

# THE BILLBOARD

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the new Billposters' Association.



## In the Police Court of Los Angeles.

### Billboard Ordinance Comes Up. Brief Prepared by Wilshire's Lawyers.

The fight at Los Angeles, which the bill posting world has been watching with much interest, came to trial in the police court on Wednesday, Jan. 10. The following brief is a copy of the one presented to the court by Attorney Walford Burnett, Wilshire's attorney, arguing for a demurrer. The court took it under advisement, and a judgment will be rendered on Wednesday, Jan. 24. While the unconstitutionality is very clearly shown in the brief, still a police judge, as a rule, likes to throw the responsibility of a decision on constitutional grounds upon the higher courts, so even if he does overrule the demurrer, it really means nothing. If this happens, an appeal by means of habeas corpus to the Superior Court will be made, where Wilshire will undoubtedly get a favorable decision in short order.

*The People of the State of California, plaintiff, vs. H. G. Wilshire, defendant;*

Brief on demurrer to complaint.

The defendant has been arrested on three separate charges, made by three separate complaints, for the violation of Ordinance No. 5,986, New Series of the City of Los Angeles, entitled "An ordinance regulating the business of bill posting and sign advertising and the erection, construction and maintenance of bill boards, advertising sign boards and similar structures for advertising purposes."

Defendant has demurred to each complaint on the ground that the facts therein stated do not constitute a public offense.

The constitutionality of the ordinance is questioned, and if the Court is of the opinion that the ordinance is invalid, then the complaints state no public offense, and the defendant must be discharged.

The ostensible purpose of the ordinance is, as declared in the preamble thereto, for the regulation of bill posting and sign advertising, and the erection, construction and maintenance of bill boards, advertising sign boards and similar structures for advertising purposes in the City of Los Angeles, and providing for the licensing of such business.

The power of the City of Los Angeles to enact an ordinance of this nature is found in sub-section 13 of section 2 of Article 1, of the Charter of the City of Los Angeles. (Laws of 1889, p. 457), which said section is as follows:

"13. To license and regulate the carrying on of any and all professions, trades, callings, and occupations carried on within the limits of said city, and to fix the amount of license tax thereon to be paid by all persons engaged in such professions, trades, callings or occupations, and provide the manner of enforcing the payment of the same; provided, that no discrimination shall be made between persons engaged in the same business otherwise than by proportioning the tax upon any business to the amount of business done; and to license, regulate, restrain, suppress, or prohibit any or all laundries, livery and stable stables, cattle and horse corrals, slaughter houses, butcher shops, bawker's poulterers, pawnbrokers, dance saloons, madams, shows, circuses, public billiard tables, bowing and tennis alleys, and to suppress and prohibit all faro banks, games of chance, gambling houses, tables, or stands, bawdy houses, the keeping of bawdy houses within the city limits, and any and all obnoxious, offensive, immoral, indecent, or disreputable places of business or practice."

It may be that the police power conferred upon municipal cities by Section 11, Article XI., of the Constitution of the State of California is also invoked. Said section is as follows:

"Any county, city, town, or township may make and enforce within its limits all such local, police, sanitary and other regulations as are not in conflict with general laws."

We contend that the ordinance is void and shall argue its invalidity from two distinct points of view, based upon the particular power invoked to sustain such legislation.

First: As a business or occupation license or tax—an enactment emanating from the charter power to license.

Second: As a police regulation—an enactment emanating from the police power conferred upon municipalities by the Constitution.

And arguing from these two points of view, we have come to the conclusion that the ordinance is void, for the following reasons:

1. As it arbitrarily discriminates between persons engaged in the same general business of advertising, between bill posters and sign advertisers, as defined in the ordinance, and other forms of conducting the same business of advertising.
2. As it unlawfully discriminates between persons engaged in the business of bill posting and sign advertising, as defined in the

ordinance, the bill poster and sign advertiser, on the one hand, who uses in his business signs of a greater height than six feet, and, on the other hand, the bill poster and sign advertiser who limits his signs to six feet in height, or less.

3. As it attempts to tax a single act or acts done in pursuance of the business of bill posting and sign advertising, and not the business itself.

4. As it is uncertain and indefinite.

5. As it prohibits and does not regulate.

6. As it is inconsistent with the laws and policy of the State.

7. As it is oppressive, impartial, unfair and not general.

As an occupation license the ordinance is not void, as it violates the proviso contained in said sub-section 13 of Sec. 2, Article 1, of the Charter of the City of Los Angeles, which provides that "no discrimination shall be made between persons engaged in the same business, otherwise than by proportioning the tax upon any business, to the amount of the business done."

The business of bill posting and sign advertising is but a form of the general business of advertising, and can not, by itself, be considered as constituting a business or occupation which, for purposes of taxation under the said section of the Charter can be subjected to a tax, while other forms of the same general business of advertising are exempt therefrom. In other words, the ordinance is not broad enough to cover all persons in the same business, and consequently there exists a discrimination between those persons included in, and those persons excluded from its operation, all of them being engaged in the same business. There is but one business, the business of advertising, and to exempt from taxation certain forms which the business of advertising assumes, and to subject to taxation certain other forms of the same business is "a discrimination between persons engaged in the same business," violative of said proviso.

We contend that the classifying of advertising conducted in the form of bill posting and sign advertising, particularly as these terms are defined in the ordinance, into a business separate and distinct from advertising business, conducted in well-known and similar forms—such as theatre curtains, entertainment and theatre programmes, newspapers, stereopticon displays upon the walls of buildings, the display of lithographs in vacant windows, the house-to-house distribution of advertising matter (if not included in the ordinance), and above all, the posting, painting or tacking of advertisements upon structures that are not bill boards, or advertising sign boards, or other similar structures, such as the walls of houses, buildings, fences and other structures "not intended for advertising purposes," is a purely arbitrary classification, and not founded upon any reason.

It surely requires no argument to demonstrate that a person engaged in outdoor advertising, who displays a poster on the wall of a building, or in a vacant store window, or who tacks an advertisement on a fence or wall, not intended for advertising purposes, is as much engaged in the same advertising business as is the man who displays the same advertisement on a bill board. Yet the person engaged in the bill board business has to pay \$75 per quarter, or go to jail, and the outdoor advertiser who displays the advertisements of his customers upon structures not intended to be used for advertising purposes does not have to pay a cent.

Of course this amounts to unlawful discrimination in the same business.

The same line of argument is even more plainly applicable to the discrimination which is created by the ordinance between bill posters and sign advertisers as defined therein. In addition to the license fee of \$75 per quarter, a further license fee of \$150 per quarter is imposed by section 5 of the ordinance, designated "special bill posters' license," upon bill boards more than six feet in height, and many onerous conditions precedent are imposed, which must be complied with before this special license can be issued.

It is obvious that the height of a bill board, taken by itself, is not even suggestive of the amount of business done by the owner thereof—and, as the only discrimination that is permitted between persons engaged in the same business, is by "proportioning the tax upon any business as to the amount of business done," for this reason, if for none other, the ordinance, or at least all part of it in reference to this special bill posters' license, and the conditions as to its issuance, is void.

The case of ex parte Frank, 52 Cal., 606, is in point.

It was held in that case that "an ordinance of a city, passed under a general power conferred by its charter, which exacts a license for selling goods, and fixes one rate of license for selling goods which are within the corporate limits, or in transitu to the city, and another, and much larger license for selling goods which are not in the city, or in transitu to it, is invalid, as unjust, unequal, partial, oppressive, and in restraint of trade."

Of this ordinance the Court says: "It discriminates between merchants in the same place, dealing in the same kinds of merchandise, for no better reason than that one deals in goods either actually in the corporate lim-

its, or in transitu under a bill of lading, while the other deals in goods outside the corporate limits, and not in transitu under a bill of lading. If this kind of discrimination be legitimate and valid, there is no reason why a merchant having goods in a warehouse on a particular street might not be required to pay a license fee of ten thousand dollars, while another merchant doing the same kind of business, in the same city, and with his goods stored in another street, would be required to pay only ten dollars." In the case of Mayer, etc., vs. Althrop, 5 Colo., 554, the Supreme Court of Tennessee, in an able and learned opinion, discusses the validity of an ordinance very similar to that now under review, and hold it to be void on the grounds to which we have adverted."

The hypothetical case suggested by the court is prophetic of the advice in the ordinance in the case at bar.

By way of illustration it will be proper to refer to the auctioneer license case decided by Justice Owens, Police Judge of the City of Los Angeles, just three years ago, as any hypothetical case, and it is squarely in point with the case at bar.

This case is entitled *The People, etc., vs. F. T. Keeler, No. 26,660*, and in sustaining the demurrer interposed to the complaint, on the ground that the complaint did not charge a public offense, Judge Owens on March 3, 1897, filed a written opinion, holding that the ordinance for the violation of which the defendant was arrested, was void.

By said ordinance, auctioneers, for the purpose of licensing, were divided into two classes:

"For every auctioneer or person who sells jewelry, watches and plated ware at public auction, on commission or otherwise, either for himself or any other person, \$15 per day, payable semi-annually, in advance."

"For any auctioneer or any person who sells real estate, or any goods, wares or merchandise, other than jewelry, watches and plated ware, at public auction, on commission or otherwise, either for himself or any other person, \$5 per month, payable semi-annually, in advance."

Judge Owens, after setting forth the said subdivision 13 of section 2, Article 1, of the Charter of Los Angeles City, says:

"It will be observed that said subdivision 13 provides for three things:

1st. To license and regulate the carrying on of any and all professions, etc., to fix the amount of license taxes, etc., provided that no discrimination shall be made between persons engaged in the same business, otherwise than proportioning the tax upon any business to the amount of business done.

2nd. To license, regulate, restrain, suppress, or prohibit certain kinds of business thereon named.

3rd. To suppress and prohibit certain games and places described.

It is apparent that auctioneers come within the first classification, and that the City Council can only provide for licensing and regulating said calling or occupation, and can not restrain, suppress or prohibit the same, by ordinance or otherwise."

The Court then applies the reasoning in ex parte Frank, 52 Cal., 606, to the auctioneer license, and concludes that the ordinance creates an unlawful discrimination between persons engaged in the same business—auctioneers, and was void.

It is quite plain that the ordinance in the case at bar is unlawfully discriminating—contrary alike to the proviso in the charter, and the Constitution of the State. If the occupation of posting an advertisement on a structure intended for advertising purposes, is to be considered a different occupation, for the purposes of taxation, from that of posting the same advertisement on a structure not intended for advertising purposes; and, again, if posting a bill upon a bill board more than six feet in height is to be considered a different occupation, for the purpose of taxation, from that of posting the same bill upon a bill board less than six feet in height, where is this system of arbitrary classification to end? Personal spite will thus be enabled to single out the objects of its malicious attack, and no occupations, nor the investments made to carry them on, will be worth anything, when at a moment's notice they may be subjected to a license tax, which, if not prohibitory, will make competition with their more favored rivals an impossibility.

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In the foregoing argument it has been pointed out that the ordinance loses sight of the business which it purports to license and regulate, and makes the means by which the business is carried on, limit and define the business licensed. So in Sec. 6 of the ordinance this idea is logically carried out and it is made "unlawful to keep, use or maintain any bill board, sign, advertisement or other similar structure more than six feet in height in the City of Los Angeles, measured as herein specified, along the line of, or within twenty feet of the line of any public street, lane, alley or other public place in said City, or elsewhere in said city," and by section 2 of the ordinance the definition of bill posting and sign advertising is made to include the act as well as the business of posting or painting, etc., and the exceptions made in said section 2 of said ordinance to the operation thereof thereafter referred to clearly shows this to be the spirit as well as the letter of the ordinance. Thus a single act in the conduct of a business is attempted to be regulated under a licensing ordinance. Whether such legislation can be sustained as an exercise of the police power is hereafter discussed. Certainly it can not be sustained as the regulation of a "Business."

In the case of Merced County vs. Helm, 102 Cal., 159, an ordinance was passed by said County, fixing the rate of County license taxes, upon certain occupations within the County, under the power given by the County Government Act, "to license, for the purpose of regulation and revenue, all and every kind of business not prohibited by law." The ordinance imposed a license upon "all persons . . . who sell . . . spirituous liquors."

The Court said: "The right to demand a license tax as a condition of engaging in any business within the county, must be expressly conferred upon the county, and the right

to impose a tax upon a 'business,' will not authorize imposing a tax upon individual acts connected with such business, nor can a license tax required for one business be demanded for any act or business, not specified in the ordinance providing for such taxes."

"The tax fixed by this section is a charge imposed upon the sale, and not for carrying on or engaging in the business of selling. It applies to each sale before it is made, and for a single sale makes the person liable for the full amount of the tax. It is not imposed upon the 'business' of selling, or limited to those engaged in such business."

"A single act does not constitute a business, and when a sale is but an incident in, or the final act of another business, it can not be said to be the business which is carried on and transacted." "One whose business is the keeping of an eating saloon, where wine or beer is furnished with meals, can not be said to be engaged in the 'business' of selling this wine or beer, and an ordinance requiring a license tax upon the business of keeping an eating saloon would not justify an additional license tax for the business of selling beer in connection with the meals prepared at such saloon."

"The ordinance in question is not limited to sales as a beverage, or in a drapery, or by keepers of tipping saloons, but applies to every person who sells the article within the limits of Merced County. Neither is there any limit prescribed as to the quantity which may be sold, or the purpose for which, or the person to whom, a sale may be made. Its terms are sufficiently comprehensive to embrace any and all sales within the county, whether the articles are sold to be carried out of the county, or for purposes other than human consumption; whether the sale is that of the innkeeper to his guest, or the wine-grower at the close of the season, or the brewer at his brewery. A sale by a wine-grower of the product of his vineyard, or by a distiller of the spirits produced at his distillery, does not constitute a business of selling wine or spirits, any more than a sale by the miller of the flour ground at his mill, or by the manufacturer of the cloth woven at his factory, constitutes the business of selling flour or cloth; and the power to impose a license upon a business does not authorize a tax, either by license or excise, upon the sale which the wine-grower or the distiller may make."

"Under the power conferred by the above section of the County Government Act, it would be competent for the county to impose a license tax upon the business of manufacturing cloth, or of raising sheep, but it would not be competent for it, under this authority, to require the payment of a license tax from every person who should sell a piece of cloth which he had manufactured, or the wool from the sheep which he had raised. The business of distilling spirits, or brewing beer, or manufacturing wool into cloth, or grain into flour, or grapes or currants into wine, or apples into cider, is a lawful occupation, and while the business, as such, under the authority given to the County, may be made subject to a license tax, the County cannot, under this authority, impose a tax upon the individual sales of the product of such business, or upon all of the sales made within each quarter of the year, or within any other limited period of time, for the reason that such tax is not upon the business, but upon the different acts in the transaction of the business. With the same propriety might a tax be imposed upon the pruning of the vines, the picking of the grapes, the gathering of the apples, the pressing into the vats, the barreling of the juice or its sale before fermentation into wine."

So in the case at bar—the ordinance makes the act of bill posting and sign advertising the subject of an occupation or business license. It covers every real estate sign in the City of Los Angeles, whether the party maintaining it is engaged in the sign advertising business or not. This is the letter of the ordinance; it is also its spirit, as is apparent from the proviso in section 2 thereof, as follows: "provided, however, that no definition herein contained shall apply to the advertising by religious organizations of meetings called for divine worship, nor to the distribution by hand in said city of advertisements from house to house or from store to store, by any person, or his agent, advertising the business in which such person is directly engaged in said City."

Of course if these exemptions mean anything, they are unconstitutional; they do, however, serve the purpose of showing that it was the intent of the framers of the ordinance to license and tax the act of bill posting and sign advertising and the act of house-to-house distribution of advertisements, whether or not the posting or distribution is done in and as an act in the business of bill posting and advertisement distribution, or as an adjunct to some other business. It is the act and not the business of bill posting and sign advertising which the ordinance attempts to license and regulate.

While the intent is thus plainly demonstrated, we are not sure, that as to house-to-house distribution of advertisements (there being no mention of this form of advertising in the definition of bill posting and sign advertising), this ordinance covers it, and if so, has the old provision imposing an occupation tax upon it, by itself, been revoked, by the clause in this ordinance revoking all ordinances and parts of ordinances in conflict therewith? The uncertainty as to this matter, and the uncertainty and indefiniteness which pervades the entire ordinance, should, of themselves, invalidate it. It is elemental that an ordinance should be so drawn that a citizen desiring to follow a particular occupation be apprised as to whether or not it is included within its provisions, particularly where the following of an occupation without obtaining a license therefor is made a crime.

Of course the proviso, excepting religious organizations, and house-to-house distribution by local firms or their agents, advertising the business in which such local firms are directly engaged in the City of Los Angeles, is void, violative of both federal and State Constitution, and in restraint of trade, and against the policy of the State.

Ex parte Frank, supra.

Lassen County vs. Vone, 7 Cal., 337.

## THE BILLBOARD

3

In the case last above cited it was held that "an ordinance of a board of supervisors laying 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 *Graffy vs. City of Rushville*, 107 Ind., 22, 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. *Simrall vs. City of Covington*, 90 Kentucky, 174, s. c. 29, Am. Repts., 398, 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 licensee is prohibitive. \$75.00 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—\$900 per annum.

Of the prohibitive auctioneer license, referred to above, Judge Owen said:

"There is another objection to that portion of said ordinance involved in this proceeding. As before stated, the city has power only to license and regulate the occupation of auctioneers; 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 natural in itself, 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 \$2,500 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 inoperative and void."

Unless bill posting and sign advertising is, as a business, natural in itself, 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, 35 Pac., 306, 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, says:

"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 gambling. 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 II, Article II 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 bars all the uses, and more too, which caused the Court, through Judge Van Hyke, to declare the old ordinance unconstitutional, we deem it necessary to set forth in full the argument that was made against the ordinance on that occasion, and shall append hereto the opinion delivered by Judge Van Hyke in the case in which said ordinance was declared unconstitutional—the case of *ex parte* Wilshire.

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

habitability 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 Hyke's unanswered 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 populous 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 this case at bar, which either were not existent in the old ordinance, or were not pointed out by Judge Van Hyke in his said opinion.

The measurement as to the height of the bill board is based by measurement from the ground wherein it stands. It is noticeable 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 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 Hyke 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., 344, 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 cemetery 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 sat 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 an avocation 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 II of the Constitution of this State: "If this provision it was said in *ex parte* Sung Lee, 36 Cal., 351, 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 the supervisors. It does not attempt to deal with or prohibit private interests nor with interests in cemeteries already established. It declares that no part of Los Angeles, i. e. never remote 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 regulatory and prohibitory 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. \* \* \*

"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, I 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. 502.

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 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 tenable, 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 Ging.

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., 356, from



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

## THE BILLBOARD.

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. WELBORE S. BURNETT, HUNSAKERS & 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. None but tent shows that carry their own corps of bill posters, programmers, 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."

A.M. Street Fair Co., 1472 Broadway, New York  
Adell's Dog and Pony Show, Ft. Recovery, O  
Ament's Big City Show, Muscatine, Ia  
Adam's (Frank) Southern Shows,.....  
Barlow Bros.' Shows, Syracuse, Ind  
Blake & Bishop, Buchanan, Mich  
Budhman Bros., Des Moines, Ia  
Bonham Bros., Augusta, O, T  
Bailey & Sons, Houston, Tex  
Barnum & Bailey, Olympia, London, Eng  
Buffalo Bill's Wild West, Bridgeport, Ct  
Buffalo Bill's Wild West, Paducah, Ky  
Barber Bros., Portsmouth, O  
Cooper & Co. (J. R. W. Hennessey), Tampa, Fla  
Clark Bros., Atoka, Ind  
Carroll's Wild West, Lynn, Mass  
Cullins Bros., Concordia, Kan  
Campbell Bros., Fairbury, Neb  
Conklin's, Pete, 412 Sewell st., Hoboken  
Clark's, M. L., Alexandria, La  
Downie (Andrew) Shows, Medina, N. Y  
Davis, E. F. Shows, Kalamazoo, Mich  
Dock's Sam, Ft. Loudon, Pa  
Ely's, Goo. S., Metropolis City, Ill  
Exposition Circuit Co. (street fairs), Canton, O  
Ewers Bros., West Point, Ia  
Forepaugh-Sells Bros., Columbus, O  
Gentry's Dogs and Ponies (shows), Bloomington, 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, 336 Wabash av., Chicago  
Jones' Wild West, Wetton, W. Va  
Julian, Wm., Havana, Ill  
Kemp Sisters' Wild West, (parks and f.i.s), El Paso, Ill  
King & Ziemer, 8025 Van Buren st., St. Louis  
Kenny Bros., Bloomington, Ill  
Lambriger's, Gus, Orville, O  
Le Place, Mons., Lower Salem, O  
Lemen Bros., Argentine, Kan  
Lee, Frank H., 273 Min'l 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 Bill's Wild West, Chester, Pa  
Prescott & Co.'s, Rockland, Me  
Perry & Pressly, Webster City, Ia  
Riggs' Wild West, University Pl., N. York  
Reed's, A. H., Vernon, Ind  
Ringling 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  
Saunder's, Sig., Homer, N. Y  
Sun Bros.,....Raleigh, N. C  
St. Julian Bros., 3267 Miller st., Phila., Pa  
Shott Bros., Bluefield, W. Va  
Schaffer & Cook Bros., Portsmouth, O  
Sells-Lee Pearl (Wm. Sells), Peru, Ind  
Smith's, Frank E., Kansas City, Mo  
Smith's, E. G., Sycamore, Pa  
Sitchell'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, Lineville, Pa  
Trout & Foster's, 430 Penn av., Elmira, N.Y.  
Welsh Bros., Lancaster, Pa  
Ward's Shows, Plymouth, Mass  
Wallace Shows, 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.  
Anger 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.  
Dodge Medicine 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.  
Pettijohn'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.  
Muscatine Oat Meal Co., Muscatine, Iowa.  
R. J. Reynolds Tobacco Co., Winston, N. C.  
Quaker Oats, Glendale, New York.  
Star Tobacco, St. Louis, Mo.  
Beeman's Peppermint Gum, Cleveland, O.  
J. H. Zein, Philadelphia, Pa.  
Baker Cacao, Dorchester, Mass.  
Sprague, Warner & Co., Chicago, Ill.  
Polar Bear, Cincinnati, O.  
Jackson Square Cigar, New Orleans, La.  
Coffee, McLaughlin, Chicago, Ill.  
Dr. Pearce, Buffalo, N. Y.  
George Monte & Son, Detroit, Mich.  
J. S. Hill & Co., Cincinnati, O.  
Spelman & Ellis, Covington, Ky.  
Alexander Gordon, Detroit, Mich.  
Peiser & Co. (Uncle Jerry Flann), Chicago.  
Sam W. Heke (Dewberry and Henry George Cigars), New York City.  
George Joffe, Cincinnati, O.  
Lease, Candy Manufacturer, Cincinnati, O.  
Red Raven Water, Hamaville, Pa.  
Sterling Remedy Co., Mineral Spgs., Ind.

