

THE BILLBOARD

Vol. XII, No. 7.

CINCINNATI, MAY 1, 1900.

PRICE 10 CENTS.
PER YEAR, \$1.00



PH. MORTON,
OF CINCINNATI, OHIO, PRESIDENT OF THE AMERICAN BILL POSTERS' ALLIANCE.



THE CONVINCING COMPARISON.

Contrasts, side by side, that point to a moral, even though they may not adorn a tale. The baleful influence of "Gang-Rule" on the Association forcibly illustrated.

FIRST LOOK ON THIS.

What "The Billboard" has done for the Association.

When the price scale was a flat scale of 2 cents in both large and small towns, "The Billboard" first proposed a graduated scale, which it advocated and supported until it was adopted at Detroit.

When Mr. Stahlbrodt, supported by Messrs. Pratt, Hotaling and Campbell, sought to rent a sincere for himself and conferees by having himself appointed the sole New York representative of the Association, thereby robbing all the commissions, "The Billboard" pointed out the danger, espoused Judge's cause and finally defeated Mr. Stahlbrodt's machinations.

"The Billboard" has tirelessly preached the gospel of the bill boards.

"The Billboard" advocated the incorporation and change of the tautological name of the Association.

"The Billboard" has always advocated more official solicitors.

"The Billboard" has provided the members of the Association with a good bill posters' paper. It is independent and fearless, outspoken and zealous in defense of bill posters' rights. It has championed the cause of all posting and has always spoken and stood for the cause of the members at large.

"The Billboard" has held its columns open to the members, so that they might have a place to voice their wrongs and thus protect themselves against injustice.

"The Billboard" has worked unceasingly to build up a big subscription list among advertisers and all classes interested in bill posting and bill posters.

THEN GLANCE AT THIS.

What the Association has done for "The Billboard."

At Detroit the Association contracted for 1,000 copies of "The Billboard" per month to be mailed to advertisers, agreeing to pay \$300 for the service. The copies were mailed, but the Association never paid the \$300.

In return for this service the Association, to oblige Mr. Stahlbrodt, assembled in special convention, abrogated the agreement by virtue of which "The Billboard" had represented it as its official organ, expelled the then editor, W. H. Donaldson, from membership and started a rival bill posters' paper.

The Association has tirelessly tried to kill "The Billboard."

The Association has never given "The Billboard" a line of paid advertising in its entire history.

The Association has forbidden its official solicitors to advertise in "The Billboard."

The Association has sunk large sums in papers started in opposition to "The Billboard," knowing full well that said papers were launched out of pure malice; that they stood for no good purpose, and that they voiced only the opinions of a favored few (the gang), whose ends they served.

The Association, through the influence of the gang, has declared "The Billboard" to be a paper inimical to the interests of bill posters, which is manifestly an untruth.

The Association has, under threat of expulsion, demanded that their members withdraw their advertisement from "The Billboard's" columns.

OHIO BILL POSTERS.

The annual convention of the Ohio State Bill Posters' Association occurs at Xenia, O., May 8 and 9. A large attendance is expected. President O'Mealia will attend.

P. B. Oliver, President of the Ohio State Bill Posters' Association, was a "Billboard" caller April 14.

President Oliver and Secretary Terrill, of the Ohio State Bill Posters' Association, desire to impress upon the members of the organization that it is highly important to be on hand for the meeting at Xenia, May 8 and 9. Much business of great importance will be transacted.

The Ohio State Bill Posters' Association is the largest in point of membership in the country. Others may appear larger, but their lists are padded or they are carrying lots and lots of members who ought to have been dropped long since for non-payment of dues.

Every member of the Ohio Association is in good standing. Hurrah for Ohio!

An Official Billboard.

In this town there are bill boards and bill boards. They are of all kinds, colors and descriptions and are used for all kinds of purposes. They all convey some sort of information, yet there are none that tell as many tales of joy and sorrow as does the little blackboard that is located in a dark corner of the corridor on the main floor of the County Courthouse.

There is a law in Nebraska, and while it is not as old as the laws of the Medes and Persians, it is and has been obeyed just as faithfully. This law provides that every notice issued from the Probate Court shall be posted in four public places in the county. Three public places may mean upon telephone or telegraph poles, dry goods boxes, barns or hack doors, but the fourth public place is the identical bill board place heretofore mentioned.

When this bill board was located in its present position, no man seems to know; still it is probable that it was put up soon after the completion of the Courthouse, nearly twenty years ago. Let this be as it may, the notices that are upon this bill board, and many of them have been there

until they are brown with age and the writing upon them has become nearly obliterated by the ravages of time. There is no law compelling these notices, which include the appointment of guardians, executors and provide for the settling of the estates of dead men and women, to remain for more than six months at the longest, yet around them seems to linger a certain amount of sacredness, and as yet no hand has ever been lifted to tear one down.

Some of the notices run back and bear the date of 1886, when J. H. Mculloch was upon the Probate bench. Of these there are hundreds. Coming down to more recent dates, there are all kinds of notices affecting the estates of the dead. They are signed by George W. Shields, J. W. Eller, Irving Baxter and D. H. Vinsonhaler, all of whom have been upon the Probate bench to administer over the affairs of loved ones who have gone to that country from which none return, and nearly all of whom have left something behind in the way of worldly possessions.

In recent years there have been county officials mean enough to desecrate the sacred board by placing upon it notices of tax, Sheriff and other sales, but these are few, and, as a rule, when an official has approached the board with the idea of posting a notice of this character, he has turned away, and out of respect to the memory of the dead, has sought some other location for his notice to the public.

Of course, the little black board which is the subject for this effusion, is not large enough to carry upon its face all of the notices preferred to, but this obstacle has been overcome.

Four years ago and after the face of the board had become covered, some active brain conceived the idea of pinning a notice to the one beneath. This idea soon became popular, and pinning notices on, became the custom, and has continued until it is estimated that there are not less than 5,000 notices of one kind and another attached to a board that is four feet long by three wide.

TO BILLPOSTERS!

In obedience to the call of our friends and patrons we have decided to turn "The Billboard" into a weekly. The advantages to a bill poster of a weekly bill posters' paper over a monthly are self-evident. "The Billboard" will be published each Wednesday, the last form closing every Tuesday noon. Adver-

tisements desired to go in any issue should reach us on Saturday of the previous week.

The subscription price of the paper will hereafter be four dollars (\$4.00). All of the old subscribers who have paid for their papers in advance will receive the paper each week until the expiration of their time without additional charge, however, all those who are in arrears will receive a bill in full and a subscription blank calling for a renewal at the new rate.

The names in the bill posters' directory having contracted for one insertion a month will appear only in one issue each month in the first week's paper. However, those desiring to have their names appear in every issue can have it done by informing us of the fact. Those desiring to go in for three weeks out of the month, or every other week, can also obtain their desire. The insertion in four issues each month will cost \$1 per year, in three issues each month \$3 per year, in every other week \$2 per year, in one week out of the month, as at present, \$1 per year. The advertising rates will remain unchanged. They will be ten cents per square line single column, in each issue; no discount for either time or space will be given any one.

The increased expense of running a weekly over that attendant upon the publishing of a monthly can only be appreciated by those who have had experience in the newspaper business. The gathering of news and interesting matter makes quite an item, and is a very important and indispensable part of the workings of a paper. We solicit letters, news items and articles from all of the knights of the brush, and will be glad to receive photographs of boards and good showings at any time. At the start all of our lists will not be printed each issue, but will be run in sequence. The bill posters appearing the first week in each month, the entire far list the second week, the distributors the third week, the parks the fourth and the conventions the fifth week, which comes quarterly. Additions and corrections in the fair, park and convention lists will be published every week, and inserted in the big list when it is published.

Expressions Direct.

Opinions of Some Interested Ones.

A prominent member of the association, in speaking of the hundred cities plan, said: "There is a complication in this thing of which I can not see the end. Everything is not as clear as it should be. Though of one thing I am certain, not one cent of my money do they get. I have not as yet compromised myself in the least, and intend to steer clear of the whole thing. I am not afraid of opposition, and to me the only way to keep it out is to have good boards, locations and good work. Some may think that it is a good thing to have a wheel within a wheel, but in my mind it is very apt to cause too much friction at the hub and burn it up, and I may possibly be the 'hub.' Oh, no, New York wants too much—none of my money."

A member of the board of directors boasts about how Donaldson is to be done up:

"The time ain't long now, 't about July we will get Donaldson off the hip and do him up good and plenty. We will send out a lot of matter to the bill posters with a steam demand not to sell any more of Donaldson paper, and if it comes to a show down forbid them even to post it."

The question was asked him, will you post the paper that you get at present? "Oh, yes, that's all right now, but wait until after the next meeting."

An officer of the association holds forth: "Say, do you know what Will Donaldson has done now! He has had the whole board arrested for boycott. He shouldn't be so antagonistic, but we did do him up on Sam Hoke, though I sell a lot of paper for Donaldson, and do hope that he won't compel me to draw a tight line. His idea about an open association is wrong, for good service has done much for the printing business."

A well-known poster printer in a Northern city recently said:

"The bill posters are killing the business; twelve cents per sheet is too much. In consideration of money invested there is too much profit. Why, Pittsburg, the best town in the United States a few years ago, is now nearly the worst, and my men can't sell any more paper in that town. The thing we really want is lower prices and better service. The worst bill town in the country is Chicago, where there is nothing but trouble. Campbell should look to his own town first before bothering with others. If the association wants to put only good men in the field, I would recommend a good man in Chicago the first thing. Yes, sir, the business is had and is getting worse every

day. The one hundred cities plan will increase the price of posting inside of one year, and the advertisers won't stand it. The bill posters won't look any farther than the end of their noses. If they would they would see that the success of the poster printing business means success for them. The poster printers can not possibly cut their prices down any lower and continue in business, and if the price of bill posting goes up, and the advertisers balk, it will mean back pedal or the annihilation of the bill posting business.

No One Reads It.

Everyone Dissatisfied with Literary Soap Wrapper.

Last month there were rumors and rumors of rumors that Bob Campbell would again be the controlling spirit of the Bill Poster Display Advertising, that Stahlbrodt was to be dethroned and Campbell reinstated.

Of course, Campbell didn't say that he was going to have an organ of his own, and everybody knew that Eddie would not relinquish his graft without a struggle, yet things were moving restlessly, and with a lively imagination and a few "puffs at the pipe to aid it," almost any kind of a tale could have been "cooked up."

These rumors continued and have now taken a tangible form. Although it is not certain that Bob Campbell will get the paper, it is now definitely known that many of the most influential men in the association are greatly dissatisfied with the supposed official organ.

The claim is made that the paper is not up to the standard and that nobody reads it. Stahlbrodt is also charged with running it in his own interests. If these expressions were but the murmurs of a few disgruntled ones we would not give them any credence, but they are not. They voice the sentiments of almost the entire membership.

That there will be some change we have no doubt. What form the change will take is as yet a matter of conjecture. It will come though, and that before many moons. The factions are already lining up their forces for the coming fray at the convention.

There are many questions to be considered before the official organ will be taken from its present hands, and, judging from the rumors of those back of the movement, no action will be taken without due consideration. They must be sure not to jump from the frying pan into the fire. They must know whether Stahlbrodt will start a rival sheet if he is turned down. They must get take is as yet a matter of conjecture, a capable man to run the paper, and these are indeed troublesome questions. In the meanwhile "The Bill boards," the independent bill posters, paper, sails smoothly along, enjoying the moral, if not the financial, support of nine-tenths, yes, ninety-five hundredths—of the bill posters of the country.

Association members should bear in mind that for their own good the directors must be elected by ballot.

Clude R. Van Meter, Caldwell, Kan., sends us a report of his work. He has been doing exceedingly well.

Secretary Terrill has got Hixon Bros., of Piqua, back into the Ohio Bill Posters' Association. He says they are doing good work and are willing to keep up the price.

The next annual convention of the Wisconsin Bill Posters' Association will be held at Milwaukee, Wis., on Wednesday, May 3. The meeting will take place at the Republican House Parlors at 1:30 p. m. The large advertisers are contemplating big billing for country routes this season and members should come prepared with a list of towns and diagram showing routes they can and will cover, that same may be apportioned to each bill poster, so as not to conflict with each other and cause a dispute for the advertiser to settle.

George Moels & Co., of Detroit, Mich., were heavy newspaper advertisers throughout the Middle and Western States. Last summer, however, they tried their famous "King Buffalo" Cigar on the boards, and immediately met with great success, and it is probable that they will keep right on sending out paper, being much pleased with the results of bill board advertising.

Jackson, lessee of the theater at Norwich, Conn., who also controls the theater at N. A. London, has put up several new boards and taken up some lately loosed by the Norwich Bill Posting Company, because that company would not pay the necessary rent.



A Good Bulletin.

Our readers will not have to wait a month for their news now. "The Billboard" is a weekly.

THE BILLBOARD.

Existing Facts.

Every member of the bill posting and distributing fraternity should subscribe for and advertise in "The Billboard." While it is true that the rank and file of the bill posters have been browbeaten into withdrawing their display advertisements from your columns, yet we ought to see to it that our names were kept in the various directories which you publish, and which are of great benefit to the craft.

While the official organ fills its columns with the doings of the board of directors, etc., or of matters of less interest to the bill poster, fearing that we lesser ones will find out who is placing paper, who contemplates trying the bill boards, who stands to help the individual bill poster member of the association, the good old "Billboard" stands bravely forth, venting our righteous grievances, giving us tips, pointing the way in which we, the ignorant "Yahoos," the brawn and sinew of the association, may travel and be right, and finally achieving the grand result of making the Associated Bill Posters an association of the bill poster for the bill poster and by the bill poster. Watch "The Billboard."

the fire built which shall exceed fourteen feet high, but all bill boards shall have at least two feet of clear space from the lower edge of the board to the ground under said bill board. It shall be unlawful to place one bill board over another, thereby increasing the height of such bill boards.

Room for Two.

W. S. Jordan, Bellefontaine, O., and Newton & Mooman, London, O., who were association men in their respective towns, are now out. Either of these towns will support a good man.

NOTES.

The English Billposter for April has reached us. Its appearance is improved by a new colored cover.

L. H. Ramsey has leased the opera house at Paris, Ky., and will manage it in person. The bookings will be done through Klaw & Erlanger.

solved last month. Mr. C. H. Griebel purchased the interest of the Hoefler Bros. and is now sole owner. Mr. Griebel will add some new boards and enlarge his plant in general. Mr. Griebel is also resident manager for the Mankato Theater, of which Mr. A. B. Bend, of Sioux City, Ia., and Mr. S. M. Bear, Sioux Falls, S. Dak., are lessees and managers.

At Hiawatha, Kansas, the bill posters are allowed to have a bulletin board in front of the post office, but they are requested not to place their advertisements anywhere else about the building.

The Kalamazoo Pure Food Company, of Kalamazoo, Mich., are using three-sheets and eight-sheets.

The members at large can't be put off this time—the board of directors will be elected by ballot.

T. J. Cassidy, of El Paso, Tex., has sold out his interest in the International Advertising Company to A. T. Samworth.

Fred. Gaster, Chillicothe, Mo., is going to start a bill posting plant in that city very shortly.

At the next convention the old question of "Who would you appoint if you were Presi-

find another location for their board, and the paper's exultant shout will have been for naught.

Jamron Bros., of Redding, Cal., have erected in a garden north of Redding a sign board eight feet high and forty-eight feet long. The advertisements of twelve Redding merchants will be painted upon it.

C. S. Houghtaling, of New York, purchased an advertising car April 4 from B. E. Wallace, Peru, Ind. The car is sixty feet long and is equipped with sleeping berths for sixteen men, has a kitchen and dining room, an office, a paste boiler and lockers for paper.

Heldman & Heldman, wholesale clothiers, 26 West Third street, Cincinnati, O., are using one-sheets and eight-sheets throughout the Middle West.

Martin & Hyatt, Flint, Mich., have secured and torn down the old boards formerly owned by the late H. A. Thayer, and have erected in their places new boards prominently placed. The new firm hold franchises in the Associated Bill Posters and the Michigan Bill Posters' Association.

W. C. Whitlock, proprietor and manager of P. E. Island Advertising Company, is a staunch friend of "The Billboard." He writes that he is going to have his "Billboards" bound and keep them in his office, so that he may refer to them at any moment. He also says "The spring work is coming lively, thanks to the little ad. in "The Billboard."

After four years of opposition and partnership, Harry B. Hussing, of Norwalk, Ct., at last owns all of the boards in that town. He recently bought out the interest of his partner, J. F. Buxton.

Fred R. Corbett, Emporia, Kan., reports business good, having posted more paper during the last three months than his predecessors posted in a year. A large percentage of this work was local, which speaks well for Corbett's service.

The bill posting and distributing plant at Kenton, O., formerly owned by J. C. Warvel, has been purchased by Matthias & Co., who expect to increase the capacity and make general improvements.

E. E. Waltman and the Tri-county Advertising Agency of Clayton, O. T., have formed a partnership. Hereafter the business will be conducted under the style of the Eastern Oklahoma Advertising Company.

T. S. Simpson, bill poster at Astoria, Ore., writes: "Let 'The Billboard' keep coming I look for the paper for the first of each month as I do for my daily paper."

We can't give it to him daily quite yet, but you can see from the articles in another column that he is to get it weekly. He is but one among the thousands. All of our bill poster friends say the "oftener the better."

