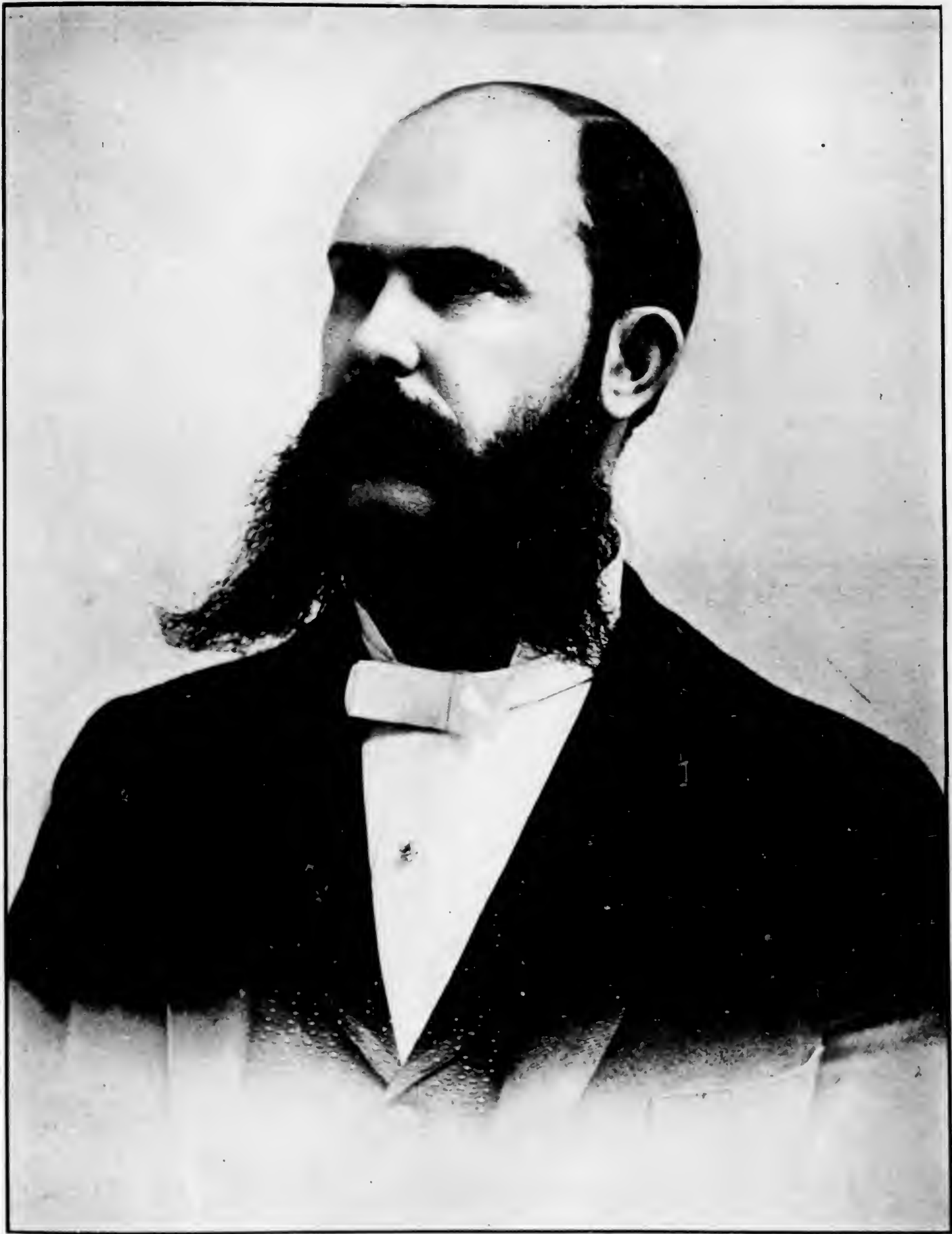


THE BILLBOARD

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T. J. R. CLARK,

Proprietor of The Interstate Billposting Co., Kansas City, Mo.
the new Billposters' Association.

Organizer of

In the case last above cited it was held that an ordinance of a board of supervisors levying a license tax upon all sheep which are pastured in the county, but exempting from the payment thereof, those persons who list their sheep as taxable property in the county, and pay taxes upon them as such, is in violation of section 21 of Article I, of the constitution, prohibiting the granting of privileges and immunities to any class of citizens which are not granted to all citizens.

In *Gruffy vs. City of Rushville*, 107 Ind., 25, 57 Am. Repts., 128, a city ordinance, requiring non-resident hawkers or peddlers of merchandise not grown or manufactured in the county in which said city is situated to pay a license fee, was held unconstitutional. *Smyral vs. City of Covington*, 50 Kentucky, 114, S. C. 29, Am. Repts., 338, is to the same effect, and *ex parte Frank* is cited with approval therein.

But as we think it will hardly be contended that this provision is constitutional, we shall not, at this time, devote further attention to it.

The amount of the license or licenses is prohibitive. \$5.00 per month is by itself almost prohibitive, at least so much so, that a monopoly inevitably results—but \$150 added to this, makes the license a prohibitive one—\$50 per annum.

Of the prohibitive anti-auctioneer license, referred to above, Judge Owen said: "There is another object in that portion of said ordinance involved in this proceeding. As before stated, the city has power only to license and regulate the occupation of auctioneer; it has not power to restrain, suppress or prohibit the same."

"As the selling of jewelry, watches and plated ware at retail, wholesale, private sale or auction, is not malum in se, it could not be seriously contended that the city could in so many words, absolutely prohibit the sale of the same by an auctioneer. If it can not be done directly, can it be done indirectly? Can the city, under the guise of a revenue license, fix a rate so exorbitantly high, that any one desiring to engage in the business can not, as a business proposition, afford to pay the amount fixed? This Court thinks that can not be done legally.

"It is apparent upon the face of this ordinance that the rate of \$2.50 for a six months license to sell jewelry, watches and plated ware at auction, was intended to be, and in fact is, in restraint of said business, and prohibitive thereof. Consequently, said part of said ordinance is ineffectual and void."

Unless bill posting and sign advertising is, as a business, malum in se, a nuisance, it can not be prohibited directly, or indirectly by prohibitive taxation.

"Bill posting is a lawful business." So says the Supreme Court of the State of California in the case of *Merchants' Ad-Sign Company vs. Sterling*, 124 Cal., 429, at p. 134.

And, in the recent case of *ex parte McKenna*, 58 Pac., 316, Chief Justice Beatty of the Supreme Court of this State, in directing the discharge of the petitioner McKenna, brought before the Supreme Court upon habeas corpus proceedings, for the violation of an ordinance of the City of Fresno, imposing a license tax of \$200 per quarter upon all persons carrying on a trading stamp business, said:

"In support of the ordinance it is contended that the trading stamp device is a lottery in disguise, and therefore immoral. But we can not see that it has any resemblance to a lottery. There is in it no element of chance, and nothing in the nature of gaming. It appears to be simply a device to attract customers, or to induce those who have bought once to buy again, and in this aspect is as innocent as any form of advertising. And, besides, if it were a lottery in disguise—a mere device to cloak a gambling scheme—it would be unlawful, and not the subject of a license. The ordinance can not, therefore, be upheld on this ground. It is not an ordinance to prohibit an immoral practice or to regulate a hazardous or offensive business, or the conduct of a lawful game or public exhibition. It is, under the guise of a revenue measure, an evident attempt to put an end to the issue and redemption of trading stamps by levying a discriminating and prohibitory tax upon those dealers who resort to those methods of attracting customers."

Apparently the Chief Justice is disposed to regard advertising as innocent, and one thing is clear, under the reasoning of the Chief Justice, which is, that if there is anything about bill posting and sign advertising, which makes it immoral or unlawful, then it can not be licensed.

It but remains to consider the ordinance as an exercise of the police power vested in the City of Los Angeles by Section 11, Article 11 of the Constitution of the State of California.

This is not the first time the police power of the city has been invoked by ordinance to regulate the construction, erection and maintenance of bill boards. Indeed, the licensing feature in the ordinance in the case at bar having been disposed of, it is astonishing to find that the regulations in the present ordinance are so nearly like those contained in the former ordinance which was declared unconstitutional by the Superior Court of Los Angeles County, June 17th, 1898. Under the old ordinance it was, in brief, made unlawful to build, erect or maintain, along the line of any public street or alley of said city, or within thirty feet of such line, any bill board, sign board, advertising sign board or other board or structure intended to be used for advertising or sign purposes, any part of which exceeded ten feet in height measured from the surface of the ground to the highest point in said structure. Inasmuch as the present ordinance has all the same, and more too, which caused the Court, through Judge Van Dyke, to declare the old ordinance unconstitutional, we deem it unnecessary to set forth in full the argument which was made against the ordinance or that decision, and shall append hereto the opinion delivered by Judge Van Dyke in the case in which said ordinance was declared unconstitutional—the case of *ex parte Wilschire*.

The city claimed that the public necessity which called into existence the old ordinance, was in the language of Judge Van Dyke, "to protect the citizens against the dangers of said structures, on account of their

liability to fall or be blown over, and also from their combustible nature," and, in showing that this alleged purpose was not effected by the ordinance, or if effected, was accomplished in an oppressive, unreasonable, and discriminating manner, he says:

"But it will be seen that the ordinance has no regard to the material of the structure, or its strength, nor does it prohibit the erection of a structure over ten feet in height or within thirty feet of the line of the sidewalk if it be not intended to be used, or used for advertising purposes, and it is difficult to see how a structure of ten feet or over, and within thirty feet of the sidewalk, is more dangerous from the fact that it has an advertisement upon it. If the structure were of iron instead of boards, and built in the most substantial and durable manner, within thirty feet of the sidewalk and over ten feet high, and used for advertising and sign purposes, it would be in violation of the terms of the ordinance. Again, it makes no difference whether such sign board be erected in the central, business portion of the city, or away out in sparsely settled districts. It is difficult to see how the erection of such a bill board, with an advertisement on it, in the outskirts and unsettled portions of the city, for instance, could affect the public morals and health of the city, or endanger life or property."

So in the ordinance in the case at bar, section 3 thereof is limited to the erection of bill boards, advertising sign boards, and other similar structures, to be used for advertising purposes, and Judge Van Dyke's mansuervable reasoning applies to its fullest extent.

So, too, in this, as in the old ordinance, no distinction is made between substantial and flimsy bill boards, nor of the material out of which they may be constructed, nor whether they are erected in the heart of the city, or in the outskirts. Indeed, under section 6, the Council of the City of Los Angeles has, by inserting the words "or elsewhere," directed that all bill boards, no matter where situated in the City of Los Angeles, regardless of their proximity to public places, be reduced in height to six feet. And so a bill board or real estate sign seven feet in height, in the midst of an undivided 20-acre tract of land in Garvanza, must, if this ordinance be held valid, be reduced to six feet in height.

There are yet other unconstitutional features of the ordinance involved in the case at bar, which either were not existent in the old ordinance, or were not pointed out by Judge Van Dyke in his said opinion.

The measurement, as to the height of the bill board is based by measurement from the ground whereon it stands. It is intolerable that in the most prominent locations in the city, where the traffic is greatest, the few available locations for bill boards are upon lots that have already been excavated for building purposes, or which are far below the level of the graded street. It is of course an oppressive and useless requirement that in such a case as that the board should be restricted to six feet in height above the surface of the ground. The basis of measurement should be from the level of the street.

The distance at which the board is directed to be set back from the street line should be made proportionate to the height of the board. It is a needless, and therefore unlawful, restriction upon the rights of the individual to require a board seven feet in height to be set back twenty feet from the street line—ten feet would amply protect the public from the danger of the board falling, while, on the other hand, if there is anything in the contention that bill boards are liable to fall, a twenty-foot regulation will not protect the passers-by on a street, when a thirty-foot bill board gives way.

Again, bill boards are forbidden of a certain height "along the line, or within twenty feet of the street line." It is obvious that the restriction as to the twenty feet is unnecessarily broad, and therefore oppressive, and void—it should at least be limited to bill boards that run in a direction parallel with the street line. There is no sound reason, so far as this terror of a falling bill board is concerned, why a bill board which runs at right angles to the street line should be restricted in height, on the same basis as a bill board running "along the line" or parallel with the line of the street for the former is bound to fall on the lot no matter which way it falls, while the latter may fall on the street.

Since Judge Van Dyke wrote the opinion referred to the Supreme Court of this State decided the case of the County of Los Angeles

vs. Hollywood Cemetery Association, 124 Cal., 34, and as it has some bearing on questions already discussed by us and on the question as to the validity in the present ordinance of the provision conferring upon the Council an arbitrary power to withhold or grant a "special bill posters' license," we shall quote from it.

"The complaint shows that the Supervisors of Los Angeles County duly passed an ordinance, the first section of which reads: 'It shall be unlawful to locate or establish, extend or enlarge, any cemetery, graveyard, burying ground or crematory within the limits of the County of Los Angeles, without permission of the board of supervisors first had and obtained.'"

"From the opinion of the learned judge who set in the case (printed in the record) it is manifest that he regarded the establishment of a cemetery for the interment of human bodies, 'as an avocation which may well be presumed to have an injurious tendency.' It is not so stated, but the opinion proceeds, I think upon the assumption that a cemetery is a nuisance per se, or at least may be so regarded in measuring the extent of the police power to regulate it. We can not concur in the position that the business of conducting a cemetery is an avocation presumably having an injurious tendency. We think, however, and in this we quite agree with the learned counsel for respondent, that there are many considerations too obvious to require enumeration, which bring cemeteries within the power of reasonable regulation by both city and county municipalities."

"(The Court then quotes Article XI, Section 11 of the Constitution of this State.) Of this provision it was said in *ex parte Sisk*, 106 Cal., 551, as to cities and towns, that it is sufficiently broad and comprehensive to sustain the enactment of any ordinance having a reasonable tendency to promote the health, comfort, safety and welfare of all the inhabitants of the municipality, and which would not be in conflict with some general law."

"Is the ordinance before us a reasonable exercise of the power conferred by the constitution and statute upon boards of supervisors, and as applicable to counties? It can not be assumed that the supervisors in the present case legislated with the view to reach the defendant's enterprise specially, or that they knew it was in contemplation when the ordinance was enacted. On the contrary, it must be presumed that their purpose was to promote the welfare of the inhabitants. The validity of the ordinance makes it unlawful to establish, extend or enlarge any cemetery within the limits of the county without the permission of its supervisors. It does not attempt to deal with or prohibit private interments made with interments in cemeteries already established. It declares that no part of Los Angeles, or within a certain radius from any city or town, even though the location be suitable for the purpose, no cemetery shall be established, except by the permission of the board of supervisors, first obtained. * * * We can see no more reason why the right to establish cemeteries in a county should be subject to the will of the supervisors than that the right to engage in any other lawful enterprise should be so circumscribed. There is a wide difference between regulation and prohibition—between regulatory provisions as the conditions imposed for the exercise of a lawful occupation, and making the right itself to depend upon the untrammelled will of the municipality. It would hardly be contended that an ordinance declaring it to be unlawful to engage in the business of farming or merchandising in the county without the permission of the supervisors would be a reasonable exercise of legislative power, or would reasonably be said to be exercising the power to regulate. The supervisors may impose a license, the payment of which shall be a condition to the enjoyment of the privilege of engaging in lawful occupations, they may regulate the manner of conducting the business if it be of a character tending to be injurious; but, if the business be lawful, and having no injurious tendency, they can not say who shall, and who shall not exercise the right itself. Under the guise of regulating a business, the municipality can not make prohibition possible by committing to the officers of the municipality the arbitrary power to engage in that business. We do not think it was ever intended by the people in ordaining the section of the constitution referred to, or of the legislature in the statutory enactment to include in the power to make and enforce regulations, a power purely personal and arbitrary. For, as was said by Mat-

thews, J., in *Yick Wo vs. Hopkins*, 118 U. S., 355, "The very idea that one man may be compelled to hold his life, or the means of living, or any material life essential to the enjoyment of life, at the mere will of another, seems to be intolerable in any country, where freedom prevails, as being the essence of slavery."

The Court then cites the cases of *Austin vs. Murray*, 16 Pick., 121, and *State vs. Nott*, 61 Md., 297, 48 Am. Rep., 165, where ordinances forbidding a lawful occupation to be carried on in the city limits, on account of its injurious character were held void, because an absolute prohibition of a lawful occupation, which might, on the remote outskirts of the city, be carried on without injury to any one.

We think, from the case last above cited, it is plain that the provision of the ordinance which requires the obtaining of permission of the Council before erecting a bill board over six feet in height, is plainly void.

The case of *Chicago Lumber Company vs. Chicago*, 176 Ill., 9, 12 L. R. A., 87, is instructive, on this point, and on the further point, which may call for consideration in the case at bar, as to when a void provision in an ordinance renders the whole ordinance void.

