



"I. A. of D." SPECIAL.

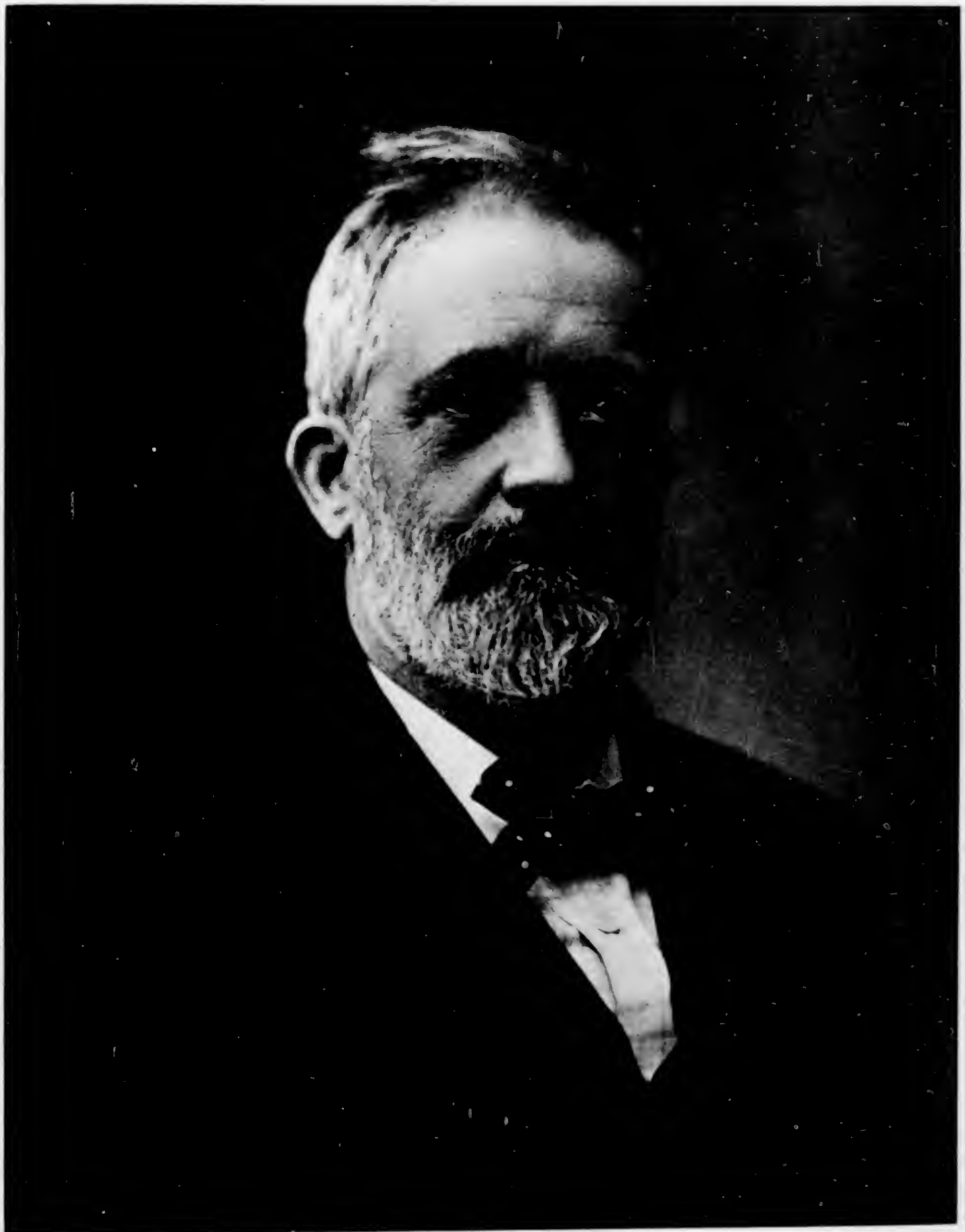


THE BILLBOARD

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PER YEAR. \$1.00



H. W. WALKER,

Vice-President of the Michigan State Bill Posters' Association, and I. A. of D. Representative at Detroit.



MURPHY'S PLAN.

The Forty-Cities Plan No Longer.

Representatives of twenty-two of the forty largest cities in the United States gathered at the Hotel Bartholdi March 7 to consider ways and means for effecting a closer protective organization than that afforded by the Associated Bill Posters.

It was hoped that a larger attendance would have materialized, but the promoters resolved to push the measure through in spite of all obstacles. It was evident, however, from the testimony of those present and from letters of absentees that the assessment on a basis of forty cities was too high, or at least more than many of the prospective members cared to risk on the experiment.

On this account the limit of population was lowered to 50,000, which will admit 100 cities, and on this basis some of those present paid in their assessments, although most of them returned home with the matter still under advisement.

The new concern was duly incorporated under the laws of New Jersey, with the name of the Associated Bill Posters' Protective Company. It is said to have some good features, but "The Billboard" has not found many of them as yet.

The Secretary, Mr. Fitch, of Secley, Fitch & Co., is the probable Secretary. He is to get \$3,000 a year, which is a good thing for Fitch, but will hardly prove equally as good for the association.

The association will be capitalized at \$100,000, in shares of \$100 each. The bill posters are assessed according to population, \$100 for each 25,000 population. The members are to pay 25 per cent in thirty days to the Treasurer, one-half in six months and the balance in one year.

Sam Pratt was elected President, Fred Fitch Secretary and General Manager, and T. J. Murphy, Treasurer. The directors are: Fitzgerald, of Milwaukee; Ed. Donnelly, of Boston; Owens, of San Francisco; Leonard, of Grand Rapids; Rife, of Baltimore; and Washington, O'Meara, of Jersey City; Pratt, of Newark, and Gude, of New York.

One of those interested, in speaking of the organization, said: "We organize to protect both ourselves and the advertiser. For instance, if a complaint comes to us we investigate it, sending our representative to the town. If the offending bill poster won't do better after a talking to and another trial, we furnish a new man with capital and start him in opposition. Don't know what we are going to do with all the money, but we are determined to better ourselves."

At whose expense? "The Billboard" would like to know.

The main office of the association is to be in New York. Those present at the Bartholdi meeting were: C. C. Ames, Providence; S. H. Robinson, Philadelphia; Charles F. Fibrick, Buffalo; L. H. Ramsey, Lexington; Eddie Donnelly, Boston; L. R. Fiske, Worcester; George M. Leonard, Grand Rapids; Tom Murphy and Barney Link, Brooklyn; Chas. Bryan, Cleveland; William P. Fay, Brooklyn; J. G. Reese, Scranton; W. A. Sheetz and Jas. H. J. Nashville; Harry Walker, Jr., Detroit; Sam Pratt, Sam W. Heke, O. J. Gude, New York; J. F. O'Meara, Jersey City; Edward Stehliardt, Rochester; Fred Fitch, New York; Len Owens, San Francisco; George Rife, Baltimore; R. C. Campbell, Chicago, and others.

Benefits of Bill Boards to the General Public.

In a letter to the Missouri Improvement Club, of San Francisco, Mr. J. Chas. Green gives the following answer to the question of "What are the benefits of bill boards to the general public?"

First—We lease property, which would otherwise be idle, for the purpose of erecting our bill boards, for which we pay a rental to the property owner, who is not ready to improve his property, owing, probably in most instances, to the fact that he has not the immediate funds with which to build. The rental we pay him helps very materially to pay taxes upon this property.

Second—We buy lumber with which to construct these fences, and, as large quantities are consumed, many people are thus employed in that industry who are benefited by us.

Third—Hardware enters very largely into the construction of our fences, and we buy hardware, thus helping that branch of trade.

Fourth—After we have our lumber and hardware we have to employ mechanics and laborers to build our fences.

Fifth—The manufacture of paper used for poster printing is enormous, and the aid the paper mills receives indirectly from the bill boards is one of the greatest factors in their prosperity.

Sixth—The establishment and subsequent success in building up one of the great in-

dustries in which the United States takes first rank—that of poster, printing and lithograph work—is due solely to bill board advertising, and the extent to which this branch of business has grown would be absolutely impossible were it not for bill boards.

Seventh—The printing establishments engaged wholly or in part in poster printing employ thousands of men exclusively upon this work, and have in their service the highest priced artists to design said work.

Eighth—The consumption of flour in the manufacture of paste used in this business makes a total which would surprise any one not acquainted with the details of the business, thus the farmer and miller are both benefited by the bill boards.

Ninth—To more particularly emphasize the importance and extent of the bill posting business, and which fact we believe is not generally known, it might be of interest to state that this firm alone disburses over one hundred thousand (\$100,000.00) dollars per year, the principal part of which goes to the laboring class, and all of which circulates locally.

Tenth—In our paint department we employ a great many men (nearly all of whom have families) steadily, who are engaged in doing the painting on the tops of the bill boards, and to do this it is necessary to buy paint, and the consumption of this article is enormous.

Eleventh—In the conduct of this business generally we employ horses, wagons and buggies, and the repairing of wagons and buggies and the shoeing of horses is no small item of expense, by which blacksmiths and men engaged in this line of trade are directly benefited.

Twelfth—The leading merchants of the country and the most successful of the day all believe in outdoor advertising on the bill boards. They employ thousands of people to manufacture articles which they advertise with us to create a demand for consumption, and in the retailing of these articles people are employed, as well as in the manufacture. The business men do not condemn bill boards; the property owner does not condemn bill boards, and the men and families who are benefited, either directly or indirectly, will attest the fact that this business is an important one among the large industries of all cities.

In conclusion we desire to state that the bill posting and out door advertising business is an important factor in the employment of labor and the circulation of capital, and the rapid strides that have been made in the business is the best indication of the fact that it has surely come to stay, and we feel confident that upon due consideration of the facts herein related, you will coincide with our views, and that you will be with us for the betterment and advancement of our business, and, therefore, for the advancement of all classes—laborers, mechanics and merchants. Yours very truly,

OWENS, VARNEY & GREEN.
By J. Chas. Green.

CIRCUS POSTERS.

