

THE BILLBOARD

Vol. X., No. 4.

CINCINNATI, APRIL 1, 1898.

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PER YEAR, \$1.00

The freedom of the press is an excellent thing and is wholly consonant with the principles upon which all free governments are based. But as governments are now drawing the line at what is known as anarchy in one form, they should go a step farther and define anarchy in the press. The man who throws a bomb or wields a stiletto in the cause of anarchy, in reality is not so dangerous to free government as a press that regards nothing as too sacred or as too polluting to be spread before its readers.

W. C. GRAY.

ADVERTISING STRATAGEMS

Generally, strategy should be left to soldiers, lovers and wives of stingy men. The business man who resorts to it with the idea of drawing trade should be very sure that he has a special talent for it.

One of the best known strategists in the advertising field was the late George Robins, of England. He was rather more locally famous as an auctioneer of real estate. Many instances are given of his use of double meanings and his extravagant exaggeration of small truths. This is one: In his description of an estate that he was engaged to sell he said amongst its many charms, there is a *hanging wood*. The astonished purchaser found that this meant nothing more nor less than an old galloper.

This advertiser has been dead probably forty years, but he is not forgotten. In his advertising circulars he followed the ornate style of the literature of the day. He was in the van of the manner of the age. Some of his circulars abound in poetic selections, and he declared that even adjectives of the superlative degree were too weak to describe the property he had to sell. Frequently he overreached himself, made himself ridiculous and sometimes even incurred suits for damages.

Mr. Robins has modern prototypes in the projectors of periodicals who offer as premiums to subscribers diamonds that even experts cannot tell from real ones, and art work that rivals what costs small fortunes when bought over the counters of regular dealers.

The wonder is that any one is deceived by these representations, and in George Robins' time it is strange that in a country as small as England people should be fooled by his high-flown talk. It may only be explained by the fact that in those days reading matter was not as plentiful and cheap as now, and advertising was not in its present state. People went about less and knew less of each other. However, there are many Europeans who rarely leave the hamlets where they were born, and many of those living in seaports and doing business in banks, newspaper and steamship offices, know little of the other part of the world. They receive the reports of houses in America that run up from eight to twenty stories as something absolutely unbelievable. They are as incredulous of American business methods as the average citizen of the United States is of the divine right of kings. That is the sort of people to be

hoodwinked by such advertisers as was George Robins.

That time-worn catch line, "Who's your hatter?" came into use through a piece of strategy of a different kind. This story also comes from London. I tell it as it was told to me:

It happened, years ago, that a hatter in London speculated in the purchase of the entire stock of a bankrupt brother tradesman, but soon after his venture he found that he had made the mistake of overstocking himself. His first idea was retrenchment, making up his loss by dis-

English. The result justified the inventor's anticipations. The bills were sought after as typographical curiosities. Men shouted with laughter at the ludicrous effect of what many considered ignorance on the part of the writer or the printer. These bills were carried about in pockets, to be shown and laughed at over again.

Elderly gentlemen, previously strangers to the shop, bought "ats" and remonstrated gravely with the "atter" for the blunder. Young fellows purchased gossamers for the excuse of going in and begging for hand-bills. They joked with

heavy paper, under full letter postage. These announce the annual sale of linens, or rugs, or curtains, or cashmeres, or underwear. The receiver is cordially invited.

The woman who receives these well-made circulars receives with each an addition to her self respect, and her good opinion of the advertiser is also reinforced. She may not be in need of any of the advertised goods; she may not be able to purchase even if she needs them; but that genteel circular is carelessly (?) left in a place where her neighbor may see that her name is of consideration with a merchant who uses stationery as fine as might the governor's wife for invitations to her own receptions.

This is publicity of the most desirable kind. It will last. The goods to be sold are not praised above their deserts. They are goods that most people know of. There are no chances for deception, and none is attempted. The sale is to clear away odds and ends accumulated during the season. That prices are cut is only reasonable.

Generally, the from house-to-house distribution is the most effective method of advertising. It produces the quickest results. When samples are given, or sold for a trifle, they at once bring the vender and consumer into pleasant business relations. There is no least hint of a "pig in a poke" bargain. There is no lost time for the receiver of samples, and she has a guaranty of the truth of the text that goes with it.

Next to this method in efficacy, is the well made circular or booklet that anticipates the questions that the average person would ask in regard to the goods advertised.

Continually the cry goes up that the times are hard and money is scarce; but there is abroad in the land a very stubborn fact: At no time in the history of the United States have ordinary, common working men and women been such good judges of the clothes they wear, the provisions they eat and the household articles that make the comforts and conveniences of life. They know the value of what passes through their hands, and merchants are wise who, in writing their ads, allow for this intelligence.

MARGARET HOLMES BATES.

LOS ANGELES, CAL., Feb. 20, 1898.
FRANK V. DRAPER, Des Moines, Iowa.
Enclosed find fifty-four cents for your Directory with our name inserted therein.
WILSHIRE POSTING CO.

THE LARGEST FLAG.

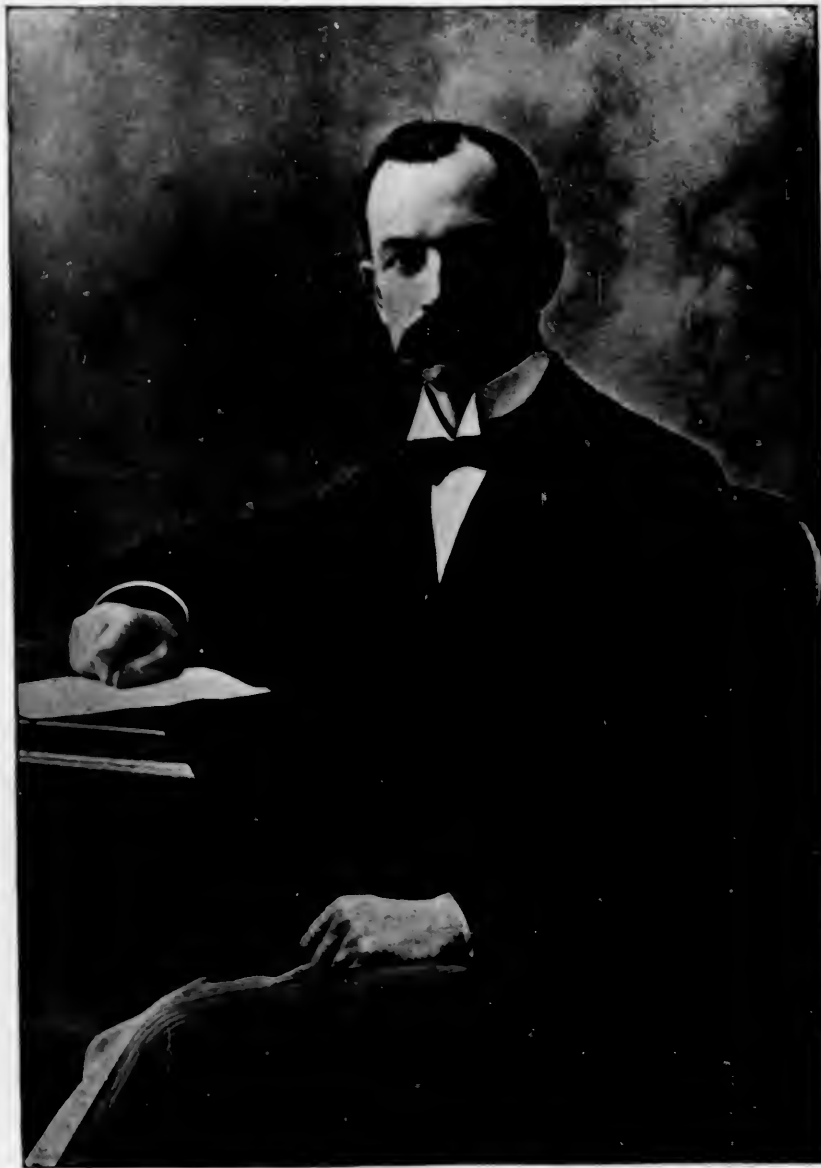
The biggest flag ever made is one of the features of the G. A. R. encampment at Cincinnati next September. Visitors will be treated to a sight of Old Glory on a scale of such magnificent magnitude that they will never forget it. We present a picture of it as it will appear.

The idea is a conception of the famous artist, Jo. Junk, superintendent of the art department of The Donaldson Lithographing Company. It is an innovation, a complete novelty.

The gigantic flag will measure 300 feet wide and 500 feet long. These proportions are necessary on account of the slope or slant of the hill on which it is pegged down. Each one of the stripes will be 30 feet in width. It will be displayed on the side of Walnut Hills, and visitors will view it from the Kentucky side of the Ohio at Bellevue, Ky., which is fifteen minutes from Fountain Square, Cincinnati, by trolley.

The firm of Thomson & Vandiveer, who make the circus tents for the world, will construct and anchor it.

Mr. Junk has received many letters regarding the flag from all over the country. It is attracting a most tremendous amount of attention.



GURDON, W. WATTLES.
President Trans-Mississippi Exposition, Omaha, Neb.

charging some of his clerks. In the nick of time a friend, and he must have been a born advertiser, came to the rescue. He advised a hand-bill that should announce the cheapness of this bankrupt stock. Hand-bills had already been used, but with no very startling results. The friend added but one item. This was the headline, "Who's Your Atter?" Throughout the bill the h's were omitted when speaking of the goods. They were all "A's." There were "Youths' Silk A's," "Best Beaver A's," "Ladies' Riding A's," "A's for the country," etc. The remainder of the advertisement was in faultless

the shopkeeper and his clerks, and never forgot the place. The shop was known—it was famous. It was not to know the latest joke not to know the special "atter." This little trick lifted a very ordinary, plodding hatter into the prominence that led to wealth.

In striking contrast to these and other business tricks are the methods of first-class merchants of New York and other cities of to-day. Their circular letters or cards and booklets handed to in or outgoing customers are works of art. The circular letters that go through the mails show the latest styles of type on fine,

or posting done will be according to directions, and it returns are not what may be expected it will not be the fault of the distributor.

We are of the new school of bill poster; the distributors, and are not tied down to any city combination. Any one who desires to know our standing can refer to C. F. MASON, manager of the American Tobacco Company, San Francisco; A. F. Horstman, Cashier Citizens' Bank, Pass Robie; W. H. Steinhilber, Cincinnati, and Clemen E. King, Waukegan, Ill. HARRY GEAR, City and County Bill Poster and Distributor, Member of the I. A. of D.

Los Angeles, Cal., March 4, 1898.
Editor "The Billboard," Cincinnati, O.:
Dear Sir:—In response to your request for a formulation of my views upon the formation of a union of a few of the larger bill posters for protection against opposition plants, I venture to submit the following.

What we all want is a system that will cause any advertiser who posts with our opposition to know that he will absolutely and unquestionably be blacklisted throughout the United States, and we should all be frank and open enough to so avow. It will be objected that such blacklisting is unconstitutional and opposed to our American ideas, etc. To this I simply say hush! There is not a single manufacturing concern in this country that is meeting its competitors in the open field with simply the ordinary equipment of brains and capital that is making money. Competition is played out in the business world of to-day, and the man who is wise enough to realize the change and has been smart enough to shelter his business behind the fortress of a trust or monopoly is the only fellow who is making money.

The stock of the Standard Oil Trust is today selling on the market at a valuation of \$24,000,000, not because its assets would cost that much to duplicate, but because those assets pay interest on \$43,000,000. Before the formation of the trust those same refineries and appliances might have been in existence and been able to turn out exactly as much oil as to-day, but their selling value would not have been possibly even \$5,000,000. Why? Simply because the profits with competition would not have paid interest on \$5,000,000.

I may have \$100,000 invested in a bill posting plant, and if I have a monopoly I may make interest on a million, whereas if I have competition I may lose \$10,000 or more a year. In the one case I could legitimately consider my plant worth a million if I could make my monopoly permanent, but if I knew that opposition might any day destroy my earning power I might not consider it worth one per cent. of the cost.

This general argument applies to every business, but to none is it so applicable as to bill-posting. Now, all other fellows who have had any sense have formed their little trust and are making money. Shall it be said that the bill posters are such jackasses that they haven't sense enough to form their trust?

We are in the business not for our health nor for the other fellow's health. If we want to make money, let us pursue the methods that have been successful in other lines. We must be not only defensive; we must be aggressive. We must exterminate our opponents and competitors. Business is war; it is war without quarter. What does the sugar trust do when Arbuckle attacks it? It gets back at Arbuckle by starting a coffee plant. The Standard Oil Trust will spend \$10,000,000 to make me lose \$100,000. If I should dare start an oil refinery in opposition to them, we bill posters must be equally aggressive. We must form an organization that will exterminate any bill poster who dares oppose it. Let us follow in the footsteps of Rockefeller. We will first give all bill posters a chance to come into the fold and form the organization. Our arms will be wide and none so poor but we will accept them if they accept salvation when offered, but let the day pass and they reject our offers, then their sun is set. Very well; let it be assumed that the organization is formed. We agree with our patrons and they with us that none of their paper will go to any but members of the Union, and we further agree that posting will be done in the various cities at a certain maximum rate. For instance, we as a Union will say to the advertiser that the maximum rate for Los Angeles will be 9 cents for thirty days, but that nothing in the agreement will prevent Mr. Advertiser from getting Wilschire of Los Angeles to post for less if he can persuade him to do it.

In other words, the Union will agree to get the advertiser good posting done in various places at certain rates and as much lower as he can bargain for it. The only thing it will insist on is that he patronize none but Union bill posters. This is directly opposite to what we do now in fixing a minimum rate, and I think it has various advantages. It certainly will make the advertiser better satisfied, and I think if the bill poster feels certain that he as well as other members of the Union are sure of getting the paper anyway, that there will be no trouble about fixing prices high enough. I believe it is so difficult to detect secret cutting of price that I would not attempt it, and besides I think that most of the cutting is done either because of opposition actually present or the fear of it in the future. Remove the fear of opposition and prices will take care of themselves.

The next step in our programme is the important one. It is the aggressive step. I would commence war on any bill poster who dared take paper that was given to a non-Union bill poster. Suppose Curran of Denver would come into our Union and then some Snider Catsup paper was given to an opposition plant in Indianapolis and then Curran, after warning, should accept Snider Catsup paper. We would simply assess our members, and raise \$25,000 or \$50,000 if necessary and worry Mr. Curran with an opposition plant right in Denver until he would either go out of business or keep to his promise. Our opposition to him would have the immense advantage of getting all the Union paper, even if our locations were not as good as

Curran's, and his only hope of defeating us would be by getting large and serious defections from our ranks so that advertisers would know that they could post about as they pleased outside of us. Of course it is understood that my reference to Mr. Curran is entirely supposititious, and that I know if he ever came into any such Union he would never go back on his word. In fact, I do not think any of our members would go back on their word. Self-interest alone would be too strong, let alone the certainty of a Union opposition for punishment. I believe that such a Union on the lines laid down can be easily arranged, and moreover I think it can be done without in any way endangering the existence of any present organization. I think at least for the present that a Union of a few of the larger men will be easier to form and easier to handle than an attempt to take in every man who owns a brush and bucket in the United States. The smaller fellows will lose nothing by being left out temporarily, as they will get all the advantages with none of the burdens. I think such a Union as I suggest will have the great advantage of rendering it possible for more than one bill poster in a city to become members. There is no reason anyway why at beginning any reputable bill poster with a plant should not be admitted, as we will not guarantee members against cutting of rates against each other. For instance, Los Angeles might enter the Union with two members, and they still could be Union mem-

would give its support to the new member and exterminate the old one.

Now, Mr. Editor, I know well enough that bill posters will say that Wilschire is talking wild, that he is proposing the impossible, that his Union is illegal, etc. I reply that the same words were uttered by the members of every trust in existence to-day. That hardly a member but would have said the trust were an impossibility a few years before they were absolutely forced by industrial conditions to form a trust whether they wished to or not. There is not a single trust that is not a necessary trust. In each case bankruptcy would have overtaken the members had they not formed their trust. A state of chronic over-production is existing throughout the industrial world, and only those who can curtail production of their particular products and so prevent the flooding of the market and consequent demoralization of prices by forming a trust can possibly expect to make money.

We bill posters are all working for about the same national advertisers, and there are a good many more bill posters throughout the country than there are advertisers. The great national advertisers are few and can easily combine and confer as to the best tactics to follow to beat us. They are already doing it, and the time is at hand when we, too, must close up our ranks and meet the common enemy. Every day we delay forming such a Union means that so much money is lost, and uselessly lost. Such a Union is among the inevitabilities of our future, and



FRED. WATRIN.

Here is a likeness of one of the coming poster designers of the age, Fred Watrin, of New York, late of Portland, Ore. Some of the Gillin Litho Company's finest posters are from his pencil. Shonk's lithoed tin signs occasionally show a sample of his handwork, and many of Sam Hoke's latest posters were designed by Watrin. He especially excels in ornamental work. He is twenty-two, and a good fellow. After visiting the Paris Exposition in 1900, he expects to return to Portland, where a very flourishing sign business is being conducted in the name of Watrin & Son, Fred being the Son.

The Estienne Apprentice Printers' School at Paris was founded in 1880, and named in honor of Robert Estienne, one of the famous family of printers who were for 173 years, between 1501 and 1674, the leaders and arbiters of typography in France. It is a municipal institution, whose aim is to form skillful and educated workmen for the various arts and industries connected with the production of books, and has a staff of twenty-eight professors, nine for the theoretical and nineteen for the technical sections.

The first section embraces French, Greek, history, geography, elementary mathematics, geometry, the physical and natural sciences bearing on book industry and art, modeling, design and gymnastics, and must be taken by all pupils in their first and second years. The technical work is composed of one division for engravers, lithographers and gilders; a second for compositors, stereotypers, photographers and binders, and the third for type casters and typographical, lithographic and copper-plate machinists. Specialists in ornamental binding, lithographic designs, etc., give weekly lessons, and the instructors in every branch are men of the highest proficiency in their respective lines. Adult printers are also instructed gratuitously in evening classes. The number of pupils is limited to 250, all externes, and no females are admitted. Instruction is gratuitous, as is also the lunch, which is served in a well-furnished refectory. The course of study covers four years, and at the annual examinations of the first three years the best pupils receive savings bank books, with sums carried to their credit; fourth year winners being awarded good cash prizes and diplomas of honor. The buildings are large and elegant, with handsome grounds set off by flowers, grass and shrubbery. The twenty ateliers are fitted up with an ample supply of tools and raw material, and the annual cost of maintaining the institution is about \$50,000, which is assuredly well spent.