"But the other ground, upon which the ordinance of May 23, 1896, is attacked as invalid, is of a more serious character. By the ordinance of May 23, 1896, all persons are forbidden to take any omnibus or heavy vehicle or any traffic vehicle, upon any of the boulevards therein named, except private wagons conveying families, 'or upon special permission of the board.' The meaning of this provision is that all traffic vehicles, except private wagons conveying families, are only forbidden the use of the boulevards, in case their owners do not obtain the special permission of the board of trustees. In other words, the discretion is lodged with the board of trustees to permit or not to permit traffic vehicles to be used upon the boulevards in question. The ordinance, insofar as it invests the board of trustees with the discretion here indicated, is unreasonable. It prohibits that which is in itself, and as a general thing, perfectly lawful, and leaves the power of permitting or forbidding the use of traffic teams upon the boulevards to an unregulated official discretion, when the whole matter should be regulated by permanent local provisions operating generally and impartially. The ordinance is not general in its operation. It does not affect all citizens alike who use traffic vehicles. It is only persons driving traffic vehicles upon the boulevards without the permission of the board of trustees who are subjected to the penalties of the ordinance. The ordinance in no way regulates or controls the discretion vested thereby in the board. * * * (Cases cited.)"

"It is insisted by appellees that the ordinance of May 23, 1896, is not void, in the respect here indicated, as to the whole of the ordinance, but only void, as to the part of it which makes the use of traffic teams upon an avenue or boulevard dependent upon the special permission of the board of trustees. In support of this contention the well-known rule is invoked that, where certain provisions of an ordinance are void, the Court will not declare those provisions void relating to the subject matter of the ordinance which are distinct and separate from the void provisions. If an ordinance, or even the same section of an ordinance, contains two separate provisions, relating to different acts, with distinct penalties for each, one of which is valid and the other void, the ordinance may be enforced as to that part of it which is valid. When an ordinance consists of several distinct and independent parts, although one or more of them may be void, the rest are equally valid, as if the void clauses had been omitted. But where an ordinance is entire, and each part has a general influence over the rest, and one part of it is void, the entire ordinance is void. The void part of the ordinance makes the whole ordinance void if the void and valid parts are so connected as to be essential to each other. 1 Dill, Mun. Cor., 4th ed., sec. 141. We are inclined to think that the objectionable clause is here so intimately connected with the other portions of the ordinance as to permeate the whole and make the whole void. The ordinance does not positively and absolutely exclude all traffic teams, but it only excludes such traffic teams as the board of trustees may not specifically permit to pass over the avenue."

In the case at bar, we think the entire ordinance must fall, and upon this point we shall refer to an opinion delivered by Judge Trask, of the Superior Court of Los Angeles County, appended to this brief—in the case of *ex parte E. F. Knox*, No. 82.

The only point remaining for consideration is the Council's limitation upon itself, not to consider an application for leave to erect a bill board over six feet in height, without it appearing that notice has been given to the adjoining property owners of such application. And this is all that amounts to, for it will be observed that the granting or refusing of the permission rests with the Council, and even, if all the adjoining property owners were present at the hearing of the application and consenting, it would be within the power of the Council to reject the application. If the danger sought to be prevented by these many regulations is the danger of a bill board falling on the street, how can the adjoining property owner consent to the operation of that danger? This is a matter of public concern, in which the adjoining property owner has no more interest than any citizen using the public streets, and in this respect, the idea of requiring the consent of the adjoining property owners is even less intolerable, than in the ever-recurring example of the Chinese laundry, which time and time again the Courts have held can not be subjected to such a provision.

The most recent attempt to make the establishment of a laundry dependent upon the will of the adjoining property owners, met with the usual defeat. And on this head, we will merely append to this brief the opinion of Judge Trask of the Superior Court of Los Angeles County, filed in the case of *ex parte Wong King*.

It may be well, in closing, to call the Court's attention to a passage in the case of *Yick Wo vs. Hopkins*, 118 U. S., 355, from



ONE OF CRAWFORD'S STAR BOARDS, SULLIVAN, IND.

which it would appear that a bill board resembles a laundry and differs from a saloon, as to the question of arbitrary permission from the Council, and consent of the property owners, to conduct the respective occupations.

The ordinance, therefore, also differs from the not unusual case, where discretion is lodged by law in public officers or bodies to grant or withhold licenses to keep taverns, or places for the sale of spirituous liquors, and the like, when one of the conditions is that the applicant shall be a fit person for the exercise of the privilege, because in such cases the fact of fitness is submitted to the judgment of the officer, and calls for the exercise of a discretion of a judicial nature.

If possible, this is even more true of a bill board than a laundry; a person suffering from a loathsome disease and filthy is not a proper person to conduct a laundry, but it is hard to see that such a person injures the public any more by erecting a bill board, than he would by remaining in the city inactive.

For the foregoing reasons, we contend that the ordinance is plainly invalid, and the several demurrers interposed to the several complaints must be sustained, and the defendant discharged.

WELBORN S. BURNETT,
HUNSAKER & FREEMAN,
Attorneys for Defendant.

Where Circuses are Wintering.

We receive so many inquiries for the addresses of circuses just at this season of the year that we have prepared the following list, alphabetically arranged. Note that tent shows that carry their own corps of bill posters, programers, etc., have been listed. Applications for positions should of course be made to the general agent of the show, and it happens quite often that he is located at some different point from the show. It also happens quite frequently that the agent is not yet engaged; hence, to avoid confusion and for the sake of uniformity, we give the address of the show proper. All letters addressed to the general agent at the points given below will reach him if marked "Please Forward."

- Am. Street Fair Co., 1422 Bway, New York
- Adell's Dog and Pony Show, Ft. Recovery, O
- Amey's Big City Show, Muscatine, Ia
- Acum's (Frank) Southern Shows, Syracuse, N. Y.
- Barlow Bros., Shows, Syracuse, Ind
- Blake & Bishop, Buchanan, Mich
- Buchanan Bros., Des Moines, Ia
- Bouheur Bros., Augusta, O. T
- Bailey & Sons, Houston, Tex
- Barium & Bailey, Olympia, London, Eng
- Buffalo Bill's Wild West, Bridgeport, Ct
- Buckskin Bill's Wild West, Paducah, Ky
- Barber Bros., Portsmouth, O
- Copper & Co. (J. R. W. Hennessy), Tampa, Fla
- Clark Bros., Atoka, Ind. T
- Carroll's Wild West, Lynn, Mass
- Cullins Bros., Concordia, Kan
- Campbell Bros., Fairbury, Neb
- Conklin's, Pete, 412 Sewell st., Hoboken, N. J.
- Clark's, M. L., Alexandria, La
- Downtie (Andrew) Shows, Medina, N. Y.
- Davis (E. F.) Shows, Kalamazoo, Mich
- Doek's Sam., Ft. Loudon, Pa
- Ely's, Geo. S., Metropolis City, Ill
- Exposition Circuit Co. (street fairs), Carson, O
- Ewers Bros., West Point, Ia
- Forcupugh-Sells Bros., Columbus, O
- G. N. T. Y's Dogs and Ponies (street fairs), Birmingham, Ind
- Gollmar Bros., Baraboo, Wis
- Goodrich, Jas., Weston, W. Va
- Gibb's Olympic, Wapakoneta, O
- Grey, Jas. H., Windsor Hotel, St. Paul, Minn
- Gaskill, Frank W. (street fairs), Canton, O
- Great Syndicate Shows, Kansas City, Mo
- Grant, (Colorado), Denver, Col
- Haag's, Le Compte, La
- Hall's, Geo. W., Jr., Evansville, Wis
- Harris' Nickle Plate, Chicago, Ill
- Happy Bob Robinson, Lancaster, O
- Huston's, Winchester, Ind
- Hall & Long's, Elkhart, Ind
- Hagenbeck's, Carl, 346 Wabash av., Chicago
- Jones' Wild West, Weston, W. Va
- Julian, Wm., Havana, Ill
- Kemp Sisters' Wild West, (parks and fairs), El Paso, Ill
- King & Ziemer, 8025 Van Buren st., St. Louis
- Kemp's Bros., Bloomington, Ill
- Lambrigger's, Gus., Orville, O
- La Place, Mons., Lower Salem, O
- Lemen Bros., Argentine, Kan
- Lee, Frank H., 273 Minn' Spg. av., Pawtucket, R. I
- Lowande's, Tony., Santiago, Cuba
- Lowande's, Martino., Havana, Cuba
- McDonald's, Walter., Abilene, Kan
- Main's, Walter L., Geneva, O
- McCormick Bros., Gallipolis, O
- McGregor & Co., Detroit, Mich
- Norris & Rowe's, Oakland, Cal
- Perrin's, Dave W., Eaton Rapids, Mich
- Pawnee Pill's Wild West, Chester, Pa
- Prescott & Co.'s, Rockland, Me
- Perry & Pressly, Webster City, Ia
- Riggs' Wild West, at University Pl., N. York
- Reed's, A. H., Vernon, Ind
- Ringing Bros., Baraboo, Wis
- Robinson's, John., Terrace Park, O
- Rice's Dog and Pony Show, New Albany, Ind
- Reno's Oriental Shows, Aurora, Neb
- Stewart's, Capt., Ft. Wayne, Ind
- Sautelle's, Sig., Honor, N. Y
- Sun Bros., Raleigh, N. C
- St. Julian Bros., 3,267 Miller st., Phila., Pa
- Shott Bros., Bluefield, W. Va
- Schaffer & Cook Bros., Portsmouth, O
- Sells-La Pearl (Wm. Sells), Peru, Ind
- Smith's, Frank E., Kansas City, Mo
- Smith's, E. G., Sycamore, Pa
- Schell's, O. Q., Little Sioux, Ia
- Sipe's, Geo. W., Kokomo, Ind
- Spark's, John H. (two shows), En route
- Stang Bros., Burlington, Wis
- Shipman's, J. W., Syracuse, N. Y
- Thomas & Pearl's, Yellow Creek, Pa
- Tuttle's Olympic, Linesville, Pa
- Trout & Foster's, 430 Penn av., Elmira, N. Y
- Welsh Bros., Lancaster, Pa
- Wallace Shows, Plymouth, Mass
- Williams, W. O., Peru, Ind
- Williams, W. O., Gallatin, Tenn
- Wintermute Bros., Hebron, Wis
- Wetter's, Albert M., Massillon, O

What the Boards are Carrying.

- Continental Tobacco Co.
- Sen-Sen Co., Rochester, N. Y.
- Amger Chemical Co., Boston, Mass.
- Kerry Watson Co., Montreal, Can.
- John Murphy Co., Montreal, Can.
- Dr. Morine, Quebec, P. Q.
- Hires Root Beer Co., Philadelphia, Pa.
- Hodds-Medline Co., Buffalo, N. Y.
- Pillsbury Milling Co., Minneapolis, Minn.
- Prickly Ash Bitters Co., St. Louis, Mo.
- A. K. Hawks, Brownwood, Texas.
- Barker Collar, Troy, N. Y.
- Red Cross Cough Drops, B. P. Co., Chicago.
- Pottjohn's Breakfast Food, O. J. Gude Co., New York.
- Mennen's Talcum Powder, Newark, N. J.
- Porto Rico Cigar Co., Cincinnati, O.
- Singer Machine Co., New York City.
- Muscating Oat Meal Co., Muscatine, Iowa.
- R. J. Reynolds Tobacco Co., Winston, N. C.
- Quaker Oats, Gude, New York.
- Star Tobacco, St. Louis, Mo.
- Beeman's Pepsin Gum, Cleveland, O.
- I. H. Zein, Philadelphia, Pa.
- Baker Cocoa, Dorchester, Mass.
- Sprague, Wainer & Co., Chicago, I. I.
- Polar Bear, Cincinnati, O.
- Jackson Square Cigar, New Orleans, La.
- Coffee, McLaughlin, Chicago, Ill.
- Dr. Pearce, Buffalo, N. Y.
- George Monto & Son, Detroit, Mich.
- J. S. Hill & Co., Cincinnati, O.
- Spillman & Ellis, Covington, Ky.
- Alexander Gordon, Detroit, Mich.
- Peiser & Co. (Uncle Jerry Flour), Chicago.
- Sam W. Heke (Dewberry and Henry George Cigars), New York City.
- George Joffe, Cincinnati, O.
- Lease, Candy Manufacturer, Cincinnati, O.
- Red Raven Water, Hamaiville, Pa.
- Sterling Remedy Co., Mineral Spgs., Ind.

Billposters' Notes.

The Nitra-Bu Pharmaceutical Co., Zanesville, O., manufacturers of Nitra-Bu, expect to put another line on the market shortly, which they will advertise on the bill boards.

The Reynolds Tobacco Co., Bristol, Tenn., are getting estimates on lithographed posters.

The Metropolitan Savings & Loan Association, of Newark, N. J., is probably the first financial institution in this country to advertise with posters. They will post the entire country heavily. Bill posters will please address F. W. Stover, assistant secretary, cor. Market and Wash sts., Newark, N. J.

The new bill posters' association is going to have one good effect—the small-town members of the association will find that they are in demand. They will also find that their requests and demands will obtain some consideration and attention.

Chas. E. Bardwell, Holyoke, Mass., will advertise Bardwell's Root Beer extensively on the bill boards during the spring and early summer. He is preparing his lists now, as he intends to deal direct with bill posters.

The Associated Bill Posters will always be under gang rule until the members at large are allowed to choose the board of directors by ballot.

A correspondent writes as follows: "I get a dollar's worth of information out of every number of 'The Billboard.' It is valuable information of the substantial sort. I mean your tips. I can turn that kind of information into money, and what is more to the point, I do turn it into money every month. I would not be without 'The Billboard' if the price was ten times as high as it is. Your paper is the greatest and best friend the bill posters of this country ever had."

It is said Bernheim Bros., of Louisville, Ky., are in the market for 50,000 eight-sheets and 50,000 three-sheets. This will give them as good a showing in their territory as Virginia Cherokees had.

Up to this time Red Raven Aperlent Water has been advertised by means of bulletins. Some posters have been used, and they brought such excellent results that a very heavy campaign has been arranged. Bill posters should address G. O. McC. Kuntz, Jr., Hasmarsville, Allegheny County, Pa.

Denman & Co., of San Luis Obispo, Cal., have sold their plant to Mr. L. W. Booker, who will now conduct the business.

Control your town by selling all the posters it uses as well as by posting them. Secure the agency of some large printing house and thereby give your customers good posters. A country office can not, as a rule, do work that is even passably decent.

The Batesville (Ind.) Advertising Company uses as a circular to advertisers a copy of the ordinance licensing bill posters, distributors and sign advertisers. It is a good idea, and helps out their folder in great shape.

The slogan for Atlantic City is, "We'll elect our own directors, or we'll know the reason why."

Is a Lobster a Fish?

The closing year of the century controversy has given way to the new subject of debate: "Is a lobster a fish?" Why not get Stahlbreit to declare himself and thus settle the matter at once?

SIoux CITY PLAY HOUSE.

The Grand Opera House at Sioux City, of which A. B. Beall, the well known bill poster, is manager, was thrown open to the public Monday, Sept. 24, 1889, although it has now been in use for nineteen years. It is to-day one of the handiest, most up-to-date and commodious playhouses in the Northwest. The seating capacity is 1,500, and there is not a single seat in the house that does not command an excellent view of the stage. The stage is 75 by 42 feet, with a 60-foot grid-iron, thus making the stage of a capacity sufficient to accommodate any production on the road. The building covers a block of ground 240 by 75 feet, and the property originally cost \$250,000.

Mr. Beall has succeeded in securing for his theatre a line of the very best attractions on the road, and he has been very highly complimented by the papers in his city upon the manner in which he has conducted the affairs of the opera house and for what he has done for the theater-going people in Sioux City.



A. B. BEALL'S GRAND OPERA HOUSE, SIOUX CITY, IOWA.

C. P. Ansel is the manager of the "American Bill Posting Company," at Thibodaux, La. He is establishing agencies at Franklin, Morgan City, New Orleans and Napoleonville.

L. E. Troman, the bill poster at Belleville, Ill., has been given charge of the advertising of the Free Street Fair, to be held there this season. Last year's fair was a success, and we venture to assert that if this year's show is not a success it will not be because it has not been advertised properly.

W. H. Husted, of Mansfield, Pa., has bought out his partner, Mr. Griggs, and is now sole owner of the W. D. Husted Advertising Company. He intends to give much personal attention to the business this coming year, in order to build up his plant to the highest possible standard.

G. M. Leonard, of Grand Rapids, and Peter P. Stokette have formed the firm of Stokette & Leonard, bill posters and distributors, at Muskegon, Mich. Mr. Stokette has been located at Muskegon for about twenty years, and already has an established business. The new firm, therefore, owns a large number of bill boards. Mr. Stokette will have entire charge of the firm's business, and will open an office in the central business district of the town.

The moment the members of the Associated Bill Posters decide to elect their own directors, the power of the game is gone. Good representative men will come to the front. Men like Curran, Bernard, Robinson, Fitzgerald, Stoops, Murphy, Hagar and many more just as able will be heard from.