W. C. Coup tells of Prodigious Outlays.

A great circus uses large quantities of advertising paper—so much, in fact, that it is difficult to keep track of it. True, the superintendent of the advertising car gives each man so many "sheets" in the morning, and the man at night hands in a statement which is supposed to show where and how he has placed the paper. These brigades are followed by "wretches," or, as the railroad men term them, "spotters," who look carefully over the ground. But the impossibility of detecting all crooked work may be readily understood when I say that from eight to twelve wagons containing bill posters and paper start out on country routes in as many different directions, so the "spotter," not being ubiquitous, can not follow every trail. One of my "spotters," however, did once ascertain that a party of my men had driven into the country and dozed comfortably in the shade all day, had not put up any paper and had not fed the hired horses, although they did not forget to charge for the "feed." The horses were thus made to suffer, and the men pocketed the money which should have gone for oats. Of course my superintendent discharged the entire brigade, although, when the season is well under way, it is very difficult to obtain skilled bill posters, for it is quite a difficult craft and experts are in good demand.

The reader, however, can easily see what a great loss such doings entail on a show, considering the cost of the paper at the "spotters," the freight or expressage the cartage and the money paid the men for putting up the sheets. The printing bills of a first-class show are enormous. My lithograph bill alone, the last successful season of my show, amounted to \$40,000 and this was before the days of extensive lithographing. I believe I ordered the first three-sheet lithograph ever made and also the first ten-sheet lithograph. This was considered a piece of fool-

ishness; but when ordered a hundred-sheet bill and first used it in Brooklyn it was considered such a curiosity that show people visited the City of Churches for the express purpose of looking at this advertising marvel. How things have changed! The Barnum and one or two other shows now use nothing but lithographs, and many of their bills are beautiful works of art, some of them being copies of really great pictures.

I can remember when one-sheet lithographs cost one dollar each, and for several years later they could not be bought for less than fifty to seventy-five cents apiece. They can be had now in large quantities for about five cents or less the sheet. As shows nowadays frequently use hundreds of sheets in a day, imagine what would be their cost at the price paid in the pioneer show period.

The circus of the present day is judged by the quality of its paper. One season I arranged with a publisher to use a folded quarter sheet, three sides of which advertised our show and the fourth side contained the first chapter of a story about to be published in his magazine. These were furnished to us in enormous quantities, and our agents distributed them. In Boston we had four four-horse wagons full, and these followed our parade. The men tossed the folders high in the air, and the wind carried them in all directions. While this style of advertising surprised the people, it was soon stopped, and properly, too, by city ordinance. I think circus people would be better off if ordinances were passed wholly prohibiting bill posting; but unfortunately such a movement would go far toward breaking up a profitable industry, since many of the bill posters are rich men, some making as much as \$25,000 a year, and a few fully \$50,000. I believe Mr. Seth H. Howes, the veteran circus manager, was the first one to order a bill board made of paste paper on the outside. Previous to this all bills were hung or fastened up with tacks—The Saturday Evening Post.

A NEW FEATURE.

Bill Posters as Brokers.

Bill posters all over the country are beginning to realize the value of cultivating their local trade. In many cities the trade of the more progressive of the retail merchants is now valued more highly than that of the theaters. The bill poster not only does the posting, but sells the posters as well. In other words, he acts as broker, or middleman, between the big printing houses on the one hand and retail merchants on the other, collecting a commission on all sales which they make.

They are the regular agents of the printing houses, and have the exclusive rights to their towns. This exclusive agency, as they enjoy it regarded in the nature of a safeguard against opposition in that it makes it that much more difficult for a rival to secure a foothold.

This is not the only advantage, however, for in time it leads to the merchant calling in the bill poster for consultation and advice regarding all kinds of out-door advertising, and builds up confidence and friendship, which are very hard to shake.

It leads toward the banishment of the home-made poster from the country printer and covers the boards with the fine handiwork of the metropolitan printer.

And last, but not least, it raises the bill poster and his plant in the estimation of the foreign advertiser. When an agent or inspector drops into town and finds the boards well covered with the work of local merchants, he immediately says to himself: "Here is a bill poster who stands well with the retailers of his town. He can be trusted. We will post with him. He has influence. We will enlist it for our goods by cultivating his good will." That means a good big lot of posters and no chewing over prices or terms.

Yes, it pays, and it is an entirely legitimate mode of increasing both one's business and one's earnings.

You never see dead paper on the boards of a bill poster of this character. He always has plenty of local paper with which to cover out dead showings.

New Ordinance at Los Angeles.

As soon as H. Gayler Wilshire had defeated the bill board ordinance at Los Angeles, the City Council immediately had its attorneys frame a new measure. The new bill was unanimously adopted by the Council on March 12th, and instructions were given the City Clerk not to issue any more licenses for bill boards until authorized to do so by the Council. The President of the board and the Corporation Counsel declare the ordinance as it now stands will hold, but Wilshire assures us that it can not, for a measure substantially the same was rendered void by a decision of Judge Van Wyck in the Superior Court. The ordinance as passed is as follows:

"An ordinance regulating the height to which any fence, building, or other structure erected, built, constructed or maintained for the purpose of gaining thereon any sign, or advertisement for advertising purposes, or posting thereon, any bills, signs, or other advertising matter for advertising purposes, shall be erected, built, constructed or maintained.

"The Mayor and Council of the City of Los Angeles do ordain as follows:

"Section 1. That it shall be unlawful for any person, firm or corporation to erect, build, construct or maintain, in the city of Los Angeles, any fence, building or other structure, of or to a greater height than six feet from the surface of a sidewalk, street, or the ground where the same is erected, built, constructed or maintained, for the purpose of painting thereon any sign or adver-

tisement for advertising purposes, or posting thereon, or affixing, or attaching thereto, or thereon, any bills, or signs, placards, cards, posters, or other advertising matter for advertising purposes.

"Section 2. Any person, firm, or corporation violating this ordinance, or any of the provisions thereof, shall be, upon conviction thereof, punishable by a fine of not exceeding one hundred \$100 dollars, or by imprisonment in the City Jail for a period not exceeding thirty days, or by both such fine and imprisonment.

"Section 3. All ordinances or parts of ordinances in conflict herewith are hereby repealed."

The New Association.

We are informed that inquiries and requests for application blanks are simply pouring into the office of the Secretary of the new Bill Posters' Association.

Statistics show that there are over 1,200 bill posters in the country who are not members of any association, so it can be readily seen that there is ample room for the new comer.

Many of these, of course, are in small towns, but in the new association special attention will be given the small town bill poster, and, in addition, efforts will be made to interest him.

The advertisers are beginning to realize the importance of advertising in small towns, for they bring better results in proportion than the big cities.

The membership fees and yearly dues of the Alliance are so graded that if the small town man has only a population of 100 he only pays for that number. All the officers of the Alliance are elected by the members. This insures the members a voice in the affairs of the Alliance, and gives no possible chance for one or two men rule.

The legislative, judicial and executive departments are so arranged as to be entirely separate and act as a check on each other. Another feature, which should make it a winner, is that a place is provided for the bulletin and sign painters.

Attempts have been made for some time to effect an organization of this class of advertisers, but without success. Several of the prominent bulletin men have already expressed themselves as heartily in favor of this feature.

San Francisco, Oakland and San Jose.

The three above named towns, which are all controlled by Owens, Varney & Green, are agitating the old question of regulating bill board advertising. The ordinance in San Francisco renders it unlawful to erect and maintain in the city any structure constructed mainly for the purpose of painting or posting thereon. The legality of the ordinance is very questionable.

The City Council at Oakland is considering an ordinance imposing a quarterly license of five cents per square foot on bill boards, and regulating the height which bill boards may be built.

In San Jose the Council has been sustained in its position of restricting the height of bill boards to ten feet.

Duluth Ordinance Amended.

In July, 1891, an ordinance, entitled "Regulating Bill Posters and the Posting and Scattering of Bills" was passed in the city of Duluth. Up to February 25 of this year the measure stood without change and was perfectly satisfactory to the city bill poster. On that date, however, Section 3 of the ordinance, which section regulates the license, fee and term, was amended by the Common Council, rendering the ordinance not quite so agreeable to the posting company.

The altered section now provides that the person authorized to carry on or engage in the business of bill posting must pay a license fee of \$50, and that the person desiring the license must agree to post all city notices of election and other notices for the ensuing year in consideration of the granting of the license. The City Council certainly has a "good eye for business," and evidently a due appreciation of the value of bill board space.

DISCRIMINATION.

The Gang's Clumsy Subterfuge.

Hereafter Gude, Stehliardt and Campbell, official solicitors of the Association, will not have to pay dues, while the rest of the solicitors will. This flagrantly unjust ruling was adopted by the Board of Directors at the last meeting. The gang did it, abetted by the rest of the board.

Out of the Mouths of Babes.

Fried: Let's hold a convention today. All right. I'll be boss.
Fried: No, I want to be the President.
Fried: You can be President, I said I wanted to be the boss.
Fried: But I thought the President was the boss.
Fried: Guess you never heard of Stehliardt, did you?

Ohio Bill Posters' Association.

If all the minor organizations that are affiliated with the Associated Bill Posters' Association, there is not one more thoroughly up to date and enjoying better health and prospects than the Ohio Bill Posters' Association. The mere fact that the official roster now contains sixty-seven names and that not one of this number is behind in his dues, speaks volumes for the Buckeye State organization. Any one who has been connected with organizations of any character can not help but recognize that this is a splendid record. Great credit must be given the officers and members for preserving this perfect harmony and one-mindedness. It has been definitely agreed upon that the Ohio convention will be held on May 8 in the town of Xenia. Xenia was thought of as a meeting place, but after much discussion on the question was finally decided in favor of Xenia.

The town of Chillicothe recently left open through the death of S. E. Roberts, again has a member. Ed. H. Breth and E. C. Thompson both put in applications as far as to be sure that no mistake could be made. Mr. Breth and Mr. Taylor investigated and examined the two photos, and in their report to Secretary Terrill, recommended the election of Mr. Breth, who was duly appointed. Mr. A. H. Walburg, who has bought out E. O. Barnett, of Middletown, and who will be manager of the opera house, has made application for membership. Other applicants are E. M. Vogel, of Paulding, O.; W. W. Ruzic, of Mt. Vernon, D. C.; C. Roberts, Bowling Green, and S. W. Rayl, Ada, O.

Important Decisions.

