

THE BULL BOARD



1898

REMOVAL
SALE

FAIR PARK
CHEESE
PARK

WILLIAMS
THEATRE

PRIZE
LIGHTS



OF BERTY
KOFINNE

25 DOLL
REWARD
Bill

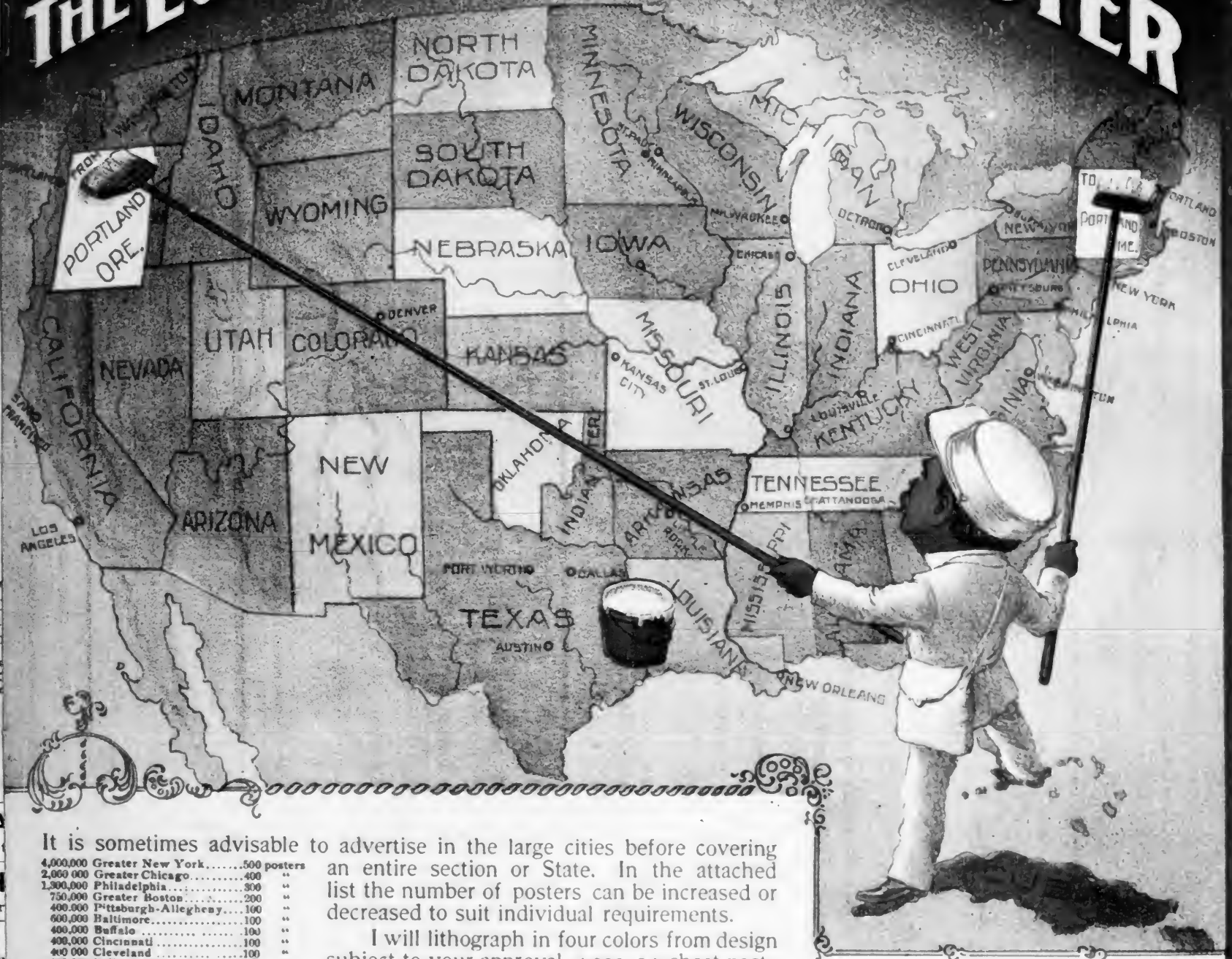
ANTI PILL
THE DANDY
ANTI OFTEN
MANDY.

HOLIDAY
PRESENTS
FOR
YOUNG

LIMB SHOW



THE LONG DISTANCE BILL-POSTER



It is sometimes advisable to advertise in the large cities before covering an entire section or State. In the attached list the number of posters can be increased or decreased to suit individual requirements.

4,000,000	Greater New York	500	posters
2,000,000	Greater Chicago	400	"
1,300,000	Philadelphia	300	"
750,000	Greater Boston	200	"
400,000	Pittsburgh-Allegheny	100	"
600,000	Baltimore	100	"
400,000	Buffalo	100	"
400,000	Cincinnati	100	"
400,000	Cleveland	100	"
185,000	Indianapolis	50	"
65,000	Dallas	25	"
300,000	New Orleans	75	"
90,000	Richmond	25	"
150,000	Providence	75	"
650,000	St. Louis	125	"
400,000	Minneapolis-St. Paul	100	"
300,000	Washington	100	"
250,000	San Francisco	100	"
100,000	Nashville	25	"
100,000	Memphis	25	"
50,000	Chattanooga	25	"
240,000	Louisville	50	"
275,000	Milwaukee	75	"
75,000	Los Angeles	25	"
175,000	Kansas City	50	"
165,000	Denver	50	"
300,000	Detroit	75	"
90,000	Grand Rapids	25	"
65,000	Portland, Ore.	25	"
40,000	Portland, Me.	20	"
65,000	Savannah	25	"
75,000	Atlanta	25	"
65,000	Salt Lake City	25	"

3,150 posters.

I will lithograph in four colors from design subject to your approval, 4,000 24-sheet posters, 9 1/4 feet high and 20 feet long, on the best 70 pound lithographic paper: I will post 3,150 of them as per schedule, listed, protected, renewed and guaranteed 30 days, all for \$12,100.00.

When you consider the visitors from the surrounding country, you can safely count on this advertising reaching one-half the adult population of the United States.

Take all other methods of advertising that you may care to consider, and figure out the cheapest possible plan for one month's constant publicity, and you will find this the cheapest.

Then consider the prominence and impressiveness of this handsomely lithographed 20-foot sign, and you will agree that this is also the best for the money—or even double the money.

Place your entire order with, and leave all the detail work in the hands of the Long-Distance Billposter.

\$am W. Hoke

**251-5th AVE.
N. E. COR. 28th ST.
NEW YORK.**

THE BILLBOARD

Vol. X., No. 12.

CINCINNATI, DECEMBER 1, 1898.

PRICE 25 CENTS
PER YEAR, \$1.00

FARMER NOEL'S DREAM

A Christmas Poem.

BY ALLEN K. HARRAUGH

[Written expressly for The Billboard]

I had a dream last night, good wife,
A vision bright and clear;
I see surprise within your eyes,—
You're wondering to hear.

I tho't I saw our children all—
The way they looked when young;
I laughed to see their happy glee,
and hear th' songs they sung.

Just as they used to long ago,
Which makes me young again,
Like days gone by when you and I
Were bound with Hymen's chain.

Yes, they all were so young and fair—
Sweet cherubs from the sky;
They romped and played beneath the shade,
Remembrance makes me sigh.

There's Lewis first—brave soldier-boy,
Who lost his good right arm;
Dear Ann's a physician now
Since leaving the old farm.

Sophia's eyes seem very wise,—
She is our eldest girl,
Our Emma, she in industry,
And Margaret, a pearl.

Our darling A bert's nobly bright,
Young Abigail's my joy,
Mayn't God forbid, I'd hug the "Kid"—
Sweet Gles, our baby-boy!

My four-ere years have fully passed,—
T'woud both our old hearts cheer
To welcome all our children home
For Christmas and New-Year.

Then I'd pul on my Sunday clothes,
They've stood some wear and tear,
But 'll folks know that I'm not one
They'd call a millionaire.

I cleared and sowed and reaped and hoed—
Used different kinds of plows,
I raised good grain and cropped the hay
Which kept a dozen cows.

You churned then spun and wove the cloth,
And heckled out the flax,
Dear wife, a help-meet you have been
While clothing all our backs.

But that was 'way-back long ago
In days when the "old Pike"
Was crowded with humanity
With coaches and such like.

They tho't it best to go out West,
God's blessing crown each head,
I'd laugh and cry for joy to see
Them at the old homestead.

Tears dim my eyes while memories
Are passing like the stars,
I'll take my cane and stroll again
Down by the pasture bars.

THE FIRST STEP.

BY JEANNETTE SWING.

ILLUSTRATED BY THE AUTHOR

"You know that women folks are given to tantrums," and Mr. Grey chuckled; "you know your mother has 'em. You know you missed the minstrels last week on account of that trelk with the salt-cellars. I won't vouch for how your sister will take any nonsense. Women folks are all very much alike, and Christmas is near, boys."

"Well, it will all be over before Christmas," said Tom.

"And we've got to make up for missing the minstrels last week," added Robert, "so you won't tell on us, pop?"

Then the head of the Grey family chuckled again, and his sons knew that their conspiracy was confided in safely.

They followed their father out to the gate, dilating on their plan. It was so nice to have a father who took an interest in their pranks, and who sometimes even helped them.

Fatherly dignity sat heavily upon Mr. Grey; and when he felt in duty bound to say a cautionary word to these twin sons of his, it was usually formulated in the wise statement that "women folks were given to tan-

trums," and they had better watch out for their mother.

So on this morning they were not hindered by any parental command, and when their father had taken the car for the city office, his sons made their way up the back stairs, and cautiously approached the room given up to the sacred occupancy of Madeline Grey. They both tried to peep through the key-hole at the same time, which set them to giggling.

"She's not there," finally came in a stage whisper from Tom.

"I told you she went down town early this morning," said Rob.

"No, you never," replied his brother, good naturedly. And this point being left unargued, they invaded the room.

It was not a bed chamber, but the

"It is a pitiful shame," said the prettier one; for of two women one is always the prettier, "that we can not have perfect liberty in that as well as in everything. Of course I want suffrage, but reform must not stop there. We want liberty in all things. It is a burning outrage, Madeline, the way we women are restricted. Why, if a man loves a woman, he has a right to tell her so; to show it to the whole world, and is considered more manly for doing so. On the other hand, if a woman loves a man, she must act the hypocrite; must pretend that she does not; but assume an indifference; must deny it, and be ashamed of it, even though her heart should break. It is absurd and wicked."

"But it is the way one must do,"



"In imagination, she saw him reading her epistle to some other woman."

literary study of a lady writer, for Madeline Grey affected to write for the magazines and papers, and had a room set apart for that purpose, where heaven's first law was painfully discarded.

The boys looked around and sniffed at things contemptuously.

"The Superiority of Women," read Tom, from the first page of a manuscript tied together with blue ribbon. "I wonder if that's a story, and how it ends. I bet it is poky. I wonder why Madeline don't write Indian stories that a fellow'd care to read."

"Well, come on," said Robert, "we haven't time to read stories now, any how, even if she could write 'em. She'll get back before we are done, if you don't help."

And then, with incessant giggling, such as children some times carry on, they accomplished their purpose, and retreated just in time to escape being caught by their returning sister.

Madeline came up to her study, bringing with her a person who was her particular friend and chum. They had just come from a morning meeting of the Woman's Suffrage Club, and were feeling particularly down-trodden. Female grievances had been hotly discussed that morning.

said Madeline, with a sigh.

"If I were not engaged I would propose to some one this very day, to start the reform. Indeed I would, and let the whole world know it, too," said Carrie.

"Would you, really?" asked Madeline, admiringly.

"Yes, I would. It would be a noble deed, and others would not then be afraid to follow; and it would soon become customary. Say, Madeline, you are not engaged, you know you are not."

"I am not," said Madeline.

"And you are in love, too; I have guessed that long ago. Of course you are hiding it from him and everybody, as though it were something to be ashamed of. You have never even told me all about it. It is just as Mrs. Morgan said in her lecture last week, many a poor heart is lingering in secret, too timid to brave the world's opinion. Madeline, you have been timid. You never would show a man that you loved him, now, would you?"

"I'd rather not," said Madeline, demurely.

"Of course not," and Carrie stood up in her excitement; "you are a fair sample of woman in bondage. It is freedom of thought and speech that

we want, more than freedom of action. It is all very well to call us 'queens of the home,' and talk of woman's great and noble sphere; but in reality we are treated like puny infants, like puppets, like— But there, Madeline, you know my views on the subject. I said my say at the meeting this morning. Now, my dear, I am interested in your individuality. Come, be confidential, and tell me all about it. Maybe I can help you to bring about your own happiness; besides, doing something glorious for your sex. Some one must take the first step, you know."

A confidential talk followed, and it was rather hard for Madeline to lay open her heart at first, but Carrie was very much in earnest, and very persuasive. So Madeline confessed to things that would have rent the hearts of the Suffrage Club, and made them rise up in body to sanction the course Madeline must take, and place a hero's crown upon her devoted head.

She had been greatly admired and courted by a certain gentleman. She loved him devotedly, and believed that he returned her affection. They had had a foolish quarrel and separated. A whole year had passed. Madeline had been too reserved to make any advances, although she knew that she had been in the wrong more than he. It had been about the theater. He had wanted to take her to see "Cleopatra," and she had not thought it quite proper to go.

"I was such a little prude then, Carrie," said Madeline, "and I would not overlook his insisting on my going to see that play. Oh, how I have changed and broadened since then. No wonder he gave me up," and she tried to hide her fast falling tears.

"You poor child; how you have suffered. I can not scold you, but you have been very foolish. You should have told him afterward that you had changed, and it is not too late now."

"Oh, I never could take the first step," declared Madeline.

"Indeed; it will be wrong if you do not, because there are two sides to this matter. Think of how unhappy you have made him."

"I hope he has not been as miserable as I have been."

"Of course he has. Your duty is plain, Madeline. He is living in lonely solitude, because he was disappointed in you, and believed you indifferent. You are lonely and unhappy, because you are afraid to tell him that you have changed, and are not indifferent. Can anything be more idiotic? Why should you not both be happy? You love him and he loves you. You are wronging him and yourself. You are ruining the lives of two people because you will not act upon the principle that you have a right, a legal right, a divine right, a social right, a—every other kind of right, to do or say anything a man has a right to do or say. Now, if he come to you and explained, you would think it proper enough. So will it be just as proper for you to go to him and explain."

"Oh, I could never go to him."

"Then you can write. And you must write, my dear, this very day," said Carrie, positively. "I shall not leave you until you promise."

"Oh, I couldn't," said Madeline. But she did.

The letter had been written and given to Tom to mail. It had been the work of several hours. Madeline always prided herself upon her literary style, and this was a sample of her best. Though "wed to literature," she, like other women, sometimes felt a longing for a pair of mustached lips, a strong hand clasp, and the odor of cigars.

So she wrote the letter impulsively, and in a spell of inspiration, under the strong influence of her friend's bombastic arguments. Afterwards, came the time of cool reflection, and then the reaction, terrible and quick.

What would Richard think? What would he do? What were the plaudits of the Club compared to his contempt? And maybe he would feel contempt for her. Maybe he had placed his affections on some one else. In imagination she saw him reading her epistle to some other woman. She imagined herself an object of ridicule, of scorn; a poor, pitiful, love-sick maiden, who had thrown herself at the feet of the man who had slighted her.

It had seemed such a grand thing to take this first step towards the emancipation of her sex. But if it had not been such a personal matter, she ended by hating Carrie, the Suffrage Club and everybody, and refused to go down to tea.

While Madeline was lamenting her martyrdom her twin brothers were lamenting something else. They both kept saying, "We'd better tell Madeline," and then Tom would advise Rob to tell, and Rob would insist on leaving the pleasant task to Tom, and Pop actually refused to help them out of their dilemma, but laughed at them most provokingly, and remarked that Christmas was only three days off, and "women had tantrums."

The twins' uneasy consciences brought them in a prowling manner up to the door of Madeline's sanctum. They paused near the door, which was ajar, and heard suppressed sobbing inside. Deciding that she must have the tooth-ache, since nothing else much made women cry, they went in and awkwardly offered to do something for her.

"Oh," said Madeline, dismally, "I haven't got the tooth-ache. I wish I had. I wish I were dead, or anything. Oh, Tom, are you sure you mailed that letter I gave you?"

"Yes; but—"

"Oh, if you only hadn't. Are you sure? Look in all your pockets. I do hope you forgot it this time."

So Madeline did not want the letter to go. That was glorious; for their confession came easily enough, now.

"Didn't you want it to go? Then

don't you worry none, Maddy; for we filled your ink-stand with fading ink."

"And it's every bit faded out white as a sheet by this time," put in Rob, with a grin.

"Oh, you blessed boys. If you ever do such a thing again I'll—I'll have to tell father; but this time it's all right."

She gave them a dime to buy chocolate drops with, and began to think that life was not quite ended for her. The burning words were blotted out of existence, and Richard would never know what a fool she had been.

Madeline, a little later, felt the need of a little walk in the fresh, cool air, and went on an errand a few squares away. Returning, she began to think of her promise to Carrie, and how it was now broken. She began also to think of Richard, and the old longing became very pitiful. She wished for him in her inmost heart, manomanly or not. The whole episode had set her to thinking of what she had often assured herself was buried.

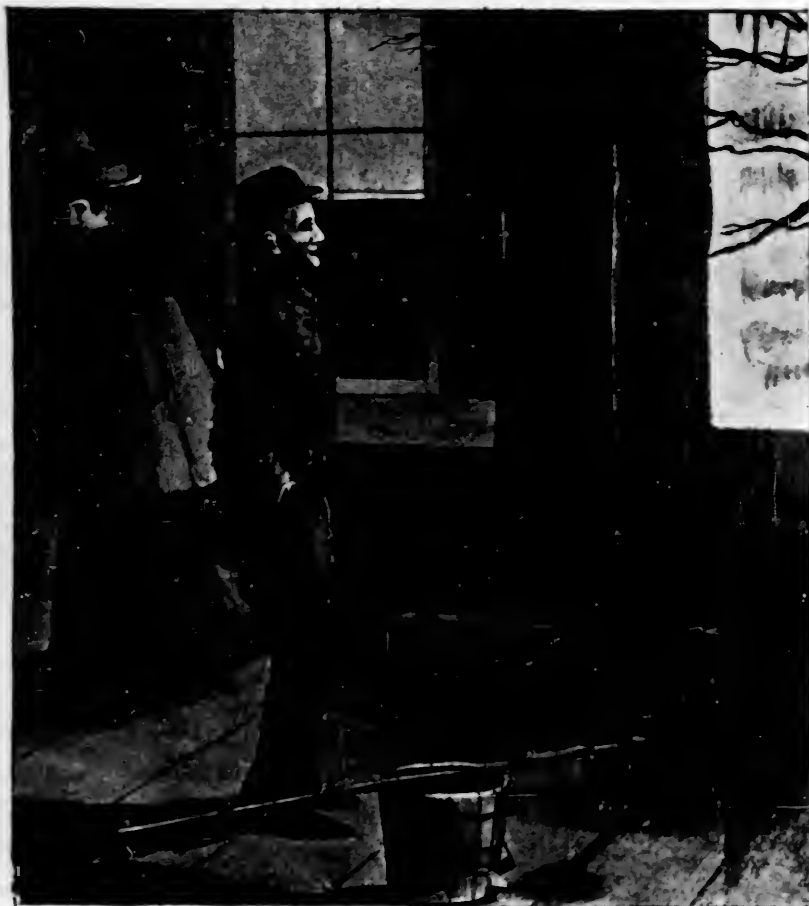
As she walked on in the cold evening air, she passed a bill poster who had just put up some bills, advertising the production of "Cleopatra," and was stopping to warm his cold hands in his pockets for a few moments. Why was it that everybody could be so happy, and she so miserable.

Only a year ago she had been happy. Now "Cleopatra" was to be played again, and how gladly would she go to see it if Richard only were to ask her.

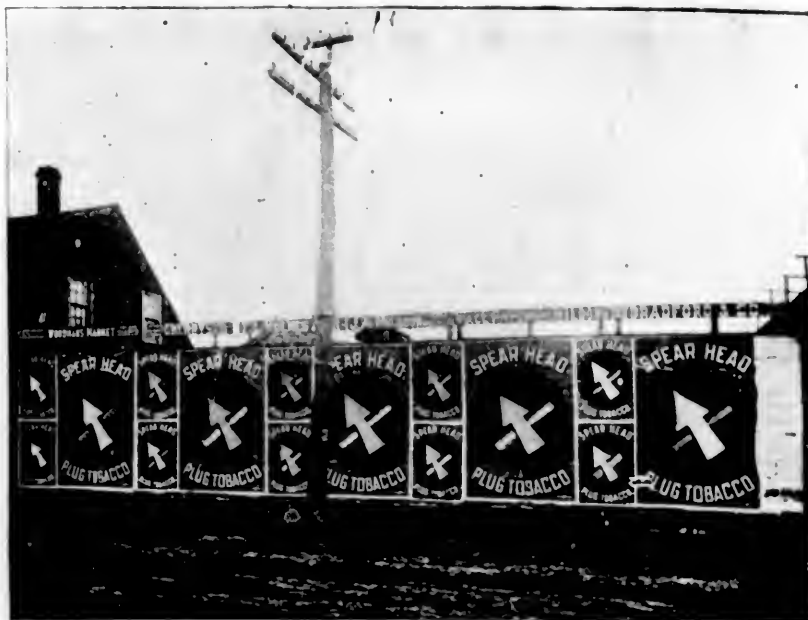
As she walked on a new idea came into her mind. She would write him a simple note, letting him know that she would like to renew their old friendship. The letter was to be proper, and not to overstep the line of womanly reserve. It would be an advance, but only a slight one. It would not humiliate her, and it would be keeping her promise to Carrie.

So she purchased a new bottle of ink, and on reaching home wrote the letter.

Twice the sun rose and set after this day of incidents. Madeline was sitting in her study, not particularly comfortable in her mind, for she had heard nothing from Richard. She frowned a little when the twins made known their presence near the door by a lot of giggling.



She passed a billposter.—His face was bright and cheerful.



EASTPORT, ME.

One of J. A. Mu'docn's good ones.

"We want to tell you something, Maddy," said Tom, at last; and they both came in.

"What is it?" she asked.

"It's a rich joke on us. Pop said it was. Why our fading ink didn't fade worth a cent. We forgot to put in some kind of an acid, and Pop said it made lots of difference. I don't think it ought to, for we mixed up a lot of stuff, and put in ever so many things."

"But we forgot something called a 'necessary ingredient,' and Pop just gave me a dime to get some with," added Robert.

"It did not fade!" gasped Madeline. "It did not FADE! Oh! Oh!"

And the twins crept away, frightened at the awful look on her face.

"And tomorrow is Christmas," whispered Tom. "My, but she's mad."

Madeline was simply crushed. She sat there stonily looking at the wall before her. She felt as though she never would care to go out of her room again, or face anybody. She felt as though she did not care for anything on earth. A despair, born of humiliation, was upon her, and how long she sat here she did not realize. Presently the servant came, tapping at the door, and told her that some one wished to see her.

She went down stairs mechanically, and into the parlor. There stood Richard, looking gravely and longingly at her.

"Madeline, I have come back," he said, extending his hand, and she put her own into it, bewildered. "Is there any chance—any hope of our renewing the old friendship? I do nothing but think of you; and oh, Madeline—"

Then he paused.

"Did you get my—letters?" she gasped, faintly.

"No. You had written to me? Then you have not forgotten me? No, I have not heard from you, Madeline. Was the letter kind? Did you want me to come? You see, I have changed my address, so my mail is delayed sometimes."

Well, they made up. Before he departed, Madeline had promised him other things to go to see "Cleopatra" the next night, and he had promised to return her letters to her unopened.

When, a little later, Carrie was privileged to offer congratulations, she said, triumphantly:

"You see, Madeline, what comes of being independent and insisting on having your rights. Now, are you not glad that you took my advice? I shall always feel that I am to be blessed for what I have done for you, and it makes me happy to see you so happy, and to know my own share in it."

Madeline laughed, and wondered whether she ought to tell her friend the truth.

Monk's Mismanagement.

The Peoria Hustler Makes A Bad Break.

A big surprise was the news that Isaac M. Monk, of Peoria, Ill., had been caught chattering. At first it seemed almost past belief, but we are loath to say that it seems to be fully confirmed. The following clipping from the Peoria Journal of Nov. 11 tells the story.

There was a representative of the Dr. Miles Medical Company, of Elkhart, Ind., in Peoria yesterday, and his business here was to investigate a matter which involves a charge of fraud against Isaac M. Monk, who is well known in connection with bill posting and advertising work here and in several other cities. The specifications against Monk are far from trifling, and if found to be true he is exceedingly liable to find himself in uncomfortably close quarters. The circumstances, plainly stated, are about as follows:

"Few people have any adequate conception of the vast amount of money expended in road, but no one thinks of the cost of making a distribution of the kind in several large States at once. Isaac M. Monk was interested in this kind of business, and the Dr. Miles Company entered into a contract with him for the proper and effective distribution of its printed matter in Peoria. That company does a large amount of business, and has local contracts of the kind in something like 4,000 cities and towns throughout the United States.

"It appears that the Dr. Miles contract here was entered into by Monk, who agreed to give the work his personal supervision, and see that the distribution was effectively made. When completed, it was agreed that he should send in a voucher and collect pay for the job. He was furnished the necessary blank voucher, and a shipment of about 11,000 pieces of printed matter was sent by the Dr. Miles Company to be distributed in Peoria. This was about a month or two ago. It is now alleged that Monk filed out the voucher in due course, and certified that the distribution was commenced and completed on certain specified dates, the entire work being completed on Nov. 5, according to contract, and in an entirely satisfactory and business-like way. But there was reason to regard this voucher as in some sort misleading as to the main facts in the case. The Dr. Miles Medical Company was advised that the distribution had not only not been properly made, but that it was questionable if it had been made at all. This naturally led to an investigation, and on yesterday a representative of the company came to the city, and among other little matters discovered the entire consignment of 11,000 pieces stored in a warehouse.

"It now seems that Monk can not be found here. He was in the city a few days ago, but has gone again. He has for some time been alternating between Peoria and Terre Haute, Ind., and by way of recreation tore himself away from his distribution labors long enough last summer to make a trip to Europe in the interests of a bill posting organization. If found here, he is, of course, liable to arrest, but he is not in Peoria, and probably not in the State of Illinois."

We wrote Monk immediately upon receipt of the news, but have not heard from him at this writing. The trouble probably lies in the fact that he has too many irons in the fire. He has a business in Peoria and manages a theatre in Terre Haute. Latterly, too, he has had a small show on the road, which has engaged considerable of his attention.

We have no doubt that he fully intended to carry out the provisions of the contract, and doubtless left minute instructions to that effect with his employees, but the matter was overlooked.

HOPE.

The bright days—they are coming, no matter what they say;
Beneath the snows of winter, dream the violets of May,
And some time in the future, in the golden years to be,
There'll be blossoms in the desert, and they'll bloom for thee and me.

The bright days—yes, they're coming, there's a twinkling of their light
Through the storm that hides the sunshine, hides the starry brow of night;
And some time, when the winds have swept the sombre clouds away,
The sun will shine resplendent, and joy will claim the day.

Our bright days they are coming, never doubt it—never fear,
There's a whisper of their music that betokens they are near,
And when they come, remember, when the retrospect you view,
There were angels in the shadows who kissed their hands to you.

A. A. CASWELL.

A. A. Caswell, author of the above poem, is the city bill poster of Pasadena, Cal. He is also a sign writer and distributor.

CHAS. T. GILLAND.

City Billposter and General Out-Door Display Advertiser, Roanoke, Iowa.

A NARRATIVE BY OTTIS J. PRUITT

[Written expressly for The Billboard]

Sitting musing, after reading the entire contents of "The Billboard," even the ads, I count the days until the sheet will again be before me in another volume. Feeling strangely reluctant, I am impressed by a thought—"Have you ever done anything for the good cause?" No! To give my experience as a bill poster would wound my pride and grieve the readers. So to fully show my appreciation to brother bill poster, in their donation of articles, benefiting the work, I will relate a story. One is never so truthful, as when forgetful of self, and I figure very conspicuously in this narrative. All the other characters used actually exist, but not wishing to humiliate them and abuse a privilege I use assumed names.

I had occasion two years ago to make a trip into Missouri on business. I packed my grip upon short notice, rushed to the station in time to catch the morning train. After being comfortably seated, I procured a paper from the newsboy, and began reading. An hour passed. At each station passengers got on, until every seat was taken. A tall, genteel, smart-looking young man asked to share my seat.

I put my grip under the seat and said, "Certainly," continuing reading.

My chair of the seat took out a package of letters. I saw one addressed to C. T. Gilland, Roanoke, Iowa. After satisfying himself that the right letters were in their respective envelopes, sealed, placed stamps upon them, returned them to his pocket. I folded up my paper preparatory to conversation.

"Are you going far?" I asked.
"About fifty miles. I have a number of letters to mail, believe I'll run ahead to the mail car and deposit them."

He now stepped at a station, and my friend left the car.
He had two large telescopes, with a well known brand of tobacco stamped on the outside, which he placed in position to hold his seat. I presumed that he traveled for the house that manufactured the famous brand of tobacco. The train started. My friend again took the seat, and said:

"You see, I like to be prompt in payment of my debts, or rather, the house's. Those letters were payment for some posting I had done. Our house is doing lots of advertising this year."

When I told him I was the bill poster in my town he said:

"I'll show you the neatest set of boards you ever saw down the road a piece. I was over this territory two weeks ago, and put out paper in every town, but this fellow Gilland down at Roanoke was the only fellow in fifteen towns that could give me a guarantee, thirty days with renewal. He's a huffer, and when you know him and see his work you will say so."

My curiosity was now thoroughly aroused. We talked about politics, the growing crops that we gazed upon as the train swept past fields after fields. The train stopped at Roanoke. My friend said:

"We wait here twenty minutes for dinner. Come on and I'll show you the hoar's I told you about."

We left the train. A half block away was a tobacco stand, entirely covered with the tobacco ad. A neat job I never saw. We walked around two or three blocks and saw more boards with "Quaker Oats," "Pepsin Gum," "Coca-Cola," "Remedy C. means" upon them, all done with the same neatness as the first one. We now returned to the train. I completed my business trip in Missouri. On my return trip I stopped at Roanoke. Having a hobby for printer's ink, and unable to say what charms a printing office holds for me, I called at the Sentinel office. The editor with a business air, and glancing at a sign on the wall, "This is my busy day," came forward. I introduced myself. When I had told him my profession, he said:

"Well, I'll have to tell you a bit of history of our bill poster here. Several years ago when I came to this place and bought this plant, old man Gilland came to me and wanted me to take his boy in and learn him the trade. I was in need of an apprentice, and consented. He began work, could

not tell an em quad from a shootin' stick; nor I couldn't learn him anything. I let him go. Next he went to work in a lumber yard, then tried the blacksmith trade; then he secured a position in Stewart's grocery, but failing to meet with all Stewart's ideas of a clerk, lost his job. Next he tried the farmer. Finally a circus came to town, and he went away with it. He was gone about two years, and suddenly returned one day, wearing good clothes, and having a considerable amount of money. He got an attorney to draw up an ordinance, licensing a bill poster, paid me for its publication, erected the boards you see around town, and began business right away. He had his boards full all the time, but that, he is a first class paper hanger. They say he is making good money. There he comes now for some 'dates' for that show next week."

A tall, manly fellow stood before me. The editor introduced us. We talked a long time about our business. He gave me pointers about firms that were advertising the most extensively, while he waited for the dates being printed on an old-time Washington hand press. He got the dates, and invited me to dinner with him. Said I was his special guest, and no excuse I could offer would suffice to release me.

The Oldest Billposter in the World.

A Short Chat With a Veteran Who Is Still in Harness.

Louis Miller, of Philadelphia, who is generally called "Dad" by his friends and acquaintances, can no doubt lay claim to the title of "the oldest bill poster in the world." He was born March 1, 1821, and has been actively engaged in business since he was twelve years of age. He is still hale and hearty, able to eat three meals a day, and take spiritual nourishment as often as he is asked. Mr. Miller has seen bill posting develop from a puny industry into a business where millions of dollars are invested. At present he is the superintendent of the stockroom at the American Bill Posting Company's plant in Philadelphia, and despite his age is to be found at his post every day. With sufficient of this world's goods to make his declining years comfortable, with a berth that is pleasant and which gives him a chance to meet many of his old friends, "Dad" Miller is the happiest man in America.



"DAD" MILLER, the Oldest Billposter in America.

A kind old lady, a gentlemanly old man, and two sisters were introduced when we had reached his home. We became fast friends. My stay in Roanoke, lengthened to three days, and when I left I had his promise to pay me a visit. Two years passed, the day I received a card stating he would visit me in Jay after doing the Trans-Mississippi Exposition at Omaha. True to his word he came. One night we were discussing the events that led to our acquaintance, when our friend the tobacco drummer's name was mentioned. My friend said: "There's the finest fellow I ever saw. Once when I was with a circus years ago we showed in a small town in Illinois. The circus men failed to put up the seats satisfactorily, and when they were thoroughly packed, gave way. Several people were hurt. It caused a panic. A little girl about two years of age was thrown against a sawing lamp, her clothing took fire. I rushed up and smothered the flames with a piece of carpet used in the ring. Everybody made me out a hero. Her father insisted on me presenting a check for \$500, which I used to start in business. Well, her brother is the tobacco drummer, that was her father that gave me the money, she's my best girl, and you can ask for an invitation to our wedding soon."

"It is my opinion that some day the business will exceed that of Sam W. Hoke."

When the writer met him a few days ago he was in a reminiscent mood, and the following facts related by him will no doubt be interesting and helpful to the younger members of the profession.
"My memory is falling a little," said Dad, "but I would be glad to relate a few of my experiences to you. I first posted bills when I was twelve years old. My first work was with a man called Yankee Bowman. He was an actor at the Walnut Street Theatre, and attended to the bill posting and distributing when not engaged at rehearsals or acting. We had to put out bills every day, as the programme was changed nightly. We posted about 100 bills each day and distributed about the same number in taverns. There were no 'fakes' given out in those days, as the theatre bill was considered an item of news. If we ever wanted to get liquor from one of the taverns, all we had to do was to miss leaving the bills one day. Upon our appearance the next day we would be treated royally, for the proprietors of the taverns could not afford to get along without the theatre announcements. At that time we posted bills in a peculiar manner. The paste we carried in a small tin bucket, which was attached to the waist by a strap. We used an ordinary dust brush to apply the paste to the bills, and after we put them on the walls we smoothed them out and made them adhere closely by a large pad which we carried.

With this pad we carefully rubbed out all bubbles and wrinkles, using as much care as a paper-hanger does at the present time. The bills we used at that time were very small, being about as large as a one-eighth sheet. After this, the steam-boat companies began to advertise, and they used a little larger bill. When Barnum opened his Chinese Museum in this city the size of the bills increased. By this time I had a plant of my own, and was making money.

The first pictorial bills I remember seeing were used by several dancers, who were giving prize competitions at one of our theatres. They had small cuts made, which they used on one-sheet posters. When Welch opened his circus here they had a one-sheet pictorial made, which they used in the centre of the three-sheets they put out. These created quite a sensation. One of the biggest contracts I ever undertook was when Dr. Helmheld was advertising a patent medicine called "Iuchu." He paid me \$500 to cover every theatrical poster in the city one night. Though it was exceedingly difficult to get men to work at bill posting, I succeeded in having every bill in the city covered with the advertisement of "Iuchu." Col. Sinn was then the manager of the Chestnut Street Theatre, Mrs. Drew of the Arch, and a Mr. Hemphill the manager of the Walnut. They held an indignation meeting the next morning, and offered a reward for the arrest and conviction of the people who did the work, but they never succeeded in finding out who was responsible for it.

During my early experience in business no one ever thought of wasting paper. Any new paper which we could not post we could sell for seven cents a pound, and even the refuse paper that we scraped from the walls we could get two cents a pound for. I continued in business until 1871, when Moxley, from Washington, came here to open a bill posting plant. I sold out to him, and continued with him for three years, when I went with Wm. H. Nagle, who died last month. When Nagle sold out to the American Bill Posting Company, Sanford H. Robinson said I had to go with the plant, and here I am. I guess I'll stay here until I'm called to that place where you will never hear the tall stories of the circus advance agent. I hope so anyway, for I am perfectly contented and happy."

"Dad" is without doubt one of the youngest old men in the United States, and though his duties at the present time do not call for any outside work, he can still use a brush with as much skill as a twenty-year-old. He is better acquainted with the history of bill posting than any other man living, and any one who desires to while away a few hours can find no more interesting person to converse with than "Dad" Miller, the oldest bill poster in the world."

Paste Machinery.

Judging by the number of sales of machines for making paste which are recently reported by Messrs. J. H. Day & Co., of Cincinnati, O., it would seem that bill posters are waking up to the fact that there is money to be made by an investigation of the subject of paste-making machinery. We understand from Messrs. Day & Co., that their customers contemplate making paste not only for their own use, but also to sell to others, and we believe if bill posters generally only realized how much they could save by making their own paste, and also what profits can be made by supplying others, there would be few but the very smallest concerns who would be willing to do without a paste-making machine.

No bill poster will be the loser by turning to the advertisement of Day & Co. in another column. Their machine will pay for itself in a short time, and the surplus of paste sold to other local firms in various lines of business will, to say the very least, wipe out an item which has always been a fixed expense, and a serious handicap to the majority of bill posters.

John Moore, the famous globe-trotting poster salesman, was a "Billboard" caller Nov. 3. He came loaded with enthusiasm and caps, and left burdened with samples and claret and seltzer. There is a persuasive plausibility and a convincing cordiality about Mr. Moore that is simply irresistible.

His season since his return from Australia has been excellent. Moore indignantly denies that he is a member of the "con" club, and furthermore solemnly avers that he never resorts to hypnotism on the road. He impresses one as singularly open, frank and truthful. His candor and sincerity are positively obtrusive.

He will tell you, for instance, that Jim Curran is confiding, unsophisticated, easily taken advantage of, and a ready prey to unscrupulous agents. And he will make it go, too. Anyone that can do that can sell blue sky, to say nothing of posters.

Mr. Moore has a high opinion of C. B. Hood, and a terse, forcible and vigorous way of voicing it.

He announces his intention of visiting South Africa in the spring, and this time intends to keep right on around the world. He will be accompanied by his wife and en route will visit India, Ceylon, Penang, the Straits Settlements, Australia, New Zealand and Honolulu. At the latter point he will canvass the advisability of instituting a bill posting plant of his own.

In appearance, Mr. Moore is rather above the medium height, but well built. He dresses well, without wearing a cane. He is active, and yet gracefully easy in manner, and a ready talker.

The impression uppermost in one's mind after a visit from Moore is a suspicion that he was not born yesterday.

W. Scott, Secretary of the Santa Pepsin Company, of Bellefontaine, O., has ordered a sixteen-sheet, and will deal directly with bill posters in Ohio, Indiana, Western Pennsylvania and Kentucky.

AND SUCH IS LIFE.

Both honest and sober, right willing and strong;
He'd faithfully labored the whole season long,
In the heat and the cold; for it's hustie, you know,
When you're swinging a brush for "the only great show."

Long nights he had journeyed, long days he had worked,
Ne'er wasted a programme, and not a daub shirked;
On barns and on bill boards, for thousands of miles,
He had hung up to view the most gorgeous of wiles.

But, alas! with the circus, as some other things,
The hardest work seldom the biggest pay brings.
So when Dan was paid off and started for home,
Though big bills he'd handled, he'd none of his own.

That's why on the week before Christmas,
In haste,
He was doing the town with a bucket of paste,
And one-sheet, announcing that Grab-em-all's firm
Had socksful of Santa Claus' bargains to burn.

The blast was as cold as a Polar bear's nose;
The sleet made a sieve of poor Dan's shabby clothes.
His limbs were so stiff that he scarcely could crawl,
And, Oh! how he ached for a four-finger bail.

He shivered and mumbled, "I hain't been so dry
Since that long country route on the Fourth of July!"

Just then something blew in from over the street,
And like a dove settled on Dan's frozen feet.

He stooped down and grabbed it, it gave him a thrill;
To his benumbed fingers it felt like a bill—
It might be a "tenner" or a "century;"
He made for a lamp-post the better to see.

As seen as his eyes from the sleet he could clear,
He scanned it, and here follows what did appear:
"Come, John heart and soul in the cold-water fight;
Hear Mossbucket's temperance lecture to-night."
—CHARLES STOW.

The Clown's Christmas Time.

Satan and Santa Claus at Shreveport—How a Good Deed Saved Dan Rice from Death.

Dan Rice, the famous circus clown and manager, who at the age of 76 is living in retirement at Long Branch, New Jersey, was accounted by his confreres the bravest man in a calling to which cowardice is an almost unknown quantity. It is claimed for him—and his record would seem to justify the contention—that he never felt the slightest sensation of fear, and the additional fact that he is a sincere fatalist may serve to further explain his imperturbable self-possession, coolness and sometimes seemingly insane hardihood, on occasions of murderous assault and in moments of imminent peril. Odd and contradictory as it may at first appear, the near coming of the anniversary season of "peace on earth, good will to man," through contradictory association, recalls an unpublished but authentic incident in the great clown's sensational career, creditable alike to his patriotism and pluck, and tragically stirring and romantic, beyond the latitude allowed to fiction. The facts as sketched within the limitations here permitted were not gleaned from Dan himself, and until he sees them spread upon the



No. 3—Pasting and Matching Room.

broad pages of the Holiday number of "The Billboard" he will be entirely ignorant of their publication. Being "the bravest of the brave," he could not play the braggart; has never referred to the incident in question, the outlines of which have been furnished by an employe, who was with him at the time. With which opening overture we will now proceed to the "hurricane" performance in the blood-soaked Southern arena.

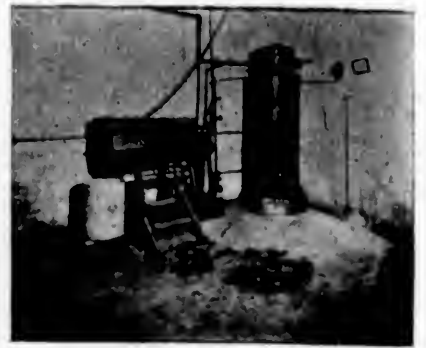
During the fall succeeding the close of hostilities in the war of the Rebellion, Dan Rice organized a steamboat circus, and set out via the Mississippi River to make a winter river tour of the South. As he was earnestly warned, the unsettled condition and temper of that section made the venture a most hazardous and dan-



No. 1—Exterior View of The American Billposting Co's New Home.

gerous one, but to all advice and remonstrance Dan's reply was: "I'm popular in the South; there's big money for me there; I need it, and I'm going to get it." It is by no means certain that the result would not have justified Dan's judgment and nerve, but for the dastardly mendacity of a rival showman, who had been his pupil, and who preceded him with a small show, scattering broadcast the falsehood that he organized and commanded a negro regiment during the war. Nothing could have been better calculated to unreasonably and murderously influence Southern enmity, and the dragon's teeth thus sown brought forth an ample crop of dangers and difficulties for Dan to har-

vest as soon as he crossed Dixie's line. That he was not assassinated seemed a miraculous confirmation of the assertion that the bullet never was moulded that would find a mark in him. For example, while he was taking tickets at the door of his show in Grenada, Miss., a drunken loafer fired at him, point blank, with a big revolver, the ball passing through his coat. Dan never turned so much as a hair, and coolly remarked: "Oh, put that up; we're used to that sort of thing here. Tickets! Tickets!" "By God, Rice, you're too brave a man to kill," replied his assailant, and then he lurched off, gun in hand. And so it went from day to day, the trouble increasing, and Dan indomitably facing it with his square jaw but the more firmly set.



No. 4—Paste Boiler and Mixer.

and I will either land here and show or die in the attempt." And land he did.

In order that the situation may be better understood, it should be incidentally remarked that at that time Shreveport was probably the most God-forsaken and lawless hole on the face of the civilized earth. Law and order were temporarily overwhelmed in a tidal wave of the vilest human scenes, made up of bushwhackers, camp followers, blacklegs, thieves, thugs and outlaws. Life was not worth a playuncle's purchase; murder apparently a pastime, and a corpse lying stark and stiff in the early morning light too common a street spectacle to attract more than passing notice.