### 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 Stahlbrect 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 gridiron, 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.

### Billposters' Notes.

The Nitro-Bu Pharmaceutical Co., Zanesville, O., manufacturers of Nitro-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, c/o 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. Bandwell, Holyoke, Mass., will advertise Lairdwell's Root beer exclusively 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 of 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 Aperient 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., Harmonyville, Allegheny County, Pa.

Dennan & 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 county office can not, as a rule, do work that is even passably decent.

The Batesville (Ind.) Advertising Company uses as circular to advertisers a copy of the ordinance licensing bill posters, distributors and sign advertisers. It is a good idea, and keeps 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."

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

L. E. Tidman, 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. Steketee have formed the firm of Steketee & Leonard, bill posters and distributors, at Muskegon, Mich. Mr. Steketee 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. Steketee 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 gang is gone. Good representative men will come to the front. Men like Curran, Bernard, Robison, 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 portion, for advertising purposes. It is just another one of those freak bills which every now and then are presented to State Legislatures.

## THE BILLBOARD

### Billposters' Notes—Cont'd.

Mr. B. L. Smith, formerly of Van Wert, now holds the position of manager of the (Ala.) Hill 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 a man who is thoroughly competent to conduct the affairs of a modern bill posting plant.

P. F. Stegmaier has purchased the bill posting plant of A. H. Prentiss at Truckee, Calif., starts out with many good resolutions as to the kind of service he will render the advertisers.

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

J. 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. Irvin, 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. Langasser & Co., of McMinnville, Tenn., 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. Wardles, 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 franchise 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.

DHLS, 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 Morton and Chapman, it looks as though there would be no room for a bulletin man in Cincinnati, yet DHLS has a great number of boards, and each board contains a sign. The question now is, How does he do it?

The Piso Co., Warren, Pa., who have always confined their posting to very small towns, villages and country 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 Woollen Mills, of Chicago, Ill., have ordered 5,000 sixteen-sheets for setting 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. His 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, "Advertise 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.

Harr & Husted, Norwalk, O., have ordered 10,000 one-sheet posters advertising their 1902 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.

Bernheim Bros., of Louisville, Ky., who still 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. Holler, 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 demand and run their

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 26th 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 this 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 sewage 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, 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, 1900. 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; L. B. Fiske, Worcester, Treasurer.

The strike of the employees of Whitmire & 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 contrite ones 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 Indianapolis (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, Cynthiana, 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 Adoption Sacher 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 \$25 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.

## Poster Printers

Advertisements under this heading will be published at the uniform rate of 10 cents per line per issue or \$100 per year.

Boston Job Print. Co., 4 Alden, Boston, Mass. Brooklyn Daily Eagle Job P. Co., B'ry, 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. 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., 51 Market, St. Louis, Mo. Greve Litho. Co., The, Milwaukee, Wis. Haber, P. B., Fond-du-Lac, Wis. Hennegan & Co., 127 E. 8th St., Clif't, O. Morgan, W. J. & Co., St. C. & Wod. C. D. Morrison Show Print. Co., Detroit, Mich. National P. & Eng. Co., 346-8 Wabash, Chi. Pioneer Print. Co., 214 Jefferson, 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 the objects would lead one to believe that it will have little or nothing of value.

The only thing that we can say definitely is that a national organization is in the road and meeting with success. He is an attorney. His name is John C. Brewster, and his permanent address is 306 New York Life Bldg., St. Louis, Mo. Letters to this address are forwarded en route.

The Cincinnati Lithographing Association, consisting of lithographing firms in Cincinnati and vicinity, was founded 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 Strobridge Litho Co., The Russell & Morgan Co., The Enquirer Job Printing Co., The Macbrair Litho Co., The Henderson Litho Co., The Asher-Hopkirk Co., The Eagle Litho Co., Zimmerman & Co., The Frank Tuchfarber Co., and Cramer & Co.

The color printing syndicate recently gave a demonstration of the multi-color printing machine for which they held 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 lithographing stones 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 & Hanlon Litho. Company, of Seattle, Wash., have consolidated. The new company will be known as the Tucker-Hanlon Company, and will be located at Seattle.

The Strobridge Lithographing Company of Cincinnati are hard at work preparing circus prints, 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 1900 have been elected, as follows: President, James J. McCafferty; Vice-President, Herman M. Knopf; Recording Secretary, J. F. Finnigan; Financial Secretary, Philip J. Kehl; Treasurer, Edward J. Burk; Inspector, Joseph Fried; Statistician, John Starke; Inside Sentinel, Ralph V. Richwine; Outside Sentinel, Charles Grotz; Executive Board, Frank Schimpf, John McAdams, Frank A. Finnigan, William E. Morris and Anton Kager.

John P. Church, formerly of the National Show Print. of Chicago, is now Treasurer and General Manager of the Standard Engraving Co., 333 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-Cook copyright controversy is found in the following letter from the metropolis:

New York, January 13.—According to a decision of a jury in the United States Circuit Court to-day a photograph of an actress in such an artistic production as will bring it within the meaning and intent 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 of photographs of actors, a tresses, pugilists and other celebrities in professional plays is of any value.

An organization known as the Copyright League, through its counsel, brought suit for damages amounting to \$5,000 against Zucker, Levert & 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 Joe B. Schless. 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 legalized blackmail on unsuspecting advertisers and carvers of publishers. It will not be possible to maintain this practice in the future. The decision is sound one. Ninety-nine out of every hundred copyright suits are either wholly unjust or entirely meritless.

### Where is He?

J. A. Maddox, formerly of South McAllister, 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 find him to console with him. We have received a number of letters, requesting his present address, but are unable to give it correctly. 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 care 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 Graft Gazette," because this paper has performed a larger circulation among the "lucky boy" it affects with hypocritical disdain to look down on fair-followers.

And yet there is no greater con game existence than "The Bill Poster-Display Advertising." Talk about flim-flam and such things! Why, there is not a grafter living that has Stahlbrodt's effrontery.

A grafter always gives his victim something for his money, if it is only a little gambler. 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.

# THE BILLBOARD

## Greensboro Letter.

## NOTES.

# 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.  
Sterling Remedy Co., Mineral Springs, Ind.  
L. E. Pinkham Med. Co., Lynn, Mass.  
Dr. Chase Co., Philadelphia, Pa.  
Chas. F. Dare & Son, Uticaard, N. J.  
Peruna Drug Co., Columbus, O.  
Dr. C. L. 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.  
Giant 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.  
Acme 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.  
L. B. Ford Co., Wyandotte, Mich.  
Schauer & Miller, Ann Arbor, Mich.  
India Spice & Drug Co., Marietta, O.  
Church & Co., New York City.  
L. 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.  
Novelties Plaster Works, Soutville, Mass.  
J. 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. Feil & 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 A. McElroy, Eaton Rapids, Mich.

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 profitably, 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 1900. 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 methods I adopted 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 inducers 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.

Please 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.

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 halted by the proprietor and commanded to remove the sign. This was 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 Nitro-Bu Pharmaceutical Company, Zanesville, O., is sampling physicians only. Nitro-Bu is a diuretic powder used in kidney and bladder troubles.

Chas. E. Hardwell, 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 continues 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, Cynthiana, Ky., is writing to distributors, asking rates on a circular.

Bernheim 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 earned less, so they simply scattered the matter around.

E. 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 inclosed a circular from the Room 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 intrusted 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 "Books."

### 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 or certificate of employment from a person



H. J. LINDENMUTH, Reading, Pa.

## THE BILLBOARD

### Fig Syrup Facts.

Previous to 1885, there was a young man, native of Bardstown, Ky., in the drug store 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 Western 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 bottling 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 \$32,000 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 \$1,300,000, 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 60,000 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 Company to the Golden Gate Bureau, and the profits in 1893 were in the neighborhood of \$10,000, 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 competing 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 no 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."

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.; Duckstader & Wilkins, Des Moines, Ia.; Garfield Clothing Store, Des Moines, Ia.

E. B. 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. B. WILLIAMSON, 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 Marquette, 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.



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. L. Hood & Co., Lowell, Mass.; Dr. Chase Co., Philadelphia, Pa.; W. T. Hanson Co., Schenectady, N. Y.; Dr. Kilmer & Co., Binghamton, N. Y.; Dr. B. 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 & Iro., 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,

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 billboard displays. It would help make the highways 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 widespread 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 metropolis bow to the spirit of the occasion, and voice 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

### 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, Trafalgar Buildings, Northumberland Ave., W.C. In Paris, at Brentano'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 manuscript; 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.

\* \* \*

Apropos to 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 relating about a surplus in itself or a deficit, is then the question. In answer, different plans and suggestions might be given, each to suit fair 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 knew 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 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 org-

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 there 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, painting 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.—Typo-theatre and Plate Maker.



## THE BILLBOARD.

ditor of "The Billboard."

Dear Sir—As the Governor of North Carolina said to the Governor of South Carolina—"It's a long time between drinks," and in our case it's a long time between letters, too; and of course there is a but—I have been as busy as the proverbial bee all season and besides had nothing to write about that could interest your readers.

However, this is a fitting time, I believe, to make a resume of the year's business and to wish you and my Brother Knights of the Brush and Bucket a happy and prosperous New Year. I used to watch the circus bill posters at work, never thinking that I should one day be numbered among the greatest promoters of publicity the civilized world has ever seen.

However, here we are, and we are doing our best, as the following list of paper posted and samples distributed will show. Posted—Singer Sewing Machine, 200 sheets; 100 sheets Gilt Edge Soap, 200 sheets Royal Crown Soap, 100 sheets Griffiths' Liniment, 100 eight-sheets Mason & Rhisch Piano, 100 ones and 5 twenty-sheets Sterling Remedy Co., 250 sheets Handel's Cigarettes, 20 four-sheets Big Wheel Lemonade, 100 sheets Gorona Tea, 100 sheets Roberson Pure Paints, 100 sheets Mendelsohn's Piano, 100 sheets Authors & Cox, 100 sheets Gendron Bicycles, 200 stands and 900 snipes Perry Davis & Co., 100 three-sheets Karn Piano, 1,000 sheets Walter L. Main Shows. In addition to this, we have posted to date about 4,000 sheets for local people.

We have distributed for Abbey Effervescent Salt Co., S. C. Wells & Co., Perry Davis & Co., Sterling Remedy Co., besides being kept constantly on the go with local work.

Our advertising and distributing wagon, which we sent around to the local fairs this fall, made quite a hit. From this we distributed medicine samples for several firms. We have in the past season increased our plant to a considerable extent, and have added a good bulletin system with a first-class sign painter in charge. We have the only double-deckers in this part of the country, and are using the upper part for bulletin boards.

In a recent issue of your paper I noticed an allusion to bill posting on this coast by Mr. Ware, of Montreal. While I am always pleased to be noticed by members of the fraternity, at the same time I trust Brother Ware will excuse me for correcting one or two serious mistakes which he made in regard to us. He stated that it does not cost as much to post paper here as it does in the United States. Now, I have been told by bill posters and commercial men that paper is posted at 3 cents per sheet for thirty days showing in nearly all the large cities in the States, while here on the Pacific Coast the regular price is 7 cents, and I am happy to say that only in very few instances has the price been cut.

Brother Ware gave the impression that our firm has the monopoly of British Columbia, but this is not the case, and the honors are divided about equally between my company and our opposition, and I think it would be difficult to find a section where rival firms have such good feeling and work together for mutual protection as in British Columbia.

Now, Mr. Editor, I think I only echo the sentiments of every bill poster when I wish you a prosperous New Year, and to my brother bill posters I wish to return my thanks for their kindness, and I shall be pleased to receive and will promptly answer letters from any of them. Very truly yours,

A. F. MORRIS.

Manager Pacific Bill Posting Co., Vancouver, B. C.

Editor of "The Billboard."

Dear Sir—Although you have not heard from me during the year, I would have you know that I appreciate your paper very much and receive much pleasure and benefit from perusing its pages and I wish it every success.

The following is a list of work I have done in 1899, and you will notice that I have been busy but trust to do more this year.

I distributed 100,000 books for L. E. Pinkham Med. Co., 53,000 Dr. Chase Co., 39,200 Chas. F. Dare & Son (local), 16,100 W. F. Hanson Co., 15,000 Perruna Drug Co., 13,700 Foster Milburn Co., 8,000 Dr. C. L. Shoop, 4,100 C. L. Hood & Co., 4,000 Warner Safe Cure Co., 1,000 Dr. Miles Med. Co., 1,000 Dr. W. S. Burkhardt, 1,000 Sovereign Rem. Co., making a total of 250,700 books put out in the year.

In sign-tacking department we tacked up

100 signs for Japanese Pipe Cure Co., 5,000 signs for Chas. F. Dare & Son. Wishing you the best of success. I am very truly yours,

Vineland, N. J. C. A. MENDIM

Editor of "The Billboard."

Dear Sir—In looking over your ever-welcome paper in the last year, I find very few letters from the larger cities. Perhaps the members of the L. A. of D. have too much business on hand to find time to write. I always read and enjoy all letters, for they keep me posted as to what the advertisers are doing.

In the last three months I have distributed 60,000 books for Lydia E. Pinkham Med. Co., 60,000 samples Dr. Burkhardt, 50,000 books Perruna Drug Co. also, delivered 90 window cards for this firm, 500 almanacs for W. H. Comstock, 10,000 samples London Mtg. Co., and have another shipment of 50,000 books for the Perruna Med. Co.

The work for Dr. Miles, Dr. Chase and Hodges Med. Co. was very well done this fall. Foster-Milburn Co. had very poor service. Dr. Shoop received a poor service, but I am satisfied if he is. You can not expect perfection at \$1.25 per thousand. C. L. Hood & Co. have employed the same distributor here for years a man who uses old methods and will not learn new ones. He claims to have started all the other distributors in Milwaukee since the year I. Druggists tell me they have very little demand for Hood's remedies, but the people keep on sending the paper and put out more advertising in a year in our city than any other two firms.

Long live the L. A. of D. It is the real thing. I am tired of hearing the boys advertise the new combination, L. A. of D. and calling pet names to the Honorable Mr. Runey, of Waukegan, peace to his ashes. Ring, etc., boys there is nothing in it. No mortal can get away with a distributor or bill poster when it comes to roasting. Wishing you a happy and prosperous year. I remain, yours respectfully,

WALTER D. DIXON,

Milwaukee, Wis.

Editor of "The Billboard."

Dear Sir—Business still at the top notch. Working from early morning until late at night. My four men who look after the distributing here and over my circuit at Lock Haven Jersey Shore, Milton, Danville, and Lewisburg are kept on the bustle by the best firms of the country and also by local firms in the different towns of my route.

Not a week passes but what the entire circuit is covered by some firm. In the month which has just passed we have distributed work for the Dr. Green Co. of Boston, 12,000 books. Posted 2,000 one-sheets and distributed 5,000 papers for the Merchants Association of this city, for which I do all work. Posted and distributed matter for Abe Hart, clothier, Irvin, the shoe man, the Y. M. C. A., the Muscatine Oat Meal Co. Posted a large amount of paper for the Continental Tobacco Co., Sen-Sen Co., Pettijohn and Ohio Gum Co.

Covered entire circuit for Amherst Chemical Co. of Boston, Mass. Put out 6,000 books for the Reborant Co., New York. Also put a book in every house for Vinal Co. and hung 500 calendars for the Koch Brewing Co. of this city. We are now at work on a fine book for Dr. Shoop, posting for Quaker Oats and several others. Very truly yours,

Williamsport, Pa. GED. H. BURR.

Editor of "The Billboard."

Dear Sir—In the year 1899 we distributed 900,000 pieces and the prospect for the present year was never brighter. We now have Wizard Oil, Royal Med. Institute, Chicago, Ill., Hamson's Ready Recovery Co., of Chicago, Harvard Med. Institute, Chicago, Ill., Mitterman's Institution Co., Chicago, Washington Med. Institute, Chicago, Ill., ready for this month, and which will be distributed just as fast as roads permit. We are having two new wagons built, and our old ones repaired, so that when the spring work comes we will be prepared to meet it. Very truly yours,

National Ill. DILLON & FOGLER.

Editor of "The Billboard."

Dear Sir—I have been greatly favored during the year that has just passed in receiving orders. I have built Montreal and vicinity several times during the year for the following firms: Keiry Watson Co., wholesale manufacturing druggists of Montreal, John Murphy Co. (local), Dr. Morine Co., Quebec, P. Q. Hirsch's Root Beer, Philadelphia, Pa. Also, Dodds Medicine Co., Toronto, Ont., besides several smaller firms of this city.

I attribute my success to my advertisement in "The Billboard," and I can only wish you great success during the year 1900, as well as in future years. I assure you that I shall

at all times do everything in my power to aid "The Billboard." I appreciate the paper very much and look for its arrival from month to month and feel lost if I do not receive it on the 1st. Again wishing you the best of success, I am, yours truly,

Montreal, Can. C. J. THOMAS.

Editor of "The Billboard."

Dear Sir—My business has steadily increased in the past year, and if it continues during the present year I shall in the ranks with the big boys. I have three contracts on hand at present and have four on the road, all of which will be put out as their turn comes. My motto is, Do all that you premise and what you do, do right. I am constantly adding new advertisers to my list, besides retaining old ones. Respectfully yours,

Shreveport, La. EL. SEAMAN.

Editor of "The Billboard."

Dear Sir—As it has been some time since I have read a report from this section of the State, I submit mine herewith. Posted paper for Ruble-Kreyer Theater Co., Hayes' Comedy Co., Maher's Minstrels, Faust Co., Uncle Josh Sprucey Co., Pillsbury Milling Co., Prickly Ash Bitters Co., Dr. Pepper's Cigars, Muscatine Oat Meal Co., A. K. Hawks.

Distributed 2,000 circulars for Hawks, 1,500 books Dr. Shoop, 1,500 samples for Dr. W. S. Burkhardt. Wishing you and my brother bill posters and distributors a prosperous year, I am yours truly,

HIRAM H. THOMAS.

Brownwood, Texas.

Editor of "The Billboard."

Dear Sir—At present, I am distributing books for Seabury & Johnson, of New York. Am expecting 80,000 books for distribution from the Lydia E. Pinkham Med. Co., Lynn, Mass. This will be the second distribution in four months for this firm. I completed distribution in four months for this firm. I completed distribution for Chattanooga Med. Co. and have closed contracts with several firms for spring work. Very truly yours,

Baltimore, Md. JOHN H. JONES.

Editor of "The Billboard."

Dear Sir—I have not written you for some time, but I have been ill. I am improving now, although I am compelled to use crutches. It has been rather hard work to watch my men, as I could scarcely walk. I am getting my share of the work; have put out the following: Boston Med. Institute, Chicago, Ill., 20,000; L. E. Pinkham Med. Co., Lynn, Mass., 17,000; Perruna Drug Co., Columbus, O., 12,000; Van Camp Co., Indianapolis, Ind., 6,000, and have just received 600 lbs. of lading from Perruna Drug Co. for another 12,000. I have several new contracts for this season and expect more, as I am going to uniform my men after March 1.

Whenever I get discouraged I take "The Billboard" and study the reports of distributors and I am soon all right. I could not spare my "Billboard" for twice its cost. Wishing "The Billboard" and the members of the L. A. of D. the best of success, I am yours for business. ARTHUR LEONARD.

Dubuque, Ia.

Editor of "The Billboard."

Dear Sir—At different times I have noticed complaints from small bill posters who claim they are not getting as much work as they should. It is my opinion that this is caused by the Tobacco and other firms sending out agents to tack up muslin banners and signs which hurts the bill poster and firms as well. These agents get the work which should be given to the bill posters.

These signs should not be permitted in any town unless the firm placing them can give a good reason for doing so. I should like to hear from bill posters regarding this matter. Yours truly,

FRED. STUART.

Kalkaska, Mich.

Editor of "The Billboard."

Dear Sir—Once more we will try to chronicle some of the doings in the "Gateway of the West." While in South Omaha in December we noticed that Morse's almanacs were being distributed by little boys, who had evidently had experience in "throwing papers," as the almanacs were twisted up in a tight roll and thrown on the porches. In no case where we examined the rolled almanacs did we find a perfect one. It was a clear waste of advertising matter. The distribution bore the imprint of a local druggist. When will firms realize that cheap work is always the dearest?