Harry C. Erniek, manager of the Fort Scott (Kan.) Bill Posting Company, gives us the following report: "I have up Geo. W. Child Export, Grand March and Fontella Cigars, Walter Baker Cocoa, Bill Durham Tobacco Friends Oats, Wheatling and work for four local firms." Harry is a hustler and has a hustling town in which to work, and there you are.

Mr. M. W. Meehan, of Shelbourne Falls, Mass., has sold his plant to Mr. Charles Perkins, also of Shelbourne Falls. The sale takes in the entire plant.

"Naked Truth" is the name of a very small but nice advertising magazine published by C. L. Clements, manager of the Pioneer Advertising Company, Honolulu, H. I. The Pioneer Company is interested in bill board advertising and in other forms of publicity. This company handles paper at the Bill Poster Association's rates, plus cost of laying down posters in the custom house Honolulu.

Mrs. Clara L. Gear, Paso Robles, Cal., tells us that she has been handling a great deal of paper lately. She says Owens, Vanney and Green are sending up lots of paper.

Dr. J. W. Griffith, who owns the bill board at Greensboro, N. C., is secretary of the North Carolina State Fireman's Association.

Karl Stussy, city bill poster and distributor at Eau Claire, Wis., has added a new bill posting wagon to his effects.

The firm of Burnett & Goodin, bill posters, McKinney, Tex., has been succeeded by Goodin & Warden. The new firm also do distributing and general advertising.

Mr. W. C. Tirrell, secretary of the Ohio Bill Posters' Association, says that he expects a very full attendance at their coming annual meeting.

A neat border around a bulletin greatly increases the beauty of the board.

FRED. COOMBS.

"The Billboard" takes pleasure this month in printing the picture of a diligent reader and staunch admirer of the paper who lives in far off Australia, and in introducing him to the members of the fraternity and readers of "The Billboard" in this country.

In Australia, however, he needs no introduction, for Fred Coombs, of Adelaide, knows there as one of the leading and most wide awake outdoor display advertisers of the land of the kangaroo. He conducts a large business and his plant is a model one and it is very probable that he can give pointers to more than one man in this country who thinks he knows all there is to know about outdoor display advertising. "The Billboard" is glad of the opportunity to wish Mr. Coombs as much success in the future as in the past.

Cleveland Boards Safe.

During March the Cleveland Builders' Exchange and several other societies undertook a crusade against Bryan's big bill boards. They desired to regulate the size and compel the erectors to conform to certain rules. The newspapers, of course, took up the fight, and finally the Board of Control was forced to take up the issue. The board referred the matter to the city law department, with instructions to ascertain what legal steps could be taken to stop the so-called nuisance. Sad to relate, Corporation Counsel Beacom decided that the city had no redress in the matter, and that bill boards had the right of way as far as the law was concerned. The poor knockers were downed without even a chance to fight. It is a crying shame that the papers can not even get a run for their money. The Bryans should have the ordinance changed so that some of their boards could be cut down, or should give the papers some of their surplus advertising. Something must be done or the Bryans will before long be languishing in jail for conducting a trust.

Changes in the South.

On account of securing sole ownership of the Charleston Bill Posting Company's plant, his desire to give it and Savannah his personal attention, and to spend more time to contracting for his small town service and the Georgia & Alabama Railroad, Mr. Chas. Bernard made a transfer of his lease of the Tusdale Bill Posting Company at Montgomery, Ala. Mr. Burton L. Smith, who has been acting in the capacity of manager for Mr. Bernard, is the purchaser. He will have sole control and management, and will entirely remodel the plant. Mr. Bernard has also disposed of his interests at Brunswick, Ga. Mr. M. A. Baker, Jr., will in the future handle the commercial posting and become the association member at that point.

A Side Issue.

We are informed that Crain & Garrigan, bill posters at Bakersfield, Cal., will put up a stereopticon advertising plant in a short time. The idea of giving stereopticon views interspersed with advertisements is not by any means new or startling. But the fact that a bill posting firm has taken up the plan is worthy of note. Many bill posters, principally in small towns, could use a stereopticon to great advantage and profit. It would prove a great drawing card to get the local merchants to post if the posting and the pictures could be offered for one price. The bill poster could in truth contract to give a continuous showing, the posters by day and the views by night should make a very strong combination.

Lima, Ohio.

The following realties, owned by the Faurot estate, are to be sold at not less than two-thirds their appraised value. The Faurot Opera House building, \$140,000; Lynn Electric Light and Power plant, \$150,000; shares of electric plant stock, \$120,750; six parcels of land, \$1,008,830. The total value of the property appraised is \$2,311,580. Each property will be sold separately, then a bid on the whole will be asked. If it exceeds the total of the individual bids the property will be let go to bidder on the whole.

St. Louis.

The following ordinance is worrying Chas. Hager at St. Louis: Hereafter no bill board shall be erected within the city limits without first securing a permit from the Commissioner of Public Buildings, for which a fee of one dollar for every twenty-five feet or fraction thereof shall be paid, and the manner of construction, location and dimension of such bill boards shall have the approval of the Commissioner of Public Buildings. No bill board shall be erected within



FRED. COOMBS, Adelaide, Australia.

The morning of April 6 found Walter Bryan and Andrew Wenzinger in the police court of Toledo. The history of the trouble, which resulted in Wenzinger being fined the costs, is as follows. It seems that Bryan secured a lease from the owner to erect a bulletin board above a certain building. Wenzinger secured a lease from the tenant for the same privilege. Bryan's forces started to build the board, when Wenzinger appeared upon the scene and proceeded to put a stop to the operations, and commenced upon Bryan, whereupon Bryan had Wenzinger arrested for assault.

"The Billboard" gives all the bill posting news and presents it, uncolored and unbiased by favoritism or influence.

The case of Wilshire against Garland at Los Angeles, has been decided in favor of Garland, but each side had to pay its own costs. The Wilshire Company was suing for the amount of \$125 and costs. The trouble arose out of a dispute over the location of a board. Wilshire built it, and Garland destroyed it. Hence the suit.

The firm of Griebel & Hoefler, formerly the Mankato Bill Posting Company, was dis-

sent?" will no longer be in vogue. The President won't do any appointing.

The big posters for Dunlop Detachable Tires are going the rounds. Sam. W. Hoke sends them out.

Bill Posters' and Billers' Union, No. 1, of Chicago, A. F. of L., No. 7152, meets the second and fourth Sundays of each month from 4 to 6 p. m.

Mr. M. D. Neild, the huge bill poster of Vallejo, Cal., will make a six months' visit to his old home in England, which he has not seen for sixteen years. If friends wish count for anything, Mr. Neild will have a pleasant visit abroad and a safe return to the States.

Churches in a number of towns are using the boards—mostly bulletins. This may develop into a new field for bill board solicitors.

The Mirror, a newspaper of Albion, Mich., rejoices over the fact that a board opposite the Hotel Albion is to come down, because the owners of the ground will not renew the lease. The Mirror really should not rejoice too greatly, for the bill posters are sure to

WHAT THE DISTRIBUTORS ARE DOING

Traveling Distributors.

Will Local Men Force them to take a Back Seat?

The future of the traveling distributor has been the subject of some very interesting letters written by the agents of the Dr. Kilmer Company. Mr. W. D. Reddington has been acting as middleman, sending a copy of each letter as it came to him to all who had previously written and a few other interested ones. The discussion became so spirited and such a number of letters were received that we can not find space to print them. However, we will give the first letter, the one that opened the question, and a fair sample of the replies. Mr. H. E. Hehan, who is considered one of Kilmer's best traveling distributors, and who has covered the territory from Maine to California, expressed his opinion concerning the relative merits of the local and traveling distributors in the following letter to Mr. Reddington:

"The bell has rung on salesmen for ever

the day after he did my work, and I saw the same man putting out advertising matter and samples for a different firm, and he was leaving them on the stoops and giving the people all they would take, so I am convinced that had I not been present, Swamp Root samples would have been put out in the same careless way. I think that it is necessary to send some representative from the house to put out the advertising matter whose job depends upon the way it is put out, and not the number of pieces he puts out in a day."

The discussion has brought out many interesting points, and if it continues in a friendly manner without the dragging in of personalities, it will likely prove profitable for all concerned. After all of his men have expressed their opinions, Mr. W. D. Reddington will probably give his upon the subject.

Another Scheme.

A new and elaborate advertising scheme has been evolved by R. D. McCarter, of New York. His idea brings the distributor into play, therefore we give it here:

The McCarter Company will issue regularly a booklet, all the left hand pages of which

have all of our teeth extracted? When a finger has to come off, do the surgeons amputate the whole arm? If the council found any undesirable features or evils in distribution, they should have corrected the fault by judicious rulings covering the points in question. Instead they displayed their narrow mindedness and smallness by penalizing one of the best and most profitable methods of advertising. We have heretofore considered the joke concerning the slowness of Philadelphia merely as jokes, but when we see them place a ban upon energy and legitimate business methods, we can almost believe all that the Titianites say of them.

A Plea from Omaha.

Omaha, Neb., April 5, 1900.
To the Editor of "The Billboard"

"The April 'Billboard' came to hand to-day. I read with interest 'Ramsey's Letter,' and was still more interested as the morning papers report the destruction by fire of the only hall in the little convention city that is big enough to hold the convention of the I. A. of D., and if there is to be a change in the place of holding the annual meeting I want to put in a bid for the 'Gateway of the West.' We are not the wild and woolly West, but are beginning to get a little civilized in Omaha, and in spite of what little Jeey Road, of the Kansas City, may say of his borough, I will guarantee that the citizens of Omaha will extend the 'glad hand' to the association and its members. They shall get a welcome from our Mayor, shall see one of the hardest towns in the whole West in which to distribute; shall see the largest smelter in the whole world (at least the outside of it) shall have a speech from the only Colonel C. F. Weller, vice president of one of the largest wholesale drug companies west of New York. The Colonel is a modest man, but he does like to say a kind word to the boys who distribute and work on the square, for he has been there himself. And Pyrrson, too, shall make his little speech and chronicle the I. A. of D. in his magazine, the 'Omaha Druggist.' I will show them two

TIPS.

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

- Akron Cereal Co., Akron, O.
- J. W. Grant Co., Akron, N. Y.
- Winkelman-Brown Drug Co., Baltimore, Md.
- Dr. Kilmer Co., Binghamton, N. Y.
- Dr. F. E. & J. A. G. Stone, Boston, Mass.
- Porter Drug & Chemical Co., Boston, Mass.
- E. B. Fowler Co., Boston, Mass.
- Foster-McBurn Co., Buffalo, N. Y.
- Gerhard-Mennen Chem. Co., Buffalo, N. Y.
- Dr. Price, Buffalo, N. Y.
- Hutton-Gandy Co., Buffalo, N. Y.
- Newbro Drug Co., Butte, Mont.
- Pope's Med. Co., Charlotte, Mich.
- Tratcher Med. Co., Chattanooga, Tenn.
- New Spencer Med. Co., Chattanooga, Tenn.
- Chattanooga Med. Co., Chattanooga, Tenn.
- Providence Medical Institute, Chicago.
- Palmer Chemical Co., Chicago, Ill.
- Hanson's Ready Keeney Co., Chicago, Ill.
- Hanson Med. Institute, Chicago, Ill.
- Roy Med. Institute, Chicago, Ill.
- Dr. W. S. Burkhardt, Cincinnati, O.
- Coffey & Spivey Co., Cincinnati, O.



The I. A. of D. Crew at Indianapolis, Ind.

house and is ringing on distributors. Newspapers will in time lose part of their strength, but in place of distributors drawn from the house the I. A. of D. men are sure to take their place, and why? Dr. Kilmer & Co., like every one else, are not paying from 25 to 40 cents per hundred besides salary, when 25 cents will on an average hire I. A. of D. men and I believe they are to be trusted as much as our own men, not that they are all perfectly honest, but the rules and laws of their order will hold them to good work.

The advertisers have yet to be educated on this point. I am only speaking from my observation. Most of these men I would trust with my pocket book. They are as honorable as any business men you meet. Dr. Kilmer & Co., with many more I could name, have yet to learn that the laborer is worthy of his hire, that \$2 and \$2.25 work can not be had for \$1.50 or \$1.75.

Most of these I. A. of D. members have utterly refused offers like the above and are holding out for \$2 for circular work, and do not do like distributors of past years have been doing (work according to the pay). It might be policy for me not to advocate the above, but I as being more and more convinced, regardless of personal effects.

Mr. Reddington forwarded a copy of the order to all of his traveling distributors. The copies, many of them, were placed by the writer's position, and were with one exception strongly in favor of the traveling distributor. We herewith produce one of these answers, which is, however, somewhat less radical and bitter than many of the others. The writer is Mr. P. R. Seefeld.

In looking over the letters written by distributors employed by Dr. Kilmer & Co., I find that we have all had the same experience. I find that it is necessary to have my eyes upon every man that I have employed his winter. I thought I had found one man that was all right, but I had to stay in town

will be reading pages, containing timely brevities of things good to know; the right hand pages will be blank, each leaf will be separate and complete in itself, so the book may be of any size. McCarter's idea is to have a printer in each locality represent his system. The advertiser informs McCarter in what locality he wishes to advertise, and send him the copy for his notice. The matter is then sent to the printer, who fills the blank pages of the booklet with the ads sent him, and inserts the advertisements of as many local merchants as he can get. He then prints and binds the booklets and has them distributed in any way he sees fit throughout the territory allotted him. This system necessitates some little trouble for the printers, and it is very doubtful if any of the larger ones will bother with it. Again, it does not take much of an imagination to see that McCarter will continually be in hot water trying to make the printers get his books out on time. However, be that as it may, if the scheme pans out it will probably increase the work of the distributor. Most of the advertisers who would consent to use the system would be new advertisers, for it is certain that the old regular distributors firms would never allow their advertising matter to go out in connection with paper belonging to another concern.

Stopped at Philadelphia.

The distribution of samples, bills, booklets, in fact matter of any nature, has been stopped in Philadelphia. An ordinance to that effect was passed by the City Council and is being rigidly enforced. Distributors can not put out any advertising matter without being arrested. The prohibiting of all distributing is a most senseless and babyish proceeding. Because one tooth aches, do we

institutions for the education of the deaf and dumb. The longest river in the United States, for Omaha, as well as the little city on the Kansas, is situated on the banks of the Big Muddy. We'll show you the second largest smelting town in the United States. We'll get you a good send-off in at least two out of three of our daily papers. We have a large wigwag and plenty of halls for holding meetings, and our hotels are reasonable in their charges. If you must come West, boys, come to Omaha. Come and see the city where was held the biggest exposition since the World's Fair in the Windy City.

I am not a member of the I. A. of D., but was one of the originators and a charter member of the old I. A. of D., and have always been a warm friend to the association, and having carried a bag for nearly ten years, can call myself a practical distributor. Although I do not as yet own the earth, I am always glad and willing to further the ends of honest distributing, and if any of you boys doubt my willingness to aid in every way the I. A. of D., why just ask the Secretary of the I. A. of D. has a warmer friend than yours fraternally.

G. E. FISHER

Distributors, Notice!

"The Billboard" is to hereafter be a weekly. It will be issued each Wednesday. Articles, letters, news items, advertising intended for any issue, should reach us not later than noon of the Saturday previous to the week of publication.

The additional cost of a weekly, of course, necessitates the raising of the subscription price of the paper, and we have fixed this price at \$1 per year, \$2 for six months or \$1 for a trial subscription of three months. All those whose subscription to "The Bill

- Ame Chemical Co., New Orleans, La.
- Parma Drug Co., Columbus, O.
- Dr. Harter Medical Co., Dayton, O.
- The Spague Pub. Co., Jackson, Mich.
- Kendall & Keegan, Detroit, Mich.
- Dr. Miles Med. Co., Elkhart, Ind.
- The Cooking Club Pub. Co., Boston, Ind.
- La Roche Distill. Co., Grand Rapids, Mich.
- The Guarantee Medical Co., Hot Springs, Ark.

- Van Camp Co., Indianapolis, Ind.
- Dr. N. P. Davis, Indianapolis, Ind.
- F. C. Hubinger & Co., Keokuk, Ia.
- Allen Olmstead, Leltoy, N. Y.
- S. T. Wells & Co., Le Roy, N. Y.
- Frank D. Reddish, Le Roy, N. Y.
- Wilson Drug Co., Lexington, Ky.
- Bright's Chemical Co., Little Falls, N. Y.
- F. I. Hood & Co., Lowell, Mass.
- Dr. E. P. Khan, Med. Co., Lynn, Mass.
- Chicago Remedial Co., Mineral Springs, Ind.
- W. H. Vonnegut, Murrletown, N. Y.
- Keenan Spg. Co., Minneapolis, Minn.
- India Sph. & Drug Co., Marietta, O.
- Alley Left-Handed Salt Co., New York
- Dr. Hartway & Co., New York City
- Hempfling's Med. Co., New York City
- Soley, Fitch & Co., New York City
- A. M. Blumberg & Co., New York City
- Tatary & Co., New York City
- P. & B. Carter Co., New York City
- Health Food Co., New York City
- N. Y. Condensed Milk Co., New York City
- Fam. W. Hoke, New York City
- Dr. Chase Co., Philadelphia, Pa.
- Fels & Co., Philadelphia, Pa.
- Dr. Hosenfeld Co., Philadelphia, Pa.
- Hart Medical Co., Philadelphia, Pa.
- Dr. C. I. Shoop, Pahrine, Wis.
- Miller Drug Co., St. Louis, Mo.
- Rosku Mfg. Co., South Bend, Ind.
- Novelty Photo Works, Southville, Mass.
- Dr. B. J. Kay, Saratoga Springs, N. Y.
- Daver Med. Co., Toledo, O.
- Cheney Med. Co., Toledo, O.
- Merchants' Association, Williamsport, Pa.
- I. B. Ford Co., Wyandotte, Mich.