The extraordinary courage which dared to confront and defy such conditions seemed to temporarily overawe the mob, and it subscribed to the Grenada ruffian's dictum, to the extent at least of refraining from any acts of violence while the show was being unloaded and the tents put up. But as the hour for the afternoon performance approached, the gathering storm became so black and threatening, that Rice's company, almost to a man, weakened and left the show grounds. Dan was compelled to act as his own ticket seller, and when he entered the ring unattended he was confronted and encircled by such an audience as hell itself could scarcely duplicate. Scores of his patrons were amusing themselves by shooting through the tent's top, and pandemonium reigned in all the lustiness of bad blood and worse whisky. During a momentary lull some one shouted a demand that the stars and stripes which floated from the center pole be hauled down, and a roar of approval followed. Commanding silence with an imperious gesture, Rice launched forth into the most extraordinary speech that was ever heard in any arena; of a character so fearless, defiant and scourging that his audience was paralyzed into silence. As he raised himself to his full height and struck his breast with his hands, his wonderfully powerful and sonorous voice thundered: "Shoot! You are a set of d-d cowards, who dare not shoot anybody. Who are you, who would force me to hand down my country's flag in dishonor? I respect the gallant men who, taking their lives in their hands, faced that flag in defense of what they believed to be a noble principle. Where were you then? Skulking at home, like the dastardly bushwhackers you are, robbing, ravishing and rioting. I say to you again, standing here unarmed and alone, under the fold of Old Glory,



No. 6—The Stables.

At length, and during Christmas week, Dan's big "grasshopper," with flags flying and band booming, steamed up to the levee at Shreveport, on the Red River. The news of his coming had preceded him, and an enormous crowd had gathered at the water front to meet him. That the majority was more than unfriendly was evidenced by the storm of execrations hurled at him, and to which he seemingly paid no more attention than though they had been snow-flakes. Some of the more conservative begged him not to risk death and the destruction of his show by attempting to land. He calmly replied: "This is a free country; I have wronged no man in it; I have paid for a license to show here,

that you are a lot of cowards, and I defy you to murder me." Amid the death-like silence which succeeded this magnificent and tremendous outburst, Rice deliberately and proudly walked to the dressing tent curtain; and disappeared. Not a shot was fired, not a whoop indulged in. The dumbfounded mob had met its master and sullenly admitted it by falling out in silence.

The circus company was so demoralized that it was useless to attempt giving a night performance, and the multitude had nothing better to do than to congregate in the hotels and bar-rooms and discuss the unprecedented events of the day. In one saloon, while a post-vallant fellow was loudly asserting what he would have done had he been present at the afternoon anxious meeting, a man wearing a slouch hat, with his coat collar turned up, who had been silently leaning over the bar, suddenly straightened up and fronting the bully sternly said: "Well, sir, I am Dan Rice." "The hell you are!" exclaimed the surprised tough, as he reached for his pistol pocket. Then there was a blinding flash, a sharp report, and the would-be murderer dropped stone dead, shot straight through the heart. As the smoke lifted the startled bystanders looked into the muzzles of two levelled revolvers, from behind which came these words: "The first man that moves follows that one. If there's a single game man in this gang he'll agree with me that it is a low-down, dirty piece of business to coward and kill a brave man without giving him a chance to defend himself. I don't believe Dan Rice is guilty of the things he is charged with. Give him a show to clear himself. If he can't do it you can count me out of the game. Mr. Rice, you have the floor." At this invitation Dan jumped upon the counter, and so eloquently and convincingly did he plead from that elevated rostrum, that inside of ten minutes those who had been thirsting for his heart's blood were cheering him to the echo, and wound up by carrying him in triumph on their shoulders.

As soon as Dan could escape from those whose newborn kindness threatened to work worse results than their enmity, he invited his rescuer to accompany him to his boat. While tendering suitable hospitality there, Rice said: "Sir, you have undoubtedly saved my life, and I most gratefully appreciate the fact and acknowledge the debt; but at the same time I am greatly puzzled to understand why an entire stranger should take so serious a risk in my behalf."



No. 5—Interior of Wagon Sheds.

"Perhaps you'll understand the game better, Mr. Rice," was the reply, "by recalling the fact that some ten years ago, in New Orleans, you befriended a sick and broke gambler; had him nursed through a bad attack of Yellow Jack, then took him on board your boat, and when you reached St. Louis liberally staked him for a fresh start. Well, sir, he was my only brother. Poor fellow; he's dead now; but he often charged me if I ever had a chance to do you a favor to do it in remembrance of him. You see, it just happened to come my way tonight. If you're willing to call it square I'm sure I am. Thank you; I don't care if I do chance another thimbleful—it's rather better stuff than we've got up on the bill."

CHARLES STOW.

Leonard's Loss.

Geo. M. Leonard, the well-known bill poster of Grand Rapids, Mich., lost his handsome home on Nov. 9. It was burned to the ground, with its entire contents. The fire broke out at 7 p. m.

Mrs. Leonard, who was in Chicago, got home at 11 p. m. the same evening, and her grief was pitiful to see. All of her bric-a-brac and paintings, many of which were her own work, and many art treasures, priceless by reason of memories and associations, are gone forever. The house was insured for \$8,500, which will partially cover the severe loss.

New York City.

Some of the New York City bill boards have a rather lean appearance just now, but this can not be said of Harry Munson's boards, which, somehow, always look as if just placed in apple pie order, especially for inspection. Munson is one of those excellent bill posters who would prefer having clean-looking bill boards rather than to grow rapidly rich. Among other paper on his boards the following is especially prominent: New York Times, Zonoso, Pettijohn's Breakfast Food, Harkler's Buckwheat, Gabler Planos, Mount Vernon Rye Whiskey, Hunter Whiskey, Wheatlet, Franco American Soups, Seldenberg's Cigars, Ludwig Bauman's Furniture, Reckett's Blue, Pearline, etc., etc.

L. E. La Tour has a big deal on with Robert Burns' Cigars, and is painting the town red with some of the most artistic designs New York has ever seen.

The busiest place in New York on Monday, October 31, was, undoubtedly, Sam W. Hoke's offices. The same thing might be said of the last day of most any month, as Hoke has a horror of allowing an o. k'd bill to run into the next month. But October has been an especially busy month with Hoke, and as a result there were several hundred bill posters to be settled with. The bills ranged from two or three dollars up to \$2,000, and the aggregate sum must have been enormous. Checks went to New York City to Austin, Tex.; to Portland, Me., and to Portland, Ore.; to Great Falls, Mont., and to Bangor, Me., and to nearly every important town between. Sam tells me that on the morning of November 1 not a bill from a bill poster remained unpaid, and he offered me a new Hawes hat if I could show otherwise.

The Paragon is the name of a new monthly in New York for which some advertising is being sent out.

AN IDEAL HOME

For a Big Billposting Plant.

The New Home of the American Billposting Company of Brooklyn, N. Y.

The handsome and commodious building at 591 Fulton Street, Brooklyn, was built especially for that mammoth concern, the American Billposting Company, and it is in truth an ideal structure. The officers, by reason of their long experience, knew exactly what they needed and required before they commenced building, and as a result the structure is perfect in appointments and a marvel of convenience.

The writer was shown through its various departments by the Secretary, Mr. Fay, and is enabled to give a fairly accurate description of the building with the aid of the accompanying cuts.

It must be seen, however, to be fully appreciated, and no bill poster visiting New York should miss the opportunity of visiting it.

The building, as will be seen from cut No. 1, is a handsome two-story structure with an entrance for the numerous wagons and inspection carriages used by the concern. To the right is the cashier's office, through which entrance is had by a handsome stairway to the palatial offices of the manager and directors, which occupy the entire front of the second floor. These offices are richly furnished. There is a profusion of the roll-top desks, an imposing directors' table, and beautiful rugs and hangings.

Fine paintings, rare bric-a-brac, and articles of value ornament the walls and shelves, and the whole atmosphere of the place is one of elegance and refinement.

From the directors' room, a doorway leads into the bill room, picture in cut No. 2. Large and commodious it is, well lighted, and in every way in keeping with the rest of the premises. The pasting tables are admirably constructed and well placed, and the route bins are only two tiers high, which render them easy to get at. A hundred men could be worked in this room, without crowding. If need be, it is very large, as will be seen from cut No. 3, which is a view of the other end of it, and shows the Superintendent's office.

Cut No. 4 shows the paste boiler and mixer, the latter the very best make of the J. H. Day Manufacturing Company, of Cincinnati.

Downstairs, just beneath the bill room, is the wagon house. It is as big as an ordinary livery stable, but its capacity is taxed by the vehicles of the concern. They use twenty-one wagons and five inspection carts and luggies. A portion of this department is shown in cut No. 5, but it gives but a poor idea of its commodious size and roominess.

Downstairs, in the basement, are the stables, snug, warm and comfortable in winter and cool and well ventilated in summer.

We picture a portion of it in cut No. 6. There are stalls and accommodations for fifty head of horses, and they are all occupied, except three, at the present time.

The building, taken as a whole, could hardly be improved upon, and Messrs. Murphy, Link and Fay are entitled to much commendation for their enterprising and progressive spirit.

If every big plant was housed in magnificent quarters like these, it would lend a tone and importance to the business which would prove both beneficial and profitable.



No. 2 - INTERIOR OF MATCHING AND PASTING ROOM.



"The Billboard" wishes all of its friends among the bill posters of the country, a Merry Christmas and a Happy New Year; and on behalf of the craft in America, extends a cordial Christmas greeting to all the bill posters in foreign countries, many of whom will receive this number.

New York State Billposters' Association.

Regular Annual Meeting at the Bartoldi November 15.

The regular annual meeting this year should have been held Nov. 8, but as that date was election day, the President and Secretary realized that it would hardly be possible to secure a quorum, and hence directed that the meeting be postponed until Monday, Nov. 14. Quite a number of members gathered at the hotel on this date, but neither the President nor Secretary appeared until after the majority had dispersed. The following afternoon, however, they got together, and at 2:30 p. m. President Filbrick called the meeting to order.

The roll-call revealed the following members present: J. Ballard Carroll, Albany; E. A. Stahlbrodt, Rochester; Sam Pratt, New York; C. F. Filbrick, Buffalo; Bernard Link, Brooklyn; W. L. Midrum, Yonkers; W. J. McAllister, Troy; McElroy Bros., Flushing.

There were also present, as spectators, J. F. O'Mealla, of Jersey City; Mr. Al. Bryan, of Toledo; L. H. Ramsay, of Lexington; J. A. Leahy, of Charleston, and F. C. Zehring, of Lincoln.

The minutes of the preceding meeting were read and approved, and reports from the President, Secretary and Treasurer took the same course.

An application for the franchise at Newburgh, N. Y., was received from W. L. Midrum, of Yonkers and Sing Sing. It was granted unanimously.

There was no unfinished business, and no new business, so these numbers in the order of business were passed.

Under the head of "Good of the Association," an informal discussion was held, in which the members participated generally.

The Staats Bill Posting Company, of Lockport, N. Y., was ordered to improve the appearance of its plant, as was also the Power City Bill Posting Company, of Niagara Falls.

The Secretary was instructed to request Mr. Wallace, of Oswego, to put in a plant at Watertown, N. Y., at his earliest convenience. Mr. Carroll (who was present) was requested to put in a plant at Schenectady. It appeared that Mr. Castner wanted the town, so Mr. Carroll did not state positively that he would do so, although he promised to consider the matter.

The election of officers then took place, and resulted in the re-election of all of last year's officers, viz.:

C. F. Filbrick, President.
W. L. Midrum, Vice-President.
E. A. Stahlbrodt, Secretary.
Bernard Link, Treasurer.

The Executive Committee was also re-elected.

Quite a discussion ensued over the time and place of the next semi-annual meeting, on account of its proximity to the date of the general meeting at Milwaukee. It was finally decided to hold it at Buffalo, N. Y., subject to the call of the President, after which the meeting adjourned.

Most of the members from out of town called upon Sam W. Hoke. His handsome new offices were much admired.

W. J. McAllister and C. F. Filbrick remained over until after the Executive Committee finished its deliberations.

Sanford Robison, of Philadelphia, came over and visited with the boys. He stated that business in the Quaker City was excellent.

Geo. Castner was present on Monday, but when it became apparent that there would be no meeting on that day, he refused to remain over.

Castner was much wroth over the fact that Stahlbrodt had sent paper to Loving, his opposition at Newcastle. He exhibited a letter from Stahlbrodt, in which the latter acknowledged the charge, and assigned as a reason the fact that Loving owed the official organ a bill, and the only way to collect it was to send him the paper and deduct the amount from his bill for posting. It is perhaps needless to say that the explanation did not satisfy Mr. Castner.

George Castner promises to put a bill posting plant into Newburgh, N. Y., in addition to his numerous other towns. Schenectady is another point that may be numbered as Castner's before the Executive Committee meets again, the Committee, to the contrary, notwithstanding.

Executive Committee Meeting

At the Bartholdi, New York, November 15.

Owing to the meeting of the New York State Association, it was after 4 p. m. before President O'Mealla could gather the members of the Executive Committee together and call the meeting to order.

There were present: J. F. O'Mealla, J. Ballard Carroll, E. A. Stahlbrodt, Sam Pratt, Al. Bryan, Edw. Donnelly.

Mr. O. J. Gude was absent, in Chicago, and Mr. R. C. Campbell could not attend on ac-



F. C. ZEHRUNG, Lincoln, N. C.

count of important business, which kept him at home.

Geo. M. Leonard wrote that his handsome residence had been totally destroyed by fire on the 9th inst., and he could not attend the meeting on that account.

The deliberations were held as usual entirely in executive or secret session. No one was permitted in the room except the members of the committee.

The afternoon and evening sessions of the first day were almost entirely given over to the consideration of the charges made against Mrs. Mulvihill, at Omaha. Mrs. Mulvihill was ably represented by J. Ballard Carroll and F. C. Zehring, the latter traveling over 2,000 miles to plead her cause and testify in her behalf.

The finding of the committee was something in the nature of a Scotch verdict. The charges of dishonesty and intent to defraud were dismissed, and the motion to deprive her of her franchise was overwhelmingly defeated.

It was found, however, that Manager Kearney had been very derelict in the matter of forwarding lists, and the committee therefore found the defendant guilty of gross carelessness.

She was severely censured and reprimanded and furthermore was ordered to return all the Curtis Blue Label paper she had on hand to E. A. Stahlbrodt, to pay the freight charges both ways on same, and to pay for such paper as she could not account for. She was also ordered to make no charge whatever for such of the paper as she had posted, but on the contrary was to pay for it just the same as if it had been destroyed. In other words, Mr. Stahlbrodt refused to admit that any paper had been posted, and insisted that any part of the original shipment that Mrs. Mulvihill could not return should be paid for at the printers' prices.

It was generally conceded that while Stahlbrodt had driven a hard bargain, the committee could not do otherwise under the circumstances than sustain his demands, no matter how exacting.

There are certain laws of the association which must be obeyed. The Executive Committee must uphold them. That is what it is for. In Mrs. Mulvihill's case it could not act otherwise than as it did, and on this account its action will be commended.

Ward, the offending member at *Western News*, was unceremoniously tossed up in the air and kicked out of the association before he came down.

L. H. Ramsay, of Lexington, Ky., was ordered to apologize to the President and Secretary for a passage of words, the outgrowth

to collect them. As soon as the claims are all in, the attorneys of the association will sue on them in a lump, and perhaps effect some settlement.

J. A. Leahy, a partner of Chas. Bernard in the plants at Savannah, Charleston, Brunswick and Port Royal, was a lobbyist.

Considerable dissatisfaction was manifest among the members that were shut out of the committee room. One of them said that there was no sense in the committee meeting behind closed doors. Another maintained that they had no right to consider any measures or transact any business that the members-at-large should not know of.

Arthur M. Pato, of Philadelphia, filed charges of gross discourtesy against Secretary Carroll. His communication was not considered, owing to the fact that he was not a member of the organization.

Ohio Billposters' Association

Will Meet at Toledo December 1.

There will be a special meeting of the Ohio State Bill Posters' Association, at Toledo, Thursday, Dec. 1. The meeting is called primarily to alter the constitution and by-laws in order to make them conform with the changes made by the national organization at Buffalo last July. Incidentally, some unimportant routine business will be transacted and five new members taken in.

The new form of application blanks will be formally adopted, and sundry resolutions

Chas. C. Hood & Co.

The Chicago Firm Makes an Assignment.

The firm of Chas. B. Hood & Co., official solicitors of the Associated Bill Posters of Chicago, Ill., made a voluntary assignment November 9. They catch bill posters all over the country for various amounts.

The concern originally consisted of Chas. B. Hood and R. C. Campbell, but the latter retired some two years ago. His retirement, it appears, was not generally known, and many bill posters continued to grant credit to the concern under the impression that Campbell was still in it.

The Executive Committee of the Associated Bill Posters will investigate the failure on behalf of those of its members who are creditors.

In view of the rumors that are flying around regarding another official solicitor, the bond scheme is liable to be extended to all members of the association.

Rampant Exaggeration and Prevarication.

Hundreds and thousands of dollars are lost to bill posters every year by the extraordinary statements that are made by them and by contracting agents, regarding the "enormous" sums spent by this and that advertiser.

It is no unusual thing to hear it stated that Heeman's Gum is spending half a million dollars a year on bill posting, that the American Tobacco Company spends two and a half millions a year; that the George W. Childs Cigar is spending a quarter of a million dollars per month, and that the H. O. Company are expending not less than a thousand dollars a day.

Some advertisers who hear these extraordinary exaggerations, put faith in them, and feel that, because it is impossible for them to expend even one-half, or one-fourth the amounts credited to others, it would therefore be folly for them to start in the bill posting field.

All of this is well understood by the advertiser who is doing the posting, and he is perfectly willing that his expenditure should be widely exaggerated, as such reports tend to stop, for a time at least, his competitors from following in his footsteps.

But the bill poster has nothing to gain and everything to lose by allowing these foolish reports to go forth, as they simply tend to impress an advertiser with the fact that bill posting is too expensive to be within his reach; whereas the fact is that bill posting is the cheapest advertising in existence, and the fact should be widely made public.

Do not misunderstand us; we do not advocate that a bill poster shall tell every inquirer just exactly how much money each advertiser is paying for the publicity on his boards; but when an advertiser asks a question, he may be told that his own paper can be given a showing at such and such a figure. This is not violating any confidence, and is apt to secure a new customer for bill posting, whereas exaggeration of the amount other people are expending would drive him away.

National Secretary J. Ballard Carroll has requested the association for an expression of opinion regarding the position, real or assumed, now occupied by solicitors. This is the most serious question that will engage the attention of the members. Does the solicitor really work for the bill poster or the advertiser? If he works for the latter, why should the bill poster pay him, and why should he occupy a seat on the Executive Committee?

Philadelphia.

How the American Billposting Company Improve! an Opportunity.

The Peace Jubilee in Philadelphia, on Oct. 25, 26, 27 and 28, proved to be the most successful affair of the kind ever held in this country. The City of Brotherly Love, when it takes up a project, always carries it to a successful termination, and the citizens made up their minds that this would be their crowning triumph. There was a Councilman's appropriation of \$50,000 and a subscription list of \$61,000, and every penny of this was judiciously spent. It is estimated that the Jubilee attracted a half million sight-seers from out of town, all the hotels were crowded and the railroads were taxed to the utmost. The illuminations of the City Hall at night were wondrously beautiful. It is the tallest building in the world, its tower being 550 feet from the ground, and every portion of the structure was emblazoned with incandescent lights. Most of the public buildings and private residences were also illuminated each night. One entire city block was devoted to the Court of Honor. This was one of the most unique structures ever designed. Huge columns of white staff were planted at short distances from each other. Each one of them was inscribed with the name of a military or naval hero, and they were capped with electric lights. A triumphal arch, with a span of 120 feet, surmounted by heroic figures and gorgeously decorated with incandescent lights, occupied the centre of the Court, and every person that saw it went into ecstasies over it.

The first day of the Jubilee was devoted to a naval display. The second day was to have been devoted to a civic parade, but the weather prevented it. On the third day the grandest military procession ever given in this country took place. 25,000 military and naval heroes were reviewed by President McKinley, who said "it was the most magnificent sight he had ever witnessed." The last day of the Jubilee was devoted to a civic procession. Most of the business houses in the city were represented in line by gaily decorated floats. One of the most original displays in the line was that of the American Bill Posting Company, Limited. It was a float that had been designed by Sanford H. Robison, the manager of that company, and on account of its being a new departure in advertising, the accompanying illustration and description will no doubt be of interest to the readers of this paper. A large float drawn by four horses was built to represent two bill boards. The horses were decorated with plumes and the harness was woven with bunting in the National colors. On the float were two artists who rapidly sketched pictures of naval and military heroes, National celebrities and prominent citizens and advertisers. On the easels on which these men worked were signs which read, "How We Make Posters." Back of these artists were two bill posters who were rapidly posting on the gigantic bill boards. They were attired in white duck uniforms, and as the float moved along the street they posted 3, 8 and 12-sheets. People who had never seen the actual work of a bill poster before became enthusiastic, and greeted the men with cheers.

The route of the parade was over ten miles long, and both sides of the street were crowded with people, while from the huge reviewing stands, which lined the route, thousands saw this novel display. The streets traversed were Broad Street, from Huntingdon to Market, thence down Market to Fifth, along Fifth to Chestnut, and out Chestnut to Broad, and down Broad to Wolf.

Every firm who had patronized the American Bill Posting Company during the past year were represented on the boards during the procession. Among the firms who had bills posted were Hecker's Buckwheat, Quaker Oats, Eagle Liqueurs, Werner's Champagne, Schmidt Beer, Poth's Beer, Moerlein's Beer, Child's Cigar, Sensation and Scalping Knife Tobaccos, Munyon's Remedies, Wells & Logue's Hats, Miller's Cocoa, Wheatlet, Artie Cigar, etc. When the float arrived in front of the Grand Opera House, the company playing there were on a stand in front of the house, and as the artists rapidly drew pictures of the stars and the bill posters put up the house three-sheets, they were given rousing cheers. The same enthusiastic applause greeted the float as it passed all of the local theatres. When the float reached the cigar factory of Dunn & Co., manufacturers of the Artie Cigar, a portrait of the head of the firm was drawn by the artists, and at the same time a huge poster of the cigar was placed on the bill board. This made such a hit with the firm that the next day each of the working force on the float was presented with a box of cigars. As the newspaper of flea were passed, the artists drew posters which read: "How do you like this method of advertising? All New York papers use posters." The newspaper men greeted this with cheers. Wells & Logue, the hatters, had their posters displayed as the float passed their stores. The girls in Miller's cocoa factory showed their appreciation of this novel method of advertising by raining a shower of buns on the men as they posted a sheet of Miller's Cocoa. Massey, Hirsch & Hyneman, the local agents for Eagle Liqueurs, were astonished to see one of the attractive four-sheets of that brand being posted as the float passed their store, while on the opposite side of the float the artists drew a picture of John Wanamaker and posted one of his posters. The Merchant Prince, who was in his private office, applauded the work of the men. The greatest hit made in the parade was when the float passed the McKinley Reviewing Stand. The artists drew pictures of the President and at

the same time the bill posters posted the Morgan's eight-sheet poster, showing "McKinley, the Advance Agent of Prosperity." This was greeted with a round of applause that could have been heard a mile. One of the humorous incidents of the parade was during a temporary halt, when a fresh young man said, "You can't draw my picture," and struck a pose. Quick as lightning the artist drew a picture of a long-eared jack-ass, and the crowd, seeing the point, gazed the young man so that he slunk away. As the float passed the different theatres, the artists drew portraits of the managers, and at other points on the route portraits of National advertisers were drawn. These pictures were thrown out to the crowd, and were carried away as mementoes.

In the newspaper accounts of the procession, this exhibit received the best notice of any, and Mr. Robison has been congratulated by every one for his original and novel display. Munyon, who controls Munyon's Remedies, had a number of his posters displayed, and he said it was the best advertising scheme he had ever heard of.

The popularity of the float and the success of this method of advertising has convinced Mr. Robison that it is a novelty that has struck a popular chord, so he is now having another float constructed, which will be driven through the streets of Philadelphia with the men working at bill posting.

That it will prove more effective than any perambulator ever placed on the streets is a certainty.

Billposters' Small Talk.

A prominent and well-known bill poster recently called on "The Billboard," and during the course of conversation voiced a sentiment that will bear repeating. Said he: "This matter of furnishing the advertiser with a list in the prescribed limit of three days is all right in the main, and I believe in it. But it was done at the instance of the agents. Now, turn about is fair play, and I think the association ought to compel the agents to pay bills within three days after they are due. I sometimes have to wait three or four months. If a rule was passed, compelling bill posters to post delinquent agents in the official organ, I think we would be paid more promptly."

T. S. Simpson, of Astoria, Ore., writes that he has Battle Ax, Horse Shoe, Star and Spear Head Tobaccos on his boards.

There is one thing that a bill poster ought never to neglect having on his letter-heads, and that is, the population of his town and his county. Do not swell it. Be accurate and truthful. One of the things that disgusts advertisers with publishers is the outrageous manner in which the latter lie. Bill posters are fast obtaining fine favor in the estimation of advertisers, and if they will but stick to the truth and honest methods, they will continue to increase in favor.

Chas. E. Gordon has removed from McLeansboro to Mt. Vernon, Ill., and is doing a better business.

H. A. Moore, of Delta, O., will shortly erect a line of boards in and between wascon, Archibald, Stryker and Delta.

Morgan Johnson has a nice plant at Middleport, O.

The American Co., of Bowling Green, O., writes: "We are just completing contract for The American Tob. Co. of eighty 8-sheets; twelve 12-sheets, twenty-seven 144-sheets, 500 1-sheets, 2,000 snipe, fifty tin signs, 2x 36, and 5,000 pieces in this county."

Chas. E. Flinck, of Attica, Ind., is recommended by the Farmers' and Merchants' Bank of that city.

Otting & Son, of Newport, Ky., are enjoying a big boom. Their boards are full constantly.

W. A. Northup, of Kingfisher, Okla., writes: "I am scheming for an association among the bill posters of the territory, and if successful, you can look for an ad. from us."

The rumored opposition at Buffalo turned out to be a canard, at least so far as Henry Link and E. A. Stambrodt having any connection with it is concerned.

Every bill poster ought to have a copy of the Bill Posters' Diagram and Record Book, invented and copyrighted by Frank Fitzgerald, of Milwaukee, Wis. It is a wonderfully handy and convenient volume, and fills a want long manifest in bill posters' offices. The system is simplicity itself. It saves time in entering, checking and invoicing, preserves an accurate record of the business of the week, month and year, and is without the greatest boon the bill posters of the country have had offered them in a long while. Although but seven by eleven inches in size, its diagrams are so ingeniously devised that one has only to glance at its pages in order to ascertain just what paper is alive, exactly the position it occupies on each board, the precise date that the showing expires, etc., etc. Start the new year right. Get the book. Write Frank Fitzgerald, Milwaukee, for circular.

If you have written us a letter now and then during the past year and it has not been published, do not feel hurt or consider yourself slighted. Consider instead that we receive upwards of a hundred letters a day. We simply can not publish them all as much as we would like to. We are glad to get them—always, but there is a limit to our space.

Billposters in attendance at the meetings Executive Committee made the offices of Sam W. Hoke their real headquarters, and all of them declare that nothing nicer exists in America in the way of bill posting offices.

Many prominent bill posters with surplus cash are beginning to see the desirability of improving the service in nearby towns, and are buying out where possible, and driving out when necessary, the laggard bill poster who refuses or fails to put up a good service. This has universally been done for the sake of the main plant, as poor service in the vicinity does much to drive away the advertiser from the good bill poster office. But while primarily done for the benefit of the main plant, the profits from the branch establishments have been proving very satisfactory, thank you, and new fields to conquer are being sought eagerly.

Norfolk, Va., is a city with a population variously estimated at from 50,000 to 75,000, and is soon to be blessed with a good bill posting concern. Five thousand dollars has been subscribed to the capital stock of the new concern, and the promoters have ample capital, in addition if more is needed. They confidently hope for the exclusive patronage of these advertisers who have had in the past to get onto their knees to the present incumbent. The new concern expects to be ready for business by January 1.

Newcastle, Pa., George Castner's new stronghold, is a prosperous city of 15,000 to 20,000, and Castner has fully two thousand lineal feet of brand new bill boards, built of galvanized iron, for the advertiser who wants the best show on earth.

Ramsay, of Lexington and Louisville, has been also in Jeffersonville, Ind., and has recently bought out Charleston, W. Va. Since Ramsay conquered Louisville, that city has been one of the best in the Union for billposting, and is going a long way toward proving that the South is all right. Chattanooga, Memphis, New Orleans, Little Rock, Savannah, Portsmouth, Asheville, Washington, Macon, Augusta, Houston, Galveston, Austin and Fort Worth are all good for the bill board advertiser, and plans now on foot will rapidly bring many others into line.

Our editorial re. Advertis in the November issue excited considerable attention. It appears that the well-known advertising agent, Mr. Arthur M. Plato, of Philadelphia, as long as four years ago, discussed with Mr. A. O. Kittredge, editor of Accountants, the establishing of a college of advertising.

Professor H. Gale, of the University of Minnesota, has developed a special department in that institution for the study of advertising from a psychological basis.

The office and shop of the Hudson Hill Posting Company, Albuquerque, N. Mex., was totally destroyed by fire Nov. 1.

According to the statistics of a scientific authority, the railroads of America spent during the year 1897 for sign boards such as "Crossing," "DANGER," station names, etc., the sum of \$12,130,185. The same authority states that their expenditure for newspaper advertising was \$5,500,000.

The strike in New York has petered out. The firms have won out very handsly. The men acknowledge defeat, and some are returning their cards to the union.

There is nothing so wearisome to the newspaper fraternity, says the Gardner (Mr.) Reporter-Journal, as the fellow who seems to possess the idea that the paper is run only for him to air his personal grievances or to be used as a tool to vent his spite out on some imaginary or real enemy.

H. H. Tyner, Springfield, O., was a "billboard" dealer Nov. 1. He says business is good. Posting is better than it has been in twenty-six years, and the distributing branch shows an increase in volume of over 500 per cent. Mrs. Tyner is in excellent health. He has just returned from Northeastern Ohio and reports business in that section as also excellent.

He has put up over 500 feet of new boards this year, and has less space unoccupied than he ever had before.

He took his second son, Wm. H. Tyner, into the firm on Oct. 1, and the firm is now styled H. H. Tyner & Co.

The striking bill posters in New York are paid \$1 per day by unionists during their strike.

Geo. J. Gruber, Secretary of The Lightning Medicine Co., Muscatine, Iowa, wants the names and addresses of reliable bill posters in Iowa.

Julia Arthur's brilliant posters of gold ink on hatched paper, announcing her return to Wallace's, have attracted considerable attention throughout the city. They are perhaps as rich and effective an idea as has been lately introduced into theatrical advertising. It almost appearing at times as though the letters were standing out in relief. The idea was devised by Mr. A. H. Canby, Julia Arthur's manager, and has been so successful that Miss Arthur's printing will undoubtedly in the future use this as a trade mark. N. Y. Telegram.

The Diketter Company, 34 Washington street, Chicago, is introducing a new remedy for dyspepsia, of which more or less advertising will be done.

The Murex Chemical Company is a modest new arrival in Louisville, Ky., as an advertiser in papers that reach women.

J. Bradford, 119 Dearborn street, Chicago, is an advertiser on a modest scale who compliments the memory of the Pharaohs (who were believers in publicity as proved by many existing tablets) by introducing

The Iola Sanitarium, Iola, Wis., is an institution which is said to be disposed to use bill board space in its own nation. The sanitarium was established over a dozen years ago for the treatment of cancer.

It is said that Anita Cream will soon be on the boards. The address of the Anita Cream Adv. Bureau is 36, 37 and 38 Phillips Block, North Spring street, Los Angeles, Cal.



The American Co.'s Float in Philadelphia's Peace Jubilee Parade.

THE BILLBOARD.

PUBLISHED MONTHLY AT

127 East High Street, Cincinnati, O., U. S. A.

Address all communications

For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches.

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

The editor cannot undertake to return unsolicited manuscript; correspondents should keep copy.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

Entered as Second-Class Matter at Post Office at Cincinnati, Ohio.

DECEMBER, 1898.

Peace on earth and good will to men.
Here's a Merry Christmas to you and
Happy New Year from "The Billboard."

Assuming Advertis is in fact a science in embryo, before we take up the real work of its construction, it might be well for us to determine exactly and precisely just what science means. Science is knowledge. But then it is more than that, too. It is knowledge on any one particular line amassed, severely tested, co-ordinated and systematized. Therefore, Advertis is such knowledge as we possess of advertising, severely tested, co-ordinated and arranged in order. Great care must be taken to avoid confusing Advertis with Advertising. They are and must always be kept separate and distinct. The one is a science; the other an art. They are related only in that a principle of science is a rule of art. Science is knowledge. Art is the application of knowledge to practice. Having decided what our science is, let us proceed to define it. In order to do this we must revert to advertising.

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What is advertising? What is its object? What is it chiefly engaged in doing? Undoubtedly advertising is making known. Strip the notion, by logical process of abstraction, of one attribute after another, and we will finally arrive at the primitive principle and find it to be—making known or disseminating intelligence. But for what purpose? Pursuing the same course, unquestionably for the purpose of creating demand by inciting desire.

Therefore, the matter about which Advertis is engaged is incentive intelligence, and since it becomes the end of all science to discover laws, we may define Advertis as the science of the laws of disseminative incentive. The definition, it should be carefully observed, gives the science a well marked and clearly defined field. In-

telligence or thought lies in the mind. Therefore Advertis belongs to the mental sciences.

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In constructing the science we must of necessity proceed by the method of induction. This is distinguished from the deductive method, in which we proceed; as for example, in mathematics from something given or allowed to facts deduced from it. In induction we gather together truths with a view of discovering an order among them and arranging them. It is found that in all nature both physical and mental facts proceed uniformly and in regular order; that is, according to fixed laws. This is the case in physics. Matter attracts matter inversely, according to the square of the distance. It is also so in psychology: Like tends to recall like.

Induction begins with observation, and employs experiment, which is a mode of observation in which we artificially place the agents of nature in new circumstances, that we may watch their action more distinctly.

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Let us illustrate this phase of experiment. In physics, in order to determine whether all bodies fall to the ground at the same time, we place a silver dollar and a wisp of cotton in the exhausted receiver of an air pump, and note the time they take to descend, independent of the resistance of the air. In like manner, to find out how the motive faculties of the mind operate, we call up visions of objects which are fitted to incite our desire, enpidity, or covetousness, and thereby rouse our springs of action.

Both in physical and psychical science we must needs begin with and proceed throughout by observation proper and experiment. But there is an important difference in the agent or instrument of observation in the two departments. In the former, we employ the senses. In the latter, we depend entirely on self-consciousness, which is the power by which we take cognizance of self as neting.

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It will be seen that Advertis must always be intimately associated with psychology, though at the same time occupying a separate and distinct field which is all its own. It must be noted here that intelligence or thought is of two kinds; one of which—pure knowledge—has to do only with cognitive faculties. The other, to which incentive intelligence belongs, also has to do with the cognitive powers, but proceeds further, and affects the motive faculties, sometimes termed the creative, the appetent or the impulsive powers.

It is necessary at this stage of our investigations to unfold the characteristics and attributes of these latter, especially the relations existing between

cognition, feeling and will. This we will do in the January issue. In the meantime, we shall be glad to have comment and criticism by post from any one interested in the subject.

All the Year Round Is Best.

BY SAM W. HOKIE.

All the year round is the proper time to post bills. There is no sensible reason why bill posting contracts should be made for a term of thirty days only. The only way to account for the prevalent custom is that bill posting in the past has been used mostly by circuses and other amusement enterprises, which wanted no more publicity after leaving the town.

There is of course no reason why Childs Cigars, or Beeman's Gum, or Early Bird Tobacco, or Admiral Cigarettes, should give a twelve months' contract to the car advertising agent and the newspaper advertising agent, and to the magazines, and to the ad-signs man, and then cut off the bill posters with an order for thirty days. (The articles mentioned do not, but they are exceptions.)

Food products that are used in the summer months exclusively should not advertise in the winter; nor should buckwheats and strictly winter foods advertise in the summer. But hats and shoes, cigars, chewing tobacco, smoking tobacco, coffees, teas, soaps—in fact, anything that is used all the time should be advertised on the bill boards all the time.

And I don't mean to say that the same old chestnut of an ad. shall always stare at the reader from the bill boards. The newspaper advertiser long since learned that it did not pay to repeat the same ad. indefinitely, and the prominent users of the newspapers now change their ads daily or weekly or monthly.

Many bill board advertisers have learned that this is the best way also when posting bills; and the H. O. Company and the makers of the Childs Cigars are among those who change posters at least once a month.

There is a very strong temptation with all advertisers to give orders for large editions of posters, thus securing the lowest prices; and this desire has caused many an advertiser to lay in a year's supply of one poster, to be used continuously in the same towns. The poster may be as good as is made, but sixty or ninety days' constant reading of the same thing in the same colors, on the same bill board, becomes tiresome, and finally, the beholder ceases to see the poster at all. He pays no more attention to it than to the same old house that he passes daily to and from his work.

On the other hand, if the advertiser tells the same story in slightly different wording, in different colors, in another size poster, or in a different arrangement of the same words on the same colors, there is a novelty, and the new sheet is seen and read and remembered. And if the article is all right its sale will constantly increase.

Many advertisers say that the quality of their goods are such as to render it necessary to merely call attention to them once only—that once a customer always a customer, and all that sort of thing, and many of them actually believe that their special brand is far superior to anything on the market of a similar nature. In many instances, this is only relatively the case—the article in question is different from other articles of the same character. Constant advertising will bring purchasers, and a constant telling of those purchasers will continue to convince them that your article is the best on earth.

Then after a while you cease to tell them your story, and they continue for a time buying and using your goods; when of a sudden, some one else in the same line begins to tell about his

goods, and why they are superior to any other. After a few weeks or months of this the consumer is going to give the new article a trial, and the slight difference from the goods previously used is apt to be regarded as an improvement, and the old favorite dropped.

Royal Baking Powder spends \$500,000 per year to keep their article before the public, and to prevent old friends from forgetting them and running after the new kinds. And the increase in the sales of Royal is always going on.

When you get ready to post bills don't ask "how much for thirty days?" but get estimates for a full year, with privilege of canceling if you like, but make the start with the intention of sticking throughout the entire year. At the end of the year you will be among those who "know" bill posting pays.

Munsey's Little Joke.

Mr. Frank Munsey, of the Munsey, is nothing if not humorous. His recent action in cutting off all agent's commissions came as a complete surprise. It was a giant fire-cracker exploded in the crowd of the agents. Viewed as a practical joke, it was a startling success. It set all New York to laughing, even including the agents. The latter, in fact, are still laughing, albeit with anxious eyes on the remaining publishers. They will not acknowledge it, but they are on the lookout for more cannon fire-crackers.

They may well look sharp; there will be others. It has become quite a fad to do as Munsey does. His lead will be followed; imitated simply because he is Munsey, and there will be lots of noise and smoke, lots of high and lofty tumbling, lots of coughing and sneezing among the agents before the fun ceases.

On October 12 Mr. Munsey delivered an address before the Sphinx Club, at the Waldorf-Astoria. In this address (advertising in some of its phases), he advanced some original views on advertising agents.

One of his ideas, which struck his hearers as being decidedly droll, was his expressed belief that the advertising agent could not serve two masters, i. e., the advertiser and the publisher. From this premise he argued with well-forged seriousness that he must therefore serve either one or the other, but not both. And finally concluded by pointing out that he served the advertiser, and the latter should pay him for his services. He did not say much more than this at the banquet. He did hint that looking on the agent as he did, he felt that were he to continue paying him commissions, he should feel as though he were bribing him. He said it nicely, however, and at great length, exercising a fine and discriminating choice of language, and handling his subject with a degree of finesse that tickled his hearers vastly. It was so new, so original, and so d-d funny that they smiled broadly, and could hardly restrain themselves from bursting into loud plebeian guffaws. Mr. Munsey did not laugh, however. Like a good actor, he carried his part to the end.

Two days later he published that address; however, with a supplement, entitled, the step that follows. We quote briefly from the supplement:

"Following up the reasoning of this address, I hereby square myself with it. On December 31, 1898, all commissions on our publication to advertising agents will cease." There is more than this in the supplement; that is to say, more words. The terse excerpt above, though, embodies all it really says.

It is all so funny, so inexpressibly ludicrous, that they are all laughing. The very idea that the advertising agent serves either the publisher or the advertiser, or, in fact, any one but himself. Well, really; it is delicious.

Booklet Making.

BY RALPH TIPTON.

Let the merchant should take the place of a conversation with the customer just as the newspaper ad should be the daily news hunting of the bits of interest the customer may have for her day by day.

In a face to face talk one can enter into details more fully than by letter, so the booklet can be made to thoroughly cover the article or class of merchandise.

The writing style should be secondary to the message, as in ordinary conversation. If the writer keeps before his mental eye the figure of the customer he is talking to an individuality of style his own will follow naturally.

The general public is not particularly desirous of reading booklets, or indeed, any form of advertising literature, yet most of the "paid printed matter" that is published seems to be addressed to that indefinite, nobody-in-particular person.

The advertising writer knows the folks and tries to have respond to his efforts—tries to reach the richer element with one leaflet, the mothers with another, and perhaps the younger women with a third. Whoever class it may be, if he'll keep in front of him an imaginary representative of these possible customers—on the other side of his desk—he'll find himself talking to her easily, as a salesman from behind his counter.

That's all an advertising writer should be, as far as his writing is concerned—a salesman talking to a possible buyer and in front of a counter between them, there's only an inkstand and some mail detention.

No good salesman would attempt to inspect a shopper in a line of goods without first looking at her and estimating her preferences, etc. No more should the advertising writer address his pen indiscriminately to all who may chance later on to glance at his booklet.

It should be written directly to the person it's going to be sent to, and as in handling the "composite customer" the outlines of every such group are necessarily met, the safest way to reach the greatest number is plainly to address himself to the tastes of the majority.

You can't be too personal, but it's quite possible to be too familiar. Respect doesn't diminish when the salesman singles out one customer from the dozen at the counter and tells his wares to her alone.

THE COVER.

When all is said that's necessary to describe the goods he wants to sell, there remains to make sure of a reader. Good printing is the best help, and as almost everything in advertising writing depends on the first impression, an attractive cover is a prime necessity.

Better an illustrated cover than not. If the picture be a good one, better no cover at all than one poorly illustrated.

The designing of booklet covers is a branch separate and distinct from the rest of the advertising artist's work. Their first duty is to attract the eye, their second, to excite the curiosity pleasantly; their third, and equally as important as the others, to leave this curiosity unsatisfied—for this last is what makes one turn to the first page of reading.

THE ILLUSTRATIONS.

Artistic type setting and cover illustrations will make fairly interesting reading of even mediocre advertising literature, and much of the praise that has been given to the booklet writers should, in justice, have been shared the job compositor.

Good cuts are always helps, whether descriptive or attractive, by which distinction is meant pictures that really describe the goods themselves, and those that, while they suggest the articles or their use, are not meant to describe, but rather to attract attention to the wares mentioned.

If the book at contains descriptive cuts of merchandise the reader they can be made to feature the better from the point of results it gives. This would seem like an axiom, and as unnecessary were it not that a large majority of to-day's descriptive advertising cuts are far from being true or even fair representations of the goods they are meant to portray, and while a few exaggerate the merits of the articles depicted, by far the greater number fall short of doing them justice.

If what is advertised is of such a nature that an accurate illustration will not prove a help in the selling, and there are many such pictures are still needed to illustrate and strengthen the points in the telling—do brighten up uninteresting type pages to lead the reader by easy stages over the story of the goods.

For good advertising writing ought to read first of all, "easy reading," and if you can make a picture tell half of your story you have made it that much easier to get at. The eye will grasp a pictured thought while spelling out the first sentence of explanation in type.

