

THE BILLBOARD

VOL. X., No. 11.

CINCINNATI, NOVEMBER 1, 1898.

PRICE 10 CENTS
PER YEAR, \$1.00

You never saw a business house
That grew to mammoth size,
Unless its head or manager,
Knew how to advertise.

How to Advertise a Whisky and Get Your Money Back.

I want to say at the beginning that although born a Colonel, I know very little about whiskies. But in the course of a number of years devoted to advertising, I have seen a great many whiskies advertised, and in the course of business I have rubbed elbows with a great many saloon keepers, and have been given to understand that pretty nearly every saloon and bar in the land has at least one bottle of every prominent whisky that has ever been advertised.

There seems to be no difficulty in disposing of one bottle of the advertised article to the retail trade; the only difficulty being that that one bottle seems to last forever. I stay many cigar retailers make one box of imported Henry Clays last forever.

Cigar manufacturers have a law in their favor which does not apply to whiskies. It is illegal for a cigar dealer, or any one else, to put cigars into an old cigar box, and the penalty for so doing is very severe.

The only law, however, against "putting new wine into old bottles" is the Scriptural injunction, and this does not seem to be widely known to the retailers of whiskies.

The Music Hall people adopted, quite a long while ago, a plan to prevent their waiters from taking advantage of their patrons who desired red liquor. Their plan was to furnish an ounce bottle, holding just an ounce of whisky for an ordinary "drink." This bottle they labelled with the name of the brand and the price to be charged for it. In this manner the recipient knew if he was paying 25 cents for the drink of whisky, that the waiter was also paying 25 cents at the bar, and was not supplying him with something that cost the waiter a dime.

Now, if I were a millionaire distiller, and should wish to spend \$100,000 in advertising some brand of whisky, I would endeavor to profit by the experience of the Music Hall managers, and while I would bottle it in quarts and pints, as is customary now, I would also bottle it in pints suitable for a single drink, tying a small cork-screw to the side of the bottle, and I would have the name of the article blown in the bottle, and also imprinted on the label that covers the cork.

I would then warn the imbibers to be sure that when he wanted a drink of Van Bibber whisky, to see that he gets a bottle that has never been opened, and that he notices particularly that the maker's name and trade mark are blown upon the bottle, and appear on the label covering the cork.

I would use a 21 sheet or a 28 sheet poster, and would devote, say twenty sheets, to displaying the name of the brand, and then use about eight sheets for small print, telling how the whisky is bottled. It is customary to advise against any small print on a poster, and I am among those who believe that way; in spite of which I say, make the poster big enough, anyhow, and then put the small print in some additional space and tack on at the end. It will be read; not every time the balance of the poster is read, but it will be read one time by all, and when they see the poster and the small type in future, they will remember what the small type said.

By the way, is there a "Van Bibber" whisky? If not, what's the matter

with that name for a new brand? It's a good enough name for a cigarette.

"I would then warn the imbibers to be sure that when he wanted a drink of Van Bibber whisky to see that he gets a bottle that has never been opened, and that he notices particularly that the maker's name and trade mark are blown upon the bottle, and appear on the label covering the cork. I would have a signature on the cork label, the counterfeiting of which would be a felony."

ously, but have them delivered to the lady of the house, and we do it in the following way: We wrap a small picture card, a sample powder and a booklet in a piece of ordinary manila paper. It is tied with a white string, no printing whatever on the outside. These packages are taken through the best residence portions of the city; our distributor rings the door-bell, and the package is handed to whoever may come to the door, with the information that it is for the lady of the house.



THOMAS J. MURPHY,
Of Brooklyn, N. Y.

A Nut for the Knockers.

If billboard advertising is not superior to newspaper space, why is it on the increase, while the latter wanes? Why are prominent advertisers, men who possess wide experience, common sense and sound judgment in increasing their orders for posters, and constantly cutting down their appropriations for newspapers?

In a recent interview Charles B. Cooke, the president of the J. A. Ponzoni Pharmaceutical Co., of St. Louis (Ponzoni's Complexion Powder), said: "We patronize the billboards and street cars. They give quick publicity, and stand out before the people where they must be seen. We do general sampling with our powder, and believe it to be one of the best ways of advertising, as there is nothing so satisfactory to the consumer as an actual test of the goods she is about to use. We do not distribute samples prom-

It must be delivered to the lady of the house, as it is tied up and the servant can not see what it is, and she has no right or authority to open it. We take this extra precaution and trouble because in a great many instances, when a door-bell is answered by a servant girl, the sample would otherwise fall into her hands."

Thomas J. Murphy.

Thomas J. Murphy, whose portrait adorns our first page this month, is President of the American Bill Posting Co., of Brooklyn and Pittsburgh and Allegheny, Pa. He is one of nature's noblemen, jovial in disposition, he can sing a song or tell a funny story with the best of them. We could best convey an idea of Murphy's personality by recounting some of his stories, but that is impossible.

Aside from the fact that their peculiarities are story of Murphy's dog, for instance, render them difficult to put in type. No one can tell them but Murphy.

Mr. Murphy is one of the few bill posters of the olden times who has kept up with the demands and requirements of the new school. He is a great traveler. He has covered Europe and the British Isles thoroughly several times, and has even gone as far as Egypt and the Holy Land.

Palmer Cox Again.

Reply to a Critic.

Mill Run, Pa., Oct. 17, 1898.

Editor "The Billboard."

Dear Sir—Kindly accepting evidence of Brownies in Scottish folk-lore, offered by the Rev. Alexander Dick, of Meridan, N. Y., in last issue of "The Billboard," I alluded to the evolution of the Brownie idea by Palmer Cox in line and on the same plan of thought, implying an achievement similar to the person who transformed coarse-featured Puck, of "Midsummer Night's Dream," into the sleek, yet half clad youngster, who mischievously remarks: "Wunt fools these mortals be!"

The practical points conveyed by the lesson are wisely observed by my friendly critic; but he should be impressed that by the same liberty of interpretation bestowed upon the phrase, "invented and copied," as applied to "the Irresistible and Infamous Brownies," and when applied to inventors (?) and their inventions (?), we all would say a long and last farewell to Bell, Edison, Fulton, Morse, and hosts of celebrities. Their names and achievements will live!

Very respectfully,

ALLEN E. HARBAUGH.

If American advertisers will but assert their Americanism exhibits from the United States will be conspicuous by their absence. Frenchmen are engaged in offering American tourists every insult that a rabid ingenuity can devise. They never overlook a chance to manifest their sympathy for Spain. Boycott the Paris show.

(Special Correspondence to "The Billboard"). The quarantines in the South have played hob with the fairs this season. Meridan has postponed her dates in the hopes that early frosts will admit of a successful meeting. There is a lot of foolishness in the quarantine law. There is no more danger of an epidemic of yellow fever in these days than there is of one of cholera.

There are many "doings" going on in Boston, if the newspapers are to be believed. Dumbly's men are having fun with the boards belonging to the Columbia Theatre, and the Municipal Court was having fun with Dumbly's men. At least, that was the case at our last account.

Row Between Advertiser and Billposter.

The Southern Bill Posting Co., of Knoxville, Tenn., received twenty-five Early Bird Tobacco, 16-sheets, from Sam Hoke September 29, and sent in list October 11, dating the list September 29. Dan Hall, representing the manufacturers, called on the bill poster, a Mr. Barnes, October 5, and reported to his house that only one stand had been posted.

The list of locations was sent to Hall to check up, and on failing to find the paper where listed, he called again on Mr. Barnes and asked for an explanation. The explanation terminated in Mr. Hall being ejected from the office to the street, where he awaited his assailant.

After the final encounter both parties claim the victory, and proudly tell you to "look at the other fellow's eyes." And both parties still claim to be in the right, the bill poster claiming the paper is up, and the advertiser claiming it has not been up—and there you are.

Mr. Hoke states that inspectors from all other towns are loud in their praises of the way the bill posters have done their work, Knoxville being the only snag encountered by this new convert to the bill boards.

One step won't take you very far,
You've got to keep on walking;
One word won't tell folks what you
are,
You've got to keep on talking.
One inch won't make you very tall,
You've got to keep on growing;
One little "ad." won't do it all,
You've got to keep 'em going.

—Publicity (London, Eng.)



THE IRREPRESSIBLE BILLPOSTER.

He was an advertising man
Whose business was to post the bills
Which tell how every ailment can
Be cured by taking Bunkum's pills.

He wandered over all the earth,
And posted without stay or stint,
Till every tree proclaimed the worth
Of Bunkum's pills in starring print.

The ships displayed upon their sails
The virtues of those magic spheres;
They shrieked aloud from hills and vales
Till artists were reduced to tears.

At last his earthly work was done,
And each square foot was occupied;
He could not reach the moon and sun,
And so he laid him down and died.

And Satan, walking round his halls,
Among the throngs of the accursed,
Saw chafed upon the burning walls,
"Try Bunkum's pills to quench your thirst!"
—Los Express (Cal.).

Big Strike.

Billposters of Greater New York Are Out.

There is a big strike on against the three big billposting firms of New York, viz., Harry Munson, A. Van Beuren & Co. and Reagan & Clark.

The News of October 19 says: Fifty members of Billposter's Union 1 were ordered to strike to-day by Delegate Thomas A. Sheehan in the shops of A. Van Beuren & Co., 128 Fourth avenue; Reagan & Clark, 21 Ann street, and Harry Munson, 4 Murray street, because they refused to sign the new agreement of the organization, although they had agreed to nearly all the demands in that document. The demands are as follows:

Not to employ a bill poster or distributor in New York City excepting those being members of the Billposter's Union 1, or such others as will be recognized by them through affiliation; that from October 17, 1898, nine hours shall constitute a day's work, work to commence at 7:30 a. m. and end at 5 p. m., one-half hour being allowed at noon for dinner on Monday, Tuesday, Wednesday, Thursday and Friday; that on Saturday work shall commence at 7:30 a. m. and end at 5:30 p. m., with half an hour for dinner at noon; that salary for steady men shall be \$14 per week, rain or shine, and all extra routes shall be paid \$1 per route, a route to consist of two and one-half hours' work; that all extra men employed on the wagons or on foot routes posting three sheets or stands shall be paid at the rate of \$2.50 per day; that snipers are to be paid at the rate of \$10 per week, work to commence at 7:30 a. m. and end at 5 p. m., with one hour for dinner at noon, all extra routes for snipers to be paid \$1 per route—a route to consist of two and one-half hours' work; that all employees shall be paid on Saturday of each week, up to and including the preceding Saturday evening overtime.

The Evening World of the same date says: Fifty members of Billposter's Union No. 1 are on strike to-day from the shops of three leading firms, including A. Van Beuren & Co., Harry Munson and Reagan & Clark. The trouble was caused by the refusal of the employers to sign an agreement for a year from October 17, stipulating among other things that union men only were to be employed and that nine hours should constitute a day's work.

The firms say they are willing to accede to the demands, but will not sign an agreement. The Journal of October 20 said:

A strike of fifty members of Billposter's Union No. 1 was ordered yesterday by Delegate Thomas A. Sheehan, in the shops of A. Van Beuren & Co., No. 128 Fourth avenue; Reagan & Clark, No. 21 Ann street, and H. Munson, No. 4 Murray street. The strike was ordered to enforce the recognition of the union, the union wages of \$14 a week, and union hours.

There is a close alliance existing between the three employing firms, and they are jointly advertising for men to fill the strikers' places.

THE STRIKERS' SIDE.

Under date of October 20, Mr. T. A. Sheehan, walking delegate of the Journeymen Billposter's Union, writes as follows: Editor of "The Billboard":

You have doubtless learned of the strike ere this. Our grievance is that we want an agreement signed by the firms for one year, but they will only give us their verbal word. Our agreement has been endorsed by the Miscellaneous Section of the Central Labor Union of New York, and we have all our men out to a man, and intend to stay out, as we think our cause a just one.

We have been out since Tuesday, October 17, and have had all the shops tied up. We have all our men still in the theatres, as they do extra work independent of the billposting firm. We have three hundred members and a good financial treasury.

Hoping you will give this a prominent place in "The Billboard." We remain,
T. A. SHEEHAN, Walking Delegate.

THE OTHER SIDE.

New York, October 24, 1898.
The "Billboard" Publishing Co.,
Cincinnati, Ohio.

Gentlemen—Your advice of the 21st inst., was received this a. m., and we note the information from Mr. Sheehan, billposter, this city, and his claim of a victory in regard to the strike in New York.

Relative to this matter, will say that Mr. Sheehan is the walking delegate for the Billposter's Association of Greater New York, which comprises a membership of 250 men, and only about 15 per cent of this rat billposting association are practical billposters, working for the firms of A. Van Beuren & Co., H. Munson and Reagan & Clark, and the balance constitutes the rat and ash barrel billposting element. They have lately come under the control and direction of the Central Labor Union, who have sent fluent talkers to the Billposter's Union at their weekly meetings Sunday afternoons, and consequently, they have the regular billposters worked up and laboring under the idea that they're experts and should receive salaries from their employers and should receive \$2.00 to \$3.00 per day. The union then demanded this rate of wages from us, giving us three or four hours to decide and sign a contract for one year, and this the three billposting firms mentioned above refused to consider, as the time given to look the matter up and consult with our attorney was not sufficient for us to decide upon. As a result, the billposters in the employ of the three firms went out on a strike the 18th inst., and are still out.

The principal billposting firms in all the large cities from Chicago to Bangor, Me., have sent us all the help we require at present, although some of these billposters are only loaned us by the billposting firms in the adjacent cities. We are, therefore, open for first-class, intelligent billposters, American citizens, who know their trade and willing to accept steady employment at \$12 per week.

The three billposting firms mentioned are working jointly from A. Van Beuren's shops at No. 128 Fourth avenue, downtown, and also from H. Munson's shops at East twenty-sixth street, covering the uptown territory. The theatrical work was all completed last week and everything finished in first-class shape. We start in this morning on the same lines as last week, with practically all the help we require.

Under no circumstances will the rat-ash-barrel element among the billposters in this city dominate the situation for the three billposting firms mentioned in the future, and our old employees will only be taken back as individuals after they have resigned from the rat billposting union. It seems a pity that a bright, intelligent class of billposters who know their trade should permit themselves to be dominated over by such an element, who, to say the least are of a very savory character in connection with the billposter's fraternity, and, we believe, recognized no where on the face of the earth, or ever have been, except as "rats" in the trade.

With kind regards, we beg to remain,
Yours very truly,
A. VAN BEUREN & CO.

There is nothing new regarding the rumored consolidation of the R. J. Gunning Co. and the Western Ad-Sign Syndicate. There is a hitch in the negotiations, but no one but the parties interested know where it is.

President O'Mealla has called a meeting of the Executive Committee of the A. B. P. for November 15, at the Bartholdi, New York.



A Bad Portrait of a Fine Board—The Pride of Chapman's Cincinnati Holdings.

Chicago.

Took a Costly Boat Ride—P. F. Schaefer Is Robbed of \$700 in Money and Jewelry, and Has One Man Arrested.

P. F. Schaefer, manager of the Chicago Bill Posting Company, 395 and 397 West Harrison street, caused the arrest September 27 of John Ryan, charging him with being an accessory to larceny. Detectives De Roche and Mulbrandon, of the Central Station, are searching for two men who, in Ryan's presence, robbed Schaefer of nearly \$700 in money and jewelry.

Schaefer says he met the men Sunday night on Washington street, and accompanied them to the foot of Van Buren street, where they hired a boat for a ride on the lake. Ryan was engaged to row the boat. During an hour spent on the lake, Schaefer says, he drank from a bottle handed him by one of the men, and soon afterward lost consciousness. He thinks he was drugged. When he recovered his senses he was on the pier at Van Buren street, with Ryan near him. He found he had been robbed of a gold watch worth \$175, two diamonds valued at \$250, and \$100 in currency. He asked Ryan what had happened, and the boatman told him he had fallen asleep and his companion had been unable to arouse him. They had left 20 minutes before Schaefer revived.

Ryan told Detectives De Roche and Mulbrandon he saw Schaefer's companion shake him and bend over him in the boat when, it is supposed, the unconscious man was robbed.

Los Angeles.

Billboard Battle—Merchants' Ad Sign Co. Gets Judgment Against L. A. Bill Co.

Another skirmish in the battle of the local bill board companies was enacted before Judge Allen, September 22, between the Merchants' Ad Sign Company and E. W. Campbell and the Los Angeles Bill Posting Company. The fight was one-sided from start to finish, as the Merchants Ad Sign Company won hands down.

The Merchants' Company was plaintiff in two suits. One was against the Los Angeles Posting Company, in which the plaintiff asked judgment for the sum of \$5,000 as damages, and also that the company be restrained from engaging in conducting a bill posting business. The Merchants' Company, in September, 1897, purchased the good-will and appliances of the City Bill Posting Company, which was owned by E. W. Campbell. A year later Campbell engaged in business and as a result the present suit followed. In this action the court gave judgment in the sum of \$1,200. In the second action, which was on the same ground, the court granted a restraining order, enjoining the defendants from engaging in such business.

Philadelphia.

Death of William J. Nagle.

William J. Nagle, for many years a well-known bill poster of this city, died at his residence, September 23, after an illness lasting over a year. He was fifty-seven years of age, having been born in April, 1841. He started business when a very young man as a cigar manufacturer, but soon left that vocation and went into the bill posting business, in the basement of the old Sheriff's Office, on Chestnut street, above Fifth, where he continued until 1891, when he retired. He was a member of the Masonic Order, the Elks, the Odd Fellows, and other organizations. Mr. Nagle leaves a widow, two sons and two daughters.

Every bill poster in America ought to have a display ad in our Christmas edition, which will be issued November 28 next. The last term closes November 26.

Information for Drivers.

Every bill poster who has ever made a country route will appreciate the following compilation from the pen of Bert Scott, proprietor of The Capitol, 269 W. Fifth street, Kansas City, Mo.

It is customary for the driver to carry water. Drivers are supposed to pay for their dinner in the country.

Yes, we see lots of country. We do not know anything about crops. Paste is made of flour and will not hurt you. We can draw money whenever we want it. We do not get to see the show.

We do not know where the show is going from here.

We do not print the bills on the cars. We do not think drivers would make good bill posters.

The East is the best for shows. No, this is not hard work. We are all married and do not do any mashing.

The show gets in the morning of the show. Paste the agent is good to us.

The balloon goes up after the afternoon show.

The show has 26 elephants.

The people with the show eat in the cook tent.

The show has 75 cars.

Kajah is the largest elephant on earth.

For further information inquire of Bert Scott and Harry A. Gray, back with the show.

Don't Give All to the Circus.

When the circus agent comes along, and says he wants all your bill boards, tell him that you have to retain a portion of your space for commercial work, tell him that you depend on commercial work for a living eleven months out of the twelve, and that such work is therefore of consequence.

The agent will object to this arrangement; will declare that he must have all your boards or none will go off and buy lumber and hire carpenters and start into building boards of his own.

Let him go ahead. When he gets his boards built, he will come to you and take your space also, and in addition, he will sell you his newly-built lumber at about one-half value, and you are well fixed for the coming year for commercial work, theatrical work and also for the next circus.

The circus agent is a splendid bluffer, but there are a few bill posters that he don't bluff among whom may be named the exhibitor, Bob Campbell, of Chicago. Campbell retains a portion of every bill board for use of his commercial work, he looks after the interests of the commercial advertiser at all times, and as a result posts more commercial paper than any other bill poster in the world. It is claimed that the American Advertising and Bill Posting Co., of Chicago, can post 1,200 24-sheet stands for an advertiser without duplicating in a single instance. And they have built all these boards because of a demand for them, and they have had a demand because they treat the advertiser right.

Quick Action With Lists.

The Associated Bill Posters, at their last meeting, passed a resolution requiring all members to send in lists of locations within three 15 days from date of posting, a failure to do so being punishable by forfeiture of the entire bill.

That law was passed in July. Many members were present when it was passed, and were instrumental in passing it. All others were promptly notified, in spite of which the quick list is still the exception rather than the rule. This is the experience of all the collectors and all advertisers who send work direct, up to the present time.

There is only one way in which this law can be made effective, and that is to clap on the penalty.

The Ernest, conscientious bill poster, who posts the paper thoroughly and on good locations, and then through carelessness or forgetfulness fails to send in the list, is placing himself, in the eyes of the advertiser, on a par with the bill poster who is not so honest. A few well-directed dogs at his pocket book will cure his forgetfulness, and in a very short time there would be no cause for complaint, except against the very small percentage of rascals who have not yet been wooded up.

Buffalo.

The great bicycle contest came to an end September 26. Chas. F. Filbrick, the popular bill poster of this city, won the first prize—a magnificent \$100 piano, valued at \$100. The voting contest took place under the auspices of Norman E. Mack, proprietor of the Buffalo Daily and Sunday Times. Filbrick was declared the most popular whosman in the city of Buffalo by 109,568 votes. His nearest competitor received but 72,500.

Louisville.

Articles incorporating the Consolidated Bill Posting Company were filed October 1 in the County Clerk's Office. The capital is \$100, and the cooperation results from the consolidation of the E. T. Reynolds & Bro., Bill Posting Company and the Falls City Bill Posting Company.

Remember the last form of our Christmas special closes November 26. Send in your advertisement now.

Billposters' Notes.

Mr. F. P. Birmingham, agent for the P. J. Sorg Tobacco Co., wrote unsolicited the following letter to the Bennett Bill Posting Co., of Pt. Huron, Mich., after inspecting his work of "Spear Head" posting in that city. It speaks volumes for the good work given by the Bennett Bill Posting Co. to advertisers. Mr. Bennett informs us that all of his boards have been in constant use since May, and he has contracts to keep him busy for two months ahead. Following is the letter:

Detroit, Mich., Sept. 9, 1898.
Bennett Bill Posting Co., Pt. Huron, Mich.:
Gentlemen:—I am in receipt of your favor of the 22nd, and wish to state that I was in your city on the 23rd, and I also wish to state that the showing you gave me I shall not forget, as I think it was the best in the state. Thanking you for past favors, I remain
Yours truly,
F. P. BIRMINGHAM,
Agent for Michigan, The P. J. Sorg Co. Plug Tobacco.

Printer's Ink, issue of October 12, takes a fall out of the official organ as follows: "The National Society for Checking the Abuses of Public Advertising," is the name of a coterie of 1,000 long-rosed individuals who are trying to limit bill board advertising in England. It is time to organize a "Society to Check the Growth of Unmitigated Asses."—The Billposter-Display Advertising.

G. Holtzhauser, of Newport, Ky., has ordered an immense edition of single sheets advertising his Consumption Cure. He will deal direct with bill posters, confining his efforts at first to Kentucky, Ohio and Indiana.

The W. O. Dean Co., of Canton, Ill., have ordered fifty thousand two-sheets, advertising a new brand of cigars. The American Advertising and Bill Posting Co., of Chicago, will place the posting. Donaldson did the printing.

A rumor had it that O. J. Gude Co. lost \$100,000 by the failure of their bank. The report, owing to the magnitude of the loss, was not generally credited. In subsequent report the amount lost or tied up dwindled considerably. The last rumor made it \$1,500.

Chas. Bernard, the city billposter of Savannah, Ga., was a "Billboard" caller October 27. Mr. Bernard closed his season with the Main shows October 22 at Burton, Ohio. He was en route to Savannah, and says he will hereafter devote all his time to billposting.

Speaking of the new consolidated bill posting company of Louisville, the Commercial of that city says:

The new concern is to be known as the Consolidated Bill Posting Company, with a capital of \$5,000 in 100 shares, of \$50 each, distributed as follows:

John H. and James P. Whallen, 25 shares each; L. H. Ramsey, R. Robinson and Otto Ufer, 16 2-3 shares each. The debt limit is fixed at \$1,500. All of the stockholders, except Ramsey, who is from Lexington, are citizens of Louisville. Directors and officers are yet to be elected.

Mrs. Mulvihill promises better service. She is sincere, and advertisers and agents both will soon have little cause for complaint of the service in Omaha.

The bill posters' strike in New York, at the time of going to press, is just a muss, with both sides claiming the best of it.

Eugene Bryan, formerly with Bryan & Co., of Toledo, has entered the employ of the American Adv and Bill Posting Co., of Chicago, Ill.

Special Dispatch to The Billboard.

New York, October 27.
At the last meeting of the stockholders of the Paterson Billposting Company directors were elected as follows: O. J. Gude, F. E. Fish, H. Munson, W. B. Lowden, Alexander Clark, Wm Reagan and J. F. O'Mealia. The directors elected the following officers: D. J. Gude president; J. F. O'Mealia, vice-president; W. B. Lowden, secretary; Alexander Clark treasurer.

Illinois Billposters' Association.

At a meeting held September 28, the Illinois State Billposters' Association subordinate to the Associated Billposters elected the following officers, viz.: President, W. J. Horn; Vice President, W. K. Maxwell; Treasurer, Clarence E. Runey; Secretary, R. C. Campbell; Executive Committee, Runey, of Waukegan, Ill.; Horn, of Springfield, Ill.; Maxwell, of Lincoln, Ill.; Campbell, of Chicago, Ill.; Marvin, of Aurora, Ill.; Hamilton, of Urbana, Ill.; Biderman, of Joliet, Ill.

All of the above were members of the International Billposting Association (save Campbell), and all of them sent in their resignation to that organization.

Runey's defection is especially significant. He was one of the hardest workers the International had.

Runey has boards in all the towns between Evanston and Waukegan, and the American Advertising and Billposting Co. handles them as a suburban service.

Harvey Baker Smith.

The subject of our illustration on this page is Harvey Baker Smith, the billposter at Washington C. H., O., and he is a good fellow if ever there was one. Mr. Smith was born in Washington C. H., O., December 9, 1846. His father was general stock agent of the Pennsylvania Railroad for forty years, and Sheriff of Fayette County for four years.

Mr. Smith started in the billposting business in 1868. Up to three years ago he managed the opera house. He thinks he resigned the management in '85, but he is still the manager, so say those who ought to know.

He is a Republican and a lover of fine horses and bowling. He owns and runs a set of superb alley. He is also the owner of considerable real estate. He boasts of the finest billposting plant in Ohio for its size.



Jesse J. Sinclair, El Reno, O. T.

A New Insect

Discovered in Worcester It Has Been Named Olearicus Blackmaillicus The Name Is Good, Especially the Terminable Syllable

The following excerpt is from the Gazette of Oct. 7. It is very plain that Worcester at least one Congressman at large who is to be in the bug house.

City Council Committee on Ordinance under consideration a proposition to change in the rules governing the use of bill boards in the city, and Councilman O'Leary, who has been the father of orders which led up to this stage of the session, will ask the Committee to make Ordinance which will compel all bill posters to obtain a license for every board erected. At present the bill posters are licensed by themselves, and they can erect boards wherever they get the consent of the property owner. Mr. O'Leary thinks that this often results in financial loss to adjoining property owners because of depreciation of prop-

erty. Mr. O'Leary introduced an order some time ago asking the City Solicitor for an opinion on the merits of a poster to erect boards. The opinion stated that every board should be licensed. This opinion was followed by an order which is now in the hands of the City Council. Mr. O'Leary will bring before the Committee and ask that the Ordinance be changed so as to require poster to obtain a license for every board erected. This petition should be granted. Mr. O'Leary thinks, as applicant for license are advertised, and if there is any remonstrance, the Board can grant or refuse the license as they see fit. Mr. O'Leary thinks that he had in mind many cases of property which were damaged by bill posters. He thinks some more definite action should be made.

San Francisco.

(Special Correspondence.)
Two months ago Mr. T. V. Maxwell, for the property on north-east corner of City Hall Square, was arrested charged with misdemeanor for having erected a bill board ten feet high and over 300 feet long on the top of the one-story building mentioned. The arrest was at the instance of the Chief of the Fire Department. It was claimed that the permit issued by Board of Supervisors under which the bill board was erected, was illegal. Mr. Maxwell appealed to the Superior Court from the decision of the Police Court, and the case heard by Judges Wallace, Cook and Horstmann in bank, who, on the second day, reversed the decision of the Police Court and discharged the defendant. The bill board owned by Owens and Varney, was removed and displayed, as it fronts 100 feet on City Hall Square, and 200 feet on City Hall Avenue.

War in Portsmouth, O.

The Spanish-American war is over, but there is a little war going on in Portsmouth that is being fought to the bitter end on a somewhat limited scale.

This war is in theatrical circles, and is called by the spectators the "Bill Board War" the contending forces being led by Manager Ralph Johnson, of the opera house, and "Bob" Lodwick, the well known bill poster. Lodwick until recently was stage manager and bill poster of the opera house. Owing to a disagreement as to salary he resigned these positions. Lodwick owned a large number of the bill boards about the city, and the opera house owned a few. Since his retirement from the employ of Mr. Johnson, Mr. Lodwick has rented most of the boards claimed by the Opera House Company. He claims that Mr. Johnson remarked that he was going to drive him out of the business and that he rented the boards for his own protection. Anyway, as the matter stands, Mr. Johnson, in order to advertise his shows, finds it almost necessary to use Lodwick's boards, or not put up the paper of the companies. Lodwick yesterday got a contract for the big board on Chillicothe near Second, this being the best board in the city.

Manager Johnson is in the fight to stay, however, and will see it out. He will advertise his shows some way, and may build new boards all over the city. The "war" is exciting great interest in the theatrical colony in the city. The Daily Times.