Mr. J. T. Campbell, of New York, has recently been appointed Southern manager for the Continental Tobacco Company. The territory of which he is in charge embraces the States of Virginia, North Carolina, South Carolina, Tennessee, and Georgia. His headquarters will be at Atlanta.

George H. Bubb will soon take a business trip throughout the Middle West, and will call on all the big advertisers West and place before them his new plan of advertising all towns in the central part of Pennsylvania. Mr. Bubb will publish his plan in the next issue of "The Billboard."

We are in receipt of one of Rand, McNally's Atlases of Two Wars, containing, in large scale, detailed maps of the scenes of trouble in Africa and Luzon. A new edition will be ready about the first week in February. It is a most valuable book, and contains the latest statistics, and what is of more interest to our readers, is to be sold at a very reasonable price.

A bill has been introduced in the New York legislature providing that no elevated railroad company in any city of 1,000,000 or more population shall exercise any rights except such as were expressly granted in the special statute by which such company was organized. The bill provides in detail that no elevated railway shall lease, let, bargain, or give any other corporation, or person, any of its buildings, stations, fixtures, coaches, cars or other property owned, occupied, or used by it in its business, or any part or portions, for advertising purposes. It is just another one of those freak bills which every now and then are presented to State Legislatures.

Billposters' Notes—Cont'd.

Mr. R. L. Smith, formerly of Van Wert, Ohio, now holds the position of manager of the Montgomery (Ala.) Bill Posting Plant, which is a branch of the Bernard Advertising Service.

Mr. Bernard must be congratulated upon the securing of Mr. Smith, for in him he has found a man who is thoroughly competent to conduct the affairs of a modern bill posting plant.

F. Stigmund has purchased the bill posting plant of A. H. Proutis at Truckee, Cal. He starts out with many good resolutions as to the kind of service he will render the advertisers.

The Rockville Bill Posting and Advertising Company, of Rockville, Conn., are new ones in the field. They succeed to the business of J. S. Thrall. They are the only concern in that city.

I. T. R. Clark, of Kansas City, writes that his business is moving along very encouragingly, and that he feels confident that in the near future the plant will be able to give a very favorable account of itself.

M. M. Ivin, manager of Love's Theatre, Fremont, Neb., has bought out the bill posting business, boards and good will of the plant formerly owned by W. S. Watts. He says his business is good.

G. F. Itagasser & Co., of McMinnville, Ore., write that they are very busy posting both opera house and commercial work.

Bill posters should bear in mind that "The Billboard" reaches every month all of the advertisers, as well as all of the bill posters.

J. H. Wadles, executor of the estate of H. A. Thayer, sends out a postal containing a notice "to all whom it may concern," saying that the Thayer estate holds all the rights of franchises in the Michigan State Bill Posters' Association and that any one infringing upon the rights of the franchise will be prosecuted according to law. It gives directions to where paper should be sent. The card serves very well its purpose of advertisement.

Bills, of Cincinnati, who heretofore has confined his work to small signs and dead-wall ads, is placing small single bulletins throughout the city and suburbs. With Martin and Chapman, it looks as though there would be no room for a bulletin man in Cincinnati, yet bills has a great number of boards, and each board contains a sign. The question now is, How does he do it?

The Pico Co., Warren, Pa., who have always confined their posting to very small towns, villages and county hamlets, will invade a few large cities and many, if not all, of the larger towns, this year. Letters to E. F. Hazeltine, treasurer, will receive attention.

The Glasgow Wooden Mills, of Chicago, Ill., have ordered 3,000 sixteen-sheet posters for spring posting. They will commence sending out the paper about Feb. 15, and the showing is to begin with March 1.

There is a certain solicitor in New York City whose strongest argument with advertisers consists of repeated assertions that bill posters are dishonest and have to be watched by an experienced man. Bill posters pay him a commission for securing business in this way.

A private mailing card sent out by the Patent Record of Baltimore, is striking. In white letters on a black background it says: "Advise your business in The Patent Record Reaches all quarters of the globe."

What is the circulation of the official organ? The bill posters who are giving up their good money for ads. In it have a right to know. They want to know, too, if we are to believe our correspondents. Will Stahlbrodt let them know? No, sir.

E. H. Endly, Mansfield, O., gets out a cleanly printed folder, telling of the advantages of Mansfield as a city in which to place advertising matter; also exploiting the merits of his service.

The Newark Bill Posting Company has bought out M. A. L. Force at Plainfield, N. J., and has built a line of iron boards along the line of the Central Railroad, in all comprising about 7,000 feet. Manager E. M. Stoencomb declares that this will be an addition worthy to be placed alongside of the Newark plant.

James A. Roberts, who was formerly located at Auburn, Ill., has moved, and is now at Louisiana, Mo. His successor is Chas. R. Roberts.

Hart & Husted, Norwalk, D., have ordered 10,000 one-sheet posters advertising their 192 cigar. They will deal direct with bill posters.

Robert Palmer, bill poster of Waterford, N. Y., made a flying trip to Canada during January. J. C. Brewster took charge of the business during Mr. Palmer's absence.

Hernheim Bros., of Louisville, Ky., who distill the famous I. W. Harper Whisky, are going to boom the brand on the boards this summer. They contemplate a thorough campaign, and are asking for sketches and estimates on 50,000 three-sheets and 50,000 eight-sheets. Correspondence with bill posters is invited.

F. E. Cook, of Nevada, Iowa, has sold out his posting plant to Mr. W. R. Fuller, who will conduct the business from now on.

H. A. White, of Jefferson, Iowa, has formed the City Bill Posting and Advertising Company, under which name his plant is now run. New boards have been built and the entire plant improved, in order to be able to meet

The Advisor for January, published a portrait and a sketch of Mr. O. J. Gude. They gave it away first, so we feel privileged to tell his age. "O. J." will be thirty-eight on the 20th of next month.

The Chicago Art Association has declared that the bill boards are unsightly and mar the beauty of the city, and that they must be abolished. We are surprised that the Chicago society should be so slow in getting on to the latest fad in their line. Boston society started this movement about a year ago, and even Philadelphia has had a turn. Either the artistic sense of the cultivated Chicagoans is less easily offended than in other cities, or they have been too busy thinking about sending the refuse and sewerage of the city down to their hated rival, St. Louis, to think of how mortifying to their delicate vision the boards have been.

A bill has been introduced in the Assembly at Albany, N. Y., prohibiting the use of signs or bill boards in the cities of the first or second class on buildings, when the signs are over six feet in height and on the ground when over ten feet in height, also, prohibiting the use of tight-board fences on the front of any lot in the city of New York, and providing that all such fences shall be removed by Aug. 1, 1906. The New York newspapers are in all probability back of this movement, but that's all the good it will do them.

The New England Bill Posters' Association was formed during January. Nearly one hundred employing bill posters were present either in person or by lawful proxy. The following officers were elected: Edward C. Donnelly, Boston, President; G. O. Ackerman, New Haven, Vice President; Charles C. Ames, Providence, Secretary; I. B. Fiske, Worcester, Treasurer.

The strike of the employees of Whitmer & Filbrick, which was announced in our last issue, ended by the men agreeing to return to work unconditionally. Manager Filbrick allowed all but two of the men to return to their places. Upon returning, the contributors were rewarded by a pleasant surprise, in the shape of an increase in their salaries to cover the extra Saturday night work.

B. S. Crow has just recently purchased the Birmingham (Ind.) Bill Posting Company.

D. W. Coyle, of Pasadena, has been having his troubles over a bill board which exceeded ten feet in height and which was some time since declared by the city council to be a menace to life and to public safety. The trustees ordered the marshal to tear down the board.

Thereupon Coyle got out an injunction against the authorities, upon the grounds that he held contracts up to May 1 which he could not fill without the board. After much quibbling the council passed a motion providing that if Coyle would move the board back from the street and to cut off ten feet from the top of the board by May 1, further proceedings by the board would be dropped. This is practically what Coyle promised to do when proceedings were first begun against his property.

Dr. T. H. Smith, Cynthia, Ky., will go on the boards shortly.

Dr. H. L. Brown, Tenth and Arch streets, Philadelphia, Pa., is getting estimates on posters. He will commence in a small way at first, but if his tests prove satisfactory he will prove an extensive advertiser.

The Quaker Absorption Sacht Co., 1213 Arch street, Philadelphia, Pa., will try posters soon.

An ordinance placing the following prices upon bill posting and distributing has been passed by the common council at Syracuse, New York:

No person or corporation to whom a license shall be granted shall charge or receive more than the following prices for the distribution of bills, circulars, samples and advertisements and the posting of bills:

Posting bills for one week for any show, entertainment or business, 3 cents per sheet.

Distributing almanacs, pamphlets or books to private houses, \$1.50 per thousand.

Distributing bills, circulars or notices to private houses, \$1.25 per thousand.

Distributing bills, circulars or notices to business houses and offices, \$1 per thousand.

Licenses are to cost \$5 a year for a bill distributor, and \$10 for a bill distributor and bill poster a year, and are not necessary for merchants or organizations doing their own distributing.



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'ryn, N.Y.
Calhoun Printing Co., Hartford, Conn.
Calvert Litho Co., Detroit, Mich.
Central City Show Print. Co., Jackson, Mich.
Central Lith. & Eng. Co., 140 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., 181 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'tl, O.
Morgan, W.J. & Co., St. C. and Wod, O.
Morrison Show Print., Detroit, Mich.
National P. & Eng. Co., 346-8 Wabash, Chi., Ill.
Pioneer Print. Co., 214 J.erson, Seattle, Wash.
Union and Advertiser Co., Rochester, N. Y.

A movement among the poster printers of the country, looking toward a combination, made itself manifest last month. It is said that an organization has already been perfected and officers elected, but no details are obtainable for publication. The reluctance with which those known to be identified with the movement talk about it, and objects would lead one to believe that they will learn little or nothing of it.

The only thing that was definitely is that a national organization of the road and meeting with success. He is an attorney. His name is Brewster, and his permanent address is New York Life Bldg., St. Paul, Minn. Letters to this address are forwarded on route.

The Cincinnati Litho. Association, consisting of lithographers in Cincinnati and vicinity, was organized Jan. 11. Any firm within a radius of fifty miles of Cincinnati is eligible for membership. Among these may be mentioned The Donaldson Co., The Strubridge Litho. Co., The Russell & Morgan Co., The Enquirer Job Printing Co., The Macbair Litho. Co., The Henderson Litho. Co., The Asher-Henske Co., The Eagle Litho Co., Zimmerman & Co., The Frank Tuchfarber Co., and Chamber & Co.

The color printing syndicate recently gave a demonstration of the multi-color printing machine for which they hold patents. It is claimed that the exhibition was wonderfully successful, and that the machines accomplish more than has ever been attempted before. The essential points in these machines are known as the alternating traveling gripper and the supplement feeder. The latter takes the sheet when first laid on the feeding board, delivers it to the alternating traveling gripper, which retains the sheet until all the colors required have been impressed upon it, and then delivers the sheet completed.

The great difficulty experienced hitherto in color printing has been the necessity of allowing the different colors to dry before another was applied, and the provision of other machines to provide the different colors. This has been entirely overcome by the machine under review, and it is claimed that this invention saves time, labor, machinery and waste. It is also claimed that machines built under these patents are less costly than single machines of the same capacity, and, as each machine takes the place of four, it can be disposed of at a relatively high price, and yet form a very good investment for the printer. Every description of colored work can be done with these machines, from the finest art work on flat-bed machines to colored posters, insets for magazines, trade labels, etc., so that the utility of the system has the widest range.

The Donaldson Litho. Company, of Newport, Ky., have just received another cargo of the finest lithographic stones that could be procured. Some poster printers that could be procured. Some poster printers do not seem to realize that the grade of the stone used has much to do with the quality of the work turned out. The Donaldsons evidently are not among that number.

The Chicago lithographers and printers held a meeting recently for the purpose of organizing for protection against exorbitant prices charged by the paper trusts and to advance the price of lithographers' and printers' output. Competition was so keen that something had to be done to keep the paper men from putting them all out of the business.

Hennegan & Co. are preparing for the fall season with a large line of all kinds of advertising matter. They expect to increase their trade of last year.

The Blatchly Company, of Tacoma, and the Lowman & Hanford Litho Company, of Seattle, Wash., have consolidated. The new company will be known as the Tucker-Hanford Company, and will be located at Seattle.

The Strubridge Lithographing Company of Cincinnati are hard at work preparing circulars, printed in German, for the Barnum people. This is probably the first instance of German circus paper being printed in this country.

The officers of the Philadelphia Lithographers' Association for 1906 have been elected, as follows: President, James J. McCafferty; Vice President, Herman M. Knop; Recording Secretary, J. F. Finnigan; Financial Secretary, Philip J. Kehl; Treasurer, Edward J. Birk; Inspector, Joseph Friel; Statistician, John Starke; Inside Sentinel, Ralph V. Rishwain; Outside Sentinel, Charles Grotz; Executive Board, Frank Schimpf, John McAdams, Frank A. Finnigan, William E. Morris and Anthony Kager.

John P. Church, formerly of the National Show Print. of Chicago, is now Treasurer and General Manager of the Standard Engraving Co., 334 Dearborn street, Chicago, Ill. They manufacture an advertising window card that is at once handsome and striking. It is a novelty which is bound to have a great vogue.

An echo of the celebrated Donaldson-Cole copyright controversy is found in the following letter from the metropolitan: New York, January 13.—According to a decision of a jury in the United States Circuit Court to-day a photograph of an actress is not such an artistic production as will bring it within the meaning and benefit of the copyright law, and a precedent has been established, which, it is alleged, will put a stop to widespread abuse of the law. It is a question whether under this decision copyright photographs of actors, actresses, pugilists and other celebrities in professional poses are of any value.

An organization known as the Copyright League, through its counsel, brought suit for damages amounting to \$5,000 against Zucker, Lovett & Loeb, manufacturers of household cleaning compound that has been extensively advertised. It was alleged that certain poster, containing the figure of a woman in a theatrical pose, was a reproduction from a photograph of Jerome Edwardly, the Casino chorus, which had been copyrighted by Jacob Schiffers. Instead of settling the matter, as the firm was given an opportunity to do, it was decided to go to trial and make a test case.

It is said that heretofore photographers have been able to practice a legal yet blackmail unsuspecting advertisers and careful publishers. It will not be possible to maintain the practice in the future. The decision is said to be ninety-nine out of every hundred copyright suits are either wholly unjust or entirely nullified.

Where is He?

J. A. Maddox, formerly of South McAlist. I. T., now of —, has left the business. He left town one dark evening and forgot to come back, for which many of his business friends and patrons are very sorry. Indeed Mr. Maddox also received some paper from the Prickly Ash Bitters Company of St. Louis but he unfortunately lost it, and the Prickly Ash company would like very much to see him, to condole with him. We have received a number of letters, requesting his present address, but are unable to give it correct. If this notice happens to reach the eyes of Mr. Maddox we hope he will oblige us by dropping us a card, letting us know of whereabouts, so that we shall be able to accommodate our many subscribers who are about him.

The Official Organ?

The official organ, which in reality is house organ, of Edward A Stahlbrodt, is to refer to "The Billboard" as "The Grafte Gazette," because this paper has performed larger circulation among the "lucky boy" It affects with hypocritical disdain to to down on fair-followers.

And yet there is no greater con. game existence than "The Bill Poster-Display" existing. Talk about film-flam and su. things? Why, there is not a grafter liv. that has Stahlbrodt's effrontery.

A grafter always gives his victim something for his money, if it is only a little gamb. Stahlbrodt does not. That is the only difference. A man who pays for an ad. in Stahlbrodt's paper gets nothing at all but—finger.



A LOCAL POSTER ON ONE OF SMITH & WHIRE'S BOARDS, VAN WERT.

WHAT THE DISTRIBUTORS ARE DOING

TIPS.

