

THE BILLBOARD

Vol. XIII, No. 2.

CINCINNATI, SATURDAY, MAY 12, 1900.

PRICE 10 CENTS PER YEAR. \$4.00.

Table Showing the Cost of Printing and Posting, as per Population of Cities below (600 Cities, from 6,000 to 2,000,000 Population) for One, Three, Six and Twelve Months' Display, Twenty-Four Sheet Poster (Size 20 x 9 1/2 Feet), in Four Colors.

No. of Cities.	SIZE OF CITIES BY INHABITATION.	No. of Posters Posted.	TOTAL COST ONE MONTH.			TOTAL COST THREE MONTHS.			TOTAL COST SIX MONTHS.			TOTAL COST ONE YEAR.						
			Renewals Required.	Cost of Posting.	Cost of Printing.	Total Cost of Printing and Posting.	Renewals Required.	Cost of Posting.	Cost of Printing.	Total Cost of Printing and Posting.	Renewals Required.	Cost of Posting.	Cost of Printing.	Total Cost of Printing and Posting.				
2	1,500,000 to 2,000,000	300	76	\$1,152 00	\$270 72	\$1,422 72	228	\$3,369 60	\$380 16	\$3,749 76	456	\$6,566 40	\$544 32	\$7,110 72	912	\$12,441 60	\$972 64	\$13,414 24
2	1,000,000 to 1,500,000	20	50	672 00	180 00	852 00	150	1,915 20	252 00	2,167 20	300	3,628 80	360 00	3,988 80	600	7,257 60	576 00	7,833 60
2	500,000 to 1,000,000	225	57	756 00	203 04	959 04	171	2,151 60	285 12	2,436 72	342	4,082 40	408 24	4,490 64	684	8,164 80	654 48	8,819 28
2	200,000 to 350,000	450	108	1,296 00	401 76	1,697 76	324	3,593 60	557 28	4,150 88	648	6,998 40	790 56	7,788 96	1296	12,960 00	1,257 12	14,217 12
12	100,000 to 200,000	480	120	1,382 40	432 00	1,814 40	360	3,939 84	604 80	4,544 64	720	7,464 96	864 00	8,328 96	1440	13,824 00	1,382 40	15,206 40
28	50,000 to 100,000	840	224	1,814 40	766 08	2,580 48	672	5,171 04	1,088 64	6,259 68	1344	9,797 76	1,572 48	11,370 24	2688	18,144 00	2,540 16	20,684 16
66	25,000 to 50,000	1320	330	2,217 60	1,188 00	3,405 60	990	6,320 16	1,663 20	7,983 36	1980	11,880 00	2,376 00	14,256 00	3960	22,176 00	3,801 60	25,977 60
92	15,000 to 25,000	1104	276	1,854 72	993 60	2,848 32	828	5,288 16	1,391 04	6,679 20	1656	10,024 32	1,987 20	12,011 52	3312	18,547 20	3,179 52	21,726 72
138	10,000 to 15,000	1104	276	1,854 72	993 60	2,848 32	828	5,288 16	1,391 04	6,677 84	1656	10,018 80	1,987 20	12,006 00	3312	18,547 20	3,179 52	21,726 72
248	6,000 to 10,000	1240	496	1,785 60	1,249 92	3,035 52	1488	5,088 96	1,964 16	7,053 12	2976	9,642 24	3,035 52	12,677 76	5152	17,856 00	5,178 24	23,034 24
600		7263	2013	14,785 44	6,678 72	21,464 16	6039	12,227 94	9,577 44	21,805 38	12078	20,104 08	13,925 52	34,029 60	23356	149,918 40	22,721 68	172,640 08

Cost of Printing and Posting.

The advancement and improvement of the bill posting business has always been the aim of "The Billboard." Anything that tends to increase the amount of outdoor advertising and bring new customers to the boards will be sure to receive our heartiest endorsement and co-operation. We believe there are many large concerns throughout the country who have never attempted out-door displays of any kind, for the simple reason that they imagined this medium to be too expensive. We further believe that these establishments, whether they be mercantile, industrial and corporate, could be easily induced to give the bill posting method a fair trial, if a proposition were properly placed before them, for the cheapness of this method of advertising is its best recommendation when the enormousness of the results invariably secured are weighed in the balance. With this end in view we have never favored a narrow-minded, one-man policy of soliciting business, such as a few of the leaders of the Associated Bill Posters have for years been endeavoring to establish. On the contrary, we have always insisted that as many solicitors as possible should be invited and encouraged to talk bill posting to advertisers, provided, of course, they conform rigidly to a certain necessary code of rules. Anyone who can dig up new business and send it out to bill posters in a practical and business-like way should be entitled to the regulation commission, and should not be balked and hounded by jealous rivals, who use the garb of an association for purely selfish motives, such as has been the thankless experience of some of our very best solicitors in the past—Mr. O. J. Gude, for instance.

"The Billboard," ever vigilant and alert in its efforts to push forward any movement or factor that can be readily recognized as beneficial to the craft at large, has prepared the following summary, which shows at a glance what the cost of a showing, including printing and billing, in any city or section of the country, would amount to. This table is simple, compact and complete. The only knowledge needed in explaining its purpose



SANFORD H. ROBINSON, Philadelphia, Pa.

Manager of Billposting Plants at Philadelphia, Pa., and Atlantic City, N. J.

and showing the simplicity of its solution the population of the various cities and towns, which can be easily obtained. By referring to the diagram and finding out what city therein shown has an equal population or thereabouts, it can be seen at once what amount of money will be needed to pay for the printing of the stock, as well as the posting of the sheets in any city or town in the United States. The printing estimate is very conservative one, and the posting rate strictly in accordance with the prices established by the Associated Bill Posters. Mr. Frank Fitzgerald, of the Cream City Bill Posting Company, we are indebted for assistance in compiling the tables on this page.

Our Directories.

The Weekly Bill Posters and Distributors starts in the issue of June 2. The lists will bring your name before all of the advertisers of the country fifty-two times a year for \$3. We don't ask or want you to put your name in, for any friendly reasons or because your loyalty to a good cause, but because it a business investment—you must believe advertising, for you yourself make your living through the belief of others in advertising. It pays them to advertise, and it will pay you. Keep your name before them much as you can afford to, and you will not regret it. ... the large advertisers use our lists—they have told us so; likewise have the men who are in our directories told us that they know our lists are used by the advertisers. They have had direct results, a many of them, from that one little line in our directories. One or two have written that they can not afford to keep their names every week. In this, we do not agree with them. We argue that if we can bring more than four dollars' worth of work to a man which he would not otherwise get, he will have made an excellent bargain. It's name in the directory will bring him work, where does he stand to lose anything? He merely invests his money, and invests where it will bring him ten-fold interest which we would call good interest.

Table Showing the Cost of Printing and Posting, for One Month, Three Months, Six Months and One Year, a Twenty-Four Sheet Poster (20 Feet Long by 9 1/2 Feet High), in Four Colors.

CITIES.	Population.	No. of 24 Sheets Posted.	ONE MONTH.			THREE MONTHS.			SIX MONTHS.			ONE YEAR.						
			Renewals Required.	Cost of Posting.	Cost of Printing.	Total Cost of Printing and Posting.	Renewals Required.	Cost of Posting.	Cost of Printing.	Total Cost of Printing and Posting.	Renewals Required.	Cost of Posting.	Cost of Printing.	Total Cost of Printing and Posting.				
New York	1,801,739	150	38	\$576 00	\$135 36	\$711 36	114	\$1,684 80	\$190 08	\$1,874 88	228	\$3,283 20	\$272 16	\$3,555 36	456	\$6,220 80	\$436 32	\$6,657 12
Brooklyn	1,000,000	100	25	336 00	90 00	426 00	75	957 60	126 00	1,083 60	150	1,814 40	180 00	1,994 40	300	3,628 80	288 00	3,916 80
Boston	555,000	75	19	252 00	67 68	319 68	95	718 20	95 04	813 24	114	1,360 80	136 08	1,496 88	228	2,721 60	218 16	2,939 76
Milwaukee	230,392	50	12	144 00	44 64	188 64	36	410 40	61 92	472 32	72	777 60	87 84	865 44	144	1,440 00	139 68	1,579 68
Jersey City	163,003	40	10	115 20	35 00	150 20	30	328 32	50 40	378 72	60	622 08	82 00	704 08	120	1,152 00	115 20	1,267 20
Albany	91,923	30	8	64 80	27 36	92 16	24	184 68	38 88	223 56	48	349 92	56 16	406 08	95	648 00	90 72	738 72
Hoboken	43,648	20	5	33 60	18 00	51 60	15	95 76	25 20	120 96	30	180 00	36 00	216 00	60	336 00	57 60	393 60
Bayonne	19,033	12	3	20 16	10 80	30 96	9	57 28	15 12	72 40	18	108 00	21 60	129 60	36	201 60	34 56	236 16
Ithaca	11,079	8	2	13 44	7 20	20 64	6	38 24	10 08	48 32	12	72 60	14 40	87 00	24	134 40	23 04	157 44
Batavia	7,221	5	2	7 20	5 04	12 24	6	20 52	7 02	27 54	12	38 88	12 24	51 12	24	72 00	20 88	92 88

Twenty-Sheet Poster (16 1/2 Feet long by 9 1/2 Feet high), Five-Sixths of above Figures.

Bill Posters DEPARTMENT

A Billposting Fable.