Two decisions, which are of great interest to the combination and anti-combination adherents, are those which have recently been handed down in the cases of the Inter-Town, of Chicago, against the Associated Press Association, and the New York Sun against Typographical Union No. 6. Secretypers' and Pressmen's Unions and the Allied Printing Trades. In the Chicago case the Inter-Town was granted an injunction restraining the Associated Press from cutting off its news service. This had been done in accordance with one of the association's by-laws, which gives the power to suspend a member or impose a fine upon him for either furnishing news to or purchasing news from any person or organization formally declared to be antagonistic to the association. The prayer had been refused in both the Circuit and Appellate Courts, but, as noted above, the Supreme Court reversed, compelling the Associated Press to reconsider its vote of suspension and resume its service of news.

A meeting of the Board of Directors of the Associated Press followed the ruling, at which time the by-laws under the operation of which news to the Inter-Town was cut off, was rescinded. Following the decision in favor of the Inter-Town, comes a suit from that paper, asking for heavy damages.

The decision in the case of the New York Sun boycott was merely an affirmation by the Appellate Division of the Supreme Court of the injunction granted three months ago by Justice Peckstayer. The injunction was originally granted to restrain the defendants from publishing, circulating or causing to be circulated pamphlets or other matter calling for a boycott of the Sun. The order as now in force forbids the defendant officers and members of the labor unions, engaged in an effort to injure the business of the Sun in advertising and circulation.

From advising or requesting, in such manner as to imply a threat, present or possible, to discontinue or to suspend business with the newspapers named.

From employing information or force to prevent the selling of the Sun's newspapers.

From "picketing" the Sun's establishment or branch offices, for the purpose of interfering with employees or by any means seeking to induce them to quit plaintiff's employ.

Michigan Letter.

Editor of The Billboard
Dear Sir—Thinking perhaps your readers may be interested in what their brother bill posters are doing in other cities, I send you a few notes from Michigan.

At Kalamazoo, Lee J. Geller is the boy. Geller a few days before my arrival bought out the interest of McCarthy, and is now going it alone. He tells me that he has 3,000 feet of boards, and 50 per cent of them were filled with live paper in December, January and February. By April of the whole space of his plant will be full. As soon as the frost is out of the ground he will put 750 feet more, anticipating a bumper year for the bill posters. The Academy has 1,000 feet of boards, as it does its own posting.

At Battle Creek will be found E. R. Smith, the Prince of Reed Fellows. This city has 20,000 population, and 2,000 ft. of his my friend John Moore must have thirty days, with 1,000 feet to be added within thirty days.

Smith is a busy little cuss. He runs the opera house, besides a book and wall paper establishment, and I believe is also a deacon of a church. He reports business good for the past three months, and by the look of his boards he tells the truth. The usual advertisements were out, in fact, I found nothing new in the whole State.

At Jackson, Stevenson & Solomon hold the fort. This needless to say to introduce this firm to the bill posters of the country, especially Stevenson. My stay in the city was not long, so I found the merchants asleep. The bill poster will know what I mean. A few notes will come in handy to those Shinn clerks, who try to make a living by posting bills.

When a salesman comes in your town selling the pretty posters, you want to get on

your "hustling clothes." I am sure no salesman wants you to sell his goods. Some think so, however. All they want is the name of the leading merchants, who are likely to go on the boards, he does an introduction by you to the merchant goes a long way, also, you should be on hand to do your own contracting in regard to price, location and the amount you can handle at a given time. As a rule, I start out with my samples, and when I get the merchant in the notion to buy, then he wants to know the price of posting, what showing he can get, etc.

The merchant will not take my word—why should he? I can not contract for the bill posters. So then I am compelled to run over the town for Mr. Postman, and when I get him to face the merchant, the effect of my first talk is lost, I lose the sale, and Mr. Postman the job of putting them up. Hence, don't stumble when the salesman is in town. Lanning. And I can say of the town is 29,000 population. I had dinner there, the Lord forgive me.

Grand Rapids is a good town. I do not say it because of my large sales, for on that score I was disappointed, but I say it is a good town. On deck will be found Mr. George M. Leonard, the "Only" yes, and a good fellow at that. 100,000 population, 15,000 printing feet of boards, and the best of all, a man who attends to his business.

My deals of bill posters are Charley Hager, Mike Bresler, L. N. Scott, Frank Chamberlain and Johnny Williams, of Genkosh, but I must add my friend "George" to the list. Mr. Postman, let me tell you what Leonard does with a three-sheet on a four high board. He takes it in with his own one-sheet, telling the people where they can buy the best paste. How much paste do you sell? Find out what amount your up-to-date brothers sell. Ask Brother Lushon, of Terry Heights. There are bill posters who make \$1,000 a year on their paste, besides getting the r. own for nothing.

Saginaw—The Davidson Bill Posting Company, Davidson & Nethercott, proprietors, fifty thousand population. This city is divided by a river, which of course spoils it, on account of making two business centers. It has 8,000 feet of boards, and five men to run them. Very truly yours,

M. L. LEVYNE

Leonard's Carpet Bag.

Some one played a heartless and cruel joke on George Leonard, of Grand Rapids, during the late lamented convention of the Associated Bill Posters of the United States, Canada and New York, at the Bartholdi Hotel, in that city.

The people passing along the street were one morning much startled to see a long rope dangling from one of the windows of the hotel. At the end of the rope swung a carpet bag, which was tagged "Leonard, Grand Rapids." It was quickly tipped off to the proprietor of the Bartholdi, that Leonard was about to skip his board and make grand rapid strides for home. This caused great excitement, and a large crowd assembled to see the landlord set out on Leonard's spoor, and perchance to see Leonard himself come down the rope. But the event never happened, and rumor now has it that was all a joke, put up by fun-loving Al Ryan, of Cleveland, and that the drinks were on the Bartholdi.

Pass Him Along, Boys.

Recently a tramp bill poster, giving his name as Charles Baker, and hailing from Pennsylvania, and bound for Minneapolis, Minn., arrived at Shelbyville, Ind., and struck Chaffee & Sons, the hustling bill posters of that city, for a "steak." Chaffee kept him nearly a week through the cold snip and gave him bed and board, for which Baker seemed very grateful, and expressed himself as being anxious to do all he could for our friend Chaffee, in fact, he proved himself altogether too eager, for when he departed it was very early in the morning, and he took with him Mr. Chaffee's opera house keys and his best overcoat, and the result—new locks, new keys and a new overcoat, all at Mr. Chaffee's expense, and all this time Mr. Baker was confined to his bed by sickness. Said Charles Baker was aged about 25 or 30, sandy complexion, smart, sandy mustache, bush, sharp-nosed, long nose, about 5 feet 6 inches high and he doesn't look you in the face when talking to you.
Shelbyville, Ind.

THE BILLBOARD

vs. THE BOARD OF DIRECTORS Of the Associated Billposters Of the United States and Canada.

"THE BILLBOARD" vs. Board of direct, &c. In the matter of the suit instituted by "The Billboard" Publishing Company against the Board of Directors of the Associated Bill Posters, the following dispatch sent out by the Associated Press is, in the main, correct, viz:

NEW YORK, March 8.—"The Billboard" Publishing Company, of Cincinnati, publishers of "The Billboard," a paper devoted to the interests of bill posters, has brought a suit in the United States Circuit Court here for damages against nine members of the Associated Bill Posters of the United States and Canada. The defendants in the suit, J. J. Gude, Edward C. Donnelly, E. A. Stahlbrodt and six others, represented the leading bill posting concerns in the principal cities of the United States.

"The Billboard" Company alleges that they set out systematically to ruin it and kill its publication, in order to build up the official publication of the association, and that among other things they had a boycott resolution passed at the October meeting of the association, directing members to cease their support of "The Billboard," either by subscribers or advertisements. "The Billboard" Publishing Company sues for \$10,000 damages and costs, and maintains that under the provisions of the anti-trust law it should have three-fold damages, or \$30,000.

It is to be noted that the line of advertising from any member of the association who is arrayed against us, but there are many members who would advertise in our columns were it not for the action of the Board of Directors. We believe that we have been damaged, and that the Board of Directors acted illegally and without warrant in instituting the boycott against us. Hence our suit.

The Official Organ.

Rumors were rife last month that Campbell was after the official organ and making every effort to secure control of it. The rumor was in a measure substantiated by another from the East, which had it that Stahlbrodt was tired of it and ready to let go in favor of Gude.

Splitting.

There is a schism in New York who is said to secure his business by a division of commissions, either to the advertiser or the advertiser's representative, this man's strong card has been his use of the national emblem of the almighty dollar. The dividing of commissions is a contemptible piece of business, and the guilty party should be drummed out of the association. One of the association's strong claims has been the upholding of rates, and it is certainly very poor policy for a bill poster to refuse an advertiser any cut only to see him get it from this solicitor.

NOTES.

The Lowell & Burlington Tobacco Company, Covington, Ky., ordered a big edition of paper for spring and summer posting.

The New England Carnival and Promoting Company, of Canton, O., has elected the following officers, viz: Edward Fick, General Manager, A. C. Burton, Assistant General Manager, J. H. Werner, Secretary; J. W. Fontus, Treasurer.

Canada's Great Eastern Fair and Exhibition will be held at Sherbrooke, P. Q., Sept. 3 to 8. The Secretary is now ready to negotiate for attractions.

Brooklyn Elks' Street Fair and Carnival commences April 16, and it is intended to continue it until May 5.

Extensive changes will be made in Kansas City Convention Hall to accommodate the Home Products Show, to be given there early in June. The changes will all be in the nature of permanent improvements to the hall.

Lewisburg, Tenn., will hold a street April 14. W. M. Carter is Secretary.

W. L. Van Cleave, of Hartford City, Ind., will soon put in a new plant at that point. The decent members demand a voice in the selection of the Board of Directors.

Mr. H. M. Griggs recently severed his connection with the W. D. Husted Advertisers' Company, of Mansfield, Pa., with which has been identified for some time past. Business will hereafter be conducted by W. D. Husted, the firm name remaining unchanged.

The trial of the participants in the con which took place at Rochester, N. Y., between two employes of the Rochester Posting Company and two from Shub Bros., of Baker's Theater, came off March Gustave Berk, of Shubert Bros., who was aggressor in the trouble, was fined \$100 because he had shown a belligerent spirit. The others were all discharged.

The Indianapolis Paste Company says their paste. It costs \$1.50 a barrel, will make three when reduced, so there be no risk trying at least a barrel.