Hoff Bros., of 118 East Fourteenth Street, are doing some good, clean, descriptive work.

Hennegan & Co., of Cincinnati, have a new date, three sheets high, which is a novelty.

The Donaldson Litho Company had the immense Ringling Bros. order completed ten days before the time specified in the contract. Messrs. Ringling Bros. say that this is the first time this has ever happened, which speaks volumes for the facilities of the Donaldsons.

BILLPOSTER.

It Will Be Written as One Word Hereafter.

The Chicago Society of Proofreaders met at the Saratoga Hotel on the 10th of last month and, besides other business, made the most important addition to its Stylebook, under the title "One Word." The rule laid down is to consolidate all words formed by the addition of "re," "over," "under" and "sub."—National Printer Journalist.

Under this rule it will be "billposter" in the future. It has long been consolidated in England.

PUBLICATIONS.

"The Review of Reviews" wishes to be known hereafter as "The American Monthly." With the February number, McClure's Magazine was four years and nine months old. Its growth and circulation has been steady and marvelous. During the first nine months the average monthly edition was 24,561 copies; during the next twelve months it was 47,624. The following year showed a gain of very nearly 100,000, the average monthly edition being 147,769 copies. The year following this showed a gain of 11,000 copies a month, the average edition for month being 258,256. During the last twelve months the average has been 277,677 copies.

A still greater contrast can be shown by comparing the first four months with the last four, the average circulation during the first four being 18,508 copies, while the average during the last four was 312,811. The edition for October, 1895, was 125,000 copies; the edition for December, 1895, two months later, was 250,000; this extraordinary gain was made on account of the "Life of Lincoln." During the last few months the growth in subscriptions has been unparalleled in the history of the magazine. For weeks, subscriptions ran daily into the thousands; one day the total was 3,800.



FRED. WATRIN.

bers, although having a little war between themselves by cutting rates and raising rates and arguing the other little pleasantries of a bill-posting war. Naturally it would be the aid and duty of the Union to see that all cities with a double representative should as soon as possible end their differences by consolidation or otherwise, as the whole idea of the Union would be to establish a monopoly, not only for the United States, but for the United States and Canada. After things get moving and if two warring members from the same place did not harmonize without the Union's help, then the Union would appoint a committee to arrange peace, and moreover to enforce it by declaring one, and one only, to be the regular member, and by throwing the whole force of the Union to exterminate the other fellow. I think fair terms should first be offered him, payment on a generous basis, and then, if he refused, cut him down without quarter.

The finality would be that there would be but one member in each place, and that the Union would be so strong and aggressive that there would never be any fear of an opposition. The next step would be for the Union to have a grievance committee for advertisers to complain to for poor service. Our aim should be to furnish the best service at a fair price, and if any member, relying on the absence of competition, lets his efforts relax and gave advertisers good grounds for complaint, then this committee should investigate and if the member were found guilty he should be warned, and if he failed to notice the warning, then his membership should be sold to the highest bidder and the Union

we cannot dodge it, even though we wished. Let us meet the situation frankly and openly and come together and form a Union that will afford absolute and permanent protection to its members as long as the present competitive system of business endures.

I am faithfully yours, &c.
H. G. WILSHIRE.

THE INTERNATIONAL Bill Posting Association.

President Schaefer states that the membership fee of \$1 now being extended by the International will be withdrawn after June 1 next. This will render it operative but sixty days longer. He also says that the Detroit Bill Posting Company have joined. This concern claims to be able to handle 125 twenty-four sheets.

Many members, according to Secretary Sherer are urging the adoption of State Associations, and the matter will be considered at the next meeting.

President Schaefer says the next annual convention will be held in Chicago July 25 to 27.

Much interest in the organization is again being manifested by the members, and the outlook appears both bright and promising.

J. E. Williams' trademark for the association is very generally admired.

Sign Painters and Sign Manufacturers

On Feb. 1, Mr. Keenan, of the Columbus (N.J.) Council, introduced an ordinance...

The ordinance is a sweeping one, and makes it the duty of the director of public safety to enforce its provisions...

The first query that we shall attempt to answer this month comes from an old subscriber in far-away Australia...

We are again asked the question by another correspondent in reference to bear-hair brushes...

A correspondent of the Westminster Gazette writes: "The inscription over the public house in Lower Hartshay is not uncommon..."

This gate hangs well,
And hinders none;
Refresh and pay,
And travel on.

W. A. Brown, of Yoakum, Texas, is one of the pioneer subscribers of "The Billboard" in the Lone Star State...

Chas. Tamme, the bill poster at Las Vegas, New Mexico, styles himself an "old resident and a fixture"...

Of all the attempts, by writers and others, to teach sign painting by means of diagrams, drawings, etc., I do not remember of having ever seen anything on the analysis of letters...

enclosed by the curves of the letter S should never be equal in size. Always make the upper space smaller than the lower one...

The learner should not too closely copy another's style, if he wants to gain that freedom of expression so highly prized by the modern sign writers...

Carmine letters may be made by making the background with white lead, strongly tinted with Indian red...

Where Colors Come From.—India ink is made from burnt camphor. What puzzles me is why it is not made in this country...

That yellow, purple and white peace banner may have a quieting effect on the rest of the world...

Tombstone brushes for painting are made with a socket in place of a handle...

Sign painters' work is held in esteem by preachers, if not by city councils. Here is what an eminent divine has to say...

A perforating wheel is indispensable to the sign painter. All he has to do when copying a design is to lay the design on a piece of manila paper...

Many writers on sign painting maintain the idea that harmony of colors is what makes most valuable sign. Experience has taught us that advertising signs should have glaring contrasts...

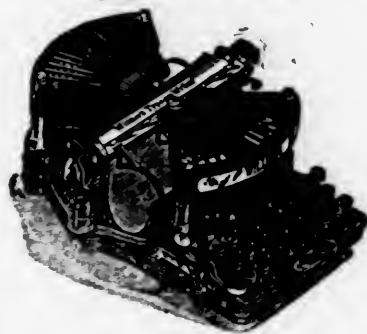


TIRRILL'S DOUBLE DECKER.

EVERY DISTRIBUTOR

Ought to own and operate a typewriter. It is money in your pocket, and gives weight and prestige to your letters.

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.

I have a relic in the shape of an old English sign which was sent to me some time ago by a subscriber. The date is 1822, and is remarkably well preserved...

The bird in its flight through the air is sustained only by its own efforts. If we wish to succeed we must work for it.

ROCHESTER.

We clip the following from Union and Advertiser, issue of March 11:

BILL POSTERS BEATEN.

In the case of the Rochester Bill Posting Company against the City of Rochester, Justice Nash has handed down a decision against the bill posters.

The case arose with the arrest of Robert West, an agent of the company, for putting up a bill board on Lake Avenue...

Application by plaintiff for an injunction was made, and the matter was argued before Judge Nash in Equity Term.

The following memorandum is filed with the clerk of the court:

"The rule seems to be well settled that an action in equity to restrain the enforcement of a city ordinance will not lie until the invalidity of the ordinance is first established in a suit at law..."

"In the latter, says Daniels, J., 'The ordinance not having been held in any proceeding at law to have been an unauthorized exercise of municipal authority on the part of the city, until a trial shall take place in which that result shall be secured...'"

Theodore Bacon appeared for the defendant and Assistant Corporation Counsel Foreman for the city.

ASSOCIATED

Bill Posters' Executive Committee Meets in New York—The Ramszy-Heverin Controversy Laid Over Until the July Meeting at Buffalo.

The Executive Committee of the A. B. P. met in New York March 22. Several members besides the committee attended the meeting...

As foretold in these columns, the Bill Poster, the official organ of the association, and Display Advertising were amalgamated. It is rumored that the name of the new paper will be "The Bill Poster and Display Advertising..."

It is also reported that the charges preferred by L. H. Raunsey against the Heverin Bill Posting Co., of Louisville, went over to the next general meeting at Buffalo in July.

The meeting was rather spiritless and devoid of enthusiasm. Campbell's lay-down, and especially his sacrifice of McManus, excited some little comment and mild surprise...

John Whelan, official solicitor at St. Louis, was expelled for cause. This action will be commended, despite the bad precedent it establishes.

On account of the severe illness of his nephew Eugene, Mr. Al. Bryan was not present.

AUBREY BEARDSLEY DEAD.

The English Artist and Writer Passes Away at Mentone.

London advices announce the death of Aubrey Beardsley, the English artist and draughtsman, March 17, at Mentone.

Mr. Beardsley, who was attacked early in 1896 with the pulmonary complaint that has terminated fatally, was born at Brighton in 1874 and educated at the Brighton Grammar School...

Beardsley took lessons at a school, and the first work which he offered for sale was a success.

He was elected a member of the New English Art Club in 1893, and subsequently he worked for various publishers. He designed a number of posters that attracted considerable attention...

WILLIAMSPORT, PA., Feb. 15, 1898. FRANK V. DRAPER, Des Moines, Iowa. DEAR SIR—Enclosed find fifty cents and stamps, for which send me a copy of the Directory with name inserted, and oblige, Yours for success, GEO. H. BUBB.

CONVENTIONS, Fetes, Celebrations, Etc.

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

ALBANY, N. Y.—Tenth Annual Convention Young People's Christian Union of United Protestant Church, Aug. 3 to 8, 1898. Thos. C. Atchinson, mgr.
ALBANY, N. Y.—A. O. U. of America, April 12 to 16.
ATLANTON, GA.—Manufacturers' Fourth Annual Tournament, Lou Ehrhardt, secy., April 13 to 15.
ATLANTA, GA.—Confederate Veteran Reunion, July 20 to 23.
ATLANTA, GA.—Semi-centennial celebration, May 4.
AUGUSTA, GA.—Merry-Makers' Association, April 25 to 30.
AUSTIN, TEXAS—Populists' Convention, July 27.
BALTIMORE, MD.—American Pharmaceutical Association, Aug. 29 to Sept. 12. James H. Bobbitt, secy., Raleigh, N. C.
BALTIMORE, MD.—Supreme Council of Chosen Friends, 3d Tuesday Sept., 1899. S. K. Wagner, supreme secy., Phila., Pa.
BALTIMORE, MD.—Tournament Baltimore Shooting Association, April 5 and 8.
BEDFORD, IND.—Bedford's Rod and Gun Club, Tournament, July 14 and 15.
BINGHAMTON, N. Y.—New York State Association of School Commissioners and Superintendents, November, 1898. Miss Cora A. Davis, secy., Whitesboro, N. Y.
BIRMINGHAM, ALA.—May Festival, May, 1898.
BOSTON, GA.—Art Floral and Industrial Association, Philomatic Hall, April.
BOSTON, MASS.—Catholic Total Abstinence Union, July.
BOSTON, MASS.—American Poultry Association, July 18, 1898.
BOSTON, MASS.—Sovereign Grand Lodge, I. O. O. F., 1898.
BOSTON, MASS.—New England Sportsmen's Exhibition, March 14 to 26. Secy., 216 Washington St., Boston.
BOSTON, MASS.—Ancient Order Hibernians, July, 1898. Jas. O'Sullivan, nat. secy., Philadelphia, Pa.
BOSTON, MASS.—Mid-Summer Meeting American Whist League, July 11. Hotel Vendome, Pres. Mandell, Detroit.
BOSTON, MASS.—Massachusetts Charitable Mechanical Association, October and November.
BOSTON, MASS.—New England Baby Show Association, March 14 to 19. 26 Hromfield St.
BOSTON, MASS.—American Street Railway Association, September or October.
BOWLING GREEN, KY.—100th Anniversary Celebration, March.
BROOKLYN, N. Y.—Food Exhibition, March 9 to April 6. T. H. Noonan, Mgr., New Rochelle, N. Y.
BUENOS AYRES, ARGENTINE REP.—Celebration Latin-American Congress, April 10 to 20.
BUFFALO, N. Y.—Baptist Young People's Association, July.
BUFFALO, N. Y.—New York State Bill Posters' Association Convention, July 11.
CANAJOHARIE, N. Y.—Canajoharie Gun Club's Tournament, May 30.
CANISTEO, N. Y.—Steuben County Firemen's Association, During summer.
CAYUGA ISLAND, near Niagara Falls—Pan American Exposition, May 1 to Nov. 1. Hon. W. Caryl Ely, Director; R. C. Hill, secy., Buffalo, N. Y.
CELERON, N. Y.—Photographers' Convention, July 11 to 16.
CHARLESTON, MASS.—17th of June Carnival Association, June 17. Edw. W. Presho, pres.; Wm. S. Tolman, secy.
CHATTANOOGA, TENN.—Spring Festival, May 3 to 5.
CHAUTAQUA LAKE, N. Y.—American Association of Librarians, 1898. McVilvie Dewey, secy., Albany, N. Y.
CHICAGO, ILL.—American Trotting Register Association, April.
CHICAGO, ILL.—International Association of Distributors, July 19 to 22. W. H. Steinbrenner, secy., Cincinnati.
CHICAGO, ILL.—National Editorial Association, September.
CINCINNATI, O.—National Association of Master House and Decorators of the United States, February, 1899.
CINCINNATI, O.—American Foundrymen's Association, June 8 to 10.
CINCINNATI, O.—Annual Convention of Master Horsehoers, Oct. 11, 1898. W. J. Moore, secy., Pittsburg, Pa.
CINCINNATI, O.—Triennial Meeting General Grand Chapter, September, 1900.
CINCINNATI, O.—Sangerfest Jubilee, 1899.
CINCINNATI, O.—Catholic Knights of Ohio, 1898. James A. Dalley, secy., Toledo, O.
CINCINNATI, O.—Grand Council, R. A. M., Sept. 27, 1898.
CINCINNATI, O.—National Encampment G. A. R., Sept. 5 to 10.
CINCINNATI, O.—Grand Chapter, Sept. 28 and 29, 1898.
CINCINNATI, O.—American Foundrymen's Association, May, 1898.
CINCINNATI, O.—National Embalmers' Association, 1898.
CINCINNATI, O.—Supreme Council Ancient Accepted Scottish Rites, Sept. 20, 1898.
CINCINNATI, O.—Beta Theta Pi Fraternity Annual Convention, July, 1898.
CINCINNATI, O.—Wholesale Saddlery Association, Oct. 27 to 29.
CINCINNATI, O.—National Laundrymen's Association, 1898. H. W. Stoer, Cleveland, Ohio.

CINCINNATI, O.—Grand Court, Ohio Foresters, 1898.
CINCINNATI, O.—National Convention of Eticoulonists, June 27 to 30, 1898.
CINCINNATI, O.—Y. M. C. A. Golden Jubilee, 1898.
CLEVELAND, O.—Brewmasters' National Association, September, 1898.
CLEVELAND, O.—Fifth Annual Tournament Cleveland Target Company, June 15 to 17.
COLUMBUS, O.—State Encampment, G. A. R., May 18 and 19.
COLUMBUS, O.—Masonic Grand Lodge, October, 1898.
CONCORD, N. H.—Encampment of N. H. Department, G. A. R., April 13 and 14.
COUNCIL BLUFFS, IA.—Interstate Sheriffs' Convention, June 14 to 16, 1898. W. C. Davenport, secy., Sioux City, Ia.
CRAWFORDSVILLE, IND.—Gun Club Tournament, Chas. E. Lacy, secy., May 18 and 19.
DAVENPORT, IA.—The Sangerfest of the Northwest, July 28 to 31.
DAYTON, O.—Fairview Park, Jas. Granbaum, Mgr.
DAYTON, O.—Southern Diocese of Ohio Convention, Bishop Vincent, Chairman, Cincinnati, O.
DENVER, COL.—American Medical Association, June 7 to 10.
DENVER, COL.—Biennial Convention of the General Federation of Women's Clubs, June 23 to 27.
DENVER, COL.—American Medical Association, June.
DENVER, COL.—National Dairy Commissioners' Association, August.
DERBY, CONN.—Field Day, Brigade, W. R. K., May.
DES MOINES, IA.—C. W. Budd's Trap-Shooting Tournament, April 19 to 22.
DETROIT, MICH.—National Evangelization Union, 1898. Rev. F. Mason, secy., North New York.
DETROIT, MICH.—American Society of Civil Engineers, July, 1898.
DETROIT, MICH.—International Association of Coupon Ticket Agents, September, 1898.
DETROIT, MICH.—Quarter-Centennial Celebration Michigan Board of Health, July 30.
DETROIT, MICH.—National Association of Credit Men, June, 1898.
DETROIT, MICH.—Convention of National Association of Credit Men, June.
ELMIRA, N. Y.—Independent Order Odd Fellows, August, 1898.
ELMIRA, N. Y.—National Convention of Police and Alarm Superintendents, Aug. 9 and 10.
EVANSVILLE, IND.—First Convention of State Paetriaic Society, May. Dr. P. I. Barcus, pres., Crawfordsville, Ind.
FINDLAY, O.—Magantrap Gun Club's Tournament, June 8 and 9. O. B. Marion, secy.
FREDERICK CITY, MD.—United Brethren Church of United States and Europe Centennial Celebration, 1901.
GEORGETOWN, S. C.—Mayors' Convention, May 10 to 12, 1898.
GRAND RAPIDS, MICH.—Railroad Master Blacksmiths' National Convention, 2nd Tuesday September, 1898. D. D. Garbrandt, secy., Atchison, Kas.
GUADELUPTEN, O.—Centennial Celebration, September.
GUERNEVILLE, CAL.—Water carnival.
HARTFORD CITY, IND.—Hartford City Gun Club's Tournament, April 5 and 6.
HARRISBURG, PA.—Traveling Men's Club, February, 1899. Fred L. Morgenthaler, secy.
HOUSTON, TEXAS—Afro-American Fair.
HUTCHINSON, KAS.—Kansas Musical Jubilee, May 21 to 27. B. S. Hoagland, secy.
INDIANAPOLIS, IND.—Conclude of the Supreme Lodge, K. of P., Aug. 25, 1898.
INDIANAPOLIS, IND.—Convention Improved Order of Red Men, Sept. 13, 1898.
INDIANAPOLIS, IND.—National Laymen's Convention, M. E. Church, October, 1898.
INDIANAPOLIS, IND.—National Convention Epworth League, 1899.
INDIANAPOLIS, IND.—National Prison Congress, September, 1898.
INDIANAPOLIS, IND.—League of American Wheelmen, Aug. 9 to 13.
INDIANAPOLIS, IND.—Hazing meet, L. A. W., Aug. 9 to 13.
INDIANAPOLIS, IND.—Indiana Trap Shooters' League Annual Tournament, June 14 and 15. Under auspices of Limited Gun Club.
KANSAS CITY, MO.—Colored Baptists, September, 1898.
KANSAS CITY, MO.—American National Baptist Convention.
KANSAS CITY, MO.—National Harness Manufacturers' and Dealers' Protective Association, Sept. 13 to 15.
KANSAS CITY, MO.—American Federation of Labor, December, 1898. Frank Morrison, secy.
KANSAS CITY, MO.—National Building Trades' Council, 1898. W. H. Steinbiss, secy., St. Louis, Mo.
KANSAS CITY, MO.—Missouri State Fish and Game Protective Association Tournament, May 16 to 21.
KANSAS CITY, MO.—Missouri State Fish and Game Protective Association, May 16 to 21.
KNOXVILLE, TENN.—May Festival, May 2 and 3. Mr. Atkinson, mgr.
LITTLE ROCK, ARK.—State Democratic Convention, June 21.
LOS ANGELES, CAL.—La Flesta, May 2 to 7.
SANTER, S. C.—Democratic State Convention, May.
LOUISVILLE, KY.—Junior Order United American Mechanics, June 21 to 24, 1898. Edward S. Deemer, nat. secy., Philadelphia, Pa.
LOUISVILLE, KY.—Salesmen's Benevolent Association, July.
MACON, GA.—Diamond Jubilee Carnival, October.
MADISON, WIS.—State Semi-Centennial Celebration, June 7 to 9, 1898. Reuben G. Thwaites, secy., Madison.
MATTOON, ILL.—I. O. O. F. of State of Illinois Lay Corner Stone, May 25.
MEXICO, MO.—State Industrial Exposition, Dec. 12 to 17, 1898.

