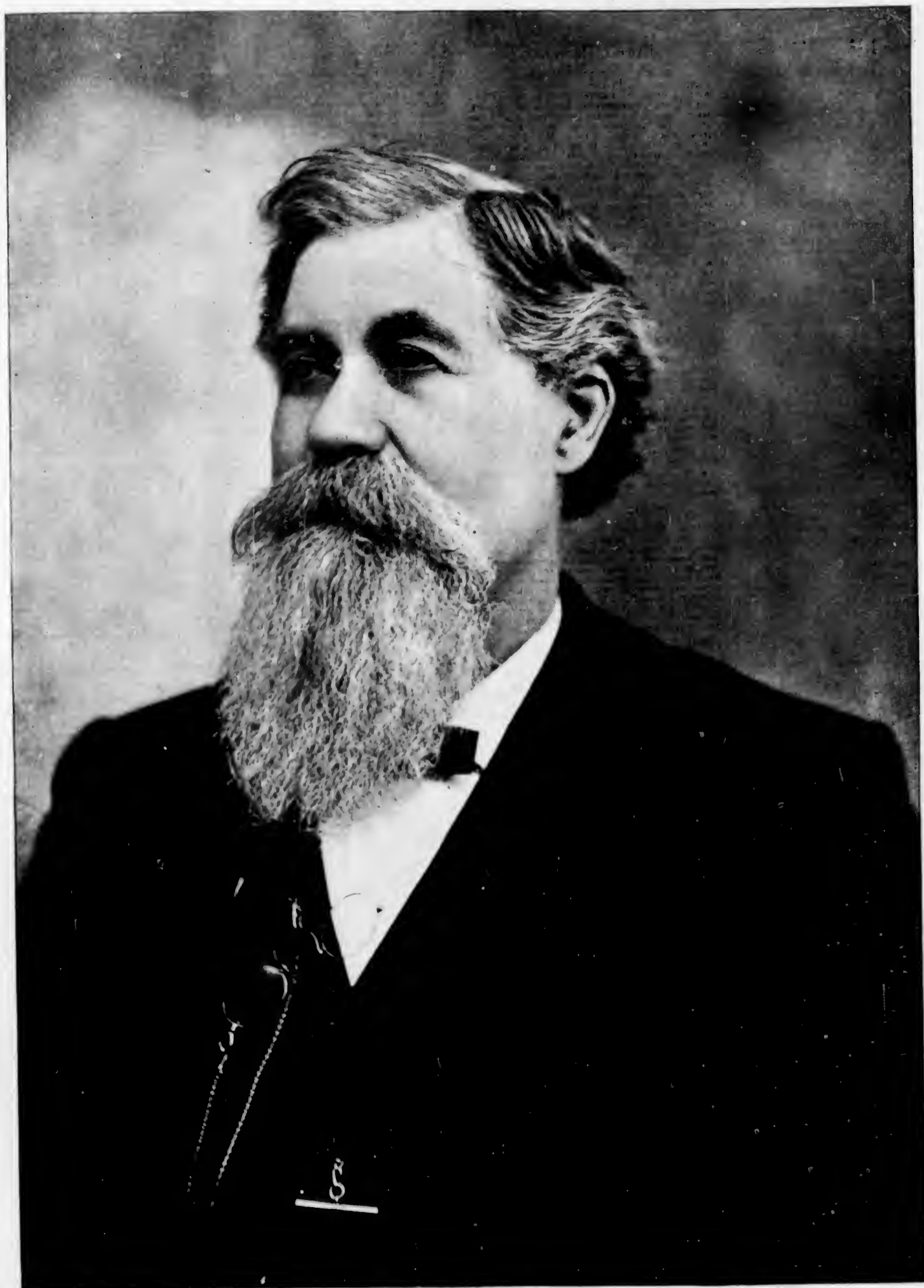


THE BILLBOARD

Vol. XI., No. 3.

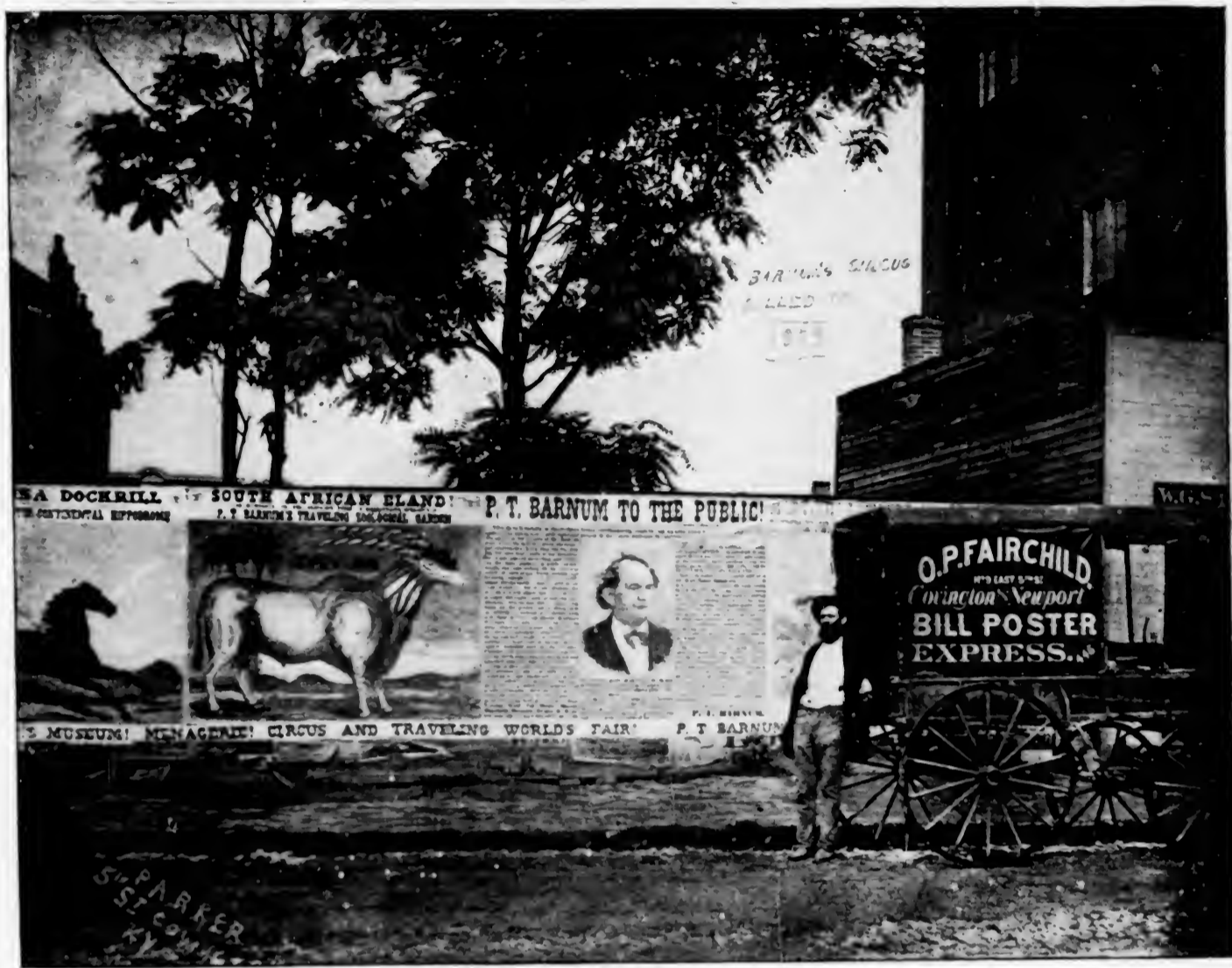
CINCINNATI, MARCH 1, 1899.

PRICE 6 CENTS.
PER YEAR: \$1.00



C. H. GANSON,

President Ohio Association of Fair Managers, Urbana, O.



BARNUM PAPER — Season of 1873.

N. A. M. N. C.

A New Organization of Newspaper Men.

Windy Boys in the Windy City—The Initials Do Not Stand for Notorious Ananias' Mendacious Newspaper Crowd.

Last fall, in Detroit, was organized the National Association of Managers of Newspaper Circulation, with the following officers:

President, W. H. Gillette, Detroit Free Press; Vice-President, Bruce Halldeman, Louisville Courier Journal; Secretary, J. L. Boeshans, Ohio State Journal; Treasurer, F. L. Thresher, Minneapolis Journal.

The officers have been active and zealous in their work, and the association now numbers nearly, if not quite, four hundred members. The association will hold its first annual convention in Chicago, June 6th next. The members of the organization, its rapid growth, and particularly its surprising and unexpected advent, aptly illustrates the rapid strides which newspaper management is making to-day.

A decade ago if the term meant anything it stood merely for a man in

charge of a few clerks, and these latter, with the subscription books, dealers' lists and carriers, were vaguely referred to as the circulation department.

There is nothing vague about their station today, though, unless it be their figures. They are specialists. They are sharp, shrewd and quick-witted. They earn large salaries. Upon them more than all others depends the success of the paper.

The advertising manager is no longer "h." The circulation manager has supplanted him, and now occupies the highest seat on the throne.

How did he win this proud position? He did it with his little affidavit.

In all seriousness, though, the N. A. M. N. C. can be made a good thing. We learn that its object is: (1) To advance the best interests of the departments of the newspapers which its members represent; (2) To assist its members; (3) To more thoroughly dig out the office which they hold; (4) The interchange of ideas; (5) Promotion of good fellowship; and (6) The correction of immemorial and expensive abuses and practices.

We would advise that the members content themselves with the first five divisions of their outlined effort, at least while the association is young and tender. There is danger in No. 6—while great big chunks of it. When

they tackle that problem, even though the association has gathered unto itself the accumulated strength and vigor of years, it is liable to emerge from the fracas in a badly battered and dam-damaged condition.

"When Greek meets Greek, then comes the tug of war." The N. A. M. N. C. will doubtless get along very nicely, so long as the members congregate for the sole purpose of laughing, quaffing, and handing each other bunches of "con." but the moment they undertake to "correct abuses and practices" that very moment their association will strike a rock, and split up as effectually, violently and numerously as a log raft pushed by a looming freshet.

The suggestion that the official seal of the order be a portrait of Rowell, the great leucoclast, surrounded by the motto, "Honi soit qui mal y pense," we understand, has not been favorably received.

The fair at Rochester, N. H., was started twenty-five years ago. At that time seventy men paid in a dollar each, and for this sum a fair was gotten up. A track was hired, and the venture proved successful. Under the direction of Captain A. W. Hayes, the fair prospered and soon became one of the most notable in the country. Since the original subscription of \$70 the association has purchased and improved grounds valued at \$75,000, and over \$500 in dividends has been paid.

THEN AND NOW.

Posters in '73 contrasted with those of to-day.

Two highly interesting photographs which we are able to reproduce through the kindness of O. P. Fairchild of Covington, Ky.

On this page we print two photographs. One was taken twenty-six years ago. It shows the small, crude posters which in that day were considered marvels. It will be noticed that it is Barnum paper that is on the board, and it is worthy of note that in 1873 Barnum electrified and astounded the West with his mammoth, lavish and prodigal display of posters.

Barnum's was the biggest show on earth, and used the biggest paper on earth and—think of it—a nine-sheet was the largest poster that had ever been made.

See the changes wrought in a quarter of a century in the accompanying photograph we print. It bears the paper of a theatrical attraction, and it is forty sheets long and four sheets high. It has in all one hundred and sixty sheets of paper on it, only sixteen of which (the streamers) are duplicated.

One can not photograph a board bearing a full complement of paper used by a modern circus, even of moderate size. It is so large, varied, and there are so many varied designs, that even if a board were built to hold it, the perspective of the far end would be so dilutive as to be indistinguishable.

This old time photograph is still the property of honest, sturdy Oliver Fairchild, and he values it as he would virgin gold. Well he may, too, for it is probably the only one of a bill board of that early date which is now in existence.



MODERN BILLING. — 102 SHEETS WITHOUT A DUPLICATE.



Sign Painting in all its Branches.

Forming Letters.

CHAPTER V.

Sign writers, as a rule, invent names for peculiar forms of letters of their own make, while the letters in general use go under the names of Roman, Gothic and Block. What the sign painter calls Block letters, the type-maker and printer call Gothic; what the sign painter calls Gothic, the printer calls Condensed Gothic; and what is known to the sign painter as wide block, the printer knows as extended Gothic. All letters whose lines are heavy, and of about the same width throughout, without extensions at top or bottom, are Gothic with the printer. When there are extensions at the top and bottom, they are called Antique. Hence, as the sign painter has no regular names for letters and styles he uses, we will not try to designate them by names, any more than by what is generally understood by the craft—bearing in mind that the bulletin sign painter is always on the lookout for style and styles of letters that are easily and quickly made. Something that is showy, but easily read, that gives the attractive force to his work which is demanded by advertisers.

Gothic letters, either wide or narrow, are mostly used by sign painters. Each individual preserves his individuality in the variation of the formation of the different styles of letters according to his ideas, taste, or artistic ability.

In this chapter, we shall deal with changing the same alphabet into different forms. Let us take the plain Block, or Gothic, as shown by illustration. We take it for granted that the learner has already acquired facility enough with the brush to make a complete, plain, Gothic alphabet. If not, he should proceed to learn to make it at once. One thing to be avoided in making this

extensions, etc., the letters O and Q and the character & are seldom changed except as to width, without there is a radical departure from the original form.

A line of letters may be given a different look by simply lengthening into scrolls, one or more bars of certain letters in the line. The letters of the alphabet usually treated thus are C, H, G, K, L, M, N, R, S, V, W and Y. When one or more of these letters occur in a word or line of lettering, the bars may be lengthened into scrolls, which, if done right, gives the "tout ensemble" of the sign an improved appearance. In using this, choose such a letter, when scrolled, the scroll part will fill some vacant place in the sign. Follow the rule: "What is done to one part of a letter, should be done to the corresponding parts of all the letters in the line," and you will have no trouble in making any changes you desire.

Often the learner comes across a handsome small design for a sign which he would like to have in larger form. To reproduce it in larger size, we call your attention to the system known to artists as the squaring off method. This consists in drawing a lot of squares of uniform size on the copy to be enlarged and the same number of squares on the surface on which the drawing is to appear, only larger, then, drawing what is seen in a small square on the corresponding large square. So, continuing until completed. There is an instrument called the mottoscope—a glass plate divided into small squares, which is laid on the picture. In lieu of this, draw one-eighth inch squares on the design to be copied as shown by the accompanying cut. We will assume that you are copying a letter one inch high, and you wish to make the reproduction eight inches high. As the small letter is 8 squares of one-eighth inch high, the reproduction to be 8 inches must be 8 squares of one inch. If the reproduction is to be 10 inches, then the large squares should be an inch and a quarter. Divide the number of inches high you wish the reproduction to be by the number of squares in height the small design is and it will give you the size in inches and fractions the large squares are to be. Begin at the left upper corner of both and number to the right and down so as to avoid confusion. You may begin with any square. Take the ninth square and trace down until you meet the ninth square running across. In the same way, get the corresponding square in the large design, and draw exactly what you see in the small ninth square

BROWN

Notes.