A RECIPE.

Write what you have to tell of, in common, simple, plain talk, as short and as clear as you can.

Take the best artist you know of, and the best printer you can find.

Let the artist's pictures do the work of half your story—that half you can throw away.

The talk won't be as long then nor as uninteresting.

Let the printer make the remaining half as forceful by intelligent display.

Then the book or you (2) make will be something pleasant to look at and easy to read the sort that sells goods if they're worth buying. Adv. Ex.

Novelty Advertising Co.; Newark, N. J.; Billposting signs and advertising novelty; \$10,000, Wm. F. Gorman, New York City; Arthur H. Osborne, Joseph H. Osborne, Philadelphia, N. J.

Arthur M. Plato.

Arthur M. Plato, the well-known subject of our illustration, is now located in the Odd Fellows' Temple, Philadelphia. He is known among bill posters, sign painters and advertisers from ocean to ocean.

Just at present he is exhibiting interest and attention with a new venture, viz., house-to-house distributing at \$1 per thousand, in Philadelphia.

Mr. Plato is a deep and close student of advertising, especially in its scientific aspect. He has written much that is of interest and value on this subject.

Railways and Ferries Advertising Co.; New York county; general advertising; \$2,500, Vincent C. King, 517 West St., New York City; Geo. R. Warden, Wm. C. Wheaton, Geo. R. Warden, attorney, 141 E. 25th St., New York City.

W. C. Terrill, of Lima and P. B. Oliver, of Flindley, O., were "Billboard" callers on Nov. 23.

Harrisburg Advertising and Distributing Agency

ARTHUR YOUNG, Manager.

Member I. A. of D.

Rooms 2 and 3, 18 North Third Street, Harrisburg, Pa.

If you are interested in Street Car Advertising or Distributing in this section it will pay you to communicate with us. We are experienced and reliable, two important qualifications that are essential.

We control all advertising space in the cars of the Harrisburg Traction Company, 70 in number, of which 33 are in constant service. No other medium can guarantee such publicity.

All distributing matter put out under the direction of a competent foreman neatly uniformed. Salesmen, agents and inspectors when in this city are invited to make our offices their headquarters. Free desk and trunk room.

HARRISBURG ADVERTISING AND DISTRIBUTING AGENCY.

The merchant, with the best to advertise, doesn't always have the best advertisement.

An advertisement may stretch the truth at times, but if it does it is merely for the purpose of getting the wrinkles out of it and improving its appearance.—Fame.

It's a bad advertisement that won't work on Sunday.

Don't expect the posters to do it all. Make the show-windows, show-cases and counters help out.

G. F. Bangasser & Co., of McMinnville, Ore., are compelled to build new boards to accommodate their increasing business.

The men who have made and are making fortunes in advertising are satisfied if their advertisement tells the story in a plain, convincing way. They are satisfied if it sells goods. They don't care whether it is new or old.—Chicago Apparel Gazette.

Miller Bros., of Columbus, are prospering.

Automaten Advertising Co.; New York City; advertising by automatic machinery; \$25,000, Paul T. Keeny, 7 West 58th St., New York City; Adolph Bank, Thos. L. Feitner, Thomas Gilman, attorney, 49 Chambers St., New York City.

To practically test the value of advertising, just try to introduce on the market a new and unknown article. Try to get the dealers in every town to "stock up" with a thing that has not been and is not being advertised. No matter what the "premium" offered as an inducement, you will find the retailers in every case pretty stubborn about handling goods to which no publicity has been given by the manufacturer. Their business sense tells them not to buy what they have little chance of selling.—Music Trade Review.

Champaign, Ill., has a bill board crusade on. The W. C. T. U. inaugurated it.

During January, general advertisers make their advertising appropriations for the coming year. "The Billboard" reaches nearly all of them. Advertise in the January "Billboard." A card may bring you a season's contract.

The merchant swore by all the gods beneath the starry skies That, though he lived a thousand years, he'd never advertise. But ere a year, despite the boast he confidently flattered, He ran an ad beneath the head of "Situation Wanted." —The Ad. Writer.

As far as we are able to judge at this writing, the output of poster printing houses for 1898 will show an increase over 1897 of nearly if not quite 30 per cent. The poster is gaining in favor every year—as it deserves to.

The first thing an advertisement should do is to attract. Unless it effects this, it is useless, as it will not even be looked at. The second thing it ought to do is to convince. If, after attracting attention, it fails in this particular, its attractiveness will go for nothing.—F. W. Sears.

Even the most prejudiced acknowledge that the bill boards work faster than any other known medium. A liberal and active demand may be created for a staple article in twenty-four hours if the appropriation is liberal enough to "cover" a town.

A sample accompanied by a booklet, carefully distributed from house to house, will yield more advertising than a year's pounding away in the newspapers.

An exhibit, with demonstration, is the most convincing, the most powerful, advertisement. It is possible to evolve. It is quite frequently the most expensive also. Even at that, many prominent firms seem to think that they are generally profitable.

The brightest and most successful advertisers are not necessarily so because they advance new methods, but simply because they know just how to adapt the old methods to their particular business. And when the subject is thoroughly sifted, we find that there is after all but one advertising method—to tell the people in plain language what you have to sell, what are its merits and what is its price. It is the same old method, but we have never seen it improved upon.—Profitable Advertising, Boston.



ARTHUR M. PLATO.

R. D. Leonard, of 9 Taylor street, Boston, Mass., is an advertising agent who is going to take up bill board advertising. Boston is a good field, and he is said to be a good man. Bill posters will do well to get their names on his list.

H. W. Walker, of Detroit, is experiencing some slight annoyance at the hands of the Women's Christian Temperance Union, an organization of meddlesome women bent on running other people's business.

The Fannin Co., Bonham, Tex., use a catch line that reads: "You tell what you want—we do the rest."

People read posters more generally than they did a few years ago. The reason is found in the posters themselves; they are better—much better, than they used to be. They are better posted on better boards, too.

The crowded environment of a newspaper ad, detracts from its efficacy. A circular, on the contrary, stands alone, and monopolizes your client's attention. It may be for only a moment, but during that moment his thoughts are all yours. The impression left by a circular or booklet is always more lasting than any other advertisement, except a sample or exhibit. These last possess the very highest potentiality of all ads.

Circulation is everything. A paper with ten thousand circulation is worth much more to the advertiser than a paper with two thousand circulation, just as ten thousand handbills, other things being equal, are better than two thousand. Some papers without much circulation profess to be able to give the advertiser in character what they lack in circulation, but this is mostly a pretense.—Peoria (Ill.) Star.

Something New Under the Sun.

BILLPOSTERS' DIAGRAM and RECORD BOOK

Copyrighted 1898.

A book designed for keeping a record and showing diagram of paper posted upon the billboards. By its use you can tell at a glance what place is open, and it can be changed as often as you change the paper upon the boards. All billposters should adopt it. It will save you time, labor and money. Write for circular and prices to

FRANK FITZGERALD,

220 Third St., Milwaukee, Wis.

San Francisco.

The papers of San Francisco have at last found a subject that they can all agree on, and that is "bill boards." Of course they are unsightly, dangerous, offensive, etc.; they must be regulated; the nuisance must be abated.

And the attacks are all inspired by an aesthetic regard for the appearance of the city. Oh, certainly! Just listen to this, from the San Francisco Post:

"It has been the policy of the Supervisors now in office to compel every business enterprise in San Francisco to contribute its share toward the support of the municipality in the form of a license. They have found it very difficult to formulate an ordinance that will be uniform and equitable in its operation, and, owing to the great number and diversity of business enterprises, it is not a matter of wonder that some have escaped. Among these is one of the most profitable and at the same time most offensive—the business of bill posting.

Under the license order as it now stands, the flower or fruit vender, who does nothing worse than horkade a very small part of a public thoroughfare and makes but a few cents a day, is compelled to pay a heavier tax than the bill sticker, who offends the public eye with his glaring posters, endangers limbs by his slippery gobs of paste smeared over the sidewalks, and imperils life by tall fences that come crashing down before every windstorm.

The bill sticker pays no property tax, except on his wagon and buckets and brushes. He pays almost no license, and still he makes more money than ninety-nine out of every hundred license-payers in the city.

The law should go further than imposing a license upon the bill sticker. It should limit the height of the fences. If that can not be done by direct legislation, it can be done indirectly by increasing the amount of the license with the height of the fence at such a rapid rate that the bill sticker could not afford to endanger life and limb.

The Board of Supervisors should at once take steps to see that the bill sticker not only contributes his share for the support of the municipal government, but that he carries on his business in a manner that will be least offensive to the public."

The Post's advertising patronage is Oh! so woefully thin and scant, but then that has nothing to do with its attack on the bill posters. Oh! no; certainly not, certainly not.

Mayor Seymour, of this place, is making an ass of himself over bill board displays. He is going to do all manner of things in the matter of regulating them. All that he has done, though, is to break into the newspapers.

Detroit.

The W. C. T. U. is leading a crusade against the bill boards in this city. Here is a clipping from The News of Dec. 4:

"Seated in her office this morning, Dr. Mary Willard, President of the W. C. T. U., and leader of the crusade against the bill boards, talked about the nude in art and its effect upon public morals.

"To begin with," said Dr. Willard, "it is not true that the W. C. T. U. has undertaken to compel this picture to be withdrawn from public exhibition. I do not believe the law can touch it. The discussion would open up the entire question of the nude in art.

"I want to see 'Nana.' The first thoughts that came to me as I looked upon the picture lifted me Godward. There was nothing about it suggestive to me. Yet, for the sake of others, I wished that over the entrance of the passage-way there might have been painted a representation of the all-seeing Eve, with the illuminated motto underneath, 'Thou God seeest me!'"

"I believe that the mothers of our union might with profit take their sons to see this picture. The only trouble is, however, that the rank and file of our membership are com-

VANSYCKLE ADVERTISING CO.

GEO. W. VANSYCKLE, General Manager.

Distributing, Sign Tacking, and Package Deliveries.

INDIANAPOLIS AND MUNCIE, IND.

Established 1889.

Established 1898.

114 South Illinois St., opp. Grand Hotel.

GEO. W. VANSYCKLE Manager.

Local and Long Distance Phones, Central Union Co., 23,791. New Co., 72.



Room 3, Postoffice Building,

E. B. FICKES, Resident Manager.

Local and Long Distance Phones, New Company, 287. Residence, cor. Franklin and Howard Sts.

Members of the International Association of Distributors.

mon clay, and are not competent to conduct their sons into such an exhibition.

"But, so far as the evil effect of such a picture on public morals is concerned, it can not begin to compare with the pictures which have disgraced our bill boards during the past few weeks. If it were posted on a bill board, I should feel hurt and indignant. But it is exhibited privately. People have to make an effort to see it, and it is not thrust upon them if they do not wish to see it.

"But with these show pictures it is different. They are as brutal and suggestive as they can be. Take that picture of a woman standing at a man's shoulder and whispering something in his ear, while his face is turned toward her with a wicked leer. It's as bad as it can be.

"Then there's that Devil's Island picture—the representation of a brute in human form striking and choking a defenseless woman. Some man comes along and sees that picture. Unconsciously, perhaps, he is affected by it. He goes home, gets into a row with his wife, and the next thing you know he is choking and beating her.

DOESN'T OBJECT TO TIGHTS.

"I do not object to tights. There is nothing more suggestive in them than in a woman gowned from head to foot, but what I do object to are representations of female figures in public places, such as those figures on the Chamber of Commerce and on the new county building.

"But what can we do in the way of reform? Even our ministers need educating along these lines, and our judges do not sympathize with our efforts.

"When our delegation went to Judge Sellers to have the people arrested who were posting indecent pictures, he replied curtly that the law could not touch them, and that if he took the matter up he would be making fools both of himself and of us.

"I pulled a copy of the law out of my pocket and read it to him.

"'Madam,' said he, 'do you pretend to interpret the law?'"

INTERPRET PLAIN ENGLISH.

"'No,' said I, 'but I claim to be able to interpret plain English.' He then asked me for the volume and section which contained the law, and I gave it to him. While he was fumbling over his books, he tried to distract our attention from the matter in hand by talking about the way women dress in our ballrooms. I told him that if I could reach these women by the law I would do so, but that was not the subject under discussion. I asked him if he would issue warrants for the arrest of these bill posters, and he finally said he would."

John F. Sutton, who is managing the "Nana" exhibition, says his only request is that the ladies see the picture before decriing it. The picture has been shown in Bos-

ton, which rejected a statue of the "Bacchante" on account of its indecency; in Philadelphia, and numerous other cities, and says Mr. Sutton, "Detroit is the first place where the propriety of showing 'Nana' has been questioned."

"The Billboard" has run across peculiar cranks in its time, but Dr. Willard is accorded first place herewith. She does not object to tights, and "Nana" lifts her Godward. Well! well! well!

The theatrical bill posters' war goes merrily on. To such an extent has the contest been carried that it is said bill posters arrested for removing the hangers of a rival theatre coolly give the names of the employees of the rival manager and thus put the odium of their own offense upon the hated opposition.

Fulton, Nov. 20.—On Saturday an injunction order was served on Wallace, Gilmore & Quirk, managers of the Stephens Opera House, restraining them from posting or distributing bills in Fulton or Oswego Falls. The action is brought by William Cook, who claims to have the exclusive right of the bill posting and distributing business in both villages, which was purchased by him from the defendant, Wallace. He alleges that the defendants have damaged him by posting bills upon his boards, by building other boards directly in front of and so as to obscure his boards and by otherwise trespassing upon his property and rights. Inasmuch as the defendants claim that Quirk is the only member of the partnership interested in the bill posting business, and that, individually, some differences have naturally arisen as to the facts, an order has been granted by Justice Wright, commanding Cook to show cause why the injunction order should not be vacated.

According to W. A. Stevens, of the Fannin Bill Posting Co., Bonham, Tex., they are having wonderful crops in the Lone Star State. In evidence he sends us the following newspaper clipping:

"The horrible news comes from Capt. Jones' farm, near Paradise, that a boy climbed a corn-stalk to see how the corn was getting along, and now the stalk is growing up faster than the boy can climb down! The boy is plum out of sight. Three men have undertaken to cut down the stalk with axes and save the boy from starving, but it grows so fast that they can't whack twice in the same place! The boy is living on nothing but 'raw corn,' and he has already thrown down over four bushels of cobs."

Advertising, like charity, begins at home. In other words, to advertise a store, first get your store. There are so many horrible examples of how not to keep a store, that enumeration of the different ways is hopeless.

It is useless to advertise outside the store and not inside. The first requisites in a system of advertising is cleanliness and order and general rightness in the appearance of the store. After that comes courtesy and the quality of the goods. It is hard to tell which of these is the more important. A pleasant, cordial, attentive, but not obtrusive and obsequious manner, makes and holds trade. No matter how insignificant the transaction, it doesn't take any longer to be amiable than to be crusty. There is such a thing as being too pleasant—familiar—that is not good. It leads to a lack of respect. A merchant should always maintain his dignity in the store and in his advertising.

Nashville has one pretty fair bill poster and one so-so bill poster, and is soon to have another, who declares that advertisers in the future shall have no cause to avoid Nashville.

J. F. Murry & Bros., of Genesco, Ill., advertise: "Prices, 15 days—3 cts., 30 days—4 cts." The veteran, Jas. Brackin, still maintains boards at this point, and does a little business.

The sole mission of a poster is to impress upon all beholders the special merits of an article, a particular brand or a business. Design is of much consequence. Colors, too, are important. Good, white, non-fading paper is essential, but style of letter and display of text transcend them all in import.

House to House work pays. There is no doubt about it. One has only to examine the cheap abominations in the shape of booklets which are used by houses who have made a success of this medium to be convinced of its efficacy. It is passing strange that more care is not exercised by advertisers in making their matter attractive. A little more money paid to the printer and paper dealer would return a thousand fold.

There is going to be a great deal more attention paid by advertisers to exhibits during 1899 than heretofore, and fair managers can push the thing along by disseminating accurate statistics of their paid admissions during 1898. They may be dry reading to some folks, but they scintillate with interest to the advertiser.



THE LAST DAY OF THE SEASON.
The Liberties They Took With the Streamer at Albuquerque, N. Mex.



To our friends among the sign painters of America we extend the compliments of the season. A Merry Christmas and a Happy New Year to you and yours is the earnest, sincere wish of your friend and ally, "The Billboard."

The Painters' Magazine Strongly Indorses N. S. P. A.

Mill Run, Pa., Nov. 10, 1898.
 Editor of "The Billboard":
 In the November issue, "The Painters' Magazine" makes a strong plea for a National Sign Painters Alliance, and editorially compliments the project and its committee recognizing not a few as contributors to its columns, and as consisting of some of the best-known sign-writers in the country. The tone of the editorial is of the "fraternal," and in inviting attention to time and place, and patting us approvingly upon the shoulder, says conclusively: "There is no reason why the sign-writers should not be organized," and we believe that the present effort to form an organization of this important part of the painting craft will meet with the greatest success. Among things said relative to the painting business, the writer, concluding his remarks to the readers of the "Painters' Magazine," invited attention to the preliminary arrangements, and said: "To awaken a deeper interest in bulletin advertising, and to bring about a better acquaintance with those engaged in its practice, and to enlist new hands in such service—all sign painters are invited to join and aid such an organization. It can be made to pay, as it adds strength and influence to its members. There is a power in things 'National.' It gives dignity to its possessor, and puts dollars in the pocket where pennies scarcely were seen before. Any sign painter, no matter where he lives, may be able to paint a respectable advertisement upon a barn, fence or rock, and if he is desirous of finding more remunerative work and lots of it, should be willing to connect himself with the National Sign Painters' Alliance." All sign painters of good standing (good reputo) are eligible for membership, and they are requested to send in their application to the committee, of which Mr. R. H. Forgrave, of Pickerington, O., is the Chairman. Any one desiring further information upon the subject may confer with any one of the committee, enclosing stamps for reply. The writer, as Secretary, agrees to do so readily, and promises to aid and further the cause to the best of his abilities. Send names and addresses, all ye sign painters, so we shall be better able to identify you. Sincerely yours,
 ALLEN E. HARBAUGH.

Notes.

Of late, we have been receiving quite a number of inquiries as to whether, or not, a billboard and bulletin business would pay in towns of about 1,000 inhabitants. There seems to be a universal desire among sign painters all over the land to alter their condition, or rather the condition of their business, by adding something, or some other calling, that will prove remunerative. The business of billboard posting is so closely allied to that of sign painting that the two callings may be said to be identical, and, for no other reason, they should go together. They are signs, pure and simple, both of them. The difference is, one is on paper and posted, and the other is painted directly on the surface. Making anything pay depends to a great extent on the person. Some people will make anything pay, if they can not do it in one place, they will strike out in other pastures. Pay it must, and pay it will, before they get through with it. In our judgment, we think that billboard posting and sign writing, to which distributing might be added, may be made to pay a considerable sum yearly in towns of this size, up to, say 2,500. But, like everything else, it must be worked for all there is in it. A good way to succeed is to introduce novelties in your work. I know a young man who makes a circuit of several towns a year, doing only sign work. He has become acquainted to such an extent that he works the business on the drummer style, sending postals ahead, notifying his customers of the date of his coming.

White lead is a poison, and painters should endeavor to prevent becoming poisoned with it. White lead is one of the constituents of cigarette paper—yet I have seen painters smoking cigarettes. They get a double dose.

There seems to be quite an interest taken in the forthcoming proposed Sign Painters' Alliance. That it will be a good thing goes without saying. Its main object is to promote business relations between the various portions of the craft, and, also, to some extent formulate a series of prices on which to bring about a regular system of bulletin work. In this connection, members will be advised what large firms are advertising by bulletin, from time to time. To those that have asked what the initiation or membership fee will be, I will say that it will be fixed at the initial meeting, next February.

TO MAKE GOLD-COLORED VARNISH. Pound separately 4 ounces of stick lac, 4 ounces of gamboge, 4 ounces of dragon's blood, 4 ounces of annotta, and 1 ounce of saffron. Put each of them separately in a quart of alcohol and expose them for five

days in a narrow-mouthed bottle in the sun, in order to hasten the solution. When they are melted, mix them all together.

As a usual thing, you will find, when shading letters, that reds will require and look better by shading with dull brown or purple. Shade light grays with rich brown, and greens with a reddish brown. The effect of shading is gotten by making double letters, one above the other, and joining the points at an angle.

A luminous paint which has recently been discovered, is said to be not in any way inferior to the regular stuff. It is prepared by heating sodium tungstate with salt and chloride of calcium to a red heat for a few hours. The soluble constituents of the contents of the crucible having been removed with water, the calcium tungstate is dried. It is sprinkled in a finely powdered state over the articles which are to shine in the dark, glue size being used.

Transparent gold color for tin (all colors) may be made as follows, says the Painters' Magazine: Take one-half pint of alcohol, add 1 ounce gum shellac, one-half ounce turmeric and one-half ounce red sanders. Set the vessel in a warm place and shake frequently for half a day. Then strain off the liquor, rinse the bottle and return it, corking tightly for use.

IMITATION OF STAINED GLASS—Paint the ornament with transparent colors. When dry, wash over the whole surface with sugar of lead, ground in oil and turpentine, and while wet dab it all over with the end of a brush very lightly; or, a better way is to lay a piece of muslin which has been dipped in the solution, and wrung out, on the glass and press down firmly; then take one corner and lift off. The common way is to take white lead in oil, mixed thin, putting on as little as possible, pounding it all over the glass until it represents an even ground surface.

Putting ornaments on gold may be done with any transparent color, such as terra de sienna, umber, asphaltum, etc.

A nice way to make a sign on glass is to take thin paper or tin-foil, cutting patterns out of them; paste them on the glass, then frost or stain the glass, and remove the pattern, which leaves the glass clear where the patterns were.

A pouncing bag consists of a piece of flannel, filled with whitening, charcoal or rose pink. Most any fine powder will do. Tie it up together at the ends.

Black letters should always have the horizontal and angular bars a little narrower than the perpendicular ones.

The regular chapters on sign painting will be continued in the next issue.

Sign Writing.

Easy Lessons for Novices.

In the November issue of the Show Window, 1130 Caxton Building, Chicago, Mr. William Lee Jukes begins a series of elementary articles on sign-writing. While he has in mind only a simple course of instruction, to enable window-trimmers to write their own cards, there is much in them, as will be seen from the initial number, which we give in part below, that will prove valuable to novices generally. We advise all of our readers who are interested in this subject to subscribe for the Show Window, and follow the articles, which will appear monthly during the ensuing year.

Show cards, to a business man, are a necessity. Everything depends upon the way he advertises, and he can not advertise judiciously without the aid of signs. Some one must make his signs. If his business is on a small scale, and he can not afford a regular sign writer, perhaps he would like to do it himself, or, if he hasn't sufficient time, why not employ a window trimmer who can do both?

A window trimmer who can make his own tickets, increases his value to his employer and can demand more money than one who does not, at any rate, sign writing, as a side issue, will do no one any harm, and very often it can be used to great advantage.

The art of show-card making can be acquired by anyone with very little teaching, a reasonable amount of patience, and plenty of practice.

To those who are interested in this work, and will follow carefully my instructions, I will guarantee efficiency in a reasonably short space of time; provided, of course, that they will practice diligently.

Do not become discouraged at your first attempt. Your card will look badly, of course, but that is to be expected. You can not do good work at the first attempt—it is impossible. Improvement will be gradual. Each card will prove better than the last, and with a little practice you will be surprised at the results.

For the benefit of those who are inclined to be discouraged, I have resurrected my first card, which I have had carefully stored away for several years. It is shown below, together with one which I made recently. If you will compare them, you can readily see the difference—it puts one in mind of the typical "Before and After."

Were it not for the interesting variations and numerous opportunities to display artistic ability, card-writing could be very monotonous, as it is, a person with the least bit of artistic taste will find it a pleasant occupation, as well as a convenient and profitable one.

A sign maker must find where the sign is to be used and the sizes of his lettering must be varied according to the distance it is to be placed from the eye of the public.

Don't attempt over-originality in signs. The majority are not familiar with signs. They have seen only a few designs. That which may be conventional to you, because

you study signs, will be original to the majority of people.

Inaugurate a system of uniformity in your card-writing, by which all your work (styles of lettering, etc.) have a certain amount of similarity.

If at any time you wish to change your styles of cards or lettering, let the new styles appear all over the store at the same time. It does not look well to use a mixture of types or colors; it has a tendency to confuse the public—whereas, a system will teach them to know your particular style of work at a glance, and it will not only be more readable, but will establish for you a personality.

THE WORK ROOM.

The first requirement is a place to work; then you must be equipped. It is impossible to do justice to your work unless you are properly fitted out. Walk around the store until you find a suitable window, and anchor there, provided you will be allowed, for you will find sunlight much better than artificial light, both for the eyes and coloring.

Next get a table. Tilt it forward slightly, as in this position you will find that work can be done better than if a level surface were used.

For those who will go to the small expense of building a table, I have made the following drawing, as shown in Figure 2. I am at present using a table similar to the one shown here, and find it excellent.

RULING.

You can use a Tee Square much more rapidly and accurately than an ordinary rule. The inches can be marked off on your Tee in order to center the card.

FOR LINING.

Soft charcoal is the best on coated cardboard. Should your card-board be a little rough, a delicate lead-pencil mark will be better. Charcoal marks on coated boards can be easily erased with a soft piece of cloth, or, better still, a piece of chamois.

MIXING.

Use a palette knife with a flexible blade, about 2x3 1/2 inches. Find a square piece of glass, or, not having a square piece, use any shape you have handy. I will explain later to what use the glass is to be put.

PAINTS.

Mixing forms an important part of sign work, which, however, is considerably lessened of late, by reason of several manufacturers having placed on the market prepared colors, which meet the requirements satisfactorily. I would advise their use, if it is possible to obtain them.

One very important thing is, do not use oil paint on card-board. It does not work well, and will cause much trouble. No experienced marker uses oil paints, unless it is black asphaltum to fill in and outline letters, such as several large department stores are using at the present time. The glossy effect of this class of work is considered by many to be very attractive.

The drawback to this method is, the cards require a double handling and consequently the work is very slow.

I have found drop black, in distemper, the cleanest and most handy preparation for card work. It is sold in most cities in jars containing one pound. All that is required for making it ready is a little dissolved gum arabic and water.

Take your palette knife and mix these thoroughly on the piece of glass, to about the consistency of a thick paste; it will then be ready for use.

All colors can be purchased in this form. To those who would prefer to mix their own paint, I will give a few hints on mixing.

BLACK PAINT.

Lamp-black, ground thoroughly with water and gum arabic, a few drops of alcohol added, will make a fairly good black. All dry colors can be mixed in this way.

WHITE PAINT.

Fill a tin-cup about one-quarter full of white, thin oil, with water, add one-half ounce of pulverized glue—boil slowly, continually stirring until the glue is thoroughly dissolved; this, when cool, will make an excellent paint for dark boards.

At another using, should you find it has become stiff, a little heating will thin it to the proper consistency.

COMPOUND COLORS.

The following tints can be formed by mixing the colors as below. The shades can be made to suit any taste by the exercise of a little judgment in proportioning the colors.

- Green—White, yellow and red.
- Drab—White, Prussian blue and vermilion.
- Flesh—Lake, white and vermilion.
- Fawn—White, stone ochre and vermilion.
- Grey—White, Prussian blue, and very little black.
- Light Green—White, mixed with verdigris.
- Grass Green—Yellow pink mixed with verdigris.
- Pea Green—White and Paris green.
- Dark Green—Black and chrome green.
- Olive Green—Prussian blue and yellow.
- Jonquil—Yellow, pink and white.
- Leaf—Prussian blue and white.
- Olive—Red, green, or black and yellow.
- Pearl—Dark red, mixed with violet.
- Purple—White, Prussian blue and vermilion.
- Stone—White, with a little spruce ochre.
- Straw—White and yellow.
- Snuff—Yellow, sienna and red.
- Slate—White, black, red and blue.
- Steel—Cerise, Prussian blue and vermilion.
- Salmon—White, yellow and red.
- Light Yellow—French yellow and white.
- Dark Yellow—French yellow and red.
- Lemon Yellow—Yellow pink, with Naples yellow.

BRUSHES.

Nine-tenths of the inexperienced markers are using camels' hair brushes, which do not have the required elasticity for good work.

Much depends upon your brush. A good sign-writer can not turn out a respectable sign with a poor brush; therefore, a beginner can not expect to acquire efficiency unless he uses the proper kinds of tools.

**RED JACKET
VERMILION**

Outwears all other Vermilion.
 Just What You Want
 Send for Sample.

BILLINGS, TAYLOR & CO.
 Cleveland, Ohio.

The Proper Kinds of Brushes can be obtained of any brush dealer. For ordinary work, a three-quarters long No. 5 brush will answer, the cost being about 20 cents. I would advise purchasing a set of about six assorted sizes, which will answer for all work.

Use great care in selecting your brushes. See that the hairs are of equal length and that the ends are even where the brush is flattened.

Train your brushes flat by always using the same two sides. Rinse them in a glass of clean water after each using, and give them a thorough cleansing with soap and water, about twice a week. This will keep them in good condition.

Figure 3 shows the exact sizes of a set of brushes, which will answer for all purposes.

Sign Painting.

What Every Man Could Do if He Tried.

There is no other method of out-door advertising that surpasses good bulletin signs. The reason there is no more of it done, is because there are so few who are able to do it outside of the largest cities. In some cities it takes the lead in out-door advertising, and some of these signs are veritable works of art.

The first requisite in good sign painting is good brushes; those that will cut a clean, smooth edge. A few camels' hair brushes for fine lining, and several chisel-edged finishes are sufficient for ordinary work.

With a good outline of the letters to begin with, the work is two thirds done, as most anyone can run a brush along a line. There are several ways of getting an outline, by sketching, by measuring, etc., but the surest way is by means of good patterns. A pattern that is cut true will give a true outline, and if this outline is followed closely with a brush, the letter will be true. We don't mean stencils, but patterns cut from card-board showing the letter itself, and intended to be outlined by marking along the edges with a pencil.

Not one sign painter in fifty will shade letters correctly, but shading may be correctly done with patterns. First mark around the pattern to show the face of the letter, then move the pattern to the right or left, (whichever side you desire the shading), and drop as far below as you wish the shading to extend, and run the pencil along the outside edge only. This will make the shading, all except joining the shades to the letter, which should be done with a line at an angle drawn from the angle of the shading to the point of the angle of the letter. Make the bottom of the shading a little darker than the sides of the shading, and never shade a letter on top.

As to the manipulation of colors, we will give a few rules which, if faithfully observed, will insure a sign in harmonious and showy coloring. Use no two colors of the same depth of tone side by side. If you do you are liable to get a muddy or hazy appearance. Any of the colors of strong contrast may be made to harmonize by dividing them with a line of white or any neutral tint. Thus, if the face of the letter is green and the shading red, draw a white line between. The width of this line depends on the size of the object.

The primary colors, from which all other colors are made, are blue, red, and yellow. A direct union of any two of them is always harsh and unpleasant. To preserve the harmony and destroy the harshness, always use a neutralizing color between them. This is the great secret in sign painting. While the novice's sign will look harsh or hazy, the practical sign painter's will look clear and brilliant, and also be in harmony, and both use the same colors. But, if you will notice, the novice will put the shading against the letter, while the man who understands it will draw a fine line of black or white or some neutralizing color between the shading and the face of the letter.

Letter patterns may be bought usually put up in sets of so many alphabets of different sizes and styles, arranged by persons who understand sign painting, that the greatest variety of work may be done with the least number of patterns. Each alphabet contains all the letters, together with the character &. A single job will usually pay for a complete set of the patterns.

Buy your patterns of a sign painter who deals in them. You will then get up-to-date patterns. The sets will be properly arranged. Some dealers in sign-painting materials carry letter patterns, but often they are old-style letters, generally cut from paper. Insist that the patterns be cut from card-board, as paper patterns are liable to hold in place, and, if extremely good care is not taken of them, soon get out of shape, sometimes torn. Paper patterns are liable to get tangled, making them inconvenient to handle. Demand that each set should contain a small alphabet, 3 or 4 inches high, each of upper and lower case DeVine. This is the prettiest alphabet made, being useful in almost every sign that contains more than two lines.

ROBT. HENRY, in The Advertising World.

Low Prices.

To the seller, whether he be one who sells his time, his manufactured or his agricultural product, low prices are shadows that cross his path and which lead to almost endless discontent. To the buyer, however, they bring satisfaction and contentment. We must, therefore, look at the matter from a general standpoint, and we may ask the question, How have they operated upon our people as a whole? To answer this, we must turn back the pages and compare the present with the past; to do this fairly we must depend upon individual experience, not hearsay evidence. Let us go back fifty years, or the rebabuts—a time when wages as a whole were closely approximated those of the present day than at any other period in our memory. Take the farming community at that time; machinery was just being introduced, but few were able to buy and the labor was of the hardest kind; daylight to darkness constituted a day, but with all they could do no more than purchase the commonest necessities of life, and the "wealthy" were content with homespun cloths, rag carpets and plain furniture; cheaper and less comfortable than that in the homes of the farm laborer of to-day. So, too, with the mechanic; luxuries were out of his reach; a day's outing with his family was an extravagance that could be indulged in but once a year. The commonest necessities to the poor man of to-day were luxuries to be enjoyed by the wealthy alone. Viewed, therefore, from the standpoint of purchasing power, the earnings of to-day are greater than they ever were, except through the season of phenomenal high wages following the sixties. The danger line of low prices is reached when the purchasing power of the wage earner's income fails to procure the necessities of life. With that comes want, suffering and degradation, and it is against that that all should contend at the present. The tendency is downward; competition becomes more and more severe, and combinations more and more active. To meet this, the men of limited means must take lessons from the great corporations in the matter of economizing expenses. They must study cost, and know to a fraction of a cent what the outlay. This underbidding a competitor, without knowing what the work will cost, and then, when learning the facts, cutting wages and using inferior stock on the supposition that such a course is necessary, is neither business-like nor honorable, while the effect is to reduce prices to a point that forebodes ill to all.—Painting & Decorating.

There are few virtues or vices of modern life so unimportant that they can not claim a society for their advancement or suppression. Next to assisting our fellow mortals to do something they don't want to do, nothing is more entertaining than to prevent them doing something they do want to do. "Scapa" is the latest society for looking after the seagoats of business who are sent forth into the wilderness to make it blossom like a pomegranate with hideous and glaring advertisements. We have commented before the growing desire of an aesthetic and beauty-loving public to "get after" these people who prefer rocks, buildings and fences as a medium for reaching the public, rather than the advertising columns of a paper. "Scapa" translated means "Society for the Correction of the Abuse of Public Advertising." It originated in England, and Lord Herchel is its president. It already has branches in this country. It is proposed to have wheelmen take snap shots at some of these monstrosities of modern hustling, and then to have these made into lantern slides, with which to arouse public sentiment. One prominent man said, "A world entirely free from 'ads' is a dream too enchanting to be realized." The "Scapa"ites will have to be very much in earnest and very energetic if they follow the trail of the serpent all over this land. The Adirondack wilderness is popularly supposed to be "far from the maddening crowd," but over every bowlder and ledge of rocks, in the least frequented portions of the mountains, was the glaring white and black of an advertisement. There are two interested parties to reform, even after the public sentiment has been directed against the matter. The chief sinners live in cities, and are the proprietors or "boomers" of the articles advertised. Then there is the farmer who has no artistic perception of the element of beauty which the soft, gray "wood color" of his barns or rocks adds to the landscape. To cover these with black paint, and gigantic yellow or white letters, or to paint some figure of heroic size upon the broadside of the barn seems to him quite legitimate, especially when the price paid adds very materially to his income. "Scapa" has a hard task before it. The remark that a hard-headed old Yankee used to make, as the final condemnation of any and all matters was, "There's no bread in that." It's an unanswerable argument to the larger portion of humanity. "There's no bread" in beauty, and when sentiment for the beautiful clashes against sense for the needful, the battle is sure to be to the strong.

The above clipping is from a household journal. It may be possible to prohibit such "desecration of nature" in England, where everything in the law is in favor of classes; but when it comes to free America, they will have to trot out some finer breed stock than of which these so-called societies are usually composed of. It may be possible that it, to a certain extent, may be regulated in certain favored resorts, but what does the average American farmer care for landscape. Make him a proposition to paint his old sheds for the privilege of putting signs thereon, and he will consent to it right there. The resulting outcome of all these kind societies has always been more trouble than glory, and always will be.

The Advertising Agent.

When does the advertising agent serve? Mr. Frank A. Munsey has awakened wide discussion of the question by declaring that the agent serves only the advertiser, and, on this hypothesis, is not entitled to commissions from the newspapers. Indeed, Mr. Munsey goes so far as to say that commissions are bribes, pure and simple, and, refusing to be longer a party to bribing of any kind, he announces the withdrawal of all commission allowances to agents after the present year.

Although Mr. Munsey has brought out nothing that is new to either publishers or agents, he has said some old truths in a new and forcible way. For years publishers and advertising agents as well, have recognized the fact that the agent serves only the advertiser, and the tendency to reduce commissions, so strongly in evidence for the last decade, indicates that publishers here and there, are blindly striving to escape from the old system. Mr. Munsey, with the courage of his convictions, goes all the way and cuts off all commissions. This was the only logical step for him to take after he had taken the position that the agent does not serve the publisher.

It is true that almost every publisher favors some one agency (or perhaps two or three) with a special rate, and the constant aim of the agent is, to obtain special concessions from desirable publications, so that he may the more surely underbid his competitors. Not that the agent is always certain that he has the lowest rate—it is the uncertainty on this point which prompts him to eternally "hear" the publisher's lowest rate.

These special concessions Mr. Munsey terms bribery—the publisher is the bribe-giver, the agent the bribe-taker. But Mr. Munsey here loses sight of the fact that the publisher, by granting concessions over and above the regular commissions, makes the agent his representative—the agent serves the publisher, not the advertiser. So widespread is this practice of granting special rates to a favored agency, that it may be said with truth that there are more agents serving publishers than there are in the service of advertisers.

For the creation and development of advertising, the publisher owes much to the agent. Only the other day Newspaperdom had occasion to remark upon the fact that a large and well-known agency in New York, whose expenditure for space reached last year nearly \$500,000, had developed 90 per cent. of its business—created, in fact, that much new advertising. For this work, purely missionary in character, the agent is surely entitled to some commission from the publisher.

For the faults of the present system, both the publisher and the agent are to blame, the one quite as much as the other. Unaided, Mr. Munsey can not work reform by cutting off commissions; and as long as publishers grant special rates to the agent, so long will the agencies be conducted on the present system. As long as there is no uniform method of selling space, so long will cutting and under-cutting be practiced. As long as publishers remain so blind to their own best interests, and refuse to "get together," so long will the present system stand.

Mr. Munsey is to be congratulated upon the possession of magnificent courage; but he will go down in defeat just as surely as did Napoleon at Waterloo. Newspaperdom.

"Art in Advertising" for October speaks of the movement in Europe looking toward the curtailment of the use of bill boards, and its effect on this side of the water.

It says quite truly that it is seldom good taste is violated in America, but notes an objection to scenes of violence on theatrical posters. Continuing, the writer observes:

"The objection, however, which is put forward with most persistency is that the streets or roads in which the bill boards appear are defaced by them, and of course, in a few cases, the boardings are by no means ornamental. The claim as a whole, however, can not be allowed, and, in fact, it is an easy matter to show the immense improvement which has taken place within a decade. The general appearance of the boards and the orderly arrangement and tasteful display made by bill posters everywhere, and particularly in the larger cities, must be noticed by the most careless observer. The solidly constructed and neatly made fences which have been built around the vacant spaces and empty lots are a vast improvement over the ramshackle affairs which enclosed these same places before, and they are now kept by the bill posters in a condition which is pleasing to the eye and ornamental to the street. The bill posters themselves would be the first to desire and to do anything which would make the display more attractive and beautiful, and they are working constantly to that end.

If there is any fault to be found at all with the business of bill posting, it may be in the extension of the display in some places beyond the normal limit. When a second row of boards is built over the natural fence running along the street it looks top-heavy and is unsightly. The value of the advertising is consequently diminished and the street correspondingly disfigured. Such desirable places as the Brooklyn Bridge are in danger of becoming less valuable from the overloading of advertising. Each poster, taken individually, is an excellent advertisement, but any increase of the present num-

IF YOU

Want your distributing matter to bring results in ROCHESTER, N. Y., bring it to

J. E. STROYER,

Member I A of D 114 WELD STREET.
References furnished.

ber will render the advertising confusing, and make the display a disagreeable feature of the outlook. It is the mistake of over-extension of the business which bill posters must avoid if they would continue in favor with the advertiser and public alike. The desire for doing business is very strong in the average man, and it is a virtue to be proud of so long as it does not work to the disadvantage of others, and if the new movement should result in shaping the business so as to conform more nearly to public taste and requirements the advantages to bill posters, advertisers and the public alike will be considerable.

Bill Nye's Ad.

The late Bill Nye once advertised a cow for sale as follows: "Owing to ill-health, I will sell at my residence, in township 19, range 18, according to government survey, one plump, raspberry-colored cow, aged 8 years. She is a good milker, and is not afraid of the cars or anything else. She is of undaunted courage, and gives milk frequently. To a man who does not fear death in any form she would be a great boon. She is very much attached to her house at present, by the means of a stay-chain, but she will be sold to any one who will use her right. She is one-fourth short-horn and three-fourths hyera. I will also throw in a double-barreled shotgun, which goes with her. In May she generally goes away for a week or two, and returns with a tall red calf with waddly legs. Her name is Rose. I would rather sell her to a non-resident."
—The Imp.

Business Chances.

We have been requested to publish the following article:

The following towns and cities are among those needing good bill posting service, and bill posters with a little money to invest could undoubtedly work up a good paying business in any of them:

Norfolk, Va.; Newburgh, N. Y.; Charlotte, N. C.; Durham, N. C.; Newport, Va.; Shenandoah, N. Y.; Danbury, Ct.; Shenandoah, Pa.; Columbia, S. C.; Bedford, Pa.; Mahanoy City, Pa.; St. Augustine, Fla.; Sedalia, Mo.; Pludmont, S. C.; Denison, Tex.; Ennis, Tex.; Tyler, Tex.; Waco, Tex.; Stillwater, Minn.; Hudson, N. Y.; Olean, N. Y.

Some of these towns have a bill poster who is in the employ of the opera house, and who does no commercial posting except during the summer; and some of them have bill posters who pretend to do commercial work, but who are slow in furnishing reports. In some of the towns there is a bill poster who is all right as far as he goes, but who has such a small number of boards as to be unable to give more than one advertiser a showing.

We clip the following from the El Reno Star:

Mr. Jesse J. Sinclair, the city bill poster, is making arrangements with six of his brother posters in Oklahoma for the biggest bill posting scheme ever offered to mercantile advertisers. It seems that in his efforts to make Oklahoma the most prominent advertising center for Eastern advertisers in this line of work and at the same time thoroughly advertise El Reno and the neighboring cities, he has conceived the following scheme and intends pushing it through:

"Six of the best bill posters of this territory will take a trip overland, taking something in the neighborhood of 100,000 sheets of paper representing every drug, coffee, tobacco and different other firms now distributing posting matter over the territory, and thoroughly post every country route that has ever been posted in Oklahoma. The firms are to furnish the paper and the boys to put it up, furnish paste, teams, and everything that is required to give them an elegant showing in Oklahoma."

"This will be complimentary to advertisers, and when they get through we feel that the Oklahoma bill posters will be known everywhere. Mr. Sinclair will in a few days make a trip and arrange with his brother posters the most desirable time to start. This is something never before attempted by local bill posters, and certainly never offered to advertisers."

We are indebted to Mr. Wm. Wormall, (Bill), boss bill poster of Car No. 1, of the Great Wallace Shows, for the following statistics of the season of 1898, viz.: Car No. 1, traveled 13,197 miles, covering in all seventeen States and Territories. It billed 168 towns, using therefor 24,000 sheets of paper. The daily average of the car was 2,531 sheets. The boys on Car No. 1 are a unit in pronouncing Col. W. E. Franklin a prince. As a general agent, they all declare him to be a king bee.