The following is a list of probable early spring distributing advertisers:

- Abbey Effervescent Salt Co., New York.
- S. C. Wells & Co., Le Roy, N. Y.
- Stirling Remedy Co., Mineral Springs, Ind.
- L. E. Pinkham Med. Co., Lynn, Mass.
- Dr. Chase Co., Philadelphia, Pa.
- Chas. F. Dare & Son, Vincennes, N. J.
- Prima Drug Co., Columbus, O.
- Dr. C. I. Shoop, Racine, Wis.
- C. I. Hood & Co., Lowell, Mass.
- Dr. Miles Med. Co., Elkhart, Ind.
- Dr. W. S. Burkhardt, Cincinnati, O.
- W. H. Comstock, Morristown, N. Y.
- Kondon Mfg. Co., Minneapolis, Minn.
- Merchants' Association, Williamsport, Pa.
- Koch Brewing Co., Williamsport, Pa.
- Roy Med. Institute, Chicago, Ill.
- Hanson's Ready Recovery Co., Chicago, Ill.
- Mitterman Invention Co., Chicago, Ill.
- Washington Med. Institute, Chicago, Ill.
- Seabury & Johnson, New York.
- Chattanooga Med. Co., Chattanooga, Tenn.
- Boston Med. Institute, Chicago, Ill.
- Van Camp Co., Indianapolis, Ind.
- D. Jacques & Co., Omaha, Neb.
- La Harpe Pattern Co., Grand Rapids, Mich.
- Fels & Co., Philadelphia, Pa.
- Newbro Drug Co., Butte, Mont.
- Bright's Chemical Co., Little Falls, N. Y.
- Hutton Remedy Co., Buffalo, N. Y.
- Dr. Radway & Co., New York City.
- Dr. Bosanko Co., Philadelphia, Pa.
- Dr. B. J. Kay, Saratoga Springs, N. Y.
- Humphreys Med. Co., New York City.
- Dr. N. C. Davis, Indianapolis, Ind.
- Plant Chemical Co., Philadelphia, Pa.
- The Central Pub. Co., Battle Creek, Mich.
- Wilson Drug Co., Lexington, Ky.
- The Sprague Pub. Co., Detroit, Mich.
- Hand Medicine Co., Philadelphia, Pa.
- Seely, Fitch & Co., New York City.
- Dr. Pierce, Buffalo, N. Y.
- Bayer Med. Co., Toledo, O.
- A. M. Bininger & Co., New York City.
- Aeme Chemical Co., New Orleans, La.
- Foster-Milburn Co., Buffalo, N. Y.
- Dr. Klimer Co., Binghamton, N. Y.
- New Spencer Med. Co., Chattanooga, Tenn.
- Heller-Merz Co., New York City.
- R. T. Booth & Co., New York City.
- Tarrant & Co., New York City.
- Dis. F. E. & J. A. Greene, Boston, Mass.
- I. B. Ford Co., Wyandotte, Mich.
- Schaner & Miller, Ann Arbor, Mich.
- India Spice & Drug Co., Marietta, O.
- Church & Co., New York City.
- I. C. Hubinger & Co., Keokuk, Ia.
- Central Pub. Co., Battle Creek, Mich.
- Coffee & Spice Co., Columbus, O.
- Frank O. Reddish, Le Roy, N. Y.
- Koenig Medicine Co., Chicago, Ill.
- Novelty Plaster Works, Southville, Mass.
- I. P. Urban & Sons, Drugs, Allegheny, Pa.
- The Guarantee Medical Co., Hot Springs, Ark.
- Pabst Chemical Co., Chicago, Ill.
- Church & Co., New York City.
- Thatcher Med. Co., Chattanooga, Tenn.
- S. R. Felt & Co., Cleveland, O.
- Beers & Hawk, New York.
- Duffy Malt Whisky Co., Rochester, N. Y.
- Potter Drug & Chemical Co., Boston, Mass.
- J. W. Brant Co., Albion, N. Y.
- Kennedy & Keegan, Detroit, Mich.
- Akron Cereal Co., Akron, O.
- R. & G. Corset Co., New York City.
- Providence Medical Institute, Chicago.
- John J. Melbourn, Eaton Rapids, Mich.

Savannah Letter.

Editor of "The Billboard":
Dear Sir—An item which may interest the traveling advertisement agents, if no one else, is the fact that a new ordinance has been passed by the City Dads requiring a license to the amount of \$40 from each and every person found posting bills, distributing, tacking signs or engaged in the usual outdoor methods of advertising. The chief of police has issued a rigid order that all persons seen posting, distributing, etc., be promptly brought in to court unless they show license certificate of employment from a person

holding license. So far, Mr. J. E. Campos and myself are the only ones to pay the license and in view of the fact that in the past the very low license and lack of police protection has made this city a reputation for being an "easy thing" for a certain class of advertisers who have educated themselves to believe that it is cheaper to have their own man hire a gang of inexperienced "kids" or negro men, who have no reputations at stake and strew the city with valuable advertising matter, than to give the work to an experienced local man who knows the city and has a reputation for doing honest work at a fair price, we have prepared a schedule of prices, a system of regulations for transacting business with all classes of advertisers and their representatives, which will insure fair and equitable treatment to all parties. A careful study of the situation and a desire to harmonize and make our business mutually profitable, as well as entirely satisfactory to the advertiser, has prompted us to arrange a plan which we have now in operation, by which it matters not which of the firms an advertiser visits first, there is but one price quoted for any kind of service, and that is made as reasonable as good service will permit.

My rapidly increasing business in contracting work for the several bill posting plants in which I am interested and the small-town service throughout the Southeast which is growing into so much favor, recently made it advisable for me to place my distributing and sign-tacking under management which would not require my personal attention. I have contracted with J. E. Campos to handle all work in the distributing and sign-tacking department, thereby securing a service which we jointly guarantee satisfactory, or no pay asked for the work.

A contract just closed makes me the official advertising distributor of the Georgia & Alabama Railroad for 1909. I place a man on the line at once who will work, station to station, Savannah to Montgomery and Columbus to Albany, handling posting and distributing.

Savannah, Ga. CHAS. BERNARD.

Editor of "The Billboard":

Dear Sir—It is an old saying, "What is worth doing at all is worth doing well." I believe this to be true in every branch of industry. I owe what success I have had in the advertising business to my careful method of adoption in the beginning of closely following instructions and seeing that every piece of matter was put where it would tell, and work for the interest of my patron. It has been something over a year since I began a distributing business. I had hardly embarked in the business before I learned from many of the advertisers that they had not been doing any advertising in this city, on account of the poor service they had gotten from those to whom they had trusted their business. It seemed to be hard to convince many of them that I had embarked in the business with "Good, honest service" my motto. At last I have been successful in securing the work of some of the largest advertisers in the country. For this I feel flattered in so soon gaining the confidence of those who had, you might say, been robbed here heretofore. You might as well say robbed, Mr. Editor. I consider any man who fails to place every piece of advertising matter sent him as per instructions and to the best advantage of his patrons, a robber. Just as well go into his pocket and take his coin. For the matter costs money, and is as same as money to those sending them. I have been so much encouraged and have liked the advertising business so well, I decided to build a bill posting plant, and in this fate has been with me. Although I met the same obstruction as in the distributing, I have so far been able to secure work from a number of the bill board advertisers and have assurances from a great number that when they cover this territory they will do business with me. I hold the franchise for this city in the S. E. H. P. A. and the I. A. of D., and the influence of these organizations has been worth much to me, and I shall at all times uphold the saying, "Where there is union, there is strength." The South is the most productive field to-day for the advertisers and just as soon as those who have heretofore been abusers of the confidence bestowed on them by the unsuspecting advertiser, is routed out, and good, honest men take their places, just so soon will the tide turn to the South. I am glad to say the association influences are fast putting the dishonest ones out of business, and when this is done, then it will be that advertising in the homes and on the bill boards will be adopted by all business men who have anything to sell, without a fear that they are paying for something they are not getting.

Patron me, Mr. Editor, for taking so much of your valuable space. Wishing all the craft a happy and prosperous New Year, I remain, yours truly,

J. W. GRIFFITH.
Greensboro, N. C.



H. J. LINDENMUTH, Reading, Pa.

It will be noticed that the column of our Distributors' Department, headed "Who 'Tis Items" does not appear this month. This is not because the writer is dead, or even sick, but because he recently made an extended combined business and pleasure trip. He was absent from his office so long that on returning he had no time to get out the items. This, of course, leaves the department somewhat incomplete, but we beg the indulgence of our friends, and promise faithfully to have Who 'Tis again with us next month.

W. E. Wilson, of Grove City, Mo., who is employed as an advertising man by the Northwestern Yeast Company of Chicago, recently got into trouble at Detroit for tacking a sign where it was not wanted. He placed a sign upon a saloon and started to walk away, jubilant over the good position secured, when he was hailed by the proprietor and commanded to remove the sign. This he started to do when the saloonist took the hammer from him and struck him upon the chin with it. Three stitches were required to patch up the laceration which resulted. There is a lesson to be learned from this short story, and it will be readily seen and understood by our readers.

The Nitra-Bu Pharmaceutical Company, Zanesville, O., is sampling physicians only Nitra-Bu is a diuretic powder used in kidney and bladder troubles.

Chas. E. Dardwell, druggist, Holyoke, Mass., will distribute a folder from house to house in the spring, advertising his root beer.

Charges have been preferred against W. Foster, of Guthrie, Okla., by the Thatcher Medical Company, of Chattanooga, Tenn. They claim that paper was sent him, which he did not put out. He nevertheless sent in a bill in full. The Secretary of the I. A. of D. requests us to announce that Foster's services are no longer guaranteed by the association. If the claim of the Thatcher Medical Company is, upon investigation, found to be just, the I. A. of D. will make good all losses suffered by that company.

Geo. Kellermann, manager of the Edwardsville Advertising Company, writes that on account of other business he is compelled to discontinue the work of distributing. He holds the I. A. of D. franchise for Edwardsville, Ill.

The Marshall Medicine Company, 417 E. 18th st., Kansas City, Mo., has ordered 2,500 each of their books advertising Hepaticure, in English and German. The printer commences delivery Feb. 1. All communications should be addressed to the firm.

The Fischer Distributing Agency, of which Mr. G. E. Fischer is manager, received a fine notice in the December number of the Omaha Druggist. Quite a long list of the agency's regular customers was given. The notice, together with a half-tone portrait of Mr. Fischer, filled half a page.

Dr. T. B. Smith, Cynthia, Ky., is writing to distributors, asking rates on a circular.

Bernhelm Bros., of Louisville, Ky., are advertising their famous E. L. Harper Whisky with one of the finest booklets ever issued.

Street & Smith's Traveler was in Omaha about the first of the year and endeavored to have his work done by reliable men, and offered \$1.25 per thousand for the work. Needless to say that the proposition was declined. The work was then given to one Osborne, who hired boys to do the work. They of course knew nothing about the right way to distribute and cared less, so they simply scattered the matter around.

R. O. Burroughs, of Newark, O., will in all probability leave there in the spring to open a bill posting and distributing agency in another town.

H. J. Lindenmuth, Reading, Pa.

H. J. Lindenmuth, whose portrait we are presenting in this issue, is an enthusiast over the I. A. of D., the good it has done him, and the principles of the association. His home is at Reading, Pa., where he conducts a distributing agency, in the right way. He is a most genial fellow, and has a host of friends among his fellow-distributors. He was in attendance at the I. A. of D. convention at Cincinnati last July and contributed a big share of life and jollity to the occasion. Mr. Lindenmuth is by no means a boy, yet, as he himself tells, he is rather large for his age.

Not a Fake, but Near It.

Some time since we received a letter from one of our readers who is a distributor. He enclosed a circular from the Ross Advertising Company, of Corydon, Ind., with the words "Another Fake Concern" written in lead pencil across its face. On examination, we find that the scheme is not a fake in the sense that they are trying to obtain money without giving anything in return. Nevertheless, the circular is meant to catch men who are on the lookout for something easy. The scheme is as follows: The applicant fills out a blank, agreeing to handle all business entrusted to him in a prompt and satisfactory manner and inclosing \$2.50, sends it to the company, for which he receives a paper called "Distributors' Guide" once a month for a year. Also, membership in the company, he to give the company 10 per cent on all work they get him. It is not a case of getting nothing for your money, for you get the "Guide" and in addition to that you get the "Hooks."

Fig Syrup Facts.

PREVIOUS to 1885, there was a young man, native of Hardestown, Ky., in the drug store of Geo. A. Newman, at Fifth and Walnut streets, Louisville, by the name of Richard Queen, popularly known as "Dick Queen."

In 1885 Mr. Queen was seized with the West-ern fever, and, taking his savings, amounting to \$2,000, more or less, he went to Reno, Nev., where he opened a drug store. Here, in order to make an extra dollar or two, and because he thought he had found a good thing, he began to put up a formula of Dr. Baldwin's of that town, which he called California Fig Syrup. He spent all the money he had in buying the syrup, but the boom did not materialize sufficiently, and late in 1886 he went back to Louisville to talk with his old employer, Mr. Newman. Mr. Queen never talked so earnestly in his life, but it was not until February of 1887 that Mr. Newman could be convinced that there was any virtue in California Fig Syrup as a business venture, whatever it may have been as a therapeutic agent. Then he let Mr. Queen have \$5,000 as a loan, on condition that he received twenty cents a dozen royalty on all the syrup sold. Mr. Queen at once went forth to place his syrup on the market, the place of manufacture being in Mr. Newman's cellar, and the force employed consisting of two boys, who turned out three to four dozen bottles a day. Within sixty days Queen had spent every cent of the money, chiefly in advertising, his first contract being for \$1,200 worth in the street cars of St. Louis, the balance into newspapers. Having arrived at the end of his string, he returned to Mr. Newman, who declined to put up any more money until there were some developments from that already expended. So Mr. Queen waited around, praying for the required developments, and it was not long until the power of the advertisements began to shove the orders into the Louisville drug store. Then Mr. Newman put up some more money, and Mr. Queen spent it; and so it went for a year, until Mr. Newman had \$52,000 in the business.

Matters moved along swimmingly with the California Fig Syrup Company, which had been organized, Mr. Queen looking after the advertising and Mr. Newman acting as general Eastern agent and financier, and in 1893 high-water mark was reached, when the advertising for the year amounted to \$429,000, and the sales reached \$1,500,000, or about 6,000,000 bottles, that is, 50,000 dozen, on which Mr. Newman received his twenty cents a dozen royalty, not to mention his share in the business. In that year, Mr. Queen's profits were \$117,000. The stock of the company went from ten cents a share, organization basis, to \$1.50 a share. Mr. Newman owned 200,000 shares of the million issued, at \$1. Mr. Queen has 600,000 shares, and the balance was held in small lots. Mr. Newman has probably made a half-million out of it, and Mr. Queen became a millionaire within ten years.

Mr. Queen is one of the shrewdest of advertisers, and, as an example of it, the organization of the Golden Gate Advertising Bureau, is cited. Mr. Queen had moved his headquarters to the Pacific Coast, and as his advertising grew to great proportions, and commissions to agents became a big item, he concluded to reap the benefits himself, so he organized the Golden Gate Bureau, and went after advertising like any other agent. Naturally he threw the business of the Fig Syrup to the Golden Gate Bureau, and the profits in 1895 were in the neighborhood of \$50,000, on one agent's commission of ten per cent. This was practically so much saved to the company.

Mr. Queen lives in San Francisco, where he is completing a residence on Nob Hill, to cost \$150,000, and the California Fig Syrup has settled down to a regular exhibition of what good advertising will do for a good thing. W. J. Lampton, in "Fame."

His Trade Paper.

From the Saturday Evening Post.

I was in a hardware store the other day, and noticed several up-to-date innovations that were somewhat out of keeping with my previous knowledge of the proprietor. "How did you happen to think of that?" I asked, pointing to an attractive showcard.

"Oh!" said he, laughing, "I didn't think of it at all; that's one of George's hobbies."

"That is an excellent hobby," I said, "where did George get the idea?"

"Oh, he got it out of his trade paper. Nothing would do but I must get that paper, and now it's George's Bible; he looks up all the new ideas and I let him go ahead."

"Well, they are good ideas, you find they help trade, don't you?"

"Yes, that's so, they're all right, George is a good boy."

I thought as I walked away that George would be a partner there before many years. A clerk who studies his trade paper and avails himself of every hint to gain business will not be a clerk forever.

A traveling salesman was telling me of his experience with a clerk who reads. He said: "I had just taken Mr. B's order for a nice line of my goods, and good quantities of each size, when his clerk came in. Mr. B. said: 'Tom, I am getting a line of — see if this is your idea of quantities.' I opened my book and showed Tom the order as I had written it down. He suggested one change which his employer at once ordered to have made, and then Tom asked what the discount was. I said 60 per cent. He left us without a word and went to the desk, turned over some papers for a minute or two, and then brought a trade journal to Mr. B. They looked it over together and Mr. B. said to me: 'See here, these goods are quoted at sixty-and-five per cent. discount, if you can't give me the bottom price I don't want them.' I had to come down as gracefully as I could, for I wanted the order. That's what we get from these trade journals that quote bottom prices to Tom, Dick and Harry."

I fancied that I could also hear Mr. B. saying to his clerk: "That's right, Tom; post yourself up as to prices, and keep a sharp lookout for the extra five per cent."



C. H. BURT, Beloit, Kans.

A Little More System.

James J. Ward, of Newport News, Va., tells us of an idea which he intends to carry out in connection with his office, a plan which would be of immense value to distributors in general, were they all to faithfully carry it out. He proposes to keep a register in his office, in which every advertising agent is to sign his name and address and for what firm he travels. At the end of each month the list will be copied and forwarded, together with notes concerning the service expected, prices demanded, etc., to "The Billboard," to be published for the benefit of his brother distributors. In this way the readers of "The Billboard" could keep in touch with each other and with the advertisers in a systematic manner. The Letters to the Editor, of course, answer this purpose, but a little more system and regularity on the part of the bill posters and distributors would not be amiss.