A Fox into a Jackal said:
"I think a Lion's pursuing,
And as it's cloudy overhead,
A storm must be a-brewing.
Let's hike into some sheltered place
And assemble a collection
Of beasts from every tribe and race
To talk about protection.
Then let us spring a scheme that's slick
And easier than stealing;
We'll work the graft-end of the trick,
If you will do the 'speeling.'
We'll make 'em fight our own pet games
And put gold on the table,
By simply writing down their names
For as much as they are able."
A court was held, and to it came
About a couple of dozen;
They heard the Fox unfold the game,
While the Jackal kept bulldozing.
The loud Screech Eagle from the West
Was bunched in a hurry,
And several others thought it best
To sign, go home and worry.
But some there were who smelt a rat,
And thought 'twas too ambitious;
The Philadelphia Possum sat
And looked with eyes suspicious.
The court adjourned, and then a howl
Was heard throughout the nation;
The scheme was branded fake and foul,
Which caused a big sensation.
And now this discord's in the air,
The Fox became notorious;
The Jackal creeps back to his lair,
While the Lion laughs uproarious.
MORAL:
You can't stop streams from running,
For water seeks its level;
Rude men will go a-gunning
In spite of schemes and devil.

Philadelphia Letter.

Philadelphia, April 28, 1900.
Philadelphia will easily lead all other large cities this summer in the placing of contracts for bill posting and painting, as two firms of this city have already closed four of the largest contracts that have ever been made for these two lines. The territory to be covered will embrace every large city in the United States. The two firms that have secured these large contracts are "The Bill Posting Sign Company and N. W. Ayer & Sons. The former have made contracts for an enormous amount of paper and paint for the Sovereign Remedies and one for Celluloid Starch. The latter firm will not only use bill posting, but will also take in every possible good location for bulletins, and will also use a number of smaller signs on grocery stores. N. W. Ayer & Sons will also soon have ready for all parts of the United States a large amount of paper for Hire's Root Beer, and will also place a large number of orders for paint and paper for Uneda suit.
The Bill Posting Sign Company, which controls the bill posting and sign work in this city, now have their plant in the best of shape. Nearly all of their double-deck billboards have had the upper decks ironed and painted for bulletins, and they have a large number of large walls in very prominent locations. One of these walls, situated at the corner of two of the principal thoroughfares, is one of the largest in the country. It is situated on the corner of Fifth and Market streets, and covers 10,000 square feet of space. Four thousand feet of this is covered by one sign, with only 30 letters and two pictures on it, and the rest is used for bill posting. There is a large amount of commercial work now on the boards, and a number of enterprising firms throughout the country are placing orders for a big amount of display during the time that the Republican convention is in session early in June.
The Bill Posting Sign Company have closed a large contract for bill posting and tacking for the American Tobacco Company, and will thoroughly cover the counties of Montgomery, Delaware, Berks, Bucks, Chester, Lancaster, Lebanon and Philadelphia, in Pennsylvania, and Camden and Gloucester counties, in New Jersey. Men are now at work on this contract.
The advance brigade of the Buffalo Wild West arrived here this morning and at once started to paint the town a beautiful crimson hue with the paint which heralds the arrival of that popular show. The numerous parks in and around Philadelphia are also commencing to put out paper announcing their opening and the attractions that are engaged. These places use the walls very extensively to advertise on, and the result is that they always do a large business.

Camden, N. J., is a prosperous city on the opposite side of the Delaware River, and, as that place is a large railroad center, as well as a thriving, bustling community, the fences are all fairly well filled.
Some three months ago The Bill Posting Sign Company put a large paste plant in operation for the manufacture of patent paste for bookbinders, paper hangers, etc. At present this is running night and day to fill orders, last week's output being over 200 barrels.
DAVE MILLER.

Anniston, Ala.

Anniston, one of the most energetic and prosperous towns of the South. Some time since the daily papers suggested that another cotton factory was needed in that city. The people fell in with the idea, and a short time afterwards two new cotton factories were under way, and will be in shape for the coming cotton crop. S. G. Jones is the bill poster, and has an up-to-date plant. He is a member of the Southeastern Bill Posters' Association, and is an enthusiast upon the subject of the development of the bill posting business in the South.

Wichita Ordinance No. 1703.

Published April 15, 1900.

An ordinance relating to bill posting and providing for a license tax upon said business in the city of Wichita, Kan., and repealing paragraph 3 of Ordinance 1675.
Be it Ordained by the Mayor and Councilmen of the City of Wichita:
Section 1. That from and after the taking effect of this ordinance no person, persons or corporation shall, within the corporate limits of Wichita, pursue or carry on the business of bill posting without first having paid a license tax therefor for six months to the city of Wichita.
Section 2. That from and after the taking effect of this ordinance no person, persons or corporation shall, within the corporate limits of Wichita, pursue or carry on the business of bill posting without first having paid a license tax therefor for six months to the city of Wichita.
Section 3. Any person violating the provisions of Section 1 of this ordinance shall be fined, upon conviction, in any sum not exceeding \$100.
Section 4. That all ordinances in conflict herewith are hereby repealed.
Section 5. This ordinance shall take effect and be in force from and after its publication in the Wichita Daily Eagle.
Approved April 13, 1900.

A Good Showing.

The tale of John McFride, a bill poster in New York, created a sensation by the locations he secured for his work, is best told in the words of the World the morning after:
"Being a conscientious bill poster, John went forth early yesterday morning with a plentiful supply of paste and many red and yellow posters, prepared to make 'The Casino Girl' assault the eye of every pedestrian on Broadway.
"But vacant spaces were few, and John felt that he couldn't make much of a showing, wherefore he sought liquid inspiration for an idea. The idea was not forthcoming immediately, and John rapped the prescription several times.
"Then a happy idea struck the bill poster—or rather it seemed to him that scales had been removed from his eyes, for as he walked along Broadway he saw endless smooth bank spaces simply yearning to be decorated with bills.
"With a shout of triumph he began to wield his paste brush and to lay on the red and yellow bills. When Detective Kramer came along he found that McFride had covered the entire fronts of two Broadway stores. The big plate-glass windows and the doors were blazing with red."
Judging from what they did to McFride we will say to any one who might possibly be entertaining a similar idea, "don't do it."

Hager's Opinion.

No man can question the shrewdness and righteousness of Mr. Charles K. Hager, of St. Louis. No one can deny that he is a clever and well-educated gentleman, studious and far-seeing, thoroughly familiar with outdoor advertising in all its branches, and deeply concerned about the future advancement and welfare of the craft. His opinions, therefore, are worthy of respectful attention. He has carefully surveyed all the documents and information attainable, concerning the proposed combination, amalgamation, or protective organization, and his conclusions on the subject are summed up in the following words:
"My candid and unbiased opinion is that this scheme is impracticable, and even if it were operative in its present form, it has features which are dangerous and destruct-

ive. Briefly stated, it is a trust, which the advertisers can readily see, and the black eye which many of these large combinations have lately received, as, for instance, the floor combine, is a fair instance of the direction in which it is tending. It is bound in the end to work incalculable harm to everyone interested, save a well-guarded few, and instead of destroying opposition, it will encourage it all the more. I am not in spirit with these combines, nor in sympathy with their principles, and most of them, aside from the Carnegie and sugar interests, are pretty shabby affairs at that. A combination without unlimited capital behind it can not stand on its legs very long."

In this connection, the opinion of the editor of "The Bill Poster," of London, England, is also very interesting. We give it as it appears in the current number of the publication, as follows:

"We have received information that our friends in America are endeavoring to float what we may term a combine of business in forty of the principal towns in America, which is intended to be known as 'The Bill Posters and Advertisers' Protective Company.' Something similar to this, our members will recollect, was suggested some two years ago by certain members of our association, but it was found to be unworkable in its then form. Whether our American friends will be more successful in their efforts remains to be seen. We notice that the proposed capital of the new concern is \$100,000, which, in comparison with some schemes that have been endeavored to be floated in recent years, is a very modest sum indeed. It is within our knowledge that for years past a combination such as this has been the dream of many of our members, but, unfortunately, up to the present, no tangible scheme has been formulated, and the matter on each occasion has simply been allowed to drop. We, therefore, shall await with interest the result of the efforts of our American cousins."

Bill posters will find much meat for thought in these statements and arguments, which they will do well to ponder seriously before throwing any of their hard-earned money into such a scheme.

Billboard Arguments.

For every argument that can be advanced in favor of space in daily newspapers, two may be had for the bill board.

Any argument that can be used in favor of newspaper space, can be far more effectively utilized for the bill boards.

If you want returns now, today, quick, ushers, posters, if next week or the one after will do, try some other medium; papers, for instance.

No intelligent solicitor will waste time on the man who wants to argue upon whether advertising pays or not. As soon as he finds out that the tyro entertains any doubts on that score he passes him up. Right here is where the advertising papers come in. They take up the work that the solicitor can not find time to do. They patiently teach and preach month in and month out and until their pupils are safely schooled in all the rudiments of the art.

If you can not use posters, then try distributing, or unite the two.

Wise men change their minds; fools never do. Are you one of those people who have always considered posters uncommendable?

You can not go wrong on posters. Keep posted yourself and you help to keep the public posted.

