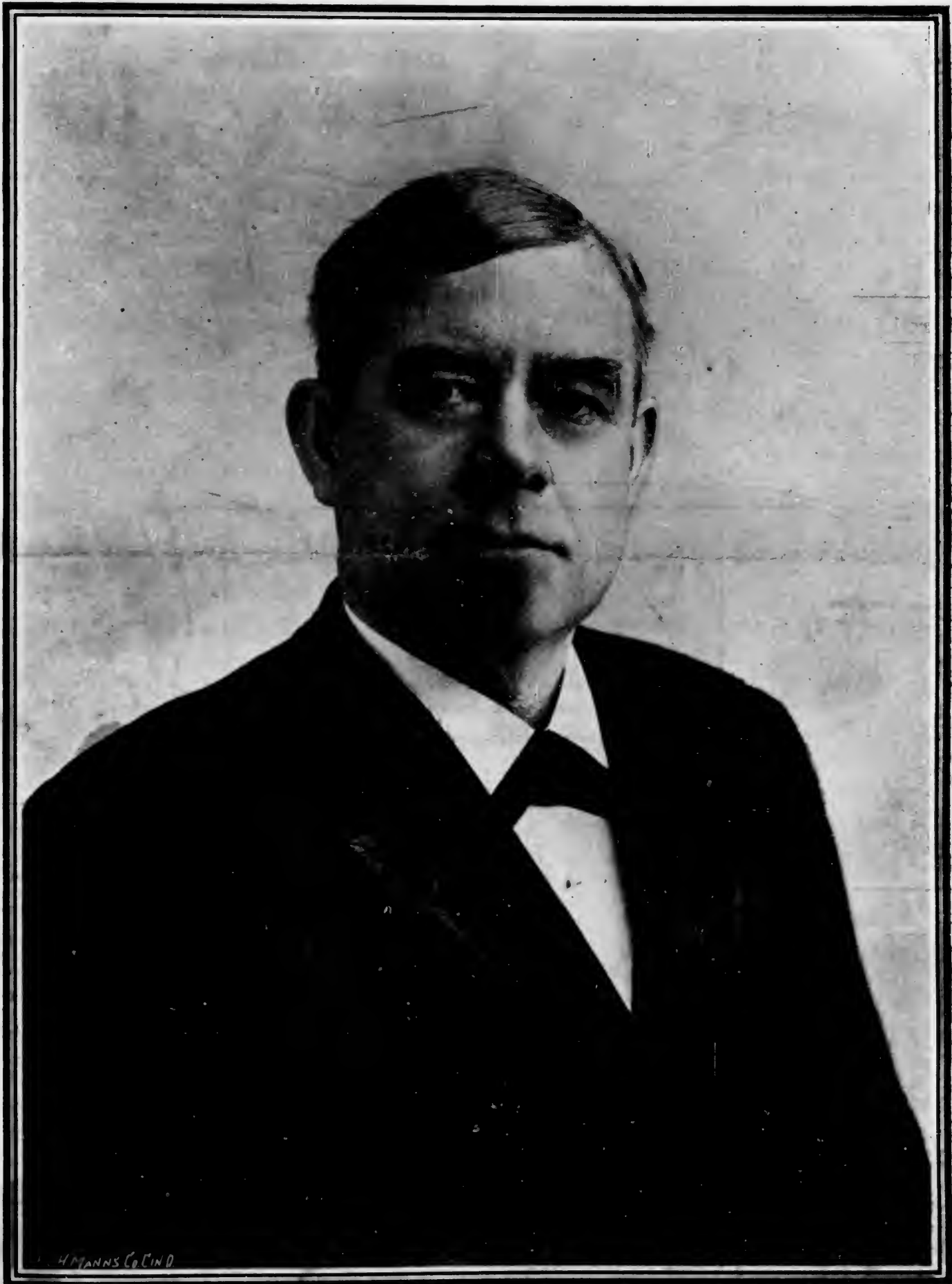


THE BILLBOARD

Vol. XII, No. 35.

CINCINNATI, SATURDAY, DECEMBER 29, 1900.

Price, 10 Cents.
Per Year, \$4.00.



HARRY W. WILLIAMS,

The Well-Known Vaudeville Manager of Pittsburg, Pa.



Directors' Meeting.

There will be a meeting of the board of directors of the Associated Bill Posters of the United States and Canada, Jan. 7, at the Hotel Bartholdi, New York City.

A meeting of the Associated Bill Posters' Protective Company will be held at the offices of the company, No. 11 West Twenty-eighth street, New York, Jan. 8.

Small Local Business.

If we read the experiences of most of the successful men we will learn that they made themselves successful by studying the details of their calling.

Another thing of value to them is learning the different sizes and styles of stock letter stands carried in stock, thus enabling him to draw out an intelligent diagram for a prospective customer, giving him the price, the size of stand and an idea of its general appearance.

A merchant would probably want a circular on his stand reading: "John Johns, the expert tailor, 26 South Main street, invites the public to see his marvelous \$15.00 suits and overcoats; the greatest bargains in the city."

By gradually working one merchant at a time for a little posting each month, bill posters will realize that local business pays.

Wisdom from Bernard.

To the Editor of "The Billboard."

Dear Sir—To explain my silence, (as commented upon in a recent issue of "The Billboard"), will say: I am too busy taking care of the business produced by the noise I made during the time I was so hard to "keep out" of the paper, to devote much time to correspondence for publication.

of organization with better effect than any other portion of the United States. Prior to May, 1899, there was no interest in bill posting in the Southeast, the Associated Bill Posters had but a half-dozen members in the South, and the bill posters who could be relied upon to give an advertiser honest service or a fairly good display could be counted on the face of a clock without repeating.

While in St. Louis recently, he contracted for an immense amount of material which will be used in the reconstruction work. The first stand has been erected at 14th street and 12th avenue, and is a very substantial affair.

Chamberlain's New Partner.

Captain W. H. Amen has just bought a half interest in the bill posting plant of Chamberlain & Knott in Muscatine, Ia., and will devote his entire attention to it this winter.

Attention to Details.

To the Editor of "The Billboard." Dear Sir—Business is still booming in this city. Over 7,000 running feet of space is filled, and mere work on hand. A large



W. D. Husted Advertising Co., Mansfield, Pa.

in that town. They know that the Southeastern has carefully selected its members, that a bond is required as a guarantee of good service from every member, that no bill poster is admitted to membership unless he actually owns or controls enough good bill boards to give a commercial advertiser a fairly good showing, as well as being able to give first-class local recommendations.

Moral: Look out, boys, there is going to be an association plant in every town that is worth having in the Southeast, and the association men will do the business.

New Wrinkle in Billboards.

R. H. Taylor, who, besides being manager of the Wagner Opera House, is at the head of the Moline Bill Posting Company, has decided to rebuild all the boards he controls in that city, which amount to several thousand feet.

in front of the postoffice. He was discussing the probability of free tickets to a show in Brooklyn, when the horse broke into a gallop, snorted, waddled once or twice and fell to the ground.

Daubs.

Joe Flynn, of Lawrence, is the most enterprising bill poster in New England, outside of Boston.

W. W. Moore, the licensed city bill poster at Des Moines, Ia., has a model steel plant. He has nearly all steel boards, and the total number is 127.

The many friends of Sam Robinson will sympathize with him in the loss of a dear friend and valued partner, E. E. Zimmerman, notice of whose death appears in another column.

Amos K. Bass is the bill poster in Caddo, La., the town that has attained a population of 3,000 in three months, and is still growing.

It now develops that Clarence E. Rimes was compelled to sell his plants to the American Posting Service because of an option he gave while he was in the employ of N. W. Ayer & Son.

Frank Fitch is fast making The Billposter Display Advertising a real paper. Job Lattinbell and Edw. A. Stahlbrodt ought to come in for some of the credit too.

A. E. Schaefer, manager of the Hazlet, Pa. Billposting Company, Hazleton, Pa., enjoys the distinction of having the largest line of local commercial patronage of any bill poster in Pennsylvania.

Now that prize-fighting in Chicago is off the program, looking around for other outlets for their energy, "Big Harts," who have won much renown in the ring, says: "Outside of being one of the greatest managers of prize battles in the world, I am a wonder at bill posting, and guess I will stick to that for a while, till the smoke blows off the City Hall."

Mr. A. E. Schaefer of the American Posting Service, Chicago, writes to "The Billboard" as follows: "Your Christmas number of 'The Billboard,' in its artistic and dainty new overcoat, is a dandy, deserving of the hearty welcome it so well merits by the craft generally."

In answer to the question posed in the last issue of "The Billboard," A. V. Adams, A. S. of Keokuk, Ia., writes: "We have 2,000 bill boards, all in good location, making a total of 180,000 sq. ft. Year averaged about thousands as last year, which was slightly in advance of the previous year. Our best customers are commercial firms, with those selling tobacco in the lead."

Weekly List of Bill Posters.

- ARKANSAS: Conway—J. E. Clark, Box 92. ILLINOIS: Pekin—Standard Bill Posting Co. IOWA: Des Moines—W. W. Moore (licensed Dist.) KANSAS: Atchison—City Bill Posting Co. Parsons—George Churchill. MISSISSIPPI: Yazoo City—H. T. Henck. NEBRASKA: Fremont—M. M. Irwin. NEW YORK: New York City—New York Bill Posting Co. OHIO: Middletown—Anthony H. Walburg. Zanesville—Wm. D. Schultz. PENNSYLVANIA: *Johnstown—A. Adair. New Castle—The J. G. Layton Co. B. P. Co. TEXAS: Gannsville—Paul Galbra.

BILLPOSTERS' PASTE BRUSHES. The most desirable & lasting brush made. We also manufacture "DONALDSON'S" "UNEXCELLED" The Best Paste Brush ever prepared for use, and is fully warranted. It is the cheapest and best quality brush ever made.



Complaint from Georgia.

To the Editor of "The Billboard":
 Dear Sir: On last Friday, Dec. 11, Mr. E. R. Barrett, traveling salesman for R. J. Reynolds Tobacco Co., came here and had 75 x 19 inch signs, 45 12 x 18 inch cards, 31 18 x 26 inch signs, and about 200 little books, asked me price for tacking the whole lot. I told him my price, and he said, "No, sir," off me just one-half the amount of my price. So I said I would not do it. He gave the work to the manager of the opera house, who, by the way, has taken out a license since I wrote last. A large number of the cards 12 x 18 inches are tacked to posts 2 x 1 inches on the streets, with only two tacks in them. The cloth signs 18 x 36 inches are placed on his few 1-sheet boards on the sidewalks, with only three and four tacks in each sign. Of course they will be covered up with the billings of the next show, as he only has one stand, 1 x 6, on a side street, 5 1-sheet and 2 1-sheet boards, which is all the showing he can give the companies that play in his house. This shows what cheap work will do for the advertiser. I have only one price for everybody, and if they won't pay my price they can get the cheap man and abide by the results.
 I have distributed for Warner's Safe Cure, Dr. Miles Medical Co., Lydia E. Pinkham, S. R. Fed & Co., and Peruna Drug Co. Have just finished posting and distributing for Newman (161) Street Fair and Carnival. I tacked signs for Traylor, Spencer Co. Tobacco, Arnold Hammer and Cow brands soda and The Waters Cigars. The John Robinson Cigars showed to full tents both reform areas on Nov. 20. W. J. PERRY
 Carrollton, Ga.

Almanac Distribution.

The usual lot of almanac publications are being scattered throughout the country, even more liberally than ever before. Ayer's, McLean's and a host of others, which will be enumerated in our next edition, are giving plenty of work for distributors. Some of the regular distributors complain, however, that many of the almanac publishers are having the work done by inexperienced boys at very cheap prices.

Samplings.

We have to correspond with distributors.

The J. W. Brand Co., Albion, Mich., are doing some distributing in different sections.
 Mr. W. J. Bredt, of New Orleans, La., has moved from 217 Beatur street, to 1011 Perdido street.

Edbert, Peyton & Co., distributors at Centerville, Ia., have decided to go after sign tacking hereafter.

Mr. A. H. Wallburg is now the bill poster and distributor at Middletown, D. C., having bought out Mr. E. H. Barnard some time ago.

Mr. J. W. Dow, manager of the Tri-City Distribution Co., Danvers, Ia., has bought the distributing interests of Mr. D. C. Morris.

Mr. R. J. Jones has bought out his former partner, Mr. P. M. Murphy. He now does both bill posting and distributing in Madison, Ind.

Mr. E. R. Battersbee is now the licensed bill poster and distributor at Little Rock, Ark., he having bought out Messrs. Jentsch & Crane.

When you get a job from an advertiser, send us his name and address for our tip column. You will thereby help other distributors.

Doc Kennedy & Kegan, Detroit, Mich., Bellevue Medical Institute and Boston Medical Institute of Chicago are conducting with local distributors.

A well gotten up booklet, showing pictures of the points of interest in and near the town, is a very effective advertisement for a hotel. White's Savings.

Cream of Cereal Co., Battle Creek, Mich., are distributing large samples of Cream of Cereal a substitute for coffee. Distributors should address the firm.

Mr. Hurd Crossman, of Bethlehem, Pa., writes us that he has quit the distributing business and recommends to all his former partners Mr. James Stroman, 212 Wood street, South Bethlehem, Pa.

Dr. Miles Medical Co., Elkhart, Ind. Dr. Hensko Philadelphia, Pa. Mellier Drug Co., St. Louis, Mo. Van Camp Packing Co., Indianapolis, Ind., are employing local distributors to handle their advertising matter.

You can get your name in our weekly distributor directory for \$1 a year. It will

reach all the large advertisers fifty-two times yearly. Think of it. Compare it with what it would cost you to write them all a letter or to even send them a postal card.

The International Distributors' Association will hold a special meeting in New York, Jan. 10 and 11. Much special business of great importance will be transacted, and a large attendance is expected. A full account of the proceedings and deliberations of the meeting will be published in "The Billboard," issue of Jan. 15.

No other paper in all America publishes as complete or as reliable a list of tips for distributors as does "The Billboard." It is revised weekly, and kept thoroughly up to date. This feature of the paper is alone worth the price of subscription to any distributor who knows how to take advantage of the information put before him.

Distributors' Tips.