The gang holds the members at large in rank contempt, refers to them as far as small fry and chid-hoppers. But the gang will find it hard work to get along with them.

The Consolidated Bill Posting Company, Louisville, Ky., was recently granted a permanent injunction against the city of Louisville, to prevent the city from compelling them to secure building permits to erect sign boards about the city. Quite a few towns now have ordinances requiring permits, it seems that they can all be knocked out.

"Eddie" White, the bill poster, who has been with the Southern Bill Posting Company, of Knoxville, Tenn., through the winter, has signed a contract to work for John Robinson Circus during the coming season.

The Cherron Company, of Denver, gets an excellent order, which they send to advertisers. Many boards and displays shown. They give a good idea of the type of plant one will find at Denver. The following little convincer appears upon a back page it is a good one: A business being approached by an advertising solicitor an "ad," answered: "I did a great deal of advertising when I started in summer, now I am well enough known to get it without it." The solicitor asked him if he knew who had run for the office of Vice President the election before last. The business man did not. The solicitor then asked if any one had been better advertised at time. The "ad" was secured.

Chas. A. Hood, of Delphos, O., has large stands, 75 three-sheet stands and one-sheet boards, with a total capacity over 2,000 sheets. The boards are new, built from tongue and grooved lumber. He is the I. A. of it, man for his town.

The firm of Morton & Beck, of Cincinnati known as The Ith. Morton Bulletin and Posting Company, has been dissolved. It has retired. The business will go right to us it has heretofore, under the management of Mr. Morton, who is now sole owner. Morton controls bulletins in many large cities besides Cincinnati, including Baltimore, Washington, Louisville, Toledo and Columbus.

The Los Angeles Herald prints the following concerning the Ward McAllister of bill posting business: "John Luncan, Du the golf expert, and his father-in-law, Gaylord Wilshire, the bill board artistic connoisseur, are in the North playing golf. Examiner praises Mr. Luncan's work to skies and lets Mr. Wilshire down by saying that he plays well, but is not in Luncan's class. If Wilshire takes to making political speeches up there they will find that there are whole lot of fellows up about the bay who are not in his class."

The American Tobacco Company have 1,000 sheets displayed in San Francisco. On a good showing for one town, is it not?

E. D. Burroughs, of the Winamac Bill Posting Company, writes: "Everything progressing very nicely here. We have ready closed contract for the covering our circuit of towns with the Boston Medical Institute, the Lydia E. Pinkham and had done considerable posting." Mr. E. McFarland, Burroughs' partner, is still in Newark, Ohio.

Spring weather is simply destruction to boards. Bill posters should watch it closely and keep the paper in a condition. The appearance of your boards the best argument that can be offered local men.

M. C. Terrill, of Lima, Ohio, was called "The Billboard" office last week. He says that his boards are filled to their utmost capacity, and his distributing department booming.

The Michigan Stove Company has already contracted for its posters for next fall's billing. The order is an immense one. Donatons do the work.

A ban, or, more properly speaking, she of paper, were placed upon the posters. Orange, N. Y., which were put out to advertise "The Regatta Girl." On the bill are girls, one of them a ballet dancer. The fee captain didn't like the appearance of the last-named young lady, so order that her legs be covered with white paper. This was promptly done, and now the bill attracting more attention than ever.

An early consolidation of the New York Bill Posting Company and Van Heurn & Co. both of New York City, may be looked for.

There is a solicitor in New York who claims to be a poster-maker, and who claims to cooperate with legitimate printing houses, but who doesn't own a press, who sends message secure an order he peddles the business around until he finds the lowest bidder, who makes it up. You can imagine the quality of the work.



STEVENSON & SOLOMON, Jackson, Wch.

WHAT THE DISTRIBUTORS ARE DOING

A Letter from Ramsey.

to the Editor of "The Billboard"

Every National advertiser would prefer to find his work to a local distributor if he were fully sure that it would be done right, because he could save 50 per cent of the cost, and just as soon as he finds out that he can cover every town in the country that he wants advertised by reliable local men, just as soon will the traveling distributor have to find another job.

The I. A. of D. has done more towards establishing confidence among national advertisers than all other distributors put together, but it is not perfect yet; there is a lot of peeing out to do, and a lot of hard work and patience necessary to make it what it ought to be. This, of course, can not be done by one man or a few; it will require the cooperation of the whole association. Probably 90 per cent of the members are doing distributor work; yet there is room for improvement with them; and the other 10 per cent will gradually be dropped out and other good men added. This is the case with all organizations, no matter how particular you are about taking in members. The I. A. of D. is the oldest of its kind, and has been improving from month to month, but it must still continue to improve until we have a reliable member for every city, town and village in the United States.

The Feister Printing Company's list is a reliable list, and every I. A. of D. man should have it. Advertisers have great confidence in it. The Feister Company charges you nothing for the privilege, except you must come up to their requirements before they will put you on.

I joined the I. A. of D. in New York last month, just to be along with some of my friends who can't get into the I. A. of D. It is a new distributors' association, fathered by our esteemed friend, Ed Stahlbrecht. Ed couldn't get into the I. A. of D. because we had a member from his town, and he picked out a lot of bill posters in the same beat and started an association as near like ours as he could, without taking our name bodily. This said that imitation is the sincerest flattery, so we ought to feel proud of our I. A. of D.

I think they are going to have a very good association by and by, but as they are just organizing, and judging by the trouble we had getting the I. A. of D. as near perfect as it is, it will take them five or six years, and by that time we ought to be farther ahead than ever. One serious objection to them is the name, it ought to be changed. It is conflicting, and will cause confusion. The only way to remember which is which is to use this key: "I. A. of D. means 'I Advertise'; I. D. A. means 'I Don't Advertise'." I believe the advertiser would prefer I. A. of D. There can be but one best, and if we keep eternally at it, trying to improve the I. A. of D., and make as rapid strides in the future as in the past, we'll always be the best.

I am strongly of the opinion that the annual convention should be changed from Kansas City to some place more central to the majority of members—say Detroit, Cleveland, Buffalo or St. Louis. Kansas City is too far West, and besides, the "Howling Scorpions" will monopolize everything with their convention. Hotel accommodations will be so high that the price of distributing will have to be put up for a year to get even. With all due respect to our able and distinguished President, who invited us there, I think it will be a great mistake and will cost us more than anything that has ever occurred since our existence. The meeting should be called so that at least one week should intervene between it and the Associated Bill Posters' meeting at Atlantic City, which convenes the second Tuesday in July, because several of our working members belong to the Bill Posters' Association and would like to attend both meetings. Can't we directors change this by a good vote?

Every I. A. of D. member should have a place of business in the heart of the city or town, so that he can be easily found. I hear frequent complaints that the distributor in each and every town lives out in the suburbs, often beyond the car line, and is often met at home when the agent calls. Such places as these hurt the whole craft, and no member who hasn't an office in the heart of the city could get any credit. Get an office by all means with some business front, if it is only a desk room and privilege to hang out a sign. It will only cost you a few dollars, and will be a good investment for you, and will lend prestige to the association.

The Rise and Progress of Distributing.

The time when a reliable house-to-house distributor, who made the business of distributing a specialty outside of a few of the larger cities, was the exception, is easily within the recollection of the younger members of the craft.

Prior to July, 1896, no sort of a guarantee had ever been offered advertisers that their advertising matter would be honestly distributed, and, as a result, the advertiser who used house-to-house distributing as a medium of publicity was forced to resort to the only resource at hand, i. e., send out his own men. This was not only expensive, but far from satisfactory. The traveling man had to be paid his salary and expenses in addition to the help he usually employed in the larger towns and cities. This made the cost average considerably more than if the highest price of the reliable local man had been paid. Not only was the expense more, but, as a rule, the service was not so satisfactory, even with the firm's own men. The average traveling distributor visited his territory once, or at the most twice per year. Of course, he could not know the situation of the localities best suited for his goods. The crowded tenement, where the best results often follow the advertising of proprietary or patent articles, was a stranger to him, and where from two to twenty pieces should have

cover, with every person that would become a member of your association. As an instance of what we mean, we will take the State of Texas. It seems to us that fifty or seventy-five members could be obtained in that State, and we will agree to use the service of every one of them at least once a year, if not oftener."

This letter comes from a firm who advertise through the South and West very extensively, and there are others who are just as anxious to secure the service of guaranteed distributors.

Now, what stronger incentive can distributors ask as a reason for filing an application for membership?

Along with almost everything else, the price for honest distributing is advancing. This is as it should be, but too many firms have not yet learned that it is worth more than \$1 or \$1.50 to honestly place 1,000 pieces of advertising matter in the manner they usually require.

The standard of intelligence among distributors is also advancing. The reason for this is that better prices secure the services of better men, and both distributor and advertiser learn as they grow older to respect the rights of the other more.

The writer has had quite a good deal of experience with distributors in different parts of the country, and it is my opinion, based on observation, that the advertisers' interests are better cared for at the hands of the distributor who is able to earn a fair living from his business than from his more fortunate brother who takes distributing simply to keep out opposition, or because he may get bill posting. The latter too frequently never sees the advertising matter or the men, or, as usual with him, the boys, who do the distributing.

In my opinion, it is only a matter of a very short time till the traveling distributor will be advanced to some other position, and his work will be better done by the reliable local man.

TE-H'D'E.



THOS. J. MURPHY.

First Vice-President of the I. A. of D., and Promoter of the Hundred-Cities Plan.

A Letter from the President.

Editor of "The Billboard"

Dear Sir:—It is some time since I have presumed to occupy any of your space. But as the time for our annual meeting of the I. A. of D. is approaching, and my city is the place of meeting, I deem it my duty to the association to say something along the line of what is here and what will likely happen while we are in convention.

The boys will have no trouble in finding the way here, for the reason that Kansas City, Mo., is to-day the best advertised city in the world, not excepting Pretoria, South Africa, the objective point of the entire English army, who want to see Gen. Buller. The reason of all this is that the great and mighty British Democracy have determined to assemble in Kansas City in the near future; in fact, they have chosen our date, July 4. They have their inquiries out all over the broad land, blazing the way to Kansas City, Mo., so that none may get lost and perchance fall by the wayside and into the enemy's camp.