As a general thing, sign painters are more particular about the choice of material than any other class of painters. One of the chief requisites of a paint for sign painting is, it should flow easily and evenly. Another is, it should cover well, and another is, it should be strong in color; that is, it should, in trade parlance, hold its color. If it be a yellow, it should be a permanent yellow, a blue, a permanent blue. A paint that will not change in hue or tint is what the sign painter wants. Another requisite is, it should last and be within reach of price. As to the whites, Carter's "Diamond" brand of white lead comes nearer filling the above requirements than any other lead with which the writer is acquainted. I expect I have tested them nearly all in some way or other. As lead is the base of nearly all the colors that the modern sign painter uses, it is important that it should be of a first-class quality. All painters of experience know there is a vast difference in different brands of lead in reference to holding or showing the different tints. It is often noticed that the same color, when mixed with different brands of lead, will change or fade much sooner in some brands than in others. Having tested the "Diamond" lead in this respect, the writer has found that it passes this valuable characteristic to a marked degree. This alone should recommend it for the use of sign painters, but it has another special characteristic, that of whiteness which is emphasized to a greater degree than any brand of "old process" lead. For painting on glass a very white paint is always required. Flake white is generally used, flake white is expensive, while "Diamond" lead is of the same price as other, and is nearly, if not quite, as white, as flake white. A sign painter once said to me: "I never use white

there are some lines of business which require other signs in addition to these, such as blackboards on which to display prices, and bulletins on which to make announcements of special bargains and other matters of particular interest to buyers. No wise awake merchant will undertake to do without signs of this class, no matter how small his town or how sure he may be that his trade will come to him anyway.

This brings to me the statement of a certain country merchant. Two years ago I called at his store for the purpose of examining his references with a view to establishing a line of credit for him. He did not have a sign on his building or any of his show windows, and there was nothing about the premises to indicate whether John Smith or Bill Jones conducted the establishment, or whether dry goods, groceries, drugs, or other articles were for sale on the inside. I called his attention to the matter, and he promptly replied that people who wanted signs could have them, but that he had no use for them. He further jibbed that his trade was bound to come to him and that he had quite as many customers without signs as he could get with them. A few months later the store of his old competitor was bought by a young man from a neighboring town, who promptly displayed numerous and attractive signs. By the reports of the commercial agency I noticed last week that this man who was so sure of his trade and could sell all of his customers without signs, had failed and had lost his entire stock of goods under chattel mortgage. Evidently he was not able to hold his trade without signs, and he did not appreciate that he was losing his customers until it was too late to get them back. My honest opinion is that if he had displayed proper signs on his buildings and on his goods, he would still be conducting a profitable business.

Next cardboard signs made with stencils or with marking-pot and brush are valuable

BROWN

alphabet, and, wherein, a great many make a mistake—that is, making all the lines, or bars the same width throughout. Never do this. Always make the horizontal bars a little narrower than the perpendicular ones.

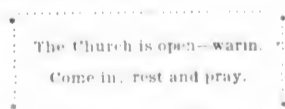
How many different styles of letters may be made from this alphabet by simply changing a line, or part of the letter, is innumerable. When you wish to change the letter into something else, take one letter as an example, then change the corresponding parts of all the letters in the line in the same degree, and to the same corresponding form, as nearly similar as the lines will allow it to be done. We will suppose a letter like that shown by H. N. is desired. Outline the line of letters in the form of the Roman, or rather, every other for narrow letters, or rather, every other for perpendicular and narrow horizontal bars. Observe this line throughout, then change the tops and bottoms of the perpendicular bars as shown by the engraving. Only the ends of the bars are changed. For large letters, a pattern formed like the top or bottom would be suitable. It may be inverted as required. A black letter, bars about equal width, like this, may be made on the same principle. When changing an alphabet, by putting on



into the ninth large square. Do the same, and the first thing you know you will have a correct reproduction, only larger.

A Sign.

Christ Church, on busy Fourth Street in Cincinnati, has put out a sign. It is a good sign. Other churches, instead of cursing and discussing Bishop Potter and the sabon would be much better employed if they followed the example of the pastor of Christ Church. Here is the sign:



Christ Church is one of the best in Cincinnati. Its congregation (Episcopal) is largely made up of men and women who move in the highest society. And yet, all week long, the poor man, the tramp and the hobo are welcomed. Strangely enough, the congregation is well pleased with the idea and does not consider that its sanctuary is in any way defiled by the common hordes who at least find rest and warmth for a little space daily within its walls.

We wonder if all churches would not more fully and completely justify their existence and expense of maintenance if they were not to the same use. Be that as it may. We take our hats off to Christ Church—and its pastor.

"We paint any old thing," is the sign hanging in front of a shop in the second-hand district of Ann Street, this city.

"I am not deaf and dumb, but I make signs," is on the letter-heads of J. H. Westfall, of Jamestown, N. Y.

"We are not superstitious, but we believe in signs," adorns the door of a Mallen Lane (New York) sign painter.—Painters' Magazine.

"Empty your purse into your head" is the way a sign over a book-stall on Fourth Avenue, New York, reads.

lead on glass or for fine work, I use "flake white." In this, he only showed his ignorance, for flake white is white lead, only in a purer form than the regular keg-lead. It being the pure carbonate of lead, while the ordinary white lead always contains the hydrate of lead also.

Carter's white lead is made by a process different from the "lunch method," the usual way of making white lead, inasmuch as the white lead made by the Carter process is corroded from lead metal, or blue lead, reduced to an impalpable, amorphous powder by means of acetic acid acting on this metal dust. While, by the old process, it is corroded in the same way, but from small ingots, called buckles, which contain a cubic inch of metal in a solid state. The process is different only in the use of the metal. The result is also different, as it is evident that by the "old process" there is some decomposition, or chemical action takes place that gives the corroded lead a yellowish tinge, while by the "new method," this tinge is hardly perceptible. I think the long long exposure to the acetic acid, which the metal has to undergo by the old process is accountable for this.

Store Signs.

(From the Merchants' Journal)

Probably one of the most important helps a merchant can have is to properly display his store and his goods with attractive signs. To be sure, there are some few merchants who succeed without the use of signs on their goods and on their buildings, but they are very few and are the exception. The most successful merchants use signs liberally.

Considering their value, the majority of signs are not expensive. On every well-conducted store should be displayed reasonably large signs giving the name of the proprietor and the kind of goods he handles. These signs need not necessarily be of gilt letters or otherwise expensive, but they should be reasonably large, as neat as possible, and plainly lettered. Fancy lettering is hard to read and frequently overcomes all the good effects of a sign.

Next signs across the front and over the entrance, together with others on the glass of the show windows, will ordinarily attract as much attention as need be. However,

when put upon goods displayed in show windows. Every merchant should have a set of neat stencil letters, and should make frequent use of them. They do not cost much and they pay for themselves in a few weeks. All enterprising stores use them. If you have not given them a trial, you should do so at once. With the help of these stencil letters and a little ingenuity on your part you can increase your trade very materially. It is much better than newspaper advertising or circulars or printed hand-bills, and it is cheaper.

In making a sign, you should be careful to spell them correctly. Probably your attention was never called to the matter, but it is astonishing to find how many successful business men are unable to spell correctly. Recently I saw a large sign displayed prominently in the show window of the largest clothing firm in Kansas City. This sign was attached to a shirt, and read as follows: "These shirts \$1.27. They are reinforced at front and back." The man who made that sign could not spell "reinforced" or "front."

Probably the work was done by some cheap clerk. It would have been better and cheaper to have left the sign off entirely than to have it displayed in such bad spelling.

In another store I noticed a sign on some underwear which read, "Heavy Ribbed Underwear, 75c." The man who made this sign did not know how to spell "ribbed." In Topeka recently I saw a sign in the window of a music dealer which read, "Guitar and Mandolin Strings." This man did not know how to spell "mandolin."

You should have plenty of signs, have them as neat and attractive as possible, be careful to have them properly worded and spelled, and do not let them get old or rusty. As soon as they show badly from age, have them replaced with new ones. You can not invest your money to better advantage, nor can you get advertising of any sort that will pay you as well.—(The Grumbler)



Fair = Department

San Francisco Big Fair.

It has been christened The Pacific Ocean and International Exposition.

May to December, 1901.

A dispatch from San Francisco announces that it has been definitely decided to hold in that city in 1901 a world's fair, to be known as the Pacific Ocean and International Exposition. It will be opened on May 1, 1901, and continue for about six months.

The decision reached is a severe, but well-merited rebuke to the press of California in general, and that of San Francisco in particular.

The daily papers especially were almost a unit in opposing the measure. They can be relied upon to oppose and discourage almost any measure of an advertising nature which is not glib for their mills.

All manner of specious reasoning and sophistry was resorted to in order to defeat the present project, and the opposition is now more bitter than ever.

The San Francisco Argonaut claims that the Midwinter Fair cost the city one and one-quarter million dollars without corresponding benefits to the city and State; that it injured business and had a bad effect upon the morals of that city for many months after the fair closed. According to the Argonaut the Columbian World's Fair worked a lasting injury to Chicago, so much so that the assessed valuation of the property of the city has since decreased "more than fifteen million dollars." Hence, it is argued that a world's fair at San Francisco would not only be detrimental to the material interests of the city, but the ten millions of dollars that it will cost could be spent to much better advantage in making permanent improvements in the city.

Not to be outdone by the Argonaut the Examiner comes forward with the following in double leads:

"Do the big fairs pay?"
The zeal and enterprise of the men who are putting forward plans for a Pacific Ocean Exposition at San Francisco for 1901 are worthy of all commendation. But before any irrevocable steps are taken in the matter there should be a frank consideration of all the questions involved.

"The Examiner yields to nobody in its eagerness to have things done for the advancement of the city and State. But before we invest any money in this enterprise we ask the business men of the city to consider the question, 'Do fairs pay?' Is this the best use that can be made of the money?"

"The cost of the profit of a fair, we take it, is the amount of money that it brings from outside the city. In this point San Francisco has but one local precedent to judge by, and that is the Midwinter Fair. Who will say that this brought to the city the money that it cost? The expense of that modest affair was in round numbers \$1,250,000.

"One-third of this was raised by subscription, and of the rest the bulk came from the patronage of the people of San Francisco and the nearby towns and cities. It is not believed that the money spent by visitors in this city equaled the amount paid by citizens to the fair.

"To attract attention and visitors from other States and countries there would, of course, have to be something vastly more pretentious than the Midwinter Fair. It cost nearly \$28,000,000 to give the Chicago Fair, exclusive of the amounts spent by nations, States, concessionaires and private exhibitors. The total cost of the exhibition is believed to have been little if any under \$50,000,000. With the utmost economy San Francisco could not hope to give a creditable exposition for less than \$10,000,000. Is this the most profitable use that could be made of this amount of money?"

"The experience of Chicago would answer that it is not. The effect of the great fair that was held there in 1893 has not been such as to encourage other cities to try it. Chicago has not yet recovered from the strain of that enormous undertaking. The activity of the fair time has been followed by depression that has had serious effects on the trade and industry of the city.

"It is, therefore, worthy of most careful deliberation whether the money that would be spent on a fair could not be expended to much better results for the trade and expansion of the city, is there not a way less likely to overstrain the resources of the city or to lead to overbuilding and to the reaction that comes from the expenditure of vast sums in unproductive labor?"

"What is it that the city needs to bring it properly? Not amusements, we are sure. It is trade, more markets, commerce with the interior and other parts of the Pacific, more manufactures, more demand for our products of orchard and field factory. It is worth asking whether the direct way of getting these is not the best. How much of a subsidy would it take to lead to the establishment of steamship lines to the Philippines and to other lands where we hope to find a market for our goods? How much of a grant would it take to put desirable manufacturers on their feet? How could money be better spent than in the establishment of permanent exhibits of our goods in Manila and the leading Chinese and South American ports after the manner of the Caracas exhibit? How much money would it take to send out drummers

with samples of the products in which we have the acknowledged superiority, seeking for orders for California goods?"

"The policy of going after customers should be considered carefully when it is proposed to try to bring the customers to us. In what way can we reach the most people and get the best returns for the money? These are the things to be decided before going much further.

The foregoing excerpts are samples of the attitude of the San Francisco papers. The following gives an idea of that of the striking little sheet this throughout the State.

"San Francisco wants to have another exposition and have other people pay for it. The plan is to have a Pacific Exposition in Golden Gate Park in 1901, and the committee has decided to ask the city for the sum of \$750,000 and to ask the State of California for \$500,000 and Congress for as much more.

"Now, if San Francisco wants to have another fair, there is no objection, but there is likely to be some very substantial objections

large. Experience proves it, definite tangible results prove it and statistics prove it. Even large fairs that were shamefully mismanaged, have benefited their projectors and exhibitors alike. What is more, the San Francisco papers knew it.

In their onslaught on this movement as in their recent crusade against the billboards, they have deliberately resorted to misrepresentation, distortion of facts and downright mendacity.

However, our dispatch says, "The fair will be held." Hence, we argue that the "billboard" of the California press is not "such a much" after all, even if their mislead and unerring efforts did finally bluff a retiring bunch of politicians into harassing two lone billposting firms of San Francisco.

Expositions.

May Lack Government Aid Through Mulishness.

(Special Correspondence.)

Washington, February 21.—Hope for action on the Ohio Centennial Exposition bill at this session was all but killed yesterday afternoon by the filibustering of Representative Brucker of Michigan, who, by the way, is a native of Highland County, Ohio. He filibustered against the Buffalo exposition bill so that it goes over until the next unanimous consent day, which is Saturday, when it will come up as unfinished business. That is what Speaker Reed said its status would be, after

The Buffalo Fair.

Here is a truly remarkable effusion from Harper's Weekly, viz:

"Buffalo has been to Washington and laid its fair before a committee of Congress. It has been rumored that an appropriation of \$500,000 for a Government exhibit is all Buffalo expects from Uncle Sam. The fair has been capitalized at \$2,500,000, in \$10 shares, about half of which have been subscribed for already by the Buffalo folks themselves. At last accounts there were important fiscal reservoirs still untapped, and money continued to come in in a satisfactory stream.

It is not quite clear what put it into Buffalo's head to have a twenty-five-hundred-thousand-dollar fair. It will be a great advertisement for the town, but, after all, the Buffalo people like their city and don't care to sell it. If they had subscribed a million dollars towards a fair to be held in Rochester, one could understand it, because they would go down to Rochester and have fun, and still have Buffalo to fall back on when they got tired. But why should they put up money to have their own home turned upside down, swarmed over, trampled upon, strewn with popcorn, drenched with beer, slept in, eaten on, and generally maltreated and bedeviled? What has started Buffalo up to go into the show business? Was she lonely? Was she jealous? Was she poor? Why such uneasiness? How tired Buffalo must be of Buffalo, that it should spend so much money to attract new faces!

"Well, the pan-American fair is epidemic among cities nowadays, and if Buffalo has a sharp attack and recovers she may be all the better for it in the end. If she has a fair we will go and sit at her bedside and wish her well out of it. It will be fun for us, anyway. It is a pity, though, that the health of these things can't be spotted and dealt with, prevention is so much cheaper than cure."