The Orris Distributing Agency sends to advertisers a private mailing card, which, if we are not mistaken is larger than the limit prescribed by law. However, it seems to be going through all right, in spite of that fact. They give the following list of names as some of their patrons: Dr. Miles Med. Co., Elkhart, Ind.; C. I. Hood & Co., Lowell, Mass.; Dr. Chase Co., Philadelphia, Pa.; W. T. Hanson Co., Schenectady, N. Y.; Dr. Kilmer & Co., Birmingham, N. Y.; Dr. R. J. Kay, Saratoga Springs, N. Y.; The G. C. Bittner Co., Toledo, O.; G. G. Green, Woodbury, N. Y.; Hamlin's Wizard Oil Co., Chicago, Ill.; W. M. Williams, Indianapolis, Ind.; Van Camp Packing Co., Indianapolis, Ind.; Newton Steel Cut Milling Co., Newton, Ia.; Fay Lewis & Bro., Rockford, Ill.; Sterling Remedy Co., Indiana, Mineral Springs, Ind.; Dr. W. S. Burkhardt, Cincinnati, O.; The Dodds Med. Co., Buffalo, N. Y.; Hayes & Coon, Detroit,

Mich.; Humphreys Homeopathic Med. Co., New York, N. Y.; Harris Emery Co., Des Moines, Ia.; Utica Clothing Store, Des Moines, Ia.; Geo. T. Kelley & Co., Des Moines, Ia.; M. J. Olson, Des Moines, Ia.; J. E. Grak Co., Des Moines, Ia.; Buckstader & Wilkins, Des Moines, Ia.; Garfield Clothing Store, Des Moines, Ia.

E. R. Williamson, of South Bend, Ind., notifies the trade in his town by sending out one cent private mailing cards, containing the following notice: "Dear Sir: We are distributing in your immediate neighborhood — advertising —. You should look over your stock and prepare yourself for the demand for the above which our distribution is sure to create."

E. R. WILLIAMSON,
Date, ———— Manager."

"Trade supplied by ———"

It is a good idea to inform the local dealers that you are about to make a distribution, and distributors could do this without practically any expense, for instead of mailing the cards they could be delivered at the same time that the samples are being put out.

Pasted on the Windows.

It is astonishing to what a point enthusiasm will carry individuals. They had a street fair at Marlette, Mich., last summer, and in advertising it, the bill posters pasted bills all over the front windows of the stores on the leading streets. The town was a mass of street fair advertising. As late as the 1st of December, some of the bills were still sticking on the store windows. That street fair was well advertised, to the people of that town at least.—Advertising World.

Charley Burt, as he is known in Beloit, Kan., has been connected with the show business in one capacity or another, almost all of his life. His father was a show man, and took Charley with him wherever he went. In this way he learned much about the value of bill board advertising. In the early seventies Mr. Burt was working on a salary in Denver, when he decided to go into the bill posting business for himself. His start consisted in the erection of six three-sheet boards which he constructed from the sides of boxes. But he built this plant up, until he sold it for \$2,000. In 1879 he went to Beloit and has ever since owned boards in that town. Mr. Burt owns a small farm just outside of the city limits of Beloit, where he raises chickens and hogs, and has his cattle and horses. Mr. Burt is much interested in his farm, but he writes that he is always ready with the paste brush to give good service or no pay.

Not New, but Good.

If all business men understood the advantage of bill board publicity, and would go after it in a manner that would insure it being profitable, there would be little need of discussing points of color or display. It is astonishing what good can be accomplished by a combination of services. Take, for instance, the syndicate designs offered by a number of the poster makers, or can often be obtained by the retail men in buying from the jobber. Also, the stock posters, displaying a suit of clothes, or special article of furniture, or, in fact, a specialty in any line. Perhaps this will cover one sheet, or three sheets, as the retailer may select them. He can, with the assistance of the local sign painter, make a very attractive and decorative display by covering a large bill board with white paper, pasting on the special design which he has purchased from a line of stock posters, and let the local man then put in some decorative lettering in such colors as may be deemed most attractive, and perhaps quote some special prices, which would unquestionably interest the passer-by and attract attention, because of its very ingeniousness. A further advantage might be obtained by making a permanent bill board display for the entire season, calling attention to special goods on which the merchant was then making a run. The dry goods man, the clothier, the shoe man, the grocery man, the jeweler, the milliner, the druggist, no matter what the line, could make a permanent general design, and each week, or at stated periods, could change the special attractions by pasting on new stock pictures, which he could buy of the poster makers or buy from the manufacturer, and always have a very attractive, and certainly not a very expensive bill board display. He could further make this means valuable by having the sign painter get him up some attractive effects in

the way of prices on special goods. These he could put in spaces he would arrange for at the beginning of the season, and could change them from week to week, as the condition of his stock or the season itself might dictate. It would be worth the expense to try an experiment of this kind with two or three boards. The merchant in a city of from five to twenty-five thousand would be able to feel the pulse of the people through such bill board displays. It would help make the high-ways more attractive, and would enable business men to get that sort of publicity which has come to be regarded as valuable for the wide-awake business men.—Advertising World.

Advertising as an Art.

Written expressly for "THE BILLBOARD."

Advertising has become an art. Work of this nature can no longer be given into the hands of an immature artisan, since it requires the skilled gift of a finished artist.

Compare the cartoons made a few years ago with the striking pictures of our day, which present to the world in pleasing and forcible style the articles to be advertised. It was at one time a reflection upon the taste and excellence of the artist to put to practical usages the gift of his art, and, in consequence, the cartoons presented were but poor specimens of drawing or color, executed by inferior talent. Now the artist not only gives his best efforts to merchandise cartoons, but he signs his name to the pictures thus used. This has raised the standard of work so that it has risen beyond mediocrity, and has made it possible for only artists to turn out work of this nature.

The advertiser demands an original conception of his idea, a perfect execution in technique, and a striking whole, that arrests the attention of the public, and explains its own meaning. "Know from the picture the article advertised," said a well known New York advertising manager. Liberal sums are paid for satisfactory work of this nature, and much competition ensues, bringing into force the combined efforts of artists and lithographers.

It has become a lucrative branch to the artist, with satisfactory results to the advertiser. Advertising is a paying investment, and the more unique the means of bringing the advertised article into public prominence, the more sure the popularity of the article.

Public advertising in conveyances must be pleasing and original to be appreciated by the masses. At one time high art was not considered necessary, so the "idea" was prominent. Now the "idea" must retain its prominence, and also be expressed in refined skillful mediums, only possible by the professional, who is fitted by proper training and natural gift. Originality is the greatest problem of to-day, and is the hardest to find.

The advertisers are looking for something new. The public is ever on the alert to appreciate a novelty. Firms are recognized by their varied forms of advertisements, or their "same old thing" appearing year after year in magazines, etc.

A recent prize offered for an original advertisement resulted in an international competition. The offer of the prize was a wide spread advertisement, and the accepted work of art eagerly awaited by an interested public. The firm was well repaid for the generous sum offered as a prize, since it will reap its own reward.

It is said that an unadvertised article is a drag on the market—an impossibility to dispose of as a gift. With capital to start an original form of advertising, the outlay in time pays for itself, since it brings into demand the article advertised. Poor cartoons are becoming more rare each year, and the results of picture advertising are being felt by the firms more surely in the profits afforded through its medium.

For this reason if nothing more the standard is sure to continue to improve and the demands for originality, the object sought by the advertiser, in addition to perfection of endowment in the artist employed.

E. A. N.

The American flag has its uses in peace as in war, to teach lessons of patriotism on every hand. It is a grand and inspiring thing to see on a battle anniversary, or an admiral's visit, the too dull city streets alive and vibrant with the colors we love so well; to see the commerce of the great metropolises bow to the spirit of the occasion, and vote its appreciation of protection afforded to its interests by sea as well as on land, in flags of all sizes. Display can not profane the flag, but exalts the one who makes a use of it, whether it be to brighten the darkest corner of a city alley or is an advertisement. The flag is excellent brightening for earth's sombre places. The ray of sunshine falling upon the head of the murderer is unpolluted still. Nature's colors are displayed even in "waste places," so called. Let us then applaud whoever in America, whatever his race or calling, displays the flag. Such use can be no desecration of the splendid colors whose folds are ample enough to shelter all.—From the January number of "The National Magazine."

THE BILLBOARD.

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

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

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per 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, Trajalgar Buildings, Northumberland Ave., W. C. In Paris, at Brenano'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 us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

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

FEBRUARY 1900.

The many friends and patrons of "The Billboard" will be glad to learn that the company which publishes the paper has been incorporated. The necessary articles and certificate have been forwarded to the Secretary of the State of Ohio, properly signed and sworn to, and have been returned in duplicate to this office, with the Secretary's signature and the State seal thereupon.

All the stability enjoyed by stock companies in which the capital stock has been subscribed this company now has. The privileges and advantages which belong only to full-fledged corporations are now ours. Whatever change may take place in the management of the company, as a result of the incorporation, will be duly announced. But our readers and subscribers may rest assured that the present policy of the paper will be maintained in every particular.

The paper will continue to be published regularly in the best interest of Bill Posters and Distributors—consequently the Advertisers. The Fair men will not be neglected, nor will any department suffer in the least. In the past, the paper has at all times, acted impartially and without prejudice. Has played no favorites. Has protected those who deserved protection, and has, we are glad to say, time after time exposed frauds and impostors and brought to light the deep-laid, nefarious plans of schemers and unprincipled men.

"The Billboard" has always been, and ever will remain, in the straight and narrow path. It can not be bulldozed, neither can it be beaten. It is strong in its might and is conscious of its power. It has grown in strength and endurance through its incorporation, and will be able to wield a more powerful sword and carry a more effective shield, with which to fight the

enemies to the causes which it has espoused.

Throughout the country, in every line of business, commercial or professional, the general tendency for the past year or more has been to join interests, for mutual protection and benefit.

In some cases the alliance has been necessary in order to protect the manufacturers against the unjust methods employed by the trusts controlling the raw material. In other instances the combination has been brought about by several firms in the same business, in order to put a stop to murderous competition.

Such has been the fact in the bill posting business. Change after change has been announced in the make-up of the advertising plants of the big cities throughout the country. The four last changes have taken place in the cities of Chicago, St. Louis, New York and San Francisco, respectively, and in each instance matters for the bill posters have been greatly simplified.

Whether or not the combinations are for the general good of the display-advertising business, and the general advertisers, or whether they are merely of benefit to the proprietors of the plants included in the combine, is a question which it is not our purpose to answer in this short paragraph. However, there are two sides to the question, neither of which is without its loyal supporters.

As regards the subject of combinations will come the presentation of a few facts concerning the largest combinations of bill posters in existence—namely, the Associated Bill Posters of United States and Canada.

That the association has done much for bill posters and the entire bill posting system can not be disputed. No one acquainted with the history of the growth and progress of this medium will deny that fact.

But what is also an unsurmountable truth—one which will be freely admitted by all excepting those interested and at fault—is, that the government of the association has, in many respects, been absolutely bad. Orders have been promulgated and rules and regulations formed, the spirit of which the majority of the members were not in sympathy or accord. How is it that one man, or set of men, can vent their personal enmity and malice and attempt to satisfy their greed and avarice, to the detriment of the business, absolutely contrary to the interests of the members? These things are possible, because the power is not in the hands of the members or of their representatives. Are the delegates to the United States Congress or the members of the House of Representatives appointed by the President or

any other one person? No. They are elected by the people; every man entitled to a vote has that privilege and every man's vote counts.

So it should be in the Bill Posters' Association. The law making body, the executive body, of the association should be elected by the members. Until the time comes when the directors shall be elected by ballot, the best and the highest interests of the membership will be sacrificed for the forwarding of selfish and individual aims.

The desire of every street fair or county fair Secretary is to make his show a success, by this we mean a financial success. No matter how well the exhibitors are satisfied; no matter how many patrons enthuse over the educational advantages offered; no matter how glowing the press accounts of the attractiveness and the success of the exhibition, the Secretary has a very bitter pill to swallow, if, on closing the books, a balance is not found upon the right side of the ledger.

How to bring about a surplus instead of a deficit, is then the question. In answer, different plans and suggestions might be given, each to suit fairs in different locations having different surroundings, among the different classes of people, and with different amounts of money with which to meet expenses.

We do, however, know of one remedy which can be applied to all classes and conditions of expositions; and in giving it we believe we are giving advice which could be followed profitably by all. Each according to his size take as large a dose of advertising as possible. Do not be afraid to spend your money on good advertising, for it will come back with interest.

Commence early. Get out your stands, your assorted posters, your cloth streamers, banners, and fence stringers, your cards and dodgers, in time. Apprise every person in the district that there is to be a fair. Furnish the newspapers with reading notices and advertisements. Then, lastly, make your show as attractive as possible, and live up to every promise you have made. Fairs conducted on these lines are the ones which take place as regularly as clock-work, year after year, and never know the meaning of the word failure.

New Bill Posters' Association.

A new bill posters' association was formed last month. The movement has been foreshadowed in "The Billboard" for the past three months. The name of the new organization is The American Bill Posters' Alliance. Dr. J. T. R. Clark, proprietor of the Interstate Bill Posting Company, of Kansas City, Mo., is the Secretary of the new association.

He is a thoroughly capable business man, of good financial standing. Besides prosperous bill posting plants in Kansas City and surrounding towns, he is interested in numerous other business ventures. His scheme of or-

ganization is a new one, and a peculiar one. He desires little or no publicity. His aims are intensely practical. He believes in acts, not talk. He brings before the bill poster a simple business proposition possessing immense advantages. All that a bill poster has to do is to accept the proposition and then—hold his tongue.

It is said that there were but seven plants represented at the first meeting, at which the organization was perfected, Jan. 4 and 5. Hardly three weeks later the membership had grown to thirty-two plants.

We have been favored with the prospectus of the new association, but may not publish it, at least not at this time. For obvious reasons we can not offer any comment, either.

We are permitted to state, though, that two organizers are on the road and that almost every day they jointly add two or three names to the roll of members.

There is a financial feature to the scheme and an element of the secret society. The fact that a bill poster belongs to another bill posters' association does not prevent him from, nor interfere with, his becoming a member of the American Bill Posters' Alliance.

The latter is a close, mutually protective, benevolent secret society, consisting of no one but bill posters. Solicitors are barred from membership. In plain words, it is an association of bill posters, run by bill posters exclusively for bill posters.

The small-town bill poster gets a run for his money in the new organization. He gets real help and this help is worth more than he pays for it in the shape of initiator fees and dues.

The attitude of the new association is not hostile towards solicitors; neither is it friendly. It simply does not know or recognize them. The matter of commissions is left entirely to the individual members. They can pay them or not, just as they choose.

The association bids fair to accomplish much good.

Rivals No More.

The consolidation of the rival firms of Owens & Varney and Siebe & Green, of San Francisco to form The California Bill Posting Company, put an end to the most intense and bitter bill posters' war in progress throughout the entire country.

The fight practically began four years ago when Siebe & Green entered the field in opposition to the California Ad. Sign Company, which was finally succeeded by Owens & Varney, and the war, up to the time of the consolidation, increased rather than diminished in fury. Lately the competition for locations became so fierce that choice lots were to be secured only at enormous prices. The absurdly high rentals asked by real estate men and property owners for the positions desired rendered it impossible to conduct either one of the firms so that the income would amount to more than the expenditure. It is said that the losses of the two firms during the last two years aggregated \$272,000. But now things are different. Fancy prices for lots will be paid no more. The property owners will have to take what they can get for the use of their ground or get nothing at all. Few will be those who refuse to lease the boards on their property if reasonable prices are offered them.

The new company has a capital of a quarter of a million, and among the plants included in the combine are San Francisco, Oakland, San Rafael, San Jose, Alameda, Petaluma and Honolulu. The California Bill Posting Company is composed of the following members: Thomas Varney, L. D. Owens, Fred, and George Siebe and J. C. Green, all five of whom are equally interested in the business.

Just who will be the officers of the company has not been definitely decided, but it is understood that Mr. Green will be the advertising manager, and that the inside work will be in charge of Mr. George Siebe and Len Owens.

The new company has a monopoly, since there is no other plant in San Francisco, and it would not be possible for any one unless possessed of the riches of Croesus to enter into competition with them. Notwithstanding that fact, their prices for posting, printing and distributing will remain unchanged, and the advertisers will be given the best possible service.

Good advertising is telling the truth about what you have to sell. Tell it with all the force your own faith in what you are saying will inspire. Deal in small words and short sentences. Keep right in the middle of nature's well-trodden path all the time. This will keep you with the common people and them with you. Success must follow.—Typographic and Plate Maker.

THE BILLBOARD.

EXCHANGES.

