matter you can use for farmers' wagons, besides the regular amount for house-to-house distribution. Always make it a point to be one of the first to reach the advertiser with your soliciting letters, and especially, be ahead of your competitor in both soliciting and quality of work. These are a few points that lead to success.

"The Bill Poster Display Advertising," in its August number, gives the information that a new Distributors' Association has been organized in Chicago, to be known by the name of the "International Distributors' Association." Who this wishes the association all the success in the world, but would respectfully suggest that the officers and members change the name of their organization as it will cause confusion with the I. A. of D., the names being similar. I hardly know whether there is room for two associations of this kind. The I. A. of D. has the advantage over the new organization of being by far the stronger, is much better advertised, and I believe that if the two came under the head of the old association it would be best for the entire membership. However, time will tell, and it will be a case of the survival of the fittest.

Are you in touch with the large edition printers? If not, you should be. Write to all and send them your business card. They quite frequently have inquiries for names and addresses for distributors in various cities. The large edition printers can help your business. They will be glad to have your card, as it often saves them lots of trouble trying to locate a distributor. Large edition printers ship a great deal of matter. The advertiser makes the contract and sends them the name of distributor and amount to be shipped. So get in line.

Quite a number of distributors are again receiving a circular letter from the Star Ointment Co., of Tyrone, Pa. They make a proposition and want a deposit of 15 cents from the distributor before sending him work. I would advise all distributors to turn down this firm's proposition. Why should you pay 15 cents for the privilege of doing distributing for any one? If a firm means business, and thinks 15 cents will secure them against fraud, they are "small potatoes." Besides, it would be an injustice to your regular patrons to put up money to one concern and not to others. The I. A. of D. guarantees the service of its members with a guarantee that is as good as gold. Advertisers need not hesitate to entrust their work to any of its members. Why then put up 15 cents to prove that you "mean business" and are worthy of confidence? If I were in the distributing business and the Star Ointment Co. made me a similar proposition, I would want local security or cash in advance from them. The distributor has the same right to demand security for his pay as a firm has to ask for a deposit of 15 cents to prove that he means business and is worthy of confidence. How are 15 cents going to prove this? I would like to have the Star Ointment Co. answer. Also, if a distributor made a deposit of 15 cents how would said amount secure them against any loss, or prove that the depositor meant business? Let us hear from you gentlemen. The circular letter above referred to reads as follows:

Dear Sir—We pay you \$3 per 1,000 to distribute our circulars.

If you desire to work for us, kindly send 15 cents, postage, for box circulars and instructions. We require you to send this small amount in advance to prove that you mean business, and are worthy of confidence.

We have two million circulars for distribution throughout the United States and Canada, and, as we are in need of a distributor in your locality, hope to receive your prompt reply if you desire the position.

Yours very truly,
 STAR OINTMENT CO.,
 J. H. ALBRECHT, Manager.

A prominent advertiser, whose place of business is in Chicago, I withheld his name for personal reasons, wrote me a letter a short time ago in regard to distributing. The following is a quotation from same:

"We have had one bill poster send us a bill for 20,000 when we only sent him 200, and three months afterward the railroad company notified us that the books were at the depot. Our inspector in another place reported the distributor drunk at the depot, another burned the books near the river, etc. If the I. A. of D. can guarantee the work of its members, all we want it done, we can give them more or less work all the year round."

This firm is placing work for County Fair in Illinois, Indiana, Wisconsin, Minnesota, North Dakota, South Dakota, Kansas and Nebraska, and the prospects are that the I. A. of D. members will be favored, as the Secretary has written the firm assuring them that any losses sustained through the members of the I. A. of D. will be made good by the association at large. Distributors in the above named States should correspond with the Sec'y.

relary, and join the association, in order to come under the guarantee.

It is rumored that the American and United States Express companies are taking up distributing, and guaranteeing supervision of the work by their agents. If this rumor is correct, there are good openings in cities and towns for good, reliable men. There must be a demand for this class of advertising, if the express companies are going to take it up. Good, reliable distributors everywhere should endeavor to get the franchise of the I. A. D., and get their names before the advertisers.

I recently saw blank contracts to be signed sent out by two prominent firms, with the price for distributing printed thereon. It is unnecessary to say that the price was the very lowest, and might do for Philadelphia and a few other large cities, but not for the smaller towns. \$1.50 per 1,000, the price offered, is not sufficient pay for the smaller towns and hilly cities. Take, for instance, Duluth, Minn., West Superior, Wis., Omaha, Neb., and many others that I might mention. In the first two named cities, house-to-house distributing is worth \$1 per 1,000. Why the advertiser will try to get a service at \$1.50 where it is worth more, I do not understand. How would advertisers who are sending out such contracts like it if druggists were to fix the price on their remedies? Mr. Advertiser, don't you think that the distributor is the best man to judge what the work is worth in his territory? True, you will occasionally come across a distributor who is inclined to overcharge you, but such are the exceptions. If there is any one who is "worthy of his hire" it is the reliable, up-to-date distributor.

The large soap boiling works of Allen B. Wisley & Co., of Chicago, were destroyed by fire. Hence, it will be unnecessary for distributors to write to them in regard to work. They stated in a recent letter that as soon as they were in a position to utilize house-to-house distributing, distributors would hear from them.

Another firm recently wrote to the Secretary of the I. A. D. as follows: "We are in receipt of your postal, and would like you to send us a list of members of the I. A. D.; but we would ask you to please not send around any notice to the members that we are likely to do any distributing or posting, and thus have us inundated with cards, notices, etc., as we are only doing this advertising in a very limited way, and when wanted will use your list."

TIPS.

N. K. Fairbank & Co., St. Louis, Mo.
New Spencer Medicine Co., Chattanooga, small towns.
Scott & Brown, 132 E. 5th street, New York City.
Garfield Tea Co., 349 W. 43rd street, New York City.
Ripans Chemical Co., New York City.
Cleveland Baking Powder Co., 81 Fulton street, New York City.
Enoch Morgan Sons & Co., New York City.
New York Condensed Milk Co., 71 Hudson street, New York City.
Dadds Medical Co., Buffalo, N. Y.
World's Dispensary Co., Buffalo, N. Y.
Erie Medical Co., Buffalo, N. Y.
Lyon Celery Tonic Co., Dunkirk, N. Y.
James Elverson, Philadelphia, Pa.
Bobbins Soap Mfg. Co., 119 S. 4th street, Philadelphia, Pa.
Henry Trilow, 10th and Cherry streets, Philadelphia, Pa.
Hance Bros. & White, Philadelphia, Pa.
Piso Co., Warren, Pa.
Pabst Chemical Co., Chicago, Ill.
J. P. Dieter & Co., Waldo Place, Chicago.
E. C. DeWitt & Co., Chicago, Ill.
D. Fahrney & Sons Co., 112 S. Hayne Av., Chicago, Ill.
Bower & Black, 1245 State street, Chicago, Ill.
Hamlin's Wizard Oil Co., 21 LaSalle street, Chicago, Ill.
Bain Remedy Co., Boston, Mass.
Dana Sarsaparilla Co., Boston, Mass.
Evans Chemical Co., Cincinnati, O.
Park, Davis & Co., Detroit, Mich.
Hallard Snow Lintiment Co., 210 N. Main street, St. Louis, Mo.
Senoret Chemical Co., St. Louis, Mo.
Horlick's Food Co., Racine, Wis.
Hirschheim Co., New Orleans, La.
Winkelman & Brown, Baltimore, Md.
Paris Medicine Co., St. Louis, Mo.
Chas. E. Hires Co., Philadelphia, Pa.
Fels & Co., 179 Martin street, Philadelphia, Pa.
Littell Liquid Sulphur, St. Louis, Mo.
J. L. Ayers Co., Lowell, Mass.
Pabst Brewing Co., Milwaukee, Wis.
Dr. Shoop Family Medicine Co., Racine, Wis.
The Dr. James Co., Ogontz, Pa.
Brown Medicine Co., Erie, Pa.
Sterling Remedy Co., Mineral Springs, Ind.
Bon Ami Co., New York.
Spirito Co., Niagara Falls, N. Y.
Hillside Chemical Co., Newburg, N. Y.
Hoffman Drug Co., New Rochelle, N. Y.
Honey Dew Co., New York.
Kohler Mfg. Co., Baltimore, Md.
Williams Bros., Indianapolis, Ind.
Luka Cola Co., Richmond, Va.
Coca Cola Co., Chattanooga, Tenn.
Kennedy & Kergan, Detroit, Mich.
C. I. Hood, Lowell, Mass.
Lydia E. Pinkham, Lynn, Mass.
Wells, Richardson & Co., Burlington, Vt.
Dr. Miles, Elkhart, Ind.

Distributors' Notes.

Have your name inserted in our Distributors' list. Now is the time, for the fall rush is on. Through this medium your name is brought before all the largest advertisers of the country and hundreds of small ones. There is no time like the present. Send your name and address at once.

We are in receipt of a series of advertisements from the Sterling Remedy Co., called by them the "Big 16." They are to run consecutively in the leading daily papers of the United States. It is a well gotten up advertisement, and is thoroughly consistent with previous styles that have made their casearats so famous.

We have been authorized by Mrs. Kennedy & Kergan, of Detroit, Mich., to announce that they are ready to make contracts for distributing their booklets, commencing in September in the Northern, Eastern and the Middle States.

When the International Billposters' Association determined to change its name to the International Distributors' Association, it was

Mrs. Burgess takes great pleasure in carrying the sack which was made to order for her. The letters I. A. of D. which are inscribed on its side make her feel that she has an interest in that association fully equal to that of her husband's.

Mr. and Mrs. Burgess have their method of distributing down to a system. He works one side of the street while his wife takes the other, in this way they never have to retrace any of their steps and cover the town quickly and thoroughly.

We have heard of only one other case where the wife of a distributor has thus taken up the sack and entered equably with her husband into the actual work of distributing.

Mr. Burgess has been doing distributing for a number of years, but only during the last seven years has it been his profession. He started to do distributing at the request of a local druggist, and he worked only at odd times and in the evenings. His good honest service brought forth such excellent results that the druggist secured for him the regular work of a number of large advertisers, thus we might say that he was forced to take up distributing as a profession. Shortly after Mr. Burgess had become a regular distributor he married the lady who is now his helpmate. His business increased



Mr. and Mrs. S. J. Burgess, Distributors, Pontiac, Mich.

with full knowledge and understanding that there was already an association in existence, bearing nearly the same name. We are, therefore, forced to believe that the new association simply took a name as nearly like that of the old association as possible. This is a high tribute to the I. A. of D. and shows what an enviable reputation it has.

The new organization does not, of course, wish to gain influence or business through the similarity in the name, or through the confounding of the two associations, by advertisers, nevertheless, there is bound to be confusion, and it would have been better for all concerned had the members of the new association not entirely sacrificed their originality, and had come out bravely and independently under an entirely new and distinct name. Then it could not even be hinted that they were trying to profit by the good and hard earned reputation of others.