If Advertiser does no more than correct the prevailing tendency to empiricism among advertisers, it will be well worth developing. Even our experts in this line are prone to rely altogether upon the results of experience and individual observation. This must needs lead ultimately either to dogma on the one hand or hopelessly involved confusion on the other.

In the meantime, their assertions savor strongly of the pretensions of the quack and charlatan.



"THINKING IT OVER."

Engraved for The Billboard by The Illinois Engraving Co., Chicago.

WHAT THE DISTRIBUTORS ARE DOING

Here is a Merry Christmas to all ye distributors who read "The Billboard," and a happy, prosperous New Year. Here is hoping that every man of you who deserves success will meet with it during 1899.

THE WONDERFUL POWER.

There is a power mightier far
Than the keenest battle blade,
The deadliest shell or most murderous gun
Which the skill of man has made.
A power that reaches all mountains and vales
And leaps over ocean wide,
That touches the humble, toiling poor
And the wealthy in their pride.

It binds mankind by golden cords
Of brotherhood, and makes
Fraternal unions, which no change
Of time, nor fortune breaks,
It educates at little cost,
And Christianizes, too,
And civilizes nations as,
No other power can do.

It tells of the wise and their noble deeds,
That better the human race,
Of the gifted, who try to make the world
A grander, a happier place,
It tells of the rich, who early learn
Their wealth is a talent lent
By God, and only when used for good
Is it ever rightly spent.

It tells of growth in business lives
And of work, that from day to day
Means sustenance, and home, sweet home
To millions who daily pray
Our Father in Heaven, ever kind,
Plentiful and forgiving,
For the daily bread, that to them and theirs
Will make life worth the living.

It lifts the vanquished, bids them toil
Hopefully on and win
Victory from defeat, and joy
From sorrow and chagrin,
It carries light, where all was gloom,
Grief, trouble and unrest,
Warns the rash tyrant of his doom
And champions the oppressed.

It calls to arms when foemen scoff
At law and claim that right
Is just the price of tact, and force
The heritage of might,
That liberty is for the strong,
And ease for those who dare
To wrest it from the tolling throng
Despite protests and prayer.

It tells of peace, of blessed peace,
When war's stern work is done
And traitors taste the dead-sea fruit
Their selfish course has won,
And it sings of days that will multiply
Into fruitful, prosperous years,
And of independence, where but late
Was servitude and tears.

It heralds national holidays,
When for a blissful while
Earth's weary, toiling, struggling souls
May rest and sing and smile,
The glorious Fourth, when banners float
And music fills the air,
Thanksgiving, when we praise the Lord
For his unceasing care.

But best of all the holidays,
When old and young grow gay
It heralds the best Christmas-tide,
Our Savior's natal day,
That sweetest time of all the year
By children loved the best,
That Mecca to which without fear,
They march in joyful quest.

Sing ye, who will, of powers that seem
To promise large success,
I choose an ever-growing theme,
My song is of the Press,
The Press, that speaks in earnest tones,
When anxious people wait,
To see Rights glorious triumphing
And wrongs' ignominious fate.

The Press—the Press, Oh! keep it clean,
Oh, keep it true and strong,
A terror where'er vice is seen,
Or a hint of oppressive wrong,
Oh, wondrous power to rectify,
To elevate and bless,
God speed to it and to all those
Who shape that crown the Press.

ANGIE FULLER FISCHER,
Omaha, Neb.

Angie Fuller Fisher, the author of the above poem, is the wife of Geo. E. Fisher, the well-known veteran distributor of Omaha, Neb. Both she and her husband are semi-mutes. Under the circumstances, the musical rhythm of the lines is truly remarkable.

To the Members of The International Association of Distributors:

Greeting, I take this opportunity to write you, as Secretary. We have certainly been very successful during the year 1898, having added to our membership roll about 200 names. At the beginning of this year we were in debt to the extent of \$300; at this writing, we are practically out of debt. — We owe a small amount, but have enough money in our treasury to pay the indebtedness, leaving us a fair bank account.

We have proved to the advertiser that we, as an association, do guarantee our work, having paid several losses sustained by them through our members. Taking into consideration that we now have about 500 members, we certainly can say that our association as a whole is reliable. When a body of 500 men in different parts of the United States and Canada do work for advertisers for twelve months and only a few are found to have violated their contracts, we can say that we are an honest organization. I believe that a year hence the officers of our association can send out a certificate issued to our Treasurer from the bank in his city to certify that we have \$1000 in cash on deposit to guarantee the work of our members. This should be an inducement to advertisers to give us their patronage. It will also make our services worth more than others, as the advertiser will be taking no risk. They really are not risking anything now, but some of them have their doubts as to whether we will make good any losses.

I would like to have every member take hold of the work and try to increase our membership. I have one or two of our members in line who have during the year been the means of inducing six or seven distributors to join us. Now, if every member would only be the means of getting one new member in six months, we could almost complete our organization in the next year. You will understand that to be a complete organization, we must be represented in every town of from 5,000 population upwards. It would even be better could we have members in smaller towns than these.

A few of our members are rather slow in paying their dues. I would like to impress upon the minds of all those who have not paid that it is necessary to have money in order to conduct the association affairs properly. I do not think any member has a right to get behind with his dues. He certainly is deriving just as much benefit from the association as those who pay promptly.

I have every reason to believe that the funds have been used judiciously. While business has not been as good this fall as usual, prospects are bright for the coming year.

I would like to see every member's name in the list of "The Billboard" as it is a very convenient arrangement for the advertisers. It also saves the Secretaries considerable labor in compiling lists to send out.

Wishing each and every one a "Merry Christmas" and a prosperous year for 1899, I beg to remain yours fraternally,

W. H. STEINBRENNER,
Secretary, I. A. of D.

Tips.

The following firms will continue to use the services of distributors during the month of December, viz.:

Dr. W. S. Burkhardt, 121 E. Seventh street, Cincinnati.

C. L. Hood & Co., Lowell, Mass.

Pirkham Medical Co., Lynn, Mass.

Chattanooga Medical Co., Chattanooga, Tenn.

Hulman Coffee & Spice Co., Terre Haute, Ind.

R. T. Booth Co., 20-21 Auditorium, Chicago, Ill.

P. J. Ding Co., Columbus, O.

Eric Medical Co., Buffalo, N. Y.

Dr. Pierce, Buffalo, N. Y.

Lipton Tea Co., 50 Front street, N. Y.

The Drummer Co., Canton, O.

S. A. Sleman & Co., Cincinnati.

Prof. J. H. Austin, Minneapolis.

Dr. M. Spiegel, Albany, N. Y.

The Crescent Macaroni Co., Davenport, Ia.

P. J. Sorg & Co., Middletown, O.

The Swift Specialty Co., Atlanta, Ga.

Scott & Bowen, New York.

Dale & Sheridan, Summit, Ill.

The Mack Tobacco Co., Cincinnati, O.

Hellwege Medical Co., Chicago.

Wesley Kennedy Co., Chicago, Ill.

New Era Bookbinding School, Worcester, Mass.

Bloom Mfg. Co., Atlanta, Ga.

Anti-Pain Co., Lincoln, Neb.

Wilson Drug Co., Lexington, Ky.

Hillman's "Camp & Co., Boston.

Price Bros., 92 Rensselaer street, New York.

Hope Chemical Co., 49 La Salle Avenue, Chicago, Ill.

Morley Drug Co., Chicago, Ill.

E. M. Chessman Mfg. Co., 35 Fourth Avenue, Pittsburg, Pa.

Kendon Mfg. Co., Minneapolis, Minn.

Dr. Shoop, Racine, Wis.

New York Central R. R., (advertising department) New York City.

Arthur Peter & Co., Louisville.

Dr. S. A. Tuttle, 25 Beverley street, Boston, Mass.

James F. Ballard, 339 N. Main street, St. Louis, Mo.

New Spencer Medicine Co., Chattanooga, Tenn.

Smith Medical Co., St. Louis, Mo.

J. P. Mills, 95 Liberty street, New York.

Hard Bros. & Co., Cleveland, O.

Dr. Bosanko, Philadelphia, Pa.

Jas. Beckin & Co., Cincinnati, O.

Egyptian Remedy Co., Denver.

P. B. Keys, agent, Chicago, Ill.

The I. S. Salix Co., New Concord, O.

Dr. Chase Med. Co., Philadelphia, Pa.

Dr. Miles Med. Co., Elkhart, Ind.

Distributors' Chat.

The almanac season is now at hand, and distributors should write advertisers at once. They will make up their lists between now and the first of the year, and shipments will then follow. The Felster Printing Co., of Philadelphia, and Avery Rand, of Boston, are said to be running night and day on large orders for almanacs.

December is a good month in which to get after the insurance companies. They all use large quantities of calendars, and they want business-district service exclusively. If you can devise a scheme to get into the offices and actually hang the calendars conspicuously and make it a hard matter to remove them, they will pay double sign-tacking rates.

O. P. Fairchild, Treasurer of the I. A. of D., makes an ideal official. The association has a watchful, careful and exacting custodian of its funds in the veteran of Covington. Not a single cent will go wrong while he is in charge, and the expenses of the organization are going to be regulated by its receipts. Mr. Fairchild believes in paying all honest debts, but he will kick, and kick hard, about going into debt when there is a scarcity of funds to meet the new obligations.

The Oregon Indian Medicine Co., Corry, Pa., are getting figures from distributors. They prefer I. A. of D. members, when they can find them.

Dr. N. C. Davis, Frankfort, Ind., is booming a new kidney cure by means of house-to-house distributing. He does not advertise west of Denver nor east of the Allegheny Mountains, but he takes everything in between.

A subscriber in Hamilton, O., writes as follows:

"There was an ordinance passed a short time ago in this city, compelling all samples of any nature to be handed to some one of the family that would appreciate it and know what to do with it. It is a good thing, no doubt, but the trouble will be that advertisers won't pay the price per 1,000 that is demanded for this work, even if they know that it is the best service they can get. What do you think about it, and are there any other cities that have such laws? According to Judge Bradley's decision of the United States Supreme Court, it is unconstitutional. But the best plan, I suppose, is to leave it as it is."

We approve the ordinance. Los Angeles, Cal., has a similar law. Judge Bradley's decision has no bearing upon this ordinance. You are quite correct, leave it alone, and charge accordingly.

Edw. H. Bridger, of Atlanta, Ga., wishes us to extend in his name a Christmas greeting to all members of the I. A. of D.

E. F. Corson, Mason City, Ill., writes: "I find I can not do without 'The Billboard.'"

We want all of our numerous and true friends among the distributors to understand that they can call upon us for help, advice or information whenever they so desire. We are always glad to aid you in any manner within our power. Write us whenever you feel like it.

C. L. Lane, manager of the Union Advertising Company, (distributors), at Bellefontaine, O., has returned from Porto Rico. Mr. Lane was a member of the famous Fourth O. V. I.

Jas. Donaldson, of Ithaca, Mich., is hereby notified that Rob. Donaldson, the bill poster at Decatur, Iowa, is hunting up some missing branches of his family, and wants to hear from him.

Sometimes when an advertiser refuses to pay a distributor, we can collect the account by threatening to expose him. We are always glad to aid our subscribers in this way. We have been very successful, and have collected hundreds of accounts.

A. Proctor, a local distributor at Lincoln, Neb., writes as follows, viz.:

"Can you tell me through 'The Billboard' why it is that the I. A. of D. will not accept but one member from any one city, whether the population is 1,000 or 10,000? Do they think one man can take care of the distributing business, sign-tacking, etc., for a city of 6,000 people? If so, I am willing to keep still and be good, but if it is necessary to use more men in the distributing of the matter that comes to a city of that size, why, why, why can I not be admitted as a member of the I. A. of D. and receive the benefits, etc., if I fulfill all obligations?"

Editor's Note: The I. A. of D. is a close association. In large cities, the member seldom carries the sack himself. He employs men to do the work, while he himself merely oversees it. It is doing good work. We believe in it and endorse it. But we believe, too, that it could be broadened in scope and character. Unattached distributors who do good, faithful work may rely on our consideration also. A distributor is a distributor or a rascal. If he is an honest distributor, "The

Billboard" is his friend, no matter whether he is an association member or not. If he is a bum and a loafer, we will have none of him.)

Under date of Nov. 2 Mr. Geo. W. Vansyckle, of Indianapolis, writes us as follows, viz.:

"The writer has just returned from Muncie, Ind., where he was called by Mr. H. T. Hayes, of the Dr. Chase Co., to view the waste of 'Paine's Coery Compound' booklets.

"Mr. Hayes happened into Muncie Monday p.m., saw the way the matter was being used, and promptly telephoned our office and asked that our Mr. Vansyckle be sent there as quickly as possible. The writer boarded the first train and was soon upon the scene. Accompanied by Mr. Hayes and our Mr. Fickes, (local representative), we covered some of the streets that had been done but a few hours before, and found every book lying on the grass or lawn, and in some cases two books in each yard. In addition to the work being done in this manner, a local druggist had his imprint stamped on every book and a sheet advertising his own remedies placed inside every book. Mr. Hayes personally saw and followed the man doing this work. The yards are strewn with more than a dozen different kinds of advertising matter and the inhabitants seem to be greatly surprised and pleased at the manner in which we distributed the Dr. Chase Co. circulars, a few of which we have just placed in that city."

The poor work referred to was done by an I. A. of D. member at that, which makes it all the more aggravating. He was promptly expelled. He is said to the credit of the organization.

If distributors will read the advertising papers and get a number of good arguments put it will aid them in soliciting local work.

Thos. Manion, the I. A. of D. member at Mt. Vernon, Ill., was elected Sheriff of that county Nov. 8. He is compelled to quit the business. He has a nice bill posting plant, which is for sale, cheap and on easy terms.

W. C. Tirrell, the hustling Secretary of the Ohio Bill Posters' Association, has been chafing around the State in the interest of that organization, and incidentally has dug up six new members for the I. A. of D.

E. H. Norris, of Newport, Vt., is highly recommended.

Thomas Kain, of Middletown, N. Y., writes that though business has been a little dull, the outlook is bright.

Jacob Bevier, of Hudson, Wis., has some excellent home references.

The Parkersburg (W. Va.) Advertising Company, I. A. of D. members, now consists of the firm of Kenery & Cleary, front. Mr. McPhail has retired and is now ahead of the Female Drummer, one of Blaney's attractions.

Harry F. Miller, the distributor at Schenectady, N. Y., has changed his address to 611 Chapel street.

Abel W. Gilson, of Attleboro, Mass., signed a contract with the Sterling Remedy Co., agreeing to accept stock in pay for his work, without knowing it.

Donat J. Le Febvre has resigned his membership in the I. A. of D. This leaves Manchester, N. H., a very valuable franchise open.

If advertisers who do a large amount of house to house distributing would give this line as much time and attention as they do their newspaper and magazine advertising, or even bill board, much better results would follow. But few houses conduct their distributing department systematically, and even those can improve largely. There are now reliable and honest distributors in every town and city of importance, who make distributing their exclusive business, but they lack the support of advertisers in general, thus many are obliged to give up the business after an honest endeavor to establish themselves, while at the same time if they could secure the matter that is annually wasted in their city, they could have a nice permanent business—Up-to-Date Distributor.

Printer's Ink says: One advantage of the newspaper over the circular as an advertising medium is that it not only prints your advertising but attends to its distribution as well.

The Little Schoolmaster should have said "attempts to" Nine times out of ten it does the one poorly and dies about the other.

A LITTLE STORY WITH A MORAL.

BY R. E. S.

A little ad,
A trusty ad,
Went thro' the streets together
From door to door,
Gave words they bore,
In any kind of weather.

The merchant had
He had "the gas"
Just what the people wanted,
The people had,
With their stride,
The merchant's store was haunted.

The moral here,
Is very clear,
So follow his advising,
The little ads
With little ads
Make paying advertising.

—Adams.

Omaha.

The New York Family Story Paper is the first of the sensational New York papers to be distributed in Omaha, and the regular distributor is not to be trusted, so it is done by "our own distributor," who picks up saloon bums and street-corner loafers at a low price, and holy horrors! what distributing!

The Dr. Dix Tonic Pills were well distributed. They sent out their own man, and he was "a tustler from way-back."

We will guarantee that more of Dr. Miles' circulars were found on Twentieth street than of any advertising matter put out in Omaha within thirty days. The writer picked up twenty-five in one block.

Where was Dr. Burkhardt's Inspector during the distribution of that firm's samples in Omaha? Burkhardt played the hog and expected the very best of distributing at a price that would not allow the employment of boys and allow a fair margin. We can prove every assertion we make and dare W. S. B. to come on and put us to the proof!

Kondon Company's Catarrhal Jelly is being distributed here now. Least said, soonest mended. As to the merits of the distribution in some parts of the city, ask the druggists!

Say, have you met any of the Combine's Inspectors? Fischer, of the Fischer Distributing Agency, says he has, and we give his version of two of the encounters: No. 1—"Who are you distributing for?" yelled a man to Fischer, one day. "You have eyes and see not," was Fischer's retort, as he drove off, inspecting the work of his men.

The Draper Medical Institute, a local firm, had a man and boy distributing cards ahead of the Fischer Distributing men, when a very gentlemanly-looking man came up and inquired the cost of putting out 20,000 cards and said that if his partner was agreeable, he should discharge the man and boy, and give the work to Fischer. The joke of it was that Fischer knows both the members of the firm composing the Draper Medical Institute, and on that fact being made known to the inspector, he turned on his heel and went off, scratching his head. That inspector ought to have a leather medal.

Mrs. Angie Fuller Fischer has been seriously ill, but is again able to be about the house. C. I. Hood & Co. were unfortunate in their last distribution—500 to a barber shop. That firm has not done any distributing in Omaha this season. AJAX.

"The Billboard" has been helpful to distributors, and distributors themselves can make it more so if they will but take the trouble. Always bear in mind that we are your friend, and that there is hardly anything we will not do for you within reason.

Overmuchness.

Good advertising—the kind that sells your goods—is natural, advertising, not the rain-bow-chaser variety. You wouldn't have much faith in the representations of a man that was making an effort to sell you a lot soap and used his rhetorical powers upon you much as if he was delivering a speech to a band of patriotic citizens. It would be natural to cut him off just as quickly as possible, and you wouldn't buy one single cake of soap.

Be it a poster, booklet, bulletin or demonstration exhibit—always be clear, forcible and terse. Sacrifice nothing for elegance, and avoid verbosity as you would the plague.

Once there was a real estate broker at Chicago—this was in boom 1889-92, who dealt in lots, and it was his practice to report weekly sales. There was very lively competition, and to show up better than his neighbors in the business he made the number of the existing week greater than that of the week before, with the result that inside of a year he had reached a point which made it impossible for any newspaper to accept his report as an item of news. The man claimed as his personal sales a number greatly in excess of all the lots sold in that city for the week.

The moral of this story is for the benefit of the "yellow" journals. Under their rule of increase it is possible for them to get to a point where their claimed circulation is greater than the total population of the country. Vaulting ambition is liable to overreach itself.—The newspaper maker.

The splendid display made by advertisers using posters is also a sign of the activity which is felt among advertisers generally; and the conviction of the men who are best able to judge is that business for the three last months of this year will equal in amount and in profit that of the same period of 1893—one of the best years for advertising.

The value of advertising, even in the yellowest of yellow journals, was proved in a queer way a short time ago. One of these publications printed in its Sunday issue a fake news story explaining in detail how the Edison General Electric Company had managed to fit up a horseless carriage that could be sold for \$100. Within two weeks after publication of this ghost story hundreds of letters asking about the device, and some ordering the vehicle, were received at the main office of the company in Schenectady.

United States Mile Board Advertising Co.; Detroit, Mich.; manufacturing and sale of advertising mile boards and other advertising matter; \$100,000. Wm. A. Gavett, Chas. A. Hotchkiss, Rufus W. Jacklin.

The Home Visitor, a Philadelphia monthly, is contracting for house-to-house distributing with a view of securing subscriptions.

The St. Albans Remedy Co., of St. Albans, N. H., is said to be distributing through nearby distributors.

The Digestor Co., 34 Washington street, Chicago, is introducing a dyspepsia cure. Booklets and samples both are used.

It pays to belong to the I. A. of D. Here is an excerpt from a letter written to the Secretary by J. B. McConnon, of Dayton, O., viz.:

"P. S.—If any of the members kick, that the I. A. of D. does not benefit them, refer them to me; tell them to ask me what I think about it. I will quickly tell them the reason they don't get the benefit. My former partner was the same way—always kicking that the officers were the only ones getting any business; but I am satisfied."

Avenue, picturing a man in the act of choking a woman. The picture represents a scene in "Devil's Island." The statute provides that it shall be unlawful for a person to display on a bill board a picture of any personal violence. Dr. Mary A. Willard, of the W. C. T. U., says she will be willing to make complaints against pictures representing battle scenes.

Advertisers in Default.

"You can publish in your list of advertisers who are 'dead-beats,' the following: Newton Manufacturing Co., 95 Williams St., New York City, from whom we are unable to collect \$20 for March advertising; Charles Pliny Earle, Gouverneur, N. Y., whom we are unable to collect \$5.00 from, and whom we understand to be postmaster there; Dr. J. A. Thompson, Alexandria, Va.; E. S. Bernard, 179 Franklin Street, Chicago, Ill., and George Murphy & Co., Quincy, Ill.

Geo. W. Vansyckle writes: "We are having unexpected success at Muncie, Ind., and have been kept very busy in that city from the start. At Indianapolis we are taxed to the utmost limit of our capacity."

The wife of J. A. Clough, of Chicago, has been very ill.

The firm of Dunphy Bros., consisting of W. F. Dunphy and Paul A. Dunphy, of San Francisco, have stolen the official cura (trademarks) of the I. A. of D., and are advertising themselves as members of the organization. THEY ARE NOT.

Geo. E. Fisher, of Omaha, sends us the following clipping:

An ordinance has been passed in Los Angeles, Cal., forbidding the distribution and throwing about of samples of drugs and patent medicines in any public car or other conveyance, on any public street or alley, or in any private yard or premises.

Poster Printers

Thos. McDowell, foreman of the press-room of the Donaldson Litho. Co. for the past eighteen years, died of typhoid fever November 15. His wife is a Christian Scientist, and a physician was not called in until Wm. M. Donaldson, of the printing house, learned of the matter, and insisted upon it. It was then too late, however, and he succumbed. The coroner rendered a verdict in accordance with the facts, and the Christian Science doctor (?) who treated him has been held in bond to answer.

Mr. McDowell entered the employ of the Donaldson Litho Co. in 1868, and for over thirty years was a faithful, painstaking and conscientious employee.

He was one of the best lithographic pressmen in America.

The Emulser Job Printing Co., of Cincinnati, is making the largest poster the world has ever seen. It will be 168 sheets in size—that is to say, four sheets high and forty-two sheets long. It will measure nine feet high and 143 feet long. It is to advertise the Buffalo Bill shows.

Wm. A. Webb, Chairman of the Cincinnati Typographic Committee, sent out the following letter to members of the organization November 18, viz.:

At a meeting of the Committee of the Cincinnati Typographic and the Allied Printing Trades Council of Cincinnati, representing Typographical Union, Typographic Union, Printing Pressmen's Union, Stereotypers' Union, Bookbinders' Union, Pressmen's Assistants' Union, and Electrotypers' Union, appointed to consider the question of wages for the shorter work-day, held November 17th, the following agreement was made:

"That the nine and one-half hour day, or fifty-seven hour week, be established on November 21, 1898, and that the wages be at the rate of two hours per week less than paid in the various departments."

The term "two hours less per week" is intended to mean that the wages of employees will be fifty-seven fiftyninths of the weekly wages heretofore paid, which will equal sixty cents on an \$1.00 rate, and on all others in proportion.

This agreement was reached after a long and earnest, but amicable debate, and it is to be hoped that every employing printer in Cincinnati will give it his hearty support.

Hennegan & Co. are moving again. This is the third time in three years that this concern has outgrown its quarters. Their new location, it is hoped, will house them for a number of years to come.

Third-class mail matter has been ruled to include "all impressions obtained upon paper or cardboard by means of printing, engraving, lithography or other mechanical process easy to recognize, except the typewritten letter or manifold copy," these latter being classed as first-class matter.

The Corporation Record is not much of a paper, even if they do charge \$10 per year for it, but it is a mighty handy thing for the manager of a lithographing house to have about.

The object of the Corporation Record is to publish an authentic weekly report of the organization of new incorporated companies, in all the States, where the law requires that the charter be recorded in the office of the Secretary of State. This information is collected with the greatest care by its own correspondents at the State Departments of their respective States, and is reported as soon as the papers reach said offices.

When you first see a sample copy you will not be able to see where the ten dollars come in, but after a while you will see more clearly. Shortly thereafter you will get with the ten, and find it a very good investment too. It is published at 219 G street N. W., Washington, D. C.

Speaking of publications reminds us of that greatest of all great technical journals—The Inland Printer. If there is one printing house in America that can not afford \$2 a year for it, said house ought to be ashamed to acknowledge it. It's worth \$25 a year easily.

Cincinnati certainly does turn out some remarkably fine posters. The Russell-Morgan 8-sheet for Pettibohn is about the prettiest strong poster and the strongest pretty poster put out this month, to say the least.



WM. CADMAN, Appleton, Wis.

Detroit News.

On the boards: Duke's Mixture, Star Tobacco, Scalping Knife Tobacco, "Our Governor" (Pingree) Cigar, New Dice Plug, Battle Ax, Della Rocca Cigar, Thos. Carlyle Cigar, Pittsburg Stogie (painted signs), Softene Powder, Eclipse Shirts, Iced Cross Cough Drops, Dr. Pierce's Golden Medical Discovery, White's Yucatan Gum (painted signs), Soda Mint Gum (signs and posters), Virginia Sweet Pancake Flour, Lion Coffee, Pepsalt, Uncle Jerry's Buckwheat Flour, Acorn Stoves, Laurel Stoves, Garland Stoves, Cleveland Horse Show; also all kinds of posters for local merchants, besides opera-house posters.

More distributing being done than ever before.

The National Distributing Company is going to move into larger quarters in the spring, as they have outgrown the place where they are. Molton's branch here is doing fine, with lots of business.

The W. C. T. U. women have succeeded in their efforts, and yesterday Officer Hayes made a complaint before Police Justice Sellers, resulting in a warrant being issued for Henry W. Walker and Wm. S. Poster, of the firm of Walker & Co. The two are charged with posting a lithograph on the bill board at the corner of Farmer Street and Monroe

Will A. Molton, of Cleveland, says:

The reason for the distribution of almanacs will soon be at hand. Following is a list of firms who usually issue such for free distribution:

Peuna Drug Manufacturing Co., Columbus, O.
Itadway & Co., 55 Elm street, New York.
Lyman Brown, 39 Trade street, New York.
Chas. A. Vogler Co., Baltimore, Md.
Hestetter Co., Pittsburg, Pa.
W. H. Constock Co., Morristown, N. J.
Dr. D. Jayne & Son, Philadelphia, Pa.
Chattanooga Medicine Co., Chattanooga, Tenn.
G. G. Green, Woodbury, N. J.
Dr. J. H. Schenk, Philadelphia, Pa.
D. Itanem & Son, Buffalo, N. Y.

W. B. Porter, of Oakland, Cal., a member of the I. A. of D. and a cracking good distributor, sends us a letter he recently received from Dr. Shoon, of Itasca, Wis. We make the following excerpt from it: "Enclosed we hand you shipping bill for 50,000 more booklets, to be distributed in Oakland. We have received good results from your work, and for that in proportion to any other city at present. So long as you continue to give us absolutely faithful service, these results will constantly increase, and the work which we send you will increase with it. We also send you with the books material for sixteen complete window displays."

LETTERS TO THE EDITOR
A MONTHLY EXPERIENCE MEETING AND AN OPEN COURSE

Carlisle, Pa., Nov. 17, 1898.

Editor of "The Billboard":

"The Billboard" is always interesting, bright, newsy and up-to-date. There is always much of interest in it to distributors. And not only to distributors, but advertisers in general. I should miss it very much should I be unable to get it.

Wishing you much prosperity, very truly yours,
W. M. MELOY.

Livingston, Mont., Nov. 9, 1898.

Editor of "The Billboard":

Enclosed find check for \$2 to pay our present subscription, and one year in advance. We have had a very good business this year, and it is constantly increasing. We have paper waiting for room on the boards nearly all the time, and we are increasing our boards constantly.

We enclose a cut of our latest, which is on a prominent corner in the central part of town.

Wishing "The Billboard" continued success, we remain, yours truly,
WELLS & CHAMBERLAIN.

Milwaukee, Wis., Nov. 10, 1898.

Editor of "The Billboard":

Your valuable paper, "The Billboard," is a welcome visitor every month.

Work in our city has been good this fall. I was telegraphed for at the I. A. of D. convention at Chicago in July, and have distributed a half million books, samples and circulars since that date, and have more work in sight.

I give honest service, or expect no pay. Results prove the work, and I am thankful. We, as distributors, have got to work out our own salvation on this line if we expect to succeed and gain the confidence of the advertisers at large.

Distributing in the last two years in this city has increased, and through sharp competition the advertisers are getting better service. There are four concerns here that do this class of work, including your humble servant. Three of them follow distributing only. The Cream City Bill Posting Company carries little about the work of distributing, and makes no effort to secure work of this class. I was told some time ago by their manager, Mr. Frank Fitzgerald, that they cared little for distributing jobs, as the advertisers were getting too particular, and did not pay enough. Their boards have been covered this season. They have been forced by prosperity to enlarge their plant.

Foster-Milburn Company, of Buffalo, has just finished some city work here, and it is poorly done. Porches, yards, streets, mud and rain has been their fate. The Chicago Tribune is getting the same deal.

Mrs. Chase and Miles' work was well done, while Pepsin's was poorly done. Other work was curled up and stuck in the fences or thrown on lawns. Henderson Corsets advertisements were thrown on the streets and on lawns. Lion Coffee was well sampled here and the signs well tacked up.

Dr. Pierce, of Buffalo, has elegant bill board displays here. Their own man did their distributing, and got called down by the firm for twisting up the book (a nice little memorandum book) and throwing it from the sidewalk into the houses and yards. He used two small boys.

My work has been: 275,000 circulars for local firms, 50,000 circulars for Wells-Richardson Company, 55,000 for Lydia E. Pinkham Med. Co., 52,000 samples for Dr. Burkhart, 43,000 samples of Allen's Foot Ease, and 25,000 samples of Kordon Catarrh Jelly. You can not find any of the above work that I have done, paving the streets. It was placed under the door, or if too thick to go under the door, it was placed on the knob or high up in the jam, out of reach of the children.

Dr. Shoop, of Racine, has done a good deal of distributing here in the last year. He uses rubber bands and front doors, attaching samples to door-knobs, never going to the rear of houses. These rubbers are collected by small children, who carelessly waste the advertising when they see what it is. The sooner the Doctor gets these rubbers done away with, the better off he will be. They may do for small towns, but for cities where the houses are thick, they are a failure.

I am glad to hear that advertisers have consolidated their inspectors. I hope to have one in our city all the time.

I shall close now, Mr. Editor, as I do not want to take up too much space in your paper. Pardon me. When I get wound up, it is hard for me to run down, being a crank on distributing. Yours truly,
WALTER D. DIXON.

Goshen, Ind., Nov. 6, 1898.

Editor of "The Billboard":

As you have not heard from me for quite a while, I will give you a list of what I have been doing.

I have posted the following paper: 4 eight-sheet stands and 20 three-sheet stands for Lion Coffee people, 3 twenty-four-sheets and 4 eight-sheets for Beeman Pepsin Chewing Gum Co., 3 stands twenty-four-sheets for Omaha Exposition Co. I have put out 4,000 books through the country for "Perfect Handood," 2,000 books for Dr. Chase's Blood Food. I have posted also twelve stands 4-8 sheets for Merman's Toilet Powder, and distributed 4,000 samples of same; 8 sixteen-sheets for Royal Remedy & Extract Co.; 9 three-sheets for Elkhardt County Fair; 9 stands 4 eight-sheets, 15 stands 12 four-sheets for Battle Ax Tobacco; 9 eight-sheets for Star Tobacco; 3,000 samples of Dr. Williams' Nine O'clock Washing Tea; 20 2-sheets, 20 one-sheets for Liggett & Myers Tobacco Co.; 8 stands of two-sheets for Warren & Co.; 20 one-sheets, 12 twelve-sheets, for Horse Shoe Tobacco Co.; 30 two-sheets for Duke's Mix-

ture; 240 two-sheets, 18 stands sixteen-sheets for Hote's Display Advertising Co.; 2,000

books for Miles Med. Co.; 3,000 samples for Dr. Burkhart; 500 one-sheets for Goshen Daily Times; 87 two-sheets for Cohen's Dry Goods Co.; 2,000 samples for Dr. Shoop, of Racine; 4,000 samples for Dr. Chase; 18 stands for Dr. Pierce's Medical Discovery; 18 stands and 240 two-sheets for Dr. Pierce's Favorite Prescription; 9 stands for the "Chicago Record"; 7 stands, 4x8 sheets, for the "Hub" Shoe Store, of Chicago, and, besides, every week since Sept. 8, on an average of 18 stands, 1x4 sheets; 6,000 bills, and 125 three-sheets for the Irwin Opera House.

I have put up 115 feet of bill boards on South Main street, and a triple-decker 30 feet high on Lincoln Avenue; also, leased ground for bill board privileges between Goshen and Lunap, along the Goshen-Elkhart street-car line.

The reason I have not written before is that I have just lately lost my father. Yours respectfully,
CHARLES KRUTZ.

Williamsport, Pa.

Editor of "The Billboard":

Since writing you last month, can only say that since then all my men have run on a hustle from early morning until late at night.

About six weeks ago we covered this city, and all my county routes, six in all, for the American Tobacco Company, displaying Battle Ax posters, 2,500 sheets were posted.

About ten days ago a contract was made with the Drummond Tobacco Company to post this city and all routes, telling the people the good qualities of Horse Shoe Tobacco. 2,500 sheets was their shipment. To-day I closed a contract with the Liggett & Myers for the famous Star Brand.

We have just completed our first posting for Quaker Oats, of twenty-four-sheet, 8 stands, which was done through O. J. Gude. Sam, the Hatter, our leading kents' furnishing house, will try bill boards this month with a fine one-sheet.

Wheatlet had its first display in this city the past month in the form of a fine sixteen-sheet, the work coming from Stahlbrodt.

The Pennsylvania Railroad was a user of bill boards, advertising the Peace Jubilee at Philadelphia with a fine two-sheet.

Carlisle Cigar eight-sheets were among the new postings here the past month, and came from Sam W. Hoke.

I made a new contract with the J. W. Brant Co., of Albion, Mich., to do all their work during the next year.

Besides all the above, we do all the work for the Lycoming Opera House.

I will close now for this issue, and give some of the others of the craft a chance at your valuable space. You will hear from me again next month. Yours for success,
GEO. H. BUBB.

Centralia, Ill., Nov. 7, 1898.

Editor of "The Billboard":

I have succeeded Crittenden & Co. here, and am striving to build up a good business by doing good work, listing and protecting displays.

I have built a number of new boards this fall, and business has been fair.

I had Ament's, La Pearl and Pawnee Bill's Shows to post, although the latter did not show, on account of the heavy rain.

I posted paper for the American Tobacco Company, State Fair, Drummond Tobacco Company, Coca-Cola, Zeilin & Co., Lion Coffee, Beeman Gum Co., Liggett & Myers, Sterling Remedy Co., Candy Bros., Sorg & Co., and a number of street fairs, besides local work.

I distributed samples (2,000 each) this month for Dr. Burkhart, F. E. & J. A. Green and Cherry Med. Co.

I have 7,000 square feet of boards (not including one or two-sheets), all of which is located on business streets, and mostly in the heart of the business district.

Thanking you for the interest you manifest in me, I am, respectfully yours,
JOSEPH E. HEFTER.

Detroit, Mich., Nov. 4, 1898.

Editor of "The Billboard":

Knowing that you are fair in all matters, and always publish both sides of a question, I thought I would write and say that in one issue of your paper you said that the work done in Molton's branches was not as good as though it were done under his own supervision.

Now, the managers of all his branches are old distributors, and know their business. I have been a distributor for five or six years, and I know that if I should do one bad job of distributing, I would not secure any more. So if Molton sends us some work, why shouldn't we do it right? If we did not, we should not get any pay for it, just the same as though we had received the work direct from the firm. So you see we can do good work, even though the "boss" is far away. Yours respectfully,
M. A. BONDY.

Olean, N. Y., Oct. 27, 1898.

Editor of "The Billboard":

Thinking it might be of some benefit to the craft, we give a record of the business done the last thirty days.

Battle Ax, 8 and 12-sheets; Lion Coffee, 8 and 12-sheets; Wheatlet, 16-sheets; Capadura Cigar, 1-sheet; Robert Burns Cigar, 8-sheets; Della Recca Cigar, 3 and 8-sheets; Hurt & Packard Shoes, 8-sheets; Means Shoes, 3-sheets; A. E. Nettleton Shoes, 3 and 6-sheets; Soris Shoes, 1-sheet; Regal Shoes, 1-sheet; Yukon Girls Cigar, 2-sheets; Erie R. R., 1-sheet; S. & S. Hats, 1-sheet; Stawcs' Hats, 1-sheet; N. Y. Journal Political Cartoons, 8 and 16-sheets.

We have distributed for Dr. Miles, Dr. Chase, Wells-Richardson Co., Farrar & Barlow, and Erie Itallway.

We wish for the success of "The Billboard" and everyone in the bill posting business. Yours truly,
OLEAN BILL POSTING CO.

Thibodaux, La., Oct. 23, 1898.

Editor of "The Billboard":

This month has been a good one for us. We have been posting for Drummond Tobacco Company, 12 and 8-sheets in Thibo-

doux, Lock Port, Napoleonville and Donaldsonville. This is our regular circuit. We have just established a branch in Donaldsonville, (population 5,000).

We erected a lot of new boards, and have control of all the boards owned by the opera house.

Donaldsonville is an up-to-date town, and printing houses sell lots of posters to merchants.

Napoleonville is a good town (population 1,600), in the center of the sugar district. We have good boards there, and keep them full of paper. In Houma, Lockport and Thibodaux we have all on same boards, only adding a new board whenever we get a location. Thibodaux has a population of 5,000, Houma 3,000. This gives us Terrebonne, Lafrenche, Assumption and Ascension Parishes, (counties), with a total population of 80,000 to 90,000.

We have our own teams, and employ men to do our distributing. This is the rich sugar district of Louisiana.

The following is the paper on our boards in Thibodaux: 25 twelve-sheets and 50 two-sheets of Horse Shoe Tobacco, 25 three-sheets of J. L. Ancien (local), 25 three-sheets of Mrs. J. N. Wright (local), 5 twenty-four-sheet stands Cascarets, 50 one-sheets of S. Blum & Sons (local), 100 one-sheets of Sen Sen, 25 three-sheets of Columbia Bicycles. We have also done distributing for Dr. Miles.

By the time this letter will have reached you the quarantine will have been raised, and we will be free people once more.

This will be the largest sugar crop Louisiana has ever had.

Wishing you and all the members of the craft success, we remain, very truly,
THE AMERICAN BILL POSTING CO.
C. P. ANSIET, Manager.

Sheboyville, Ind., Nov. 2, 1898.

Editor of "The Billboard":

Be kind enough in next issue of "The Billboard" to correct a mistake. In my letter to you read that I had distributed 10,000 for Chase & Co., that was my mistake. Chase Med. Co. distributes regularly with us for our city. However, Pinkham Co. has distributed the county through us, putting out 15,000 pamphlets twice a year. Pinkhams are our greatest advertisers in the distributing line. Respectfully,
CHAFEE.

Franklin, Pa., Oct. 22, 1898.

Editor of "The Billboard":

I have on my boards to this date the following paper:

Five sixteen-sheets, Wheatlet stands; 10 eight-sheets and 30 two-sheets of Spear's Head Tobacco, 5 eight-sheets and 15 five-sheets of Lion Coffee, 30 two-sheets and 30 one-sheets of Old Hornet Tobacco, 10 eight-sheets and 5 twelve-sheets Battle Ax Tobacco, 2 twenty-four-sheets Corsets, 25 two-sheets Horse Shoe Tobacco, 25 one-sheets Shoes, (local).

We have also posted this month 1,000 sheets of theatrical paper, and have done distributing for Dr. Burkhart, and are expecting a shipment from Hood & Co. Yours very truly,
ALEX. BRADLEY.

Richmond, Ky., Oct. 30, 1898.

Editor of "The Billboard":

Work has improved immensely with me in the last few months. I have now on my boards: Twelve-sheets and eight-sheets of Battle Ax Tobacco, eight-sheets of Duke's Mixture, eight-sheets of Gen. Arthur Cigar for five months, three-sheets of John C. Lewis, of Louisville, and 1-sheet of Star Tobacco for Liggett & Myers Tobacco Company.

I have just finished a seven days' country route, placing road signs for local firms. I had Palm's Fireworks paper for Chas. Scott, of Lexington; Fields & Harrison's Minstrels paper and Barlow Bros. I did distributing for Dr. Chase, of Philadelphia, and Dr. W. S. Burkhart, of Cincinnati.

Through Ramsey, of Lexington, I have contracts for Lion Coffee, 3-sheets and 8-sheets, and with the Chattanooga Medicine Company, Kilmer and the Peruna Drug Company for distributing.

The Miles distributing was very poorly done here by a drug clerk on County Court Day, Oct. 3. It was quickly done, by placing it upon the streets in four piles, to be gathered by the school children and tramped in the mud by every one, as it was a very disagreeable day.

I wrote to Dr. Miles, thinking he ought to know, and it is the honest distributor's business, I believe, to report any such work. I can prove by hundreds of people every assertion I made to him. In fact, my little niece carried home as many as she could conveniently carry.

With best wishes to the B. P. Association and I. A. of D. members, I am, yours truly,
A. F. BYBEE.

Bowling Green, O., Oct. 23, 1898.

Editor of "The Billboard":

During the past sixty days we have distributed for Boston Medical Institute, Dr. Burkhart, Molton Agency, Kordon Mfg. Co., Bryan & Co., Sterling Remedy Co. and seven local firms.

During the same period we posted for county fairs, 340 sheets; Battle Ax, 128 sheets; Horse Shoe, 170 sheets; Scalping Knife, 80 sheets; Lion Coffee, 50 sheets; Beeman's Pepsin, 80 sheets; C. H. & D. and Ohio Central R. R., over 400 sheets excursion paper; five local firms, 570 sheets and opera house, 290 sheets, season just opened.

Included in the above were sixteen 28-sheets and a goodly number of eights and twelves.

"The Billboard" is one of our most welcome and valuable business callers, and will bear cultivation by everybody interested in bill posting and distributing. Yours very truly,
ARTHUR H. YONKER.

Knoxville, Tenn., Nov. 8, 1898.

Editor of "The Billboard":

In your last issue, you publish a letter from one Mr. Hall, representative of P. H. Hanes & Co., in which he not only assails our manager, Mr. Barnes, but also attacks

the Southern Bill Posting Co. as a whole in a very untruthful manner. On the morning of Oct. 16, Mr. Barnes, Mrs. Barnes, Mr. Hisey, Mr. Larue and myself were in our office, making preparations for the Carnival, which was to begin on the 19th. Mr. Barnes had occasion to step out for something. In the meantime, while he was gone, Mrs. Barnes left the room, going upstairs, where we had some parties making decorations.

In a short time Mr. Barnes came in, and just behind him came some one, and they went in our front office and began talking. They had talked some three to five minutes, when I heard Mr. Barnes say something about him not being here in time, or when he (Mr. Barnes) had told him he would be ready to go out with him to check the paper. This attracted our attention. The next thing we heard was the gentleman (whom we later learned was Mr. Hall) saying, "The one I saw were on that d—d wh—r-house street." Mr. Barnes then said, "Don't use such language, as my wife is in the back room," he thinking her still there, as she was there when he had stepped out, just a few moments before. Mr. Hall then said, "I don't give a d—n about that; I came here to check my paper." He had no sooner said that than Mr. Barnes said, "Go out." Mr. Hall said, "You can't put me out." By that time I had walked to the partition door, Mr. Hisey and Mr. Larue following just behind me. Just as I reached the door, I saw Mr. Hall make a reach for Mr. Barnes. Then Mr. Barnes stepped back and picked up a piece of lath about three feet long and went after Mr. Hall. After striking at him two or three times, Mr. Barnes stopped and opened the outer door, and then finished by putting Mr. Hall out. Mr. Hall states in his letter, which you published, that we held him while Mr. Barnes beat him with a stick. This is an absolute falsehood, as neither Mr. Hisey, Mr. Larue nor myself were at any time during the scuffle or before or after it, within ten feet of Mr. Hall. I have been associated with Mr. Barnes in business for the past five years, and have always found him straight, honorable and upright, both in business and private life.