Kansas City is situated on the south side of the Missouri River, the longest river in the United States, and at the mouth of the Kansas, and, judging from some of the late editorials in New York, and more especially the Big Queen on the lake, Chicago, Kansas City is only a flag station on the Missouri Pacific, with perhaps the Santa Fe Railway running near by. But if you will refer to your geography, you will find that we are at least 100 miles east of the center of this great continent. We are about mid-

land. Therefore, we are the Midland Advertising Company, who do all kinds of outdoor advertising—don't forget it. When you arrive here, you will find our houses are not on the Indian warlike fashion, nor on the Mexican adobe style. Chicago and New York papers notwithstanding, on the contrary, our hotels are made of iron, stone and brick, six to ten stories high, modern in all their departments, as well as fire-proof, with a capacity equal to any and all emergencies. The price for entertainment will not cause you to pawn your baggage the first day, as was the case with many at the World's Fair in Chicago.

I am in hopes that the desire to see us Westerners at home will be the means of bringing about an unusual attendance of our Eastern members. Of course, the attractions of our city are not very great, but you will be cared for in good old country style, and at living prices, and you will find it no farther from your home to Kansas City than it is to any other place of equal distance.

These annual meetings are of great benefit to us. What we need is to get together, compare notes, and see what can be done to further the interests of the advertisers and the advertiser. Come every one of you, that we may see and hear each other. In this way alone can we become interested in each other's welfare.

It seems to me that with the reduced rates for transportation and the practice of rigid economy, all our members would be enabled to be present. There will arise some questions of vital importance to each of you, and in no way can your wish be considered in these matters as well as when you are present yourself. If present, you can be seen and heard, and perhaps obtain your wish in the future direction and government of the association.

I do not think of anything along the line of distributing that would be of interest or benefit at this time more than this: "Get all the contracts you can at a price that will justify a strict compliance with specifications in said contract. Go out with your people and see to it that the work is properly done. Keep doing this, and sooner or later you will succeed to all or about all the business that comes to your town. My competitors in this city seemed to have formed a trust—their prices are uniform for everything that comes along, big, little, heavy and light. They do all the local work, and there is lots of it, but it is fair to suppose that all dollar work goes about the same route. People who undertake house-to-house distributing for one dollar need to be regenerated."

In closing, I do not deem it necessary to invite any member of the I. A. of D. to be present at this convention, for it is not only to their interest to be here, but it is a duty. But to all other people engaged in the business of outdoor advertising, we do extend the hand of good fellowship. Come and meet us, be benefited, and be of benefit to us, and if you like us and our methods, give us.

"The Billboard," our worthy champion, needs no invitation. You are of us, and will be with us.

With best regards and well wishes to the association, and hoping to see each and every individual member at the convention on 4 July, yours sincerely,

JOSEPH REID.

Connellsville Letter.

Editor of "The Billboard."

Business during the months of January and February has not been brisk with us. The only distributing done for out-of-town advertisers that we have come across was done by a local druggist for E. C. De Witt, Chicago. A four-page paper called the "Connellsville Banner," with a two-column ad for the local druggist. The paper was neatly folded and enclosed in a wrapper, and addressed, "Sent by request of a friend." Well! Well! Well! Such distributing as that was! If the friend had sent it by mail or delivered it personally, it would have reached the party for whom it was intended, but as it was distributed by small boys for a small compensation, about one in ten reached the mark, and the balance were left in the yards, just before a rain. The same druggist also put out samples of English Ten for W. H. Hooker & Co., New York. None were put into the houses or left at back doors, but simply tossed into yards and on front stoops. I met the representative of W. H. Hooker & Co. while here, and solicited the work, but he said it would be done through the druggist. This is the second time I have seen the samples of English Ten put out in the same manner. It would certainly be consistent from a business point of view, for the local druggist to have the matter put out in a proper manner, in which case he would be financially benefited. I would like to go through the cellar of some druggists, and see how many circulars, books and samples are lying around rotting. About four weeks ago I was distributing a large circular in Uniontown, Pa., which was put out in the interest of a druggist there, and had his ad on it. I called and asked the clerk, who is a distributor, if they wanted a few of the circulars. He gratefully said, "No, we have 2,000 of them in the cellar." In the afternoon I called to see the proprietor, who said to leave a few. I remarked that I had been in and asked the clerk if any were wanted, repeating his reply that they had 2,000 in the cellar. The proprietor smiled, and said they had been sent to him over two years ago, and had never been distributed. The above-mentioned clerk takes me because I do a great deal of distributing in his town, but especially because I reported to "The Billboard" a bad distribution made by him. This caused him to lose his franchise with the Feister Printing Company, and I was put on the list as a reliable distributor in his stead. When reporting, I did not know the distributor was done through him. Of course he never does it himself, but gets small boys to do it.

In recounting these facts there is no malice in my heart, but simply hoping that it may be of some benefit to the members of the I. A. of D. Yours truly,

WM. CLOWES
Mgr. Clowes Adv & Inst. Co.
Connellsville, Pa.

THE BILLBOARD



DR. J. W. GRIFFITH, Greensboro, N. C.

Greensboro Letter.

To the Editor of "The Billboard":
It is only a little more than a year since I embarked in the calling. How I was induced to take it up I hardly know. My attention was first called to the necessity of a distributor in this city by frequently hearing the druggist and others mention the fact that it was such a difficult matter to get advertising matter distributed by honest and reliable parties who would not squander what was entrusted to their care for distribution.

But I now flatter myself that such is no longer the case, and our local business men, as well as the large advertisers in other sections, are learning that such conditions exist no longer. They now give us their matter, knowing that it will be put into the residences, where it will be seen by every one in the household. My first step was to secure membership in the I. A. of D., and I am greatly indebted to the Secretary for so successful a start in my new undertaking, he having given me instructions and advice how to start the business and how to reach those who had the advertising to do. I am now thankful to say that I can count as my regular patrons a majority of the largest advertisers in the country.

Of course, I have had many discouragements by being doubted as to my honest methods when offering my services to some of those who in the past had suffered from dishonest methods. But I have overcome that, and there is no greater position of trust than the confidence imposed in the local distributor.

Unless the distributor be an honest man, how easily is the advertiser robbed. Talk about highway robbery! A distributor might just as well lay out and rob the man of the same amount in hard cash as to take it from him in dishonest distributing.

The work the I. A. of D. is doing putting down the dishonest ones is fast bringing up the distributor to a higher plane. With this good work kept up, the time is not far off when we will find that we are a band of brothers, and each one recognized in his respective locality as an upright, honorable citizen. When this is the case we will all have plenty of business, and the advertiser will feel that his just dues and what he is paying for.

With best wishes for "The Billboard" and all my friends of the "Brush and Bag," I am yours,
J. W. GRIFFITH
Greensboro, N. C.

How About a Cross-Road Directory?

Frank G. McPherson writes: "Can we get enough cross roads distributors and inserts to make a directory. I will start the list. Do I have a second?"

We should like to hear from a few of the distributors who make regular side trips or



ED SEAMAN, Shreveport, La.

cover a list of towns, as to what they think of Frank's idea. Would or would it not be a good plan to start directories of cross road bill posters and distributors?

ROBERT Q. FAWCETT.

We take pleasure in printing this month the picture of Robert Fawcett, manager of the Wisconsin Valley Distributing Company. He is located at Wausau, Wis., and holds the franchise of the I. A. of D. He is distributor for the territory of which Wausau is the center. Mr. Fawcett's wide experience in the distributing world has taught him that to secure and hold the confidence of live advertisers, the distributor must prove his reliability and competence; and it is this idea that honest work is the best policy that has made Mr. Fawcett so well known among the distributors of Wisconsin.

MRS. S. M. ABBOTT.

"The Billboard" takes considerable pride this month in printing the picture of Mrs. S. M. Abbott, of the firm of Abbott & Castner, Binghamton, N. Y. When Mrs. Abbott's husband died in 1899, he left her with two small children to support, and she, having no other means of getting a living, resolved to try and keep her husband's bill posting business together. After many ups and downs, and after the display of much pluck and enterprise in downing opposition, she has succeeded in building up a large and substantial



MRS. S. M. ABBOTT,
Of Abbott & Castner, I. A. of D. Members at Binghamton, N. Y.

business. About three years ago she sold a half interest in her business to George Castner, of Syracuse, and Binghamton was added to Castner's circuit. Mrs. Abbott has a fine plant, and she is in love with the business and intends to continue in it for years to come.

EDWARD SEAMAN.

In this month's issue of "The Billboard" appears the photograph of one of the young and wide-awake bill posters of the South, Mr. Edward Seaman. He has established and maintains a lucrative business at Shreveport, La., and is fast making a name for himself as a hustler.

Mr. Seaman was born at Onondaga, N. Y., thirty-one years ago. He was reared in Grand Rapids, Mich., and was educated in the public schools there. In 1890 he went to Shreveport and took the position of assistant manager at the Grand Opera House, which he held nine years. Prior to this engagement he was with the P. T. Barnum circus as bill poster one season, and with Ringling Brothers one season. Since leaving the opera house he has devoted his entire time to the management of the Shreveport Bill Posting Company, which was founded by him seven years ago, and is now known as the Ed Seaman Advertising Service. Mr. Seaman says that business is better than ever before, and there is no doubt but that he is making things hum.

NOTES.

Dr. E. W. Hall, P. O. Box 629, St. Louis, Mo., wants to hear from distributors located in towns that are going to hold street fairs. He will advertise "Hall's Great Discovery" with comic tags, badges, etc., which appeal only to revelers and merry-makers.

Haves & Co., 21 Great Avenue, Detroit, Mich., are using a twenty-eight page booklet \$2.95 to advertise Dr. Dix's Tonic Tablets. This is a nerve and blood remedy and a very strong invigorant. Specialty inside service is demanded.

The Orris Distributing Agency, Des Moines, Ia., say, among other things, on their advertising card: "We will endeavor this fall to work each county and street fair within our territory. This is just what every bill poster and distributor should do. A fair presents an opportunity for advertising which should never be missed. Distributing is the most favored method for advertising at fairs. Distributors should make the most of a fair in their field, and not let the golden opportunity pass."

The Detroit City Advertiser gives Mark A. Bondy the following notice: "Mark A. Bondy, manager of the Bondy Distributing Agency, has a staff of 22 men at work in the city. Mark is a hustler on his line of work. He has made a reputation throughout the Union as manager of one of the most reliable distributing agencies in the kingdom."