Mr. and Mrs. S. R. Burgess, of Pontiac, Mich., whose pictures appear in this issue, hold the I. A. of D. franchise for that place. For the last five years they have been doing distributing in Pontiac, and they are now so well known and so well liked that their visits are looked forward to by many with the same feeling of expectancy and pleasure that is felt for the regular visits of the postman.

so that two years after his marriage he could no longer do all the work himself; his wife thereupon declared her intention to become his assistant which she did, and to such good purpose that up to the present time they have not been compelled to hire any one to assist them.

Unconstitutional.

The city ordinance requiring bill posters to take out a license before they distribute or post bills or printed matter in the city was declared unconstitutional by Judge Bigger, at Toledo, O., on July 31, 1899.

The decision was rendered in the case of Angove against the city, which was taken from police court to the common pleas court on error. Angove was arrested for distributing bills advertising "PhenoCaffine," made in Massachusetts. He was fined \$50 and the costs for distributing without first taking out a license. Judge Bigger rendered a lengthy decision, citing the National constitution which says that the rights of citizens of one State shall not be abridged by the residents of another. He held that the ordinance interfered with or abridged the rights of a manufacturer of another State and was, therefore, unconstitutional.

Poster Printers

Advertisements under this heading will be published at the uniform rate of 10 cents per line per issue or \$1.00 per year.

Boston Job Print. Co., 4 Alden, Boston, Mass.
Brooklyn Daily Eagle Job P. Co., B'yn, N. Y.
Calhoun Printing Co., Hartford, Conn.
Caivert Litho Co., Detroit, Mich.
Central City Show Print. Co., Jackson, Mich.
Central Lith. & Eng. Co., 110 6th Ave., N. Y.
Correspondent Show Printing Co., Piqua, O.
Donaldson Lith. Co., Newport, Ky.
Erie Show Printing Co., Erie, Pa.
Enterprise Show Print, Cleveland, O.
Forbes Lith. Co., Devonshire, Boston, Mass.
Free Press Show Print. Co., Detroit, Mich.
Great Am. Eng. & Print. Co., 57 Beekman, N. Y.
Great W. Print. Co., 511 Market, St. Louis, Mo.
Greve Litho. Co., The Milwaukee, Wis.
Haber, P. B., Fond-du-Lac, Wis.
Hennegan & Co., 127 E. 8th St., Cin'ti, O.
Morgan W. J. & Co., St. C. and Wod, Cdeve, O.
Morrison Show Print, Detroit, Mich.
National P. & Eng. Co. 346-8 Wahash, Chi., Ill.
Pioneer Print. Co., 214 J. Mercer, Seattle, Wash.
Union and Advertiser Co., Rochester, N. Y.

Wm. M. Donaldson, Vice President of the Donaldson Litho. Co., of Newport, Ky., is spending his vacation at Esculapia Springs, Ky.

Richard Jordan Compton, President of the Compton & Sons Lithographing and Printing Company, died recently at his residence, No. 416 Washington Boulevard, St. Louis.

The differences which have heretofore existed between the Aluminum Plate & Press Company and the Orcutt Lithograph Company, as to certain rights claimed by the latter, named under the provisions of a contract made some years ago, have been disposed of in a manner satisfactory to each of the contending parties. All claims and interests have been definitely settled, and the contest has been closed in a friendly spirit by mutual concessions.

Walter Donaldson is making a success of the rejuvenated Great Western Show Print Co., which is now located at 533 Elm street, St. Louis.

Now that the printing ink trust is an assured fact, its course will be watched with interest. It will have to fight an army of small concerns, and can only live by underselling them. Printers who are rushing in orders for ink mills will regret their precipitate haste. The ink trust will cheapen the price of ink or it can not continue to exist.

The lithographic trust is not yet wholly dead. Mr. Koerner is renewing his options, and will have another try at it in October.

Hennegan & Co., of Cincinnati, have made a success of their fair posters, as indeed they have of everything they have undertaken. Their record is marvelous.

James G. Henderson, of Cincinnati, is now with the Orcutt Litho Co., of New York.

The Poster Painter.

"Let us paint a landscape in June," he cried,
"A landscape" in high June."
And the poster painter swelled with pride
And trilled a merry tune.
And he painted five cows in Antwerp blue
(For he was a poster painter true),
And the grass they browsed was a light ecru
And a dark mignon.

And the foot of one cow was in the sky,
And her horns were pink and green,
Her amber tail it curled on high—
A bright and beautiful scene.
And a lavender river flowed at her feet
With gamboge lilies fragrant and sweet,
But some were the color of powdered peat,
Some light marine.

And another cow's tail was round the sun
(Her horns hung limply down);
And her tail was white as wool new-spun,
And the sun was a neutral brown.
In the drab background was a pale blue lamb
Who stood by the side of her turquoise dam,
And the sky—a pink parallelogram—
On the lamb closed down.

And the rhomboid hills were of ochre hue,
With treads of lilac white,
And rectilinear forests grew
In a lumpy cochineal light.
An isosceles lake spread fair and pink,
And, gathered about its damask brink,
Triangular swans came down to drink
With glad delight.

Then a milkmaid came with cheeks of dun
And a smile of dark maroon;
One arm was on the setting sun,
One on the rising moon,
And she seemed to float from a Nile-green sky,
With an ebony arm and an Ivory eye,
And her gown swelled down from a point on high
Like a pink balloon.

But all the things the painter drew
"Twere hard to tell—
The cow, the sky, the swans of blue,
Lamb, maid, he painted well.
But which was the cow and which the maid,
And which were the swans or the trees of shade,
And which were the sky or the hills, I'm afraid
No soul could tell.
Sam. W. Foss, in "Judge."

THE BILLBOARD.

Published First of Every Month, at
127 East Eighth Street, Cincinnati, O., U. S. A.

Address all communications
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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 agate line; no discount for time or space. Copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

The Billboard is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trajagar Buildings, Northumberland Ave. W. C. In Paris, at Bontano's, 37 Avenue de l'Opera. The trade supplied by the American News Co. and its branches.

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

The editor can not undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to wire 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.

SEPTEMBER, 1899.

Some few of the members of the International Association of Distributors are considerably exercised over the alleged formation of a rival organization, which was launched, as it appears, July 27 in Chicago. We have been invited to "rip 'em up the back," "tear them to pieces," "knock 'em out," and otherwise maltreat the young and tender movement.

Whenever a bill poster or a distributor has a grudge or a kick to register, and lacks the courage of his convictions, he sits down and writes a letter to "The Billboard," in which he recites his wrongs, makes accusations, and hurls violent invectives, but invariably winds up with a request that his name be not mentioned.

While we confess to a weakness for helping the under dog in the fight, we can not father every little fuss or dispute that arises, nor can we devote valuable space to ventilating small and unimportant affairs.

In this instance we think our zealous friends are needlessly alarmed, and their fears entirely groundless.

The new association, if it can indeed be termed such, exists almost entirely in the minds of its promoters—Mr. Stahlbrodt and one, Runey, of Waukegan, Illinois, and several other whistle stations.

The inference thrown out is that the new association is the outgrowth of the defunct International Bill Posting Association. If this were true, it would in itself be enough to down the organization, but it is not.

The meeting reputed to have been held at Indianapolis never occurred. The meeting said to have occurred at Chicago may or may not have been held. We are informed that it was not; but be that as it may, any movement that has its beginning in misrepresentation and its foundation in falsehood, can hardly hope to obtain any degree of favor or respect.

If a great, big, firmly established and thoroughly respected organization like the I. A. of D. can not hold its own against the newcomer without aid, then truly is it to be pitied.

In their zeal to obtain a name imitating or closely resembling that of the I. A. of D., the promoters of the new movement overshot the mark, and unwittingly selected that of one of the worst fake societies that this country has ever seen. The original "International Distributors' Association" was projected in Philadelphia about six years ago. The projector, like the promoters in this case, had a paper which was the official organ, and was to benefit by the movement, but there the resemblance ends. He was a genius, and his ability to catch and skin suckers was wonderful. He had a great field, too, for his paper cost little to produce, and he could scatter them broadcast by the tens of thousands. He built up a big membership, and made much money. All over the country there are thousands of men, boys, and even women, once members, who remember the International Distributors' Association to their sorrow.

The stench that clings around the name can never be driven away. It may be disinfected, religiously, every day for years and it will still stink.

The new organization is hopelessly handicapped by the name which they can not drop, because it is the only colorable imitation of the title of the I. A. of D. that they can invent. The outlook is bleak and cheerless. It would seem that the promoters will only obtain their labor for their pains, unless, indeed, they are also rewarded with the displeasure of those whose names they have unwarrantedly connected with the scheme.

Foreordained to dismal failure we can not see why any one in the I. A. of D. should allow their choler to rise. We advise the few hot-heads to follow the example of the many, and give the thing the laugh. The Executive Committee, it is said, will soon kick the traitors out.

A bill poster who attended the Chicago meeting voiced an original view of the solicitor question recently. He was stoutly opposed to solicitors occupying seats on the Board of Directors. He claimed that any one could see that the bill posters on the Board were afraid to antagonize them, from motives of business prudence.

He declared that all the two solicitors on the Board had to do was to unite on a measure and it would go through. The rest of the Board would not oppose them, because they were afraid of losing their business.

Continuing he said: "When the resolution prohibiting members from allowing commission to any but official solicitors was passed, I said to myself this is only the first step. Before they get through they will not allow us to post any work unless it is sent through them." He was greatly pleased over the firm stand taken at Chicago by the members.

CHICAGO.

The War Between the Rival Bill Posting Concerns of Chicago is Ended.

Through an arrangement made on August 1st the bill business of the R. J. Gunning Company was transferred to the American Advertising & Bill Posting Company, and the sign painting plant and business of the latter operating under the name of the Western Sign Company, was handed over to the Gunning people. The Gunning Company's paper business was valued at \$60,000. While the deal was in the nature of a trade, it is said the balance was in favor of the Gunning Company.

A company of theatrical managers, who have about perfected arrangements for a bill posting concern of their own, are to invade the monopoly of the American Company. The new company is to be known as the City Theatrical Bill Posting Company, and is being promoted by W. D. Russell and H. F. Summers, of the Columbia Theater.

The Columbia Theater spends \$5,000 a year for posting its show bills. Prices at present are 3 cents per sheet per week. This the promoters of the new company regard as a maximum, and think that with the outside business that will come to them, their charges will be cut down to 1 cent per sheet for putting up the paper, with no additional charges after the first week.

Locations for 100 boards have already been secured, by the new company, and six solicitors are hard at work making contracts for more.

Mr. Russell said that he was already in receipt of many applications for space on the new boards, and that not patronage but board room was his only concern.

Assessors after the Hoardings.

The Assessors of Cook County, Illinois (Chicago), have announced their intention of assessing the hoardings in that city at the rate of from ten to fifteen cents per square foot. It is figured that the linear extent of the bill boards is not less than 189,000 feet. They will average pretty nearly ten feet in height. Perhaps there are 1,890,000 square feet. At an average of twelve and one-half cents the amount of the assessment would be nearly one quarter of a million dollars, and the tax would be not less than four thousand dollars a year.