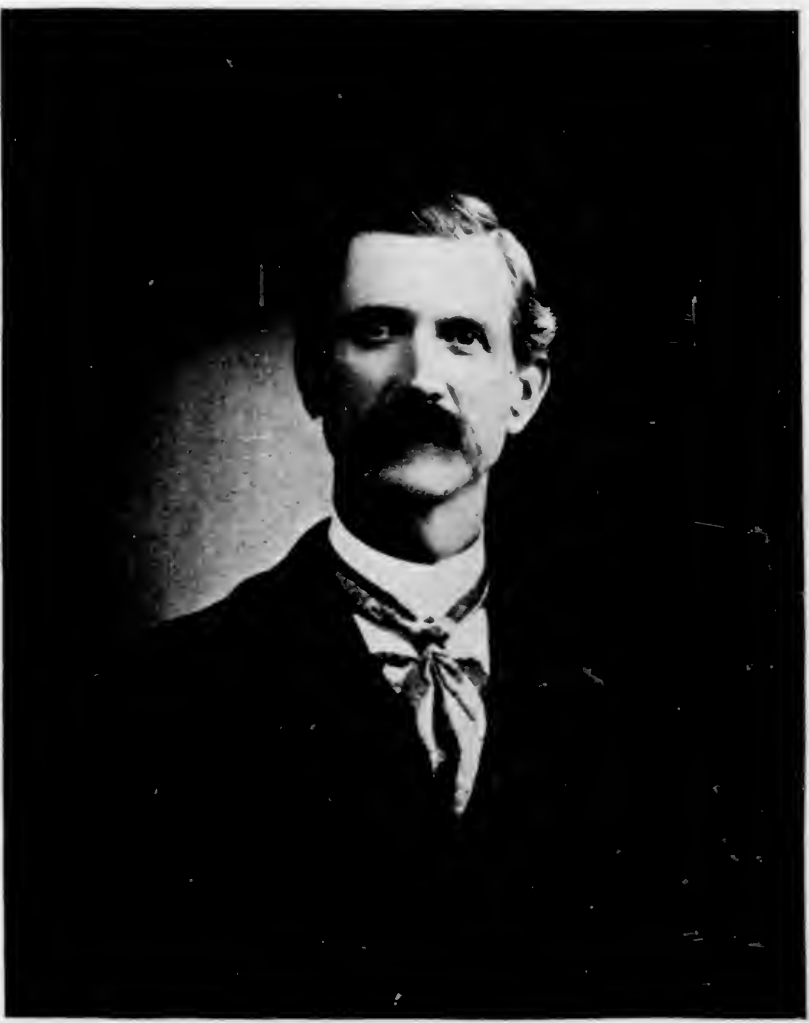
Cleveland, Ohio.

(Special Correspondence.)

The local theatrical managers of Cleveland, O., have got together and abolished the use of window lithographs. The parties to the agreement are the managers of The Opera House, the Lyceum Theatre, the Cleveland Theatre and the Star Theatre. The cause leading up to the action is the abuse of the pass system. Lithograph passes, of course, are now abolished. Three-sheet posters and stands will continue to be used as in the past. No sign-tacking or banners will be put out.

The Booklet.

In many cases the booklet is the only representative a firm sends out, so that the prospective customer who receives it has no other means of forming an opinion than this important little messenger. It has been said that the clothes a man wears are an indication of his character, and it is true that we are very apt to form an opinion of him by his garb. In like manner the booklet becomes the medium through which the reader arrives at an opinion of the goods and the men who make them. If it presents an attractive appearance at first sight the opinion of the reader has been started on a favorable track, and each page perused, provided it is well written and illustrated, has a decided effect in confirming the first bias of the mind.—Art in Advertising.



Harvey Baker Smith, Washington C. H., Ohio.



Ottawa, Ill., Oct. 13, 1898. Editor "The Billboard":

Not having written "The Billboard" in regard to my business for some time, having been busy, I thought it might be interesting to some people to know a bill poster can increase his business by giving nothing but first-class service, and being prompt in his work. And also in the answering of letters of inquiry from advertisers in regard to one's business.

There is nothing I take more pleasure in than giving advertisers all the information I can about my business, and in treating them all alike. That is the only way to do in order to be successful. I will now give you a partial list of the work I have handled in the last two months: Sixteen 12-sheets and ten 8-sheets for the American Tobacco Co., besides a contract for 1,000 sheets posted on all the county roads and in the country towns in La Salle County; seventy-five 1-sheets for the Illinois State Fair Association; thirty-one 1-sheets and 140 dodgers for Labor Day Bicycle Races at La Salle, Ill.; fifty 1-sheets for Ed. W. Vogt (local); two 24, six 8 and twenty 3-sheets for Lion Coffee, from the Illinois Bill Posting and Advertising Co. of Chicago; 1,400 1/4-sheets for Dr. Fernes, dentist (local); 525 entire lists for La Salle Races; twenty-five 1-sheets for Peru Peace Jubilee; 170 2-sheets of Dr. Pierce from "Hoke"; a six months' contract from Seavers & Co., of Joliet, Ill.; ten 12 and fifty 2-sheets of P. J. Seig & Son's Anchor Tobacco from the American Advertising Bureau of St. Louis; five 16-sheets from Mr. Stahbrodt, New York; a county contract of fifty-eight hand-painted 20-sheets and 1,500 1-sheets for the Ottawa Street Fair Association; 7,000 samples and 6,000 pieces of distributing matter for Dr. Chase, Philadelphia; 750 1-sheets for Marley Drug Co., Chicago; and 1,000 samples; also, a county contract for the Lydia E. Pinkham Co. Besides, I have three other large contracts for November.

Well, Mr. Editor, I think I will stop with this, as I think I have encroached on good nature, and if you publish this long letter I will thank you very much.

I must not forget to mention "The Billboard," and would say that I would not be without it. I do not get it often enough to suit me. Again thanking you for the space in its columns, I will close, with success to you and your paper.

CHAR. H. DUCKETT, Manager Ottawa B. P. Co.

Meridian, Miss., Oct. 12, 1898. Editor "The Billboard":

It is warm and sultry weather here, and up to the present writing the yellow fever has not cut any ice with business.

Business in general is good. I have the following paper posted at present: American Tobacco Co., ten 12-sheet stands; Liggett & Myers, fifteen 8-sheets.

Mr. C. Cheek, salesman for Durham, visited the city, and gave me the following paper: one hundred 1-sheets Key West Cheroots; one hundred 1-sheets Durham Gold Leaf; one hundred 1-sheets Eureka Durham.

I tacked two hundred signs for Morley (local); one hundred 2-sheets for Arky & Marks Putland Shoe Man; fifteen 3-sheets for L. H. Arky; five 16-sheet stands for Alex. Loeb; one hundred 1-sheets for the Real Fair that I spoke of in the last issue of your paper, which is to be the only up-to-date fair in this state, and is open to the world. The dates have been changed to November 14-19.

I have distributed 3,000 bills for the Meridian Fair, and posted three hundred 1-sheets. I am also figuring with the Fair Association to do their work in smaller towns.

I have done distributing for the Wells, Richardson & Co. 3,000 cigars, besides 3,000 hooks for the Lydia E. Pinkham Co. and 2,000 envelopes for Dr. Burkhart. I have contracts for more work later on.

Uncle Sam has two regiments of soldiers encamped eighteen miles from here, which keeps the street lined up day and night with blue clothes.

L. D. HOFFER.

Pontiac, Mich., Oct. 15, 1898. Editor "The Billboard":

Your October number arrived all safe, and the more I read it the better I like it. Please find enclosed one dollar for a year's subscription to your valuable paper.

Business is pretty good here now. I have just finished 2,000 for Dr. Miles' Medical Co. (Elkhart, Ind.), and besides I have more local work than I can attend to. I do not see how a man can put out advertising for a dollar a thousand and be honest. I can prove that he can not, and do his work right.

I often smile to see some of these traveling distributors come to this town. They sit on some corner, and have three or four boys working on the other end of the street, throwing them on the lawns. There was some work done here a short time ago for the Dr. Pierce's Co., of Buffalo. It was addressed to the "Mistress of the House." Three or four were thrown on each lawn. That is cheap distributing; boys work.

I was down to one of our printing offices not long ago, and there were very particular about the proof. I watched to see who did the distributing of this, and found two little boys at it. I found about 20 under a sidewalk. The boys were paid twenty-five cents per thousand. And yet advertisers wonder that they do not hear from their work.

I remain yours truly, S. J. BURGESS.

Kingfisher, Okla., Oct. 10, 1898. Mr. H. Steinbrenner:

Dear Sir and Bro.:—Yours of the 1st at hand. Please find enclosed \$1.80. One dollar for name in "Billboard," and eighty cents for dues to I. A. of D. Association.

Distributing business is fair. Bill Posting

is increasing. All boards are full of Ringling Bros. paper. The circus tent was crowded to its fullest capacity, about 16,000 people, so you see we have some amusement-loving citizens here. By the way, the Ringling Bros. are all gentlemen and business men. It is a pleasure to meet them in business.

I have for the boards now paper for "Schubert Symphony Club," four 8-sheets; Opera House paper for Drummond Tobacco Co., St. Louis; four 3 and 2-sheet paper for Prickley Ash Bitters Co.; paper for Cigarettes, four 5 and 1-sheets.

Bro. Nix, of Oklahoma City, is trying to start a territorial bill posting Co., but we have not heard the date of call for the same, but shall try and attend. I think it is a good thing.

Now, in reference to amendment to Act IX, by-laws of the I. A. of D., will say I shall hold the city of Kingfisher only.

Wishing the I. A. of D. all the success it merits, and that is lots, I remain

Yours respectfully, W. A. NORTHUP.

Omaha, Oct. 6, 1898. Editor "The Billboard":

I noticed in the last issue of "The Billboard" that complaints have been made against Mrs. M. E. Mulvihill. The lady is an entire stranger to us, but I do know this, that we have heard fewer complaints from traveling men in regard to bill posting since Mrs. Mulvihill took charge of her husband's business; that the bill boards are better kept, and have been enlarged and improved since she took charge; that the posters are kept the full length of time before being covered up. Although we think her distributing branch could be greatly improved, we write this simply in justice to a woman who is struggling to support a helpless husband, knowing nothing of the cause of complaint against her mentioned in "The Billboard."

Yours truly, FISCHER'S DIST. AGENCY, 155 Farman St., Omaha, Neb.

Shelbyville, Ind., Oct. 12, 1898. Editor "The Billboard":

Having long since been notified by you that my letters were not objectionable, I will apologize for my long silence by saying that we have been too busy to look around or even draw a long breath.

We have since last report posted for Hamberger & Co.'s Harrison Cigar, To-na-wak Medicine, TONY ASHTON'S CIGAR, Foley's Kidney Cure, Duke's Mixture, Simmon's Liver Regulator, Heaman's Peppin Gum, Battle Ax Plug, Seymour Street Fair, Lion Coffee, Butler County (Ohio) Fair, Scaping Knife and Star Tobacco for Lizzett & Myers, Sweet Wheat Gum for Royal Remedy & EX. Co., of Dayton, O.; Horseshoe Tobacco for Drummond & Co.; also, much of the same coming from "Hoke."

Hoke also sends me a big push of Dr. Pierce's Golden Med. Dis. and Favorite Prescription paper, which makes a fine display, and more from Hoke for Wheatlet, Hamlin's Wizard Oil in twelve 3 and 1-sheet display.

I have tacked a quantity of signs for Battle Ax, and posted the whole county for it, taking in twenty-eight villages. I have posted Brockfield, Fountaintown and Fairland for Heaschee Tobacco. We have distributed for Mrs. Kerr & Kerr, Pink Pills, Star Soap Samples, N. Y. Store, through our friend, Van Sickle, the great North American Distributor, for W. J. Brown, G. P. & T. A., at Detroit, Boston Med. Institute and 16,000 pamphlets for Chase Co. We also posted for the State Fair, and distributed for Dr. Goodrich, Bennett, Dr. Burkhart, of Cincinnati, and had several home boys.

We feel thankful for prosperity, and have doubled our bill board capacity. We boast that no town of this size can show as many fine boards. We have billed the following shows for the opera house: "How Hepper Was Side-Tracked," "Rentfau's Pathfinders," "Old Farmer Hepkins," "A Boy Wanted," "Uncle Josh Sprucey," "The Waiscope" and several political meetings. We try to catch everything in sight, but old soldiers like myself often pray for better health to help us stand the push.

I have always advocated painting new boards as they were put up, or better, paint both sides and edges of each board before nailing them on the frame, and I still hold it a good practice, but wish to further add use the right kind of paint. This season I put up one board by 55, and thinking I would be economical, mixed my own paint, simply using venetian red and raw-oil, and I have been having trouble with that stand peeling every since. The oil keeps coming out, and I think it will take a year and a half for that thing to get seasoned and quit its weeping oil. Therefore, brothers, if you paint, paint with good bodied paint and some dryer.

I will not worry your patience further, but give some of the other boys a chance.

Respectfully, CHAFFEE.

Carmi, Ill., Oct. 11, 1898. Editor "The Billboard":

As I never see anything from Southern Illinois in "The Billboard," I have concluded it is the fault of the bill posters. As for Carmi, business has been good all fall. Ringling Bros. Circus, September 5, and Buffalo Bill's Wild West Show, October 6, both drew immense crowds.

I have in the last thirty days posted ten 8-sheets for Liggett & Myers Tobacco Co., ten 1-sheets for Sammons' Liver Regulator, ten 8-sheets for Battle Ax Tobacco, five 8-sheets for Old Virginia Cheroots, ten 2-sheets and twenty 1-sheets for Drummond's Tobacco Co., twelve 3-sheets and two 8-sheets for Lion Coffee, through Campbell; 200 sheets Cairo (Ill.) Free Street Fair, 150 sheets Eagle's Cini Cope, twenty-five 2-sheets and three 12-sheets Anchor Tobacco, through Whalen, of St. Louis.

I distributed 5,000 books for Boston Medical Institute, of Chicago; 1,500 samples for Dr. Burkhart, 1,200 booklets and 200 signs for Caldwell's Peppin Syrup Co., and tacked 100 Cross Row signs for Drummond Tobacco Co.

Yours truly, W. P. HUNTER, City Bill Poster.

Arlensville, Ky., Oct. 11, 1898. Editor "The Billboard":

As you have never received a letter from us, I thought we would write a few lines.

We are newcomers in the bill posting and distributing business, but have put up the following paper: eight 20-sheets and thirty 1-sheets for Sterling Remedy Co., 150 1-sheets and fifty 2-sheets for Coca Cola Co., sixty 2-sheets for Globe Tailoring Co., forty 1-sheets for Strauss Bros.

We think this is very good for beginners. Yours very truly, W. H. CARVELL & CO.

Cumberland, Md., Oct. 9, 1898. Editor "The Billboard":

I received your paper, "The Billboard," for September, and as I have never written to you since I started to take it, I thought I would write to you to let you know how my business is.

Business has been very good for me. I have been in the bill posting and distributing business for ten long years, and never took "The Billboard" until last year, and now I would not be without it, as it is the best paper in the world for advertising, and for bill posters and distributors and sign painters. It can not be beat.

I have had two men at work right along for the last four months, and have worked myself, and have lots more work on hand.

I have on my boards at present twelve 12-sheets and ten 8-sheets for Battle Ax Tobacco, eight 28-sheet stands and ten 8-sheets for Heaman (Cheating Gum), fifty 3-sheets and 100 1-sheets for Pillsbury-Washburn Flour, 100 1-sheets, twenty-five 3-sheets and five 8-sheets for the Hagerstown Fair, 150 1-sheets and fifteen 3-sheets for the Frederick Fair, and have signed contracts for lots of other posting.

I have distributed 8,000 booklets for Dr. Farney Med. Co., 8,000 booklets for Victor Remedy Co., tacked 825 signs for Pyles Pearl-line, hung up 150 Mail Punch Premium List, tacked up 800 signs for the Early Bird Tobacco, besides our city work.

This is the first time I have written to you, and I thought I would write it in time for your next paper. I will write more the next time. I remain Ver. truly yours, THOS. A. CLARK, Bill Poster and Distributor.

South McAlester, I. T., Oct. 7, 1898. Editor "The Billboard":

Your favor of the 4th just received. I have written to Mr. Steinbrenner, but have had no reply yet.

I have just finished billing Gentry's Favorite Dog and Pony Show, and by the time that that comes I will have 400 feet of boards to cover with American Tobacco paper.

I will solicit your assistance in becoming a member of the I. A. of D. I would also like to join the Bill Posters' Union. Please furnish me the names of their officers.

Trusting that you will lend your aid in any way you can, and thanking you again for copy of "The Billboard," I remain Yours very truly, J. A. MADHON.

Editor's Note.—Write J. Ballard Carroll, Secretary of the Associated Bill Posters, 35 Beaver street, Albany, N. Y.

Schenectady, N. Y., Oct. 10, 1898. Editor "The Billboard":

Please find enclosed money order for one dollar for publishing my name in list of I. A. of D. members. I think your plan is a very good one, and certainly worth the amount you charge. I can't imagine that any member of our association will refuse to appreciate the value of "The Billboard" to our association, and the many valuable hints and suggestions it has given the individual members.

There is one thing that I regret, that is, that the visits of our organ are so far apart. It seems such a long time to wait for such a valued friend. However, when it does arrive, it is just so much more enjoyed, as everything else is laid aside to scan its many interesting columns from beginning to end.

I want to say a few words regarding business in this section, which may be of interest to my brother members. I have just finished distributing 5,000 samples of Catahul Jelly and please for the Kondon Manuf. Co., of Minneapolis, and I have a letter from the Sterling Remedy Co., in which they agree to send me some work in sixty days.

About three weeks ago I received a letter from Will A. Molton, in answer to a letter which I had sent him, giving him prices for some work which he said he was about to have done in this city. In this letter he offered to pay me a little more than I had asked for on certain conditions. I answered his letter the same day, saying I would accept his terms, but up to the present time I have not received his work nor have I heard from him in any way.

Yesterday I had a gentleman from Massachusetts call upon me to find out if I knew of any reliable distributors' association. He said that he had spent several dollars with some of the so-called associations, many of which mentioned I knew to be frauds. As I had the unpleasant experience of getting caught myself some years ago, I gave the gentleman the same advice which had been so kindly given to me by Mr. Le Febvre, of Manchester, N. H., previous to my becoming a member of the I. A. of D., and that was, that there was but one distributors' association in the country, and that he could get all the information regarding it from Mr. Steinbrenner, of Cincinnati, O.

I remain yours very truly, HARRY E. MILLER, 611 Chapel street, Schenectady, N. Y.

Barry, Ill., Oct. 16, 1898. Editor "The Billboard":

Having some spare time, we thought we would let some one know what we were doing. October has opened up very good, indeed. Our boards in Barry are covered with side-tracked Battle Ax, Duke's Mixture, P. J. Seig & Son's Anchor Plug and Hamibal (Mo.) Street Fair. Also the Quincy (Ill.) Street Fair at Pittsfield and Griggsville. We have also got the county of Pike to bill for Battle Ax and Duke's Mixture.

From the present outlook the spring board will be much larger than ever before, and that we have worked for are very well pleased with our work.

We will send in a short time a photo of P. J. Seig & Son's Anchor Plug, placed on the tank of the city water works, at a height of 108 feet. On a clear day it can be seen from three to seven miles away. We claim that it is the highest bill posting for the year 1898. Can any readers of "The Billboard" beat it? If so, sight us; we are from Texas.

The size of the stand was a 12-sheet being one of the finest tobacco bills we ever saw, and being posted at that height, makes a very fine showing.

If any reader of "The Billboard" can give any more odd posts than this, we would be pleased to hear from him through the columns of "The Billboard."

Please set your calendar ahead so that "The Billboard" will reach us every two weeks. If it were not for it we do not know what we would do, as it is a very great help to any one who is in the bill posting business.

Very truly yours, BIRNAN & NICHOLS, New Straitsville, O., Oct. 7, 1898.

Editor "The Billboard":

Having been in the bill posting and distributing business seven years and a subscriber to your publication since March, 1897, I think I am here yet, and intend to stay as long as I can make paste stick.

This town has a population of 3,500, and I also cover three other towns, making a total of 10,500.

I have had good business this fall, and this increasing very fast. I had boards full all month with Sweet Wheat Chewing Gum and local paper, and now have them full with Lion Coffee and show paper for local theatre. I am expecting distributing matter from Dr. Greene, Boston, Mass. Wishing success to "Bill" and its Pop. I am

Yours very truly, E. F. KING, Colfax, Wash.

Editor "The Billboard":

Have following paper on my boards at present: 8 and 28-sheet Heaman's Cheating Gum, 12-sheet Horse Show Tobacco, 12-sheet Star Tobacco, 8-sheet Geo. W. Childs' Cigar 8 and 24-sheet Robt. Birnie Cigar, 2, 8 and 20-sheet Am. Tobacco Co., 8-sheet Gen. Arthur, 8-sheet El Belmont.

Have been kept crowded for the past year. Have posting facilities all my own. Special boards for 650 sheets per month, besides various daubs.

Very truly yours, GEO. H. LENOX, Williamsport, Pa.

Editor "The Billboard":

It has been a long time since I have heard from you, and it has been a long time since I have had any time to call my own. Business has been fine with me. In fact, my business who do distributing have been at it from early morning until late at night for the past three months. During the past week we have put out in this city and over my route, 25,000 books for the Lydia E. Pinkham Co. This is the third time this season. Ten thousand folders for the Comfort Powder Co., 10,000 samples for E. R. Waide, of Curry, Pa., 10,000 samples for S. R. Fell & Co., Cleveland, O., and this week just as busy on new contracts. I now have a fine wagon which does all the county outside of the city. Enclosed find book of towns done by my men and wagon. I now have every foot of bill board in Livingston County, and the four bill posters are kept on abridge, for as soon as time is out for one party, a new one is ready to take its place.

Yours for success, GEO. H. HIBBLER, Aurora, Ill.

Editor "The Billboard":

I have been driven to death with work. I have doubled my plant this spring, and have built three very fine double dockers, one 18 feet long, one 22 feet and the other 15 feet. I still have twenty-five stands of paper on hand to post as soon as other paper is off, which will be October 31st.

I have the name of having the nicest lot of boards and best locations on the road. The inspector of Lion Coffee recently said to me, "Marvin, I have been holding up two men as models, but I will have to turn them down, for you do the best work, have the best boards and the best locations. I am going to keep building boards and doubling up until I can keep all the paper posted that comes. I have now 25,000 running feet. Just received a card from Bob Campbell to give space for Uncle Jerry for October 8. Am doing a good deal of work for the Trans-Mississippi Exposition. We are running about two shows a week in the opera house. I do the billing and transfer work.

Very truly yours, HORT MARVIN.

Myron Beaudeman, Secretary of the Trans-Mississippi (N. Y.) Fair, writes:

Our fair was a success financially this year. The attendance was large. The exhibits of interest we ever had. We think that an exhibit of over 800 fowls for our little school good. (You know we are only three little towns and township). Wish your paper continued firm.

Col. De Garmo Gray, manager of The Louisiana Manufacturers' Exposition of Home Products at Oakland, Cal., declares that the cause of the failure of the California State Fair was due to the fact that the fair had fallen into the hands of people whose only interest was in the racing department, and they catered to the bookmakers and the following of gamblers with the customary result.

In order to get the fertilizer, agricultural implement, pump, wagon, paint, in fact, the so-called foreign advertising, it is no easy task to send out rate cards of best quality premium list in December and early January. Fair managers will find that an advertisement in "The Billboard" will get their premium list space at far less expense than will an agency of a solicitor.

WHAT THE DISTRIBUTORS ARE DOING

An impression is gaining ground among certain advertisers that the International Association of Distributors is organized solely for the purpose of advancing prices.

We have not the slightest notion of where this idea originated, but we do know that it is altogether a mistake.

The one thing that actuated the men who organized the association was the elevating of the calling of the house-to-house distributor. No member of the association has ever so much as dreamed of coercive measures against advertisers. On the contrary, the disposition has always existed to meet competitive prices, even while giving a better service. The distributing done by the members of the International Association of Distributors is worth more than that done by the greater number of unattached or independent distributors, and in time it will command a better price, but this condition will not be brought about by compulsion. Ultimately, advertisers will recognize the difference, and then the advance will be allowed.

"The Billboard" is in receipt of intelligence of exceeding interest to distributors. It is not a vague rumor, either, but comes direct, and is well authenticated. Eleven of the leading medicine houses who distribute have formed a close alliance. They each have inspectors on the road, and hereafter each inspector will report, not only to his own house, but to all others in the alliance. For instance, if Hood's inspector gets into town and finds Miles' matter being put out, it will be his duty to watch the distribution closely and carefully, and report to the Dr. Miles Co. the result of his observations. All that he hears, all that he finds out, directly or indirectly, regarding the service given the other houses in the arrangement, he must also report. The idea is a clever one. It virtually gives each house eleven inspectors, where they formerly had one.

Omaha.

The following appears in a paper published ten thousand miles from Omaha, and is doubtless the result of cheap distribution. When will manufacturers learn that if they want good distribution of their samples, advertising matter, etc., they must not haggle or beat down the distributor to the lowest notch. Fair prices beget good work. This is not the first time we have known of children being poisoned by eating sample pills, that being sugar-coated, they slipped in their innocence was cloyed.

The free distribution of patent medicines and pills about the street should be stopped, inasmuch as they very often fall into the hands of little children who do not know what they are, and in their innocence the little ones eat them. Saturday last Kenneth James and another little had got hold of some pills which were being passed about the streets, and the little fellows taking them for candy, ate of them. The pills made the children very sick, causing much alarm to the parents. They finally vomited, and were thus relieved, and are now all right again. It is a dangerous thing to do to distribute these medicines where the little one can get hold of them, and a law should be made to prevent it.

The Lydie E. Pinkham Medicine Co. had 22,000 books distributed here recently, and the work was carefully done, so much so that a traveling man hulled the driver of the team and tried to contract for 10,000 circulars, saying "he had spotted the men at work for two days, and felt sure his firm would get a honest distribution."

The Dr. Peirce Co., of Buffalo, N. Y., distributed here recently, and it was a good clean distribution, but it cost the distributor all he got for it, unless he received an extra price.

The Walls & Richardson Co. are distributing their Paine's Celery Compound books. The Fischer Distributing Agency have done all of Walls and Richardson's work for nearly two years.

C. I. Hood & Co.'s distributor made a distribution of 500 paper in a barber shop last spring.

Say! Have you seen the Fischer's Distributing Agency's new wagon? It's a daisy! Capable of carrying 10,000 pamphlets and the necessary force to distribute them, and with Fischer handling the reins over his pair of blacks, it attracts attention.

A fresh distributor claims that G. E. Fischer and Ajax are one and the same. Prove it, Fresh!

Stethoscope got a good man when he secured Osborne, of Council Bluffs, Ia., to succeed Geo. Bowen. We have heard his work highly spoken of.

Come, Mr. Billboard, and have a snowball fight. The beautiful has been falling all day.

The Ohio Home for Aged and Infirm Deaf Mutes, at Columbus, selected Mrs. Angie F. Fischer, of Omaha, to compose an opening poem when the home was opened this month. Both Mr. and Mrs. Fischer are semi-mutes, but have a full command of their voice. Mr. F. is manager of the Fischer Distributing Agency, and has been in the distributing business over eighteen years. Carry the news to Hill, of Tennessee. AJAX.

Distributors' Tips.

Firms who are now placing matter for house-to-house distribution:

- American Cereal Co., Chicago, Ill.
- Dr. Burkhardt, Cincinnati, O.
- Dr. Miles Med. Co., Elkhart, Ind.
- Frank D. Hall, Newark, O.
- Dr. F. E. & L. A. Greene, No. 21 Temple Place, Boston, Mass.
- Iglehart Bros., Evansville, Ind.
- Richard Mennen Chemical Co., No. 579 Broad St., Newark, N. J.
- The Bellevue Medical Institute, Chicago, Ill.
- Dr. Cyrus Beebe, No. 167 Dearborn St., Chicago, Ill.
- Dr. Edison Institute, No. 81 S. Clark St., Chicago, Ill.
- Hood Medical Institute, No. 46 E. Van Buren St., Chicago, Ill.
- The Digestor Co., No. 24 Washington St., Chicago, Ill.
- Nichols & Co., Rialto Bldg., Chicago, Ill.
- Alaska Medical & Surgical Institute, No. 59 Dearborn St., Chicago, Ill.
- The Stafford Mineral Spring Co., New Orleans, La.
- Frank Wortz & Co., Wausaw, Wis.
- Larkin Soap Manuf. Co., Seneca, Heacock and Carroll Sts., Buffalo, N. Y.
- The Dr. H. C. Kliek Medical Co., Nos. 211 and 213 E. Ninth St., Cincinnati, O.
- Dr. Henry H. Kane, No. 138 W. Thirty-fourth St., New York City.
- The Methodist-Soule Co., Syracuse, N. Y.
- Drummond Tobacco Co., St. Louis, Mo.
- Thatcher Medicine Co., Chattanooga, Tenn.
- Anheuser-Busch Brewing Assn., St. Louis, Mo.
- London Manuf. Co., Minneapolis, Minn.
- Shaffer & Bitzer, Ephrata, Pa.
- Dr. Shoop Family Med. Co., Racine, Wis.
- Sloat Bros. Co., Valdosta, Ga.
- Dr. Kilmer & Co., Blunkhat on N. Y.
- Kessler & Kessler, Clayton, Mich.
- Maline Puzzle Co., Memphis, Tenn.
- S. R. Feil & Co., Cleveland, O.
- Lovell & Burlington Tobacco Co., Covington, Ky.
- Electric Lustré Starch Co., Boston, Mass.
- St. Jacobs Institute, Chicago, Ill.
- J. C. Grant Chem. Co., Chicago, Ill.
- Century Chemical Co., No. 122 E. Ohio St., Indianapolis, Ind.
- The Spermine Medical Co., No. 4 Washington St., Chicago, Ill.

Stobe & Green have resigned all their franchises in the I. A. of D.

Distributors are pretty well agreed that Dr. Miles and Dr. Shoop are the promptest pay among the proprietary houses.

Dr. Burkhardt, the wizard of the West, will visit London in June, 1899, with his full staff and advertising corps, to proclaim the many merits of Dr. Burkhardt's Vegetable Compound, the greatest blood purifier on earth.