MILWAUKEE, WIS.—State Semi-Centennial Celebration, June 27 to July 2. Reuben G. Thwaites, secy., Madison.
MILWAUKEE, WIS.—National Catholic Teachers' Convention, Aug. 2 and 4. Address Catholic Normal School, St. Francis, Wis.
MILWAUKEE, WIS.—National Hardware Association, Nov. 16, 1898.
MILWAUKEE, WIS.—Convention of United Typothetae, Aug. 23 to 26.
MILWAUKEE, WIS.—Bicycle Pageant, June 27, 1898.
MONTGOMERY, ALA.—State Democratic Convention, April 20.
MT. CLEMENS, MICH.—Convention of Gas Men, May 19 to 21, 1898.
MUNCIE, IND.—Post R. Travelers' Protective Association, April 6 and 7.
NASHVILLE, TENN.—International C. E. Convention, July 5 to 12. B. F. Alexander, secy.
NEW BRITAIN, CONN.—State Encampment, G. A. R., May 11 and 12.
NEW ORLEANS, LA.—Southern Association Amateur Athletic Clubs, May 14.
NEW ORLEANS, LA.—B. P. O. Elks Convention, May 10.
NEW ORLEANS, LA.—Brotherhood of R. R. Trainmen, May, 1899.
NEWTON, VT.—Oat races, Decoration Day.
NEW YORK CITY—National Sculpture Society, 1898. Mr. Harr Ferree, secy., 112 Wall Street.
NEW YORK CITY—National Charity Conference, Carnegie Hall, May 18 to 25. Jos. H. Choate, pres.; J. H. Schiff, treas.
NEW YORK CITY—Greater New York Celebration, May 4 to 6.
NEW YORK CITY—National Music Teachers' Association, 1898. James P. Keough, secy., New York City.
NEW YORK CITY—Electrical Exhibition, May 2 to 31. Marcus Nathan, Gen. Mgr., 15 Cortland Street.
NEW YORK CITY—Grocers' Exhibition, October. J. W. Callahan, Managing Director.
NEW YORK CITY—International Health Exposition—New York—Synagogue Fund Fair, April 18 to 23. A. H. Seckel, secy.
NEW YORK CITY—Birthday Celebration, May 4 to 7. Fifth Avenue Hotel, Headquarters.
NEW YORK CITY—Society of the Cincinnati, May, 1899.
NEW YORK CITY—Archbishop Corrigan's Jubilee, May 4. Bishop Farley, pres.
NIAGARA FALLS—Pan-American Exposition, May 1 to Nov. 1, 1899. R. C. Hill, secy., Buffalo, N. Y.
OMAHA, NEB.—Supreme Council, Ancient and Accepted Scottish Rite, Southern and Western Masonic Jurisdiction, October, 1898.
OMAHA, NEB.—National Association of Postal Clerks, June 1, 1898. G. A. Wood, secy., West Medford, Mass.
OMAHA, NEB.—Sons of Veterans' National Encampment, September, 1898. Charles K. Darling, Commander-in-Chief.
OMAHA, NEB.—National Eclectic Convention, 1898.
OMAHA, NEB.—American Institute of Homoeopathy, June, 1898.
OMAHA, NEB.—National Road Parliament, 1898.
OMAHA, NEB.—Annual Convention National Republican League, June 14 to 16.
OMAHA, NEB.—Louisiana Press Association, 1898.
OMAHA, NEB.—Surgical and Geneological Association, Dec. 26 to 29. G. H. Simmons, secy., Lincoln, Neb.
OMAHA, NEB.—Tournament, Nebraska State Sportsmen's Association, May 24 to 27. F. Parmelee, secy.
OMAHA, NEB.—American Institute of Homoeopathy, June.
OTTAWA, KAS.—American Public Health Association, September, 1898. Dr. C. O. Probst, secy., Columbus, O.
PALMYRA, MO.—Missouri Amateur Shooting Association, Eighth Annual Tournament, W. W. Bates, secy., July 19 and 21.
PARIS, FRANCE—National Editorial Association, 1899.
PARKERSBURG, W. VA.—Tournament, W. Va. State Sportsmen's Association, June 8 to 10.
PATCHOGUE, L. I.—New York Press Association, July 1.
PEORIA, ILL.—Illinois State Sportsmen's Association Tournament, June 7 to 11.
PERU, IND.—Peru's Gun Club Second Annual Tournament, April 27 and 28.
PHILADELPHIA, PA.—German-American Journalists' Association, Date not decided.
PHILADELPHIA, PA.—National Association of Agricultural Implements and Vehicle Manufacturers, 1898.
PHILADELPHIA, PA.—Food Show, Second Regiment Army, Autumn, 1898.
PITTSBURG, PA.—Heron Hill Gun Club, April 13.
PITTSBURG, PA.—Grand Encampment of Knights Templars, 2d Tuesday in October, 1898. W. B. Melish, Fr. Junior Warden.
PITTSBURG, PA.—Biennial Convention of the Knights and Ladies of Honor of Pennsylvania, 1899. Grand secy., Fred Voelcker, Philadelphia.
PLATTE CITY, MO.—Gun Club's Annual Spring Tournament, April 7 and 8.
READING, PA.—Celebration 150th Birthday, June.
RICHMOND, IND.—National Conference of Friends, August, 1898.
RICHMOND, VA.—Association of Railway Superintendents of Bridges and Buildings, Oct. 18.
ROCHESTER, N. Y.—New York State Association for Protection of Fish and Game, Tournament, June 20 to 24.
ROCHESTER, N. Y.—Jubilee Celebration of 50th Anniversary of Spiritualism, June 1 to 8, 1898.
ROCK ISLAND, ILL.—Union Veterans' Union, 1898. Gen. H. L. Street, Commander-in-Chief, Washington, D. C.
SANDUSKY, O.—Master Painters' and Decorators, July 26 to 28.
SAN FRANCISCO, CAL.—Northern Baptist Convention, 1899.
SAN JOSE, CAL.—July Festival of Truvers of Pacific Coast, July 9 to 12.

SAN RAFAEL, CAL.—Rose Carnival, April 28 to May 1.
SANTA ROSA, CAL.—Rose Carnival and State Meeting K. of P. May.
SARATOGA, N. Y.—National Car Builders' Association Convention, June 15.
SAVANNAH, GA.—Travelers' Protective Association Convention, April 11 to 14.
SCHNEVUS, N. Y.—Otsego County Firemen's Association, July 29 and 31.
SHILLINGTON, PA.—Tournament Pennsylvania State Sportsmen's Association, March 29 to April 1.
SIDNEY, OHIO—Ohio Hill Posters' Association, May 10 and 11.
SIoux CITY, IA.—Soo Gun Club's Fourth Annual Tournament, June 21 to 23.
SPRINGFIELD, ILL.—Illinois Sheep Breeders' Association, Nov. 16 to 18. John G. Springfield, MASS.—State Encampment G. A. R., 1899.
SPRINGFIELD, O.—Master Plumbers' Convention, 1899.
ST. JOSEPH, MO.—Jubilee, April 13 and 14. A. P. Clayton.
ST. LOUIS, MO.—Wholesale Drug Association National Convention, October, 1898.
ST. LOUIS, MO.—Carriage Builders' National Association, September, 1898. H. C. McLean, secy., Wilmington, Del.
ST. PAUL, MINN.—Minnesota Retail Hardware Association, J. W. Clark, secy., Minneapolis, Minn., 1899.
Springer, secy., Springfield, Ill.
SYRACUSE, N. Y.—Semi-Centennial, Oct. 11 to 17, 1898.
SYRACUSE, N. Y.—Women's Haplist Foreign Mission Society, April 10.
TOLEDO, O.—Letter Carriers' National Convention, Sept. 5, 1898.
TOLEDO, O.—Grand Army of the Tennessee, 1898.
TORONTO, ONT.—Annual Convention Keeley League, August, 1898. Chas. J. Paddock, secy., 269 Dearborn St., Chicago, Ill.
TORONTO, ONT.—Carnival, July 18.
TRENTON, N. J.—Annual Convention Ancient Order of Hibernians, June 27.
TROY, O.—Convention of Ohio Spanish Merino Sheep Breeders' Association, April 20. John S. Dustin, pres., Granville; Wesley Bishop, secy., Troy, O.
UTICA, N. Y.—G. A. R. State Encampment, May 18 and 19.
WASHINGTON, D. C.—National Educational Association, July 9 to 14. Irwin Shepard, secy., Whona, Minn.
WASHINGTON, D. C.—National Educational Association, July 7 to 13. Arthur O'Neill, secy., 1410 G St.
WASHINGTON, D. C.—Knights of Malta Annual Convention, Oct. 17 to 21.
WATERLOO, IA.—Waterloo Gun Club's Tournament, May 18 to 20.
WATERBURY, CONN.—Hibernian Celebration, May 23.
WHEELING, W. VA.—Reunion of the Society of the Army of West Virginia, September, 1898.
WILLIAMSPORT, PA.—Union Veterans' Legion, 2d Wednesday, October, 1898.

Reduced to \$1.00, 68 pages.

Business The Office Paper

A copy mailed free on mentioning this advertisement. BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising Economics Finance, Transportation, Commerce, Manufacturing, Insurance Credits, Collections and their Management. To read BUSINESS is a liberal commercial education in itself. The office of BUSINESS is to be in every office. Monthly, \$1 a year. Size, 8x10. BUSINESS PUBLISHING CO., 13 Astor Place, New York.



Hulls Strawberries, Gooseberries, Black Currants, etc. You press it. It does the rest. Also used as a stitch picker. Saves time. Stained fingers. Seeds under finger nails, leaves berries intact for table use. We want agents, general agents and trade to send 5c stamps for sample, terms, circulars free. Satisfaction guaranteed. Address at once, HULLER CO., Box N, South Natick, Mass.

Setter Bros. & Co. Engraving Blocks, Rule, Reglet, Lumber. Collins Center, N. Y. Press Clippings.

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars. N. E. Newspaper Bureau, 146 Franklin St., Boston.

WHAT'S THIS?

Well, Well, Well!

Bryan & Co., of Cleveland, tried to get Chapman, of Cincinnati, to give them thirty days' guaranteed showing for 4 cents. The Association price is 12 cents. Bryan & Co. wrote a very ingenious letter. We have a customer, they said, who is willing to post your city, provided he can get thirty days' showing guaranteed for 4 cents. We do not ask you for lists. All we want is a guaranteed showing, etc.

In view of the fact that Al. Bryan is a member of the Executive Committee, and Chas. Bryan is Treasurer of the A. B. P., this break on their part is laughable, to say the least. If any one had made a proposition like the above to Bryan & Co. their indignation would have known no bounds.

Chapman did not enjoy the idea of being taken for a sucker, and handed the Cleveland firm a few warm ones. It is safe to say that if the paper is posted in Cincinnati it will be at regular association rates.

SOLICITORS.

A correspondent, writing in a personal letter to the editor of this paper, arraigns the Executive Committee of the A. B. P. most eloquently for their attitude toward solicitors. We quote from his letter as follows, viz.:

* * * Never again should a solicitor be allowed on the Executive Committee. I deemed it unwise when it was done. I foresaw at the time that it would make trouble.

* * * The members of the A. B. P. want more solicitors, not less. I cannot see how Carroll, Leonard and Bryan ever allowed such a precedent to be established. If it is true that Pratt and O'Malley really favor a contraction of the number of solicitors, then the three before-mentioned should have presented a minority report, opposing it.

* * * I thought at one time that solicitors should be members of the association, but I do not think so now. While at first blush it would seem desirable to have the association designate all reliable solicitors by recognizing them officially, it really is not. Solicitors have got to start in business like other folks. Their business has to have a beginning. They have to start in a small way and comparatively unknown. They cannot start with an established credit and a big business ready made. Manifestly, then, they will never be able to start at all if the present attitude of the Executive Committee is allowed to prevail.

* * * Bill posters want, need, and must have more solicitors. In order to get them, we must encourage them, especially beginners, with both commissions and credit. By all means, let us build up and increase the number, instead of reducing it. If the bill posters ever adopt any other course they are a lot of fools. The associated Bill Posters is an association of bill posters, and should be conducted in the interest of bill posters, and not as it now is, almost entirely for the benefit of a few solicitors.

CHANCES FOR GOOD MEN.

For some two or three months "The Billboard" hacked away on the wretched service advertisers were getting in Savannah, and finally it was the means of securing a good firm to go to that city and put in a good service. And the new firm is doing so well, though only two months old, as to be already accepted as members of the association.

For some months "The Billboard" has been receiving frequent complaints from advertisers and agents and other bill posters of the difficulties experienced in getting work done, or of receiving reports of any kind, from quite a number of towns, among them Little Rock, Ark.; Newburg, N. Y.; Charlotte, N. C.; Durham, N. C.; Hopkinsville, Ky., and Michigan City, Ind.

This is not a complete list, but complaints seem to be the loudest against these particular towns. Believing that one bad bill poster can do the craft more harm than a hundred good ones can counteract, "The Billboard" will consistently do all in its power to secure a good concern in each of the towns named above, unless it shall receive assurances from the "present incumbents" that they propose to mend their ways at once. Any bill poster looking for an opening may address us for further information in regard to the above towns.

Publicity reaches us in many forms. All are good, some are better than others, and which is best is an undecided problem. The well-composed, handsomely printed circular has its uses, the booklet is here to stay, while the poster and bill board are with us always. There should be no fight between the newspaper and these forms of reaching the people; each has its individuality, and circumstances must govern which in dum shall be used. The press, with few exceptions, has fought the bill boards, but during the fight the boardings have steadily increased, both in value and popularity, alike with advertisers and the public. As proof that the press has been convinced of its folly and knows what good advertising is, we would call attention to the fact that the leading New York dailies, the Journal, World, and Herald, have been trying to see which could place the loudest posters. The boardings of Greater New York have been taxed to accommodate the 28-sheets of these rival papers. That some posters are not just what they should be, no one denies, but the same can be said about advertisements of patent medicines appearing in family journals. Abuses are found in many places, but the good is far in the lead and the modern poster, as an educator to a higher art, is here to stay.—Up-to-Date Ideas, Grand Island, Neb.

BROOKLYN.

The employees of the American Bill Posting Company desire to express themselves as in hearty sympathy with the idea of a monument to the heroes of the battle ship Maine, and not only to contribute of their wages for a monument, but to enlist and fight the assassins.

MINNEAPOLIS.

It will probably be many a long day before Minneapolis has another bill poster war. The last one was rather spectacular, and was greatly enjoyed by the public while it was in progress, but now all that is at an end. Many articles of incorporation were filed with the register of deeds which will prevent anything of the kind in the future. The new company, which is virtually a consolidation of those already in the field, is known as the "Minnesota Advertising Company," and its business is the erecting and maintaining of bill boards throughout Minnesota. The incorporators are Messrs. Scott, Hreslaue, Gunning, Sherer and Marson; and the capital stock is \$50,000. The company will not interfere with the old-time bill posting, but will control practically all of the boards on which are painted bulletin ads all over Minnesota.

C. C. Maxwell, of Lincoln, Ill., is making a strong bid for local commercial patronage.

DENVER.

At a meeting of the Fire and Police Board March 11 the Mayor notified the board that he had not approved the bond of the Curran Bill Posting Company, required by the ordinance, of \$10,000; that Curran had presented a receipt for a fee paid a bond and surety company, but had not yet presented the bond, so that he could not pass upon it. The board has not passed on Curran's petition for license, neither has it denied said petition, but will proceed to take action as soon as he files the bond required by the ordinance. In the meantime he has no right to erect new bill boards, but he goes right on erecting them with cheerful energy. The fact is, all the recent hullabaloo has died out. The Curran Company has won out, as they deserved to.

OMAHA, NEB.

Mr. F. D. Jones, Secretary, and G. A. Livingston, one of the Chicago representatives of the R. J. Gunning Company, have been here inspecting the displays, being placed there for "Schlitz Beer," "Price Baking Powder," "Syrup of Flgs," "Cudahy's Soap," etc. Omaha is an attractive field just now for display advertisers, and Mr. Jones reports great activity in their line.

Mark Hanna received one vote in our contest this month. He is a good man, but not suitable.



JOHN T. WILLIAMS.

SAN FRANCISCO.

If you want to see a real timely letter, look at the correspondence from Mansfield, Pa., in the February Bill Poster. By the way, your March issue beat the February issue of the Chicago Wheeze here by two days.

The Penny Press of this city, in their issue of March 2nd, pay Selbe & Green a long and handsome compliment, which winds up with the following deserved testimonial: "We might add in closing that we have known Messrs. Selbe and Green for a number of years, and have never in all that time heard their word questioned. What they promise the advertising world may be relied on. When they say that they own and control the largest and best located billboards in this city, rest assured that they do. And when they state that you cannot have access to several towns in this State, except through them, be assured that they state facts. Selbe & Green are not of the windy, effervescent character. They say what they mean and mean what they say."