Fame does not believe that the business of bill board advertising in Chicago is in a condition to stand such a burden. The step taken is unwise and hostile to the business interests of Chicago. Moreover, it is not based on the reason that is supposed to underlie all assessment and taxation, and the action of the assessors is not condoned by the existence of any statute law on the subject.

The theory of the officials seems to be that unimproved property pays a lower tax, because it is turning in no income to its owner; and that, as a corollary, when it has begun to turn in an income, it should be assessed accordingly.

On the other hand, the best authorities on taxation base the assessment on the selling value of the property, whether it be improved or unimproved; and there is no reason to think that the selling value of land or buildings on which bill boards are placed is increased thereby.

It is to be anticipated that the assessors of Cook County will rescind their action. If they do not, that action will probably be nullified by the courts. In the meantime, the question raised is one of considerable interest to all general advertisers, as well as to the persons who control the bill boards in various sections of the country, and particularly in and around our great centers of population and of commerce.—Fame.

The Paris Bill Poster.

The bill poster of Paris is a more picturesque personage than his brother of New York. He plies his trade in all winds and weathers, and he is nothing daunted by the assignment of a bleak suburban district on a rainy day.

He ties his posters—increased in a waterproof cover—across his back. He fastens on his paste pot. He mounts his bicycle. Then he opens his umbrella—for he is an expert wheelman and can manage it and his wheel at once. All over the umbrella are advertisements in little form of the article or the event which he intends to advertise in large by his posters, so his entire route is placarded, and he himself is a living advertisement.—Paris Correspondent.

St. Paul, Minn.

(Special Correspondence.)

After working for over a month on the bill board question the assembly passed an ordinance taking the power to issue permits from the Building Inspector and giving it to the Council. The ordinance provides that no board shall be erected that is more than four and one-half feet high, or nearer to the street line than its own height, without the consent of the City Council. A permit must be secured for every board. The Building Inspector must keep an exact account of permits, location of boards, and bonds given by the persons erecting the boards. The written consent of the owner of the property upon which the board is to be built must be filed with the Building Inspector before a permit is issued. In case of any firm or corporation having more than five boards a blanket bond of \$25 may be filed, but when the number of boards is five or less, the owner is to give a bond in the sum of \$5,000 for each board.

The Woman's Civic League was largely instrumental in having this measure passed. The president of the league said that the members were interested in the subject for the sake of the appearance of the city, and not because of any feeling against either the bill board men or the Inspector. They thought the Council should have charge of the matter, because the members were elected by the people and were responsible to the people.

The bill board men complained, stating that it would take about a month to get a permit through the Council, and the delay would be a serious inconvenience to them.

The ordinance was passed, however, as stated. The theory upon which the boards might be restricted was that of preventing injury to persons on the street in case the boards should fall or be blown down.

It is questionable, however, if the city has authority to limit the size or location of a board that is farther removed from the street than its own height, and outside of the fire limits.

Honest Distributing.

Honest Distributing. What a depth of meaning is conveyed by these two words to every company advertising through circulars. They know, or at least they should know, what honest distributing means. In a word, it means the kind of distributing that is done by the I. A. of D.

Let us divide distributing into two classes, honest and dishonest.

First take honest distributing. To the advertiser it means good work and profitable results. To the association it means more work in a short time. All work placed in the hands of the I. A. of D. is insured to be done honestly and rightly. Every member of this association is a reliable man, and no boys are employed to do the work. The association positively forbids its members to have work done by persons under eighteen years of age, and only such persons may be employed as are known to be honest and reliable. None of the circulars are wasted, for the distributor goes from house to house and places one at each door in such a place that the occupant of the house can not fail to get it. Such distributing must surely bring good results, and it invariably does. At times, when samples of medicine have been distributed, letters have been received praising the distribution, and telling of good and profitable results.

Now, let us look at the other side. A company wants distributing done. They advertise in the papers and soon receive answers. They send their work to some person in a certain town, and he employs several little boys to do the work, while he sits at home without caring whether the distributing is done or not. This is very frequently the case, as a few illustrations will show. At one time a little boy, not over ten years old, was seen on the streets of the city with a large sack over his shoulder, and he was distributing for — & Co. Now, what results could that company expect. Again, a distributor was sampling the city with small bottles of medicine. He went into one of the stores of the city and left from fifteen to twenty-five bottles, and a proportionate number at the other places. At another time, when a distribution was being made, the distributor went through a leading store of the city and left no less than ninety-two circulars in the store. He went from one counter to another, leaving them in piles of from four to six each. This is told by one who followed the distributor and counted the circulars left. Many of the distributors, in going from house to house, simply go along the street and throw the circular in the yard, to be picked up by the children or blown away by the wind, while those for whom they were intended never see them. Then there are some who will throw them on the porch, if it is convenient, or if not will pass along and leave them in the yards.

Now, is this the way advertisers want your work done? Are these the results you want to obtain from your work? If your own actions you say "they are," and then you complain because you do not receive any calls for your medicine, and hence receive no profit, is it any wonder you don't when you persist in having your work done by incompetent and dishonest persons?

Why not give your work to the I. A. of D. All work done by them is sure to be done right, and when work is done right good results must follow. Give the I. A. of D. a trial.

Yours for honest work,
S. M. BOND.
Williamsport, Pa., July 3, 1899.

Fair - Department

AT THE FAIR GROUND TRACK.

Oh, is that day approaching,
When at the Fair Grounds Track,
We'll see the automobiles race,
With n'er a horse to back?
When at the starter's signal,
That now so thrills the breast,
Each jock will touch a button, and
His meter do the rest?

Must sporting writers study
Electric secrets deep,
And write about the "ferm" that deth
In different currents sleep?
Talk of your "tin-jorn gamblers,"
But what of those—alack!—
We'll see when automobiles race
Upon the Fair Grounds track?
—St. Louis Republic

Fair Notes.

The Spokane Industrial Exposition promises to be one of the biggest events this year of all the fairs west of the Mississippi. Spokane, Washington, for the past five years has held in October a fruit fair which has grown in importance year by year. The Spokane Industrial Exposition is the successor of the fruit fair, and will be larger and far more important than any of the former shows of that city. In addition to fruit and other agricultural interests, this year, there will be added a big mineral and machinery department and stock, dairy and poultry shows. Unusually honest and remarkably able management have made these shows exceedingly popular throughout the Pacific Northwest. People come from far and wide to attend the Exposition and to spend this carnival period in Spokane. The citizens of Spokane attend the shows day after day and night after night and try to make it a great success. Last year the number of paid admissions was nearly 100,000.

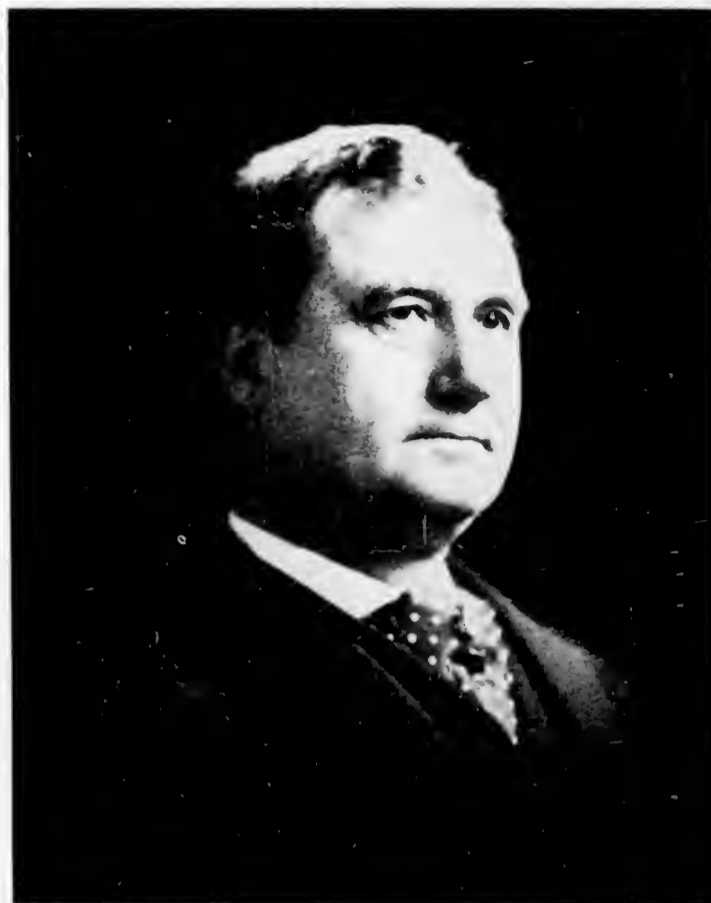
Besides the exhibits of beautiful fruits, fine grains and vegetables, rich ores, blooded stock, handsome birds, and dairy products on exhibition to interest and instruct the people, Manager Bolster each year puts on as fine an entertainment as it is possible for him to secure. This year he hopes to be able to bring one of the fine Eastern Bands to Spokane. This will be one of the big attractions. In addition he will secure many features which will add greatly to the amusement and pleasure of the people. His entertainment man, Mr. John Cassidy, a man of wide experience in this line, is negotiating for some of the best performers in the country. The Exposition this year will be held in an enormous tent with several big wing tents. In the main tent a big ring will be provided. In many particulars the arrangements are not unlike those of a first-class circus.

Manager Herbert Bolster is a British Canadian, and took his first lessons in exposition affairs at the big Toronto annual shows. He is credited with being one of the finest exhibition managers to be found anywhere in America.

Col. De Garmo Gray.

The well-known organizer and manager of Expositions, Carnivals and Festivals has arrived in the East from California and the Pacific Coast, where he has been for one year past organizing "Festivals." He is en route to the Paris Exposition, where he will be interested in some valuable concessions. He will also have charge of several exhibits from America. He speaks a number of languages, and has resided both in Paris and Monte Carlo. Col. Gray falls about January 1, 1891. In the meantime he can be engaged to organize and direct Carnivals, Street Fairs, Festivals and Expositions. He has had much practical experience in every department of fair work.

We are presenting a picture of Col. Gray in this issue. He can be addressed, care of "The Billboard."



President Millburn, of the Pan American Congress, Buffalo, N. Y.

Fair Notes.

The directors of the Springfield, Mass., Fair have decided that it will not pay them to drop the vaudeville features of their fair, as they did last year. The fair is for the people, and they seem to want this sort of an entertainment along with the cattle shows.

An exhibit of farming machinery will be an important feature at the Minnesota State Fair this season.

The Elks' Fair at Franklin, Pa., last month was attended by 29,272 people.

Arrangements are about completed for the Southern Exposition in New York City. The products, resources and industries of the South comprise the exhibits.

The dairying exhibit will be a special feature at the Iowa State Fair, for Iowa can boast of over a thousand creameries, and has 92,000 farmers engaged in the dairy business.