The paragraph is flippant, of course, but the vein of seriousness running through it is the most un-American sentiment of the many that the alien editors of Harper's Weekly have inflicted on its readers. The people of Buffalo are deserving of the highest praise the most unskilled commendation from the American people at large, for their zeal and progressiveness. The pan-American Exposition will benefit Buffalo, it is true, but it will benefit all America also. The spirit of Buffalo is splendid. The spirit of Harper's is mean, narrow, and scold, like that of pretty nearly everything else that emanates from the metropolis these days. Would New York City hold a great fair to benefit America? Not on your life. It would be too much trouble. It would cost New York a few dollars, and then, too, it might benefit some one who lived out of the city. Fugh!

America used to be proud of New York, and down in our hearts we are so still; but the last vestige of our pride will soon vanish. New York is great only in point of population. Otherwise she is a city of low ideals, base motives and ignoble aims.

Her sordid unprogressiveness is a reproach, and her snobby self-sufficiency an insult to the country at large. Perhaps we should not mind it much if she did not belch unclean and ill-smelling things like Harper's Weekly, The Journal, The World, etc., with such frequency. As it is, however, the stench is with us always, and grows fouler day by day.

And she affects to patronize Buffalo, Bah! If she were capable of lifting her eyes above markers; if she could look beyond the narrow confines of her petty, self-seeking aspirations, she might see how ill her complacency becomes her; she might note that in the "provinces" metropolitan in these days but signifies indolent lagging, obsolete usages, horse ears, unhelpful mismanagement, filthy streets—in a word, everything that is common.

Like a thick-skinned Ethiopian hound she wallows in ease, unhelpful alike of her obligations to the country and the stinging lash of contemptuous comment.

Mr. James Kilbourne, whose portrait appears on this page, is president and one of the hardest workers of the Ohio Centennial Commission. He is a resident of Columbus, and worked zealously to get the fair for that city. He said to his credit, though, his zeal has not abated one whit since Toledo secured the prize. He is, if anything, more enthusiastic than ever.



JAMES KILBOURNE,
President Ohio Centennial Commission, Columbus, O.

to a request for \$500,000 from the State to help it along. If the city wishes to give \$750,000, it is perfectly proper for it to do so, and if Congress can be worked for a half a million, the expenditure of that sum of money will not hurt the coast. But this State has no business appropriating \$500,000 to help make a fair for the people who live around San Francisco Bay.

World's fairs, worthy of the name, can not be held every year, and the event scheduled for Paris for 1900 is likely to furnish all that will be needed for some time afterward. The supposition that a world's exhibit can be brought to San Francisco at that time is nonsense, and while more money may be spent in the erection of buildings than in the Midwinter Fair of 1893-4, as an attraction to bring people from the East it would perhaps be no more successful, and that fair had no such assistance from the State.

San Francisco will get the benefit of the exposition, if it is held, and that city ought to pay for it. Let the Nob Hill millionaires, and the Front Street merchants dig up...

And this is the press of California! What a truly fine lot of scabs they are to be sure. It has been proved over and over again, that expositions and fairs, big or little, inevitably pay and pay abundantly. They pay cities, counties, districts, States and the country at

the House adjourned. General Grosvenor was ready to rush the Ohio bill through immediately after the Buffalo measure. That was the understanding, but the obstreperousness of the Michigan man made it impossible. Brucker engaged in his meanness after Leader Bailey promised there would be no objection from the Democratic side. Bailey, in view of the whole House, upbraided Brucker for his rascalsness.

The Allegan (Mich.) County Fair is held at Riverside Park. It is the largest fair and has the handsomest grounds in the Hay State. Its able Secretary, Mr. A. H. Foster has already commenced active preparations to have this year's event equal, and if possible, surpass the achievements of former years. See his advertisement in another column.

We will pay liberally for short practical articles on fair management from experienced men.

At the Omaha Exposition last year no special attraction excited more interest or made more money than the miniature railroad. Fair managers and concessionaires will do well to read the advertisement in another column.

We wish our friends the fair followers, to understand that the editor of this department is fully as glad to hear from them as he is from fair managers. Write us often. Your letters will always be welcome.

PROCEEDINGS

Of the Annual Convention of the American Association of Fairs and Expositions, Held in Omaha, Neb., Oct. 25 and 26, 1898.

(Continued from February Issue.)

Mr. John M. True, of the Wisconsin State Board of Agriculture then presented the following paper:

HOW CAN WE REDUCE THE ISSUES OF COMPLIMENTARIES, AND WOULD IT BE WISE TO ABOLISH THE SYSTEM?

The courtesies of life produce its happiest incidents. In private life, the generous sharing with a friend, whatever pleasure or enjoyment comes in our way, is a distinctive indication of a broad and liberal spirit.

But in affairs of a public character, where the interests involved affect the many, and where private rights are abridged, courtesies can only be properly extended to those whose services and claims are of a public nature.

The issuing of complimentary tickets by Fair Associations is the natural outgrowth of the spirit of good fellowship, but has degenerated into an abuse of its original intent, which is causing annoyance and embarrassment without end to most fair managers in the country.

How far it may be proper for bodies of men representing the general interests of a State to grant special privileges to parties who claim the same, or what constitutes a sufficient basis for such recognition, also how far policy may enter into these considerations, are questions for us to discuss.

The wording of the subject assigned to me for discussion more than intimates that the popular verdict is, that the issue of complimentary tickets to our fairs has exceeded its proper limit, and even questions whether the evil may not be best met by a complete abolition of the custom.

While I do not clearly see the way to the endorsement of a complete giving up of the practice, I do believe that certain definite rules governing the matter should be established by all State boards—rules so clearly drawn as to render comparatively easy the handling of this question by the management of fairs.

For instance, suppose complimentary tickets to be furnished State officials, members of the Legislature, representatives of the press of the State in general, and of such outside papers as may attend the fair; the President and Secretary of State Dairyman's Association, State Horticultural Society, and other organizations closely allied to interests with which the fair deals. It may be advisable to allow each member of the board a limited number of tickets to be given out as he may see fit. In the recognition of State officials, let the board determine whether this shall mean heads of departments, or whether it shall include assistants, clerks, typewriters and janitors.

This is no easy matter to handle, especially when your office is located in the capitol building, and you are brought in contact with all these parties; and in our experience, contrary to good judgment, and even without shadow of justice, the list has been extended to take in the complete outfit.

There are good reasons why State officials should be recognized. They, with you, are representatives of the State's interests. You are, in your work, often placed under certain obligations, on account of official courtesies, and it is politic to sustain the most friendly relations to them.

Members of the Legislature are also representatives of the people of the State, and as such are entitled to recognition, while policy would dictate that courtesies extended to these men of influence and power, are properly bestowed.

The Agricultural Fair must have the notice and publicity gained through the State press.

This recognition may be gained as the result of a purely business transaction, whereby for a certain sum of money, a given amount of advertising is furnished; but in our experience, the country press especially, gives good returns for complimentary tickets given, whether accompanied by a payment of money or not.

The city press, with which you must more largely advertise, if your fair be held near some large city, is not so easily handled. In addition to the liberal amount of money paid, large requirements for complimentary tickets are made, exceeding sometimes, it would seem, the entire force of its office.

You must have the support and good will of this city press, not only before, but during the progress of the fair, and hence you sometimes feel that you have been bled beyond the requirements of propriety or decency.

This matter can be best handled by an arrangement by the fair management, or its press agent, when arranging for advertising, by limiting the number of tickets to be given each paper.

In these, and other like cases, avoid the individual applicant, and deal only with the responsible head or representative.

Representatives of the press who visit your fair in the capacity of reporters should be given all facilities for pleasant and complete work. Among these should be complimentary tickets embracing all privileges under the control of the fair.

The most friendly relations should be sustained between the State Board of Agriculture and the County Agricultural organizations, as well as all other bodies recognized by the State, that are engaged in promoting interests that in turn are recognized by State fair managements; and clearly, if complimentary tickets are given, the proper officers of such organizations should be favored.

It has been the custom in Wisconsin to compliment the Mayor and other leading officers of the city of Milwaukee, (inasmuch as during the fair we receive police protection and other courtesies from this source. But here again, as in the case of State officials, comes in the question of limit, and it seems to be

come a question of ten tickets or a thousand, and this can only be controlled by well-defined limits, and corresponding instructions to managers.

The most trying candidate for special favors is the man who drops into the office just before or during the fair to express his good wishes for your success, in every named particular, but who lingers to inquire whether you are giving out complimentary tickets, and when one is handed him for himself and lady, blantly asks that that it be made "ladies" or "family;" and he even turns back, when you think you are rid of him, to inquire whether this ticket "is good for the grand stand."

This fellow is not an object of charity. He would be terribly ignominious at such an intimation. He will ride in his carriage to your fair next day, but he has politely robbed you of five dollars that should be in the treasury of the board.

Another character is becoming quite common—the collector of complimentary tickets. He brings with him tickets of the past ten State fairs that he has visited as a dead-head, and while he cares little for attending the fair, he wishes to add to his treasured stock of samples.

I suppose that in different localities classes of troublesome applicants of favors vary.

With us the railroad men are regular and persistent petitioners for favors.

There may be grounds for making these claims in some States, but as in our case few courtesies are extended to the Board of Agriculture by most of the railroads, we fail to recognize the strength of the one-sided obligation.

I am of the opinion that the proper control of the issue of complimentary tickets can only be gained by the adoption, by State Boards, of rules denying to whom these courtesies are to be extended, and then by a rigid enforcement of the same.

I say rigid, because a deviation from any rule establishes a precedent that overthrows your whole system.

It is all-important that these decisions be fair, reasonable, and just, established upon premises that commend them to fair minded people.

Most persons will submit gracefully to reasonable requirements, if satisfied that all are being treated alike, and especially so if no personal, social or political pull is misdirected.

Let the fair be considered a State institution, backed and supported by the State for purposes of public benefit.

That primarily the rights of all citizens of the State are equal, so far as the privileges and benefits of the fair are concerned, and that special favors will only be granted on account of position held or service rendered.

Mr. Pearce: I would like to ask Colonel True a question. In his remarks with regard to passes to railroad people, are the railroad people asking for what they are not entitled to?

Mr. True: In reply I would say that in our dealing with the railroads it seems to me it is a purely business transaction. We have established an event that brings a great amount of business to them and upon which we suppose they realize handsomely in the management of their business. We have asked the railroads running in our State to extend to us favors as a State Board of Agriculture and only in one or two instances have we been able to get them. We think turn about fair play. If their business system makes it improper to extend courtesies to us, our business system should make it improper to extend courtesies to them.

Mr. Grimes: In my sixteen years' experience in fairs, this argument of complimentary tickets has been brought up, perhaps at every meeting. I have been sitting here thinking and listening to the gentlemen. Their arguments are all good for their respective localities. Each locality requires a different system. There can be no system that will govern every fair as to complimentary tickets. It is a subject that has worried treasurers during the lifetime of fairs and it has never been systematically settled. If this body of men can systematically settle this question they will go down to posterity as being the brainiest men that ever came together. We can argue and appoint committees and discuss this question and it resolves itself down to this point—it will be just where you started in. You will make no changes whatever. The Secretary of each association is considered smart enough to do as his constituents wish; in other words there is more policy used in the distribution of complimentary tickets than there is in anything else that I know of. I have been in occasion to use them. I have actually known men to spend five dollars in sociability with different members to get one fifty cent complimentary ticket. Why is it? It is just like the American people, they want something for nothing. I tell you, you can discuss this matter all day to-day and you will be no better off. The best thing this body can do is to drop it.

Mr. Harriman: There is a matter that has not been discussed that seems to me important. Possibly you may have discussed it at some of your former meetings. If so I have not heard of the results, and that is with regard to inducing the railroads to sell a fair ticket with each low rate. We persuaded the railroads in our State in '96 to do that, but in '97 some roads objected to it. We find it works very much to our advantage. For instance we get the one fare rate in our State going to Des Moines, and a great many men will make it convenient to go to Des Moines to do business and will not attend the fair, but if they buy a fair ticket they generally use it or else give it to some one else to use and then we get it and return it to the railroad and get our money. If that could be established uniformly throughout all the States, or a united effort made to secure it, it seems to me it would be a great advantage. Possibly that has been discussed.

There is another question I wanted to ask Mr. True in regard to. Do you issue complimentary tickets to all the papers in your State?

Mr. True: We send a complimentary ticket to a representative of each paper in the State and we find in connection with this that when

we want a notice of our date that it is almost always received favorably.

Mr. Harriman: Do you make these tickets transferable?

Mr. True: No, sir.

Mr. Harriman: We adopted that system and we believe it is a good investment. We make them transferable. We send to each paper in the State and say we expect you to give us complimentary notice and for so doing we send you this complimentary, which you can use yourself or transfer to someone else, thus advertising the fair. We believe we are getting large money on the investment.

Mr. True: I believe we make a mistake in cheapening our complimentary ticket. I do not believe we ought to make it a matter of merchandise. It should mean what it says—complimentary.

Mr. Harriman: I did not mean necessarily a complimentary.

Mr. True: I want to say that I believe that this question of complimentary tickets is within the hands and can be controlled by the State Board. All it needs are certain rules based upon good common sense and the man who has got sand enough to stand up and enforce them. There are persons entitled to privileges and there are others who are not. When a gentleman stands at the gate and sees a man come up whom he knows has no more right than himself to go in free, he is indignant and he is right, and there starts the feeling of antagonism to the fair. Let our rules be such that we can stand by them and then if we have got a man on the board who has sand enough to stand up, put him in a position to execute your plans.

Mr. Harriman: The tickets that we referred to are press passes.

Mr. Grimes: I am one of you and would most gladly welcome any solution of this matter, but, as I said before, this is no doubt the same old subject to every member and a solution has never been accomplished, and if this body can come to some solution which would be practical and used by all fairs we will accomplish something that will go down to history and will be worth our trip of one thousand miles here to accomplish. I would be very glad if something could be accomplished. My remarks were not antagonistic to this subject. But we are wasting time.

Mr. Liggett: I think the paper is a good one and I believe it is to the interest of all here that we should take some recognition of it, and while I do not believe we can accomplish uniformity, there is nothing we have had to-day of more importance and especially to exchange ideas with reference to it. We all know that these privileges are abused. These things should be discussed and these privileges that are so much abused ought to be modified in some way, but I think the special boards will have to control them.

Mr. Fleming: I am glad to know that there are some states receiving fair treatment at the hands of the railroads. I am only sorry that I can not say so much for Ohio. The railroads do not seem to recognize the members of the Board of Agriculture as working in their mutual interest and it is impossible for us to get even trip passes for our members, much less annuals. I have tried repeatedly to get annual passes for our members along the lines they lived but have failed utterly. I have even tried to get trip passes, but the official will not understand that they are entitled to it. In fact, the secretaries can not get passes over all the railways that enter Columbus.

One of two railways give passes, but in general we can not secure them. Some time ago, in making application, I received a call from the general manager of the road. I went to his office, he took me into his private room and asked me upon what grounds I requested annual passes over the road. I went over the ground with him and stated that we considered our work mutual and we thought the roads ought to contribute transportation. "Don't the Board of Agriculture pay your expenses? What more do you want?" "The board does not feel that they should be compelled to pay my expenses when I go out to work up fair matters when it is as much to your interest as to theirs. I try to get men to come to the fair, and if a man comes we get fifty cents and you get an average of, perhaps, \$2.50." He finally called his chief clerk and instructed him to make out for me an annual pass.