The indefinite postponement of the ordinance by which the Board of Supervisors proposed to license signs, projecting windows, and sidewalk basements, has finally put an end to one of the most ridiculous pieces of legislation ever attempted in San Francisco. There was no sense whatever in this proposition. The only wonder is that the rational members of the board ever dignified it by giving it consideration.

Our new one-cent daily died March 3, after four consecutive issues.

JOHN T. WILLIAMS.

After many moons, we have finally succeeded in getting hold of a portrait of John T. Williams, bill poster at Portland, Ore., and present it herewith.

Mr. Williams hails from New England. He was born at North Andover, Mass., fifty-five years ago. His youth was spent chiefly in Lawrence, Mass., just across the river from North Andover.

At the beginning of the late rebellion Mr. Williams responded to the first call for troops and was in the famous Sixth Massachusetts, through Baltimore. He re-enlisted in the Twenty-sixth Massachusetts, and served until the end, being discharged in Savannah, Ga., in August, 1865.

He went to Portland in 1869, and secured control of the boards. The service which he has conducted ever since is among the very best in all America.

No one stands better in his community, and no one is more highly spoken of among advertisers.

W. L. Mildrum & Co., of Yonkers, N. Y., have issued a neat circular letter, which is sent out in company with a very nicely arranged list of locations of their boardings, in Yonkers, Hastings, Dobbs Ferry, Irvington, Sing Sing, and Croton, N. Y. Both the circular letter and the cover of the location list are a peculiar tint of green-gray that is at once odd and pleasing. Mildrum has a knack of doing things cleverly. The result of his faculty in this instance is most happy.

BRIDGEPORT, CONN.

An interesting case was tried before Justice William Eberling March 3. It tended to develop the trial into an inquiry as to the value of a quantity of lumber used in the construction of a bill board erected some time ago.

George Kalso, whose place of business is on the corner of Knowlton and William streets, recently the Park City Posting and Transfer Company, which is comprised of Harry O. Mills, Seelye Rowland and George Lamb, called upon Kalso and procured a lease of a large bill board which had previously been erected at this corner. The Park City Posting and Transfer Company was organized for the purpose of posting display bills of theatrical companies and display advertisements of such concerns as desire to bring their goods before the public eye by means of the numerous bill boards located about the city. The concern controls a large number of these boards, and does an extensive business.

Shortly after giving the lease to the afove company, Kalso was surprised by a call from H. H. Jennings, who desired to know the meaning of Kalso's leasing the board to the Park City Company when he had previously leased it to the former Bridgeporter for five years. Kalso said that he presumed Jennings had given up his local business when he went to Hartford and therefore he re-leased the board. Mr. Jennings, however, soon made Kalso understand that his lease was still valid and that the mere fact of his having moved to another city did not compel him to surrender it. He informed the local concern that he controlled the exclusive privileges of the bill board and that hereafter they must not use it without his consent.

The officials of the Park City Company thereupon visited Kalso and asked for damages, stating that they had spent a sum of money in enlarging the over-leased board, and Kalso, realizing his mistake, agreed to right the wrong and pay the amount expended. He could not agree with the company, however, on the amount of damages asked. The bill posting concern asked for \$20, and Kalso, believing that this was too much, refused to pay, whereupon the company instituted suit through their attorney, Judge W. H. Conroy, who appeared for them this afternoon. E. A. Bartlett represented Kalso. Bridgeport Standard.

LOS ANGELES.

"The Billboard" for March got here two days before the February edition of the official organ arrived.

The enforcement of the ordinance prohibiting the erection or maintenance of signs which project over the sidewalks has elicited some strenuous opposition from merchants and others interested. The present ordinance applies alike to all classes of business, differing in that from the previous ordinance, which exempted newspapers and theatres. A petition has been filed with the City Clerk and will be presented to the Council on Monday, asking that the existing ordinance be so amended as to again exempt theatres. The purpose is to allow the theatres to retain their bill boards on the curb.

This proposition has evoked some opposition, the objectors asserting that such an exemption of a single line of business would be an illegal discrimination.

Mrs. P. Yorba, of this city, was arraigned before Justice Morrison March 2 on the charge of malicious mischief. She gave the Los Angeles Bill Posting Company permission to erect bill boards on her premises, but after the boards were up she repented of her contract and requested the company to remove them. This the company refused to do. Mrs. Yorba then hired some men, who removed the obstruction for her. Her arrest on the charge named followed. Her attorney, Hugh J. Crawford, moved that the case be dismissed, on the ground that the court had no jurisdiction. The motion was overruled.

Chief Glass has issued orders to his force to strictly enforce the ordinance relative to bill boards along the public streets. This will mean the removal of all sign boards now standing along the sidewalks wherever such signs are higher than ten feet. Signs of greater height must be removed back from the sidewalks at least thirty feet.

CHICAGO.

P. T. Schaefer, of the Chicago Bill Posting Company, has been elected a member of the Associated Advertisers' Club, of this city.

Burr Robbins, of the American Bill Posting Company, returned March 15 from a tour of California and Mexico. H. C. Campbell, of the same concern, left March 19 for New York.

Mr. Ezra Newton, for some time past in charge of the Bureau of Promotion of the R. J. Gunning Company, has severed his connection with that concern. Mr. Newton's experience while with that company eminently qualifies him for his new venture—advertising literature, booklets, etc.

Donald G. Ross, Eastern representative of the R. J. Gunning Company, and C. B. Colver, in the Business Building Department of the same concern, were in the West for a few days on matters pertaining to their territory.

New ads, noticed on the "Gunning System" of bulletin boards are those of the "Pingree" shoe, "Jetum," "Sterling Cycle," Plow Saddle, and "Crown Piano."

Siegel, Cooper & Co. have placed a large order with the R. J. Gunning Company for a line of special bulletin boards on the West Division of Chicago. On these boards are to be displayed at regular intervals announcements of special sales, which is an innovation in this style of advertising. Its results will be closely watched, and commented on later.

THE A. A. F. E.

What It Is—Secretary Fleming Defines Its Scope and Objects.

The American Association of Fairs and Expositions is open to membership for boards and societies throughout the United States and Canada who have the management of annual State fairs and industrial expositions. County and district fairs are not eligible to membership, but representatives of these are welcomed to the meetings of the association, and are permitted to participate in the general discussions. Pure food shows are not eligible to membership, because they are not held under the management of regular organizations and are not annual occurrences under specific management.

The object of the American Association is to discuss matters pertaining to fair and exposition management and to exchange views as to the success or failure of particular methods; to advance new ideas for promulgation and to formulate and recommend rules for protection and the prevention of fraud and imposition.

Fairs, like other business and corporate enterprises, must have funds with which to capitalize and conduct their business. Almost without exception, the only source of revenue for the payment of printing, advertising, improvements, premiums and other current expenses is derived from gate receipts and privileges; therefore, in respect to these, there is much for consideration that is of general value to all.

One of the grand features of the association is to lend encouragement to such products and manufactures as possess merit and are worthy of introduction, and to determine those things which are entitled to recognition in the list of premiums offered; in other words, to make the fairs and expositions strictly educational in this character and great schools for object lesson teaching, where good results shall redound to the benefit of producers and the people generally. In the accomplishment of such high and noble purposes, it is necessary to make liberal use of the pruning knife to eliminate from the system of management and from the exhibitions everything not tending to instruction or that is demoralizing in character, that the fair may be made and kept clean, pure, elevating and attractive, as well as up to date and progressive.

The business of fairs and expositions throughout the country should be conducted upon a business basis, with uniformity of methods, so that exhibitors and others may become at once familiar with the methods pertaining to important fair matters in any of the states.

To bring such desirable results about is an object of the American Association of Fairs and Expositions, and the purpose is to interest in the work every state fair and exposition within its scope, so as to solidify and extend the membership and give all the advantages of its annual meetings, where delegates ripe with experience and fresh from their fields of labor will discuss matters and formulate from their experiences rules of management and means of bringing success to all concerned.

Every state should hold membership in this association; the expense is but trifling, and with increased membership will be even less than it now is. Associations desiring to affiliate will receive full information on addressing the secretary.

J. W. FLEMING,
Columbus, O.

LESSONS LEARNED BY EXPERIENCE.

Paper Read by Hon. L. G. Ely Before the Western Ohio Fair Managers' Association.

In presenting a few thoughts suggested by experience in my work as a member of agricultural societies, and as a member of fair exhibitions, I do not claim any superior knowledge over others who may have been engaged in the same line of work, for either a longer or shorter period than myself. I have been officially connected with boards of fair managers almost continuously for the past thirty years, including four years as a member of the State Board of Agriculture. I would indeed be a very dull student had I not in this time learned a few lessons of value concerning the management of fairs, but I do most fully realize my lack of ability to reduce these lessons to paper and present them in a way that will be intelligible and profitable. Notwith-

standing this somewhat extended experience I find that I come very far short of having learned all that is worth knowing in reference to fair management. It matters not how much experience we may have had, I find that we can easily learn something new and valuable every time we hold a fair, or hold a board meeting, or come together with each other as fair managers in meetings like this.

Our committee has placed before us a splendid programme for this occasion. The various subdivisions for discussion of the subject of fair management will bring out almost every important feature of the fair.

The first topic, assigned to me, will naturally lead to the consideration of the subject from a general standpoint and its discussion in a general way, other subdivisions on the programme will direct our thoughts to special features of the work. This long and interesting list of special topics necessarily suggests brevity in this, as well as other papers to be read to-day. There is probably no one thing that stimulates general farming and stock raising and also manufacturing and the arts as does our annual fair expositions. These industrial shows are real object lessons of instruction quickly comprehended, and they appeal to the people of the various occupations and industrial interests as no other influence can; they are impressive and abiding, and must, therefore, result in good. This influence reaches into and is felt in every industrial life. New methods, new ideas, new improvements and valuable results are brought out so clearly, and are so forcibly fixed upon the mind, that they can not be otherwise than beneficial.

The result inspires them with new zeal, and farming in all its varied interests becomes more intensified and is made easier and more profitable. Manufacturing is improved both in its machinery and its products, and all the industrial pursuits given new life under the influence of the fair.

Fair management, therefore, it will readily be seen, necessarily becomes a study, and should engage the most earnest and intelligent thought of those chosen to conduct and manage our fairs. Honest intention, faithful work and the most thorough business methods should enter into the management of the fair. This is essential and necessary if we would obtain the best results. Experience is our best teacher, and in fair management almost our only instructor. In this kind of work theory means but very little and is often even misleading.

In counties of Western and Northwestern Ohio, or most of them, fairs have been held for nearly or quite forty years, and it may be noted that there is no uniform or fixed rule governing the management of fairs in these counties. Each county or district society seems to be a law in itself to govern their exhibitions in a way peculiar to themselves. This noticeable fact I presume, more than anything else, led to the movement to organize the "Western Ohio Fair Managers Association." Much good ought to result from the meetings of this association.

Among the lessons of experience in fair management I note as among the first in importance, the necessity of selecting for directors only such men as have their hearts in the work. They should be intelligent, and feel a deep interest in the promotion of agriculture and the other industrial pursuits of the county or district, and they should be willing to devote much time and thought to the enterprise—not for the compensation—but for the good they can do, and the benefit that will result from this work.

That man who seeks the position of fair director from a desire of preferment, or for endowment, should never be honored with a place on the Board of Managers. The present is a time of advancement and improvement in all vocations of life, and we should not be content to simply move along in the same old and deep worn rut, but we should be wide awake to embrace new ideas and to originate plans and new ways of doing.

The fair of twenty years ago will not do for the fair of today—nor will the show of last year answer for this year. New features must be introduced—new attractions must be secured, and although these changes may not within themselves be any better than the former, yet they will inspire new interest and zeal in the work, and corresponding benefits will be the result. Much of the work along this line rests with the Secretary. Upon him, perhaps more than upon any other member of the board, depends the success of the fair. The detail work is his—a thousand and one things are necessarily left for him to look after and referred to him—"with power to act." He should be a good clerical man and well qualified, broad minded and intelligent. He ought to be good looking, certainly good natured, and with a great deal of Job-like patience. He should never seem surprised at any kind of a question from old or young, and never tire of answering with a smile and

"a thank you." He should be quick of discernment, able to readily detect the tricks and schemes of the traveling privilege man, and with sufficient nerve to say no, regardless of the money in it, when in the interest of the fair to do so. He should be careful, painstaking and familiar with every part of his work. Experience in this office is worth everything in the management of the fair. He should be fairly compensated for his labor, and as long as he remains faithful and efficient he should not be exchanged for a new man.

All officers connected with running the fair, from the President to the humblest employe, should be affable and accommodating—treating all with the greatest respect and kindness—but always firm and true in the discharge of their duties.

Arrangement of the fair into proper departments is a necessity readily conceded. Each department should, if possible, be placed in charge in some member of the board, clothed with authority to decide all questions arising under the rules in their respective departments—subject, in important matters—to appeal to the full board. This arrangement gives to each department a proper head.

The duties of these department superintendents should be clearly defined and well understood by the members in charge. Judges should never be allowed to decide questions arising under the rules, or upon irregularities in entries or otherwise. His duty alone is to decide upon the relative quality of competing articles or animals. Horses should be classified in two departments—the show horse and the speed ring—with the "right man" in charge of each. Superintendents should always be assigned with reference to their adaptation to the particular work in charge. Woman's work should be under the general management of a member of the board, but properly divided into subdepartments. All questions of dispute should be referred for decision to the member in charge of this general department.

Children's work should also be a subdivision of this department. A day set apart for the children, called "children's day," should be a feature of every fair. Attraction calculated to interest the young should be provided for this special day. If the children are interested in the fair you may be sure the parents will be induced to attend. It is wise to enlist everybody in the enterprise.

The question of family tickets will be discussed in the programme—but I may say here that I am in favor of the single admission ticket. This plan is less liable to abuse than any other. Under the family arrangement families have an abnormal growth and increase to an enormous size just at fair time. Brother M. J. Crawford will handle the "privilege" man and his admission upon the grounds, and I am sure he will do the subject justice. Other topics or subdivisions of the fair problem, such as advertising, expert Judges, special attractions, police, salaries, passes, etc., will be discussed during the day, and I will, of course, pass them here.

One more suggestion—I believe in a moral exhibition. My observation and experience in fair work of the past, as well as my conception of property, as well as my sense of right and wrong, prompts me to earnestly contend for such general management of our fairs as will insure them a place proper and safe for our children and young people, and where the most cultured and refined people will take pleasure in attending. All traveling shows demoralizing in their nature; wheels of fortune, games or business of chance fakers and such, should be excluded from the grounds, boys and girls, and older persons also, should find no place to invest their money where they do not know exactly what they are to receive for the investment. Beer and other strong drinks should be strictly forbidden. The show should be kept clean, elevating and instructive. No money consideration should induce the manager to depart from this high standard.

NORTH CAROLINA.

The Robeson County Fair Association has been reorganized and is now on a firm and substantial basis, being entirely free of debt and having a charter granted by the authorities of the State. They feel gratified at the flattering prospects of a good fair. The incorporators are among the most public-spirited of , and will use every endeavor to make the organization an honor to the county and State. The officers elected to serve for the year 1898 are Geo. B. McLeod, President; S. A. Edmund, Vice President; Frank Gough, Secretary and Treasurer.

C. A. Tatman, Secretary of the fair at Monticello, Ill., wants a panorama "Battle of Shiloh."

PHILADELPHIA.

Commercial Exposition in 1899 to Aid Foreign Trade.

Mr. C. A. Green, Assistant Chief of the Bureau of Information of the Philadelphia Commercial Museum, says the commercial exposition is to be held in Philadelphia next year in connection with the second International Commercial Congress under the same auspices in June. But it is the exposition which is of most interest to merchants and manufacturers in this section. Such an event, giving opportunity to display products of all lines of industry, will give to a foreign merchant an unusual opportunity to study and examine what he can best buy in the United States, and will undoubtedly be the means of attracting large numbers of buyers from all parts of the world. The co-operation and approval of foreign Chambers of Commerce is already assured.

In order to organize and conduct such an exposition of American manufactures suited for export, there has been incorporated under the laws of Pennsylvania an organization entitled the Philadelphia Exposition Association, which will have the united support of the Philadelphia Commercial Museum and of the Franklin Institute of Philadelphia. The exposition will be held in permanent fire-proof buildings to be erected in land set aside for that purpose by the city of Philadelphia, in extent about twenty-five acres. It will be opened to the public on May 10, 1899, and will remain open for five months.

An exhibit of American manufactures will constitute the most extensive feature of the enterprise. The department will include numerous sections, classified according to products exhibited. There will be a textiles section, showing American piece goods of weight, widths and patterns most in favor abroad; a hardware section; an electrical section; a machinery section, supplied with necessary power, in which the best types of American inventive genius will be displayed; an agricultural section, devoted to agricultural machinery, implements and tools, farm wagons, carts, and the thousand and one devices which have placed American farms in the forefront of the world's agriculture; a shoe and leather section, of great interest now that American products in these lines are in such growing demand abroad; a furniture section, in which there will appear articles unapproached in excellence or cheapness by any other country; a section of household articles and novelties; one of carpets, floor coverings and upholstery; one of food products; one of drugs and chemicals; one of wearing apparel, notions, etc.; one devoted to transportation, of particular importance now that surface railways of every kind are being so extensively constructed in new countries; and finally a miscellaneous section, including all other products of interest in an exposition of goods specially for export.

A second department will comprise exhibits of goods manufactured in European countries to the export trade of the world. They will be selected by competent specialists of the exposition, and will be complete and systematic illustrations of the requirements of different export markets. This department will be so organized as to show to American manufacturers, just what competition they must meet abroad. By examination of these European goods an accurate judgment can be reached as to how far adaptations and alterations must be made in similar goods here, and how far the American goods will find a market without modifications, owing to their present superiority.

A third department will show in detail how American goods must be packed, labeled and shipped in order to meet the requirement of foreign trade. In some countries goods must be carried into the interior in carts or on mule back, and must therefore be put up in packages of convenient size and weight. In still other cases custom house regulations require packages to be marked on the sides, with stencil, or in other ways not usual in the United States. Ignorance of these requirements has more than once led to serious losses, and even bad feeling between the American manufacturer, who does not realize the necessity of departing from home methods, and the foreign merchant, who thinks that he is being wilfully injured. This department of the exposition will aim to include all necessary specimens, models and exhibits to obviate in the future all difficulties of this character.

The exposition will provide such other features as will attract the general public and insure a large and constant attendance.

TOPEKA FAIR.

Scheme for a Gay Midsummer Event at the Kansas Capital.