A beard in town is worth two in the bush. Advertise in the papers and some people see your ad. Put it on the bill boards and everybody sees it. They see it because they can not help it. It confronts them ten, twenty, thirty times a day. In every quarter—localities widely separated, on every hand, it shrieks aloud from board, cable and wall until it hatters down the most besotted inattention or abstraction. For the poster is no respecter of persons. A confirmed bachelor has no interest in cassettes, but if cassettes are advertised on the bill boards rest assured that every crusty old bachelor in town will be a fountain of wisdom regarding the merits of cassettes. Why do our preachers deary with such accuracy the evils of the theater without ever having entered one? It is because the bill boards give them all the necessary information, and the ladies. If we could they speak with such authority on the merits of chewing tobacco without the aid of the poster?

Although Campbell is supposed to be president of the conglomerated official organization, he is only a thousand miles away from the base of supplies, which is the ray of his influence.

Notes.

A correspondent in Kuloon, China, writes to suggest that the proposed Protective combination on concern, sired by "Brownie" Pratt and dammed by Stahlbeed, might have proved a huge success, if honest and irrepressible Old Hote had presided at its birth. Then there would have been millions in it for somebody, instead of a few paltry thousands.

R. J. Gunning started for New York on May 1, prepared to spend two busy weeks visiting old customers, ferreting out new ones and incidentally studying the rather complex condition of the outdoor advertising world as it prevails in the East-to-day. He will be at his desk in his Chicago office again about May 15.

The Economic Bill Posting Company, sole owners of which are the Husby Bros., have purchased the bill posting plant of Tate & Sloppy, of Clinton, Ia., and will immediately put it in first-class shape. They now own every board in the city.

The firm of N. W. Ayer & Son surely have "nutluck." "Little Annie" is going to manage their bill posting.

Mr. J. C. Warvel, formerly the owner of the bill posting plant at Kenton, Ohio, was a "billboard" caller May 3. He was enthusiastic about the change in "The Bill Board," and said that he believed we had struck a popular chord. Mr. Warvel is now the general advertising agent of the Great Western Carnival Company, making its headquarters at North Vernon, Ind.

A correspondent from Atchison, Kas., writes: "The 300,000,000 bushels of corn raised by Kansas last year is attracting the attention of all National advertisers. Atchison has a population of 20,000 and enjoys excellent railway facilities. In former years distributing in that town was done by boys. Mr. Schafer now does most of that work, and the City Bill Posting Company takes charge of the paper which goes to that town."

H. F. Doska, who has been following distributing for a living in Detroit, has entered another business and will give up distributing entirely.

George H. Lennox says Colfax merchants draw trade from an area larger than the State of Rhode Island, and the county is larger in area than the land portion of Delaware. George has a nice plant out there and is ready and willing to take care of any concerns that might come his way.

The bill posters at large are now fully awake. They realize that they must, above all things, have the privilege of self-government.

Jim Curran, of Denver, uses three teams, with two men on each wagon to pick up posters that have been washed off by rains.

Mr. H. A. Taylor, of South Side, is fast recovering from an attack of typhoid fever. The attack has left him very weak, and it will be some time before he can attend to his work.

The Rosenfeld-Smith Co., Portland, Ore., are extensively advertising Experts, Cream and El Captain cigars.

Mr. J. F. Clark, of Conway, Ark., writes that the J. Lee Cruise Co. is a new firm, doing smudging and tacking. They are using their own men entirely at present.

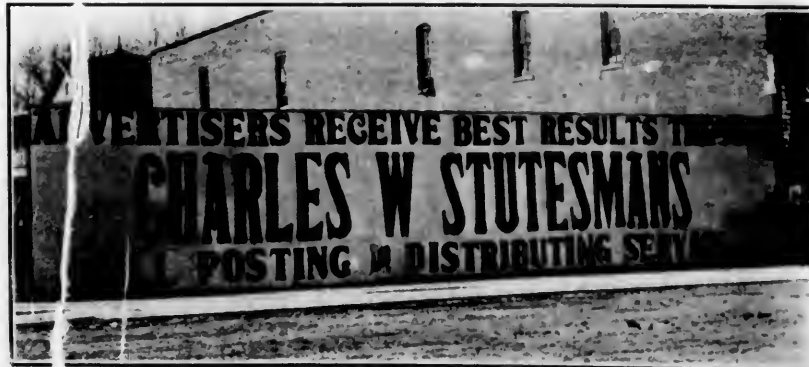
John Semran distributes a little paper called "Good Things" to the people of Richmond. The publishers of the paper give him much credit for his systematic work in placing the paper.

It has been just a little over a year since Lewis E. Hanson entered the distributing business. He is now doing quite well. He has recently distributed for W. T. Hanson Co., of Schenectady, N. Y.; David Kennedy Co., Roundout, N. Y.; Dunells Medical Co., Scanton, Pa., and Dr. Currier's Rheumatism Cure, Manchester, N. H.

The traveling distributor was the subject of a long letter from Mr. S. J. Burgess, of Pontiac, Mich. He is strongly in favor of local distributors, and presents some good arguments in their favor.

Chas. W. Stutesman, Peru, Ind., is a great believer in bill posters devoting some of their time to soliciting among local merchants.

J. W. Bow, Davenport, Iowa, says that he would like to join the I. A. of D. Unfortunately for himself, he can not, because Mr. W. D. Morris holds the franchise for that town.



How a Billposter should Advertise his Plant.

The Gentleman from Missouri.

Down East they've started things a-bum With a scheme which runs as follows. They want me to put up a sum of about three thousand dollars; And in return they'll guarantee More business and protection. But how, I don't exactly see, In spite of close inspection. I've read the constitution o'er And all by-laws pertaining, And I really find the stuff a bore, For there's nothing that's explain'ing.

Now, signers, don't get mad as Turks, And storm and swear like fury. Just show me how your system works You know I'm from Missouri.

There's no man in the business yet That's fought with opposition. As much as I have done, you bet, And still holds his position. Of your association I Have long since been a member; Your aid I never once did try To get, if you'll remember. You threatened once to throw me out, Without a speck of reason, And now, because I buck, ye shout "Rebellion and high treason."

But, gents, pray take another puff, Your scheme looks rather lury. Then show me once, for that's enough You know I'm from Missouri.

I. A. of D. Convention.

Although the I. A. of D. convention has been noted before in our columns, we desire to once more call attention to the importance of all members and advertising agents attending. Every member should begin to plan and make arrangements whereby he will be able to go to Kansas City in July. The railroad fare, especially for those in the Middle and Western States, will not amount to a great deal, as excursions will be run on account of the National Democratic convention, which will be held there at the same time. The crowd in Kansas City will be large and perhaps the town will not be able to accommodate it, although President Reid has assured us that it will. To be on the safe side, distributors who intend to be there should endeavor to make arrangements for rooms beforehand. The convention this year is to be a most interesting one, as there are many important questions to be considered. Since all distributors know the points which are to be brought up, we will not mention them, but merely urge all to be present and lend their influence and make their voices heard in the management of the association.

\$500.00 Reward.

The following notice has been circulated by F. C. Donald, Commissioner of the Central Passenger Association: To Whom It May Concern: The undersigned having been authorized by the railroads comprising the Central Passenger Association to act as a joint agent to validate for passage return portions of excursion tickets, which will be sold at reduced rates for a number of important conventions to be held in Chicago, Cincinnati, St. Louis and other cities at intervals from May 1 to September 30, 1900, involving the use of autograph stamps, ticket-dating dies, etc., will pay a reward of Five Hundred Dollars (\$500) for information resulting in the arrest and conviction of any person or persons fraudulently using such stamps or dies, or imitations thereof.

SPECIAL NOTICE TO ENGRAVERS AND STAMP MAKERS: Orders have been placed for all stamps and dies required by the undersigned or his employees for the purposes above referred to. Therefore, any orders which you may receive purporting to emanate from the undersigned or his representatives for stamps or dies bearing the name of the Central Passenger Association, or of F. C. Donald, will manifestly be given for the purpose of perpetrating a fraud on the railway companies. Yours truly, F. C. DONALD, Commissioner.

Siegel-Cooper Co-Operative Plan.

The two mammoth establishments of Siegel & Cooper, the one in Chicago and the other in New York, have been consolidated into a co-operative enterprise on a profit-sharing basis. The two stores which you may remember under the laws of the State of New Jersey, with a capital stock of \$21,000,000. Two million dollars of the common stock has been placed in trust, the annual dividend of which will be distributed among such employees as have been or may be with the New York or Chicago establishment for a period of three years. Dividends will also be continued and paid to employees for life who, after ten years of service, become incapacitated for further employment. This movement is in perfect accord with the tendency of the present age. A new advertising scheme has been introduced by a Huntington (Ind.) grocery firm. With every cash purchase they issue a check for the amount purchased. The checks of one day only during the month are to be redeemed. The purchaser does not know the day that the good checks will be issued, and the only way one can double his money is to buy goods every day.

The Isham California Waters of Life Company, of New York, sent us a circular which is a circular. Here is what they sent for a one-cent stamp: One cardboard cover, presenting ten faces of reading matter, one booklet of twelve pages, six circulars of recommendations, etc. They certainly do get their money's worth.

Boston Medical Institute Plan:

BOSTON MEDICAL INSTITUTE'S PLAN. Concerning our remarks in last week's issue about their \$50-reward scheme, the Boston Medical Institute has this to say: "As far as the I. A. of D. is concerned, this may be true, but unfortunately there is not a I. A. of D. man in every city in which we desire to distribute booklets. We do wish to keep our method a secret, from the distributor or the advertiser, and such methods, if universally known, would hold a very tight line over distributers. Honest ones welcome it. Advertisers' newspapers key their work, and there is no reason why distributing should not be watched by the same methods. We will cheerfully answer communications on this subject from large advertisers." It is evident that the Boston people will not disagree with McMatt and his key system.