At the exhibitions of the Royal Agricultural Society of England, they have no side shows, racing, fakes, or anything of the kind. It is always purely and simply agricultural and stock show. In fact, there are no large fairs in the United Kingdom, such as we have here. The Royal Dublin Society of Ireland has a permanent show ground at Dublin, valued at \$250,000, and has half that sum in its treasury. Their annual show has gained a world-wide reputation as a horse show, and attracts people from all over the globe, as it is also a sale of stock.

On Saturday afternoon, August 14, fire visited the Elks' Street Fair at Rochester, N. Y. The heaviest losses were borne by Wardo Museum, H. K. Ford Bros., S. H. Tilling & Co., The Bryan Drug Co. and E. H. Hall & Co. About thirty booths were destroyed, and had it not been for the coolness of the attendants of the fair a serious panic might have resulted.

The merchants of Colfax, Wash., will hold a free Street Fair in October, and would employ some good acrobats or trapeze performers.

The promoters of the St. John, New Brunswick, International Exhibition cordially invite everybody to exhibit at their show. No payment of duties is required from those outside of the Province.

A. H. Foster, Secretary of the Allegan, County Agricultural Society, of Allegan, Mich., says: "The 'Billboard' is bearing good fruit for us, and you may run the ad. again for the September issue."

Mr. G. W. Green, one of the managers of the Nebraska Base Ball Team, sends us a complaint against the Portland, Ind., Street Fair Association. These people did not keep their contract with Mr. Green, paying him a less sum than was agreed upon, because their receipts were not up to expectation.

The Alabama State Fair has been organized at Birmingham, with a capital stock of \$25,000, paid in. One of the largest fairs ever held will take place there in November. The managers are open for first-class attractions. (See advertisement.)

Street Fairs are being contemplated at Indianapolis, Ind., and Nashville, Tenn. Both these towns are negotiating with Harry E. Feicht, of Dayton, O., the promoter of the

great Dayton Street Fair, which was such a success in every way.

Eureka, Cal., will hold a Fair in September. Dates as yet, not decided upon.

The Texas State Fair has an Advertising Car on the road. It is specially furnished, and loaded with advertising matter. It is sent on trips through the State on the various railroads, and everywhere gives broadcast invitations for the people to attend, and to send exhibits. We think this is a great and profitable scheme.

The people of Portland, Ore., are still thinking of holding an Exposition there in 1902. For a time the project seemed to be dead, but after the fall fair is over, it is said that the plan will be pushed enthusiastically.

A Street Fair is being planned at Albuquerque, N. M.

The Street Fair at Dayton, O., is said to have attracted over 100,000 people to that city. The Fair had a Children's Day, a Ladies' Day, a Floral Day and a Wedding Day, on which over \$1,000 was given in presents to a happy couple who were publicly married.

Santa Maria, Cal., will hold a Fall Fair. Organization was effected and officers elected. The dates will be decided later. Walter Elliot is the Secretary.

The State Fair of California, at Sacramento, promises to be the greatest held in the last ten years. This fact does not seem to be true of Sacramento only, but of every fair in the country. All seem to be possessed with the spirit of improvement and are determined to outdo all previous efforts. There seems to be a general examination of past fairs, and an overhauling of the weak points. This is the right and only way to advance. Things that made a fair a failure are dropped out, and those that have been successful at one place are tried at another. This is one of the important advantages in keeping in touch with all that is going on in this line. Fair managers should not only know wherein their own fairs were weak or strong, but should also study the successes or failures of other localities.

The Sacramento Fair managers are paying special attention to the fancy work department. We have observed before, and once more repeat, that this course shows wisdom. The ladies can make a success or failure of anything. Aside from the interest and importance of ladies' work, it is a matter of policy to make much of it.

San Antonio, Tex., is planning to have an International Exhibition this fall. President Diaz, of Mexico, will attend, and a large portion of the exhibits will come from Mexico. The dates have not as yet been decided upon.

The Kansas Independent says that nearly every town in Central Kansas is going to hold a Street Fair this fall.

The California State Fair has had one of its features a model site, which was fully explained in all the details of its construction and operation. A good many men would welcome a demonstration like that.

The Street Fair at Henderson, Ky., is under the able management of Mr. A. D. Rogers and the outlook is most promising.



Col. De Garmo Gray, the well-known Fair Manager.

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, ALA.—Northeast Alabama Fair Association. Nov. 7 to 11. W. F. Higgin, pres.; Howard W. Sexton, cor. secy. (Fair grounds at Oxford Lake.)

BIRMINGHAM, ALA.—Alabama State Fair. Nov. 7 to 17. J. A. Rountree, secy.

KANSAS

PINE BLUFF, ARK.—Oct. 23 to 28.

CALIFORNIA.

BIG PINE, CAL.—Fair. Sept. 19 to 22.

BISHOP, CAL.—Fair. Sept. 19 to 22.

EUREKA, CAL.—Eureka Mechanical and Agricultural Fair. Sept. 19 to 24. Alexander Cormick, pres.; Humboldt County Bank, treas.; L. L. Ayers, secy.

FRESNO, CAL.—Fresno County Fair Association. Oct. 9 to 14. J. H. Hudson, secy.

LOS ANGELES, CAL.—District Agricultural Association No. 6. Oct. 21 to 28. E. T. Wright, Los Angeles, pres.; Henry J. Fleishman, treas.; Lewis Thorne, secy.

SACRAMENTO, CAL.—State Agricultural Society. Sept. 4 to 16. A. B. Spreckels, pres.; L. A. Upson, treas.; Peter L. Shields, secy.

SALINAS, CAL.—District Fair. Oct. 2 to 7. J. J. Kelly, secy.

SAN LUIS OBISPO, CAL.—Sixteenth District Agricultural Association. Sept. 24 to 29. Judge Egan, secy.

UKIAH, CAL.—Agricultural Fair. Oct. 4 to 7.

COLORADO.

COLORADO SPRINGS, COL.—Street Fair and Carnival. Management Chamber of Commerce. October.

GLENWOOD SPRINGS, COL.—District Fair Association. Sept. 20 to 22. C. H. Harris, Catherine, pres.; D. G. Edgerton, Carbonade, treas.; C. D. Fuller, secy.

ROCKY MOUNTAIN, ARK.—Arkansas Valley Fair Association. Sept. 6 to 8. R. C. Malby, pres.; H. A. Dawley, treas.; A. B. Wallis, secy.

CONNECTICUT.

BRANFORD, CONN.—Branford Fair. Sept. 20.

CHESTER, CONN.—Chester Agricultural and Mechanical Society. Sept. 29. Wm. J. Chapman, pres.; Chas. E. Perkins, secy.

CLINTON, CONN.—Clinton Agricultural Society. Oct. 4. Edwin H. Wright, pres.; Geo. H. Brooks, treas.; Clifford H. Everts, secy.

COLLINSVILLE, CONN.—Farmington Valley Agricultural Corporation. Sept. 6 and 7. O. T. Perry, pres.; B. F. Case, treas.; E. A. Hough, secy.

DANBURY, CONN.—Danbury Agricultural Society. Oct. 2 to 7. S. H. Rundle, pres.; J. W. Bacon, treas.; G. M. Rundle, secy.

ENFIELD, CONN.—Enfield County Fair. Sept. 27.

GRANBY, CONN.—Granby County Fair. Sept. 27 and 28.

HUNTINGTON, CONN.—Union Agricultural Society. Sept. 20, 21. F. W. Wheeler, Monroe, pres.; D. S. Clark, Long Hill, treas.; S. T. Palmer, Shelton, secy.

MADISON, CONN.—Madison County Fair. Oct. 4.

NANGATUCK, CONN.—Beacon Valley Fair. Sept. 19 and 20.

NEW MILFORD, CONN.—New Milford County Fair. Sept. 12 to 14.

NEWTOWN, CONN.—Newtown Agricultural Society. Sept. 26 to 28. T. E. Platt, pres.; H. G. Curtis, treas.; P. H. McCarthy, secy.

NORWICH, CONN.—New London County Agricultural Society. Sept. 4 to 6. Jas. A. Bill, pres.; Lyne, Chas. W. Hill, treas.; Theo. W. Yerrington, secy.

PUTNAM, CONN.—Putnam Park and Fair Corporation. Sept. 12 to 14. G. D. Bates, pres.; A. C. Stetson, treas.; L. O. Williams, secy.

ROCKVILLE, CONN.—Rockville Fair Association. Sept. 19 to 21. W. E. Payne, pres.; F. A. Randall, treas.; Ed. F. Radmington, secy.

SOUTHINGTON, CONN.—Southington County Fair. Sept. 19 and 20.

WILLMANTIC, CONN.—Willmantic Fair Association. Sept. 26 to 28. Geo. M. Harrington, pres.; Frank Larrabee, treas.; F. A. Sanderson, secy.

WOLCOTT, CONN.—Wolcott Agricultural Society. Oct. 11. H. B. Carter, pres.; E. M. Unson, secy.

WOODSTOCK, VT.—Woodstock Agricultural Society. Sept. 4 to 6.

DELAWARE.

DOVER, DEL.—Delaware State Fair Association. Sept. 5 to 8. Geo. A. Millington, pres.; Lewis Schabinger, treas.; A. N. Brown, secy.

FLORIDA.

DE FUNIAK SPRINGS, FLA.—Street Fair and Stock Show. Sept. 22 and 23. R. A. Storrs, manager.

GEORGIA.

AMERICUS, GA.—Americus Carnival and Musical Association. Sept. 12 and 13. John Howard, pres.; John Pillsbury, secy. and treas.

ATLANTA, GA.—Georgia State Agricultural Society. Oct. 18 to Nov. 4. J. P. Brown, Hawkinsville, pres.; J. K. Otley, treas.; T. H. Martin, secy.

BRUNSWICK, GA.—Southeastern Fair Association. Sept. 4 to 9. H. H. Raymond, pres.; T. D. Alken, treas.; Wm. S. Irvine, secy.

COLUMBUS, GA.—Columbus Street Fair Association. Nov. 6 to 12. J. B. Kimbell, pres.; P. T. Schultze, treas.; T. J. Hunt, secy.

VALDOSTA, GA.—Valdosta Exposition Co. Oct. 31 to Nov. 4. T. G. Cranford, pres.; W. S. West, treas.; L. T. Shaw, secy.; A. T. Moore, manager.

IDAHO.

BOISE, IDAHO.—State Fair. Sept. 25 to 30. John Halnes, secy.

SALURIA, IDAHO.—Washington County Fair Association. Sept. 27 to 29. I. R. Smith, pres.; R. E. Willson, secy.

ILLINOIS.

ALEDO, ILL.—Mercer County Agricultural Society. Sept. 19 to 22. A. A. Rice, pres.; E. Dool, treas.; G. W. Williams, secy., Box 346.

ATLANTA, ILL.—Atlanta Union Fair. Sept. 5 to 8. Ed. Stubbfield, pres.; J. P. Hieronymus, treas.; W. B. Stroud, jr., secy.