Referring to the complimentary pass, I perhaps ought to say just a word about that, because we are trying a new system in Ohio. It is said we might discuss this matter and never get uniformity, but I beg to disagree with my superior officer from Ohio and say that I believe there is a system, where in fifteen minutes we can get at a uniform basis, and that is that we abolish entirely the complimentary and free pass system of every kind. I believe it has got to come to that. I do not believe there is another man in the United States believes wholly as I do. In Ohio we are coming a little to that. I do not say that we should not give persons free admissions who have contributed something toward the fair as a recompense, but I believe it should be done in another way than complimentary. We have started in a little on that line, and the newspapers and the helpers and the exhibitors and the privilege people and everyone of that character who are entitled to one admission a day, instead of giving them a ticket we have a book of orders on the Treasurer. That order is handsomely lithographed and sometimes people think a good deal more of a nice-looking check or order, and that order says, "Treasurer of Ohio State Fair, please issue ticket to John Brown on account of help," or whatever it may be, and that is good, and when he goes to the fair he simply takes that up to any ticket office and there it represents a half dollar and the clerk hands him a ticket and he goes in. These checks are then charged up as cash. The next day, if he has another order, he gets another ticket. Suppose you have in the machinery department an exhibitor who is entitled to so many tickets, say eight admissions, or twelve, now, when he comes up to the department the first day, his name is reported and he is found to be entitled to two helpers under the rules, he then gets his eight or twelve orders, or whatever they may be, and they are good for tickets at any of the sale windows, the same as half dollars. When the fair is over you know how many of these orders have been issued and what each one was for, and we are coming to the conclusion that that is the only way to do it, to reduce the number of kinds of tickets as much as possible. When we come to the point where we use only one style of ticket it will solve many of those discussions, if you want to issue to a member of the legislature, or anyone else, a complimentary, after you have these orders lithographed nicely, send them to him. You know that you have given out two dollars'

"THE" ATTRACTION FOR COUNTY AND STREET FAIRS, RACE MEETINGS AND RESORTS.



CANADA'S GREAT EXPOSITION AND INDUSTRIAL FAIR.

W. H. BARNES, Esq., Sioux City, Iowa:

Toronto, September 9, 1898.
Dear Sir—I am very much pleased to thoroughly endorse the merits of your Diving Elks as an attraction. I had expected considerable of your animals, but their wonderful diving was far beyond our expectations, each Elk going through their act twice a day for two weeks without one mistake. Starting from the bottom of the incline, climbing up the steep pitch of forty feet high and making their headlong plunge entirely unaided and unaccompanied by any one was a feature which was applauded and admired by the many thousands of visitors to our Exposition, and is a wonderful and unique example of animal training. I am sure your Elks will prove an attraction wherever they are booked. The attendance at our Exposition this year has been nearly four hundred thousand, and I hear nothing but the highest praise of your Elks from eve to eve. I meet
Yours truly,
H. J. HILL, Manager and Secretary.

Address, WILL H. BARNES, Sioux City, Iowa.

worth of tickets, or as many as it may be, and you know you have not given anyone a ticket that he can pass through the fence...

our revenue and affect us in other ways. As long as I am a member of that association I will do all I can to advance the interests of fair managers.

ment of each State fair. As to buyers' tickets, we respectfully suggest the following uniform classification: Live Stock. Horses. One ticket for every two horses...

The Cincinnati Poultry Show.

The first annual Poultry Show of the Cincinnati Poultry, Pigeon and Pet Stock Association, held in Music Hall, Cincinnati, Feb. 8 to 15, attracted considerable attention...

Mr. Garrard submitted the following: Whereas, in order to properly conduct contests of speed on the race tracks of state and county fairs...

We, the undersigned members of the committee to recommend dates of State Fairs for 1899...

The report of the committee was adopted. Mr. Harriman in regard to the fixing of dates for holding fairs, it is our understanding that this is a recommendation...

The incubator and brooder display was from the Prairie State Incubator Co., of Homer City, Pa., and consisted of incubators of various sizes...

Whereas, The American Trotting Association, J. H. Steiner, Secretary, with headquarters at Chicago, Ill., has adopted a series of rules governing races...

The President announced as the next in order the election of officers for the ensuing year, other committees not being ready to report.

Mr. Lovejoy: I move that the by-laws be amended by providing that the salary of fifty dollars be paid the Secretary annually. Motion seconded and carried.

The display of Buff Plymouth Rocks, by Prof. A. M. Scovil contained some very fine specimens of that breed. One of the largest and finest exhibits was made by J. R. Ross & Son...

Resolved, That we endorse the American Trotting Association and commend its rules, and we further recommend that State and County fair organizations conducting speed contests, place their membership with said Association...

Mr. Lovejoy: I move that the salary of fifty dollars be paid the Secretary annually. Motion seconded and carried.

Mr. Lovejoy: This day should be when they are just 265 days old. Mr. Liggett: I move that the age of animals, except horses, date from the actual birth. Seconded and carried.

Mr. Furnas: I desire to repeat what I said at the beginning of the meeting last evening, and it is this, that through the industry of our worthy Secretary we have secured the largest and most interesting meeting this Association has ever held...

Mr. Lovejoy: I would say that our Illinois State Fair finds it of very much benefit. There is hardly a year goes by without fees being collected for us and properly reported. I think it is a good thing, and every fair ought to belong to it.

Mr. Lovejoy: You all know you can go to Chicago easier than anywhere else in the world. Mr. Fleming: I think we should lay aside our personal feelings and look only to the good and the success of the Association.

Mr. Hill: Your Secretary has now served the Association for one year, but I did not hear his report. If funds are available, would it not be proper to make him a small allowance for this year...

ALLEGAN County Fair!

MARK A. BONDY, Distributor and Sign Tacker, Detroit, Mich. 207 Cass Ave. Society out of debt, has the handsomest grounds in the State...

Mr. Fleming: Permit me to say that my election to the Directory of the American Trotting Association was entirely unsolicited on my part, and was, in fact, rather a surprise to me.

Mr. Hill: Our most successful gatherings have always been at the center of population. At other places we have had local meetings, but did not have the other cities there.

Mr. Hill: I withdraw my motion for St. Paul. We do not want to do anything that will not suit the convenience of the Eastern members...

Balloon Ascensions and Parachute Leaps For Fairs, Fetes and Celebrations. Either Lady or Gentleman Aeronauts. We are reliable. Nothing stops us or prevents ascension except a hurricane or a pouring rain. For terms, address the champion, PROF. E. STEVENS, NORTH ADAMS, MICH.



C. H. Ganson.

Mr. C. H. Ganson, whose portrait we publish elsewhere in this issue, is President of the Ohio State Association of Presidents and Secretaries of Fairs. He is a man of many and diverse interests, and possessed of remarkable executive ability. In addition to several business ventures in Urbana, he gives his individual attention to his large farming interests.

He has been president of the Mad River and Miami Valley Fair circuit since its organization in 1891, and for twenty years past has occupied the position of president of the Champaign County Agricultural Society.

For sixteen years he was mayor of Urbana, a record almost unparalleled in all America. He enjoys a wide acquaintance among fair managers throughout the country, among whom he is recognized as a leader and indefatigable worker.

His tremendous capacity for work renders him, indeed, a remarkable man.

Columbus Will Jollyfy.

The Capital City of Ohio will hold an assembly in the early summer and she proposes to make it a hummer. She has set aside a whole week, which will be given over to merrymaking.

Beginning July 3 and continuing until the 8th, the city will be turned over to the keeping of The Elks' Street Fair and Trades Carnival. Anything the Elks do is done right; hence it goes without saying that the event will mark an epoch in the annals of the city.

Concessionaires, musicians, showmen and fair followers should address the director general, Al. G. Field, 563 E. Mound st., Columbus, O.

Greatest Novelty of the Age.

The demand for novelties is greater to-day than ever before, and it tests the ingenuity of man to supply it. Not only does this demand exist in the trades, but also in the amusement world, and whoever invents a first class novelty will, if it is properly introduced, find in it a mine of wealth, for the American public do not keep a tight grip on their purse strings, when they see an article of value. Mr. W. H. Barnes, of Sioux City, Iowa, evidently had the above facts in view when he expended so much time, money and patience in training his elk to dive and perform other notable feats. He has already reaped some of the fruits of success. Of all the attractions at race meetings and fairs during the past season, none drew larger crowds nor gave more pleasure than did Mr. Barnes' famous diving elk. He opened the season May 1 at his home, and closed Oct. 6 at Owensboro, Ky. During that time he gave exhibitions in the section of the country, bounded by Canada on the north, by Kentucky on the south, by the Missouri River on the west and by the Atlantic Ocean on the east. Crowds flocked to see these animals perform feats which were nothing short of marvelous, and unstinted praise was awarded not only the elks but to their clever trainer, who had accomplished what a few years ago would have been deemed an impossibility. Not only do the elks dive from a platform fully forty feet above ground, but they are also broken to harness. The elk has heretofore been considered the dumbest of animals, but it has been proved beyond the shadow of a doubt that they are by no means lacking of intelligence. Readers of "The Billboard" are fully acquainted with feat performed by these elk and many have wondered and admired them.

Managers of race tracks and fair associations should communicate with Mr. Barnes if they wish to secure this attraction for the coming year. Application should be made early, for the demand for the elks will be greater during the coming season than ever before.

For information and particulars apply to Will H. Barnes, Sioux City, Iowa.

As soon as dates are claimed they should be sent to the Secretary of the American Association of Fairs and Expositions for sanction. This not only prevents unwise confusions, but protects the dates. In a few years the endless confusion and constant changes due to this cause will be entirely obviated by the association. Its authority is already generally conceded and next year its dictum will be accepted as final.

Racing seems to be a National sport in Venezuela, and the President of that Republic offers one-third of the prize money, which is now being trotted for. The races are held on Sundays, from February up to May 21st. The purses are large, and it might pay some of our stables to take the trip down there.

The Grove City (Ohio) Fair Association have decided to hold their fair this year in August, lasting eight days. This will include Sunday, and it is planned to have religious exercises on that day, which will be an innovation in the realm of fairs.

No matter what you need or want for the fair, advertise for it in "The Billboard."

District Fairs in California.

This subject will receive considerable attention during the present session of the Legislature. The State was formerly divided into forty-five districts, and in '95 the appropriations for these fairs were voted by the Governor. It is said now that the Governor will approve of a law fixing not more than twenty districts in the State, distributed so as to accommodate the most people. The total appropriation for these is not to exceed \$80,000 annually. As a number of District Agricultural Associations and Farmers' Institutes have taken it into their heads to agitate this question, we can reasonably expect that something will be done.

The great exhibition to be held at San Francisco in 1901, has finally been christened, after much argument, and will be known as the Pacific Ocean and International Exposition. Its main object is to display the products of our newly acquired possessions.

San Francisco proposes to establish an Exposition at Honolulu, for the benefit of tourists. Word from a local source is to the effect that better hotel accommodations would be a necessity.

Iowa did without a State Fair last year, but will be more wise the coming season. At a recent meeting of The Iowa State Agricultural Society, held at Dec Moines, the interest manifested in the affairs of the society was unusually lively. Six new Directors were elected, dates arranged, and everything gotten well under way for a successful fair August 25 to September 2. There is a plan on foot to have the business men of Des Moines join the association for the purpose of erecting a pavilion on the fair grounds for the exhibition and sale of stock under cover. It is an act of wisdom to make the weather a less important factor in the holding of a successful fair. A rainy spell has no right to break up the planning of half a year or more, yet in many cases it does. We read too often of the fair that was a failure on account of the weather, and as much as possibly can be, ought to be done to obviate this.

A few seasons ago, when attending a Kentucky fair, I happened to witness a baby show. Baby shows, by the way, are a good thing, and ought to be made a feature at every fair. On this occasion, there was one particularly confident and self-satisfied mamma, who was positive that her little one could not possibly be out-babied, and who was certain of the first prize. The child was a moderately fine one, and to add to it, the maternal parent had a special wardrobe prepared for the occasion, and a colored nurse to dress the little one in all the delicate finery of lace and silk that a fond mother could possibly procure. It was a little bunch of scented lace and cambric and ribbons when ready to be carried into the show ring. The judges happened, unfortunately (or fortunately, perhaps) to be men. And they had no better sense than to tie the blue ribbon, which was first premium, on a big fat baby, with laughing blue eyes, and dressed in a purple flannel dress and a black "ash." "Feathers may make fine birds," but they don't make fine babies.

"None but the brave deserve the fair," read Farmer Longfurrow. "That's right," he said emphatically. "A fair's too blamed good a thing for the cowardly scorking mortal to enjoy. Them poets do hit the truth once in a while."

Tennessee.

The people of Tennessee are awakening to the fact that a State Fair would be a good thing for them. Rich in minerals, timber, and a soil for grazing and agricultural purposes, they realize that a permanent State Fair at Nashville would mean much to them in many ways.

It is said that the State Fairs in New York, Ohio, and many other places do not pay as they formerly did, but this may be owing to the fact that amusements have been overdone in those States, while in Tennessee it is different, and the people are not satiated.

A well conducted and attractive agricultural and mechanical exposition at Nashville would be a drawing card for years to come.

"The grounds and buildings of the exposition of 1898, at Omaha, have been purchased by a company formed to hold an exposition this year to be known as the Greater American Exposition of 1899." The exposition is to consist of exhibits from the new possessions of the United States. Resolutions have been presented to Congress to gain recognition for the project, and to request the admission of the exhibits duty free. It is proposed to open the exhibition on July 1st, and close it on November 1st. It hardly seems as if the time has arrived for an exhibition which deals with our newly acquired territory. Everything is at present in such a chaotic state, and we doubt very much if an adequate display can be made.—Scientific American.

Missouri.

Missouri is also agitating the question of organizing a permanent State Fair. The proposed fair grounds would occupy a large tract of land donated by the city, for that purpose, and would also be utilized by the National Guard of Missouri for a place of encampment. Those most interested believe that when brought before the Legislature the bill will be passed, but there is a great deal of opposition.

The Cuyocan Agricultural Exposition has just been held at Cuyocan, Mexico, President Diaz being present, and distributing the prizes. The President and his party made their way to the grounds in two special, but ordinary street cars, which were taken there by numerous switchings, so that the Presidential party would not need to change cars. This seems to be a laudable, even in Mexico. The whole occasion of the President's advent into the Exposition grounds was marked by a dearth of unnecessary display, and bordered upon primitive simplicity. His arrival was awaited by a crowd at the Exposition building steps, including many Americans who were eager to see this famous statesman. The prizes consisted of handsome medals, and diplomas. The President and his party, including a number of prominent Mexicans, visited and examined most of the exhibits, and of course were specially interested in the excellent exhibits of the Mexican Colonists in Chihuahua, their exhibits being, in fact, the very best in the whole collection.

The people of Buffalo seem to be wide awake and generous. They are subscribing for stock in the Pan-American Exposition at the rate of \$100,000 a day. Of course, this is not to last for very long, but the amount asked will soon be entirely made up. The exposition to be held in 1901 is now a certainty, and so is its success.

Kansas is agitating the question of holding a State Fair at Topeka, and will ask the Legislature to appropriate an annual guarantee premium fund of \$200,000. A committee has been appointed to urge this before the Legislature.