A Knowing Bootblack.

Probably the latest acquisition to the long list of advertisers who believe in the efficacy of distributing as a business bringer is a man in Paterson, N. J. He conducts two shoe blacking parlors, and is doing a rushing business through having distributed circulars containing the following reading matter: "The Yale Shoe Blacking Parlor, corner Market and Paterson Streets, and Brad's Parlor, 49 1/2 West Street, near Broadway, where you can get six shins for 25 cents, three russet or three patent leather, by purchasing a coupon ticket, and they are good in either place. The bootblack of to-day must be a professional, and not the youth you meet on the street with a box who gives you a polish not as good as you could do yours if 'Our shine' is put on to stay by those who know how, a hard, durable polish, that will last three times as long as the other kind, and it will cost you less. Our places have every comfort, easy chairs, heated, and everything to make it pleasanter than being seated on the sidewalk, or braced up against a building. Our material softens and preserves the leather. Shoes under our care last one-half longer, and only the best goods known used in our establishments. Ladies and children, special attention given to their shoes. We call at your residence or office, get your shoes shined and return them promptly without extra charge. A postal card will do it. We are responsible, and will fulfill any agreement made, and are open for suggestions where we can cater for your comfort. Hoping you will give us a call, and tell your friends and neighbors, so they can do the same, for the best shine to be had in the city. Do not sit outside in the wind and cold, as your health is your fortune, but call at the Yale or Brad's Parlor." The above is by no means a model of fiction or expression, but it presents some good points and shows considerable originality. The bill itself illustrates to what degree the idea that advertising pays has taken hold of the people, and the success which resulted from its distribution demonstrates that that faith is not misplaced.

Billposter's and Distributor's Notes.

President James F. O'Melia, of the Associated Bill Posters, has removed his office and plant from 27 Monticemy street to 257 Washington street, Jersey City, N. J. Well, well! Stahlbreit has removed his own advertisement from the pages of his own official organ. He has evidently discovered for himself that the medium is valueless, and that nobody reads the sheet. If you have time to spare, just take a peep through the advertising columns of Stahlbreit's sheet and observe the cold-blooded fact that not a line of advertising appears therein from President O'Melia, O. J. Gude, Samuel Pratt, Sanford H. Robison or Stahlbreit himself, and yet all these gentlemen are directors of the journal. The sheet therefore depends upon the gullible for its support. These bill posters who contemplate joining the gangsters' grafting game should remember the failure of Robert Youde's enterprise in London a few years ago. And yet Youde's scheme was far more plausible and purposeful than the Pratt-Stahlbreit-Fish project. The gangsters claim forty-one cities for their proposed combination scheme, but very prudently fail to state how many Western cities have so far refused to contribute a penny toward the enterprise. It would be interesting to know what Gude really thinks of the Pratt-Stahlbreit-Fish game. Do the theaters in Rochester and Erie post with the association member in these towns? We hardly think so. One of the members of the American Bill Posting Company, of Brooklyn, recently remarked: "Our firm spends \$250 annually in Stahlbreit's paper, and for all the benefit we derive from it we might as well toss that amount into the East River."

One of the crying needs of the bill posting field is a few more active solicitors in some of the big Western cities. Chicago is sorely in need of a first-class solicitor. Wm. D. Ingram, a distributor at Omaha, Pa., has turned the business over to his wife, who will have entire charge. Mr. Ingram enters a new field.

Con A. Hall, who for the last two years has been manager of the distributing department of Owens & Vorrey, of San Francisco, has decided to enter a business of his own. He will be a success.

The best way to please the advertisers is to do work according to contract.

A poor distribution of Kohler's samples and circulars is reported from Dawson, Pa. Barber Remedy Company, of Conneaut, O., writes: "We are preparing a 9 by 10 folder for trial in a few good towns, but will agree to make all distributors a liberal offer for a trial distribution." "The Billboard" knows nothing about the firm.

Harry Miller sends us a copy of his soliciting circular letter. We present it herewith. It may furnish a suggestion for a change in some of our readers' circulars:

Gentlemen—I have been informed that you contemplate an advertising campaign through the house-to-house distributing method in the near future, and that you will probably give the work to local distributors who can prove themselves to be honest and reliable.

Therefore, I beg to inform you that I am prepared to distribute advertising matter or samples of any kind in a way that is sure to satisfy the advertiser. My services are guaranteed by the International Association of Distributors, and I can furnish first-class local references if desired.

My prices are as low as good honest work will permit, and the territory I cover is one of the best. Will you give me a trial? My services are at your command. Very truly yours,

Mr. B. F. Falkenhainer, of Elkader, Iowa, uses a team and wagon to do his country bill posting and distributing.

To the Editor of "The Billboard": Gentlemen—Enclosed please find \$1, in advance payment for subscription to "The Billboard." It is just thirteen months ago that I happened to run across a copy of your valuable magazine, and in looking through it decided that there was an opening here for a first-class commercial advertising business, as Newton is a town of nearly 8,000 people, and the Santa Fe Railroad alone has a pay-roll here of over \$90,000 a month. As a starter, I subscribed to "The Billboard," then ordered a Donaldson paste brush and a Robertson magnetic hammer, from advertisers in your paper, and waded in. At the present time I have 23 big, matched bill boards in Newton and handle the work in five neighboring small towns. I have joined the Tri-State Bill Posters' Association, the I. A. of D., Felsters' List and Will A. Molten's Agency, have bought out the opposition I had at the start and have had this made a licensed town. Business has been good ever since the start, with prospects brighter than ever. I feel that most of my success is due to information obtained from "The Billboard," and it is not surprising that I can not do business without it. With best wishes, I am sincerely yours,

JOHN DICKEY, JR. Proprietor of the L. L. Dickey Adv. Co. Up to a year ago Mr. Griffith, of Greensboro, had practically no acquaintance with the large advertisers. Now he is doing work for many, and numbers them among his regular patrons.

The Newark Bill Posting Company sends us a list of their road station stands. They cover both sides of a sheet of paper fully a yard long. E. M. Slocum is proving himself to be a very energetic manager.

Mr. J. C. Corbin, manager of the Centennial Opera House, Plymouth, Ind., has started in the bill posting business. He says that he was driven into the business by poor service. He begins with 50 feet, and expects to have 3,000 by spring.

Mr. Geo. P. Day now owns all of the boards in Salm, Ore., having some time since bought out the Salem Bill Posting Company and the Theatrical Bill Posting Company.

Lee Delliday, of Fayette, Mo., has only been in the bill posting business for one year, but has made a very good showing for that length of time. He says: "I owe nearly all my work to 'The Billboard.' I couldn't do without it. I get pointers every month, do a little writing and then get some work."

Harry Merkle, manager for Bryan & Co., at Dayton, O., is very popular. He has only been in Dayton a comparatively short time, but already numbers his friends by the score.

Walker & Co., of Detroit are going after large advertisers with a new circular, which is in the shape of a folded mailing card. It is an excellent idea for it affords three times the space for printing that an ordinary private mailing card does. Walker improves the opportunity thus afforded, and presents some strong arguments in favor of paper and paint.

The Directors of every legitimate corporation are elected by the stockholders. The members who pay their dues into the treasury of the Associated Bill Posters' Association should have the same power—and they will have it.

T. J. Cassidy is out of the International Advertising Company, of El Paso, Tex. A. T. Spaworth is now sole manager. The dark lantern methods of the game are universally condemned. Section 1, of Article VII, of the By-Laws, will be amended. The

President has appointed the Board of Directors for the last time. Hereafter they will be elected by ballot.

C. H. Brooks, the veteran at Leavenworth, has evolved a very clever scheme for making good scenery for theaters at a low cost.

A. D. Hoering, solicitor, or outside man for the L. Moxley advertising service, is one of the greatest hustlers in his line of business in America.

TIPS.