His plans contemplate the greatest house-to-house distribution of literature and samples that the English metropolis has ever seen, and his billboard display will be on the most extensive lines ever projected. He will also use dailies on a large scale.

Will A. Molton, accompanied by W. H. Steinbrenner, was a "Billboard" caller December 21. Mr. Molton says that his business is good and growing better every day, especially in Cleveland. He recited a difference between himself and Dr. Burkhardt over the distribution of the latter's samples in Akron, Ohio.

It appears that a little girl got hold of a sample package, ate them, and very naturally became ill. Her parents, very much alarmed, called in a physician. The latter's bill amounted to some fifteen dollars. As soon as Mr. Molton heard of it, he called upon the parents, and by paying the physician's bill succeeded in keeping the matter out of the newspapers.

When he rendered his bill to Dr. Burkhardt he mentioned the circumstance and included the amount in his charges. Dr. Burkhardt refused to pay the amount, and also refused to pay for the distribution, basing his reasons on the fact that the little girl having got hold of the package was positive proof that the distribution had not been properly done.

He receded from this radical and unwarranted position later, and paid for the distribution, but Molton is still out the fifteen dollars he paid the physician.

Most distributors will readily admit that his course was the proper one. He was actuated solely by a desire to protect his client. It is a pity that the matter has not been satisfactorily adjusted.

There is a distributor—a member of the I. A. of D., who has owed "The Billboard" an account for so long a time that the number of months it is past due is not readily recalled. Bills have been sent him and statements galore. He has been reminded of his delinquency by numerous letters, but without avail. Finally we proposed to accept one dollar a month until the indebtedness was discharged, but this, too, was unavailing. We know that he could pay if he would. The only reason that he does not is that he has not the inclination. Such a man is dishonest. He honestly owes the money. He knows it, has acknowledged it, but still can not bring himself to pay the paltry dollar a month.

We do not think he has any right to membership in the I. A. of D. Furthermore, we think he ought to be exposed, and we intend next month to prefer charges against him and publish the fact with his name.

Every distributor ought to have a good large advertisement in our Christmas issue.

Geo. W. Vansyckle, of Indianapolis, is going to institute a service in Muncie. He proposes to transfer his foreman (a thorough efficient and well-tried man) to the new field, and give him an interest in the business. Vansyckle not only gets another town by the deal, but helps a deserving man to better his position in the world.

Geo. B. Wright, of Washington, D. C., writes:

We have moved our office from 707 I street N. W., where we can now furnish wagon and carts and storage for ten tons of advertising matter.

We employ only reliable men, who know every inch of their territory, and who distribute all matter according to instructions. All distributing entrusted to us will receive careful attention, and we guarantee all work satisfactory.

S. B. West, of Golden, Col., writes: I have learned more about advertising from a perusal of "The Billboard" than I ever did before in the same length of time.

Geo. W. Vansyckle, of Indianapolis, writes: Business is excellent with us; in fact, we are handling more than ever before, and can hardly keep up with the demand for our service, all of which we are indeed thankful for. We are thinking seriously of opening an office in Muncie, Ind., and taking the I. A. of D. membership in that city, and give the advertisers the same good service as they have received at our hands in this city for so many years past.

The Health-Aid Milling Co., of Minneapolis, are considering the advisability of distributing from house to house.

Dr. W. S. Rice, Smithville, Jefferson Co., N. Y., is advertising his "Home Doctor Tablet Pills" by distributing small sample packages from house to house.

Every distributor should have a display advertisement in our Christmas number next month.

Dr. H. C. Magnusson, Opera House Building, Chicago, Ill., will distribute samples of a tooth powder shortly.

W. B. Porter, of Oakland, Cal., writes that he varies distributing with gravel mining. He says that the latter pays better than the former in winter time.

The Bishop Remedy Co., of San Francisco, want to hear from distributors in Western States.

"The Billboard" acknowledges the receipt of an invitation to attend the annual ball of the Union Journeymen Billposters and Distributors of New York, November 15, at Tammany Hall.

The fourth edition of Tips for Distributors and Directory of General Advertisers, published by the Will A. Molton Distributing Co., of Cleveland, O., is fully up to the expectations.

It is a compendium of valuable hints and suggestions, and abounds in information that is worth money to distributors. The price is one dollar, and it is well worth it. Any distributors who can not get a dollar's worth of help and inspiration out of it certainly has an exalted idea of the value of a dollar.

Dead Beat List.

Hereafter this column will be made a regular feature of "The Billboard." Billposters, sign painters, printers, distributors and fair managers are invited to send us the names of all firms who beat them out of bills.

- Century Chemical Co., St. Louis, Mo.;
- K. Duschenek & Co., New York City;
- J. L. McLane & Co., Tallahassee, Fla.;
- Grant Paterson Co., Chicago, Ill.;
- Anderson, Ladd & Mann, Philadelphia, Pa.;
- Kansas City Adv. Co., Kansas City, Mo.;
- Mortorey Chemical Mfg. Co., St. Louis, Mo.;
- H. M. Dettelbach, Box 249, Santa Fe, N. Mex.;
- T. M. Young, Manning, S. C.;
- Penna. Nov. & Supply Co., York, Pa.;
- Young American Pub. Co., Philadelphia, Pa.;
- Riley Toilet Co., Box 111, Buffalo, N. Y.;
- Lambert Process Co., Philadelphia, Pa.;
- Royal Chemical Co., Box 15, Lima, Ohio.;
- Jas. S. Hay, Boston, Mass.;
- F. Albert Pike, Riverhead, N. Y.;
- Classic Manfg. Co., Chicago, Ill.;
- W. D. Sylvester, Worland, Mo.;
- R. C. Sisson, Hartford, Conn.;
- George W. Barnhart, Chillicothe, Ohio.;
- Complex Co., Ottawa, Ill.;
- Famous Pill Co., Newport, Ky.;
- F. E. Monroe, Oswego, N. Y.;
- Chicago Consolidated Bicycle Co., Chicago, Ill.;
- Kidnaping Medicine Co., Chicago, Ill.;
- F. B. Matthews Co., Minneapolis, Minn.;
- P. B. Worthington, New York City, N. Y.;
- F. O. Wehokay & Co., Providence, R. I.;
- Donald Coy & Co., Glenroe, Ill.;
- J. Dexter Rhoades, Washington, D. C.;
- Fred Clarke, Clear Lake, Minn.;
- H. Knoblauch, Metamora, Ill.;
- Keystone Pub. Co., Philadelphia, Pa.

All regular subscribers of "The Billboard" are invited to write us about disputed accounts and unpaid bills. We have been very successful in adjusting differences and collecting accounts.

Billposters who do not comply with their contracts by making lists within the prescribed limit, however, need not expect any aid from us. They deserve to lose the amount of the bill.

We will help all of our readers to get their just dues, but they must conduct their business in a business-like manner.

Poster Printers

(Special Correspondence.)

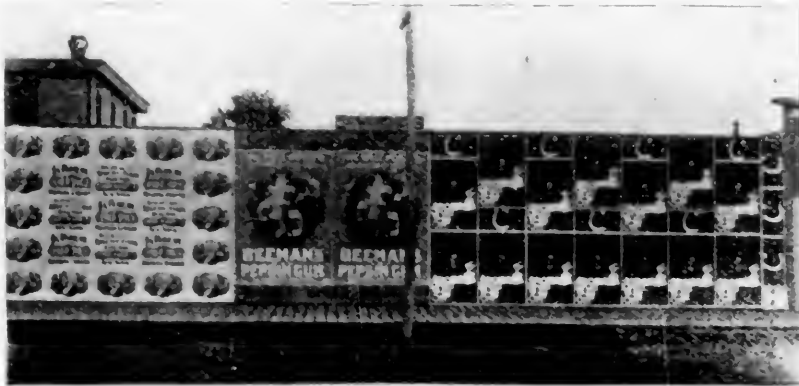
Louisville, Ky., October 15.—A very fine article of lithographic stone has been discovered near Brandenburg, twenty miles south of this city, and a number of Louisville capitalists have formed the American Lithographic Stone Company for the purpose of working the mines. The stone is in quantities and is declared by experts to be finer than any before found in this country and second only to that of Germany. It is found in three strata, the first being thirty inches thick. The stone is similar to the German article in many respects, and is being used by lithographers in this city and in Cincinnati, where it has given satisfaction. This is the first lithographic stone of any great value that has been discovered in America.

(Special Correspondence.)

The posters advertising the Festival of Mountain and Plain this season were about the finest monstrosities ever turned out of a printing establishment. The printers, although they gave considerable prominence to the signatures of two artists who designed it, very carefully refrained from putting their own imprint on the work. Of all the cheap and nasty abominations I have ever seen our misfortune to see this poster is the worst. Perhaps the festival committee next year will place their order with a poster printing house.

The Donaldson Lithographing Co. ordered two Huber presses, size 44 by 60, October 15. They are for the new type department.

Hennegan & Co. are going to order a fifty-horse power gas engine of a new type just placed upon the market.



An El Paso Board, Property of Jesse J. Sinclair.

SIGN PAINTERS AND SIGN MANUFACTURERS

DEPARTMENT CONDUCTED BY R. H. FORGRAVE.

Sign Painting in all its Branches

Part I, Chapter 2—Brushes, Care of Them—Tools Used by Sign Painters—Tracing and Transparent Papers—How to Make Them, Etc.—Colors.

To nothing does the good and practical sign painter attribute his success more than to good brushes; therefore, constant and unstinted care should be taken of them. It is not necessary that brushes should be new and in the perfect form that are made to do the best work, but, whether old or new, they should always be kept in good condition, for, it is generally the case, that a brush, particularly a sign painter's brush, which has attained a certain slope from doing a special kind of work, is better adapted to do that special work than a new brush, or one that we might say has not been trained. The size and kind of brushes depend altogether on the kind of work to be done. If a sign painter intends to engage in a general business of sign painting, besides a whole set of horse painters' brushes, he should have a set of camel's hair pencils of different sizes, a set of lettering hitches, some varnish brushes and a few bear hair brushes. The latter are mainly used in large advertising work for filling in, or, as the term is usually called, "cutting in."

The necessary implements, besides brushes that sign painters should have who expect to run a first-class shop, are, in general, although they may reduce the outfit to suit his convenience, or condition, or kind of work, a marble slab to grind up old remnants, or, if he so desires, he may prepare much of his paint by means of the slab and muller, at a cost lower than he can buy it prepared. Its saving of remnants will save the cost of it many times in a year if he does much business. A stopping knife, a small trowel, a pallet knife for use in connection with the slab, a square (carpenters), several straight edges, a T square, a pair of compasses, a scale of measurement. Here is a tool with which but few sign painters are acquainted, but you will find it is one of the most useful tools you can have in the shop. Its use is confined chiefly when copying from a small picture in determining the scale on which a larger one or a larger letter than the one in the copy should be drawn. It will save much measuring and figuring to get the correct proportion. A two-foot rule, chalks of different colors and degrees of hardness; also a chalk line, some pieces of charcoal. In place of using old cans, buy a couple of dozen of tin cups with handles. They are much handier, besides their use in measuring is more accurate, as you will naturally become used to measuring very accurate without going to the trouble of keeping a regular measure, or of weighing, where the same size of vehicle is used throughout. One double glue pot, a couple of wire strainers for the purpose of tidding your paint of old skins and such matter that usually gets into paint in one way or other, which sometimes is very aggravating. A scraper for removing burned paint, together with a painter's burner. An old plane bit is very good. Sand paper, different numbers. Emery paper, or steel wool, which is at present conceded to be superior to emery paper for rubbing down old work, both a flat and half round file. Some pumice stone both in lump and powdered form. If you do fine work you should also have some Tripoli powder, a sponge, chamois skin, etc.

In connection with these tools, there will be some special work which will require special material, and which we think proper to notice in this chapter, although their special uses will not be described for some time yet. You will often find that a knowledge of how to make a correct copy of a design will prove useful and profitable in many jobs. For this you should have some copying or tracing sheets. They may be bought or prepared as follows: take hard soap and lamp-black and mix them together to the consistency of thick jelly. Brush it on one side of some thin, tough paper, and allow it to dry. To copy a design with this, lay the colored side on the surface on which the copy is intended to appear. Then lay the design to be copied right side up on this, and tack to hold in place; then with a stylus, a sharp-pointed stick of hard wood, a lead pencil or something with a sharp, smooth point, proceed to go over all the lines of the design, pressing firmly but not hard enough to tear the paper. If your instrument persists in tearing the paper it is because the point is rough. Have it a little blunt, and make smooth by rubbing on a blotter. A little practice will overcome the usual deficiencies when using any new method which always arise. By being careful then the outlines of the design will appear perfect on the surface, when the colors, etc., may be filled in.

Another way of getting designs is by pouncing, and is a great economizer of time where there are to be a number of signs of the same size and kind painted. No matter how large the signs are to be, first lay the sign just as it is to be on a sheet of manilla paper, or, if necessary, use several sheets, numbering them to avoid confusion. After you have the sign laid off on the sheets, take a perforating or tracing wheel, and perforate the outlines. You may perforate it through several sheets at the same time, and at one operation by laying one on the other, and all on a soft pine board, perforate through all of them at once, so if one sheet is spoiled in any way you will have others just like it. One side of the paper will be rough the same as a tin grater, with which there must be something done before the perforated sheet

can successfully be used. To press it only pushes the paper back into the holes, thus rendering it useless. Lay the design, rough side up, on a board and take sand paper and knock these rough points off, going over it at first very lightly, so as not to press the paper back into the holes again. If any of the holes should become filled, go over it again with the perforator, and repeat the sand-papering until the holes are smooth and clear. The more care you take to make the perforated design perfect, the greater will be the expediency with which the after work may be done. Now, lay this perforated sign on the surface on which it is to be painted, keeping it intact, that it may not be moved while the work of transferring is going on, and take a pounce bag filled with powdered charcoal or whiting, according to the color of the surface, and gently tap over the design when the charcoal or whiting will sift through the bag, filling the holes in the paper, whence, on carefully lifting the perforated paper, a true copy will appear on the surface, and may be readily painted.

To care properly for brushes, they should always be suspended in some kind of liquid in such a way that the points of the bristles will not touch any thing. There are several methods in use, so it doesn't matter how you do it, just so you do it. The idea is to keep the bristles straight and soft and springy. Linseed oil and water is usually preferred. Both are good, but I prefer oil for several reasons. I think water is the best, however, but one must be constantly on the watch that the water does not evaporate or get dirty, or freeze, or some thing; while oil is not guilty of any of these faults. If you desire to keep brushes in water in the winter you should, after placing the brushes in the water, pour over it some glycerine. This will prevent the water from freezing solid. If you have brushes which you do not expect to use for some time, a good way to keep them in condition is, after they have been used, to wash them out clean, soak them well in linseed oil (raw), and wrap them air-tight in pieces of bladder and hang them in a cool place. If wrapped tightly, they will remain in condition for a long time, and when required for use all that is necessary is to rub out the oil.

Before using a new brush it is well to wash it out good with a weak solution of soda lye, then, whether you wish it bridged or not, to take a few turns around it next to the ferrule or binding with a twine string, the same as used for bridging. This prevents the bristles from leaking out, which is one of the most aggravating things in the trade. By having a brush wound with a few turns of string, or partly bridged, seems to give it more spring, compelling the bristles to fly back in their proper position, a most desirable quality in a lettering brush. Now, these are but little things to notice, but, all the same, care of the trifling parts of any trade has a great deal to do with ultimate success in it. I have always noticed that the masters of the situation in any kind of a business or trade make it a leading point to be masters of all the details connected with it also. In future chapters we will have occasion to speak of work done by tracing paper. As we have given other ways of transferring in this chapter we will give the way to make tracing paper also. This is the best. Take a pint of spirits of turpentine, one-eighth of an ounce of finely-powdered sugar of lead. Shake it well, and let stand for a couple of days. Decant and add to it one-half pound of Canadian balsam, and keep it gently heated, stirring thoroughly until well mixed. Lay your paper on a smooth surface and brush it over with this mixture, when it will become exceedingly transparent. The only drawback to paper prepared in this way is because it is not ready to use for four or five days, but when it is you can rely on it, because of its extreme transparency even on thick paper. We will subsequently refer to this paper when describing a most beautiful class of work on glass, which, to my knowledge, has never been described in any work.

It is not necessary that the sign painter should carry in stock many different kinds of colors, tints, etc. If he is acquainted with how to mix them so as to produce different tints, all that he needs, besides black and white, are the three primaries—red, yellow and blue. A knowledge of harmony in colors consists of knowing how to unite extremes of light and shadow by the use of intermediate tones that will subdue the harsh effect of the use of opposites. If colors are used properly, they may be bright and clear, but still be in harmony. To do this, the learner should be thoroughly acquainted both with all the different mixtures, the contrasts, and, above all, the complement of each. A contrast is effected by placing two colors that are opposite to each other in effect, and to harmonize them is the knowing of what color to use to tone them down. Although we can not give you a table of tints that may be altogether relied upon on account of the different degrees of strength of the various colors, but it will do as a practical basis from which to work, and extensive enough for the use of the practical every-day sign writer. In all future chapters, when we speak of blue, we

will as of the strength of color as that known as ultra-marine blue. Remember this, and it will save you trouble.

TABLE OF COLORS.—To produce the following tints, procure some good lamp-black, a good white lead, two or three grades of yellow, as chrome, and ochre a good grade of red between a vermilion and Indian red, a good grade of vermilion, some blue of the hue of ultra-marine. Get them ground in oil. Now we are not going to give the proportions in pounds and ounces, for this is impossible. We have found that the best way is to ascertain what color predominates in the mixture that we want, and govern ourselves accordingly. Thus, if you want a light gray, it will take more white to make it than it does for a dark gray. If you know what colors to use to produce a certain tint, you will soon learn in what proportion to use them to make it of the required depth of tone by the cut and try plan that will be more satisfactory than by using set figures.

GRAY—White and lamp-black.
ORANGE—Yellow and red.
GOLD—White and ochre and a little amber.
OLIVE—White, yellow, black and red.
CHESTNUT—Red, black and yellow.

VIOLET AND PURPLE are mixed from the same colors—white, blue and carmine—but in different proportions.

PEARL—White, blue and carmine. The same colors are used here as in violet or purple, but white predominates. This is where the learner has his trouble. Always watch for the predominating color, then tint it by using small amounts of the other colors at a time until it is of the proper tint.

BUFF—White, red, yellow and a little black.
FLESH—Vermilion, white and yellow.

FAWN—White, red, yellow and burnt umber.

DRAB—White, yellow, red, raw and burnt umber. There are many different shades of drab, but these colors will produce them all.
PEA GREEN—Chrome green, with white lead.

CREAM—White and yellow ochre.
CLARET—Vermilion and blue.

PINK OF DIFFERENT COATS—White, vermilion and carmine in different proportions.

CREAM—White and yellow ochre.

The above are the principal tints used by sign painters, and, with but few exceptions, enough to do any kind of sign work.

The transparent colors for use in shading on fine work are asphaltum, dragon's blood, carmine, the lakes and gamboge. Be cautious in using turpentine with transparent colors. It makes them crumbly. Bleached boiled oil is the better vehicle in which to mix them.

(To be continued.)

After "Scapa's" Scalp.

The Society for Checking the Abuses of Public Advertising does not appear to make much headway. We see no perceptible diminution in the number of ugly boards bearing advertisements of pills, powders and so forth, that have so long disfigured the countryside served by the principal railways. Nor do we anticipate that land owners and advertisers will forego the profit attaching to the gentle art of defacing nature. We are a commercial people not prone on sentimental grounds to throw away opportunities of making money. Hence we can not imagine that the check which the society named is endeavoring to put on the "abuse" of advertising will have any effect at all. Those people who cry out against these horrible boards may nevertheless derive some consolation from the fact that some continental countries are just as badly off as we are in this respect. A writer in a contemporary points out that the Rhine, the Teufelstein, the country between Calais and Marseilles, the Rhine and the waters between Hingen and Cologne are simply so many vast advertisement areas. It is said that the Cologne Gazette—a very powerful paper—protests against this decoration, and suggests the formation of a society for suppressing the nuisance, such as we have in England. If the German Society, when it is informed, does not meet with more success than the English institution, it will not have achieved much.—Photographic News, London.

At the regular monthly meeting of the Master Painters and Decorators of Brooklyn, in September, Mr. P. J. Brankin, of Philadelphia, made a masterly speech on reviving interest in the subordinate or city associations. Among other things he said:

"Is it not worth a man's while to become a member of an association in which he has earned his livelihood? If he claims to be superior, why not be a leader in that association and show the balance of them what they might aim at some day to be the equal of him. A man does not belittle himself by belonging to an association in which all are supposed to be his equals, therefore, I hold that any man that is not a member or has not been a member, can not stand out and say that he knows all that everybody else does. Such a man is egotistical."

Mr. Butler, Secretary of the Philadelphia Local Association, also addressed the meeting, and explained how the membership of that society had been doubled since last February. During the course of his remarks, he said:

We got into a condition pretty nearly of dry rot. Our membership ran down until it was about 38 or 40. We had eight, nine or ten who would come to the meetings, the same people every month, and everybody that came there was in a hurry to get away. We talked the matter over in all kinds of ways, and we concluded the first thing we would do would be to make a break to get in some more people, and that is the only thing that will keep you alive. Things don't grow warm if the new people don't have a hand. We had an initiation fee that was considered a pretty good-sized one for some



A GOOD ONE BY
W. J. ESTROUP, of New Orleans.

people, and we simply threw it overboard for six months. We took a list from our membership of all the reputable people. We got out a letter and started out as individual missionaries to drum into them the necessity of belonging to a painters' organization. Since February, when we got to work and drummed up these people by letters and by application, we have just about doubled our organization, and the applications are still coming in.

It is probable that the National Sign Painters' Alliance will be a "cross" association. Already the majority of the letters seem to favor this idea. It will have but one member in a town, and he will control all billboards, fence, rock, roadside and barn painting.

The consensus of opinion seems to favor this plan. The Committee on Arrangements are feeling their way carefully before maturing their plans.

The place and date (Cincinnati, February 6) seems to give universal satisfaction.

Sign painters who do road-side painting will find that it pays to follow the tips in our distributors' column. Firms who distribute all pretty generally favor fence signs along country roads, and it will pay to write them.

Says the Decorators' Gazette: "Take sugar with a little varnish well mixed, and put on with a stiff brush, makes a good imitation of ground glass.

"The Billboard" is regularly read every month by ninety-nine out of every hundred of the fair managers of America.



BY A. D. LESTER,
122 E. Main St., Benton Harbor.

The above cut was sent us by Mr. A. Lester, of Benton Harbor, Mich. In connection therewith he writes as follows:

You will discern the dark dress does not come out in full detail as the original shows, and that is owing to the photo being a little underexposed.

The original colors are red, white and blue for the subject. The ground work is white, the sign board black and letters white. The scroll gold ground and black letters.

RED JACKET

VERMILION

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

BILLINGS, TAYLOR & CO.

Cleveland, Ohio.

The International Association of Distributors.

OFFICERS FOR 1893-'99.

- JOS. REID, President Kansas City, Mo.
W. H. STEINHRENNER, Sec. Secretary Cincinnati, O.
O. P. FAIRCHILD, Treasurer Covington, Ky.
R. S. DOUGLAS, First Vice President Memphis, Tenn.
W. C. TIRRELL, Second Vice President Lima, Ohio.
JAS. A. CURRAN, Third Vice President Denver, Col.

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. The service of any member whose name appears herein is guaranteed by the association. The list is revised and corrected monthly. Addresses are published under this head at \$1 per year per line.

ALABAMA.

Montgomery—Sheldon McMurray, 1412 5th av.
Montgomery—G. F. McDonald, city bill poster
Birmingham—J. O. Carroll, Box 28

ARIZONA.

Phoenix—The Phoenix Bill Posting Co., 19 S. Center st.

ARKANSAS.

Conway—J. F. Clark, Box 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, 626 2d st
Haywards Bill Posting Co. 36 Castro st., Haywards.
Los Angeles—Los Angeles Bill Posting Co Oakland, William H. Porter, 498 10th st
Santa Cruz—L. A. Daniels, 9 Locust st
Santa Monica—Wildcat Printing Co., 636 Broadway Los Angeles, Cal.
Ventura—G. H. Shepherd, opp. Rose Hotel

COLORADO.

Aspen—John B. Loran.
Colorado Springs—Curran Co., Denver.
Denver—Curran Co., 17th and Larimer.
Leadville—John Colman, 294 W. 7th st
Pueblo—The Curran Co., 114 Santa Fe av
Victor—Cripps Creek Dist.—Jos. A. Quinn

CONNECTICUT.

Meriden—H. L. Redman, 168 Liberty.
New Haven—New Haven Bill Posting Co
Norwalk—J. F. Huxton.
Stamford—Thos. J. Troy, Taylor st.

CANADA.

Brantford, Ont.—Chas. Murray Smith.
Ottawa—Alexander Jacques, 43 College av

DELAWARE.

Wilmington—Geo. W. Jackson, 821 Orange st.

FLORIDA.

Pensacola—John L. Stuart

GEORGIA.

Atlanta—Edw. Bridger, 608 Temple Court
Augusta—Chas. R. Rowland, 363 Jackson st
Columbus, Georgia and Adjacent Towns E. B. Bridger, Atlanta.
Macon—Frank H. Powers, 414 2d st.
Savannah—J. E. Campos, Box 92.

ILLINOIS.

Anrona—B. Marvin & Son.
Belleville—L. E. Tiemann, 508 S. High st.
Carlinville, Macoupin County—A. J. Turner.
Chicago—John A. Clough, 42 River st.
Clinton—A. Siedel.
Danville—Frank P. Myers.
Deatur—William Mutton, 826 Calfax st.
East St. Louis—J. L. Whelan, 18 N. Main.
Edwardsville—Geo. W. Kellermann, 129 Second st.
Evanston, Cook County—American Bill Posting & Dist. Co. Address 280 Madison st., Chicago.
Freeport—Richard Wahler, 58 Spring st.
Galesburg—O. I. Johnson, office, Auditorium.
Joliet—DeLong & Hidermann, 303 N. Joliet st.
Kewanee—Frank A. Cahow, South and Main.
Lafayette—Geo. P. Rowley.
Mattson—F. G. McPherson, 1212 Broadway.
Mchenry—R. L. Taylor, care Windsor Hotel.
Mt. Vernon—Thos. Munton.
Normal and Bloomington—M. F. Dillon.
Ottawa, LaSalle County—Chas. R. Duckett.
Pocahontas—Monk Introduction Co.
Pontiac—Lee Collins, 112 E. Reynolds st.
Quincy—H. B. Bowman, Empire Theatre.
Rockville—Chas. A. Hizer.
Robinson, Crawford Co.—Clarence E. Hale.
Waukegan—G. Roney & Son.

INDIANA.

Anderson—Anderson Bill Posting Co.
Alexandria—W. O. Henry.
Bloomington—L. E. Krueger, 100 College ave.
Brazil—Monk Introduction Co.
Connersville—N. H. Scotton, 1518 Eastern av.
Elkhart—D. B. Carpenter, 625 S. Main st.
Goshen—Chas. Krutz, 210 S. 7th st.
Greensburg—Fred. Seltz Son, 24 S. Franklin.
Greencastle—John W. Cooper, 24 & 26 S. Ind.

Hammond—Frank E. Gero.
Hartford City—Chas. W. Abbott, Box 165.
Huntington—Hon. Miller, 5 Everett st.
Indianapolis—Geo. W. Vansyckle, 114 S. Ills.
Jeffersonville—L. H. Ramsey, Lexington, Ky.
Kokomo—H. E. Henderson, 42 N. Main st.
LaFayette—LaFayette Bill Post & Dist. Co.
LaPorte—W. V. Miller, 629 Main st.
Lebanon—James S. Selver, W. North st.
Logansport—Chas. Schlegel, 215 6th st.
Madison—James A. O'Donnell, Box 614.
Marion—John L. Wood, 229 S. Branson st.
Mitchell—W. M. Munson, Jr.
New Albany—R. K. Brown.
Pern—Chas. W. Stutesman, P. O. Box 114.
Richmond—Dobbins Bros.
Shelbyville—T. F. Chafee & Son.
South Bend—J. N. Schwartz. Ad. Walkerton.
Sullivan—Rush P. Crawford.
Terre Haute—Jas. M. Dishon, 29 S. 5th st.
Vincennes—Vincennes Bill Posting Co.
Walash—Harter Bros., Market st.
Walkerton—J. N. Schwartz.

INDIAN TERRITORY.

Purcell—G. W. Brown.
IOWA.
Burlington—A. E. Drier, 413 Maple st.
Cedar Rapids—W. S. Rye, 729 S. 5th st.
Centerville—Chas. W. Root.
Charles City—Charles City Bill Posting Co.
Clinton—H. F. Sanger, 341 S. 2d st.
Davenport—City Introduction Co.
Des Moines—Chas. W. Orris, 1901 Des Moines st.
Dubuque—A. Leonard, 175 W. Locust st.
Keokuk—A. A. Island.
LeMars—Wm. O. Light.
Sheldon—John Walton.
Sioux City—A. H. Heall.
Winterset, Madison County—Arthur Gordon.

KANSAS.