Dodd's almanac was another disgraceful exhibition of a waste of advertising matter—two to a house, handed out to children on the streets, fifteen to a vacant house, eighteen thrown upon the lawn of Trinity Cathedral.

Not the slightest inspection of the work. T. Dodd Medicine Co. of Buffalo, N. Y., will well to pay a fair price and have their work honestly done in the future.

We are not believers in cheap work in poor work, and it would give us no pleasure to praise than to censure, but when firms continue to oppress and demand poor work and give out the work to irresponsible men, who only care to get rid of their load of booklets, we have no sympathy for such firms.

Shoop, of Racine, Wis., has not yet secured a man to accept his magnificent offer of thirteen cents per hundred and absolute perfection in his distribution. C. L. Hood & Co. had another lot of advertising matter left to take care of itself in a South Omaha store for a month, until the fact was reported to them, when the man told the druggist that had been sick for three weeks, while the fact is, he was seen distributing in Omaha during the time he claims he was confined to the house by illness.

The leading firms who have distributed Omaha so far this season are the Lydia Pinkham Med. Co., Perruna Drug Co. and James & Co., and judging from the reports of the wholesaler and retail druggists, the distributions must have been good. Our agent has been offered a weekly distribution on six months' contract by a local druggist.

The Chattanooga Med. Co. did not make their annual distribution of Birthday almanacs this year; their heavy loss last year made them dread another experience with the same distributor. The J. B. Kay Co. have their own distributor, and he claims to have 600 books on hand, but he has not as yet visited Omaha or South Omaha on his distribution, although the books have been in his hands over two months.

We have been told that we are too severe in our criticisms on distributing, but the fact is, we do not censure the distributor much as we do the firm making the distribution. Having carried a bag for over eleven years ourselves, we know what such work is worth and how it should be done. A firm that will beat down the price until an honest distributor can not hand out enough books or samples to pay his men their wages does not deserve sympathy from us or the real druggists. A fair price for honest work, gentlemen, will be to your credit and interest.

Kilmer, of Swamp Root fame, and H. C. of Lowell, ate writing the druggists, requiring them to inspect the distribution of this matter and report to those firms. Swamp Root books were so well discontinued that very few druggists outside of the business center of the city were aware of the distribution. Yents, etc.

Omaha, Neb.

Editor of "The Billboard."

Dear Sir—I have just sent a money order to the Secretary of the L. A. of D. for dues from January 1, 1900, to January 1, 1901.

I have been a member of this association for about one year and can say that the money I have paid to the association has been one of the best investments I have made. With best wishes to "The Billboard" and all the members of our association, I remain, yours truly,

CHARLES A. CHAPMAN.

St. Johnsbury, Vt.

Editor of "The Billboard."

Dear Sir—I notice in your last monthly letter from Newark by E. O. Burroughs, stating that the C. L. Hood Co. has received a poor distribution here by a certain firm. Now, this is an outrage, as Mr. Nichols, the party referred to as a cripple, a very conscientious gentleman, and a distributor of sterling worth. I know from personal observation that he places his distributing matter inside the houses where it is possible.

Burroughs came to Mr. Nichols' office after Nichols had secured the work and wanted to assist in the distributing, and upon his arrival, Burroughs attempts to play even, giving him the worst of it in his letter. I have no doubt but what the C. L. Hood Co. are well satisfied with Mr. Nichols' work.

I make this assertion in justice to Mr. Nichols. I am in the bill posting business here and have a good opportunity to let you see just how poor poor soap or taken too much to your valuable space, am, yours respectfully,

Newark, O.

W. W. RUGG.

Editor of "The Billboard."

Dear Sir—Enclosed find money order to renew my subscription for 1900. I like "The Billboard" too well to be without it. I had a very busy season in the year that I just passed. Am constantly adding the names of new firms to my list.

I suppose the secret of my success is that I oversee all work and follow up the distribution to the letter. I have a yearly contract with Dr. Miles, Perruna, Dr. Burkhardt, Chattanooga Med. Co., besides a number of smaller firms. I have plenty of work to hand and am expecting shipments at a time.

The L. A. of D. and Fosters Registry are the only associations that I want. Wish "The Billboard" and the members of the L. A. of D. a prosperous year. I remain,

E. D. MOORE.

Saginaw, Mich.

Editor of "The Billboard."

Dear Sir—Have not done much posting distributing as yet. I now have 600 bookboards the following paper: 30 eight-sheets Senator General Five-Cent Cigar, ten-sheets and 5 seven-sheets Katy Fly. Am expecting paper daily from the Star Tobacco Co. I think "The Billboard" a good paper. Yours respectfully,

E. K. CRAWLEY.

South McAlester, Ind. Ter.

# THE BILLBOARD.



## Outdoor Publicity.

By JAS. A. CURRAN.

The man who conducts a business on the theory that it does not pay, and who can not afford to advertise in some recognized legitimate method, sets up his judgment in opposition to that of the best business sense of the world.

In reference to outdoor advertising, a few of the principal features are, that the merchant can make his advertising individual, that is to say, he can get out posters that no other in his line can use, he can dictate in what part of his town or city he wants posters put, and he can thereby appeal to certain classes of consumers. Take, for instance, the experience of conducting a small business on few thousand dollars' capital. He can order few posters put up, in and around his place of business, then he can follow this up with few thousand circulars and give them a front-door, house-to-house distribution, and so doing can reach all the people in his neighborhood. He will not have to spend useless dollars to reach distant country or other parts, where it would be impossible to draw custom to his establishment. Then, on the other hand, the large manufacturer, who has thousands of dollars to spend, can pursue the same course, only on a larger basis. He can place before the public the articles that he manufactures, advertising the price they will for, and the merchants that sell them.

Take, for instance, the well-known article, "Uneda" biscuit, which has been so largely advertised, and think of the enormous trade gained by posting and outdoor advertising. I argue that, for the money it costs, we can reach more actual readers every day by the poster, wall, or bulletin signs, than by any other known method. Outdoor advertising reaches all classes. The merchant who gets out a few hundred posters, and has them posted in his city and on the country roads leading into the town where he is doing business, will reach at the lowest estimate 10 per cent of all the residents in and around his city, all of whom will be bound to see and notice the posters, if they are properly put up. There is only one fault with the poster, and that is, too many merchants or manufacturers put too much reading matter on it, and this same argument applies to other advertising matter. The main point to convey to the consumer is that you have the best goods at the lowest prices.

Some merchants or manufacturers who attempt to do outdoor advertising do not follow it up carefully or properly. They make a contract for thirty or sixty days, thinking that will do for a whole year, but there is nothing forgotten so easily as an advertised article or name. Many merchants who advertise are throwing their money away or toning it to the advertising man by not following up the advertising properly. Now, they would make a contract the same as they do with the newspapers, that is, so much space every month, they would find that in short time their returns would be ten-fold greater, and at less expense.

The system of outdoor advertising is now so complete that a merchant or manufacturer can give his posters to a well-regulated bill posting establishment and have a complete sized list of each and every location handed in to him, so that he can check them up the same as he would a bill of goods received into his establishment. There is also another improvement. When a merchant is advertising goods at a certain price and he wants to alter the price that is on the boards, he can do so every twenty-four hours on every poster that he has up in the city.

Outdoor advertising is still in its infancy, but it keeps abreast with the times. It is sometimes difficult to convince an old newspaper advertiser who has a system of his own to try outdoor displays, but once fairly wrought into line a good trial of this method is usually convincing, and he keeps it up.

I argue that the greatest advances in advertising of late years have been made with posters and bulletin boards, as there is no other method where the true colors of articles can be given except by the poster, bulletin, or wall sign.

To illustrate the force of outdoor advertising more fully, take any city or town where none of the inhabitants knew of the show that is to appear in the place next week. The bill boards are posted, and inside of three days at the farthest the whole population knows what the coming attraction is to be at the opera house or other place of amusement. Profitable Advertising.

## New Dramatic Paper.

The Western Stage, published by the Western Stage Publishing Co., Chicago, is a new comer in the theatrical field. It is a weekly and the first number of the first volume, which has reached our desk, is filled with newsy news and interesting reading. The paper fills a long-felt want in the Middle West.

## Duty Removed.

Printers and advertisers in general have heretofore been greatly vexed because of a revenue law which placed a heavy duty upon all advertising matter which entered the island of Cuba. This order has now been rescinded, and any and all kinds of advertising matter, providing it is not for sale or barter, now passes in without duty. That this means much to all general advertisers is self-evident. They can now send dodgers, signs, etc., to Cuba the same as they would send them to Texas or any other of our States. And advertisers will undoubtedly avail themselves of the privilege. A new field is opened to them—a field practically untouched by advertisers of American products and manufacturers. Because of the recent strife and turmoil which existed in the Island, things are as yet unsettled, and the people are poor. Therefore, articles which are not considered among the necessities of life would be hard to advertise successfully, but the more staple articles will find the Island, and particularly Havana, an excellent field.

At present there are few bill posting plants, as we know them, in Cuba, but with the West Indies Advertising and Bill Posting Co., at Havana as an example and with the American paper starting to go in, we can expect to soon see regulation plants throughout the Island.

## NOTES.

Porto Rico and the Philippines are now both included in the domestic postal rates—since they are both a part of the United States—Cuba, although now reached by domestic postage rates, should be considered as a separate member of the United States since Uncle Sam is only exercising a guardianship over the Island. Hawaii is now the only one of our possessions which is not included in these rates. And they are out only because of a clause in the annexation treaty, which provides that the Hawaiian laws should remain valid until Congress decreed otherwise.

"A Brave Coward" is the title of a thrilling story of campaigning in the Philippines, published by the advertising department of the Chicago & Northwestern Railway. It is a most pleasing little story, bringing in romance as well as adventure. The book is illustrated with half-tone cuts. Altogether, the work is a very creditable one. But the most remarkable feature of the book is the exceedingly small amount of advertising that the road which appears.

We are in receipt of a novel circular from the Smith-Premier Typewriter Company, which is cut in the shape of one of their machines. Their catch phrase, "Improvement the Order of the Age," is given, followed by an account of the latest improvements on their typewriters.

Cocktail Olives, Royal Headache Tablets, Clarke Carriage Heater, Dent's Toothache Gum are among the products for which vigorous advertising campaigns are being planned.

Proportion must exist between the size of the ad. and the size of the business. A large business with a small ad. seems as ridiculous to the public as a small business with a big ad.

Some business men think that to advertise on the boards properly they must do like the circus companies do—use big hills. This is not necessary for an advertiser who is constantly bringing his goods before the people. All he needs is a reminder. Of course the more forcible the reminder the better, but a small showing will do the work.

The stout little boy who swings bottles of Johann Hoff's Malt Extract is still in evidence on the boards.

Sennene, the rival of Sapolio, uses posters and street cars in seeking publicity.

Hunglerd & Darrell Advertising Agency, of Washington and Baltimore, send us a unique little booklet entitled "In Quest of Gold." It tells that good advertising means success and that they know how to advertise.

The supplementary catalogue of room moldings made by the A. E. Kern Company of Chicago has reached us. The cover is attractive and the inside is filled with cuts of moldings and pieces. This house carries an immense line of frames, moldings, etc.

Eight-sheet posters are used to push the famous Mt. Vernon Rye.

Advertisements which have been most severely condemned by the experts often bring the best returns.

Aunt Jemima and Uncle Jerry are still on the boards. If it were not for the fact that they are different in color, we might think that some relation existed between them.

Bulletins are coming into great favor with the big general advertisers. Although they are more expensive than posters, by their use the business of checking up, etc., is greatly simplified.

Blue Label Soap and Campbell's condensed soups both put out good advertising. It is a case of have to, for they are rivals.

Among all the calendars and note-books that have reached our desk, the memory pad, "Make a Note of It," sent by the Gunning System, was by far the most complete. Like all of Gunning's souvenirs and business-bringers, it is worth having. The policy followed by Mr. Gunning in pushing his own business, as well as the business of others, has always been a liberal one. How well it has succeeded we all know.

All the talking in the world will not convince a hard-headed business man that poster advertising pays. He must try it to be fully convinced. When he has once tried that medium all the talking in the world can not make him believe that it is not profitable.

Allisopp's Ale uses eight-sheets to reach the people.

The Stockton (Cal.) Mail has done some good work on the booklet sent out to advertise the counties of San Joaquin and Tuolumne. The paper is good, the printing is clear, the half-tones are pretty, and the matter interesting and full of information concerning that section of the country.

Dr. J. B. Lyman & Son, of Logansport, Ind., are sending out quarter-sheet slips, advertising flavoring extracts, toilet soaps, ointments and perfumes.

The Architect and Builder's Magazine, published in Baltimore, uses each month the back page of their paper to advertise their own space.

The Buffalo Commercial says: "The late Evangelist Moody was a firm believer in advertising. He used to say: 'I don't believe any man needs to preach to empty pews if he will only use a little common sense advertising. Put a notice in the papers, stick out a sign; put out a bil of fare, no church can succeed with only undertakers' signs on it. Don't be afraid, shock somebody. No matter, we've got to be shocked. Somebody says it isn't dignified. My friends, let dignity go to the winds. That isn't one of her fruits of the Spirit. I notice these reporters don't stop for dignity. When they want anything out of me, they don't hesitate to follow me right into my bedroom. Use the same enterprise in running your meetings that the papers do in their business.'"

Use not all kinds of advertising, but only those which pay you.

Dr. F. S. Persons, 12 Court square, Montgomery, Ala., will shortly advertise "Persons' Purgative" with posters. At the beginning he will use an eight-sheet and a one-sheet. He proposes to deal direct with bill posters, and invites correspondence.

The Beach-Kingsley Co., Binghamton, N. Y., proprietors of the Red Root Remedies, are going into posters heavily during the coming spring. They want to hear from bill posters, with a view of completing their lists now. Address Frank H. Beach, secretary.

Haydock & Co., Box 731, New York, want to hear from bill posters. They are using a one-sheet.

The following is an extract from a paper read by Edward Branch Lyman, upon the old-time advertising methods found in the Connecticut Valley newspapers in the early times of the present century:

"The advertising columns were not without their humor. Here are some quotations: 'Drilling, tickling, crash, flimflam, lots of syrup, sugar, and molasses coming up by extra freight this afternoon. It sweetens up "Hypocracy" so much to have us dead lie sugar and lasses that we have decided to enlarge into the domestic.'

"Tiffany's Ferry, Northfield. I have this day put my large boat into the Big Connecticut. I am stationed at Tiffany's Ferry, at the lower end of Northfield street. The road as it is now traveled is 90 rods nearer my way than it is to turn at Billing's gulf board. I can cross the river as quick as the horseboat, and assure my customers that they won't be 'horsed' 90 rods out of their way, as they have the year passed."

"Churchgoers! William Brown's Inexhaustible, Double Perfumed Pungent and

Smelling Bottle, extensively used to prevent drowsiness and remove headache."

A Hamberger & Sons, Los Angeles, Cal., have ordered 10,000 twenty-sheet posters for general distribution. Their contract calls for delivery by April 1. They will deal direct, and bill posters should address the advertising manager, G. E. Fairhead, 127 N. Spring street, Los Angeles, Cal.

As means of an advertisement, the Washington Evening Star sends out a few similes of a statement showing the figures for the circulation of each day during the year 1889. This sheet is signed by the treasurer and sworn to before a notary public. It is a convincing means of telling the circulation.

The Actua is the name of a little paper gotten out by the Actua Life Insurance Company. It is a house organ, and makes no attempt to disguise it, but pays its postage like a man.

We have received another offer from Pete Douglas to exchange advertising in the News-paper Directory for advertisement of Ripon's Tablules. Pete has lots of perseverance—that's true, and you can't get around it.

The Carlstedt Medicine Company, of Evansville, Ind., has ordered another eight-sheet and another one-sheet to advertise Viteutan. This makes three eight-sheets and three one-sheets that this enterprising concern is using. They assert that the use of posters increases their sales over 35 per cent in all territory that they have covered to date.

An Eastern man is trying in the South to work up a scheme to exhibit the products from the various States by means of an exhibition train. His plan is to have the cars fitted out at the expense either of private parties or by the State Government, and turned over to him. He will take them through the country and exhibit them, charging an admission of \$1. This scheme he will work in conjunction with a cattle fair based on a similar plan.

We learn from an exchange that the merchants of Bloomington, Ind., have been beautifully worked by a man who gave his name as Hill. He represented himself to be the exclusive agent of a repertory company with new methods of getting patronage. He secured a date for one week with the managers of the Coliseum. He visits the merchants with an advertising scheme, one of the features of he show each night would be views by a picture machine and stereopticons. Between the pictures he would show cards advertising business houses. He asked \$1.50 from each merchant who took up with the idea, and he gave in addition a ticket good for one night. In this way he collected a good-sized sum of money. The bubble burst before time by the arrival of the news that the company he pretended to represent had to such person on the road.

E. E. Rice's "Little Red Riding Hood" company has been advertised this season by the girls of the company wearing on the street a red hood and a cape. The girls created quite a sensation wherever they went and seemed to enjoy it. They protested, however, when they reached New York, and declared they would not wear their fireman costumes. The result is that Rice is getting more advertising out of the difficulty than he would have received had the girls not gone on a strike.

The following little jingle has been going the rounds, credited to Exchange. It contains a world of common sense and good advice: "If you toot your little tooter and then lay aside your horn, there's not a soul in ten days will know that you were born. The man who gathers pumpkins is the man who plows all day, and the man who keeps humping is the man who makes it pay. The man who advertises with a short and sudden jerk, is the man who blames the printer because it didn't work. The gent who gets the business has a long and steady pull, and keeps the local paper for years and years quite full. He plants his advertisements in a thoughtful, honest way, and keeps forever at it until he makes it pay. He has full faith in all the future and can withstand a sudden shock, and like the Man of Scripture, has his business on a rock."

The Bronx Soap and Perfumery Company of New York City will probably be a heavy advertiser before many moons.

Wells & Richardson's newspaper advertising is now placed by Mr. Frank Stevens, of Boston.

Louie, of Cincinnati, is advertising his chocolates by various mediums. He is using the boards to some extent.

As people turn and look twice at a man who is well dressed, so people turn and look twice at a good ad.

Pettifjohn's Breakfast Food is being very extensively advertised upon the boards.

To post twelve-sheet posters probably costs ten times as much as to post a one-sheet poster, but the twelve-sheet will bring fifty times the amount of returns.

The Novelty Advertising Company is the name of a new company of Coshocton, O. It was incorporated at Dover, Del., and has a capital stock of \$125,000.

Hummel & Vogt, big cigar makers of Louisville, Ky., are going on the boards. Russell & Morgan get the printing. Sam W. Hale will send out the paper. Hummel & Vogt declare that they were persuaded to try posters solely by reading "The Billboard," for which they subscribed some two years since.

A most valuable little gift is being sent out by the passenger department of the E. P. as an advertisement. It is a book of about twenty pages, called "Indoor Sports," and gives the rules of many games and indoor amusements.

J. F. Morris & Son Manufacturing Co., of Durham, N. C., have ordered 20,000 one-sheets and 1,500 eight-sheets, advertising their justly-famed Key West Cheroots. Bill posters should address the secretary, Mr. E. F.

## THE BILLBOARD.

### EXCHANGES.

Suppose there is a fire at midnight. The poster arrives on the scene soon after firemen, and while they subdue the flames 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 only 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 cards 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, unthanking 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 one-ring 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 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 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 team

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 Chas. A. 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. Dunlavy, as trustee, all the property of the Charles A. Vogeler Company. The trustee has filed a bond for \$300,000. 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 ante nuptial 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. Dunlavy is directed to make an immediate sale,

Trade publications give useful information and lists of new advertisers. It is estimated that over \$300,000,000 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, Newspaperdom.

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 to keep 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 hailing the few dollars paid monthly as so much clear gain. Then he had his new possession cleaned, cut off the emp store 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, and the very novelty of the scheme is of itself an excellent publicity-bringer. Ad Sense.

### Facts and Fallacies.

Gleaned by ALLEN E. HARPAUGH, 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 ensure "Success."

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 jeweler's door, to whom the remark was addressed, declared "people insist upon washing their feet with the articles."

A Sure Winner.—A combined bath and drug shop had this unpunctuated language 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 merchants who emigrated to London from Italy and set up the first pawnbroker establishments, adopting the "three golden balls" to be borne in the arms of the Lombard corporation from the armorial 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 praises 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.

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 panting spirit sign among the chaste stars," \* \* and methinks I see his noble lineaments imprinted on every rock, tree and fence in this country, 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 chaste bars," \* \* and methinks I see his noble lineaments 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 hot 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 \$300,000 was expended, and this outlay has been gradually decreased, until to day net 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 publicly 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 hillsides and rocks throughout the United States; a durable of the famous obelisk in Central Park was made and placed at the intersection of Howard and Lafayette 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 regular C<sup>o</sup>m<sup>u</sup>n<sup>u</sup>l<sup>u</sup>ar C<sup>o</sup>m<sup>u</sup>rn<sup>u</sup>ic<sup>u</sup>ati<sup>u</sup>on<sup>u</sup>s 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 whenever they have an opportunity. Why do they object to others making a valid article known? The Advisor.

Some say that it was care that killed the cat. Others contend that it was carelessness.

Mere carelessness is 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 unsaleable, or gets rid of stock that is staple but liable to get shop-worn.