AVON, ILL.—Avon Annual Fair. Sept. 5 to 8. Julian Churchill, secy.

BELLEVOUE, ILL.—Street Fair Committee of Belleville Commercial Club. Sept. 18 to 23. Albert Huicke, chairman; Alex. Halstead, treas.; C. P. Fleischel, secy.

BELVIDERE, ILL.—Boone County Agricultural Society. Sept. 5 to 8. John Hannah, pres.; Wm. D. Swail, treas.; M. D. Perkins, secy.

BENTON, ILL.—Franklin County Agricultural Society. Sept. 12 to 15. C. Moore, pres.; S. W. Swain, treas.; Thos. J. Myers, secy.

CAIRO, ILL.—Cairo Free Street Fair. Oct. 10 to 14. H. E. Halliday, pres.; Dr. J. J. Jennelle, vice pres. and secy.; Jas. H. Galligan, treas.

CAMARGO, ILL.—Douglas County Fair. Sept. 5 to 8.

CAMBRIDGE, ILL.—Henry County Agricultural Board. Sept. 18 to 22. T. Boltstern, secy.

CAMP POINT, ILL.—Adams County Fair. Sept. 4 to 8.

CANTON, ILL.—Free Street Fair. Oct. 3 to 7. G. R. Dally, secy.

CARLINVILLE, ILL.—Macoupin County Agricultural Board. Oct. 3 to 6. W. F. Burgdorf, pres.; E. J. McGreevy, treas.; Geo. J. Castle, secy.

CARMI, ILL.—White County Agricultural Board. Sept. 5 to 9. Ebris Stinnett, pres.; Frank E. Pomeroy, treas.; R. L. Organ, secy.

CARROLLTON, ILL.—Green County Fair Association. Oct. 19 to 23. J. K. P. Fanelly, pres.; Ben. C. Hodges, treas.; S. E. Simpson, secy.

CHARLESTON, ILL.—Coles County Fair. Sept. 12 to 16.

CLEAR CREEK, ILL.—Magnolia Grange Agricultural Fair. Sept. 20 to 22. Frank E. Smith, pres.; Florence Given, treas.; Jas. A. McNabb, secy.

DANVERS, ILL.—McLean County Fair. Sept. 19 to 22.

EL PASO, ILL.—El Paso Dist. Agricultural Board. Sept. 11 to 15. Edwin Childs, pres.; A. H. Waite, treas.; Geo. R. Curtis, secy.

FAIRBURY, ILL.—Fairbury Fair. Sept. 18 to 22. O. S. Westervelt, secy.

FREEMONT, ILL.—Northern Illinois Agricultural Association Fair. Sept. 12 to 15. Wm. Hunt, Ridott, pres.; J. B. Taylor, treas.; W. H. Foll, secy.

GALENA, ILL.—Galena Fair. Sept. 26 to 29. W. T. Hodson, pres.; John J. Gray, treas.; Wm. Barner, secy.

GALESBURG, ILL.—Galesville Carnival Association. Oct. 3 to 7. W. I. R. Bradley, pres.; Geo. B. Churchill, treas.; Ben. B. Hampton, secy.

HIGHLAND, ILL.—Aug. 31 to Sept. 4. JACKSONVILLE, ILL.—Jacksonville Free Street Fair. Sept. 12 to 17. Henry Ricks, pres.; Felix E. Farrell, treas.; A. C. Babenhousen, secy. and manager.

JONESBORO, ILL.—Union County Fair. Sept. 12 to 15.

JOSLIN, ILL.—Rock Island County Agricultural Association. Sept. 12 to 14. Wm. Filbert, pres.; John Schafer, Port Byron, treas.; F. J. Whitehead, secy.

KANKAKEE, ILL.—Kankakee Fair Association. Sept. 11 to 15. T. C. Schobey, Union Hill, pres.; J. Frank Leonard, treas.; Len Small, secy.

KEWANEE, ILL.—Kewanee District Agricultural Board. Sept. 11 to 15. W. W. Tibbets, pres.; W. T. Pierce, treas.; R. H. Lamb, secy.

KNOXVILLE, ILL.—Knox County Fair. Sept. 18 to 24.

LE ROY, ILL.—Le Roy Fair & Agricultural Association. Sept. 4 to 8. Oscar Bonnett, secy.

LIBERTYVILLE, ILL.—Lake County Agricultural Society. Sept. 12 to 15. W. E. Miller, pres.; E. W. Parkhurst, treas.; O. E. Churchill, secy.

LITCHFIELD, ILL.—Street Fair. Sept. 12 to 15. E. A. Rice, pres. and manager; C. E. Morgan, treas.; C. A. Woolley, secy.

MARION, ILL.—Williamson County Fair. Sept. 19 to 22.

MARTINSVILLE, ILL.—Clark County Agricultural Association. Sept. 26 to 30. Austin Sweet, pres.; Harvey Hurst, treas.; Edgar Summers, secy.

MATTOON, ILL.—Mattoon Free Street Fair. Oct. 3 to 6. H. S. Clark, pres.; Sam Owings, treas.; J. M. Lytle, secy.

MONMOUTH, ILL.—Warren County Agricultural Society. Sept. 12 to 15. W. Hanna, pres.; W. B. Young, treas.; Geo. C. Rankin, secy.

MORRISON, ILL.—Fair. Sept. 5 to 8. J. H. Snyder, secy.

MURPHYSBORO, ILL.—Jackson County Fair Association. Sept. 26 to 29. P. H. Eisenmeyer, pres.; Willard Wail, treas.; J. J. Penny, secy.

NEWTON, ILL.—Jasper County Agricultural Board. Sept. 19 to 22. Eph. Mason, Wheeler, pres.; Geo. H. Shup, treas.; Florent Faller, secy.

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CAYUGA, IND.—Cayuga Fair. Sept. 4 to 8. Jos. Malone, pres.; E. H. McDaniel, treas.; J. S. Grundvke, secy.

IOWA.

ADEL, IOWA.—Dallas County Agricultural Society. Sept. 18 to 22. A. J. Cave, Redfield, pres.; Geo. Messenger, treas.; M. A. Loehr, secy.

CORNING, IOWA.—Adams County Agricultural Society. Sept. 4 to 7. C. T. Andrews, pres.; E. T. Miner, treas.; H. E. Westrope, secy.

ADAMS COUNTY, IOWA.—Adams County Agricultural Society. Sept. 4 to 7. C. T. Andrews, pres.; E. T. Miner, treas.; H. E. Westrope, secy.

OTTUMWA, IOWA.—Grand Carnival and Street Fair. Sept. 26 to 30. T. J. Phillips, pres.; Chas. Hall, secy.; Chas. H. Salisbury, manager.

ABILENE, KAN.—Street Fair. Sept. 5 to 13. Management Business Men's Association.

KENTUCKY. BOWLING GREEN, KY.—Warren County Fair Association. Sept. 13 to 16. J. H. Mallory, pres.; J. M. Robertson, secy. and treas.

LOUISIANA.

BATON ROUGE, LA.—Baton Rouge Fair Association. Oct. 4 to 8. R. A. Hart, pres.; J. Weis, treas.; E. M. Muse, secy.

MAINE.

ACTON, ME.—Shapleigh and Acton Agricultural Society. Oct. 3 to 5. G. W. Grant, pres.; W. P. Ferguson, treas.; Springvale; Fred. K. Bodwell, secy.

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RUSH CITY, MINN.—Chicago County Agricultural Society. Sept. 13 to 15. A. H. Markham, pres.; J. J. Flynn, treas.; J. W. Noble, secy.

MISSISSIPPI.

VICKSBURG, MISS.—West Mississippi Agricultural, Mechanical and Live Stock Exposition. Oct. 23 to 29. Patrick Henry, pres.; J. A. Conway, treas.; F. H. Andrews, 106 1/2 Washington street, secy.

MISSOURI.

BELTON, MO.—Sept. 5 to 8.
BLOOMFIELD, MO.—Central Fair and Stock Association. Oct. 4 to 7. J. W. Farris, treas.; J. H. Burk, treas.; A. D. Wilcox, secy.

CENTRAL CITY, NEB.—Merrick County Agricultural Society. Sept. 12 to 14. S. L. Wiser, pres.; O. T. Bishop, treas.; H. V. Persons, secy.

INDIANOLA, NEB.—Red Willow County Agricultural Society. Sept. 19 to 22. S. R. Smith, pres.; Jas. Hetherington, treas.; W. A. McCool, secy.

NEW HAMPSHIRE.
BRADFORD, N. H.—Bradford and Newbury Counties Fair. Sept. 26 to 28. F. O. Merrill, secy.; J. Albert Peaslee, supt.

NEW JERSEY.
NEWARK, N. J.—New Jersey State Agricultural Society. Oct. 2 to 6. E. B. Gaddis, pres.; Wm. A. Clark, Elizabeth, treas.; R. T. Quinn, secy.

NEW YORK.
AFTON, N. Y.—Afton Driving Park and Agricultural Association. Sept. 19 to 22. Fred Church, pres.; E. A. Goodsell, treas.; I. Albany, N. Y.—New York State Fair. Sept. 4 to 10. James B. Docharty, secy.

BUFFALO, N. Y.—I. O. O. F. Street Fair. Sept. 11 to 23. Harry Ferrin, manager.
CAMBRIDGE, N. Y.—Cambridge Valley Agricultural Society and Stock Breeders' Association. Sept. 5 to 8.

COOPERSTOWN, N. Y.—Otsego County Agricultural Society. Sept. 19 to 21. J. L. Quail, secy.

GREENE, N. Y.—Riverside Agricultural Society. Sept. 12 to 15. Curtis Winston, pres.; J. E. Jullard, treas.; J. E. Bartoro, secy.

NEW YORK (cont.).
ALBANY, N. Y.—Albany County Fair. Sept. 11 to 14.
ANGELICA, N. Y.—Allegheny County Agricultural Society. Sept. 12 to 14. E. S. Bartlett, Belfast, pres.; Frank H. Jackson, treas.; H. E. Dudley, secy.

NEW YORK (cont.).
BROOKFIELD, N. Y.—The Brookfield Madison County Agricultural Society. Sept. 15 to 21. H. L. Spooner, pres.; B. G. Stillman, Jr., treas.; N. A. Crumb, secy.

NOTICE
To Fair Secretaries, Managers of Summer Resorts, picnics, carnivals, Fourth of July celebrations, political meetings and all outdoor entertainments, that we have twenty-six balloons working the year round, and employ only competent lady and gentlemen aeronauts, and can furnish high first-class balloon ascensions, with or without the parachute descent, with trapeze performances and any other attraction and feature in connection with balloon ascensions. Always open time. Write for terms and circulars giving different features. Address all communications by wire or letter to

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NEBRASKA.
ALBION, NEB.—Hoone County Agricultural Association. Sept. 20 to 22. L. P. Judd, Cedar Rapids, pres.; D. J. Poynter, treas.; H. L. Brooks, secy.