Atchison—J. G. Shaffer, 111 S. 5th st.
Hutchinson—W. A. Low, 102 Opera House.
Junction City—Herman Deiker, Box 492.
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. Roek, 234 Conway st.
Henderson—Jas. L. Lambert, Jr., 216 2d.
Lebanon—R. L. Nesbitt.
Lexington—L. H. Ramsey, 122 E. Main st.
Laysville—Falls City 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 Plades, 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.
Deering—Wildes Bros., Portland.
Lewiston—Earl A. True, 162 Middle st.
Portland—Jas. A. Martin, 123 Exchange st.
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. Gibson, 12 Holman st.
Beverly—Luther Cahoon, 44 Cabot st.
Boston—J. Donnelly's Sons, 7 Knapp st.
Brockton—W. F. Gurney, 12 Elbridge Place.
Fall River—Chas. A. Page, 101 Plymouth av.
Haverhill—Chas. W. York, 7 White st.
Lowell—Chas. L. Lowe, 261 Middlesex st.
Marlboro—F. W. Riley, 192 Main st.
Mattapan—Flynn & Fushing, 108 River st.
Milford—Elihu M. Slack.
New Bedford—A. E. Hathaway, 100 Pleasant.
Newburyport—W. A. & S. M. Noyes, 39 Pleasant st.
Taunton—A. B. White, 45 Cohonet st.
Waltham—Frank McGuinness & Son.
Worcester—Fiske Bros., 43 Waldo st.

MICHIGAN.

Allen—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.
Chelogygan—A. J. Finn, 54 Duncan av.
Detroit—Jno. H. Owen, 91 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. B. Stiles, 219 W. Freshwin.
Jackson—James Donaldson.
Jackson—Stevenson & Solomon, 115 Mill st.
Kalamazoo—J. E. McCarthy, 108 Portage st.
Manitowish—Mrs. J. W. Tennant.
Muskegon—Peter P. Stokette, 38 E. Walton st.
Port Huron—Bennett 1911 Posting Co., 909 Military.
St. Joseph—Geo. L. Edloff, Hotel Whitecomb.

MINNESOTA.

Austin—P. H. Zender & Co., 406 Mill st.
Little Falls—J. J. Murphy, Box 685.
Mankato—H. H. Grilde, Jr., 209 S. Front st.
Minneapolis—J. H. Crownover.
Rochester—W. S. Elkins & Co.
St. Paul—J. H. Crownover, 39 Winnipeg av.

MISSISSIPPI.

Corinth—W. E. Patton, Box 161.

MISSOURI.

Jefferson City—Oscar M. Miller, 224 Madison.
Kansas City—Joseph Reid, 115 E. 9th st.
St. Joseph—A. J. Avery, Tootle Theatre.
St. Louis—R. H. Johnston, 208 N. 13th st.
Springfield—W. H. Gorseline, 2129 Benton av.
Warrensburg—B. F. Brunkhart.
MONTANA.
Butte—Harnoos & Son.

NEBRASKA.

Beatrice, Gage Co.—The J. H. Martin Co.
Fremont—U. S. Watts.
Lincoln—F. C. Zehrung, 1145 O st.
Omaha—R. Carleton, 218 S. 14th st.
Nebraska City—Carl Morton.

NEW HAMPSHIRE.

Concord—Chas. F. Batchelder, 106 N. Main.

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'Mealia, 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. D. Summersett, 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, 290 Wash'g st.
Bushnell's Basin—W. E. Burleigh.
Binghamton—George C. Castner.
Cortland—Wallace Bros.
Elmira—Chas. F. Berry, 160 Sullivan st.
Fulton—Wm. Cook, Lock Box 41.
Gloversville—Olin S. Sutliff, 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.
Middletown—Thos. Kain, 38 South st.
Mt. Morris—Norman A. Seymour, Op. House.
Newburg—N. W. Colyres, 69 Henry av.
New York—Harry Munson, 4 Murray st.
Niagara Falls—Mrs. C. Clayton, 21 Thousas.
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. Estner.
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. Lamphorn, Box 132.
Yonkers—W. L. Mildrum & Co.

NEVADA.

Virginia City—John H. Dunlap, Box 24.

NORTH CAROLINA.

Asheville—John D. Plummer, 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. Yonker, 18 W. Wooster.
Bucyrus—F. R. Myers, 236 N. Spring st.
Canton—M. C. Harber, Grand Opera House.
Cincinnati—W. H. Stelubrenner, 519 Main st.
Columbus—F. Altman & Son, 540 E. Main st.
Coshocton—Frank H. Dinsmore, Box 301.
Cleveland—Bryan & Co., 17-19 High st.
Dayton—Jas. L. McCann, 721 E. 2d st.
Demaree—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.
Gallion—E. E. Riblet, 119 E. Main st.
Greenville—Louis W. Murphy, 131 W. Water.
Hamilton—Geo. W. Riley, 310 High st.
Ironton—J. H. Haynes & Son, 282 Mulberry.
Kenton—Jos. C. Warvel, 323 E. Franklin st.
Lancaster—Mrs. Clara M. McNeill, Main st.
Lima—W. C. Tirrill & Co., 216 W. Market st.
Logan—F. A. Koppe.
Loraine—P. J. Smith.
Mansfield—E. R. Endly, 232 W. 4th st.
Marletta—C. P. Thomas, 305 Scammal 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.
Martin's Ferry—Will A. Miller.
Miami—Chas. C. Miller, 29 N. Main st.
Newark—E. O. Burroughs, Box 296.
Norwalk—M. S. Wooster, 20 W. Main st.
Piqua—Hixson Bros., Box 866.
Portsmouth—R. W. Lodwick, 118 W. 3d st.
Salon—Harry S. Warner, 60 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. Tyner, 22 N. Race st.
Steubenville—Chas. J. Vogel, 137 N. 3d st.
Tiffin—J. R. Lewis, 81 W. Perry 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 & Lathy.
Wooster—Geo. Kettler, 88 W. Larwill st.
Xenia—C. L. McClellan.
Youngstown—John M. Evans, Box 153.
Zanesville—England Bros., 31 N. 5th st.

OREGON.

Corvallis—G. W. Bingham, Main st., Box 135.
McMinnville—G. F. Bangasser, Box 38.
Portland—John T. Williams, 346 Morrison.
OKLAHOMA TERRITORY.
Kingfisher—Wm. A. Northup, 318 S. Main st.
Oklahoma City—Oscar V. Nix, 202 1/2 Grand av.

PENNSYLVANIA.

Allegheny—J. T. Hudson, Pittsburg, Pa.
Allentown—N. E. Weiman, 532 Hamilton st.
Archibald—Jas. H. Swift.
Bethlehem—Jacob F. Yellis.
Burgettstown—The 2 Macs Co., McDonald, Pa.
Carbondale—J. O'Leary, 15 Main st.
Carlisle—Wm. M. Meloy, Box 49.
Connellsville—Clowes Adv. & Dist. Co.
Dunmore—Reese & Long.
Easton—Dr. W. K. Detswiler, 232 Bushkill st.
Franklin—Alexander Bradley, 4th and 5th st.
Hallstead—James S. Claxton & Co.
Harrisburg—Arthur C. Young, 18 N. Third st.
Indiana—Harry K. Apple, 709 Philadelphia st.
Lebanon—G. H. Spang, 405 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.
Noblesville—The 2 Macs Co., McDonald, Pa.
Oakdale—The 2 Macs Co., McDonald, Pa.
Pottstown—Jacob E. Amole, 30 High st.
Pottsville—Chas. L. Wells, 40 E. Itacon st.
Pittston—Twin City Distributing Agency.
Pittsburg—R. E. Hanke, 15 S. Main st.
Philadelphia—American Bill Posting Co.
Reading—H. J. Lindenmuth, 511 S. 9th st.
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.

TENNESSEE.

Chattanooga—H. S. Holmes, 16 E. 7th st.
Covington—H. N. Holsouser, L. R. 457.
Knoxville—Southern Bill Post. Co., Box 832.
Memphis—R. S. Douglas, Grand Op. House.

TEXAS.

Arroyo—Valle & Bro. Adv. Co., Box 286.
Beaumont—Welcome Rollins, Box 274.
Calvert—J. P. Casimir, Malu 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.
Lynchburg—J. J. Hughes & Co., 1211 Main.
Norfolk—S. S. Kelly & Co., 355 Main st.
Portsmouth—S. C. Draper, 905 Washington st.
Roanoke—W. L. Robertson, Box 297.
Staunton—J. H. Bell.
Winchester—Cornelius Gibbens, Lock Box 64.

WEST VIRGINIA.

Clarksburg—W. L. Dleson, Pike and 3d sts.
Martinsburg—F. C. Baker, 246 Queen st.
Parkersburg—Parkberg Adv. Co., 5th and Avery sts.
Wheeling—A. W. Rader, 9th st. and Alley C.

WISCONSIN.

Appleton—Wm. E. Cadman, Box 1235.
Fond du Lac—P. B. Habber.
Janesville—Peter L. Myers.
La Crosse—Aug. Erickson & Co., 331 Pearl st.
Milwaukee—Walter D. Dixon, 583 18th st.
Oshkosh—J. E. Williams, 24 High st.
Racine—W. C. Tiede, 325 Main st.
Sheboygan—E. J. Kempf, 731 Penn. av.
Watertown—F. C. Volckman, 103 Malu 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.

JOINTED MAGNETIC HAMMERS

Just the thing for Card Tackers.



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

Donaldson Lith. Co., Cincinnati, O.

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. BARBER, Agt.

SAVES CLIMBING. SAVES WORK.

Enables you to give your clients first-class permanent service.

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

42-in. handles, 3 sections, \$2.50

DONALDSON LITHO. CO., Sole Agents, CINCINNATI.

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

BUBB

POSTS BILLS AND DISTRIBUTES CIRCULARS AT WILLIAMSPORT, PENN'A

THE BILLBOARD.

PUBLISHED MONTHLY AT 127 East Eighth Street, Cincinnati, O., U. S. A.

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

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per square 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, 17, Abchurch Lane, London, E. C. 4. In Paris, at Brabant'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 manuscripts; 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.

NOVEMBER, 1898.

The time is fast approaching when Advertis will be taught in our commercial colleges. It will be esteemed as important an element of the college course as accounts, and fully as much time and attention will be devoted to it. About all that is lacking at the present time is a text-book, and it will be forthcoming shortly. There is never a need made manifest but some one arises with the ability to supply it.

We have a vast fund of facts, and of course we must necessarily have among them more than one pseudodox. These latter will be readily detected and thrown out in the process of systematizing and co-ordination.

With our facts arranged and classified, the method of induction will readily give us an order among them, and bring to light the regular laws by which disseminative incentive, like every other other natural agency, operates.

Of course, advertising itself is an applied, or rather, a progressive art. Viewed in its purely utilitarian or artificial aspect, it can never be reduced to a science, from the very fact that science has to do only with the agencies of nature. But back of advertising's artificial habiliments, back of the press, beyond the bill board, distributing facilities, the telegraph and the mails, is nature, ever restless, ever operating. Her agencies, ever proceeding in a regular manner, according to fixed and clearly defined laws.

And here Advertis finds its province. The new science will not profess to impart to man the power of advertising any more than logic gives him the power of thinking, or grammar the capacity of speech. Advertis will find men engaged in disseminating incentive intelligence, and then proceed to unfold the laws involved. Just as grammar presupposes that men can speak, and proceeds to detect the rules of correct speech. And as grammar, by its rules, enables persons to

express themselves correctly, clearly and accurately, so Advertis, by expounding the laws of disseminative incentive, will guard against mistakes in advertising.

Its field is well marked, rigid and exact; for though it will always be more or less intimately associated with psychology, logic, grammar, rhetoric and the science of language, it need never trespass upon the territory of its neighbors.

We may even go so far as to define it, and thereby accord it a place among the sciences. Let us say that "Advertis is the science of the laws of incentive intelligence." Starting with this the next step will be to carefully watch the operations. By so doing we may discover what these laws are, and express them in language or in formulae, as the case may be.

In doing this we are constructing a science which is co-ordinated knowledge, as distinguished from the knowledge of individual things or isolated facts, as they present themselves. The next step necessary is to effect the grand divisions. They readily present themselves. Intelligence is of two kinds; thought, pure and simple, as it exists in the mind, and thought expressed—reduced to language.

Therefore, Advertis should be divided accordingly. Part I should take up thought, and the observations should, or rather must, be conducted by pure self-consciousness. Cognitions must be followed from sense perception through their various phases, until they reach the motive faculties or creative powers. Part II should deal with the nature of the expressed intelligence, examining into the particular attributes which create desire or move the will to action.

In both instances investigation should be conducted by induction. Further than this we can not go in outlining our course. We must be guided by the discoveries we make, by the nature of the new country into which we have ventured.

It can be said with certainty, however, that progress will be greatly facilitated by the construction of a particular logic, an organon, as it were, which will give us the laws of correct thinking upon our subject. This we require as a propaedeutic, but many difficulties present themselves in formulating it, for although we need it in the beginning, according to the course of human reason, it is the best thing we arrive at, when the science has been already matured, and needs only the finishing touches to perfect it.

Still the work would be fascinating. Let us organize a party to blaze a path into the new district. One man can not do it alone. Who will go along?

Early Bird.

Regarding the "Early Bird" showing at Knoxville, Tenn., Sam W. Hoke sends in the following correspondence. The first letter is from the bill poster to the manufacturer.

KNOXVILLE, TENN., Oct. 15, 1898. Mr. Sam W. Hoke, New York City.

Dear Sir: Yours of the 13th at hand, and by reply will say Mr. Hoke's representative called at our office and requested to check his poster. I made an appointment personally to meet him that afternoon, had my horse and buggy ready, but he failed to come. Now his paper was in good standing at the time, and to the full expiration of thirty days. We can not afford to lose the reputation we bear for a small bill like Mr. Hoke's. If this gentleman will take the trouble to call on me, I will gladly take him out and check his paper for him. Or if it will be of any satisfaction to you to see your paper up, I can have it photographed and sent you. "What more can I do to give satisfaction than this?" I have followed this business for twenty-five years, and find "honest service gives more work." If you can suggest any other method to satisfy all parties, let me know. I refer you to G. C. Hoke, who shows his work in our city, and so saw how we exert ourselves to push his goods, as we do for all others. I may, perhaps, see you in person soon. We remain at your service.

SOUTHERN BILL POSTING CO., E. C. BARNES, Manager.

The second letter is from the inspector also to the manufacturer, viz:

KNOXVILLE, TENN., Oct. 16, 1898. Messrs. P. H. Hanes & Co., Winston, N. C.

Dear Sirs: Yours with bill posters just received received. When I called on the bill poster on Monday, October 3, he could not furnish the list, but stated that they would be up the next day. This was impossible on account of rain. This morning Cameron and myself checked only five, and found that many were not up at places designated.

While in the vicinity of his office today, I saw him and three associates enter his office. I went in to see him, and Cameron crossed over to wait for me at the hotel. He saw that I had him, and the four stood me down that the boards had been up until yesterday. One of them assaulted me with a stick and struck me once, while held by his associates. They hustled me out of the door and closed it. I waited until they came out and he will remember "Early Bird."

With you would send me all communications you have from him and his list. I am not hurt in any way, only slight bruise on my arm and head. They certainly are thieves and cowards, too.

Yours truly, DAN HALL.

Mr. Barnes' assertion that he had followed the business for twenty-five years is erroneous. (Editor's note.)

Paris Exposition.

The Way They Boom It.

Desperate cases require desperate measures. The American exhibit at Paris will be a frost, but it will not be on account of niggardly space accorded by the newspapers. Here are two clippings from the same edition of the same paper.

TURNED DOWN BY MR. PECK

New York, October 21. A dispatch to the World from Paris says: Twenty-eight applications for space in the American building at the Paris fair of 1889, approved by the late Maj. Handy as commissioner general, and submitted by him to the French commissioner general, have been "turned down" by Mr. Peck, the new American representative. When Maj. Handy was in Paris last year, he selected from among the requests for space for restaurants, cafes and amusements within the American building twenty-eight which he judged to be up to the required standard. These he recommended officially. As all concessions which involve entrance fees, sale of articles, etc., must be accorded directly by the French authorities, the commissioners of foreign nations have only the right to appropriate space for and decide upon the purely competitive exhibits of their countries. In a letter to the French commissioner Gen. Peck declares that he can not sanction the applications submitted and approved by his predecessor. As to space not another inch beyond what was granted to Maj. Handy will be allowed the United States. It is utterly impossible to get any more. Exhibitors must make the best of it and prepare to conform their exhibits to the space limits. At the American Chamber of Commerce banquet M. Picard, in a witty speech, blasted American hopes for more territory when he declared such a thing out of the question. He advised Mr. Peck to abandon his big dream and remember that Paris is not Chicago. The space accorded the United States is about 2,000 square metres in the Champ de Mars and 1,500 in the Esplanade des Invalides.

MORE SPACE GRANTED AT THE PARIS EXPOSITION.

Paris, Oct. 21. Commissioner General Peck has won his fight for more space in the United States exhibit at the Paris Exposition. Not only have the exposition officers withdrawn their decision that the United States could have no room for a separate Government building, but have granted 22,000 more feet of space for the American exhibit. This gives the United States a total of 28,000 square feet.

New York as Reflected from the Billboards.

The fall business is on with a rush, every billboard in town seemingly being fully of live paper. The general commercial work is in full blast, every theatre in town fifty-nine in all is using the billboards, and to cap it all, the political canvas is now beginning and innumerable small work has got to be accumulated during the coming few weeks.

Nothing Harry Munson is constantly springing some new surprise on the advertisers, his best being the renting of the entire building at Forty first street and Broadway, and covering it entirely with billboards, five, six or seven decks. Munson's billboards at City Hall, some 700 feet of them, and along New York street, are among the surprises of the downtown district, and in addition to these he has secured the thousand-foot billboard around the new Tombs building now in course of construction. The fact of the matter is that other billposters can give an advertiser a showing on the side streets and in God's acre, but Harry Munson has practically the entire downtown district. That the advertisers appreciate his plant is evident from the numerous exclusive contracts he carries. Among the paper seen on Munson's boards that mentioning any of the amusement paper at all, nor any of the small papers are: Frater American Soups, Blue Label Ketchup, Seidenberg's Cigars, Young's Hats, Adams Tutti Frutti Gum, Virgily Leaf Tobacco, Hawes' Hats, Hoop Lathla Water, Peattie Johann Hoff's Malt Extract, H. O. Beach Salt, Munson's Toilet Powder, Quaker oat, Old Valley Whiskey, Rock It's Blue, Diamond Dyes, Eldridge Bicycle, Emerson Shoes, etc., etc.

Early Bird Tobacco, Thomas Carlyle Cigars and Young's Hats are among the new posters bearing Sam W. Hoke's imprint.

All the theatrical plotting houses have been extremely busy for the past two months, but are cutting up with their work now, and are sending their emissaries among the manufacturing concerns, and we may therefore hope to see many new advertisers on the billboards before the end of the year.

The stars in the vicinity of New York City are getting in their full share of the good things. Madam of Yorkers, Le Venus of New Rochelle, Ring of Mount Vernon, Hamlet of Tompkinsville, Charley Wood of Jamaica, and the McEvey boys of Poughkeepsie, all are expecting themselves very well pleased with the opening of the fall season. M. F. Sprenger, "the longest king" of Poughkeepsie reports that business never was better. George Vanderbilt of Tarrytown, has every billboard full, and is busily engaged in buying lumber. The Patterson Billposting Co. have Patterson Passaic and Rutherford well covered, everybody is happy, and the goose hangs high.

About the most beautiful poster seen here this year is the Alice Mosen Daisy Stand made by the A. S. Scott Co. The background is a mass of daisies, a portrait full figure in center of the stand, lettering in white on the background of daisies. These delicate efforts are usually lacking in advertising strength, but this poster is not only a thing of beauty, but an easy reader as well.

Miss Griswold is quietly laying wires. Nearly all the Executive Committee are new in favor of making her paper the official organ, as soon as the Hyphenated Resuscitation EXPLOS again.

Sam W. Hoke is off again to the Sunny South, bent on both business and pleasure. He is loaded down with life-sized sketches, and of course, his Humber goes also. Childs' Cigars, Scalping Knife Tobacco, Star Tobacco, Red Indian Tobacco, are among the commercial posters on the Plaza billboards.

Sam W. Hoke says he would willingly forgive everything if Dan Robinson would only mix clear water instead of rye paste to rub in.

On another page of this issue we publish a picture of Advance Advertising Car No. 1 of the Buffalo Bill Shows, together with a group of the boys who have constituted the crew during the past season.

They come in with the story that one of their number (we will not say which) posted one thousand and twelve sheets on a country route in one day of fourteen hours. It is curious that these phenomenal records are invariably made on country routes, but it is nevertheless, a fact, as the driver will testify.

The Santa Fe has put out a very pretty poster, announcing the Fiestas of Plaza and Carnival Krewes festivities of Carnival week. The poster is in black and red upon a background of old gold, and the illustration includes King Kl Kl, his viceroy majesty, Kween Karnation and other appropriate characters, with a full list of the attractions of the week.

THE POSTER GIRL.

The poster girl is passing fast, Her voice on earth is over, Her violet lips and greenish hair We soon shall see no more. That widdly waist, her twisted arms, Her slanting eyes and hands, Are fading from these sundry skies To other grotesque lands. Oh, are you die, weird poster girl, While yet for speech there's room Say, when you're buried would you like A pink and purple tomb? - Exchange.

Who Was He?

Some thirty years ago a man painted a sign at "Harper's Ferry" in Chicago. The summer's sun and the winter's storms have in no way dimmed the lustre of the paint used on this sign. The words stand out boldly, and the sand blown against it by the wind has worn the unpainted wood until the letters stand out about one-sixteenth of an inch. No modern paint, it is averred by those who should know, could resist the inclement elements as that which was used on this sign. Its preparation is one of the lost arts, and the Western Society of Engineers is endeavoring to find the man who painted the sign and learn from him the valuable secret of making paint that will outwear wood and retain its lustre.

Your subscription to "The Billboard" is now due. Have you paid it?

Per Mylius was a "Billboard" reader October 5.

In-the-Swain was a "Billboard" reader October 5.

They are kindred callings which complement each other, and together will give one man a good living, and make it worth his while to devote his best efforts to the business. When this state of affairs has come to pass advertisers will find it possible to procure good service in the real small towns.

And speaking about advertisers, we have really made most gratifying progress among them. For the first three years we found circulation building in this field about the toughest proposition we had ever tackled. During the past year, though, we have really done very well. We have secured almost one thousand subscribers who are prominent in the advertising world, and we can tell from our correspondence that interest is on the increase. We can confidently promise to increase this number three-fold during the coming year. We shall give them the kind of a paper they want, and our experience tells us that they will buy it and read it.

We are going to publish our usual and elaborate and special number for Christmas. It will be an improvement on all our past efforts, and we invite billposters, sign painters, distributors, fair managers and poster printers to use advertising space liberally. The edition will be 12,500. No advance in advertising rates. Following our usual custom, we will mail large numbers to billposters and advertisers in foreign lands, especially England, Ireland, Scotland, Wales, India and Australia. An advertisement will more than pay in this particular number.

Publishers' Corner.

With this issue "The Billboard" enters upon the fifth year of its existence. During the past twelve months the paper has grown much both in circulation and influence. It has lost few readers and has gained many new friends. The increasing favor which it has found among sign painters is truly remarkable. Twelve months ago we numbered scarcely a dozen among our paid subscribers, and these were mostly bulletin painters. Today we reach upwards of fifteen hundred, besides the many billposters who also follow sign painting and paper hanging.

We have also added many new names among the billposters to our list.

Among distributors our increase has been less noteworthy, simply from the fact that we had already reached the limit of circulation long before the past year began. We could have made substantial increase among so-called distributors in the small towns, but the circulation would have been neither substantial nor desirable. For the most part they are mostly boys or very young men. They can not make a livelihood out of distributing, and therefore we do not think they are entitled to be called distributors. As we said before, they are mostly boys, and about the only thing they accomplish is to rob the billposter of a share of his legitimate income.

We hope to see the time when the city billposter in the small towns will control the distributing, sign-tacking and sign painting.

Wanted—An Editor.

W. H. Donaldson has severed his connection with "The Billboard." The executive committee of the Associated Bill Posters demanded of Mr. Donaldson that he institute a policy in the conduct of this paper that would have ruined it. Mr. Donaldson's associates in The Billboard Publishing Co. objected, and he resigned. Many efforts have been made to have him reconsider his action, but without result.

His time is fully occupied with other matters, and he is bound and determined to hold his membership in the A. B. P., so "The Billboard" needs an editor. It also wants to hear from a capable young man to occupy the position of advertising manager. Good salaries will be paid both, but good does not mean fancy.

The pack of knockers and snapping curs that have been howling house-organ at "The Billboard" whenever the chance offered will now have to frame a new hue-and-cry. This ought to hold them for awhile.

BAKER CITY, OREGON. A good town of 8,000.

W. NEWELL, Billposter and Distributor.

1,000 feet of well built boards and more in course of construction. Rate, 3c per sheet per month. L. P. R. & G. Send me your Paper. I will treat it right.



ADVERTISING CAR NO. 1.
Buffalo Bill's Wild West.

Rochester.

City Loses in Action Against Billposting Co.—Sought to Have the Company Remove Billboard—Company Given a Permanent Injunction Restraining the City from Removing the Board.

(Special Correspondent.)

The Rochester Bill Posting Company has come out victorious in its fight with the city which sought to have a bill board on East Main street removed on the ground that it was unsightly and dangerous. The case was decided by Judge Dwight of the Appellate Division, November 27, the court giving the company a permanent injunction restraining the city from removing the bill board.

In November, 1894, the Rochester Bill Posting Company had a bill board about ten feet high and 150 feet long erected on the south side of East Main street between University avenue and North Union street, in the Sixth Ward. Objection was made to the board by some of the residents of the vicinity and the matter was called to the attention of Alderman Adams, who brought it up at a meeting of the Common Council. A resolution directing the Fire Marshal to remove the bill board was adopted by the Council. President Stahlbrodt of the company at once took the matter into the courts and secured a temporary injunction restraining the city from removing the bill board. The matter has been in the courts ever since, the temporary injunction remaining in effect pending a decision on an application for a permanent injunction made by the company.

The case came up before Judge Dwight in the Appellate Court to-day, Assistant Corporation Counsel Fleckenstein appearing for the city and John R. Fauring for the company. Several witnesses testified for the company for the purpose of showing that the bill board was not dangerous or unsightly, as claimed by the city. No witnesses were produced by the city.

Judge Dwight rendered a decision granting a permanent injunction restraining the city from removing the bill board. The costs of the action will, therefore, fall on the city, and the bill board will remain.

The Youth's Companion.

The principal attractions offered by The Youth's Companion for the remaining weeks of 1898 provide a foretaste of the good things to follow in the new volume for 1899. To the first issue in November Frank R. Stockton will contribute a humorous sketch, entitled "Some of My Dogs," and in the issue for the week of November 10th will appear Rudyard Kipling's thrilling story of the heroism of soldiers in the ranks, "The Burial of Sarah Sands." In the seven issues to follow there will be contributions by Lord Dufferin, William D. Howells, J. E. Chamberlin, the American war correspondent; Mary E. Wilkins, Hon. Thomas H. Reed, the Marquis of Lorne, Miss Lillian Nordica and I. Zangwill. Those who subscribe now for the 1899 volume will receive every November and December issue of The Companion from the time of subscription to the end of the year free, the

Companion Calendar for 1899 free, and then the other 52 issues of The Companion to January 1, 1899. An illustrated announcement of the 1899 volume and sample copies will be sent free to any one addressing

THE YOUTH'S COMPANION,
211 Columbus Ave., Boston, Mass.

Painting Water Color Signs.

The first thing to consider is the brushes. Regular water color brushes should be used. They are numbered from 1 to 12. For ordinary work appropriate sizes should be used, that is, skip every other size. A couple of sky or wash brushes, a large one and a small one, are needed. These are used for putting in backgrounds, heavy scenery, etc. For rough, heavy work on brick, old weather-beaten boards, etc., ordinary house brushes will come in handy. He should also have a couple or more of loopering or varnish brushes; black Siberian are considered the best. A set of camel hair quill pencils in sizes from 1 to 8 will complete an outfit for all ordinary sign work in water colors. If you desire to save your brushes and keep them in condition to do good work, never permit them to be used in oil. When done using them for the time being, wash them out in water and lay them away. When wanted to be used again, dip them in water and work them until comparatively dry on the palm of the hand or on a smooth board.

The colors for fine work come in three forms, viz., dry cakes, moist cakes, and moist tubes. Moist cakes seem to be the favorite. Tubes are the best, but are considered too expensive, except for fine illustrated work. Outfits in moist cakes suitable for placard work may be had at any art store anywhere from \$8 to \$25.

House painters usually call them distemper colors. No matter by what name they are known, they are nothing more than the dry pigments, the same as used in oil.

There are several prepared products used in house decoration that serve admirably for water color signs; they are known by such names as Gypsine, Plastico, Onresco, Muresco, etc. Gypsine is considered the most useful to the sign painter. This is the stuff that show people use when advertising on glass.

Fading is the worst thing to contend with in water color signs, particularly when in a strong light. Purple and green fade most. However, the use of them may be avoided. To make them stand the weather, mix the water colors in gum or glue water, and when dry flow on a coat of pale linseed oil. Another way is to give the work a coat of isinglass, then a coat of Dammar varnish. Possibly the best way is to spray on the fixatif made for the purpose.

Common water colors always work best hot. Do not use common water colors as soon as mixed. First soak the colors in water for several hours, then pour on hot water until the proper consistency is reached. When mixed in glue water, dissolve a little chloride of potash in it. This prevents the glue from cracking.

Aim to wash in the background in one coat, and to do the lettering in one coat. Keep the colors stiff when lettering, relying on the dexterity of the brush to get them smooth. A good and easy working water color may be made by rubbing common distemper up in dextrine. A druggist's mercuric may be used to do this.



SOME OF THE BOYS OF ADVERTISING CAR NO. 1.
Buffalo Bill's Wild West.

Fair Department

THE COUNTY FAIR.

Now the pumpkin glows resplendent
Mid the rows of ripened corn;
Now the hunted prairie chicken
Wishes he had not been born;
Now the snave machine collectors
Every day the farmers greet;
Now the roads are blocked with wagons
Hauling thirty-two-cent wheat,
And the merchant advertises
"Winter clothing—cheap, but neat!"