Beautiful Jim Key, the horse that talks, counts and writes, can be engaged for a special feature at fairs. See advertisement in another column.

Keep your eye on the Jackson County Fair this year at Lee's Summit, Mo. It will be a hummer. The total attendance it is estimated will be over 60,000. For space and premium list advertising rates, address Lewis Lamkin, Jr., Secretary, Lee's Summit, Mo.

E. J. Conger, Manchester, Iowa, wants to hear from lithographers and printers who make a specialty of fair posters and advertising novelties for fairs. Mr. Conger is the able and popular Secretary of the Delaware County Agricultural Society.

Julian Churchill is Secretary of the Avon Fair, at Avon, Ill., again this year. Under his supervision this fair has grown to be one of the best in the State, bar none.

On Washington's Birthday there was held a genuine Indian, Scalp Dance at Angel's Camp, Cal. What this had to do with the entrance into this world of the immortal George, and how appropriate such a dance was in an angelic abode of any kind, we fail to comprehend, being uninitiated in the laws of the Improved O. R. M.

There seems to be some difficulty about the place of holding the next meeting of the National Live Stock Association. Fort Worth claims the honor, and says that the securing of the convention is a matter of congratulation by the entire community, while Denver maintains the meeting, and accuses Fort Worth of attempting to hold a "side-show."

Last season the only lady holding a prominent office in any fair association in America was Miss Gertrude Williams, of Taunton, Mass. Miss Williams has been re-elected Secretary for the season of '99.

The Wisconsin State Association of Fair Managers held a meeting in February at the capital, John M. True, of Baraboo, was elected President. The chief object of the meeting, aside from the election of officers, was to discuss the subject of fairs, and arrange for the coming season.

"The Billboard" reaches all the large manufacturers of agricultural implements a month. They use exhibiting space, they buy space in premium lists. Your advertisement in "The Billboard" will reach them.

The State Federation of Labor of Kentucky has appointed a committee to confer with the Louisiana Purchase Fair managers in regard to adding the enterprise.

Every poster printer and fair publishing house in America subscribes for "The Billboard."

Dates and official posters are published in our official fair list free of charge. Send in yours.

Atlanta gets the Georgia State Fair. The State Agricultural Society met February 16 and voted unanimously in favor of it.

It is all very well for the agricultural press to theorize, moralize and sermonize on the subject of fair-management, but after all is said and done the practical fair manager knows that the fair has got to get the crowds or fail of its purpose. The people do not go to the fair to be taught nor to be preached to. Recreation and amusement are the prime factors in securing their attendance. The astute and discerning manager will see that his posters and managers promise plenty of both.

The space given to the United States at the Paris Exhibition is 217,000 square feet, while applications to Commissioner Peck from American exhibitors even now exceed 700,000 square feet. The exhibit of agricultural products will be of vast importance. The Secretary of Agriculture says in his official report that we will now have a chance to give the people of Europe a knowledge of the extent and variety of our agricultural resources.

The poster, the hand-bill and the premium list are the natural and only necessary advertising mediums of the fair. Newspapers and countless other plans and schemes have been tried repeatedly, time out of mind, but have proved failures. Pin your faith to the old, time-tested methods. Post your territory liberally, distribute your programmes and lists thoroughly and judiciously, and the fair will be a success. It can not fail.

"The Billboard" is for sale at all the principal news stands and book stores throughout America. Trade supplied by the American News Company and its branches.

Claim your dates. Claim them now. In any event, claim them before March 15.

One of the features of the Paris Exposition in 1889 will be a fully equipped American daily newspaper office. English newspaper men who have never visited this country express the opinion that such an exhibit will attract more attention than anything else in the whole show.

"The Billboard" is the only paper in America which covers the entire field embracing Agricultural Fairs, Street Fairs, Food Shows, Expositions, Poultry Shows, etc. It is the only advertising medium that the manager of any of the above functions can use profitably to voice his preliminary announcements, publish his inducements and express his needs and wants. It is regularly read by every fair follower in America every month.

Chas. H. Gray, the professional organizer and director of expositions, festivals and fairs, is located for the season at 405 Call Building, San Francisco, Cal. His experience dates back twenty-five years, his advice is valuable, and his consultation fees and advisory letters reasonable.

If you are a manager and have anything to say to the manager of other fairs, say it in "The Billboard" and they will all (every one of them) see it, for "The Billboard" reaches them all.

Send in your dates. We publish them absolutely free of charge.

FOR SALE!



THE SMALLEST STEAM RAILROAD IN THE WORLD,
Carrying 20 Passengers. Using Coal for Fuel.

Locomotive, 5ft. 3in. L., 18 1/2 in. W., 28 in. in Height; Tender, 3ft. 4in. L., 20 in. W.; Ten Passenger Cars, each Car 4ft. L., 18 in. W., and capable of carrying two passengers; the gauge of track 12 1/2 in. W. Can be operated by a child, either upon a straight or circular track from 50 feet to 100 miles. For Parks, Seaside and Pleasure Resorts the greatest money maker of the 19th century. Order immediately for season of 1899.

MINIATURE RAILROAD CO., Incorporated.
301 Broadway, New York City.
Gold medal awarded by Trans-Mississippi Exposition, Omaha, Nebraska.

75 Styles Electric Belts, 6cts and up. One-third cash required. ELEC. APPLIANCE CO., Burlington, Kan.

MARK A. BONDY, Distributor and Sign Tacker, Detroit, Mich., 307 Cass ave.

500 Letter heads, 500 cards and 500 envelopes, good quality and good printing, for \$2.50. Frank Harding, Pub., Whitestone, P. O., N. Y. City.

THE CURRAN COMPANY, CITY BILLPOSTERS AND DISTRIBUTORS

Own all billboards and uses uniformed distributors.

Denver, Pueblo, Colo. Springs, and surrounding towns.

General Office, Denver, Col.

Poster Printers

The dissension in the National Printing and Engraving Company, of Chicago, is over. The faction lead by E. H. McCoy won out triumphantly. Readers of "The Billboard" will be glad to hear of it, for Mac was once a bill poster. In a recent letter he says:

"Away back in the '50s or '60s or maybe it was in the '70s anyway, it was when Bob Campbell was having his board paid by Adam Forquagh, the writer began his career in the show business, with a two-wheel paste cart, and a six inch white-wash brush with a rake handle to it. This was in Ottumwa, Iowa, and from that time until this, I have had a kindly feeling for everything and everybody connected with bill boards and various other industries that require paste in transacting their business."

Hennegan & Co. still keep adding to their equipment. A mammoth 54-inch Brown & Carver cutter is their most recent acquisition. A finely furnished new office and counting room is also worthy of notice.

The Donaldson Litho. Co. has recently gotten up a series of new streamer letters that are worth traveling miles to see. They have demonstrated that there is something new under the sun, even in wood type. These letters were all engraved in their establishment and are copyrighted. They have also evolved a new idea in a mammoth date that will create a sensation.

Sooner or later poster printers will have to adopt measures tending to modify the lavish display of the feminine form devine on their handiwork. Dissatisfaction is growing more pronounced every day in every section of the country.

At present formidable crusades are "on" in Boston, Providence, Newark, San Francisco, Stockton, Atlanta, and in small towns too numerous to mention.

In matters like this an ounce of prevention is worth a pound of cure, and the show printers ought to take the initiative in a movement looking toward means that will quiet the nerves of the purists.

Eastport, Me., has histrionic bill posters. They organized a dramatic club and produced "Behind the Scenes" at the opera house last month. It is said the performance was a very creditable affair.

The bill posters of Havlin's Theatre in St. Louis recently covered the paper of the Exposition Music Hall, and Alexander Comstock has sued for \$5,000 damages. Comstock is running the Exposition establishment, and in his action he includes Havlin and Jacob Litt, whose "In Old Kentucky" was the current attraction at the Havlin house. Mr. Comstock in the role of a plaintiff is a sufficiently uncommon figure to attract attention.

Jas. McGuiggan, city bill poster of Vicksburg, has the best references of any bill poster in Mississippi.

Distributors will do well to inquire into the merits of the Buffalo Foot Cycle. Their advertisement appears on another page. This cycle skate is said to facilitate walking greatly and reduce the fatigue of long distances to the minimum.

Beautiful Jim Key.

During the past few days, Beautiful Jim Key, the wonderful Educated Horse that drew thousands to the fairs at which he was the chief attraction last year, has been at Nashville, Tenn., giving an exhibition under the auspices of the Humane Society there in the big Auditorium, that seats 6,000 people, and the audience filled it at each performance. The papers gave large space to his wonderful exhibition, and so much talk and interest was created that the horse has been re-engaged for an entire week. It is the only time, the papers say, that the Auditorium has ever been filled since Sam Jones, the revivalist, who built it, left.

The Park or fair that secures Beautiful Jim Key certainly will be fortunate, for it is an exhibition of such a high and refined character that it pleases and delights everyone. Mr. Rogers, the owner, is not a show man, but a New York business man, who is a great lover of horses. He is now making up a circuit of parks and fairs for 1899, and we advise all park and fair managers to write him immediately. See his advertisement on another page.

GREAT BEND, KANSAS is booming. All the best big crops for two years around about have been used in Great Bend now. We do all billposting and distributing ourselves and guarantee it. **MAYER BROS., Great Bend, Kan**



Good Muslin Signs
Cheap by Mail.
One or more; any size.
Hand painted.
Send for sample and price list.

ACME SIGNERY,
WURTSBORO, N. Y.

Our Motto
NO SATISFACTION! NO PAY!
ADVERTISERS, write us and we will tell you, what we can do in the way of
BILLPOSTING, DISTRIBUTING, ETC.
BATESVILLE ADVERTISING CO.,
BATESVILLE, IND

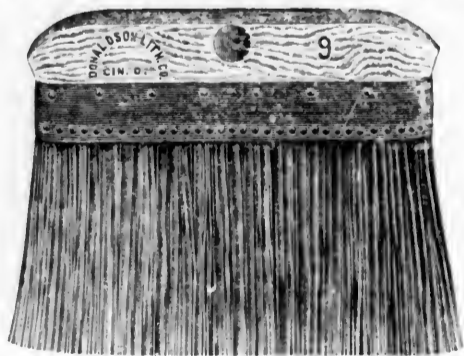
J. P. GRAY, BRIDGTON, MAINE,
DISTRIBUTES ADVERTISING.
And does it right.

Send for Samples of Bill Poster's
LETTER HEADS.
CROSS PRINTING CO., CHICAGO.

CHAS. C. CASS, Queen City Mo., will do honest matter in Schuykill and Adair Counties, with a population of 50,000. Also signs tacked. Rates: Distributing, \$1.75 to \$3.25 per 1,000; sign tacking, \$3.50 to \$5.00. A trial will convince you.

NEWTON, Jasper County, Ia., is a good town to distribute. I am the only distributor here. All work first-class. Pop 3,500.
F. N. PENDERGAST.

BILLPOSTERS' PASTE BRUSHES.



This is our celebrated "UNEXCELLED." The Best Paste Brush made. Popular everywhere on account of its great durability.
PRICES—8 in., \$2.75 ea.; 9 in., \$3.00 ea.; 10 in., \$3.25 ea.

THE DONALDSON BRUSH is manufactured especially for us, and is fully warranted. It is the cheapest GOOD brush you can find anywhere.
PRICES—8 in., \$2.25 ea.; 9 in., \$2.75 ea.; 10 in., \$3.00 ea.

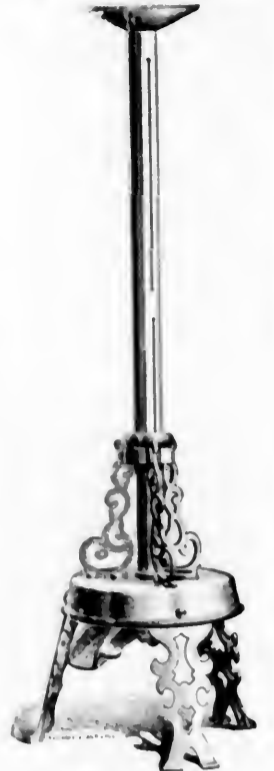
SEND YOUR ORDERS TO

The Donaldson Litho. Co.
CINCINNATI, O.

Sole Western Agents for the Celebrated Wire Bound Brush.



THE "PERFECTION CARD" MACHINE.



THE CHANGER. 3'.

SLOT MACHINES

Are Wonderful Money Makers.

We manufacture a variety of twenty machines of different description. Write us about elaborate circulars and propositions. Our terms and prices will suit you.

The Leo Canda Co.

727 Sycamore St., CINCINNATI, O.



THE SUCCESS. 14.



THE JUMBO GIANT.

DELAWARE, O.—Catholic Knights of Ohio. Sept. 11, 1899. M. J. Manly, Delaware, O., secy.

FT. WORTH, TEX.—Cattle Raisers' Association of Texas. March 14, 1899. D. O. Lively, Ft. Worth, Tex., secy.

JANESVILLE, WIS.—Southern Wisconsin Dental Association. May 3 and 4, 1899. F. S. Knapp, Plattville, Wis., secy.

MILNER, GA.—Cabin Creek Baptist Association. Sept. 27, 1899. N. E. Blanton, Forsyth, Ga., secy.

A GREAT FEATURE FOR FAIRS! Managers of high-class summer resorts parks, theatres, exhibitions, state and county fairs will find this troupe to be just the kind of novelty attraction that pleases men, women and children of every class and nation.

WATERBURY, CONN.—King's Daughters & Sons' Convention, October, 1899. Mrs. C. E. Spalding, 191 John st., Bridgeport, Conn., secy.

WATERLOO, IA.—I. O. O. F. Grand Encampment, Oct. 17, 1899. Wm. Musson, Des Moines, Ia., secy.

WATERLOO, IA.—Rebekah Assembly, I. O. O. F. Oct. 17, 1899. Miss S. E. Matheny, Keokuk, Ia., secy.

WATERLOO, IOWA—Catholic Order of Foresters, Aug. 24 and 25, 1899. J. H. Linnhart, Cedar Rapids, Iowa, secy.

WATERTOWN, N. Y.—Y. P. S. U. E. State Convention, Oct. 2 to 4, 1899. A. E. Dewhurst, 129 Howard ave., Utica, N. Y., secy.

WEISER, IDAHO—Rebekah State Assembly, Oct. 17, 1899. Winnie Priest Duntun, Boise, Idaho, secy.

WEISER, IDAHO—I. O. O. F. Grand Lodge Oct. 17, 1899. A. K. Stuenkelberg, Caldwell, Idaho, secy.

WEST CHESTER, PA.—Centennial Celebration, Oct. 2 to 5, 1899.

WEST HARTSWELL, Grand Division, Sons of Temperance, April 26, 1899. Annie L. Hays, Chelsea, Me., secy.

WHEELING, W. VA.—Grand Lodge of West Virginia, K. of P., Oct. 11, 1899. Maurer Jenkins, Piedmont, W. Va., secy.

WHEELING, W. VA.—National Tobacco Workers' Union of America, September, (fourth Monday), 1899. E. Lewis Evans, 422 Granite Block, St. Louis, Mo., secy.

WHITE RIVER JUNCTION, VT.—(fourth month) Interscholastic Athletic Association Feb. 9, 1899. W. C. Pelkey, secy.