CHAS. W. ORRIS' Wagon and Crew,
Des Moines, Ia.

sents a sheet of music, bearing the well known title of "The Stars and Stripes Forever." In the inside the words and music complete are given, also, a number of letters of recommendation. The booklets are sent to druggists, whose names are printed thereupon, to be distributed within a certain radius of their stands.

A strong man at the helm is not always a bad thing for an organization. If the I. A. of D. had had a scrapper among its executive officers, the members of the organization would now be safe in the enjoyment of the common law right to their title. No one would allow a rival organization to use even a colorable imitation of a valuable title, alone a downright steal.

We beg to acknowledge the receipt of a advertising novelty in the shape of a celluloid covered booklet from Mark A. Bondy, manager of the Bondy Distributing Agency, Detroit, Mich. On the front appears the American flag and the name and address of the agency; on the back is an eagle perched upon a turled flag and a list of Bondy's patrons. The inside is filled with interesting data. The souvenir is manufactured by Whitehead Hoag.

Val Schreiber, whose advertisement appear in our columns, offers an excellent book for sale. It volenteers any number of good suggestions and gives numerous pointers. It is a book for which, we believe, many of our readers have been looking.

Jas. H. McConnen, of Dayton, O., who has out his business to W. H. Freeman, who again conducts a distributing agency in the town. He starts in at the request of some of his former patrons.

J. D. Zimmerman and Charles Grabo have purchased the entire bill posting and distributing plant formerly conducted by Oscar and Orion Kentzer.

The Perma Drug Manufacturing Company, Columbus, O., is distributing a very fine booklet, advertising Perma and The Harmonium Sanitarium. It consists of thirty-two pages, from the Foster Press, of Philadelphia, while the covers are lithographed by Forbes, of Boston.

F. L. Lane, Bellefontaine, O., has purchased the distributing agency of Ed. Hurthart, thus making one less competitor. Mr. Lane's daughter, Ethel, is his assistant, and makes a very valuable lieutenant.

At the bill posters' meeting, at the Hot Bartholdi, New York, last month, an attempt was made to put through a resolution favoring the I. D. A. But it failed to pass in other words, as usual, I-t-D-idn't-A-rriv.

Eugene H. Bryan has located in Columbus. His address is 209 North High Street. He does quite well as poster broker, having effected some very satisfactory sales.

Bill posters should not wait until paper comes down before using their renewal sheets, but should replace the old with the new as soon as a poster becomes so dingy and dirty that it fails to put up a good appearance.

Charles Bernard, of Savannah, Ga., celebrated St. Patrick's Day by purchasing F. Fuller's interest in the Charleston Bill Posting Company.

The Lookout Mountain Medicine Company of Greenville, Tenn., has ordered 25,000 eight sheet posters.



ROBERT Q. FAWCETT, Wausau, Wis.

Pittsburg Letter.

The Editor of "The Billboard":

I have a few suggestions to offer for the consideration of your readers. The distribution of the question, which I am about to consider, has been viewed from many points, therefore, I will confine my remarks to its other side.

My complaints have gone farth relating this and that advertiser employed their men when distributing at different places. Several of our members have dealt these people rather severely—in print—by opinion. In the first place, any man who has a perfect and entire right to hire and do the work himself if he so desires, but if I had anything to say I would be very careful not to intimate that he was wrong in taking such action. He it have had a dozen good reasons for taking this step, and yet not one of them in any relation to the quality of my service. Again, he might have tried my service found no fault whatever with it, but ed to try for himself to see if he could attain better results. It is his money he is spending. I spend mine as I please, any one know of a case where unfriendly criticism ever made a friend or a convert of the system outlined by the critic? I am interested very much in the details of such a case. Now the critics may not denigrate the good will of people so much, but I beg to call attention to fact that in cases of the kind that I am

THE BILLBOARD

Hubinger's Employes Strike.

The men employed by the Mississippi Valley Telephone Company, St. Paul, of which Mr. J. F. Hubinger is manager, went out on a strike recently because they did not receive their pay. The men were notified that the company might have to extend their time of payment one week, as the manager was away, and it was necessary to have his signature on the checks. With this the men were dissatisfied and decided to strike. This may give the distributors who have been waiting for their pay from the J. F. Hubinger Company an inkling as to why they have been put off. We understand, however, that the Hubinger Company has begun to pay its debts, and will soon satisfy all distributors.

It will show without an inspector. Out of all my distributing contracts there is only one that knows, all the others are simply guessing on my service. They guess on your machine men, and want me to run an insurance company on their guess.

"I J. McMatt" is a key or code word. It means sold by G. H. Nink & Co., of Homestead, Pa., and I want you to run an insurance company on their guess.

I tell this simply to keep manufacturing "machine men" from sending novelty samples to Mattoon, Indiana. Yours truly,
FRANK GRANT WITHERSUN.

TIPS.

The following is a list of probable early spring distributing advertisers:

- Akron Cereal Co., Akron, O.
- J. W. Hunt Co., Akron, N. Y.
- U.S. F. E. & J. A. Green, Boston, Mass.
- Porter Drug Co., Birmingham, Ala.
- Dr. Kimo Co., Birmingham, N. Y.
- Foster-McBurn Co., Buffalo, N. Y.
- Dr. Pierce, Buffalo, N. Y.
- Hutton Gemmy Co., Buffalo, N. Y.
- Newtra Drug Co., Buffalo, N. Y.
- Teacher M. D. Co., Chattanooga, Tenn.
- Providence Medical Institute, Chicago.
- Huber Chemical Co., Chicago, Ill.
- Coffee & Spice Co., Columbus, O.
- Prima Drug Co., Columbus, O.
- Dr. W. S. Burkhardt, Cincinnati, O.
- Hansen's Ready-Rice Co., Chicago, Ill.
- Chattanooga Med. Co., Chattanooga, Tenn.
- Reston Med. Institute, Chicago, Ill.

Mattoon Letter.

Dear Sir: The employers have about prayed in a series of articles appearing in the Saturday Evening Post that the office and factory force of young men make a failure. They may, and in fact, in my opinion, they often do. Commercial America has no use for inexperienced men, the time worker or the machine man, neither has the I. A. of D. What the I. A. of D. wants is men who can put an added value to the \$1.50 rate. We want men who can put \$1.00 to \$1.50 to the so-called city rate.

him for doing that which we would do under like circumstances. "Millions for defense, but not a cent for tribute," holds good today. In my opinion we should ask a fair price and not accept less. It we must bear the responsibility and perform the labor and not make anything for ourselves, would it not be better if we sat down and ignored the proposition entirely? I think it would.

If there is a good reason why we should make a sacrifice of our time and labor for some person or firm, we should get them that we are doing it for this express reason, and be careful that this is a reason that we are not ashamed or afraid for all the world and that is this, that I will not do this charity job just to have the name of doing their work in my territory. If there is not a good reason, why I should make an exception, I will let it pass by—in peace.

The time has gone by when a man can be dishonest in this business and retain a good reputation. Every honest distributor, no matter what state of affairs exists, if the people who use this method of advertising would look about carefully and decide who is the most responsible distributor in each place and then give him all of their work, it would, in my opinion, result in a perfect service. But if the advertiser refuses to give the local distributor all or any part of his work that is his reason why he should be publicly criticized. We are solicitors, not detourers—public servants, whose every effort should be to gain the good will as well as the business of the advertiser. I would much rather lose a man's business and retain his good will than to lose both. Thanking "The Billboard" for

reasons for nonpayment of dues and for breach of contract or for failure of distributors, and to show in all cases where members are of conduct that will be detrimental to the Association in distributing to the public. They shall provide a suitable form of application for membership for the use of persons who wish to become members of this Association, and this form shall contain all the requisites enumerated in Section 4 of this Constitution together with all other matters which may seem wise in the eyes of the Executive Committee.

ARTICLE X.

Sec. 1. The service rendered advertisers by this Association is guaranteed to be absolutely reliable by the members at large.

Sec. 2. In the event of a member

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OBJECTS.

The objects of this Association are: first, to afford mutual help for distributors; second, to improve the service rendered to advertisers; third, to improve the quality of work, viz.: letters and sample cards, and to issue and distribute cards and other material.

SOME OF THE MAINSTAYS OF THE I. A. OF D.

The space so kindly allowed me, I assure you all, that the good of the I. A. of D. is always uppermost in my mind.

J. F. McMANAMA,
Mgr. Twin Cities Distributing Agency.

Peru Letter.

To the editor of "The Billboard":

Distributing has been unusually good this winter. I noticed a box of advertising material in the freight in Peru a few days ago addressed to one of the traveling representatives, and, as it looked as if it had been there for quite a while, I asked the freight agent how long it had been in the freight house, and he said about two months, and that the party called and took up the bill three or four weeks ago, but said nothing as to what he intended to do with the box left in the freight house. This is another proof of the kind of service some distributors get through their own traveling advertisers. I also called to mind another instance as to the honesty of some of these traveling representatives, which happened last fall. I gave out a permit to do his own tacking and distributing in Peru, and he asked me to make out a bill for double the amount I charged him, saying he was hard up and the house would never know the difference. However, I refused. I think the time is not far off, when the advertiser will discover that the I. A. of D. boys are the best and cheapest in the end.

CHAS. W. STUTESMAN.

I don't like to take down on my regular rates and leave out part of my territory to equalize my prices, so that my services can be used on work that you have been doing for \$2.00. I have had a contract for five years. Five years ago times were hard and labor was 75 cents. The same labor is now \$1.75. If you do work according to the low of the contract, at the old price, both "take down" on my deal. I will, but, by the way, it is a jack-pot game. I call inserts, New. I will say that no distributor can make a rate for some one else, nor can the "man in the office." I price booklets or 50 cents per thousand. On this I work out side of my contract rates by the system. I reach all interior towns that are too small to contract, such as many distributors out in with your city contracts. I have ten to twelve local firms and can stand this rate.

Here is a pointer on going after your local merchants. Use your I. A. of D. papers on them. Tell them that you are a \$1.00 bond and don't try any "hard up sympathy" give them an option to either come in or stay out. Make a route for the 15th of every month and change it every month. I will contract and enable you to have proof of sale every time you make one.