Now the farmer, from his harvest,
Lays his largest pumpkin by,
Softly smiling as he thinks how
It will strike the judge's eye;
Now his thrifty wife is building
Piece by piece rare patchwork quilts,
And his daughters paint on canvas
Brick-red boys in purple kilts,
Crimson leaves and pale-green berries,
Steel-grey steaks on yellow stilts.

Now the racehorse trainer glavely
Walks the bob-tailed plug around
And each day the trusty jockey
Rides him swiftly o'er the ground
Both the trainer and the jockey
Work him early, work him late;
While his owner's nether limb they
Regularly elongate:
And the fondly trusting owner
Credulously pays the freight.

Now the weeds upon the racetrack
Fast before the sickle fall;
Loud the hammers of the workmen
Echo in the floral hall,
Till the county fair directors
Sit in solemn conference drear,
Planning for the grand occasion,
Gloxy of the passing year!
All these portents plainly teach us
County fair time's drawing near!

County fair! Event auspicious!
Heralded both far and near
In our guileless rustic circles
As the climax of the year!
Joyfully we hail thy coming—
Never with thy charm can vie
Marble-palaced expositions,
Though their temples kiss the sky.
Dearer far the signs that tell us,
County fair time's drawing nigh.

Omaha,

And the Convention of the A. A. O. F. A. E.

We had intended to hold this month's issue back a couple of days, and include an account of the convention of the American Association of Fairs and Expositions. After considering the matter carefully, however, we decided that any account which came by wire must of necessity be vague, incomplete and unsatisfactory; while to wait for the complete minutes would be altogether out of the question.

Under the circumstances we decided to produce the whole report of the meeting in our December issue. We have arranged for a complete stenographic report of the convention, and it will be revised by the secretary and carefully edited. It will appear in our Christmas number, issued November 28 next.

Exhibitions as Good Advertising Mediums.

As the controversy as to the value of exhibitions as advertising mediums is always likely to be one of more or less interest to the general advertiser, it is particularly helpful at times to hear the subject discussed concisely and sensibly as it was done recently at the Northern Counties' Grocery Exhibition at Duckworth, M. P., in performing the opening ceremony.

In the course of his remarks he said: "Certainly it was a very interesting occasion, as they were met as business men, not so much to air their eloquence as to 'talk shop,' their object being to facilitate business, and not to occupy their time with empty or useless talk. (Hear, hear.) It might be asked, What were the aims and objects of such an exhibition as that? Well, they did not deny that it was in the nature of an advertisement, and growers did not despise advertisements (Hear, hear). Some of them attributed much of their success to judicious advertising. There were advertisements which some of them would not like to own. There were advertisements which overshoot the mark—advertisements which would not stand a very rigid examination; but he was pleased to say that in going from stall to stall in that exhibition he had not seen the slightest thing that could in any way be considered objectionable, and that everything was reasonable and fair and in accordance with the general views and requirements of the trade. He dared say that some of them had seen advertisements that would not stand the test of examination; but it ought

to be their aim, as straightforward and honest business men, whether in the wholesale or retail branch of the trade, to see that their advertisements were reasonable and fair, and in accordance with truth, and, above all, they ought to try to see that the articles they advertised to be sold possessed some intrinsic merit. (Hear, hear!)"

Mr. John Mark, in supporting a vote of thanks to the above gentlemen, said: "Mr. Duckworth spoke out with no uncertain voice on a subject which he (Mr. Mark)—when as Mayor of Manchester he was entertained to a banquet by his fellow-traders—had occasion to deal with, namely, the terms employed in their advertisements by over-zealous tradesmen—terms which if analyzed would neither be found to be truthful nor fair, as they cast a reflection upon other tradesmen. That ought not to be, (Hear, hear.) He quite agreed with what Mr. Duckworth had said regarding business enterprise, but he also felt that in matters of that kind they ought to be exceedingly guarded not to say anything that would reflect upon either the credit or the character of their fellow-tradesmen. (Applause.) If a man said he was selling 'the finest tea the world produced' at a certain price, it went without saying that anyone who might be selling tea above the figure named in such an advertisement was abstracting from the public an unjustifiable profit. What he maintained was that such statements were untruthful and ought not to be made. (Hear, hear!)"

Looking round the numerous stands which included many of the largest and best known firms in the Kingdom, one could everywhere see the zeal for attracting attention the various exhibitors were displaying.

As for instance, J. & J. Colman, Ltd., Norwich, had their stall in the form of an exact model of the works at Norwich, designed and made by Mr. Charles Clowes, of Granville House, Norfolk-street, Strand, and one had only to look at the photographs of the factory hung on the screens to see with what care and exactness Mr. Clowes had accomplished his task.

E. Lazenby & Son, Ltd., London, liberally distributed free samples of all their leading preparations.

Goodall, Backhouse & Co., Leeds, were similarly generous with bottles.

"The Billboard" reaches practically every fair association in the U. S. and Canada.

Judging Fruit at Agricultural Fairs.

To anyone who has ever given the subject any attention, the necessity for a reformation in the matter of proper naming of varieties of fruits on exhibition at our agricultural fairs is, I believe, so readily apparent as to hardly admit of argument. Attending, as I have done for the last half dozen years, an average of some six or seven fairs each season, and with a natural love for an interest in the fruit exhibits made at these fairs, I have been strongly impressed with the incongruity of the awards of premiums as they are often given on even some of the more common varieties of apples and pears, such as should be readily distinguished by any man sufficiently a judge of fruits to entitle him to act in such capacity.

Of course, it is easy to understand how, with so many varieties of fruits as nearly identical in general characteristics of form, color, etc., as they are, mistakes would be liable to occur, and this even with expert judges on such sorts as do closely resemble each other, particularly at the early date at which many of these exhibitions are held. But when one sees, as I have often seen, a first premium for Bartlett pears placed on a plate of Clapp's Favorite, or a plate of King apples, every sample of which is perfectly typical of that variety, bearing the label of

Ben Davis and awarded first prize for the latter sort, it certainly seems as if there is something wrong either with the fruit grower who makes the exhibition or the judge awarding the premiums, or with both. And yet this latter did occur under my own observation at one of our local fairs in our own county when, the following fall, another plate of apples from the same tree was entered as Ben Davis and by another, an expert fruit judge, was ruled out as wrongly named, the owner of the fruit became very angry at the judge and appealed from his judgment to the officers of the association, who, however, upheld the judge in his decision.

"Why," said the exhibitor, "these apples are certainly Ben Davis, for the tree from which the original seeds were taken came from the nursery labeled as that sort," and he would not be convinced of the possibility of an error in the case.

The judge of fruit, however, told him he was quite willing to stake all his reputation on the decision of any competent authority on the question, and at his request the man sent a sample of his apple to the pomologist of the horticultural department at Washington, D. C., who reported the name of the variety as King of Tompkins Co., thus showing him it was just possible that by hook or crook a variety might be sent out from a nursery wrongly labeled.

No doubt many of the mistakes in nomenclature come from such mistakes, whether intentional or otherwise, in labelling of trees at the nursery, but the carelessness in permitting such errors to be perpetuated surely does much harm, and if our agricultural societies are to be educational in their influence there should be some means devised by which such gross errors would be avoided.

"But," says some one, "what is the remedy, and how shall it be applied?" While I do not know that I have any unfeeling remedy for the evil, I would herewith make a suggestion or two on that line. First, it would be well for all our agricultural societies to employ for judges in this department such as may be called expert judges of fruits, and give to them the authority to rule out or exclude all varieties that are entered under a wrong name, subject only under certain restrictions to the privilege of the exhibitor to make corrections at any time before the judging of the fruit takes place. Then, if possible, let the one appointed to take charge as superintendent of the fruit department be also one who, if not an expert judge, has at least a good knowledge of the leading sorts and who will see to it that all exhibits are arranged in proper order and so far as possible classified according to season of maturity and general characteristics of similarity.

By such arrangement the work of judging will be greatly expedited and valuable time saved for the society as well as better satisfaction being given in the award of premiums. —E. J. Brownell, Delaware Co., N. Y.

The Aspen meeting was pulled off last week without broken bones, hard feelings or fast time. These country places will never have notable meetings until the managers learn the art of advertising. —Denver (Col.) Field and Farm.

New York State Fair.

The last exhibition of the New York State Agricultural Society was probably the largest and best one it ever made. The entries in every department were more than usually numerous, and all articles very fine. The animal department, from the best blooded horses and cattle down to the bantam chicks and Guinea pigs, was fully and splendidly represented. Farm implements and appliances, and products of all kinds, were shown by large numbers of manufacturers. The display of vegetables was grand, and some of the finest specimens ever seen. The collection of fruits by the Western New York Horticultural Society and the Eastern New York Horticultural Society. The former took the first prize and the latter the second. The display of the Eastern Society was remarkably fine and it is not improbable that another year will see it carrying off first honors. The show of plants and cut flowers was a fine one, but the very hot weather during fair time was unfavorable to the good keeping of cut flowers.

It was noticed with pleasure that the objectionable feature of fakir side shows did not appear, the grounds being entirely free from them. The officers of the Society are to be commended for this result.

A temperature of 85 and 90 degrees or more, nearly every day of the fair, was not conducive to the comfort of the people or the animals. The buildings for the accommodation of the latter are very commodious and their comfort was secured to as great a degree as possible. The people, however, on the grounds were fully exposed to the sun from a cloudless sky, and that during some of the hottest weather of the past season. How thankful everyone would have been for the shade trees, but not a tree adorns the grounds. It is a great mistake that they are not planted. If this had been done when the grounds were first occupied by the Society, the trees would now afford considerable shade, and each succeeding year would increase their beauty and usefulness. This is a matter which should be no longer delayed, and a proper committee should be appointed and funds appropriated to plant the grounds suitably and in good style.

There are a great many persons, agricultural papers, implement manufacturers, etc., who will donate premiums and prizes for the advertisement it gives them. A premium of this sort is very often more highly prized than a cash premium.

The Kentucky State Fair.

It is extraordinary that so great a state as Kentucky should not annually enjoy a great state fair at one or other of her leading cities. No doubt either Louisville or Lexington would gladly co-operate with the state authorities in furnishing the necessary facilities for holding such a fair, and it does not seem that there should be any difficulty in bringing negotiations to a head with this end in view. We learn that of late a movement has been set afoot to have the state fair held in Lexington, but that negotiations can not be completed in time to permit of anything being done for a fair this season. This is to be regretted, but all, possibly, will be well if a state fair is held in Lexington in 1909. There does not seem to be any valid reason why a state fair can not be held in Lexington as well as in any other similar city in any other state of no greater resources. It is not to be expected that the state of Kentucky will turn out an enormous attendance as, for instance, the state of Illinois; but why should it not turn out as many as Wisconsin, whose fair managers manage annually to distribute some \$20,000 among stockmen and some \$10,000 more among employes and officers, for the most part residents of the state. Kentucky could certainly do as well, and with her, as with most of the other commonwealths, the major portion of the prize money offered would stay at home. Besides, wherever the Kentucky state fair is held, harness racing must obviously form a leading part of the show, which points to the selection of a location where that sport has an ardent following. No doubt Louisville would make an admirable point at which to hold the fair, but so long as the preponderance of opinion points to Lexington—and history tells us that state fairs do not necessarily succeed in cities of metropolitan proportions—by all means let the citizens of that place and its vicinity contribute each his share in work, influence, or money, to the end that a state fair may be permanently established in Kentucky fully worthy of her resources and wealth.

The agricultural papers instituted a well-organized crusade against gambling and Midway shows this season.

Papers that are purely educational usually have small circulations, and consequently limited opportunities to exercise educational influence. It is the same with fairs. Unless there is a potent attraction in the way of many and varied amusements, there will be but small attendance, and the exhibits will fail to influence as they should.

Management of Fairs.

The failure of so many fair associations to keep out of debt is one of the great subjects for discussion at this time of the year. The real difficulty appears to be the intrusion of the sporting element, which is manifest in racing, gaming and fakes of all sorts. The apparent attractiveness to the public of things of this sort so often deceives fair managers that they will always be able to produce their evil results.

Most of them are willing to pay directly towards the support of the fairs. Not a professional gambler who follows these meetings but is more than ready to pay a round fee for space inside the fence, for he is usually obliged to stop on the outside. He is even then able to gather about him so many people that the managers of the fair are in doubt as to the propriety of keeping such things at arm's length, and so the more legitimate trotter is crowded in full.

If the netral helps to a fair, helps that will remain such year after year instead of drifting away the real supporters of it, were made the most of, good cultivators, breeders, manufacturers and the promoters of household affairs, there would be no need of the catch-penny methods that let in the very people who would do injury to the community at large and are a pest wherever they go. It is well possible for fairs to succeed by means of the tactics and sporting element, they would at once fall into the class to which this gentry belongs, and should be voted a dangerous combination. The excuse for gambling is that it affords amusement, so that one of the aims of the fair association should be to furnish all possible amusement of the innocent sort, so that it will set aside the mistaken demand for amusement that dissipates and demoralizes the public. Farmers Journal.



A Glimpse of the Carthage Fair Grounds, Hamilton County, O.

France, the Paris Exposition and the Lafayette Monument.

In spite of all the paid puffs and hired blarney of the Paris Exposition, American exhibitors are holding off. Attempts have been made to create the impression that applications for space have far exceeded the original allotment, when, in fact, not one-tenth of it has been taken.

It is a safe prediction that the prospect to raise \$250,000 in this country by popular subscription for a monument to Lafayette, to be erected in Paris, will not go through with a shiver, although if a number of people of wealth desire to carry through such a movement there can be no objection to it.

But the scheme to squeeze this enormous amount out of the poor school children of the United States by a "Lafayette Day" process is very much on the sandbagging order, and ought to be sat down upon instantly.

To begin with, a quarter of a million dollars is a very large amount of money for any monument. The monuments that have cost as much as that are not numerous, either in America or abroad.

The important point in the matter, the memory of Lafayette has been honored with entire sufficiency by the people of the United States in proportion to what he did for us in the Revolutionary War.

During his lifetime he was honored tremendously throughout the country upon the occasion of his visit. He received as a gift vast grants of land and \$200,000 in gold from Congress, and was altogether given such general tokens of gratitude as probably no young nation ever showered upon an assistant to its liberation.

All over the United States there are towns and counties bearing Lafayette's name, streets, parks and avenues by hundreds are called after him, and numerous statues and monuments stand to his honor in public places.

The fact of the matter is that some other foreign officers who helped us nobly during the revolution have been sadly neglected.

The idea of setting up a monument to Lafayette in Paris is well enough, but to raise a quarter of a million here from school children when half of our great cities have no monuments of any sort to either Washington or Lincoln is utterly absurd.

If the school children are to be drawn up and filled with patriotic enthusiasm, while they are requested to "each bring a dime" for a Lafayette monument to be put up some thousands of miles away, why not work the same first for some statues costing a fifth and set up closer to their vision?

In view of the fact that Lafayette is already being splendidly honored in this country, it is also worth while to remember that France has shown herself entirely the opposite of friendly toward the United States upon numerous occasions during the century.

There is no denying that right recently during this Spanish war the most miserable petty insults have been heaped upon Americans in Paris. Hundreds of private letters have narrated street attacks, insults to women and men in public cafes and hotels that make the blood boil.

The French people have shown decidedly their contempt for the United States on every occasion. They care nothing for anything American except our dollars, and for us to spend a quarter of a million in adding to the ornamental attraction of their capital is beyond all reasonable calculation.

What we most need here is to keep a proper proportion in our estimates of the heroic personages in our national history, and then spend our thousands upon monuments to deplete our own localities. The United States Government spent \$250,000 only a few years ago for a monument to Lafayette which was made in Paris by French sculptors, and now stands in Washington.

The most distinguished sculptor in America, who himself suggested that the French sculptors be chosen, stated afterward, in commenting on criticisms as to the "carelessness" of the work, that these aforesaid Frenchmen had declared it "good enough for America."

Whether this is true or not we do not know, but we do know that Americans are looked upon as barbarians in a good many places amongst these people, and that their knowledge of America is as small as their contempt for anything outside their own country is great.

Now that the fair is over, why not obtain an early start? Why not perfect the organization, elect the officers and claim the dates for next year's fair before the present year expires? It will give the manager and the secretary a better chance to work. It will do more than anything else to make the fair a success. Fall the meeting this month.

Mrs. Brooks, the famous butter artist, has some marvelous artistic productions in the exhibit of the Missouri Dairyman's Association at the Omaha Fair. Several pieces of statuary, together with busts and life-sized figures of McKinley and Dewey, attract most attention.

California.

The State Fair at Sacramento a Frost.

The California Jockey Club has lost money during its two weeks of racing in this city, and numbers of our citizens are deploring that result, declaring that the club will not hold another meeting at Sacramento.

As citizens vitally interested in every thing that conduces to the advantage and welfare of Sacramento, we can not say that we would be sorry if this city never saw another race meeting with its attendant evils of book-making and pool rooms.

Legitimate racing is a splendid sport. But racing as now conducted is conducive of more gambling evils than all the fairs games that ever existed. The pool rooms have been the financial and moral ruin of men, women and boys in San Francisco and Oakland. They have created embezzlers, forgers, convicts. And their evil hand is now upon this city of Sacramento.

If racing can not be conducted without spreading this blight of feverish and insane gambling among our people, to the detriment of business, to the ruination of morals, and to the increase of convicts, then we say that it is far better that Sacramento never see another race meeting.

And from these strictures we do not except the state fair. If the state fair can not be made a success unless by the promiscuous spreading of this pool room gambling among our people gambling which is not one-tenth as square as the average fairs table—then we say God-speed to the day when the state fair is taken away from this community—Sacramento here.

Thus does the Sacramento Bee, in its independent, vigorous style, confirm the arguments used by the writer when we fought and voted against an appropriation for carrying on a state fair on the grounds that, instead of benefitting the agricultural classes, the state fairs had simply become race courses for pool selling and gambling.

As conducted in this state the large appropriations made for these state and district fairs are worse than thrown away because they demoralize the communities in which they are held. Last legislature appropriated \$100,000 for the state fair, etc. We are in favor of agricultural fairs, which add interest and stir up competition in the lines of production. But that is not the line on which our fairs are conducted, as this article from the Bee shows.

Paris Exposition.

Work on the Building Completely Suspended—Valuable Time Being Lost.

Paris, France, October 7 (Special Correspondence).—All work on the Exposition buildings and underground railroad leading to them has entirely ceased, and the biggest strike in years is on.

Sixty thousand mechanics and laborers, embracing practically all of the building trades artisans of Paris and its immediate environs, are involved.

The directors and the various construction and building committees are almost frantic over the outlook. The work is behind hand, and every day lost will be almost impossible to recover.

Unless the strike is settled very shortly, the opening of the exposition will have to be postponed.

The J. C. Ayer Co., of Lowell (Mass.), did a novel bit of advertising recently at the meeting of the North Middlesex County Fair in that city. At 3 o'clock in the afternoon there was a balloon ascension, and when the balloon had attained a considerable altitude 10,000 advertising circulars in the form of telegrams were thrown overboard and fluttered slowly about the heads and into the hands of the thousands of waiting people below.

Then followed a scramble among the spectators who had captured one of the circulars to get them to the offices of the company and receive a cash prize. There were 25 prizes for men and the same number for women: to the first to deliver a circular, \$20, to the second \$10, to the third \$5, and to the next twenty-five \$1 each.

There were two special circulars, on which were printed, "Ayer's Sarsaparilla that made sarsaparilla famous," and "One thing is certain, Ayer's Hair Vigor will make hair grow," respectively. The persons who secured these two circulars and presented them at the office received \$10 each. There was great hustling to get to the office of the Ayer Company first. Horses and bicycles were used, while many small boys depended upon their legs to win prizes for them. The event was advertised a long time in advance by ads three-quarters of a column deep and three columns wide in the Lowell papers.—Painter's Ink.

On the whole, the season of 1898 was kind to the fairs. Comparatively few reports of loss have yet reached us, while many, in fact, very many, communications recite the pleasant story of increased attendance and a comfortable bank balance to be carried over to next year or spent in improvements on the grounds. In view of the war excitement, it must be conceded that the showing is a splendid one.

This augurs well for the season of 1899. It promises to be the best since 1892.

J. P. Reeve, Secretary Sparta Driving and Agricultural Association, says: "Your paper is all right and a great benefit to all fair associations."

The season of 1899 will see a marked revival of interest in fairs on the part of the large advertisers.

Poultry Shows.

With the fairs began the poultry shows, which will continue through the winter. The benefit that is conferred on the public by these shows can not be estimated. There has been a great advance in the character of our poultry and in the productiveness of all the flocks, and this advance has come indirectly from the shows. It is not easy to trace the causes and effects, but all of the influences of this kind are far wider in their reach than we comprehend.

A farmer's boy goes to a show and becomes interested in some breed. He thinks little of what he saw at the show, but at the same time a new standard is set, toward which he works. In a few years he is the possessor of a good-sized poultry establishment. He has perhaps forgotten that he was influenced at all by the show at which he got his ideals, for the ideals are to him consciousness rather than a series of objects. Nevertheless the show had started influences that go on increasing in power according to the great rules of evolution. The seed was little and weak, but the tree resulting from the seed is great and its fruit excellent. The poultry shows must be fostered and encouraged, for they hold in them great power for good.

Jno. A. Parsons, Recording and Exhibition Secretary of the Troy (Pa.) Fair, writes: It is very gratifying to the management to report that our fair this season was a pleasing success in all respects.

E. L. Stearns, Secretary of the Eastern Maine State Fair, writes: Our fair for the year of '98 was very successful, and had it not been for the loss of our principal attraction (Marie Miller), which we had extensively advertised, it would have been a record-breaker. We cleaned up enough to winter on, and come out smiling in the spring. If we are here, our attractions improve each year, and the public will always patronize a good show. We had a very heavy attendance during the middle days of the fair, and the other two were quite satisfactory. We should be pleased to see some of your staff at our exhibition in the coming year.

Bloomington's Big Bloomer.

The fair at Bloomington, Ind., turned out a pronounced failure as usual. The following letter to a prominent and well known Cincinnati printing house tells the sad story:—

Replying to your letter of the 18th, in regard to the draft which you forwarded on the fair, will state that the big Bloomington Fair is a "thing" of the past, busted flat in every manner possible.

The fair already owed \$2,000 before this fair was given, and I made an effort, backed by a number of others, to make a little money this fair to help pay on the old debt. Instead of that it rained, rained, rained, and the fair went in the hole a \$1,000 more. I am out three months' solid time in working for the fair, besides at least \$200 expenses and money advanced in getting ready to hold the fair. What little money was received from fair sources was paid for labor bills. The horse-men were paid 50 cents on the dollar; nobody else has received any money. Every dollar of fair money is gone and exhausted.

I turned over into the funds for the payment of fair debts my salary, and so did the other officers of the fair. The fair has no property of any value which it is able to sell to realize any money. The fair grounds are owned by the county, and the buildings thereon placed by the Fair Association has been turned over to the county for rent due for the use of the Fair grounds and buildings thereon. This was done last spring with the understanding that the county will permit the Fair Association the free use of the Fair grounds and buildings thereon this fall for the purpose of holding a fair. The fair is over, and the lease was surrendered to the county last spring and all the buildings went to the county.

I am sorry to state that this is the state of facts that exists. I have lost more money than anybody else in the failure of the fair. I believe two-thirds of the county fairs in Indiana this year lost money, and a number of them went entirely broke, as it rained almost the entire month of September. I know several of the fairs that paid 50 cents on the dollar, and knew a number of others by reason of owning the Fair grounds were able to borrow money, as they had some security to offer. I remain, Respectfully,

BIG BLOOMINGTON FAIR, per C. R. Worrall, Asst. Mgr.

A Financial Success.

The Omaha Exposition Has Money in Bank and Its Biggest Month to Run.

Omaha, Neb., October 22 (Special Correspondence).—Omaha is to be congratulated upon the great financial success she has attained in her exposition. Already the clear profit is more than \$500,000 and the time remaining may swell that to \$750,000.

Excepting the Philadelphia Centennial, this is the only interstate exposition with national pretensions which has been a financial success. If matters turn out as now seem probable, this enterprise will return to its stockholders every dollar of their subscriptions. This will be encouragement for other experiments along the same line and for the country's good, for they are edifying and instructive in a very marked way.

But Omaha has been benefited to a much greater extent than is apparent on the surface. She has had a wonderful amount of free advertising, which is of no small benefit to a city. In addition her merchants and innkeepers have reaped large profits by reason of the increased trade of the visitors. If they had had no direct return from the exposition they would have been none the worse off, but as they are to get their money back they are doubly benefited.

This exposition was a darling venture for a city with a population less than 20,000. It is a gratification to know that the energy and daring of the people have been so abundantly rewarded.

It is said that before the experiment Omaha was in the dumps from a business standpoint. Business was dull and everything lagging. Now the city has taken on new life and trade is booming along every line. Surely the men who are the managers of the enterprise are entitled to the thanks of the whole city, for the success is undoubtedly due to good management and good financing, coupled with Western energy. Omaha and her managers are to be congratulated on the wonderful success of their experiment.

Fred. M. Williams, Secretary Douglas County Agricultural Society, West Superior, Wis., writes: At our election of officers for ensuing year the following were elected: F. M. Williams, President; W. H. Webb, Secretary; Harris Bayers, Treasurer.

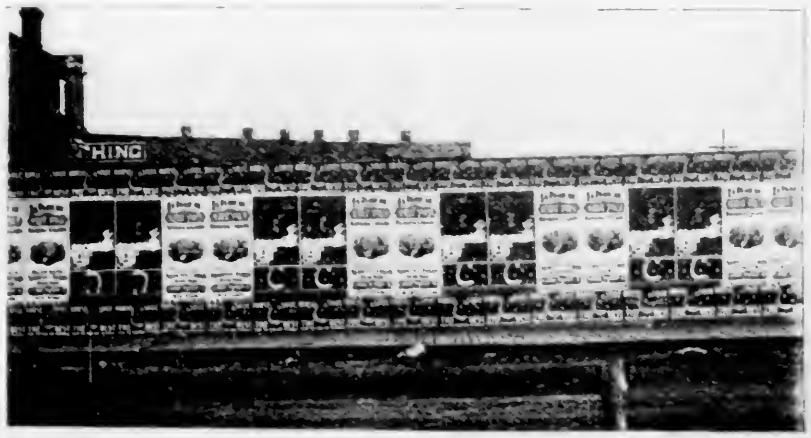
The matter of moving the fair was talked over, and an informal ballot was taken, which resulted in favor of moving the '99 fair to the Driving Park, and conduct our future fairs the same as at other points in the state, instead of in the large building located in the business part of the city. Next season's fair we expect will be one of the best held in the Northwest. We expect to join the Wisconsin Circuit and offer purses that will bring the best horses in this part of the west to our fair. We have a first-class one-half mile track, which will be improved and made one of the best in the West. New buildings will be erected for all classes of exhibits. After our meeting in January and our plans for '99 are complete, I will advise you fully.

Space in the premium list is valuable. Advertisers of a certain class esteem it highly. Do you publish a premium list? If so, advertise the fact in "The Billboard."

THE FAIR.

Ruth Raymond.

I do not think the days are lost When we attend the county fair; I never stop to count the cost Of sundries only needed there. When wife and children wear their best I do not fear a dash of rain, And proud to see them nicely dressed I do not believe them weak and vain. Their happy faces make me glad As through the crowd I guide them well, I do not take to every fad, Am never called a country swell, But up to date I like to be, And all my loved ones just the same, So at the fair we strive to see The latest things in style and name. "Progressive" is a pleasant word, In all machines, the rake, the hoe, In hooded stock, in fowl and bird The fair some progress best will show Each year; and those who wish may learn Of man's device and woman's art, So to the county fair I turn, In every one I have a part.



An El Reno Board, Property of Jesse J. Sinclair.

LIST OF FAIRS.

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely free of charge.

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GEORGIA.

ANGUSTA, Nov. 28.
 HAWKINSVILLE, Nov. 15.
 LAWRENCEVILLE—Gwinnett Fair Association. Nov. 1 to 4. W. E. Simmons, pres.; W. G. McNeely, secy.
 VALDOSTA, Nov. 8.
 WAYCROSS—Waycross Fair Association. No. 1 to 5. L. Johnson, pres.; Warren Lott, treas.; W. W. Sharpe, secy.

KENTUCKY.

LAWRENCEBURG, KY.—Lawrenceburg Fair Association. Aug. 15 to 18, 1899. J. W. Gaines, secy.

MISSISSIPPI.

MERIDIAN, MISS.—E. Mississippi & W. Alabama Fair Association. Nov. 14 to 19. C. M. Hubush, pres.; H. G. Meyer, treas.; E. J. Gallagher, secy.
 VICKSBURG, Nov. 8 to 10.

NEW YORK.

LUMBERTON—Robeson County Fair. Nov. 2 to 4. Geo. B. McLeod, pres.; Frank treas., Indian Fields; P. R. Whitbeck, Indian Fields, N. Y., secy.

NORTH CAROLINA.

FAYETTEVILLE—Cumberland County Agricultural Society. November. Walter Watson, pres.; G. W. Lawrence, treas.; G. W. Lawrence, secy.
 ROCKY MOUNT, S. C.—Rocky Mount Fair Association. Nov. 2 to 4. J. M. Sherrod, pres.; J. L. Arrington, secy.-treas.
 WINSTON—Piedmont Tobacco Fair Association. Nov. 2 to 4. A. B. Gorseil, pres.; T. L. Vayhes, treas.; G. E. Webb, secy.

OHIO.

ZANESVILLE—Street Fair. 3d week June, 1899.

SOUTH CAROLINA.