People will take it off your hands if you tell them the truth about it and that you will 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 Adviser.

An enterprising carriage dealer in central Ohio rents wirewows 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.

## THE BILLBOARD.



### 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. Cahill, Lima  
Response.....Agnew 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. Pusser, Hume.  
Dely—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, under the direction of the Superintendent, C. C. Miller.

Forty minutes' discussion of Fair matters in general.

(Thursday, 9 a. m.)

Impositions and Frauds practiced by Exhibitors.....L. N. Craver, 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. Demland, 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. Sharkey, ex-State School Examiner, Van Wert

Would uniform rules and classification be beneficial to Fairs?.....L. B. Good, Rimmer.

Hon. L. G. Ely, Fayette.

J. M. Ainsworth, Hicksville.

The abuses of the Pass System.....Geo. W. Carey, Lebanon.

T. C. Miller, Greenville.

"The Light Harness Horse".....J. H. Steinr, 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., in 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 rear exhibiting rooms of the Mall side of the building and the two exhibition rooms and rear entrance court from the Court of the Fountains side of the building, lie on either side. Along each side of this court, and enclosing the entire length, are roof-covered walks 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;

### Cincinnati Poultry Show.

#### A Complete Success Both in Exhibits and Attendance.

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's 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, Dorikins and game; 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. Sander, 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 Thomas W. Tuggee, of Lexington, Ky., in 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 400 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 automobile. Judging by the attention and great interest manifested in the automobile and cycle show which opened at Madison Square Garden Saturday night, Jan. 29, 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, stamp-pins, watch chains and, in fact, every conceivable thing that could be of service as an advertisement were given away.

### A Big Exposition.

#### To be Held in the Original Exposition City.

At a recent meeting of the Manufacturers' Club of Cincinnati, a resolution was introduced and voted upon favorably, that it be the sense of the club that the business interests of the city would be promoted by holding a local exposition during the summer of 1900, and providing for the appointment of a committee of seven members, who will agree to give their active services to the work of preliminary organization and to submit at an early meeting of the club a plan for general work and detailed arrangements for such an exposition. The resolution provided further for securing the co-operation of other commercial bodies and the citizens at large, and authorized the President to call a special meeting of the club to hear the report at any time. In bringing forward the discussion of the subject, President Wilborg made a brief statement calculated to impress upon the members the importance of the subject they were about to discuss. He suggested that the exposition be something in the way of an innovation, and insisted that every member should be heard before the vote be taken.

Mr. A. Howard Hinkle, Colonel James M. A. bold and Mr. James Allison were guests of the evening, and spoke at length. Mr. Hinkle announced that he had hired a man to get the signatures of fifty firms who were in favor of holding an exposition. In a short time the man had turned in seventy-nine names of well-known firms. Mr. Hinkle pointed out, that of those who had declined to subscribe their names, not one gave a reason that contained an argument against the exposition, and with a single exception those expressing themselves adversely said that they would probably exhibit if the exposition was decided upon.

Mr. James Allison, who has had much experience in the exposition line, next addressed the club. He said that he could give either a bright or a dark side of the question. He was at a loss what to say with reference to an exposition this year. He said that there was no question as to the ability of Cincinnati manufacturers to make a fine exhibit, but he believed a purely industrial display would prove a signal failure anywhere. He declared that the Midway Plaisance was the saving feature of the Chicago World's Fair. He advised getting up a display under a new name; an attractive entertainment with as much fun as possible.

Mr. Meacham, James Powell and Colonel Morgan also spoke, bringing out many points, among which were the necessity of putting in a thoroughly competent man as director, the securing of good music and that the show should be limited strictly to Cincinnati manufacturers. Secretary Wilson presented a summarized report on the sentiments conveyed in replies to 500 letters sent out by him at the direction of the club. A great many replies were most favorable, others were favorable under certain circumstances, and a very few expressed direct opposition. The present exposition building affords 141,572 square feet of floor space, and in addition 50,000 square feet could be made available in the rear, which would probably be sufficient for a local exposition. Although we are by no means certain that this exposition will be held, of one thing we are sure; that is, if the show is held, it will be one that will display all the marks of the spirit that gave to Cincinnati her reputation as the mother of expositions.



## THE BILLBOARD.

### Money Needed.

#### Toledo May Lose the Ohio Centennial Exposition.

The project of celebrating, in 1902, the one hundredth anniversary of the admission of Ohio into the Union seems likely to be abandoned by the city of Toledo. The directors of the enterprise have for over a year been trying to raise \$600,000 by subscription, which amount is necessary before appropriations from the Government and State are available. Although they have worked hard, the results have been nothing like what they should have been, or what was expected. The public do not seem to be in full accord with the movement, which probably accounts for the fact that in all the Ohio Centennial Company has only been able to collect about \$65,000. If the present company can not secure the required \$600,000, it has been proposed that a new company be formed to try and divorce the Toledoites from enough of their sum to make up the deficiency. However, it is very improbable that a new company would meet with any better success than the first.

However, later news tells us that Hon. Charles P. Griffin, of Lucas, and others of prominence in the Legislature who have Toledo's interests at heart with regard to the proposed Ohio Centennial Exposition, have agreed upon a new plan to secure the much-needed money upon which the fate of the project hangs. Governors Bushnell and Nash recommended an appropriation of but \$50,000 for the exposition, because a larger sum would cause a deficiency. A half million dollars' indebtedness for exposition purposes would be unconstitutional. The plan to get the full million dollars is to enact a law authorizing the Centennial Commission to expend \$1,000,000, of which amount one-fourth is to be available from the State Treasury next year, one-fourth the year following, and the remaining half million is to be met with certificates of indebtedness falling due in the four or five years succeeding 1902. The proposition has been submitted to State Auditor Guntlert for an opinion as to its legality, and is still in under consideration.

### New York State Fair Agitation.

The State Fair at Syracuse has for the past two years not been as successful as it might have been. Particularly was this the case with the last fall fair. Many reasons have been volunteered as to why this is the case. But most prominent among the criticisms upon the policy of the present management have been those upon the action in refusing to allow horse racing at the fair last fall, their idea being to dispense with the races and substitute a horse show every year, instead. This plan has encountered severe opposition, and a movement headed by a former Secretary of the New York State Racing Association and the President of the State Association of County Fairs is on foot to oppose the present management and Board of Directors, and to gain control of the fair. The management defends its course by stating that gambling had become too prevalent and that the races were many times "fixed" to the detriment of the fair.

No matter which faction is right, the fact remains that fairs have been financial failures and that the taxpayers furnish each year \$20,000 with which to pay premiums. It would seem that when this is the case there is an urgent need for reform, either in policy or management, or both.

### Petition for a National Park.

The following is the substance of a memorial to Congress from the Appalachian National Park Association:

To the Senate and the House of Representatives of the United States of America:

The petition of the Appalachian National Park Association respectfully shows:

That your petitioner is an organization composed of citizens from many States in the Union, and was formed for the purpose of bringing to the attention of the Congress of the United States the desirability of establishing a National Park at some place in the Southern Appalachian region.

The headings of the facts given why such park should be established are:

The rare natural beauty of the South Appalachian region, the superb forests of the southern Appalachian system, the necessity of preserving the headwaters of many rivers rising in these mountains, the healthfulness of the region, the climate is fine, the whole year the location is central, the Eastern States are entitled to a National Park, the park would pay as a forest reserve, the title to the land can be easily acquired and then come some suggestions as to the location of the park.

Aided from the face value of the petition, the memorial is a very good sample of editorial advertising.

### Oklahoma Fair Men Meet.

#### (Special Correspondence.)

In answer to a call made by the Secretary of the Garfield County Fair Association, the representatives of the several fair associations of Oklahoma Territory met at Oklahoma City on Jan. 8 and perfected plans and arrangements for the forming of an organization to be known as the Oklahoma Racing and Fair Circuit. Its members are as follows: The Garfield County Fair Association, at Enid; the Kingfisher County Fair Association, at Kingfisher; the El Reno Fair Association, at El Reno; Kramer's Driving and Base Ball Park, at Oklahoma City; the Oklahoma State Fair Association at Guthrie; the Noble County Fair and Trotting Association, at Perry, and the Kay County Fair Association, at Newkirk. The circuit President is Mr. M. C. Ford, of Perry, and the Secretary and Treasurer of the circuit is S. H. Allen, of Enid. It was agreed for each member to open up six stake events of \$500 each in the following classes: Trotting, 2 1/4, 2 3/4, 2 2/3, racing, 2 3/4, 2 1/2, 2 1/4. Each association is left to add to the program any purses it may desire, aside from the stakes above mentioned. Altogether this will mean that this circuit will offer during seven weeks' racing, with prizes aggregating \$20,000, within a radius of less than 250 miles.

### Meeting Indiana Fair Managers.

At the meeting of the Indiana Association of Fair Managers, of which Mr. H. L. Nowlin as President and W. M. Blackstock, Secretary, many subjects of great interest to fair managers were discussed and many interesting speeches were delivered. This united exchange of ideas between those connected with the fairs lends a powerful influence over the policy of the managements of these expositions. The subject, "Successful Management of Fairs," was discussed at length in a general way. Mr. Robert Mitchell led the discussion and presented some very valuable information. J. D. Williams told much about "The Duty of Citizens Toward the State Fair." Mr. Chas. Downing read a paper upon "Things Neglected by Fair Managers." E. H. Martindale spoke upon the duties of the citizens of Indianapolis in relation to the State Fair. The election of officers of the State Board of Agriculture resulted as follows: President, Aaron Jones, South Bend; Vice-President, John C. Blaines, Lake; Secretary, Chas. Downing, Greenfield; Treasurer, J. W. Loughran, Franklin. The week of Sept. 17 was recommended as the date for the next State Fair.

C. R. Betts and C. C. Lattanner are, respectively, the President and Secretary of the Williams County Agricultural Society, which has been formed at Montpelier, O., for the purpose of holding an annual fair. The first fair is booked for Sept. 11, 12, 13 and 14.

### Buffalo Bill Must Have Indians.

It was recently announced that the Indian department had withdrawn from the Indians the privilege given of appearing in public exhibitions. This notion caused much consternation among the circus people, and especially among the Wild West show managers. Major Burk, representing Colonel W. F. Cody called upon Commissioner Jones with a view to having the order reconsidered. He declared that such an order would simply mean the ruin of the Wild West show in which he is interested. Commissioner Jones said that personally he was opposed to Indians being taken from the reservation for any but educational purposes, and that this would be the policy of the Interior Department. He, however, said that applications for permission would be considered on their individual merits. Even if this rule goes into effect it will not debar Colonel Cody from getting Indians, for many have received allotments of land and are privileged to go wherever they please. But Major Burk contended that the Indians in this advanced portion were of no value or interest to his exhibition. The Indians for Wild West show purposes must be as near like the original as it is possible to find him at the present time. Since no definite order has been promulgated and since the applications will be considered on their merits, we are not in the least apprehensive that the Colonel's Indians will be taken from him.

A report recently submitted by the Treasurer of the Pan American Exposition showed the following financial standing of the company: Received from subscribers, \$626,901; interest from banks, \$2,734; photographic collections, \$2,000; total, \$611,636. Disbursements, \$274,213, balance on hand, \$337,422.

The Albany County Agricultural Society will hold its annual fair Sept. 11, 12 and 13. The officers of the association for 1900 are: President, E. S. Bartlett; Vice-President, Chas. Louisbury; Secretary, H. E. Huldy; Treasurer, F. H. Jackson.

The dates for the next Ohio State Fair were recently set for Sept. 3 to 8. These dates will probably remain unchanged.

The woman national auxiliary to the Blue and Gray Legion sent a communication to Washington asking that Mrs. Potter Palmer be appointed director of the American Woman's Department at the Paris Exposition, and it has been announced that their request has been granted by President Mc-

### FAIR NOTES.

A facetious correspondent, writing of the officers of the Union Agricultural Society, of Trumansburg, N. Y., observes: "J. T. Howe, the President, is a merchant prince; Vice-President J. G. Conde, a gentleman farmer; H. A. Mosher, Treasurer, is a Methodist, while Secretary Myron Boardman is a graceful stump much given to practical jokes." The directors he disposes of as follows, viz.: E. W. Prager, hotel man; D. S. Rapley, horseman; Ossian Sears, farmer; Walter Meek, a Quaker farmer; C. S. Wixom, a dog and chicken man; C. C. Wixom, a Quaker farmer.

The Carnival Association of St. Paul, Minn., has decided to build an Ice Palace, and will erect one at the foot of Capitol Hill. The palace will have a frontage of 250 feet and the center tower will be 100 feet high. The palace grounds will extend for 600 feet, on which skaters, polo players, etc., may amuse themselves. A double toboggan slide, which is to be erected, will be 300 feet long, with a height of 100 feet from either end.

The old Winchester Fair, West Union, O., is a thing of the past. The grounds are to be transformed into a poultry farm.

At a meeting of the Indiana State Board of Agriculture a discussion was held upon "The Indiana State Fair and Reciprocal Relations of Managers and the Citizens of Indianapolis." E. B. Martindale, who led the discussion, severely criticized the street car service, and said that the board should demand better facilities from the company. This same condition exists in Cincinnati and in many other towns. Fair managers should look to this point, for the success or failure of a fair often depends upon the good or poor facilities for handling the crowds.

Fair managers of California, Oregon, Washington, Idaho, and British Columbia will hold a meeting at Salem, Ore., Feb. 6, to arrange for a fair circuit throughout these States. It is desired that the dates be arranged so that exhibitors can attend the fairs at Sacramento, Salem, North Yakima, Spokane, Boise, New Westminster and other points that may be decided upon. A combination live stock sale during the fair week will also be arranged.

Early this month a winter carnival will be held at Roseland, H. C. The program will include curling, coasting, snow-shoe skating and ski racing, hockey matches, fancy skating, a grand unquesquade carnival and a ball. The following are officers of the association under the auspices which the carnival is to be given: President, Mayor A. S. Gooder; Vice-President, Mr. C. C. Lalonde; Treasurer, A. B. Mackenzie; Secretary, Mr. H. W. C. Jackson.

San Diego expects to give a water carnival during the week of Feb. 22, providing Admiral Kautz and the Pacific squadron are there at that time. Admiral Kautz has already agreed to do everything in his power to make the carnival a success.

Fair Secretaries—As soon as your dates are definitely fixed, send them to "The Billboard."

This month is the month of the citrus fairs in California. This year the exhibits will probably surpass those of any previous year, for it is said that the citrus crop is almost double the usual size.

The building erected in Cincinnati for the International Sangerfest last June seats 14,000 people and cost over \$80,000. It would make an ideal place in which to hold a national political convention.

The official catalogue of the Paris Exposition, it is reported, is to be in marked contrast to those of the last International Exposition. It will be an excellent example of French publishing and yet will not be expensive. It will be composed of eighteen volumes, one for each general classified group. A general plan of the grounds and exposition will be found in each volume, besides a special plan of the place to which the book belongs and a historical notice of the productions of that class, a catalogue of the retrospective exhibitions, catalogues of French and foreign exhibits, and an alphabetical list. Great care is to be taken in the compiling of the book and the work is to be given only to persons who are thoroughly competent and conversant with the special subject on which they write.

A poster girl with angel's wings and red drapery is proclaiming in script ornamental letters that an industrial, mining and citrus exposition will be held in Los Angeles from Feb. 11 to March 12. The poster represents a young, bare woman, standing with a wreath in her right hand, which is extended upward to a tree. In her left hand she holds a lighted torch, resting on the ground; lemons and oranges lie at her feet, with an orange and wildwood of industry in the background and a stamp mill and mining scene in a medallion at the right. The work is well executed, and the poster as a whole embodies the exposition idea.

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Probably the biggest regatta in the country during the coming year will be one which will be held under the auspices of the Columbia Yacht Club, on July 4. All the yacht clubs of all of the Great Lakes and the members of the Inland Yachting Association have been invited to participate in the great races.

The fair grounds at Topeka, Kan., were recently visited by fire, \$10,000 worth of property was destroyed. Kent's training stable were burned, and ten blooded track horses lost.

Mrs. H. C. McCall Travis is the manager of the Omaha Exposition Midway Carnival, and is well known throughout the country as a professional organizer and manager of flower parades. Mrs. Travis conducted the flower parades at the Omaha Exposition, a New Orleans, Milwaukee, Saratoga Springs and other places. She has met with great success with her Midway, which consists of attractions from the Omaha Greater American Exposition. Wherever she has taken her exhibit she has been greeted by the people with having one of the cleanest and prettiest Midway shows of the day.

The Ohio State Dairymen's Association appointed a committee of three to arrange for an exhibit of dairy products at its next meeting, which will be held this month at Townshend Hall, Ohio State University, Columbus, O. The committee consists of Prof. Thos. F. Hunt, Eileen F. Smith and F. M. Wilson. The committee has arranged for a number of cash premiums.

The Republican convention will be held at Philadelphia on Tuesday, June 19. Chicago, St. Louis and New York were Philadelphia's most prominent rivals.

St. Louis proposes to tear down her big exposition building and will erect a public building costing a million and one-half dollars.

The Carbon County Industrial Society of LaFarge, has elected the following officers for the new year: President, Henry Miller; Treasurer, C. E. Brinkman; Secretary, C. W. Bower; Directors, C. W. Ober, C. E. Brinkman, L. E. Seidel, F. J. Ober, W. H. Ober, D. Ebbert and W. E. Ash.

Achille Philion and his wife sailed on January 4 for a three months' pleasure trip to Europe. He has signed with Col. Frank Tissot for thirty weeks, beginning May 7. This takes him through an entire season without a vacant date.

St. Louis has followed the example set by Philadelphia and Buffalo. Every letter which now leaves St. Louis bears an announcement of the Louisiana Purchase World's Fair. The other proposed expositions will no doubt be in line before long.

Sept. 12 to 29 are the dates decided upon by the Nova Scotia provincial exhibition committee for this year's show. Hon. J. W. Longley is again President and Mr. J. E. Wood has been appointed manager, which position is now a permanent and a salaried one.

The Ohio State Fair will probably be held Sept. 3 to 8, at Columbus, O.

A pure food exposition was held in Youngstown, O., Jan. 29. Mansfield, Lima and Toledo follow in the order named. Henry Tonges is the manager.

The dates for the spring meeting of the Ontario Jockey Club have been fixed from Thursday, May 21, to Saturday, June 2, covering a period of nine days. The Queen's Plate will be run on the opening day, which is Her Majesty's birthday.

A plant for generating electricity with which to charge the accumulators of electric automobiles, is being built and will be ready at the proper time. A unique feature of the races will be their reproduction by electrically-moved miniature automobiles. The exact relative positions of the contestants at all times will be given. The news will be brought by means of optical and wireless telegraphy.

### A Cycle Show in Germany.

By J. GRANT CRAMER.

When a cycle show is held in the United States, promoters and exhibitors do all in their power to make it attractive to the general public. The manufacturers and dealers meet, do business and exchange ideas, but at the same time the people are by no means forgotten; information is gladly given them; they circulate freely throughout the show and have every opportunity to compare the various makes of cycles and sundries. In Germany it is entirely different. An air of deep mystery broods over the show; the exhibits are carefully protected from the vulgar gaze of the cycling public, who are rigidly excluded from the show, or "Fahrradmesse," as it is called.

Last year the German cycle show was held in Leipzig—the third largest city in Germany and in commercial importance taking the precedence over Berlin. When I entered the Crystal Palace, a gruff "What do you want?" greeted me. "I want to buy a ticket to the cycle show," I replied. "Go upstairs to the office." Entering the office, I saw two or three men and a woman seated at a long table, they looked at me as if I were some queer animal, and finally the woman came slowly towards me and asked what I wanted. Hearing my reply, she asked for a "legitimation," or some identification. I showed in my passport that was worthless. Was I "in the cycle business?" If not, could not visit the show under any circumstances. L. A. W. Bulletin.

## CONVENTIONS, Fêtes, 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 to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.*

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. Burt, 28 C. O. av., Hartford, Conn.  
 ATLANTA, GA.—International Ticket Agents' Association, March 6, 1900. C. G. Cadwalader, Broad st., station, Pa. R. R. Depot.  
 ATLANTA, GA.—Train Dispatchers of America, June 14, 1900. J. F. Mackle, 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. C. 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, Mant. Record Bldg., Baltimore, grand recorder.  
 BALTIMORE, MD.—Independent Order Mechanics Grand Lodge, March 19, 1900. Elmer Bernhard, 632 W. Balto st., Baltimore, Md.  
 BALTIMORE, MD.—Grand Lodge of Maryland, Independent Order Mechanics, March 19. Elmer Bernhard, 630 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, Raines 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. G. Rags, Richmonde, 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, Zwolle, 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. Surghorn, Belton, Texas.  
 BINGHAMTON, N. Y.—I. O. O. F. Grand Encampment, Feb. 27, 1900. W. H. Mosher, 18 Rutherford st., Binghamton, N. Y.  
 BOICE, HIAHO—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. Cahill, 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. Coppys, 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. Quick, 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. Winsom, Chelsea, Mass.  
 BOSTON, MASS.—Womans Relief Corps State Convention, Feb. 13 and 14, 1900. Aug. A. Robinson, 657 Washington st., Boston, Mass.

BOSTON, MASS.—Re-union 58th Regiment Association, Feb. 22, 1900. Arthur Harper, 100 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, Chase, E. Bennett, 36 Brunel 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. O. F. Grand Encampment, Feb. 7, 1900. John W. Perkins, 315 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, 228 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.  
 BRENTHAM, 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. Kastings, 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 Loyal Legion, Feb. 12, 1900. Wm. L. Greenleaf, Burlington, Vt.  
 CAMBRIDGE, MD.—S. C. of Maryland Jr. O. U. A. M. Tuesday, April 17, 1900. Chas. S. Davis, 100 and 102 N. Paca st., Baltimore, Md.