ALBION, NEB.—Hoone County Agricultural Association. Sept. 20 to 22. L. P. Judd, Cedar Rapids, pres.; D. J. Poynter, treas.; H. L. Brooks, secy.

NEBRASKA (cont.).
ALMA, NEB.—Harlan County Fair. Oct. 4 to 6. H. S. Weatherill, pres.; D. A. McCulloch, treas.; C. W. Stewart, secy.

NEBRASKA (cont.).
BROCKPORT, N. Y.—Brockport Union Agricultural Society. Sept. 27 to 30. Elias Garrison, pres.; R. C. Hull, treas.; Geo. B. Harmon, secy.

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SALT LAKE CITY, UTAH.—I. O. O. F. Grand Encampment. April, 1900. Ed. W. Loder, Salt Lake City, Utah, secy. (Box 1164.)

ST. LOUIS, MO.—Grand Lodge, K. of P. Oct. 17, 1899. John H. Holmes, Columbia Bldg., St. Louis, Mo., secy.

WATERBURY, CONN.—King's Daughters & Sons' Convention. October, 1899. Mrs. C. E. Spalding, 191 John st., Bridgeport, Conn., secy.

MINERVA, O.—Oct. 3 to 6. MONMOUTH, ILL.—Sept. 11 to 15. MONTREAL, CAN.—The Montreal Hunt Steeplechase Meeting. Oct. 5 to 7. Mr. Tees, acting secy.

Dog Shows.

DALLAS, TEX.—Texas Kennel Club. Oct. 9 and 10. Geo. W. Clayton, supt. MILWAUKEE, WIS.—Kennel Club. Sept. 12 to 15.

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Races.

ALBION, MICH.—Sept. 19 to 22. ALEXANDRIA, VA.—Sept. 21 to 23. ASHLAND, O.—Sept. 5 to 8.

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Poultry Shows.

AKRON, O.—Okren Poultry and Pet Stock Club. Jan. 2 to 6. J. A. Palmer, secy.
ALBANY, N. Y.—Albany Poultry, Pigeon and Pet Stock Association. Jan. 8 to 13, 1900. J. B. Stevens, secy., Aurora, Ind.
AURORA, ILL.—Poultry, Pigeon and Pet Stock Association. Dec. 26 to 29.
AUSTIN, TEX.—Dec. 12 to 15.—C. S. Briggance, secy.
BATTLE CREEK, MICH.—Michigan Fanciers' Association. Dec. 12 to 15. Geo. Hamm, secy.
BIRMINGHAM, ALA.—Birmingham Poultry Association. Dec. 18 to 22. Leonard Smith, secy.
BOSTON, MASS.—Poultry Show. Jan. 15 to 20, 1900. A. R. Sharp, secy., Taunton, Mass.
BRATTLEBORO, VT.—Sept. 27 and 28. Valley Fair. I. K. Feleh, judge.
BROOKTON, MASS.—Brookton Poultry Association. Nov. 29 to Dec. 1. W. L. Puffer, secy.
CAMBRIDGE, N. Y.—Cambridge Valley Agricultural Society. Sept. 5 to 8. John L. Pratt, Jr., secy.
CANTON, O.—Canton Poultry Association. Dec. 28 to Jan. 1, 1900. U. S. Danner, secy.
CAREY, O.—Fancy Poultry Breeders' Club. Nov. 27 to Dec. 1. V. C. Lytle, secy.
CARLISLE, ILL.—Carlisle Poultry Club. Jan. 30 to Feb. 2. Perry Duckles, secy.
CARLISLE, PA.—Cumberland Valley Agricultural Society. Sept. 26 to 29. C. T. Cornman, supt.
CEDAR RAPIDS, IA.—Western Poultry Fanciers Association. Jan. 4 to 9, 1900. Chas. H. Player, secy.
CHARLOTTE, N. C.—Charlotte Fanciers Association. Nov. 28 to Dec. 2. F. M. Grier, secy.
CHARLOTTE, N. C.—Charlotte Poultry Association. Jan. 9 to 12. W. M. Barringer, secy.
CHICAGO, ILL.—National Fanciers' Association. Jan. 22 to 27, 1900. Fred. L. Kinney, secy.
CINCINNATI, O.—Cincinnati Poultry Association. Jan. 16 to 20, 1900. A. E. Brooks, secy., s. w. c. 7th and Freeman ave.
CLINTON, MASS.—Clinton Poultry Association. Dec. 5 to 8. E. G. Burdett, secy.
COLFAX, WASH.—Whitman County Poultry and Pet Stock Association. Jan. 20 to 22, 1900. O. L. Kennedy, secy.
COLUMBIA CITY, IND.—Poultry Association. Jan. 15 to 20.
COLUMBUS, O.—Ohio State Poultry Association. Jan. 18 to 23, 1900. Chas. McClave, secy., New London, O.
CORTLAND, N. Y.—Agricultural Society. Aug. 29 to Sept. 1. W. J. Greenman, secy.
CRENSHAW, O.—Fanciers' Association. Dec. 12 to 16. E. R. Warden, secy.
CRETE, NEB.—Blue Valley Poultry Association. Dec. 11 to 15. C. B. Perry, secy.
DALLAS, TEX.—Southwestern Poultry, Pigeon and Pet Stock Association. Dec. 12 to 15. A. Branshaw, secy.
DANBURY, CONN.—Danbury Agricultural Society. Oct. 2 to 7. G. M. Rundle, secy.
DANVILLE, ILL.—Vermillion County Poultry Association. Dec. 28 to 31. A. L. Rice, secy.
DAVID CITY, NEB.—Dec. 11 to 14. Butler County Poultry Association. Theo. Hewes, judge.
DAYTON, O.—Gem City Poultry and Pet Stock Association. Jan. 11 to 16. Theo. Faustich, secy.
DETROIT, MICH.—State Poultry and Pigeon Association. Jan. 15 to 19. John A. Grover, secy.
DUBUQUE, IOWA.—Mississippi Valley Poultry Association. Jan. 3 to 8, 1900. F. D. Scharie, secy., 96 Hart st.
EL DORADO, KAN.—Butler County Fancy Poultry and Pet Stock Association. Dec. 29 to 30. C. H. Patterson, secy.
ELGIN, ILL.—Elgin Poultry Association. Dec. 25 to 28. W. J. Turner, secy.
ELLSWORTH, WIS.—Dec. 5 to 8. Wisconsin Poultry Association. S. A. Brown, secy.
ELMIRA, N. Y.—Dec. 4 to 8. Judd H. Johnson, secy.
ENID, OKLA.—Jan. 3 to 5, 1900.
ERIE, ILL.—Whiteside County Show Association. Nov. 21 to 25. C. W. McCall, secy.
ERIE, PA.—N. W. Pennsylvania Poultry Association. Jan. 4 to 10, 1900. A. E. Blethen, secy.
FALL RIVER, MASS.—Dec. 13 to 16.—John Coe, secy.
FREDERICK, MD.—Frederick County Agricultural Society. Oct. 17 to 20. Harry C. Keefe, secy.
FREDONIA, N. Y.—Chautauqua County Poultry and Pigeon Association. Dec. 11 to 15. P. H. Bartram, secy.
FREMONT, O.—Jan. 24 to 27. Sandusky Co. Poultry and Pet Stock Association. P. F. Michael, secy.
FRESNO, CAL.—Fresno County Poultry Association. Nov. 21 to 25. E. F. Mitchell, secy., Oleander.
FT. SMITH, ARK.—State Poultry and Pet Stock Association. Dec. 18 to 23. H. B. Mizell, Pine Bluff, Ark., secy.
FT. WORTH, TEX.—Ft. Worth Poultry and Pet Stock Association. Jan. 21 to 23. J. A. Randall, secy.
GALENA, ILL.—Galena Poultry Association. Dec. 27 to 30. F. J. Hoelting, secy.
GALENA, ILL.—Galena Poultry Association. Dec. 27 to 30. F. J. Hoelting, secy.
GARDEN CITY, MO.—Poultry Association. Nov. 14 to 16. T. J. Jones, secy.
GENEVA, O.—The Geneva Poultry, Pigeon and Pet Stock Association. Dec. 21 to 26, 1899. D. D. Haines, pres.; C. P. Hoyt, secy.; J. W. Carter, solicitor.