Topeka, Kan., March 12.—A movement has been started here to hold a midsummer fair in Garfield Park during several months of the coming summer. The plans contemplate the reproduction of the "Midway," Chinese theater, streets of Cairo and many other features of the World's Fair at Chicago. Every civic, fraternal and labor organization in the city will provide one or more features. There will be band concerts, dancing, boating, swimming and other amusements daily.

At first it was contemplated to make it simply a Topeka affair, but the plans may be enlarged so as to make it a State exposition. These back of the movement started it as a scheme to raise money for the proposed convention hall, which Topeka people hope to make one of the largest in the West.

To get the best value out of an advertising exhibit, lectures as well as demonstrations are necessary.



STREET PARADE OF N. E. ALABAMA FAIR.

W. VA. STATE FAIR.

BIG EVENT AT WHEELING.

Superintendents of Departments Named and the Speed Programme Fixed Upon—A New and Important Department Instituted—Other Data of Decided Interest.

At a meeting of the Board of Directors of the West Virginia Exposition and State Fair, held March 2, at the Germania Half-dollar Savings Bank, Wheeling, there were present Messrs. A. Reymann, A. Rolf, G. Ed. Mendel, F. C. H. Swertfeger, J. C. Brady, H. Bieberson, J. W. Nichols, P. O. Reymann and George Hoek.

The board adopted a new sketch for a hanger. It shows the grand stand and race track with the fastest horse in the world—Star Pointer, time 1:54, in life size, standing in front of the stand. It will make one of the finest hangers ever put out by the association. The Committee on Grounds submitted the following report:

Gentlemen—The following named persons we recommend as superintendents of their respective departments, most all of whom have been superintendents during the existence of the association, and have given entire satisfaction to the people and the association in the management of their respective departments:

Superintendents Speed Department—G. Ed. Mendel and Robert Anderson.
Superintendent Class Horse Department—J. W. Nichols.
Superintendent Cattle Department—L. P. Sison.
Superintendent Sheep Department—A. R. Jacob.
Superintendent Swine Department—C. S. Terel.
Superintendent Poultry Department—Jeff. Rice.
Superintendents Main Building—H. C. Meyer and F. C. H. Swertfeger.
Superintendent Farm and Garden Products—Chas. C. Schmidt.
Superintendent Preserves, Etc.—Mrs. Geo. W. Lutz.
Superintendent Ladies, Children's and Art Department—Miss Annie Reymann.
Superintendent Educational Department—Prof. W. H. Anderson.
Superintendent Machinery Department—E. M. Holliday.

Chief Marshal—J. C. Brady.
Superintendents Refreshments Department—Colonel A. Rolf and H. Bieberson.
Superintendent Privileges—B. H. Swartz.
Superintendent Grounds—P. B. Zane.
Respectfully submitted,

H. BIEBERSON,
CHAS. SCHMIDT,
P. O. REYMANN,
Committee on Grounds.

This report was adopted.

There has been a general revision of the premium list for the purpose of bringing out a large exhibit of live stock, etc., and there will be something new—a "Live Stock Sale Department." This sale department will be entirely separate from the competitive department, and persons entering in the competitive department can not enter in this department. The entries in this department must be of strictly pure-blooded animals. There is no doubt but that it will be a great benefit to farmers and breeders by assisting in the introduction of pure breeds of animals. This department will be under the following regulations:

1. None but pure blood will be allowed to enter (sellers are required to guarantee that the pedigree of the animal is as represented).
 2. The seller must give a description of the animal, together with the pedigree, to the fair managers, which will be advertised in a regular pamphlet.
 3. The Fair Association will have an auction on the grounds Wednesday, September 7, at 10 o'clock a.m.
 4. Pens and straw free.
 5. The expense of the auctioneer and advertising, which will be small, to be paid by persons entering in this department.
 6. Entries close August 29 at 2 p.m.
- The speed programme will be as follows:
Tuesday, September 6—2:15 pace, \$400; 2:40 trot, \$300; 2:50 pace, \$200.
Wednesday, September 7—2:25 pace, \$400; 2:18 trot, \$400; 2:21 pace, \$400; running race, 4½ furlongs, and repeat, \$150.
Thursday, September 8—2:22 trot, \$400; 2:18 pace, \$400; free-for-all pace, \$400; runnings, 6 furlongs, and repeat, \$200.
Friday, September 9—2:28 trot, \$400; 2:18 pace, \$300; free-for-all trot, \$400; running, 5 furlongs, and repeat, \$150.

All this indicates the greatest fair ever given by the association, and there should be a correspondingly liberal patronage.

A Farmers' Fair That Pays.

A recent editorial in this paper in alluding to agricultural fairs said: "In not a few instances the crowd on the farmers' day is extremely small." Let me suggest to such societies that they take a cue from the Amesbury Agricultural Society and make each day a farmers' day. We give three full days, with continuous exhibition, stock all housed in comfortable tie-ups, and kept from the first morning till the last night. The exhibition in all departments open nights as well as days. There is no trotting or circuses, but it is an agricultural fair for the agricultural people, and they appreciate it. We have not struck a Klondike yet, but our gain is a healthy one, and our financial rating can be learned at the board of agriculture. We have the satisfaction of knowing that we give a farmers' fair that is worthy of the name, and when this can not be done it is time to cancel it.

F. W. SARGENT.

Amesbury, Mass.

PURE FOOD SHOWS.

An Opportunity for Advertising of Which Many Could Take Advantage.

In any city of importance a pure food show is an opportunity which should be taken advantage of by business men who are progressive. It may be operated as a charity for show were given to a well-known charity, and pose than as an advertising idea, says the Advertising World. The pure food show which has just closed at Columbus has been a markedly successful one. The many lines of business represented gave wide variety to the displays, and the entertainment has been crowded from week to week and often the large auditorium was inadequate to hold the people. Any live community could organize such an entertainment and any lot of business men who are awake to their interests could push to success such a scheme.

The receipts from the Columbus pure food show were given to a well-known charity, and business men and manufacturers found it advantageous to have large displays. Food products, of course, predominated, but there were other features. The large variety of household preparations were among the most ready exhibitors, and each booth was the central feature of those who were willing and anxious to know how to improve their cooking without increasing the expense or to have as good cooking at less expense.

Coffees, canned goods, soaps, dyes, cocoas, butterline, flours, even distilled water, found attractive means of displaying for the public the line of their work. Of course, the usual circulars, folders, booklets and samples were given out and goods were sold direct.

The Columbus newspapers went into the scheme heartily and did everything they could to boom the enterprise. The Ohio State Journal made an especially creditable display. There were large rolls of paper in different sizes, stereotype plates from which late editions had been printed, cuts, forms, linotype, and, in fact, they epitomized in a most interesting manner the facilities that are necessary for the production of a great modern newspaper. Men were in attendance to explain all these features, and the Journal booth was one of the most interesting sights in the building.

The music was a feature, and the kinetoscopic displays attracted much attention. The merchants and manufacturers who took part in the entertainment pronounce it a very desirable way to advertise their wares and to excite the interest of the people. It is astonishing how anxious the people are to find out about the new food preparations and to know what they can adopt that is either cheaper or better. Every merchant is interested in the widening of the ideas of the people in this respect, and could well afford to undertake the work of such an enterprise for the good it would be to their business.

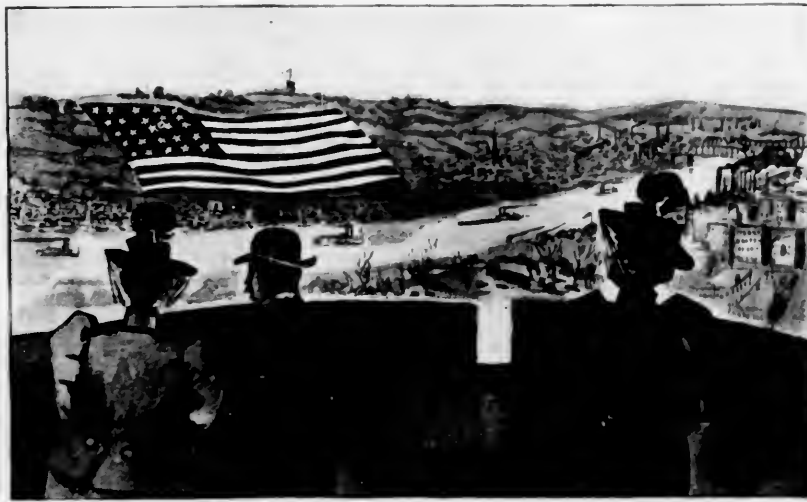
KENTUCKY STATE FAIR.

Joint Committee Decides to Hold It in the Fall.

The joint committee to promote the Louisville State Fair held a meeting February 18 in the office of Mr. J. J. Douglass, President of the Louisville Driving and Fair Association, in the Columbia Building at Louisville. Mr. Richard W. Knott presided over the meeting, and after a number of short speeches by the members, it was decided to hold the fair, and to put forth every effort to make it a success. There will be a live stock exhibit, agricultural products and displays of the manufactured articles of the State.

Chairman Knott was instructed to name an Executive Committee, which will make a report as soon as practicable on the necessity of new buildings, and this report will be referred back to the joint committee.

The Platt Agricultural Society of Monticello, Ill., uses an advertising device on the back of their letterheads which could be used by many another fair with advantage. It cites Monticello as nothing else can. Write the Secretary, C. A. Tatman, for one of his letterheads, and then go and do likewise.



THE LARGEST FLAG.

Frank Kenney Elected Secretary.

Frank Kenney, who was the efficient assistant to Ed. A. Tipton when he was Secretary of the Kentucky Trotting Horse Breeders' Association, and also Mr. Tipton's assistant with his Montana meetings last year, has been elected Secretary of the Louisville Driving and Fair Association, and assumed the duties of his office last Tuesday. His headquarters will be at 611 Columbia Building, Louisville. Frank is a thoroughly competent young man and will serve the Louisville association well. Both Mr. Kenney and the association are to be congratulated. In connection with the fall trotting meeting at Louisville this year there will be held a regular fair, which is expected to be the largest of its kind ever held in Kentucky, and will be the occasion of drawing large crowds to the Kentucky metropolis. It is said that the Matron Stake, which has heretofore been for two-year-olds, will this year be opened for three-year-old trotters—Kentucky Stock Farm.

Every horseman who attended the Montana meetings the past two years remembers genial Frank Kenney, and all will wish him success in his upward march.

THE PARIS EXPOSITION.

The work on the grounds and buildings for the Exposition Universelle to be held at Paris in 1900 is going rapidly forward, and it promises to be one of the greatest, if not the greatest, world's fair ever held. With every other fair of this kind ever held as a model, and with the great advance that has been made in invention and commerce within a few years, it would not be at all surprising if the exposition at Paris would represent the climax of shows of this kind in the history of the world.

It will indeed be "the gathering of the nations," and the meeting place of all races and tribes under the sun, a spectacle such as the world never saw in the ingenuity and beauty of the exhibits and the magnificence of their setting. Building rivaling any ever built in size and architectural splendor in which are grouped specimens of the skill developed in all the ages from the time man began to be. It will be something to talk of for years to come, and a liberal education for every one privileged to see it.

Word has been sent out by the managers of the exposition that only the choice and remarkable or the representative in the highest and best sense is desired, as this is intended to be an exhibition of selection.

Here is the most splendid capital in the world, surrounded by the creation of an Emperor who cut the streets through the old city, without regard to what stood in the way, and lined them with buildings, every one of which must conform to the highest ideal of architectural fitness and beauty; on both sides of a majestic river, laid out by the world will be built a city for the purposes of the exposition that will cause all the boasted efforts of the past to pale before them. Our own great "White City" will be the only approach to them the world ever saw, and it had no such a setting as these will have. It is very gratifying to us to know from the letters we are receiving that so many of our readers are preparing to attend this epoch-making exposition.

The Trans-Mississippi and International Exposition, which will open at Omaha on the first of next June, expects an attendance of two and a half million people. Its managers intend to make it the greatest exposition ever held west of the Mississippi River, and if they succeed, it is likely to remain the greatest until it is surpassed by the St. Louis celebration of the anniversary of the purchase of Louisiana territory by Thomas Jefferson. When Napoleon sold the trans-Mississippi west to Jefferson for a mere song, he said that he had at last found a way of checking the power of England forever. It is hard to decide whether his foresight in selling for such a purpose was greater than that of Jefferson in buying to assure the greatness of America, but both Napoleon and Jefferson succeeded in their several objects, and the first great trans-Mississippi Exposition will show the world in general that their success has become marvellous.

FLORIDA.

A number of enterprising citizens of St. Petersburg and other points on the West coast have organized the "West Coast Fair Association," organized with the following officers:

President, E. H. Tomlinson, St. Petersburg; First Vice President, Captain C. D. Webster, Tarpon Springs; Second Vice President, Walton Whitehurst, Sutherland; Third Vice President, Hugh Sommerville, Dunedin; Fourth Vice President, John W. Drew, Clearwater; Fifth Vice President, Jas. J. Eldridge, Belleair; Sixth Vice President, Wm. A. Helcher, Largo; Seventh Vice President, L. Y. Jenness, St. Petersburg; H. L. Whitney, Secretary, St. Petersburg; A. McLeod, Treasurer, St. Petersburg.

Board of Directors: David Moffett, Wm. McLeod, B. C. Williams, T. M. Clark, C. W. Springstead, C. W. Butler, W. J. Davis, E. J. Morgan, W. L. Ainsley, W. P. Weild, all of St. Petersburg.

It is the design of the association to institute and maintain a modern fair for the purpose of exhibiting the products of this section. Many tourists come and leave, carrying with them little if any knowledge of what this country really produces.

Trade Exhibitions in England.

A Plymouth (England) correspondent of Printers' Ink sends the following observations on what we in America call "food shows":

On two occasions during the past five months we have exhibited at a trades exhibition. Each exhibition was held in the same hall, and our stand was equally as good as to position, size, etc., on each occasion.

The first exhibition was admission free by tickets distributed by the stall-holders and others, or else by a small charge at entrance. Our stand being one at which sales were effected as well as goods on view, we had an opportunity of testing immediate results, and at this exhibition we did well; but at the second one we did scarcely any business.

The second exhibition contained handsome stands representing the following firms amongst others: Bovril, Keen's Mustard, Van Houten's Cocoa, Richmond's Gas Cooking stoves, Hevis bread.

Now, surely, such firms as these desire fairly good-class people to see their goods, yet this exhibition has been "admission free" to any one from the first day of opening.

These firms are part promoters of this exhibition, which goes from town to town throughout England, and it is surprising that, for their own interests, they do not carry out their original methods of admission, viz.: "Admission by complimentary invitation tickets, judiciously distributed to good householders in each district." At any rate, such could be done for the first week of each exhibition, so as to give the better class of people an opportunity of seeing the exhibition in comfort. Good-class people will not go into such a mob as a free show is compelled to bring.

Many of the exhibitors gave away small articles, samples, etc., as we ourselves did, our attendant at the stand informs us that, during the second week the same people would come in every day, either in the hope of getting more "free samples" or to pass away the time, so that although apparently there were many thousands in the exhibition during the fortnight, it was, in very many instances, simply the same people over again. All this would be avoided by the other mode of admission.

At Van Houten's stand could be obtained a free sample to take away, or for two cents a can of cocoa, biscuit and savellette; and another firm who make a specialty of both tea and hams, a cup of tea and a ham sandwich was obtainable for two cents. At these two stands "a good trade" was done with servant girls, lads and others, but to what extent it was "good advertising" we will leave your readers to judge. No lady would care to patronize these in such a crowd.

Missouri at the Trans-Mississippi Exposition.

A meeting of the Missouri Commissioners, appointed to further the State's interest in the above enterprise, was held at Kansas City last week. Reports from a number of counties and cities show a growing interest, and President Sampson, speaking for St. Louis, said that city would make a much more extensive exhibit than at the World's Fair. Kansas City, too, is making great efforts to be worthily represented. Carthage and Jasper Counties will make an unequalled show of the mineral resources of the State. County courts in many counties are making appropriations ranging from \$100 to \$1,000. A Missouri Building, to cost some \$10,000, is projected, and it is proposed to raise \$50,000 that the State be fittingly represented. A large exhibit of live stock and agricultural produce is hoped for, if the necessary facilities are provided by the local management. A committee to make the necessary arrangements was chosen and proceeded to Omaha, where space was chosen for exhibits in the agriculture, mines and forestry, horticulture and liberal arts buildings, and a site selected for the "Missouri Building." Nothing definite was settled as to the live stock and poultry exhibits, but the management gave assurance that favorable conditions would be offered for these shows, that \$25,000 would be given in premiums, and that the stock exhibition would begin on September 19. Missouri live stock associations will also offer liberal premiums, and a large and successful exhibition of farm products may be anticipated.

If there are any mistakes or errors in your notice in our fair list notify us promptly.

CANAAN—Mascota Valley Agricultural Association. Not decided. Alvin Davis, pres.; H. A. Gilman, treas.; E. M. Allen, secy. BRADFORD—Bradford and Newburg Association. Sept. 27 to 29. Jonathan Rowe, pres.; Newburg; J. Albert Tenslee, treas.; T. O. Melvin, secy. KEENE—Cheshire County Grange Fair Association. Sept. 6 to 8. W. C. Ellis, pres.; D. M. Spaulding, treas.; F. K. Jewett, secy.

NEW JERSEY.

TRENTON—Inter-State Fair Association. Sept. 26 to 30. John Taylor, pres.; A. R. Kuser, treas.; John G. Muirhead, secy.

NEW MEXICO.

RATON—Northern New Mexico Fair Association. C. M. Bayne, pres.; C. F. Remsburg, treas.; D. G. Dwyer, secy.

NEW YORK.

ALBANY—Albany County Fair Association. ALBION—Orleans County Agricultural Society. Sept. 22 to 24. E. A. Rowley, pres.; A. W. Barnett, treas.; L. H. Beach, secy. ANGELICA—Allegany County Agricultural Society. Sept. 13 to 15. E. S. Bartlett, pres.; F. H. Jackson, treas.; H. E. Dudley, secy. BALLASTON SPA.—Saratoga County Agricultural Society. Aug. 22 to 26. Henry C. Dater, pres.; Walter I. Cavert, treas.; Charleston; Frank L. Smith, secy., BIRCHTON. BATAVIA—Genesee County Agricultural Society. Sept. 19 to 22. T. T. Miller, pres.; Byron; C. D. Harris, treas.; Elba; Albert E. Brown, secy. BINGHAMTON—Industrial Exposition. Sept. 6 to 9. J. E. Rogers, pres.; U. S. Stevens, treas.; Henry S. Martin, secy.