The following is a revised and up-to-date list of reliable firms who are constantly sending out samples and circulars for distribution. Every first-class distributor should have his name on their list:

- ARKANSAS.
The Guarantee Medical Co., Hot Springs.
- CALIFORNIA.
California Fig Syrup Co., 392 Church street, San Francisco.
- CONNECTICUT.
Sawyer Medical Co., 138 Middle street, Bridgeport.
Prof. F. C. Fowler, Moodus.
Kickapoo Medical Co., New Haven.
- DISTRICT OF COLUMBIA.
A. O. Bliss & Co., 37 B street, N.W., Washington.
M. A. Winter Co., 614 Eleventh street, Washington.
- GEORGIA.
Swift's Specific Co., Atlanta.
- ILLINOIS.
German-American Med. Co., Kankakee.
Green May Medical Co., Bloomington.
E. E. Bucklin & Co., 285 Michigan avenue, Chicago.
J. P. Dieter Co., 163 West Washington street, Chicago.
M. A. McLaughlin Co., corner Quincy and State streets, Chicago.
A. Bryant & Son, Princeton.
E. G. De Witt & Co., 206 LaSalle avenue, Chicago.
Roy Medical Institute, Chicago.
Providence Medical Institute, Chicago.
Pabst Chemical Co., Chicago.
Hanson's Ready Recovery Co., Chicago.
Boston Medical Institute, Chicago.
- INDIANA.
Sterling Remedy Co., Indiana Mineral Springs.
Dr. Miles' Medical Co., Elkhart.
Indianapolis Brewing Co., Indianapolis.
Anti-Trust Baking Powder Co., Indianapolis.
The Cooking Club Publishing Co., Goshen.
Van Camp Co., Indianapolis.
Dr. N. C. Davis, Indianapolis.
- IOWA.
I. C. Hubinger & Co., Keokuk.
- KANSAS.
The W. W. Gavitt Co., Topeka.
- KENTUCKY.
Wilson Drug Co., Lexington.
- LOUISIANA.
Acme Chemical Co., New Orleans.
- MAINE.
Dr. Thomson Medicine Co., Calais.
Gould & Whipple, Portland.
- MARYLAND.
Emerson Drug Co., 311 W. Fayette street, Baltimore.
A. D. Pison, 1327 W. Baltimore street, Baltimore.
Nelson Remedy Co., 11 E. German street, Baltimore.
Chas. A. Vogeler Co., 300 W. Lombard, Baltimore.
Victor Remedy Co., Frederick.
Winkelman Brown Drug Co., Baltimore.
- MASSACHUSETTS.
Lydia E. Pinkham Medical Co., Lynn.
J. C. Ayer & Co., Lowell.
Chas. J. Hoag & Co., Lowell.
Novelty Plaster Works, Tottenville.
Drs. F. E. & J. A. Greene, Boston.
Potter Drug and Chemical Co., Boston.
C. L. Graves & Son, Boston.
E. C. Cowdry Co., Boston.
- MICHIGAN.
Pope's Medical Co., Charlotte.
Postum Cereal Co., Battle Creek.
Conoley Medical Co., Detroit.
The Sprague Publishing Co., Detroit.
Dr. Goldberg, 291 Woodward avenue, Detroit.
Drs. Kennedy & Kegan, 148 Shelby street, Detroit.
Hayes & Coon, 24 Gratiot avenue, Detroit.
Dr. A. B. Spinney & Co., Elizabeth and Woodward avenue, Detroit.
Williams, Davis, Bronks & Co., 26 Congress street, Detroit.
J. D. Bean & Co., Edwardsburg.

- Stuart Co., Marshall.
La Harpe Pattern Co., Grand Rapids.
I. B. Ford Co., Wyandotte.
- MINNESOTA.
Pillsbury-Washburn Flour Mills Co., Minneapolis.
Kordon Manufacturing Co., Minneapolis.
- MISSOURI.
Miller Drug Co., St. Louis.
Anheuser-Busch Brewing Association, St. Louis.
Liggett & Myers Tobacco Co., St. Louis.
- MONTANA.
Newbro Drug Co., Butte.
- NEBRASKA.
Curative Remedy Co., Lincoln.
- NEW JERSEY.
Geo. G. Green, Woodbury.
- NEW YORK.
J. W. Brant Co., Albion.
Dr. Kilmer & Co., Binghamton.
Garfield Tea Co., 11 Sterling Place, Brooklyn.
W. H. Comstock, Morristown.
Gerhard Mennen Chemical Co., Buffalo.
Hutton Remedy Co., Buffalo.
Dodd's Medical Co., 655 Ellicott Square, Buffalo.
Foster, Milburn & Co., 293 Michigan street, Buffalo.
Dr. R. V. Pierce, 633 Main street, Buffalo.
R. T. Booth Co., Ithaca.
Dr. D. Kennedy Corporation, Kingston.
Genesee Pure Food Co., Leroy.
Allen Olmstead, Leroy.
S. C. Wells & Co., Leroy.
Frank O. Reddish, Leroy.
Bright's Chemical Co., Little Falls.
American Tobacco Co., 111 Fifth avenue, New York City.
B. T. Babbitt, 82 Washington street, New York City.
Colgate & Co., 55 John street, New York City.
F. E. & J. A. Greene, 35 W. Fourteenth street, New York City.
Frederick Boyer, 36 Malden Lane, New York City.
Humphrey's Homeopathic Medicine Co., 113 Williams street, New York City.
Geo. W. Munro, 23 Vanderwater street, New York City.
Fond's Extract Co., 76 Fifth avenue, New York City.
Abbey Effervescent Salt Co., New York.
Dr. Radway & Co., New York City.
Seely & Co., New York City.
A. M. Blinger & Co., New York City.
Tarrant & Co., New York City.
R. & G. Corset Co., New York City.
Health Food Co., New York City.
New York Condensed Milk Co., New York City.
Sam W. Hoke, New York City.
J. L. Prescott & Co., 90 West Broadway, New York City.
Jas. Pyle & Son, 436 Greenwich street, New York City.
Scott & Browne, corner Pearl and Rose streets, New York City.
Seville Packing Co., 77 Hudson street, New York City.
Tarrant & Co., 100 Warren street, New York City.
Dr. Louis Weigert Co., 138 Liberty street, New York City.
The Velvet Silver Soap Co., 31 Nostrand avenue, Brooklyn.
Franklin Manufacturing Co., 101 Burr street, Rochester.
Dr. Williams' Medical Co., Schenectady.
A. N. Wright & Co., Syracuse.
Merrell-Soule Co., Syracuse.
Dr. B. J. Kay, Saratoga Springs.
- OHIO.
R. Pretzinger & Bro., Dayton.
Drs. Hess & Clark, Ashland.
Dr. W. S. Burkhart, 121 E. Seventh street, Cincinnati.
Golden Specific Co., Glenn Building, Cincinnati.
India Spice and Drug Co., Marietta.
Coffee and Spice Co., Columbus.
Peruna Drug Co., Columbus.
Dr. Harter Medical Co., Dayton.
Akron Cereal Co., Akron.
Peruna Drug Manufacturing Co., 241 West Fourth street, Cincinnati.
Bayer Medicine Co., 1706 Adams street, Toledo.
Cheney Medicine Co., 1212 Adams street, Toledo.
- PENNSYLVANIA.
Climax Liniment Co., Titusville.
Miller Soap Works, Lancaster.
Dr. Chase Co., 224 N. Tenth, Philadelphia.
Dobbin Soap Manufacturing Co., 119 South Fourth, Philadelphia.
Dr. David Jayne & Sons, 342 Chestnut street, Philadelphia.
H. H. Munyon's Remedy Co., 1505 Arch street, Philadelphia.
Fels & Co., Philadelphia.
Dr. Rosanko Co., Philadelphia.
Hand Medicine Co., Philadelphia.
Merchants' Association, Williamsport.
F. C. Tomson & Co., 25 Washington avenue, Philadelphia.
J. H. Zeillin & Co., 306 Cherry street, Philadelphia.
Hostetter & Co., 59 Water street, Pittsburg.
- TENNESSEE.
Thatcher Medical Co., Chattanooga.
New Spencer Medical Co., Chattanooga.
Chattanooga Medical Co., Chattanooga.
- VERMONT.
Wells, Richardson & Co., Burlington.
- WISCONSIN.
Pabst Brewing Co., 917 Chestnut street, Milwaukee.
Dr. Sheop Family Medicine Co., Racine.



Dr. N. C. Davis.

One of the most liberal and popular patrons of bill posters and distributors throughout the country is Dr. N. C. Davis, the patent-medicine manufacturer of Indianapolis. He is a man about forty-five years of age, and is a great believer in the efficacy of bill board advertising, and has done as much of it, in proportion to the capital he has invested, as any one in the country.

Weekly List of Distributors.

- ARKANSAS.
Conway—J. F. Clark, Box 92.
- CALIFORNIA.
Eureka—W. H. Mathews, 636 2d st.
- GEORGIA.
Atlanta and Suburbs—Edw. B. Bridger's Advertising Agency, 604 Temple Court Bldg. Columbus, Ga. Girard & Phoenix City, Ala.—Edw. B. Bridger's Advertising Agency. Address Atlanta.
- ILLINOIS.
Chicago—John A. Clough, 42 River st. East St. Louis—H. H. Deemar. Gainesville—H. Hulen B. P. & Dist. Co. Pekin—Standard Bill Posting Co.
- INDIANA.
Marion—John L. Wood, 920 S. Branson st.
- IDAHO.
Boise—R. G. Spaulding.
- IOWA.
Burlington—A. E. Dreier, 1211 Summer st. Des Moines—Des Moines Adv. Co. Fort Madison—Sylvester Johnson. Sioux City—A. B. Beall.
- KANSAS.
Atchison—City Bill Posting Co.
- MASSACHUSETTS.
Brookton—John V. Carter, 288 Belmont st. Lowell—W. E. Aldrich & Co., 76 Glidden Bldg. New Bedford—A. E. Hathaway.
- NEBRASKA.
Fremont—M. M. Irwin.
- NEW YORK.
Canandaigua—Wm. F. Mosher, 93 Chapin st. New York—New York B. P. Co. Ogdensburg—E. M. Bracy. Oswego—F. E. Munroe. Schenectady—Chas. H. Benedict, 121 Jay st.
- OHIO.
Fostoria—W. C. Tirrill & Co., 116 W. Tiffin st. Uhrichsville—Twin City Bill Posting Co., of Uhrichsville and Denison. Address Uhrichsville, O.
- PENNSYLVANIA.
Carlisle—Wm. M. Meloy, Box 49. **Johnstown—Geo. E. Updegrave & Co.
- WEST VIRGINIA.
Martinsburg—Hornor's Unique Adv. Co.
- WISCONSIN.
West Superior—C. A. Marshall, W. Superior Hotel.
- CANADA.
A. F. Morris, manager, Hastings st., Vancouver, B. C. Montreal—C. J. T. Thomas, Box 1129.

MAGNETIC TACK HAMMERS!

Just the thing for tacking tin and card board signs. Every distributor should have one. Prices, with double extension handle, 32 inches long, each, \$2.10; triple extension handles, 12 inches long, each, \$2.25. Send the money with the order. None sent C. O. D. THE DONALDSON LITHO. CO., Newport, Ky.

THE BILLBOARD.

Published Weekly at 127 East Eighth Street, Cincinnati, Ohio, U. S. A. Address all communications to THE BILLBOARD PUBLISHING CO.

ADVERTISING RATES: Advertisements will be published at the uniform rate of ten cents per agate line; no discount for time or space.

The Billboard is sold in London at Love's Exchange, 57, St. James's Street, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Avenue, W. C. In Paris at Revellano, 5, 31 Ave. de l'Opera. The price supplied by the American News Co. and its branches.

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

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Saturday, December 29th, 1900

It will hardly be contended that prize fights are within the pale of legitimate amusement, but the officious interference of the Ministers' Leagues of this city is not to be commended, for the simple reason that ministers and material matters do not mix very well.

body to be miserable in this world that they may be happy in the life to come. The prize fight for the benefit of the Sangerfest fund may not be a strictly reputable way of raising money, but all other means have been tried and failed.

We want news. We are willing to pay for it, but it must be real news. No fairy tales go. Be as bright and interesting as you please, but stick to facts.

Do not send us clippings for reprint. We can not use them. Nothing is admitted to our columns but original matter.

It strikes us that the limit of "freak" contests is reached when two men match their respective canary birds to sing for a prize.

The complete and splendid vindication of the character and reputation of Peter Sells by Judge Evans, who presided over the trial of the divorce case at Columbus last week, is a matter in which every showman feels an especial pleasure.

Christmas "Billboard."

The Christmas number of Cincinnati's circus and showmen's publication, "The Billboard," is not only an excellent piece of typographical work, but is perfect in its material as relating to the profession which it represents.

Comments.

Beginning Jan. 1st, "The Billboard" will send out credential cards to its correspondents throughout the country.

The news that Mrs. Sells has decided not to go on the stage is good news. Her notoriety is unavoidable, and we hope for the sake of her estimable husband and beautiful daughter that it will be short-lived.

The Christmas issue of The Dramatic Mirror was superb. The Mirror is the recognized leader of all dramatic publications in America, and its holiday number was in keeping with its position.

The fair list commences to appear in this issue. "A word to the wise is sufficient," is an old saw, and is "the early bird catches the worm." Commence to book your fair dates now.

An advertisement recently published in a newspaper in Ireland sets forth that "Michael Ryan begs to inform the public that he has a large stock of cars, wagoonettes, brakes, harnesses and other pleasure vehicles for sale or hire."

In the initial issue of the first newspaper started in this country, the "Boston News Letter," is found a bid for advertising in the following rather crude form: "All persons who have any houses, lands, tenements, farms, ships, vessels, goods, wares, or merchandise etc., to be sold or let, or servants run away, or goods stolen or lost, may have the same inserted at the reasonable rate of 12 pence to 5 shillings, and not to exceed."

Twenty-one out of twenty-two republics in the world prohibit under severe penalties misuse of their flags for other civil or commercial purposes. Their banners can not be used for advertising, to proclaim the sale of wares, or the performances of a drama, or for any other purpose than to float or drape as the emblem of liberty.

John J. Murdock, proprietor and manager of the celebrated vaudeville act known as "The Girl With the Auburn Hair" has devised a unique plan for advertising his attraction and at the same time having a great deal of fun.

Untruthful Advertisers.

"The ease with which Professor Roth mystifies the most skeptical excites the wonder and admiration of all who meet him," is the beginning of an advertisement of Prof. U. H. Roth, clairvoyant, in a Seattle paper.

This is the kind of advertisement that separates the public from its money and you bear so much about truthful advertising and its advantages.

The Dr. Powell Reeves style of medical advertising is full of bombast and violence, but the ads continue to appear, and there's a certainty that they are paid for.

There is a fire in a furniture or clothing store that burns for about ten minutes, and "fire and smoke damage \$50,210 worth of merchandise."

Somebody or other fails, and the stock is thrown on the market regardless of cost—the same as is told of an Eastern dealer:

Clerk: "You say to mark this piece of goods \$2. It cost only \$1."

Merchant: "That's all right, mark it \$3. I am selling these goods regardless of cost."