GEORGETOWN, ILL.—Georgetown Poultry Association. Jan. 2 to 6. D. H. Bowen, secy.
GOSHEN, IND.—Jan. 4 to 9, 1900. Georgetown Poultry Association. D. H. Bowen, secy.
HAMLER, O.—Nov. 22 to 25, 1899.
HAMILTON, O.—Butler County Poultry and Pigeon Association. Nov. 28 to Dec. 4. W. W. Stevenson, secy.
HEBRON, NEB.—Thayer County Poultry Club. Dec. 2. D. J. Richard, secy.
INDIANAPOLIS, IND.—Indiana State Poultry Association. Dec. 11 to 16. J. C. Tarkington, secy.
IOWA CITY, IOWA.—Poultry and Pet Stock Association. Jan. 23 to 26, 1900. B. A. Wickham, secy.
IOWA FALLS, IA.—Iowa Falls Poultry Association. Dec. 18 to 23. W. Cutting, secy.
JACKSON, MICH.—Jackson Poultry Farmers' Association. Dec. 18 to 22. W. H. Eaton, secy.
JACKSONVILLE, ILL.—Central Illinois Poultry Association. Dec. 12 to 14. C. T. Heimlich, judge.
JOHNSTOWN, N. Y.—Dec. 6 to 9. H. J. Quilhot, secy.
KEOTA, IA.—State Poultry Association. Dec. 26 to 30. W. L. Holmes, secy.
KOKOMO, IND.—Northern Central Indiana Poultry Association. Jan. 17 to 24. E. E. Sanders, secy.
LANSING, MICH.—Central Michigan Poultry and Pet Stock Association. Dec. 4 to 9. Jas. C. Welch, secy.
LE MARS, IA.—Plymouth County Poultry Association. Jan. 1 to 6. G. A. C. Clark, secy.
LONDON, ONT.—Western Fair Association. Sept. 7 to 16. J. A. Nelles, secy.
LONISVILLE, KY.—Kentucky State Association. Jan. 22 to 27, 1900. F. G. Hogan, secy., 425 W. Main st.
LOS GRATOS, CAL.—Los Gratos Poultry Club. Jan. 10 to 13. C. H. Voden, secy.
MACOMB, ILL.—McDonough County Poultry Association. Dec. 25 to 29. Miss Mary Eddy, secy.
MACON, MO.—North Missouri Association. Dec. 4 to 8. E. M. Durham, La Plata, Mo., secy.
MADISON SQUARE GARDEN, NEW YORK.—New York Poultry and Pigeon Association. Jan. 30 to Feb. 3. H. V. Crawford, secy.
MARSHALLTOWN, IA.—Poultry Association. Dec. 26 to 30. H. C. Hansen, secy.
MASON CITY, IA.—Cerro Gordo Poultry Association. Dec. 12 to 15. John D. Reeler, secy.
MEADVILLE, PA.—Meadville Fanciers Club. Dec. 19 to 26. H. L. Lamb, secy., Cambridge Springs, Pa.
MEMPHIS, TENN.—Mississippi Valley Poultry Association. Dec. 18 to 23. G. A. Seyforth, secy.
MIAMI, FLA.—Miami Poultry Association. Dec. 4 to 9. S. B. Groby, secy.
MILFORD, MASS.—Milford Poultry Association. Dec. 12 to 14. W. H. Pyne, secy.
MINNEAPOLIS, KAN.—Ottawa County Poultry Association. Dec. 20 to 23. L. A. Henry, secy.
MORRISON, ILL.—Whiteside County Agricultural Society. Sept. 5 to 8.
MT. PULASKI, ILL.—Mt. Pulaski Feathered Stock Association. Dec. 19 to 24. W. J. Lincoln, secy.
NACOMB, ILL.—McDonough County Poultry Association. Dec. 25 to 30. Miss Marie Edie, secy.
NASHVILLE, ILL.—Egyptian Poultry Association. Dec. 12 to 15. A. S. Muller, secy.
NEW ALBANY, IND.—Southern Indiana Poultry and Pet Stock Association. Jan. 9 to 13, 1900. Frank Heck, secy.
NEW BEDFORD, MASS.—New Bedford Poultry Association. Dec. 5 to 9. J. W. Owen, secy.
NEW YORK.—New York Poultry, Pigeon and Pet Stock Association. Jan. 3 to Feb. 2. H. V. Crawford, secy., Montclair, N. J.
NICHOLASVILLE, KY.—Blue Grass Poultry Association. Dec. 12 to 15. W. S. Hendren, secy.
OAKLAND, CAL.—Oakland Poultry Association. Dec. 6 to 9. F. A. Roswell, secy., Lorin.
O'FALLON, ILL.—O'Fallon Poultry Association. Dec. 5 to 8. Benj. S. Myers, judge.
OKLAHOMA CITY, OKLA.—State Poultry Association. Dec. 26 to 30. L. F. Laverty, secy., Guthrie, Okla.
OWOSSO, MICH.—Poultry Association. Dec. 11 to 16. C. P. Reynolds, secy.
PAXTON, ILL.—Central Eastern Illinois Poultry Association. Dec. 19 to 22. E. B. Pitney, secy.
PEABODY, MASS.—Essex County Poultry Association. Jan. 2 to 5. Arthur Elliott, secy.
PETOSKY, MICH.—Northern Michigan Poultry Association. Dec. 6 to 9. A. M. Cobern, secy.
PHILADELPHIA, PA.—Keystone Poultry & Pet Stock Association. Nov. 28 to Dec. 2. J. Emien Smith, secy.
PORT HURON, MICH.—Port Huron Poultry, Pigeon and Pet Stock Association. Jan. 16 to 18. H. C. Kilets, secy.
PORTLAND, MICH.—Poultry Club. Dec. 26 to 30. F. C. Hathaway, secy.
POUGHKEEPSIE, N. Y.—Dutchess County Agricultural Society. Sept. 12 to 15. T. C. VanWyck, secy.
PRINCETON, ILL.—North Central Illinois Poultry Association. Jan. 15 to 19. E. W. Brown, A. H. Currier, W. G. Warwick, judges.
PRINCETON, ILL.—Bureau County Agricultural Association. Sept. 5 to 8. W. G. Warwick, secy.
PUEBLO, COL.—Pueblo Poultry Association. Jan. 15 to 21. D. T. Heimlich, secy.

QUINCY, ILL.—Illinois Poultry, Pigeon and Pet Stock Association. Jan. 8 to 13. S. S. Noble, Bloomington, Ill., secy.
RICHMOND, MO.—Ray County Poultry and Pet Stock Association. Nov. 28 to Dec. 2. C. P. Kammerer, secy.
RICHMOND, MO.—Ray County Poultry and Pet Stock Association. Nov. 22 to 25. Jas. M. Deacy, secy.
RIVERSIDE, CAL.—Poultry Show. Dec. 12 to 14. C. A. Post, secy., Riverside.
ROACHDALE, IND.—Indiana Farmers' Association. Dec. 4 to 9. A. M. Owen, secy., Raccoon, Ind.
ROCHESTER, N. Y.—Jan. 5 to 11, 1900. W. O. Ingle, secy.
ROCK ISLAND, ILL.—Western Illinois Poultry and Pet Stock Association. Nov. 28 to Dec. 2. C. F. Kammerer, secy.
ROSCOE, O.—Poultry Association. Nov. 20 to 24. C. N. Randles, secy.
SALINA, KAN.—Saline County Poultry, Pigeon and Pet Stock Association. Dec. 19 to 23. W. C. Sherrill, secy.
SAN JOSE, CAL.—Santa Clara Valley Poultry Club. Nov. 15 to 18. W. P. Lyon, Eden Vale, Cal., secy.
SHARON, PA.—Fanciers Club. Jan. 17 to 19. J. S. Hoffman, supt.
SHELBY, N. C.—Shelby Poultry Association. Dec. 1 to 5. H. T. Slinmon, secy.
SIOUX FALLS, S. D.—Tri-State Poultry Show. Jan. 24 to 26, 1900. Geo. Schlosser, secy.
SOUTH FRAMINGHAM, MASS.—Middlesex Poultry Fanciers' Association. Dec. 5 to 8. ST. CLAIRSVILLE, O.—Belmont County Farmers' Association. Dec. 19 to 23. J. W. Riley, secy.
ST. LOUIS, MO.—St. Louis Fanciers' Association. Jan. 1 to 4, 1900. John A. Francisco, secy.
STOCKTON, KAN.—Stockton Poultry Association. Dec. 29 to 31. N. N. Nehr, secy.
STURGEON, S. D.—Sully Poultry and Pet Stock Association. Nov. 21 to 24. Fred. Prosser, secy.
SYCAMORE, O.—Sycamore Poultry and Pet Stock Association. Dec. 12 to 15. E. A. St. John, secy.
TACOMA, WASH.—Tacoma Poultry Association. Jan. 8 to 22. Chas. C. Johns, secy., Berlin Building.
TIPTON, IND.—Tipton Poultry and Pet Stock Association. Dec. 18 to 23. J. M. Hoover, secy.
TOLEDO, O.—Toledo Fanciers' Association. Jan. 5 to 9. Geo. F. Mueller, secy.
TOPEKA, KAN.—Kansas State Poultry Association. Jan. 8 to 13. J. W. F. Hughes, secy.
TORONTO, CAN.—Toronto Poultry Association. Dec. 18 to 22. Dr. A. W. Bell, 506 Ontario st., Toronto, secy.
TORRINGTON, MASS.—Dec. 5 to 7. F. M. Leach, secy.
WACO, TEX.—Texas State Poultry, Pigeon and Pet Stock Association. Jan. 9 to 13, 1900. Harry A. F. Pudig, Waco, Tex., secy.
WALDEN, N. Y.—Walkill Valley Poultry and Pet Pigeon Association. Dec. 27 and 28. Hector Willspaugh, secy.
WASHINGTON, N. J.—Fanciers Association of New Jersey. Dec. 22 to 26. Chas. Nixon, secy.
WAWAPACA, WIS.—Jan. 8 to 13.
WAYNE, MICH.—Wayne Poultry Association. Dec. 19 to 23. Geo. W. Brewer, secy.
WENONA, ILL.—Wenona Poultry Association. Dec. 18 to 22. Otis Montgomery, secy.
WEST CHESTER, PA.—West Chester Poultry and Pet Stock Association. Dec. 13 to 16. Edward S. Hickman, Cheyney, Pa., secy.
WESTERLY, R. I.—Rhode Island Poultry Association. Dec. 5 to 8. H. S. Babcock, secy.
WOODSTOCK, VT.—Vermont Poultry and Pet Stock Association. Jan. 9 to 12. John S. Eaton, secy.
WOOSTER, O.—Central Ohio Poultry, Pigeon and Pet Stock Association. Dec. 26 to 30. Chas. F. Palmer, secy.
WORCESTER, MASS.—Worcester Fur and Feather Club. Dec. 11 to 16. J. I. Lawrence, secy.
YPSILANTI, MICH.—Ypsilanti Poultry Association. Dec. 28 to 31. W. B. Meanwell, secy.

Expositions.

BALTIMORE, MD.—Home Product Exposition. Autumn, 1899. Management of Baltimore Retail Association.
BUFFALO, N. Y.—Pan American Exposition. May 1 to Nov. 1, 1901. John G. Miburn, pres., Edwin Fleming, secy.
HAWAII—Hawaiian Industrial Exposition & Agricultural Fair. September, 1899.
LONDON, ENG.—Earl's Court Greater British Exposition. May 1 to Oct. 1, 1899.
LONDON, ENG.—EARL'S COURT.—Women's International Exposition, 1900. Imre Kalfally, manager.
NEW YORK CITY.—Southern Exposition. Oct. 31 to Nov. 25.
PARIS, FRANCE.—Paris Universal Exposition. April 15, 1900, to April 15, 1901.
OMAHA, NEB.—Greater American Exposition of 1899. July 1 to Nov. 1.
PERTH, WESTERN AUSTRALIA.—Western Australia Commercial & International Exposition. Autumn, 1899.
PHILADELPHIA, PA.—Exposition of American Manufactures. Sept. 14 to Nov. 30, 1899. W. P. Wilson, director general.
PORTLAND, ORE.—Oregon Exposition. Sept. 28 to Oct. 28. H. C. Breder, pres.
RALEIGH, N. C.—Exposition. Oct. 16 to Nov. 16.
SAN FRANCISCO, CAL.—Pacific Ocean—International Exposition. May 1 to Oct. 1, 1901.
SAN FRANCISCO, CAL.—Colonial Exposition. Products from Pacific Possessions. Sept. 2 to Oct. 7, 1899.
ST. LOUIS, MO.—World's International Exposition. 1903.
TOLEDO, O.—Ohio Centennial Exposition. May, 1902.
TORONTO, ONT., CAN.—Exposition and Industrial Fair. Aug. 28 to Sept. 9, 1899. H. J. Hill, Toronto manager.
WASHINGTON, D. C.—Federal Government in District of Columbia Exposition. May, 1900.

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NORWALK, CONN.
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Respectfully,
United Press News Bureau,
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The Largest Company in New England catering to Summer Parks and Fairs. Send for Summer and Fall Descriptive and Illustrated Catalogue.
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IMPORTANT CHANGE! August 15th, 1899.

NOTICE!—The Gulf City Bill Posting Co. merged its entire plant and business into the new firm to be known as the Mobile, Ala. Branch of The Bernard Advertising Service. Felder & Co., local managers, to be operated in connection with Savannah, Ga., and Charleston, S.C., as a strictly A-1 commercial bill posting and distributing plant. Chas. Bernard Gen. Mgr., Savannah.