Suppose there is a fire at midnight. The bill poster arrives on the scene soon after the firemen, and while they subdue the flames he buttonholes the owner of the burning building or the tenants. If the blaze is confined to the store-room on the ground floor, the bill poster talks with the proprietor and usually to some end. An hour after the fire is out, he will be boarding up the show windows, and by the time the city is awake the boards will be covered with gayly colored bills advertising anything from pills to a popular play. Let a shopkeeper move. Before half his goods are gone the bill poster will have spotted him and laid his plans. The first night the storeroom is vacant the bill poster will put in his appearance and unless a policeman interferes he will decorate its front with a selection of invitations to buy a dozen kinds of patent medicines.

A wagon breaks down late in the evening and the weary driver, unhitching his horses, goes home intending to return in the morning prepared to put it to rights. The bill poster, ever on the watch, hastens to his shop and mixes up a new lot of paste, while his assistant lays out a choice assortment of small bills. That night they make the broken-down wagon look like the lion cage of a quacking circus, and the driver returning in the morning swears when he views the invitations to buy one of Blank's best business suits for \$1. Some night a servant girl, tired out with the day's washing, forgets to take in the family ash can. Before she is asleep the bill poster has sighted the can. Usually he has his paste and bills ready for just such a chance, and it takes him next to no time to decorate the can, changing its appearance so much that the kitchen cat, coming home in the early hours, seeing it, concludes that she has missed her bearings and moves on down the street to be lost.

There is an explosion somewhere in town. The boss bill poster hears of it and is off for the scene post haste. Arriving there, he makes his way through the crowd and observes in which direction most eyes are pointed. If the persons in the crowd are looking toward a dead wall he is delighted. He hunts up the man who owns it, rents it, or has access to it and makes a bargain with him. Then he hurries up his men and before interest has been lost in the explosion he has a choice selection of bills on the wall. *New York Evening Sun.*

Poster advertising is making rapid progress in these last days of the nineteenth century.

Years ago, when the business was not as well understood as it is at present, very few advertisers outside of theaters utilized this branch of publicity.

Now that the business is established on a business basis, the returns are valuable, and poster advertising pays.

Naturally, newspapers will not admit this fact, but advertisers who have tried it know, and the very fact that a number of the largest advertisers use bill boards when not in newspapers is an evidence that poster advertising pays. *The Advisor.*

A suburban resident of Delaware County is as mad as a March hare, and a sign board did it all. He was driving home one dark night last week, and when the way seemed so dark he became uncertain whether or not he was on the right road. He stopped his train

at a cross road, clambered out of the wagon, crawled up on a fence and struck a match to read the sign board which he could dimly see outlined. At the peril of his neck he deciphered the sign by the glare of the brimstone, and nearly toppled off the fence when he saw these words: "When in doubt go to Smith's for cod liver oil." *Philadelphia Record.*

The following history of the end of the Ches. H. Vogeler Company, manufacturers of St. Jacob's Oil, is given by *Printers' Ink* and credited to a contemporary:

Mr. and Mrs. Devries have filed a joint deed of trust conveying to Henry S. Dulaney, as trustee, all the property of the Charles A. Vogeler Company. The trustee has filed a bond for \$200,000. It is believed that the assets of the company are about \$150,000. A rough estimate places the liabilities between \$175,000 and \$200,000. Included in the deed of trust is the antenuptial contract between Mr. and Mrs. Devries, binding them to protect the company and to place their entire property in trust for the benefit of its creditors should such a step become necessary. This agreement was executed March 28, 1887. Mr. Dulaney is directed to make an immediate sale,

Trade publications give useful information and lists of new advertisers. It is estimated that over \$200,000,000 are spent annually in the United States for advertising, and that appropriation will annually increase. The man who does not advertise does not as a rule stay in business long. Any successful business man will tell you that advertising is as legitimate an expense as rent, light, heat or labor, and that a certain sum brings better returns invested thus than in any other way. *D. A. Meyer, Newspaperman.*

A number of proprietary concerns use space in the various medical papers in connection with the newspaper and other forms of advertising.

This is done in touch with the physicians, and oftentimes is a profitable investment.

On the other hand, a statement made by a physician not long since is valuable because it "throws light on a matter heretofore either concealed or not generally known."

This physician was asked what he thought of a certain baby food, and his reply was, "Oh, that concern advertises in newspapers now, and physicians will no longer prescribe it." When pressed for an explanation of this remarkable utterance, he could give none except to say that advertising in newspapers killed an advertiser in the opinion of physicians.

As long as the advertising was confined to medical journals the advertiser was all right, but when he desired to reach the public and

tenantless buildings at a small rental, the owners gladly halting the few dollars per month as so much clear gain. Then he had his new possession cleaned, cut off the carpet with curtains and put in an attractive display of vehicles, with a liberal allowance of price cards and signs directing people to his store. As a result, he has a four-fold opportunity of catching the prospective customer's eye when the town is crowded at the very novelty of the scheme is of itself an excellent publicity-bringer. *Ad Sense.*

Facts and Fallacies.

Gleaned by ALLEN E. HARTMAN, Mill Run, Pa.

A man with an idea. Taking his cue from the Kodaks language, "You press the button, we'll do the rest," a Western undertaker nailed up this sign, "You kick the bucket, I'll do the rest."

Pulled His Stakes.—Recently this sign appeared in a Pennsylvania town: "B. F. Weir Broker, New York Stocks and Chicago Grain." A wag suggested that it meant "Big Fish Weir intended to ensnare 'Sugar'ers."

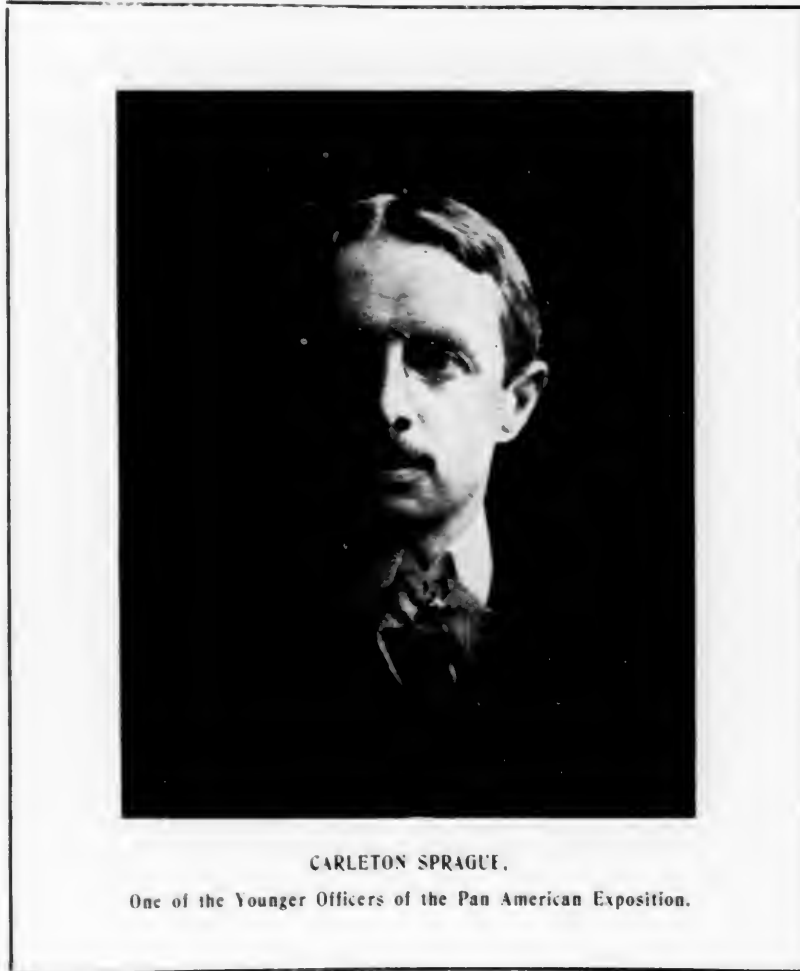
A Cool Bath.—A few doors above this, the "Old Reliable Druggist" displayed the window sign, "Soda Water, 5 cents; Ice Cream, 10 cents," with this admonition: "Try one inside." To be taken inwardly, of course, how else? queried an observer. The Jeweled next door, to whom the remark was addressed, declared "people insist upon washing their feet with the articles."

A Sure Winner.—A combined barber and dram shop had this unpunctuated language on a sign over the door: "What do you think I'll shave you for nothing and give you drink?" The meaning was, "What do you think I'll shave you for nothing, and give you a drink?"

Origin of Pawnbroker Sign. Three golden balls were used by Lombard mercantiles who emigrated to London from Italy and set up the first pawnbroker establishments, adopting the "three golden balls" to be borne on the arms of the Lombard corporation from the ancestral bearings of the Medici family, of which the Lombards were prominent members.

A Sharp Trick.—Ordered by an Oriental ruler to build a mausoleum, the architect, subject, decided to rob him of fame. Instead of that of his royal master, he secretly inscribed his own name, then adroitly covering this with stucco, he carved the name and process of his sovereign. The fraud was successful. His Majesty was delighted and gratified. After his death the stucco fell and revealed the name of the shrewd subject, whose name and skill was perpetuated instead of the master's.

He Was Not in the Business.—An illustration of the result of the lack of clear enunciation on the part of a speaker preaching the funeral sermon over the remains of a prominent citizen in the West. The orator in his rhetorical flight of vision meant to convey these ideas: "I can see his painting spirit sign among the chase stars. * * * and methinks I see his noble liniments imprinted on every rock, tree and fence in the county, with whose history he was so closely connected. Instead of these glowing words, the local paper the next week had it: "I can see his spanking spirit's eye among the chase stars. * * * and methinks I see his noble liniment imprinted on every rock, tree and fence in the county."



CARLETON SPRAGUE.

One of the Younger Officers of the Pan American Exposition.

public or private, of all the property owned by Mr. and Mrs. Devries. The estate includes the Vogeler Company's stock of medicine, and the trade marks, formulae, etc.

One reason given for the decline in the sales of St. Jacob's Oil is the public enlightenment upon the nature of rheumatism, a disease in the treatment of which the liniment was largely used. It is now known that rheumatism originating in imperfect digestion must be treated from the inside of the body, and that at best applications to the skin give only temporary relief. Men familiar with the proprietary medicine say the failure of the Vogeler Company is due to the lack of good management to the diminution of advertising and to the multiplication of heads of departments.

In regard to the advertising done by the company it is said that in 1882 \$200,000 was expended, and this outlay has been gradually decreased, until to-day not over \$50,000 a year is paid out for advertising purposes. For the past six years no daily publications have been used, the remedies of the company have only been given publicity in country weeklies and the German press.

When the late Charles Vogeler was at the head of affairs he paid great attention to the advertising with the result that a fortune came into the coffers of the company each year. Many striking devices were employed to make known the merits of the products of the company. Among these were the painting of figures of St. Jacob holding a bottle of oil, on the hillside and rocks throughout the United States; a duplicate of the famous obelisk now in Central Park was made and placed at the intersection of Howard and Liberty Streets, Baltimore, where it remained for years to attract the attention of residents and tourists. A new policy in this regard was begun when Mr. Vogeler died, and the plan of retrenchment in advertising expenses continued.

increase his business, the advertiser was all wrong.

The question now arises: In what relation does a physician stand to a medical paper and to an advertiser?

Why should the fact of an advertiser dropping out of medical journals and taking up secular (?) mediums have any effect on the physician, and why should he cease using it in his practice? It certainly does not affect the qualities of the article to advertise it in newspapers.

Physicians themselves are the greatest advertisers wherever they have an opportunity. Why do they object to others making a valuable article known? *The Advisor.*

Some say that it was care that killed the cat. Others contend that it was curiosity. More likely it was carelessness. It is carelessness that ruins most merchants who go to smash. They have an idea that stock in the store is worth first cost and hold on to it to sell at original profits. The merchant who succeeds is the one who goes through his stock and gets rid of all the stuff that is likely to grow unreasonable, or gets rid of stock that is staple but liable to get sheep-worn. People will take it off your hands if you tell them the truth about it and that you would rather lose a little money now than more later on. Make your aftermath sales strong. Don't carry over your stock if there is a possible chance of selling it or giving it away. Do like a fireworks dealer, who shoots off all his left-over fireworks on the 5th of July. *American Advertiser.*

An enterprising carriage dealer in Central Ohio rents windows in empty stores, using them to display his goods. His own windows are small and he is able to show but a limited portion of his bulky stock to advantage, still he finds even this a highly profitable form of advertising and about a year ago he went about town and leased three windows in



L. S. DICKSON, Princeton, Ky.,
Billposter and Distributor.



BENJAMIN MILES, Huntington, Ind.

Cincinnati Poultry Show.

A Big Exposition.

A Complete Success Both in Exhibits and Attendance.

To be held in the Original Exposition City.



FAIR DEPARTMENT

PROGRAM.

Ohio Fair Managers' Association.

The third annual meeting of the Ohio Fair Managers' Association will take place at the Court House, Lima, O., Wednesday and Thursday, Feb. 21 and 22, and great effort is being made to make this the most successful meeting ever held in Ohio.

This association has in the last few years grown wonderfully. Very few, indeed, are the fairs which do not send a representative to the meetings, for the members have found that by clubbing their orders, supplies and advertising can be procured at a great saving. The program, which should be of great interest to any one who is in any way connected with fairs, is as follows:

PROGRAM.

- (Wednesday, 10 a. m., Court Room.)
- Welcome Address.....D. J. Cahle, Lima
- Response.....Agnow Welsh, Ada
- Should regularly organized County Agricultural Societies receive financial aid from the County?.....J. E. Russell, Sidney
- Discussion—A. E. Schaeffer, Wapakoneta.
- Debate—Should County and District Fairs confine their exhibits to County or District?
- Affirm—Wm. Pussler, Hume
- Deny—C. W. Halfhill, Mercer.
- Fair Organization.....
- Jas. W. Fleming, Columbus
- Discussion—E. W. Porter, Marysville.
- What recognition shall be given to the Speed Department?.....
- E. L. Groves, McComb
- Discussion—W. S. Haskell, Bowling Green.
- Practical Benefits of Fairs and Expositions.....H. J. Hill, Toronto, Canada (Evening Session, 8 p. m.)
- A fine evening's entertainment will be furnished by the Public Schools of Lima, and under direction of the Superintendent, C. C. Hiller.
- Forty minutes' discussion of Fair matters a general.
- (Thursday, 9 a. m.)
- Impositions and Frauds practiced by Exhibitors.....L. N. Crauer, Celina
- Discussion—Ed. Ammon, Gordon.
- Importance of the Press in booming the Fair.....Geo. D. Kinder, Ottawa
- Discussion—Hon. E. B. Gilland, Van Wert.
- Does the Poultry Department receive the proper recognition?.....
- Wm. Demand, Findlay
- This Topic will also be discussed by the editors of some of the best Poultry Journals in the country.
- The Influence and Benefit of the Educational feature in connection with the Fair.....Hon. L. D. Bonebrake, State School Commissioner, Columbus
- Hon. C. C. Miller, ex-State School Commissioner, Lima
- Prof. J. P. Sharky, ex-State School Examiner, Van Wert
- Would uniform rules and classification be beneficial to Fairs?.....
- L. B. Good, Rimer.
- Hon. L. G. Ely, Fayette.
- J. M. Answorth, Hillsville.
- The abuses of the Pass System.....
- Geo. W. Carey, Lebanon.
- T. C. Miller, Greenville.
- "The Light Harness Horse".....
- J. H. Stinner, Secretary American Trotting Association, Chicago, Ill.

The Pan-American Exposition Building.

The court of the Machinery and Transportation Building of the Pan American Exposition, which will be held at Buffalo, N. Y., on the Niagara frontier, during the summer months of the year 1901, presents an interesting treatment of cloister work. The Machinery and Transportation Building itself forms a hollow square, with this court in its center. It is 200 feet long and 100 feet wide, the east and west ends opening respectively to the great entrances from the Grand Canal and the Court of the Fountains, while the great exhibiting rooms of the Mall side of the building and the two exhibition rooms and great entrance court from the Court of the Fountains side of the building, lie on either side. Along each side of this court, and extending the entire length, are roof-covered roads under which the visitor may find rest on the comfortable benches.

The pool itself is 175 feet long and 27 feet wide. It is placed in the center of the court. The bank is sodded and planted on all sides, forming a pleasing frame or border effect;

the water is low, so as to receive the reflection of the growth around the pool.

The fountain is an important feature, placed in the center of the pool, and giving life to the scene and freshness to the atmosphere. Throughout the court are pleasant walks and paths, bordered with low-growing shrubbery and plants, and at intervals at axis-points with the arcades, rare plants are placed in great vases, making a truly architectural landscape effect. The entire scheme gives the effect of an admirable enclosure of a mission cloister, and is planned as one of the many little oases for the refreshment of the weary sightseer.

Sale of the Main Shows.