Everywhere and on every side you see sensational and untruthful advertising, and it pays. There's no need to deny that there are people in Seattle who are making more by untruthful advertising than people who are doing a legitimate business.

The advertising of legitimate advertisers, with but very few exceptions, is not readable. There is a noticeable lack of enthusiasm, of enterprise and business judgment.

There is more space used in newspapers in Seattle in proportion to the business done than in any other city of its size in the United States—and there are reasons for it.

First, newspaper space is very cheap, considering local conditions. Second, one firm is enterprising enough to properly bill and increase space and the competitors come in with an equal space poorly billed, because of jealousy.

Take up the Saturday evening and Sunday morning papers—how many ads. do you find that have a business story, tell it and say, "How many advertisers in Seattle use illustrations—good illustrations, not cheap stock cuts?"

How many ads. are there that show that some care has been taken to make them interesting—and how many show the hurry and "put in any old thing" style?

The untruthful ads in the daily papers pay because they are made interesting to the class of people they are to reach.

It's true that this class of advertising is detrimental to the best advertising people learn to take all advertisements with a pinch of salt.

The fake advertisers show enterprise and are willing to spend money to make their advertising stand out and catch the eye.

The legitimate advertiser admires them and wants to do the same thing, but is afraid to—can't understand why he has to spend \$5 to make a hundred-dollar space effective.

Seattle is known as advertising city—it is known as a good advertising town—and it is noted for the small percentage of good advertisements.

It's time the Seattle merchant was waking up—at this time he began to give more attention to his advertising than to pay the bills.

"I have no hesitation in saying," remarked Bagster, "that the patent medicine habit is ruining this nation."

"What?" exclaimed Quilby. "Do you think it as bad as that?"

"I not only think," said Bagster, emphatically, "but I know it. The insidious influence of patent medicines is gradually but surely sweeping away some of our best intellectual material. Man is by nature credulous, and the cunning devices employed by promoters of multifarious drugs now placed on the market appeal to his imagination.

"For the throat," replied Bagster. "I noticed you were hoarse."

"I thought," said Quilby, as he helped himself, "that you didn't believe in anything of this sort."

Bagster's face flushed with righteous indignation.

"I don't," he exclaimed. "When I spoke I wasn't referring to these great tablets. I might say also if I am bilious I take occasionally a judicious dose of Painbr's pills, and for rheumatism I know nothing better than Acker's Sting Remover. I have known Wadpiper's Wondrous Wood Syrup to cure a cough in one hour. I positively know that Sylvator's Capsules will knock indigestion, and I have been cured of lumbago in no time by the use of Skinner's plasters; but aside from these sovereign remedies any man who is weak enough to indulge in patent medicines is committing himself to an early grave."—Agricultural Advertising.

The Nineteenth Century in a Nut Shell.

This century received from its predecessors the horse; we bequeath the bicycle, the locomotive and the motor car.

We received the goose quill and bequeath the typewriter.

We received the scythe and bequeath the mowing machine.

We received the hand printing press, we bequeath the cylinder press.

We received the painted canvas; we bequeath lithography, photography and color photography.

We received the hand loom; we bequeath the cotton and woolen factory.

We received gunpowder; we bequeath dynamite.

We received the tallow dip; we bequeath the electric lamp.

We received the galvanic battery, we bequeath the dynamo.

We received the flintlock; we bequeath Maxims.

We received the sailing ship, we bequeath the steamship.

We received the beacon signal fire, we bequeath the telephone and wireless telegraphy.

We received ordinary light; we bequeath Roentgen rays. —Answers.

Frontispiece.

There is no better known or more popular stockholder manager in the country than Harry W. Williams. He is manager of the Academy of Music at Pittsburgh, and is a prominent official of the Empire under the crown. He also has a fine company on the road. Mr. Williams is a veteran in the business, and enjoys the respect and confidence of the amusement-loving public.



A Club Offer.

(Idea Stolen from C. V. White.)
 We are told on good authority that there are 113 publications devoted to advertising in existence (?) in the United States. One hundred and thirteen full-sized, striving competitors, who are reaching for the subscription for their paper—and so are we.
 You are interested in advertising—if you are in business you ought to be—and probably take more or less interest in reading someone else's idea on advertising. You may enjoy reading "The Billboard," who knows? "The Billboard" costs so much each issue to print and mail, time is required to write the matter—and somebody has to pay for it all. Advertising and subscriptions must pay these expenses, so please send in that subscription if you're interested in the paper.
 We've arranged a clubbing rate with some of the best edited papers on advertising in the United States. Here is what you may have both papers for by sending the price to "The Billboard" Publishing Company. You have been receiving free sample copies long enough. Loosen up and let the spirit of Christmas permeate your being, and then—enough up. Don't be a sponge.

- White's Sayings, \$1, and "The Billboard," both for \$1.
 - Advertising Experience, \$1, and "The Billboard," both for \$1.
 - Ad Sense, \$1, and "The Billboard," both for \$1.
 - Advertising Success, \$1, and "The Billboard," both for \$1.
 - Advisor New York, \$1, and "The Billboard," both for \$1.
 - Advertising World, \$1, and "The Billboard," both for \$1.
 - Profitable Advertising, \$1, and "The Billboard," both for \$1.
- White's Sayings, a bright and exceptionally clever journal, published at Seattle, Wash., by C. V. White, has entered upon the second year of its existence.

Advertising Men to Organize an Association.

The ad men employed on the weekly newspapers and monthly magazines in New York have for some time been considering the advisability of forming an association for mutual benefit.
 On Saturday afternoon last a meeting was held at Pleurets, in Fifth avenue, to talk the matter over.
 Those present were: George H. Hazen, Conde Nast, Fred Meyer, James Rodgers, A. E. Bowers, H. D. Wilson, J. R. Mix, L. S. Abbott, E. H. Jewett, William Watt, E. W. Spaulding, John Adams Thayer, Herman Graunis, Curtis P. Brady, Robert Frothingham, R. C. Watson and Richard S. Wood.
 William Watt presided. After several speeches had been made in favor of the scheme, a committee was appointed to draw up a plan for the new organization, which is to be submitted at a meeting to be held December 26.

An Expensive Joke.

The London Daily Chronicle has just been notified to the extent of £1,300 as the result of a label suit brought against it by Farquhar, North & Co., dealers in canned goods, and based on the following humorous paragraph:
 The duties of a County Court Judge are fairly extensive, and include the fitting of ladies' bodices and the determination of all manner of intimate questions. But even Judge Emden can hardly be expected to verify by tasting the quality of certain jars of potted salmon and shrimp which a grocer finds to had to pay for.
 Striking a personal experiment, Judge Emden inquired for the traveler who had booked the order, and learning that he had left for the front, asked if he had taken any of these jars with him. "They are more deadly than Boer shells," replied the grocer. The answer opens a welcome prospect in case our ammunition runs low.
 There seems to be a never-failing supply of very imperfectly preserved food upon which inspectors can lay their hands, and if we drew on the stock of the meat preservers of the Old Kent road, who lost their case at Lambeth yesterday, we should be certain of fixing the Boers a nasty jar.
 The jury was informed by the plaintiff's counsel that this article was based upon a case in the Lambeth County Court, tried last February, in which Farquhar, North & Co. had sued a grocer for the price of several cans of potted salmon and shrimp and had

lost their case, the grocer claiming that the articles supplied to him were imperfect.
 Counsel further stated that the firm's output amounted to more than 50,000 cans of preserved meats a year, and that, while every precaution on to prevent deterioration was taken, it was impossible always to effect this result, though the food that was returned as bad only amounted to between a quarter and a half of one per cent.
 A member of the firm testified that the article in the Chronicle had caused a considerable falling off in their trade, and that, though he had requested the newspaper to publish an apology, it had failed to do so.
 The Daily Chronicle's defense was that its article was not actuated by malice, and was only fair comment on a case heard in court, but, though the man whose delight in his pen led him to perpetrate the objectionable paragraph, swore to his good faith in the matter, judge and jury decided that the plaintiff had been libeled, and the proprietors of the Chronicle were ordered to pay £1,300 damages and the costs of the action.

Advertising Photography.

Every now and then every one wonders why photographers do not advertise.
 Then again, every now and then when one sees an advertisement like this given here, one is not surprised that they don't.

What? Where? When? Which?

If it is a fair, a carnival, a race meet, a convention, or a future event of any importance—no matter what kind—all of the above questions are answered in

"The Billboard."

"Tompkins' Gallery here to stay. One day last week we had two customers, one of whom was greatly pleased, the other disappointed upon receiving proofs. One was from Gloverville; the other from Fonda. One was good-looking; the other was—
 "Well, we'll be blamed if we can make everyone pretty. Now, be honest, can we? But we will do the best we can, and give you the best material in our three-dollar cabinet photos now 35 cents per dozen, or 49 cents per half-dozen. Tompkins' Gallery, 16 Market street, Johnstown, N. Y."
 Every man when he gets on horseback imagines he looks like the equestrian statues of General Grant.
 Every man when he gets in front of a camera thinks that he is going to look like James K. Hackett.
 The best thing a photographer can say is that his photograph will be an accurate likeness. His customers all believe that if his camera would only tell the truth and give an accurate likeness, the photograph would be a creditable picture.
 He ought not to imply that he has to try to make people look pretty. The people will all think when they get the pictures that he had a wrong standard of beauty, and that they had a fair show of looking well if he had not tinkered with the negative. Good Advertising.

Chinese Newspaper Advertising.

Advertising in the Chinese newspapers is done in much more enticing language than in this country. Perhaps this is necessary in order to make an impression on the Chinese readers, who are inclined to be rather phlegmatic.
 Here, for instance, is the announcement of the maker of a quack medicine:
 "Our recipe has come down to us from a physician of the Ming Dynasty. A certain Mandarin was journeying in the hill country, when he saw a woman passing southward over the mountains, as though flying. In her hand she held a stick, and she was pursuing an old fellow of a hundred years. The Mandarin asked:
 "'Why do you beat that old man?' She answered: 'He is my grandson, for I am 500 years old and he 114. He will not purify himself by taking his medicine, and so I am beating him.'

"The Mandarin alighted from his horse, and knelt down and did obeisance to her, saying: 'Give me, I pray you, this drug, that I may hand it down to posterity for the salvation of mankind.'
 "Hence it got its name 'Fairy Receipt for Lengthening Life.' Take it for five days, and the body will feel light; take it for ten days, and your spirits will become brisk; for twenty days, and the voice will be strong and clear, and the hands and feet supple; for one year, and white hairs will become black again, and you move as though flying.
 "Take it constantly and all troubles will vanish, and you will pass a long life without growing old. Two dollars a bottle."
 An announcement inserted by a jilted swain whose lady-love eloped with 'Uhu Ling, closes with these heart-felt words:
 "I can not control my wrath and bitterness. My loved one has, it is plain, been enticed away by this rascal's deceit. How, I wonder, can a mere tailor's dummy like this succeed in wooing her?
 "Surely he has not law or justice before his eyes. It is on this account that I am advertising. Should any kind-hearted gentleman give me information of her whereabouts by letter, I will reward him with \$20; should he bring her back to her parents, I will joyfully give him \$50.
 "I will most certainly not eat my words. His kindness and benevolence for a myriad of generations, to all eternity, shall not be forgotten." Fourth Estate.

Commercial Advertisers.

Be enthusiastic in your ads. There is nothing quite as infectious, nor convincing, as enthusiasm.
 Mr. Nesmith, salesman for Piso's Consumption Cure, was in Kansas last week to inspect billing and do some distributing.
 R. J. Cheney, of Kansas City, salesman for the Continental Tobacco Company, has recently been inspecting their showing through the West.
 Isadore Liberman & Co., manufacturers of



Advertisements under this heading will be published monthly at the uniform rate of ten cents per line per issue, or \$4.00 per year

- Boston Job Print. Co. 4 Alden, Boston, Mass.
- Brooklyn Daily Eagle Job P. Co., W'yn, N.Y.
- Calhoun Printing Co., Hartford, Conn.
- Calvert Litho Co., Detroit, Mich.
- Central City Show Print. Co., Jackson, Mich.
- Central Litho So. 140 Monroe st., Chicago.
- Donaldson Litho Co., Newport, Ky.
- Enterprise Show Print, Cleveland, O.
- Erie Show Printing Co., Erie, Pa.
- 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'ti, O.
- Home Show Printing Co., Atchison, Kas.
- Morgan, W.J. & Co., St. C. and Wod, Cleve, O.
- Morrison Show Print, Detroit, Mich.
- Pioneer Print. Co., 214 Jefferson, Seattle, Wash.
- Russell & Morgan Show Print, Cincinnati.

Junk Withdraws.

Jo. Junk, the artist over whom all the trouble arose in the artists' strike at Donaldson's, has announced his intention of withdrawing from the American Lithographic Poster Artists' Alliance. Although Mr. Junk gives no reasons, his announcement is highly significant. At the time the Alliance was formed, Mr. Junk was engaged with the Donaldson Company on a piece-work basis. He joined the Alliance, which immediately thereafter demanded of the Donaldsons that they abolish the piece-work system. Mr. Junk was the only artist so employed, but the Donaldsons refused to discharge him. The Artists' Alliance thereupon, instead of ordering out their member, Mr. Junk alone, inaugurated the strike, and fifty-seven employes walked out, and with them Mr. Junk. The Donaldson Company practically won the strike some three weeks ago when they began running all their presses. Since then there has been more or less dissatisfaction existing in the ranks of the strikers. They were promised situations by the Alliance, and that body has been slow about complying with its promises. This feeling has been growing for some two weeks past, and has culminated in open defiance on the part of several members, who it is said will soon follow Mr. Junk's example and openly withdraw from the organization.

Poster Pointers.

Buffalo will print 5,000 city manuals for circulation during the Pan-American Exposition.
 C. H. Hamilton is representing The Donaldson Litho Company in New Orleans. He has offices in the Masonic Temple.
 Every poster printer ought to take a keen interest in the doings of bill posters. A half hour a week devoted to "The Billboard" will keep you posted.
 It is understood that the proposed association of show printing firms is now an assured fact. One of the features of the organization will be a strike fund.
 E. H. McCoy, of the National Show Print, Chicago, returned from an extended pleasure trip through the Northwest, Dec. 20. He was accompanied by his wife, and enjoyed his vacation hugely.
 The Goes Lithographing Company, Chicago, has done more or less theatrical work for years, but nothing that has ever come from their press is equal to the paper which this season they turned out for Joseph LeBrandt's "Caught in the Web." They did it all, both wall and window, and it is bright, strong and uniformly high-class throughout.
 Here are a few clubbing offers for poster printers: The Inland Printer, per year \$2, and "The Billboard," per year \$1, both for \$4. Printers' Ink, per year \$5, and "The Billboard," per year \$4, both for \$5. Munsey's, per year, \$1, and "The Billboard," both for \$4. McClure's, \$1, and "The Billboard," both for \$1. Send the price to "The Billboard."
 The Carqueville Company, of Chicago, has given "The Hurgomaster" some very excellent posters. They are newcomers in the poster printing field, but if they keep up their present standard there is no doubt about their having come to stay. In the olden days when the firm was Shober & Carqueville, and employed Charlie Thurber, they achieved a vogue equal to many, but they never did anything that equaled this "Hurgomaster" paper.