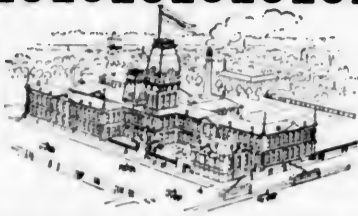
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POSTERS FOR THE MILLION.

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Posters for Agricultural Fairs
WE SHIP QUICK.

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SPECIAL POSTERS. We make posters to order. Any Design—Any Style—Any Size. Our posters are better posters, more durable and more attractive than any other make, and they cost no more than cheap stuff. Get our estimates.

NEW FALL SHOW POSTERS.

CHRYSANTHEMUM SHOW.

No. 661—T. C. Nahahid—Whole sheet, 4 colors. Chrysanthemums of every kind and variety. This bill can be used either as a one-sheet or the center of a three-sheet. Sample sent by mail on receipt of 4 cents in stamps. Price per 100, \$7.00.

FOOT BALL.

No. 1423—T. C. Nahahid. One-sheet, 28x42. A superb poster, full of life and action. Lithographed in four colors. Prices cross-lined:
25 for \$2.75 | 100 for \$7.50 | 300 for \$19.00
50 for 4.75 | 150 for 11.00 | 500 for 30.00
75 for 6.50 | 200 for 14.00 | 1000 for 55.00
Send seven cents in stamps for a sample.

BENCH SHOW.

No. 760—T. C. Nahahid—Three sheet, 4 colors. Dogs. A splendid and very attractive three-sheet for advertising a bench show. Sample sent by mail on receipt of 27 cents in stamps. Price per 100, \$21.00. We have numerous other new designs in bench show posters.

POULTRY SHOW.

No. 1633—T. C. Nahahid—Half sheet, 4 colors. Poultry. Ducks, geese and turkeys in great profusion. Sample sent by mail on receipt of 5 cents in stamps. Price per 100, \$4.00. Prices cross-lined:
100 \$5.50 | 300 \$12.00
150 7.75 | 500 17.00
200 9.00 | 1000 30.00

PURE FOOD SHOW.

No. 2150—T. C. Necumecum. Whole sheet, up right, four colors. Pure Food Show. Interior of a pure food exhibition, showing different booths and lady waiters serving out samples. Prices cross-lined:
25 for \$2.25 | 100 for \$6.50 | 300 for \$16.50
50 for 4.25 | 150 for 9.50 | 500 for 25.00
75 for 5.50 | 200 for 12.00 | 1000 for 45.00
Send 9 cents in stamps for sample.

Our Christmas Posters this year will be the handsomest in the market. We will have the largest assortment and the catchiest designs. The samples will be ready for delivery September 15.

== WRITE NOW. ==

✽ They are only sold to one firm in a town. ✽

NOTE.—Our mammoth factories and main offices are located in Newport, Ky., which is a suburb of Cincinnati, O., just twelve minutes from Fountain Square by trolley. Take the Fort Thomas cars. They pass the door. Mail addressed to our Cincinnati Office is forwarded to Newport. You can save delay by addressing all communications to

The Donaldson Litho Co.
NEWPORT, KY.

FALL POSTERS for RETAILERS.

STOVES.

No. 2020—T. C. Necumecum. Whole sheet. Lithographed in two colors, 28x42, upright. Showing different designs of parlor stoves and ranges. Prices cross-lined:
25 for \$2.25 | 100 for \$6.50 | 300 for \$16.50
50 for 4.25 | 150 for 9.50 | 500 for 25.00
75 for 5.50 | 200 for 12.00 | 1000 for 45.00
Send 5 cents in stamps for a sample.

COAL DEALER.

No. 590—T. C. Nugolum. Whole sheet. Printed in one color. Prices cross-lined:
25 for \$2.00 | 100 for \$5.50 | 300 for \$13.00
50 for 3.50 | 150 for 7.50 | 500 for 20.00
75 for 4.50 | 200 for 9.50 | 1000 for 35.00
Send four cents in stamps for a sample.

COAL.

No. 2246—Necumecum. Six-sheet. Lithographed in two colors. Immense big lump of coal, and coal trucks. Prices cross-lined:
10 for \$5.00 | 50 for \$8.75 | 150 for \$25.00
15 for 6.50 | 75 for 12.00 | 200 for 35.00
25 for 10.00 | 100 for 31.50 | 500 for 80.00

FALL HATS.

T. C. Nofecah. Whole sheet, 28x42. Lithographed in one color. Derby and Alpine. Full length figure of a man standing beside an immense hat. Prices cross-lined:
25 for \$2.00 | 100 for \$5.50 | 300 for \$13.00
50 for 3.50 | 150 for 7.50 | 500 for 20.00
75 for 4.50 | 200 for 9.50 | 1000 for 35.00
Send four cents in stamps for a sample.

FALL CLOTHING.

T. C. Necumecum. Three-sheet. Lithographed in four colors; measures 3 1/2 ft. wide by 7 ft. high. Depicts a new button flap sack suit, front and back view, and a three-button cutaway frock suit. Spring styles. Three figures. Prices cross-lined:
25 for \$6.00 | 100 for \$19.00 | 300 for \$48.00
50 for 11.00 | 150 for 27.00 | 500 for 62.00
75 for 15.00 | 200 for 33.00 | 1000 for 75.00
Send twenty-four cents in stamps for a sample.



Bill Posters' Paste Brushes.

The most practical Brush made. Copper wired and protected corners.
Improved Light Weight Block.
VERY STRONG, WITH SAFETY SCREWS

GRAY RUSSIAN BRISTLES.

Quaker City, 9-inch, \$24.00 per dozen, \$2.50 each.
Excelsior, 9-inch, \$30.00 per dozen, \$3.00 each.
Extra Extra, 9-inch, for circus use, \$39.00 per dozen, \$3.75 each.

BLACK CHINA BRISTLES.

No. 1, Royal, 9-inch, \$21.00 per dozen, \$2.25 each.
No. 2, Royal, 9-inch, \$27.00 per dozen, \$2.50 each.
No. 3, Royal, 9-inch, \$30.00 per dozen, \$3.00 each.
8-foot Curved Handles, 50 cents each.

ELDER & JENKS, Brush Makers:
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THE AULT & WIBORG CO'S
POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO.
CINCINNATI
NEW YORK
CHICAGO
ST. LOUIS.



Main Entrance. Woman's Building. Main Building. Indoor Bicycle Track. Street Car Entrance.
Poultry and Pet Stock. Educational Building. Negro Building.
Grand Stand. Amusement Section.
Agricultural Building. Racing Stables. Stock Building.

The Georgia State Fair For 1899.

The Georgia State Fair for 1899 will be held in Atlanta, October 18th to November 4th. The birdseye view shown above is an actual reproduction of the fair grounds and buildings as they will be used this fall. The floor space available for exhibits in the several buildings is as follows: Machinery and Manufactures building 58,000 sq. ft., Agricultural building 40,000 sq. ft., Cattle, Sheep and Hogs building 48,800 sq. ft., Poultry and Pet Stock building 14,300 sq. ft., Negroes' building 51,000 sq. ft., Educational building 20,000 sq. ft., Road and Draught Stock building 26,000 sq. ft., Woman's building 21,000 sq. ft.; total, 279,500 sq. ft.—equal to seven acres. This is more than three times the space ever before devoted to a State Fair in the South. This means that the State Fair for 1899 has been planned on an extremely liberal scale. The work of securing exhibits and attractions for the Fair has now progressed sufficiently for the management to feel absolutely confident of success. The prospects are that every department of the Fair will be complete. Applications for space indicate that those who withhold their applications much longer will be shut out altogether for lack of space. At least fifteen counties will compete for the splendid premiums offered for county agricultural exhibits. There will be numerous entries for the premiums offered for individual displays in this department. The building devoted to machinery and manufactures will be filled to overflowing—although this will be the largest building on the grounds. Practically every college in the State will make an exhibit in the Educational department, and the prizes offered for oratorical and other contests will be competed for by a large number of boys and girls throughout the State. The \$50.00 prizes offered to Georgia boys under twenty years of age for the best exhibits of wood work and forged work have excited great interest throughout the State. The poultry and pet stock department will be one of the special features of the Fair. The negroes will make a splendid showing. Six counties have already applied for space in which to make county agricultural exhibits. The numerous prizes offered for negroes' work have created general interest among the colored people. \$5,000.00 have been appropriated for horse racing. This will guarantee high class entertainment in this line. A railroad collision, a sham battle incorporating "Pickett's Charge at Gettysburg," the Vitoscope, or moving pictures, and many other features of interest are being arranged for. The premiums in all the departments aggregate \$15,000.00. The prizes have been arranged with a special view to encouraging agriculture and industry. In the Educational department the purpose has been to arrange contests that would interest and benefit the boys and girls throughout the State. Premium list or other information regarding the Fair will be supplied by T. H. Martin, Secretary, Prudential Building, Atlanta, Ga.

WALTER D. DIXON, Distributor and Sign Tacker, 657 24th Street, MILWAUKEE, WIS.

ESTABLISHED 1870.

G. H. OTTING & SON,

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The
John Chapman Co.
 has all the billboards, and most of the bulletins in Cincinnati. We also do good sign tacking and distributing. Offices,
17 LONGWORTH STREET.

THE BILLPOSTER
 of a town ought to supply the town with all the paste it uses. This trade belongs to the billposter. It is his by right.

OUR MACHINE:::
 will enable you to do it. It will make the best paste so cheaply that you can drive all competition out of the market.

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.

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.



The man who gets the cheapest advertising usually gets the least effective. I am looking for such accounts as are willing to pay for service that will bring them best results; I make posters and post them everywhere, and throughout the entire proceeding my endeavor is to secure the most results for the advertiser. In spite of this, my prices are not high, and I frequently secure competitive business on account of price—and then I keep the business by producing results.

To the advertiser who wants to try the billboards in a small way, 1,000 8-sheets will cover eight or ten cities, such as Providence, Washington, Little Rock, Los Angeles, etc., etc., and the cost, for a listed, protected, renewed and guaranteed showing for thirty days, including the cost of producing a good poster, will approximate \$1,600. And if the order comes to me the work will be satisfactory to you.

Five thousand 24-sheet posters will advertise the thirty principal cities of the Union for thirty days, listed, renewed, protected and guaranteed, at an approximate cost of \$16,000.



I am today placing work for the same people that I did work for when I went into business; I have seen them grow and they have continued to increase their advertising accordingly. I am looking for such new accounts as want to get results, and I can offer such the best there is to be had.



I am making Oil Cloth and Muslin Signs in quantities of not less than 500 of a kind; Print-painted, or paint-printed they are, and as durable as hand-painted, but cheaper; all made from special designs and not from type. Send for samples and prices, stating the size you contemplate using. Sizes range from 4x20 inches at 1c. in 5,000 lots; 12x36 inches at 7c. in 500 lots, to 36x60 at 25c. in 500 lots—all in gorgeous colors.

Sam W. Hoke

LONG...
DISTANCE...
BILL POSTER

QUICK TIME POSTER MAKER

255 Fifth Ave. (28th St.)

...NEW YORK...

Phone.