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

- Akron Cereal Co., Akron, O. J. W. Brant Co., Aiblon, N. Y. Winkelman-Brown Drug Co., Baltimore, Md. Dr. Kilmer Co., Binghamton, N. Y. D. S. F. E. & J. A. G. Gene, Boston, Mass. Potter Drug & Chemical Co., Boston, Mass. C. L. Graves & Son, Boston, Mass. E. C. Cowdry Co., Boston, Mass. Foster-Milburn Co., Buffalo, N. Y. Gerhard Mennen Chem. Co., Buffalo, N. Y. Dr. Pierce, Buffalo, N. Y. Hutton Remedy Co., Buffalo, N. Y. Newbro Drug Co., Iutite, Mont. Pope's Med. Co., Charbitte, Mich. Thatcher Med. Co., Chattanooga, Tenn. New Spencer Med. Co., Chattanooga, Tenn. Chattanooga Med. Co., Chattanooga, Tenn. Providence Medical Institute, Chicago. Pabst Chemical Co., Chicago, Ill. Hanson's Ready Recovery Co., Chicago, Ill. Boy Med. Institute, Chicago, Ill. Dr. W. S. Burkhardt, Cincinnati, O. Coffee & Spice Co., Columbus, O. Acme Chemical Co., New Orleans, La. Peruna Drug Co., Columbus, O. Dr. Harter Medical Co., Dayton, O. The Sprague Pub. Co., Detroit, Mich. Kennedy & Kegan, Detroit, Mich. Dr. Miles Med. Co., Elkhart, Ind. The Cooking Club Pub. Co., Goshen, Ind. La Harpe Pattern Co., Grand Rapids, Mich. The Guarantee Medical Co., Hot Springs, Ark. Van Camp Co., Indianapolis, Ind. Dr. N. C. Bayle, Indianapolis, Ind. I. C. Hubinger & Co., Keokuk, Ia. Allen Olmstead, LeRoy, N. Y. S. C. Wells & Co., Le Roy, N. Y. Frank O. Reddish, Le Roy, N. Y. Wilson Drug Co., Lexington, Ky. Bright's Chemical Co., Little Falls, N. Y. C. I. Hood & Co., Lowell, Mass. L. E. Pinkham Med. Co., Lynn, Mass. Sterling Remedy Co., Mineral Springs, Ind. W. H. Comstock, Morrilton, N. Y. Kondon Mfg. Co., Minneapolis, Minn. India Spice & Drug Co., Marietta, O. Abbey Effervescent Salt Co., New York. Dr. Radway & Co., New York City. Humphreys Med. Co., New York City. Seals, Fitch & Co., New York City. A. M. Biminger & Co., New York City. Tarrant & Co., New York City. R. & G. Corset Co., New York City. Health Food Co., New York City. N. Y. Condensed Milk Co., New York City. Sam W. Hoke, New York City. Dr. Chase Co., Philadelphia, Pa. Fols & Co., Philadelphia, Pa. Dr. Bosanko Co., Philadelphia, Pa. Hand Medicine Co., Philadelphia, Pa. Dr. C. I. Shoop, Racine, Wis. Miller Drug Co., St. Louis, Mo. Koska Mfg. Co., South Bend, Ind. Novelty Plaster Works, Southville, Mass. Dr. H. J. Kay, Saratoga Springs, N. Y. Hayer Med. Co., Toledo, O. Cheney Med. Co., Toledo, O. Merchants' Association, Williamsport, Pa. I. B. Ford Co., Wyandotte, Mich.



R. L. ALLEN, Dows, Iowa.

We present this week a portrait of Mr. R. L. Allen, of Dows, Iowa, a town of a strong 1,200 population. Mr. Allen up to a year ago was a painter and paper hanger. At that time he added a bill posting plant to his business. His boards are of matched lumber and painted on the back to prevent them from swelling. He is a member of the Iowa State Bill Posters' Association; also, an I. A. of D. member. He is giving his personal attention to his out-door advertising. He can thus see that it is done right.



FAIR DEPARTMENT

Planning for Exposition.

The first meeting of the State Plan and Scope Committee for the proposed State Exposition in Newark, N. J., in 1902 was lately held in the Board of Trade rooms at Newark. All the principal cities and towns of the State were represented. The proceedings were in the nature of a conference. The scope and objects of the exposition were explained to the new committee members. Chandler W. Riker, of Newark, acted as chairman.

Edmund A. Felder, assistant director general of the Philadelphia Export Exposition, was introduced, and made an address. He said that the prosperity of Atlanta dated from its exposition in 1884. Omaha's experience has been similar, and other cities in that section were preparing to follow her example. The Newark exposition, Mr. Felder thought, would be a much greater success if not confined to State lines. It would be necessary to raise at least \$1,000,000, and if the exposition was well managed there should be 5,000,000 admissions.

Joseph McManus, of Elizabeth, thought that the initial step should be the raising of a guarantee fund of \$1,000,000. A motion was adopted for the appointment by the chairman of committees on Ways and Means, Finances and Incorporation. The members representing the different cities pledged the support of their localities to the enterprise. A suggestion for the organization of Plan and Scope Committees in the various cities was favorably received.

Date Postponed.

The Elks' Street Fair and Carnival at Marion, Ind., will be held June 11 to 16, instead of June 4 to 9, as announced in these columns last week. The Elks some time ago made a contract with the Greater Exposition Company of Canton, O., to furnish the attractions for the Midway; but in the meantime the company consolidated with the New England Carnival and Promoting Company, and as it was impossible for the Elks to secure the combined shows without postponing the date one week, this was done.

Street Fair to be Given.

Upper Sandusky, O., May 7.—(Special).—The Elks of this city will give a street fair here the week of July 4. A series of fine attractions will be booked, and as this will be the first street fair ever given in this county, the chances are that it will be a success. George F. Knowles and Louis Liebenthal will be in charge.

The Stadium.

The completed Stadium for the Pan-American Exposition at Buffalo next year will offer to the lovers of sports the most spacious and splendid arena ever erected in America. The Athletic Carnival to be held during the great exposition will be the most notable in the history of American sport. The co-operation of many of the best promoters of athletic games and contests has been secured. Visitors to the Pan-American Exposition may therefore expect to witness the meeting of the most famous athletes of the world.

It is said that the great Colosseum at Rome, built in the first century of the Christian Era, could accommodate 50,000 spectators. The Pan-American Stadium will be 125 feet longer and but ten feet narrower than the historic amphitheater of Rome. The Stadium, however, will have a larger arena, and the seating capacity is estimated for 25,000 people. The top row of seats will be sixty feet above the ground, and every seat will command a perfect view of the vast interior.

The Stadium will have a quarter-mile track and a sufficiently large space inside of this for any of the athletic games. Great attention has been paid to having a large number of aisles to reach the seats, and, in addition to the principal entrance on the west, there are provided seven large exits. These exits are made of sufficient breadth and height to admit, in case of need, the largest vehicles or floats, as it is proposed to use the Stadium for certain pageants, exhibits of automobiles in operation, judging of live stock, horses, agricultural machinery, road machinery, etc.

A large and picturesque building forms the main entrance to the Stadium. This is 241 feet long by 52 feet wide, with towers 164 feet high. The style is in conformity with that of the other buildings, with an arched effect in the lower story, red-tiled roof, broad eaves and bright colors. The old Spanish

towers give a finished beauty to the structure and make it one of the most prominent features of the exposition.

A Big Barbecue.

A grand barbecue will be given at Alexandria, Ind., on Decoration Day, May 30, by the Knights of the Royal Arch. The barbecue will draw the crowds for miles around, and will be one of the biggest affairs of the kind held in that vicinity. Dancing and every variety of amusement will be on the program. John Steimer, of Alexandria, is in charge.

Albion, Neb., Fair.

The Boone County Agricultural Association of Albion, Neb., will hold its sixteenth annual fair this year on September 19 to 21. The association is doing well, have made many improvements in its grounds, besides purchasing five more acres of land. New methods, better premiums, more attractions and closer attention to details will be in order this year.

Many See the Fishes.

Large attendance at the New York Aquarium. Collection is Varied and Interesting.

When Colonel James Jones was asked for information about the new arrivals at the aquarium, he called attention to the annual report he has just made to President Clausen, of the Park Department, and some of the details are interesting. The total attendance during the year reached the astonishing figure of 1,841,330, giving an average of more than 5,000 for every day of the year. During the previous year the attendance was 1,670,085, and almost everybody thought high-water mark had been reached, and that the public, tiring of the novelty, would gradually leave off coming. The greatest attendance on any single day during the year just passed was that of September 29, when 37,243 persons thronged the building.

"The only way I can explain the increase," said the Colonel, "is that the show is better than it ever was before. Our fishes are all in the best of good health, and, recognizing our good work, the Fish Commissioners of various States have sent us magnificent specimens."

"Why," said the Colonel, waxing eloquent, "no aquarium in the world can approach us in numbers or compete with us in an exhibition of the fishes of the deep sea and its fresh water tributaries. And I am not alone in this opinion, either."—New York Herald.

Nashua, N. H., Fair.

The Nashua Fair Association looks forward to a very good season. They are to hold four race meetings, besides the fair meet, and being in a circuit with Worcester, Holyoke and Westfield, big entries will probably be the

rule. The Nashua Fair, Sept. 3 to 6, is followed the next week by Rochester, and succeeding weeks by Taunton, Brockton and the Rhode Island State Fair, making a fine circuit. Large improvements, including a new grand-stand, have been made in the Nashua grounds, and the association is now ready to book attractions for the season.

Advertising Novelties.

Since the introduction of the street fairs into this country, the advertising specialty and novelty business has increased ten-fold. The trade in plain advertising and decorated balloons has increased wonderfully, and the number of firms handling this class of goods has been multiplied many times. One of the first manufacturers of this line is Mr. Q. Nervione, of Chicago, who has been in the business thirty-five years. He has been an advertiser in "The Billboard" for several seasons, never missing an issue. Through a mistake on our part his notice was left out of the May issue, for which we express due regret. We wish to inform those who looked for his ad., and looked in vain, that Mr. Nervione is still in the same old business at the same old stand, with a stock of the latest and newest articles which he handles.

Fourth of July Celebrations.

Sinclairville, N. Y.
Sheridan, Wyo.
Terre Haute, Ind.
Oregon, Ill.
Boston, Mass.
Rushford, Minn.
Sterling, Ill.
Indianapolis, Ind.

Notes.

The Central Pennsylvania circuit is as follows: Williamsport, Sept. 11 to 14; Hughesville, Sept. 18 to 21; Lewisburg, Sept. 25 to 28; Milton, Oct. 2 to 5; Bloomsburg, Oct. 9 to 12.