At a Boston Musicale.—Mrs. Beacon Streete (during Miss Skreeche's vocal solo)—"Do you enjoy Howells, Mr. Porkham?" Mr. Porkham (from Chicago)—"You bet I don't! And if there's another verse to that song, I'm going to get out."—Brooklyn Life.

Hennegan's New Calendar.

Hennegan & Co. have just issued a new one-sheet calendar that is a beauty. It makes one of the best advertising schemes for bill posters we have ever seen. They will be issued ever month in different colors. Bill posters could have a block engraved for top, thus making it a special bill, and every month mail it to local and national patrons, and also post them on their boards. The figures for day of month are large and conspicuous. You bill posters who are looking for something new, better write for sample.



Cincinnati.

GRAND.....Ada Rehan
PIKE....."Prisoner of Zenda"
WALNUT....."A Texas Steer"
HEUCK'S....."A Black Sheep"
LYCEUM....."Denver Express"
ROBINSON'S....."A Banker's Daughter"
COLUMBIA.....Robert Hilliard and others
PEOPLE'S.....Reilly & Woods
WONDER WORLD.....Burlesque and curios

Last week proved to be the proverbial dead one in local theatrical circles. Even the splendid performance of "The Burgomaster" at the Grand could not fill the house. During any other week than the one before Christmas, this great play would have packed the theater. For the Christmas week all the theaters offer special attractions and anticipate big business.

THE GRAND OPERA HOUSE

That charming actress, Miss Ada Rehan, who only recently returned to the stage, having retired upon the death of her manager and friend, Augustin Daly, is at the Grand this week. She is offering a delightful story of Nell Gwynn, the favorite of Charles II. The play is called "Sweet Nell of Old Drury," and is in every respect a fascinating performance. Miss Rehan is at her very best, and is supported by an excellent company.

THE PIKE.

The most popular and interesting of the plays of E. H. Sothern, "The Prisoner of Zenda," is being produced at the Pike this week with a strong cast and wonderful scenic surroundings; in fact, the production is one of the best that Manager Hunt has given this season. Mr. Douglas, Miss Collier, Mr. Mahler, Mr. Butler and most of the members of the stock company are doing good work, although the play is largely a two-character-hero and heroine-creation.

WALNUT.

The best production from the pen of Charles H. Hoyt, the lamented writer of farce comedy, "A Texas Steer," is offered at the Walnut this week, and is as usual attracting crowded houses. "A Texas Steer" is a very funny political travesty, and did more to establish the reputation of Mr. Hoyt than any one of the score of plays that he wrote. It is presented by a fine cast and impressive stage settings.

HEUCK'S.

Another of Hoyt's successes, "A Black Sheep," a farcical skit with much clever incidental music, is delighting the patrons of Heuck's this week. Big Bill Devere, the actor, showman and poet, heads the cast in that effective character, the Editor of "The Tombstone Inscription."

COLUMBIA.

The high character of the vaudeville entertainments at this beautiful house is being fully maintained this week. Robert Hilliard and his company are playing that sweet little sketch, "The Littlest Girl." The rest of the bill includes such famous artists as Anna Boyd, Howard and Bland, Johnnie Carroll, Mr. and Mrs. Harry Jackson, Brothers Martine, Raymond, West and Sunshine and the kinodrome pictures.

ROBINSON'S.

The fine Baldwin-Melville Stock Company at Robinson's, which continues to grow in public favor, has scored a decided hit with Bronson Howard's beautiful play, "The Banker's Daughter," at that house this week. The new leading lady, Lisle Leigh, has won the people, not only by her beauty, but by her earnest and natural acting. The other parts are well sustained.

LYCEUM.

That stirring melodrama, with its many startling mechanical effects, "The Denver Express," is arousing the applause of the patrons of the Lyceum this week. The production seems to be as popular as ever, and the Lyceum will have packed houses during the week's engagement. The various characters are in capable hands, and the presentation is better than ever before.

PEOPLE'S

Reilly and Woods Big Show needs no introduction to the Cincinnati public. It is one of the best and cleanest traveling shows on

the road, and is packing the house to the doors at every performance. A remarkably vivid picture of the baneful effects of drugs is shown in the "Dope Fiend," produced by Julie McFree and company. Other noted performers in the company are: Mrs. Valmorotta, Happy Fanny Fields, Four Emperors of Music, Keno, Welsh and McHouse, Ole Young and brother, the Eldridges, Pat. Reilly and Frank Bryan.

HECK'S WONDER WORLD.

Manager Heck, of the Wonder World, continues to keep up to date, and he is giving some really clever Christmas attractions. The most notable feature of this week's bill is a scenic reproduction of "Underella and the Glass Slipper," which is particularly delight-



BRUNS AND NINA.
Two Versatile Vaudeville Artists.

ful to the children. Lenoire's miniature theater is also pleasing to the little ones. Joe Cramer, the rubberneck and elastic skin man, is the leading feature of the circus halls.

A New Opera House.

The new Auditorium Theater at Pocatello, Idaho, will be opened by the Boston Lyric Opera Company on Jan. 23 and 24. This new house is one of the handsomest and best appointed places of amusement on the Pacific coast. It will have a parquette, dress circle, balcony and gallery, with a total seating capacity of 1,000; it will be lighted by electricity, heated by hot air with perfect ventilation, and be provided with an abundance of commodious dressing-rooms well warmed and lighted and equipped with convenient facilities necessary for the comfort of occupants; the stage will be 27 x 50 feet; height to grid-iron, 47 feet.

Colonel Geo. A. Hannaford, a manager of experience, has secured a six years' lease of the house, and will give it his personal attention. George Dash, licensed city post-er, is the official bill poster of the new house. Mr. Dash has an abundance of stands, located in the best positions in the city, and can display nearly 1,000 sheets.

Sunday Theatricals Defended.

Judge Jacobs, of the Arapahoe County Court, at Denver, Col., last week, declared himself in favor of Sunday theatricals in discharging the Denver managers arrested for opening their theaters on Sundays.

The cases were first brought by the Denver Ministerial Alliance, under the city ordinances, and were dismissed by Police Magistrate Thomas. The aid of the State law was then invoked and the cases brought by the District Attorney to the attention of the County Court upon information filed with him. Judge Jacobs discharged the defendants, December 6, and in rendering judgment said:

"The law is conceived in intolerance. It is absolutely vicious, contrary to the general spirit of the times, and especially to our free institutions in this Western country, where we are, perhaps, freer than they are in the East. I am driven to the conclusion that it is not competent for the city to declare this Sunday opening of theaters a crime or a nuisance, and so far as they have assumed to do so that the ordinance is absolutely void. I believe, further, in so far as the city has declared Sunday opening of theaters unlawful, that the ordinance is unconstitutional and void as violating the section against class legislation. On that theory I shall find for the defendants. I think Judge Thomas's conclusion was absolutely right.

"Zack" is Dead.

Those of the old-time actors of national repute who still live will nearly all remember the days when Anastasius Zasklikowski, better known to the theatrical profession as "Zack," used to supply them costumes, and with sorrow they will learn of his death in this city Tuesday evening. "Zack" was in his

threescore and ten, and he had lived a life which had been a life of struggle and sacrifice. He had seen many crimes and criminals in many places of low resort. It is so depraved, vulgar and suggestive of indecency, that it is a surprise that a majority of the world take to it so readily. The law suppresses obscenity, literature and pictures, and why should the prostitution of the divine art of music be defended and protected? Is not music a language, universal and divine? By divine consecration, music is sacred and holy, and therefore why should we permit or tolerate it being trifled with? Music is the language which the soul uses to voice its prayer and praise to heaven, to render its psalm of devotion and faith to its Maker, to lull the babe to slumber, to voice the prayer of the worshiper at the altar, to encourage the soldier to be brave in the face of the nation's foe, to comfort the sick and the bereaved, to add reverence to the last sad rites given to the dead, and at all times, music dwells on the highest and most cultured places that man is heir to, and should not be approached by those of low taste attired in vulgar raiment.

The rag-time craze was aided and abetted by a lot of cheap, mercenary, would-be musicians, who encouraged and lured it to task, paid our band and orchestra leaders to use it, and had spotters using unceasingly every effort in their power to have their vile, degrading trash placed on programmes in public. Not because they had any other care or interest in the matter of musical value than to get all the money they possibly could out of the poor, deluded beings that they could entrap to purchase copies of their trash.

But like every fool that glares the public's attention, and purses as well, rag-time has seen its day and is fast passing into oblivion. The legitimate will re-establish itself and reign supreme always. And oh! what satisfaction to the student of music! How glad to welcome the works of the masters back to where they belong without interruption or insult! The Avenging Angel will never afford to the musicians of earth greater joy than when he empties the phials of his wrath upon the world's defamers of the divine art of music, and that the day for his judgment may be very close at hand and his sentence be complete, is my humble wish.

Gainesville, Ga., Theatricals.

Hunt's Opera House (J. H. Hunt, proprietor) Hoyt's Comedy company opened a week's engagement on Dec. 30, and have filled the house every night of the past week, presenting "A Dangerous Woman," "The Hangars of a Great City," "The Belle of Manila," "A Man of the People," "A Lean Sweep," "East Lynne" and "A Texas Steer." This company gave the best satisfaction of any popular priced show that has ever visited Gainesville, during the 19th Annual Ma-stred Carnival, week of Dec. 21, Woodward-Warren Company.

Dodging Constables.

Harrison Grey Piske, editor of the New York Dramatic Mirror and husband of Minnie Madden Piske, had an exciting experience in Chicago the other day. He went over from New York to see Mrs. Piske play "Toss of the d'Erberville" and to watch the local stock company produce his play, "The District Attorney." He was engaged all day in looking around the Auditorium annex trying to escape some blue-eyed constables who intended to make him an unwilling participant in "Reformer" Frank Hall's crusade against Sunday theaters. Mr. Piske is a staunch believer in the "six days shall thou labor" commandment for actors, but he shrinks from being identified with a reform movement so far from home. The constables did not find him and he returned to New York.

Where Ventilation is Needed.

The sore throat epidemic among the attendants and visitors at a charity bazaar in New Jersey is attributed to "microbes in the air."

Without venturing to impugn the high-sounding epithet of this particular outbreak, sceptical laymen have noted such symptoms produced by heated foul air coming up from a cellar furnace through dust-laden flues, which no one has thought of overhauling.

The quantity of heated dust forced into the eyes, throats and lungs of the theater-going public is the unsuspected source not only of discomfort, but of illness, which sensibly lessens the attendance as winter progresses. Although attention has frequently been called to the vitiated atmosphere that greets the nostrils on entering many of our playhouses, nothing apparently is done to improve it.

It would be to the interest of managers to employ experts to suggest means whereby the theaters could be thoroughly ventilated and the air oxygenized so as to inspire the audience, enhancing their enjoyment and inspiring them with a desire to return. Many of our places of public amusement, even those frequented by the most cultivated people, are hermetically closed directly a performance terminates, to be reopened only when another begins, and the atmosphere offered to their patrons is stumpy poison. New York Herald.

Decadence of "Rag-Time" Music.

One of the best known exponents of legitimate music in the West, and who has a world-wide reputation, not only as a performer, but as an orchestral and band director, is Michael Brand, of this city. Mr. Brand has always refused to lower the standard of his concerts at the dictation of those who follow fads and are not impressed by music of good quality. Mr. Brand has been a persistent and consistent foe to so-called rag-time music. The other day he was asked by "The Billboard" to give his views about "rag-time" and its effect upon the public. He said:

"The rag-time craze was an epidemic, and the evil influence resulting therefrom is just as disastrous to the divine art of music as the wreckage after a storm, or casualties after a battle. It came as a scourge, and like a scourge, it inflicted its debasing character upon all alike. The very air was filled with its poisonous contagion, and nowhere could one take himself to get rid of its harshly juggled syncopation. Rag-time has pro-

Refinement of Vaudeville.

Refinement is pasted all over American vaudeville. A hypocritical mind may be supposed occasionally to see how much of refinement there can be without taste.

In the first place, the theaters are models of cleanliness. The white and gold of the woodwork, the garish red of the upholstery are always spotless. The managers do not wait a year to redecorate their houses, but remove each sign of wear as soon as it shows.

New Dramatization.

The pretty story, "The Redemption of David Casson," by the Rev. Charles F. Goss, of Cincinnati, is to be dramatized for Julia Marlowe.

Dramatic.

Wilbur Mack will try one-night stands with good people. He is disgusted with repertoire, money making will be ahead of him.

Minstrels.

Who? Richards joined Kallfield's Minstrels Dec. 10. "The Billboard" is gaining ground in the musical field.

Farce-Comedy.

Carlson & Willard joined Royer Bros. at Massillon, O., Dec. 17. P. M. King is now manager of "The Jolly Rowers" company.

Harrison Bros. Shows continue to turn people away nightly, and it is a common occurrence to stand people up at matinees.

"Billy" Emerson, the once noted minstrel, filed suit in the Superior Court at Cincinnati, Dec. 17, against the Times-Star.

A New York dispatch announces that Ezra Kendall, the monologist, now appearing in that city, intends leaving for Chicago soon.

Vaudeville.

Jack Sydelle, Rose's brother, makes a good agent. He is a Covington (Ky.) boy.

The Two Mexicos are at Xenia, O. Their juggling, card tricks and dog act have all been greatly elaborated and improved.

The Hawkeyes, character and musical sketch team, is now starring in repertoire, under the management of Ralph N. Gould.

Mat Flynn, of the Big Sensat on Company, is next year going to put out a mammoth

edy. He is whooping things up ahead of "The Female Drummer."

Philip Heege, a member of the Cleveland 1011 police force, died at his home in the Forest City Dec. 16, after a long illness.

Mr. and Mrs. Harry Jackson.

Mr. and Mrs. Harry Jackson, whose portraits appear in this issue, have appeared in the vaudeville theaters for the past three years.

This couple has long been in repertoire and stock companies, and acknowledge, after their long sojourn of studying, rehearsing and acting, that vaudeville is a snap.

Morals of Chicago.

The Mothers' Council of Chicago held a meeting last week and passed resolutions con-



MR. AND MRS. HARRY JACKSON.

one-night show that will skin the largest Larch Tom's Cabin now on the road, to death.

Win Irwin, the renowned head-balancer, was a "Billboard" caller December 20. He arranged to make his permanent address in our cars.