The Billboard now gives its tips fifty-two times a year instead of twelve.

Value of Distributing.

A well-known advertising man gives to "The Billboard" his opinion of wherein lies the value of advertising:

There is no medium of advertising that is more direct or that brings quicker or greater results for the money invested than distributing from house to house, when properly done. I mean by properly done that the reading matter should be truthful, well written, describing the article as near as it is possible to describe it. It should then be tastefully gotten up, printed on good paper with good ink.

The distributor should look neat, be polite, going in and out without making noise. He must be honest and intelligent enough to realize that the printing costs money, and that if he wastes one piece he is wasting the advertiser's money. He should know the town, every street in it. He ought to know how many families live in each house, and know a "For Rent" sign when he sees it. He should put each piece in doors or fasten it high up in the jam of the door so that children can't reach it.

Leave one in a place, and besides placing the matter in each house in town, go in and tell the druggist about it, ask him how his stock is, and give him to understand that he will probably have calls for the goods and that he had better supply himself.

If all this were done I would call it properly done. Of course, there are distributions that need special work and different treatment, such as samples. A sample of medicine should be handed to some grown person and not left unless some adult member of the family is present.

A sample of coffee or a washing compound should be delivered to the side door and the lady of the house asked for. This kind of distributing costs more than ordinary house-to-house distributing, and is worth more.

It is my belief that before long practically every advertiser in the country will set aside a certain portion of his advertising appropriation for distributing.

A Protest.

Ships containing reading matter similar to the following are being enclosed with the letters of several large patent medicine companies.

March 10, 1900, the United States Treasury had on hand, as shown by the official statement, a net cash balance of \$391,327,152.28. Government receipts, in excess of all expenses, for seven months prior to March 1, were as follows: August, 1899, \$1,435,861.58; September, 1899, \$7,754,772.09; October, 1899, \$4,334,561.82; November, 1899, \$6,175,724.08; December, 1899, \$7,613,444.91; January, 1900, \$8,823,068.00; February, 1900, \$7,892,792.80; total, \$46,955,325.27. This is an average of \$6,782,190.85 per month, or, at the rate of \$8,986,250.10 per year.

In his letter to Congress, January 10, 1900, the Secretary of the Treasury said: "The revenues are now largely exceeding disbursements from month to month, and seem likely to do so for an indefinite time. This condition would be a menace to the business world if assurances were not given that this surplus would be diverted from the treasury vaults to public depositories where, while secure to the Government, it would remain available to business use."

The existence of over \$500,000,000 cash in the treasury means that the Government not only has the required gold reserve of \$150,000,000 under the law, but also has on hand more than \$350,000,000 additional, available for any possible emergency.

With this enormous sum on hand, what possible excuse can there be for taxing the people \$80,000,000 per annum more than is needed to meet all public expenses?

What possible excuse can there now be for Congress, refusing to repeal the vexatious and unjust stamp taxes which harass the druggists and the manufacturers of medicinal preparations, perfumery, etc.?

If the entire tax levied under "Schedule H" of the war revenue act were repealed the annual reduction of revenue thereby effected would not equal the surplus for a single month.

Cross-Road Advertisers.

To the Editor of "The Billboard"

In the April number of "The Billboard" we see it is proposed to make a special directory for cross-road bill posters and distributors, and opinions and suggestions relative to the subject are asked for. We presume we have as large a route and as much and as varied experience as anybody, and "The Billboard" is entirely welcome to any ideas which we may have worked out.

We worked for four years on the route in Leon County alone, and last fall we enlarged our route to six of the best counties in Illinois. It costs no more to solicit work for our 125 towns than for one, and very small towns have work enough to keep a small boy busy, while a cross-road town can easily keep several people busy. Some of the largest advertisers have told us that our work is all A. K., and if we could cover all of Illinois, or even the United States completely, they would keep paper and wagons on all the time.

There should be as complete an organization as possible, and the work should be kept entirely separate from city work, for the two conflict too much to be under one management. There is enough work to pay one or two solicitors for their entire time hunting work. If we were so organized that any considerable portion could be covered. We recently received several letters from

firms saying that if we would give them good work and service, they would keep their traveling distributors out of our six counties and depend upon us alone.

Any person doing city work is equipped to do work only in from one to two counties. The same horse and wagon will do both. We have eight wagons, and while we do not keep all of them busy the whole time, we do keep some of them going all the time. A wagon suitable for one job is sometimes not suitable for all.

The greatest difficulty we have to encounter is that advertisers do not come promptly with work, and we seldom get over one-half of what is promised. I spent three weeks in Chicago arranging for summer work, and about one-half of it was here on time. Therefore, it does not do to give one firm exclusive privileges. It is liable to go back on you, and then you are left.

Distributors should arrange at once to cover all the country possible. This is campaign year, and rallies will be held in nearly every town, besides county fairs, old settlers reunions and old soldiers' gatherings, which will keep us busy, even if paper is always on hand. My idea is to devote a day at the annual meeting entirely to cross-road work, with a view of covering all possible points, and you should ask for a list of all cross road distributors, and be able to show to advertisers a map indicating the same. Put us down for Gazzell, Leon, Woodford, Livingston, Trippis and Ford Counties, Illinois 195 towns, 25,000 people.

Price distributing alone, \$5 per M.; price distributing with others, \$2 and \$3 per M.; pasting as chance may offer 5 to 8 cents per sheet. We use 50,000 circulars to distribute, and can paste 8,000 to 12,000, depending on size of stands.

ers, etc. The booklets are well gotten up, and with the dealer's name on them should make attractive ads. The company believes that the distributors, if they will, can become the salesmen for the booklets, and at the same time the people who buy the books will pay the distributors for placing them. This is a new wrinkle, and if practicable insures the distributor a double profit.

However, we believe that the books, as they are, will prove too costly for the small retailers, for whom they are intended.

NOTES.

Robert J. Wilson, Kewanee, Ill., tells us that work has been fair and that the prospects are good. He is contemplating applying for membership in the I. A. of D.

In 1888 Mr. W. B. Smith, of Gainesville, Ga., did some posting for the Acme Chemical Company, of New Orleans, La. He reports that he has never been able to collect the bill for same, and advises distributors to demand cash in advance from this firm.

The Wide Awake Advertising Company gets out a blotter on which the printing is good, but about all the reverse side the blotter will do is to blot. It is our advice to distributors if they contemplate using the blotter method of advertising, to get a good blotter, something that can be used. To buy hard, shiny blotters is to throw your money away. There are so many blotters with good stock in them that come to the advertisers desks that any other style are immediately consigned to the waste basket, where they belong.

Cash in advance should be demanded from the Cold Water Soap Company, Mansfield, 11

Poster Printers

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

- Boston Job Print. Co., 4 Alden, Boston, Mass.
- Brooklyn Daily Eagle Job P. Co., B'yn, N.Y.
- Calhoun Printing Co., Hartford, Conn.
- Calvert Litho Co., Detroit, Mich.
- Central City Show Print. Co., Jackson, Mich.
- Central Lith. & Eng. Co., 140 6th Ave., N.Y.
- Correspondent Show Printing Co., Piqua, O.
- Donaldson Lith. Co., Newport, Ky.
- Erie Show Printing Co., Erie, Pa.
- Enterprise Show Print., Cleveland, O.
- Forbes Lith. Co., 181 Devonshire, Boston, Mass.
- Free Press Show Print. Co., Detroit, Mich.
- Great Am. Eng. & Print. Co., 57 Beekman, N.Y.
- Great W. Print. Co., 511 Market, St. Louis, Mo.
- Greve Litho. Co., The Milwaukee, Wis.
- Haber, P. B., Fond-du-Lac, Wis.
- Hennegan & Co., 127 E. 8th St., Cin'tl, O.
- Home Show Printing Co., Atchison, Kas.
- Morgan, W. J. & Co., St. C. and Wod. Cdeve, O.
- Morrison Show Print., Detroit, Mich.
- National P. & Eng. Co., 346-3 Wabash, Chf., Ill.
- Pioneer Print. Co., 214 Jefferson, Seattle, Wash.
- Union and Advertiser Co., Rochester, N. Y.

Mr. W. L. Donaldson, of the Great Western Printing Company, of St. Louis, is back at his desk after a bad attack of the grip. Mr. Donaldson is enthusiastic over the new Show Printers' Association, of which he is Secretary, and he predicts that it will succeed and fill a long felt want.

The American Show Printers' Association recently organized in Chicago, is going to prove a boon to legitimate showmen as well as show printers. The main feature of the organization is a bureau of credits. It will be practically impossible for chronic defaulters to obtain paper on credit, and for this reason the fly-by-night shows will be few and far between. No one will regret the passing of the fly-by-night. It benefits nobody, but it does mess up the country and injure the business of legitimate attractions.

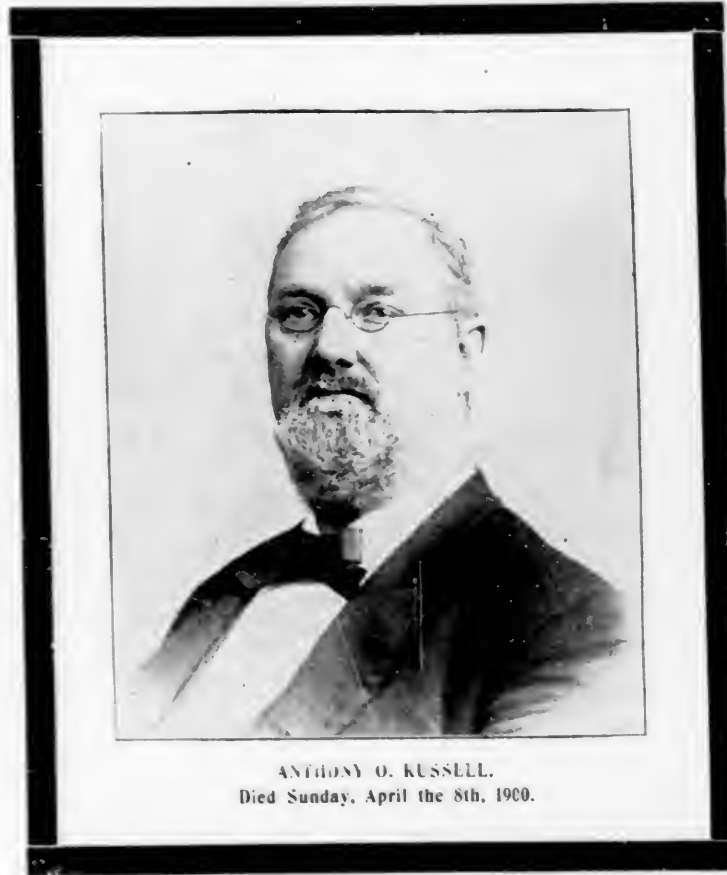
Death of Anthony O Russell.

Anthony O. Russell, president of the United States Printing Company, died at his home in Norwood, O., on the afternoon of April 8. The immediate cause of death was dropsy, with which he had been afflicted since last November. Mr. Russell was 72 years old, and had for many years been identified with the commercial prosperity of Cincinnati, and his death is without doubt a distinct loss to the whole community.

Up to within a week of his death, against which he fought with all the strength of his rugged constitution and indomitable will power, he maintained his interest in outside things and affairs of the world, and received his friends and acquaintances as usual. He even watched from his window through a pair of field glasses the work on the new factories which the United States Printing Company is putting up in Norwood. For a year past Mr. Russell had been unable to attend actively to his duties as president of the company, but he had directed its affairs from his home in Norwood.

The funeral, which was held on the afternoon of April 11, in the Scottish Rite Cathedral in this city, was largely attended and very impressive. Thousands of people, among them the employees of the printing company of which Mr. Russell was the head, thronged the streets in the vicinity of the Cathedral and the great building, which was literally a garden of flowers, was filled to overflow with the services, at the request of the dead, were conducted solely by the members of Lafayette Lodge, Free and Accepted Masons. The casket was banked with flowers, and partly draped with the flag for which Mr. Russell had fought so well in the Civil War, and when the ceremony had been completed the casket was opened, and the thousands present filed slowly by to take the last look at the face of him they loved and honored. The burial took place in Spring Grove Cemetery, and owing to the unpropitious weather the service at the grave was short and simple, one prayer being offered by the chaplain of the Masonic Lodge.

Anthony Octavius Russell was born in Southington, Conn., December 4, 1828. His parents moved to Cincinnati in the fall of 1830, when he was only four years old, and it was in this city that young Russell first began to learn the trade which he was to follow through life. At the age of eleven he was apprenticed to W. H. Robinson, which apprenticeship he served seven years, finishing his time as a printer in the office of a Cincinnati daily paper. Later he served as journeyman in Cincinnati, New Orleans, Louisville and Memphis. He was in Memphis at the time Fort Sumter was fired upon, and he immediately returned to Cincinnati and enlisted in the Sixth Ohio Volunteer Infantry, and was soon made Captain of Company G. Captain Russell took part in many battles with his regiment, and for his ability and courage was later promoted to the rank of Major. At the end of the war Mr. Russell returned to Cincinnati, and in 1867, in connection with Robert J. Morgan, J. M. Armstrong and John F. Robinson, organized the firm of Russell, Morgan & Co., now the United States Printing Company. Success was with them from the start, and Mr. Russell held the office of President of the company until he died.



ANTHONY O. RUSSELL.
Died Sunday, April the 8th, 1900.

The trouble with the present system of solicitors is that they are all big jobbers themselves and work entirely for their own interests, and not for the interests of the members of the association. We need a change in this respect.

We should be in touch with large printing firms, which should give us tips of prospective bill posting work, distributing work and all other kinds in our line.
MILLON & FOGLE,
X-Road Advertisers.

All Through Distributing.

There is a patent medicine firm in Topeka, Kan., which has certainly a unique record in advertising. It is the W. W. Gavitt Company, which does an extensive business throughout the world, and the firm claims that it has never placed an ad in a newspaper, magazine or book of any kind. Its entire advertising is done through distribution, and the enormous business it does certainly speaks well for the cause of the distributor.

A New Wrinkle

The Booklet Publicity Company, 208 Summer street, Boston, has a new scheme for distributors. They have issued a series of ten attractive booklets on such subjects as "Shoe Science" for shoe dealers, "The Art Tonsorial" for barbers, "Dress" for tailors, "Why You Need a Piano" for piano deal-

A few others who should probably be dealt with in the same way are J. C. Hubinger, Marshall Remedy Company, Toledo Starch Company, Hoffman Drug Company, Globe Medicine Company and Chaceo Food Company.

An extract from one of our distributors' letters says: "The value of circulars and booklets when properly distributed is never questioned by discreet advertisers. Circulars give more judicious circulation for the amount spent than any other medium of advertising when the work is properly done. Results are almost invariably forthcoming."

J. N. Schwartz, who covers South Bend, Mishawaka, Michigan City, Walkerton and North Liberty, has moved his office from Walkerton to South Bend. He is doing a good business and has a finely appointed office.

Mr. Ellis G. Kerr, manager of the Enterprise Printing Company, Cleveland, O., writes that business, both theatrical and commercial, has been booming for them since 1900 opened. He says further: "The ever welcome 'Billboard' can always be found on our desk and its interesting columns perused regularly each month. We note many improvements in handling advertising matter by the knights of the brush to the ways of doing so a few years ago. This means better results to advertisers and tends to increase advertising lines which is mutually beneficial to advertisers, bill posters and printers."

Tympalya is manufactured in Boston, Mass. The catch phrase "Saves make-ready," used in the company's booklet, explains the purpose of the invention.

Under the Tents.

He has gone where the clown and the king
Meet under the canvas as brothers,
Where no one need find in the ring
To tickle the fancies of others.
And if God loves the man who has curved
People's lips into smiles, there's a nice
Front seat that has long been reserved
Over there for Jolly Dan Rice.

He marshaled no host on the plain,
Nor rose above men as a leader.
And naught that he did shall remain
In the hand of the palm or the cedar
But he made the world laugh in his day,
And he put sorrow under a ban.
So here is a parland to lay
On the pier of Jolly old Dan
Chicago Times Herald

Tent Shows.

This is a new department in "The Billboard." It is an experiment. If it pays we will continue it. If it does not, we will not. It is not an idea of our own. We have been importuned by many of our readers to devote some little of our space to tent show news. Of late these requests have multiplied to such an extent that it begins to look as if a department like this might be made to pay. Hence our decision to try it. This issue does not amount to much. We did not decide to make the attempt until here, and the matter has been hastily compiled, slung together any old way, in fact. Each week hereafter will show a decided improvement, though.

We will be glad to have newsy letters and items of interest from correspondents. We will publish all news, but it must be news. All long sermons of self-adulation and personal puffery will be cut out.

Our circus route list will also be a feature of our columns hereafter. No routes ahead will be published without the sanction of the show, but we are at all times ready to forward letters to all shows.

We know all routes from two to fifteen days ahead. Our readers are invited to send letters in our care. We will not hold them for publication, but will forward them at once when their address is known. When the address is unknown the letter will be advertised and forwarded as soon as claimed.