The following towns comprise the South-eastern Indiana Fair Circuit: Osgood, July 31 to Aug. 3; Chas. W. Gray, secretary. North Vernon, Aug. 7 to 10; F. N. Nauer, secretary. Madison, Aug. 14 to 17; C. R. Johnson, secretary. Lawrenceburg, Aug. 14 to 17; H. L. Nowlin, Guilford, secretary. Franklin, Aug. 28 to Sept. 1; W. S. Young, secretary. Shelbyville, Sept. 4 to 8; C. E. Amsden, secretary. Columbus, Sept. 11 to 14; Ed. Redman, secretary. State Fair, Sept. 17 to 22; Charles Downing, secretary.

The Central Illinois fair circuit has been formed, with the following fairs as members: Clinton Aug. 6; Monticello, Aug. 13; Leroy, Aug. 20; Delavan, Aug. 24; Atlanta, Sept. 4; Farbury, Sept. 4; El Paso, Sept. 10. About \$30,000 will be offered in purses. Horse owners will find this a profitable circuit.

One of the attractions at the Atlanta (Ill.) Fair will be the "Midnight Glee Club and Jubilee Singers," of St. Louis. W. B. Stroud is secretary of the fair.

Corning, N. Y., will have its first free street fair June 4 to 9. It will be held under the auspices of the Business Men's Association of that city, and promises to be a most successful affair. Harry J. Sternberg has been appointed general manager and director.

One of the most attractive meetings to be held in Ohio during the season of 1900 will be that of the Champaign County Fair Association at Urbana, Aug. 15 to 17. Three good stakes of \$500 each are announced. The Mansfield Driving Association, of Mansfield, O., also offers good stakes at its meeting.

Work has been started on the new half-mile track of the Anderson (Ind.) Fair Association, and the society has filed articles of incorporation.

The Gentlemen's Driving Club, of Milwaukee, has leased National Park for six months. A number of matinee meetings will be held during the season.

The Philadelphia Horse Show will be held at Wissahickon Heights, May 28 to June 2, and is attracting a great deal of attention. Entries will close on Saturday, May 12.

The Tennessee and Kentucky Central Fair and Trotting Circuit was formed in Nashville

April 24, with Bowling Green and Guthrie, Ky.; Murfreesboro, Columbia and Waverly, Tenn., as members. There is a strong likelihood of Nashville, Memphis and Jackson joining the circuit, with probably others to hear from. Mr. N. C. Collier, of Murfreesboro, was elected president, and Mr. S. B. Lytle, of the same place, secretary. The dates so far selected are: Murfreesboro, Sept. 4 to 8; Bowling Green, Sept. 12 to 15; Guthrie, Sept. 19 to 22, and the probable dates following are: Memphis, Sept. 24 to 28; Jackson, Oct. 2 to 5; Waverly, Oct. 9 to 12; Columbia, Oct. 16 to 19.

The Scioto County (O.) Fair will be held at Mt. Joy again this year, Aug. 29 to 31.

Nannimo, B. C., will hold a gala celebration on May 21 in honor of the Queen's birthday. Geo. Norris is elected secretary.

"The Billboard" is the great medium between fairs, parks, celebrations, etc., and attractions.

A Rose Show, or floral exposition, will be held at Salem about May 18.

The Antelope (Ore.) Fair Association will give a spring meeting at that place on May 17 and 18. Five hundred dollars in purses will be given away.

Indications point to the fact that the Dawson County Fair Association will hold a street fair in Glendive, Mont., next fall.

Richmond, Ky., will have a fair the second week in July. The general features will be made known later.

The Elks' Fair at Lexington, Ky., will be held Aug. 13 to 18.

The opening bill for the new theater at Cliffside Park, Ashland, Ky., is as follows: Edna Bassett Marshall, Flo Perry, Wright Brothers, Bert Marshall, De Hollis and Valora, Morphet and Stevenson, and Colin's Dog Show. J. W. Mayo is manager.

Owing to the limited territory in California, Mr. George Mooser, manager of the Sacramento Street Fair, will leave for the East after the termination of the Sacramento Fair, and will very likely join the staff of the International Exhibition Company. Negotiations are now pending to this end.

The Cleveland (O.) Pythian Military Bazar and Carnival is to be held June 4 to 6. The principal attractions will consist of the lively carnival sort. There will be an Oriental theater, bazar booths, Egyptian streets, streets of India, and other attractions of a like nature. Every sort of legitimate amusement will be introduced. The carnival is given under the auspices of the Second Ohio Regiment, Uniformed Rank, Knights of Pythias.

The Topeka (Kan.) Street Fair Carnival promises to be the greatest event ever held in Topeka, judging from the interest taken by exhibitors. Nearly all of the space is already sold.

Plans are already being formulated for the Mt. Vernon (Wash.) Fair. A meeting of the fair association was held last Saturday, May 5, and committees were appointed to begin the work.

The citizens of San Bernardino, Cal., inspired by the success of the great Riverside Fair, are beginning to think that San Bernardino ought to hold a fair, too. At least, so runs the talk in that city.

Send in your fair booklets, fair news and fair dates to "The Billboard." The notice of "The Billboard" is worth having.

Victoria, B. C., is another town that will celebrate the Queen's birthday in fitting style on May 24.

A big street fair is being contemplated for September at Alexandria, Ind.

The Montgomery County Log Rolling of the M. W. A. will be held at Independence, Kan., May 18.

The railroad men, who are to give a large celebration at the State Fair Grounds at Indianapolis July 3 and 4, have secured permission from the Indiana State Board of Agriculture to lay a switch from the Monon tracks into the grounds. The object in so doing is to give, as the feature of the celebration, a head-end collision between two engines. They will be started at a certain distance apart, and the intention is to have them come together directly in front of the grand stand, far enough away, however, in order to prevent an accident of any kind.



THE STADIUM.

Pan-American Exposition. The Stadium.

CONVENTIONS.

Additions and Revisions since last issue. Full List will be printed quarterly.

Thibodaux, La., Carnival.

To the Editor of "The Billboard."

Of all carnivals ever held in this progressive and up-to-date city, the one of February 26 and 27 is one that will always be remembered by the throngs of people that witnessed it. From artistic points of view it was more than could be desired. The entire town had for weeks previous presented an attire which told that an event of some importance was near at hand, all business places, as well as residences, were decorated magnificently with the royal colors, "red, yellow and green," and on the evenings of the parades they were gay with electrical devices of all shapes and forms.

On Monday, the 26th, was the opening of the festivities, when a grand bicycle parade was held. Being the first in our town, it naturally drew large crowds from the surrounding country as well as from neighboring towns. All who saw it declared it to be a perfect success, and the Carnival Club and the Cycling Club received congratulations on every hand for the fine display.

On Tuesday at early morning crowds began to gather from far and near to witness the day's festivities, which had been much advertised, and for which preparations had been going on for nearly a year in advance. At about mid-day, amid the booming of the cannon and strains of a number of bands, the royal fleet, composed of steam crafts of every description, made its way down Bayou Lafourche to the landing at the head of St. Philip Street, where a vast number of royal subjects awaited the arrival of the King and party. The "Louisiana," the imperial yacht of the fleet, made the first landing. His Majesty, "King Suroose," and his royal retinue were escorted from the yacht to carriages awaiting them. The Mayor, City Council, the Bar, and all prominent people composed the participants in this parade, which wended its way to the City Hall, where the key of the city was turned over to the King with an appropriate address made by the Mayor.

At about 8 o'clock on the same evening the principal pageant of the carnival, the event of the festivities, made its appearance on the thoroughfares of our city, and on reaching Liviere's establishment, on Main Street, the balcony of which had been appropriately decorated for the occasion, the first float, the one on which the King rode, made a stop and saluted the Queen of the Carnival and her maids, and turned over to her care the key of the city, as well as a beautiful bouquet of flowers. Each float in turn halted, and all the participants saluted the Queen, thus enthroned.

The order of march was as follows: First Cavalry of fifty mounted police; the Grand Marshal and his attendants; a band; the King's float; then the elements, represented by seven floats, to-wit: Second float, Earth, with the different nationalities thereon; next, another band; third, Water, representing this element in the best manner conceivable, with mermaids, fishes and the goddess of the sea; fourth, Ice, picturing a scene from the colder regions, comprising Esquimaux and polar bears; fifth, Air, mostly faeries; sixth, Fire, depicting devils, and judged by many the prettiest float in the parade; seventh, the Sun, and, eighth and last, the Moon.

After going over the route advertised, the parade made its way to the Opera House as a terminus, where a number of tableaux were shown and where the coronation of the Queen took place.

On no other occasion were so many people gathered on our streets; it was literally a "jam," and the event was second to none but the New Orleans Carnival. Every one interested in this event can well feel proud of the success thus attained, and should renew their efforts to make the celebration even grander next year. Preparations are already begun for next year's festivities, and the Carnival Club is now discussing the advisability of getting up a street fair during the month of September for the purpose of assisting them in raising the required fund. A fair is advertised for April 15, which is destined to be a success without the shadow of a doubt. Numerous side attractions were features of this year's celebration, and the effect that the undertaking has had on the town will do it all the good that could be expected.

Community Advertising.

The co-operative plan of advertising a community or a summer resort is becoming more and more popular as time goes on. A city in California is planning an advertising campaign for the coming summer similar to that employed during recent years by Atlantic City and other Easter resorts and during the past winter by hotels of Florida. The plan is to obtain a contribution of a few dollars from each of those most likely to profit by advertising so spent as to increase the business of the place. The scheme as carried out by the Florida hotels, is to use two whole pages in prominent newspapers; to use three or four columns of reading matter descriptive of the advantages of the locality, and alongside of these three or four columns of advertisements, each contributor receiving his proportionate part of the space.