We give everybody first-class, honest service, treat all our patrons like gentlemen, and insist that they or their representatives treat us the same. Yours truly,
I. KE N. DOUGLAS.

Secy. and Treas., Southern Bill Posting Co., Sworn to and subscribed before me, Nov. 18, 1898.
J. M. KING, J. P.

Aurora, Mo., Nov. 17, 1898.

Editor of "The Billboard":

I am taking great pleasure in viewing your fruitful pages of valuable news.

I venture once more to speak to my brother bill posters and distributors all over this great (expanding) country through your spicy columns.

Since I have been engaged in bill posting, distributing and nailing up signs at Aurora, Mo., I have found it a pleasant business. I have been in this business about five years at this place, and have worked for the following parties, viz.: C. I. Hood & Co., Dr. Miles Medical Co., Brown's Chemical Co., Dr. Kilmer & Co., Chattanooga Medical Co., Peruna Drug Mfg. Co., C. I. Shoop, M. D., A. J. White, and W. T. Hanson Co. Besides, I do distributing here for local firms.

Now, in honor of the firms above mentioned, all of them have treated me fairly and justly, paying every cent they agreed to pay, promptly, and so have I, in every instance, been faithful to them, guarding their interest intrusted to my hand, for my good, their benefit, and for the honor of the Association of Distributors.

Let this be our aim in all our work. Yours, S. MARTIN, Distributor.

(Editor's Note.—Correspondents will confer a favor by giving the full and complete address of each and every firm mentioned in their letters. It enables other bill posters, distributors and sign painters to solicit their work, and enhances the value of this department.)

Mansfield, Pa., Nov. 17, 1898.

Editor of "The Billboard":

We were pleased to note the neat appearance in both the October and November issues of your valuable paper, each month it seems to grow more interesting, and it is read in our office from cover to cover. Wish it came weekly; it puts the bill posters in touch with what is transpiring in the outside world.

In our last letter we mentioned the contract we were expecting from a National advertiser. We succeeded in securing it from the American Tobacco Company, for advertising their great Battle Ax goods. During the month of October we posted in Mansfield 184 sheets of eight and twelve-sheet stands; we posted over our country routes, 130 eight-sheets and 59 twelve-sheets, a total of 1,932 sheets, reaching into forty-eight towns and villages. Their representative, Mr. Wm. T. Pease, was with us nearly three weeks, and expressed himself well pleased with our service. In addition to posting, we did a great amount of sampling and tacking of W. P. signs and cloth banners. We have put up the second billing for them in Mansfield this month, and a portion of the country routes. Have on our boards eight and one-sheet paper for "Armorside" Corsets, from local firm, and 5 sixteen-sheet stands of "Wheatlet" paper from Houghtaling & Stahlbrodt. Have just completed another distribution of 3,000 papers for Dr. Miles Med. Co., and have on the way 7,000 samples from the Kordon Manufacturing Company, of Minneapolis. On the whole, have been kept fairly busy; rain has greatly interfered with our work, as we get a "soaker" every week regularly, requiring a good deal of extra labor, looking after paper. Have just posted 250 sheets for opera house for Stetson's U. T. C. Co., which appears here the 23d; also have 5 twenty-four-sheet stands of paper up for Shepard & Shipbanker, local clothing house, from Bryan & Co. Trusting you may find room for this communication, we are, yours very truly,
THE W. D. HUSTED ADV. CO.

Manager, The Commercial Bill Posting Co., Denver, Col., Nov. 12, 1898.

Dear Sir, Your valuable journal comes in to us regularly, and we wish to compliment you upon the article in your last issue in reference to bill posting and how it is done in Europe. The cuts give the bill posters of this country a very good idea of it.

We also beg to add that our distributing department is running at its full capacity. We have two separate gangs of distributors, each under a competent foreman.

We now have our distributor in uniforms—white pants, red jacket and blue caps; the jacket buttons to the throat with brass buttons. We have done more business since we put them in uniform, and have created much comment from our local merchants, and you know this talk in business circles is a good advertisement, not only for ourselves, but for those for whom we are doing distributing. The increase in our distributing has left us a good margin after paying for the uniforms, and on the whole we are well pleased with this new departure. We have just completed a distribution for the Dr. Shoop Medicine Company, of Racine, Wis., and our foreman and inspector of the distributing department informs us that he has found four druggists who are already out of the Shoop remedies and who applied to W. A. Hoover & Co., who are also out of them, having had a large run since the distributing started, and who wired for an immediate shipment, so you see it goes to show that the manufacturer of the goods receives as great a benefit as the distributor. We advise all members of the International Association of Distributors to adopt some uniform, if it is only in putting on a cap, and know that they will feel its good results, as we have done.

Hoping to hear from my suggestions in this line, I am, very truly yours,

JAS. A. CURRAN.

Dayton, Wash., Oct. 10, 1898.

Editor of "The Billboard":

Inclosed please find one dollar, which renews our subscription up to June, 1899. Please acknowledge receipt.

We have withdrawn from the I. A. of D. and we are not doing any distributing at present, nor do we intend to in the future. We are giving our entire time to our bill posting plant, which is better equipped than those of any town twice this size in the State.

Dayton has 3,000 population, and is situated in the midst of a large farming and lumber region.

The records show that over 3,000,000 bushels of wheat and large quantities of barley and oats have been stored in our warehouses this fall, awaiting shipment. Also, immense amounts of lumber have been shipped from here this season. This makes our town one of the best from which an advertiser can get returns. If his advertisement is properly placed. Whether in the newspaper, or on the bill boards, or by distributing, he always gets full value, if placed in Dayton.

We have now on our boards the following paper: Battle Ax Tobacco, 8 and 12-sheet

stands; Duke's Mixture, 20 eight-sheet and two-sheet stands; American Tobacco Company, twelve and two-sheet stands; Drummond Tobacco Company, twelve-sheet stands; Factory Smoker Cigars, twelve-sheet stands, (local); J. H. Day, hoos, (local); S. S. Moritz, (local); Walla Walla Valley Fruit Fair, three-sheet stands; Oregon Industrial Exposition, three-sheet stands; one-sheet hangers from J. T. Williams; 11 three-sheets for Spokane Fruit Fair, and 340 sheets for Bitter Theatre Company, which is here the 17th inst.

We have now on our boards about 550 sheets of paper, and we have space for as much more. Yours very truly,

DAY'S ADVERTISING CO.
Geo. E. Day, Manager.

The following communication has been received from Bill Posters' Union No. 701, A. F. & L.:

Boston, Nov. 15, 1898.

To the Editor:

An article appearing in the Traveler of Nov. 11 called the attention of the public to what you term a poster war. We are not responsible in any way for the destruction of theatrical paper that took place last Saturday. We also wish to state that we are responsible alone for calling the attention of the police board to the violation of the Sunday laws by persons posting bills on that day, which is not a necessity. Hoping you will place us in the right light by inserting the same.

FRED. E. THYNG,
Chairman Executive Board.

Hillsboro, Tex., Nov. 13, 1898.

Editor of "The Billboard":

It has been quite a while since you have heard from Hillsboro, Tex. I will now try and give you an idea of what I am doing in this little city. To begin with, I have bought out my brother's interest, and have full control of all bill boards and dubs in the city, and have been doing my share of the work in Texas. Below I give a partial list of work done by me in the last sixty days: 30 one-sheets, local show house; 4 two-sheets, 25 three-sheets, 50 one-sheet Davy Crockett Cigar; four large signs, Smith Bie Beans; 11 eight-sheets, Old Virginia Cheroots; 6 two-sheets, Battle Ax; 50 two-sheets, Sledge Mixture; 75 one-sheets, Sealing Knife Tobacco, for Liggett & Myers Co.; 100 sheets, Hill Co. Fair; 15 eight-sheets and 80 one-sheets, Havies' Hats; six and eight-sheets, Lillian Russell Cigar; 50 one-sheets Lenox Soap; 15 twelve-sheets, 15 three-sheets, 20 one-sheets, Drummond Tobacco Co.; 50 one-sheets, local hats; 25 one-sheets, Buck Stones; 200 sheets, Gentry Dog Show; 15 samples to doctors, 100 sheets, Schubert Concert Co.; 10 eight-sheets, 6 two-sheets, Battle Ax Co.; 10 eight-sheets, 10 three-sheets, from Sam W. Hoke-Girl from Paris Cigar; 5 two-sheets, Old Virginia Cheroots; and have 4,000 books coming from Boston Medical Institute.

I can not get along without "The Billboard," wish it came twice a month, instead

of once. Hoping this will not take up too much of your valuable space for you to publish, I am, very respectfully,

J. S. PHILLIPS.

Rates Are Right.

Editor of "The Billboard":

Profitable Advertising for November publishes an article on bill posting, claiming that prices are too low, and that thoroughly first-class bill posting will never be the rule until prices are very materially increased.

The argument as relating to small towns and villages may be well-founded, but when cities of 50,000 and upward are considered, those who have studied the question from the inside state that if the bill poster does not make money at the present rates, it is because he does not properly attend to business.

The article in question speaks of Norfolk, Va., as an example, showing that if the bill poster there had every board covered at regular rates all the time, his gross receipts would be only \$165 per month.

While this is probably true of Norfolk, the fault is not with the rates, but rather with the bill poster.

There is no reason why the bill poster at Norfolk should not have three, or four, or five times as many bill boards as he has, and I know what I am talking about, because I have seen every board that he controls, and also miles and miles of vacant lots upon which other boards could and should be built.

The fact is, that if rates were doubled and even quadrupled, there would be some bill posters unable to make a good living, just as there are people in other lines of business who make very poor headway.

One of Profitable Advertising's illustrations was the city of Chattanooga, showing an income of \$350 a month from commercial work alone. I am told that Chattanooga makes enough out of their amusement posting to pay all expenses, and that their commercial work is that much clear profit. And if Chattanooga, with 50,000 population, can make three or four hundred a month "to the good," there is no reason why Norfolk, Va., with the same, or larger, population, should not be able to make as much, if favored with as enterprising a bill poster.

On taking up the subject of small towns, those of less than 10,000 population, one finds it a little difficult to see how a sufficient amount of work can be sent them, no matter what the price charged; just the same as it is difficult for an exclusive grocery store, or an exclusive hardware store, or an exclusive candy store to make it pay in such a town.

The bill poster in a small town should also be a sign painter, or a house painter, or a paper hanger, or an expressman, or scene-shifter for the theatre, if there is any in the town—or, as sometimes happens, a combination of several or all of these characters.

But while the Associated Bill Posters name a scale of charges based upon population, they do not say that a bill poster may not

charge higher rates if he is so disposed. In fact, there are a great many towns which uniformly charge 12 cents per sheet per month, regardless of population. Donnelly, of Boston, charges 14 cents a sheet for posting in Hyde Park, which is given a population of the last census of less than 11,000.

The great difficulty generally is that the bill posters do not build as many boards as they could use to advantage. Only to-day was shown a letter from the bill poster at Fargo, N. D., to whom was sent a small order of 45 three-sheets and 30 eight-sheets to go up in Fargo, and Moorhead, Minn. He sends in a list of 30 three-sheets and 25 eight-sheets, being all that he could place in the two towns. And the bill poster had this order two or three weeks before the paper reached him, and had ample time to build more boards, had he been so inclined. 7 cents is all right, if the bill poster is a good ahead business man.

R. J. RANELLES.

R. Stuart Marks, of Columbia, S. C. writes:

I intend to join the association as soon as I have funds to spare. I have one unscrupulous fellow to work against; also boys, I have entered the field for square work, and my work is telling. I can not run down competitors to the trade, as they may think I am stalling in the back, but all who come here for work in any line give me the preference after they investigate.

Every distributor owes it to "The Billboard" to write us a letter every month. We can not promise to publish it. We can not find room for the hundredth part of the letters sent us for publication, but they are all read carefully. They keep us in touch with the needs and requirements of the trade and aid us in directing the attention of advertisers into proper channels. Do not imagine that when you have paid your subscription and settled for your advertisement that you have discharged your obligation. We want to know the names of firms who are employing your service, and we want their addresses, including street and number. This information enables us to present a new list of tips every month, and the tips in turn help other distributors.

If there is going to be a big convention, fete, celebration or gathering in your town, tell us all about it. It will go into our convention dates department. Many advertisers follow our fair and convention dates closely, buying the paper for that purpose exclusively. They always either bill or distribute the town thoroughly. Hence in applying us of the dates of important gatherings, civic demonstrations, etc., you are directly helping yourself.

The Acme Electrical Illustrating and Advertising Co., Springfield, Mass., has been incorporated. It is organized for the purchase and lease of all devices for illustrating baseball games, races, sporting contests, etc.



A VERY FINE SAN FRANCISCO BOARD.

Located at the intersection of Sacramento, East, Commercial, Market and Clay Streets, directly opposite The Ferry. 400 feet long, by 20 feet high. Lit up by 50 arc lights and seen by 150,000 people daily. Property of Siebe & Green.

Newport, Ky., Nov. 22, 1898.

Editor of "The Billboard:"

Business, in the way of posting and distributing, has been very good with us. Here is a list of the work we have put out in the last six weeks: R. & O. S. W. R. Co., 10 stands; 6x4 and 4x9 half-sheets, Good Will Stoves; 25 eight-sheets and 100 2x2-sheets, Truck Ranges; 750 one-sheets, Heating Stoves; 5 stands 7x4, local work, General Arthur Cigars; 7x4, local work, Liggett & Myers; 50 eight-sheets; Star Tobacco, 50 eight-sheets; Soaping Knife Tobacco, 75 two-sheets, Sludge Mixtures, 75 one-sheets, Buffalo Hill's Wild West Show, 1,156 sheets, (three weeks' showing), Latonia Jockey Club Races, 75 three-sheets, local shows, 50 eight-sheets; C. S. Houghtaling and E. L. Stahlbrodt, 5 six-teen-sheets, Wheatlet; Fechtelmer & Co., 75 four-sheets, Hattie Ax Tobacco, 50 eight-sheets, 35 twelve-sheets; Duke's Mixture, 15 twenty-sheets, 40 eight-sheets and 200 two-sheets, Lion Coffee for Dayton, Ky., 2 eight-sheets and 12 three-sheets, Iryan & Co., 20 two-sheets, Pepsalt; W. H. Donaldson, 25 stands, 6x4, 75 eight-sheets, 200 two-sheets, 200 one-sheets, 200 twelve-sheets, 1,000 four-teen sheets and 3,200 pamphlets; the F. A. Snyder Preserve Co., 15 stands, 5x4, sixty days' showing; Pure Food Exposition, 10 stands, 7x4, Geo. W. Childs Cigar, 25 eight-sheets, 15 sixteen-sheets; Allen's Lung Balsam, 100 one-sheets, (Cincinnati, O.); Puritan Chemical Co., Cincinnati, O., 200 half-sheets; Gregory Hill, local, 100 one-sheets; local posting for Christmas, 300 three-sheets, 1,000 one-sheets.

Distributing done is as follows: Dr. Miles, Mail Pouch Tobacco, Dr. Chase Co., Lydia K. Pinkham, Nine O'clock Washing Tea, Wells & Richardson Co., Chattanooga Medicine Co. So send on your distributing matter, you are next. We have good boards and good locations, and can give you as good service as any bill poster in the business.

For reference, we refer you to any of our business men in Newport, Bellevue or Dayton, Ky.

Hoping this is not taking up too much of your space, and thanking you for past favors, we remain, respectfully yours,

G. H. OTTING & SON.

Irownwood, Tex., Nov. 13, 1898.

Editor of "The Billboard:"

Not having written to "The Billboard" for some time in regard to my business, I thought I would write a few lines to let you know that I have been very busy for the past two weeks, posting for the Hubbe Kroyer Theatre Company. I have also done posting for the Norris Bros. Dog & Pony Show, Hatle Ax Tobacco, and Scotch Oats Co.

I am very thankful to the following people for their past favors shown me during the last year: Editor "The Billboard," Drummond's Tobacco Company, American Tobacco Company, American Cereal Company, Dr. Sheep's Medical Company, and Hamlin Wizard Oil Company.

I must not forget to mention "The Billboard," and would say that I would not be without "The Billboard" for anything. I will renew my subscription for another year Jan. 1 for I am in love with "The Billboard."

I will close, with best wishes for success for the coming year. Your servant,

HIRSH H. THOMAS, Box 465, Lacon, Ill.

Rochester, N. Y., Oct. 19, 1898.

It has been some time since I have written to your valuable paper, but it was on account of being too busy. Since October, I have put out two lots for Dr. Miles Medical Co., of 25,000 each; 25,000 leaflets for the Kohler Mfg. Co., of Baltimore, and about 25,000 for local firms, also 20,000 booklets for Kennedy & Kergan, of Detroit.

I hope all the I. A. of Ill. boys in New York State will use Mr. A. W. Edwards, of the Kohler Mfg. Co., the best they know how, as I agree with Mr. J. C. Crownover, of St. Paul, that he is a friend to all honest distributors, and if a few other firms had such men in their employ there would be less crooked work done. With best wishes for your success, I am, yours truly,

J. E. STROYER.

South Amboy, N. J., Nov. 14, 1898.

Good luck to "The Billboards," billposters and distributors of the United States. Well, boys, I have been busy for the last two months on my boards. I have had J. E. Toole Co., Joshua Simpkins, and through Mr. Sam Pratt, of New York, I have had Sam T. Jack's paper on my boards for his New York theater, Broadway and Twenty-ninth street. Through O. J. Gude & Co. Quaker Oats, also Salz & Steinar, a big dry goods firm of South Amboy, one-sheet. Through H. W. Suydam, bill poster of New Brunswick, N. J., some eight-sheet stands and some one-sheet posters for New Brunswick Drivling Park Association, also, one-sheets and twenty-four-sheet stands for The New York Journal.

I also made a call on Mr. Sam Pratt, and was treated like a gentleman. In leaving the office, Mr. Pratt wished me the best of luck. Now in regards to sampling and distributing, it has been slow this month, the only distributing I done lately was 4,500 for that good old reliable firm of Dr. Miles Medical Co., of Elkhart, Ind.

To firms doing sampling and distributing, I wish to say that I make a special business of house-to-house canvass, not only in South Amboy, but Matawan, Keyport, South River and Perth Amboy, N. J., with a population of about 45,000. When you advertise with me you will get your money's worth. Now, do not want all the space; give some one else a chance. Good luck to "The Billboard."

Yours truly,

FRANK J. SCHWARTZ, JR.

The Old Reliable CHAS. J. VOGEL LICENSED City Billposter and Distributor Steubenville, O. Pop. 16,000.

Eastport, Me., Nov. 14, 1898.

Editor of "The Billboard:"

Thinking that as I had not written you for some time you might think me dead or gone from what was Uncle Sam's most eastern point of the country, but is not any longer, as they say Ladrones beat us, I will tell you the news. We have had a great many changes for the better. We have a railroad and that puts us in touch with the world at large, and will bring visitors twelve hours nearer the old country than they can go by any other line from New York to Halifax, and with a shock mill going up which will give employment to 500 men, also a shoe factory that will give employment to 150 men and women.

I tell you this town is going to boom, and it is going to make a town of 10,000 inhabitants before another year. I have put up for Hattie Ax 700 sheets, for Spear Head about 700 sheets, and have got a big contract with Donnelly & Sons. I also send you a photograph of one of my boards with Spear Head. The size of the board is 10 1/2 by 50. When this paper comes off the board I have more to go on. Very truly yours,

J. A. MILDON.

Bloomington, Ind., Nov. 23, 1898.

Editor of "The Billboard:"

For the last thirty days, I have been busy from early morn till Dewey eve. I have posted the entire city and county for Hattie Ax and Duke's Mixture, 300 sheets for Rose Hill Folly Company, and 300 sheets Darkest Russia paper for theatres; 100 two-sheets, Tifford Cigar, for Daniel Stewart Drug Co., of Indianapolis, 25 O. Kay Spellee signs, for Pabst Chemical Co., Chicago, and have distributed for C. I. Shop, Racine, Wis.; Kidney-old booklets, for Will A. Molton Distributing Agency, Birthday Almanacs, for Chattanooga Medical Co., and just closed contract for Dr. Miles Medical Co., Elkhart, Ind.

"The Billboard" is a gem, and cheap if priced at twice more. Very truly yours,

BLOOMINGTON BILL POSTING CO., S. E. K. KRUEGER, Manager.

Houston, Tex., Nov. 10, 1898.

Editor of "The Billboard:"

I am glad to see that some of the "boys" are doing a fine business. I don't envy any of them, but I wish I was doing a moderate business myself. I can't succeed in getting much work. Many of the large advertisers do not care to come this far south. They write me that "our traveling representative" attends to such business for them, and very fine attention they give it (into), by hiring little barkers for 25 cents a day to throw most of their stuff in Buffalo Bayou. So I am not doing much at the distributing business. Still, I am going to stick to it, maybe it will come my way "after a while." With kind regards and best wishes, I am, very respectfully,

THOS. F. O'LEARY.

Flint, Mich., Nov. 21, 1898.

Editor of "The Billboard:"

Since writing you last, I have distributed 4,000 samples for the National Biscuit Company of Detroit, Mich., 3,000 pieces for Diamond Dyes, 2,000 booklets for Will A. Molton and 1,200 booklets. Just signed contracts with J. W. Brandt Co., Albion, Mich.; Drs. Kennedy & Kergan, Detroit, Mich. I expect work in a short time for the Peruna Drug Mfg. Co.; also, Dr. Kilmer & Co.

In mentioning work, did not mention the 2,000 booklets sent me by the W. T. Hanson Co., of Schenectady, N. Y. I agree with Frank V. Draper in regard to the I. A. of D. The I. A. of D. franchise is held by a man here who does not put out six jobs of distributing a year. I work for almost all the large advertisers. Yours truly,

NELSON MATTISON.

Savannah, Ga., Nov. 21, 1898.

Editor of "The Billboard:"

Arrived home from my summer engagement with the Walter L. Main Show, Oct. 29. Since then, with considerable bad weather to delay me, have accomplished wonderful results in both adding to the capacity of my plant and closing contracts for posting; have added to what was already recognized as the best service plant along the South-east Coast, the following: Bill board on Wheaton street near Plant System Depot, 15x10 feet; bill board on Jefferson street, near Duffy street, 55x10 feet; bill board on Greehey Road, near cemetery entrance, 70x10 feet; bill board on Hroughton and W. Broad streets, center of city, 60x10 feet; bill board on Bull and Jones streets, 80x10 feet; bill board on Price and Hall streets, 50x10 feet; bill board on Huston and Liberty streets, 40x10 feet—a total in less than three weeks of first-class new space, 5,000 square feet.

I have on the boards now five commercial paper amounting to 2,850 sheets. Just got through with three weeks' showing of 4-Paw and Sells Bros. Show, 1,358 sheets; 100 one-sheet, 20 three-sheet and 20 eight-sheet lithograph boards. Have contracted for early billing, 1,450 sheets, of which 1,050 sheets are for local merchants; paper sold by the great and only John Moore, who spent two days with me the past week; I consider a visit from Moore worth \$25 a day to any bill poster who has sense enough to want to make money out of his business). Of the commercial work now on my boards, 180 sheets of cigar paper is a twelve-months' contract, 800 sheets of plug-tobacco paper is a six months' contract and 750 sheets of Old Virginia Cigars is a three months' contract. Also have 50 three-sheets for Haslem, Harney & Co., local tailors, continuous billing, which I have been running since last March, and they just gave John Moore an order for enough paper to run them all next year, saying my service was such that they felt justified in making their order for continuous

billing. If any of the Southern bill posters who think the big advertisers don't bill in the South will visit Chattanooga or Savannah, they can be convinced of their error.

Yours for business, CHAS. BERNARD, Knoxville, Tenn., Nov. 16, 1898.

Editor of "The Billboard:"

Dear Sir.—In your November issue I noticed an article, making a very poor attempt to explain the trouble between P. H. Hanes' representative and myself. Now, in justice to bill posters in general and myself, I wish to give you my side of the story, and then let your readers judge for themselves whether I was right or wrong. Mr. Hall called at my office and I invited him into my private office and he had made, seemed dissatisfied, and began language unfit for publication. I told him I did not allow such language in my office, and, besides, my wife was present in an adjoining room. In reply, he said "he didn't care a damn about that." I then told him to go out, and he said I could not put him out. I then illustrated the fact in a forcible manner that I could, which I think you or any other man would have done under the circumstances. In regard to him licking me, I remember nothing of that sort at all. All the disturbance outside my place was him again using profane language. I immediately wrote him firm and got a very insolent reply. I simply told them if they would send a gentleman I would gladly check their paper at my time, or to better satisfy, would have it photographed, which I have since done, and have copies for the same. I release them from all payment of bills if they are dissatisfied with my work. I will enclose affidavits of two men in my office at the time of the occurrence to show you no one struck, held nor laid hands on Mr. Hall except myself. Mr. Hall afterward made inquiries among some business men, and could find no one who would not give me a first class recommendation. I will enclose you a few of the same. Mr. Hall then came to me in person, and we talked on a friendly basis. He was probably hasty and did not intend what he said, but I showed him a bill poster can be a gentleman. In regard to my statement of twenty-five years' experience being erroneous, I can mail you, or any one, the address of every man I have worked for in the advertising business for the past twenty-five years, and the privilege of writing to them in regard to my ability as an advertiser. Hoping this humble statement will set me right in the eyes of the public, with best feeling to all, I remain yours,

E. C. BARNES,

Manager Southern Bill Posting Co.

Editor's Note—Enclosed with the above letter were two sworn affidavits and two unsworn. We affirm our statement that Mr. Barnes' assertion was erroneous. No man is "in the business" until he embarks in it regularly on his own account. Mr. Barnes may have been able to post bills from the time he was fifteen years old for aught we know, but that does not warrant him in stating that he has been in the business since that time.

It appears that he meant to say that he had been employed at the business for twenty-five years, which is doubtless correct. His experience in the business, however, dates from his advent in Knoxville some four years since.

Editor of "The Billboard:"

I wish to make known the fact that some manufacturing firms (out of habit) think they gain a benefit by packing three or four thousand circulars (and sometimes posters) in the boxes of merchandise sent to the merchants in this city, who only burn them up in a wasteful manner, claiming that they have no money to spend advertising goods, and as for themselves, have publicity enough.

Now, if the manufacturers would send me that work, my services, (thoroughly given), would cost them less than the cost of the material wasted in the manner stated above. Respectfully,

ARNO E. ANSKE,

Wichita, Kan., Nov. 22, 1898.

Editor of "The Billboard:"

I wish to give my experience to the craft in regard to advertising their own business. The Kansas State Fair is held here every fall. This year it was in September. We had a third more bill board space than we had a year ago. I put an ad. in the August "Billboard," and every board we had was filled to the limit with commercial paper. Business has continued good and, with the theatrical work, our boards are full all the time. Star Tobacco is a regular customer, and has been for several years. We have the second billing for the Drummond Tobacco. Their "Best Navy on Earth" is an especially attractive piece of work. Have just completed my second billing for "Freeman's Gum." Levering Coffee is announced by six-sheet stands. Lion Coffee is now going out for a good showing. Levering did not have enough paper to make it effective. Red Cross Cough Drops are well billed. Gen. Arthur Cigar has another good showing. Advertisers can not bill a town well unless they will send the bill poster enough paper to cover it. We have 2,200 feet in twenty-nine locations, and the town can not be well billed with five stands. I find the suggestion of the "Billboard" to have printed lists of locations an exceedingly good one. It not only shows the advertiser where he is, but where he is not.

I notice that from the time the Omaha Exposition commenced to use the bill boards it was a success. Before that, the attendance was not nearly enough to pay.

I have been a reader of and a subscriber to "The Billboard" for several years, and hope

to be for several years more, so I wish you in particular, and the craft in general, a Merry Christmas and a Happy New Year. KANSAS HILL POSTING CO., By E. L. Martling.

Chicago, Ill., Nov. 23, 1898.

Editor of "The Billboard:"

At the request of many members of the International Bill Posters' Association, and in vindication of and justice to those especially who were present at the last convention, I trust you will grant space in your valuable publication, in order that I may reply to an article appearing in the November issue of the nasty, narrow, little New York sheetlet with the long, attenuated name.

I must take decided exceptions to an assertion attributed to Mr. Al. Weber, of New Orleans, La., President of the International Bill Posting Association. He says that his election to the office of President was made prior to his arrival in Chicago, or during his absence.

This is absolutely untrue, and without the least particle of foundation, as can be attested by members who were present at the meeting. It was of his own free will and accord, and at his expressed desire, that he was made the incoming President. He had placed great stress on his ability to greatly strengthen the association in the South, if he were elected President. He was duly elected President in the usual way, and no inducements were offered him that I know of.

As for tendering his resignation to the Executive Committee, I will say that they knew nothing of such tender, and his inclinations have evidently undergone a change; at least, he has not resigned at this writing.

As for the slanderous attack made upon the International Association, it is wholly, maliciously and purposely false, and the author knew it was false when he wrote it.

In behalf of the International Association, they are deserving of much credit for paying the way for the adoption of a graduated scale of prices, and thereby benefiting the smaller cities throughout the country, giving them greatly increased work, and forcing the Associated to adopt a similar course.

This is a conceded fact. Many other broad and valued points of equity are the work of the International, too. Very truly yours,

P. F. SCHAEFER.

Covington, Tenn., Nov. 20, 1898.

I have been very busy the last three weeks advertising for Lydia Pinkham Med. Co., of Lynn, Mass.

I have just closed contracts with the C. I. Hood Co., Chattanooga Med. Co., Peruna Drug Co. and R. S. Fall & Co., to do their advertising soon.

I had the pleasure of meeting Mr. I. R. Van Gordon, representative for Dr. Miles Med. Co., early in September. He inspected my work, and said I had a fine system for a town the size of Covington, Tenn. He closed contracts with me for 1898-1899. I always like to meet such men as Mr. Van Gordon, and the Dr. Miles Med. Co. can boast of having selected good men to represent it on the road, if they are all like him.

Wishing the I. A. of D. members success, I remain, yours truly,

H. N. HOLSHAUER.

Brockton, Mass., Nov. 15, 1898.

Editor of "The Billboard:"

I read "The Billboard" with great interest every month. I have never seen anything regarding the difference between front and rear-door distributing. In large cities like Boston and Cincinnati, front distribution is all right, as the people use their front doors, but in small cities like Brockton, side and rear-door distributing will bring the best results.

I know this from experience and observation. In small cities a distributor, in going from house to house, will find most of the houses with the front door locked, while the side and rear doors are unlocked, which enables the distributor to put his advertising inside the house, which brings results. In a front door the loss from street children will vary from 10 to 33-1/3 per cent., according to the neighborhood, no matter how careful the distributor may be.

In a rear-door distribution, not 5 per cent. would be lost. Is not this the best mode to distribute the small cities and towns? I think so. It is worth 50 cents more per thousand to do this, but I think an advertiser would get double the results. I took notice of a front-door distribution that had been made recently. The first I noticed was Charm-Fabro samples, which were wrapped up in 3x6 circulars, and left at the front door. Most people thought them waste paper, and swept them away. The next I noticed was Foster Millburn's booklets. These were put out as well as possible for a front-door distribution, but a great many did not get inside the house. On one street I noticed the children going from house to house, collecting the books. They had six or eight apiece when I met them.

If this had been a rear-door distribution they could not have gotten them. Those that were placed in the house would have remained there. The next I noticed was Dr. Greene's magazine. I did not see anyone making the distribution but I judged there had been a cyclone, as more magazines were scattered on the lawn than there were at the front doors. I think, Mr. Editor, it would pay all advertisers having distributing done in this city to have side and rear-door distributing. I have recently made a front-door distribution of 12,500 circulars for the Dr. Chase Co. of Philadelphia, and a rear-door distribution of 1,300 booklets for the Dr. Sheep Medical Co., of Racine, Wis.

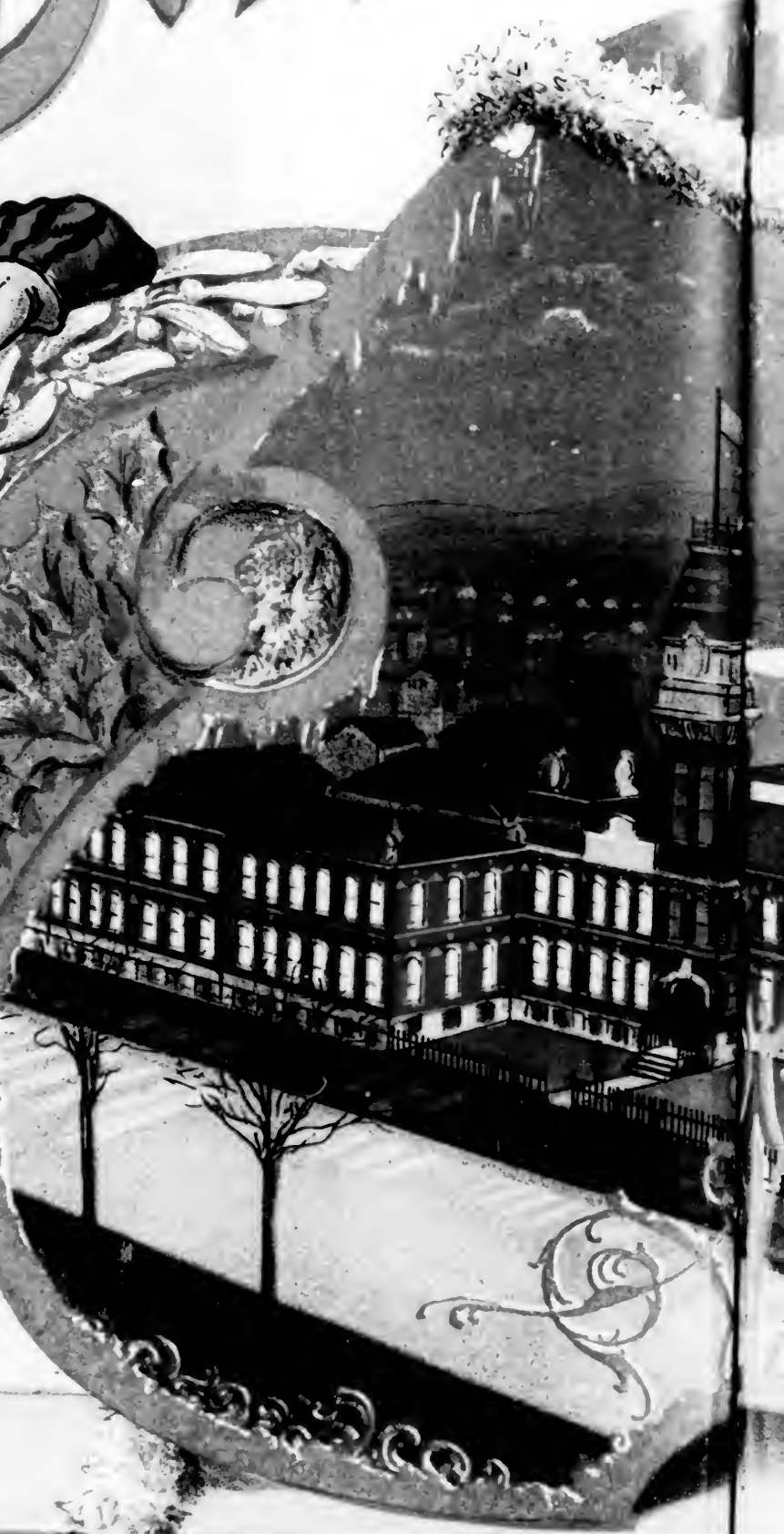
Wishing "The Billboard" success, I am, very truly yours,

W. F. GUINEY.



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

The DONALDSON



OFFICE: 127 EAST 8TH ST.
CINCINNATI, O.

FACTORY: COR. 6TH W
NEWPORT

ON LITHO. CO.



THE LEADING
AND THE
LARGEST
POSTER
HOUSE
OF
AMERICA.

WASHINGTON AVE.,
PORT, KY.

ESTABLISHED 1863.
INCORPORATED 1885.

The International Association of Distributors.

OFFICERS FOR 1898-'99.

- JOS. REID... President
W. H. STEINBRENNER... Rec. Secretary
O. P. FAIRCHILD... Treasurer
R. S. DOUGLAS... First Vice President
W. C. THIRILL... Second Vice President
JAS. A. CURRAN... Third Vice President

Executive Committee.

- THOS. KAIN... Middletown, N. Y.
L. H. RAMSEY... Lexington, Ky.
The following is the official list of members in good standing at the present time.

ALABAMA.

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

ARIZONA.

- Phoenix—The Phoenix Bill Posting Co., 10 S. Center st.

ARKANSAS.

- Conway—J. F. Clark, 92
Hot Springs—A. W. Thomas, 224 1/2 Central av
Little Rock—R. L. Thompson, 113 W. 2d st

CALIFORNIA.

- El Paso del Robles—Harry Gear.
Eureka—W. H. Mathews, 636 2d st
Haywards Bill Posting Co. 56 Castro st., Haywards.

COLORADO.

- Aspen—John B. Ledan.
Colorado Springs—Curran Co., Denver.
Denver—Curran Co., 15th and Larimer.
Leadville—John Colman, 204 W. 7th st
Pueblo—The Curran Co., 114 Santa Fe av
Victor—Cripple Creek Dist.—Jos. A. Quinn

CONNECTICUT.

- Meriden—H. L. Redman, 168 Liberty.
New Haven—New Haven Bill Posting Co
Norwalk—J. F. Buxton.
Stamford—Thos. J. Troy, Taylor st.

CANADA.

- Brantford, Ont.—Chas. Murray Smith.
Ottawa—Alexander Jacques, 43 College av

DELAWARE.

- Wilmington—Geo. W. Jackson, 824 Orange st.

FLORIDA.

- Pensacola—John L. Smart.

GEORGIA.

- Atlanta—Edw. Bridger, 608 Temple Court
Augusta—Chas. R. Rowland, 303 Jackson st
Columbus, Georgia and Adjacent Towns—E. B. Bridger, Atlanta.

ILLINOIS.

- Aurora—B. Marvin & Son.
Belleville—L. E. Tiemann, 505 S. High st.
Carlysville, Macoupin County—A. J. Turner.
Chicago—John A. Clough, 42 River st.
Clinton—A. Nicolai.
Danville—Frank P. Myers.
Decatur—William Mutton, 826 Calfax st.
East St. Louis—J. L. Whelan, 18 N. Main.
Edwardsville—Geo. W. Kellerman, 169 Second st
Evanston, Cook County—American Bill Posting & Dist. Co. Address 280 Madison st., Chicago.

INDIANA.

- Anderson—Anderson Bill Posting Co.
Alexandria—W. O. Henry.
Bloomington—L. E. Krueger, 100 College ave.
Brazil—Monk Introduction Co.
Peoria—Monk Introduction Co.
Pontiac—Lee Collins, 112 E. Reynolds st.
Quincy—G. B. Bowman, Empire Theatre.
Rochele—Chas. A. Hizer.
Robinson, Crawford Co.—Clarence E. Hale.
Waukegan—G. Runcy & Son.

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Waukegan—G. Runcy & Son.

- Hammond—Frank E. Gero.
Hartford City—Chas. W. Abbott, Box 165.
Huntington—Benj. Miles, 8 Everett st.
Indianapolis—Geo. W. Vansyckle, 114 S. Ills.
Jeffersonville—L. H. Ramsey, Lexington, Ky.
Kokomo—H. E. Henderson, 32 N. Main st.
LaFayette—LaFayette Bill Post. & Dist. Co.
LaPorte—W. C. Miller, 620 Main st.
Lebanon—James S. Selver, W. North st.
Logansport—Chas. Schelger, 215 6th st.
Madison—James A. O'Donnell, Box 644.
Marion—John L. Wood, 920 S. Branson st.
Mitchell—W. M. Munson, Jr.
New Albany—R. K. Brown.
Peru—Chas. W. Stutesman, P. O. Box 114.
Richmond—Dobbins Bros.
Rockport—Robt. M. Smith, 700 Elm st.
Seymour—Henry Dieck, 219 W. Tipton st.
Shelbyville—T. F. Chafee & Son.
South Bend—J. N. Schwartz, Ad. Walkerton.
Sullivan—Rush P. Crawford.
Terre Haute—Jas. M. Hushon, 29 S. 5th st.
Vincennes—Vincennes Bill Posting Co.
Wabash—Harter Bros., Market st.
Walkerton—J. N. Schwartz.
Whiting—Jos. J. Murphy.

INDIAN TERRITORY.

- Purcell—G. W. Brown.

IOWA.

- Burlington—A. E. Drier, 413 Maple st.
Cedar Rapids—W. S. Hye, 720 S. 5th st.
Charles City—Charles City Bill Posting Co.
Clinton—H. F. Sangar, 511 S. 2d st.
Davensport—Tri City Introduction Co.
Des Moines—Chas. W. Orris, 1601 Des Moines st.
Dubuque—A. Leonard, 175 W. Locust st.
Keokuk—A. A. Bland.
LeMars—Wm. O. Light.
Mason City—S. H. Butterbaugh, 204 S. Main st.
Sheldon—John Walton.
Sioux City—A. B. Beall.
Winterset, Madison County—Arthur Gordon.

KANSAS.

- Atchison—J. G. Shaffer, 111 S. 5th st.
Hutchinson—W. A. Lee, 102 Opera House.
Junction City—Herman Delker, Box 402.
Topeka—L. M. Crawford, 214 E. 5th st.
Wichita—E. L. Martling, manager.

KENTUCKY.

- Ashland—John M. Hutton.
Covington—O. P. Fairchild & Co. 24 E. 5th st.
Frankfort—Geo. W. Rocco, 234 Conway st.
Henderson—Jas. L. Lambert, Jr., 216 2d.
Lebanon—R. F. Nesbitt.
Lexington—L. H. Ramsey, 122 E. Main st.
Louisville—Pills Bill Posting Co. Lexington, Ky.
Newport—G. H. Otting & Son, 608 York st.
Owensboro—Owensboro Bill Posting Co.
Paducah—H. J. Harth.

LOUISIANA.

- Alexandria—Gardner Blades, 2d st.
Baton Rouge—Alfred O. Deville, 516 Main st.
New Orleans—J. Garlick, 633 Commercial Pl.

MAINE.

- Bangor—Thomas W. Burr, 47 Hammond.
Biddeford—Wildes Bros., Portland.
Boeing—Wildes Bros., Portland.
Portland—Wildes Brothers.
Saco—Wildes Bros., Portland.
South Portland—Wildes Bros., Portland.
Westbrook—Wildes Bros., Portland.

MARYLAND.

- Baltimore—John H. Jones, 238 S. Mount st. cor. McHenry st.

MASSACHUSETTS.

- Attleboro—Abel W. Gilson, 12 Holman st.
Beverly—Luther Cahoon, 44 Cabot st.
Boston—J. Donnelly's Sons, 7 Knapp st.
Brookton—W. F. Guruey, 12 Elbridge Place.
Fall River—Chas. A. Page, 1101 Plymouth av.
Haverhill—Chas. W. York, 7 White st.
Lowell—Chas. L. Lowe, 201 Middlesex st.
Milford—Elwin M. Slack.
New Bedford—A. E. Hathaway, 100 Pleasant.
Newburyport—W. A. & S. M. Noyes, 39 Pleasant st.
Taunton—A. B. White, 45 Cohocant st.
Waltham—Frank McGuinness & Son.
Worcester—Fiske Bros., 43 Waldo st.

MICHIGAN.