WICHITA, KAN.—Grand Lodge I. O. O. F. of Kansas, Oct. 18, 1899. H. W. Kent, Topeka, Kan., secy.

WILLIAMSPORT, PA.—Baptist State Mission Society, Oct. 23 to 25, 1899. W. H. Conrad, 1114, 1429 Chestnut st., Philadelphia, Pa., secy.

WILLIAMSPORT, PA.—Pennsylvania State Farmers' Alliance & Industrial Union, Dec. 13 to 15, 1899. H. M. Omwake, Five Forks, Pa., secy.

WILLIAMSPORT, PA.—Pennsylvania State Farmers' Alliance & Industrial Union, Dec. 13 to 15. Louisa Blecker, Cogan Station, Pa., secy.

WILMINGTON, DEL.—I. O. O. F. Grand Lodge of Delaware, Nov. 15, 1899. Isaac W. Hallam, secy., Wilmington, Del.

WILMINGTON, DEL.—International Association of Fire and Police Telegraph Superintendents and Municipal Employees, Sept. 5 to 7, 1899. H. F. Blackwell, secy., Superintendent Fire Department, New York City.

WILMINGTON, N. C.—Association of Railway Telegraph Superintendents, July 19, 1899. P. W. Drew, Milwaukee, Wis., secy.

WORCESTER, MASS.—Massachusetts Horticultural Society, March 8 and 9, 1899.

WORCESTER, MASS.—H. Y. P. of Massachusetts, Oct. 30 to 31, 1899. Roy J. R. Gaw, 42 Franklin street, Somerville, Mass., secy.

WORCESTER, MASS.—State Council, Jr. H. F. A. M., Sept. 26, 1899. Martin M. Woods, 124 Boxford st., Lawrence, Mass., secy.

YONKERS, N. Y.—Order of American Firemen, Sept. 5 and 6, 1899. Addison Brown, secy.

YONKERS, N. Y.—New York State Firemen's Convention, Aug. 5 to 23, 1899.

YOUNGSTOWN, O.—Ohio State Liquor League, Sept. 12, 1899. John F. Weiss, Canton, O., secy.

AMERICAN BILLPOSTING CO.

BROOKLYN, N. Y.
PITTSBURG, PA.
ALLEGHENY CITY, PA.

THOS. J. MURPHY, President. BARNEY LINK, Gen'l Manager.
WM. P. FAY, Secretary.

We Want Distributors.

Send for our proposition to furnish you a specially designed letter head, half tone cuts or any kind of engraved work. No expenditure of cash. Any distributor can earn good pay in this way. Send for the proposition and judge for yourself. Portraits a specialty.

The Advertising World, Columbus, Ohio.



JOINTED MAGNETIC HAMMERS

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign enables you to get your work up high—away above the reach of mischievous kids.

DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up signs that I have ever used.

Yours truly,
E. FISCHMAN & Co., Gardner, Mass.
W. P. BARTOED, Agt.

• SAVES CLIMBING.
• SAVES WORK.
Enables you to give your clients first-class permanent service.

PRICES:
36-in. handles, 2 sections, \$2.00
42-in. handles, 3 sections, \$2.50

DONALDSON LITHO. CO. Sole Agents, CINCINNATI.

Cash Must Accompany Order. None Sent C. O. D.

J. GARLICK, City Billposter, Distributor

AND ADVERTISING SIGN PAINTER,
633 Commercial Place,
New Orleans.

WANTED—Position as Billposter or to take charge of wagon. I am sober and reliable and not afraid of work. Address C. E. CORY, Billposter, Terre Haute, Ind. Reference—J. M. Dishon, F. M. Dishon.

YOU WILL FIND IN CONWAY, ARK.

A First-Class and Reliable Distributor. His name is

J. F. CLARK.

Write him for particulars. I. A. H. Meulder, Box 92.

THE OWEN DISTRIBUTING SERVICE,

JNO H. OWEN, Manager,
91 Shelby St., DETROIT, MICH.

Members I. A. D. Feister's Registered Distributor.
Personal attention given to all work. Correspondence solicited.

WANTED—Lithographers and printers of Fair advertising paper or large samples wanted sent to my address for inspection before April 1st.
E. J. CONGER,
Sec'y Delaware Co. Agt. So., MANCHESTER, IOWA.

Dear Advertiser:—The population of New Haven, Conn. and suburban centers is 150,000 well-to-do people who are able to buy what you have to sell. We should be most happy to tell you about our Distributing Department. We are members of I. D. A.
THE NEW HAVEN BILLPOSTING CO. C. D. ARMSTRONG, MANAGER

A SPECIAL OFFER

Business The Office Paper

Send 15 Cents for a Three Months' Trial Subscription.

BUSINESS deals with Office Management, Routine and Methods, Accounting, Advertising, Economics in its relation to Finance, Transportation, Manufacturing Commerce, Business Legislation, Credits and Collections. It is a paper every business man should have in his office.

SUBSCRIPTION \$1.00 A YEAR.

BUSINESS PUBLISHING CO.,
13 Astor Place, New York.

COOK,

"THE HUSTLER."
BILLPOSTER, DISTRIBUTOR
and GENERAL ADVERTISER,
DANVILLE, IND. Population 3,000
"My Motto, Honest work for honest pay"

PALATKA, FLA. Pop. 4,000. H. L. MILLER, Billposter and Distributor. Best of references. Owns all boards.

ROBERT H. COBLIN, Distributor, 11
310 Middle Street, NEW BEDFORD, MASS.

BOOMING!
JOHNSTOWN, PA., AND SUBURBS.
Population 50,000.

Eighteen mills and factories running double time. Employing in all 8,000 hands.
GEORGE E. UPDEGRAVE & CO.
Successors to Flood City Billposting Co.

We own and control all leading boards in city and suburbs and guarantee good returns from billposting, distributing and card and sign tacking. First class showing for 3, 8, 16 and 24 sheet stands.

GEORGE E. UPDEGRAVE & CO.,
P. O. Box 155, JOHNSTOWN, PA.

ST. PAUL AND MINNEAPOLIS DISTRIBUTING CO.
Samples and Advertising Matter Thoroughly Distributed. W. F. SMITH, Manager. Main Office 34 East Third Street, St. Paul, Minn.

50 YEARS' EXPERIENCE PATENTS

TRADE MARKS, DESIGNS, COPYRIGHTS & C.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co., 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

ADVERTISERS!

Bear in mind that the only reliable Distributor in Dayton, Ohio, is

J. B. McCONNON
Whose address is

721 East Second Street.
Member I. A. of D.

I do not stand in with hotel clerks, but will meet all agents promptly when requested.

J. S. MARTIN, Indianola, Iowa, distributes and tacks signs.

F. PATUREL & CO.
16 Warren Street,
NEW YORK.

FABBRICANTI DEI MIGLIORI PALLONI

di gomma, a gas e col fischietto
e di ogni genere di novità per venditori ambulanti.

- Palloni V. 50 di qualsiasi colore, la grossa \$2 50
- " " 60 " " " " \$1 50
- " " 45 Borkets a fischietto " " \$2 00
- " " 50 " " " " \$2 50
- " " 60 " " " " \$3 00



Serpenti, lambe lingua, nasi con baffi finti, uccelli di argento, scimmie e ogni sorta di novità.

Si spedisce il Catalogo gratis dietro richiesta.

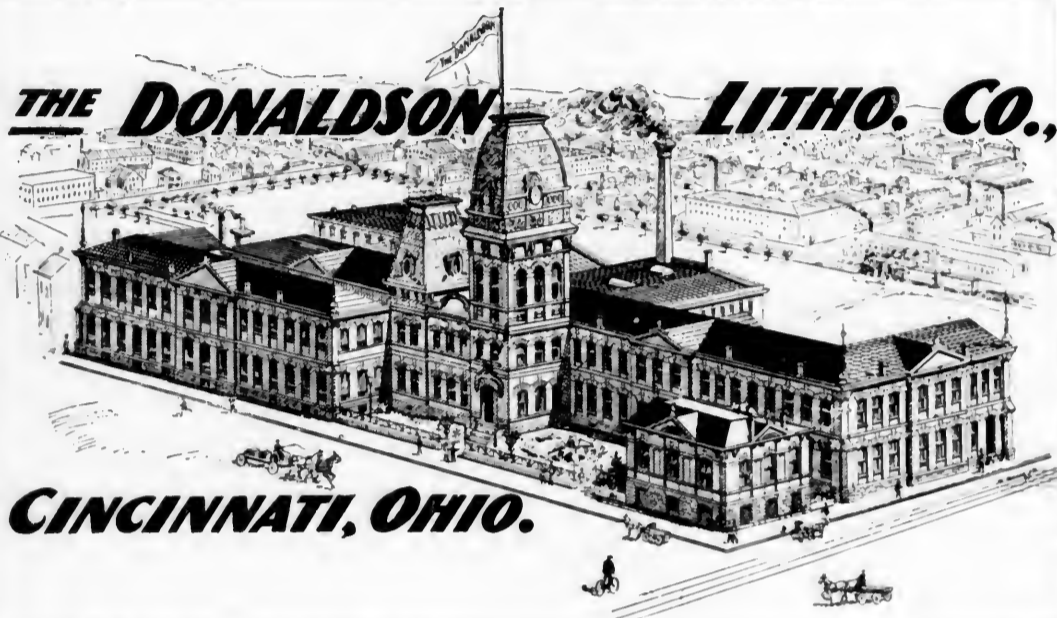
Seconto sui prezzi a seconda delle ordinazioni.

I nostri computeri sono nuovi e noi siamo i soli fabbricanti dei PALLONI PATUREL, che noi vendiamo sino da 45 anni e che noi garantiamo super o a tutti gli altri. Guardatevi da chi vende Palloni col nostro nome, inferiori di qualità e a prezzi bassi.

***** THE *****

Donaldson Litho. Company

CINCINNATI, OHIO.



A BIG CONCERN.

(From the Kentucky Post.)

The Donaldson Litho Co., whose immense factories are located at Newport, Ky., is the largest poster printing establishment in America, and is famous all over the English-speaking world for the superior quality and high artistic excellence of its creations in pictorial posters. Wherever there are billboards, wherever posters are used, you will find Donaldson posters, be it in Great Britain, India or far Australia.

The firm was established in 1863, and has attained its present mammoth proportions by easy stages and steady growth.

ALL KINDS OF POSTERS

WE make posters - all kinds of posters. We make fine pictorial posters from lithograph stone, ornamental posters from engraved pine blocks and descriptive posters from wood type. We make posters in colors or monochrome. We print posters in all languages. We sell posters all over the world. We make posters of special design in large editions for manufacturers and national advertisers, and we furnish retailers with syndicated posters in lots to suit. **WHENEVER YOU WANT TO ADVERTISE ANYTHING ANYWHERE, AT ANY TIME, WRITE DONALDSON, CINCINNATI.** Estimates, sketches and a lot of good, sound, wholesome advice free for the asking. Write for our Catalogue.

FAIR MANAGERS Please note that our line of posters for fairs, street fairs, trade carnivals, races, poultry shows, etc., for the season of 1899 will be completed on or about April 15. Samples free. Order them now.

RETAILERS Are advised that we have just issued new designs in posters for all spring lines in millinery, hats, clothing, gasoline stoves, ice, straw hats, picnics, etc. If your bill-poster cannot show you our samples send us the name of your best job printer, and we will send you samples free, postpaid.

BILLPOSTERS—PLEASE NOTE the following new and timely additions to our line of syndicated posters for retailers. If you have not received samples, write for them at once. They sell at sight. You have only to show the samples, quote the prices and—book the order:

2061—Wall Paper—T. C. Neumann.
Whole sheet Upright, 28x42, in 4 colors. Two ladies inspecting samples of wall paper. Prices crosslined:

25 for \$2 75	100 for \$7 00	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

Send seven cents in stamps for a sample.

558—Ice Chests.

Whole sheet, 28x42. Lithographed in two colors. A unique and beautiful pictorial poster of great strength. Prices crosslined:

25 for \$2 25	100 for \$6 50	300 for \$16 50
50 for 4 25	150 for 9 50	500 for 25 00
75 for 5 50	200 for 14 00	1000 for 45 00

419—Bottle Beer—T. C. Nofabok.

One-sheet, 28x42. Lithographed in 4 colors. Prices crosslined:

25 for \$2 75	100 for \$7 50	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

Send seven cents in stamps for a sample.

564—Millinery—T. C. Nugahof.

Whole sheet, 28x42. This poster shows the very latest and most fashionable shapes in ladies' hats and bonnets. Printed in 4 colors. Prices crosslined:

25 for \$2 75	100 for \$7 50	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

Send seven cents in stamps for a sample.

2076—Carpets—T. C. Neumann.

Whole sheet. Upright, 28x42, in 4 colors. Interior of a nicely appointed carpet store. Prices crosslined:

25 for \$2 75	100 for \$7 50	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

Send seven cents in stamps for a sample.

2014—Baby Carriages—T. C. Neumann.

Three-sheet, lithographed in 4 colors. 3 1/2 feet wide by 7 feet high. A beautiful picture of a lady with the latest style of willow worked baby carriage. Prices crosslined:

25 for \$6 00	100 for \$19 00	300 for \$48 00
50 for 11 00	150 for 27 00	400 for 62 00
75 for 15 00	200 for 33 00	500 for 75 00

564—Shirt Waists—T. C. Nugahof.

Whole sheet. Lithographed in 4 colors. 28x42, upright. This poster shows the latest style in ladies' street dresses and shirt waists. Prices crosslined:

25 for \$2 75	100 for \$7 50	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

Send seven cents in stamps for a sample.

558—Gasoline Stoves.

Whole sheet 28x42. Lithographed in 4 colors. This poster will prove a great boon to dealers in this line. Prices crosslined:

25 for \$2 75	100 for \$7 50	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

Send seven cents in stamps for a sample.

418—Bock Beer—T. C. Nofabok.

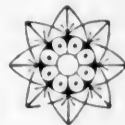
One-sheet, 28x42. Lithographed in 4 colors. Prices crosslined:

25 for \$2 75	100 for \$7 50	300 for \$19 00
50 for 4 75	150 for 11 00	500 for 30 00
75 for 6 50	200 for 14 00	1000 for 55 00

Send seven cents in stamps for a sample.

REMEMBER THE NAME & ADDRESS THE DONALDSON LITHO. CO., CINCINNATI

The Fourth Annual Convention

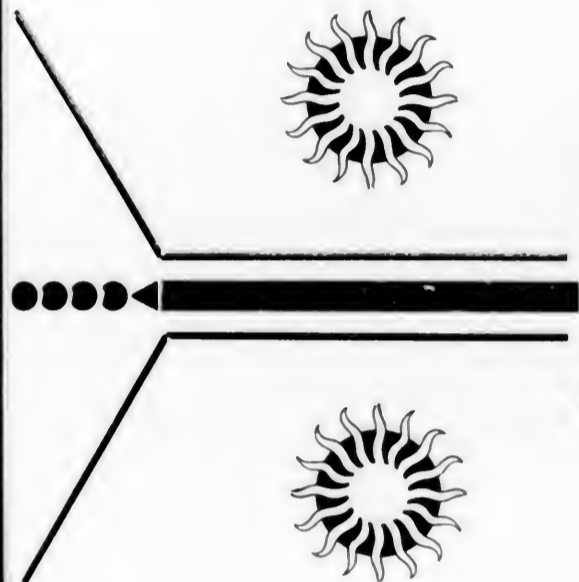


..... OF THE

International

Association of

Distributors



Will be held in the Banquet Room of the Hotel Emery, at

CINCINNATI, OHIO.