A handsome 16-sheet for the Pabst Brewing Co., advertising the beverage that "made Milwaukee famous," will soon be off the press. It will make its first appearance on the bill boards in Kansas City during the week of the Democratic National Convention.

The Chicago, Burlington & Quincy Railroad has fallen in line with poster advertising, and Chicago is being billed very liberally with a striking 8-sheet, showing a very realistic picture of an engine approaching at top speed, with a vestibuled train of cars. Several other leading railroads are figuring on estimates for large poster displays.

ATLANTA, GA.—Young People's Christian Union of the Universalist Church, July 11 to 18. Rev. A. J. Cardall, 59 West st., Boston, Mass.

GAINESVILLE, GA.—The fourth annual session of The Gainesville Chatauqua, June 24 to July 6. A. W. Van Hoose, pres.; H. H. Dean, secy.

ATLANTIC CITY, N. J.—The National Fraternal Press Association, Aug. 21 to 25. A. E. Stevenson, 6436 Kimbark av., Chicago.

BIRMINGHAM, ALA.—The Galilean Fishermen, June 5. C. C. Stewart, Bristol, Tenn.

BALTIMORE, MD.—Shield of Honor, June 5. Wm. T. Henry, 295 E. Fayette st.

BOSTON, MASS.—Supreme Council, Home Circle, June 29. Julius McSwain, 120 Tremont st., Boston, Mass.

BUFFALO, N. Y.—National Association of Window Trimmers of America, Aug. 6 to 9. L. Frank Baum, 1295 Star Building, Chicago, Ill.

CEDAR RAPIDS, IA.—American Poland China Record Convention, Feb. 13 and 14, 1901. W. M. McFadden, West Liberty, Ia.

CHARLESTON, S. C.—National Educational Association, July 7 to 13. Irwin Shepard, Winona, Minn.

CINCINNATI, O.—American Hollar Manufacturers' Association, Sept. 15 to 29. J. D. Farasey, Forest st. and N. Y., P. & O. Ry., Cleveland, O.

CINCINNATI, O.—The Union of American Hebrew Congregations, Jan. 15, 1901. Lipman Levy, Chamber of Commerce Bldg.

CLEVELAND, O.—National Apple Shippers' Association, Aug. 1 to 3. A. Warren Patch, Boston, Mass.

DETROIT, MICH.—American Association of Opticians, Aug. 14 to 16. Frederick Boger, 36 Maiden Lane, New York City.

DETROIT, MICH.—Wholesale Saddlery Association, July 19 to 23. J. B. Denver, 512 N. Main st., St. Louis, Mo.

DETROIT, MICH.—American Economic Association, Dec. 15 to 20. Charles H. Hull, Ithaca, N. Y.

EL RENO, OKLA.—Grand Lodge of Oklahoma, Third Tuesday in July. T. K. Jingle, Guthrie, Okla.

GEORGETOWN, KY.—General Association Colored Baptists of Kentucky, Aug. 15. Wm. H. Steward, Louisville, Ky.

GRAND RAPIDS, MICH.—Police and Sheriffs' Association of Michigan, July 18 and 19. J. P. Sanford, Lansing, Mich.

GRAND RAPIDS, MICH.—Great Camp, K. O. T. M. June 13. Thos. Watson, Port Huron, Mich.

HALIFAX, NOVA SCOTIA.—American Institute of Instruction, July 7 to 11. Edwin H. Whitehill, Bridgewater, Mass.

IITHACA, N. Y.—Grand Lodge of N. Y., I. O. G. T. Fourth Tuesday in August. T. C. Andrews, 112 Sears st.

KOKOMO, IND.—Wabash Valley Pow Wow, Association of Red Men, July 22 and 23. W. W. Drinkwater.

LAKESIDE, O.—Grand Lodge of Ohio, Independent Order of Good Templars, Aug. 15 and 16. S. G. Taylor, 344 Bridge st., Cleveland, O.

LINCOLN, NEB.—Grand Lodge, Degree of Honor of Nebraska, Oct. 2 and 3. Miss Teresa Hempel, 141 S. 12th st.

LITHIA SPRINGS, ILL.—Lithia Springs Chatauqua, Aug. 8 to 27. G. L. Douthitt.

LOUISVILLE, KY.—Associated Labor Press of America, Dec. 12. S. S. Boubright, 15 Mercer st., Cincinnati, O.

MILWAUKEE, WIS.—Photographers' Association of America, July 23 to 27. J. Geo. Misshammer, Buffalo, N. Y.

MILWAUKEE, WIS.—American Society Municipal Improvement, Aug. 25 to 31. D. L. Fulton, Allegheny, Pa.

MILWAUKEE, WIS.—National Convention of Railroad Commissioners, May 28. Edw. A. Moseley, Washington, D. C.

NASHVILLE, TENN.—Mosaic Templars of America, Sept. 4. J. E. Rush, box 402, Little Rock, Ark.

NEWARK, N. J.—National Association of Newsdealers, Booksellers and Stationers of the United States, Last of August. F. R. Sampson, 457 Tenth avenue, New York City.

NEW YORK CITY, N. Y.—American Chemical Society, June 25 and 26. Albert C. Hale, 551 Putnam avenue, Brooklyu, N. Y.

NEW YORK CITY, N. Y.—Society of American Florists and Ornamental Horticulturalists, Aug. 21 to 24. S. J. Stewart, 67 Bromfield street, Boston, Mass.

NIAGARA FALLS, N. Y.—National Confectioners' Association, July 6 and 7. F. D. Seward, 255 North Main street, St. Louis, Missouri.

OLD POINT COMFORT, VA.—National Dental Association, July 19 to 23. Mrs. Emma Eames Chase, D.D.S., 3334 Washington avenue, St. Louis, Mo.

OLD POINT COMFORT, VA.—National Association of Dental Faculties, July 13. Dr. J. H. Kennerly, 905 Chemical Building, St. Louis, Mo.

PHILADELPHIA, PA.—National Deutsch Amerikanischer Leberbund, July 6 to 9. Prof. H. M. Ferren, High School, Allegheny, Pa.

POTTSTOWN, PA.—Ringing Rocks Park (Pa.) Sabbath School Assembly, Aug. 29 to 31. Rev. J. M. Shelby, Mt. Joy, Pa.

RICHMOND, VA.—Tri-State Medical Association of the Carolinas and Virginias, Richmond, Va. Middle of February, 1901. Paulus A. Irving, M.D., 301 W. Grace st.

SPRINGFIELD, ILL.—Illinois Millers' State Association, First Wednesday in December. C. H. Seybt, Highland, Ill.

ST. LOUIS, MO.—Brotherhood of Railway Trackmen of America, First Monday in December. John Wilson, 2312 Olive st., St. Louis, Mo.

WASHINGTON, D. C.—American Neurological Association, May 1 to 3. Graeme M. Hammond, M.D., 58 West Forty-fifth st., New York City.

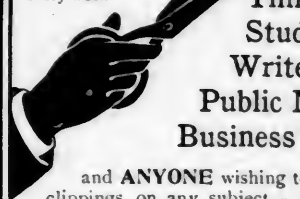
WASHINGTON, D. C.—The Order of the Patrons of Husbandry, Nov. 14. John Trimble, 514 F st.

WASHINGTON, D. C.—United Supreme Council Ancient Accepted Scottish Rite of Masons; also, Imperial Grand Council, Mystic Shrine, Oct. 3 to 6. Magnus L. Robinson, 696 S. Washington st., Alexandria, Va.

WILLIAMS' GROVE, PA.—Grangers' Interstate Picnic Exhibition, Aug. 27 to Sept. 1. R. H. Thomas, Mechanicsburg, Pa.

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LIST OF FAIRS.

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CALIFORNIA.

ERRINDALE, CAL.—Fernside Fair Association. Sept. 4 to 8, 1900. E. B. Carr, Fernside, Cal., pres.; W. H. Roberts, Fernside, Cal., secy.

COLORADO.

LENWOOD, COL.—Farmers' Club District Fair. Sept. 19 to 22. C. B. Sewell, pres.; Carbondale; C. D. Fuller, secy.; L. R. Willets, Basalt.

CONNECTICUT.

ANFORD, CONN.—The Branford Agricultural and Horticultural Society. Sept. 18 to 20. E. Doolittle, pres.; J. P. Callahan, secy.; W. R. Foote, treas.

CONNECTICUT.

NEWINGTON, CONN.—Danbury Agricultural Society. Oct. 1 to 6, 1900. S. H. Rundal, pres.; J. W. Bacon, treas.; G. M. Rundal, secy.

CONNECTICUT.

NEWINGTON, CONN.—The Newtown Agricultural Fair Company. Sept. 25 to 27, 1900. C. E. Platt, Redding Ridge, Conn., pres.; S. J. Botsford, Newtown, Conn., vice pres.; I. G. Curtis, Sandy Hook, treas.; P. H. McCarthy, Newtown, Conn., secy.

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LIBERTYVILLE, ILL.—Lake County Agricultural Society. Sept. 11 to 14, 1900. Wm. E. Miller, Libertyville, Ill., pres.; E. W. Parkhurst, Libertyville, Ill., treas.; O. E. Churchhill, Libertyville, Ill., secy.

FRANKFORT, IND.—Clinton County Fair. Aug. 27 to 31. J. C. Shunklin, pres.; Jos. Heavilon, secy.