- Albion—W. C. Eslow.
Alpena—R. Nolan, 123 White st.
Battle Creek—E. R. Smith, 6 E. Main.
Bay City—C. J. Bloomfield, 211 5th av.
Benton Harbor—Shaff & Fye.
Cheboygan—A. J. Finn, 54 Duncan av.
Detroit—Jno. H. Owen, 94 Shelby st.
Flint—H. A. Thayer.
Grand Rapids—Geo. M. Leonard, 17 Huron.
Holland—John Van Den Berg, 39 E. 7th st.
Iron Mountain—A. D. Stiles, 219 W. Fleischel.
Ithaca—James Donaldson.
Jackson—Stevenson & Solomon, 115 Mill st.
Kalamazoo—J. E. McCarthy, 105 Portage st.
Manistee—Mrs. J. W. Tennant.
Muskegon—Peter P. Stokete, 38 E. Walton st.
Port Huron—Bennett Bill Posting Co., 909 Military.
St. Joseph—Geo. L. Edloff, Hotel Whitecomb.

MINNESOTA.

- Austin—P. H. Zender & Co., 406 Mill st.
Mankato—C. H. Griebel, Jr., 209 S. Front st.
Minneapolis—J. H. Crowrover.
Rochester—W. S. Elkins & Co.
St. Paul—J. H. Crowrover, 39 Winnipeg av.

MISSISSIPPI.

- Corinth—W. E. Patton, Box 164.

MISSOURI.

- Cape Girardeau—C. D. Kage.
Jefferson City—Oscar M. Miller, 224 Madison.
Kansas City—Joseph Reid, 116 E. 9th st.
St. Joseph—A. J. Avery, Tootle Theatre.
St. Louis—R. H. Johnston, 208 N. 12th st.
Springfield—W. H. Gorrell, 2129 Benton av.
Warrensburg—B. F. Brunkhart.

MONTANA.

- Butte—Harnois & Son.

- NEBRASKA.
Beatrice, Gage Co.—The J. H. Martin Co.
Fremont—U. S. Watts.
Lincoln—F. C. Zehring, 1145 O st.
Omaha—R. Carleton, 218 S. 14th st.

NEW JERSEY.

- Camden—Temple Bill Posting Co., 814 Walnut st., Philadelphia, Pa.
Hackensack—Hackensack Bill Posting Co.
Hoboken—Hoboken Bill Posting Co., 61 Newark st.
Jersey City—J. F. O'Meara, 27 Montgomery.
Long Branch—G. M. Chattle, 338 Morris av.
Newark—E. M. Slocumb, 369 Market st.
Patterson—Patterson Bill Post. Co., 5 Rambo.
Red Bank—L. O. Summerset, 5 Central av.

NEW MEXICO.

- East Las Vegas—Chas. Tamme.

NEW YORK.

- Auburn—Wm. M. Kerr.
Albany—Albany Bill Post. & Dist. Co., 35 Beaver st.
Batavia—Albert R. Perry, 39 Jackson st.
Brooklyn—The American Bill P. & Dist. Co.
Buffalo—Whitmer & Filbrick, 200 Wash'n st.
Bushnell's Basin—W. E. Burlough.
Binghamton—George C. Castner.
Cortland—Wallace Bros.
Elmira—Chas. F. Berry, 160 Sullivan st.
Fulton—Wm. Cook, Lock Box 41.
Gloversville—Olin S. Stuliff, 62 Orchard st.
Glens Falls—A. M. Cheeseboro, 91 South st.
Hudson—Robert M. Terry, 305 Warren st.
Jamestown—Geo. C. Castner, Syracuse, 221 Montgomery st.
Lockport—Staats' Bill Post. & Dist. Co.
Little Falls—Norris & Kingsbury, 1 W. Main.
Middleton—Thos. Kain, 88 South st.
Mt. Morris—Norman A. Seymour, Op. House.
Newburg—N. W. Corvyes, 69 Henry av.
New York—Harry Munson, 4 Murray st.
Niagara Falls—Mrs. C. Clayton, 21 Thomas.
Oswego—Jos. A. Wallace.
Rochester—J. E. Stroyer, 114 Weld st.
Salamanca—C. R. Gibson.
Schenectady—Harry F. Miller, 611 Chapel st.
Syracuse—Geo. C. Castner.
Saratoga Springs—E. L. Williams, 25 W. Circular.
Troy—Mrs. M. E. Dundon, 114 4th st.
Tonawanda—Whitmer & Filbrick.
Utica—John Napier, 6 Madison st.
Whitehall—S. Lamberton, Box 132.
Yonkers—W. L. Mildrum & Co.

NEVADA.

- Virginia City—John H. Dunlap, Box 24.

NORTH CAROLINA.

- Asheville—John D. Plumier, Opera House.

OHIO.

- Akron—Bryan & Co., 125 S. Main.
Ashtabula—J. L. Smith.
Athens—C. T. Crippen, Union st.
Bellefontaine—The Union Adv. Co., 613 W. Sandusky.
Bowling Green—A. H. Yorker, 18 W. Wooster.
Bucyrus—F. R. Myers, 236 N. Spring st.
Cambridge—Chas. E. Hammond, cor. Gaston av. and 8th st.
Canton—M. C. Barber, Grand Opera House.
Chillicothe—E. S. Robinson.
Cincinnati—W. H. Steinbrenner, 519 Main st.
Columbus—P. Altman & Son, 549 E. Main st.
Coshocton—Frank H. Dinsmore, Box 301.
Cleveland—Bryan & Co., 17-19 High st.
Dayton—Jas. B. McConnon, 721 E. 2d st.
Defiance—Frank P. Elliott, 106 E. High st.
Delaware—Geo. D. McGuire, 169 S. Franklin st.
Delphos—Chas. A. Hood.
Elyria—J. J. Howlett, 22 West av., North.
Findlay—P. B. Oliver.
Galton—S. E. Riblet, 119 E. Main st.
Greenville—Louis W. Murphy, 131 W. Water.
Hamilton—Geo. W. Riley, 210 High st.
Ironton—J. H. Haynes & Son, 262 Mulberry.
Kenton—Jos. C. Warvel, 223 E. Franklin st.
Lancaster—Mrs. Clara M. McNeill, Main st.
Lima—W. C. Tirrell & Co., 216 W. Market st.
Logan—F. A. Koppe.
Lorain—P. J. Smith.
Mansfield—E. R. Endly, 232 W. 4th st.
Marietta—C. P. Thomas, 305 Scaminal st.
Marion—Marion Adv. Co., D. N. Christian.
Middletown—Geo. W. Riley, Hamilton.
Mt. Vernon—Haymes Bros., Public Square.
Medina—Medina Co.—J. F. Jones, N. Court st.
Martins Ferry—Will A. Miller.
Mansfield—Chas. C. Miller, 25 N. Main st.
Minster—Frank Lohman.
Newark—E. O. Burroughs, Box 296.
Norwalk—M. S. Wooster, 20 W. Main st.
Painesville—Gray & Rafter, 411 Walnut st.
Piqua—Hixson Bros., Box 866.
Portsmouth—R. W. Lodwick, 118 W. 3d st.
Salon—Harry S. Warner, 69 E. 6th st.
Sandusky—Chas. Baetz, 101 Jackson st.
Shelby—J. M. Fogelson, 36 W. Main st.
Sidney—Chas. P. Rodgers, 550 Main st.
Springfield—H. H. Tynes, 22 N. Race st.
Steubenville—Chas. J. Vogel, 137 N. 3d st.
Toledo—Bryan & Co., 513 St. Clair st.
Troy—G. A. Brannan, 9 W. Main st.
Urbana—C. O. Taylor, 125 E. Court st.
Van Wert—Smith & Lethy.
Wooster—Geo. Kettler, 88 W. Larwill st.
Xenia—C. L. McClinton.
Youngstown—John M. Evans, Box 133.
Zanesville—England Bros., 31 N. 5th st.

OREGON.

- Corvallis—G. W. Bigham, Main st., Box 135.
McMinnville—G. F. Bangasser & Co., Box 38.
Portland—John T. Williams, 246 Morrison.

OKLAHOMA TERRITORY.

- Kingfisher—Wm. A. Northup, 218 S. Main st.
Oklahoma City—Oscar V. Nix, 202 1/2 Grand av.

PENNSYLVANIA.

- Allegheny—J. T. Hudson, Pittsburg, Pa.
Allentown—N. E. Worman, 532 Hamilton st.
Archbald—Jas. H. Swift.
Bethlehem—Jacob P. Yells.
Carbondale—J. O'Hearn, 15 Main st.
Carlisle—Wm. M. Meloy, Box 49.
Connellsville—Clawson Adv. & Dist. Co.
Daylesstown—Richard S. Hoffer.
Dunmore—Reese & Long.
Franklin—Alexander Bradley, 4 1/3 13th st.
Hallstead—James S. Claxton & Co.
Harrisburg—Arthur C. Young, 18 N. Third st.
Indiana—Harry K. Apple, 705 Philadelphia st.
Lebanon—G. H. Spang, 465 Cumberland st.
Lancaster—Howard M. Soders, 137 Church st.

- McDonald, Wash. Co.—The 2 Macs Co.
Mansfield—W. D. Husted Adv. Co. 67 Main st.
New Castle—J. G. Loving.
Pottsville—Chas. L. Weiss, 40 E. Bacon st.
Pittston—Twin City Distributing Agency.
Pittston—R. E. Hanke, 15 S. Main st.
Philadelphia—American Bill Posting Co.
Reading—H. J. Lindemuth, 243 Frankinst.
Scranton—Reese & Long.
Tamaqua—G. A. Jacobs, 11 E. Broad st.
Wilkesbarre—W. H. Burgunder.
Williamsport—S. M. Bond, Cherry and Rural.

RHODE ISLAND.

- Pawtucket—J. E. McMahon, 43 Summer st.

SOUTH CAROLINA.

- Charleston—Chas. Bernard, Address Box 92, Savannah, Ga.

TENNESSEE.

- Chattanooga—H. S. Holmes, 16 E. 7th st.
Covington—H. N. Holshouser, I. B. 457.
Memphis—R. S. Douglas, Grand Op. House.
Nashville—Jas. L. Hill, 156 N. Cherry st.

TEXAS.

- Beaumont—Welcome Rollins, Box 274.
Brownsville—Vale & Bro Adv Co.
Calvert—J. P. Casimir, Main st.
Dallas—H. C. Oury.
Galveston—J. E. Howard, Box 134.
Houston—Thos. F. O'Leary, 801 Capitol av.
San Antonio—Texas Advertising Co.
Sherman—J. Long, 117 East Side Square.
Terrell—H. C. Oury.

UTAH.

- Logan—Will Crockett, Box 11.

VERMONT.

- Burlington—P. H. Ward, 151 Maple st.

VIRGINIA.

- Alexandria—C. D. Wright, Washington, D. C.
Portsmouth—S. C. Draper, 905 Washington st.
Roanoke—R. S. Robertson, Box 297.
Staunton—J. H. Bell.
Winchester—Cornelius Gibbens, Lock Box 64.

WEST VIRGINIA.

- Charleston—L. H. Ramsey, Address 122 Main st., Lexington, Ky.
Clarksburg—W. L. Dixon, Pike and 3d sts.
Martinsburg—F. C. Baker, 246 Queen st.
Parkersburg—Parkersburg Adv. Co., 5th and Avery sts.
Wheeling—A. W. Rader, 9th st. and Alley C.

WISCONSIN.

- Appleton—Wm. E. Cadman, Box 1225.
Fond du Lac—P. B. Haber.
Janesville—Peter L. Myers.
La Crosse—Aug. Erickson & Co., 231 Pearl st.
Milwaukee—Walter H. Dixon, 581 15th st.
Oshkosh—J. E. Williams, 24 High st.
Racine—W. C. Tiede, 325 Main st.
Richland Center—J. A. Coates.
Sheboygan—E. J. Kempf, 731 Penn. av.
Watertown—F. C. Volkman, 103 Main st.

WYOMING.

- Laramie—H. E. Root.

WASHINGTON.

- North Yakima—Bryson & Hauser, Box 611.
Vancouver—John L. Marsh, 5th st.

WASHINGTON, D. C.

- Clarence D. Wright, 707 1st st. N. W.

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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, FLEISCHMAN & CO. GARDNER, MASS. W. P. BARDELL, ART.

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Fair Department

We wish to thank our friends among the fair managers and secretaries of agricultural societies for the very liberal support extended us during the past year, and we extend you all hearty compliments of the season. A merry Christmas to you and a Happy New Year from "The Billboard."

PROCEEDINGS

Of the Annual Convention

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

Tuesday, October 25, 10 A. M.

The convention was called to order by President Robt. W. Furnas, of Brownville, Neb.

Mr. Furnas: The Secretary will call the roll of members. I will state before he proceeds to make the call that there is a large delegation from Canada with us today, who have not, as I understand, become members but who propose to do so. When the Secretary calls for the roll of members I would be pleased if the Canadian delegation will report.

The roll call showed the following delegates present:

Chicago—Col. J. Irving Pearce, Chicago; A. J. Lovejoy, Roseau, Lafayette, Funk, Shirley, W. C. Garrard, Springfield; W. H. Fisher, Jerseyville.

Minnesota—E. W. Randall, Hamlin; Wm. M. Liggett, St. Anthony Park, John Cooper, St. Cloud.

Iowa—P. L. Fowler, Des Moines; W. F. Hartman, Hampton, G. L. Johnson, Maudslayi, L. H. Pickard, Harlan, R. G. Johnson, Humboldt.

Nebraska—Milton Doolittle, North Platte; J. R. Dinmore, Sutton, E. A. Barnes, Grand Island, R. W. Furnas, Brownville, Wm. R. Bowen, Omaha.

Ohio—E. C. Ellis, Prestvuer, Albert Hale, Meadeville, J. C. Bowler, Columbus; J. S. Stuckey, Van Wert, A. J. Clark, Cambridge, W. W. Smith, John M. True, Baraboo.

Canada—H. J. Hill, Toronto; J. D. Edwards, Toronto; G. G. Vair, Toronto; J. K. Leslie, Toronto; P. G. Chase, Toronto.

In addition to the above named gentlemen there was a large representation of fair managers, not accredited as delegates. Moved and seconded that the reading of the minutes of the last convention be dispensed with, as they are here in printed form and for distribution. Motion prevailed.

Moved and seconded that the convention do now adjourn to meet again this evening at 8 o'clock sharp. Carried.

October 25, 8:30 P. M.

Meeting called to order by the President, President Furnas: The Secretary in announcing his program has put down as number 4 "The Annual Address of the President. I have prepared no address nor have I any report to make. The business of this association is largely and almost exclusively in the hands of the Secretary and Treasurer, whose reports will follow. I can not refrain, however, from saying that it is with more than ordinary pleasure that I greet and welcome you to this meeting of the association, especially as it is held further west than it has ever been before.

I am glad it is held in this enterprising city, here at the gateway entering into the region of the country known until very recently as the "Great American Desert." Further, I congratulate the association because of the energetic work of the efficient Secretary, who has devoted himself to the interests of this association, and has worked up a better feeling and enlarged interest in all its work.

Another reason why it is with more than ordinary pleasure that we meet here, is because it is at a time and place where is being held a great exposition, where you have the privilege of seeing and examining the products and the results and the possibilities and promises of the new West. We are in the habit here of calling this portion of the country west of the Missouri River as "the new West." It has made a wonderful improvement and a wonderful development in the memory of nearly all those present, and for this reason it is particularly gratifying to me to present the work of this exposition. It perhaps does not become me, as a resident of Nebraska and largely interested to say so much, for fear of being charged with egotism, but I am free to say that the exposition is one which we are all proud of, and I think has pleased everybody who has been present and seen what is to be seen there.

We will now hear the report of the Secretary.

REPORT OF THE SECRETARY.

American Association of Fairs and Expositions

Gentlemen—As Secretary of the association, I submit the following report:

On assuming the duties of the office of Secretary, I began making efforts toward widening the scope of this association and enlisting a greater interest in the work it might be able to do for the fairs represented.

In the published proceedings of the last meeting I took the liberty of presenting, not

as a part of the proceedings, a brief address bearing upon the educational features of our fairs and the influence they exert in advancing the farming and manufacturing interests, together with the necessity for managers coming together in this national organization. The published proceedings were sent to members and to other large fair managers, and I had hope of enlisting the interest of every one of the then present membership, and to add to our membership by inducing other large fairs to become represented. I have had some correspondence relative to the object of our association, and a great deal that was answered by sending the published proceedings.

Of the membership noted on the records when I assumed the Secretaryship I have paid the membership fee up to this meeting except Kansas, against which there is shown \$20, Michigan \$20, New York \$20, Wisconsin \$20.

The following exhibit represents the monies that have come into my hands since the last report, the same being turned over to the Treasurer:

To membership fees received:	
From Illinois State Fair for 1896-1897.	\$20 00
From Indiana State Fair for 1896-1897.	20 00
From Minnesota State Fair for 1896-1897.	20 00
From Iowa State Fair for 1896-1897.	20 00
From Nebraska State Fair for 1897.	10 00
From Ohio State Fair for 1896-1897.	20 00
From St. Louis Fair for 1897.	10 00
Total	\$120 00
Credit by amount turned over to Treasurer Liggett.	\$120 00

The fees are payable at each annual meeting and carries the member until the next annual meeting. For instance, the fee paid at the annual meeting in October, 1897, was for the period between that time and the annual meeting of 1898, when the annual fee is again due. The Treasurer's report will show the disposition of the funds.

Respectfully submitted,

WM. M. LIGGETT, Secretary.

REPORT OF TREASURER.

RECEIPTS.	
October 29, 1897, Balance in Treasury.	\$76 45
October 30, 1897, Received of St. Louis Fair, annual dues.	10 00
March 29, 1898, Received of Minnesota State Fair, annual dues.	20 00
April 26, 1898, Received of Nebraska State Fair, annual dues.	10 00
April 10, 1898, Received of Ohio State Fair, annual dues.	20 00
April 19, 1898, Received of Illinois State Fair, annual dues.	20 00
April 21, 1898, Received of Indiana State Fair, annual dues.	20 00
April 22, 1898, Received of Iowa State Fair, annual dues.	20 00
Total	\$196 45
EXPENDITURES.	
January 20, 1898, Paid by order of Secretary to Spahr & Olson.	\$ 20 50
May 7, 1898, Paid J. W. Fleming, expenses to Chicago and return.	34 20
May 7, 1898, Paid W. W. Miller, expenses to Chicago and return.	9 00
May 7, 1898, Paid John Cowmie, expenses to Chicago and return.	10 00
May 22, 1898, Paid Chas. F. Downing, expenses to Chicago and return.	18 50
May 2, 1898, Paid Chas. F. Kennedy, expenses to Chicago and return.	18 50
June 13, 1898, Paid E. W. Randall for Flagley, expenses to Chicago and return.	6 75
October 24, 1898, Balance in treasury.	79 00
Total	\$196 45

Respectfully submitted,

WM. M. LIGGETT, Treasurer.

Under the head of communications from the President, he reported all communications turned over to the Secretary, which will come up for consideration under another head.

The President called for—Report of Executive Committee. No report.

Reports from the Committee on Transportation

Mr. Fleming: Mr. President, You will remember that at the last meeting of the association, action was taken appointing a Committee on Transportation, of which you were made the chairman. And as you wrote, owing to illness you could not attend, you delegated another member of the committee, Hon. W. W. Miller, of Ohio, to act as chairman in your stead. I believe that Mr. Miller is indisposed this evening, or at least is unable to be present, and he asks me to present his report.

REPORT OF COMMITTEE ON TRANSPORTATION.

To the American Association of Fairs and Expositions:

Gentlemen—The undersigned committee, appointed at the last annual meeting of this association to confer with the Central Railway Traffic Associations relative to reduced passenger rates to the several State fairs, and the securing of freight rates on class horses equal to rates charged on other exhibition animals, beg to submit the following report:

(On March 8 the committee met at the Sherman House in Chicago and proceeded to organize for the purpose of appearing before the Railway Traffic Associations in session at that time.

Through the kindness and interest of Col. J. Irving Pearce, President of the Illinois State Board of Agriculture, your committee was first granted an audience with the Chicago Sub-committee of the General Passenger Association, before which body it appeared and urged as earnestly as possible the granting of cheap excursions and a one cent a mile rate by the railways for carrying passengers to the several State fairs. Strong arguments were presented by the several members of the committee in support of the requests made. Your committee was very cordially received by the railway representatives, who, upon the retirement of the committee, took action, as appears from the minutes of the meeting copy of which was submitted to the members of the committee, as follows:

REQUEST FOR REDUCED FARES FOR STATE FAIRS UNDER AUSPICES OF NATIONAL FAIR MANAGERS' ASSOCIATION.

By appointment there now appeared before the meeting a committee representing the National Fair Managers' Association, and composed of Mr. J. Irving Pearce, President Illinois State Board of Agriculture; Mr. John Cowmie, President Iowa Agricultural Society; Messrs. W. W. Miller and J. W. Fleming, Secretary and Assistant Secretary, respectively of Ohio Department of Agriculture; and Messrs. Chas. Downing and C. F. Kennedy, President and Secretary, respectively of Indiana State Board of Agriculture, who had by a recent meeting of their organization been constituted a committee to wait upon the several Passenger Traffic Associations having jurisdiction over the territory in which their interests are situated.

The several members of the committee, in behalf of the respective organizations they represented, claimed that owing to the frequent reductions of rates to one fare for round trip to the cities at which the State fairs are located, the attractions they offer fall at the same rate of fare, to induce remunerative attendance, and as a means of offsetting this untoward condition, desired the assistance of the railways to the extent of granting for each State fair (including the St. Louis Fair and Exposition), in addition to the round trip rate of one fare usually accorded, a rate of one cent per mile each way, on Wednesdays and Thursdays, good returning on Friday, from a radius of two hundred miles, the cheaper rate to apply at least on the direct lines. The committee further urged that unless they could have the support of the railways in the direction indicated, they would by reason of insufficient attendance be forced to abandon their State fairs. It was further argued that the National Fair Managers' Association tends to promote travel for the reason that the State fairs occurring in succession, there is a following of exhibitors and many of the attendants.

The committee, after thanking the meeting for the privilege of speaking upon the subject, withdrew, whereupon careful consideration was given the application presented, resulting in offer of the following:

Resolved, That as in our opinion the rates and arrangements applied for are just and reasonable, we recommend to the Central Passenger Association that for State Fairs in its territory, under the auspices of the National Fair Managers' Association, a rate of one cent per mile be granted on Wednesdays and Thursdays, good returning on following Friday, from a radius of two hundred miles, and that on other dates a rate of one fare for round trip be accorded.

Accepted unanimously.
Upon motion adjourned at 3 p. m.
A. H. WARRELL, Chairman.
R. E. PEPPER, Secretary.

Your committee next endeavored to gain an audience with the Central Passenger Association, but the session of that body being closed, or about to close, we were only able to discuss matters with individual representatives and to present the following petition to Commissioner F. C. Donald of said Association:

Chicago, Ill., March 9, 1898.
Central Passenger Association:

Gentlemen—The undersigned committee, representing the American Association of Fairs and Expositions, would most respectfully represent to your body that at the present time a crisis confronts the managers of these annual meetings, and that methods heretofore assuring success, no longer can be depended upon to secure the attendance of large numbers of people at our annual State Fairs and Expositions. In the line of special attractions, we find it difficult to secure such novelties as will attract attention, and the present year with the Trans-Mississippi Exposition at Omaha, we realize that unless extra inducements are offered, all our efforts to insure success must end in failure.

Assuring you of our high appreciation of your kindness in the past, by granting a one fare rate to these annual gatherings, we realize that, owing to the many cheap excursions, at much lower rates, planned by the railway companies, that a one fare rate no longer produces such results as it did in former years.

We would, therefore, most respectfully ask that you give this matter your most thoughtful consideration, and trust that after a full investigation you will find that in granting excursion rates for two or three days of the State Fairs and Expositions, at a low figure, that such action will not only conduce to the success of our fairs, but also in a marked degree redound to the benefit of the railway companies.

Knowing as we do, that no other factor has added so materially in developing the agricultural resources of our country as our State Fairs and Expositions, even the thoughtless and indifferent could not fail to see the great improvement being made in the breeding of live stock, the produc-

tion of fruits, vegetables and grain, thereby creating an emulation that has more than doubled the freight traffic of our railways. With the officers of the fair and exposition associations, the work assigned to them is not in the great majority of cases given any compensation, but is merely a labor of love, and in our extremity we appeal to you to assist us in still further developing our great agricultural and mechanical interests, by fixing a special low passenger rate in addition to the one fare for the round trip for the State Fairs and Expositions of 1898, in the full belief that a much larger attendance would thus be secured, and the increased interests would bring forth, in due time, abundant harvest that would prove of great value to the railway companies.

We have the honor to be,
Yours most respectfully,
Committee of the American Association of Fairs and Expositions.

W. W. MILLER, Chairman.

The following courteous reply was received:
Mr. W. W. Miller, Chairman of Committee of American Association of Fairs and Expositions, Office of Ohio State Board of Agriculture, Columbus, O.:

Dear Sir:—I beg to acknowledge the joint favor of yourself and colleagues addressed to the Central Passenger Association under date March 9. We will have pleasure in listing the subject touched upon therein for consideration at the next meeting of this association, and as we understand that your committee desires a hearing by the meeting, will cheerfully undertake to secure for you an audience. The date of the next meeting of the association is Wednesday, April 6.

Yours truly,
F. C. DONALD, Commissioner

Your committee then made an effort to reach the Central Freight Traffic Association, but failing, after repeated efforts and a wait of two days, to gain a personal audience, succeeded in placing before that body the following petition:

Chicago, Ill., March 9, 1898.
The Central Freight Traffic Association:

Gentlemen—At a recent meeting of the American Association of Fairs and Expositions, a committee was appointed to confer with the Central Freight Traffic Association relative to the discrimination that has been made within your territory as to freight on horses, which discrimination is operating against the success of the fairs where it applies, and as a natural consequence must be against the best interests of the railways, especially the passenger traffic.

What we desire, and most earnestly urge, is a modification of your rates so as to transport to and from our exhibitions class horses at one-half freight rate, the same rate that is granted to other classes of live stock, and under the same conditions, viz., to pay full freight going, and where no change of ownership occurs, to be returned free.

A few briefly-stated facts with reference to the concessions that were formerly made by the railways to State fairs generally, may aid in determining the policy for the present, or at least to give warrant for a modification in the freight arrangements so as not to exclude horses, that is being urged by this committee.

What was true in former years had general application in all the States, as there was a general rule among railways for uniformity in these matters. Going back as far as 1864, we find that from that time up to 1883 the railways arranged with the State fairs, and general publication was made, that all freights for exhibition would be transported free. There were no exceptions and no discriminations against any class of exhibits, the only condition being that exhibitors should pay freight from the point of shipment to the fair, when by the stamping of freight bills by the Secretary of the fair or the presentation of his certificate that the shipments had been on exhibition, they were returned free, and the amount originally paid was refunded.

The result of these liberal extensions on the part of railways was to bring out the largest possible exhibits, especially those of live stock. Many animals changed ownership, as they do now during fairs, and for such the railways received full freights both ways, as well as from the herds and stables from which they were taken, as broken exhibits were not returnable free under the arrangements.

In 1883 the general manager of one of the great trunk line railways asked for a conference over the matter of State fair freights. He held that the railways were giving for fairs very low passenger rates, besides providing special excursions, and he felt that some change was justifiable and should be made in the freight arrangements, and suggested that it would be fair to charge one way, instead of carrying both ways free. Fair Boards conceded the justice of the matter, and it was so advertised, and no great objection was manifested on the part of exhibitors. A very few years later, without consultation, an exception was made of speed horses, and to this neither the boards nor exhibitors objected, because speed horses were very rarely returned direct from the fair to the point from which shipment was made, but continued on long racing circuits during the season, and could not avail themselves of the half rates under the rules, but when a year or two later the railways made another exception, including all horses, it was then that the evil results to the fair began to be felt, and they have continued growing more serious up to the present time. Class horses are now being exhibited in very limited numbers compared with former years, and the only complaint we have from exhibitors and the only reason assigned for not exhibiting is this matter of full freight rates both ways. Other exhibits of live stock have not been affected.

If this discrimination against horses is because of value, the claim does not hold good, because the pure breeds of cattle are sometimes greater in value, and are not so easily handled as are horses. The horse exhibits attract more visitors to the fair than other

classes of animals, and we firmly believe that our patronage has been reduced on account of short horse exhibitions more than we are able to determine, all of which affects the passenger traffic of the railways very much more, we are sure, than the freight received on the limited number of horses that of late years are being brought to our fairs.

The State fairs held within the limits of the Western Freight Traffic Association are still accorded the same freight rates on horses that are accorded to other classes of animals, the only exception being speed horses, to which no objection is made, and this committee most respectfully requests that your Central Association will take the same care and accord the same concessions to the fairs within your territory.

We believe it would be wise and good business policy to place class horses under the same benefits as are extended to other animals, and make the exception only for race horses, and we hope the Central Traffic Association will so decide. Respectfully,

- W. W. MILLER, Ohio, Chairman.
CHAS. F. KENNEDY, Indiana.
CHAS. DOWNING, Indiana.
I. IRVING PEARCE, Illinois.
J. W. FLEMING, Ohio.

Committee.

After waiting several days for some reply to the petition, the Chairman addressed another communication on the subject to Mr. J. F. Tucker, Chairman of the association, to which the following reply was received.

Chicago, March 16, 1898.
Mr. W. W. Miller, Chairman Railway Committee, American Association of Fairs, &c., Columbus, O.:

Dear Sir.—This morning brings your kindly letter of the 15th. It seems to me you take rather pessimistic view of the result of fairs and expositions by the continuance of the rule of charging full freight rates in both directions on horses. The liberal premiums given to the owners of horses for exhibition at these popular gatherings, i. e., fairs and expositions, certainly are a strong inducement for their exhibition, while the liberal policy in the way of reduced rates for passengers and reduced rates for exhibits other than horses tend to draw the people. In themselves horses have ever been, in my mind, one of the most effective advertisements that has ever been devised and must redound largely to the finances of the owners of horses in such exhibitions.

There is no point as to the handling of horses or other live stock—the one is about as easy to handle as the other. The risk, however, as to horses is much greater, in my judgment, and I think without question I can speak for the entire membership of this association, some fifty roads, that taking what the railroads do as a whole towards the encouragement and aid in making the State, county and other fairs and exposition successes is all that they should be asked to do, particularly when considering the low rates that now prevail for services rendered in the transportation by the railroads. Yours very truly,

I. F. TUCKER, Chairman.

Through correspondence an audience with the Central Passenger Association was secured at its May meeting in Chicago. The chairman of this committee could not be present, but was represented by Mr. J. W. Fleming, the Secretary of our American Fair Association.

The committee was very kindly received, and discussed with the Passenger Association the claims for a cent a mile rate and popular excursions for the various State fairs. The Passenger Association took the matter under advisement and agreed to report at a future meeting. It seems the subject was discussed at "future meetings," but no decision rendered until the meeting in July. The following letter gives the result:

22 Chicago, July 28, 1898.

Mr. J. W. Fleming, Assistant Secretary Ohio State Department of Agriculture, Columbus, O.:

Dear Sir.—Advertising to your favor of 27th ultimo and my reply under date June 28, I beg to advise that the members of this association, at a meeting held on 13th instant, having reviewed the petition and arguments presented by yourself and members of your committee, to a session of the association convened in Chicago in April last and having carefully considered the basis for the excursion fares recommended by your committee, it was the sense of the meeting that compliance with your petition would, by reason of the large number of State and district fairs and expositions annually held in the territory of the Central Passenger Association, result in blanketing the lines of the association for a period of at least sixty days during the season of these expositions, with such abnormally low fares as would unprofitably discount and in all probability demoralize the revenue realized from regular travel. In this conclusion it was

Resolved, That the basis of excursion fares requested by the American Association of Fairs and Expositions be respectfully declined. As you perhaps understand, the resolution is addressed to the one cent per mile rate urged by your committee. It has been the practice of the association to concede to the fairs and expositions conducted in its territory, excursion rates of one regular fare for the round trip, and it is believed that such concessions present a sufficient inducement to attract such of the public as are interested in meetings of this character. Yours truly,

F. C. DONALD, Commissioner.

Copy to Messrs. Chas. Downing, President Indiana State Board of Agriculture, Indianapolis, Ind.; Chas. F. Kennedy, Secretary Indiana State Board of Agriculture, Indianapolis, Ind.; J. Irving Pearce, President Illinois State Board of Agriculture, Sherman House, Chicago, Ill. Your committee exhausted every effort in its endeavors to properly place before these railway associations the claims of the State fairs for better passenger rates and a mod-

ification of the freight rates on horses, and while not securing for this year all the requests made, we believe considerable good was accomplished by getting in closer touch with the railroads, and that desirable results will follow. The demands of this association are right and just, as attested by some of the railway associations, and success to the fairs and the railways in the matter of fair traffic very plainly requires that they be generally acceded to, and we recommend that the efforts of this association to secure the same be continued with even renewed energy.

- W. W. MILLER, Ohio, Chairman.
J. IRVING PEARCE, Illinois.
D. H. MCGINNIS, Minnesota.
JNO. COWNIE, Iowa.
CHAS. DOWNING, Indiana.
CHAS. KENNEDY, Indiana.
J. W. FLEMING, Ohio.

Committee.

Mr. Fleming: Mr. President, this is certainly a most important matter. You know we discussed freely, at the last meeting, the rates which have been charged on horses and the effects which have resulted on our several fairs, and, as stated in this report, it is very hard to get the Freight Traffic Association to wipe out the discrimination being made against horses within the territory of the Central Freight Traffic Association. If I understand correctly in the rules of the Eastern Association they make no such discrimination. We need uniformity in the rates. There are many horses that leave New York, Ohio, Wisconsin, and Michigan, and would go on to Illinois, Iowa, Nebraska, Minnesota, and other large fairs, but for the discrimination in rates, and the result would be that your exhibits would be vastly increased if we could get uniformity in this matter of rates on horses throughout all the territory. I think it is very important that we should continue to petition the Railway Traffic Association to give us uniformity in rates. I am satisfied that we have made an impression on the association, and it seemed as if we were about to succeed. There was a wavering of opinion when we met them in Chicago. They met us very courteously, and in talking with them individually we could see that they felt as if our claims were just, but I suppose when they got alone, influences were brought to change their minds. I think they will see the justice of finally granting the petitions that have been made through your committee. Of course we are all satisfied that it does not benefit the passenger traffic of the railroads. One argument made by your committee was that we paid all the expense, whether we had any people to patronize our fairs or not, and the railroads got the freight whether the fair made a dollar or not. They do get the freight and they do get the horses, cattle and other stock and they do get their pay for this whether we make any money or not. All these matters were presented to the association and we asked that they should take some risk themselves. We called their attention to the fact that a few years ago they carried horses free both ways. They must have had a reason for doing so, and they must have believed at that time that it was beneficial or they would not have done so; but, as stated in this report, they kept moving a little further away, and if we let them keep on they will be charging full rates on everything after a while, and we must get some or all of the just claims that are necessary, to continue our fairs successfully.

Mr. Pearce: So far as the traffic rules are concerned, in Illinois they give each railroad the right to carry free one way if they choose to do so. I think in many instances they do that in Illinois. Mr. Fleming is right in regard to the effect of having injured the fairs and the railroads by extending the rule against horses. I have yet to see some road where the overcharge on freight does not reduce the passenger receipts and I think that the passenger people are beginning to realize it and are using some influence. We should not leave this matter to the committee alone, but everyone who has acquaintances with the officials of the road should use his influence not only in the freight department, but in the passenger department, and I think that in time it will come. It is true that they have deviated from their old usage of carrying free. I think in Nebraska they carry free, and when I told them that, they did not allow me to talk about it. They think that the fairs have got to go on anyhow, and they must make something out of the freight. I think that every man, whether he is on this committee or not, should try to bring about a change. Mr. Furnas has an important one, and we would like to have it discussed. We would like to hear from every member present as to his views in regard to it.

Mr. Liggett: I think this committee should be continued in this good work, and I also agree with Mr. Pearce that the members of this association, individually, should cooperate with the committee and I think in many instances good work can be done in that way. I think the work should be in the charge of the committee, and then members of the association from different States should cooperate by means of their acquaintances. I think this work should be prosecuted vigorously and that the committee should go before the traffic associations this year and present the case, and I believe we will eventually get something out of it.

Mr. Fleming: The expressions of opinion regarding this matter, that are all given this evening, will be a great aid to your committee on Transportation for the coming year, whoever they may be, in presenting the matter to the traffic associations, because all that you say here to-night will go before these railway associations.

Mr. Harriman: I would like to inquire how this committee was constituted. Was it appointed by the Chairman, or was it named by the association?

Mr. Furnas: It was appointed by the chairman under the rules.

Mr. Harriman: Perhaps it would be out of order then to ask that this committee be continued. It seems to me highly proper, inasmuch as it has got its hand in, that it

would be well to continue it, but possibly it may be considered out of order to do so.

Upon being asked what roads gave the half rate, Mr. Pearce said: "The Secretary will state whether there was any that did not give it. All of them gave it, with some roads excepting horses. They let each road do as it thinks best without being reported or brought to account, but recommend it as a rule to be adopted. It left each road to use its own judgment as to their best interest, and I think they will all see it to their best interest, at least they ought to. They ought to help us and we can help them."

Mr. Furnas: Nearly all the western roads here carry exhibits both ways free; recently in some States only one way free, paying full fare there and being returned free. In this State we have been favored, our exhibits being carried free, upon a certificate of the Secretary that the exhibits have been in place and have not exchanged ownership. There is this fact in connection with fairs: while that has been done, the railroads may feel that they have done all they should do in the early part of this work; but this is a fact shown by records that all fairs from the county fairs to the State fairs have been falling for a few years. They are not as prosperous and vigorous in their work as they were a few years ago. I noticed a publication the other day in which it was stated that in the last two years there had been 1,200 fairs which had gone out of existence entirely, and it does seem to me there never was a time when more should be done to encourage these fairs. If they are worth anything they are worth caring for and sustaining, and I hold that they are of great benefit as educators. If I did not regard a fair as an educator—an object lesson school—I would have nothing to do with it; and I repeat that I think there has been no time within my remembrance in connection with fairs when it was so important that every aid obtainable should be had, and the railroads ought to look at this matter in the light in which they are interested. They are interested as much or more than the managers of fairs who are laboring in that line. It certainly throws a great deal of traffic on the various roads and they are interested in the building up of these western portions of this country. I think the disposition on the part of the eastern roads, to not give encouragement to the fairs in the west, is on the ground that perhaps all that has been done necessary to help build up the country; but in the western States the railroads have seemed to understand from the start that whatever they do to build up the country is to their interest, and I think it is the duty of everybody, who is in this connection with the work of fairs, to use his influence in having the railroads understand this and render all the aid they possibly can.

Mr. Pearce: I have felt a growing interest, and have felt that the railroads have been helping us more each year, making the rates better. They have given us low rates, even lower than one cent a mile in many instances for distances within fifty to one hundred miles, and helping us in every way, and there is not a railroad that has not believed that the interest has been growing in Illinois and through liberal treatment, and I think they will find it so everywhere if they will encourage it.

Mr. True: I would like to have Secretary Fleming, in behalf of the Committee on Transportation, state if the Central Association gives any reason for this apparent discrimination. In the Western circuit, in Wisconsin, we do not have this discrimination; horses are hauled the same as other animals, for one-half fare. Do they give any reason why this is done?

Mr. Fleming: They have one reason, and only one, and that is, they claim that horses are of such great value that if one of them is hurt they are called upon to pay high damages. One of the very high officials told me they had two horses hurt on one of their lines, and it cost them considerable money, and he said: "I am irrevocably opposed to this." We took up that point with the association, and we proved to them very conclusively, and this gentleman in particular, that he was very much mistaken in his idea that horses were of greater value than some other animals. We showed him that some of the pure-bred bulls and cows were worth a great deal more money, except, perhaps, some of the very valuable race horses, and we did not ask any rates on them. I believe we made a very good impression on other members of the association, and am satisfied if it had not been for this one gentleman, our demands would have been acceded to last year, covering all territory of this traffic association.

Mr. True: In order to bring this matter before the association, I move that the report be accepted as a report of progress, and that the committee be continued under instructions to push the work as best they can during the coming year, at the discretion of the President, with power to substitute.

ADMISSION OF MEMBERS.

Mr. Hill, of Toronto: I beg to make application for membership in your association on behalf of the Toronto Industrial Association.

Mr. True: That brought to my mind that the Wisconsin State Board of Agriculture has never become a member of this association. The State Agricultural Society that was formerly in existence was a member, but the organization having been changed, I make application for the Wisconsin State Board of Agriculture.

Mr. Fleming: I have, Mr. President, a letter from Mr. Sydney Smith, Secretary of the Dallas Fair, of Texas, who makes application for membership. (Reads letter).

Mr. Furnas: Those in favor of receiving these three new applications will say "aye." Carried unanimously.

The Chair appointed as a Committee on Programs: J. W. Fleming, of Ohio; W. C. Garrard, of Illinois, and Mr. P. L. Fowler, of Iowa.

Mr. Fleming: Mr. President and members, you will perhaps all call to mind that in the Secretary's report it was clearly stat-

ed what the membership fee was for. I do not suppose it is necessary to take up time to-night for you to come forward to pay your membership fee. It will, perhaps, be satisfactory if I send you a bill and you can send the fee to me, and I will give credit and forward to the Treasurer. It is, of course, understood that we must have some money for expenses. I think this method will be satisfactory to you all, more so than if you took the time to come forward to-night. Simply remit when the bills are sent to you.

Mr. Hill's paper being the first on the program, it was called for. He asked to have it postponed until morning, as it was not quite completed.

(To be continued.)

Editor's Note—The proceedings of the convention of the American Association of Fairs and Expositions are very voluminous, and will run through the January and February issues of "The Billboard." They abound in interest. The leading and brightest minds in this field participate in the discussions and deliberations. It is hoped that managers everywhere will follow the series of papers closely.

Incompetent Judges.

The season of 1898, more than any in the past, has shown the importance of competent judges. For frequently the stand is occupied by men whose only recommendation is that they are prominent in other ways, and on this account the owners, drivers and public in general suffer. For many years the knotty problem of starters has been settled by wise selections to fill the difficult position. Paid starters of national reputation for competency and honesty have been the rule, rather than the exception, and there is no reason why the judges should not be chosen in the same way. The responsibility of the men who decide the result of races is enormous. They not infrequently decide wagers of very large amounts, and by setting the position of the horses they sometimes make or detract from the reputation of sires of speed.

It has been most apparent for many years that the paid judges must come, and yet no association is willing to take the initiative. Few, if any, of the leading associations are as fortunate as is the Kentucky Trotting Horse Breeders', for this body of men are able to pick from among their number or immediate acquaintances men who are thorough horse-men, as well as men of reputation and position. Men whose decisions are never questioned, for it is well known that they will do their best, and that best is all that is necessary, as they know the rules and know also how to apply them.

This is not the case everywhere, and not unnaturally, for it is a difficult matter to find men who are astute horsemen and of strict integrity as well. For this reason, the paid judge should be inaugurated. Some man whose knowledge of racing is established, and whose position among men is assured, could be found, who, for a stipulated salary, would be willing to devote his time and energy to deciding races. Such has been the case on the running turf for many years, and no one has ever questioned the wisdom of the practice. It is unreasonable to expect any man to give up his time without compensation, even though he might be an ardent admirer of the light-harness horse. It requires years of application to enable a man to be a wise judge and hours of study of the rules and the form of horses. It is not an uncommon thing to see in the stand men who have no conception of what the various horses in a race have done or can do, and yet how necessary that the judges should be posted on the form of the horses! Keen eyesight, quick wits and common sense are necessary requisites in a judge. These qualities to some may seem plentiful, but such is not the case. Judges frequently find themselves in a position where they do not know what to do next. This is a dangerous condition, for they are called upon to act quickly and to decide hard problems wisely. It is, of course, very complimentary to ask a man into the stand, and the temptation is great to enter it and show one's knowledge of a horse race, but it is wrong to do so unless one is thoroughly competent and well posted. Too much is at stake. A fortune may be decided away from its proper owner. Fraud may be overlooked, or an innocent person punished through the stupidity or culpability of the occupants of the stand.