One Paper for Ten Cents.

At this season of the year a great many letters enclosing ten cents are received asking for sample copies of "The Billboard." As these letters are opened wrappers are addressed to the persons whose names are signed and to the places designated. These papers are sent off together with a letter acknowledging the receipt of the order. No mistakes are made and no one is left out.

The papers in many instances are not handled by the Postoffice employees as quickly as the letters, and do not reach their destination at the same time as the letter. This is the cause of our receiving many letters asking: "Why has our paper not come, send us another," and many who travel from place to place give us only one address and leave before the paper has had time to reach them. This also causes many cards of inquiry. We wish to assure every one that if their letter reaches us with ten cents enclosed a paper will be mailed to them. If the name is not plain and the proper address is not given it is no fault of ours. We can only say that we are conducting a business upon business principles, that every man will get what goods he orders, and we feel justified in asking that one paper and one only will be sent for one ten-cent piece. We can not agree to place the paper in your hands, we can only agree to place it in the mails addressed to you, with the address, your yourself give us. It then lies between you and Uncle Sam, and we have every reason to believe that Uncle Sam will fulfill his part. See to it that you attend to yours.

Kingling Bros.

(Special to The Billboard)

WHIRLING W.A.A. April 19. Although the day showed raw and chilly, the sun soon struggled through the clouds and we had typical circus weather by 11 a.m.

The parade proved bright and interesting. A new feature introduced by Fred Lambert found fine favor. It might be described as a Rube acrobat act on a hay wagon. It finishes the parade and provoked storms of laughter all along the route.

Every stitch of canvas was new, and the show looked beautiful on the lot. It was nicely flagged.

The side-show opening was big. The afternoon attendance was very big and the night, house capacity.

The big top had four poles up and the menagerie had six.

There are thirty-two cages in the menagerie, twenty-three elephants and eleven camels, besides minor led stock.

Despite the fact that only two rehearsals were had, the performance gave great satisfaction.

Strangely enough, it was the first time Messrs. Ringling Bros. had ever showed Wheeling. They used the lot on the island. Kerry Meagher is in the wagon. Chas. Andrews is claim adjuster. Lou Nichols is side show manager.

Advance Rosters.

WINTERMUTE BROS.' GIGANTIC SHOWS
Agent Halway Wintermute.
Bill Posters—Clarence N. Black, of Syracuse; Lew Comstock, Barrington, Ill.; A. T. Eads, Battle Creek, Mich.

PAWNEE BILL'S WILD WEST.
General Agent—W. E. Ferguson.
Contracting Agent—J. H. Rice.
Assistant Contracting Agent—H. W. Mayon.
Manager No. 1 Car—Thos. R. Perry and fourteen bill posters and lithographers.
Press Representative in Advance—T. L. Nicodemus.
Press Representative with Show—Frank Frost.
Manager No. 2 Car— with ten bill posters and lithographers.
Manager of Box Brigade—Elmer Hiltzer, with four assistants.
Route Riders—Harry Upham and John Briss.

G. W. HALL'S CIRCUS AND MENAGERIE.
G. W. Hall, propr.
General Agent—E. O. Ferguson.
Bill Posters—D. Maloney, Ira Weiruan, Fred. Knoll.
Programmer and Lithographer—Fred. Champion.

ELTON BROS.' 20c SHOWS.
Wagon No. 1.
Agent—H. O. Cunningham.
Bill Poster—Callen.
Lithographer—Moore.
Wagon No. 2.
Bill Posters, Programmers and Heralds—Joe McClary and Chas. Mitchell.

RENO'S ORIENTAL SHOWS
Contracting Agent—W. B. Alvord.
Lithographer—King Solman.
Bill Posters—Chas. Arnold, "Swipes" Cone, "Smiler" Towne.

BONHEUR BROS.
Contracting Agent—A. G. Bonheur.
Bill Posters and Programmers—J. A. Cannon, Marvin Melrose, James Lester.

MCCORMICK'S GREAT SILVER-PLATE SHOWS.

Railroad Contracting Agent—Mr. F. E. Hadley.

In Charge Advance Car No. 1—W. B. McCormick, with seven assistants: June Wart, Dave Ward, Jim Buscher, Albert Hecher, Joseph Ward, Alex. Meige, Alex. Hurton.
In Charge of Car No. 2—W. H. Menifee, with six assistants: Jim Coal, Harry Wells, Ed. Patchell, Harry Wartz, Harry Charles, Perry Smith.

Programmers and Lithographers, Car No. 1—Mr. Harry Sells, Mr. Frank Welsch, Mr. Edward Oskey, Mr. Howard Eddes.
Programmers, Car No. 2—Mr. Frank Spence, Mr. John Sheets, Mr. Harry Haven.

COL. PETE CONKLIN'S BIG SHOWS.

General Agent—Floyd C. Fox.
Press Agent—H. W. Fox.
Programmer—Percy Jenkins.
Bill Posters—Charley Cox, Willie Morton.

BURK'S BIG UNCLE TOM'S CABIN

Contracting Agent—C. T. Brockway.
Assistant Contracting Agent—G. E. Bucey.
Bill Posters—John Harpe, Will Smith.
Programmer and Lithographer—Ray Post.

CULLINS BROS.

Press Agent—D. G. Jarvis.
Boss Bill Posters—C. Murphey, Joe Dawson, Earl Sage.
Lithographer—Roy Colburn.
Programmer—J. Heagerman.

CAPT. W. D. AMENT'S BIG CITY VAUDEVILLE CIRCUS.

Contracting Agent—A. J. Sharply.

THE PAN-CONTINENTAL AMUSEMENT CO., OLEAN, N. Y.

General Railroad Contracting Agent—J. Allen Darnaby.

Car No. 1.
In Charge of Paper—Wm. Kirsch; two bill posters.
Programmers—J. E. Duffenbaugh, Frank Stockdale.

Lithographers—Louis Chesner, Homer Bradley.
Advertising Solicitor—Herbert H. Black.

Car No. 2.
Agent—Philip Harris.

In Charge of Paper—Michael Tobias; two bill posters.
Programmers—Ed. White, Billy Marks.

WHITNEY'S ACROBATIC AND SPECIALTY COMPANY.

General Agent—E. S. Murphy.
Contracting Agent—J. F. Whitney.
In Charge of Advance Brigade No. 1—L. P. Whitney.

Lithographer—W. Walbourne.
Bill Posters—Jas. Hardy, Fred James and Will Dugan.
In Charge of Brigade No. 2—J. F. Whitney.
Bill Posters—Art Johnson, Billy Sutton.

THE KEYSTONE SHOWS.

Agent—Keller Isendinger.
Bill Posters—Jos. Murray and Harry Blum.

F. J. TAYLOR'S SHOWS.

General Contracting Agent—J. A. Park.
Press Agent—A. D. Funk.
In Charge of Advance—A. D. Funk.
Programmer—C. Lecey.
Bill Posters—Thos. Acton, P. A. Howard, Will Myers, J. Hurly.

LOUIS' CRESCENT SHOWS.

General Agent—Thos. Ewers.
Programmer—Ed. White.
Lithographer—G. L. Gage.
Bill Posters—W. H. Parker, H. A. Little.

FRED LOCKE'S SHOW.

Contractor, E. A. Hill.
Press Agent, A. D. Landiss.
Programmer, C. Jones.
Boss Bill Poster, Murphy Santrson, with four men.

ED. F. DAVIS' BIG 10-20c. SHOW.

Prop. and Mgr.—Ed. F. Davis.
General Agent—DeForest Iuvia.
Equestrian Director—Sam MacFlinn.
Band Master—Hanks Baird.
Master of Canvas—Chas. Watson.
Master of Horse—Dr. Fowler.

TERRY'S METROPOLITAN UNCLE TOM'S CABIN.

General Agent—W. G. Dickey.
Bill Poster—Harry Cassel.
Country Route of the No. 1 Advance—Chas. Parker.

STEWART FAMILY'S SHOWS.

Agent—Mr. F. W. Stewart.
Bill Poster and Distributor—Dave Moyer.
JAZIE'S NEW ALL-FEATURE SHOWS.
General Agent—J. P. Gallagher.
Contracting Agent—J. W. Hutchinson.
Bill Posters—Harry Ghosen, J. Ward, D. J. Sanford, C. A. Gillmore.
In Charge of Second Advance—Claude Yerker, with Will Chase, T. J. Anderson and E. J. Warren.

WALTER J. McDONALD'S SHOWS.

General Agent—Harry Bundy.
Bill Posters—Wm. Hundy, Fred Jones, Spot Sikes, Frank Cann, Joe Harris.
Publisher Official Programmes—Chas. G. Johnson.
Lithographer—Frank Searls.
Programmer—E. G. Templin.

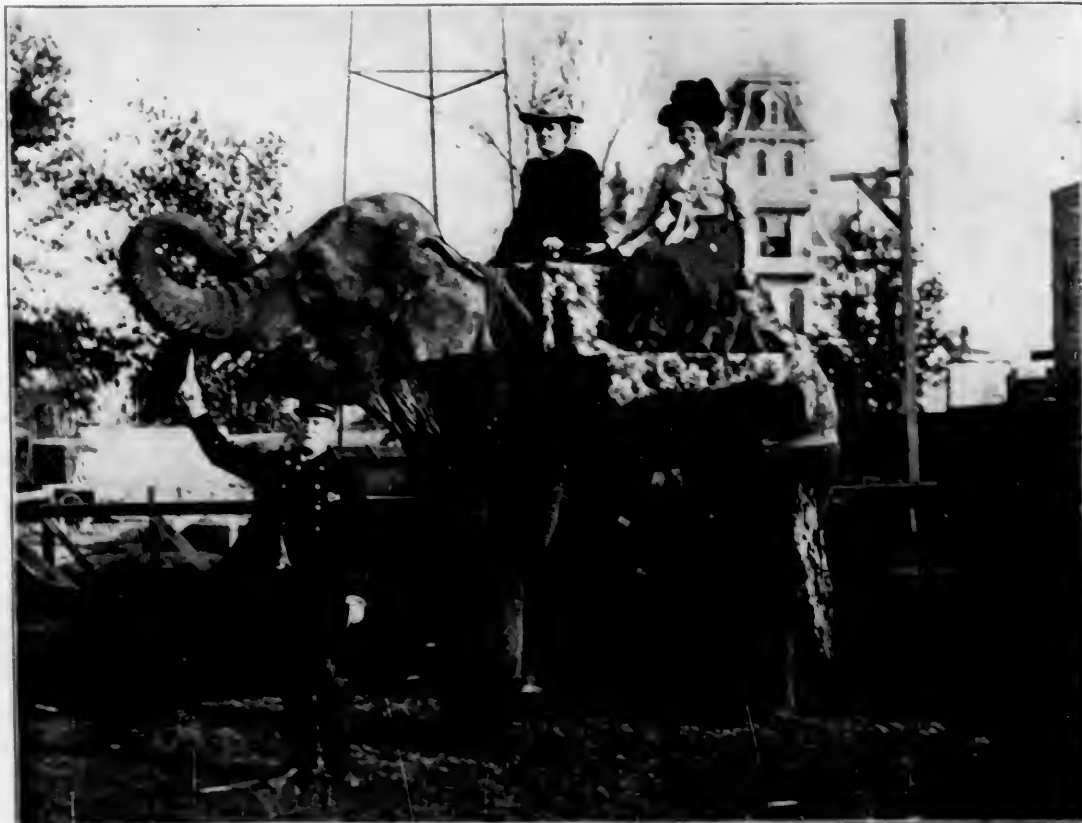
The following are in the roster of the advance of the great Wallace Circus: W. E. Franklin, general agent, E. M. Hurke, railroad contractor; R. M. Harvey and D. F. Lynch, contractors; A. W. McPhail, special agent, W. R. Musgat, agent No. 1 advance car, with sixteen bill posters; R. P. Janette, agent No. 2 advance car, with fourteen bill posters; Frank Purcell, agent Brigade No. 1, with ten men; Harry Middleton, agent Brigade No. 2, with five men, W. W. Parmalee, program contractor.

The advertising department of the John T. Backman's Show consists of Will Z. Smith, agent, Frank Cook and F. R. Hlose, bill posters; Chris. Mayer, programmer, and Ray Pickrell, press agent.

The advance staff of the Sun Bros' Shows is: Pete Sun, manager, Albert Moore in charge of the big No. 1 wagon, Walter Epperson, No. 2 wagon, C. I. Snitt, No. 3 wagon, and Fred Haver, lithographer, with assistants.

Fred Darling is general contractor and advance representative of the Dixon, Howers & Dixon Big Shows. He has eight assistants. The show opens in Sydney, N. Y., May 1.

Harrington's Combined Shows open at Cook's Park, Evansville, Ind., May 6. Wm. Harrington will be in advance, with one assistant and two bill posters.



Riding the Elephant.

We are going to make our Circus Department "the best ever."

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 give 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.

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MAY, 1900.

Appreciating the fact that the needs and interests of our readers and advertisers can better be served through a weekly paper than a monthly magazine, we have decided to bring about a transformation in The Billboard. The paper will hereafter be published every week. Definite information concerning the change will be found in each of the principal departments of this issue.

The character and appearance of the paper will undergo but a slight change, while the purpose will in no way be affected.

The Billboard will continue to be known as the advocate of all that is good in the fields which it covers.

The announcement of the change, in frequency of issue, will be received with joy by ninety-nine out of every hundred of our readers; of that we are certain.

Daily letters come to us which voice expressions similar to these—"We watch impatiently for every issue of The Billboard," or "We wish The Billboard was a daily instead of a monthly." Making due allowance for blarney and jollies, enough communications containing truth and honest opinions reach us to make us feel that the energy and time expended in building up the paper to its present standard is greatly appreciated and to convince us that our efforts in behalf of the causes in which they are enlisted will be supported and upheld.

This issue sees the opening of a new department in The Billboard—the Circus Department. It is our intention to publish in this column news of the tented world in general; the wagon show and the greatest of them all—alike, will find a home. In making a place for the tent shows, we have in no way left our field or divided our interests, but have merely

brought in another atom which goes to make up the great whole. We are drawing together and binding closer lines which are already inseparably allied. "The Bill Posters are unquestionably interested in the travels of the circuses, likewise are the distributors. The Poster Printers must know at all times the whereabouts of the shows. The Advertisers, the Fair managers, in fact, everyone of our readers, will be profited by this addition. On the other hand we are giving the circus men and followers a place in a paper, every feature of which is of vital interest to them. Our fair list, convention dates, bill posters' and distributors' directories will be of inestimable value to the circus agents in routing their shows and will inform them in what towns reliable and experienced men are to be found. Harmony exists between every calling represented in The Billboard, and we will do everything in our power to maintain the present friendly feeling.

The best and surest way to forcibly impress a truth upon a person's mind, is by telling it over and over. If we did not believe that there is strength in repetition, we could not conscientiously proclaim the value of poster publicity. There is a point which we feel should be impressed upon the Billposters of the country. A flaw is evident in the system of governing the Associated Billposters' association. The weak point has been pointed out before, but it still exists, and as long as it does exist, we will continue to call attention to it. We do not wish to be thought harping, for harping carries with it the idea of hobby or of persistence in behalf of something unworthy, but we do desire to have people know that we are persevering and persevering in a good cause—the highest human principle—that of liberty.

Often have we said, the government of the association should be in the hands of the members.

The members should elect their own directors. Every just and honest man knows this. It is right that the power of the association should be given to the representatives of the entire membership, and not vested in a body, appointed by one man, no matter who he may be. It is in the hands of the members at large to demand their rights, and they will demand them—just wait and see.

The barbers of the ancient and honorable borough of Brooklyn are in trouble. Distress has come upon them, and there is weeping and wailing and gnashing of teeth. They have been trodden under foot, and their ancient rights taken from them. That band of Amazons, the "Women's Protective Association," protested against the barber poles. The ladies objected to the poles on aesthetic grounds, because of their ugliness, and on legal grounds because they were obstructions within the intent and meaning of the law; and, furthermore, they said the poles must go. What the ladies say usually goes—in a word, the ladies prevailed. Meanwhile, the barbers of the ancient and honorable borough of Brooklyn are without poles, and the citizens of the ancient and honorable borough are wondering what in Brooklyn the Women's Protective Association is going to do next. Who can tell?

It Won't Go.

One-Hundred-Cities-Plan likely to be Stalled in the West.

Gang-Rule to be Annihilated.

It looks very much as if the hundred cities plan, which apparently started in a most promising manner, is to take a course very similar to that of a skyrocket, and a penny one at that.