TERRE HAUTE, IND.—Vigo County Fair. Sept. 24 to 29. W. P. J. Juma, pres.; Chas. R. Duffin, secy.

IOWA.

ALGONA, IA.—Kossuth County Agricultural Society. Sept. 25 to 28, 1900. C. A. Lewis, Algona, Ia., pres.; E. P. Keith, Algona, Ia., vice pres.; W. H. Bailey, Algona, Ia., treas.; G. F. Peck, Algona, Ia., secy.

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THE BILLBOARD

CLARION, IOWA.—Wright County Agricultural Society, Sept. 18 to 21, 1900. W. C. Brown, Clarion, Iowa, secy.

Waukon, Ia.—Allamakee County Agricultural Society, Sept. 18 to 20, 1900. S. H. Opper, Waukon, Ia., pres.; P. S. Narum, Waukon, Ia., vice pres.; T. J. Kelleher, Waukon, Ia., treas.; Carl M. Beeman, Waukon, Ia., mgr. and secy.

Baltimore, Md.—Maryland Sportsmen's Exposition Association. Electric Park, May 14 to 26. H. M. Gilbert, secy.

IMLAY CITY, MICH.—Imlay City Agricultural Society, Oct. 2 to 4, 1900. M. J. Has kin, Imlay City, Mich., pres.; Dr. G. W. Jones, Imlay City, Mich., treas.; F. Rathsb urg, Imlay City, Mich., secy.

KANSAS.

BURLINGAME, KAS.—The Osage County Fair Association, Sept. 4 to 7. Chas. Lyons, pres.; H. D. Shepard, treas.; C. Curtis, secy.

MASSACHUSETTS. AMHERST, MASS.—Hampshire Agricultural Society, Sept. 25 and 26. A. M. Lyman, Montague, Mass.; T. R. Hill, secy.

MINNESOTA. AITKIN, MINN.—Aitkin County Agricultural and Stock Breeders' Association, Sept. 14 and 15. J. S. Campbell, pres.; T. P. McQuillin, secy.; T. E. Kreech, treas.

KENTUCKY.

ALEXANDRIA, KY.—Campbell County Agricultural Society, Sept. 4 to 8. J. E. Shaw, pres.; John Todd, treas.; J. J. Wright, secy.

LOWELL, MASS.—Middlesex North Agricultural Society, Sept. 13 to 15, 1900. Henry S. Perlman, Chelmsford, Mass., pres.; Geo. R. O'Brien, Lowell, Mass., secy.; S. Drewett, Lowell, Mass., treas.; E. J. Noyes, Lowell, Mass., mgr.

MICHIGAN. ARMADA, MICH.—Armada Agricultural Society, Oct. 3 to 5. John McKay, Romeo, Mich., pres.; R. V. Edwards, Armada, Mich., treas.; A. J. Freeman, Armada, Mich., secy.

MAINE.

CORNISH, ME.—O. V. U. Agricultural Association, Aug. 21 to 23. R. G. Peare, pres.; O. B. Churchill, N. Parsonfield, Me., treas.; H. L. Merrill, E. Parsonfield, Me., secy.

PEABODY, MASS.—Essex Agricultural Society, Sept. 18 to 20. G. L. Meyer, Hamilton, Mass., pres.; J. M. Danforth, Lynnfield Center, secy.; G. L. Streeter, Salem, treas.

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PITTSFIELD, MASS.—Berkshire Agricultural Society, Sept. 11 to 13. Martin T. Coleman, Richmond, Mass., pres.; Charles H. Wright, secy.; Wm. P. Wood, treas.

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TAUNTON, MASS.—Bristol County Agricultural Society, Sept. 18 to 21, 1900. Edward H. Temple, Taunton, Mass., pres.; Horatio H. Hall, Taunton, Mass., vice pres.; E. Clarence Holt, Taunton, Mass., treas.; Gertrude Williams, Taunton, Mass., secy.

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WINSTON, SALEM.—Piedmont Park Company, Oct. 30 to Nov. 3, 1900. J. L. Patterson, pres.; Thos. Masten, treas.; G. E. Webb, secy.

SISTERVILLE GREAT STREET FAIR! The richest and sportiest city in United States center of oil fields. Everything goes. Attractions wanted. Address: C. B. JOHNSON, Sec., Sistersville, W. Va.

WORCESTER, MASS.—Worcester Agricultural Society, Sept. 2 to 5. J. Hogg, pres.; Wm. J. Wheeler, secy.

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ARMADA, MICH.—Armada Agricultural Society, Oct. 3 to 5. John McKay, Romeo, Mich., pres.; R. V. Edwards, Armada, Mich., treas.; A. J. Freeman, Armada, Mich., secy.

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GEORGETOWN, O.—Brown County Fair. Oct. 2 to 5. J. W. Hedrick, Russellville, secy.

WAPAKONETA, O.—Auglize Agricultural Society. Oct. 2 to 6, 1900. L. H. Stava, St. Mary's, O., pres.; J. T. Van Horn, New Han-p-hire, O., vice pres.; T. E. Bowsher, Buskland, O., treas.; A. E. Schaffer, Wapakoneta, O., secy.

OKLAHOMA. ENID, OKLA.—Garfield County Fair Association. Aug. 14 to 17, 1900. R. Messall, Enid, Okla., pres.; H. H. Watkins, Enid, Okla., treas.; S. H. Allen, Enid, Okla., secy.

PENNSYLVANIA. ALLENTOWN, PA.—The Great Allentown Fair. Sept. 18 to 21, 1900. Hon. Jeremiah Roth, Allentown, Pa., pres.; Robt. R. Ritter, Eckwits, Pa., vice pres.; A. W. De Long, Allentown, Pa., treas.; W. K. Mohr, secy and mgr.

VERMONT. BARTON, VT.—Orleans County Fair Association. Sept. 11 to 13. H. H. Somers, Trumburgh, Vt., pres.; O. D. Owen, treas.; D. H. Benn, secy.

WISCONSIN. AMHERST, WIS.—Portage County Agricultural Society. Sept. 11 to 13. G. W. Smith, pres.; A. J. Smith, secy.; J. C. Webster, treas.

TEXAS. DALLAS, TEX.—Texas State Fair Association. Sept. 29 to Oct. 14, 1900. W. H. Gaston, Dallas, Tex., pres.; Sidney Smith, Dallas, Tex., secy.; J. B. Adone, Dallas, Tex., treas.

UTAH. SALT LAKE CITY, UTAH.—Deseret Agricultural and Manufacturing Society. Oct. 2 to 6. John R. Winder, pres.; Septimus Sears, secy.

VERMONT. WATERBURY, VT.—Winooski Valley Agricultural Association. Sept. 11 to 13, 1900. G. E. Moody, pres.; E. G. Hooker, vice pres.; W. V. Bryan, treas.; M. O. Evans, secy.

WEST VIRGINIA. MIDDLEBOROUGH, W. VA.—The Tyler County Exposition and Fair Association. Aug. 28 to 31, 1900. M. H. Stealy, pres.; C. B. Riggle, secy.

WISCONSIN. BEAVER DAM, WIS.—Dodge County Fair Association. Sept. 24 to 28, 1900. W. A. Van Hrant, Horton, Wis., pres.; A. L. Wallace, Fox Lara, Wis., vice pres.; C. W. Harvey, Beaver Dam, secy.; H. B. Drak, Beaver Dam, Wis., treas.

WISCONSIN. BLOOMINGTON, WIS.—Blakes Prairie Agricultural Society. Sept. 11 to 13, 1900. C. W. Stone, pres.; S. Kitto, treas.; Lincoln Abraham, secy.

WISCONSIN. CEDARBURG, WIS.—Ozaukee County Agricultural Society. Sept. 17 to 19, 1900. Wm. H. Rintelman, pres.; L. E. Schroeder, treas.; J. Dietrich, secy.

WISCONSIN. CHEPESWA FALLS, WIS.—Northern Wisconsin State Fair. Sept. 11 to 14. J. R. Sharp, pres.; M. S. Bailey, secy.; W. W. Plinn, Chetek, Wis., treas.

WISCONSIN. STONEBORO, PA.—Mercer County Agricultural Society. Oct. 2 to 4, 1900. J. J. Blatt, Sandy Lake, Pa., pres.; R. P. Cann, treas.; G. H. Fowler, secy.

WISCONSIN. TROY, PA.—Troy Agricultural Society. Sept. 11 to 14. B. A. Long, pres.; E. E. Vanlyne, treas.; C. L. Fellows, secy.

WISCONSIN. WESTFIELD, PA.—Westfield Fair. Sept. 11 to 15, 1900. Frank Strang, secy.

WISCONSIN. WEST PITTSBURG, PA.—Luzerne Fair Association. Aug. 28 to 31, 1900. A. O. Farabon, Pittsburg, Pa., pres.; W. T. McCabo, Pittsburg, Pa., treas.; Jno. A. Wood, Old Forge, Pa., secy.

WISCONSIN. YORK, PA.—York County Agricultural Society. Oct. 1 to 5. J. H. Wexan, Mt Wolf, Pa., pres.; C. H. Mayer, treas.; E. Chapin, secy.

WISCONSIN. YOUNGWOOD, PA.—The Westmoreland Agricultural Society. Sept. 18 to 21. D. E. Fisher, Mt Pleasant, Pa., pres.; M. P. Shoemaker, Greensburg, Pa., treas.; W. F. Holtzer, Greensburg, Pa., secy.

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