BROCKPORT—Brockport Union Agricultural Society. Sept. 28 to Oct. 1. Elias Garrison, pres.; Robt. C. Hull, treas.; Geo. B. Harmon, secy. BROOKFIELD—49th Annual Brookfield Fair. Sept. 19 to 22. H. L. Scouler, pres.; B. G. Stillman, Jr., treas.; N. A. Crumb, secy. BOONVILLE—Boonville Fair Association. Sept. 6 to 9. Frank W. Smith, pres.; E. G. Palmer, treas.; W. H. McClusky, secy. CAMBRIDGE—Cambridge Valley Agricultural Association. CAMEL—Putnam County Agricultural Society. CAPE VINCENT—Cape Vineent Agricultural Society. CHATHAM—Columbus County Agricultural Society. Sept. 6 to 9. J. P. Mickle, pres.; H. J. Barringer, treas.; W. A. Dardess, secy. COBLESKILL—Cobleskill Agricultural Society. CANTON—St. Lawrence County Agricultural Society. CAIRO—Green County Agricultural Society. COHOCTON—Cohocton Agricultural Society. Sept. 12 to 14. W. W. Babcock, manager; W. B. Lohy, secy. CORTLAND—Cortland County Agricultural Society. Aug. 23 to 26. E. E. Mellon, secy. DELHI—Delaware County Agricultural Society. DORMANSVILLE—Westerlo & Coeyman's Fair Association. Sept. 5 to 10. D. W. Stanton, pres.; S. Westerlo; W. S. Cole, treas.; Indian Fields; L. Thomas, secy. DUNDEE—Dundee Fair Association. DRYDEN—Dryden Agricultural Society. Sept. 20 to 22. S. G. Lupton, pres.; D. J. Wheeler, treas.; J. B. Wilson, secy. ELLENVILLE—Ellenville Driving Park. ELMYRA—Chemung County Agricultural Society. Sept. 5 to 9. Frank J. Cassada, pres.; Geo. McCanu, secy. FONDA—Montgomery County Agricultural Society. FRANKLINVILLE—Franklinville Agricultural and Driving Park Association. Sept. 6 to 9. W. A. Day, pres.; L. S. Ely, treas.; E. E. McNeil, secy. GENESOO—Livingston County Fair. GREENE—Riverside Agricultural Society. HAMBURG—Erie County Agricultural Association. Sept. 13 to 17. E. E. Hepp, pres.; Armour, N.Y.; J. A. Kloepper, treas.; Hamburg; G. P. Diek, secy., Lawtons. HOBART—Hobart Agricultural Horse and Cattle Association. August. J. B. Baldwin, pres.; DeWitt Sharpe, treas.; Bloomville; D. C. Sharpe, secy., S. Kartright. HORNELLSVILLE—Hornellsville Farmers' Club. Aug. 22 to 26. HORNELLSVILLE—Hornellsville Racing Association. HERKIMER—Herkimer Driving Park Association. HUDSON—Columbia Agricultural and Horticultural Association. ITHACA—Tompkins County Agricultural and Horticultural Society. Sept. 6 to 9. C. S. Seamon, pres.; E. D. Shurter, treas.; A. G. Genung, secy. JOHNSTOWN—Fulton County Agricultural Association. LANCASTER—Union Agricultural Fair Association. LOCKPORT—Niagara County Agricultural Society. Not decided. G. H. Bradley, pres.; Lake Road; J. S. Woodward, treas.; Chas. A. Warren, secy. LOWVILLE—Louis County Agricultural Society. Sept. 13 to 16. A. M. Seymour, pres.; Copenhagen; Ira Sharp, treas.; W. S. Windecker, secy. LITTLE VALLEY—Cattaraugus County Agricultural Society. LYONS—Lyons Driving Club. MALONE—Franklin County Agricultural Society. MARGARETVILLE—Catskill Mt. Agricultural Society. MIDDLETOWN—Orange County Agricultural Society. Sept. 13 to 16. Hon. August Denniston, pres.; Newbourg; Cornelius Macardell, treas.; David A. Morrison, secy., Newbourg. MINEOLA—Queens County Agricultural Society. Not decided. J. W. Ahles, pres.; Raville; Thos. H. Bacon, treas.; Jericho; Lovt Van de Water, Jr., secy., Hempstead. MORRIS—Butternut Valley Agricultural and Horticultural Association. Sept. 27 to 29. C. A. Brown, pres.; D. I. Lawrence, treas.; D. C. Whinton, secy.

NASSUA—Rensselaer Agricultural and Liberal Arts Society. Sept. 20 to 23. Gardner P. Marcy, pres.; Chas. E. Huusted, treas.; Delmer Lynd, secy. NEWARK VALLEY—Northern Tioga Agricultural Society. NEW YORK CITY—Driving Club of N. Y. NORWICH—Chenango County Agricultural Society. ONEONTA—Oneonta Fair. Sept. 12 to 15. Hon. W. L. Brown, pres.; H. M. Bard, treas.; S. L. Huntington, secy. ORANGEBURGH—Mountain View Driving Park. OSWEGO FALLS—Oswego County Agricultural Society. OWEGO—Tioga County Agricultural Society. PENN YAN—Penn Yan Driving Park. PLATTSBURGH—Clinton County Agricultural Society. POTSDAM—Racket Valley and St. Regis Valley Agricultural and Horticultural Society. POTTERSVILLE—Glen Dale Agricultural Society. Sept. 27 to 30. Chas. H. Faxou, pres.; Chesterston; F. A. Griswold, treas.; Jas. A. Skiff, secy. POUQUICKEPSIE—Duchess County Agricultural Society. Sept. 6 to 9. Reg. W. Rives, pres.; New Hamburg; Aug. B. Gray, treas.; Ferdinand R. Bain, secy. PRATTSVILLE—Prattsville Agricultural and Horticultural Association. RED HOOK—Red Hook Agricultural Club. Sept. 14 to 16. Daniel W. Wilbur, pres.; Luther L. Stillman, treas.; John W. Bain, secy. RIVERHEAD—Suffolk County Agricultural Society. ROME—Oneida County Agricultural Society. SANDY HILL—Washington County Agricultural Society. SANDY CREEK—Sandy Creek Fair. Aug. 23 to 25. H. Louis Wallace, secy. SCHENEVUS—Schenevus Valley Agricultural Society. Sept. 15 to 17. G. E. Guy, pres.; Schenevus; E. J. Goddard, treas.; Schenevus; E. E. Brownell, secy., Schenevus. SCHOHARIE—Schoharie County Agricultural Society. STAMFORD—Stamford Agricultural Society. SYRACUSE—State Fair. Aug. 29 to Sept. 4. Gen. Benj. F. Tracy, of Brooklyn, pres.; W. Judson Smith, treas.; Syracuse; Jas. B. Docharty, secy., Albany. TROUPSBURG—Southern Troupsburg Agricultural Society. Sept. 6 to 9. Henry Simpson, pres.; W. N. Griggs, treas.; James B. Potter, secy., S. Troupsburg. TRUMANSBURG—Union Agricultural and Horticultural Society. Sept. 13 to 15. J. T. Howe, pres.; H. H. Mosher, treas.; Myron Boardman, secy. VERNON—Vernon Agricultural Society. WARSAW—Wyoming County Fair. WATERLOO—Seneca County Agricultural Society. Sept. 27 to 29. Daniel Yost, pres.; Leonard Story, treas.; Edward Nugent, secy. WATERTOWN—Jefferson County Agricultural Society. Sept. 6 to 9. Frank M. Parker, pres.; C. E. Hadcock, treas.; W. R. Sheels, secy. WATKINS—Schuyler County Agricultural Society. WHITE PLAINS—Society of Agriculture and Horticulture of Westchester County. Sept. 26 to Oct. 1. Jas. Hopkins, pres.; Armonk; Joseph B. Lee, treas.; Edwin B. Long, secy. WELLSVILLE—Wellsville Fair. Aug. 15 to 19. WESTPORT—Essex County Agricultural Society. Sept. 19 to 22. W. A. Tucker, pres.; Boquet; A. J. Daniels, treas.; C. E. Stevens, secy. WHITNEY'S POINT—Broome County Agricultural Society.

NORTH CAROLINA.

ELIZABETH CITY—Atbemarle Park Fair. RALEIGH—North Carolina Agricultural State Fair. Oct. 17 to 22. John L. Cunningham, pres.; Cunningham; John Nichols, treas.; John Nichols, secy. WINSTON—Piedmont Tobacco Fair Association. November. A. B. Gorseh, pres.; T. L. Vayhes, treas.; G. E. Webb, secy. LUMBERTON—Robeson County Fair. Geo. R. McLeod, pres.; Frank Gough, secy. FAYETTEVILLE—Cumberland County Agricultural Society. November. Walter Watson, pres.; G. W. Lawrence, treas.; G. W. Lawrence, secy. NEWBERN—Annual Exhibition of East Carolina Fish, Oyster, Game and Industrial Association. Feb. 28 to Mar. 5. Wm. Dunn, pres.; Geo. Green, secy.

NORTH DAKOTA.

MANDAN—Morton County Fair Association. Sept. 27 to 30. Geo. W. Harmon, pres.; D. R. Taylor, treas.; C. L. Timmerman, secy.

OHIO.

AKRON—Summit County Agricultural Society. Oct. 4 to 7. M. L. Sprankle, pres.; Albert Hale, secy. ASHLAND—Ashland Fair Co. Aug. 20 to Sept. 2. R. J. Simonton, pres.; J. Cahn, treas.; A. W. Fritzing, secy. ATHENS—Athens County Agricultural Association. BEREA—West Cuyahoga County Agricultural Society. BOSTON—Clermont County Agricultural Society (Owensville P. O.). Aug. 22 to 25. John P. Friend, pres.; Perintown; J. O. Rapp, treas.; Owensville; John Rowan, secy., Howville. BUCYRUS—Crawford County Agricultural Society. BURTON—Geauga County Agricultural Society. CADIZ—Cadiz Driving and Bicycle Park Association. CANAL DOVER—Tuscarawas County Agricultural Society. CANFIELD—Mahoning County Agricultural Society. CANTON—Stark County Agricultural Society. CARTHAGE—Hamilton County Agricultural Society. Aug. 16 to 19. E. E. Ellis, pres.; Crestone; E. H. Huffman, treas.; Sharonville; D. L. Samson, secy., Silverton; office, 340 Main St., Cincinnati.

CELINA—Mercer County Agricultural Society. Aug. 16 to 19. S. H. Weaver, pres.; Early, O. J. M. Winter, treas.; C. W. Hulthill, secy., Mercer, O. CHILLICOTHE—Scioto Valley Fair. CIRCLEVILLE—Pickaway Breeders' Association. COLUMBUS—State Fair. Aug. 29 to Sept. 3. COSHOCTON—Coshocton County Agricultural Association. Oct. 11 to 14. Robt. Boyd, secy. CROTON—Hartford Central Agricultural Society. Sept. 6 to 9. Wm. Moore, pres.; Homer; J. Coleman, treas.; L. S. Clark, secy. FOSTORIA—Northwestern Ohio Fair Co. Sept. 13 to 16. N. Saltsman, pres.; N. Burtcher, treas.; Geo. W. Cunnlughan, secy. HILLSBORO—Highland County Fair Co. KENTON—Hardin County Agricultural Society. Sept. 6 to 9. W. I. Huffard, pres.; Ada; Horton Park, treas.; J. H. Rummell, secy. KINSMAN—Kinsman Stock and Agricultural Society. LANCASTER—Fairfield County Stock and Agricultural Society. October. Daniel Arumley, pres.; C. B. Whitley, treas.; W. T. McClenoghan, secy. LEBANON—Lebanon Fair. Sept. 20 to 23. Iluse Bone, pres.; F. M. Cunningham, treas.; Geo. W. Carey, secy. MANSFIELD—Mansfield Trotting Association. MARYSVILLE—Union County Agricultural Society. Oct. 4 to 7. Dr. T. B. Shields, pres.; Watkus; C. S. Chapman, treas.; E. W. Porter, secy. McCONNELLSVILLE—Morgan County Agricultural Society. MEDINA—Medina County Agricultural Society. Sept. 6 to 8. E. S. Bissell, pres.; Le Roy; Blake Hendrickson, treas.; Hiram Goodwin, secy. MILLERSBURG—Holmes County Agricultural Society. MT. GILEAD—Morrow County Agricultural Society. NEWARK—Newark Driving Park Association. NEW BREMEN—New Bremen Tri-County Fair. NEW LONDON—New London Fair. ORRVILLE—Central Fair Co. Sept. 13 to 16. R. F. Christy, pres.; E. P. Williams, treas.; Proctor E. Seas, secy. OTTAWA—Ottawa County Fair. Oct. 4 to 8. A. L. Paul, pres.; C. H. Rice, treas.; A. P. Sandies, secy. RAVENNA—Portage County Agricultural Society. RICHWOOD—Tri-County Fair. Oct. 11 to 14. SALEM—Salem Fair and Exposition Co. SANDUSKY—Erie County Agricultural Society. SIDNEY—Shelby County Agricultural Society. Sept. 20 to 23. E. W. Stowell, pres.; W. E. Lieman, treas.; J. E. Russell, secy. SMITHFIELD—Jefferson County Agricultural Society. SPRINGFIELD—Clark County Agricultural Society. Aug. 23 to 26. T. L. Calvert, pres.; Selma; G. A. Agie, treas.; Plattsburg; Wm. Jenkins, secy., Seth. TOLSON—Tri-State Fair. Aug. 22 to 27. W. B. Geroe, pres.; C. R. Brand, treas.; T. B. Tucker, secy. WAPAKONETA—Auglaize County Agricultural Society. Sept. 6 to 9. WARREN—Trumbull County Agricultural Society. WASHINGTON C. H.—Lafayette County Fair Co. WAUSEON—Fulton County Agricultural Society. Sept. 27 to 30. L. G. Ely, pres.; Fayette; W. A. Blake, treas.; Thos. Wiksell, secy. WESTERVILLE—Central Ohio Tri-County. Aug. 16 to 19. B. Limeabary, pres.; L. A. Seeley, treas.; Columbus; G. W. Mecker, secy. WEST UNION—Adams County Agricultural Society. Sept. 13 to 16. W. K. Coleman, pres.; Henry Scott, treas.; T. W. Ellison, secy. WOOSTER—Wayne County Agricultural Society. YOUNGSTOWN—Youngstown Fair Co. ZANESVILLE—Muskingum County Agricultural Society. Sept. 6 to 9. S. A. Baldwin, pres.; J. E. Lanner, treas.; J. D. Mercer, secy.

OKLAHOMA

GUTHRIE—The Oklahoma State Fair Association. Oct. 3 to 8. W. H. Cayle, pres.; W. H. Gray, treas.; F. H. Greer, secy.

ORFON

SALEM—State Fair. Sept. 22 to 29. H. H. Looney, pres.; A. Bush, treas.; G. H. Gribben, secy. PORTLAND—Portland Fair. Col. O. Somers, pres.; J. P. Marshall, treas.; W. B. Struble, secy.

PENNSYLVANIA

ALLENTOWN—Allentown Fair. Sept. 19 to 23. Jeremiah Roth, pres.; W. K. Mohr, secy. BEAVER—Beaver County Agricultural Society. BETHLEHEM—Bethlehem Fair Association. Sept. 15 and 16. J. Walter, pres.; Lovatt; Geo. H. Young, treas.; H. A. Groman, secy. BLOOMSBURG—Columbia County Agricultural Society. Oct. 12 to 15. R. W. Smith, pres.; Millville; Jas. C. Brown, treas.; A. N. Yost, secy. BURGETTSTOWN—Union Agricultural Association. Oct. 4 to 6. W. W. Pyles, pres.; Dinsmore; W. B. Linn, treas.; Wm. M. vln, secy., S. Burgettstown. BUTLER—Cambria County Agricultural Association. CAMBRIDGE SPRINGS—Central Crawford Agricultural Society. Sept. 20 to 23. M. H. Ross, pres.; H. W. Unfield, treas.; John O. Sherrod, secy. CARNEGIE—Carnegie Fair and Trotting Association. CLARION—Clarion County Fair Association. September. Geo. P. Henry, pres.; Peollet; J. J. Frazier, treas.; S. S. Sangheln, secy. COCHRANTON—Cochranon Agricultural Society. DALLAS—Dallas Union Agricultural Association.

DANVILLE—Montour County Agricultural Society. GRATZ—Gratz Driving Park and Agricultural Society. GREENSBURG—Southwestern Pennsylvania Fair Association. GREENVILLE—Greenville Agricultural Society. Sept. 13 to 16. Levi Morrison, pres.; J. W. Vosler, treas.; Till Reiss, secy. HANOVER—Hanover Agricultural Society. Sept. 6 to 9. R. W. Wirt, pres.; T. J. Little, treas.; M. O. Smith, secy. HUNESDALE—Wayne County Agricultural Society. HUGHESVILLE—Muncy Valley Farmers' Club. INDIANA—Indiana County Agricultural Society. JOHNSTOWN—Tri-County Agricultural and Driving Park Association. Sept. 5 to 9. T. A. Crosswell, treas.; Geo. H. Brown, treas.; J. H. Laine, secy., Box 246. KITTANNING—Kittanning Fair Association. LAVELLE—Lavelle Driving Park and Fair Association. Not decided. J. G. Rowe, pres.; Tremont; A. L. Lauberstein, treas.; Ashland; F. H. Walte, secy., Ashland. LEHIGHTON—Carbon County Industrial Association. Sept. 27 to 30. Henry Miller, pres.; Valentin Schwartz, treas.; C. W. Bower, secy. LEWISBURG—Union County Agricultural Association. MANSFIELD—Mansfield Fair. Sept. 27 to 30. Chas. S. Ross, pres.; Wayne; A. Pitts, secy.; W. D. Husted, treas. MEADVILLE—Meadville Fair and Driving Park Association. September. MILTON—Milton Driving Park and Fair Association. NAZARETH—Northampton County Agricultural Society. NEW CASTLE—Lawrence County Agricultural Society. ORWIGSBURG—Orwigsburg Agricultural Society. OXFORD—Oxford Agricultural Society. PARKER'S LANDING—Parker Agricultural Association. PHILADELPHIA—Belmont Driving Club. PITTSBURGH—Luzerne County Fair Association. READING—Berks County Agricultural and Horticultural Society. STROUDSBURG—Monroe County Agricultural Society. STONEBORO—Mercer County Agricultural Society. TARENTUM—Tarentum Fair Association. TOWANDA—Bradford County Agricultural Society. TROY—Troy Agricultural Society. Sept. 13 to 16. John E. Dobbins, pres.; E. Everett Van Dyrle, treas.; John A. Parsons, secy. TUNKHANNOCK—Wyoming County Agricultural Society. WARREN—Warren County Fair Association. WASHINGTON—Western Pennsylvania Fair Association. Sept. 20 to 23. W. A. Gabby, pres.; Jas. A. Forsythe, treas.; Julius Le Moyno, secy. WAYNESBURG—Waynesburg Fair Association. WESTFIELD—Cowanesque Valley Agricultural Society. Sept. 13 to 16. Dr. Jas. Masten, pres.; R. H. Buck, treas.; Chas. C. Williams, secy. YORK—York County Agricultural Society. YOUNGWOOD—Westmoreland Agricultural Society. Sept. 27 to 30. J. N. Allshouse, pres.; Adamsburg; D. B. Fisher, treas.; Goff; W. H. Holtzer, secy., Greensburg.