Contrary to the prophecies and hopes of the great Eastern powers, the bill posters of the West did not jump at the bait and fall over one another in a wild rush to get in first; quite the opposite, they have up to the present time secretly but firmly refused to "walk into their parlor." It was too much like playing blindman's buff with the other people buff. The great cities of the Middle West, reaching thirty million buyers or more, have all steadfastly refused. When they act they will all act together. A meeting of the Western members has been called, and if this meeting is held adverse action will very likely be taken, for there is a great preponderance of sentiment unfavorable to the project. The meeting in all probability will not take place before the return of Bob Gunning, who is now in the East, and whose presence there at the time set for the meeting at Jersey City is certainly significant. Why should there be any hundred cities scheme? If the old association is what it pretends to be, there is no need, no possible excuse, for starting another association as a part of the old. The Protective Company will prove a good thing for some one or ones is undeniable. Fitch, for instance, would be lucky, drawing a nice large salary and conducting an office, the running expenses of which will amount to not less than \$15,000 per year. He would be doing well. Who is to meet this expense? Will the members pay out there money when they get no return? Is not every bill poster in the country hustling for work? Are there not hundreds of solicitors and poster salesman already digging up new business? Will not the bill posters belonging to the association get the work the same as if they were members of this certain division of the whole body? Does one man have to put up his good money to help kill opposition in some other town when it will not benefit him one cent's worth, and when there is no possible chance for opposition in his town? The Protective Company is full of flaws. It can not stand the scrutiny of a close examination. It is a pure invention of the gang. They know and feel that they are fast losing their strength, and, like a drowning man, grasp at anything, no matter what, with the hope of saving themselves.

They have endeavored to band themselves together and to draw others in with them, so that they might have a place of refuge when the exposure came. If this, their last resort, fails they have nothing left but to surrender. And it should fail. It is high time that the bill posters throw off the tyrannical yoke of the gang, make way for honest and upright dealings, and true and unimpeachable principles.

The Billboard's Policy,

And its Attitude toward Billposters and their Various Associations.

"The Billboard" believes in the efficacy of the poster, and in that belief puts forth every effort to popularize it in the estimation of advertisers. It constantly teaches, tirelessly preaches, in fact, fairly screeches, these advantages and peculiar merits in issue after issue. This is its particular mission, but it has others.

Prominent among them is the improvement of all methods, customs and usages which obtain in connection with bill board advertising. It advocates better posters, and along with them better bill boards on which to post them. It seeks to bring about improvement by advice and suggestion, and these it endeavors to bring out by discussions, arguments and essays by practical bill posters.

Bill posters' associations have an important bearing on the business of bill posting, and on that account come within the scope of "The Billboard's" province.

We have been compelled to devote considerable attention to the various organizations on this account. We believe, like all human institutions, they are neither infallible nor perfect.

We are optimistic, however. We think they are capable of being improved. We think that if they are criticized, if their weak points are laid bare, that it will result in better associations.

We also think, among other things, that an American Bill Posters' Association ought to be based upon the control of all of its members by the voice of the majority. Rightly comprehended, almost any one is compelled to concede that this is a sound basis. We do not believe that the voice of the people is always the voice of God, but we do stoutly maintain that the voice of the majority, though it may not be sound for eternity, will at least answer for the time being.

But it is not always easy to get an expression of opinion of the majority. It can not be done at the conventions, for only a comparatively few members of the organization attend them, and the immense press of business requiring attention, and the rush to get through with it, preclude deliberate discussion and careful consideration.

Quite often on this account the conven-

tions are carried by the sudden unreflecting judgment of those who are merely glib of tongue or noisy. On other occasions men have been known to offer arguments that were both specious and misleading in order to pass a measure that they might gain some private end.

Hence, we believe in a conservative association, one which will provide for the full and free discussion of all questions. The members would thus be given time to reason and an opportunity to save themselves from being carried away by sudden clamor.

For this reason we throw the columns of "The Billboard" open to all members of the organization and invite the interchange of ideas and arguments relative to all association matters.

On the other hand, we feel called upon from time to time to exercise restraint. We would suppose that the doctrines of liberty inculcated in every American would lead to greater individual independence, larger toleration and more freedom of action, but the history of associations shows that such is not the case. Reliance upon members rather than upon strength of argument has grown with the growth of the organization.

We endeavor to restrain this tendency in so far as is in our power, and encourage members of sound judgment to dissent from opinions which may be only temporarily popular.

Thus, then, is the policy of "The Billboard"—to advance the interests of bill posters and to improve their associations—you have it there in a very few words. You may also find therein the reason that "The Billboard" speaks for the many, while the official organ is only the mouthpiece of the gang.

You may also find the source of the gang's antagonism in the fact that "The Billboard" is strictly independent. It reserves the right to print all the news without color or bias, to comment upon same from an impartial standpoint, and to accept advertising from any source it sees fit.

It has always refused to represent any little clique or coterie to the exclusion of all others. Any bill poster, no matter how humble, may secure space to express an opinion or voice a wrong.

It matters not how prominent his antagonists may be, if he has suffered injustice "The Billboard" will obtain for him a hearing. He may differ from the majority, he may hold views from which we ourselves dissent, but if he is a bill poster he gets space sufficient for his needs.

"The Billboard" entertains opinions and holds convictions of its own. It claims the right to express them whenever it shall seem either timely or expedient. When, in our minds, a movement or act is commendable we give it all the praise that is due; also, when anything meets with disapproval our readers soon know of it. The editorial columns are set aside for the proclaiming of our personal views, the other columns of the paper are an open court, but we retain the privilege cherished by all men to speak our minds frankly and freely.

One of the principal features at the great International Advertisers' Exhibition, held at the Crystal Palace, London, from April 28 to May 26, is a display of designs for posters. There will be twenty-four classes in all, embracing kinds possible for nearly every purpose to which a poster can be put.

Read "The Billboard" if you desire to keep posted on what is going on in the advertising world. It is the greatest all around paper for the advertiser.

Mr. J. E. Garratt, of 121 Southwork Street, London, S. E., sends a circular to American advertisers. Under the title of "Another America For You," he exploits the advantages of England as a field for advertising proprietary articles, and, incidentally, the benefit of making him British agent.

The Illinois flag law has been declared unconstitutional by the Supreme Court. The law was to prevent the use of the flag for advertising or decorative purposes.

Southeastern States Convention.

The Southeastern States Bill Posters' Association will hold its annual convention at Savannah, Ga., Monday, May 21. Every bill poster and distributor in the United States and Canada and John Moore's country is cordially invited to be on hand and see how the southeastern bill posters transact their business.

PHIL MORTON.

"The Billboard" prints this month, as frontispiece, the portrait of Phil Morton, the well known Cincinnati art bulletin man, sign painter and bill poster. Mr. Morton, whose boards and work are prominent in all parts of the city and suburbs, has been in Cincinnati fifteen years, and in that time he has built up a business in which he may well take pride. His great scenic studio at "Morton's Corner," Gilbert Avenue and Pipe Street, is a model, and one of the largest in the West.

Mr. Morton is promoter and president of the American Bill Posters' Alliance. He also does a good bill posting business, and sends out a large quantity of paper. His art bulletin system is an extensive one, and he has boards in Baltimore, Washington, Pittsburg, Indianapolis, Columbus, O., and Louisville, Ky.

He is thirty three years old, and for so young a man, has made a phenomenal success in his line of work.

Every department in The Billboard is of interest to each and every reader.



Business Bringers.

Of all the advertising matter, booklets, pamphlets, etc., that come regularly to this office, none have the characteristic originality and force displayed by those which come from the Gunning System, of Chicago. We are in receipt of two new pieces, a folder and a booklet, both of which are interesting and convincing. In the folder advantage is taken of the South African situation in a unique manner. It is exceedingly clever and timely. On the front are eleven mountains, all of which have names. The largest is labeled Chicago-kop and the smallest Louisville-kop. The following reading matter appears beneath: "You can capture the kopjes of the Big Eleven circuit with least effort and resistance by using the Gunning System of powerful long-range bulletins, strategic locations, smokeless designs, Lyddite impressions; six million prosperous buyers waiting to surrender. Will you negotiate for a capitulation?" The reading matter on the inside thoroughly explains the system. Copies of the booklet received are being mailed to the general tobacco dealers of Iowa, in which State a thorough test is being made for Durham Tobacco by the American Tobacco Company. It gives some points as to Gunning's past work for Durham, which dates back to the time of the organization of the Gunning Company.

Means Failure.

The Memphis Standard says that five Eastern firms, with a combined capital of \$5,000,000, have organized to fight the tobacco trust on the Pacific coast. They will discard bill board advertising, and use newspapers exclusively. If this be true, we have only pity for the newcomer. Had they double the capital announced, the combine could not hope to successfully compete with the trust, if old-fogy methods of advertising are employed. The fight will be like that of two armies, equal in number, with the same amount of ammunition, but one furnished with muzzle-loading shotguns, the other with the latest improved repeating rifles. Would it be hard to pick the winner?

Distribution at the Paris Exposition.

The following ruling concerning the distribution of printed matter at the Paris Exposition has been announced by the director-in-chief of the exhibit department of the United States Commission. "Exhibitors will be at perfect liberty to distribute free of charge their printed matter—circulars, catalogues, etc.—at the Paris Exposition, with probably the only provision that they submit such printed matter to the United States Commissioner-General, and this may not be necessary. After specific effort on the part of the United States Commissioner-General, through the Department of State also, the French administration waived the duties applicable to printed matter advertising individual exhibitors."

In Advertising World.

Out-door display greets the eye on every hand, at every corner, every crossing. If the display is a good one it tells its story at a glance, and this ceaseless, tireless, persistent repetition accomplishes the purpose of the advertisement. Cheapness, too, is an important consideration in these days of close figuring. That method of advertising is the cheapest which will put the most money in your pocket at the least cost. There is only one thing to do, and that is to advertise that way.

There are many ways of advertising, but no doubt of it bill posting influences business. Every bill is a stereopticon, blazing a perpetual picture in bright colors and great letters on the eye and brain of every passer-by, old or young, grave or gay, willing or unwilling, by night or by day, ceaselessly, everywhere. The whole population is its audience, its circulation is always on the move, the active busy, throbbing community sees it. It costs them nothing. The human tide on the streets is the circulation, and it ebbs and flows and never sleeps, for posted bills are never folded and never pocketed. They are always talking, and talking loud, for 24 hours a day, and never talking to empty benches. They are up before us in the morning, for they have been out all night, but they are, nevertheless, always ready for a hard day's work, bright-faced and smiling. And even in their ragged, tattered fragments, fluttering in every vagrant breeze, like the grimy garments of the diamond digger, they are eloquent of much activity and many golden dollars earned.

In advertising, the main, the only thing, is

to reach an audience—the public. All methods have that one point in common, but some are and must be better than the rest. Some methods discharge many blank shots, and worse still and more of it, at no targets at all. Bills are dead shots; they never miss. The public must stop, look, listen to the story of the bill board, and if an objectionable bill is posted, how very soon do the guardians of the peace discover it. There are some things that are never seen, but it is not the poster. There are some things that you need not see, but it is not the poster. There are some things that you can dodge, avoid, escape, or turn away from, but not the poster. It is unavoidable as death and taxes, and, like the atmosphere, it is all-pervading, universal.

Peru, Ind. CHAS. W. STUTESMAN

Fame.

Last month the copy of our contemporary, "Fame," published by Artemus Ward, reached us as usual. It contained a great deal of matter concerning street car advertising, and especially the advertisements of Ward & Gow. The paper was interesting. From the way in which the April number reached us we judge that even Uncle Sam was interested in the issue. A two-cent stamp, duly canceled, came with the last. Artie either has too many stamps, or he is in trouble.

New Chicago Daily.

Chicago has a new one-cent afternoon daily. Mr. R. F. Payne is the publisher. The new paper secures its outside news through the Scripps-McIntire Press Association. The appearance of the first issue was a surprise, for not a single advertisement appeared. An editorial explained the fact by announcing that during the time the introductory copies were being put out its paid circulation would probably not be worth to the advertiser its minimum rate per inch. The unique announcement is also made that the bigger the advertisement the higher the rate—and no advertiser can have more than forty inches in any one issue—a rule which is probably not in force in the conduct of any other paper in America.

Advertisers and the Circus.

Advertisers should be especially interested in our new circus department. The routes of all of the tent shows will be given each week. By following these dates the advertisers will be able to tell just when they can get a big showing in many different towns. When a circus intends to visit a town it has the boards engaged and uses an immense lot of space. When it leaves, this space is often free. There is the advertisers' chance.

Novel Idea.

For some time past it has been under contemplation to organize a strong company at San Diego, Cal., to advertise Southern California on a new and novel method. The originator of the idea is Mr. Quince C. Crane, of San Diego, and his plan seems both new and attractive, and withal, profitable.

The Citrus and Commercial Advertising Company of Southern California is organized for the purpose of advertising the citrus belt and the introduction and sale of its products throughout the United States. The company says:

"It is proposed by this company to issue a 200-page descriptive souvenir of Southern California, illustrated with half-tones of buildings, hotels, and places of amusement. It is proposed to give detailed statistics of all matters of importance, dwelling at length upon the charms and gentility of the climate, the advantage to home seekers, etc., showing the past, present and probable future development of this section of California, giving reasons for capitalists to seek investments within the limits of the citrus belt."

"It is further proposed to have printed on heavy paper handsome three-colored half-tone pictures of California scenery suitable for framing. These pictures in connection with the souvenir are to be termed a combination. It is the plan of this company to establish agencies in each county throughout the United States for the sale and distribution of these in series of 1,000 combination to each series, two complimentary round trip excursion tickets from any part of the United States to Los Angeles and San Diego are to accompany each series; these to be offered as inducements in the sale of the combination, each purchaser having one chance in 500 of receiving the excursion ticket. These combinations are to be sold under contract to various agents and dealers at sixty-five cents each, and retailed at one dollar,

accompanied by one dollar's worth of assorted California citrus products gratis, consisting of a choice assortment of lemon and orange extracts, olive oil, Cream of Lemon, etc. One quarter of the gross receipts of each series is to be appropriated in advertising the sale of the combination, also the introduction and sale of citrus products in each county.

"It is finally proposed by this company to ask the co-operation of the Board of Supervisors, City Council and Chamber of Commerce, of both Los Angeles and San Diego, to hold a mid-winter citrus carnival in both cities in January, 1901, having in Los Angeles a grand industrial exposition and parade to be followed by a brilliant water carnival in San Diego Bay.

"This company affirms that after complete organization and six months of operation with \$50,000 capital, they can bring 10,000 free excursionists from all parts of the United States to this grand celebration, these combined with what should be obtained by the co-operation of the different railroads in giving excursion rates would probably aggregate 30,000 people, who would spend no less than \$1,000,000 in Southern California, at the same time this section would receive the benefit of over \$500,000 expended in advertising by this company.

"This is the scheme in detail. Our careful estimates the company will receive a net income of from \$100 to \$500 on each county in the United States where the plan is introduced. The company expects to make from \$200,000 to \$500,000 profit on the enterprise.

Advertisers' Notes.

The Osgood Art Colortype Company, of Chicago, has decided to establish a plant in New York City. The new plant will be in operation about May 1.

Talk to the consumers through posters, and the retailers will be compelled to handle your goods.

The "I-don't-believe-in-advertising" man is now a reliee—you hear of him now and then, but you don't run across any.

You can better acquaint buyers with your goods through pictorial posters than by any other method of advertising.

Veronese Biscuits are being advertised in New York. The article is controlled by the proprietors of the Uneseda Biscuit Company.

The Gabel Manufacturing Company, of Pittsburg, manufacturers of waters, are new advertisers. They rely mostly upon posters.

At a recent meeting of the Binghamton (N. Y.) Advertisers' Association, the advertising schemes of societies, etc., were discussed. It was decided that no member should patronize anything of the kind. The dry goods house had had seventeen requests in one day to place paid advertisements in church programs, etc.

The majority of successful advertisers have not been the plungers, but the systematic, persevering plodders—the men who had the courage to put back in advertising a certain per cent of the profits of the business.

It's true that advertising costs money, but it makes a strapping offspring.

Advertisers are fast learning the value of big space on the bill boards. Commercial posters are increasing in size every day.

Posters, posters, posters, is the burden of "The Billboard's" song, not because it is a bill posters' paper, but because it believes that posters are the best all-around medium extant.

The Nashville Banner sends out a circular which offers to back up their circulation statements to the extent of \$1,500.

In the newspapers an ad. is seen but once, then the paper is thrown away. Place an ad. upon the boards, and it is there day after day—just stop and think about this point.

William Keys, a Canadian, is the inventor of a novel idea for street car advertising. The advertisements are arranged upon an endless band, which is given a vertical motion, no matter in what direction the car travels. The motion of the hand is intermittent, thus giving the passengers ample time to read the advertisements if they desire to do so.

The best argument in favor of a medium that can be offered to a man is proof that the medium pays others. Bill posting and distributing both pay others.

A catarrh balm is being advertised by Pretzinger & Bro., Dayton, O.

Don't sit and dream of what you might do, but get up and advertise.

A novel scheme for advertising a certain make of steel ranges was given a test recent-

ly by a furniture and stove dealer at Indianapolis. A prize of a miniature range which, though intended as an article of furniture for a doll's house, is quite equal to the task of cooking little pies and cakes, and thags—to the little girl proving herself the best cook in a biscuit-baking contest. About 250 little girls enlisted in the contest. A large show window of the store was fitted up and the contest attracted large crowds of people.

The Baldwin Piano Company, of Cincinnati, take advantage of their exhibit at the Paris Exposition, and send out a very official-looking document telling about their exhibit and their pianos.

Freight cars, nicely painted, of standard size, and carrying the names and advertisement of the city, is a late suggestion for advertising a town. The cars would probably pay for themselves in mileage, and perhaps yield a profit. But even if they didn't, the city would be well advertised.

The Rubber Tire Company of America will probably be heavy advertisers after a time. The capital is \$5,000,000.

The big posters used to advertise Red Raven Spits are cheap, but nevertheless effective. The army of Red Ravens are all gunning for trade.