CAMPBELLSTOWN, 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. Gravus, Lock Box 15, Cedar Rapids, Ia., secy.  
 CEDAR FALLS, IA.—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. Schenck, 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. Morrison, 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, 107 Somers st., Brooklyn, N. Y.

CHICAGO, ILL.—The American Railway Association, April 25, 1900. W. F. Atch, 24 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, Zelienople, 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. G. 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 Farmer's Institute Worker's Association, March, 1900. C. A. Willmarth, Seneca, Ill.

CHICAGO, ILL.—Steam and Dredge Engineers, Brotherhood of America, Jan. 2, T. J. Dolan, 23 Dearborn st.

DOVER, DEL.—Grand Lodge, A. O. U. W., Feb. 13, 1900. Chas. E. Woods, Wilmington, Del., secy.

DULUTH, MINN.—Minnesota Retail Hardware Association, Feb. 14, 1900. J. W. Clark, Minneapolis, Minn., secy.

CHICAGO, ILL.—G. A. R. National Encampment, Aug. 28 to Sept. 1. Thomas J. Stewart, Philadelphia, Pa., secy.

CHICAGO, ILL.—American Malice Propaganda Annual Meeting, Feb. 8, 1900. B. W. Snow, secy., Marquette Bldg., Chicago.  
 CILIFAGD, ILL.—Central Lumber Sash and Door Salesmen's Association, Feb. 6, 1900. John Oxford, 915 Capital ave., Indiana, Ills., secy.

CINCINNATI, O.—National Convention B. Y. P. U. July 12 to 15, 1900. Rev. E. E. Chivers, 324 Dearborn st., Chicago.  
 CINCINNATI, O.—Ronin Ancient and Accepted Scottish Rites, Feb. 20 to 22, 1900. James A. Collins, Cincinnati, O.

CINCINNATI, O.—National Association of Chiefs of Police of United States and Canada, May 8, Harvey O. Carr, Grand Rapids, Mich., secy.

CINCINNATI, O.—Union of American Hebrew Congregations, Jan. 15, 1901. Lipman Levy, secy., Cincinnati, O.

CLEVELAND, O.—The Traveling Engineers' Association, Sept. 11. W. O. Thompson, Elkhart, Ind.

CLEVELAND, O.—Ohio Hardware Association, Feb. 28 and March 1, 1900. John T. Baker, Dayton, O.

COLUMBIA, S. C.—Grand Lodge Knights of Honor, April 18, 1900. L. M. Zealy, Columbia, S. C.

COLUMBUS, O.—State Gas Light Association, March 21 and 22, 1900. F. C. Jones, Delaware, O.

COLUMBUS, O.—Ohio Valley Press Association, March 22, 1900. John L. Tripler, Columbus, O.

COLUMBUS, O.—The Order of the United Commercial Travelers of America, June 29 and 30. Chas. B. Flagg, Columbus.

CONCORD, N. H.—United Order of the Golden Cross, Grand Commandery of New Hampshire, April 4, 1900. George W. Flagg, Keene, N. H., grand keeper of records.

CORVALLIS, ORE.—State Horticultural Society, Feb. 10 to 15. E. R. Lake, Corvallis, O.

COSHOCOTON, O.—Knights of Pythias District Convention, Feb. 8. John C. Geyer, Piqua, O., secy.

COUNCIL BLUFFS, Ia.—Grain Dealers' Convention, March, 1900. G. A. Stubbs, Coeur d'Alene, Ia.

CRAWFORDSVILLE, IND.—Tribe of Ben Hur, National Convention, April 10, 1900. F. S. Snyder, Crawfordsville, Ind.

DALLAS, TEX.—Concentrated Order of the Hoo Hoo, Oct. 9. J. H. Band, Nashville, Tenn., secy.

DANTURY, CONN.—Grand Council, Royal Atheneum, April 18, 1900. E. B. Holloway, Lock Box 15, Millford, Conn.

DENVER, COLO.—Tenth International Sunday School Convention, Probable June, 1902. Marlon Lawrence, Toledo, O., secy.

DES MOINES, IOWA—Iowa Society of the Sons of the American Revolution, Feb. 21, 1900. E. D. Hadley, 409 Franklin av., Des Moines, Iowa.

DES MOINES, IOWA—State Council, Royal Atheneum, April 18, 1900. E. B. Holloway, Lock Box 15, Millford, Conn.

DES MOINES, IOWA—National Congress of Mothers, May 23, 1900. Mrs. Vesta Cassidy, Forest Glen, Md.

DES MOINES, IOWA—State Butter, Eggs & Poultry Dealers' Association, Feb. 1. W. M. Verhey, Des Moines, secy.

DES MOINES, IOWA—Photographers' Association of Iowa, May 15 to 17, 1900. W. O. Reed, Missouri Valley, Iowa, secy.

DES MOINES, IOWA—Brotherhood of Locomotive Firemen, September, 1900. F. W. Arnold, Peoria, Ill., secy.

DETROIT, MICH.—United States Railroad Workers' Mutual Benefit Association, Sept. 6, J. V. Henry, Quincy, Ill., secy.

DETROIT, MICH.—A. O. U. W. Grand Lodge, Feb. 20. John F. Hollins, Detroit, Mich.

DETROIT, MICH.—National Founders' Association, Feb. 1 and 2. John A. Penton, Detroit, Mich., secy.

DETROIT, MICH.—Glass Bottle Blowers' Association of United States and Canada, July 8. Wm. Lanner, Rooms 330 and 331, Witherpoon Bldg., Philadelphia, Pa.

DETROIT, MICH.—Grand Lodge, Switchmen's Union of North America, May 21. J. E. Tipton, Chamber of Commerce, Kansas City, Kan., grand secy. and treas.

DETROIT, MICH.—Western Packer's United Goods Association, Feb. 13 to 16, 1900. A. T. Birchard, Marshalltown, Iowa.

DETROIT, MICH.—Atlantic State Packers Association, Feb. 13 to 16, 1900. A. T. Birchard, Marshalltown, Iowa.

DETROIT, MICH.—National Brick Manufacturers' Convention, Feb. 7 to 10. T. A. Randall, Indianapolis, Ind.

DETROIT, MICH.—Michigan Dairymen's Association, Feb. 6 to 8, 1900. S. J. Wilson, secy., Flint, Mich.

DETROIT, MICH.—National Association Master Blacksmiths, Sept. 4 to 6. A. L. Woodward, Lima, O.

DETROIT, MICH.—Knights of Khorassan, Aug. 27, 11. W. B. Belding, St. Louis, Mo.

DETROIT, MICH.—National Saddlery Association Convention, July 12 to 14, 1900. John B. Denver, St. Louis, Mo.

DETROIT, MICH.—Supreme Lodge K. of P., Aug. 21, 1900. R. L. C. White, secy., Nashville, Tenn.

DETROIT, MICH.—State Gas Association, Feb. 21, 1900. L. E. Walker, Lansing, Mich., president.

DETROIT, MICH.—Republican State League, Feb. 22, 1900. Burt D. Cady, secy., Port Huron, Mich.

DEURESTOWN, PA.—Grand Lodge of Pennsylvania, Shield of Honor, March 19, 1900. Edwin N. Mason, 26 Franklin st., Philadelphia, Pa., secy.

DOVER, DEL.—Grand Lodge, A. O. U. W., Feb. 13, 1900. Chas. E. Woods, Wilmington, Del., secy.

DULUTH, MINN.—Minnesota Retail Hardware Association, Feb. 14, 1900. J. W. Clark, Minneapolis, Minn., secy.

CHICAGO, ILL.—American Railway Association, March, 1900. C. A. Willmarth, Seneca, Ill.

CHICAGO, ILL.—Steam and Dredge Engineers, Brotherhood of America, Jan. 2, T. J. Dolan, 23 Dearborn st.

CHICAGO, ILL.—Illinois Optical Society, Jan. 16, 1900. A. R. Chamberlin, Aurora, Ill.

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CHICAGO, ILL.—National Farmers' Institute Worker's Association, March, 1900. C. A. Willmarth, Seneca, Ill.

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## THE BILLBOARD.

- ALFORD, CONN.—State Promotional Society, Feb. 14 and 15, 1900. H. C. Miles, Hartford, Conn., secy.
- ALFORD, CONN.—Reunion Connecticut Prisoners of War, Feb. 22, 1900. Geo. Whiting, 1 Summer St., Hartford, Conn.
- ALFORD, CT.—Connecticut Letts' Carpenters' Association, Feb. 22, R. M. Burroughs, Bridgeport, Ct., secy.
- ALINAS, NEB.—Central Nebraska Educational Association, March 29 to 31, 1900. Ell. M. Hussey, Franklin, Neb.
- ALSTON, NEB.—Grand Chapter Order of the Eastern Star, First Tuesday in May, 1900. Alfred E. Wright, Greeley, Neb., secy.
- ALTMER, N. Y.—Patrons of Husbandry, State Grange, Feb. 6, 1900. A. G. Steele, Herkimer, N. Y.
- ALSTON, TENN.—Trans Mississippi Commercial Congress, April, 1900. Iron E. O. Standard, St. Louis, Mo.
- AMMBOLDT, IA.—Grand Lodge of Iowa L. O. G. T., Third Tuesday in August, 1900. B. T. Green, Hawarden, Ia.
- AMINGTON, W. VA.—Ancient Order United Workmen, Sept. 11 to 14, Frank Grise, Wheeling, W. Va., secy.
- INDIANAPOLIS, IND.—State Populists' Convention, Feb. 22, C. M. Walters, Indianapolis, secy.
- INDIANAPOLIS, IND.—National Social Democracy Convention, March 10, 1900. J. H. Haught, 21 W. Washington st., Indianapolis.
- INDIANAPOLIS, IND.—State Savings and Loan Association, March 2, 1900. A. S. Barthol, Shelbyville, Ind.
- INDIANAPOLIS, IND.—State Photographer's Association, March 6 to 8, 1900. W. O. Newby, Bloomington, Ind.
- JACKSONVILLE, FLA.—The Florida State Dental Society, May 1, 2 and 3. Dr. Carroll H. Finch, Fernandina, Fla.
- JEFFERSONVILLE, IND.—Grand Lodge of Indiana, K of H, Feb. 3d Tues., 1900. J. W. Jacobs, secy., Jeffersonville, Ind.
- JEPHEN, MO.—O. U. A. M. State Council, March 20, 1900. F. C. Klipping, 412 Joplin st., Joplin, Mo.
- KALAMAZOO, MICH.—Y. M. C. A. State Convention, Feb. 22 to 25, 1900. A. J. Strader, Y. M. C. A., Detroit, Mich.
- KANSAS CITY, MO.—Central Shorthorn Breeders' Association of America, Feb. 6 and 7, 1900. W. P. Brush, Station A, Kansas City, Mo.
- KANSAS CITY, MO.—Supreme Lodge, National Reserve Association, October. A. G. Lightner, 306 Baird Bldg., Kansas City.
- KEARNEY, NEB.—State Camp Modern Woodmen of America, Bi-annual Meeting, Second Wednesday in April, 1901. W. A. Forsyth, secy., Looms, Neb.
- KINGSTON, N. Y.—M. C. A. State Convention, Feb. 15 to 18, 1900. F. S. Goodman, 3 W. 29th st., Lockport, N. Y.
- KINGSTON, N. Y.—Reunion of 12th Regiment, Feb. 22, 1900. Albert Clark, Kingston, N. Y.
- LANCASTER, PA.—Royal and Select Masters Grand Council, Feb. 27, 1900. J. S. Sybe, Lancaster, Pa.
- LANCASTER, PA.—Y. P. S. C. E. Convention, Feb. 26 and 27. Rev. J. W. Deshonck, Lancaster.
- LATHENS, S. C.—State Council of South Carolina, Jr. O. U. A. M. Third Tuesday in April at 8 p. m., April 17, 1900. J. Frank Pate, Main st., Monaghan Block, Sumter, S. C., P. O. Box 23.
- LEAVES, DEL.—State Council, Jr. O. U. A. M. Tuesday, Feb. 20, W. J. Moreland, 529 W. 5th st., Wilmington, Del.
- LINCOLN, NEB.—State Conference of Charities and Corrections, Feb. 7, 1900. A. W. Clark, secy., 506 South 18th st., Omaha, Neb.
- LINCOLN, NEB.—National Buttermakers' Association, Feb. 19 to 23. E. Ludendorf, Elgin, Ill.
- LITTLE ROCK, ARK.—K. of H., Grand Lodge, Feb. 21, 1900. J. H. Belchner, Little Rock, Ark.
- LITTLE ROCK, ARK.—Ark Electric Medical Association, April 5, 1900. R. L. Smith, M.D., Russellville, Ark.
- LITTLE ROCK, ARK.—Arkansas Bankers' Association, April 19 and 20, 1900. M. H. Johnson, Little Rock, Ark.
- LITTLE ROCK, ARK.—Arkansas Division, Travelers' Protective Association of America, April, 1900. Will H. Bass, Little Rock, Ark.
- LUGANSPORT, IND.—Northern Indiana Teachers' Association, March 29 to 31. J. W. Carr, Anderson, Ind., secy.
- LONDON, ENGLAND—Salvation Army Congress, July, 1900. Commissioner Howard, 101 Queen Victoria st., London, E. C., Eng.
- LONDON, ONT., W. O. W. Head Camp of Canada, Feb. 21, 1900. W. C. Fitzgerald, London, Ont.
- LONG ISLAND, N. J.—State Council of New Jersey Daughters of Liberty, April 17, 1900. Willard L. Wayard, 39 S. 8th st., Newark, N. J.
- LOS ANGELES, CAL.—Grand Commandery of Knights Templar, Monday, April 24, 1900. William A. Davis, Masonic Temple, San Francisco, secy.
- LOS ANGELES, CAL.—Roadmasters' Convention, Nov. 13, 1900. J. B. Dickson, secy., Sterling, Ill.
- LOUISVILLE, KY.—Merchant Tailors' National Exchange, Feb. 6 to 8, 1900. E. B. Sloan, Louisville.
- LOUISVILLE, KY.—National Saddle Horse Breeders' Association, April 7, 1900. L. B. Sall, secy., Louisville.
- LOUISVILLE, KY.—Merchant Tailors' Exchange, Feb. 6 to 8, 1900. E. B. Sloan, Louisville, Ky.
- LOUISVILLE, KY.—State Populist Convention, Feb. 22, 1900. W. P. March, Lawrenceburg, Ky.
- LOUISVILLE, KY.—A. O. U. W. Grand Lodge, February (second Tuesday), 1900. J. G. Walker, secy., Room 9, Norton Building, Louisville, Ky.
- LOUISVILLE, KY.—Grand Encampment, Knights Templar, August, (fourth Tuesday), 1901. Reuben H. Lloyd, San Francisco, Cal., Grand Master.
- MADISON, WIS.—State Cheese Makers' Convention, Feb. 1 to 3. F. S. Baer, Madison, secy.
- MADISON, WIS.—State Horticultural Society, Feb. 5 to 8. P. J. Phillips, Madison, secy.
- MADISON, WIS.—State Bar Association, Feb. 13 and 14. Cornelius T. Harting, Box 325, Milwaukee, Wis.
- MADISON, WIS.—State Bee Keepers' Association, Feb. 8 and 9, 1900. N. E. France, secy., Platteville, Wis.
- MAHONEY CITY, PA.—Reformed Brotherhood of Andrew and Phillip, November, 1900. W. O. Anderson, secy., 619 Pressman street, Baltimore, Md.
- MANCHESTER, N. H.—Grand Division, Sons of Temperance of New Hampshire, Tuesday, April 21, 1900. Albert H. Marshall, Nashua, N. H., secy.
- MAJETTA, O.—Ohio Rebekah Assembly, April 11, 1900. Mrs. Emma M. Bell, 286 Neil st., Columbus, O.
- MERIDIAN, MISS.—Mississippi State Medical Association, April 18, 19 and 20, 1900. J. A. Tackett, Meridian, Miss.
- MERIDIAN, MISS.—Masonic Convention, K. T. Grand Commandery, R. S. M., Grand Council, R. A. M., Grand Chapter, F. & A. M., Grand Lodge, Feb. 19 to 22. J. E. Power, Jackson, Miss.
- MILTON, ONT.—Royal Templars of Temperance Convention, Feb. 1900. Dr. Roberton, Milton, Ont.
- MILWAUKEE, WIS.—National Association of Railway Commissioners, May 8. E. C. Mosley, Washington, D. C., secy.
- MILWAUKEE, WIS.—Supreme Court, United Order of Foresters, July 9. S. W. Denison, Hathaway Bldg., Milwaukee.
- MILWAUKEE, WIS.—Grand Council, Royal Arcanum, State of Wisconsin, April 25, 1900. C. D. Simonds, 12 E. Water st.
- MILWAUKEE, WIS.—C. B. Woleott Women's Relief Corps, Place of next meeting, Academy of Music, second and fourth Fridays in month, 2-30 p. m., Mrs. Caroline 16th, 101 8th st., Milwaukee, Wis.
- MILWAUKEE, WIS.—Biennial Convention of the Woodmen of the World, Jur. D. February, 1901, second Tuesday, S. T. Heubert, Burlington, Iowa.
- MILWAUKEE, WIS.—Royal Arch Masons, Grand Chapter, Feb. 20 and 21, 1900. John W. Lafin, Milwaukee, Wis.
- MILWAUKEE, WIS.—Order Eastern Star, Grand Chapter, Feb. 21 and 22, 1900. Mrs. H. M. Ladd, 103 Jefferson st., Milwaukee, Wis.
- MILWAUKEE, WIS.—General Federation of Women's Clubs, Biennial Meeting, May, 1900. Mrs. Emma A. Fox, 21 Bagley ave., Detroit, Mich., secy.
- MILWAUKEE, WIS.—Wisconsin Retail Hardware Association, Feb. 1st Wed., 1900. C. Peck, secy., Berlin, Wis.
- MILWAUKEE, WIS.—Grand Chapter Arch Masons, Feb. 21, 1900. J. W. Lafin, secy., Milwaukee, Wis.
- MINNEAPOLIS, MINN.—Minneapolis State Homeopathic Institute, Third Tuesday, Wednesday and Thursday of May, 1900. Henry C. Aldrich, 313 Medical Bldg., Minneapolis, Minn., secy.
- MINNEAPOLIS, MINN.—G. A. R. Department Encampment, Feb. 1900. B. Hicks, 1117 Lumber Exchange, Minneapolis, Minn.
- MINNEAPOLIS, MINN.—State Editorial Association, Feb. 15 and 16, 1900. C. P. Stine, St. Paul Minn.
- MINNEAPOLIS, MINN.—Jr. O. U. A. M. State Council, Feb. 22, A. G. Bainbridge, 102 Hospital Ave., Minneapolis.
- MONTGOMERY, ALA.—Medical Association of the State of Alabama, April 17, 1900. Leo P. Waller, M. D., Montgomery, Ala.
- MONTHELLO, IND.—Knights of Pythias, Fourth District, convention, Feb. 7, 1900.
- NASHVILLE, TENN.—A. O. U. W. Grand Lodge, Sept. 20, 1900. J. H. Thompson, 4115 Union st., Nashville, Tenn., secy.
- NASHVILLE, TENN.—Tennessee Master Plumbers' Association, June, 1900. Fred. Fox, Jr., secy., 80 Cherry St., Chattanooga, Tenn.
- NASHVILLE, TENN.—State Sunday School Association, March 28 to 30. Rev. Geo. O. Badman, Room 56, Noel Bldg., Nashville, secy.
- NASHVILLE, TENN.—Grand Council of Tennessee R. A. Tuesdays, March 20, 1900. W. H. Gray, 4 Noel Bldg., secy.
- NASHVILLE, TENN.—Knights and Ladies of Honor, First Tuesday after the third Monday, April, 1901. Henry Butterberg, 248 2d st., Memphis, Tenn., secy.
- NASHVILLE, TENN.—Tennessee Jersey Cat Club, annual meeting, December, 1900. D. S. Williams, Nashville, Tenn., secy.
- NEW BRITAIN, KNIGHTS OF COLUMBUS STATE CONVENTION, Feb. 6, 1900. Rev. Fr. McGivney, Middlebury, Conn.
- NEW CASTLE, PA.—Grand Lodge, A. O. U. W., September, 1900. O. K. Gardner, 2201 Wylie ave., Pittsburgh, Pa.
- NEW HAVEN, CONN.—State Lumber Dealers' Association, Feb. 14, 1900. Louis C. Mansfield, secy., New Haven, Conn.
- NEW HAVEN, CONN.—Knights of Columbus, March 8, 1900. Daniel J. Colwell, Poll Building, New Haven, Conn., secy.
- NEW ORLEANS, LA.—Church Club Conference, Feb. 23, 1900. Taylor E. Brown, Chicago, Ill.
- NEW ORLEANS, LA.—National Editorial Association, March 12. F. M. Page, Jeffersonville, Ill.
- NEW ORLEANS, LA.—Royal and Select Masons, Grand Council, Feb. 15, 1900. Richard Lambert, New Orleans, La.
- NEW ORLEANS, LA.—Royal Arch Masons, Grand Chapter, Feb. 13, 1900. Richard Lambert, New Orleans, La.
- NEW ORLEANS, LA.—F. & A. M. Grand Lodge, Feb. 12, 1900. Richard Lambert, New Orleans, La.
- NEW ORLEANS, LA.—Travelers' Protective Association of America, May 22, 1900. Louis T. La Bettine, 913 Chemical Bldg., St. Louis, Mo.
- NEW ORLEANS, LA.—Grand Army Repro-Hee, March 16 to 19, 1900. John A. Brookshire, Custom House, New Orleans.
- NEW ORLEANS, LA.—State Council, Catholic Knights of America, Feb. 2, 1901. Chas. A. Fricke, secy., 823 Lowerline street, New Orleans, La.
- NEW PHILADELPHIA, O.—B. P. O. Elks Association, First week in July, 1900. C. A. Conway, New Philadelphia ledge No. 510, secy.
- PROVIDENCE, R. I.—National Federation of Textile Operatives of America, Second Monday and Tuesday in April. Albert Hibbert, Box 713, Fall River, Mass.
- PROVIDENCE, R. I.—Knights of Pythias, Grand Lodge, Feb. 13, W. A. Wilson, 316 Butler Exchange, Providence.
- PROVIDENCE, R. I.—Grand Council of the Royal Arcanum of the State of Rhode Island, April 26, 1900. John S. Kellogg, Box 836, Providence, R. I., secy.
- PROVIDENCE, R. I.—Grand Lodge, L. O. O. F., of R. I., Feb. 6, Wm. H. Mosley, 86 Weybasset st., Providence.
- PROVIDENCE, R. I.—Horsemen's Union of U. S. and Canada, May 15, 1900. Ready Kenahan, Denver, Col.
- PENNSUTAWNEY, PA.—Jefferson County, State Council of Pennsylvania, O. U. A. M., May 1 to 3, 1900. Walter Graham, 1339 Arch st., Philadelphia, Pa.
- RACINE, WIS.—Danish Brotherhood in America, Oct. 1, 1902. Viggo A. Danielson, Sta. G. 885 N. Campbell ave., Chicago, Ill., secy.
- REDLAND, CAL.—Y. M. C. A. State Convention, Feb. 1 to 11, 1900. W. M. Parsons, San Francisco, Cal.
- RICHMOND, VA.—American Medico-Psychological Association, May 1 to 4. C. B. Burr, M. D., Flint, Mich., secy.
- RICHMOND, VA.—Daughters of America, Oct. 2, Julia Tipton, Dennison, O.
- RICHMOND, VA.—Order United American Mechanics, Sept. 10 to 13. John Server, 1343 Arch st., Philadelphia.
- ROCHESTER, N. Y.—Grand Lodge, A. O. U. W. First Tuesday in March, 1900. A. C. Harwick, 308 Mutual Life Bldg., Buffalo, N. Y., secy.
- ROCHESTER, N. Y.—Degree of Honor Grand Lodge, Mar. 6 and 7, 1900. Fannie Hadley, 225 Central ave., Rochester, N. Y.
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# THE BILLBOARD.