The Christmas Clipper was by long odds the best issue the paper has ever put out in all its forty-eight long years of existence.

The Empire Vaudevillians commenced an engagement of eight weeks over the Keith and Procter circuits last week. It was the intention of the management to play but sixteen weeks, but the business being such that return dates have been arranged which will extend the season.

Defense of Billboards.

The crusade against bill boards in some parts of the country is so unjust and unequal for that upon careful consideration the propositions of these crusaders becomes an exaggerated absurdity.

The STAG Cafe and Restaurant, 418 and 426 Vine St., CINCINNATI.

The Most Popular Theatrical Place in the City.

When in Chicago, be sure and stop at the CONTINENTAL HOTEL, The Home of All Professionals.

HOTEL RAND CINCINNATI, OHIO. European Plan. Professional Headquarters.

Elegant Rooms. Free Baths. Splendid Table. Nice Lunch after the Show.

JEFFERSON HOTEL, Nos. 915, 917, 919 Walnut St., Cincinnati, O. Our bar is stocked with the best.

STROSS' HOTEL Home for Professional People, 24-26 W. TWELFTH ST., CINCINNATI, OHIO.

Theatrical Routes. All theatrical agents are requested to send their route lists one week in advance to "The Billboard."

HOYT'S COMEDY COMPANY, 111 G. Alford, Manager - Montgomery, Ala., Dec. 17 to 22; Americus, Ga., Dec. 24 to 29; Columbus, Ga., Dec. 31 to Jan. 5.

COMING EVENTS Are Accurately and Reliably Foreshadowed in "The Billboard."

The dates, towns and officers of all the future events are accurately chronicled month by month in advance of their happening, especially:

Fairs, Street Fairs, Expositions, Food Shows, Fetes, Carnivals, Celebrations, Re-Unions, Conclaves, Conventions, Horse Shows, Bench Shows, Poultry Shows and.... Race Meets.

Buffalo Foyers.

Buffalo, N. Y.—Kellar, the magician, was the mystifier at the Star Theater, Dec. 17 to 19, to good returns. His many features were as mysterious as ever, especially the cabinet act. He was ably assisted by Princess Kar-rac. Coming: Sarah Cowell La Moyne, Dec. 24 to 26; Jerome Syke's "Foxy Quiller," Dec. 27 to 29. "East Lynne" at the Teck Theater, Dec. 17 to 22, did an excellent business. As Lady Isabel, Sarah Truax has a part that is well adapted to her line of acting, and she does it full justice. M. L. Alsop shows too much "himself" and not the character he represents. His Carlyle was fair. H. R. Richardson, when he plays the villain, it is done to perfection, and Sir Francis Levison received his share. Masson, Hudson Gardner and the balance of the caste did nicely. "A Night Off," under the auspices of the Mystic Shrine, Dec. 18, for a benefit to the News-boys' Home, broke in the week. "The Great Ruby," underlined Dec. 24 to 29. "Two Little Vagrants," at the Lyceum Theater, Dec. 17 to 22, did a fine business. Fan Fan and Claude, as played by Neva Harrison and Lot-ta Brisot, were headliners in the acting of the supporting company. A vein of comedy runs through the play, which is lively, and keeps the house in good humor. The smaller parts were well taken, and the play caught on well, but Mildred Holland was missed in her old stand-by. "The Dairy Farm" comes Dec. 24 to 29. Wegforth's Court Street Theater presented Clark Bros.' Royal Burlesques to crammed houses, Dec. 17 to 22. A sandwich of good variety turns between the sketches "made good" by John Staley. Chas. Kelly and May Adams in their old sketch, were fair. "The Twelve Mignon-ettes," by the company, gave a Maypole dance. Coulter and Starr, fair. Edgar Bib-by and Florence Hughes were a little over-drawn in their tramp act. The Lazelles, fly-ing ring, were "up in the air," and the bal-lads of Judson Williams took well. Rose Hill's English Folly Company next week. Shea's Garden Theater closed for extensive repairs, the first time since it opened. Next week a big vaudeville is promised. Wonder-land Theater. Harry Harrison, the human ostrich, was wonderful. Madame Jeannata, paper worker; Vivian Wood, male impersona-tor; Chas. Leonard, barnyard imitations; Ogal and Delmo, jugglers, and May Dillon, and The Girl With the Auburn Hair made up the bill. Good houses the result. Dec. 17 to 22. William C. Masson, of the Shubert Stock, at the Teck, did a quick piece of work in taking the villain's part in "The Span of Life" at the Baker Theater, Rochester, N. Y., and having only three hours in which to pre-pare, and he did well. "The Billboard" Christmas number is receiving congratulations on its fair appearance. Joseph Girard receives a benefit at the Lyceum Jan. 2 and 3. He lately managed Girard's Family Thea-ter, which came to grief. Buffalo's opera season occurs Jan. 14 to 16. Sunday concerts still draw, and the "sacred" music soothes the soul. "The Passion Play" at the Star, Dec. 16, packed the house.

JOHN S. RICHARDSON.

Buffalo, N. Y.

Salaries in Vaudeville.

"Higher salaries are now paid to individual performers in the modern vaudeville than were dreamed of in the old days of the variety show, which was the precursor of refined vaudeville. The most insignificant act in a bill costs at least forty dollars per week. (If you chanced on some of these you might think it would be worth forty to keep them out of the theater.) The less important acts, those that appear in full force at the supper show, cost from fifty to ninety dollars per week. The stalwart remainder which constitutes the real force of the bill receives salaries running from \$250 to \$1,000 per week. The last is a top-notch figure, and it is reached no oftener than can be helped. Do not forget that these salaries are for engage-ments of from twenty to fifty-two weeks, ac-cording to the value and the luck of per-formers.

"Competent acts usually can book thirty weeks of the year. Again, at a very popular theater, an act may draw \$100 a week, while at a smaller theater the same act will draw only \$75. Performers booked only for a small number of weeks in vaudeville often play in the cheap variety houses. These are called hide-away dates. Then many monologists and singers do turns at clubs after theater hours at profitable terms. The late J. W. Kelly, whose salary was at least \$300 a week, is known to have earned as much as \$700 above this figure at club entertainments. He was worth it—we shall not see his peer in many a long day.

"To compare present conditions with those of the past: A monologist of the J. W. Kelly type usually received \$50 a week twenty-five years ago. To-day he can often draw ten times that figure. What is more, his salary is safe, because the vaudeville manager is a conservative man of business, and not of the fly-by-night species that has made theater people the dread of creditors. Again, the average salary for a song and dance team years ago was \$70; to-day it is more often \$250. A more sensational jump was made by Chung Ling Foo, the Chinese conjurer. A couple of years ago, when he came to this country, he had difficulty in securing an engagement. Finally he was hooked for cities outside of New York, at \$200 per week, rail-road fares not included. His novel magic fetched good houses and the managers booked him. Eight months later he was being booked at \$1,000 per week and railroad fares paid. As an indication of the inducement that leads the legitimate actor into vaudeville, here is the case of William Har-court and Alice Fisher. Both of them, while

not possessing the peculiar endowment of stars, have a certain reputation in leading roles. In the legitimate, it may be ventured, that each of them received from \$100 to \$200 per week. They played perhaps thirty weeks in the year. In vaudeville they commanded together \$500 per week. To be sure, they had to appear twice a day, and for each appear-ance they spent about an hour in the thea-ter. In the legitimate they must be at least three hours in the theater each night, and there for one or two matinees in the week. Furthermore in vaudeville they get an amount of advertising that could be had only as stars in the legitimate. They are but a type, and must not be considered an excep-tion.—Ainslee's.

A Peculiar Suicide.

Before taking his life in Huffum & Ferrigo's undertaking establishment in Chicago, Wed-nesday night, William H. Durr, a former theatrical manager, and prominent member of the lodge of Elks, sent invitations to those whom he most desired to attend his funeral. The suicide had been carefully planned. Sur-rounded by coffins, one of which he had polished out as his choice, and with the prop-rietor and an assistant standing not ten feet away, Durr sent a bullet into his brain. He left a note stating that lack of work and financial difficulties impelled him to the deed. Durr came to the undertaking rooms at 7 o'clock in the evening and began talking to Mr. Huffum, an intimate friend and promi-nent lodge member. He seemed unusually lively and jovial, and gave no indication of his intentions to end his life. He went out

Vaudeville Acts.

"In the United States there are about sixty-seven theaters devoted to vaudeville. There are two in Canada; and two are in process of being in London. With the exception of a few parks, where performances are given only in summer, almost all of these theaters are open the year round.

"Of such theaters, twelve are in Greater New York; seven are in Chicago; in the Eastern States there are thirty-four; in the Middle West and South, twenty-four, and on the Pacific coast there are two. There is none between Omaha and San Francisco.

"In order to keep these houses supplied with performers, from 150 to 700 acts are re-quired. An act may be a sweet girl singing tearful ballads of love and parting; it may be a pair of knockabout comedians; it may be a well-known legitimate actor and his com-pany of three or four; or it may be a man with trained elephants. In answer to this demand there is a supply of 1,500 acts. Half of this number is made up of people that get along indifferently or not at all. You may be sure that the latter consider the vaude-ville business to be in a very bad way.

"As a fact, several millions stand invested in vaudeville to-day. Of the managers, at least one is a millionaire, and he has this advantage over many millionaires, in that he passes nearly all his time on his yacht. His wife has spent a small fortune in collect-ing pictures of the Madonna and of the Holy Family by old masters. At least ten others have made enough money to convince them of the utter fallacy of the income tax. As a cap of cream to this pudding is the security of a fortune made in vaudeville. In the legitimate a manager has to risk a large

wyn, Chester County, Pa., at the age of 50 years. Mr. Zimmerman's health had been shattered since his accident in New York four years ago, when he broke his ankle while alighting from a street car.

An important invention for theatrical archi-tecture has been achieved by a Russian en-gineer, Prince A. T. Dabuyachoff. It has been practically made use of for the first time at the newly constructed National Theater in the Alexander Park at St. Petersburg. This invention consists of an electrical apparatus manipulated from the stage, by which, at one touch, all doors and extra exits are opened towards the outside. In turn signaling ap-paratus stationed about the house places the audience in communication with this appar-atus on the stage, by which a custodian is always on duty ready to act on call. This invention insures the audience against the effects of any panic or over-crowding.

CINCINNATI THEATRES.

WALNUT | Matinee Thurs., Sat., Sun.
Prices, 15c, 25c, 35c, 50c.
HOYT'S GREATEST SUCCESS.
"A TEXAS STEER."
Next Week—Gertrude Coughlin in "Vanity Fair."

HEUCK'S OPERA HOUSE.
—HOYT'S—
"A BLACK SHEEP."
Matinees Tuesday, Thursday, Saturday. Next Week—"The Dairy Farm."



Casino and Boathouse
PAN-AMERICAN EXPOSITION
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to a restaurant with the undertaker and ate dinner.

When he returned he sat down at a desk and wrote three notes. One was to Mr. Huffum, in which he explained the reason for his act. The other two were as follows:

"Chicago, Dec. 19, 1900.

"Mrs. J. S. Donnell, 87 West Fourth street, Mansfield, O.—Madame: Your nephew, William Durr, suicided to-day. Will you come to the funeral Sunday? If so, wire me of your arrival. Body at my morgue.

"J. WHITTIER HUFFUM."

"Chicago, Dec. 19, 1900.

"To Deline Cole, Descriptive Vocalist, 209 East Fourteenth street, New York City—Your husband suicided to-day. Will you come to Service Sunday. Body at my place. Wire immediately. J. WHITTIER HUFFUM."

Durr placed the missive in an envelope, which he sealed and walked back into the show room, where the undertaker and his assistant were working.

"This is the casket I like best," Durr said, pointing out a black headcloth of inex-pensive make.

The backs of the two men were turned to him, and, without giving the slightest warn-ing, he shot himself, dying almost instan-tly. Mr. Durr was 50 years of age, and had lived in Chicago about eighteen months. His wife is an actress, whose stage name is Doline Cole. The funeral was held in the lodge room of the Benevolent and Protective Order of Elks No. 4 on Sunday afternoon.

Although "The Billboard" is chiefly de-voted to the agents' end of the business, we are always glad to hear from actors and ac-resses.

slice of his capital frequently twice and some-times three times in a season of about thirty weeks. Once a vaudeville business has been built the enterprise takes much of the stabili-ty of a department store."—Ainslee's.

Gossip.

Jean De Recke arrived at New York on the Kaiser Wilhelm Der Grosse December 20.

"The Billboard" particularly wants to hear from the advertising agent of each and every theater.

Raphael Navarro, manager of the Brook-lyn Academy of Music, is considering a pau-sionine show.

Clem Kerr contracted with "The Trapper's Daughter" company, and then ducked, leav-ing the company in bad shape.

Kalbfeld's Minstrels are playing to poor business in Indiana. They expect better houses in Illinois towns next week.

Ben Pfann left the "Hogan's Alley" com-pany suddenly. Fisher, the manager, makes ugly charges. He was compelled to cancel many towns and change his route.

Boston's new theater, the Colonial, was for-mally opened to the public last Thursday night before a large and fashionable audi-ence. Ben Hur was the attraction, and it was given with remarkable smoothness and artistic effect. The best seats in this house are \$2, which is fifty cents higher than the best Boston prices heretofore.

E. E. Zimmerman, the well-known thea-trical manager, is dead at the residence of his brother, George S. Zimmerman, at Ber-

COLUMBIA | Matinee EVERY DAY
All Seats 25c.

ROBERT HILLIARD & CO. IN
The LITTLEST GIRL
RIGHT OTHER ACTS.
Next Week—Fuigora's Stars.

LYCEUM THEATER. Week of
HILDEN BERG.
DENVER EXPRESS.

Matinees Daily. Lady with or without this coupon can secure reserved seat to Dr. as Circle or Balcony for any matinee for "Denver Ex-press." Next Week—Night Before Christmas.

ROBINSON'S OPERA HOUSE.

BALDWIN-MILLVILLE STOCK CO.
The Banker's Daughter.
A great hit. Matinees Sunday, Monday, Fri-day, Saturday. Prices: Matinees, all seats 10c; nights, 10 and 25c. Next Week—Nell Gwynne.

HECK'S Wonder World and Theater.
Vine St., near Sixth.

Spectacular Christmas Production of
"CINDERELLA."
10c—4 Cello Halls. 2 Theater Shows—10c.

PEOPLE'S THEATER. Week of
Dec'ber 23d.

REILLY AND WOODS' BIG SHOW.
Matinees Monday, Tuesday, Thursday, Satur-day. Next Week—Social Molds.

FAIR DEPARTMENT.

Oddest Show of All.