CHERAW—Cheraw County Agricultural Association. Nov. 23 to 25. R. C. Watson, pres.; J. F. McInlyse, treas.; T. S. Gregory, secy.
 COLUMBIA—State Agricultural and Mechan. Society of South Carolina. Nov. 7 to 11. T. J. Cunningham, Chster, pres.; Geo. H. Huggins, treas.; Thos. H. Halloway, Pomaria, secy.

TEXAS.

BROWNWOOD—Brown County Stock Fair. Nov. 11 and 12. C. H. Woodard, pres.; Will H. Mayes, secy.
 GROESBECK—Limestone County Fair Association. Nov. 9 to 12. G. V. McClintic, pres.; M. H. Clark, treas.; S. D. Bugg, secy.
 HOUSTON—Afro-American Fair and Interstate Exposition. Sept. 1 to Nov. 30. Bishop A. Grant, pres.; F. I. Richardson, secy.
 HOUSTON, TEX.—Texas Fruit, Flower & Vegetable Festival. Dec. 5 to 10, 1899.
 PALESTINE—East Texas Fair and Driving Park Association. Nov. 16 to 19. J. W. Ozment, pres.; W. C. Gorman, treas.; Thos. Hall, Box 86, secy.
 VICTORIA—Southern Texas Fair Association. Nov. 8 to 11. L. D. Heaton, pres.; Theo. Buhler, treas.; L. N. Hofer, secy.

VIRGINIA.

KILMARNOCK—Chesapeake County Fair. Nov. 3 to 5.

Poultry Shows.

AMESBURY, MASS.—Amesbury Poultry Show. Nov. 30 to Dec. 2. E. J. Graves, secy.
 ASHLAND, O.—Ashland Poultry Association. E. A. Mykraz, secy. Dec. 28 to 31.
 ASHLEY, O.—Ashley Poultry & Pet Stock Association. W. T. Linn, secy. Nov. 21 to 26.
 AURORA, O.—Hamilton County Poultry Show. Dec. 15 to 17.
 AUSTIN, TEX.—Austin Poultry and Pet Stock Association. Wm. H. Salge, secy. Jan. 10 to 13, 1899.
 AVON, ILL.—Military Tract Poultry Association. Geo. E. Simmons, secy. Nov. 29 to Dec. 2.
 BARRE, VT.—Granite City Poultry, Pigeon & Pet Stock Association. C. W. McMillan, Jr., secy. Dec. 27 to 29.
 BELLEVILLE, ILL.—Belleville Poultry Association. Dec. 13 to 16. Leonard Smith, secy.
 BELLEFONTAINE, O.—Poultry Show. Robt. Roberts, secy. Dec. 19 to 24.
 BENNINGTON, KAS.—Ottawa County Poultry Association. Mrs. D. Collier, secy. Nov. 28 to 30.
 BELOIT, KAS.—Mitchell County Poultry Association. A. Whitney, secy. Dec. 6 to 10.
 BIRMINGHAM, ALA.—Dec. 1898. J. H. McCaffrey, pres.
 BLOOMINGBURG, O.—Bloomingsburg Poultry Association. Earl Shaw, secy. Dec. 12 to 17.
 BLOOMINGTON, ILL.—Bloomington Poultry Association. J. E. White, secy. Dec. 26 to 30.
 BLUFFTON, O.—Consolidated Poultry and Pet Stock Association. D. J. Kohle, secy. Dec. 28 to Jan. 3.
 BOONVILLE, IND.—Southwestern Indiana Poultry Club. W. J. Hargrave, secy. Jan. 4 to 7, 1899.

BOSTON, MASS.—Boston Poultry Association. Arthur R. Sharp, secy., Taunton, Mass. Jan. 19 to 23, 1899.
 BROCKTON, MASS.—Brockton Poultry Association. Nov. 29 to Dec. 1. C. H. Pope, Brockton, Mass., secy.
 BUNKER HILL, IND.—Bunker Hill Poultry Association. S. M. Newby, secy. Dec. 7 to 10.
 BUFFALO, N. Y.—Buffalo Poultry Association. Jan. 2 to 7, 1899. E. C. Pease, secy.
 CANTON, O.—Canton Poultry and Pigeon Association. J. H. Lenton, secy. Jan. 3 to 6, 1899.
 CAINESVILLE, MO.—Cainesville Poultry Association. Mrs. R. O. Woodward, secy. Nov. 14 to 16.
 CARO, MICH.—Dec. 21 to 27. F. H. Watson, secy.
 CAREY, O.—Carey Fancy Breeders' Club. W. S. Payne, secy. Jan. 16 to 20, 1899.
 CEDAR FALLS, IA.—Cedar Falls Poultry Association. H. W. Conrad, secy. Dec. 15 to 17.
 CEDAR RAPIDS, IA.—Western Poultry Fanciers' Association. C. H. Playter, secy. Jan. 16 to 21, 1899.
 CHARLOTTE, N. C.—Poultry Show. Jan. 18 to 20, 1899. W. M. Haringer, secy.
 CHICAGO, ILL.—Illinois State Poultry Association and National Fanciers' Association. Jan. 9 to 14, 1899.
 CLEVELAND, O.—Northern Ohio Poultry and Pet Stock Association. L. R. Hunt, secy. Dec. 7 to 15.
 CLINTON, MASS.—Clinton Poultry Association. E. J. Harris, secy. Dec. 13 to 16.
 COATESVILLE, PA.—Coatesville Poultry & Pigeon Association. Nov. 15 to 19.
 COLORADO SPRINGS, COL.—Pike's Peak Poultry Association. Ed. D. Freck, secy. Dec. 28 to 31.
 COLUMBUS, O.—Poultry and Pet Stock Show. J. C. Rowe, secy. Feb., 1899.
 COTTONWOOD FALLS, KAS.—Chase County P. Association. C. M. Rose, secy. Dec. 27 to Jan. 1.
 CRESTLINE, N. C.—Crestline Fanciers' Association. Nov. 15 to 19.
 CRETE, NEB.—Blue Valley Poultry Association. Geo. H. Trout, secy. Jan. 3 to 6, 1899.
 DANBURY, CONN.—Jan. 4 to 6, 1899. Fred. Borman, secy.
 DAVENPORT, IOWA—State Poultry Show. J. B. Vess, secy. Jan. 2 to 7, 1899.
 DENVER, COL.—Colorado State Poultry Association. Chas. A. Watson, secy. Jan. 16 to 21, 1899.
 DETROIT, MICH.—Michigan State Poultry and Pigeon Association. F. W. McKenzie, secy., Concord, Mich. Jan. 4 to 10, 1899.
 DIXON, ILL.—Dixon Poultry Association. H. V. Bardwell, secy. Dec. 6 to 10.
 DOWAGIAC, MICH.—Cass County Poultry, Pigeon & Pet Stock Association. E. E. Allger, secy. Dec. 13 to 16.
 ELDORADO, KAS.—Putler County Poultry Association. C. H. Pattison, secy. Dec. 20 to 23.
 ELMIRA, N. Y.—Elmira Poultry Association. E. W. Andrews, secy. Jan. 17 to 21, 1899.
 ERIE, ILL.—Whiteside County Poultry Association. C. W. McCall, secy. Dec. 19 to 24.
 ESSEX, MASS.—Essex County Poultry Association. A. W. Tyler, secy. Jan. 3 to 6, 1899.
 FALL RIVER, MASS.—Poultry Show. John Crowther, secy. Dec. 7 to 10.
 FITCHBURG, MASS.—Fitchburg Poultry and Pet Stock Association. Edw. B. Curtis, secy. Dec. 19 to 24.
 FORT PLAIN, N. Y.—Mohawk Valley Poultry and Pet Stock Association. Dec. 11 to 14. J. H. Fuller, secy.
 FREEPORT, ILL.—Lanark Poultry Assoc'n. Jan. 2 to 7, 1899. G. W. Sword, Lanark, Ill., secy.
 GALENA, ILL.—Galena Poultry Association. Dec. 26 to 30. F. J. Hooding, secy.
 GLASCO, KAS.—Glascio Poultry Association. M. E. Potts, secy. Jan. 5 to 7, 1899.
 GRAND RIDGE, ILL.—Grand Ridge Poultry Association. T. E. McMullan, secy. Jan. 3 to 6.
 GREELEY, COL.—Poudre Valley Poultry Association. C. R. Beckley, secy. Dec. 26 to 29.
 HAMILTON, VA.—Old Virginia Poultry & Pigeon Association. R. J. N. Reid, secy. Nov. 2 to 4.
 HAMPTON, IA.—Northern Iowa Poultry Association. C. W. Brotherton, secy. Nov. 23 to 26.
 HARTFORD, CONN.—Poultry Show. F. M. Merritt, secy. Dec. 5 to 10.
 HAVERHILL, MASS.—Merrimac Valley Poultry Association. Geo. G. Greenman, secy. Dec. 22 to 30.
 HENRY, ILL.—Illinois Valley Poultry Association. R. Freece Burt, secy. Jan. 31 to Feb. 3.
 HUTCHISON, KAN.—Hutchison Poultry Association. Geo. C. Reitz, secy. Dec. 20 to 24.
 HOOPERSTON, ILL.—Hooperston Poultry Association. P. H. Ayres, secy. Dec. 12 to 17.
 INDIANAPOLIS, IND.—State Poultry Association. Thos. W. Pottage, secy. Jan. 13 to 28, 1899.
 INDEPENDENCE, MO.—Independence Poultry Association. Wm. Bostain, secy. Nov. 20 to Dec. 2.
 JACKSONVILLE, ILL.—Central Illinois Poultry Association. Chas. Reynolds, secy. Dec. 19 to 24.
 JOHNSTOWN, N. Y.—Adirondack Poultry and Pet Stock Club. Nov. 23 to 26. H. J. Quilhot, secy.
 KALAMAZOO, MICH.—Kalamazoo Poultry Association. Nov. 29 to Dec. 2. C. W. King, secy.
 KINGFISHER, OKLAHOMA—Central Oklahoma Poultry Association. H. F. Stephenson, secy. Jan. 16 to 21.
 KINGSTON, MO.—Northwest Missouri Poultry Association. R. V. Glenn, secy. Nov. 24 to 26.
 KEOTA, IA.—Keota Fanciers' Association. W. S. Gregory, secy. Nov. 16 to 18.
 LA MOUILLE, ILL.—Poultry, Pigeon & Pet Stock Association. E. A. Reed, secy. Dec. 6 to 9.
 LANSING, MICH.—Central Michigan Poultry, Pigeon & Pet Stock Association. Chas. H. Crane, secy. Dec. 26 to 29.

LA PLATA, MO.—Northern Missouri Poultry Association. E. M. Durham, secy. Nov. 29 to Dec. 2.
 LE MARS, IA.—Plymouth County Poultry and Pet Stock Association. G. A. C. Clark, secy. Jan. 24 to 27, 1899.
 LINCOLN, ILL.—Logan County Poultry and Pet Stock Association. Jan. 19 to 23, 1899. F. A. Hickman, secy.
 LINCOLN, NEB.—Nebraska State Poultry Association. E. A. Pegler, secy. Jan. 15 to 21, 1899.
 LITTLE ROCK, ARK.—Arkansas State Poultry Association. W. H. Westbrook, Pine Bluff, Ark., secy. Jan. 10 to 14, 1899.
 LOGANSPOUT, IND.—North Central Indiana P. Association. Sol. D. Brant, secy. Jan. 18 to 25.
 LOUISVILLE, KY.—Kentucky State Poultry Association. W. J. Bruen, secy. Jan. 16 to 21, 1899.
 LOUISVILLE, KY.—Poultry Show. W. H. Adams, secy. Nov. 30 to Dec. 3.
 LU VERNE, MINN.—Inter State Poultry Fanciers' Show. Feb. 1 and 2, 1899. N. R. Reynolds, secy.
 MACOMB, ILL.—McDonough County Poultry Association. Chas. W. Gridlin, secy. Dec. 12 to 17.
 MALVERN, IOWA—United Fanciers' Poultry Association. Nov. 14 to 19. J. E. Thompson, secy., Malvern, Iowa.
 MANHATTAN, KAN.—Manhattan Poultry Association. S. J. Norton, secy. Dec. 1 to 3.
 MASON CITY, IOWA—Cerro Gordo County Poultry & Pet Stock Association. Jan. 25 to 27, 1899. John H. Reeder, secy.
 MCCOOK, NEB.—McCook Poultry Association. J. S. Le Hwy, secy. Feb. 6 to 9, 1899.
 MEMPHIS, TENN.—Mississippi Valley Poultry Association. Jan. 3 to 7, 1899. C. R. Barr, 194 2d st., secy.
 MEXICO, MO.—Missouri S. P. Association. Emma T. Foster, Forland, Mo., secy. Dec. 13 to 17.
 MIAMI, O.—Miami Poultry Association. Nov. 29 to Dec. 5. Anthony Herzog, secy.
 MIAMIURG, O.—Nov. 29 to Dec. 5. Anthony Herzog, secy.
 MILFORD, MASS.—Norfolk County Poultry Association. W. A. Pyne, secy. Dec. 13 to 16.
 MILFORD, N. H.—Milford Poultry and Pet Stock Association. E. B. Burns, secy. Jan. 10 to 13, 1899.
 MILLHOOK, O.—Dec. 20 to 24, 1898. C. F. Palmer, secy.
 MONTGOMERY CITY, MO—Montgomery City Poultry Association. Miss Lou Barker, secy. Nov. 17 to 19.
 MONTICELLO, WIS.—Southern Wisconsin Poultry & Pet Stock Association. Dec. 20 to 23. H. H. Waizer, secy.
 NASHVILLE, TENN.—Nashville Poultry Association. J. M. Hopkins, secy. Jan. 10 to 14.
 NEW ALBANY, IND.—Southern Indiana Poultry Association. Frank Heck, secy. Jan. 2 to 7.
 NEWBURG, N. Y.—Walkill Valley Poultry, Pigeon and Pet Stock Association. W. Q. Minturn, secy., Warwick, N. Y. Jan. 17 to 19, 1899.
 NEW HAVEN, CONN.—New Haven Poultry Association. M. S. Kirkwood, secy. Dec. 28 to 31.
 NEW LONDON, CONN.—Eastern Connecticut Poultry Association. C. B. Smith, secy. Dec. 14 to 17.
 NEW ORLEANS, LA.—Louisiana P. P. S. Association. Geo. A. Eyrich, box 714, sta. C., New Orleans, La., secy. Feb. 11 to 15, 1899.
 NEW YORK, N. Y.—New York Poultry and Pigeon Association. H. V. Crawford, secy., Montclair, N. Y. Jan. 31, Feb. 4, 1899.
 NORTH MANCHESTER, IND.—North Manchester Poultry Association. Jan. 8 to 11.
 OAKLAND, CAL.—Oakland Poultry Association. F. A. Boswell, secy., Lorin, Cal. Dec. 5 to 10.
 OKLAHOMA CITY, O. T.—Oklahoma State Poultry Association. Jan. 2 to 6, 1899. L. F. Lavery, secy., Guthrie, O. T.
 OSKALOOSA, IA.—Iowa State Poultry Association. C. C. Harris, secy. Jan. 2 to 7, 1899.
 OTTAWA, KAS.—Franklin County Poultry & Pet Stock Association. L. L. Porter, secy. Jan. 17 to 20.
 OXFORD, O.—Oxford Poultry Association. Harry D. Gatla, secy. Dec. 5 to 9.
 PAINESVILLE, O.—Painesville Poultry, Pigeon and Pet Stock Association. Jan. 23 to 26, 1899. C. W. Hadden, secy.
 PALMYRA, ILL.—Palmyra P. Club. S. A. Higg, secy. Dec. 20 to 24.
 PANTON, ILL.—Central Eastern Illinois Poultry Association. E. B. Pitney, secy. Nov. 29 to Dec. 2.
 PEORIA, ILL.—Peoria Feathered Stock Association. V. Deweln, secy. Dec. 28 to Jan. 2.

PORTLAND, MICH.—Portland P. & P. S. Association. J. C. Hathaway, secy. Nov. 29 to Dec. 2. Dec. 5 to 10.
 PRINCETON, ILL.—Northern Central Illinois Poultry Association. Dec. 12 to 16. S. S. Smith, secy.
 PROBERTSTOWN, ILL.—Rock River Poultry Association. D. L. Woodard, secy. Dec. 6 to 10.
 PROVIDENCE, R. I.—Rhode Island Poultry Association. H. S. Babcock, secy. Dec. 14 to 17.
 RIVER POINT, R. I.—Rhode Island Poultry Association. H. S. Babcock, secy. Dec. 14 to 17.
 RDAPHIALE, IND.—Indiana Fanciers' Association. H. H. Harsberger, secy. Dec. 20 to 24.
 ROCKINGHAM, VT.—Connecticut River Valley Poultry Association. Nat. L. Duvall, secy. Dec. 20 to 22.
 ROCHESTER, N. Y.—Rochester Fanciers' Club. W. D. Ingle, secy. Jan. 9 to 13, 1899.
 ROCKFORD, ILL.—Northern Illinois Poultry Association. H. S. Crandall, secy. Dec. 26 to 31.
 ROCK ISLAND, ILL.—Western Illinois Poultry & Pet Stock Association. Nov. 22 to 26. Chas. F. Kammerer, secy.
 SABINA, OH.—Sabina Poultry & Pet Stock Association. Nov. 21 to 26, 1898. R. H. Mair-hew, secy.
 SALLINE, KAN.—Salline Co. Poultry, Pigeon & Pet Stock Association. Dec. 12 to 17. W. C. Sherrill Sallina, Kan., secy.
 SEDGEWICK, KAN.—Harvey County P. Association. W. M. Congdon, secy. Dec. 5 to 10.
 SHILEY, ILL.—Shiley Poultry Association. W. B. Harvey, secy. Jan. 4 to 9, 1899.
 SOUTH BEND, IND.—South Bend Poultry and Pigeon Association. Fred F. Willis, secy. Dec. 19 to 24.
 SOUTH FRAMINGHAM, MASS.—Middlesex Poultry Fanciers' Association. C. H. B. Chapin, secy. Dec. 6 to 9.
 SPOKANE, WASH.—Spokane Poultry Association. John L. Mercer, secy. Jan. 24 to 28, 1899.
 SPRINGFIELD, ILL.—Sangamon County Poultry, Pigeon and Pet Stock Association. Jan. 24 to 26, 1899. Ward G. Murray, secy.
 SPRINGFIELD, O.—Springfield Fanciers' Association. W. H. Holmes, secy. Dec. 26 to 31.
 ST. CLAIRSVILLE, O.—Poultry Show. J. W. Riley, secy. Dec. 20 to 24.
 ST. LOUIS, MO.—Poultry Show. Henry Strimberg, pres. Dec. 12 to 17.
 STOCKTON, KAS.—Rooks County Poultry Association. N. H. Neher, secy. Jan. 2 to 5, 1899.
 SUNBURY, O.—Delaware Country Poultry Association. A. R. Letts, secy. Dec. 6 to 9.
 SYCAMORE, OHIO—Sycamore Poultry Association. Dec. 14 to 17. Earl R. Williams, secy.
 TACOMA, WASH.—Poultry Show. Jan. 31 to Feb. 4, 1899. C. C. Johns, secy.
 THORNTON, IND.—Indiana Central Poultry Association. W. W. Haider, secy. Dec. 19 to 24.
 TOLEDO, O.—Toledo Fanciers' Association. F. C. Shepherd, secy. Dec. 15 to 21.
 TOPEKA, KAN.—Kansas State Poultry Association. J. W. F. Hughes, secy. Jan. 9 to 14.
 TORONTO, ONT. CAN.—Poultry Show. Jan. 9 to 15, 1899.
 TROY, N. Y.—Hudson Valley Poultry, Pigeon and Pet Stock Association. Dec. 6 to 9. W. T. Lord, secy.
 UTICA, N. Y.—Poultry Association. W. J. B. Williams, secy. Holland Patent, N. Y. Jan. 25 to 31.
 VILLISCA, IA.—Nodaway Poultry Association. J. E. Wise, secy. Nov. 21 to 23.
 WASHINGTON COURT HOUSE, O.—Southern Ohio P. Association. W. R. Dalby, secy. Feb. 7 to 11, 1899.
 WASHINGTON, D. C.—National Poultry and Pigeon Association. Geo. E. Howard, secy. Jan. 10 to 14, 1899.
 WAUPACA, WIS.—Central Wisconsin Poultry Association. January, 1899. W. H. Clausen, pres.
 WENONA, ILL.—Wenona Poultry Association. L. D. Brown, secy. Dec. 5 to 8.
 WEST CHESTER, PA.—West Chester Poultry and Pigeon Association. E. S. Hickman, secy., Chesney, Pa. Dec. 14 to 17.
 WEST LIBERTY, IA.—West Liberty Poultry Association. A. H. Floyd, secy. Dec. 12 to 15.
 WICHITA, KAS.—Arkansas Valley Poultry Association. Mrs. H. P. Swedfeger, secy. Dec. 13 to 19.
 WILMOT, O.—Poultry Show. Dec. 19 to 21. W. H. Raff, Beach City, O., secy.
 WINONA, MINN.—Winona Poultry Association. Henry Hens, secy. Jan. 24 to 28, 1899.
 WOODSTER, O.—Dec. 20 to 24, 1898. C. F. Palmer, secy.

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WORCESTER, MASS.—Central Massachusetts Poultry Club. C. A. Ballou, secy. Jan 5 to 8, 1899.

BALTIMORE, MD.—Grand Chapter, R. A. M. Nov. 8, 1898. Geo. L. McCahan, Baltimore, Md., secy.

CINCINNATI, O.—Christian Church Convention. October, 1899. R. L. Smith, secy.

FT. WAYNE, IND.—North Indiana Teachers' Association. April, 1899. W. C. Bellman, Hammond, Ind., pres.

Expositions.

BOSTON, MASS.—Mechanics' Fair—'03rd Mechanics' Association. Oct. 10 to Dec. 3.

BALTIMORE, MD.—Maryland Y. P. S. C. E. Convention. Nov. 15 to 17, 1898. H. N. Hanna, Baltimore, Md., secy.

CLEVELAND, O.—Ancient Scottish Rite Supreme Council. Aug. 1, 1899. Magnus L. Robinson, Alexandria, Va., secy.

HARTFORD, CONN.—Jr. O. U. A. M. State Council. Sept. 26, 1899. E. W. Bell, 53 S. High st., New Britain, Ct., secy.

Races.

GROESBECK, TEXAS—Nov. 9 to 12. S. D. Hugg, secy.

BOSTON, MASS.—International Union, Steam Engineers. Oct. 2, 1899. P. F. Doyle, 121 Washington st., Chicago, Ill., secy.

CONCORD, N. H.—Patrons of Husbandry National Grange. John Trimble, 574 E. st., Washington, D. C., secy. November, 1898.

INDIANAPOLIS, IND.—Pharmaceutical Association. Feb., 1899.

Horse Shows.

CLEVELAND—Horse Show. Nov. 7. C. A. Otis, Jr., secy., Cleveland.

BOSTON, MASS.—United States Military Corps & Old-Timer Telegraphers Association. 1899. J. E. Pettit, 145 Campbell ave., Chicago, Ill., secy.

DETROIT, MICH.—National Insurance Commissioners' Association. Sept. 1 or 2, 1899. John M. Pattison, Cincinnati, O., pres.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

Food Shows.

PHILADELPHIA, PA.—Food Exposition. Army of Second Regiment. Wm. Smedley, secy., 148 Tenth st. Nov. 7 to 26.

BOSTON, MASS.—Steam Engineers' National Union. October, 1899. P. F. Doyle, Chicago, Ill., secy.

DETROIT, MICH.—Road Masters' Association. Sept. 12, 1899. J. B. Halkerson, Sterling, Ill., secy.-treas.

INDIANAPOLIS, IND.—Pharmaceutical Association. Feb., 1899.

CONVENTIONS, Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large numbers of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

ALEXANDRIA, VA.—National Celebration of Lincoln's Emancipation Proclamation. Magnus L. Robinson, Chairman, Alexandria, Va.

BALTIMORE, MD.—Independent Order of Free Sons of Israel. 1902.

DETROIT, MICH.—National Canned Goods Packers' Association, Canning Machinery and Supplies Association. February, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

ALLENSTOWN, PA.—Four-County Firemen's Convention. June 13, 1899. Herman C. Metzger, secy.

BALTIMORE, MD.—Supreme Council of Chosen Friends. 3d Tuesday Sept., 1899. S. K. Wagner, supreme secy., Phila., Pa.

DETROIT, MICH.—National Pythian Press Association. October, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

ALTOONA, PA.—Pennsylvania State Magistrates' Association. Sept. 19, 1899. W. Jackson, Box 206, Harrisburg, Pa., secy.

BALTIMORE, MD.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

ATLANTA, GA.—American Library Association. 1899. Henry J. Carr, Public Library, Scranton, Pa., secy.

BALTIMORE, MD.—Maryland Y. P. S. C. E. Convention. Nov. 15 to 17, 1898. H. N. Hanna, Baltimore, Md., secy.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

ATLANTIC CITY, N. J.—Pharmaceutical Association. May, 1899. Frank C. Stutzler, Elizabeth, N. J.

BALTIMORE, MD.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

AURORA, ILL.—Ancient Order Hibernians. 1899. Daniel McGlynn, secy., St. Louis.

BALTIMORE, MD.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

AUSTIN, MINN.—State Hairymen's Association. Dec. 13 to 15, 1898.

BALTIMORE, MD.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

BALTIMORE, MD.—Supreme Council of Chosen Friends. 3d Tuesday Sept., 1899. S. K. Wagner, supreme secy., Phila., Pa.

BALTIMORE, MD.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

BALTIMORE, MD.—National Fraternal Press Association. Nov. 15 to 18, 1898. Gilbert Howell, 275 Woodland Ave., Cleveland, O., secy.

BALTIMORE, MD.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

BALTIMORE, MD.—Grand Lodge of A. F. & A. M. of Maryland. Nov. 15, 1898. Jacob H. Medairy, Baltimore, secy.

BALTIMORE, MD.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

BALTIMORE, MD.—Grand Lodge of A. F. & A. M. of Maryland. Nov. 15, 1898. Jacob H. Medairy, Baltimore, secy.

BALTIMORE, MD.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.

DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.

INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.