The auction sale of the Walter L. Main circus and menagerie, which took place at Geneva, O., Jan. 24, 25 and 26, drew together one of the greatest concourses of showmen ever seen in America. Twenty-two shows were represented. The bidding was lively and spirited and the property brought excellent values.

It was nearly all sold. A few unimportant items had to be passed, but the desirable stuff, such as parade wagons, cars, ponies and especially the animals, were sold out clean. The sales footed up \$48,312, and Mr. Main estimates that the property still on hand is worth about \$7,000.

Among the more eager bidders were Geo. Charters, of the Greater Exposition Circuit Co., Canton, O.; Col. Frank W. Gaskill, Canton Carnival Co., Canton, O.; and Bostock & Tarrall, of Baltimore, Md., all street fair promoters. This would indicate that the street fair is going to be more popular than ever this year.

A most interesting and scientific exhibition is the Deep Sea Diving Novelty presented by Capt. Louis Sorcho at parks and exhibitions. He appeared at the Greater American Exposition at Omaha and conducted the water shows given at the exposition lagoon and which were the means of attracting great crowds to the grounds. Capt. Sorcho will appear this season at all the leading parks, summer resorts and exhibitions throughout the country.

The second annual show of the Cincinnati Poultry Association closed last week. The show was held in the big Wehrman Building, opposite the Post Office—the same place where Cincinnati dog show was held last year. The location is a splendid one for an exhibition, since almost every car line in the city either passes the door or goes past a corner not two hundred feet away.

The exhibition itself was a splendid one, and included many fine specimens of Asiatic, American, Hamburgs, Spanish, Polish, French, Dorkins and games; also many kinds of bantams and miscellaneous breeds. Turkeys of all kinds imaginable were there, as were also a marvelous variety of pigeons, ducks and geese. For many, however, the most interesting part of the show were the many kinds of rabbits, cats, mice, etc.—all of which were seen in strong displays. The judges of the poultry were: P. H. Scudder, of Long Head, N. Y.; H. N. Pierce, of Indianapolis, and S. B. Lane, of Spiceland, Ind. Their work was exceedingly satisfactory, as was also the judging of the pigeon exhibit, and that of D. S. C. Liggett, of Manchester, O., in the pet stock department.

The attendance throughout was steady and the total number who visited the fair was almost four times that of last year. Many entire classes from the public schools visited the show, the educational advantages of which were very great.

Secretary Brooks and Superintendent Barnes are both very well pleased with the results of their efforts, and that there will be a third annual show we have not the slightest doubt.

Souvenirs at New York Cycle Show.

(Special Correspondence.)

Although the cycle fad among the 40 of the metropolis is a thing of the past, it has been replaced by one in which all are equally interested—namely, the motor vehicle craze, or, as it is more familiarly called, the auto-craze. Judging by the attention and great interest manifested in the automobile and cycle show which opened at Madison Square Garden Saturday night, Jan. 20, society has completely transferred its attentions. The show itself opened successfully. Every space was sold before the show opened its doors, and a more representative body of exhibitors was never before seen at any show.

One feature of the show which deserves special mention is the way in which the several exhibitors advertised their products. A marked return to the souvenir craze, which was so popular two or three years ago, was in evidence. Almost every concern of prominence distributed advertising novelties. Carnations, pocketbooks, card cases, stamp books, pen knives, spoons, buttons, scarves, watch chains and, in fact, every conceivable thing that could be of service as an advertisement were given away.



THE COURT
MACHINERY AND TRANSPORTATION BUILDING
PAN-AMERICAN EXPOSITION BUFFALO, N. Y.

CONVENTIONS, Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people...

AKRON, O.—Ohio Letter Carriers' Association, Feb. 22. Melville Johnson, Columbus. AKRON, O.—Northwestern Ohio Medical Society, Feb. 13. D. S. Bowman, M.D., secy. ALBANY, N. Y.—State Homeopathic Society, Feb. 13 and 14. John S. Moffat, M.D., Brooklyn, N. Y. ALBANY, N. Y.—Medical Society of the State of New York, Jan. 30 to Feb. 1, 1900. T. C. Curtis, M. D., secy., Albany, N. Y. ANDERSON, IND.—State Republican League, February, 1900. F. E. Holloway, Anderson, Ind. ANDERSON, IND.—Indiana Lincoln League Convention, Feb. 12, 1900. ANSONIA, CONN.—Connecticut Federation, Daughters of the King, May, 1900. Ada E. Burr, 28 C. O. av., Hartford, Conn. ATLANTA, GA.—International Ticket Agents' Association, March 5, 1900. G. G. Caldwell, Broad st., station, Pa. R. R. Depot. ATLANTA, GA.—Train Dispatchers of America, June 14, 1900. J. F. Mackie, Stewart Ave., Chicago. ATLANTIC CITY, N. J.—Grand Lodge of Elks, July 12, 1900. AURORA, ILL.—Northern Illinois Teachers' Association, April 27 and 28, 1900. U. T. Philbrook, Rochelle, Ill., secy. AUSTIN, TEXAS—Grand Lodge, Knights of Pythias of Texas, April 17, 1900. Henry Miller, Wetherford, Tex., secy. BALTIMORE, MD.—Grand Lodge, A. O. U. W. Third Tuesday in March, 1900. A. F. Colbert, Manf. Record Bldg., Baltimore, grand recorder. BALTIMORE, MD.—Independent Order Mechanics Grand Lodge, March 19, 1900. Eimer Bernhard, 632 W. Balto st., Baltimore, Md. BALTIMORE, MD.—Grand Lodge of Maryland, Independent Order Mechanics, March 19. Elmer Bernhard, 639 and 632 W. Baltimore st., Baltimore, Md. BALTIMORE, MD.—National Association of Master Plumbers, June, 1900. Chas. L. Byrne, 4308 Cottage Grove av., Chicago, Ill. BALTIMORE, MD.—American Bowling Congress, Jan. 9. Sam Karpf, New York City, secy. BALTIMORE, MD.—Grand Lodge, K. of P. April 10, 1900. James Whitehouse, Box 517, Baltimore, Md. BALTIMORE, MD.—Independent Order of Free Sons of Israel, 1902. BALTIMORE, MD.—G. A. R. State Encampment, Feb. 21 and 22. R. C. Sunstrom, Ralnes Bldg., Baltimore. BALTIMORE, MD.—Shield of Honor of Maryland, Feb. 3, 1900. W. J. Cunningham, secy. 205 E. Fayette street, Baltimore, Md. BALTIMORE, MD.—Catholic Benevolent Legion, Feb. 3, 1900. Thos. Foley Hisky, secy., 100 W. Fayette street, Baltimore, Md. BANGOR, ME.—Maine Good Templars, April 11 and 12, Wednesday and Thursday. C. Ragns, Richmond, Me. BANGOR, ME.—State Hotel Proprietors' Association, Feb. 2, 1900. E. M. Blanding, Bangor, Me. BATON ROUGE, LA.—Louisiana Sunday School Association, April 24, 25 and 26. Mrs. A. M. Mayo, Lake Charles, La., cor. and statistical secy.; Rev. R. P. Howell, Zwille, La., recording secy. BEATRICE, NEB.—Woman's Relief Corps, Auxiliary to the Grand Army of the Republic, Second Wednesday in May, 1900. Josie Bennett, Harwood, Neb. BEATRICE, NEB.—Head Camp, Woodmen of the World, Second Tuesday, February, 1901. E. I. Spencer, Wichita, Kan., secy. BELTON, TEX.—Green's Brigade Association, Feb. 21 to 22, 1900. H. C. Surgner, Belton, Texas. BINGHAMTON, N. Y.—I. O. O. F. Grand Encampment, Feb. 27, 1900. W. H. Mosher, 18 Rutherford st., Binghamton, N. Y. BOICE, WAHO.—Pacific Northwest Wool Growers Association, March 6, 1900. J. W. Bailey, Portland, Oregon, secy. BOSTON, MASS.—Coopers' International Union of N. A. Oct. 8. James A. Cable, 542 Elizabeth av., Kansas City, Kan. BOSTON, MASS.—Brotherhood of St. Andrew, Convention of N. E. Feb. 23 to 25, 1900. James P. Smith, 131 Jencks st., Fall River, Mass. BOSTON, MASS.—Grand Lodge, N. E. O. P. March 14. E. S. Hinckley, 1 Somerset st., Room 11, Boston. BOSTON, MASS.—Society of Arts and Crafts, Spring, 1901. Henry L. Johnson, 272 Congress st., Boston, Mass. BOSTON, MASS.—National Association of Manufacturers, April 24, 1900. George T. Copps, vice president. BOSTON, MASS.—Massachusetts Homeopathic Medical Society, April 11, 1900. Frederick L. Emerson, 50 Hancock st., Dorchester, Mass. BOSTON, MASS.—American Railway Accounting Officers, May 30, 1900. J. E. Quirk, Toronto, Can. BOSTON, MASS.—Daughters of Veterans State Convention, Feb. 23 and 24, 1900. Miss M. C. Kimball, 47 High st., Fitchburg, Mass. BOSTON, MASS.—Order of Protection Grand Lodge of N. E. March 14, 1900. E. S. Hinckley, 1 Somerset st., Boston, Mass. BOSTON, MASS.—New England Postmaster's Association, March 14, 1900. E. O. Winsou, Chelsea, Mass. BOSTON, MASS.—Womens Relief Corps State Convention, Feb. 13 and 14, 1900. Augu A. Robinson, 657 Washington st., Boston, Mass.

BOSTON, MASS.—Re-union 58th Regiment Association, Feb. 22, 1900. Arthur Harper, 190 Federal st., Boston, Mass. BOSTON, MASS.—Sons of Veterans State Division, Feb. 22, 1900. Rev. Geo. M. Howard, Melrose, Mass. BOSTON, MASS.—AMERICA HALL—Grand Division, Sons of Temperance of Massachusetts, April 19, 1900, annual meeting, Chas. E. Dennett, 26 Brumfield, Room 15, Boston, Mass., grand scribe. BOSTON, MASS.—Royal Society of Good Fellows, April 18, 1900. Arthur J. Bates, 200 Summer st. BOSTON, MASS.—American Surgical Association, May 1 to 3, 1900. Herbert Burrell, 22 Newbury St., Boston. BOSTON, MASS.—I. O. D. F. Grand Encampment, Feb. 7, 1900. John W. Perkins, 515 Tremont st., Boston, Mass. BOSTON, MASS.—A. O. H. National Convention, May 14, 1900. James Sullivan, Race St., Philadelphia, Pa. BOSTON, MASS.—G. A. R. State Encampment, Feb. 7, 1900. Edward P. Preble, State House, Boston, Mass. BOSTON, MASS.—Knights and Ladies of Honor, Grand Lodge, May 9, 1900. Sam Hathaway, 225 Tremont st., Boston, Mass. BOSTON, MASS.—O. U. A. M. State Council, Feb. 22, 1900. Chas. C. Littlefield, secy., 43 Milk street, Boston. BOSTON, MASS.—National Wool Manufacturers' Association, Jan. 19, 1900. S. N. D. North, Boston, Mass. BOSTON, MASS.—Ancient Order of Hibernians, July, 1900. James O. Sullivan, Philadelphia, Pa., nat. secy. BOSTON, MASS.—State Council Knights of Columbus, Feb. 6, 1900. Wm. J. O'Brien, secy., 597 Washington street, Boston. BOSTON, MASS.—New England Gas Engineers' Association, Feb. 21 and 22, 1900. W. A. Learned, Boston, Mass. BRACEBRIDGE, ONT.—Grand Orange Lodge of West Ontario, March 14, 1900. Geo. C. Langford, Bracebridge, Ont. BRENHAM, TEXAS.—Texas Cotton Ginners Association, First Tuesday in May, 1900. A. R. McCollum, Box 95, Waco, Texas, secy. BROOKLYN, N. Y.—International Kindergarten Union, April, 1900. Miss Anna Williams, Philadelphia, Pa. BUFFALO, N. Y.—American Carnation Society, Feb. 15 and 16, 1900. William F. Hastings, Buffalo, N. Y. BUFFALO, N. Y.—Knights of Honor, June 12. B. F. Nelson, 816 Olive st., St. Louis, Mo., secy. BURLINGTON, VT.—New England Order of Protection, April 24. Henry E. Byron, St. Johnsbury, Vt., secy. BURLINGTON, VT.—Commandery of the State of Vermont, Military Order of the Royal Legion, Feb. 12, 1900. Wm. L. Greenoff, Burlington, Vt. CAMBRIDGE, MD.—S. U. of Maryland Jr. O. U. A. M. Tuesday, April 17, 1900. Chas. S. Davis, 190 and 192 N. Paca st., Baltimore, Md. CAMPBELLTOWN, N. B.—L. O. L. Grand Lodge, Feb. 20, 1900. Jas. A. McDonald, Campbellton, N. Bruns. CEDAR RAPIDS, IA.—Grand Lodge of Iowa, Knights of Honor, Second Tuesday in April, 1901. J. G. Graves, Lock Box 15, Cedar Rapids, Ia., secy. CEDAR RAPIDS, IA.—Iowa Engineering Society, Jan. 17 and 18. E. P. Boynton, secy. CEDARVILLE, O.—Reformed Presbyterian National Conference, May 30, 1900. Rev. F. Foster, secy., 341 W. 29th St., New York City. CENTRALIA, WASH.—State Council of Wash., Jr. O. U. A. M. Feb. 22, 1900. W. S. Schebeck, 13th and D st., New Whatcom. CHANUTE, KAN.—Grand Lodge, Degree of Honor of A. O. U. W. First Wednesday in May, 1901. Mrs. Georgia Notestine, Hiawatha, Kan., secy. CHARLESTON, S. C.—South Carolina Medical Association, April 3, Wednesday. Edward T. Parker, Charleston, S. C., secy. CHATTANOOGA, TENN.—Y. M. C. A. State Convention, March, 1900. U. H. Morsman, Y. M. C. A., Memphis, Tenn. CHATTANOOGA, TENN.—State Council, Jr. O. U. A. M. May 15. Albert B. Adams, Chattanooga, Tenn. CHICAGO, ILL.—Bohemian Catholic Central Union, Sept. 26, 1900. Frank Lindelar, 56 Jewell st., Cleveland, O., secy. CHICAGO, ILL.—United States Veteran Signal Corps, Last week in August, 1900. Chas. O. W. Marcy, 155 Franklin st., Boston, Mass., secy. CHICAGO, ILL.—Grand Lodge, D. O. H. der V. ST. Sept. 5. Chas. Lauber, 197 Somers st., Brooklyn, N. Y. CHICAGO, ILL.—The American Railway Association, April 25, 1900. W. F. Allen, 21 Park Place, N. Y. City. CHICAGO, ILL.—State Press Association, Feb. 7 to 9, 1900. J. M. Page, Jerseyville, Ill. CHICAGO, ILL.—National Anti-Trust Conference, Feb. 12, 1900. M. J. Lockwood, Zeligale, Pa. CHICAGO, ILL.—National Educational Association, Superintendents' Division, Feb. 28 and March 1, 1900. A. S. Downing, New York City, president. CHICAGO, ILL.—National Duroc-Jersey Record Association, Jan. 2, 1900. Roht. J. Evans, secy., El Paso, Ill. CHICAGO, ILL.—California Volunteer Veteran Association, Aug. 28 to Sept. 1. Capt. Geo. H. Pettis, Providence, R. I., secy. CHICAGO, ILL.—Illinois Homeopathic Medical Association, May 8, 9 and 10. Edgar J. George, M.D., 31 Washington st., Chicago, Ill. CHICAGO, Ill.—Illinois Optical Society, Jan. 16, 1900. A. R. Chamberlin, Aurora, Ill. CHICAGO, ILL.—Prohibition National Convention, June 27, 1900. W. T. Wardell, secy. CHICAGO, ILL.—National Farmers' Institute Worker's Association, March, 1900. C. A. Wilmearth, Seneca, Ill. CHICAGO, ILL.—Steam and Dredge Engineers, Brotherhood of America, Jan. 2. T. J. Dehn, 29 Dearborn st. CHICAGO, ILL.—G. A. R. National Encampment, Aug. 28 to Sept. 1. Thomas J. Stewart, Philadelphia, Pa., secy.