RHODE ISLAND.

CRANSTON—78th Annual Rhode Island State Fair. PROVIDENCE—State Fair Association. Sept. 5 to 9. F. E. Perkins, pres.; Earl H. Porter, treas.; Walter W. Dexter, secy. RIVER POINT—Pawtuxet Valley Park Agricultural Association.

SOUTH CAROLINA.

CHARLESTON—Charleston Driving Association. GEORGETOWN—Colored State Fair. R. B. Anderson, pres.

TENNESSEE.

ALEXANDRIA—Alexandria Fair. Sept. 22 to 24. J. W. Rutland, pres.; W. W. Neal, treas.; Rob Roy, secy. KNOXVILLE—East Tennessee Fair Association. J. W. Borches, pres.; Howard Karnes, treas.; H. N. Camp, secy. LUDON—Loudon County Fair Association. ROCKWOOD—Rockwood Fair and Stock Association. Capt. J. N. Baker, pres.; John F. McNutt, secy.

OSAGE COUNTY FAIR ASSOCIATION. BURLINGAME, KANS. SEPT. 6, 7, 8 and 9, 1898.

Communications solicited from managers of new and novel attractions for County Fairs. Address, W. B. DAVIS, Sec'y, BURLINGAME, KANSAS.

CENTRAL CANADA EXHIBITION, OTTAWA, ONT., CANADA. September 16th to 24th, 1898.

FOR ALL INFORMATION APPLY TO E. McMIHON, Secretary, 26 Sparks Street.

TEXAS.

AUSTIN—Austin Poultry Association, Jan. 11 to 13, 1898.
 DALLAS—Texas State Fair and Dallas Exposition Association, Oct. 1 to 15. H. H. Gaston, pres.; J. B. Adome, treas.; Sydney Smith, secy.
 DICKINSON—Texas Coast Fair, Not decided. C. W. Wilkins, pres., Clear Creek; J. Lobb, treas., Galveston; D. B. Rogers, secy., Galveston.
 GROESBECK—Limestone County Fair Association, Nov. 9 to 12. G. V. McClintic, pres., M. H. Clark, treas.; S. D. Bug, secy.
 HILLSBORO—Hill County Fair Association.
 HOUSTON—Afro-American Fair and Interstate Exposition, Sept. 1 to Nov. 30. Bishop A. Grant, pres.; F. I. Richardson, secy.
 SAN ANTONIO—Guadalupe Valley Fair Association, Geo. C. Robinson, pres.; Geo. C. Vaughan, treas.; Chas. Real, secy.
 TAYLOR—Taylor Fair Association, American Trotting Association, May 11 to 13. C. H. Booth, pres.; H. Bland, secy.

VERMONT.

BRANDON—Brandon Fair Association.
 BURLINGTON—Burlington Driving Club.
 BURLINGTON—Champlain Valley Fair Association.
 BRATTLEBORO—Valley Fair Association, Sept. 28 and 29. G. W. Hood, pres.; J. J. Estey, treas.; L. L. Slickney, secy.
 BARTON—Orleans County Fair Association.
 EAST COVENTRY—Waits River Valley Agricultural Society, Aug. 31 to Sept. 2. J. R. McLain, pres., Topsham; D. S. Fulton, treas., Bradford; W. L. Crafts, secy., Oxford, N. H.
 FAIR HAVEN—Western Vermont Agricultural Society.
 LYNDONVILLE—Northern Caledonia Fair Association.
 MIDDLEBURY—Addison County Agricultural Association, Aug. 30.
 NORTHFIELD—Log River Valley Fair Association.
 RUTLAND—Rutland County Fair, Sept. 13 to 15.
 ST. JOHNSBURY—Caledonia County Fair, Sept. 20 to 23. Dr. T. R. Stiles, pres.; Frank Brooks, treas.; F. S. Harriman, secy.
 SHELDON JUNCTION—Franklin County Agricultural and Mechanics' Society, Not decided. C. W. Gates, pres., Franklin; Geo. P. Twigg, treas., St. Albans; C. A. Oliver, secy., N. Shelton.
 SOUTH RYEGATE—Ryegate & Wells River Valley Dairyman Association, Sept. 21-22. Y. D. Nelson, pres.; H. W. Hubbard, treas., South Ryegate; F. R. McColl, secy., South Ryegate.
 TENBRIDGE—Union Agricultural Society.
 WATERBURY—Winooski Valley Agricultural Association, Sept. 13-15. G. E. Moody, pres.; Geo. W. Atkins, treas.; E. G. Hooker, secy.
 WHITE RIVER JUNCTION—State Fair Association, Aug. 30 and Sept. 2.
 WOODSTOCK—Windsor County Agricultural Society.

VIRGINIA.

NORFOLK—Driving Club and Fair Association, May 17 to 20. John Marlner, pres.
 RICHMOND—Virginia State Agricultural and Mechanics' Society.
 WINCHESTER—Shenandoah Valley Agricultural Society.
 CAPE CHARLES—Chesapeake Agricultural Fair Association, Dr. A. Brockenbrough, secy.

WEST VIRGINIA

WHEELING—West Virginia Exposition and State Fair Association.

WASHINGTON.

TACOMA—Pierce County Agricultural and Industrial Association.

WISCONSIN.

BARABOO—Sank County Agricultural Society.
 BEAVER DAM—Dodge County Fair Association, Sept. 27 to 30. E. E. Williams, pres., Danville; H. B. Drabe, treas.; C. W. Harvey, secy.
 CHETEK—Barron County Agricultural Society, Sept. 6 to 8. W. W. Fling, pres.; W. A. Kent, treas.; Cameron; Jos. E. Cartwright, secy.
 CHIPPEWA FALLS—Northern Wisconsin State Fair, Sept. 13 to 15. Jas. H. Agen, pres., W. Superior; W. W. Fling, treas., Oshetek; M. S. Bailey, secy.
 ELKHORN—Walworth County Agricultural Society, Sept. 27 to 30. J. B. Johnson, pres.; Geo. L. Harrington, secy.
 LANCASTER—Grant County Agricultural Society, Sept. 11 to 15. Delor Abrams, pres.; R. Meyer, Jr., treas.; T. A. Burr, secy.
 MILWAUKEE—State Fair, Sept. 19 to 24.
 MONROE—Green County Agricultural Society and Mechanics' Institute, Aug. 31 to Sept. 3. R. A. Etter, pres.; Andrew Lewis, treas.; Frank Smock, secy.
 SPARTA—Sparta Driving and Agricultural Association, Aug. 23 to 26. S. W. Swarthout, pres.; J. P. Reeve, secy., and treas.
 WANSAN—Marathon County Agricultural Society, Sept. 11 to 16. John Klefer, pres., Gustav Mueller, treas.; E. B. Thayer, secy.
 WEST SUPERIOR—Douglas County Agricultural Society, Sept. 27 to 30. Jas. H. Agen, pres.; Harry Rogers, treas.; Fred M. Williams, secy.
 WEYANWEGA—Weyanwega County Agricultural Society, Not decided. W. W. Crane, pres.; D. Wallace, treas.; A. L. Hutchinson, secy.

CANADA.

BOWMANVILLE—West Durham Agricultural Society, Sept. 15 and 16. John Davey, Leonard, pres., Ontario; W. F. Allen, treas.; M. A. James, secy.
 BRANTFORD—Brantford Turf Club.
 HATHAM—West Kent Agricultural Society, Sept. 21 to 23. M. J. Wilson, pres.; R. G. Fleming, treas.; Henry Robinson, secy.
 LONDON, ONT.—The Western Fair Association, Sept. 8 to 17. Col. Wm. Gartsore, pres.; D. Mackenzie, treas.; Thos. A. Brown, secy.

MARKHAM, ONT.—East Riding of York and Markham Agricultural Society, Oct. 5 to 7. G. R. Vanzant, pres.; W. H. Hall, secy., and treas.
 OTTAWA, ONT.—Central Canada Exposition Association, Sept. 16 to 21. Wm. Hutchinson, M. P., pres.; T. Cameron Bate, treas.; E. McMahon, secy.
 PRESCOTT—South Greenville Agricultural Society, Sept. 29 to 31. John Jackson, pres., Cardinal, Ont.; T. R. Meville, secy.
 RICHMOND, ONT.—The County Carleton Agricultural Society, Sept. 13 to 15. John Craik, pres., Kirth Gower; Walke Ehuf, secy.
 SHERBROOKE, QUE.—Eastern Township Agricultural Association.
 SIMCOE, ONT.—Norfolk Union Fair, Oct. 11 to 13. D. B. Palmerton, pres.; J. Thos. Murphy, secy., and treas.
 THREE RIVERS, QUE.—Three Rivers Agricultural Association.
 TORONTO, ONT.—Canada's Great Exposition and Industrial Fair, Aug. 29 to Sept. 10. H. J. Hill, secy.
 STANSTED, QUE.—Stansted Live Stock Association, Limited, Aug. 24 to 26. Geo. Davidson, pres., Fairfax, Que.; A. W. Thompson, treas., Stansted, Que.; E. P. Hall, secy., Rock Island, Que.

Expositions.

BROOKLYN, N. Y.—International Health Exposition, May, 1898. Grand Central Palace.
 NIAGARA FALLS, N. Y.—Pan-American Exposition, 1899. R. C. Hill, secy.
 OAKLAND, CAL.—J. W. Nelson, pres.; Geo. Rolih, secy.; Union National Bank, treas.
 OMAHA, NEB.—Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898.
 PHILADELPHIA, PA.—Exposition of American Manufacturers, 1899. Dr. Wm. Pepper, chairman.
 PITTSBURG, PA.—Exposition, 1900.
 SAN FRANCISCO, CAL.—Semi-Centennial Exposition, Winter, 1901.
 ST. LOUIS, MO.—Exposition, 1898.
 WASHINGTON, D. C.—Masonic Fraternity Exposition, Convention Hall, April 11, 1898.

Horse Shows

BROOKLYN, N. Y.—Horse Show, Brooklyn Riding and Driving Club, J. H. Walbridge.
 GERMANTOWN, PA.—May 23 to 28.
 LONDON, ENGLAND—Crystal Palace Horse Show, May 28 to 31.
 MINEOLA, N. Y.—Queens County Second Annual Horse Show, May 12 to 14. Hon. W. C. Whitney, pres.; Sam Willets, secy.
 NEWPORT, R. I.—Newport Casino Horse Show, Aug. 29, Sept. 3.
 NEW YORK CITY—National Horse Show Association, Madison Square Garden, November.
 WASHINGTON, D. C.—Horse Show, April. H. E. Field, promoter.

Dog Shows.

COLUMBUS, O.—Columbus Dog Faners' Club.
 PITTSBURG, PA.—Western Pennsylvania Kennel Club, April 6 to 9. F. S. Stedman, secy.

Poultry Shows.

BIRMINGHAM, ALA.—Dec. 1898. J. H. McCaffrey, pres.
 BUFFALO, N. Y.—Buffalo Poultry Association, Jan. 2 to 7, 1899. E. C. Pease, secy.
 FORT PLAIN, N. Y.—Mohawk Valley Poultry and Pet Stock Association, Dec. 11 to 14. J. H. Fuller, secy.
 JOHNSTOWN, N. Y.—Adirondack Poultry and Pet Stock Club, Nov. 23 to 26. H. J. Quilbot, secy.
 NEW LONDON, CONN.—Eastern Connecticut Poultry Association, Dec. 14 to 17. C. B. Smith, secy.
 NEW YORK CITY—International Health Exhibition, April 25.
 OKLAHOMA CITY, O. T.—Oklahoma State Poultry Association, Jan. 2 to 6, 1899. L. F. Laverty, secy., Guthrie, O. T.
 PRINCETON, ILL.—Northern Central Illinois Poultry Association, Dec. 12 to 16. S. S. Smith, secy.
 SYCAMORE, OHIO—Sycamore Poultry Association, Dec. 11 to 17. Earl R. Williams, secy.
 TIPTON, IND.—The Madison and Tipton Counties Poultry and Pet Stock Association, June.
 TROY, N. Y.—Hudson Valley Poultry, Pigeon and Pet Stock Association, Dec. 4 to 9. W. T. Lord, secy.

Races.

ALLANY, N. Y.—Central New York Circuit, July 18 to 20.
 ANACONDA, MONT.—Aug. 11 to Sept. 10.
 BALLSTON, N. Y.—Delaware & Hudson Circuit, Aug. 23 to 26.
 BINGHAMTON, N. Y.—Central New York Circuit, June 21 to 23.
 BRADFORD, PA.—Lake Erie Trotting Circuit, June 28 to July 1.
 BRIGHTON, N. Y.—Brighton Beach Racing Association, July 6 to Aug. 9.
 BROOKLYN, N. Y.—Brooklyn Jockey Club, May 28 to June 16, Sept. 13 to 29.
 BUFFALO, N. Y.—Aug. 16. Grand Trotting Circuit.
 BUTTE, MONT.—July 2 to Aug. 6.
 CAMBRIDGE, N. Y.—Delaware & Hudson Circuit, Aug. 30 to Sept. 2.
 CLEVELAND, O.—July 25. Grand Trotting Circuit.
 COLESKILL, N. Y.—Delaware & Hudson Circuit, Sept. 19 to 22.
 COLUMBUS, GA.—Aug. 2. Grand Trotting Circuit.

COLUMBUS, O.—Driving Park Association, Grand Circuit Meeting, Aug. 1 to 5.
 CONEY ISLAND, N. Y.—Coney Island Jockey Club, June 18 to July 1, Aug. 23 to Sept. 10.
 CORSICANA, TEXAS—Oct. 26 to 29. T. D. Hightower, secy.
 DENTON, TEXAS—Sept. 14 to 17. W. A. Miller, secy.
 DETROIT, MICH.—July 18. Grand Trotting Circuit.
 ELMIRA, N. Y.—Central New York Circuit, June 13 to 16.
 ERIE, PA.—Lake Erie Trotting Circuit, July 26 to 29.
 FT. WAYNE, IND.—Aug. 9. Grand Trotting Circuit.
 FT. WORTH, TEXAS—Sept. 21 to 24. E. E. Wright, secy.
 GLENS FALLS, N. Y.—Aug. 23. Grand Trotting Circuit.
 GOSHEN, N. Y.—Orange County Circuit, Aug. 23 to 26.
 GROESBECK, TEXAS—Nov. 9 to 12. S. D. Bug, secy.
 HARTFORD—Sept. 5. Grand Trotting Circuit.
 HORNELLSVILLE, N. Y.—Lake Erie Trotting Circuit, July 12 to 15.
 HOUSTON, TEXAS—Oct. 31 to Nov. 5. W. S. Gote, secy.

LAFONIA, KY.—June 9 to July 9.
 LIMA, O.—Lima Driving Park, June 1 or July 1. J. M. Seath, secy.
 LITTLE ROCK, ARK.—March 20 to April 7.
 LOUISVILLE, KY.—May 4 to 20.
 MEADVILLE, PA.—Lake Erie Trotting Circuit, July 19 to 22.
 MEMPHIS, TENN.—April 9 to 30.
 MIDDLETOWN, N. Y.—Orange County Circuit, Aug. 9 and 10.
 MINEOLA, L. I.—Queens County Jockey Club, April 25 to May 3, Aug. 15 to 20, Oct. 21 to Nov. 8.
 MONTREAL, CAN.—July 11 to 30.
 NASHVILLE, TENN.—April 1 to 9.
 NEW PLAZA, N. Y.—Orange County Circuit, Aug. 20 to Sept. 2.
 NEWPORT, KY.—April 9 to May 3.
 OAKLEY, O.—May 21 to June 7.
 OLD ORCHARD, ME.—Breeders' Mile Track Association, Aug. 8 to 12 and Sept. 19 to 23. M. F. Porter, Mgr.
 ONEONTA, N. Y.—Delaware & Hudson Circuit, Sept. 12 to 15.
 PALESTINE, TEXAS—Nov. 16 to 19. Thos. Hall, secy.
 PORTLAND—Sept. 12. Grand Trotting Circuit.
 PUGHKEEPSIE, N. Y.—Central New York Circuit, Aug. 2 to 6.
 PUGHKEEPSIE, N. Y.—Orange County Circuit, Aug. 2 to 5.
 PT. JERVIS, N. Y.—Orange County Circuit, Aug. 16 to 18.
 READVILLE—Aug. 30. Grand Trotting Circuit.
 ROME, GA.—Spring Meet, April 18 to 26.
 ROME, N. Y.—Central New York Circuit, July 4 to 8.
 SALAMANCA, N. Y.—Lake Erie Trotting Circuit, June 21 to 23.
 SANDY HILL, N. Y.—Delaware & Hudson Circuit, Sept. 5 to 9.
 SARATOGA, N. Y.—July 28 to Aug. 28. Saratoga Racing Association.
 SCHOHARIE, N. Y.—Delaware & Hudson Circuit, Sept. 26 to 29.
 ST. LOUIS, MO.—May 11 to —.
 SYRACUSE, N. Y.—Central New York Circuit, June 27 to 30.
 TROY, N. Y.—Central New York Circuit, July 25 to 27.
 UTICA, N. Y.—Central New York Circuit, July 11 to 13.
 WASHINGTON, D. C.—Washington Jockey Club, April 11 to 23.
 WELLSVILLE, N. Y.—Lake Erie Trotting Circuit, July 4 to 7.
 WESTCHESTER, N. Y.—Westchester Racing Association, May 7 to 26, Oct. 1 to 22.
 WINDSOR, CAN.—Aug. 2 to 18.