Pure Gluten Food Company, 30 West Broadway, is a new advertiser in New York.

Don't listen to what all of the advertising agents tell you, but consult your common sense. Look around and see the methods employed by successful advertisers.

Morrows Kidneys are advertised principally in the Western cities. Distributing is done to a great extent.

Thomas A. Wood & Co., State Street, Boston, is reported to be preparing to advertise a special brand of coffee. It has not been decided what medium will be used.

Lekko is the name of a new scouring compound, which will likely be advertised heavily.

The Keever Starch Company, of Columbus O., will do more advertising this year than heretofore.

The Chicago Stock Company has a very attractive and unique advertising sign located at the Opera House corner. A large poster advertising the company, surrounded by eight incandescent lights, is attached to a telegraph pole, and by the lights the poster can easily be seen and read.

The popularity gained by bill posting during the past five years has been remarkable. If it continues to increase in favor at the same rate, it will in a few years be practically the only medium used for certain lines.

The ads. for the Preference Cigar which are appearing in dailies are both striking and original.

The Barker Collar people stick to the boards with their unique black and white poster.

The New York Journal used the bill boards to advertise its Easter number. When a newspaper takes to the boards, you must know that bill posting pays.

Victorine is the name of a washing compound manufactured by W. C. Gaden & Co. of Montreal.

One of the first rules affecting advertisers laid down by the Rev. Mr. Sheldon, in his experiment with the Topeka "Capital," was that advertisements from Kansas City merchants should be refused, his idea being that a newspaper must first of all stand by its home merchants.

On March 22 the Minneapolis Times issued a "Northwest Orient Edition," a record of the great West and Northwest worth preserving. This edition, fully and handsomely illustrated, is a mammoth compilation of facts and figures connected with the cities of the Northwest and with the Pacific coast and its Orient shipments. It must be seen to be appreciated.

On April 10 a conference between the executive committee of the American Association of Advertising Agents and a committee from the American Newspaper Publishers Association was held in New York City. The object of the meeting was to come to some understanding as to what qualifications were necessary for an agent to be recognized by the publishers. The agents desire the publishers to accept their definition of a reliable agent. If this be done, all those agents who have no offices and no financial standing will have to hunt another occupation.

The debate was informal, and the committee members of both organizations were well pleased. The A. N. P. A. committee will hand in their report at the next meeting of the directors of that organization, at which time a decision will be rendered.



One of Ed. Harter's Boards at Huntington, Ind.

"The Billboard" is a unique weekly, with a field of its own.



Benefit Street Fairs.

potent means for raising money for hospitals and kindred institutions.

(By Will S. Heck.)

Unless they possess a liberal endowment and hospitals, asylums and kindred charitable institutions often find themselves in a cramped financial condition from which they strive in vain to extricate themselves. Every resource is exhausted, and still the institution continues to be in a bad way financially.

The trouble lies, not so much, however, in the fact that the world is uncharitable, as that it is careless and indifferent. People as a rule are charitably disposed enough, but unless the necessity for the exercise of their charitable instincts is brought home to them by the rude shock of some sudden disaster, like the Johnstown flood or the Chicago fire, they continue heedless.

GO INTO BUSINESS FOR ITSELF.

Thus, it will receive assistance from three classes:

First—Those who are its friends and supporters, and who not only assist in organizing and conducting the business, but also convert themselves into its patrons.

Second—Those whose charitable motives are subordinate to their selfish instincts, and who, while they will not give a voluntary contribution, will patronize an enterprise often up for the benefit of the institution, because by so doing they kill two birds with one stone.

Third—Those who are inspired by no noble aim and except the desire to enhance their own interest, to gratify their own pleasure. By a system of soliciting voluntary contributions, only the first class is reached, going into business for itself, by giving some entertainment—anything from an ice cream social to a street fair or carnival—the institution reaches all three classes and receives their support.

By soliciting voluntary contributions would flow into the coffers of a mendicant asking for alms. By going into business, it is placed on a par with any other business institution. It may like a pardonable pride in the statement that is giving everybody their money's worth—that for every dollar received for purchases or admission fees the one spending it gets all value received. Of course, it would all be very pleasing and millennium-like if there was such a broad spirit of philanthropy diffused throughout the world that voluntary contributions would flow into the coffers of charitable institutions, to a sufficient degree to adequately support them. But, the reverse being true, the only thing left to do is to go into business, and I know of no enterprise that promises so much in behalf of institutions undertaking it as the modern

STREET FAIR OR CARNIVAL.

For such an enterprise we have numerous precedents. Many remember the great success of the Sanitary Fairs held during the war, the object of which was to secure needed supplies for our sick, wounded and suffering soldiers at the front. All kinds of articles, useful and ornamental, were sold; raffles were held, and novel amusement features were introduced. The Humane Bazaar is a familiar feature of every large city. Innumerable instances might be added in support of the absolute legitimacy of fairs and festivals conducted for the benefit of benevolent institutions.

The modern street fair or carnival is just now the vogue. It may be given either in the summer or fall. In either case it will be successful, for nothing in the history of open-air amusements in the past twenty years has created such a furore as the street fair or midway and carnival. This form of amusement has developed within the past three years, though it undoubtedly has its inspiration in the ever memorable Midway Plaisance of the World's Columbian Exposition. That picturesque street, with its myriad strange sights and sounds, brought us into contact with the peculiar people of the Orient, saunter between its villages and theaters taught us more about the ancient civilization of the East than poring over dozens of volumes of history, and ever since the World's Fair, the Midway, with its Turkish Mus-

sicians, its Japs and Arabs, its graceful, dark-eyed dancing girls, its Gypsies, its camels, its elephants and its host of other features, has never lost its charm, and during the coming season its attractions will be as potent as ever. Right here I would like to refer to the objection of those who claim that Midways and carnivals are immoral and indecent. They are not so, unless in the hands of incompetent and conscienceless managers. Conducted properly,

MIDWAYS ARE EDUCATIONAL.

as well as amusing. It is just as easy to put on a respectable Midway as it is to construct one of a questionable character. The feature which is responsible for the bad impression of the Midway which has been formed in the minds of some people is the muscle dance, or "danse du ventre," which was unknown in this country before the Chicago Fair. This dance has been much abused. As originally given at the World's Fair and presented in moderation, it consists merely in graceful, sinuous movements on the order of the gyrations of the Spanish dance, and is really interesting, because of the fact that it is pleasing to the eye and is characteristic of the Orient. What has made the dance execrable is the disgusting variations and suggestive exaggerations presented under evil tutelage, by American girls—mere imitators of Turkish dancers. It is a dance which many consider inseparable from the Midway; but, in reality, it matters little whether it is introduced or not, and fair committees may use their own judgment in the matter. If introduced, it should be confined to one tent strictly, and made a special feature of the Orient.

Having decided to hold a fair or carnival, the first thing to do is to

ENLIST PUBLIC SENTIMENT.

Get the newspapers interested in it. Make overtures to the business men, who will be, or should be, glad to lend their aid to an enterprise which will crowd the city with thousands of visitors and give them the indirect profits, while its direct profits are devoted to the cause of charity. Having succeeded in arousing public interest in the matter, you will have no trouble in getting the consent of the City Fathers to block off the streets necessary for the merchants and manufacturers' exhibitions and the Midway. You will derive your revenue from the sale of admission tickets, privileges, program advertising, sale of booths, etc. Having secured

your concession of streets, decide upon the location of your entrance, which should be a mammoth wooden structure of pleasing architecture. In some cities I have seen a band stand combined with the entrance. Tents admission is charged, and this brings you into the exhibition street crowded with merchants' booths on either side. You can rent the lumber for the construction of these booths, have them erected and realize a handsome sum by renting them to the merchants for from \$1 to \$2 per foot, according to the location. The midway or amusement street is a continuation of the exhibition street. Here another mammoth entrance is erected and another admission fee of ten cents is charged. There are usually from ten to twenty shows on the midway, each charging an admission fee of from ten to twenty-five cents. As may be imagined, the receipts from all these different shows aggregate quite a sum of money. A contract is made with some one making a specialty of putting on midways, who allows the association a percentage on the gate receipts of the midway and the receipts of the various shows. Space is insufficient, however, to go over the project of a street fair or carnival in detail. But I have said enough, I think, to convince any one that it is logical, practical and thoroughly legitimate for the managers of a benevolent institution to go into the street fair or carnival business. Properly advertised, such an enterprise in any good, first-class city should be immensely profitable.

WILL S. HECK.

New York State Fair:

The New York State Fair bill has passed the legislature and has been approved by Governor Roosevelt. It creates a commission of eleven members, of whom the Lieutenant Governor and the Commissioner of Agriculture shall ex-officio constitute two, to manage the State Fair. The Governor was authorized to appoint nine commissioners, one a member of the State Grange, one a member of the State Association of County Agricultural Societies, and one a member of the Union Association of Agricultural Societies. The commission may hold a fair at such times as it may deem proper, and it may appoint a superintendent and other assistants and fix their compensation. A county or the same week in which a State Fair is held shall, after 1900, not be entitled to share in any appropriation or apportionment of moneys for the current year, payable under statute to county or local agricultural societies. The State now owns the fair grounds at Syracuse. The commissioners appointed by the Governor are: Frederick C. Stevens, of Attica; Harry Hamlin, of Buffalo, and local association which holds its fair during Charles Herbert Hulcomb, of Syracuse, for three years; Elliot H. Norris, of Sedus, representing the State Grange, George I. Wilber, of Oneonta, representing the Union Association of County Agricultural Societies, and Samuel D. Willard, of Geneva, for two years; James H. Durkee, of Sandy Hill, representing the State Association of County Agricultural Societies; George A. Smith, of Frankfort, and Frank D. Ward, of Batavia, for one year.

A bill also was introduced in the legislature which provided that any agricultural or fair society which permitted gambling on its fair grounds should forfeit the moneys received from the State under the agricultural laws.

Paris Exposition Opens.

As announced, the great "Exposition Universelle de 1900" opened April 11 at Paris. The day's ceremonies were a peculiar mixture of sumptuous splendor and widespread confusion. The weather was perfect; 14,000 invited guests witnessed the ceremonies, besides the hosts of Parisians and country people who flocked in thousands to the grounds. Although the exposition is now open, it will be a month yet before many of the buildings and exhibits are complete and everything is ready. The opening ceremonies were simple. President Loubet and suite were received at the entrance of the Salle des Fetes, and upon entering, M. Millerand, the Minister of Commerce, immediately delivered his address, which was especially fine, and handed over the exposition to the Chief of State. President Loubet replied in suitable terms, and the speaking part of the function was over. The group among the great assembly which was most attractive was the body of foreign representatives. Since Victoria's jubilee or the Czar's coronation no such congress of strange and gorgeous national costumes has been brought together. The 14th was a holiday in Paris, and she was in gala attire, and when night came the city was literally a blaze of lights.

The Charlotte, N. C., Celebration.

The Charlotte (N. C.) Elks' Carnival and International Firemen's Tournament is coming along nicely. It opens on May 20, and continues for five days, and during that time all Charlotte will be arrayed in its best bib and tucker, and the whole town will be in gala attire. Mr. C. H. Campbell, who is head of the committee, has arranged the following program:

- First day—Exercises commemorative of the Meeklenburg Declaration of Independence.
 - Second day—Firemen's Day
 - Third day—Elks' Carnival
 - Fourth day—Athletic Day
 - Fifth day—Colored People's Day
- On Athletic Day—Friday—the program will be of unusual interest. Amateur, or collegiate, athletics will be especially emphasized.

American Horses to Compete.

At the Royal Horse Show to be held at Richmond, England, next June, there will be a special class for American-bred horses imported into London from any port in the United States during the twelve months preceding the show. The horses will be exhibited in single harness. The first prize will be a 50 guinea silver cup, presented by the American Transport Line, the second prize, a 20-guinea cup, and the third prize a 10-guinea trophy.

A Brief Billboard Ballad.

Never worry, fret or frown,
But bill your fair in every town—

Never frown or fret or worry,
But bill and watch the people scurry

Never worry, frown or fret,
But bill your fair—you'll get there yet



A Typical Street Fair Scene.

Subscribe for The Billboard now, a billposters' paper for billposters.

Death Blow Dealt.

As "The Billboard" goes to press, it looks as if the death blow had been given to the Ohio Centennial and Northwest Territory Exposition, better known as the Toledo Centennial. The Griffen bill, which originally provided for State aid to the amount of \$1,000,000, is dead, and on the night of April 17 the Senate rushed through a resolution authorizing the Governor to appoint a new commission to spend the \$500,000, to which amount the State appropriation had been reduced. The appointing of a new Centennial Commission on top of the reduction of the appropriation is going to be the straw that breaks the camel's back. It is what the friends of the centennial, who have been trying to keep politics out of centennial affairs, have been fighting against, and they predict the worst.

"There will be no centennial now," said Hon. George Hull, of Toledo, when seen in regard to the matter. "Dirty politics has killed it."

The commission of twenty-one gentlemen who have heretofore watched over the Toledo Centennial, was appointed by ex-Governor Bushnell, and its members were not closely allied with the present chief executive. Mayor Sam Jones, of Toledo, former Mayor Guy Major, Representative Charles P. Griffen, Colonel Kent Hamilton and many others who were conspicuous in connection with the exposition, were regarded as somewhat inimical to Nash's future; indeed, with Mayor Jones as a possible opponent for re-election, and such an event as the centennial celebration in progress, it was especially desirable for Nash that its management be closely identified with his political ambitions and interests. The threats by the old Commissioners that they would resign if the Legislature did not allow the appropriation of \$1,000,000 were just what Governor Nash wanted. The appropriation was cut. Governor Nash can now go ahead and appoint the members of the new commission, which will consist of eleven men, to suit himself. The Kurtz-Bushnell men are enraged at the result of the fight. They regard it as made by Nash against the old Commissioners because they were appointed by Governor Bushnell, and take it as an insulting reflection on their chief.

Governor Nash is unfeignedly pleased with the result, but when approached by "The Billboard" he refused quietly but firmly to say anything for publication in regard to the matter. Mayor Sam Jones, however, was more outspoken, although he declined to say very much.

"It's dirty politics," he remarked, in a resigned manner. "You can't guess what turn factional politics will take next. Between Nash, Hanna and the Legislature, the centennial is about ruined."

Such is the opinion of the real friends of the centennial, and there is condemnation on all sides that politics should have been dragged into the centennial affairs to such an extent that the success of the great historical event is more than jeopardized. The conspiracy of the administration and of a partisan, selfish and narrow-minded legislature against the Ohio Centennial will leave an impression over the entire State that will not soon be forgotten.

Sawyer, on Fairs.

Speaking of fairs, and the street fairs in particular, while awaiting the arrival of committeemen this morning, somebody asked, "For what? What good does it do? Who gains?" etc. This brought Doctor Sawyer to the front. "Humanity has always had fairs," he said. "It began in the Garden of Eden with a fair. They had apples, snakes, beautiful women and raised Cain. Fairs came along regularly with the development of every race and nationality. The Egyptian hieroglyphics show that there were several perennial fairs where the people got together, got acquainted, showed themselves. And what they could grow, make and do. Caesar, Napoleon, Peter the Great, and all those moguls, celebrated their conquests and their greatness with fairs. There have always been fairs. The Pueblo Indians have their settled and their extraordinary fiestas (fairs). And the Centennial, the Columbian and the great coming French Exposition are the outgrowth of the definite desire of all people to show, to see a show, and to be shown. It is an inborn instinct, as true as the passion of love or the desire for revenge."

"Simple Simon met a pismán, going to the fair. Of course he did. Now, everybody is Simon, and as simple and as purely human Simon had to go to the fair. If there had not been a fair, there would have been no pismán, there would have been no fair, and if the whole world had not been Simon's (sim) ples there would have been neither pismán nor fair. So there you are. If you sit still and vegetate in a little vegetable pot all the days of your life, you will be and become only a little, undressed, dwarfed excuse for a potato or a turnip. If you reach out into the sunlight of the world's gaze, enjoy its beams, take in its renewing moisture of appreciation, submit yourself to pruning, criticism and friendly comparison, you may become a navel orange. And so I say a fair is all right, and am thoroughly in for it." Riverside (Cal.) Press.

The Warren County Fair.

At the annual meeting of the Warren County, O., Fair Association, lately held, H. Itone was elected President, J. M. Hayner, Vice President, F. M. Cunningham, Treasurer, George W. Carey, Secretary. The date

of the next fair was set for Sept. 18 to 21, at Lebanon, O. The association has one of the best half-mile regulation tracks in Southern Ohio, and all horsemen will receive a cordial welcome and good treatment.

Mr. Carey's re-election to the Secretaryship of the fair certainly goes far to insure another fine showing this season. He is Secretary also of the Ohio State Association of Presidents and Secretaries, and is one of the best-known and most experienced fair Secretaries in Ohio. He is perhaps best identified as Secretary of the Warren County Fair Association, which position he has held since 1885, a record of which to be proud. He has, however, also served in various capacities with other fairs at the same time as with his own, such as with the Dayton Fair, the Ohio State Fair, the Carthage Fair and the Mid-Continental Fair at Oakley, and his advice and experience is always sought after.

Congresses at Paris.