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- LOUISVILLE, KY.—T. P. A. Convention. 1899. Charles R. Duffin, national pres., Terre Haute, Ind.; Louis T. Le Beaume, secy., St. Louis.
- LOUISVILLE, KY.—Grand Encampment, Knights Templar, August, (fourth Tuesday), 1901. Reuben H. Lloyd, San Francisco, Cal., Grand Master.
- LOUISVILLE, KY.—Louisville Columbian Association. W. H. Adams, secy., Nov. 30 to Dec. 3.
- LOS ANGELES, CAL.—Independent Order of Foresters, Supreme Court. 1899.
- MACON, GA.—Diamond Jubilee Carnival. October.
- MADISON, WIS.—Wisconsin Cheesemakers' Association. Feb. 1, 1899.
- MARQUETTE, MICH.—Firemen's Convention. Louis Vertsch, chief, Houghton, Mich. Aug. 2 to 5, 1900.
- MAYSVILLE, KY.—Grand Encampment, Odd Fellows. May, 1899.
- MEMPHIS, TENN.—National Association of Post Office Clerks. Sept. 4, 1899. Wm. Agnew, Cleveland, O., secy.
- MEMPHIS, TENN.—Southern Surgical & Gynecological Association. Dec. 6 to 8, 1898. Dr. W. E. B. Davis, Birmingham, Ala., secy.
- MEXICO, MO.—State Industrial Exposition. Dec. 12 to 17, 1898.
- MILWAUKEE, WIS.—National Hardware Association. Nov. 16, 1898.
- MILWAUKEE, WIS.—Associated Bill Posters of United States. July 4, 1899.
- MILWAUKEE, WIS.—Wisconsin State Undertakers' Association. September, 1899. George L. Thomas, 467 Milwaukee st., Milwaukee, Wis., secy.
- MILWAUKEE, WIS.—National Brotherhood of Locomotive Engineers. 1899.
- MILWAUKEE, WIS.—Western Gas Association. 1899.
- MILWAUKEE, WIS.—National Elsteddfof. January, 1899.
- MINNEAPOLIS, MINN.—Rathbone Sisters. Sept. 26, 1899. Mrs. Carrie Hoag, Central Ave., St. Paul, Minn., secy.
- MINNEAPOLIS, MINN.—American Public Health Association. November, 1899. Dr. C. O. Probst, Columbus, O., secy.
- MINNEAPOLIS, MINN.—Jr. O. U. A. M. National Council. June 12 to 16, 1899. E. S. Deemer, Box 766, Philadelphia, Pa., secy.
- MOUNT VERNON—Anniversary Celebration of Washington's Death Day, by Masonic Fraternity. (Estimated attendance, 10,000). Dec. 14, 1899.
- NEW BRITAIN, CONN.—I. O. G. T. Grand Lodge. September, 1899. Mrs. Florence A. Screen, 101 Pleasant st., New Britain, Conn., secy.
- NEW HAVEN, CONN.—C. B. L. State Council of Connecticut. Sept. 19, 1899. Jas. Scanton, 115 Smailly st., New Britain, Conn., secy.
- NEW HAVEN, CONN.—National Convention of Knights of Columbus. March 7, 1899. Daniel J. Colwell, Poli Bldg., New Haven, Conn., secy.
- NEW HAVEN, CONN.—National Electrotypers' Association. September, 1899. J. H. Ferguson, New York City, secy.
- NEW HAVEN, CONN.—United Typothetae of America. 1899. J. Sterns Cushing, Norwood, Mass., secy.
- NEW ORLEANS, LA.—National League of Commission Merchants. Jan. 11, 1899. A. Warren Hatch, 17 N. Market st., Boston, Mass., secy.
- NEW ORLEANS, LA.—Brotherhood of R. R. Trainmen. May, 1899.
- NEW ORLEANS, LA.—National Association of Master Plumbers. 1899.
- NEW YORK CITY—Eastern Retail Butchers' Association. Aug. 1 to 5, 1899. F. J. Wallace, Meriden, Conn., secy.
- NEW YORK CITY—Ayrshire Breeders' Association. January, 1899. C. M. Winslow, Brandon, Vt., secy.
- NEW YORK CITY—American Folk Lore Society. Dec. 28 and 29. Dr. Franz Boaz, 123 W. 82d st., New York City, secy.
- NEW YORK CITY—National Sanitary Association. Thos. E. Neal, (Board of Health Office), Atlanta, Ga., secy. December, 1898.
- NEW YORK CITY—Society of the Cincinnati. May, 1899.
- NIAGARA FALLS—Pan-American Exposition. May 1 to Nov. 1, 1899. R. C. Hill, secy., Buffalo, N. Y.
- NIAGARA FALLS, N. Y.—United States League of Local Building and Loan Associations. July 26, 1899. H. F. Cellarius, Cincinnati, O., secy.
- NORTH ADAMS, MASS.—Federation of Labor. Aug., '99.
- OKLAHOMA CITY, OKLA.—Pharmaceutical Association. 1899. Edwin DeBarr, Guthrie, Okla., secy.
- OLYMPIA, WASH.—Chrysanthemum Carnival. November, 1898. Mayor Geo. B. Lane, treas.
- OMAHA, NEB.—Surgical and Geneological Association. Dec. 26 to 29. G. H. Simmons, secy., Lincoln, Neb.
- OMAHA, NEB.—Nebraska & Western Iowa Implement Dealers' Association. Jan. 3 to 5, 1899.
- OMAHA, NEB.—Trans-Mississippi & International Exposition. June 1 to Nov. 30, 1898. Gurdon W. Wattler, Omaha, Neb., pres.; John A. Wakefield, Omaha, Neb., secy.
- OMAHA, NEB.—Trans-Mississippi Fruit Festival Association. June 1 to Nov. 1. G. W. Hervey, secy.
- OTTAWA, ONT., CANADA—Allied Printing Crafts Union. June, 1899.
- PARIS, FRANCE—National Editorial Association. 1900.
- PASADENA, CAL.—Tournament of Roses. Jan. 1, 1899. M. H. Weight, Pasadena, Cal., pres.
- PEORIA, ILL.—United Association, Journeymen Plumbers, Gas Fitters, Steam Fitters & Steam Helpers. Sept. 18, 1899. J. Spencer, 511 Ogden Bldg., Chicago, Ill., secy.
- PEORIA, ILL.—United Order of Plumbers of United States and Canada. September, 1899. W. J. Spencer, Chicago, secy.-treas.
- PHILADELPHIA, PA.—Pharmaceutical Association. June, '99. J. A. Miller, secy., Harrisburg, Pa.
- PHILADELPHIA, PA.—Grand Army of the Republic. 1899. Col. Jas. A. Sexton, commander-in-chief.
- PHILADELPHIA, PA.—National Army Nurses' Association. 1899. Miss Kate Scott, Pennsylvania, secy.
- PHILADELPHIA, PA.—Women's Relief Corps. 1899. Mrs. Flo Jamieson Miller, Monticello, Ill., nat. pres.
- PHILADELPHIA, PA.—Ladies of the G. A. R. 1899. Mrs. Annie Esher, Chicago, nat. secy.
- PHILADELPHIA, PA.—Patriotic Order of America. Oct. 24, 1899. Theo. Harris, Philadelphia, Pa., secy.
- PHILADELPHIA, PA.—Daughters of Veterans. 1899. Mrs. Vinne Bond Willis, of Massachusetts, secy.
- PHILADELPHIA, PA.—Master Car & Locomotive Painters of United States. Robt. McKeen, Kent, O., secy.
- PHILADELPHIA, PA.—Reformed Brotherhood of Andrew & Phillip. Nov. 18 to 20. W. O. Anderson, 519 W. Presstman st., Baltimore, Md., secy.
- PHILADELPHIA, PA.—California Volunteer Association. 1899. Capt. Geo. H. Petter, Providence, R. I., secy. and treas.
- PHILADELPHIA, PA.—Veteran Signal Corps Association. 1899. C. W. D. Marny, Boston, Mass., secy. and treas.
- PHILADELPHIA, PA.—International Commercial Congress. June, 1899.
- PHOENIX, ARIZ.—Territorial Sunday School Convention. Nov. 18 to 20. M. W. Messenger, Phoenix, Ariz., secy.
- PIERRE, S. D.—South Dakota Editors' Association. January, 1899. J. F. Halliday, Iroquois, S. D., secy.
- PITTSBURG, PA.—Columbian Philatelic Society. January, 1899. H. C. Crowell, 208 Superior st., Cleveland, O., secy.
- PITTSBURG, PA.—International Astronomical Congress. May, 1900. C. W. Scovill, secy.
- PITTSBURG, PA.—Biennial Convention of the Knights and Ladies of Honor of Pennsylvania. 1899. Grand secy., Fred Voelcker, Philadelphia.
- PITTSBURG, KAN.—O. D. H. S. Grand Lodge. Nov. 21, 1899. John Jacobs, 1150 E. 1st st., Pittsburg, Kan., secy.
- PORTLAND, ME.—Ladies' Loyal Orange Association. June 13, 1899. Mrs. Christina Milligan, 13 West st., Everett, Mass., secy.
- PORTLAND, ORE.—National Editorial Association. 1899.
- PORT HURON, MICH.—Knights of Maccabees. July, 1899. N. S. Boynton, Port Huron, secy.
- PORTSMOUTH, O.—A. O. U. W. Grand Lodge. Aug. 22, 1899. Walter Pickens, G. R., of Toledo, O.
- PUT-IN-BAY, O.—National Association of Photo-Engravers. 1899. C. C. Cargill, Grand Rapids, Mich., secy.
- PUT-IN-BAY, O.—Master House Painters' & Decorators' Association. July, 1899. W. J. Albrecht, Toledo, O., secy.-treas.
- READING, PA.—Reunion of the Society of the 124th Regiment, Pa. Volunteers. Sept. 16, 1899. C. P. Keech, Philadelphia, Pa., secy.
- RICHMOND, VA.—Grand Commandery, Knights Templar of Virginia. Nov. 10, 1898. H. Blanks, Petersburg, Va., secy.
- ROANOKE, VA.—Virginia State Firemen's Association. Sept. 27, 1899. George G. Cummings, 210 Lincoln st., Portsmouth, Va., secy.
- ROCK HILL, S. C.—Pharmaceutical Association of South Carolina. Nov. 15 to 17, 1898. J. A. Barbot, Charleston, S. C., secy.
- ROME, N. Y.—United American Mechanics. Sept. 12, 1899. John Senner, 1341 Arch st., Philadelphia, Pa., natl. secy.
- SAN FRANCISCO, CAL.—Episcopal Convention, 1901.
- SAN FRANCISCO, CAL.—Northern Baptist Convention. 1899.
- SCRANTON, PA.—State Council, Jr. O. U. A. M. Sept. 11 to 15, 1899. E. S. Deemer, Box 766, Philadelphia, Pa., secy.
- SCRANTON, PA.—State Council, Daughters of America. Sept. 18, 1899. T. A. Gerbig, Scranton, Pa., secy.
- SCRANTON, PA.—United Brotherhood of Carpenters & Joiners. Sept. 18, 1900. P. J. McGuire, Box 881, 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.
- SHELBYVILLE, IND.—Southern Indiana Teachers' Association. March, 1899.
- SIOUX FALLS, S. DAK.—National Creamery Butter Makers' Association. Jan. 22 to 28, 1899. E. Sudendorf, secy.
- SPRINGFIELD, ILL.—Rebekah State Assembly. Nov. 15, 1898. Lola L. Rickard, Olney, Ill., secy.
- SPRINGFIELD, ILL.—Illinois Live Stock Breeders' Association. Nov. 15 to 17.
- SPRINGFIELD, ILL.—Horse Breeders Association. Nov. 15 to 17.
- SPRINGFIELD, ILL.—Cattle Breeders' Association. Nov. 15 to 17.
- SPRINGFIELD, ILL.—Illinois State Beekeepers' Association. Nov. 16 and 17, 1898. Jas. A. Stone, Bradfordton, Ill., secy.
- SPRINGFIELD, ILL.—Swine Breeders' Association. Nov. 15 to 17.
- SPRINGFIELD, ILL.—Illinois Sheep Breeders' Association. Nov. 16 to 18.
- SPRINGFIELD, MASS.—State Encampment G. A. R. 1899.
- SPRINGFIELD, O.—Master Plumbers' Convention. 1899.
- STANTON, NEB.—Nebraska Saengerbund. 1900. F. Raabo, secy.
- ST. AUGUSTINE, FLA.—State Firemen's Convention & Tournament. November, 1899. Elias B. Wright, secy.
- ST. JOSEPH, MO.—Medical Society of Missouri Valley. March 16, 1899. V. L. Greyner, 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. Kelscy, of the Aachen & Munich, secy.
- ST. LOUIS, MO.—Inter-State League, Building & Loan Association. Nov. 16 and 17, 1898. Bird M. Robinson, 1123 Broadway, New York City, secy.
- ST. LOUIS, MO.—Laundrymen's National Association. Oct. 9 to 12, 1899. Henry W. Storer, 919 Woodland Ave., Cleveland, O., secy.
- ST. LOUIS, MO.—State Convention of Good Roads. Nov., '98.
- 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. LOUIS, MO.—I. O. O. F. Grand Encampment of Missouri. Nov. 15, 1898. E. M. Fleber, St. Louis, Mo., secy.
- ST. PAUL, MINN.—Minnesota Retail Hardware Association. J. W. Clark, secy., Minneapolis, Minn., 1899.
- ST. PAUL, MINN.—National W. C. T. U. Convention. Nov. 11 to 16. Katherine L. Stevenson, The Temple, Chicago, Ill., secy.
- ST. PAUL, MINN.—Knights of Pythias Grand Lodge. Sept. 26, 1899. Robt. Stratton, Minneapolis, Minn., secy.
- SCRANTON, PA.—Letter Carriers' Association. Sept. 4, 1899. F. J. Cantwell, Brooklyn, N. Y., secy.
- TAMPA, FLA.—Convention of Governors of All 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, KAS.—State Dairy Convention. Nov. 16 to 18. F. S. Hurd, Meriden, Kas., 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 11. A. E. Felch, Natick, Mass., asst. secy.
- TOTTENVILLE, (Borough of Richmond, New York City)—Rathbone Sisters, Grand Temple. Nov. 14 to 16. N. E. LeCount, 2447 8th Ave., Borough of Manhattan, New York City, secy.
- TROY, N. Y.—Presbyterian Brotherhood of Andrew & Phillip. Nov. 12 to 14, 1898. W. E. Maris, Pottstown, Pa., secy.
- UNADILLA, N. Y.—Otesago County Firemen's Association. 1899. U. C. Fyatesch, secy.
- VANCEBURG, KY.—Junior Order of United American Mechanics. 1899.
- WASHINGTON, D. C.—Congress of American Ornithologists' Union. Nov. 15 to 17. John H. Sage, Portland, Conn., secy.
- WASHINGTON, D. C.—Royal Order of Scotland. Oct. 16, 1899. Wm. Oscar Roome, Washington, D. C., secy.
- WASHINGTON, D. C.—American Institute of Architects. Nov. 1 to 3, 1898. Alfred Stone, Providence, R. I., secy.
- WATERLOO, IOWA—Catholic Order of Foresters. Aug. 24 and 25, 1899. J. H. Limbach, Cedar Rapids, Iowa, secy.
- WATERLOO, IOWA—State Dairy Association. Nov. 1 to 3, 1898. J. C. Daly, Charles City, Iowa, secy.
- WHEELING, W. VA.—State Assembly, D. of R. Nov. 16, 1898. Mrs. Hattie Roney, Colins, W. Va., secy.
- WHEELING, W. VA.—Grand Encampment, I. O. O. F. Nov. 15 to 18. G. A. Hichie, Parkersburg, 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.
- WILMINGTON, DEL.—I. O. O. F. Grand Lodge of Delaware. Nov. 16, 1898. Isaac W. Hallam, Wilmington, Del., secy.
- WORCESTER, MASS.—State Council, Jr. O. U. A. M. Sept. 26, 1899. Martin M. Woods, 121 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 29, 1899.
- YOUNGSTOWN, O.—Ohio State Liquor League. Sept. 12, 1899. John F. Weiss, Canton, O., secy.

BILL POSTERS

Who are Up-to-Date,

All Use-----

The Williams Typewriter

Is a machine of the highest standard.

Visible writing, simple and easy to learn

—a child can operate it. Address

EDWIN A. HARDIN CO.

No. 519 Walnut Street, CINCINNATI, O.

WANTED!

A good boss billposter. Good wages to a sober and reliable man. Address,

Wilshire Posting Co.
Los Angeles, Cal.



A NEW WHOLE SHEET HOLIDAY POSTER.

From the Donaldson Press. It Is No. 2021.

TITLES OF LONG AGO.

SOME ANCIENT STYLES OF ROYAL SALUTATION.

Extravagant and Fantastic Appellations Appropriated by Some of Those Who Sat in "That Fierce Light That Beats Upon a Throne."

Shenstone, in his quaint essay on "Adventure," printed with long s's in the year 1802, says, "It is a very convenient piece of knowledge for a person upon a journey to know the appellations with which it is proper to address those he happens to meet by the way." The author found himself well or ill used in proportion as he happened or not to suit his salutations to people's ideas of their own rank.

"It may not be imprudent," he says, "to meet a passenger with a title superior to what he may appear to claim." This will seldom fail to diffuse a wonderful unanimity in his countenance and be perhaps a method of securing you from any mistake of greater importance. I was led into these observations," he remarks, "by some solecisms I lately underwent on account of my ignorance in these peculiarities. Being somewhat more versed in books than I can pretend to be in the orders of men, it was my fortune to undertake a journey which I was to perform by means of inquirers." After enumerating the mishaps that befell him on account of misplacing the titles "Friend," "Honest Friend," "Honest Man," "Dame," "Madame," "Sir," "Sweetheart," etc., he says, naively, that he was within a foot of rushing down a precipice by calling another "Forsooth."

"When you reflect upon this subject," he continues, addressing the public of his day as a sympathetic friend, "learn to be wise from others' harm, and do not forget to observe decorum on every occasion. In the meantime you may, if you please, consider the vast importance of superior titles when there is no one so inconsiderable but there is also a mind that it can influence."

The Princess Elizabeth in an undated letter from "Hatfield" sends by request her picture to Queen Mary and concludes the carefully worded epistle with: "And thus I will (trobbling your Majesty I fear) end with my most humble thanks, beseeching God long to preserve you to his honor, to your consort, to the realm's profit and to my joy. Your Majesty's most humble Sister and Servante."

St. Foix tells us, says the elder Disraeli, that kings were usually addressed by the titles of most illustrious, your serenity or your grace. The appellation of your majesty was established by that Tiberius of France, Louis XI, whose manners were of the most sordid nature. So distinct were once the titles of highness and excellence that when Don Juan, brother of Philip II, was permitted to take up the latter and the city of Granada saluted him as your highness, it occasioned such serious jealousies at court that had he persisted in it he would have been condemned for treason.

This same historian of curiosities tells us that when the church of Rome was in its glory to be called reverend was accounted a higher honor than to be styled illustrious. But by usage illustrious soon grew too familiar, and reverend became vulgar, until at last the cardinals were distinguished by the title of eminent.

Until the reign of Constantine the prefix illustrious belonged only to those who had made a splendid reputation in arms or in letters. The word was too noble to be used indiscriminately on those who might claim it by accident of birth or fortune without individual merit. Suetonius records the names of those to whom this distinction belonged, and it did not require a large volume. At this time the sons of princes distinguished in war or letters could not lay claim to the title, which after a period became common and lost its exclusive quality. Ancient lawyers in Italy went beyond the poets and named emperors super-illustres, in distinction from the kingly illustres.

In Spain the affectation of titles grew to such a degree that Philip III published an act which forbade servile and ridiculous titles, reducing them to the simple "the king our lord." Ferdinand and Isabella were highnesses only. Francis I, who styled himself the first gentleman in his kingdom, saluted Henry VIII as your majesty. The latter was the first monarch who took to himself the title of majesty.

Ancient Portuguese writers give fantastic accounts of the kingdom of Monomotapa, a native African kingdom famous for its gold mines, lying in the lower Zambezi basin and chiefly in the present Mashonaland. The king of this region is surrounded by musicians and poets, who thrive in his atmosphere and who "adulate him by such refined flatteries as the lord of the sun and moon, great magician and great thief."

The king of Persia is called "branch of honor, mirror of virtue, rose of delight." His majesty of Ava is called God, and in his correspondence with royalty styles himself king of kings and insists upon being obeyed, as he attends to the preservation of animals—an ambiguous conclusion, to which foreign royalty might reasonably object. He is also regulator of the seasons, the absolute master of the ebb and flow of the sea, brother to the sun and king of the four and twenty umbrellas. To mark his dignity the four and twenty useful and often plebeian articles are always carried before the august monarch.

The self-styled great lion of Quilverva (Quitava?) allows no killing of lions except at royal huntings, on account of the respect attached to his kingship's choice of names.

The most striking titles of the king of Achem are "Sovereign of the Universe, whose body is as luminous as the Sun, whom God created to be as accomplished as the Moon at her plenitude, whose eye glitters like the Northern Star; a King as spiritual as a ball is round, who when he rises shades all his people."

In the age of Augustulus "Your Eternity" and "Your Perpetuity" were not unusual titles. A law of Theodoric the Great begins, "If any magistrate, after having concluded a public work, put his name rather than that of 'Our Perpetuity,' let him be adjudged guilty of high treason." When Caesar had conquered Rome and was put to dine with the gods, he had the good taste to insist on the removal of his new title, "Demigod," from his statue at the capital.—Mlyn Yates Keith in New York Commercial Advertiser.

The Font of Knowledge.

Mr. De Science—The officers of the Smithsonian institution are having the chatter of monkeys phonographed, in the hope that by some time their language may be understood, and it may be possible to converse with them.

Mrs. De Science—Isn't that grand! I hope they'll ask the monkeys, the very first thing, whether we are descendants from them or not.—New York Weekly.

Prayer of a Humely Man.

A resident of Chicago, who is one of the ugliest as well as one of the best known citizens of this metropolis, met a man the other day who was as homely as himself. They exchanged condolences.

"I never but once saw a man who looked worse than I do," said the Chicago man. "I was hunting in northern Michigan when I ran against a fellow whose face would frighten an army."

"Just to get acquainted, I put up my gun and took aim at him."

"What are you trying to do there?" he yelled at me.

"I made a resolution a long time ago," I told him, "that if I ever found an uglier man than I am I would shoot him."

"He stood there under the trees for a minute, looking me all over."

"Well," he said finally, with a sarcastic drawl, "if I look any uglier than you do, for goodness' sake shoot!"—Chicago Journal.

A Beaconsfield Story.

A lady who was his constant friend and benefactor begged Lord Beaconsfield to read Mallock's first book and say something civil about it. The prime minister replied with a groan: "Ask me anything, dear lady, except this. I am an old man. Do not make me read your young friend's romances."

"Oh, but he would be a great accession to the Tory party, and a civil word from you would secure him forever."

"Oh, well, then, give me a pen and a sheet of paper." And sitting down in the lady's drawing room he wrote: "Dear Mrs. —, I am sorry that I cannot dine with you, but I am going down to Hughenden for a week. Would that my solitude could be peopled by the bright creations of Mr. Mallock's fancy." Will that do for your young friend?"

As an appreciation of a book which one has not read this is perfect.—Argonaut.

BAIT PAILS.

Some of Them of Thirty-two Quarts in Capacity and Rather Elaborate.

A man who wasn't much interested in such things might suppose that any sort of pail would do for bait, that all you had to do was to get a pail and put in some water and put your bait in; but, as a matter of fact, there are pails designed especially for the carrying of live bait. They are made in various sizes, ranging from 1 to 32 quarts, this last a pail of capacity equal to a quarter of a barrel.

The smallest and simplest bait pail, one holding a quart, is of painted tin, with the cover on a hinge, and this cover perforated with many holes.

A 32 quart pail has inside of it and made of such a size as to fill the pail except for the space required to permit of lifting it out and setting it back easily a tin cylinder with many perforations in it all over, the live fishes for bait being kept in this perforated cylinder or inner pail.

The perforated cylinder in the big pail is made thus so that it can be lifted out of the pail and put overboard in a lake or a river or other body of water where the fishes in it will get the benefit of a free circulation. When the bait is wanted, the cylinder is taken up and put back in the outer pail, which is of course filled with water, and the bait is then ready for transportation or for keeping where it can be got at conveniently.

There are smaller pails of various sizes that have removable cylinders in which the live bait can be submerged. Some of these cylinders are intended to be lowered to the bottom. There are some that are made with an air compartment on top so that the perforated cylinder is kept floating in the water. Some of the largest bait pails have the outer cover made depressed in the middle, like a shallow, straight sided pan, so that a cake of ice can be laid on top.

One of those big bait pails might be used in a camp and the smallest bait pails by individual anglers. The angler is very particular about his bait.—New York Sun.

Wanted, Another Victim.

One day an agent of Fouquier Thiville came to the Luxembourg with a list of victims, drawn up by the accusateur, which contained 18 names. He collected 17 of these unfortunates, but could not find the eighteenth. A suspect was passing by, and the agent asked his name. The prisoner declined to give it, and the agent at once banded him over to the gendarmes. Next day the man was guillotined. Another day an agent summoned a prisoner of 50, but the man did not answer to his name, and a lad of 17, who was playing at ball, was seized, taken to the conciergerie and put to death.—Nineteenth Century.

Romance of Holly.

The romance of holly is very old. Pliny tells us how a bough of holly planted near a dwelling house keeps off lightning or cast into water makes it become ice or thrown at any beast causes it to return to the spot where it is required to be.

Disastrous Activity.

"Superstitious people believe that eating salt turns the hair white."

"Well, earning my salt has made my hair gray."—Detroit Free Press.



A Cover Design by Grasset.

The November Century is to have a novelty in the way of a colored cover designed by Grasset, the famous poster-maker of Paris. He has pictured Alexander the Great on his steed "Bucephalus," to mark the opening of Professor Benjamin Ide Wheeler's serial "Life of Alexander," which will be a feature of the magazine during the coming year. Grasset's present design is entirely different from his famous Napoleon poster, "The Sun of Austerlitz," which he made for The Century, but it is none the less striking. The great gray war-horse is represented in the immediate foreground, reined in until he has almost fallen on his haunches. On his back is the determined young Alexander, in rich trappings of gold and purple. The background is a typical Macedonian scene, with stately temples and palaces showing through the foliage. In the distance are the purple Olympian mountains. The colors are quiet, but rich, like old tapestries. The cover for the December, which will also be printed in colors, has been designed by the eminent French artist Tissot, who painted the famous illustrations for the "Life of Christ."

Two Sleepers

Filled With Ohio People Roll Into Omaha, Nebraska.

Omaha, October 22.—Buckeyes are in evidence to-day. This morning's Chicago Northwestern train brought in two sleepers filled with people from Ohio. The party is composed of the State Board of Agriculture, State Fair Managers and others from various parts of the state. They came to see the exposition and to attend the Annual Convention of Fairs and Expositions.

The party is in charge of James W. Fleming, Secretary of the National Fair Association. He is also Assistant Secretary of the Ohio State Board of Agriculture. The party will be in the city most of next week, and some of them will remain until the close of the exposition, having friends and relatives in the city.

The party comprises C. Bardwell, Batavia, President of the State Board; W. W. Miller, Columbus, Secretary; James W. Fleming, Columbus, Assistant Secretary; L. G. Ely, Faye, Vice President; J. C. Brown, Columbus, Treasurer; A. J. Clark, Cambridge; J. S. Slickney, Van Wert; George Liggett, Watkins; E. C. Ellis, Crest View; S. H. Ellis, Springborough; H. S. Grimes, Portsmouth; Albert Hale, Magadore. S. H. Ellis is President of the Ohio State Grange. L. G. Ely is an ex-member of the Ohio State Legislature, having served four years in that body. The last three men are accompanied by their wives.



One of Owens & Varney's San Francisco Beauties.

A WITTY BLUNDERER

HE WAS VALET TO LINCOLN AND ADMIRAL COLDSBOROUGH.

One Occasion When His Idiotic Bungling Nearly Got Him In Trouble With Admiral Dewey, Who Was Then a Lieutenant Commander.

W. W. Stone, who was ship's writer on board the cruiser Colorado when Dewey and Watson were lieutenant commanders on that vessel, can tell many stories about those two celebrities. Admiral Goldsborough was in command of the Colorado. His valet, John, who at one time was President Lincoln's servant, was a witty but bungling Irishman. Stone's best story centers around this quaint character.

One morning Admiral Goldsborough sent down word to John that he wanted his glass, meaning, of course, his spyglass. John, as usual, however, misunderstood, and came tramping up the bridge with a goblet in his hand.

"John, you're the devil's own valet," growled the admiral when he saw him coming.

"Faith, sor, I didn't think I'd come to that same when I took service wid ye, sor."

"Throw that blamed goblet overboard and go and get me my spyglass, as I told you, you infernal idiot!"

"Yes, sor," said John, calmly tossing the glass over the side, and in doing so narrowly escaped dashing it upon the upturned face of our executive officer, Lieutenant Commander George Dewey. Mr. Dewey was on a tour of inspection, circling the frigate in one of the cutters. The Colorado had just arrived from Trieste. The passage down the Adriatic sea had been a stormy one, and the painstaking executive officer of the vessel wanted to see for himself how the old ship looked after her battle with the waves.

It was a lovely spring Sunday morning. We had dropped anchor in the beautiful bay of Naples, and I had crept up into the mizzenmast to drink in with boyish zest the delights of our glorious surroundings. Off our beams lay Ischia and Capri, standing like stern Roman sentinels on guard, at the horns of the bay. Ahead lay the Campanilla. From its center rises old Vesuvius, from whose grim apex I could see floating upward a hazy wreath, significant of the unrest beneath. I watched the old admiral with a great deal of interest. Had I been a kodak fiend I should then and there have forfeited my appointment by taking a snapshot at the frigate officer as he glared at the sleek, unconcerned menial.

"Go below, you blundering Irishman, before I have you tossed over after the glass." The man disappeared, with just the suspicion of a smirk on his innocent looking face.

"Mr. Dewey would like to have you find out, sir, who is heaving crockery over the side of the ship, sir." This came from one of the crew of the cutter. He had come up with the order and spoke to Lieutenant Commander John Crittenden Watson, at the time officer of the deck. The admiral overheard the message of the angry executive and laughed quietly.

"Tell Mr. Dewey that it was the admiral, my man," said he soberly; then, turning to Mr. Watson he remarked, "He can't very well put the admiral in the brig, though I may deserve it."

"He may look around for a substitute, admiral," answered Mr. Watson, smiling.

"Oh, no; Dewey has too keen a sense of justice. Besides, I remember him saying once that he had no use for substitutes."

A few moments after this Mr. Dewey himself came over the starboard gangway, saluting the admiral with rather a haughty air. You see, a 10 pounder may spin merrily past a fellow's head aboard a man-o'-war and serve merely as a hook on which to hang the old time jest about a "miss being as good as a mile," but when a plain matter of fact, plebeian tumbler shoots past you, contrary to the articles of war and in direct violation of established naval etiquette, the circumstance that you have escaped mutilation is only an exercise alongside of the glaring fact that your dignity has been very violently assaulted.

The admiral looked down and took in the situation. Descending to the quarter deck, he approached Dewey and said with a friendly air, "I say, Dewey, did you ever

read 'Handy Andy?'"

"Yes, sir," rather shortly.

"Well, now, I must have his cousin aboard." And the admiral related the glass incident. The two laughed over the blunder, Mr. Dewey having recovered his usual good nature by this time.

"You see, Dewey, I have a sort of interest in the fellow. The secretary recommended him to me as a good, faithful serving man. He had been attached to Mr. Lincoln as his personal attendant, and I took the scamp partly on that account. Ah, here he comes at last with my glass! John, did Mr. Lincoln ever score you for your awkwardness?"

"No, sor, he never did. Many the time he told me that it wor a mercy that we were together, because, said he, his mind wor taken off affairs of state by thinkin did he wurrik harder tellin me how to do things than if he went and did them himself."

"Doubtless, doubtless," said the admiral, laughing.

"I want you to remember, John," said Mr. Dewey severely, "that it is strictly against the rules of this ship to throw anything over the sides. You came very near striking me in the head with your glass tossing."

"That wor a pity, sor."

"A pity!" exclaimed Dewey savagely. "By Jim, I'd have come up and had you strung up at the mainyard arm like a dog."

"No, sor, axin yer pardon, I hope not."

"What's that?" roared the admiral angrily.

"Throth, sor, d'ye mind the mornin tellin me that ye wor to do the thinkin an I wor to obey orders, even if I bruk owners?"

The two laughed heartily at this bit, and John went below with flying colors. —San Francisco Examiner.

Calced seed pearls are considered a medicine of great potency by the Chinese, and beautiful art work in mother of pearl has long been executed both in China and Japan. In the Philippines windows are made of mother of pearl, and in Cashmere it is used for inlaying inscriptions on tombstones.

BISMARCK'S HUMOR.

It Was Rollicking and Aggressive and Didn't Even Spare Himself.

Bismarck's humor was entirely of the German stamp, says Professor Kuro Francke in *The Atlantic*. It was boisterous, rollicking, aggressive, unsparing—of himself as little as of others—cynic, immoderate, but never without a touch of good nature. His satire was often crushing, never venomous. His wit was racy and exuberant, never equivocal.