The most peculiar show that has attracted attention in a long time is a "cat show" to be held in Rochester, N. Y., in January. It is expected that others besides old maids will patronize the enterprise, which will draw because of its novelty. Many people think that a cat has no affection. It is a fact that they get attached to places instead of persons. Frequently when families move away, the house cat stays behind, but the admirers of the feline tribe resent this truth and assert that pussy has real love for its friends. The object of the show is to obtain sufficient money to give some worthy Rochester girl a scholarship in Wellesley College. Among the patronesses of the affair are many of the leading society women of Rochester.

Ernest Seton Thompson tells the story of a cat that drove a she-bear from a hotel in Yellowstone Park and the bear never came back.

Courageous and affectionate, the cat is also very intelligent, and many are the stories told of the reasoning powers of these domestic pets; and they are true, too.

Asia is the home of the long-haired cat; the short-haired cat comes from Egypt. The Asiatic cats and the African cats are very different in disposition and character, but they both have the one characteristic of which the cat might stand as the emblem—Independence. Should not American women, therefore, be interested in cats? Arrangements for the cat show are being perfected rapidly. Already a number of entries have been made, among which are some very remarkable specimens.

A Legal Question.

Fred Putt, a street man now in the South, complains in a letter to "The Billboard" of the alleged unfair treatment of street men at street fairs. He raises the question as to whether the authorities of a town can give the exclusive right to the public streets to any individual. He claims that they have no right to sell exclusive privileges and shut out others who may be in the same line of business. He draws a distinction between a street fair and an enclosed fair ground, the latter, according to his idea, being private property, while the former belongs to the entire community. A well-known theatrical lawyer of Cincinnati, when asked about the matter, gave it as his opinion that the proper authorities could grant such exclusive privileges, but the question is an interesting one, and it might be well for Mr. Putt and his friends to make a test case. The outcome would be watched with interest by all street fair people. City officials have a habit of doing what they please in such cases as that put by Mr. Putt, whether it be strictly according to the law or not.

Largest Flag in Milwaukee.

The Stars and Stripes from the first time the five points have dotted the blue field of the American emblem, have waved proudly over many battles, buildings, homes of State and public gatherings. To Frank C. Hostock, the animal king of America, an Englishman by birth and an American by choice, belongs the proud distinction of having erected and unfurled in Milwaukee the largest American flag ever sewed by patriotic workmen. This flag is circular in formation, and forms the entire covering of the vast interior of the old Panorama Building, now known as the Zoo. Some idea of its mammoth proportions can be conveyed when it is known that it measures 140 feet in diameter, 500 feet in circumference and contains 8,000 yards of the very finest of flag bunting. The manufacturers of this flag assert that the blue field itself, which is 32 feet in diameter, is larger than any American flag to-day in existence, the stars themselves being larger than any ordinary flag used for decorative purposes. Mr. Hostock is now booking the fair season of 1901. He is prepared to furnish fair managers with all kinds of special attractions from wild animals to merry-go-rounds.

Pastor Denounces "Midway" Vice

The Rev. Joseph Howell, pastor of the Presbyterian Church of Hamilton Square, a village about four miles from Trenton, N. J., preached on Sunday to a congregation which packed even the aisles and vestibule, a sermon in denunciation of the immoral shows of the "Midway" at this year's exhibition of the Interstate Fair. Mr. Howell declared that the promise made by the committee of the Ministerial Union by the fair officials that the obnoxious shows complained of last year would not be tolerated in the exhibition of 1901, had not been kept. He had made a close personal investigation of these sideshows and drinking resorts and had found them infamously vile and degrading. "The sideshows," he said, had three divisions. The first was the insulting introduction; second, the ten-cent

admission at the first department, which was very low, and, third, the obscene introduction to the lunch department for the fee of twenty-five cents. This last exhibition was the most licentious and immoral of which I have ever heard. I went into the saloons under the grand stands. When I entered the one to the north end it seemed that I had stepped into the vestibule of hell." The speaker paid a high compliment to the fair as a fair, saying that the exhibits were of the best, and that it was a great educator, but that these dark shadows had obscured and defaced the brightness of its record. The sermon has excited deep interest throughout Trenton and the vicinity, and seems likely to waken to energetic life dormant moral forces which may make themselves felt. N. Y. Herald.

Balloon Ascensions.

William H. Tibbitts takes issue with the correspondent who claimed that the balloon "blows" nearly always lights in the lot. Mr. Tibbitts says that he saw thirty ascensions last summer and never did a balloon or ascendant alight nearer than half a mile from the stack where the balloon was started from.

Not His Experience.

To the Editor of "The Billboard":
Dear Sir—The Christmas "Billboard" to hand, and allow me to congratulate you on appearance and growth.

I was surprised at an article by one gentleman (fair promoter, I judge), roundly scolding committees for dishonesty, refusal to pay just claims, &c. My lines must have been cast indeed in pleasant places, for in a lifetime devoted to directing public entertainments, I have never met with a committee of that kind. My impression has always been that the gentlemen connected with an enterprise for the betterment of a city

assisted. They possess the knowledge and experience. Blitz must have thought they were all like Gaskill.

Pleasures of Eating.

G. Edward Fuller, assistant superintendent, with Frederic W. Taylor, superintendent, in charge of the division of Foods and their Accessories at the Pan-American Exposition, writes briefly as follows upon the subject of foods:

Honest investigation serves to take the conceit out of us as we discover how crude are some of our eating habits when examined in the light reflected from older, and, perhaps, in some cases, inferior civilizations. Theodore Child, of savory memory, intimates that Illiat Savarin understood little about eating, though he knew how to talk of it, and my experience is that to know whom to talk to is quite a lesson in self-restraint. There is nothing more unfeeling than descending upon the pleasures of the table to the dyspeptic, or the person with an inert palate. However, we must remember that the term palate is now but a figure of speech, inasmuch as it has been determined that the tongue is the seat of tasting in three divisions: the tip responding to acids and pungent things; the middle sensible to sweet and bitter, while the back part devotes itself to the flavors emanating from fatty substances. When the butter on the bread is good, or when we have sugar on it, we may now be permitted to eat it bolder side down.

The Malays have a proverb: "Get first what you like to eat, for you are always sure of what you don't like," and the Japanese have one: "If a man declares he has never taken anything but delicious food, the truth will be shown in his appearance. If he is stout and well looking, then may he be credited, but if, on the contrary, he is poor and lean, then it is impossible that he should have lived on food good for his sustenance."

To many the division between "foods" and "food accessories" is a hazy one, but there is a pronounced distinction, and the new

The Speed Ring.

The remains of John Neal, the well-known trainer were interred at Highland Cemetery, overlooking the Latona Race Track, Covington, Ky., Dec. 19. Neal left a wife and small daughter. His estate consists of one horse, Sauterne.

New Orleans, Dec. 18.—The stewards of the Crescent City Jockey Club this afternoon took action that cut pretty close at home. Tony Liczki, who always has had the restaurant privileges at the fair grounds, is now on the track. The peculiar running of his mare, Emma Rita, has finally become too much for the officials, and, pending an investigation thereon, Mr. Liczki, or, as the official order puts it, the stable of Mr. Liczki and his trainer, W. Hurley, are suspended.

San Francisco, Dec. 18.—Ed Corrigan will sell at auction next month every horse he has in training and all his two-year-olds, save a few that he has selected for his campaign in England. The date for the sale is not set, but it will probably be held about Jan. 28 at the Occidental Exchange, in this city.

San Francisco, Dec. 18.—Several of the supervisors of San Mateo County have given evidence lately of strong prejudice against racing, and an ordinance has been introduced which, if passed, would close up Tanforan track. Still most of the members are liberal men, and it is hoped that the measure will be killed.

"From what I can learn," remarked a prominent horseman who is on intimate terms with the directors of the Jockey Club, "there is no danger of the ordinance passing. The supervisors are inclined to encourage racing, but this petition has been presented, and they have got to take some action. It would be almost a crime to close such a beautiful track as this. When it is finished there will not be a better racing spot in this country than Tanforan."

Colonel Applegate has joined the regulars at Tanforan, having an interest in two bucks in the ring.

Tony Cook and Caesar Young found the game too tough, and Joe Yeager and Gus Blum hung up slates on vacated boxes.

Will S. Heck will have one free street fair company on the road next year.

Notes.

The Kalamazoo Balloon Company, Kalamazoo, Mich., is now booking the fair season of 1901. G. Russo is manager.

The Pan-American Exposition is being exceedingly well advertised. The Bureau of Publicity is doing most excellent work.

The Winter Carnival Company is the title of a four-car Midway Company now touring the South. It is under the management of P. J. Stargus.

Work on Frank Gostock's building at the Pan-American Exposition is progressing with wonderful rapidity. It will be commodious and imposing.

Hostock's trained wild beasts at the Pan-American Exposition will be the talk of the country. Nothing quite so wonderful has ever yet been seen in America.

Frank Gaskill says his circuit of fairs will cover twenty-eight weeks next season, and he wants promoters and features. The funny part of it is, too, that he will get all the people he needs.

The Fall Festival Association, of Cincinnati, has requested Manager Will S. Heck, of Cincinnati, to submit them a proposition to manage the Midway next season and furnish all the attractions.

John I. Jones, manager of the Ferris Wheel Company, playing street fairs in the South, warns showmen and streetmen to keep away from La Grange, Ga. He says that everyone who was in that town this year was badly treated.

Our fair list begins with this issue. We want managers and secretaries of fairs everywhere to help us maintain the same high standard of accuracy that has marked this feature of our columns in past years, and to surpass our former achievements, if possible.

The many friends of Mrs. H. McCall Travis, who has a national fame as a deodorant and dressmaker of floral parades, fiesta pageants and Battle of Flowers, will be glad to learn that she is convalescent after a long illness. She expects to resume work in the near future.

A very effective way for the small town to advertise itself is to have a few of its advantages printed on envelopes and all the inhabitants take a pride in using the envelopes. They should be well printed, and, if possible, illustrated. When printed in large quantities, the cost would be only a trifle more than the blank envelopes.

One of the reasons for the failure of street fairs last season was the fact that they were not projected far enough in advance. It takes time to perfect the numberless details of organization. It takes time to properly advertise the functions. It can not spring up in a single night like a mushroom. Any society or municipality that attempts to pull one off short of ten weeks from its inception is decidedly courting failure.

Henry E. Dixey will play the leading role in "The Burgomaster" when that musical comedy goes into New York for a run on Dec. 31. The managers of the company, being Chicago men, expect some opposition to their invasion of the metropolis. However, their success in other cities has been so great that they do not hesitate to take on the handicap.

Where the Crowds Throng Wouldst thou know? Yea?

Then hearken unto "The Billboard." Verily we say unto thee "The Billboard" is a mine of information to the person who seeketh his fellow man in large bunches, whether to distribute tracts to him, or to sell him a gold brick.

were the very best and most upright citizens of that city, and would always cheerfully liquidate and make good all promises. All that is required of the conductor or entertainer is to be faithful and continuously labor for the good of the city and celebration. Do this, and I am sure no trouble will ever be met with in settlements.

Such, I am thankful to state, has been my experience, without exception, and I have never had a signed contract with a city or committee in my life. Very truly yours,
GEORGE D. BENSON.

Laporte, Ind.

Beck's Invitation.

Louis J. Beck, whose new enterprise in Indianapolis was referred to in "The Billboard" last week, issued handsome red invitations to the newspaper fraternity of the Hoosier Capital, as follows:

"I have arranged with Moy Kee, the celebrated Chinese caterer, to set an elaborate celestial lunch for my newspaper friends, of whom I am pleased to consider you one. I sincerely trust you will allow nothing to prevent you from accepting this invitation. The luncheon will be set in the banquet room of Moy Kee's establishment, 212 Indiana avenue, time 11 o'clock Sunday night, December 23, 1900.

If you remain away, you will miss "A New Sensation." Yours for publicity,
LOUIS J. BECK.

Blitz's Charges.

Signor Blitz's charges against street fair promoters in the Christmas Mirror was a gratuitous and unfeeling affront to a class of hustling, deserving men. The street fair promoters of last year worked hard for every cent they got. Not one of them had any more money than the laws allow at the end of the season. Most of them are able, capable men. Take Hostock, Benson, Pontius, Werner, Gray, Allen, White, Heck, Sturgis, Mundy, Lockwood, Davis & Co., Huffman or any of the many others in the field, and they will all get more money out of a street fair for a lodge of Elks than the lodge could un-

science of dietetics makes the division plain. Foods must contain nutrients, while food accessories may or may not. A determination by rigid test that some of the most delectable of luxuries long classed as foods, the mushroom, for instance, are wholly wanting in nutriment, and proof that certain much maligned condiments (notably black pepper, when properly selected and prepared) contain peptic tenues which aid nutrition, are all in line with the interdependence of the two classes covered by the terms "foods" on the one hand and "food accessories" on the other.

Regarding the divergent theories of life involved in eating to live or living to eat, it is not possible to set up the compromise principle that a thing worth doing at all is worth doing three times a day. Is not the doctrine of eating to live quite sordid, even as the mania for living to eat is dissolute?

We have much to learn from the Japanese, Chinese and French concerning their habits of amiability and even decorous joyousness at the family table. How laudicrous is the average family meal with us! It seems to be a mere meeting place in many families for nagging and bickering.

Black pepper is the king of food accessories, but one can not enjoy it in the thirty-third degree until one learns how to get it and how to use it.

A pepper expert ought to know whether he is in London, Paris or Amsterdam by the pepper, if nothing else. In London the pepper is strong without fragrance, going there from the Straits Settlements. In Paris fragrant with little strength, from the Malabar coast of India. In Amsterdam from Java, with neither strength nor fragrance. The peptic and tonic effects of black pepper proceed from piperine, oil and resin, which are only obtained in full when the berry is plucked before ripening; after ripening the berry is vitally manipulated into white pepper, so that, it will be seen, white pepper is merely spoiled black pepper. Red pepper is another story, as Knudyard says, and the writer has just sent out circulars for the Pan-American Exposition, which is to be held at Buffalo next year, to all the potatoeaters, planters and botanists of the countries and States of Pan-America, from Patagonia to the Philippines, arranging for a collection extensive and exhibit extraordinary of all kinds, sorts and varieties of red peppers grown in all the gardens and plantations of all the Americas.

THE BILLBOARD.



Mr. Bailey Talks.

Upon his arrival in New York the other day, James A. Bailey, the great showman, was interviewed by one of the New York papers. Among the interesting features of the talk were the following observations:

"The Greatest is doing better in Vienna than it did in Berlin. The show occupies a building there much larger than Madison Square Garden, with a dome modeled after that of St. Peter's, Rome. My wife and I live in the dome; so do 'Tody' Hamilton and his wife, McCadden and his family, Harry Watkins and his wife and other heads of departments. All the other people belonging to the outfit are housed in the building. No, we had none of the difficulties that beset us at the London opening, although the property belongs to the Emperor. Beyond some red tape, there were no obstructions.