Many congresses are to be held this year at Paris in connection with the exposition. Among them are:

- Congress of Stock Companies, June 8 to 12.
- Mines and Metallurgy, June 18 to 23.
- Accidents to Workmen and Insurance, June 25 to 30.
- Aeronautics, June 25 to 30.
- Commercial Travelers and Representatives, July 8 to 11.
- Automobiles, July 8 to 11.
- Strength of Materials, Methods of Testing, July 9 to 11.
- Steam Apparatus, Surveillance and Security, July 16 to 18.
- Applied Mechanics, July 19 to 25.
- Commerce and Industry, July 23 to 28.
- Photography, July 23 to 28.
- Proprietary Rights, Trademarks, etc., July 23 to 28.
- Applied Chemistry, July 23 to 31.
- Electricity as Applied to Medicine, Radiography, etc., July 27 to Aug. 1.
- Navigation, July 28 to Aug. 3.
- Architects, July 30 to Aug. 4.
- Custom House Regulations, July 30 to Aug. 4.
- Chemistry, Aug. 6 to 11.
- Technical, Commercial and Industrial Education, Aug. 6 to 11.
- Mathematics, Aug. 6 to 11.
- Physics, Aug. 6 to 11.
- Bibliography, Aug. 16 to 18.
- Electricity, Aug. 18 to 25.
- Gas, Sept. 3 to 5.
- Railroads, Sept. 20 to 26.

Southern Inter-State Fair.

Plans for additional features to the big Southern Inter-State Fair, to be held at Atlanta, Ga., Oct. 10 to 27, are still being perfected.

It has now been decided that racing and a poultry show will be added to the attractions, and though the racing dates have not yet been fixed, they will be held for one week during the period of the fair. The dates of the poultry show will probably be October 12 to 19, though this also is not yet definitely settled. A large horse show, modeled somewhat after that held in New York and other large places annually, is planned for the last week of the fair. In a word, the management is sparing neither pains nor expense to make the fair one of the biggest and finest ever held.

The New Orleans Fair.

The Second Annual Louisiana Industrial Exposition, which opened on April 11, and will continue to May 6, at New Orleans, is proving, and will prove, to be one of the best expositions given in the South. Large crowds have been in attendance, many people coming in a body from neighboring places to visit the fair. On April 29, Military Day, an excursion of over 1,000 people came from Bayou Sara to witness the exercises, and that is only one instance.

Following is a list of some of the leading features of the fair:

The great Trades Display and the Trades Parade, Military Day, with its cavalry and artillery drills and exercises; the Horse Show, under the charge of J. R. Gentry, which has many fine entries and is proving one of the best shows seen in the South; the Dog, Live Stock and Poultry Shows; the Midway, which is very large and complete and very popular; Children's Day; Orphans' Day; "Society in the Saddle," and the Flower Parade. These are a few of the many attractions at the fair.

The Topeka Street Fair.

Preparations for the Topeka Street Fair and Carnival, to be held May 28 to June 2, are progressing favorably. A large amount of work has been done by the Executive Committee in charge, and everything is propitious for a great fair. The citizens and business men of Topeka are doing all they can to aid in forwarding the cause, and Dr. C. D. Gray, of the International Exhibition Company, has been working hard to make the fair a success. President Holman, of the Commercial Club, some time since appointed the committees, which are now co-operating with the Executive Committee in the arrangements for the fair. The chairmen are: Promotion and Publication—Chas. P. Adams. Exhibits and Booths—Otto Kuehne. Construction and Decoration—M. Heery. Music—J. B. Marshall. Press and Reception—Dell Keizer. Entertainment and Midway—J. S. Coe. Electrical Parade—Albert M. Patten. Transportation—W. A. L. Thompson. Finance—R. S. Brigham. Auditing—William Green.

Sportsmen's Shows.

It is only five or six years since the first "Sportsmen's Show" was held in New York. There was a small collection of live game, and a large one of dead game; but firearms, fishing tackle, new and powerful powders and the latest thing in bullets were the most noticeable features.

The most recent exhibition of this sort disclosed a radical change. It contained a small display of firearms and a large collection of living animals. There were moose, elk, deer, bear, wild boar, Rocky Mountain goats, coons, beaver, muskrats, mink, squirrels, rabbits, birds of many sorts and all the principal game fish.

Thousands of visitors came to see these interesting children of the woods and waters, and the majority of them undoubtedly went away with more desire to know and less desire to kill. The number of those who lingered before the pictures of wild animals was also a significant and encouraging sign.

Mr. Ernest Seton-Thompson, whom every wild animal in America regards as his personal friend, lately told of a Western guide who has laid aside the rifle for the camera. His pleasure in this more difficult kind of hunting is as keen as was his former satisfaction in shooting; nor does he feel himself any the less a man because his trail is no longer marked by bleaching bones and the scent of carrion.—Youth's Companion.

The greater the exposition the more potent its influence upon the future. World's Fairs are indeed peaceful competitions. As such the results of the Paris Exposition of 1900 awaited with interest and impatience. But on the other hand, peace permeates the entire fabric of an exposition, and throughout its formative period we acknowledge with the utmost satisfaction that the Paris Exposition with millions of dollars staked upon its success, has appeared constantly amid dark and troubled scenes as a blessed peace factor in the recent history of France.—North American Review.

Send Them In.

Managers who are sending out catalogues and booklets descriptive of their parks and fairs, should not forget to mail copies to "The Billboard." A well printed, artistically arranged and prettily illustrated booklet always attracts attention—and the attention of "The Billboard" is worth having. What kind of park or fair are you going to have this season? Let "The Billboard" know!

Bigger and Better.

As announced elsewhere in these columns "The Billboard" is to change to a weekly and become bigger, brighter, better and more essentially the fair paper for the fair man than ever. Issued weekly, with improved and greater facilities for getting all the fair news, park news and all the happenings in the great outdoor amusement world, "The Billboard" will be without a rival in this line, and will no doubt win on its own merits even more recognition than it has heretofore. The paper is now read by practically every fair manager, circus, park and outdoor amusement man in the United States and Canada, but in its new form, with its new service, and its new position as the great outdoor amusement journal, it should be on the desk of every manager, promoter and advertising man, and in the hands of every outdoor amusement follower in the country.

The subscription price will be \$4.00 per year, \$2.00 for six months, and \$1.00 for a three-months' trial subscription, and the paper will be found to be well worth the money. The advertising rates will remain the same, ten cents per agate line each issue, with no discount for time or space. Advertisers in the future will find "The Billboard" an even better medium in its field than it has been heretofore, and that is saying enough.

The full list of fairs will be printed on the second week of every month; but additions and corrections will be published weekly and inserted in the full list when it is printed. The list of parks, pleasure resorts, etc., will be handled in the same manner, except that the full list will be printed on the fourth week.



A Familiar Street Fair Scene.

THE BILLBOARD.

Sec. 3. Certificates of guarantee will be issued to advertisers and agents at the rate of \$2 per month, \$5 per quarter or \$15 per annum, and such certificates shall be a guarantee to person or firm to whom issued or all members in good standing.

Sec. 4. Advertisers or agents unprovided with certificates can not recover from the association. They enjoy the personal guarantee of the individual member only.

Any advertiser holding a certificate of guarantee from the Alliance, upon proving breach of contract on the part of the guaranteed members of this association, shall be reimbursed out of the funds of the association. Any money he has paid for the postage shall be returned, together with an additional sum sufficient to cover cost of the paper unrecouped. The President shall then immediately declare the offending member's bond or deposit forfeited, and shall bring charges against him of unmercantile conduct.

NUMBER VI.

The following scale of fees and charges are herewith adopted for the guidance of the secretary, viz:
 Membership cards, each.....\$ 1.00
 Certificates (framing each)..... 1.00
 Posters, each..... 5.00
 Agents' certificates..... 1.00
 Fee for enrolling and agents..... 5.00
 Certificates of guarantee one month..... 2.00
 Certificate of guarantee one quarter..... 5.00
 Certificate of guarantee one year..... 15.00

NUMBER VII.

The following schedule of primitive fines and penalties is hereby adopted, viz:
 No. 1—Failure on the part of the members to report customers, who are in default or delinquent, shall be punished by a fine of not more than \$5 and not less than \$1, at the discretion of the Board of Judicature.
 No. 2—Failure to resist and report unreasonable claims and demands for allowance shall be punishable by a fine of not more than \$5 and not less than \$1.
 No. 3—Any member encroaching upon the domain of another member shall be fined not more than \$100 nor less than \$25.
 No. 4—Any member who shall hire or engage an employee of another member, without first obtaining said member's consent or sanction, shall be fined not more than \$25 and not less than \$5.
 No. 5—Any member failing to sustain another member inflicted with opposition, a labor strike, fire or other calamity, shall be fined not over \$20 and not less than \$5.
 No. 6—Any member failing to be represented at a regular meeting of the association shall be fined \$1.
 No. 7—Any member failing to abide by the voice of the majority, or to obey the officers authority, or who persistently and repeatedly violates the rules of order, shall be fined cents for each offense.
 No. 8—Any member guilty of unfraternal conduct shall be fined not less than \$2 and not more than \$50, or expelled.

No. 9—Any member failing to mail lists to advertisers within the prescribed limit of forty-eight hours shall be deemed guilty of unmercantile conduct.
 All members shall stand suspended until fines are paid.

NUMBER VIII.

Members may be absolved from the strict adherence to the price schedule as set forth in No. 3 of the By-laws, and the provision regulating commissions set forth in No. 4, by special dispensation granted by the secretary, but only in case that said member is inflicted with opposition.

NUMBER IX.

Any member being unable to collect an account against an advertiser or agent is entitled to call upon the Executive Committee for aid. Collections will be made for members by the Executive Committee for absolute cost.

NUMBER X.

But one member shall be accepted from any one city, town or village. In other words, the Alliance is a close association, whose franchises are exclusive.

NUMBER XI.

New by-laws may be added to the list by a simple majority vote, provided said laws do not conflict with existing laws.
 It shall require a three-fourths vote to amend or annul any existing by-laws.

Exchanges.

"Advertising by sample is invaluable," said Mrs. S. T. Rorer, at the close of the recent Philadelphia food show. "If, however, exhibitors would follow up this sampling through co-operation with the retail dealers the results would be more satisfactory. Last year there was an orange peeling knife exhibited—the best I had ever seen. After the show had closed I tried to buy that knife at twelve different Philadelphia stores and failed to find it at any one of them. Since then I have had over twenty orders for one, all of which remain unfilled. As a food show is designed as an advertising medium, and people visit them to see goods with a view of purchasing, why should not the manufacturer present opportunities for their purchase?"
 "The graph for samples," continued Mrs. Rorer, "is not so much that women want so much for nothing. It is due rather to the fact that they are put up in attractive packages. You know that you can't buy the little bottles and barrels and bags anywhere at a store. At the '76 exposition I stood in line three hours to get a small brick. I have it yet, advertisement side up. At the food show last year a small preserve bottle set the people wild, while 5,000 small barrels were given away last night.

"A good show is in a large sense an educator. It brings the housewife into closer contact with the best of everything.—Printers' Ink.

Among the exhibits of the United States at the Paris Exposition will be one that, after much heated discussion, was emphatically rejected by our own Exposition at Chicago. The exhibit we refer to is a compound of superstition and bigotry, now happily almost extinct in our own country. At the request of the American Sabbath Union, President McKinley has ordered that the United States buildings at Paris be closed on Sunday. Of course if the Exposition were to be held here public opinion would deter him from giving any such order. It would have to be open on that day as on other days, for the benefit of those who have but the seventh day for rest and recreation. But the President has doubtless reasoned that Paris is too far away for this public opinion to be stirred over the matter; and that so, while he will lose nothing, he may save himself a few votes of the Sabbatarian fanatics. Thus we shall be advertised to the world as still holding a silly and outworn belief which in fact we do not hold and do not practice. But a Presidential election impends, and every vote counts.—Puck.

The New England small boy generally shows business capabilities at a tender age, if he is ever going to have them. I have heard of a certain small Boston boy, who got into the habit of teasing his mother for pennies, until at last she said to him:
 "Now, Willie, I don't like to give you pennies; if you want money, you should go to work and earn it."

The boy remained thoughtful for some time. Then, within a few days, the mother perceived that Willie had plenty of pennies. She wondered a bit where he got them, but did not question him. But one summer day she noticed that some sort of a hullabaloo was going on in the backyard. Looking out, she saw Willie surrounded by a mob of boys, who were yelling with delight. She went down into the yard to see what was going on, and, as she passed out, she saw, stuck up on the back wall of the house, this poster, quite "neatly" printed out with a pencil:

WILLIE JONES WILL EAT

1 small green worm, for..... 1 cent
 1 large green worm, for..... 2 cents
 1 small fuzzy worm, for..... 3 cents
 1 large fuzzy worm, for..... 5 cents
 1 small green toad, for..... 25 cents

Willie was apparently doing a thriving business. His mother interrupted it—at any rate in her own backyard. I don't suppose that she had any assurance that he wasn't still carrying it on somewhere else.—Boston Transcript.

If magazine advertising increases at the present ratio the next few years it is evident that publishers will have to adopt some method of inducing readers to examine the ad pages. The modern monthly has evolved into a veritable sandwich, the middle portion of reading matter standing for the meat, and as the other two-thirds is of but secondary import to the reader it stands to reason that only a certain percentage of buyers look through the ads.—Ad Sense.

Advertising is the key that opens the otherwise tightly barred door leading to success. There is no mistaking this fact, as thousands of successful advertisers will testify.
 There are not a few men who attribute their success entirely to the liberal use of printers' ink. By the word "liberal" is not meant a waste of money, but a carefully planned and earnestly carried out line of advertising.
 You can not rub a lamp and expect the advertising genie to appear on the spot, and many an advertiser has learned this lesson through bitter experience; it takes time, money and brains to successfully conduct any business, be it small or large, and it is a woeful mistake to think otherwise.
 Seek and ye shall find, was the command of old, and it is just as true to-day as it was when it was uttered. The old saying was, Fortune smiles but once on every man, but that this is not borne out by fact is evidenced by the experience of some of the best advertisers of to-day, who, a few years ago, were failures.
 The key of success is within reach of everyone, but it must be sought, and by earnest, persistent endeavor.—The Advisor.

OFFICIAL CALL!

The Ninth Annual Meeting of the....

OHIO
 BILL POSTERS'
 ASS'N

will be held at Xenia, O., MAY 8th and 9th. Every member is requested to be present, also any other Bill Poster in the country, as matters of great importance will come before this meeting.

Yours truly,
 P. B. OLIVER, Pres't.
 W. G. TIRRILL, Sec'y.

4th of July

PRINTING!

EVERYTHING NECESSARY TO BILL A CELEBRATION.

ten New One-Sheets. Everyone a Crackerjack. Printed in from 2 to 5 Colors.
 Prices, including printing of advertising matter
 \$2.50 50..... \$3.50 100..... \$5.50 200..... \$8.50 300..... \$11.00 500..... \$16.00 1,000..... \$26.00
 Three-Sheets, in Red and Blue.
 50..... \$5.00 100..... \$7.00

Stands, Red and Blue Letters, Stars and Stripes Border. Any Size. 3 Cents per Sheet.
 Pictorial Dodgers and Hand-Bills. Samples on Application.
 Posters for Street and County Fairs. Send for Special Catalogue.

HENNEGAN & CO.,

POSTER PRINTERS,

3th St., near Main,

CINCINNATI, OHIO.

No matter what you may want, an ad in The Billboard will procure it.

NEBRASKA.

ALBION, NEB.—Boone County Agricultural Association, Sept. 19 to 21, 1900. H. C. Klesher, St. Edward, Neb., pres.; J. O'Neill, Albion, Neb., vice pres.; J. B. Green, Albion, Neb., treas.; H. C. Brooks, Albion, Neb., secy.

NEWARK VALLEY, N. Y.—Northern Tioga Agricultural Society, Aug. 28 to 30. Chas. H. Barnes, pres.; G. E. Purple, secy.; E. P. Belden, Richford, N. Y., treas.

CLARKSVILLE, O.—Pioneer Association, Second week in August. Warren Bradford, pres.; Mrs. Vera A. Kimbrough, secy.; W. J. Reeder, treas.

MARYSVILLE, O.—Union County Agricultural Society, Oct. 2 to 5, 1900. John C. Kintner, Milford Centre, O., pres.; John K. Dodge, New California, O., vice pres.; C. S. Chapman, Marysville, O., treas.; M. M. Titsworth, Marysville, O., secy.

NEW HAMPSHIRE.

NASHUA, N. H.—Nashua Fair Association, Sept. 3 to 6, 1900. J. E. Tolles, pres.; M. H. O'Grady, treas.; T. A. Crowley, secy.

TRUMANSBURG, N. Y.—Union Agricultural Society, Sept. 4 to 7, 1900. J. T. Howe, Trumansburg, N. Y., pres.; J. G. Conde, Trumansburg, N. Y., vice pres.; H. A. Moser, Trumansburg, N. Y., treas.; Myron Boardman, Trumansburg, N. Y., secy.; S. L. Stone, Trumansburg, N. Y., mgr.

HAMILTON, O.—Fiftieth Annual, Golden Jubilee of the Butler County Fair, Oct. 1 to 5, 1900. W. A. Shafer, secy.

OTAWA, ONTARIO, September 14th to 22d, 1900. ATTRACTIONS WANTED..... Must be A-1 (Comedy preferred). Correspond with the undersigned. Free space to Exhibitors in all manufacturing lines. E. McMAHON, Sec'y, 26 Spark Street, Ottawa, Ontario.

NEW YORK.