DURHAM, N. C.—Jr. O. U. A. M., State Council, Feb. 20, 1900. P. S. Preston, secy. Box 275, Salem, N. C. EMMETTSBURG, IOWA—Upper Des Moines Editorial Association, February, 1900. Rev. A. M. Adams, Humboldt, Iowa, secy. EMPORIA, KAN.—State Oratorical Association, Feb. 9, 1900. M. G. Leamer, Atchison, Kan. EMPORIA, KAS.—Democratic Editorial Fraternity of Kansas, Feb. 8, 1900. W. P. Morrison, secy., Sterling, Kan. FARGO, N. DAK.—I. O. O. F. Grand State Encampment, Feb. 20. H. J. Rowe, Casselton, N. Dak., secy. FLINT, MICH.—The American Tamworth Swine Record Association, Feb. 8. E. M. Ball, Hamburg, Mich., secy. FORT WORTH, TEX.—Cattle Raiser's Association of Texas, March 13 to 15, 1900. J. C. Loving, Ft. Worth, Tex. FT WORTH, TEX.—Fat Stock Show, March 13, 1900. H. O. Lively, secy. FRANKFORT, IND.—Supreme Lodge of Moose, February, (second Tuesday), 1900. M. G. Kelly, Crawfordsville, Ind., secy. FREDERICK CITY, MD.—United Brethren Church of United States and Europe Centennial Celebration, 1901. FRANKFORT, KY.—State Council, Kentucky Jr. O. U. A. M. April 24 and 25, 1900. M. E. Bane, Vanceburg, Ky. FULTON, ILL.—Supreme Lodge Mystic Workers of World, March 13 and 14, 1900. Edward Jackson, Fulton. GALVESTON, TEX.—I. D. O. F. Grand Lodge, Feb. 5. G. C. Fahm, Dallas, Tex., grand secy. GALVESTON, TEXAS—Rebeka's State Assembly, Feb. 5. Mrs. J. D. Alexander, Cisco, Tex., secy. GARDNER, ME.—State Council of Maine, O. U. A. M. Wednesday, April 25, 1900. W. W. Keleys, Gardner, Me. GLOBE, ARIZONA—Grand Lodge of Arizona, I. D. U. F. April 15, 1900. Geo. A. Mintz, Phoenix, Arizona. GRAND FORKS, N. DAK.—North Dakota Sunday School Association, May 21 and 22. Mrs. J. C. Nelson, Grandin, N. D., secy. GREEN BAY, WIS.—Wisconsin Press Association, Feb. 7 to 9. O. E. Roesster, Jefferson, Wis., secy. GREENSBORO, N. C.—Y. M. C. A. State Convention, March 8 to 11, 1900. A. U. Knobel, 90 Cumberland av., Ash Pie, N. C. GREENWOOD, S. C.—Y. M. C. A. State Convention, Feb. 8 to 11, 1900. S. H. McClee, Greenwood, S. C. HAMPTON, VA.—Y. M. C. A. State Convention, Feb. 15 to 18, 1900. L. A. Gault, Richmond, Va. HARRISBURG, PA.—I. O. O. F. Grand Encampment Annual Session, May 14, 1900. James B. Nicholson, Odd Fellows' Temple, Philadelphia, Pa. HARRISBURG, PA.—State School Directors' Association, Feb. 14, 1900. Wm. Field Shaw, Watsonown, Pa. HARTFORD, CONN.—Connecticut Bee Keepers' Association, May, 1900. Mrs. W. C. Riley, Waterbury, Conn. HARTFORD, CONN.—Reunion General Assembly, Feb. 2, 1900. W. S. Wortman, Bethel, Conn.

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HARTFORD, CONN.—State Promulgative Soc. Feb. 14 and 15, 1900. H. C. Miles, Hartford, Conn., secy.

MADISON, WIS.—State Bar Association. Feb. 13 and 14. Cornelius T. Haring, Box 325, Milwaukee, Wis.

NEW YORK, N. Y.—Dutch Belted Cattle Association of America. Feb. 8, 1900. H. B. Richards, Easton, Pa.

PROVIDENCE, R. I.—National Federation of Textile Operatives of America. Second Monday and Tuesday in April. Albert Hibbert, Box 735, Fall River, Mass.

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ROCHESTER, N. Y.—A. O. U. W. Grand Lodge, March 6, 1900. Fred. Gleason, 29 Prospect st., Rochester, N. Y.

TIPTON, IOWA.—Fraternal Brotherhood of the World, Feb. 6 and 7. J. E. Williams, Tipton, Iowa.

WATERTOWN, WIS.—State Dairymen's Association, Feb. 14 to 17. G. W. Burchard, Ft. Atkinson, Wis.

WIENANDOH, IOWA.—Agricultural Exhibit and Race Meeting, Aug. 14 to 17. Chas. Albrecht, press; C. F. Crose, secy.

KANSAS.

LOUISIANA.

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LIST OF FAIRS. This list is revised and corrected monthly. Secretaries are urged to send 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.

ALABAMA. BIRMINGHAM, ALA.—Mardi Gras Carnival, Feb. 26 and 27, 1900. H. W. English, Box 86, Birmingham, Ala., pres.

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Poultry Shows.

ROFFERSON, IA.—Poultry Show. Sept. 13 to 15, 1900. D. H. Gilmall, pres.; P. O. Brown, secy.
 MADISON SQUARE GARDEN, NEW YORK.—New York Poultry and Pigeon Association. Jan. 30 to Feb. 3. H. V. Crawford, secy.
 NEW WHATCOM, WASH.—Northeast Poultry Association Show. Jan. 21 to Feb. 3. Alex. Van Wyck, secy.
 PITTSBURG, PA.—Pittsburg Poultry Club Exhibition. Feb. 26 to March 3. J. B. Foster, Allegheny, Pa., secy.
 ST. PAUL, MINN.—State Poultry Show. Feb. 5 to 10. H. E. Huebster, St. Paul.
 ANCOUVER, B. C.—Poultry and Pet Stock Association Show. Feb. 5 to 10. J. C. Dixon, Lox 176, Vancouver, B. C., secy.

Expositions.

BUFFALO, N. Y.—Pan American Exposition. May 1 to Nov. 1, 1901. John G. Milburn, pres.; Edwin Fleming, secy.
 CHICAGO, ILL.—Furniture Exposition. Jan. 1 to Feb. 15. C. F. Manahan, 370 Wabash av., Chicago.
 LONDON, ENG., EARL'S COURT.—Women's International Exposition. 1900. Imre Kiralfy, manager.
 LOS ANGELES, CAL.—Industrial Exposition. Feb. 20 to March 13, 1900.
 NEW ORLEANS, LA.—Louisiana Industrial Exposition. April 14 to May 6. C. L. Brackett, 807 Common st., New Orleans, director.
 NEW YORK CITY.—Typographical Exposition. May 2 to June 2.
 PARIS, FRANCE.—Paris Universal Exposition. April 15, 1900, to April 15, 1901.
 ST. LOUIS, MO.—World's International Exposition. 1903.
 COLEDO, O.—Ohio Centennial Exposition. May, 1902.
 VALDOSTA, GA.—Valdosta Exposition. Oct. 20 to Nov. 2, 1900. A. Moore, Valdosta, Ga., mgr.
 WASHINGTON, D. C.—Federal Government in District of Columbia Exposition. May, 1900.

Pure Food Shows.

PATERSON, N. J.—Pure Food Show. March 3 to 16. Mr. A. G. Haight, 588 Straight st., Paterson, N. J., mgr.
 PITTSBURG, PA.—Pittsburg Pure Food Show. Feb. 12 to March 10, 1900. I. M. Barrett, Liberty Market Bldg., Pittsburg, Pa.
 SPRINGFIELD, ILL.—Pure Food Show. Feb. 8 to 22.

Races.

LAKEVIEW, IND.—May 10 to 26.
 LANTONIA, KY.—May 21 to June 16 (probable)
 LITTLE ROCK, ARK.—March 26 to April 7.
 LOUISVILLE, KY.—New Louisville Jockey Club. May 3 to 19.
 LOUISVILLE, KY.—May 3 to 19.
 MEMPHIS, TENN.—April 5 to 27.
 NASHVILLE, TENN.—April 28 to May 5.
 NEWPORT, KY.—April 28 to May 12.
 ST. LOUIS, MO.—May 12 to August 24.
 TORONTO, CAN.—The Ontario Jockey Club. May 21 to Saturday, June 2, 1900. W. P. Fraze, Toronto, Can., secy.

Dog Shows.

BOSTON, MASS.—New England Kennel Club. April 3 to 6, 1900.
 CHICAGO, ILL.—Mascoutah Kennel Club. March 7 to 10, 1900.
 NEW YORK CITY.—Westminster Kennel Club. Feb. 20 to 23, 1900. James Mortimer, aupt.

Additional Shows.

BOSTON, MASS.—Sportsmen's Show. Feb. 22 to March 10. R. D. Leonard, adv. mgr.
 CHICAGO, ILL.—International Live Stock Exhibition. Dec. 1 to 8, 1900. R. Z. Herrick, Chicago, secy.
 NEW BEDFORD, MASS.—Bicycle Show. February.
 PHILADELPHIA, PA.—State Horticultural Society Flower Show. March 29 to 23, 1900. James M. Rhodes, Ardmore, Pa., pres.

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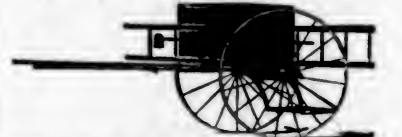
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Tipton—Grant E. Ingham.

KANSAS.
Ablene—John M. Looker.
Coffeyville—Hollinger & Tibbitts.
Garnett—F. L. Mahan, City Bill Poster.
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Lawrence—Irving Hill, mgr.
Marysville—R. A. Wald.
Parsons—Howard Graves, L. B. 124.

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Madisonville—J. E. Mullenix.
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Richmond—The Richmond Bill Posting Co.
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Winchester—Perry Bros.

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Morgan City—P. B. Ghirardi.
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Ellsworth—Ellsworth Bill Posting Co.
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Easton—John R. Thompson.

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Danvers—W. W. Wakefield.
Gloucester—Richard Connors.
Haverhill—J. F. West.
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Palmer—Newell S. Taylor, Box 554.
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Worcester—Flske Bros., 43 Waldo st.

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Beiding—W. H. Fish.
Cadillac—Charles I. Spencer.
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Yazoo City—D. Wolerstein.

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Fremont—U. S. Watts.
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Meredith—Jerry M. Mayo.

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Butler—W. L. Hissong.
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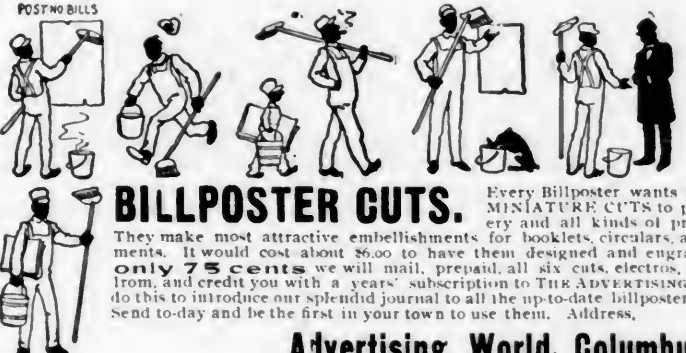
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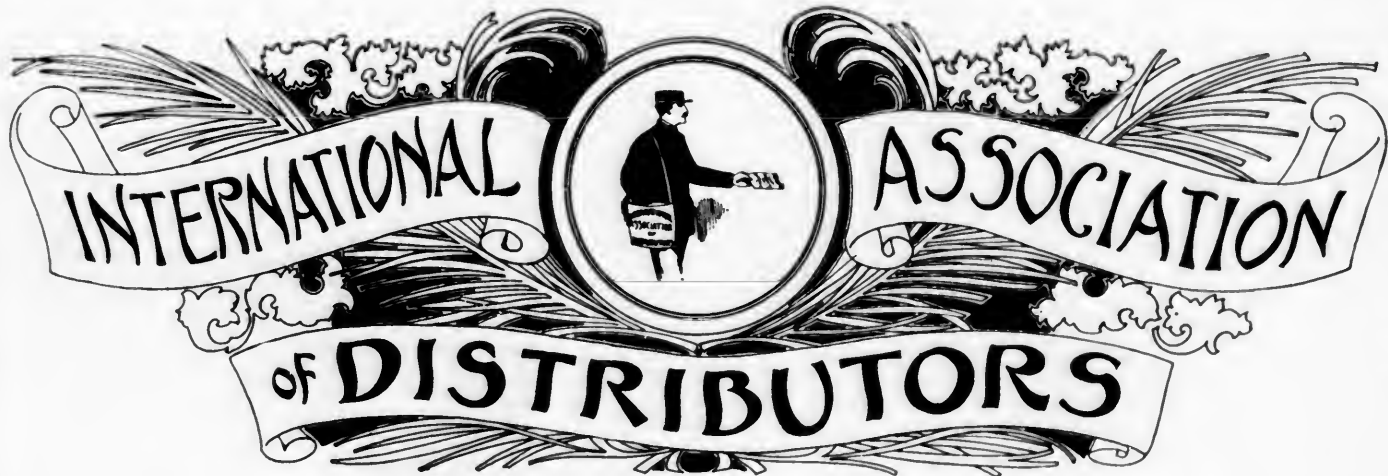


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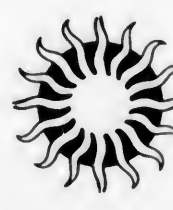
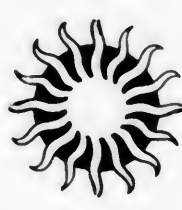
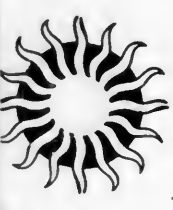
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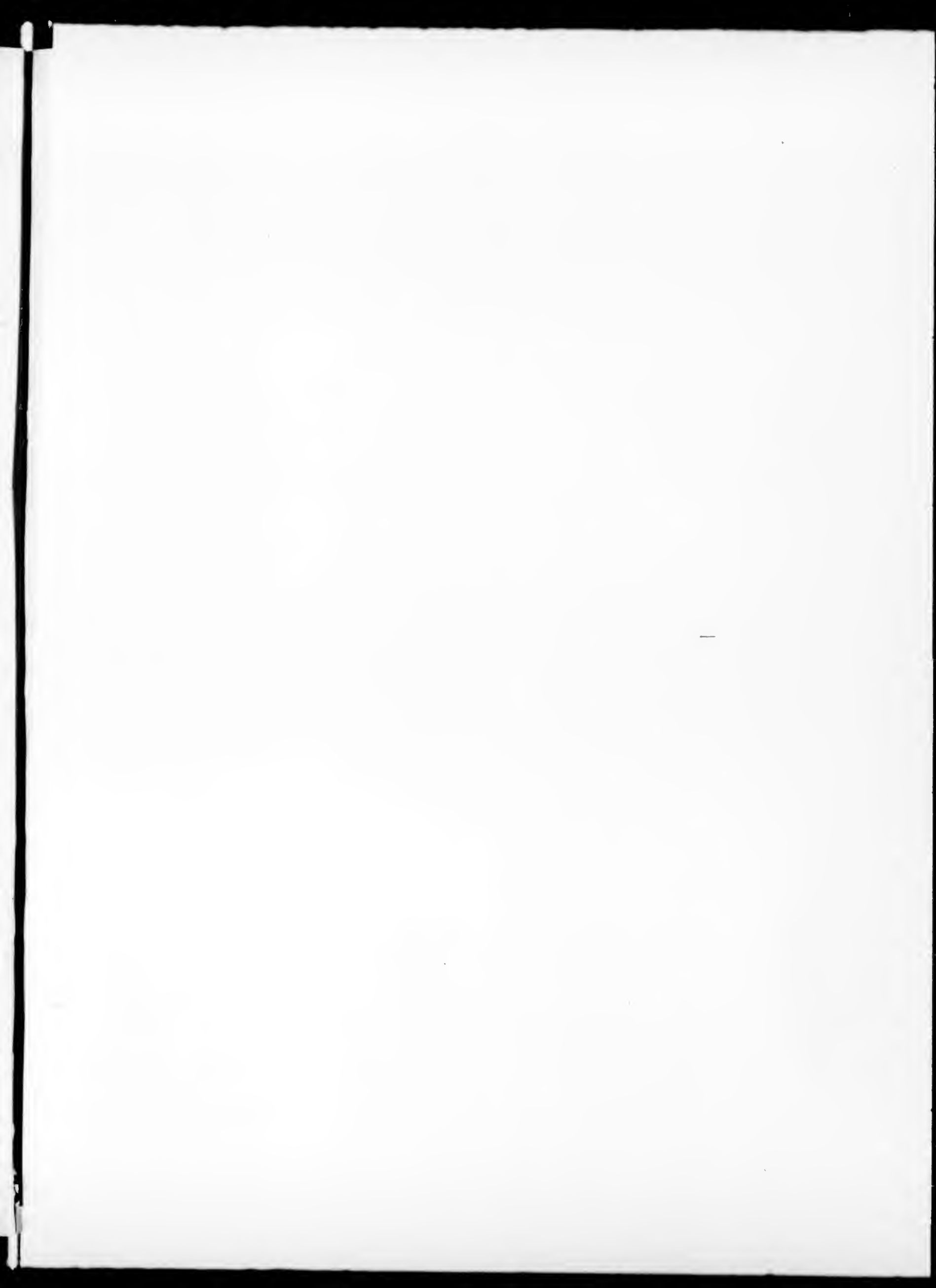
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**Vol. XII #5
March 1900**