"The show trains proved a great curiosity to the German people. They swarmed about the advertising cars until they seemed to get a grip on what was coming after them, and then when we got in everything was blocked by the curfew. I had to have heavy detachments of police at some points in order to unload the cars.

"What abroad strikes me most vividly? Well, I think that it is neither cathedrals nor pictures—but as a man who has daily to do with a large number of men, I am impressed more by the evident superiority of the American workman over any of his grade or calling in the old world."

Big Show Venture.

The heart of Peter Sells is still with the white tents, and he will not forsake the sawdust and spangles even if he did retire from the show business while his divorce suit was pending. It is probable that there will be another big show in this country next year, and Mr. Sells will be in charge of it. Mr. James Bailey now has negotiations under way which look toward the organization of another show to take the place of the Barnum-Bailey show now in Europe. Friday evening Mr. Sells said to a "Billboard" representative:

"Yes, I will be in the harness again next year. I may not be with the Forepaugh Sells Show, but I will be out with the tents. I expected to hear from Mr. Bailey to-day that plans were completed for the organization of another big show to take the place of the great Barnum-Bailey show now in Europe, but so far I have not heard from him. In case this show is organized I will be with it, and if not, I will be with my brother Lewis in the Forepaugh-Sells Show. In case the new circus is organized it will be the greatest amusement enterprise in the country."

Goodrich Buys Out Royale.

Messrs. Goodrich and Southey, of the Goodrich, Huffman and Southey Shows, now in winter quarters at Bridgeport, Conn., were in Indianapolis on the 18th. They bought all the ponies, dogs, wagons, harness and properties of the Royale Dog and Pony Circus. They shipped their new property to Bridgeport. This show will feature "France, the Diving Reg" for outside attraction.

Peter Sells Vindicated.

The Sells divorce case is done and over with. Mr. Peter Sells has been completely vindicated. The attempt to besmirch his character failed utterly. His detractors were entirely routed, and Mrs. Sells got much less than Mr. Sells was willing to allow her before the trial. She would have avoided all of the notoriety of the trial and have had more money had she dealt with Mr. Sells alone.

Even in spite of all Mr. Sells has suffered at her hands she showed that he could still be generous, yes, even magnanimous; for when all was lost he consented to a decree upon the grounds of gross neglect of duty.

There has been no doubt of the final outcome from the very beginning. The decision gives general satisfaction to everybody, with the possible exception of Joe Luker. It seems he was completely overlooked, and may have to go to work.

Mrs. Sells gets \$20,000, largely owing to her husband's liberality. No one believes the

court would have allowed her anything. She has to pay her attorney out of the allowance, so there will not be much left.

A Close Shave.

Anyone who has ever been on the door will appreciate this:

A circus paid a flying visit to a small Northern town not long ago, and the price of admission was sixpence, children under ten years of age half price. It was Edith's tenth birthday, and her brother "Tom," aged thirteen, took her in the afternoon to see the show.

Arrived at the door, he put down ninepence and asked for two front seats.

"How old is the little girl?" asked the money taker doubtfully.

"Well," replied Master Tom, "this is her tenth birthday, but she was not born until rather late in the afternoon."

The money taker accepted the statement and handed him the tickets. But it was a close shave.—Spare Moments.

The Forest Davys has gotten into the advertising business in Columbus, O., and is doing well.

Mr. Lewis Sells left Columbus for New York, Dec. 15. He went East to meet Mr. Bailey.

The Sells Gray Shows will play Key West for a week. The season will close about Jan. 15.

Leon Washburn sold his call-up to Campbell Bros. He has very little circus property left.

It is said that Walter L. Main wants to sell or lease the Rhoda Royal Show. He has it in Geneva.

Bob Hunting writes that the Christmas issue of "The Billboard" was like the visit of an old friend.

W. T. Spaulth, treasurer of the Forepaugh-Sells Shows, is in charge of the winter quarters at Columbus, O.

Steve Hettelburg, programmer with the Wallace Show last year, is an old man with Kalfeld's Minstrels.

Geo. Aiken, of the John Robinson Show, has gone South to join the show, and will stay until the show closes.

When you write us, stick to facts. If you want to exaggerate or swell things, send your letter to "these other fellows."

A Murray McPhail was a "Billboard" caller Dec. 12. His vacation of one week in home in Parkersburg was thoroughly enjoyed.

Davis Bros.' Shows is the name of a small one in the mountains of North Carolina. We heard of it last week for the first time.

The John Robinson Show closed their season at Milledgeville, Ga., on the 28th. They will be in winter quarters early next week.

Pell Mitchell, Box 47, Livingston, Tenn., wants a position as lithographer or programmer with some circus. He has good references.

Major G. W. Lingo (Pawnee Bill) is still at Pawnee, Okla. The major owns more real estate in and around Pawnee than any other one person.

LAST SEASON we published more "Circus Routes" than any other one paper in the field.

NEXT SEASON we intend to publish twice as many as all other papers combined. Watch "The Billboard."

Gossip.

Clark Bros. are going out on cars next season.

John Barton has left the Clark Bros.' Shows.

E. M. Hurk spent Dec. 11 to 20 in Cleveland, O.

Send us some gossip and news from winter quarters.

J. P. Fagan was a "Billboard" caller December 22.

E. D. Colvin has been ill, but is able to be about again.

Ernest Haag's wagon shows will winter at Shreveport, La.

Ralph W. Peckham will spend the winter in Baraboo, Wis.

Dave Heinrich is spending a couple of weeks in Louisville, Ky.

A. M. Gillette wants an agent. See route in another column.

W. E. Franklin spent Christmas with his parents at Watseka, Ill.

The Forepaugh-Sells Show has an office in Columbus at 256 Fifth avenue.

Oliver Scott has gone to his home at Haverly, D., to spend the holidays.

W. C. Boyd is ahead of a theatrical attraction, "The Man From Mexico."

J. M. J. Kane, of the John Robinson Show, has gone to San Francisco, Cal.

Tedrow & Gettle bought three cages of Mrs. W. C. Perry at Columbus, Dec. 10.

This little column of chat and gossip is more widely read than you imagine.

H. S. Rowe is figuring on a No. 2 show, but it will be different from their No. 1.

It is now authoritatively stated that Walter L. Main will not go out next season.

Ben Cullen and Hop Adams, of the John Robinson Show, are visiting in Cincinnati.

Doc Parkhurst writes that the Christmas issue of "The Billboard" was the best ever.

Allen Richards, of Columbus, joined Kalfeld's Minstrels at Shelbyville, Ind., Dec. 10.

enlarged and improved, but that it will travel on wagons, as heretofore.

Stunt and Fehnel are negating getting their show ready for next season. They promise a first class circus at popular prices. They will be heralded through the country as the Barr Bros.' Mammoth Shows.

Harry Morris has secured a long lease of the Academy of Music, New Orleans, and will convert it to the use of vaudeville and burlesque attractions, opening Dec. 30 with the May Howard burlesque company.

The Barlow's will tour Indiana and Ohio, and will open the first week in April, 1901. Edna and Emma Barlow are working on a ring stadium, and selecting comic and sentimental comedy acts for concert time.

The veteran Charles Sivalls will be with the Sells-Forepaugh Show again next season as railroad contracting agent. Mr. Sivalls has been spending several days in Cincinnati looking after a deal in which he is interested, but the nature of which he is not yet ready to make public.

It is said that Santelle claims to have cleared \$1,000 this last season, and will be willing to sell his show, including the load of stock and the use of his name and title, for \$10,000. As the show includes an elephant, two good lions, etc., the two statements seem to be reasonable.

Among others, "The Billboard" wrote to Ed P. Davys for a description of his winter quarters in Kalamazoo. The letter reached him at Wickenburg, Nevada. He answered in his customary dull way. This is our description of the winter quarters. "The show fell down in Chicago June 6 and 8. So did I. So did the winter quarters. The existing condition is still so great that it baffles description." Yours truly Ed P. Davys.

As an instance of how near right daily newspapers get names, the following is significant. The deposition of Harry Stoops, bill poster at Chattanooga, was read in the Sells treat at Columbus. Next day but one paper got Stoops' name right. Here are a few of the disguises in which it appeared: Harry Stoops, Harry Stoops, Henry Stoops, Harry S. Toop and Harry Zub. The funniest one of all the distortions, however, appeared in a telegraphic report of the treat published in the Cincinnati Times-Star, which had it "Perry Stoops."

A circus paid a flying visit to a small northern town not long ago, and the price of admission was sixpence, children under ten years of age half price. It was Edith's tenth birthday, and her brother Tom, aged thirteen, took her in the afternoon to see the show. Arrived at the door, he put down ninepence and asked for two front seats. "How old is the little girl?" asked the money taker doubtfully. "Well," replied Master Tom, "this is her tenth birthday, but she was not born until rather late in the afternoon." The money taker accepted the statement and handed him the tickets. But it was a close shave.—Spare Moments.

Engagements for 1901.

Ralph W. Peckham, ex-agent agent with Ringling Bros.

L. S. Barrett, ex-agent agent of Buffalo Bill's Wild West.

Chas. Sivalls, railroad contractor with the Forepaugh-Sells Shows.

William B. Smart, goes as general agent with the Barr Bros. Shows.

T. Stanley Lewis, with Buckskin Bill as a visiting agent of the show.

Clay Lambell, contractor with Ringling Bros. World's Greatest Shows.

W. D. McHarris has been re-engaged as singer and talking clown for the Barlow Shows.

George H. Wynton, of Grand Rapids, Mich., goes as advance agent for the Barlow Show next season.

C. C. Wilson, general agent, railroad contractor, assistant manager, and footest liver, with Harry Nickel Plate Shows.

Circus Routes.

BARNUM & BAILEY, Vienna, Austria, indefinitely.

FRANK BASTOCK'S ZOO, Week of Dec. 29, Indianapolis, Ind., indefinitely.

CLARK BROS., Lubin, Tex., Dec. 29.

GILLETTE'S, Swacko, Fla., Dec. 26, and 30; Wardo, Dec. 27; Gainesville, Dec. 28; How, there, Dec. 29; Ocala, Dec. 30.

KENNEDY BROS. WILD WEST SHOW, Fortbank, S. C., Dec. 28 and 29; Claxton, Ga., Jan. 1 to 3; Mt. Vernon, Ga., Jan. 7 and 8; Milledgeville, Ga., Jan. 10 to 12.

An Agent Wanted.

A. M. Gillett writes "The Billboard" from Greenville, Fla., that he wants an agent for his tent show. His address is Madison, Fla. This is a good chance for the right man.

The Manager and the Showbill Man.

The showbill man is an interloper among his fellows, a king over his subjects. His chambers of state are up one flight of narrow stairs, at the front of an impretentious building, decorated with large letters, as the abiding place of a show printing company. The manager of the one-night stand attraction and the hero of countless barnstorming campaigns know the address as well as he knows in which side of Clark street his brothers-in-art must do congregate, and where the most theatrical boarding house is that permits him to obtain food and lodging while performing at liberty. Thither both manager and artist betake themselves at the first opportunity, for the "showbill man" dispenses his favors to whom he will and to no one else in the domain of fly-by-night theatrics like unto him.

This is the season of the year when many shows of leader growth are nipped by the frosts of winter. They are the little dramatic and faro-variety companies that started out from Chicago one, two or three months ago with the purpose, as advertised, of "going to the coast." The capital upon which they proposed to do this was probably a limited wardrobe, \$50 worth of second hand stage properties and \$1000 worth of gorgeously colored show paper, obtained on credit. At the first stand they made enough to pay their fares to the west and so on for a time, until they came to a town where there was not enough money in "the show house" to pay the hotel bill. The baggage was attached to the handcar and those members of the career-planned organization who had neither friends nor sympathizers to help them, set out to walk by easy stages back to Chicago.

But the air of the city is the natural element of the actor and manager. His spirits rise the moment he feels its murky breath. A friend on the Illinois advances him the price of a shave, the kind woman who keeps the theatrical boarding house and modestly refers to herself as a "has been," accepts him as an old pal on, and he sets out again to find another engagement.

Observe him as he saunters down Washburn avenue toward the office of the showbill man. He is an actor every second and every intention of his clothing proclaim his poverty, but the upturned toes of his shoes are freshly polished, his coat is carefully brushed and his head is erect with grand defiance of misgiving fortune. But the showbill man regards him with an icy stare.

"Hello, Lawrence! What have you done with all that paper I let you have?" It is the showbill man's first inquiry as he throws his long legs upon his desk and strikes a fresh light for his cigarette pipe.

"Buffered by outrageous letters," says the actor straightway, and in a mere deflectional tone explains the the handcar of the Missouri house in Lebanon, Mo., had taken possession of it to satisfy a trading whim, and that he had been obliged to compromise to close the season but would return after the holidays, when business picked up.

"The same old story," the showbill man is not in a pleasant humor at the prospect of loss of \$500 worth of printing. When you fellows go back before Christmas you lay it to the holiday shopping and when it happens after the holidays you lay it to Lent. I guess the fact is, your show was rotten."

"But my dear sir, the actor protests, I got the play of you. You recommended it and advanced me the paper."

"Well, stuffkins made \$1000 out of it. If you had been any good on earth you should have made \$25000 in the three months you have been on the road. Good day."

The actor goes away less jauntily than he came, and his plume in the office of the showbill man is taken by a short, rotund man, who comes in with quick, jerky steps and later at a black, stubby growth of mustache.

"Ah, Russ, glad to see you." The showbill man recognizes in his visitor a person who interests him. "Had a good season, I hear?"

"Great," exclaims Mr. Russell, with the same cordiality. "We're \$7000 to the good already and have twenty weeks booked before the money grows on bushes. They can't stop us now. Next season I'm going to put four musical comedies on the road and I'll make \$75,000. I tell you, I've struck my gold. You don't catch me wasting any more time on high-class dramas."

"That's what I told you," says the showbill man. "You're just the fellow to make that sort of thing go. You must give me credit for putting you on."

"I admit it," Mr. Russell concedes. "Now how much does my printing stand me in?" The showbill man calls to his bookkeeper to look up Mr. Russell's account and mean while they discuss the ill-luck of peer Lawrence who had failed because Missouri wouldn't stand for his "Quo Vadis," and consider how some of the paper printed for him might be used in advertising a sketch in the olio of the minstrel show.

"It's superb paper," the showbill man says enthusiastically. "With that going ahead of him, I don't see how a wooden man could have failed to draw big houses!" The bookkeeper makes his report.

"Mr. Russell, your account stands this way. You paid me \$200 cash and have had 3000 twenty-four sheet stands at \$2 each and 2000 sheets of other paper at 5 cents each, amounting in all to \$5000. That leaves you a hard some profit, and your season is only half over!"