ALBANY, N. Y.—Albany County Agricultural Society and Exposition, Sept. 10 to 13, 1900. Robt. J. McCanley, Albany, N. Y., pres.; Joseph Snyder, Altamont, N. Y., vice pres.; V. P. Donno, Altamont, N. Y., treas.; Edward Becker, Altamont, N. Y., secy.

WATERLOO, N. Y.—Jefferson County Agricultural Society, Sept. 4 to 7, 1900. Walter Zimmerman, Brownville, pres.; Chas. E. Haddock, Watertown, treas.; W. R. Skeels, Watertown, secy.

WEST PHOENIX, N. Y.—Phoenix Union Agricultural Society, Sept. 11 to 14, 1900. John O'Brien, Phoenix, N. Y., pres.; N. A. Hughes, Phoenix, N. Y., treas.; Jas. A. Peadergast, Phoenix, N. Y., secy.

FLASH SONG SHEETS \$1 per 1,000; Song Book \$1 per 100; Parisian Packages marked price \$1 hot sellers, \$1 per 100; samples, 5 pink stamps special covers on song books, \$12 M extra CARTER BOOK & NEWS CO., 31 S Broadway St. Louis, Mo.

NORTH CAROLINA.

CHARLOTTE, N. C.—Elks' Carnival and International Firemen's Tournament, May 20 to 25. F. W. Gaskid, mgr.

WALTON, N. Y.—Delaware Valley Agricultural Society, Sept. 4 to 7, 1900. Wesley Ellis, Walton, N. Y., pres.; W. A. Shepard, treas.; W. L. Gladstone, secy.

WESTPORT, N. Y.—Essex County Agricultural Society, Sept. 4 to 7, 1900. W. A. Tucker, Bonnet, N. Y., pres.; A. J. Daniels, treas.; C. E. Stevens, secy.

“Remember THE ROCK” Is my territory. Moulton guarantees against all losses. R. WINTHROP, HOLMES, Plymouth, Mass

OHIO.

ADA, O.—The Ada Tri-County Fair Co. Aug. 28 to 31, 1900. Henry Young, Ada, O., pres.; M. C. Palmer, Ada, O., vice pres.; S. W. Nixon, Ada, O., treas.; Agnew Welsh, Ada, O., secy.

WELLSVILLE, N. Y.—Wellesville Fair, Aug. 20 to 24, 1900.

WINSLOW, N. C.—Piedmont Park County, Horse Show and Fair, Oct. 20 to Nov. 3. J. L. Patterson, pres.; G. E. Webb, secy. and mgr.; Thos. Moslin, treas.

FLASH SONG SHEETS \$1 per 1,000; Song Book \$1 per 100; Parisian Packages marked price \$1 hot sellers, \$1 per 100; samples, 5 pink stamps special covers on song books, \$12 M extra CARTER BOOK & NEWS CO., 31 S Broadway St. Louis, Mo.

THE SYNDICATE FIREWORKS CO.,

MANUFACTURERS OF FIRST-CLASS FIREWORKS, Lake, Evening and Day Light Fireworks.

WELLSVILLE, N. Y.—Wellesville Fair, Aug. 20 to 24, 1900.

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The Whirling Zolas New Gymnastic Novelty

This is the act that made such a sensation at the Sedalia, Mo., Street Fair last September. Reference: E. W. STEAVENS, Pres't of above Fair. Address: 349 Grand Ave., NEW HAVEN, CONN.

WELLSVILLE, N. Y.—Wellesville Fair, Aug. 20 to 24, 1900.

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“The Billboard” is the best medium between Park Managers and Attractions.

NEWAUK, O.—Licking County Agricultural Society. Oct. 2 to 5, 1900. F. B. Dudgeon, Wilken Run, pres.; A. J. Crilly, treas.; J. M. Farmer, secy.

WEST PITTSBURGH, PA.—Luzerne Fair Association. Aug. 28 to 31, 1900. A. O. Farnham, Pittston, Pa., pres.; W. T. McCabe, Pittston, Pa., treas.; Jno. A. Wood, Old Forge, Pa., secy.

LANCASTER, WIS.—Fair. Sept. 12 to 14. G. B. Wheeler.

CITY OF CHATHAM, KENT, ONT.—Peninsular Fair. West Kent Agricultural Society. Oct. 9 to 11. Jas. Chinulick, pres.; R. G. Fleming, treas.; Henry Robinson, secy.

SOUTH CAROLINA.

TENNESSEE.

TEXAS.

VERMONT.

VIRGINIA.

WEST VIRGINIA.

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CANADA.

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MAGNETIC TACK HAMMERS For Sign Tackers.... Saves Climbing Saves Work The latest jointed, always-magnetic, never-wears-out-mechanical device for holding cards and tin signs. Prices: 36 in. handles, 2 sections, - \$1.00 42 in. handles, 3 sections, - \$2.50 Cash must accompany order Donaldson Litho. Co., Newport, Ky., Sole Agts

STOCK POSTERS And all kinds of Printing for advertising STREET FAIRS, CARNIVALS, Races, Fairs, Athletic Events, 4th of July Celebrations, Horse Shows, Dog Shows, Etc. First class Printing of all kinds. Send for samples and catalogue of Posters and Stock Designs. Correspondence Solicited. Great Western Printing Co., ST. LOUIS, MO.

Expositions.

BUFFALO, N. Y.—Pan American Exposition. May 1 to Nov. 1, 1901. John G. Milburn, pres.; Edwin Fleming, secy.
KANSAS CITY, MO.—Home Products Exposition. June 1 to 7. C. S. Winsborough, secy.
LONDON, ENG. EARL'S COURT.—Women's International Exposition. 1900. Imre Kiralfy, manager.
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.
OKLAHOMA CITY, OKLA.—National Congress of Rough Riders, Festival and Carnival. First week in June.
PARIS, FRANCE.—Opens May 1.

Dog Shows.

ATLANTA, GA.—Atlanta Kennel Club's Annual Bench Show. May 9 to 12. H. A. Douglas, chairman. S. E. Taylor, secy., Box 700.
BALTIMORE, MD.—Maryland Sportsmen's Exposition Association. Electric Park. May 14 to 19. H. M. Gilbert, secy.
CLEVELAND, OH.—Cleveland Kennel Club. C. M. Munhall, secy.
PHILADELPHIA, PA.—Philadelphia Dog Show Association. Nov. 21 to 24. M. A. Vite, secy.
SAN FRANCISCO, CAL.—San Francisco Kennel Club. May 2 to 5. J. P. Norman, secy.

Poultry Shows.

BALTIMORE, MD.—Maryland Sportsmen's Exposition Association. May 21 to 26. Electric Park. H. M. Gilbert, secy.
JEFFERSON, IA.—Poultry Show. Sept. 13 to 15, 1900. D. H. Grimal, pres.; P. O. Brown, secy.

Additional Shows.

CHICAGO, ILL.—International Live Stock Exhibition. Dec. 1 to 8, 1900. R. Z. Herrick, Chicago, secy.
KANSAS CITY, MO.—Hereford-Shorthorn Show and Sale. Oct. 16 to 26.
NEW YORK, N. Y.—Automobile Show. Nov. 14 to 24, 1900. Marcus Nathan, Grand Central Palace, New York.

Additional Fairs.

ALBERT LEA, MINN.—Albert Lea Street Fair Association. Sept. 26 to 28. T. V. Knatvold, pres.; C. A. Ransom, secy.; F. W. Barlow, treas.
FAIRBURY, ILL.—Fairbury Union Agricultural Board. Sept. 3 to 7. R. E. Straight, pres.; A. D. Westerwelt, secy.; L. B. Downing, treas.
GERMANTOWN, KY.—Germantown Fair Co. Aug. 29 to Sept. 1. S. W. Bradford, Brookville, Ky., pres.; J. R. Walton, secy.; J. E. Mollon, treas.
GREENFIELD, IND.—Hancock County Agricultural Association. Aug. 14 to 17. Wm. A. Justice, Eden, Ind., pres.; Charles Downing, secy.; W. C. Barnard, treas.
LUXORA, ARK.—Luxora Carnival and Free Street Fair. June 28 to 30. Will A. Smith, Lock Box No. 5.
MARION, ILL.—Williamson County Agricultural Association. Sept. 18 to 21. Joab Goodall, pres.; W. H. Bundy, secy.; C. M. Kern, treas.
NASSAU, N. Y.—Rensselaer County Agricultural and Liberal Arts Society. Sept. 11 to 14. W. D. Barnes, Bramard, N. Y., pres.; Dehner Lynd, secy.; C. E. Husted, treas.
NAZARETH, PA.—Northampton County Agricultural Society. Oct. 2 to 5. F. F. Gernert, pres.; J. J. Maus, secy.; J. R. Rembender, treas.
NEW MARTINSVILLE, W. VA.—Wetzel County Fair Association. Aug. 21 to 24. Justus Eakin, pres.; R. E. McEldouney, secy.; S. J. Williams, treas.
NO. WICH, CONN.—New London County Agricultural Society. Sept. 3 to 5. J. A. Bill, pres.; T. W. Yemington, secy.; C. W. Hill.
PAISLEY, ONT.—Centre Bruce Exhibition. Sept. 25 and 26. Geo. Chambers, pres.; F. E. Sheppard, secy.
PETERBOROUGH, ONT.—Peterborough Central Exhibition. Sept. 18 to 20. F. H. Dohlin, pres.; W. J. Green, secy. and treas.
RUSHVILLE, IND.—The Rush County Fair Association. Aug. 28 to 31. R. N. Hinckman, pres.; W. L. King, secy.; A. B. Hinckman, treas.
SHERBROOKE, QUEBEC.—Canada's Great Eastern Exhibition. Sept. 2 to 8. Hon. J. McIntosh, pres.; W. M. Tomlinson, treas. and secy.
UPPER SANDUSKY, O.—Wyandot County Agricultural Society. Oct. 2 to 5. C. D. Hare, pres.; Oscar Billhardt, secy.; W. J. Lowry, treas.
WASHINGTON, PA.—Western Pennsylvania Agricultural Association. Sept. 25 to 28. J. M. Thomas, pres.; J. S. Forsythe, secy.; J. S. Eagleson, treas.
WATTSBURG, PA.—Wattsburg Agricultural Society. Sept. 4 to 6. W. H. Cornell, pres.; E. Gross, treas.; A. L. Phelps, secy.

MIDLAND ADVERTISING CO., JOS. REID, Mgr. LICENSED DISTRIBUTORS Members I. A. of D. 14 E. Missouri Ave., KANSAS CITY, Mo. P. O. Box 232.

DILLON & FOGEL, CROSS • ROADS • DISTRIBUTORS. Posts Bills, Tacks Signs, Distributes Samples, Circulars, etc. and Paint Signs in 100 towns 6 counties, traveling over 1,400 miles of road, 50,000 circulars necessary for this part. SEND FOR CIRCULAR AND PRICE. DILLON & FOGEL, NORMAL, ILL., and FAIRBURG, ILL.

THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best). Prices to suit all. Our catalogue tells all about them. It is sent free on application. THERE IS MONEY IN THE PASTE TRADE! and the BILLPOSTER should supply the entire demand in his town. OUR MACHINE MAKES PASTE, THE BEST PASTE AND MAKES IT CHEAP. With one of our Machines, you can defy competition, and make a good profit. If you will drop us a card, we will tell you all about it. J. H. DAY & CO. 1144 R. Harrison Ave. Cincinnati, O.

THE LEADING SHOW PRINTERS (LITHOGRAPHIC OR BLOCK) IN THE UNITED STATES USE THE AULT & WIBORG CO'S POSTER INKS ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI, NEW YORK, CHICAGO, ST. LOUIS.

DISTRIBUTING DEPARTMENT OF Northwest Bill Posting Co., H. F. TODD, MANAGER. PORTLAND, OREGON. This department is distinctly apart from our posting plant and all communications must be addressed to Distributing Department of Northwest Bill Posting Co., 346 Morrison Street, Portland, Oregon

MORRIS DISTRIBUTING AGENCY, THE ONLY RELIABLE AND GUARANTEED DISTRIBUTORS AND SIGN TACKERS IN DES MOINES, IOWA. Member I. A. of D.

LEON W. WASHBURN'S GREAT SOUTHERN MINSTREL CO. Has the greatest variety, and more special printing and stand work than any other minstrel organization. We are the originators and promoters of every novelty known in advertising, and have the most artistic and novel designs to announce our arrival in all the principal cities throughout the land. P. S. Billposters, Take Notice.

POSTING BILLS BILLPOSTER CUTS. Every billposter wants a set of these MINIATURE CUTS to put on stationery and all kinds of printed matter. They make most attractive embellishments for booklets, circulars and announcements. It would cost about \$6.00 to have them designed and engraved, but for only 75 cents we will mail, prepaid, all six cuts, electrots, ready to print from, and credit you with a year's subscription to THE ADVERTISING WORLD. We do this to introduce our splendid journal to all the up-to-date billposters of America. Send to-day and be the first in your town to use them. Address, Advertising World, Columbus, Ohio.

BADGES

Our line is the handsomest and most complete in the world. We make Convention Badges and Buttons from the cheapest to the most expensive varieties. We will furnish one or one million according to the needs of our customers. Our badges are world famous for their originality, brilliancy of color, and excellent workmanship and material. Our prices are the lowest. Write for them. K. OF P. CONVENTION MANHATTAN KANSAS DEC. 1-2 1897. HALF SIZE. FRUIT FESTIVAL 1896 CANON CITY, COLO. FOR MAYOR JULIUS FLEISCHMANN. LABEL BUTTONS. We are famous for our label buttons for campaign advertising and like purposes. Write for prices estimates, etc. etc.

THE PETTIBONE BROS. MFG. CO., Badge Manufacturers. CINCINNATI, OHIO, U. S. A.

BALLOONS BALLOONS Gas, Hochet or Whistling. WE HAVE ALL FRESH STOCK. THESE GAS BALLOONS are made of the best French rubber in three colors, red, blue and green, and imitate full size, warranted best quality 4 piece rubber. No. Per Gross 45 Assorted colors \$ 1 75 65 Assorted colors 4 00 1. White Rattan Switches 40 60. Fancy covered whips 1 50 WHISTLING BALLOONS. Gross in Box. No. Per Gross 45 Assorted colors \$ 2 00 55 Assorted colors 2 25 65 Assorted colors 2 75 88 McGinty 3 25 100 serpents 3 25 We also carry full lines of Walking Canes, Cheap Jewelry, Pocket Knives, Pickout Prizes, etc. and make up selected lots for \$5, \$10, \$20 and up. Catalogue mailed on application. COE, YONGE & CO., 6th and St. Charles St., ST. LOUIS, MO.

WRITE FOR PRICES TO THE M. C. LILLEY & CO. BADGE DEPT. COLUMBUS, O. FOR ARTISTIC AND ATTRACTIVE STYLES OF BADGES.

DEALERS! MAIL ORDER SPECIALTY PATENTS GUARANTEED. (Can be returned if we fail. Any one sending sketch and description of any invention will promptly receive our opinion free concerning the patentability of same. How to obtain a Patent sent upon request. Patents secured through us advertised for sale at our expense. Patents taken out through us receive special notice, without charge, in THE PATENT RECORD, an illustrated and widely circulated journal, consulted by Manufacturers and Inventors. Send for sample copy FREE. Address, VICTOR J. EVANS & CO. (Patent Attorneys,) Evans Building, WASHINGTON, D. C.

To be sure that your ad gets in, have your copy reach us by Saturday noon.

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This list is open to all members in good standing. Names inserted every issue for \$4.00 per year, 3 times a month for \$3.00 per year, every other week \$2.00 per year, once a month \$1.00 per year.

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Goshen—Chas. Krutz, 210 S. 7th st.
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Huntington—Benjamin Miles, S. Everett st.
Indianapolis—Geo. W. Vansyckle, 114 S. 11th.
Jeffersonville—L. H. Ramsey, Lexington, Ky.
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LaPorte—W. C. Miller, 620 Main st.
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Lebanon—James S. Selver, W. North st.
Logansport—Chas. Schelger, 215 6th st.
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Peru—Chas. W. Stutesman, P. O. Box 114
Rockport—Robt. M. Smith, 700 Elm st
South Bend—J. N. Schwartz, Box 399
Shelbyville—T. F. Chafee & Son.
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Dubuque—A. Leonard, 850 Locust st.
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Newton—L. L. Dickey Adv. Co.
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Wichita—E. L. Marling, mgr., Opera House
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Henderson—Jas. L. Lambert, jr., 216 2d.
Lebanon—R. L. Nesbitt.
Lexington—L. H. Ramsey, 122 E. Main st.
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Newport—G. H. Ouling & Son, 608 York st.
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Bath—Edwin L. Emmons, 23 Lincoln st.
Mechanic Falls—Jordan Adv. Co., 62 Elm st
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Alpena—R. Nolan, 123 White st.
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Manistee—Mrs. J. W. Tennant.
Muskegon—Peter P. Steketee, 38 E. Walton st.
Pontiac—Samuel J. Burgess, 68 Green st.
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- MISSISSIPPI.**
Corinth—W. E. Patton, Box 164.
- MISSOURI.**
Columbia—Jas. M. Shultz, 230 Union st
De Soto—John Lindsey Downer.
Kansas City—Joseph Ridd, 14 E. Missouri Av
Stanbery—J. H. Patterson, Box 391
St. Joseph—A. J. Avery, Tootle Theatre.
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