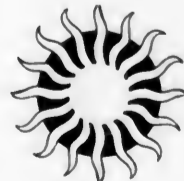
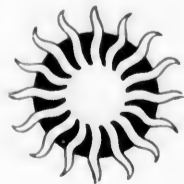
ON TUESDAY, WEDNESDAY AND THURSDAY,

JULY 18 TO 20

THE OFFICERS

Extend a cordial invitation to advertisers, advertising agents, and solicitors to attend the convention. participate in the proceedings, meet the members and become acquainted.

Independent or unattached distributors will also be welcomed. No one will be pressed to join against their inclinations. Just come to the meeting. Find out what the association has done for others. Learn how it will help you, and then do as you please. If you will do this, you will find out why advertisers prefer to give their work to men who are members of the I. A. of D.



NOTICE TO MEMBERS—The regular semi-annual dues are payable APRIL FIRST. Members are requested to pay without requiring the secretary to notify each by mail. REMEMBER, PAY YOUR DUES APRIL FIRST.

W. H. STEINBRENNER, Sec'y.

JOS. REID, Pres.

O. P. FAIRCHILD, Treas.



TELEPHONE 1317.

Cincinnati.

FAIR SECRETARIES AND MANAGERS

Wait for our SAMPLES of
NEW POSTERS
 HANDBILLS, DODGERS, and
 ADVERTISING NOVELTIES.

WE have everything necessary to thoroughly advertise a Fair. All new designs, catchy and up-to-date. The best and cheapest line ever produced for this purpose. Entirely different from the stereotyped designs of the past. Original, unique, artistic, and low in price.

We solicit your correspondence.



Wait and See Our Line and We Will Get Your Order

Billposters



When you want a Poster printed send it to
 * us. We will do it right, and send it
 * promptly. * * * * *

Try one of our Stock Letter Stands. * * * * *

Electrotypes of this cut sent, prepaid, to any address for One dollar. * * * * *



HENNEGAN & CO. 127 East 8th Street, **CINCINNATI, O.**

The American Billposting, Distributing and Hand-Painted Poster Company.

Main Office, Opera House Block, Bowling Green, Ohio.

Best towns represented: Bowling Green, pop. 6,500; Perrysburg, pop. 2,800; Pemberville, 1,800; Prairie Depot, 1,000; Rising Sun and Bradner together, 1,200; Portage, Merrill, Rudolph and Grand Rapids together, 2,000; Weston, 2,000; Cynthiana, 1,000; Cinstar and Milton together, 1,000. Write for prices. References: The California Fig Syrup Co., the American Tobacco Co., Lock Box 32. Licensed. All work listed, protected, renewed and guaranteed, and open to inspection.



Earn Yourself a Present.

For Three New Subscriptions we will send you this 14k Solid Gold FOUNTAIN PEN FREE. Address THE BILLBOARD CO., Cincinnati, Ohio.

Billposters and Distributors

Located in towns which do not employ all of their time, are losing money by not being able to paint signs. We care not if you never had a lettering brush in your hands, you can paint good signs with our

Letter Patterns.

We are putting up outfits of letter patterns, cut from tough strawboard, assorted sizes and styles, with a view of doing the greatest amount of work with the least number of alphabets, as follows:

2 to 10 inches—2 to 8 inches— $1\frac{3}{4}$ or 2 to 6 inches— $1\frac{3}{4}$ or 2 to 4 inches.

Each outfit consists of 10 alphabets and 5 sets of figures. Price, \$3.00 each.

We have larger and smaller outfits at corresponding prices. Each of the outfits mentioned consists of over 300 letters and characters, which is less than a cent apiece. Can you afford to do without them? Think a moment and consider the amount of work you have lost by not being able to paint a sign. We will send, postpaid,

A SAMPLE ALPHABET

for 25 cents, size from 2 to 6 inches high.

Some of the best sign painters use patterns, as they can do double the amount in the same time with them.

CIRCULARS FREE.

Exemplar Sign Works Pickerington, Ohio.

R. H. FORGRAVE, Manager.

MARK A. BONDY, Distributor and Sign Tacker, Detroit, Mich. 297 Cass ave.

ITHACA, MICH. Pop. 2,500.

JAS. DONALDSON,

Member I. A. of D. Bills posted. Samples put out. Circulars distributed. Signs nailed up. Work guaranteed.

CHAS. WOOD, Billposter and Distributor

Est'd 1870. Office 358 Fulton St., Jamaica, N. Y. 1000 3-sheet boards. 100 large stands. 3c per sheet.

THE ORIGINAL.

The Only Genuine,
Perfectly Correct

CYCLE SKATE

Rubber Tires,
Ball Bearing, Noisless,
and No Dust.

Don't Consider Any Other.



Cincinnati

has a population of 400,000 people, either house owners or wage earners.

The John Chapman Co.

has all the billboards, and most of the bulletins in Cincinnati. We also do good sign tacking and distributing. Offices,

17 LONGWORTH STREET.

DISTRIBUTE OMAHA, NEB.

H-U-C-A-N

Through Fischer's Distributing Agency.



ARE YOU ONE OF THEM? THE AULT & WIBORG CO.

CINCINNATI
NEW YORK
CHICAGO
ST. LOUIS.

SANTA CRUZ, CAL. with a population of over 8,000, has one of the best billposting and distributing plants in the state. All work personally superintended. Member I. A. D. L. A. DANIELS.

A Live City is Centralia, Ills.
Pop. 7,000.

Railroad terminal for four divisions. Two large coal mines. I. C. R. K. machine shops. Envelope and other factories. 800 running feet billboards. JOSEPH E. HEFTER, Licensed Billposter and Distributor. Member A. B. P. and I. A. of D.

TAMAQUA, PA. Pop. 8,000. Bill Poster, Distributor and Sign Tacker. Geo. A. Jacobs, L. B. 446. Member I. A. of D.

ADVERTISERS!

When you advertise in Maine, consult the JORDAN ADVERTISING CO., the Honest Distributors. MECHANIC FALLS, ME.

NEWPORT, KY. The metropolis of Campbell County, and Dayton, Bellevue, and Brilliant, and 7 minor cities. Our boards reach a gross population of 60,000. Member A. B. P. and I. A. D. Sole Licensed Bill Posters in Campbell County.

G. H. OTTING & SON,
York Street, NEWPORT, KY.

HERBERT SMITH, Reliable Distributor and Sign Tacker, ELIZABETHTON, Carter Co., Tennessee. Write for estimates.

BUFFALO FOOT CYCLES

THE ONLY NOVELTY.

Now is the Time to
Open an Academy.

The Whole World will Soon be Cycling Afoot

Liberal Discounts to the trade and Promoters of Foot Cycle Academies, Agents of Halls, Managers of Theatres, Gymnasiums, Rinks, Bicycle Schools, etc. Write for Terms and Booklet "How to Conduct a Foot Cycle Academy." Address

W. S. CLEVELAND, Manager Buffalo Foot Cycle Co.

100 Mutual Life Building, Buffalo, N. Y.

Agents Wanted. Send for Sample Pair W. S. C. Model, \$6.00. Buffalo Model, \$5.00.



WARREN

Typewriter Ribbons

Are Guaranteed

ABSOLUTELY NON-FILLING.

Best Quality and Full Length.

WARREN

CARBON PAPER

In Clearness, Cleanliness and Durability cannot be surpassed.

From your stationer or direct from manufacturer

WARREN MANUFACTURING CO.

109 Purchase St. BOSTON, MASS.

Special prices on large quantities.

GAD SAN ANTONIO, TEX. SIGNS, DISTRIBUTING, AND GENERAL ADVERTISER.

FRANKLIN, PA. Population 9 000.

ALEX. BRADLEY,

City Billposter and Distributor.

MEMBER I. A. of D. Established 1871

PALATKA, FLA. Pop. 4,000. H. I. MILLER, Billposter and Distributor. Best of references. Owns all boards.

MIDLAND ADVERTISING CO.,

JOSEPH REID, Manager

LICENSED DISTRIBUTORS,

Members I. A. of D.

617 Grand Ave., KANSAS CITY, MO.

WM. W. HAYDEN

Bedford City, Va.

POPULATION 2,500.

Distributes Circulars and Samples, Tacks Signs. Moderate prices.

Correspondence solicited.

References furnished.

ALLEN'S PRESS CLIPPING BUREAU Deals in all kinds of NEWSPAPER INFORMATION. Advance reports on all contract work. Main office, 510 Montgomery street SAN FRANCISCO.

B. C. LE ROY, WYOMING.

The only Licensed Billposter, Distributor and General Advertiser in this part of the state. I represent 21 different towns and reach 85,000 people in my circuit. Give me a trial. Office, 99 1/2 N. Main St. Sheridan, Wyo.

DID YOU EVER CYCLE AFOOT

PLACE YOUR CONTRACT FOR DISTRIBUTING, SAMPLING, SIGN TACKING, WITH
EDW. B. BRIDGER'S ADV. CO., LICENSED ADVERTISERS.
 MEMBER I. A. OF D. → ATLANTA, COLUMBUS AND ADJACENT TOWNS. GENERAL OFFICE, ATLANTA, GA.

Bill Posting and Circus Paste Brush.

The Extra Mikado Brush is the best made; constructed of ALL Pure Black China Bristles imported by us for the purpose, and especially prepared under a formula known only to ourselves.

We guarantee that our CHINA BRISTLES are more elastic and more durable than any other; consequently our MIKADO Brush will wear longer AND DO BETTER WORK than any other brush made. ALL OUR MIKADOS ARE GUARANTEED. They are copper wired, with heavy metal edge protectors and are great paste holders. Used by Barnum, Forepaugh and other leading shows, and highly recommended by Mr. R. C. Campbell, Chicago. Send the price and get a sample

All 9 Inches Wide.

No. 10, 3-0	5 1/2 in. long	\$23.50 per doz	\$2.25 each.
No. 10, 4-0	5 3/4 in. long	\$28.00 per doz	\$2.50 each.
No. 10, 6-0	5 7/8 in. long, heavy	\$32.50 per doz	\$3.25 each.
No. 10, 7-0	5 7/8 in. long, ex. heavy	\$34.00 per doz	\$3.50 each.
No. 10, 9-0	5 7/8 in. long, ex. ex. heavy	\$42.00 per doz	\$4.00 each.

RENNOUS, KLEINLE & CO., Sole Manufacturers, Baltimore, Md.



ANNOUNCEMENT!

PROFITABLE ADVERTISING, the high-class advertising journal published by Kate E. Griswold, Boston, Mass., is now located in new and larger offices at No. 227 Washington street, opposite Globe Building.

10 cents brings a sample copy of this up-to-date, illustrated magazine if you mention The Billboard.

Subscription price, \$1.00 per year. Foreign Subscription, \$1.50 per year. Address,

PROFITABLE ADVERTISING,

No. 227 Washington Street, Boston, Mass.

Charlotte, N. C. Circulars Distributed and Cards Tacked up. Satisfaction guaranteed. Address, KNOX W. HENRY, McAdenville, N. C.

For Coupon Book and Strip **TICKETS**
 WRITE C. F. ANSELL.
 140-142 Monroe St. CHICAGO.

PUEBLO, COLO. I am still distributing, still doing good work at the same old stand. **JESSE MITCHELL.**

The E. L. Kinneman LICENSED BILLPOSTING CO. Marion, Ind. Up-to-date Billposters, Distributors and General Out-door Advertisers. Control all Boards and Advertising Space in Marion, pop. 22,000. Jonesboro, 1,000. Gas City, 5,000. Fairmount, 4,000. Total 32,000. All boards on Electric Pan Handle, Big Four and Clover Leaf Lines. Capacity 4,000 sheets.

In offering the services of the

United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Clipping Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices.

With a carefully trained force of proficient readers, and have an exchange list that thoroughly covers every section of the United States and Canada.

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

Respectfully,

United Press News Bureau,
 134 VAN BUREN ST.,
 CHICAGO.

JOHN T. WILLIAMS,

SECRETARY AND MANAGER,

Northwestern Billposting Co.,

H. F. TODD, ASSISTANT MANAGER.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

346 MORRISON STREET,

POPULATION, 90 000. **PORTLAND, ORE.**

SEND FOR CATALOGUE:
THE AMERICAN PROCESS ENG. & C.
Best Cut Makers in America!
 FINEST HALF TONES: LITHOGRAPHERS ILLUSTRATIONS.
 BEST LINE ZINC ETCHING: WOOD ENGRAVING - OF ALL KINDS:
 BUTLER BLDG. CINCINNATI, O.

PASTE.

PROGRESSIVE BILLPOSTERS ALL BUY

OUR "G" PASTE, made especially for their use, because far BETTER than home-made, more convenient and certainly CHEAPER. Will not sour and will keep for an indefinite length of time. On receipt of \$1.50 will ship you a sample barrel holding over 150 pounds, with reducing with cold water as needed. Many billposters act as our agents and control local paper hangers' trade as well as others, and why not you?

If interested at all write us **THE INDIANAPOLIS PASTE CO.** INDIANAPOLIS, IND.



Bill Posters' Paste Brushes.

The most practical Brush made. Copper wired and protected corners.

Improved Light Weight Block.

VERY STRONG, WITH SAFETY SCREWS.

GRAY RUSSIAN BRISTLES.

Quaker City, 9-inch, \$24.00 per dozen, \$2.50 each.
 Excelsior, 9-inch, \$30.00 per dozen, \$3.00 each.
 Extra Extra, 9-inch, for circus use, \$39.00 per dozen, \$3.75 each.

BLACK CHINA BRISTLES.

No. 1, Royal, 9-inch, \$21.00 per dozen, \$2.25 each.
 No. 2, Royal, 9-inch, \$27.00 per dozen, \$2.50 each.
 No. 3, Royal, 9-inch, \$30.00 per dozen, \$3.00 each.
 8-foot Curved Handles, 50 cents each.

ELDER & JENKS, Brush Makers,

127 North 5th St., Philadelphia, Pa., U. S. A.

Bill Posters and Distributors

SHOULD OWN EITHER A

WAGON OR CART

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddler to make you a pair of shoes, but what is the use when you can go to a firm who make a specialty of the very thing you want. We can give you a better vehicle for half the price you will pay at home.

Bill Posters' Push Cart.

Best for small towns and short routes in cities. This style of cart costs great less among the bill posters of England, where it is regarded as a great convenience and is well adapted to the operation of all other vehicles. It is equipped with large iron gears and water tank. The tires are hard with steel and the one who contains the gear is provided with a fender.



These are the fully equipped, substantially built, well made and light weight bill posters in low price range. An extra charge for painting from same on the side. **\$24.50 EACH.**

Bill Posters' Pony Cart.



Light weight and durable. This vehicle is found in full use in the best of the bill posters of England. Has more than water tank, and is well equipped for the most reliable use. **\$44.50**

Bill Posters' Wagons.