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NEW YORK CITY.

Buffalo Bill has the bill boards, or all he could get, till the middle of April. Commercial paper, therefore, that is coming in now has to wait till that date for a showing. Hawes Hats and Dunlap Tires (Hoke), Hunter Baltimore Rye (Houghtaling), Belvidere Bicycle and Pillsbury Flour (Gude), Between Acts Cigarettes (Pratt), and Colonial Flakes (Stahlbiadt), Careful Carpet Cleaning Co., and Pond's Extract (Lowden), are among the commercial lines now on the boards, many of which are for extended runs. The various bicycle concerns throughout the country are asking for terms, a large proportion of them for small paper, one-sheet or three-sheet predominating.

GEORGIA.

The representatives of the Waycross, Thomasville, Valdosta, Macon and Hawkinsville fairs will hold a meeting in this city to-night and Saturday with a view of arranging if possible for a chain of dates for the fall fairs. The visiting representatives are H. W. Hopkins, Thomasville; T. G. Cranford, Valdosta; Mayor Way, Hawkinsville, and O. Mowers, Macon.

Mr. John L. Manning is Secretary of the Cobb County Fair Association at Marietta.

The ordinary rarely attempts anything new from his own initiative.

E. M. Slocomb, of Newark, N. J., writes that he has posted paper for Wanamaker.

E. C. Donnelly, of Boston, put in the early part of March on a pleasant vacation in Florida.

A. A. Davis, of Nanaimo, British Columbia, one of the earliest subscribers "The Billboard" ever had, has sold out his business and left the territory. W. K. Leighton will control the boards at that point hereafter.

We clip the following from the Tribune, of San Luis Obispo, Cal.: "Mr. William Forrester, one of the proprietors of Denman & Co., San Luis Obispo, was on a visit to San Francisco, and secured considerable work through Siebe & Green. He is returning with the intention of erecting some nice new boards. If some more men like Mr. Forrester would take an interest in bill posting and watch how it should be done, the country bill posters would do considerable more work."

Mrs. Geo. Tisdale, of Montgomery, writes that "The Billboard" is worth more—much more—than we ask for it.

Bernard & Anderson, of Savannah, Ga., write as follows: "We have been favored with business in the beginning of our undertaking here, in excess of our most sanguine expectations, although the theatre people are fighting us as though we had no right to be on earth, and offer to do commercial work on any kinds of terms to defeat us. We have posted in the past two weeks 1,500 sheets on two contracts, and have coming from one of their former customers a shipment of seven 6 by 4 stands and twenty 8-sheets, and get yesterday from a local clothing house seventeen 8-sheet hat posters for March showing. We are building a lot of swell boards of matched lumber and are determined to make a plant that is second to none."

A prominent member of the A. B. P., just returned from San Francisco, says Siebe & Green have as good a plant as Owens & Barney, if not better, and believes they will win out.

A correspondent writes: "I see by your March issue that the American Bill Posting Company, of Brooklyn, is to erect a new building for offices. If they would lay out the money in some new boards it would be better spent."

When Andy Foley, of Socorro, New Mexico, left that city for El Paso, Tex., he gave his business and boards to Wm. Held, and the latter now operates them, in addition to his sign-painting business.

Both Bernard & Anderson and Hamilton & Royal have made application for membership in the International Bill Posting Association.

A great many bill posters complain that they do not receive the paper regularly through the News Company. We do our best to rectify such instances, but strongly recommend everyone to subscribe direct.

J. E. Williams, of the Gunning Company, Chicago, has had electrotypes made of the official trade-mark of the International Bill Posting Association, and offers them at \$1 apiece. The cuts are very handsome, and any member of the association intending to get out a new lot of stationery should invest. Address J. E. Williams, 289 Wabash Avenue, Chicago.

Jas. L. Lambert, Jr., of Henderson, Ky., is well spoken of locally.

Paul Gallia, city bill poster of Gainsville, Tex., also conducts the Gallia Art Company, of that city.

A. W. Rader, of Wheeling, W. Va., received a handsome compliment at the hands of A. M. Scott. The latter says Rader gives his personal attention to every order he receives, and does A. No. 1 bill posting all the time.

Sam W. Hoke is enterprising. He is giving away to all of his friends a copy of Rand & McNally's Standard Atlas, a work, by the way, which formerly sold at \$18 apiece, retail, but which he gets at a very low price by buying them in vast quantities. "The Billboard" has been receiving a copy on an average of every other day for the past three months. Mr. Hoke has about a thousand copies still on hand, which he is anxious to get rid of. Write for one. They are very handsome. Mention "The Billboard" and he will emboss your name on the cover.



A NATTY RIG, STOCKTON, CAL.

W. C. Tirrill, of Lima, O., Secretary of the Ohio Bill Posters' Association, announces that Geo. M. Leonard, of Grand Rapids, will attend the next meeting at Sidney, May 10. He will deliver an address entitled "How to Improve Business in Small Towns." Mr. Tirrill spent March 21 in Bellefontaine, helping Mr. Lane, of that city, with advice and suggestions.

The Caledonia Agricultural Society of St. Johnsburg, Vt., have the following among their regulations:

1. No premiums awarded on agricultural productions, manufactures or mechanic arts which are not the growth, manufacture or production of the territory included within the limits of the society; nor unless said article is owned by a member of the society.
2. Premiums will not be paid on any animal that has not been owned within the said limit at least one month next previous to the time of the fair.

A. C. Waters, Secretary of the Big District Fair, at Anamosa, Iowa, says: We had K. P. Speedy in 1894 and '95, Achille Phillon in 1896, Dr. Carver and his diving horse in 1897. We want a special attraction as good or better for 1898.

C. W. Harvey, Secretary of the Dodge County Air Association, of Beaver Dam, Wis., writes: We have the greatest fair of its age the world ever knew, and want everything except intoxicating liquors and games of chance.

Distemper colors should not be laid off like oil paint, but should be put on in short strokes in various directions.

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The Lafayette Bill Posting Company was incorporated March 9, with a capital stock of \$3,000. The directors are Geo. A. Dickson, Fred C. Dickson and Geo. Seeger, Jr.

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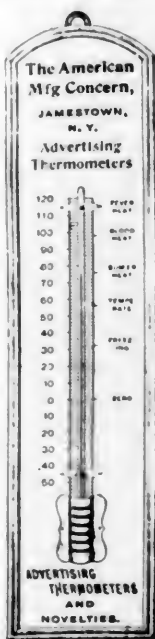
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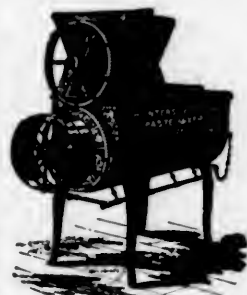


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THE CHEAPEST AND BEST METHOD

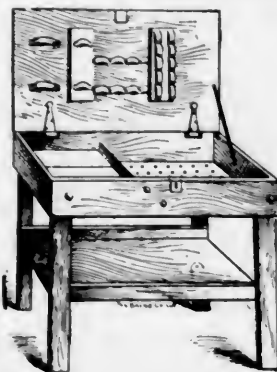
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LIMA, OHIO. Has a thrifty wide-awake, bustling population of over 25,000. It will pay you to put it on your list. **W. C. TIRILL & CO.** Bill Posters and Distributors.

WE POSTED Over 2,000 sheets of paper last year. Have room for about 500 sheets at one showing. We cover a population of 10,000.

WE DISTRIBUTED Nearly 30,000 circulars, pamphlets and books last year. We reach a population of nearly 50,000. We employ men, as far as possible married men with families. They work under the surveillance of our superintendent and are carefully watched. If you want to cover **Crawford Co., Pa.** write us about it. We can do it and guarantee the service. **H. B. WILBER CO.**, Cambridge Springs, Pa. Ref.: Hub Clothing House; Enterprise Pub. Co.

HILLSDALE, MICH.
A. H. BOLLES,
 BILL POSTER AND DISTRIBUTOR.

THE STAR BILL POSTING AND SIGN CO.
 Bill Posting, Card Tacking, Distributing, and Fence Painting.
 Edward H. Gruzard, Manager. **COLUMBUS, GA.**

WANTED!
 Names of persons who sent \$2.50 to Gripp, of Tyrone, Pa., and received NO WORK, address:
J. S., this office.

FLINT, MICH. Population 12,000. **NELSON MATTESON**, Distributor and Sign Tacker.

JOHN H. JONES, The Honest, Distributor. Member I. A. D. N. W. Cor Mount and McHenry Sts., **BALTIMORE, MD.**

THE MANHATTAN PRESS-CLIPPING BUREAU.
ARTHUR CASSOT, Manager.
 NEW YORK. LONDON.
 (Kuickerbocker Building)
 Cor. 5th Ave. and 14th St., New York.

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

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

A Photograph of the Smallest Woman in the World, sent upon receipt of 25 cents to pay postage, etc. Address:
B. C. BONESTEEL, Box 525, **PARIS, ILL.**

BROCKTON, MASS. **JOHN W. CARTER**, 288 Belmont st. Distributor. Very best work guaranteed. Registered member of the Feister list. Very best local references.

FOR HOUSE TO HOUSE WORK IN CINCINNATI AND VICINITY WRITE ME.

Believe that my service is the best distributing service in Cincinnati. As long as I believe it, I am going to continue to proclaim it. Others believe it also, as witness my constantly-increasing list of clients. I have twice as many firms on my books this year as I had last, and five times as many as I had year before last. That is evidence that my service is good. By many it is considered the very best evidence.

There are a few firms, however, who do not appreciate this fact. There are also new firms springing up all the while.

For these reasons I continue to advertise.

W. H. Steinbrenner
 519 MAIN STREET,
CINCINNATI, O.

CONTRACTOR FOR ...

Distributing in United States and Canada

\$1.00 — ADMITS YOU TO MEMBERSHIP UNTIL JUNE 1st. — \$1.00

... IN THE ...
International Bill Posting Association
 Of the United States and Canada.

The largest, most progressive and up-to-date Association in this country. Founded strictly on principles of Equity to All. Write the Secretary for particulars.

P. F. SHAEFER, President, CHICAGO, ILL.
ALBERT WEBER, First Vice-President, NEW ORLEANS, LA.
W. S. DONALDSON, 2d Vice-President, ST. LOUIS, MO.
J. E. WILLIAMS, Third Vice-President, CHICAGO, ILL.
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Bloomington, Ills. And Suburbs.
 POPULATION 35,000. We are sole owners of all the Billboards, and have the only license for Distributing. Sign Tacking. Country Work a specialty. Publishers of Theatre Program.

BLOOMINGTON BILL POSTING CO.

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

GRIFFIN, GA. BILL POSTING. Samples and Advertising Matter Distributed. Signs Nailed Up.
LYNDON PATTERSON.

Names and Addresses.

We furnish names and addresses for sending out catalogues and circulars. Buyer and seller brought together. Press clippings on all subjects. We can push your business.

Southern Press Clipping Bureau,
ATLANTA, GA.

DECATUR, ILL. Pop. 25,000. Wm. Mutton, Circular and sample distributor. Sign tacking solicited. All work guaranteed.

BERNARD & ANDERSON, Licensed City Bill Posters. List and protect on 45 first class locations in the city. Members Associated Bill Posters' Association, United States and Canada Office: 19 Congress Street, E.
SAVANNAH, GA.

If you want any distributing or sign tacking done in Covington, Ripley, Newbern, Dyersburg and Ittensburg, Tenn., send it to **HOWARD N. HOLSHOUSE**, City Bill Poster, **COVINGTON, TENN.**

BROWNSVILLE, TEXAS,
 IS POSTED AND....
 DISTRIBUTED BY

Valle & Bro. Adv. Co.
 WORK GUARANTEED.

DETROIT, MICH., 297 Cass Ave., **NATIONAL DISTRIBUTING CO.**, Distributors and Sign Tackers. Est. 1884. Reliable help. No boys.

Colfax, Washington.

Population 3,500. For best results in advertising, place your contracts with

GEO. H. LENNOX
 One of the few up-to-date Bill Posters in Eastern Washington.
 Reference: Second National Bank, Colfax

ITHACA, MI. H. Pop. 2,500.
JAS. DONALDSON,
 Member I. A. of D.
 Bills posted. Samples put out. Circulars distributed. Signs nailed up. Work guaranteed.

CITY BILL POSTING CO.,
HARRY B. BUSSING, Manager.
NORWALK, CONN.

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

J. H. Haynes & Sons, Ironton, O. Population 19,000. Samples and Advertising Matter Distributed.

NOT What You Pay **LETTER FILE**
 but What You Get
 for What You Pay.

The Best Office Desks at reasonable prices. \$1.50 per dozen. Cash with order. Size 11x12 1/2 x 3.
THE U. S. DESK & FILE CO., INDIANAPOLIS, IND.

DESKS,
 Chairs, Cabinets,
 Letter Files

4 ft long \$13.50 cash with order.
THE U. S. DESK, FILE & CABINET CO., INDIANAPOLIS, IND.

There is a difference between Cheap Goods and Goods that are Cheap.

Cabinet Files,
 Desks, Chairs, Etc
 The U. S. Desk, File & Cabinet Co.
 INDIANAPOLIS, IND. 75c per drawer, any size; cash with order.

A MAN

must be a man, and a good man, too, in order to join
The International Association of Distributors

He must have good standing in his town. He must be capable, experienced and honest; and, lastly, he must be able to prove that he is all three.

I will be glad to hear from distributors who can meet the high standard. There are a number of towns open. Perhaps your town may be among them. Write for our list of members and see. Address,

W. H. STEINBRENNER,

Secretary-Treasurer,

519 Main Street, Cincinnati, Ohio.

NOTE.---The Third Annual Convention of the International Association of Distributors, will be held at the Leland House, Chicago, July 19 to 22. Distributors, Advertisers and Advertising Agents are cordially invited to attend.

Bill Posters Distributors
 SHOULD OWN EITHER A

WAGON OR CART

You can get a wagon built by a village blacksmith, and doubtless, too, you could get a saddle 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.

This is the best and most useful vehicle for bill posting. It is light, strong and durable. It is built by 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.



\$24.50 EACH.

Bill Posters' Pony Cart.



\$44.50

Bill Posters' Wagons.



A-\$90.00. B-\$100.00. C-\$130.00.

JOHN H. MICHAEL,

Manufacturer Bill Posters' Vehicles.

225, 227, 229 East 8th St, CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of construction and utility. Please free to inspect our purchasers.

Louisville, Ky.

S. W. COR. THIRD AND JEFFERSON STS.

E. T. Heverin & Bro. City Bill Posting Co.

(INCORPORATED.)

BILL POSTERS, DISTRIBUTORS

—AND—

GENERAL ADVERTISERS.

We have also added Sign Bulletins to our plant.

Contractors for the State of Kentucky and the South.

Members of the Associated Bill Posters' Association

Brantford, Ontario, Can.

Pop. 17,000
 County, 50,000

C. M. SMITH & CO.
 Members I. B. P. A. and I. A. of D.



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, O.

D. L. McClintock

CITY BILL POSTERS AND DISTRIBUTORS

Mt. Carmel, Ill.



BILL POSTING

REASONS

REASON No. 1 why you should employ our service. Because we live in a city of 75,000 population, and can guarantee results.

REASON No. 2 why our service bring results. Because we employ only sober, honest men, and fulfill our contracts to the letter.

Wilmington Bill Posting Co.

Office, GRAND OPERA HOUSE.

WILMINGTON, DEL.



A STATEMENT TO BE PROUD OF
 WE HAVE PRINTED
OVER 2,000,000

Letter Heads
 IN THE LAST FOUR YEARS
 EVERYBODY SATISFIED
 Do not miss our business—
 PRINTING CO. CHICAGO
 356 DEARBORN ST.

All Kinds of Printing and Engraving.

Looks like a Special. *.....*

..... OUR SPECIAL LETTERS
..... FOR STOCK STANDS

HERE IS A SAMPLE STAND:



1-Sheet Letter. 24-Sheet Stand, (without border)

We have this letter in stock in the following sizes:

2-sheet Upright, 28 inches wide by 84 inches high, red, (3 sheets high).			
1-sheet Upright, 28	"	42	" red.
½-sheet Flat, 21	"	28	" red and blue.
¼-sheet Upright, 10¼	"	14	" red and blue.

Our Green Tint Border makes a beautiful contrast with the Red and Blue Letters.

From this series, we can make any size stand desired. Each size may be used separately or in combination. The less reading the stronger the stand. They undoubtedly make the strongest and handsomest stands obtainable from stock letters. PRICES:

1 stand, - - 75c.	10 stands, - 2½c. per sheet.
5 stands, - - 3c. per sheet,	25 stands, - 2c. per sheet.

We keep in stock Red, Blue, Green and Black Blank, at 2 cents per sheet.

I. A. D., I. A. P. and A. B. P. Letter Heads, with cuts, at lowest prices.

HENNEGAN & CO.

Poster Printers,

719-721 Sycamore Street.

CINCINNATI, O.



THE DONALDSON LITHO. CO.

AMERICA'S FOREMOST POSTER HOUSE.

CINCINNATI, OHIO.

FAIR POSTERS.

We have a larger variety of stock or syndicated posters for fairs than any other printing house in existence, and our designs possess far more than average merit. First of all, they are forceful, afterwards artistic. They are made with a view of yielding advertising to the user. They do not merely catch the eye. They go further. They create desire to attend the fair. They are superior to all others, and they cost no more than cheap stuff. We will send samples free to fair managers.

Continuous Publicity on the Billboards.



Bill posting is *not* a spasmodic advertising medium, as some advertisers think.

On the contrary, the most successful users of the billboard are those who make contracts for six or twelve months, and who supply the bill posters with sufficient paper to renew at frequent intervals.

While thirty-day bill posting is good, the continuous, lasting display is what knocks *all* the persimmons.

Many of my best pleased clients are those who have made yearly contracts from the beginning. But whether you want to post for a year, or for thirty days, or for only one week, you can get expert and conscientious service by placing your entire order with me; and you can save yourself all vexation and worry.

I place bill posting with the best bill posters everywhere, at their regular lowest rates, and I guarantee the service.

Should any portion of it prove unsatisfactory, you are not charged for that portion.

My dealings with the bill posters have extended over a number of years;

they know me, and they consider an order from me as an equivalent to the money in hand; that's one reason why I get their best service; another reason is that they get business from me at frequent intervals, sometimes three or four orders a month.

These are among my arguments why *you* should place your bill posting through my agency.

Sam W. Hoke

Long-Distance Bill Poster,

107 West 25th Street, New York.

Telephone.