- ROCHESTER, N. Y.**—A. O. U. W. Grand Lodge, March 6, 1900. Fred Gleason, 79 Prospect st., Rochester, N. Y.
- ROCK ISLAND, ILL.**—State Retail Merchants Association, Feb. 13 to 15, 1900. Geo. Schneider, 1712 Second av., Rock Island, Ill.
- ROCKLAND, ME.**—Knights of Honor, Grand Lodge, Feb. 21, A. W. Glidden, New Castle, Me., secy.
- ROCKLAND, ME.**—Grand Lodge of Maine, N. E. O. P., Wednesday, April 4, 1900. A. E. Verrill, Auburn, Me.
- RUSTON, LA.**—I. O. O. F. Grand Lodge, March 6, 1900. F. Gileshaber, Box 383, New Orleans, La.
- SAGINAW, MICH.**—Biennial Convention Journeyman Barbers October, 1900. W. E. Klapetzky, Box 585, secy., Syracuse, N. Y.
- SALT LAKE CITY, UTAH.**—I. O. O. F. Grand Encampment, April, 1900. Ed. W. Loder, Salt Lake City, Utah, secy. (Box 1100.)
- SAN ANTONIO, TEX.**—National Railroad Postal Clerks Association, June 7, 1900. Geo. A. Woods, secy., Portsmouth, N. H.
- SAN ANTONIO, TEX.**—Railway Trackmen of America, Dec. 3, 1900. John T. Wilson, G. C., St. Louis, Mo.
- SAN DIEGO, CAL.**—Celebration of Dewey's Victory, auspices G. A. R. Estimated attendance, 5,000, principally from California and Nevada.
- SANFORD, FLA.**—G. A. R. State Encampment, Feb. 22, D. L. Way, Sanford, secy.
- SAN FRANCISCO, CAL.**—Grand Lodge A. O. U. M. of California, First Tuesday in April 1900. Frank S. Poland, Rooms 65 and 66, Elrod Building.
- SAN FRANCISCO, CAL.**—I. O. U. A. M. State Council, March 20, 1900. Herman Paine, 759, 8th st., Oakland, Cal.
- SAN FRANCISCO**—I. O. B. B., Lodge 4, Feb. 18, T. J. Aschelm, 121 Eddy st., secy.
- SAN FRANCISCO, CAL.**—Protestant Episcopal Church Convention, October, 1901. Rev. C. L. Hutchins, Concord, Mass., secy.
- SANTA FE, N. M.**—N. M. Medical Society, May 29, 1900. W. G. Hepe, Albuquerque, N. M.
- SAVANNAH, GA.**—Sons of the Revolution State Convention, Feb. 5, 1900. Wm. Harden, 228 President st., Savannah, Ga.
- SAVANNAH, GA.**—Southeastern States Bill Posters' Association, May 21, 1900. Chas. Bernard, secy., Savannah, Ga.
- SCRANTON, PA.**—United Brotherhood of Carpenters & Joiners, Sept. 18, 1900. P. J. McGuire, Box 884, Philadelphia, Pa., secy.-treas.
- SEADALLA, MO.**—A. O. U. W. Grand Lodge, Feb. 13, 1900. C. W. Turnham, Sedalia, Mo.
- SELMA, ALA.**—Knights of Honor, April 30 and 31, 1900. T. Gardner Foster, Montgomery, Ala.
- SEATTLE, WASH.**—Ancient Order United Workmen, Wednesday, April 11, 1900. Jas. T. Boyer, Conran Block, Seattle, Wash., Room 11.
- SPARTA, WIS.**—Epworth League State Convention, Feb. 15 to 18, 1900. Prof. W. S. Smithyan, Sparta, Wis.
- SPRINGFIELD, ILL.**—State Laundrymen's Association, April 9 to 11, M. G. Planck, Peoria, Ill., secy.
- SPRINGFIELD, ILL.**—Interstate United Miners' Convention, Feb. 1900, W. D. Ryan, 505 Perrick Bldg., Springfield, Ill.
- STEVENS' POINT, WIS.**—State council of Wisconsin, Jr. O. U. A. M., April 17 to 19. Ernest W. Sellers, 1117 Shurette st., Stevens' Point, Wis.
- ST. JOHNSBURG, VT.**—Vermont State Dental Society, March 21 to 23, 1900. Thomas Mound, Rutland, Vt.
- ST. JOSEPH, MO.**—Knights of Maccabees of Missouri, May (second Tuesday), 1901. A. Steger, secy., 1620 Front avenue, Kansas City, Mo.
- ST. LOUIS, MO.**—Retail Hardware and Stove Association, Feb. 10, 1900. E. Thomas, Trenton, Mo.
- ST. LOUIS, MO.**—Stipulated Premium Life Insurance Underwriters' Association, May 23 to 25, 1900. Miss E. H. Titus, Elkhart, Ind.
- ST. LOUIS, MO.**—Retail Dealers' Association of Vehicles and Implements of United States, Oct. 3, J. R. Wright, Dompham, Mo.
- ST. LOUIS, MO.**—Missouri Retail Hardware and Stove Dealers' Association, Feb. 13, 1900.
- ST. LOUIS, MO.**—Royal Arcanum Grand Council, Feb. 20, 1900. Chas. B. Cox, secy., 309 Holland Building, St. Louis, Mo.
- ST. PAUL, MINN.**—Imperial Knights, Imperial Commandery, Feb. 16, G. Thane, St. Paul, secy.
- ST. PAUL, MINN.**—Grand Lodge, Minnesota A. O. U. W. Fourth Tuesday in March, 1900. Olof Olson, Willmar, Minn., secy.
- ST. PAUL, MINN.**—Grand Council of Minnesota, Royal Arcanum, March 27, 1900. Geo. T. Hughes, 425 Guaranty Bldg., Minneapolis, Minn., secy.
- ST. PAUL, MINN.**—Degree of Honor Grand Lodge, March 27, 1900. Francis Buell, 861 Pioneer Press Bldg., St. Paul, Minn.
- ST. PAUL, MINN.**—I. O. O. F. Feb. 3rd Wed., 1900. A. E. Renillard, secy., 501 S. 6th street, Minneapolis, Minn.
- ST. PAUL, MINN.**—State Camp, M. W. A. February, 1901. W. B. Hartley, West Duluth, Minn.
- STREATOR, ILL.**—Catholic Knights of America State Council, Aug. 21, 1900. John E. Mahoney, secy., Farmer City, Ill.
- STREATOR, ILL.**—W. R. C. K. of A. Third Tuesday, August, 1900. Col. J. J. Doheny, Effingham, Ill., secy.
- STREATOR, ILL.**—Biennial Council, C. K. of A. Third Tuesday, August, 1900. John E. Mahoney, Farmer City, Ill., secy.
- SUMMERSIDE, P. C.**—I. O. O. F. Grand Lodge, Feb. 20, 1900. Rev. S. G. Bland, Smith Falls, Ont.
- SYRACUSE, N. Y.**—State Retail Lumber Dealers' Association, Feb. 28, 1900. S. II. Beach, Rome, N. Y.
- TIPPOON, IOWA.**—Fraternal Brotherhood of the World, Feb. 6 and 7. J. E. Williams, Tipton, Iowa.
- TOLEDO, O.**—National Convention G. A. R. 1903.
- TOPEKA, KAS.**—F. & A. M. Grand Lodge, Feb., 3d Wed., 1900. A. K. Wilson, secy.
- TOPEKA, KAN.**—National Aid Association, National Council, Feb. 14. S. D. Cooley, 701 Jackson st., Topeka.
- TOPEKA, KAN.**—Grand Chapter, Royal Arch Masons, Feb. 12, 1900. Jacob DeWitt, secy., Salina, Kas.
- TOPEKA, KAN.**—National Conference of Charities and Corrections, May 18 to 24, 1900. Meetings at Hall, 115 Monroe st., Chicago, secy.
- TOPEKA, KAN.**—State Labor Convention, Feb. 5, 1900. W. L. A. Johnson, Topeka, Kan.
- TOPEKA, KAN.**—A. O. T. M. Grand Lodge, Feb. 27, 1900. E. M. Ford, Emporia, Kan.
- TOPEKA, KAN.**—R. A. M. Grand Chapter, Feb. 19 to 23, 1900. Wm. M. Shaver, Topeka, Kan.
- TOPEKA, KAN.**—The Most Illustrious Grand Council of Royal and Select Masters of Kansas, Feb. 19, 1900. Wm. W. Shaver, grand recorder.
- TOPEKA, KAN.**—State Barbers' Association, Feb. 6, 1900. C. B. Hypes, secy., Topeka, Kan.
- TORONTO, CAN.**—Canadian Conference of Charities and Corrections, June, 1900. A. M. Rosebrugh, M. D., 62 Queen St., East, Toronto, Canada.
- TORONTO, CAN.**—Ontario Educational Association, April 17 to 19, 1900. Robt. W. Deane, 216 Carlton st., Toronto, secy.
- TRENTON, N. J.**—A. I. O. Knights of Malta, Second Wednesday in April. Morgan Van Hise, 704 Brunswick av., Trenton, N. J., secy.
- TRENTON, N. J.**—Grand Council L. O. R. C. of New Jersey, Third Tuesday in March, 1900. D. P. Fries, Collingswood, N. J., Box 93, grand recorder.
- TRENTON, N. J.**—Grand Lodge Knights of Pythias, Feb. 21, 22, 1900. Geo. E. Pierson, secy., Woodbury, N. J.
- TRENTON, N. J.**—Sons of the Revolution State Convention, March 6, 1900. John A. Campbell, Trenton, N. J.
- TRENTON, N. J.**—A. O. U. W. Grand Lodge, March 8, 1900. W. Sellers, Box 31, Camden, N. J.
- TRINIDAD, COL.**—Arkansas Valley Press Association, March 15, 1900. D. W. Barisley, secy., Rocky Ford, Col.
- TUSKEGEE, ALA.**—Negro Conference and G. M. C. A. Conference of Georgia and Alabama, Feb. 21 to 25, 1900.
- UNION HILL, N. J.**—Order of True Friends, Oct. 2, 1900. Morgan R. Clark, secy., 163 Metropolitan av., Brooklyn, N. Y.
- UTICA, N. Y.**—The Commercial Travelers' Mutual Accident Association of America, Monday, March 12, 1900, 2 p. m. Edward Trevett, Second National Bank Bldg., Utica, N. Y.
- UTICA, N. Y.**—State Plumber's Association, March 13, 1900. John E. Dugan, 4 Monroe st., Albany, N. Y.
- VENITA, I. T.**—Grand Lodge, I. O. O. F. Second Tuesday in April, 1900. C. W. Hatfield Wagoner, I. T.
- VICTORIA CITY, B. C. CAN.**—A. O. U. W. Grand Lodge, March 14, 1900. J. T. McEwan, Victoria, B. C.
- VINCENNES, IND.**—Knights of Pythias, Nineteenth District Convention, Feb. 28, 1900. J. W. Cook, Vincennes, Ind.
- WACO, TEXAS.**—The Lumbermen's Association of Texas, Second Tuesday in April, 1900. Carl Drake, Austin, Tex.
- WASHINGTON, D. C.**—Y. M. C. A. of Maryland, District of Columbia and West Virginia, Feb. 23 to 25, 1900. J. B. Sleman, V. M. C. A., Washington, secy.
- WASHINGTON, D. C.**—National Builders' Association, Feb. 20 to 22, W. H. Saywood, 106 Devonshire st., Boston, Mass.
- WASHINGTON, D. C.**—Knights of Pythias, Grand Lodge, Feb. 19, H. J. Gasson, 186 4th st. N. W., Washington.
- WASHINGTON, D. C.**—G. A. R. Department of the Potomac, Feb. 6 to 8, 1900. B. F. Chase, 1412 Pennsylvania av. N. W., Washington, D. C., secy.
- WASHINGTON, D. C.**—Daughters of American Revolution, National Society, Feb. 19, 1900. Mrs. Kate Henry, Washington, D. C., secy.
- WASHINGTON, D. C.**—Theta Delta Chi Fraternity, Grand Lodge, Feb. 22 and 23, 1900. Daniel N. Lockwood, Buffalo, N. Y.
- WASHINGTON, D. C.**—Women's Relief Corps, Department of Potomac, February, 1900. J. Emma Evans, 604 A st. S. E., Washington, D. C.
- WASHINGTON, D. C.**—Knights of Golden Eagle, Grand Castle, Feb. 26, 1900. E. L. Tolson, 1067 G st. N. W., Washington, D. C.
- WASHINGTON, D. C.**—American Women Suffrage Association, Feb. 8 to 14, 1900. Rachel Avery, 1483 52d st., Philadelphia, Pa.
- WASHINGTON, D. C.**—National Association of Master House Painters, Feb. 6 to 8, 1900. Joel Kennedy, secy., 944 Linn st., Cincinnati, O.
- WASHINGTON, D. C.**—American Protologic Society, May 1 and 2. William M. Beach, 515 Penn av., Pittsburgh, Pa.
- WASHINGTON, D. C.**—American Surgical Society, May 1 to 3. Herbert F. Bunell, M.D., 22 Newbury st., Boston, Mass.
- WASHINGTON, D. C.**—Shriners Imperial Council, June 5 to 7, 1900. Benj. Bowell, secy., Boston, Mass.
- WASHINGTON, D. C.**—Sons of Revolution Triennial Session, April 19, 1902. James Mortimer, Montgomery, N. Y., secy.
- WATERBURY, CT.**—Grand Commandery Knights Templars, March 20, 1900. Eli Pridsey, Meriden, Ct., secy.
- WATERTOWN, WIS.**—Mutual Fire Underwriters Association, Feb. 13, 1900. Geo. H. Hastings, Watertown, Wis.
- WATERVILLE, WIS.**—State Dairymen's Association, Feb. 6 and 7. J. E. Williams, Ft. Atkinson, Wis.
- WATERVILLE, ME.**—Knights of Columbus, State Council, Feb. 6. James T. State, Portland, Me., secy.
- WAYNE, NEB.**—North Nebraska T. A. March 28 to 30. Lucy A. Williams, Norfolk, Neb.
- WELLINGTON, O.**—Ohio Branch International Order of the Kings Daughters and Sons, Oct., 1900. Mrs. Florence H. Williams, 36 W. 10th ave., Columbus, O.
- WEETINGPORT, W. VA.**—National Tobacco Workers' Union of America, September, (fourth Monday), 1900. E. Lewis Evans, 422 Granite Block, St. Louis, Mo., secy.
- WHITE RIVER JUNCTION, VT.**—Dartmouth Interscholastic Athletic Association, Feb. 9, 1900. W. C. Pelkey, secy.
- WILMINGTTON, DEL.**—Shield of Honor, Grand Lodge, Feb. 21, 1900. Chas. T. Martin, 822 W. 7th st., Wilmington, Del.
- WILMINGTTON, DEL.**—National Funeral Benefit Association, P. O. S. of A., Feb. 27. G. Allen Smith, 2321 Catharine st., Philadelphia, Pa.
- WINCHESTER, VA.**—Grand Lodge K. of P. of Virginia, Feb. 27, 1900. Walter A. Edwards, 356 Holt St., Norfolk, Va.
- WINFIELD, KAN.**—Kansas Social Science Federation of Women's Clubs, May, 1900. Miss Florence Rockwell, Junction City, Kan.
- WINNIPEG, MAN., CAN.**—Manitoba Veterinary Association, About Feb. 10, 1900. W. J. Hinman, V. S., secy., Winnipeg.
- WINNIPEG, CAN.**—I. O. O. F. Grand Lodge, Feb. 20, R. H. Shanks, Box 235, Winnipeg.
- WINONA, MINN.**—Minnesota Retail Grocers' Association, Feb. 21 to 23. J. F. Gerlacher, Winona, Minn.
- WINONA, MINN.**—Retail Grocers' and Merchants' Association, Feb. 20 to 23. J. T. Rowan, secy.
- WOLSELEY, N. W. T.**—L. O. L. Northwest Territories Grand Lodge, Feb. 22 and 23, 1900. A. D. Ferguson, Wolseley, N. W. T.
- WOODSTOCK, ONT.**—Y. M. C. A. Convention, Ontario and Quebec, Feb. 8 to 10. T. J. Wildie, 421 Yonge st., Toronto, Can.
- WORCESTER, MASS.**—Clara Barton Tent No. 3, D. of V., at G. A. R. Hall, 35 Pearl st. First and second Monday of each month. Mrs. Ida E. Warren, 140 Chandler st., Worcester, Mass.
- WOCESTER, MASS.**—Order Scottish Clans State Convention, Feb. 22, 1900. Walter Ballantyne, Dudley st., Roxbury, Mass.
- WYANDOTTE, MICH.**—Jr. O. U. A. M. State Meeting, Feb. 13, 1900. W. E. Pulfer, secy., Lansing, Mich.
- YOUNGSTOWN, O.**—Grand Council of Ohio Foresters of America, Second Tuesday in May, 1901. Thos. L. Hopkins, 1402 Harvard st., Cleveland, O., secy.
- ZINCINGHAM, N. Y.**—Tioga County Fair, Sept. 3 to 7, 1900. James Armstrong, secy.
- ZYRACUSE, N. Y.**—New York State Fair, Sept. 2 to 5, 1900.
- WELLSVILLE, N. Y.**—Wellesville Fair, Aug. 20 to 24, 1900.
- OHIO.**
- CINCINNATI, O.**—Mardi Gras Carnival, Feb. 27, 1900. Geo. H. Schreider, Cincinnati, O.
- PENNSYLVANIA.**
- CAMBRIDGE, PA.**—Cambridge Fair, Aug. 28 to 31, 1900. Albert S. Faber, 1 and 3, 5th st., Public Square, Cambridge Springs, Pa., secy.
- MANSFIELD, PA.**—Mansfield Fair, Sept. 25 to 29, 1900. W. P. Austin, Mansfield, Pa., secy.
- MILTON, PA.**—Milton Fair, Oct. 2 to 5, 1900. Edwin Paul, Milton, Pa., secy.
- WESTFIELD, PA.**—Westfield Fair, Sept. 11 to 15, 1900. Frank Strang, secy.
- MEMPHIS, TENN.**—Mardi Gras Celebration, Feb. 27.
- WEST VIRGINIA.**
- WHEELING, W. VA.**—West Virginia Exposition and State Fair, Sept. 10 to 14, 1900. Geo. Hook.
- WISCONSIN.**
- EVANSVILLE, WIS.**—The Evansville Rockford Agricultural Association Fair, Sept. 4 to 7, 1900. W. D. Campbell, pres.; Geo. L. Pullen, treas.; F. Springer, secy.
- JAMESVILLE, WIS.**—Jamesville Mill-winter Fair, Feb. 20 to 22, 1900. Geo. M. McKinley, pres.; F. L. Clemens, secy.
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**Poultry Shows.**

EFFERSON, IA.—Poultry Show, Sept. 13 to 15, 1900. D. H. Grimal, pres.; P. O. Brown, secy.  
ADISON SQUARE GARDEN, NEW YORK.—New York Poultry and Pigeon Association, Jan. 30 to Feb. 3. H. V. Crawford, secy.  
NEW WILATCOM, WASHL.—Northeast Poultry Association Show, Jan. 31 to Feb. 3. Alex. Van Wyck, secy.  
PITTSBURG, PA.—Pittsburg Poultry Club Exhibition, Feb. 26 to March 3. J. B. Foster, Allegheny, Pa., secy.  
T. PAUL, MINN.—State Poultry Show, Feb. 5 to 10. H. F. Hueston, St. Paul.  
VANCOUVER, B. C.—Poultry and Pet Stock Association Show, Feb. 5 to 10. J. C. Dixon, Box 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. Mahanah, 370 Wabash av., Chicago.  
LONDON, ENGL.—EARL'S COURT.—Women's International Exposition, 1900. Imre Kiraly, 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.  
TOLEDO, O.—Ohio Centennial Exposition, May, 1902.  
VALDOSTA, GA.—Valdosta Exposition, Oct. 30 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. Height, 188 Straight st., Paterson, N. J., mgr.  
PITTSBURG, PA.—Pittsburg Pure Food Show, Feb. 12 to March 10, 1900. T. M. Barrett, Liberty Market Bldg., Pittsburgh, Pa.  
PRINGFIELD, ILL.—Pure Food Show, Feb. 8 to 22.