We make them in all sizes to suit every bill poster. We have them with water tank and with poles, with and without fenders, in fact in every style imaginable. This is our best made in these sizes at the following prices: **A-\$90.00, B-\$100.00, C-\$130.00.**

JOHN H. MICHAEL,

Manufacturer Bill Posters' Vehicles,
 225, 227, 229 East 8th St., CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Priced free to introduce.

Publicity

Is the name of the popular English Monthly Magazine which succinctly places before its readers full and latest particulars of what cute advertisers are doing in all parts of the world. Articles on advertising by newspapers, magazine, cards, billboards, distributing, menus, sandwichmen, signs, window displays and all common sense forms of securing attention.

Subscribers throughout Great Britain, America, Canada, India, Australia and New Zealand. **50 CENTS YEARLY.**

MORISON'S ADVERTISING AGENCY

HULL, ENGLAND.

C. P. REYNOLDS, City Billposter.

Winchester, Illinois. Own and control all the prominent billboards in the city. Population, 2,500.

Population of Omaha 160,000.

Population of South Omaha 15,000

Two Great Cities, Omaha and So. Omaha, Neb.

THE M. E. MULVIHILL CO.

Licensed City Billposters,

Distributors and General Advertisers.

MEMBERS A. B. P.

1512 Harney St., Omaha, Neb.

Address all Communications Omaha Office.

Telephone 144.

ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS. ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice, contains independent Reviews and Criticisms of books on Accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KITTREDGE. Subscription One Dollar a year.

Accountics' Association,
Wool Exchange, New York.

HARKNESS BILL... POSTER.

New Boards. Locations the Best.

STOCKTON, CAL.

City Billposting Co.

HARRY B. BUSSING, Manager.

NORWALK, CONN.

ELECTRIC BELTS!

6c to \$1.25.

Insoles, 6c pair; Inhalers, 5c.; Soap, \$2 gross. Belts for Ex. w th \$10 o. dets. 1/2 cash required.

ELECTRIC APPLIANCE CO., Burlington, Kas.

Who is HENRY WOLF? He lives in

FRANKFORT, IND.

Population, 10,000. He is prepared to do all kinds of Billposting and Distributing matters of every kind. Give him a call.

JOHN R. THOMPSON Tacker, EASTON, MD. Poster and Distributor

Box 277.

FENTON, MICH. Pop. 2,500. Billposter, Dis- tributor and Sign Tacker. L. S. FIELD.

MIDDLESEX County Distributors, Box 1093. Middletown, Conn. GEO. W. SCHNEIDER, Mgr. All kinds of house-to-house distributing. Lowest possible rates. We guarantee the distribution of all advertising matter sent us.

BERNARD ADVERTISING SERVICE.

Savannah, Ga.

85,000 Pop.

A. B. P. A. Plant,
10,000 Sheets Capacity.

Only Licensed Billposter in
City.

CHAS BERNARD,
220 Whittaker St.

ADDRESS,

BERNARD ADV. SERVICE, Box 92, Savannah, Ga.

Regarding any Billposting, Card
and Sign Tacking, or Distributing
you wish to place in Savannah or
Charleston. Also contract for guar-
anteed service in small towns
throughout Ga., Ala., Tenn. and
Miss. of 500 to 10,000 population.

Charleston, S. C.

65,000 Pop.

I. A. D. Guarantee

1,100 Running Fee! New
Boards.

Experienced White Help.
Up-to-Date Service.

FULLER & BERNARD,
210 King Street.

O. P. Fairchild & Co.

COVINGTON, KY.

LICENSED CITY
BILLPOSTERS,
DISTRIBUTORS
AND GENERAL
ADVERTISERS.


Office, 24 East Fifth Street,
Covington, Ky.

Member of the I. A. of B.

The Bill Poster

The English counterpart of THE
BILLBOARD. Subscription 50 cents
per year, post free, may be sent to
127 East Eighth St., Cincinnati, O.

"NICHOLS' ROOFS!" They are PAINTED "ADS." Write for prospectus. Larger field than any other similar concern. NICHOLS ADV. CO., 79 Alvarado avenue, Worcester, Mass.

●	●	●	●	●	●	●	●
●							●
●	<h3>THE BILLPOSTER</h3> <p>of a town ought to supply the town with all the paste it uses. This trade belongs to the billposter. It is his by right.</p>						●
●	<h3>OUR MACHINE!!!</h3> <p>will enable you to do it. It will make the best paste so cheaply that you can drive all competition out of the market.</p>						●
●	<p>Take a Minute and a Postal—Write us and we will tell you all about it.</p>						●
●	<h3>J. H. DAY & CO.</h3> <p>1144 R. Harrison Ave. Cincinnati, O.</p>						●
●	<p>THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best). Prices to suit all. Our catalogue tells all about them. It is sent free on application.</p>						●
●	●	●	●	●	●	●	●

Don't Worry!

Tell us about it if it's
CLIPPING You want We
daily all the best comment and criticism on any
THINKABLE topic printed in any of the news
papers and periodicals in this country. We supply
material for lectures, speeches, debates and
scrapbooks on short notice.

Terms per month:
20 clippings or less..... \$1.00
100 clippings..... 5.00

If you are an advertiser, we will send you
FIFTY GOOD ADS

in your line for \$1.00. We select them from
all parts of the country, and they represent the
best advertising efforts of the successful fellows.

Consolidated Press Clipping Co.,
56 Fifth Avenue, Chicago, Ill.

THE MANHATTAN PRESS-CLIPPING BUREAU.

ARTHUR CASSOT, Manager.

NEW YORK LONDON

(Knickerbocker Building)
Cor. 5th Ave. and 14th St., New York.

Will supply you with all personal reference
and clippings on any subject from all the papers
and periodicals published here and abroad. Our
large staff of readers can gather for you most
valuable material on any current subject than
you can get in a life-time.

TERMS: 100 clippings, \$5.00; 250 clippings,
12.00; 500 clippings, \$22.00; 1,000 clippings,
40.00.

BINGHAMTON, N. Y. Population 35,000. Distrib-
uting by B. T. SHERMAN, 38 Broome St.

SOMETHING NEW UNDER THE SUN

THE

Lima Brush

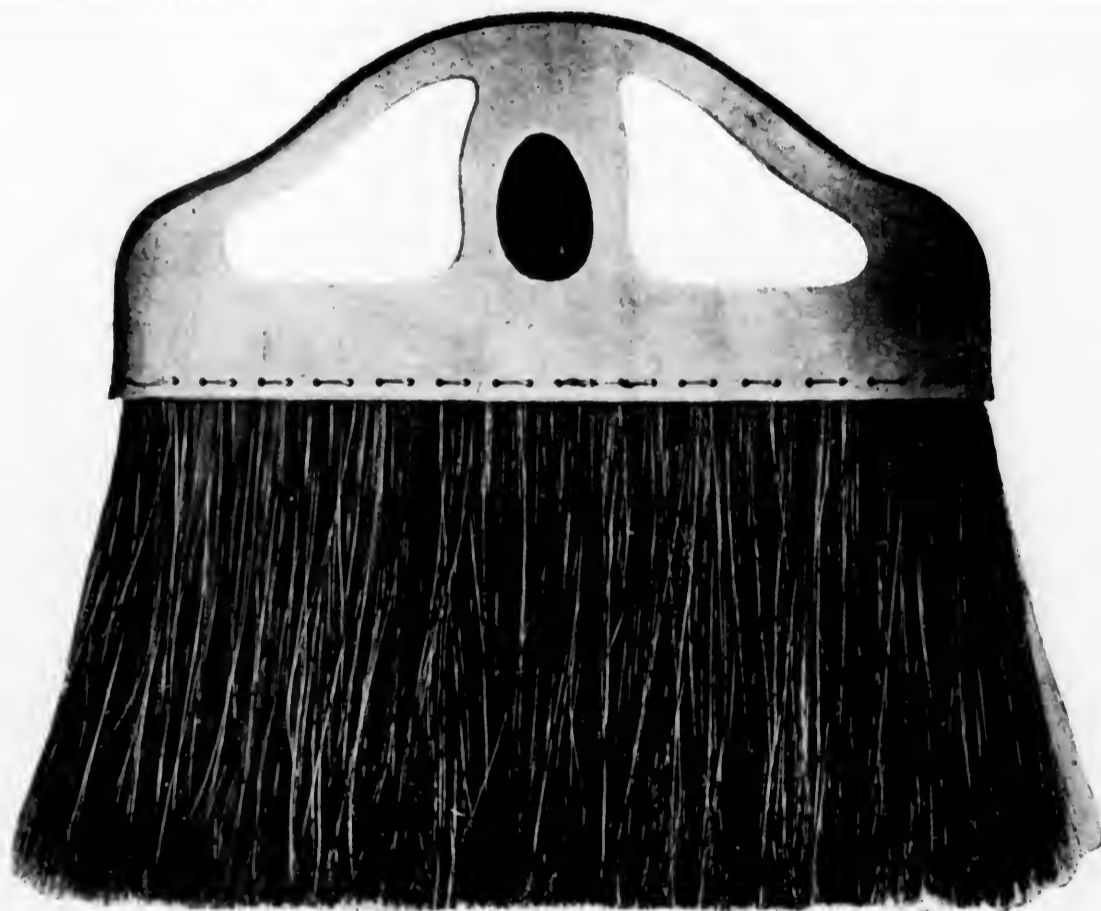
FOR BILLPOSTERS

MANUFACTURED BY

W. C. TIRRILL & CO., LIMA, OHIO.

(PATENT PENDING.)

ALUMINUM HEAD



OTAKA BRISTLES

The above cut shows No. 9. Nine inches wide. Price \$5.00 each.

THE LIMA BRUSH is the best billposter's brush ever made. We say it is the best, because we know it is the best. Five dollars is a big price for a brush. It is more than any brush maker in the United States asks for a nine-inch brush. But the Lima Brush cannot be sold at a profit for a cent less. It is worth more than five dollars. In fact, it is dirt cheap at that price. We believe it will drive every other brush out of the market within a year. This is not idle talk. We are practical billposters. We have used the brush. We have tested it severely. We know what we are talking about. We know that when once a billposter tries this brush he will never use any other thereafter. The head of this brush is made of aluminum. It is all metal, no wood. Aluminum is a metal that is harder than iron and lighter than wood. The Lima Brush weighs less than a wooden-head brush. Furthermore, the handle socket has a better slant than it is possible to give to a wooden-head, and, therefore, the handle has a better bearing. The head does not absorb water, and, therefore, does not become heavy and water-logged. The bristles are Otaka bristles. They are better, longer and more durable bristles than were ever put in a paste brush before. They will wear twice as long as ordinary bristles. They are set in shellac, inserted in an aluminum pocket and sewed through and through with copper wire. There are no iron tacks to rust out. In fact, the brush is indestructible. The bristles, of course, will wear out eventually, but the head—never. The head is so constructed as to prevent surplus paste from running down the handle. Even now we have not told you the half of its merits. You doubt it? You think this is drawing it pretty strong? Well, listen. Here is where we make good:

SPECIAL OFFER ON ONE HUNDRED BRUSHES TO INTRODUCE THEM.

TO ANY BILLPOSTER who will send us \$4.75 we will send one of the above brushes by express, all charges fully prepaid. We will allow him to use it thirty days. At the end of this time, if he is not fully satisfied, in fact, if he can be persuaded to part with the brush, we will give him his money back.

Signed,

W. C. TIRRILL & CO., Lima, O.

How is that for a guarantee? Now do you think we are blowing, or do you believe we have the finest brush in America? Remember this offer is for the first one hundred brushes only. We want to get the brush into the hands of billposters quick. Counting out the express charges (which we prepay), we lose a little money on every brush. We will sell but one brush only to one person at the special rate. As soon as the first hundred brushes are sold, the regular price (\$5.00) will prevail.

I WANT TO MAKE YOUR POSTERS

That is the burden of my song to-day.

I can give you humorous posters or
 ❁ sedate posters, plain posters or
 ❁ beautiful posters, one-color ❁
 ❁ posters, two-color posters, ❁
 ❁ three-color posters, four- ❁
 ❁ color posters.

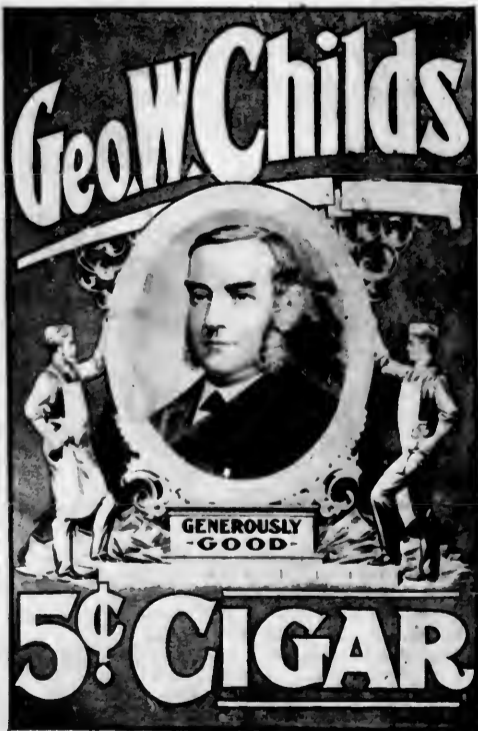
I have the best poster artists in the world
 ❁ and can suit your taste.

And my Low Prices will make **your Eyes Bulge**

This Geo. W. Childs 8-sheet poster is lithographed in four colors, and is about 9½ feet high and 7 feet wide.

I will make for you 1,000 8-sheet posters in four colors, from an original sketch, for four cents per sheet, and no pay unless the sketch and execution in every detail is satisfactory to you.

I will post 1,000 8-sheets in New York, Chicago and St. Louis for two weeks, for \$584, or \$904 for the printing and posting, and if you will promise not to tell, I'll knock off the odd four dollars. Figure out ALL other methods of advertising these three principal cities, and you will find that this amount of money will last about 24 hours.



EVERLASTING OIL-CLOTH POSTERS. INDESTRUCTIBLE MUSLIN POSTERS.

For tacking on to barns, trees, stores, etc. Just the thing for use in smaller cities and towns for general advertising; just the thing for tacking onto the sides of stores where your goods are for sale in big or little cities.

Tell the people about the merits of your goods on the big billboards around town, then tell them on the side of each store that the goods are for sale in that identical place—a reminder at the time they are about to buy **SOMETHING** similar to your goods.

I print these posters in lots of 500 to 5,000,000, in all sizes, as large as 42x60 inches.

The following sizes are recommended: 12x36 inches, 12x48 inches, 24x36 inches, 24x48 inches, 24x60 inches, 36x48 inches, 36x60 inches.

The largest sizes will run about 25c each, and the smaller sizes down as low as 5c for oil cloth, and less for muslin.

These can be tacked up for you at from 2c to 5c each—and you needn't worry over the details, but leave it all to me.

Tell me what size or sizes you want, what quantities you can use, where you want them placed, and I'll tell you what it will cost you.

I post posters in every city, town or village in the United States, and no charge for any part of the service that doesn't meet the specifications.

Place your entire order with the
Long Distance Billposter.

PHONE 2074-38.

\$ Sam W. Hoke, New York

251 Fifth Avenue,
N. E. Cor. 28th St.