Just why this has not been changed, no one seems to know, except that, like all other reforms, changes come slowly. The judges' stands is now one of the weakest points of the management of trotting associations. It may be satisfactory for small county fairs to select for judges the Mayor or some other prominent man, but not so with the larger associations. These affairs should put on a metropolitan air. The right men should be in the right place. After all, the chief aim of associations should be justice to all, and this can not be the case until the incompetent judge steps down and out, and the master of his profession takes his place.—American.

Some "Days."

During the season just past it was to be expected of course that the war heroes should predominate, in naming days, and they did. 114 fairs had a Newey Day, 116 had a Hobson Day, 78 had a Schley Day, 73 had a McKinley Day, 49 had a Sampson Day, 39 had a Miles Day, 24 had a Shafter Day.

Then there were State days, county days and city days. G. A. Hays were numerous, and we heard of some dozen fairs that devoted a day to the W. C. T. U. Almost every fair of the season had a Children's Day, and next in popularity came Farmers' Day.

OMAHA FAIR IS OVER.

Winds Up in a Blaze of Glory and Damage Suits.

Profits Are Tied Up—Many Persons Will Go to Law to Settle Their Grievances—Charges of Forgery Made—Case of Superintendent of Exhibits, Accused of Crime, Is Postponed for a Week.

Special Correspondence to "The Billboard." Omaha, Neb., Nov. 1.—Last night the Trans-Mississippi International Exposition closed. Halloween parties continued their pranks until early morning on the grounds, and it was a jolly closing scene. The last hours of the enterprise were the most brilliant in the history of the five months' exhibition. It is estimated that 75,000 crowded the grounds. It was Omaha Day, and everybody was there. Up to this morning 2,552,308 persons had registered at the turnstiles, so the grand total will be considerably over 2,600,000.

The exposition was a financial success, something over \$400,000 remaining to be divided among the stockholders. A fraction less than \$2,000,000 was received and \$1,500,000 expended. The concessions paid the exposition \$300,000, and the exhibitors \$200,000. Sixty thousand dollars was received from other sources. The highest number of people in any one day was the opening of the peace jubilee, when President McKinley spoke, 38,786 persons being present for the occasion. It is estimated that the passes issued for all persons were slightly in excess of 2,600,000. The exposition owed \$200,000 when the gates were opened, \$120,000 was subscribed for the exposition, and all but \$20,000 of that amount paid. In addition corporations donated \$100,000.

MANY DAMAGE SUITS.

It is estimated that the subscribers should receive back about 80 per cent of their subscriptions, but there are innumerable damage suits promised, and the probabilities are that the surplus will be tied up for a long time. In the first place, the Wild West Show wants \$50,000, because the exposition, after giving it the exclusive contract for exhibiting Indians, went into the business of it, and, with the Indian Congress, put on a show that could not be competed with. From the two companies having Oriental streets on the grounds, suits for \$50,000 each will be commenced. The Streets of Nations allege that the exposition company gave them a concession after the Streets of Cairo had been given one, alleging that the previous concession was not exclusive. The Streets of Nations were kept in all kinds of trouble and are now being forced to give a bond to protect the exposition company. The Streets of Cairo Company wants \$50,000 because it paid the exposition company for an exclusive franchise and failed to get it. The man who has the concession for reserved seats on the grounds wants \$25,000 because the company later put free seats on the grounds in violation of the contract. The man who got the concession for putting in slot machines for returning a drink of spring water for a cent wants damages because the company later put in free drink-tubs. And there are still many others who declare their intention of suing.

JUDGE SCOTT IS WRATHFUL.

The District Court, presided over by Judge Scott, had all the five department managers before it for contempt in violating instructions and injunctions of the courts and the Court asserts that it will resort to severe measures to make the company obey its orders during its last hours. This trouble grows out of the refusal of the company to obey the Court's orders in the fight between the two streets of the Orient.

A more serious feature of the litigation is the charge of forgery against Superintendent Hardt, of the Department of Exhibits. He was to have had a hearing to-day, but it was postponed until next week. He is charged with changing the report of the Jury of Awards, and this alleged irregularity has caused many of the exhibitors to demand a new deal all around, which is now impossible. The determination of a majority of the Executive Committee to appropriate \$10,000 with which to publish a history of the entire enterprise is the source of new trouble. The minority in the committee will enjoin the action, as it asserts that the committee exceeds its authority to do such a thing. The future of the grounds is uncertain. There are numerous schemes to have an exposition next year, the most promising being that of an Eastern company that desires to use the grounds for a colonial exposition next year, which will show the products of the Spanish colonies captured in the late war.

The largest steer on exhibition was a purchased Short-horn, weighing 3,100 pounds, raised by Philip H. Zwickel, of Prossilion, Neb. The animal was in ordinary flesh, and had the bone and frame to carry 500 pounds more.

The largest apple on exhibition was among the Iowa fruit, of the Wolf River variety. It weighed 1½ pounds, and measured 1½ feet. It was raised at North English, Iowa county. The five largest apples were in the Wisconsin exhibit, and were of the Wolf River variety. They were all fine specimens. In fact, all of Wisconsin's fruit was very creditable.

The most attractive feature of the exhibits in the Dairy Building was the flowers made of butter by Mrs. McDuvell, of Minneapolis, Minn., and the refrigerator car containing the busts of Dewey, Lincoln and others, made by the Centennial butter-sculptress, Caroline Shawk Brooks. The exhibit was made by Missouri.

From an educational point of view, the exhibits made by the Government, of the many different fibres of commerce and the products made from them, took the lead. Even the despised corn stalk had its place, and the manufactured articles from it are of vast value.

OHIO NEXT.

TOLEDO IN 1903.

Grand Exposition, Celebrating the Centennial of Statehood.

On Nov. 22, 1802, it was enacted that one portion of the Northwest Territory should come into the Union as the State of Ohio. On Feb. 19, 1803, the last procedure necessary to constituting Ohio a State was completed. Its territory had already become historic. It was visited by the French as early as the seventeenth century, and during the eighteenth century the French made extensive explorations. In the French and Indian War it was claimed both by France and England, but England, of course, got it. It was annexed to Canada in 1774, and ceded to the United States in 1783. Virginia claimed all of it south of 41 deg., and Connecticut and New York claimed the rest. Fierce fighting with the Indians was necessary in order to convert it into a peaceful portion of the new republic.

Nearly a hundred years afterward, when Ohio had seen a number of her sons in the highest places of the Nation; had contributed 40,000 men to the Federal cause in the great Civil War, and was become one of the richest of American commonwealths, it occurred to a man in Toledo that the centennial anniversary of what was done in February, 1803, deserved a great celebration. An exposition such as celebrated the centennial anniversary of 1776 seemed the proper thing. Accordingly, Mr. S. S. Knaeussner wrote an editorial, which appeared in the Toledo Blade Nov. 23, 1895. He asserted that "no small, perfunctory exhibition" would satisfy the people of Ohio. The admission of their State deserved an extensive celebration, and the General Assembly should see that such a celebration was held.

Copies of this article were sent to every member of the Legislature and to all the newspapers of the State. The idea "took." The press commended it, and the Legislature acted upon it. In January, 1896, a joint resolution empowered the Governor to appoint an Ohio Centennial Commission. Then arose a discussion as to whether the centennial should be celebrated by an exposition or by the erection of a great memorial building. The commission took the latter view, and wound up its career by reporting in favor of a memorial building at Columbus.

But the last word had not been spoken. The advocates of an exposition in preference to a memorial building pushed their cause with vigor. There was also another strong opponent to the idea of a building at Columbus. This was the city of Toledo. One of the important documents in the history of the centennial is a resolution passed by the Common Council of Toledo, March 28, 1898. The Council of Toledo addressed the General Assembly in these words: "We believe that the citizens of Ohio are in favor of holding during the year 1903, within the boundary of the State, such an exposition as will not only fitly commemorate the deeds participated in by the State and its citizens during the first century of its existence, but also such an exposition as will truthfully and fully represent the immense and varied growth and development of the State in all its varied resources."

Thus Toledo phrased the general case in favor of an exposition. Then, craftily, did her councilors proceed as follows:

"History shows that of the fifteen points in Ohio made memorable by its conflicts, in which the very life of the Nation itself was at stake, eleven are in Northwestern Ohio and five are in the city of Toledo. No location in the State can substantiate so many claims on historical lines for the location of such an exposition as can Toledo."

There was the corner of these resolutions, in which the wind really sat. The resolutions went on to show that the exposition must be held on Lake Erie; that Toledo was the most salubrious and convenient point available; that its facilities, both by land and

water were unsurpassed; that, in fine—to lapse terribly into slang—it was the only pebble on the beach.

And the resolutions did not stop there. Shrewd Toledo knew better than to rest her case upon fine speeches. "With these considerations in view," continued the resolutions, "the citizens of Toledo have unanimously instructed the undersigned to tender to the State one of the parks of the city, known as Bayview Park, being a beautiful tract of land consisting of about 900 acres, upon the lake front." The resolutions closed, like an orator with his hand upon his heart, in a vigorous declaration that Toledo would do all in her power to aid in making the exposition admired "by all the people of the civilized world."

What would a General Assembly be like that could resist such temptations as these, especially when they were backed up by 900 acres of land in a really desirable situation? A joint resolution fixed the location of the centennial at Toledo, and on April 26, 1898, there was passed an act creating a commission of twenty-one members, one from each Congressional district of Ohio. In such fashion, the scheme for an Ohio Centennial Exposition, to be held in the city of Toledo in 1903, grew by degrees into full existence.

At present there are two bodies concerned in the preparations for the centennial. The State Commission, of which Col. James Kilbourne, of Columbus, is the President, has in hand the whole subject of preparing the scheme of the centennial. This scheme will be submitted to the General Assembly at its next meeting. The commission convened at Toledo, Oct. 26, and held a conference with a local improvement commission, consisting of nine citizens of Toledo, with Mr. J. E. Gunckel at its head. A committee of the State Commission is now at work organizing the Ohio Centennial Company, which will conduct the business of the exposition.

The complete list of the State Commission is as follows: Col. James Kilbourne, President, Columbus; John F. Kumer, First Vice President, Toledo; Dr. W. A. Belt, Second Vice President, Kenton; Lem P. Harris, Secretary, Toledo; J. L. Hampton, Sergeant-at-arms, Columbus; W. H. Stewart and M. A. McGuire, Cincinnati; N. P. Ramsey, Dayton; Wm. Binkley, Sidney; George K. Otis, Hinks-ville; John W. Davis, Batavia; Henry Flesh, Piqua; Lucien J. Fenton, Winchester; M. H. Donaghue, New Lexington; Geo. B. Christian, Marion; Curtis E. McBride, Mansfield; H. J. McKinney, Marietta; Thos. G. Donaldson, Scrogsville; Jesse P. Forbes, Coshocton; J. Craig Smith, Youngstown; John M. Stull, Warren; D. E. McLean, Cleveland; J. W. Conger, Cleveland.

The two commissions have gone to work with a will. They have examined Bayview Park, and have practically decided, says Mr. McGuire, to accept it as the site of the exposition. It is now being surveyed, and the commission is waiting for the report of its surveyors. Meantime, it is offering a prize of \$100 for the best design for a trademark to be put on all centennial belongings. The late exposition at Omaha was studied by a great delegation from Toledo, with especial view of getting "points" for the Ohio exposition.

But the exposition had hardly been decided upon when the conception of it began to expand in size and significance. The first great move was to interest all the States of the old Northwest Territory. That seems to have been done. Then, it was determined that Kentucky and the Virginias must be taken in hand, and persuaded to interest themselves, both because of a large migration from those States into Ohio, and because it was largely Southern soldiers who fought the Ohio wars; followed St. Clair to ruin and Wayne to Victory; and conquered the Northwestern wilderness for civilization.

A still more important move, however, is now on the carpet. St. Louis has talked of celebrating the Louisiana purchase with a centennial exposition in 1903. As the Ohio centennial, set for the same year, was agitated two good years before the St. Louis scheme was broached, the Centennial Commission will move heaven and earth to combine the Louisiana and Ohio centennials in one grand international exposition at Toledo which shall eclipse the World's Fair at Chicago. "If we can not effect this combination," says Mr. McGuire, "we will change the date of our exposition, and hold it in 1902."

It will be remembered that the admission of Ohio dates from Nov. 22, 1802, though the final act of that great event did not occur till February, 1803. Thus Ohio may consistently hold her centennial in 1902, if circumstances make that date the more advisable.

Though Cincinnati can not have the centennial within her own gates, this city has close associations with Mr. T. E. Gunckel, who, as head of the Toledo Improvement Commission, will be one of the chief figures of the centennial. He is a nephew, and namesake of the late John Elstner, of this city, and his sister is Mrs. William M. Ampt. But when he was asked for some account of his career he replied: "My life has been such an uneventful one, I am afraid you can not get enough interesting matter to get an article." However, Mr. Gunckel, who is a famous fisherman and yachtsman, had to admit that he had earned fame in several ways, among them as a teller of fish stories. Some years ago the New York Herald offered a prize medal for the biggest "fish lie." Mr. Gunckel, out of 2,800 competitors, carried off the prize. He has also made a reputation as a writer, having taken no less than eleven prizes for stories or articles in Eastern magazines. He organized the Toledo Newsboys' Association, is now its President, and each Christmas he gives a dinner to some 5,000 hungry boys and girls. He belongs to fourteen fishing and hunting clubs, and is Commodore of the Interlake Yachting Association, which includes all the clubs on the Great Lakes. Mr. Gunckel is an Oberlin man, and was born in Germantown, O., some fifty years ago. For thirty years he has been located at Toledo, and for twenty-one years he has been Passenger Agent of the Lake Shore & Michigan Southern Railway.

Glasgow Fair.

(Special Correspondence.)

Glasgow, Ky., Nov. 12.—At a meeting held this day the following officers were elected for ensuing year for South Kentucky Fair Association: W. A. Higgins, President; J. T. Winlock, Vice President; Thos. Dickinason, Treasurer; J. T. Carter, Secretary; W. B. Smith, L. W. Preston, Thos. Dickinson, W. D. Dickinson, Brent Dickinson, Directors.

A New Association

Of Fair Followers Proposed.

I am a glass engraver by occupation, and have been attending fairs and conventions, doing fancy engraving and display of fancy glassware. Your paper has been of considerable help in the way of information concerning dates and other interesting matter. While this has been my first year of traveling in this line, I find many little incidents that happen, which, if the people that follow the fairs (that do a legitimate business) could form an association, it would be a great help. A great many men who have a charge of selling space try to impose on people. For instance, I witnessed an incident at Terre Haute, Ind., at the street fair, where a party had written the Secretary for a price on a space, 45¢. The letter showed that the price made was \$5 for the space for the week. After the party got to Terre Haute, the privilege man stated that the price would be \$12.50, and the man had to pay it. If there was an association, and a committee or representative to treat directly with the managers of fairs, there would be fair play for all concerned. I think the street fair is the coming fair, and in time the manufacturers can be induced to take an important part. Here in Indiana we have cities where there are large glass factories and it would be a great treat for the visitors to see a glass factory in full operation and the displays of fancy glassware. There could be certain days set for the admittance of all visitors. I see I have taken up considerable space. Trusting I have not taken too much liberty in writing you, I am, yours very truly,

R. L. HUTCHISON.

(Editor's Note.—It would seem that Mr. Hutchison's proposal is both valuable and useful. We think an association such as he outlines would be of great benefit to fair followers. In case anyone in this line desires to take the matter up, we suggest that they write Mr. Hutchison. His address is Box 385, Summitville, Ind.)

W. A. Higgins, of Cave City, Ky., is President of the South Kentucky Fair Association, and the active management of the organization devolves upon him.

C. A. Lee, of Winterset, Ia., has been re-elected Secretary of the Madison County Agricultural Society.

C. H. Feoppel, Hollidaysburg, Pa., advertises a living six-legged calf for sale in this issue.

President Furnas, of the American Association of Fairs and Expositions, in his address at the annual convention of that organization, at Omaha, said of "The Billboard": "It is the only paper in America that devotes a department exclusively to fairs and expositions, and it has been doing good work. I think it is proper to recognize the work of this paper in some form."

Ben Richards, Secretary of the fair at Rhodes, Ia., is cashier of the Farmers' Bank at that point.

E. C. Maston, of Portland, Ore., is working very hard to have the State Fair removed from Salem, where it is now held, to Portland.

We want letters from Secretaries of fairs. Why can not YOU write us a letter every month. If you do not care to write a formal letter for publication, then write us a newsy, gossipy, personal letter. Tell us what you intend doing, what you are doing, and what you have done.

One of Scott's Bulletins, Fort Wayne, Ind.

North Carolina.

Just listen to the way the editor of "Progressive Farmer" falls into the North Carolina State Fair, recently held at Raleigh.

He writes with a bitterness that would lead one to believe that he had been against the shells himself. Hear him:

"Some time ago the management of the so-called State Fair made some nice promises, and religious and secular press, accepting these at face value, announced that the fair this year would be clean and creditable. The Progressive Farmer said, 'When the fair proves itself clean, then, and not till then, should it receive the support of our State Board of Agriculture.'"

Well, the fair was held in this city last week, and we do not hesitate to say it was by all odds the most indecent and vulgar one we have ever seen. Unless the State decides to put a premium on vice, filth and general wickedness, or the fair is purged of its uncleanness, it should never receive more aid from the State. If it must depend on disgraceful side-shows to keep it alive, let it die, and die at once. It will be better for the people of the State and for the fair managers. The people of the State are too virtuous, too decent, to patronize a fair where nothing is too much of a humbug and nothing too vulgar or indecent to obtain admission, provided it pays a certain per cent. of its worse than blood money into the hands of the managers.

"As the Western Plowman said of the Illinois State Fair managers recently: 'Some of them are good men, excellent men; but others, it would seem, have no more regard for decency than a hog has for beautiful flowers.'"

"If the fair wishes the support of the State, let it not insult Christian civilization by acting as if our men had no virtue and our ladies no modesty."

"We are told that the President and also a committee of reputable gentlemen appointed to inspect the side-shows did all in their power to make the fair a clean one, but there were some 'circumstances over which they had no control.' The people do not understand, but they, as taxpayers, demand, and we demand that this committee make a full explanation and give the names of those who are to blame. Justice to themselves demands it."

Street Fairs.

With the 15th Inst. closed the "Mt. Vernon free street fair." This is the third annual session of this organization, and it bids likely to become a permanent thing. This session, however, would not compare fully, in some respects, with the preceding ones. The exhibits of horses, cattle, sheep and hogs were inferior, but there was a fine display of peaches, pears, corn, wheat, grass seeds and vegetables. There was also a large and beautiful display of domestic fowls, and the display of vehicles and farm implements was exceedingly fine. And to the credit of the ladies it should be said that their exhibition of needle-work, home dairying and the culinary art was as extensive and as excellent as one could have expected to see. The crowd on the last day was very great, estimated by several to be larger than at either of the former fairs by some hundreds.

With the preceding, this fair also must be pronounced a success, and yet to my mind they can be improved upon. Although the weather has been very favorable during all three, yet this last was too early in the season for the farmers of Knox county. They were very busy cutting up corn and preparing for and sowing wheat and doing other important work. Very few would be willing to cease filling their silos and sacrifice saving their fodder and their wheat sowing for the fair. For these reasons and others the fair should be later in the fall. Then what an excellent thing it would be to have a farmers' exchange in connection with the fair! In the fall when their wheat is all threshed, seeding done, corn harvested, fruits and vegetables all gathered, farmers have stock of different kinds and grains and fruits and vegetables for sale or exchange. Some there are who want to buy, while others want to sell. Have it understood that this exchange or sale is to be an inseparable part of the fair, and how great at once will become the interest in this yearly gathering!

The premiums are not sufficient to induce farmers to put forth effort to bring their stock and produce to the fair. And they do not expect nor desire large premiums—especially at the street fairs. Their greatest ambition is to succeed in their respective lines of work, and when their efforts receive just recognition they are satisfied. This advertises their stock and produce, encourages worthy competition, and makes ready sales. Therefore the judges in the several depart-

ments should be not only strictly just and honest, but competent.

Then why could not the social element receive a larger share of attention? As it is the fair is a time when the farmers and their families gather from all over the country, renew old friendships and exchange happy greetings, but it seems to me that this feature could be more fully developed with much interest and profit to everyone.

The moral element also should receive strict attention. As a Christian people we can not afford to take our children to the fair and have them exposed to the vilest of temptations and become witnesses of debauchery and every manner of game and trickery. So far these things have been restrained at this fair, and the order in the main has been excellent. Glad am I to bear this testimony.

Would it not be well to cultivate also more extensively the intellectual and artistic elements? Certainly the county fair furnishes an excellent opportunity for improvement on many lines. —B. Asbury.

Fair Notes.

Do not let any one element dominate the fair. To be entirely successful, it should not be entirely in the hands of the W. C. T. U. nor the liquor dealers either.

Neither should it be controlled by the church folks. The fair is an advertisement in the shape of a public function, and should be neither above nor below the level of the public from which it draws its support.

As an advertisement for a town or city, the street fair possesses many advantages over the agricultural fair, not the least of which lies in the fact that it brings the crowds it attracts right into the business streets of the town, and holds them there.

With the agricultural fair it is different. By reason of the fact that it must have large and commodious buildings, stables, pens and, mayhap, a race track, it must be located out of town or at least on the outskirts of the

Special Correspondence to "The Billboard." "Pine Bluff, Nov. 1.—The fair this year, while not a failure, was not a success. Unusually wet weather, coupled with frost, defeated all the hard work on the part of the officers. They will try it again next year, however.

C. H. Wagner, speaking of judging sheep at fairs, says:

Let all fair boards, county, district and State, do away, once and for all, with competition among breeds. There is nothing in it for anyone, for how often do we see an expert pass upon the sheep this week and next week, upon the same flock, another judge would just turn his predecessor's work upside down? Do not get away with sweep-stakes among breeds, as it is a genuine nuisance and a fraud. Make separate classes for the leading breeds and attach premiums in accordance with your ability to pay.

Whenever you want any information, write us about it. If we do not have it, we will dig it up for you.

Manager Munson, of the Springfield Fair, writes as follows: "Enclosed please find \$2 which pays our subscription up to the end of the century. 'The Billboard' is simply invaluable to me. Our advertisement in your columns brought us more replies than all of the rest of the papers we used.

We have not heard of a single Dewey Day that was not a success.

"The Billboard" is the only journal in the world that is published in the interest of fairs, food shows and expositions.

The Fair.

The fair is an advertisement. Simply that, and nothing more. As long as its managers keep this one vital fact in view and operate it accordingly, it will thrive and increase in usefulness every year.

If attempt is made, though, to turn it into an educational institution or a straight-faced department of the church, it will fail miserably. It is not and never was intended to be either a sermon or bald lesson. The shows, music, races and legitimate games are as much a part of the fair as the exhibits themselves.

The farmers' papers that are inveighing against them do not know what they are talking about. You could as easily run a newspaper without news as a fair without amusements and music.

The fair is an advertisement. Make it attractive—alluring, and it will pay. Make it dry, prosy and uninteresting, and it won't.

State Fairs Are Improving.

Whatever may be the tendency of the minor fair associations nowadays—and it must be confessed that too many of them are "advancing backwards"—the State fairs as a rule are cleaner, more useful and better in every way than ever before. There are some exceptions to this. Several State fairs are "wide open" so far as gambling and other forms of immorality are concerned, but the general tendency is the other way. Ohio, New York, Illinois, Minnesota and Wisconsin are notable examples of clean State fairs, and they are also examples of successful fairs. The people are demanding that what represents the State, and is supported, at least in part, by State aid shall be free from immorality. Why should they not make the same demand of an association that is supported by their own community?—Exchange.

La Crosse, Wis.

Business here is very slow. However, many of the boards are covered with live paper, but there is room for more. When that is gone, there will probably be enough more to fill the boards again. August Erickson, the city bill poster, has been greatly annoyed by the liberty certain persons have taken by using his bill boards for their own benefit without even asking him.

Some boys of a local High School, who were placing half sheets for a football game, tucked several on the boards without asking the owner's permission. August said that if they had given him some bills he would have posted them free of charge, but they ought not to take the bills on the boards. There has been a great deal of this going on lately, and if it is not stopped there will be trouble.

A new distributing service has been started here, with A. H. Smith as manager. They have done considerable work lately, depending on local trade mostly, but have also done some for outside firms. The work was done in a fair manner, but the advertiser does not have the guarantee that the J. A. of D. gives. August Erickson, the local representative of that association, states that he is not worried in the least over their entry into this field, and said "Let them have all the work they want, I will get my share."

W. J. Roycott, the show printer of this city, who recently purchased a building for his printing house, has had it remodeled, and it will be ready for occupancy in a couple of weeks. Mr. Roycott is evidently a firm believer in the value of signs; he has had the whole building, from the very top to the lowest window, literally painted with signs announcing the various branches of the trade.

When doth the poster leave his work,
When doth he all his posting shirk,
And look sublimely stupid:



Never, you say! Ah, that's true—
Like all us mortals, this he'll do,
When in the hands of Cupid.

Denton, Texas.

The Denton County Fair was inaugurated only four years ago, and was an immediate success. The second fair was twice as good as the first; the third twice as good as the second; and the fourth, the one this year, twice as good as the third. "If," said Judge Piner in his fine opening speech, "this geometrical progression should continue, it would not be many years before the Dallas Fair would need to look to its laurels."

Most fairs receive their greatest support from the towns in which they are located. Such is not the case with the Denton County Fair. The exhibits are from all parts of the country, and represent all the pursuits carried on in it. Diversified farming is much practiced here. These farmers farm with their brains, as well as with their muscles. Denton County claims to be the banner county of 1898. In support of its claim it presents the following figures of the products of this county for the current year: 30,000 bales of cotton, 1,000,000 bushels of corn, 1,000,000 bushels of wheat, and 25,000 of hay, all amounting to nearly \$2,000,000; besides a very large production of small fruits, grapes, potatoes, etc.

city. Too often it takes people out of the town, rather than increases the floating population.

Commissioner Peck is back from Paris, and having secured additional floor space, naturally is desirous of booming the American exhibit at the Paris Exposition. The Commissioner is a very worthy gentleman, but the project is not. It would serve France right if the space allotted to America was left entirely unoccupied at the coming show. If you go to the county fair, and it is conducted as it should be, you will be educated and recreated. This is a rotation that ought to come in the life of every farmer. "After toll cometh rest," did it ever occur to you that the man who has been engaged in the most toll is the best adapted to enjoy a rest? The lazy man does not enjoy rest. It is not enough chance from what he has been used to.—Wisconsin Farmer.

"The Billboard" is now regularly read by 1,211 managers and secretaries of fairs, food shows and expositions in America. It covers the entire field, and no other journal does. "The Billboard" is alone in its class. We want letters from fair managers. We want to hear from them every month. Whenever we can reciprocate with information, data, statistics or anything else, command us.

W. H. Heyser, Secretary of the Rockland Fair, says: "The Billboard" is always a welcome guest. I find it a never-failing source of suggestion and inspiration."

LIST OF FAIRS.

ILLINOIS. CHAMPAIGN, ILL.—Champaign County Agricultural Board, Aug. 23 to Sept. 1, 1899. H. H. Harris, pres., John N. Beers, secy.

Poultry Shows.

ABILENE, KAN.—Abilene Poultry & Pet Stock Association, Jan. 25 to 28, 1899. Roy O. Shadinger, secy.

COLORADO SPRINGS, COL.—Pike's Peak Poultry Association, Ed. D. Frock, secy. Dec. 28 to 31.

LA VERNE, MINN.—Inter-State Poultry Fanciers' Show, Feb. 1 and 2, 1899. N. R. Reynolds, secy.

PROVIDENCE, R. I.—Rhode Island Poultry Association, H. S. Babcock, secy. Dec. 14 to 17.

Q. NERVIONE Toy Manufacturer Wholesaler of RUBBER TOY BALLOONS. Finest Assortment of Fresh Rubber Goods, Hydrogen Inflating Machines, Illuminating Gas Bellows, Whistling Balloons, Whips, Novelties, etc. We solicit your correspondence.

WORCESTER, MASS.—Central Massachusetts Poultry Club. C. A. Ballou, secy. Jan. 5 to 8, 1899.

Expositions.

BOSTON, MASS.—Mechanics' Fair—"Old Mechanics' Association." Oct. 10 to Dec. 3.

Races.

HOT SPRINGS, ARK.—Winter Racing Circuit. December, 1898.

Horse Shows

LOS ANGELES, CAL.—Horse Show. January, 1899.

Food Shows.

PHILADELPHIA, PA.—Food Exposition. Army of Second Regiment, Wm. Smedley, secy. 148 Tenth st. Nov. 7 to 26.

Dog Shows.

NEW ORLEANS, LA.—Mammoth Show of All Terriers. Jan. 19 to 21, 1899. T. J. Woodward, Jr., P. O. Box 1659.

CONVENTIONS, Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc.

ALEXANDRIA, VA.—National Celebration of Lincoln's Emancipation Proclamation. Magnus L. Robinson, Chairman, Alexandria, Va.

BALTIMORE, MD.—Federal Brotherhood of Andrew & Philip. November, 1898. C. E. Wyckoff, Irvington, N. J., secy.

CHICAGO, ILL.—National Fraternal Congress. Aug. 27, 1899. M. W. Sackett, Meadville, Pa.

DENVER, COL.—State Conference of Charities and Corrections. Jan. 15 and 16, 1899. G. L. Stumaker, Denver, Col., secy.

FOR SALE.

A living all-wood sheep. Four legs in front (two behind). A good store room show. CHEAP. Address,

C. H. FEOPPEL, HOLLIDAYSBURG, PA.

GRAND RAPIDS, MICH.—Michigan Retail Grocers' Association, February, 1899. E. A. Stowe, Grand Rapids, Mich., secy.

KINGSTON, ONT., CANADA—Cheese & Butter Association of Eastern Ontario, Jan. 19 to 22, 1899. R. G. Murphy, Elgin, Ill., secy.

MONTREAL, QUEBEC, CAN.—Trades & Labor Congress, September, 1899. Geo. W. Dower, 11 Louise st., Toronto, secy.

PHILADELPHIA, PA.—Grand Army of the Republic, 1899. Col. Jas. A. Sexton, commander-in-chief.

SCRANTON, PA.—United Brotherhood of Carpenters & Joiners, Sept. 18, 1900. P. J. McGuire, Box 884, Philadelphia, Pa., secy.-treas.

SCRANTON, PA.—Letter Carriers' Association, Sept. 4, 1899. F. J. Cantwell, Brooklyn, N. Y., secy.

SCRANTON, PA.—Pennsylvania State Camp, Patriotic Order of America, July 11, 1899.

SEAFORD, DEL.—Grand Lodge, K. of P. Oct. 25, 1899. Mark L. Garrett, 703 King st., Wilmington, Del., secy.

SEYMOUR, CONN.—I. O. O. F. Grand Encampment, Oct. 17, 1899. Frederick Botsford, New Haven, Conn., secy.

SHELBYVILLE, IND.—Southern Indiana Teachers' Association, March, 1899.

SHERMAN, TEX.—Texas State Swine Breeders' Association, Feb. 14, 1899. A. A. Pit-tuck, Dallas, Tex., secy.

SILVER CITY, N. M.—Grand Lodge, K. of P. Sept. 19, 1899. B. F. Adams, Albuquerque, N. M., secy.

SIoux FALLS, S. DAK.—National Creamery Butter Makers' Association, Jan. 22 to 28, 1899. E. Sudendorf, secy.

SOMERSWORTH, N. H.—Baptist Sunday School Convention, October, 1899. Rev. Winfield G. Hubbard, Wilton, N. H., secy.

SOUTH BEND, IND.—Women's Synodical Society of Home & Foreign Missions, Oct. 15 to 19, 1899. Mrs. F. F. McCrea, 1505 Broadway, Indianapolis, Ind., secy.

SPRINGFIELD, ILL.—State Millers' Association, Dec. 6, 1898. Henry Schurman, Germantown, Ill., secy.

SPRINGFIELD, MASS.—State Encampment G. A. R. 1899.

SPRINGFIELD, O.—Presbyterian Synod of Ohio, Oct. 10, 1899. W. E. Moore, Columbus, O., stated clerk.

SPRINGFIELD, O.—Master Plumbers' Convention, 1899.

STANTON, NEB.—Nebraska Saengerbund, 1900. F. Raabe, secy.

ST. AUGUSTINE, FLA.—State Firemen's Convention & Tournament, November, 1899. Silas B. Wright, secy.

ST. JOHANNESBURG, VT.—Dairy Convention, Jan. 2 to 5, 1899.

ST. JOHNSBURY, VT.—Vermont Butter and Cheese Makers' Association and Vermont Dairymen's Association, Jan. 23 to 27, 1899.

ST. JOHNSBURY, VT.—Grand Lodge, K. of P. Oct. 11 and 12, 1899. J. M. Cady, St. Johnsbury, Vt., secy.

ST. JOSEPH, MO.—Grand Chapter, Order Eastern Star, Oct. 16 to 20, 1899. Mrs. Salie E. Dillon, St. Louis, Mo., secy.

ST. JOSEPH, MO.—Medical Society of Missouri Valley, March 16, 1899. V. L. Grey-nor, Council Bluffs, Iowa, secy.

ST. LOUIS, MO.—Independent Order of Red Men, March, 1899.

ST. LOUIS, MO.—Semi-Annual Meeting Western Insurance Association, March 8, 1899. J. A. Kelsey, of the Aachen & Munich, secy.

ST. LOUIS, MO.—German Evangelical Lutheran Synod of Missouri, April, 1899. Rev. C. F. Obermeyer, 2009 Benton st., St. Louis, Mo., secy.

ST. LOUIS, MO.—Grand Lodge, K. of P. Oct. 17, 1899. John H. Holmes, Columbia Bldg., St. Louis, Mo., secy.

ST. LOUIS, MO.—F. & A. M., Grand Lodge of Missouri, Oct. 17, 1899. John D. Vincil, St. Louis, Mo., secy.

ST. LOUIS, MO.—Laundrymen's National Association, Oct. 9 to 12, 1899. Henry W. Storer, 949 Woodland Ave., Cleveland, O., secy.

ST. LOUIS, MO.—United States Railway Mail Service Mutual Benefit Association, Oct. 3 to 5, 1899. J. M. Brown, Atlanta, Ga., secy.-treas.

ST. LOUIS, MO.—Elks' Convention, 1900.

ST. PAUL, MINN.—Minnesota Retail Hardware Association, J. W. Clark, secy., Minneapolis, Minn., 1899.

ST. PAUL, MINN.—Knights of Pythias Grand Lodge, Sept. 26, 1899. Robt. Stratton, Minneapolis, Minn., secy.

ST. PAUL, MINN.—O. D. H. S. State Convention, Jan. 31, 1899. H. Cirkler, Box 444, Minneapolis, Minn., secy.

SYRACUSE, N. Y.—State Fish & Game & Forest League, Dec. 8, 1898. E. G. Gould, Seneca Falls, N. Y., secy.

SYRACUSE, N. Y.—Knights Templar Annual Conclave, Sept. 25 to 27, 1899. Edwin C. Talcott, 121 S. Salina st., Syracuse, N. Y.

TAMPA, FLA.—Convention of Governors of 11 States, Feb. 8, 1899.

TERRE HAUTE, IND.—State G. A. R. Encampment, 1899.

TOLEDO, O.—Ohio Bill Posters' Association, May 9, 1899.

TOLEDO, O.—National Convention G. A. R. 1900.

TOLEDO, O.—Ancient Order of Hibernians, April, 1899.

TOPEKA, KAN.—State Historical Society, Jan. 17, 1899. Franklin G. Adams, Topeka, Kan., secy.

TOPEKA, KAN.—State Teachers' Association, Dec. 27 to 29, 1898. Hon. Wm. Stryker, Topeka, Kan., secy.

TORONTO, CAN.—International Supreme Lodge, I. O. G. T. June 29 to July 7, 1899. B. F. Parker, 208 Oneida st., Milwaukee, Wis., secy.

TORONTO, ONT., CAN.—Canadian Medical Association, September, 1899. Dr. F. N. G. Starr, Toronto, secy.

TORONTO, ONT., CANADA.—American Poultry Association, Jan. 8 to 14. A. E. Felch, Natlek, Mass., asst. secy.

TRENTON, N. J.—New Jersey State Teachers' Association, Dec. 26 to 30. L. C. Wooley, Trenton, N. J., secy.

TRENTON, N. J.—Royal and Select Masters' Grand Council, Jan. 24, 1899. Chas. Bechtel, Trenton, N. J., secy.

UNADILLA, N. Y.—Otsego County Firemen's Association, 1899. C. C. Fyfaesch, secy.

VALLEYFIELD, QUEBEC, CAN.—Dairy Convention, Dec. 6 and 7, 1898.

VANCEBURG, KY.—Junior Order of United American Mechanics, 1899.

VIRGINIA BEACH, VA.—Virginia Booksellers' Association, July 10, 1899. J. V. Alfriend, Norfolk, Va., secy.

WASHINGTON, D. C.—National Marine Engineers' Beneficial Association, Jan. 16, 1899. Geo. A. Grubb, 1537 George st., Chicago, Ill., Sta. B, secy.

WASHINGTON, D. C.—American Electro-Therapeutic Association, Sept. 19 to 21, 1899. John Gerlin, 68 North st., Auburn, N. Y., secy.

WASHINGTON, D. C.—American Inventors & Mfg. Association, Jan. 15, 1899. Arthur Stewart, Baltimore, Md., secy.

WASHINGTON, D. C.—Royal Order of Scotland, Oct. 16, 1899. Wm. Oscar Roome, Washington, D. C., secy.

WASHINGTON, D. C.—Y. P. S. C. E. State Convention, October, 1899. Geo. McDonald, Altoona, Pa., secy.

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. Lin-bach, Cedar Rapids, Iowa, secy.

WATERTOWN, N. Y.—Y. P. S. C. E. State Convention, Oct. 2 to 4, 1899. A. E. Dew-hurst, 179 Howard ave., Utica, N. Y., secy.

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

WEISER, IDAHO.—I. O. O. F. Grand Lodge, A. K. Stuenkelberg, Caldwell, Idaho.

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. Maur Jenkins, Piedmont, W. Va., secy.

WHEELING, W. VA.—National Tobacco Workers' Union of America, September, (fourth Monday), 1900. E. Lewis Evans, 422 Granite Block, St. Louis, Mo., secy.

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

WILLIAMSPORT, PA.—Baptist State Mission Society, Oct. 23 to 26, 1899. W. H. Conard, D.D., 1420 Chestnut st., Philadelphia, Pa., secy.

WILLIAMSPORT, PA.—Pennsylvania Baptist Educational Society, Oct. 20, 1899. G. M. Spratt, 1420 Chestnut st., Philadelphia, Pa., secy.

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

WILMINGTON, DEL.—Jr. O. U. A. M. State Council, Feb. 21, 1899. W. J. Marland, Wilmington, Del., secy.

WORCESTER, MASS.—State Council, Jr. O. U. 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. 8 to 20, 1899.

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

Fair Notes.

We wish to remind fair managers that "The Billboard" reaches all the large manufacturers of agricultural implements. They subscribe for it, in order to keep in touch with the fair news of the country.

They will all buy space in a premium list if you issue it far enough in advance of the fair.

If you have space to sell, an ad. in "The Billboard" will sell it. Money back if it does not.

Omaha wants to do it again next year, and is already at work on a guarantee fund. Omaha had better let well enough alone.

Thos. A. Browne, Secretary of the Poultry Association of Toronto, in renewing his subscription, writes:

"The reason a lot of us don't get more good from and interested in a publication like "The Billboard," is because we don't know a good thing sufficiently well at sight, and should examine it more."

It is given out that the State Fair, held in the city during the first of October, has come out with a deficit of some \$1,500. John M. Terne, President of the State Board of Agriculture, states that it is undoubtedly due to the fact that the board had not a cent of money in the treasury, and also that the best day, Milwaukee Day, was ruined by bad weather. He feels confident that had not these things occurred the fair would have been a financial success.

The Philadelphia Pure Food Show, which closed at Second Regiment Armory, November 26, was a success.



Billboard belonging to F. C. Zehring, Lincoln, Neb.

NOT how cheap, but how good can I do your distributing. Write and let me quote you my prices for distributing this city and surrounding towns.

EDGAR L. WILLIAMS, 25 W. Circular St., Saratoga Springs, N. Y.
The Reliable Distributor.

Established in 1871

E. T. HEVERIN,
CITY DISTRIBUTOR,
GENERAL ADVERTISER,

And Contractor for the Southern States.

All work guaranteed to give satisfaction. Best of city references.

Office, 405 W. Market, and 542 Second St. LOUISVILLE, KY.

O. P. FAIRCHILD & CO.

COVINGTON, KY.



Licensed City Billposters Distributors and General Advertisers.

Office, 24 East 4th Covington, Ky. Members of the I. A. of U.

The Albany Bill Posting & Advertising Co. (Incorporated) J. Ballard Carroll, Mgr. Albany, N. Y. 35 Beaver Street P. O. Box 190.

The fair at Waterbury, Vt., was very successful.

The Caledonia County fair, St. Johnsbury, Vt., was the most successful held in many years.

From the point of arrangement and the displays made, the free street fair at Edwardsville, Ill., was a success. Light frame work was put up in the streets and covered with canvas to make the booths, and these extended for probably a quarter of a mile. In the booths thus built was placed a creditable array of the products of the farm, garden and orchard, poultry, live stock and the merchandise of various kinds that is usually found at county fairs.

The success of this fair has assured its continuance next year at least. The attractions provided for visitors consisted of trapeze performances, balloon ascensions, parade by zouaves and the members of the Illinois naval reserve from Alton and other features of interest and amusement.

While Rochester, N. H., has the largest agricultural fair in the State, the extensive proportions of its entertainments lead many to infer that it is only a great show ground. It is the object of the managers to provide something to entertain the visitors throughout the entire exhibition, and the entertainments were of a high order and the best artists in their respective lines. The Midgots' performance and the fifty-foot leap by an elk from the top of an inclined walkway into an artificial pond of water were two very strong drawing-cards.

The attendance on the fourth day was large, the races being the principal feature of the exercises, and the twenty-third annual fair of the Rochester Agricultural and Mechanical Association to-night passed into history as one of the most successful ever held at Cold Spring Park, most richly deserving the title of the "Old Glory" Fair.

Have you organized yet for 1899? If not, why not? Get out of that old procrastinating rut. Get together, perfect your organization, claim your dates and have it all done with by New Year's Day.

R. H. Knowlton, Secretary of the Washington Fair, says: "The Billboard" is a great boon to Secretaries, just having our name in your list is worth many times the subscription price."

The Indiana State Fair of 1898 has come and gone, and despite the inclement weather every visitor pronounced it the best fair ever held upon the new grounds; especially is this true of the live-stock department, where the entries were large and the best representatives of the different breeds were represented. The treatment of the stockmen by President Downing and Secretary Kennedy will always be held in kind remembrance by all exhibitors, while each member in charge and the assistants did all in their power to make the week pleasant for all.

The display of horses this year reminded one of ten years ago, when horses were on the boom. While there were not as many importers present as in those days, yet the display of different individuals was a very fine one indeed.

"Quality, not quantity" is what might be said of the cattle exhibit at our State Fair this year. The death of ex-Governor Matthews (who was appointed member in charge of the beef cattle department) was indeed a sad loss to the board, as his services and advice were always needed. He had labored hard to make the battle of the breeds an attraction this year. However, Mortimer Leavering, member in charge of the dairy cattle, assumed the charge of the beef cattle, and showed his ability to manage both. He selected an able assistant in W. J. Wright, of Newcaste, who has been an efficient worker at our State Fairs for years.

Keep a standing ad. in "The Billboard" the whole year round. It will pay you. Rates, 10 cents per line.

Ed. M. Rouse, the efficient Secretary of the Baton Rouge (La.) Fair Association, has introduced a novel feature in fair privileges. He has erected a mammoth bulletin board in the fair grounds. The location of the board is in excellent view of the main drive-way between the grand stand and the main building, and is where thousands of people pass constantly by and through the grounds. The board is being built of dressed lumber, tightly jointed, and is erected with artistic advertising for high class pictorial and artistic advertising. The board is to be one hundred feet long and eighteen feet high, set at an elevation, so as to be plainly visible from a distance of several hundred yards. They have engaged especially for this work of painting and designing, Mr. F. Phyle, a scenic artist of great ability, who is under obligation to paint each and every sign in the very best and most attractive manner. The object of building this fine board is purely to ornament the fair grounds, and space is offered at 25 cents per square foot, including artist furnished to do the work.