These keys are very stumbe, and have been used for years by mail order men who use doubtful mediums. Machine men don't need them, because they work one town, then wait; but where a distributor can canvass several counties the key is invaluable, for

- Roy Med. Institute, Chicago, Ill.
- New Spencer Med. Co., Chattanooga, Tenn.
- The Spangue Pub. Co., Detroit, Mich.
- Keenly & Keenly, Detroit, Mich.
- Dr. Miles Med. Co., Elkhart, Ind.
- La Harpe Pattern Co., Grand Rapids, Mich.
- The Guarantee Medical Co., Hot Springs, Ark.
- Van Camp Co., Indianapolis, Ind.
- Dr. N. C. Davil, Indianapolis, Ind.
- E. C. Hubinger & Co., Keokuk, Ia.
- Wilson Drug Co., Lexington, Ky.
- Bishop's Chemical Co., Little Falls, N. Y.
- C. E. Hood & Co., Lowell, Mass.
- C. E. Hubbard Med. Co., Lynn, Mass.
- S. C. Wells & Co., New York, N. Y.
- Frank D. Reddish, Le Roy, N. Y.
- Charles Remedy Co., Mineral Springs, Ind.
- W. H. Campbell, Merikstown, N. Y.
- Kerden Mfg. Co., Minneapolis, Minn.
- Edna Stone & Drug Co., Marlboro, Va.
- Abby Effersweert Salt Co., New York
- Dr. Parway & Co., New York City
- Humphreys Med. Co., New York City
- Seely, Fitch & Co., New York City
- A. M. Hubinger & Co., New York City
- Tarrant & Co., New York City
- R. & G. Cor of Co., New York City
- Acme Chemical Co., New Orleans, La.
- Dr. Chase Co., Philadelphia, Pa.
- Els & Co., Philadelphia, Pa.
- Dr. Rosanko Co., Philadelphia, Pa.
- Dand Medical Co., Philadelphia, Pa.
- Dr. C. I. Shoop, Reading, Wis.
- Dr. R. J. Kay, Saratoga Springs, N. Y.
- Novelty Plaster Works, Southfield, Mass.
- Buyer Med. Co., Toledo, O.
- Merchants' Association, Williamsport, Pa.
- I. B. Ford Co., Wyandotte, Mich.

It is better to hire an experienced distributor than to spend money on a novice.

Poster Printers

Advertisements under this heading will be published at the uniform rate of ten cents per line per issue or \$1.00 per year.

- Boston Job Print. Co., 4 Alden, Boston, Mass.
Brooklyn Daily Eagle Job P. Co., B'yn, N.Y.
Calhoun Printing Co., Hartford, Conn.
Cavert Litho Co., Detroit, Mich.
Central City Show Print. Co., Jackson, Mich.
Central Lith. & Eng. Co., 140 6th Ave., N.Y.
Correspondent Show Printing Co., Pliska, O.
Donaldson Lith. Co., Newport, Ky.
Erle Show Printing Co., Erie, Pa.
Enterprise Show Print. Co., Cleveland, O.
Forbes Lith. Co., 181 Devonshire, Boston, Mass.
Free Press Show Print. Co., Detroit, Mich.
Great Am Eng & Print. Co., 57 Beekman, N.Y.
Great W. Print. Co., 511 Market, St. Louis, Mo.
Greve Litho. Co., The, Milwaukee, Wis.
Haber, P. B., Fond-du-Lac, Wis.
Hennegan & Co., 127 E. 8th St., Cin'ti, O.
Home Show Printing Co., Atchison, Kan.
Morgan, W. J. & Co., St. C., and Wod. Cdeve, O.
Morrison Show Print. Co., Detroit, Mich.
National P. & Eng. Co., 346-8 Wabash, Chi., Ill.
Pioneer Print. Co., 214 J. Ferson, Seattle, Wash.
Union and Advertiser Co., Rochester, N. Y.

During the last two weeks the boards for the Grand Opera House, in Cincinnati, have shown some excellent examples of the art of lithography.

Hennegan & Co., show printers, of Cincinnati, are advertising their posters and general printing by some striking eight-sheets.

The Cross Printing Company, of Chicago, is turning out more first-class letter heads this season than ever before.

Koerner & Hayes, lithographers, of Buffalo, who were reported to be in a shaky financial condition, have come through successfully.

A good argument in favor of the Show Printers' Association is found in the following clipping from the New York Sun.

Walter Sanford, theatrical manager of 110 Broadway, has filed a petition in bankruptcy, with liabilities \$5,000, contracted principally from 1891 to 1894 at the Star Theatre.

A meeting of the show printers of the United States and Canada will take place at the Lehigh Hotel, Chicago, Ill., March 27.

When a lithographic stone is worn so thin that it can not be used without the risk of its breaking, the old expedient of joining two stones together, or of backing the old stone with a slab of slate, is resorted to.

The Donaldson Lithographic Company, of Newport, work until 10 o'clock every night.

POSTER PRINTERS

Need Not Apply - so Says the Board of Directors of the Associated Bill Posters.

Among the many brilliant and noble acts of the Board of Directors none stands out more prominently than their attitude toward poster printers.

and assigned as a reason that it would not be in the interest of the association to so sanction them.

Why? Is it because the poorest poster printer in the country is worth many times as much as the average solicitor?

Is it because the poster printer has thousands and thousands of dollars invested in costly presses and equipment, while the solicitor can get along with desk room?

Is there one single valid reason against ordering a poster in utter oblivion recognition, if he desires to work out the detail incident to the appointment and distribution of a poster contract?

But no, so little have they studied their own interests and so little do they care for the interests of their fellow-members that when either or both of the two solicitors in the board suggest it they unanimously hang out the sign - 'No Poster Printers Need Apply'.

Think of the ill-formed, half baked imperfections of these men in daring to affect superiority to persons in the brainier men of the association.

Think of the ill-formed, half baked imperfections of these men in daring to affect superiority to persons in the brainier men of the association.

poster printing firm of any importance whatever will be represented.

In the meantime the interests of the association will be actively forwarded by the following officers, who were elected at Chicago: President, Wm. H. Donaldson, of the Donaldson Lithographic Co., of Newport, Ky.

This association, which has been spoken of so often, and is now a fact, combines one of the largest employing interests in the country.

Death of Henry C. Miner.

Henry Clay Miner died suddenly on February 22 at his home at Riverside Drive and West Seventy-sixth Street, New York.



The Late Henry Clay Miner.

Poster Printers Organize.

During the past few years several attempts have been made to organize the poster printers of the country into an association.

It remained, however, for Mr W. B. Brewster (whose letter appeared in last month's Billboard) to accomplish what the others had failed to carry out.

With such a spirit existing, it can be well seen that little trouble was experienced in launching the organization.

In the morning session, which lasted about three hours, the preliminary steps of organization were gone through with and the purpose of the association outlined.

Fund, and at a special meeting of the Board of Trustees resolutions on his death were adopted.

Tent Shows.

The year 1890 is a record-breaker in the matter of tent shows. One hundred and forty-four will take the road, as against one hundred and eighteen in 1889.

- Am. Street Fair Co., 1032 B'way, New York
Adell's Dog and Pony Show, Ft. Recovery, O.
Adrian's Big Cat Show, Muscatine, Ia.
Adams' (Frank) Southern Shows, Col. H. Bowman, variety shows, Box 297, St. W. H. Brown, Philadelphia, Pa.
B. C. Brown, Irving Hotel, Port Chester, N.Y.
Brown (Chas. L.) Shows, Broadway, La.
Barlow Bros. Shows, Syracuse, Ind.
Blake & Bishop, Buchanan, Mich.
Buchanan Bros., Des Moines, Ia.
Bonheur Bros., Augusta, O. T.
Bailey & Sons, Houston, Tex.
Baron & Bailey, Olympia, London, Eng.
Buffalo Bills Wild West, Bridgeport, Ct.
Buckskin Hills Wild West, Paducah, Ky.
Barber Bros., Portsmouth, O.
Bostock & Farrar Shows (street fairs), Baltimore, Md.
Beyerle's Birk Tom Shows, Lincoln, Neb.
Bailey Twin Sisters, Urbana, O.
Balkman's Shows, 102 N. Frederick st., Baltimore, Md.
C. N. Bay, 122 S. Main st., Washington, Pa.
Canton Carnival Co. (Frank Gaskill), Canton, O.
Callahan (Prof.) Tom Shows, Dattie, Kan.
Carbale's Wild West, Lynn, Mass.
Cullins Bros., Concordia, Kan.