**Races.**

AKESIDE, IND.—May 10 to 26.  
ATONIA, 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.  
ASHVILLE, TENN.—April 28 to May 5.  
EWPORT, KY.—April 28 to May 19.  
ST. LOUIS, MO.—May 12 to August 24.  
ORONTO, 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, supt.

**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 20 to 23, 1900. James M. Rhodes, Ardmore, Pa., pres.

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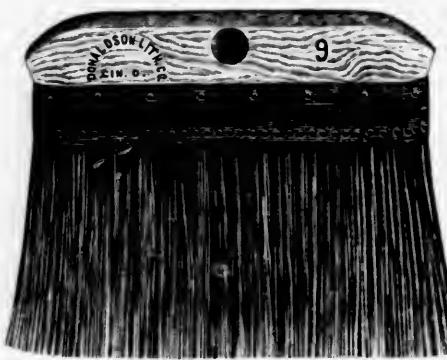
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**Bill Posters' Push Cart.**

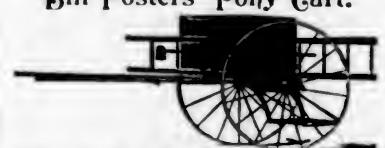
Great for small towns and short routes to cities. This style of cart requires great strength to move, but is well suited to the bill poster who has to go to town to make a specialty of the very thing he wants. The tools are light and strong, and the one which moves the fastest is provided with a team.



\$24.50 EACH.

There are three kinds of wagons—hand-drawn, team-drawn, and motor-driven. The hand-drawn is the best, and the team-drawn is the easiest to handle. The motor-driven is the most expensive, but the fastest.

We charge extra for painting the carts on the sides. No charge for painting the sides on the sides.

**Bill Posters' Pony Cart.**

\$44.50

**Bill Posters' Wagons.**

We have three kinds of wagons—hand-drawn, team-drawn, and motor-driven. The hand-drawn is the best, and the team-drawn is the easiest to handle. The motor-driven is the most expensive, but the fastest.

We charge extra for painting the sides on the sides. No charge for painting the sides on the sides.

A—\$90.00. B—\$100.00. C—\$130.00.

—JOHN H. MICHAEL,

Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St., CINCINNATI, O.

We have just compiled a new distributor's wagon. It is a marvel of convenience and utility. Please free to inquiring purchasers.

**GENTLEMEN!** Do you want faithful work done? If so, apply to Robert M. Cobb for Distributing and Sign Tacking in New Bedford, Fair Haven and Dartmouth. Personal attention is given to service, and all work is guaranteed.

310 Middle St., NEW BEDFORD, MASS.

**PHOTOGRAPHS COPIED.** Cabinet and kodak printing at milg prices. Stamp and locket pictures made from any photo as low as 65¢ a hundred. Address, R. E. FINK, Lee St. Copying House, Hagerstown, Md.

**J. O. SINGLEY, OPELIKA, ALA.** POPULATION 6,000

The ONLY licensed

Bill Poster, Distributor & Sign Tacker IN THE CITY.

**Dollars in your Pocket!** Legitimate, honorable business. No canvassing nor recipe fakes. Particulars for stamps. General Agent 169 R. Golden, Ill.

E. M. BRACY, Distributor, No. 30 Ford St., Ogdensburg, N. Y. Sign Tacking and work guaranteed. Member I. A. D.

**HARRY B. BUSSING, NORWALK, CONN.**

CITY BILLPOSTER.

Population 20,000. Write for Estimates on Bill posting, Sign Tacking and Distributing. All Work Done Under

# Hennegan & Co. POSTER PRINTERS,

127 East Eighth Street,

CINCINNATI, O.

Our line of

Stock pictorial posters is the most  
unique in the country, and comprises many  
eye catchers which can be used for almost any business.

NOT  
THE  
LARGEST,

BUT  
THE  
BEST



Among our new ones are posters for Jewelers,  
Opticians, Laundries, Haberdashers, Newspapers, Etc.  
New line of advertising matter for Street  
...and...  
Agricultural Fairs.

Posters for billing home talent entertainments

New and up-to-date.

## SPECIAL BLOCK POSTERS

OF HIGHEST GRADE,

AT LOWEST PRICES.

Write for New Catalogue.

## THE BILLBOARD.

### BILLPOSTERS' DIRECTORY.

Revised and corrected every month.

(Names and addresses of billposters are inserted in the directory at the rate of one dollar per year—twelve months—provided they do not occupy over one line.)

#### ALABAMA.

Aniston—L. G. Jones.  
Birmingham—Felder & Co., 1801½ Second Ave.  
Birmingham—Theiss & Smith, Box 286.  
Clayton—Valentine Bros.  
Greensboro—D. W. Taylor.  
Montgomery—Mrs. Geo. Tisdale.  
Montgomery—G. F. McDonald.  
MOBILE—Mobile Bill Posting Co.  
Sheffield—H. E. Elmore.

#### ARKANSAS.

Arkadelphia—Myal Greene.  
Marianna—J. H. Grove, City Bill Poster.  
Monticello—E. M. Gardner, Bill Poster.  
Newport—John Clardige.  
Pine Bluff—Chas. Sennard.  
Stuttgart—Collier & Kleiner.  
Texarkana—Lemly Bros.

#### CALIFORNIA.

Bakersfield—E. R. Crain.  
El Paso de Roble—Harry Gear.  
Eureka—Eureka Bill Posting Co.  
Eureka—Humboldt B. P. Co.; H. Lund, mgr.  
Los Angeles—Wilshire Posting Co.  
Madera—P. L. Grace.  
Modesto—Wm. E. Daunt.  
Monterey—Chas. F. Clenford.  
Orange—T. M. Towne.  
Oroville—John R. Wildener.  
Red Bluff—W. D. Crandall.  
Redwood City—George West.  
Sausalito—O. II. Bullene.  
Santa Barbara—W. J. Stafford, 116 De la Guerre street.  
San Francisco—Owens & Varney, cor. Market and 10th streets.  
San Francisco—Siebe & Green, 11th and Market streets.  
San Diego—San Diego Bill Posting Co., Fred. F. Stultz, Manager.  
Santa Cruz—L. A. Daniels.  
Santa Maria—Geo. W. Brown.  
Santa Barbara—John Ore.  
Truckee—H. A. Prentiss.  
Vallejo—M. D. Neild.  
Woodland—Dictz & Glendinning.

#### COLORADO.

Aspen—John B. Ledou, Box 395.  
Colorado Springs—The Curran Co., care Elk Hotel.  
Cripple Creek and Victor—Quinn Bill Posting Co.  
Denver—The Colorado Bill Posting Co.  
Denver—The Curran Co., 1128 Lawrence st.  
Fort Collins—Fort Collins Bill Posting and Distributing Co.  
Grand Junct.—The Haskell Bill Posting Co.  
Pueblo—The Curran Co., 114 Santa Fe Ave.

#### CONNECTICUT.

Danbury—Fred. A. Shear.  
Norwalk and South Norwalk—Harry B. Bussing, City Bill Poster.  
New Haven—New Haven Bill Posting Co.  
Putnam—L. M. Keith.

#### DELAWARE.

Seaford—S. P. Fields.

#### FLORIDA.

Fernandina—J. B. Gordon Hall.  
Lake City—Lewis F. Thompson.

#### GEORGIA.

Athens—H. J. Rowe.  
Augusta—C. R. Rowland, City Bill Poster.  
Carrollton—Kuns & Perry.  
Eatonton—W. T. Reid, Jr.  
Madison—Len. C. Baldwin.  
Milledgeville—W. M. Smith.  
Newnan—E. H. Bowman Co.  
Savannah—Chas. Bernard, Licensed City Bill Poster.

#### IDAHO.

Bolse—Spaulding B. P. & Dist. Co.  
Boise—Capitol B. P. Co., J. A. Pinney, mgr.  
Lewiston—Alney C. Elliott.  
Pocatello—Geo. Dash, Box 272.  
Wallace—Ed. R. Carlton.  
Weiser—W. W. Cowins.

#### ILLINOIS.

Atlanta—Theo. Williams.  
Belleville—L. E. Tiemann, Bill Poster and Distributor, 508 S. High street.  
Belvidere—Fred. W. Wilm.  
Cairo—Gus Osterloh, City Bill Poster.  
Carbonado—J. B. Toler.  
Centralia—Joseph E. Heftner.  
Chicago—Chicago Bill Posting Co.  
Clinton—J. H. Saveley & Co., City Bill Posters and Distributors.  
Chicago—The Gunning Posting Service, 289 Wabash ave.

#### INDIANA.

Elgin—Fred. W. Jencks.  
Farmer City—W. S. Young.  
Galesburg—O. J. Johnson.  
Galva—F. M. Brown & Son.  
Henry—Fred. S. Schaefer.  
Jacksonville—Geo. W. Stark & Son.  
Lacon—Arr. E. Anse.  
La Harpe—C. E. Hillier, Box 134.  
Macomb—Fred. Smith, 438 N. Dudley st.  
Marshall—Victor Janney.

#### MARYLAND.

Metropols—Wm. E. Ware.  
Mound City—E. P. Easterday.  
Mt. Sterling—George A. Fowler.  
Normal—Dillon & Fogle, 195 towns.  
Olney—H. C. Rush & Co., Box 66.  
Orion—A. S. Dusenberry.  
Ottawa—Ottawa Bill Posting Co.  
Pekin—Standard Bill Posting Co.  
Pekin—Tazewell County Adv. Co.; Chas. Dusdileker, mgr.

Petersburg—The Bishop Bill Posting Co.  
Pontiac—Lee Collins, 112 E. Reynolds street.  
Sandwich—Walter Bibbs.  
Shelbyville—Col. C. Gowdy, City Bill Poster.  
Taylorville—O. G. Young.

#### MISSOURI.

TUSCOLA—F. C. Bassett.  
Vienna—P. A. Johnson.  
White Hall—Robert K. Luther.  
Winchester—Cyrus P. Reynolds, City Bill Poster.

#### INDIANA.

Anderson—Wm. Funk, Bill Poster and Dis-

Attica—Charles E. Finfrock.  
Batesville—Batesville Advertising Co.  
Brookston—James W. Brown, Bill Poster.  
Bloomington—Bloomington Bill Posting Co.  
Cannelton—E. E. Cumming.  
Crown Point—Chas. E. Smith.  
Danville—J. V. Cook, Bill Poster and Dist.  
Elwood—James Borst.  
Evansville—Evansville Bill Posting Co.  
Fort Wayne—Fort Wayne City Bill Posting Co., C. B. Woodworth, Manager.  
Fort Wayne—Temple Hill Posting Co.  
Fowler—Rohrer Hamilton.  
Frankfort—Wm. T. Freas, City Bill Poster.  
Frankfort—Henry Wolf.  
Gothen—Chas. Kurtz, Box 746.  
Greensburg—Fred. Seitz & Sons.  
Greencastle—J. W. Cooper.  
Hartford—C. W. Abbott.  
Huntington—Ed. Harter.  
Kokomo—H. E. Henderson.  
Lafayette—Lafayette Bill Posting Co.  
La Fayette—Opera House Bill Posting Co.  
La Grange—F. D. Ruick.  
Lebanon—Stacy Darnell.  
Liberty—Jas. R. Wilson.  
Logansport—Chas. E. Schielger.  
Madison—Murphy & Rhoton, City Bill Posters.  
Mitchell—W. M. Munson, Jr.  
Oakland City—O. M. Stone.  
Peru—Chas. W. Stutesman.  
Portland—Link Kikendall, City and County Bill Poster, Distributor and Sign Tacker.  
Portland—Geo. D. Sebring.  
Rensselaer—George W. Spitzer.  
Rockport—Robert M. Smith.  
Rockville—Parke Co. Adv. Agency, E. Littleton, Manager.  
Rushville—Jas. H. Carr & Son, Lock Box 44.  
Seymour—W. A. Carter & Son.  
Union City—Ed. R. Thurston.  
Vincennes—Vincennes Bill Posting Co.  
Wabash—Illert Bros.  
Waterloo—Fred. J. Rickard.  
Whiting—Smelzer & Garvin.  
Worthington—J. E. Calland.

#### INDIAN TERRITORY.

South McAlester—J. A. Maddox.

#### IOWA.

Bloomfield—Lon F. Smith, Box 203.  
Calmar—Gilbert N. Olson.  
Council Bluffs—C. W. Nichols, 16 N. Main st.  
Des Moines—W. W. Moore (licensed Dist. and S. T.)  
Denison—B. D. Stevens.  
Dows—R. L. Allen, Box 181.  
Eldon—Wilson G. Taylor, Box 581.  
Ft. Madison—Elliott Alton.  
Grinnell—Geo. R. Clifton, Jr., 1020 West st.  
Harlan—Amasa Crosier.  
Indianola—J. S. Martin.  
Newton—Arthur Lister.  
Jefferson—H. A. White.  
Nevada—Story County Advertising Co.  
New Hampton—R. R. Garver.  
Osceola—S. B. Delk.  
Osceola—F. W. Doss, City Bill Poster.  
Shenandoah—C. L. Hoover.  
Tipton—Grant E. Ingham.

#### KANSAS.

Abilene—John M. Looker.  
Coffeyville—Hollinger & Tibbils.  
Garnett—F. L. Mahan, City Bill Poster.  
Great Bend—Chas. Vancil, Bill Poster and Distributor Owns all boards in city.  
Great Bend—Mayers Bros.  
Harper—J. H. Thompson.  
Hutchinson—Kansas Bill Posting Co., Hoops & Meyer.  
Junction City—Herman Delker.  
Kinsley—J. O. Harney.  
Lawrence—Irving Hill, mgr.  
Marysville—R. A. Wald.  
Parsons—Howard Graves, L. B. 124.

#### KENTUCKY.

Altenville—Walter B. Carrell & Co.  
Bardstown—Joseph Applegate.  
Danville—Boyle Nichols.  
Madisonville—J. E. Mullennix.  
Newport—Otting & Son.  
Owensboro—Owensboro Bill Posting Co., J. G. Burch.

Richmond—The Richmond Bill Posting Co.

Shelbyville—T. S. Baxter & Son, Box 336.

Winchester—Perry Bros.

#### LOUISIANA.

Alexandria—F. H. Carnahan.  
Morgan City—P. B. Ghirardi.  
Shreveport—Ed. Seaman.

Thibodaux—American Bill Posting Co.

#### MAINE.

Dexter—Chas. F. Edgerly.  
Eastport—Jas. A. Muldown.  
Ellsworth—Ellsworth Bill Posting Co.  
Mechanic Falls—Jordan Advertising Co.  
Waterville—S. H. Chase.

#### MARVELAND.

Brunswick—Chas. E. Butler.

Easton—John H. Thompson.

#### MASSACHUSETTS.

Clinton—Geo. S. Gibson.  
Danvers—W. W. Wakefield.  
Gloucester—Richard Connors.  
Haverhill—J. F. West.  
Leominster—Leominster Adv. & Bill Posting Co.

Lynn—City Bill Posting Co., Dodge & Harrison, Managers.

Middleboro—E. H. Blake.

Palmer—Newell S. Taylor, Box 584.

Taunton—Taunton B. P. Co., 45 Cabanne st.

Westboro—F. H. Sandra Bill Posting Co.

Worcester—Wilton Bill Posting Co.

Worcester—Fiske Bros., 43 Waldo st.

#### MICHIGAN.

Allegan—T. E. Streeter.

Alpena—R. Nolan.

Belding—W. H. Fish.

Cadillac—Charles I. Spencer.

Cheboygan—A. J. Finn.

Detroit—Walker & Co.

Dowagiac—Leckie Bill Posting Co., W. T. Leckie, Manager.

East Tawas—H. C. Bristol.

Fenton—L. S. Field, City Bill Poster.

Flint—H. A. Thayer Adv. Co., member M. S. B. Ass'n and L. A. D. J. H. Waites, Executors Estate.

Gladstone—James McWilliams.

Greenville—Wm. H. George.

Hart—Fred. N. Harris, Jr.

Ithaca—James Donaldson.

Kalamazoo—B. A. Bush, City Bill Poster.

Kalkaska—Fred. G. Stuart, Lock Box 306.

Lapeer—Cal M. Gillette, Box 826.

Marine City—Hunt & Perrin.

Midland—The W. B. Sedman B. P. & D. Co.

Otsego—Frank M. Dueel.

Paw Paw—H. E. Sherman, Bill Poster.

Port Huron—Bennett Bill Posting Co.

Sault Ste. Marie—Jas. W. Troyer, 232 Donge- lass st.

Sturgis—D. A. Osborn.

MINNESOTA.

Austin—P. H. Zender & Son.

Brainerd—J. B. Stinehour.

Fairmount—Warren Lewis.

Faribault—J. Flink Bill Posting Co.

Minneapolis—Breslauer Bill Posting Co.

Morris—J. W. G. Curtiss.

Northfield—F. J. Couper.

Owatonna—Auditorium Bill Posting Co., F. M. Smersh, Manager.

Owatonna—H. H. Herrick.

Red Wing—J. C. Judge, City Bill Poster.

Redwood Falls—Frank L. Carpenter.

Rochester—J. C. Judge, City Bill Poster.

St. Charles—E. H. Ingham.

St. Cloud—Davidson Advertising Co.

St. Peter—H. J. Ludeke, Jr.

Winnebago City—G. E. Waldren.

MISSISSIPPI.

Canton—Green Coleman.

Jackson—Joe Brown.

Natchez—F. G. Pelletier.

Meridian—L. D. Hoffer, Licensed City Bill Poster.

Starkeville—W. D. Cochran.

Vicksburg—James McQuiggan.

Yazoo City—D. W. Wolstein.

MISSOURI.

Boonville—Frank Gordon.

Brunswick—Price Ewing.

Carthage—Carthage Bill Posting Co.

Centralia—Rodemyre & Woods.

Chillicothe—Z. B. Myers.

DeSoto—Leon Herrick.

Fulton—C. O. Belrine.

Hannibal—J. B. Price.

Kirkville—Wm. Allen Smith.

Macon—Fred. C. Parker.

Marcelline—C. F. Long.

Mexico—Hatton & Clednen.

Moore—P. Halloran, 223 Clarke st.

Odessa—Jim Waddle.

St. Charles—Bill Poster, J. N. Mittelberger, Manager.

Stanberry—J. H. Patterson, Box 301.

Webb City—Webb City and Carterville Advertising Co.

NEBRASKA.

Broken Bow—E. R. Purcell.

Central City—H. C. Martin.

Chadron—R. W. Gaylord.

Columbus—John Winkelman.

Fremont—M. M. Irwin.

Fremont—U. S. Watts.

Lincoln—Zehring City Bill Posting Co.

Nebraska City—Carl Morton.

North Platte—Warren Lloyd.

Superior—H. Bossemeyer.

Tilden—J. W. Russell, Box 58.

Wymore—Henry Anderson.

York—Gus A. Stapleton.

NEW HAMPSHIRE.

Exeter—Jas. D. P. Wingate.

Laconia—J. E. Harriman, City Bill Poster and Distributor.

Meredith—Jerry M. Mayo.

NEW JERSEY.

Atlantic City—Empire B. P. Co., 1811 Atlantic ave., Address Philadelphia.

Camden N. J.—Temple B. P. Co., Temple Building, Address Philadelphia.

PENNSYLVANIA.

Pittsburgh—The Amer. Co. (Bowling Green)

Pittsburgh—The Amer. Co. (Bowling Green)

Portage—The Amer. Co. (Bowling Green)

Portsmouth—R. W. Lodwick.

Prairie Depot—The Amer. Co. (Bowling Green)

Ridge Sun—The Amer. Co. (Bowling Green)



# LIST OF Distributors MEMBERS OF THE I. A. of D.

This list is open to all members in good standing. Names inserted for \$1.00 a year.