We will pay liberally for contributions of a critical nature dealing with fair management in all its phases. Articles should be accompanied by sufficient stamps for return postage in case they prove unavailable.

Now that the Omaha fair is a thing of the past, attention centers on Toledo, where the next big exposition takes place.



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.

Here is where the advertiser gets his money's worth.

NORWALK AND SOUTH NORWALK, CONN.

POPULATION 20,000.

HARRY B. BUSSING,
 CITY BILLPOSTER.

Distributing and Sign Tacking Sign Painting
 All boards centrally located and on ear lines
 Write for estimates on all kinds of

OUT-DOOR DISPLAYS.

Member Associated Billposters' Association.
 OFFICE, WALL ST., NORWALK, CONN.

BILLPOSTING, Sign Tacking
 and House-to-House Distributing done. Work guaranteed. Give good reference.

J. E. MULLENNIX,
 MADISONVILLE, KY.

JUNCTION CITY, KAS. Pop. 5,000

HERMAN DELKER,
 BILLPOSTER AND DISTRIBUTOR.

Ref: 1st Nat'l Bank Satisfaction Guaranteed

DISTRIBUTING, Billposting and Sign Tacking
F. A. KOPPE, Logan, O. Population 4,000.
 Member I. A. of D. All work guaranteed to be strictly first-class and up-to-date.

CHAS. WOOD, Billposter and Distributor

Est'd 1870. Office 358 Fulton St., Jamaica, N. Y.

1000 sheet boards, 100 large stands, 3c per sheet.

FRANK LITTLE & SON, Bill Poster and Distributor. PORTLAND, MICH. Pop. 2,000

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

MEMPHIS, TENN.
VAN BEUREN & CO.,

Bill Posters and Distributors. 43 GAYOSO ST

MIDLAND ADVERTISING CO.,
 JOSEPH REID, Manager.

LICENSED DISTRIBUTORS,

Members I. A. of D.

617 Grand Ave., KANSAS CITY, MO.

Walter D. Dixon, Distributor and sign tacker
 Milwaukee, Wis. 54 18th St

HARTFORD CITY, IND. Pop. 6,000.
C. W. ABBOTT,

Billposter and Distributor.
 All work done by men Satisfaction guaranteed

E. H. BOWMAN, LICENSED
 Bill poster and Distributor
 Owns all boards in city Newnan, Ga.

CLAYTON, Oklahoma. THE WATMAN CO. Post-
 ing, Distributing and Mailing property at
 tended to

OLD RELIABLE J. M. LOOKER, Bill-
 poster and Distributor. Work promptly
 done. Satisfaction guaranteed. Orders from a
 distance conscientiously carried out.

Abilene, Kansas.

POST BILLS, nail up signs, distribute sam-
 ples and all kinds of advertising matter in
 ALBUQUA, LAWRENCE COUNTY, MO. Popu-
 lation of county, 45,000, of Aurora, 6,000. 1,200
 places necessary for town and country trade.
 Give me your business. I refer you to Billard
 Bros. and Blackman Bros., druggists, Aurora, Mo.
S. MARTIN, Distributor

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

1869 Taunton Billposting Co. 1898

BILLPOSTERS AND DISTRIBUTORS

We Post and Distribute Everything.

Members of I. A. of Distributors.

Office, 45 Cohannet Street, Taunton, Mass.

A. B. WHITE, Manager.

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.

Here is a Merry Christmas and Happy New Year to all my
 advertising patrons, to all the agents, and to all my
 brother distributors and billposters.

Peace on earth, good will to all.

JOHN T. WILLIAMS,
 City Billposter and Distributor,
PORTLAND, ORE.

Member of the International Association of Distributors, and Agent for
 all Billposters in Washington and Oregon.

THE LEADING SHOW PRINTERS
 (LITHOGRAPHIC OR BLOCK)
 IN THE UNITED STATES USE

THE AULT & WIBORG CO'S
POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO.
 CINCINNATI
 NEW YORK
 CHICAGO
 ST. LOUIS.

OAKLAND, CAL.

According to the census of 1890, had a population of 48,682. The police cen-
 sus of 1895 gave it 52,986. Experts now estimate it at 60,000. It is a good
 town. A residence town. A city of homes. I distribute Oakland. I have
 good references, and further more, I am a member of the International Associa-
 tion of Distributors and Will. A. Molton's Agency. Whenever you want to
 distribute Oakland, send the matter to

W. B. PORTER, 408 Tenth St., OAKLAND, CAL.

Endorsed by the

Leading Wholesale
 and
 Retail Druggists.

Reliable Service.

Competent Men.

A. F. FISCHER.

C. E. FISCHER, Manager.

FISCHER'S DISTRIBUTING



REGISTERED DISTRIBUTORS

FOR
Omaha and South Omaha.

Residence and Office,
 4329 Decatur Street.

Fifteen Years' Experience.
 Matter Distributed.
 Samples and Advertising
 Signs Tacked.

A \$7.00 Given Free
BOOK of
EUGENE
FIELD'S
POEMS,

Handsome il-
 lustrated by
 thirty two of
 the world's
 greatest artists.

But for the noble con-
 tribution of the world's greatest artists this
 book could not have been manufactured for
 less than \$7.00.

The fund created is divided equally between
 the family of the late Eugene Field and the
 fund for the building of a monument to the
 memory of the beloved poet of childhood.

EUGENE FIELD MONUMENT SOUVENIR FUND.
 [Also at Book Stores.] 180 Monroe St., Chicago.
 If you also wish to send postage, enclose 10c.

Mention this Journal, as adv. is inserted as our
 contribution.

Walter D. Dixon, Distributor and sign tacker
 Milwaukee, Wis. 553 18th St

RICHARD RUFFIN,
 CITY BILLPOSTER AND DISTRIBUTOR.
 EDWARD-VILLE, ILL. Population 8,000.

BERNARD
 Owns the billboards and controls the
 commercial posting in the city of
SAVANNAH, GA.

MEMBER A. B. P.

Bernard is now
 International Association Distributor for the
 City of **Charleston, S.C**

Address all business communications to
CHAS. BERNARD,
 BOX 92, Savannah, Ga.

THE MEMBERSHIP OF THE



International Association of Distributors

is a roll of honor upon which is writ only names of men who are honest. If a man's reputation will not bear inquiry, if his record will not stand rigid investigation, he may not be admitted to the I. A. of D.

He must be sober, industrious, honest. He must be faithful and painstaking, and furthermore, he must be able to prove that he is all of these. He must possess good standing in his community and be an enthusiastic distributor.

IF HE IS ALL OF THESE THEN HE MAY BECOME A MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS, NOT OTHERWISE.

If an advertiser has to choose between a member of the I. A. of D. and a distributor who is unattached, both being personally unknown to him, who is he going to choose? Will he take the unknown, unattached distributor, or will he take the I. A. of D. member, whose standing is vouched for and whose service is guaranteed by his brother distributors all over America?

ADVERTISERS MAY HAVE TO PAY I. A. OF D. MEMBERS A TRIFLE MORE PER 1,000 FOR THEIR HIGH-CLASS SERVICE THAN CHEAP AND IRRESPONSIBLE DISTRIBUTORS ASK, BUT THE DIFFERENCE IN THE SERVICE WARRANTS THE OUTLAY MANY TIMES OVER.

See List of Members on another page of this issue.

OFFICERS FOR 1898-99.

JOSEPH REID.....President
(Kansas City, Mo.)
W. H. STEINBRENNER.....Secretary
(Cincinnati, O.)
O. P. FAIRCHILD.....Treasurer
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THOMAS KAIN.....Middletown, N. Y.
F. M. GROVES.....Evansville, Ind.
L. H. RAMSEY.....Lexington, Ky.

Advertisers who deal with members of the International Association of Distributors are insured against all loss. A guarantee or indemnity bond, as good as issued by any trust company, may be had for the asking. Write the Secretary.

W. H. STEINBRENNER,
519 Main Street, Cincinnati.

PRESS CLIPPINGS

are valuable to the editors of class and trade journals, to professional men, to students of science or history, and to every one who wants a collection of thoughts or facts on any subject. We're rather proud of the fact that our service is so complete and satisfactory that our circle of subscribers to our press clippings steadily widens. May we add you to the list?

**NEW ENGLAND
NEWSPAPER BUREAU,**

146 Franklin Street, Boston, Mass.

We take special pleasure in announcing that we have been elected to membership in the International Association of Distributors at Dunmore and

SCRANTON, PA.

and we will guarantee to uphold the dignity of the Association at all times.

Our work can be depended on.
REESE & LONG.

ADVERTISERS! I am still in the business and going to stay. Send all matter to me. My distributing will make it pay. Member I. A. of D. **JOHN H. JONES,** office N. W. Cor. Mount and McHenry Streets. Residence, 1733 W. Pratt St., Baltimore Md.

CHAS. A. HOWARD owns and controls all billboards in the thriving city.
ROODHOUSE, ILL.

MRS. M. E. DUNDON,

BILLPOSTER and DISTRIBUTOR,

114 Fourth Street, **TROY, N. Y.**

Member International Assn of Distributors

CHAFEE & SON,
POSTERS and DISTRIBUTORS.

SHELBYVILLE, IND

SUTLIFF, Gloversville, N. Y.

**BILLPOSTING, DISTRIBUTING,
and BULLETIN PAINTING.**

Complete circuit of Fulton County, including cities of Gloversville and Johnston. Population of county 40,000. Member of N. Y. Billposters' Ass'n and only member of I. A. of D. for county. Write for particulars.
O. S. SUTLIFF, Gloversville, N. Y.

Walker & Co.

**BILLPOSTERS and
GENERAL ADVERTISERS.**

47 Rowland St. **DETROIT, MICH.**

Remember Detroit gets the big Pythian Convention in 1920

H. K. APPLE

Billposter and Distributor

For Indiana County. Private space. Member of I. A. of D. Town population, 6,000. County, 52,000.

INDIANA, PA.

Send for Samples of Bill Poster's

LETTER HEADS.

CROSS PRINTING CO., CHICAGO.

E. M. FRITZ

**BILL POSTING
AND DISTRIBUTING
OSKALOOSA, IOWA.**

LIMA, OHIO. Has a thrifty wide-awake, bustling population of over 25,000. It will pay you to put it on your list. **W. C. TIRRILL & CO.** Bill Posters and Distributors.

HARKNESS • BILL... POSTER.
New Boards. Locations the Best.
STOCKTON, CAL.

Wichita, Kan.

The distributing point for S. W. Kansas, Oklahoma and Indian Territory.

Population, 24,853.

Kansas Billposting Co.

(LICENSED)

Owens 2,216 lineal feet of

First-Class Boards.

Furnish a guaranteed, listed service at 7c a sheet for three-sheets and larger, 30 days' showing. Every board covered with commercial, local and theatrical paper in October.

IT PAYS TO USE OUR BOARDS.

E. L. MARTLING,

Manager.

Member I. A. of D.

**IF YOU WANT THE
BEST SERVICE,
PATRONIZE**

The Old Reliable

**CHICAGO
BILLPOSTING
COMPANY,**

395 & 397 West Harrison Street,

Chicago, Ills.

Long Distance Phone, West 1273.

ESTIMATES AND SKETCHES
FURNISHED ON ALL KINDS
OF PRINTING.

E. H. BOWMAN,
DISTRIBUTOR and BILLPOSTER.
P. O. Box 14, NEWNAN, GA.

We, the undersigned, druggists of Youngstown, Ohio, highly recommend **JOHN M. EVANS** as an honest up-to-date distributor, and a sober, industrious gentleman:

Averbeck & Co.	Central Square Drug Store
Folsom & Thayer.	McKwen & Lyons
C. H. Krauter.	White's Drug Store
D. McBride.	Havies & Co.
H. Thatcher	Gibson & Co.
(per C. Pyle).	Carl Rudolph
Wm. Braeden	Busing Drug Store

JOHN CLARIDGE,
CITY BILLPOSTER.
Pop 5,000. **NEWPORT, ARK.**

R. M. B. ELLINGTON.
LICENSED BILLPOSTER,
Sign Tacker and Distributor.

REEDSVILLE, N. C. Population 5,000.

In England....

The most prominent advertisers in all parts of the country subscribe to

PUBLICITY

the practical paper for all patronizers of printers' ink. The only publication of its kind in Great Britain. Sample copy 10 cents. Full year 50 cents.

MORISON'S ADVERTISING AGENCY

HULL, ENGLAND.

If there is one thing above another, That sticketh closer than a brother, It is the paper that is pasted on

**CHAS. KRUTZ'S BILLBOARDS.
WHY?**

Simply because the paper, as well as the advertiser, knows a good thing when they see it.

They know

CHARLIE'S BOARDS are "Good Thing" Because they confront the most popular streets in this popular little city.

**Triple Deckers,
Double Deckers
and Single Deckers,**

All in the business part of the city. Conducted and controlled by

CHAS. KRUTZ,

The Popular and Up-to-Date Billposter of
GOSHEN, IND.

The Most Eastern on the Continent.

J. A. Muldoon,

City and County Billposter.

EASTPORT, MAINE.

The most rushing city in New England. All letters answered. Have plenty of references.

SEND IN YOUR WORK.

Let me give you my figures when you expect to advertise in my section, such as

Billposting, Sign Tacking, Distributing,

In fact, all kinds of advertising. I am a member of the I. A. of D.

H. N. HOLSHAUSER.

L. B. 457. **Covington, Tenn.**

The December Edition of
**Profitable Advertising,
The Advertisers' Trade Journal,**

Will be a Grand Special Number, devoted very largely to newspapers and newspaper advertising. Men of note will contribute to its columns, and the issue will be profusely illustrated. More than 20 title pages of leading newspapers will be reproduced, with scores of portraits of business and advertising managers of the same. The magazine will be enlarged to 80 or 100 pages, and the cover will be lithographed in many colors by George S. Harris & Sons, of New York.

Every man interested in advertising wants a copy of this handsome souvenir edition.

Single copies 20 cents

Yearly subscription, \$1.00.

Number appears December 20.

Order at once, as the edition is limited.

PROFITABLE ADVERTISING.

No. 27 School Street,

Kate E. Griswold, BOSTON, MASS.

Editor and Publisher

Established 1823.

**WM. H. WARNER & BRO.
MEDALISTS.**

No. 424 N. 9th St., **PHILADELPHIA, PA.**

Medals in all metals struck to order for all purposes that may be desired. We want the address of all streetmen throughout the United States

ST. PAUL AND MINNEAPOLIS DISTRIBUTING CO. Samples and Advertising Matter Thoroughly Distributed. **W. F. SMITH, Manager** Main Office, 34 East Third Street, St. Paul. 19

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

SHREVEPORT'S

The warmest town in Louisiana.
Her Up-to-Date Methods Take the Banner.

She has sunshine and mirth,
The best billposter on earth.

ED. SEAMAN

Is the name of that man oh!

Newport, KY
Bellevue, KY
Dayton, KY

ESTABLISHED 1870.
G. H. OTTING & SON,
 Licensed Billposters, Distributors,
 and Bulletin Painters
 Office, 608 York St., Newport, Ky.

NOTICE: During the week of Oct. 24 last, every available inch of space on our boards and dunks was occupied. We simply could not get another sheet up. Why? Because we give service and advertisers are beginning to find it out.

CHAS. T. SIVALLS,
BILLPOSTER and
DISTRIBUTOR,
HOUSTON, TEX.
 Population, **60,000.**
 Office, OPERA HOUSE BLOCK.

PLAINFIELD, NEW JERSEY.
A. L. FORCE,
 Editor and Prop.
Daily Press.
 Billposting and Distributing Promptly Done.

You will find in
BURLINGTON, IOWA,
 A first-class and reliable distributor.
 His name is
A. E. DREIER,
 Write him for particulars.

A SPECIAL OFFER
 OF
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.

WALTER D. DIXON, Distributor and sign tacker Milwaukee, Wis. 553 15th St

THE REASON WHY.
 Is the title of a circular that will be sent to all advertisers, upon application, who desire reliable service in this city or section.
H. L. REDMAN, Distributor, **MERIDIAN, CONN.**

For Coupon Book and Strp.
Tickets
 WRITE **C. F. ANSELL,**
 140-142 MONROE ST. CHICAGO.

TERRE HAUTE, IND.
 POPULATION 43,000.
 Best City in the State.
J. M. DISHON, Distributor.

MCCARTHY & GETTER, Kalamazoo, Mich.
 BILLPOSTERS AND DISTRIBUTORS.
 Will do your work right, if not, DON'T pay for it. Report us to the Association they will do the rest. Try us once, you will call again.

A VOLUME OF FORCE. To help your business, is my house to house distribution in **BOISE, IDAHO.**
 My prices—\$2.00 per 1000, pamphlets, etc.; \$2.50 per 1000, sampling. 9000 Consumers. 2000 pieces will do it. Uniformed men, no boys.
R. G. SPAULDING, Distributor and Sign Tacker.
 Bills Distributed to 100,000 Inhabitants. In Norfolk, Portsmouth, Newport News and Vicinities.
GLASSETT & HALL, 337 High St., Portsmouth, Va.



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.

KENTON, OHIO. J. C. WARVEL, the only Licensed Billposter. Good locations. Paste that Sticks. Distributing done by men that are honest

MEADVILLE, PA. County Seat.
 Pop. of City 12,000.
 Pop. of County 79,000.
KNOX BILLPOSTER, DISTRIBUTOR. Guaranteed Service.

AMERICAN BILLPOSTING CO.
 BROOKLYN, N. Y.
 PITTSBURG, PA.
 ALLEGHENY CITY, PA.
THOS. J. MURPHY, President. **BARNEY LINK,** Gen'l Manager.
WM. P. FAY, Secretary.

THE AMERICAN COMPANY,
 GENERAL OUT-DOOR ADVERTISERS FOR WOOD CO., OHIO.
 L. B. 32, Bowling Green, O Office, 12 E Wooster St.
 References—California Fig Syrup, American Tobacco Co.

Established 1868 ————— 30 years' experience.
MILLER BROS.
 LICENSED BILLPOSTERS AND DISTRIBUTORS,
 No. 53 West Town Street, Columbus, O.
 Population 140,000. New management. Increased facilities. Greatly bettered service. Satisfaction guaranteed.
JOE MILLER, Manager.

ON THE Banks of the Wabash River
 Is a very profitable place to advertise
 Billposting, Distributing and General Advertising is promptly done by
C. E. FRINROCK,
 OF ATTICA, IND.
E. H. NORRIS, BILLPOSTER AND DISTRIBUTOR.
 First class service at reasonable rates
 — NEWPORT, VT. —

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 Cutting 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.

J. F. WEST,
Haverhill, Mass. Pop. 40,000
 Owning and controlling all boards in city and vicinity.
 Posting and Distributing solicited.

G.W. HUDSON & CO., CITY BILLPOSTERS
 All work sent us will be promptly done and up to date
MINONK, ILL.

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, 4,000; Gas City, 3,000; Fairmount, 4,000. Total 34,000. All boards on Electric Fan Handle, Big Four and Clover Leaf Lines. Capacity 4,000 sheets

F. N. PENDERGAST Reliable Distributor. A new deal here in distributing. First-class work a specialty. Try me. Good reference **Newton, Ia**

John V. Fishburn, Distributor and billposter, Medicine Lodge, Kansas.

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

ITHACA, MICH. Pop. 2,500.
JAS. DONALDSON,
 Member I. A. of D.
 Bills posted. Samples put out. Circulars distributed. Signs nailed up. Work guaranteed

"Remember the Main"
 Question is to secure a good distributor for further particulars, try results with me. You furnish the work, we quote the price for the work.
WM. M. MELOY, Distributor, Box 49, CARLISLE, PA.

WASHINGTON, PA. Pop 20,000.
ANDY B. MEANS
 Owns and controls all principal boards in town
 — 31 West Chestnut St. —

GEO. PROTZMAN,
 LICENSED
BILLPOSTER and DISTRIBUTOR
ROSEBURG, OREGON.
 Owns and controls all billboards in the city
 — Population 3,500 —

Distributing by Reliable Men, **FISKE BROS., BILLPOSTERS,** WORCESTER, MASS. (No Boys Employed.)

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 1/8 in. long	\$23.50 per doz	\$2.25 each.
No. 10, 4-0	5 1/4 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.

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



R. STUART MARKS, COLUMBIA, S. C. BILLPOSTER AND DISTRIBUTOR.

Population 25,000. Three factory villages, large country trade, railroad shops and foundries, 5,000 soldiers wintering here in regular camps. References given and satisfaction guaranteed.

COLUMBIA, S. C. - - 1425 Gates St.

Manistee, Mich. J. W. TENNANT Distributor. Good reference. Work guaranteed.

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.

J. A. COATES, City and County Billposting and Distributor. RICHLAND CENTER, WIS. City population, 2,500, County, 30,000. One of the best business towns in the state. I have an abundance of billboard space always ready give me a trial.

LEWISTON, IDAHO. The principal city in the state. A. E. ELLIOTT, Billposter and Distributor. My motto: Prompt attention and honest work.

drop a nickel

in an envelope addressed The Ad Sense Company No. 160 Washington Street Chicago and get a Sample Copy of a Journal of Advertising and Business Methods a Happy Combination of Sense and Good Printing

A LIVE CITY CENTRALIA, ILL. Population, 7,000.

Railroad, Mining and Manufacturing Center JOSEPH E. HEFTER, Licensed BILLPOSTER and DISTRIBUTOR. Lists furnished and work protected and guaranteed.

FRANKLIN, PA. Population 9,000. ALEX. BRADLEY, City Billposter and Distributor. MEMBER I. A. of D. Established 1871.

Wilmington Bill Posting and Distributing Co.,

WILMINGTON, DEL. POPULATION OF CITY, 75,000.

JESSE K. BAYLIS, PROPRIETORS GEO. W. JACKSON,

OFFICE: GRAND OPERA HOUSE.

If you will send your Posters, Tacking and Distributing Matter

DETROIT, MICH. Population 350,000.

WE DO DISTRIBUTING AND SIGN TACKING—that is all—and we do it as it should be done. We employ only reliable help. Best of references. A trial order will convince you.

Established 1884 OFFICE, 297 CASS AVENUE. THE NATIONAL DISTRIBUTING AGENCY CO.

SOUTH BOSTON, VA. Population of the town 3,000. Population of the county 35,000. NICHOLS & TERRY, Sole Billposters, Distributors and Sign Tackers. Good work guaranteed. First-class references.

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.

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.

THE BILLPOSTER

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

OUR MACHINE:::

will enable you to do it. It will make the best paste so cheaply that you can drive all competition out of the market.

Take a Minute and a Postal—Write us and we will tell you all about it.

J. H. DAY & CO.

1144 R. Harrison Ave. Cincinnati, O.

You take no Risk in selecting us to do your Distributing, Sampling, and Sign Tacking, IN

ATLANTA, GA., Adjacent Towns, COLUMBUS, GA.

The superiority of our service is evidenced by the continued patronage we are receiving from some of the largest advertisers in the United States.

EDW. B. BRIDGER'S ADV. COMPANY, 608 Temple Court, Atlanta, Ga.

Licensed Advertisers.

C. E. HAMILTON, Proprietor. (Site of the State University.) **TO TWIN CITY BILLPOSTING CO., Champaign, Ill.** IT WILL BRING YOU MONEY

J. E. Campos

LICENSED DISTRIBUTOR and CARD TACKER

Office, 220 WHITTAKER STREET, SAVANNAH, - - - GA.

BRUCE COPEL, WIS. is a hustling town of 1,500 population. LAFAYETTE YOUNGS, distributor of all kinds of advertising matter, also billposter.

WALTER D. DIXON, Distributor and sign tacker Milwaukee, Wis. 53 15th St

J. GARLICK, City Bill Poster, Distributor

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

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.

Great for small towns and short routes to cities. This style of cart costs great favor among the bill posters of England where it is regarded as a great convenience and is used almost to the exclusion of all other vehicles. It is equipped with super top grade tank and water tank. The tank is hand with grip and the one which contains the water is provided with a faucet.



These are heavy duty painted, substantially built. Will last a lifetime and I will thank you as the purchaser as to how good they are. No extra charge for painting from order on the side. \$24.50 EACH.

Bill Posters' Pony Cart.



Light strong and durable. This cart is hand to foot. It is the heaviest thing imaginable. Has water tank, water tank, etc. and we have no competitors for the reasonable low price of \$44.50

Bill Posters' Wagons.



We make them in almost every variety. We have them with shafts and with poles, with and without tops, or built to carry as many as you wish. They are made in three ways, at the following prices, viz: 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. Photos free to interested purchasers.

19000 Population. Will have immediate and careful attention.

Plato's Agency "PLATO"
 Promotes
 Pen
 Press
 Paint
 Poster
 Pamphlet
 Postage
 Product and
 Perambulator
 Publicity

ARTHUR M. PLATO, MGR.

Advertising
 Contractors

Philadelphia
 Also Pacific Coast

©

ODD FELLOWS' TEMPLE

"ALL MODES LEAD TO SALES"
 "SEE PLATO ABOUT IT"
 (OUR AD-MARK SINCE 1884)

REFERENCES

- Castoria
 - Boraxaid
 - Morse's Pills
 - Pond's Extract
 - Bovril, Cudahy
 - Highland Cream
 - Brandreth's Pills
 - Allcock's Plasters
 - Dixon Stove Polish
 - Mail Pouch Tobacco
 - Price Baking Powder
 - Cleveland Baking Powder
- (Can be continued)

Firms having tested our service in any department, unite in saying, "IT WILL BE ALL RIGHT IF PLATO DOES IT."

Write, ship or send your agent to **PLATO'S AGENCY, Odd Fellows' Temple, Philadelphia**

"See Plato About It."

To All Bill Posters Within 500 Miles of Philadelphia.

Please send your rate per year for all space on top of your billboards for neat Iron Signs, about 3x4 feet. You to maintain same in good locations and condition. Make lowest rates and send list of prominent locations, also photo.

To Advertising Managers of Great and Good Firms.

We are successfully placing handsome painted steel signs, 3x4 feet, on tops of city billboards here and can extend the service where desired. We design, paint, ship, maintain by the year in listed locations, and render a service valuable and not expensive.

To Firms Who Distribute, Sample and Mail.

Our general rate of \$1.00 per thousand for distributing matter in this city is fair and enables us to render a most satisfactory service, as can be proven by current local references. We make daily reports, showing route covered, and having the experience of years as commercial travelers, can complete the service in every detail. We make special rate for all work—not cheap but fair.

To Believers in Moving Street Signs, Parades, Etc.

We have originated a novel system in perambulator service, stylish, elegant, artistic, and valuable. We paint handsome signs or posters, etc. So if the people do not come to the posters, we drive the posters to the homes of the people. We are bound to reach the people some way.

THE UNION ADVERTISING CO
BELLEFONTAINE, O.

Does all kinds of Distributing, Tacking and Posting of Advertising Matter.

For Results send your work to the **OLDFIELD** Distributor and Advertising Agent. Rates Low, Service First-Class.

I cover 19 towns. First-class reference furnished on application.

Address, **E. O. BURROUGHS, Adver Agent,** Pop. 22,000. Box 296. NEWARK, OHIO

GEO. F. BREED, Billposter, Norwich, Billposter, Chenango Co., N. Y. The best of conveniences for advertising town or county. Pop. 7,000. Railroad facilities complete.

AT HOME! Personally conducting Billposting, Distributing and Card Tacking. Continually erecting new billboards. Give me a trial.
Jacob Bevier, HUDSON, WISCONSIN.

The Acme of Perfection.

"AIR CUSHION" RUBBER STAMPS.

Bound to make a good impression. Unequaled for durability. Attractive in appearance. Inexpensive.

Write for prices.
J. G. SAWYER, 37 Portland Street, MORRISTOWN, N. J.

JAMES B. COE, Licensed Billposter, RELIABLE DISTRIBUTOR.

Special attention given to—**SIGN TACKLING and SAMPLING** M'PHERSON, KANSAS.

ABEL W. GILSON, BILLPOSTER AND DISTRIBUTOR, ATTLEBORO, MASS.

Services Guaranteed.

I DO good house-to-house work. It is not much of a trick you say? Well, just try it yourself. Just undertake to watch sixteen or eighteen men constantly. Just try to see that all of them do everything just right. It will only take one day to convince you that it is rather a complex business after all. You will soon admit that you cannot learn all its points and possibilities in a day, a week, a month or a year. I will put out your matter in

CINCINNATI,

and do it honestly and thoroughly. Light matter at a minimum price of \$1.75 per 1000; heavy and bulky samples in proportion.

W. H. STEINBRENNER,
 519 Main Street, Cincinnati, O.

PAINESVILLE, OHIO. Population 10,000. **GRAY & RAFTER,** Distributors, Billposters and Sign Tackers, Members I. A. of D. Prompt, honest service guaranteed. 411 Walnut Street.

CHICAGO JUNCTION, OHIO. Population 3,000. Best R. R. Center in Northern Ohio. **LOUIS SIMMERMACHER,** Licensed City Billposter and Distributor. Member of B. P. A. Inspect my work and you can't do without me.

GALVESTON, TEXAS

The Great Seaport of the Southwest. Population 50,000.

J. E. HOWARD, City Billposter, Distributor and General Advertiser, 617 Post Office St. Phone 400. P. O. Box 134.

Member of the Associated Billposters' Association of the United States and Canada, International Association of Distributors, Feister's Registered Distributor. Best of references.

COUNCIL BLUFFS, IOWA.
 The **NICHOLS BILLPOSTING CO.**

Advertisers and Distributors for Council Bluffs and vicinity. Work guaranteed and protected.

B. H. STIEFEL, Prop. of STIEFEL OPERA HOUSE, also **CITY BILLPOSTING CO.**

All work done at right prices. **BUTLER IND.** has a population of 3,000 on I. S. & M. S. R. R. also Wabash R. R. Good up-to-date town. References, Dr. Burkhardt, Cincinnati, Ohio, Hole's Adv. Co. New York. **B. H. STIEFEL, BUTLER, IND.**

Pullman, Whitman Co. Washington

A college town of 2,000 in the midst of a splendid farming country. Largest wheat shipping port in the county. Population of county 30,000. Up-to-date billboards. Prepared to make contracts for printed and renewable work. All orders executed with neatness and dispatch.

References: First National Bank, Pullman; Hayward & Rausch, Billposters, Spokane; G. E. Berhardt & Co., San Francisco; San W. Hoke, New York; Owens & Varney, San Francisco. Address, **M. J. CHAPMAN,** Licensed Billposter, Pullman, Wash.

R. A. WALD, Billposter, Distributor AND SIGN TACKER.

Marysville, Kansas. And adjoining towns. Good work guaranteed.

JOHN V. CARTER 288 Belmont St. BROCTON, MASS. DISTRIBUTOR AND SIGN TACKER.

Terms low as consistent with honest work. More first class references than any distributor in this section. I work for the interest of the firm.

ASTORIA, OREGON. POPULATION 10,000.

T. S. Simpson & Son, LICENSED

BILLPOSTERS AND DISTRIBUTORS Sign Painters and General Advertisers

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.

The Tenderloin of New Jersey

*The Newark.....
Billposting
Company..*

Offers absolutely reliable distributing service in the following New Jersey territory, covering a population of more than 600,000 people.

- Newark,
- Rutherford,
- Kingsland,
- Brick Church,
- The Oranges,
- Bloomfield,
- Franklin,
- Montclair,
- Harrison,
- Roseville,
- Millburn,
- Arlington,
- Irvington,
- Kearney,
- Belleville,
- Summit,
- Madison,
- Nutley,
- Avondale,
- Elizabeth,
- Elizabethport,
- Cranford,
- Westfield,
- Plainfield,
- Rahway,
- Perth Amboy,
- South Amboy.

With various smaller villages adjacent to the cities named.

Members of the I. A. D. Association.

The service is as reliable as the United States' mail and at one-fifth the cost.

THE NEWARK BILLPOSTING COMPANY,

E. M. SLOCOMB, Manager.

OFFICE AND SHOPS,

369, 371, 373, 375 Market St., Newark, N. J.

Who are we?

Where are we at?

What are we doing?

Billposting, Distributing, Card Tacking
AND GENERAL ADVERTISING.

Only 50 miles from Havana, Cuba.

Key West Advertising Agency.

P. O. Box 505, KEY WEST, FLORIDA

Give us a trial and be convinced.

WE WANT YOU...

To become a subscriber to UP-TO-DATE IDEAS, because we believe it will be beneficial to you, and, again, because we want 50 cents for a year's subscription.

IT WILL PAY YOU

To subscribe for UP-TO-DATE IDEAS. It has many good suggestions every month, which will be worth much more than their cost to you.

SAMPLE COPY SENT FREE.

UP-TO-DATE IDEAS PUBLISHING CO.

GRAND ISLAND, NEBR.

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.

This Is The Man

That All Large Advertisers are Talking About

R. NOLAN,

The Only Alpena City Billposter and Distributor

Boards Always Filled.

Finest Boards and Locations of any City in the United States.

SEND YOUR



WORK TO

R. NOLAN, Alpena, Mich.

Just Added Another \$1,000 to my Billposting Plant.

Controls all Billboards in the entire city and country routes.

All work guaranteed satisfactorily or no pay.

List of all locations furnished.

PURCELL, INDIAN TER. Population, 3,500.
G. W. BROWN, BILLPOSTER AND DISTRIBUTOR.

CHEHALIS, WASHINGTON. Pop. 2,500
Address CITY BILLPOSTER

BRISTOL, PA. Population 8,900. Samples and advertising matter thoroughly distributed.
JOHN WALKER, BOX 212.

GREENSBURG, IND. Fred Seitz & Sons.
The only International distributors and Associated Billposters.
Circular Work a Specialty.

S. R. MYERS, Billposter - House-to-House Distributor CATSKILL, N. Y. All work promptly done.

JOHN D. BALL, Distributor. Work promptly and accurately done. PONTIAC, ILL.

JOHN FOY, Billposter, Distributor and Sign Tacker. GLENCOE, ONTARIO

FOR Horse-to-house distribution and billposting address. SEAL I SUGGS, No. 121 N. Main St., PULASKI TENN.

LAKE MILLS, WIS. Population 2,000. This popular summer resort should be on your list. The best city of the size in the state. All kinds of out-door advertising. References given. C. E. DAVIS, City Billposter. No. 2 Main St.

USEFUL PRESENTS FREE for 50 old stamps. U S common 1 and 2 cent stamps not wanted.
J. D. JOHNSTON, NEWPORT, R. I.

M. W. MEEHAN, BILLPOSTER DISTRIBUTOR
Programmer. Careful. Shelburne Falls, Mass.
Attention to all orders.

KINSTON, N. C. has 3,500 population. Population since 1850 - growing, doubled population since 1850 - 2 lumber plants, 2 cotton mills, and sells 6,000,000 pounds of leaf tobacco; 3 tobacco stemmeries and fine trucking country.
NEWBORNE & WEST, Distributors and Billposters, do the work personally and guarantee perfect work.
Box 26, KINSTON, N. C.

If you want Good Posting done, call on or write to—

HIRAM H. THOMAS,
CITY BILLPOSTER,
BOX 466. BROWNWOOD, TEXAS.

KINGSTON, ONTARIO.
BILLPOSTER AND DISTRIBUTOR,
R. W. ALLEN, 308 Montreal Street,
KINGSTON, ONTARIO.

CIRCULARS AND SAMPLES
Carefully distributed and SIGNS tacked up. Write me.
Member I. A. of D.
J. F. CLARK, Box 92, CONWAY, ARK.

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.



Merry Christmas
AND
Happy New Year
TO ALL.

Thanks to my many patrons of 1898. Hoping to hear from you and other advertisers in 1899, I remain,
Yours respt'y.
ARNO E. ANSKE,
Billposter, etc.
Lacon, ILL.

AUBURN, ILLINOIS.
JAS. A. ROBERTS
BILLPOSTER
And Advertising Sign Painter. Reach Virden, Waverly and Girard. Correspondence solicited.
SEYMOUR, IND. Population 10,000. **HENRY DIECK,** 219 W. Tipton St., Distributor.
J. S. Phillips, City Billposter and Distributor. **HILLSBORO, TEX.**
VANDALIA, ILL. and eight surrounding towns. **J. M. ENCK,** billposter and out-door advertiser

NAPANEE, ONTARIO, CANADA.
J. J. MINCHINTON,
BILLPOSTER AND DISTRIBUTOR.
Samples and advertising matter thoroughly distributed. PRICES RIGHT.

AN HONEST SET
AT AN HONEST PRICE.
1000 Note Heads, Padded..... \$3.00
1000 No. 6 Envelopes..... Complete.
Terms—Cash with order.
Samples cheerfully sent. My complete price list of printing is at command.
H. S. LEWIS, BEAVER FALLS, N. Y.

The
RICHMOND BILLPOSTING CO.
LICENSED
CITY BILLPOSTERS.
Sign Painters, Card and Sign Tacking and First-class House-to-House Distributing.
A. F. BYBEE, Bus. Mgr., RICHMOND, KY.
Pop. of city, 7,000. Pop. of county, 33,000.
Member of A. B. P. of United States and Canada

BOWLING GREEN, O. Pop. 6,000
LICENSED
CITY BILLPOSTERS and DISTRIBUTORS
THE COMMERCIAL CO.
ARTHUR H. YONKER, Mgr.
Office, 18 W. Wooster St.

CUMBERLAND, IND.
CHAS. CAYLOR, Billposter and Distributor.
ADVERTISERS!
1,000 names of heads
of families for \$1.00.
Address BOX 105, ANNAPOLIS, O.

THE HEATON
Billposting and Distributing Co.
Of Trinidad and Las Animas County.
Three machine shops, 3 railroad divisions, mills, breweries shops and factories. Population of Trinidad 18,000, including the 3 largest coal camps in Colorado. These camps are within two miles of the city. A class of people that spend their money. Capacity of boards, 4,000 sheets.
Office, 109 E. Main St., TRINIDAD, COLO.

Put a Permanent Sign Over Your BILLBOARDS

Marsland's Enameled Iron Signs

Are the Best. They Last Forever.

SPECIAL PRICES TO THE TRADE. It will pay you to correspond with me in regard to Agency for the full line, including Street Names, House Numbers, Agency and Advertising Signs.

F. E. MARSLAND,

190 West Broadway, New York.

N. B.—Marsland Enameled Sign Co., Chicago removed to above address.

Colfax, Washington, Population 3,500	Has a First-Class, Up-to-Date BILLPOSTING and DISTRIBUTING PLANT.
	Conducted on business principles. You ship the paper, and we will do the rest.
	References: Second National Bank, Zell. M. Beebe, tobaccos, W. J. Hamilton, drugs.
	Make your contracts with GEO. H. LENNOX.

NEW HAMPTON, Iowa

POPULATION 3,000.

R. R. GARVER, Billposter.

CALVERT, TEXAS.

J. P. CASIMIR, BILLPOSTER AND HOUSE-TO-HOUSE DISTRIBUTOR.

I own all billboards and guarantee my work.

THE "AD"ERS' PRIMER, 5c.

Box 391, Des Moines' Iowa, U. S. A.

LAKE CITY, FLA. LEWIS F. THOMPSON, Billposter Service guaranteed

E. S. CRAWFORD, BILLPOSTER, OAKHAM, MASS.

PUTNAM, CONN. L. M. KEITH, BILLPOSTER AND DISTRIBUTOR.

MORGAN JOHNSON Is the City BILLPOSTER and DISTRIBUTOR in MIDDLEPORT, OHIO

Advertisers! If you want your Circulars, Samples or Signs placed right in Flint, Mich., address me. **NELSON MATTESON, Licensed Distributor.**

TRY OUR SERVICE.

VALLE & BRO. ADV. CO. BROWNSVILLE, TEXAS. Pt. Isabel and Corpus Christi, Texas.

DISTRIBUTING AND BILLPOSTING.

I. A. of D. Members.

Best city reference. Wells-Richardson Co., Dr. Kiltner & Co., Dr. Miles Med. Co., and ten or fifteen more.

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.**

Walter D. Dixon, Distributor and sign tacker Milwaukee, Wis. 583 18th St

BILLPOSTERS' PASTE BRUSHES.



SEND YOUR ORDERS TO

The Donaldson Litho. Co.

CINCINNATI,

Sole Western Agents for the CELEBRATED WIRE BOUND BRUSH.



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.



This 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.

Brantford, Ontario, Can. Pop. 17,000 County, 50,000 | **C. M. SMITH & CO.** Members I. B. P. A. and I. A. of D



If in want of Honest and Reliable Work,

Billposting or Distributing,

With Highest References,

IN CITY OF 15,000.

Best Boards and Locations in New Hampshire. At United States and Canada Ass'n Prices.

Address, **J. F. HARRIMAN,**

Box H. Laconia, N. H.

CANADA. PLANET PUB. AND SHOW PRINTING AND ENGRAVING HOUSE, Chatham, Ont.

Estimates for Pamphlets, Job Printing, Engraving, and Bookmaking promptly given. Press capacity 80,000 impressions daily. Will give you lower figures than any other first-class establishment in Canada. Address: **S. STEPHENSON, Prop., Chatham, Ontario.** Shipping to all points in Canada attended to.

: SEND FOR CATALOGUE :

THE AMERICAN PROCESS ENG. CO.

Best Cut Makers in America!

FINEST HALF TONES: LITHOGRAVURES ILLUSTRATIONS: BUTLER BLDG. CINCINNATI, O. BEST LINE ZINC ETCHING: WOOD ENGRAVING - OF ALL KINDS:

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.



P. A. JOHNSON, VIENNA, ILL. Advertising Distributor and Billposter Give me a job at home or on the road.

Do you want results?

If so, send your paper to

R. W. Lodwick

PORTSMOUTH, O.

City Billposter and Distributor.

Service guaranteed first class. Member I. A. of D.

THE MANHATTAN PRESS-CLIPPING BUREAU.

ARTHUR CASSOT, Manager. NEW YORK LONDON (Kuickerbocker 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 more valuable material on any current subject than you can get in a lifetime.

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

LETTER PATTERNS.

Send 25 cents in currency, and I will send you by return mail, post-paid, an Up-to-Date Sample Alphabet, either 2, 4 or 6 inches, your choice. This alphabet is cut from tough strawboard ready to work from, and is to be used as a pattern and not as a stencil.

A full stock of Up-to-Date Letter Patterns, different styles, carried.

For \$3.00 I will send by express a set of ten alphabets and four sets of numerals, different styles, from two inches to ten, suitable for making almost any kind of a sign. Any person, who can handle a brush can make a respectable sign by their aid. They are just what bill posters need for marking dates on posters, and for lettering. Remember they are ready to work from. Circulars free.

R. H. FORGRAVE, PICKERINGTON, OHIO.

DAYTON, O. MONTGOMERY COUNTY ADVERTISING CO.

Distributors Sign Tackers and Gen'l Advertisers. Members of the International Ass'n of Distributors | **JAS. B. McCONNOR, Manager**

ZANESVILLE, OHIO, Pop. 30,000

What you say "GOES" on our billboards. The lady of the house welcomes us with your advertisement

ENGLAND BROS., Poster Advertisers and Distributors

JAMES W. BROWN, BILLPOSTER AND DISTRIBUTOR, BROOKSTON, IND.

BUSINESS HAS BEEN WONDERFUL WITH US



**A MERRY CHRISTMAS
AND A HAPPY
NEW-YEAR
TO ALL.**

SIEBE AND GREEN

THE UP TO DATE BILLPOSTERS AND ADVERTISERS OF

**SAN FRANCISCO,
CALIFORNIA**

NOTHING SUCCEEDS LIKE SUCCESS!

1884



HENNEGAN & CO CINCINNATI

1899

PRINTERS
SANS PAREIL



NEW PLANT AT 123-125-127-129 E. B. ST.
CINCINNATI, OHIO.

**THE STORY OF FIFTEEN YEARS
RISE & GROWTH OF HENNEGAN & CO**