Whether he describes his vis-a-vis at a hotel table his excellency so-and-so, as "one of those figures which appear to one when one has the nightmare—a fat frog without legs, who opens his mouth as wide as his shoulders, like a carpetbag, for each bit, so that I am obliged to hold tight on by the table from giddiness;" whether he characterizes his colleagues at the Frankfort Bundestag as "mere caricatures of periwig diplomatists, who at once put on their official visage if I merely beg of them a light to my cigar and who study their words and looks with Regensburg care when they ask for the key of the lavatory;" whether he sums up his impression of the excited, emotional manner in which Jules Favre pleaded with him for the peace terms in these words: "He evidently took me for a public meeting;" whether he declined to look at the statue erected to him at Cologne, because "he didn't care to see himself fossilized;" whether he spoke of the unprecedented popular ovations given to him at his final departure from Berlin as a "first class funeral"—there is always the same childlike directness, the same naive impulsiveness, the same bantering earnestness, the same sublime contempt for sham and hypocrisy.

Foggier Than London.

Esquimaux is the only place in the British empire, according to a recent climatological report, that exceeds London in cloudiness. Esquimaux is also the dampest place in the empire, while Adelaide, in Australia, is the driest. Ceylon is the hottest and northwest Canada the coldest possession that the flag of England floats over.

The Great La Pearl Shows

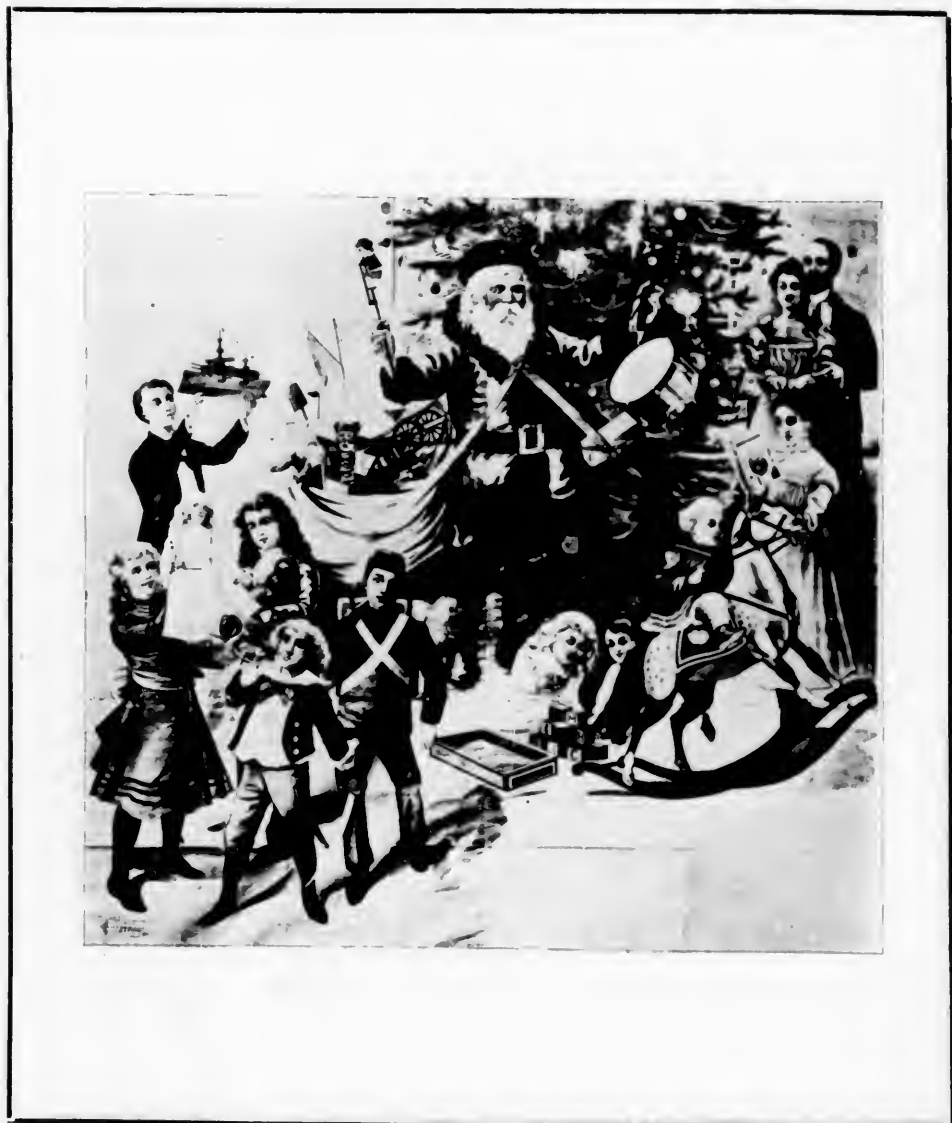
Closed the greatest and most prosperous season in its existence, at Sikeston, Mo., Oct. 29th, and is now in winter quarters at Danville, Ills.

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DANVILLE, ILLS.**



A new Eight sheet Christmas poster by Donaldson. It is called No. 2204.

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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.

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Better write me about it. I do the best distributing that is done in this city. I know I do because I watch my men closely, and I watch other peoples' men just as closely.

I can refer you to a number of big advertisers who found it profitable to pay me a higher price than any other distributor in Cincinnati asks. Address,

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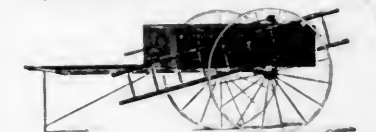
SHOULD OWN EITHER A

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 in cities. This style of cart carries great loads among the bill posters of the city and is the most reliable and a great convenience and so well adapted to the business of all other carriers. It is equipped with large pneumatic tires and wire mesh. The wheels are hand work and the one which holds the cart is provided with a fount.



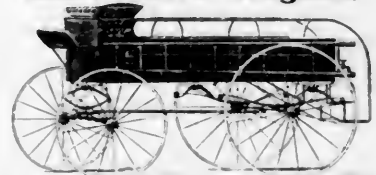
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Light strong and durable. This vehicle is built to last. It is the most reliable and a great convenience and so well adapted to the business of all other carriers. It is equipped with large pneumatic tires and wire mesh. The wheels are hand work and the one which holds the cart is provided with a fount. \$44.50

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We make them in almost infinite variety. We have them with shafts and with seats, with and without tops in fact to every style imaginable. The reason we make in these lines is the following: we make them at a price that is the lowest in the industry. A-\$90.00. B-\$100.00. C-\$130.00.

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Best Cut Makers in America!

FINEST HALF TONES: LITHOGRAVURES ILLUSTRATIONS. BUTLER BLDG. CINCINNATI, O.

BEST LINE ZINC ETCHING: WOOD ENGRAVING - OF ALL KINDS.

REMEMBER THE GAIN

IF WE DO YOUR DISTRIBUTING.

The Owen Distributing Service

91 SHELBY ST., DETROIT, MICH.

Members I. A. of D.

In England....

The most prominent advertisers in all parts of the country subscribe to

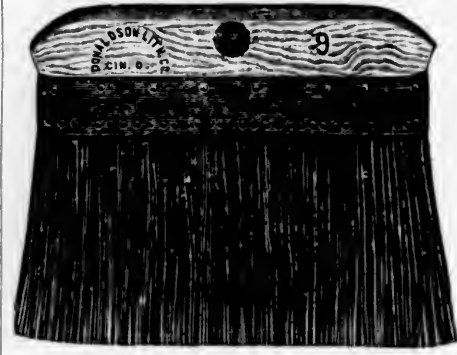
PUBLICITY

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.

BILLPOSTERS' PASTE



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.

SEND YOUR ORDERS TO

The Donaldson Litho. Co.

CINCINNATI,

Sole Western Agents for the CELEBRATED WIRE BOUND BRUSH.



8 in., \$2.25 ea. 9 in., \$2.75 ea. 10 in., \$3.00 ea.

ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountants' 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. G. KITTRIDGE. Subscription One Dollar a year. Accountants' Association, Wool Exchange, New York.

E. M. FRITZ BILL POSTING AND DISTRIBUTING OSKALOOSA, IOWA.

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

CUMBERLAND, IND. CHAS. CAVIOL Billposter and Distributor.

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. of D. **L. A. DANIELS.**

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.

BRUSHES.



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.

THE
GREATEST
SPECIALTY
EVER
OFFERED
PRINTERS

PICTORIAL DODGERS

ANY PRINTER can add materially to his profits and make many a new customer by having a stock of our Pictorial Dodgers on hand. They only need to be shown and they sell themselves. All printed on good paper, 7 x 10 inches, in bright, permanent colors. Put up in 1,000 packages. We give you the privilege of an assortment at prices quoted, but we do not break packages.

Try a Sample Lot. They will please you.

WE HAVE THE FOLLOWING KINDS.

No.		No.		No.	
101	"Say" Dodgers.	107	"Fence" Dodgers.	114	"Picnic" Dodgers.
102	"Lookout"	108	"Four Heads"	115	"Santa Claus"
103	"Laughing Coon"	110	"Well"	116	"Uncle Sam"
104	"Crying Coon"	111	"Yellow Kid"	117	"Columbia with 2 Flags"
105	"Clown"	112	"Soubrette"	118	"American Flag"
106	"Next"	113	"Jays"	119	"Cuban Flag"
				120	"The Maine"

PRICES.

1,000 (one kind)	\$1.25	3,000 (one kind or assorted)	\$3.00	5,000 (one kind or assorted)	\$4.50
2,000 " or assorted)	2.00	4,000 " "	3.75	10,000 " "	8.00



Samples Sent Free



HENNEGAN & CO., Cincinnati.

THE BILLBOARD'S

! Christmas Special Issue!

Will be out November 28th.

From a literary and artistic standpoint, it will be quite the handsomest and most comprehensive publication ever issued in the west. It will retail at 25 cents per copy.

The Circulation will Exceed 12,500 Complete Copies.

NO ADVANCE IN ADVERTISING RATES.

The advertising rates will be 10 cents per agate line, with 20 per cent. additional for specified position.

LARGER ADVERTISEMENTS.

Whole page,	\$50 00
Half page,	27 50
Quarter page,	15 00
Eighth page,	8 00

Copy must reach us not later than Nov. 25th.

Size of Type Page 9 1/4 x 12 1/2.

46 pages, which with the four cover pages, will make a total of 50 pages, of which just sixteen have been set aside for advertisements.



LITHOGRAPHED PAGES.

Page 2 of Cover, in two colors,	\$75 00
Page 3 of Cover, in two colors,	75 00
Page 4 of Cover, in eight colors,	100 00
Double page centre, in eight colors,	150 00

No deviation will be made from these prices and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than Nov. 10th.

You will want an ad. in this issue. Secure your space early. Address all applications to

C. F. McHENRY, Business Manager, The Billboard, Cincinnati, O.

DAYTON, O. MONTGOMERY COUNTY ADVERTISING CO.

Distributors Sign Tackers and Gen'l Advertisers.
Members of the International Ass'n of Distributors. JAS. B. McCONNON, Manager.

THE MANHATTAN PRESS-CLIPPING BUREAU.

ARTHUR CASSOT, Manager.
NEW YORK. LONDON.
(Knickerbocker Building.)
Cor. 5th Ave. and 14th St., New York.

I supply you with all personal reference 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 life-time.

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

The Twin-City Bill Posting Co., WINSTON-SALEM, N. C.

TEN SURROUNDING TOWNS.
Population 30,000.
Bill Posting, Distributing, Sign Tacking and General Advertisers.

First-Class Services. All Work Guaranteed, Protected and Renewed.

W. T. PFOHL, Manager.
Office, 105 1/2 West 5th St. WINSTON, N. C.

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.

OAKLAND, CAL.

According to the census of 1890, had a population of 48,682. The police census 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 Association 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.

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.



ARE YOU GOING TO PLAY

PORTSMOUTH, O. ?

You can't get a showing in Portsmouth unless you use **LODWICK'S BOARDS.**

You can't get business in Portsmouth unless you use **LODWICK'S BOARDS.**

If you want a showing, if you want good house distribution, have your agent deliver his paper to

R. W. LODWICK, City Billposter, PORTSMOUTH, O.

Commercial advertisers and agents are notified herewith, that there is no opposition in Portsmouth, all reports to the contrary notwithstanding. The so-called opposition cannot bill his own attractions properly, let alone find room for commercial paper.

A \$7.00 Given Free

BOOK of EUGENE FIELD'S POEMS,

to each person interested in subscribing to the Eugene Field Monument Souvenir Fund. Describe any amount desired. Subscriptions as low as \$1.00 will entitle the donor to this handsome volume, cloth bound, \$2.11, as a souvenir certificate of subscription to Fund. Book contains a selection of Eugene Field's best and most representative works and is ready for delivery.

But for the noble contribution 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.

Address: **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 aly is inserted as our contribution.

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.

SEE PLATO ABOUT IT



"Plato"

Promotes
Press
Paint and
Poster
Publicity.

All Modes
Lead to Sales.

"See Plato
about it."

REFERENCES.

- | | |
|--------------------------|--------------------|
| Castoria | Boraxaid |
| Morse's Pills | Pond's Extract |
| Bovrill, Cudahy | Highland Cream |
| Brandreth's Pills | Allcock's Plasters |
| Dixon Stove Polish | |
| Mail Pouch Tobacco | |
| Price Baking Powder | |
| Cleveland Baking Powder | |
| American Billposting Co. | |

(To be continued)

DISTRIBUTING IN PHILADELPHIA.



"SEE PLATO ABOUT IT."

NOTE.—Our Ad-Mark is in use since 1884, and well known.
It is not "copy-righted," but is often copied and pirated.

In justice to the many large advertisers who cover this city, it is explained, that in consequence of the many favorable local conditions, ascertained after careful and repeated experiment, we find that the association rate of \$1.50 for ordinary distributing is high for this city. Houses are easily accessible, door sills within reach of sidewalk, and in thousands of adjoining rows. Honest labor is plenty and not expensive, and as it requires 200,000 circulars to cover, we are able and willing to guarantee an ideal service for

ONE DOLLAR PER THOUSAND.
THIS RATE WILL INCLUDE ALL SUBURBS, ALSO CAMDEN, N. J.

OUR SERVICE INCLUDES MEN, IN FULL UNIFORM, UNDER DISCIPLINE, SWORN INTO OUR SERVICE AND KNOWN AS "PLATO'S SWORN CIRCULATORS." WE FURNISH DAILY REPORTS TO ADVERTISERS' AGENTS, OR JOBBERS, SHOWING ROUTE COVERED, AND CONTEMPLATED ROUTE FOR FOLLOWING DAY, thus enabling salesmen to follow or precede where "circulating" is creating demand. We submit vouchers from dealers certifying to fact of distribution in their vicinity, and in all respects, we render an ideal, accurate, intelligent, systematic and practical service in this department, such as will invariably be found in matters under our management, from which it has grown to be the custom of large advertisers to say, "IT WILL BE ALL RIGHT IF PLATO DOES IT."

Special rates given for sampling and special work.

Address or ship to **PLATO'S AGENCY,**
Odd Fellows' Temple, Philadelphia, Pa.

J. GARLICK, City Bill Poster, Distributor

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

DISTRIBUTING, Billposting and Sign Tacking
D. 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
Established 1870. Office 158 Fulton St., Jamaica, N. Y.
1000 sheet boards, 100 large stands, 30 per sheet.

O. P. FAIRCHILD & CO.
BILL POSTERS AND DISTRIBUTORS
24 East Fifth Street,
COVINGTON, KY.

AUBURN, ILLINOIS.

JAS. A. ROBERTS
BILLPOSTER
And Advertising Sign Painter. Teach Virden,
Waverly and Girard. Correspondence solicited.

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.

●	●	●	●	●	●	●	●	●
●	<p>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.</p> <p>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.</p> <p>Take a Minute and a Postal—Write us and we will tell you all about it.</p> <p>J. H. DAY & CO. 1144 R. Harrison Ave. Cincinnati, O.</p>							●
●	<p>THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best). Prices to suit all. Our catalogue tells all about them. It is sent free on application.</p>							●
●	●	●	●	●	●	●	●	●

In offering the services of the

United Press News Bureau

We beg to announce that we have succeeded 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 thorough 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

Wilmington Bill Posting and Distributing Co., WILMINGTON, DEL

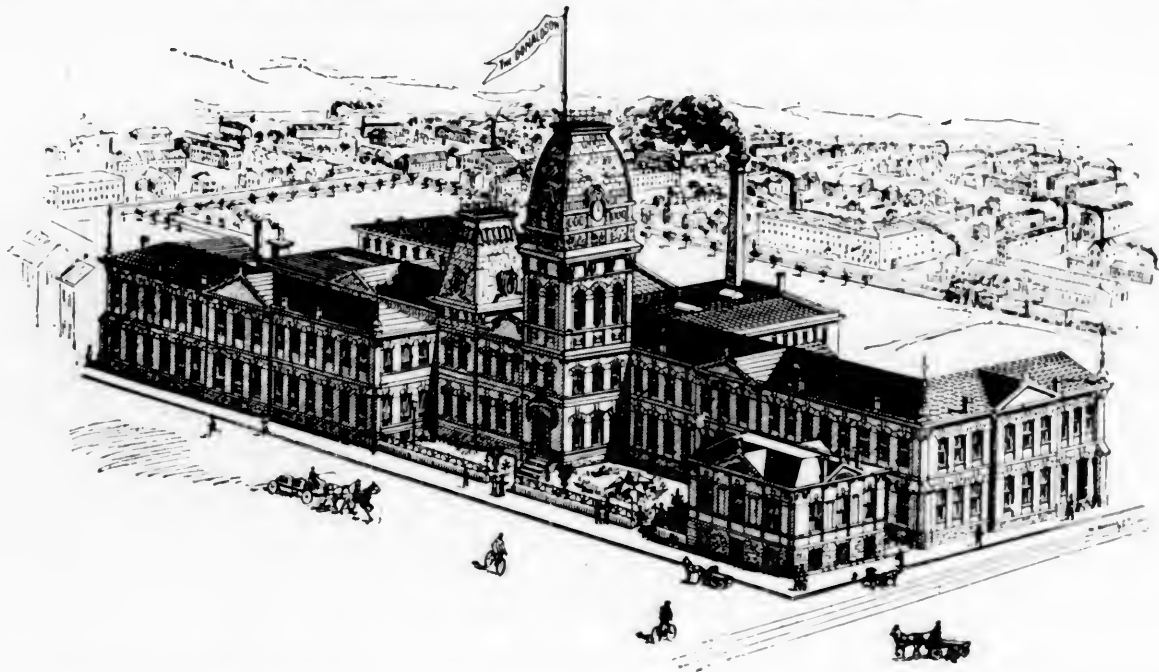
POPULATION OF CITY, 75,000.

JESSE K. BAYLIS, PROPRIETOR
GEO. W. JACKSON,

OFFICE: GRAND OPERA HOUSE
FRANKLIN, PA. Population 9,000
ALEX. BRADLEY,
City Billposter and Distributor
MEMBER I. A. of D. Established 187

THE DONALDSON LITHO. COMPANY,

CINCINNATI, OHIO.



We have the largest, handsomest, and best adapted factories in the United States. They are lighted with arc and incandescent lights, and are fitted throughout with acetylene gas, piping and burners. They are fitted with seven immense fire-proof vaults for storing lithographic stones. They are fitted with traveling cranes, with fire traps, sprinklers, interior telephones, with every modern device that will cheapen the cost of production or improve the quality of our output. We have new modern rapid running presses, new processes, and new methods. We have a corps of the very best artists, designers, engravers, pressmen, and transferrers in America, and we make

THE BEST POSTERS IN THE WORLD.

We make them for every purpose—for manufacturers and jobbers, for wholesalers and retailers, for circuses and lecturers, for opera companies and dramatic organizations.

There is a great chance for a WHISKY on the boards just now. A brand can be popularized in three months' time. Write us and we will tell you how.

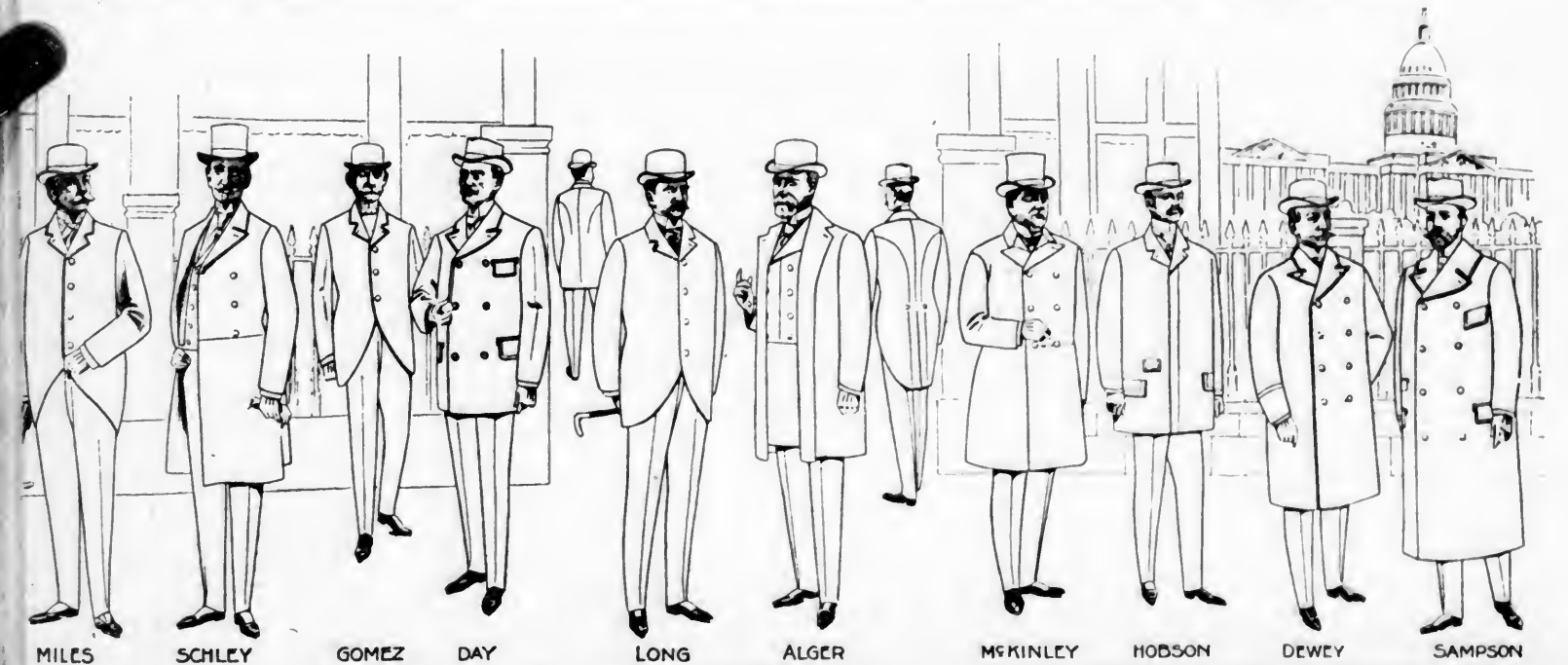
MASQUE BALL. The masquerade season is approaching. Get samples of our new posters in this line. They are quick sellers.

FOOT BALL season is at hand. If you have not received samples of our new posters in this line, write quick.

CHRYSANTHEMUM SHOWS. November is the month for chrysanthemum shows. Our posters in this line are very fine. Send for samples.

CHRISTMAS. The holiday season is fast approaching. You can sell our Santa Claus posters to merchants who never advertise at other times. Send for samples.

Here is a poster that is the best seller ever made: The heroes of the late war, together with the president and prominent officials, attired in the very newest fall and winter styles. It obtains more, better and quicker attention than any poster that ever went on the boards.



Get Your Copy for Cross-Lining Typewritten.

ADVERTISERS



Who want their house-to-house distributing well and faithfully done, will do well to patronize the members of

The International Association of Distributors.

LIST ON ANOTHER PAGE OF THIS ISSUE.

The association member is the best man and gives the best service in his city, 99 out of 100 times. An association member has got to give good service. He does not dare to slight his work. He is fired, bounced incontinently, if he does anything careless or dishonest, and then the association as a whole, steps in and re-imburses the advertiser for any loss he may have sustained.

The advertiser who fails to avail himself of the I. A. of D. service is, well he is wanting in acumen and discernment.

ITHACA, MICH. Pop. 2,500.
JAS. DONALDSON.

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

The E. L. Kinneman LICENSED BILLPOSTING CO. Marion, Ind.

Up-to-date Billposters, Distributors and General Outdoor Advertisers. Control all Boards and Advertising Space in Marion, pop. 22,000; Jonesboro, 3,000; Gas City, 5,000; Fairmount, 4,000. Total 4,000. All boards on Electric, Pan Handle, Big Four and Clover Leaf Lims. Capacity 4,000 sheets.

PROFITABLE ADVERTISING!

The Advertiser's Trade Journal. Fully illustrated, bright, original, up to date. Poster department. The handsomest publication of its kind. We bring a sample copy if you mention THE BILLBOARD. **KAP E. GIBSON, Ed. and Pub., 27 School Street, BOSTON, MASS.**

H. K. APPLE,
Billposter and General Advertiser

For Jamaica County Member I. A. of D.
700 Philadelphia St., INDIANA, PA.
County Population, 47,000.

DISTRIBUTE advertising matter and tack signs strictly according to contract.
JACOB SOSSONG,
525 N. 8th St., Terre Haute, Ind.

J. N. PENDERGAST, Reliable Distributor. A new deal here in distributing. First-class work a specialty. Try me. Good reference. **Newton Ia.**

REMEMBER **Valle & Bro. Advertising Co.,**
THE General Distributors, Billposters and Sign Tackers in
NAME! Corpus Christi, Brownsville, Hidalgo and Pecos, Texas.

For Coupon **Tickets**
Strip and . . .

WRITE **C. F. ANSELL,**
110-142 MONROE ST. CHICAGO.

W. J. THOMPSON, KAS. Population, 10,000.
W. & 10E, City Bill Poster, controls all the billboards. Bill posting, distributing and tacking. Office, 102 Opera House Block.

PORT HURON, MICHIGAN. Pop. 28,000.

One of the common errors made by advertisers, especially those new to the billboards, is the general assumption that one town is as good as another in so far as its billboards are concerned. The merits of the various billposting services throughout the country, vary as regards merit fully as widely as do publications. There is a good, better, best to them, and Port Huron is the last named class.

It has well built billboards. It has intelligent billposters.
It has well-placed billboards. It has an excellent distributing service.

When you are picking out a list of towns, pick out good ones like Port Huron.

THE BENNETT BILLPOSTING CO., Port Huron, Mich.



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.

SO. McALESTER, Ind. Ter., and vicinity. Pop. 20,000.

J. A. MADDON, Billposter and Distributor.

SIGNS. Our little book giving directions for mixing colors and painting window signs, placards, etc., with patterns of letters, scrolls, etc. Dealers can save money by making their own signs; clerks can make themselves more valuable to their employers by knowing how to make window signs; agents go from store to store making signs. Sent postpaid on receipt of 25 c. Address **EASTON SPECIALTY CO., Sanford, Me. Box X.**

THE AMERICAN COMPANY, Billposters and Distributors. Representing 27 towns in Wood Co. **C. C. ROBERTS,** Manager. 3,000 running feet of Billboards. References—First National Bank, Bowling Green, O.; Bradstreet and R. G. Dunn Reporting Agencies, California Fig Syrup Co.; American Tob. Co. Headquarters, Caverly & Russell's Drug Store, Bowling Green, O.

W. B. CARVILL & CO. Billposters and Distributors in Allenville, Ky., and Todd County. Best work. Best of reference. Write them.

John V. Fishburn, Distributor and billposter, Medicine Lodge, Kansas.

MODERN OPERA HOUSE FOR SALE.
BUILT AND OPENED in 1894. Stage 40x50. Has its own Electric Light and Steam Heating Plant. Good city, good location, good business. Best money maker in Ohio under proper management. Price and terms reasonable. Full particulars on application.
JOHN E. BETTS, Findlay, Ohio.

J. H. HAYNES & SONS,
Sign Tacking, Sampling, Distributing. Cover 6 towns, population 10,000. Member I. A. of D. No boys—all men. 262 Mulberry Street, **IRONTON, O.**

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.,
14 Astor Place, New York.

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

30 Times 6,000,000 Equals

180,000,000



You can reach every man, woman and child in New York City, Chicago, Detroit, Omaha, Kansas City and San Francisco by using the billboard exclusively. I will design and lithograph in four colors, 1,000 21 sheet posters—9 feet high and 20 feet long—lithographed in the very best studio using permanent inks and the best non-bleeding paper—posters to be listed, protected, renewed and guaranteed for a term of 30 days in the above cities for \$3112.

This means that you reach your goods prominently before 6,000,000 people each day for an entire month. The newspapers with a circulation of 180,000,000 circulation.

I will design and lithograph in four colors, 1,000 8 sheet posters—7 feet wide by 9 feet high—and post for two months in the following cities—Lexington, Ky., Portsmouth, Va., Savannah, Ga., Chattanooga, Yonkers, Wheeling, Ash Grove, Dallas, Kansas, Little Rock, Birmingham—all for the entire sixty days for \$397.

Take all other methods of advertising that you may care to consider and figure out the real value of a possible plan for one month's constant publicity reaching the entire population of the above cities every day throughout the month and you will find that this is the cheapest method in the lot.

Then consider the magnificence of the other advertising as compared with the prominence and the impressiveness of a big, bold, eye-catching printed poster and you will agree that this is not only the best for the money, but the best for as little as the money.

Place your entire order with and I will do all the work to the LONG DISTANCE BILLPOSTER.

Sam W. Heke

251 Fifth Avenue, N. E. Cor. 28th Street
NEW YORK.

Telephone 2074-38.