**ALABAMA.**  
Birmingham—Sheldon McMurray, 1412 5th av.  
Montgomery—G. F. McDonald, city bill poster

**ARIZONA.**  
Phoenix—The Phoenix Billposting Co., 104 N Center st.

**ARKANSAS.**  
Conway—J. F. Clark, Box 92

**CALIFORNIA.**  
ureka—W. H. Mathews, 636 2d st.  
Los Angeles—F. W. Sabichi.

Oakland—William B. Porter, 408 10th st

Santa Cruz—L. A. Daniels, 9 Locust st

ANTA MONICA—Los Angeles B. P. Co., 636 Broadway, Los Angeles, Cal.

In Francisco—Owens & Varney, cor. Market and Tenth sts.

**CANADA.**  
Tawa, Ont.—Alex. Jacques, 116 Osgood st.

**COLORADO.**  
Arapahoe—John B. Leden.

Colorado Springs—Curran B. P. Co., Elk Hotel.

Denver—Curran Co., 1728 Lawrence st.

Pueblo—The Curran Co., 114 Santa Fe av

**CONNECTICUT.**  
ew Haven—New Haven B. P. Co., 140 Meadow s

orwalk—J. F. Buxton.

**FLORIDA.**  
acksonville—Florida Distrib. Co., Box 53.

**GEORGIA.**  
mericus—Chas. Lingo, 106 Forsyth st.

lanta—Edw. Bridger, 605 Temple Court.

Augusta—Chas. R. Rowland, 303 Jackson st.  
Columbus—Edw. Bridger, 608 Temple Court,  
Atlanta.  
Savannah—J. E. Campos, 220 Whitaker St.

## ILLINOIS.

Aurora—B. Marvin & Son.  
Belleville—L. E. Tiemann, 508 S. High St.  
Bloomington—M. W. Cooper, 318 Locust st.  
Carlinville, Macoupin County—A. J. Turner.  
Centralia—Jos. H. Heftet, 106 E. Broadway.  
Chicago—John A. Clough, 42 River st.  
Danville—Frank P. Myers.  
Decatur—William Mutton, 826 Calfax st.  
Evanston, Cook County—American Bill Posting & Dist. Co., Address 280 Madison st.  
Highland Park—G. Runey & Son (Waukegan)  
Lincoln—W. K. Maxwell, 113 Kickapoo St.  
Mattoon—F. G. McPherson, 1200 Richmond Ave.  
Moline—R. H. Taylor, care Windsor Hotel.  
Pontiac—Lee Collins, 112 E. Reynolds st.  
Rockford—Chas. A. Hizer.

## IDAHO.

Boise—R. G. Spaulding, 126 E. Bannock st

## INDIANA.

Batesville—Batesville Advertising Co.  
Columbus—Walter Doup.  
Elkhart—D. B. Carpenter, 826 S. Main st.  
Evansville—Evansville Distributing Co., 317 Upper First st.  
Pt. Wayne—W. H. Case, 24 N. Miner st.  
Frankfort—Chas. Goodpastor.  
Goshen—Chas. Krutz, 210 S. 7th st.  
Greencastle—John W. Cooper, 24 & 26 S. Ind.  
Harford City—Chas. W. Abbott, Box 166.  
Huntington—Benjamin Miles, 8 Everett st.  
Indianapolis—Geo. W. Vansickle, 114 S. Illinois.  
Jeffersonville—L. H. Ramsey, Lexington, Ky.  
Kokomo—H. E. Henderson, 42 N. Main st.  
LaFayette—LaFayette Bill Post. & Dist. Co.  
LaPorte—W. C. Miller, 620 Main st.  
Chicago.  
Lebanon—James S. Selver, W. North st.  
Logansport—Chas. Schleiger, 215 6th st.  
Madison—James A. O'Donnell, Box 644.  
Marion—John L. Wood, 920 S. Branson st.  
Mitchell—W. M. Munson, Jr.  
Muncie—Geo. W. Vansickle, Room 3, P. O. Bldg  
Peru—Chas. W. Stutesman, P. O. Box 114.  
Rockport—Robt M. Smith, 700 Elm st.  
Shelbyville—T. F. Chafee & Son.  
Terre Haute—Jas. M. Dishon, 29 S. 5th st.  
Union City—Ed. R. Thuston, 124 N. Walnut st.

## THE BILLBOARD

### INDIAN TERRITORY.

Furcell—G. W. Brown.

## IOWA.

Burlington—A. E. Dreier, 1211 Summer street.  
Cedar Rapids—W. S. Bye, 720 S. 5th st.  
Clinton—H. F. Sanger, 511 S. 2d st.  
Council Bluffs—C. W. Nichols, 16 N. Main st.  
Des Moines—Chas. W. Orris, 1552 E. Des Moines st.  
Dubuque—A. Leonard, 850 Locust st.  
Le Mars—Wm. O. Light.  
Sioux City—A. B. Beall.  
Winterset, Madison County—Arthur Gordon.

## KANSAS.

Atchison—I. G. Shaffer, 316 Commercial st.  
Junction City—Herman Delker.  
Leavenworth—C. B. Hathaway, 1012 Osage st.  
Newton—L. L. Dickey Adv. Co.  
Parsons—Howard Graves, Lock Box 124.  
Wichita—E. L. Martling, mgr., Opera House.

## KENTUCKY.

Frankfort—Geo. W. Reock, 334 Conway st.  
Henderson—Jas. L. Lambert, Jr., 216 2d.  
Lebanon—R. L. Nesbitt.  
Lexington—L. H. Ramsey, 122 E. Main st.  
Louisville—Falls City B. P. Co., 122 E. Main st.  
Lexington.  
Newport—G. H. Otting & Son, 608 York st.  
Owensboro—Owensboro Bill Posting Co.

## LOUISIANA.

Alexandria—T. N. Carnahan, Box 386.  
Baton Rouge—Alfred O. Deville, 516 Main st.  
New Orleans—J. Garlick, 633 Commercial Pl.  
Shreveport—Ed. H. Seaman.

## MAINE.

Bangor—Thomas W. Burr, 47 Hammond.  
Bath—Edwin L. Emmons, 33 Lincoln st.  
Mechanic Falls—Jordan Adv. Co., 62 Elm st.

## MARYLAND.

Baltimore—John H. Jones, 238 S. Mount st.  
cor. McHenry st.  
Attleboro—Abel W. Gilson, 12 Holman st.  
Beverly—Luther Caboon, 44 Cabot st.  
Boston—J. Donelly's Sons, 7 Knapp st.  
Brockton—W. F. Gurney, 12 Elbridge Place.  
Fall River—Chas. A. Page, 1101 Plymouth av.  
New Bedford—A. E. Hathaway, 100 Pleasant.  
Newburyport—W. A. & S. M. Noyes, 39 Pleasant st.

Taunton—A. B. White, 46 Cohanet st.  
Uxbridge—Wm. W. Ramesy, Box 363.

## MASSACHUSETTS.

Camden—Temple Bill Posting Co., 814 Walnut st., Philadelphia, Pa.  
Hackensack—Hackensack Bill Posting Co.  
Hoboken—Hoboken Bill Posting Co., 61 Newark st.  
Jersey City—J. F. O'Meara, 27 Montgomery.  
Newark—E. M. Slocomb, 369 Market st.  
Patterson—Patterson Bill Post. Co., 5 Ramapo Rd. Hank—L. O. Summerville Adv. Co., 5 Central av.  
Trenton—Bayard Van Fleet, 123 E. State st.

## MISSOURI.

Albion—W. C. Eslow.  
Alpena—R. Nolan, 123 White st.  
Ann Arbor—Charles Strong, 123 E. Ann st.  
Battle Creek—E. R. Smith, 12 Main.  
Bay City—C. J. Bloomfield, 211 5th av.  
Benton Harbor—Fye & Shaft, 289 High st.  
Cheboygan—A. J. Flin, 54 Duncan av.  
Ithaca—James Donaldson.  
Jackson—Stevenson & Solomon, 115 Mich. st.  
Kalamazoo—J. E. McCarthy, 108 Portage st.  
Manistee—Mrs. J. W. Tennant.  
Muskegon—Peter P. Steketee, 38 E. Walton st.  
Pontiac—Samuel J. Burgess, 68 Green st.  
Port Huron—Bennett Bill Posting Co., 909 Military.  
Saginaw—E. D. Moore, 334 N. 7th st.

## MINNESOTA.

Austin—P. H. Zender & Co., 406 Mill st.  
Duluth—J. W. Palmer.

## MISSISSIPPI.

Corinth—W. E. Patton, Box 164.

## MISSOURI.

De Soto—John Linsley Downer.  
Kansas City—Joseph Reid, 14 E. Missouri Av.  
St. Joseph—A. J. Avery, Tootle Theatre.  
St. Louis—The Voll & Wolf Adv. Co.

## NEBRASKA.

Fremont—U. S. Watts.  
Lincoln—F. C. Zehring, 1145 O st.

## NEW JERSEY.

Camden—Temple Bill Posting Co., 814 Walnut st., Philadelphia, Pa.  
Hackensack—Hackensack Bill Posting Co.  
Hoboken—Hoboken Bill Posting Co., 61 Newark st.

Jersey City—J. F. O'Meara, 27 Montgomery.  
Newark—E. M. Slocomb, 369 Market st.

Patterson—Patterson Bill Post. Co., 5 Ramapo Rd. Hank—L. O. Summerville Adv. Co., 5 Central av.

Trenton—Bayard Van Fleet, 123 E. State st.

## NEW MEXICO.

East Las Vegas—Chas. Tamme.

## NEW YORK.

Albany—Albany Bill Post. & Dist. Co., 38 Beaver st.

Batavia—Albert R. Perry, 39 Jackson st.

Binghamton—Abbott & Castner.

Brooklyn—The American Bill P. & Dist. Co.

Buffalo—Whitmier & Filbrick, 200 Wash'n st.

Canandaigua—Wm. H. Mosher, 98 Chapin st.

Cortland—Wallace Bros.

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519 Main St., CINCINNATI, O.

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Gloversville—Olin S. Sutliff, 62 Orchard st.  
Olean Falls—A. M. Cheesebro, 91 South st.  
Jamesstown—Castner & Co.  
Lockport—State's Bill Post. & Dist. Co.  
Little Falls—Norris & Kingsbury, 1 W. Main.  
Middletown—Thos. Kain, 88 South st.  
Mount Vernon—Star Bros., 352 Franklin ave.  
New York—New York B. P. Co.  
Niagara Falls—Mrs. C. Clayton, 21 Thomas.  
Olean—The Olean Bill Posting Co., Tower  
Bldg.  
Oneonta—A. L. Canikins.  
Rochester—Frank J. Fisk, 67 North st.  
Rochester—J. E. Stroyer, 278 E. Main st.  
Rome—A. W. Juplin, 116 First st.  
Salamanca—C. R. Gibson.  
Schenectady—Harry F. Miller, 611 Chapel st.  
Syracuse—Geo. C. Castner, 221 Montgomery st.  
Barataria Springs—E. L. Williams, 26 W. Circular.  
Tonawanda—Whitmer & Filbrick.  
Whitehall—S. Lamphron, Box 132.  
Tonkars—W. L. Mildrum & Co.

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NORTH CAROLINA.

Elizabeth City—R. E. Black, Box 38.  
Greensboro—Dr. J. W. Griffith.

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Bellevfontaine—The Union Adv. Co., 116 S. Main.

Bucyrus—F. R. Myers, 236 N. Spring st.  
Canton—M. C. Barber, Grand Opera House.  
Cincinnati—W. H. Steinbrenner, 619 Main st.  
Circleville—Baughman Bros.  
Columbus—F. Altman & Son, 640 E. Main st.  
Conneaut—A. C. Phillips, Main st.

Cleveland—Bryan & Co., 17-19 High st.

Dayton—Bryan & Co., 123 E. Fourth st.  
Delaware—Geo. D. McGuire, 169 S. Frank-  
lin st.

Delphos—Chas. A. Hood.

Findlay—P. B. Oliver.

Hilliard—Geo. W. Riedy, Box 231.  
Ironon—H. C. Crossley, 109 N. 5th st.

Kaatoon—Jos. C. Warvel, 323 E. Franklin st.  
Lima—W. C. Tirlif & Co., 216 W. Market st.

Logan—F. A. Koppe.  
Mansfield—E. R. Endley & Co., 222 W. 4th st.

Marysville—C. L. Lane.  
Martin's Ferry—A. W. Rader, 9th St. and Alley

C. Wheeling, W. Va.

Middletown—Buckles & Barnet.  
Mt. Vernon—Haymes Bros., Public Square.

Portsmouth—R. W. Lodwick, 118 W. 3d st.  
Sidney—Chas. P. Rodgers, 550 Main st.

Springfield—H. H. Tyner, 22 N. Race st.  
Toledo—Bryan & Co., 513 St. Clair st.

Troy—G. A. Brannan, 9 W. Main st.

Wooster—Geo. Kettler, 88 W. Larwill st.  
Zanesville—England Bros., 21 N. 5th st.

## OREGON.

Corvallis—G. W. Bigham, Main st., Box 136.  
McMinnville—G. F. Bangasser & Co., Box 38.  
Portland—John T. Williams, 346 Morrison.

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El Reno—W. L. Goff.  
Guthrie—G. W. Foster, (Lock Box 266)

Kingfisher—Wm. A. Northup, 318 S. Main st.

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Allentown—N. E. Worman, 532 Hamilton st.  
Beaver Falls—C. Edgar Myers, 1425 7th av.

Bradford—M. K. Walker, 130 Mechanic st.

Carbondale—J. O'Hearn, 15 Main st.  
Carlisle—Wm. M. Meloy Co., Box 49.

Connellsville—Clowes Adv. & Dist. Co.

Dickinson—Richard S. Heffner, Box 288.

Dunmore—Reese & Long.

Easton—F. H. Walser, Bank and Pine sts.

Franklin—Alexander Bradley, 4 1/2th st.

Greenville—Jas. L. Laird, 42 Mercer st.

Hallstead—James S. Claxton & Co.

Harrisburg—Arthur C. Young, 18 N. Third st.

Indiana—Harry K. Apple, 709 Philadelphia st.

Lancaster—Howard M. Roders, 127 Church st.

Lancaster—H. M. Boders.

McDonald, Wash. Co.—BERT McCARTNEY

Mansfield—W. D. Husted Adv. Co., 67 Main st.

Natrona—E. L. Russell.

New Castle—J. G. Loving, City B. P. Co.

Oil City—H. A. Taylor, Blizzard Block.

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Pottstown—J. E. Amole.

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Brownsville—Valle & Bro. Adv. Co.

Galveston—J. P. Casimir, Main st.

Galveston—J. E. Howard, Box 134.

Eberman—J. Long, 117 East Side Square.

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Charlottesville—F. J. Paoli, 210 N. 4th st.

Newport News—Henry H. Harper.

Portsmouth—S. C. Draper, 906 Washington st.

Roanoke—W. L. Robertson, Box 297.

Staunton—J. H. Bell.

Winchester—Cornellius Gibbons, Lock Box 44.

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Martinsburg—F. C. Baker, 246 Queen st.

Wheeling—A. W. Rader, 9th st. and Alley C.

## WISCONSIN.

Appleton—Wm. E. Cadman, Box 67.

Fond du Lac—P. B. Haber.

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Menomonie—The Schuehn B. P. & Adv. Co.  
Milwaukee—Walter D. Dixson, 657 29th st.  
Oshkosh—J. E. Williams, 24 High st.  
Racine—W. C. Tiede, 32 Main st.  
Richland Center—J. A. Coates.  
Sheboygan—E. J. Kempf, 731 Penn. av.  
Waterloo—Jno. Leaver, 24 Monroe st.  
West Superior—J. W. Palmer, 2002 Ohio ave  
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Los Angeles—Wilshire Posting Co.

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Leadville—John Colman, 204 W. 7th st.

Salida—Phin. B. Davis, Box 266.

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Washington—M. H. GaJ, 646 Pickford Place, N. E.

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Bloomington—L. E. Krenger, 100 College ave.

Corydon—Wm. Roose, Jr.

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Elwood—O. H. Toney & Son.

HAMMOND—Frank E. Gero.

La Fayette—Opera House B. P. Co.

NEW ALBANY—R. K. Brown.

Portland—Geo. D. Sebring.

KANSAS.

Abilene—J. M. Looker, Box 984.

Atchison—Atchison Adv. & Dist. Co., Lock

Box 138.

Lawrence—John T. Sprague, 622 Mass. st.

KENTUCKY.

Bellefonte—Otting & Son. (Add. Newport, Ky.)

DAYTON—Otting & Son. (Add. Newport, Ky.)

LOUISIANA.

Donaldsonville—Landry & Israel, Box 231.

New Orleans—W. J. Brodie, 117 Decatur st.

MAINE.

Ellsworth—Ellsworth Bill Posting Co.

MAVYLAND.

Baltimore—John J. Stern, 1741 E. Lombard.

MASSACHUSETTS.

Boston—R. D. Leonard, 223 Tremont st.

Brockton—John V. Carter, 288 Belmont st.

LOWELL—Chas. L. Lowe, 201 Middlesex st.

Worcester—E. H. Smalling, 115 Austin street.

MICHIGAN.

Detroit—Bondy Dist. Agency, 126 Sullivan st.

Detroit—Henry Doska & Co., 221 Wilkins st.

Hancock—Jas. W. Troyer, Box 197.

Lapeer—Cal M. Gillette, Box 826.

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MISSISSIPPI.

Yazoo City—H. C. Hinck.

MISSOURI.

Chillicothe—Z. B. Myers, 423 E. Jackson st.

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Fremont—M. M. Irwin.

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LINCOLN—A. Proctor, 1526 N. street.

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Dover—Lewis A. Hanson.

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Hudson—Robert M. Terry, 305 Warren st.

ONEIDA—Allen G. Stone.

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Utica—C. Herman Schrader, 63 Neilson st.

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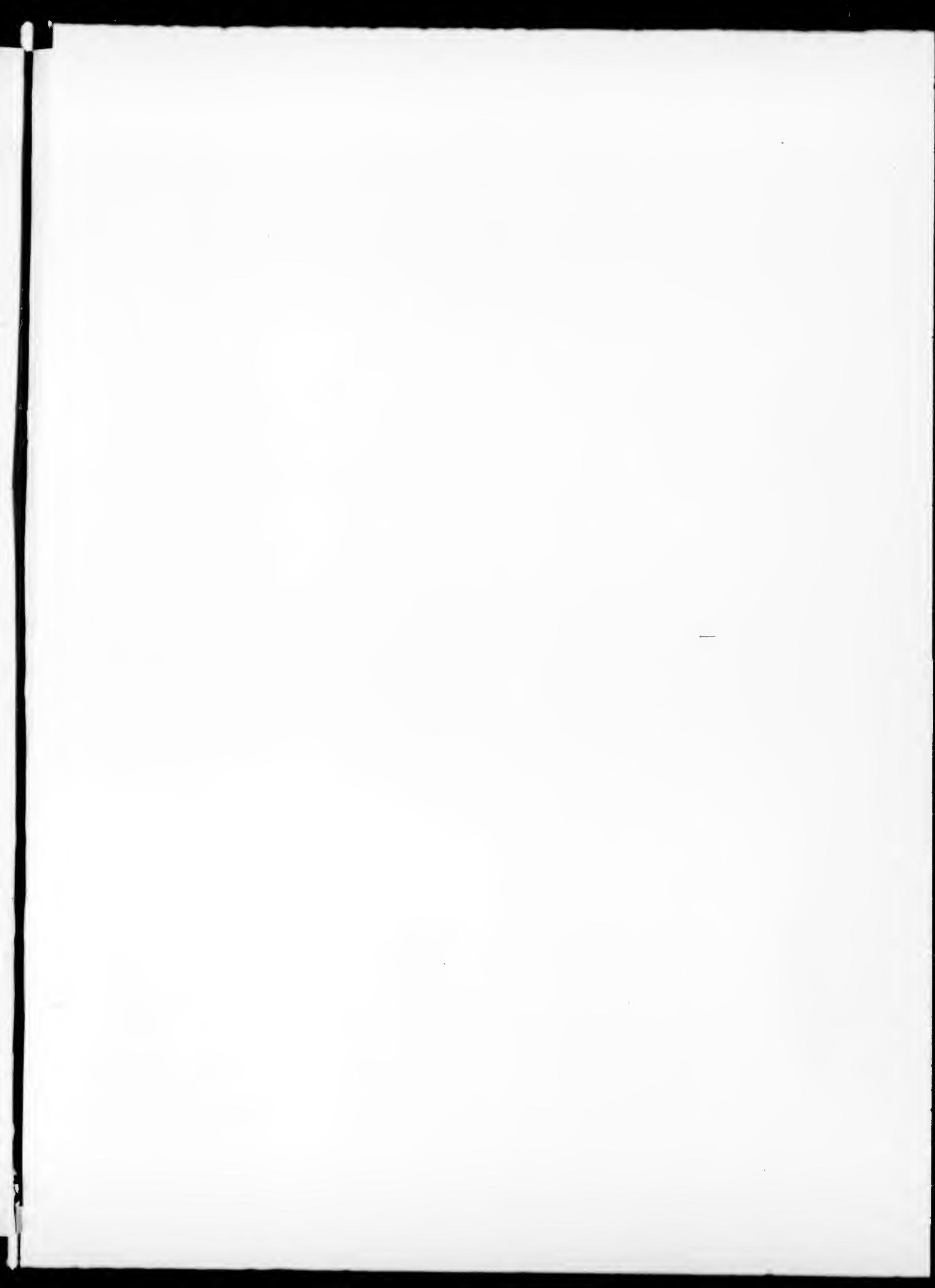


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**Vol XII #5  
March 1900**