Mr. Russell, the minstrel manager, pays his printing bill and has not much left to fall back upon in the event of a few weeks of bad business, but he pays gladly, for he believes the advertising paper has been his best investment. Indeed, he has no reason to be dissatisfied. He is one of the men who took out a small dramatic company last season and was stranded with it.

He eked out a living during the summer as ticket-taker at a beer garden, and in August somebody staked him to \$200, with which as capital he proposed to take upon the road a minstrel troupe of forty people, with costumed first part, a brass band and street parade. His first step after getting the \$200 was to give it all to the showbill man and contract for \$5000 worth of printing. This gave him credit with the costume makers, the showbill man allowed him to use a desk in his office, so that "artists" had respect for him, and now he is proprietor of his own organization and possesses nearly \$2,000 as the profits of his venture.

This is a truthful glimpse into those remote recesses of the theatrical business where people seldom see. They know much about the great theatrical producers, such as the Frohman, but it is largely a mystery where the multitude of traveling companies that swarm through every section and into every corner of the country come from and how they live. The showbill man, whose wares are their most important capital, is very often the one responsible for their existence. When companies have failed, leaving unpaid bills for printing, he has had to take their plays, scenery and costumes, these being the only available assets. With them on his hands and a stock of unused paper prepared for the original production, it required only another step to make the showbill man a manager, and one a manager he was sure to go on extending the circle of his influence until he became the power he is at the present time. He possesses an immense stock of plays, mostly farces and melodramas of the kind that tend to sensationalism and he loans them to the man who buys his advertising paper of him. He provides the manager with a desk in his outer office when he comes to town, and there the companies are engaged and all the business transacted that has to be done in connection with preparing an extended tour for a traveling organization of the kind that fares best when it remains in a town no longer than a single night. The showbill man knows whether or not Snuggles and his wife "made good" last season playing leading juvenies in "The Convict's Mother," and we believe to the inkless player who insurs his anger or to the man who forgets to pay his printer's bill. The showbill man can be generous and give a fellow who is down a chance to make several thousand dollars within a few months by supplying him with a play and a bundle of attractive paper, but his displeasure is ruinous, because of the great cost of the printing used in theatrical advertising and the inability of even the richest managers to pay for it in advance. It is no unusual thing for a theatrical attraction to use \$25,000 worth of lithographs and other printing during a single season on the road, and many of the smallest organizations use between \$10,000 and \$15,000 worth of paper. This taken in connection with the fact that theatrical people are likely to spend their money as quickly as they earn it, demonstrates how great a factor in the world of amusements is the good-will of the showbill man. Chicago Record.

Enlarged Show.

The Goodrich, Huffman & Southey Show which is wintering at Bridgeport, Conn., will be very much enlarged next season. Mr. A. H. Southey, one of the firm, has been West purchasing animals and wagons. He stopped over a day in Cincinnati, called at "The Billboard" office and visited the Zoo. Mr. Southey tells some interesting reminiscences of the late P. T. Barnum, with whom he was well acquainted, although still a young man. Several years ago, said Mr. Southey, "one of the Bridgeport papers offered two prizes of \$50 and \$20 for the two best answers to the question, 'What is Bridgeport's greatest need?' There were several hundred who contested for the prizes, and each suggested something that was a long-felt want of the town. A brother of mine in the High School, took the first prize with this answer: 'As a school boy in the sixth grade, I would say that what Bridgeport wants is a few more men like P. T. Barnum.' Mr. Southey, who is a thorough showman, gives it as his opinion that the Barnum & Bailey Show will, if they can get away from their European engagements, be back in the United States and winter in Bridgeport."

Ament's Preparations.

In writing to "The Billboard" about his big city show Captain W. D. Ament said: "After eight weeks of hard work in winter-quarters everything is about ready again for the road. I have rushed the work this year, so I can get through in time to devote my attention to the new opera house and the bill posting plant. Next season I will put out a three-act show consisting of three sixty-foot eyes, using an six-foot top, with two six-foot middle pieces. I have 12 head of blue ponies, a handsome pair of snow-white Arabian horses and all new cages, built to order. Will run a one-act circus, instead of a vaudeville, playing one-night stands. Six years ago I started this show without a dollar of capital. I had some credit, considerable experience and a world of confidence. I made a winner from the start, and have built the show a little larger every year, using all the profits of the show season after season until now I have as large a show as any man can possibly carry and make an honest living at 10 and 20 cents."

When you get ready to advertise for people try "The Billboard." The results will surprise you. They all read it, not merely the ads, but from cover to cover.

Circus Winter Quarters.

The following list gives the winter quarters of the various tent shows, circuses and Wild West combinations. In many instances, (but not all), the address given is also the permanent address. The list is revised and corrected weekly.

Frank Adams En route
Aidell's Dog & Pony Show Ft. Recovery, O
Ament's Big City Show Muscatine, Ia
American Circus & Ex. Co. Kansas City, Mo
Tony Ashton's Shows London, Ind

B & B Shows Antigo, Wis
Backman's Shows Baltimore, Md
Bailey & Sons' Houston, Tex
Bailey Twin Sisters' Urbana, O
Barber Bros Portsmouth, O
Barlow's Show Syracuse, Ind
Barnum & Bailey Vienna, Austria
C. N. Bay, 152 S. Main st., Washington, Pa
Beyerle's Burk Tom Shows Lincoln, Neb
Bonheur Bros. Augusta, O. T
Bostock Shows (st. fairs) Indianapolis, Ind
Frank C. Bostock Indianapolis, Ind
Frank C. Bostock Baltimore, Md
Frank C. Bostock Milwaukee, Wis
Buchanan Bros. Des Moines, Ia
Bucksbill Bill's Wild West Paducah, Ky
Buffalo Bill's Wild West Bridgeport, Ct

Callahan (Prof) Tom Shows Olatte, Kan
Campbell Bros. Fairbury, Neb
Clark Bros. En route
Clark, M. L. Alexandria, Ia
Clark's United Shows Alexandria, Ia
Cooper & Co. En route
Conklin, Pete, 412 Sewell st., W. Hoboken, N. J
Geo. C. Craft Dog and Pony Shows Fondra, Ia
Cullins Bros. Concordia, Kan

Dashing's Dog & Pony show La Reite, Kan
Davis (E. F.) Shows Kalamazoo, Mich
Deberly's Dog Shows Kansas City, Mo
Dock's Sam Ft. Loudon, Pa
Downie (Andrew) Shows Medina, N. Y

Elton Bros. Smithfield, Fayette Co., Pa
Ely's Geo S Metropolitan City, Ill
Ewers' Bros. West Point, Ia
Exposition Circuit Co. (st. fairs) Canton, O

Gaskill, Frank W. (street fairs) Canton, O
Gentry's No. 1 Houston, Tex
Gentry's No. 2 Macon, Ga
Gentry's No. 3 Houston, Tex
Gentry's No. 4 Houston, Tex
Gibb's Olympic Wapakoneta, O
Gillmeyer (Wm. H.) Ardmore, Pa
Gollmar Bros Baraboo, Wis
Goodrich, Huffman & Southey, Bridgeport, Ct
Gray, Jas. H. Luverne, Minn
Great Syndicate Shows Kansas City, Mo

Hagg's Shows Sareveport, La
Hagenbeck's, Carl, 336 Washab av., Chicago
Hall & Long's Sturgis, Mich
Hall's, Geo. W., Jr. Evansville, Wis
Happy Bob Robinson Lancaster, O
Hargrave's Shows Chester, Pa
Harrington Combined Shows, Evansville, Ind
Harris, Nickel Plate Chicago, Ill
Harris, John P. McKeosport, Pa
Hoffman's Shows South Bend, Ind
Huston's Shows Winchester, Ind

International Exhibition Co, Kansas City, Mo

Jaillet's Bouanza Shows Osterburg, Pa
E. L. Johnson Elmira, N. Y

Kemp Sisters' Wild West El Paso, Ill
Thos. W. Kehoe Station M, Chicago, Ill
King & Ziemer, 8025 Van Buren st., St. Louis
Kennedy Bros. Bloomington, Ill

Lanbrigger's, Gus Orville, O
Langley's Shows, 218 Derphan st., Mobile, Ala
La Place, Mons. Bylesville, O
Lemon Bros. Argentine, Kan
Lee, Frank H. Pawtucket, R. I
Loretta Corry, Pa
Louis Present Shows Trumbull, O
Lowande's, Tony Havana, Cuba
Lowande's, Marthino Havana, Cuba
Lowery Bros' Shows Shenandoah, Pa
Lu Reil's Great Sensation Washington, La

Maritta Shows Algiers, La
McCormick Bros. Gallipolis, O
W. E. McCurdy, (minstrel) Marshall, Mo
McDonald's, Andy 175 W. Madison, Chicago
McDonald & Bryant Charlotte, Mich
McDonald's, Walter Abilene, Kan
Miles, Orton Centropolis, Mo
M. B. Mondy Liberal, Mo
J. C. Murray 414 S. 5th st., Atchison, Kan

Nal's United Shows Beloit, Kan
New England Carnival Co. Canton, O
Norris & Rowe's Oakland, Cal
Norris Bros. Oakland, Cal

Pawnee Bill's Wild West Litchfield, Ill
Perrin's, Dave W. Eaton Rapids, Mich
Perry & Pressly Webster City, Ia
Prescott & Co's Rockland, Me
Price & Honeywell Wilkesbarre, Pa

Raymond's Shows (Nat) South Bend, Ind
Reagan's Amusements Parkersley, Va
Reed's, A. H. Vernon, Ind
E. W. Robinson, Danville, Harper Co., Kan
Rhoda's Oriental Shows Kankakee, Ill
Rhoda's Royal Shows Geneva, N. Y
Rice's Dog and Pony Show New Albany, Ind
Ringling Bros. Baraboo, Wis
Robinson's, John Terrace Park, Ct
Royce Bros' Shows Pottstown, Pa

Sautelle's, Sig. Homer, N. Y
Sells Bros. & Foroughbaugh Columbus, O
Sells Gray Peru, Ind
Setchell's, O. Q. Little Spout, Ia
Schaffer & Spry Bros. Portsmouth, O
Schuler Bros. & Dr. 27 E. 11th st., Kansas City, Mo

Shott Bros' Bluefield, W. Va
Silver Bros' Shows, G. Silver, mgr.
Sip's, Gen. W. Kekomo, Ind
Snyder's Shows, (E. D. Snyder) Pine Bluff, Ark

Smith's, E. G. Sycamore, Pa
Spann's R. B. Shows Port Jervis, N. Y
Spark's, John H., (two shows) En route
St. Julian Bros. 3267 Miller st., Phila., Pa
Stang Bros. Burlington, Wis
Ston C. Stevenson Galveston, Tex
Stewart's, Capt. Ft. Wayne, Ind
Sun Bros. Norfolk, Va

Tanner's Park & Fair Attraction Pittsburg
F. J. Taylor Creston, Ia
Tedrow & Gettle Nelsonville, O
Teets Bros. Hazel Green, Ky
Trout & Foster's, 430 Penn av., Elmira, N. Y
Tuttle, Louis Box 1,498, Paterson, N. J
Tuttle's Olympic Lanesville, Pa

Urmston's, W. E. Pacific Grove, Cal
VanAttnberg & Gallagher Medina, N. Y

Wallace Shows Peru, Ind
Ward's Shows Plymouth, Mass
Welsh Bros. Lancaster, Pa
Wetter's, Albert M. Massillon, O
Whitney Shows Bennington, Vt
Williams' Vaudeville Circuit, Nashville, Tenn
Williams, W. D., 414 North Sumner st., Nashville, Tenn

A. Wilson Snow (burlesque tent), Norwich, Ct
Wintermute Bros. Hebron, Wis
W. E. Winston Parille Grove, Cal
Wixom Bros. Bancroft, Mich

James Zanone Nashville, Tenn
Ziemer Shows, 8025 Van Buren st., St. Louis, Mo

Our readers will confer a great favor by bringing any errors or omissions in the above list to our notice. We revise the list carefully every week, making every effort to keep it reliable and correct. In writing to any of the above addresses, please state that you saw it in "The Billboard."

S. F. TAYLOR,
SIDE SHOW PAINTINGS
265 West Randolph Street,
Chicago, - - Illinois

THOMSON & VANDIVEER, Awning and Tent Makers
And Manufacturers of Circus Side Show, Can Meeting, Military and Lawn Tents, Balloon and Parachutes, Stable Canvases and Sport Tents, Dray, Horse and Wagon Covers; Tarpaulins, Mops, Canvas Signs and Hose; Steam Boat Screens and Windsails; Hammocks, etc. Flags of every description made to order. Tent for rent. THOMSON & VANDIVEER, 5 Charles Hotel, 230 and 230 East Third Street Cincinnati Ohio

Scenery and Show Paintings
JOHN HERFURTH,
No. 2183 Boone St. GINCINNATI, I.

GREAT WALLACE SHOWS
SEASON 1901.

Want the very best people in all lines of Circus Business for the Tenting Season of 1901.

High class acts and novelties of all kinds for big show, side show and concert riders, acrobats, aerialists, race riders, comedy features and clowning wanted; also high-class female attractions for side show, lady singers, lady dancers, lady music acts, lady bag punchers, etc., etc. Also want (to steady, sober and reliable billposters (no agents). Only people of tried and recognized ability wanted, as the Wallace Shows the coming season will be the marvel of the circus world - the highest class in fact as well as in name.
Billysters address W. E. FRANKLIN, Terrace Park, Ohio.
Side Show people address B. L. BOWMAN, Western Ave. and Pulte St., North Fairmount, Cincinnati, Ohio.
All others address B. E. WALLACE, Peru, Ind.
Two weeks silence, a respectful negative.

THE BILLBOARD.

LIST OF Distributors

This list is open to all distributors 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.

- ALABAMA.**
 Birmingham—Sheldon M. Murray, 1412 5th av.
 Montgomery—G. F. McDonald, city bill poster
- ARIZONA.**
 Phoenix—Phoenix H. P. Co., 194 N. Center.
- ARKANSAS.**
 Booneville—F. D. Pros.
 Camden—F. L. Agre
 Conway—J. F. Clark, Box 92
- CALIFORNIA.**
 Los Angeles—F. W. Sabichl.
 Oakland—William H. Porter, 408 10th st.
 San Francisco—Owens, Varny & Green.
 Santa Cruz—L. A. Daniels, 9 Locust st.
 Santa Monica—Los Angeles H. P. Co.
- CANADA.**
 Ottawa, Ont.—Alex. Jacques, 116 Osgood st.
- COLORADO.**
 Aspen—John B. Ledan.
 Denver—Curran Co., 1723 Lawrence st.
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