- Campbell Bros., Fairbury, Neb.
Clark Bros., Atoka, Ind.
Clark's, M. L., Alexandria, La.
Conklin's, Peter, 112 Sewell st., Hoboken.
Cooper & Co., J. R. W. Hennessy, Tampa, Fla.
Geo. G. Craft Dog and Pony Shows, Fonta, Ia.
Dixon, Powers & Dixon, 267 E. 140 st., New York City.
Doherty's Dog and Pony Shows, Kansas City, Mo.
Lawrie (Andrew) Shows, Medina, N.Y.
Davis (E. F.) Shows, Kaunziga, Mich.
Davis, Saml., London, Pa.
Elton Bros., Smealville, Fayette Co., Pa.
Ely's, Geo., Metropolitan City, Ill.
Exposit on Circuit Co. (street fairs), Canton, O.
Ewers Bros., West Point, Ia.
Forepaugh-Sells Bros., Columbus, Ia.
Gentry's Dogs and Pomes (H. Shows), Bloomington, Ind.
Gollmar Bros., Baraboo, Wis.
Goudrich, Jas., Weston, W. Va.
Gude's Olympic Shows, Wapakoneta, O.
Gray, Jas. H., Laverne, Minn.
Gaskill, Frank W., street fairs, Canton, O.
Great Synagogue Shows, Kansas City, Mo.
Grant, W. C., Denver, Col.
Gillmeyer (Wm. H.), Ardmore, Pa.
Hing's, Le Compté, La.
Harrington Combined Shows, 816 Canal st., Evansville, Ind.
Hall's, Geo. W., Jr., Evansville, Ind.
Harris' Nuckle Plate, Chicago, Ill.
Happy Bob Robinson, Lancaster, O.
Harris, John P., McKeesport, Pa.
Huston's, Wichita, Kan.
Hall & Long's, Elkhart, Ind.
Hagenlock's, Carl, 316 Wabash av., Chicago.
International Exhibition Co., Kansas City, Mo.
Jarrett's Ronanza Shows, Dresher, Pa.
E. L. Johnson, Elmira, N.Y.
Jones' Wild West, Brookwayville, Pa.
Julian, Wm., Havana, Ill.
Kemp Sisters Wild West (parks and fairs), El Paso, Ill.
Thos. W. Kehoe, 408 Cottage Grove av., Station M, Chicago, Ill.
King & Ziemer, 805 Van Buren st., St. Louis.
Kennedy Bros., Bloomington, Ill.
Lambert's, Gus, Orville, O.
La Place, Mous, Lower Salem, O.
Lemon Bros., Argentine, Kan.
Lee, Frank H., Mineral Spring, Pa.
Geo. Lingl, (dog and pony), Pawtaeket, R. I.
DeFuniak Springs, Fla.
Lorretta, Nevim, D.
Louis' Crescent Shows, Curry, Pa.
Lowande's, Tony, Geneva, Ia.
Lowande's, Marthimo, Sardinia, Cuba.
Lowery Bros. Shows, Sheandoah, Pa.
Lu Bell's Great Sensation, Washington, La.
Marotta Shows, Taylor, Tex.
W. E. McCurdy, (mumstrl, under canvas), Marshall, Mo.
McDonald's, Andy, 155 W. Madison, Chicago.
McDonald's, Walter, Abilene, Kan.
McDonald & Bryan, Charlotte, Mich.
McGinnis Bros., Gallipolis, O.
McGee & Co., Detroit, Mich.
M. B. Mundy, Liberal, Mo.
J. C. Murray, 111 S. 5th st., Atchison, Kan.
New England Carnival Co., Canton, O.
Norris & Rowe's, Oakland, Cal.
Pan-Continental, Deane, N.Y.
Perrin's, Baye W., Eaton R. pds, Mich.
Payton Bill's Wild West, Chester, Pa.
Prescott & Co., Rockland, Me.
Pryor & Pressly, Webster, Ia.
G. W. R. R., Danville, Harper Co., Kan.
Riggs' New Shows, University Pl., N. Y.
Rood's, A. H., Verona, Ind.
Rhoads Royal Shows, Geneva, O.
Ringling Bros., Baraboo, Wis.
Robinson's John, Terrace Park, O.
Rice's Dog and Pony Show, New Albany, Ind.
Rice & Davis, Chandler's Valley, Pa.
Reno's Oriental Shows, Aurora, Neo.
Raymond's Shows (Nat.), South Bend, Ind.
Robinson Bros. Shows, Hoosick Falls, N. Y.
Spamm's R. R. Shows (Gordon Wrighter), Port Jervis, N. Y.
Snyder's Shows, (E. D. Snyder), Pine Bluff, Ark.
Stewart's, Capt., Ft. Wayne, Ind.
Santello's, Sig., Homer, N. Y.
Silver Bros. Shows, G. Silver, mgr., San Francisco, Cal.
St. Julian Bros., 3267 Miller st., Phila., Pa.
Short Bros., Bluefield, W. Va.
Schaffer & Cook Bros., Portsmouth, O.
Sells-La Pearl (Wm. Sells), Peru, Ind.
Smith's, Frank E., Kansas City, Mo.
Smith's, E. G., Sycamore, Pa.
Setchell's, O. Q., Little Sioux, Ia.
Sipe's, Geo. W., Kokomo, Ind.
Spark's, John H. (two shows), En route.
Stang Bros., Burlington, Wis.
Don C. Stevenson, (mumstrl, under canvas), The Bank Exchange, Galveston, Tex.
Shpanau's, J. W., Syracuse, N. Y.
F. J. Taylor, Creston, Ia.
Tadrow & Gettle, Nelsonville, O.
Teets Bros., Greenville, S. C.
Travis, Mrs. McCall, San Antonio, Tex.
Tuttle, Louis I., Box 1498, Paterson, N. J.
Urmston's, W. E., Pacific Grove, Cal.
Van Amburg & Gallagher, Medina, N. Y.
Walters, M., 1027 River av., Indianapolis.
Weller, Harry, Alliance, O.
Thomas & Bear's, Yellow Creek, Pa.
Tuttle's Olympic Shows, Lunenburg, Pa.
Trout & Foster's, 40 Penn av., Elmira, N.Y.
Welsh Bros., Lancaster, Pa.
Ward's Shows, Plymouth, Mass.
Wallace Shows, Peru, Ind.
M. Weller, 1027 River av., Indianapolis, Ind.
Williams, W. O., Gallatin, Tenn.
Wintermute Bros., Hebron, Wis.
Wetter's, Albert M., Massillon, O.
Whitney Shows, Attiea, O.
Wixon Bros., Bancroft, Mich.
A Wilson Show, (jurlisque tent), Norwich, Ct.
Woodbury, N. J.

Advertising is the one vital element of business. All others may separately be dispensed with and the business will go on - nay, even thrive, but strip it of its advertising force and it withers and dies.

THE BILLBOARD.

Published First of Every Month, at
127 East Eighth Street, Cincinnati, O., U. S. A.
Address all communications
For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:
Advertisements will be published at the uniform rate of ten cents per agate line; no discount for time or space. Copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

The Billboard is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agents, Trujillo Building, Northumberland Ave., W. C. In Paris, at Brentano's, 37 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The editor can not undertake to return unsolicited manuscript; correspondents should keep copy. When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

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

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APRIL, 1900.

As announced it would be, this issue is especially devoted to the interests of the members of the International Association of Distributors.

This organization has accomplished for its interests what the agents of few, if any, other combinations or unions have been able to effect for theirs. It has recalled the profession from the depths of dishonesty and suspicion into which it had fallen, until the calling now stands redeemed, respected before all men. It has forced from the business corrupt and unprincipled men—men who cared not for the interests of their patrons or anything else, except that they made a few dollars at some one's expense. In place of this class, it has enlisted earnest, responsible workers, who earn a livelihood through their efforts; who take pride in their profession. It has gained the confidence and trust of the merchants and business men, and has reinstated city distributors in favor. It has been instrumental in ushering house-to-house distributing into the great popularity which this method enjoys among the general advertisers of the country. While we are recounting these reforms, which have been accomplished through the association, we must not fail to give full credit where it is due, even though that honor should rest upon ourselves. "The Billboard" has been the announcer—the advisor, the mediator, the friend, the supporter. It has been the ceaseless advocate of all that is good, honest and business-like in the profession, while it has as earnestly denounced everything that has had a tendency to injure either the good name or the best interests of the business. That "The Billboard" deserves all that is claimed in this connection is apparent to every candid, fair-minded man who has read its columns and noted its policy. This fact will speak eloquently of the ben-

efits of the paper, which has been ever intent upon proclaiming the loftiest aims and best interests of the calling to which it devotes its energies.

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Often have we heard it said, "You can not dictate to the advertisers." The statement is a perfectly natural one, and in its sentiment is famed a trait peculiar and almost universal. You can not dictate to any one with impunity. However, there are ways in which advice may be given to another without incurring disfavor. Chief among these methods is the friendly suggestion; and we mean to take advantage of this privilege and offer a little friendly advice to our friends, the medical advertisers.

The subject on which we desire to speak is in connection with the exploiting of patent medicines, through advertising pamphlets and booklets. Especially about those works in which the wording is not only highly objectionable, but is prohibited by law, and the distribution of which becomes a crime. Several well-known heavy distributing firms which heretofore have not been offenders in this respect are putting out booklets which, if inspected, will not bear the test. The question is an important one, and is not confined to the fields of the distributor. Many papers throughout the land, notable among the number being a Cincinnati afternoon daily, have refused to accept advertisements couched in questionable language. This should be a warning note to advertisers. A revulsion of feeling for immorality and impurity is being felt from New York to San Francisco, and sooner or later it will reach our friends. If at that time the tone of the advertisement has not been modified, the entire system will be endangered. After stopping the placing of the offensive advertisements, prohibiting the distribution of any and all matter would be but a short step.

We do not say that this is probable, yet it is possible. Therefore, we believe that this tendency toward infraction of the law should be discouraged, alike by advertiser and distributor.

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A prominent member of the Board of Directors was last month reported to have acknowledged that the practice which prevails in the Associated Bill Posters of allowing the President to choose the Board of Directors, is entirely without precedent in all organizations.

He acknowledged that the board was invariably composed of the men who worked for the President's election, admitted that a seat on the directorate was the reward of the support given, and allowed that the practice was bad and even vicious. But he pleaded in

extenuation that the end justified the means.

Said he: "Intelligence must rule." To illustrate his meaning, he pointed to the South, and said: "If the niggers down there were allowed to vote they would elect niggers, and they would rule the white people. This would be an unbearable condition of affairs." Continuing, he observed: "Now the men of brains and intelligence in the Associated Bill Posters are also in the minority."

"We have got to run the association. We can not allow ourselves to be ridden over by a lot of tough yahoos. So that is the reason we work the scheme. The board is framed up to run the association, and it comes pretty near doing it."

We can not say that his exact words are correctly reported, but that was the substance of what he said. One thing we are sure of, and that is, if he had ever imagined that his words would find their way to "The Billboard" he would have bitten his tongue off before he uttered them.

**

He is not the only one of the gang that has spoken in that strain. As a matter of fact, it is customary, really so common as to lead one to believe that the gang really believes it. They have mastered a few little tricks in the art of wire-pulling and log-rolling; the good-natured indulgence of the members at-large allows them to work them, and lo! it is done. They straightway congratulate themselves and tell one another what a heluva smart set of fellows they are. Then they take on airs, flock by themselves, and pose as the brains and intelligence of the association.

If an ordinary member ventures a suggestion, he is promptly suppressed. If the member persists, he is frowned at, sneered at, jeered at and finally browbeaten into silence. The fact that the ordinary member may have possessed more brains than the whole gang put together makes no difference. He did not belong to the gang, and for that reason ought to be promptly choked off.

Does this actually happen? Is it overdrawn? Ask any one who has attended a convention. They will tell you it is true—every word of it.

It is the superior class, the brains and intelligence, that monopolize the discussions. They are on the floor all the time, and one after another they spent long and pompously. Sometimes they squabble among themselves, and then the convention hears two sides of a question; never otherwise.

As a rule, their programme is well mapped out and planned, so jars are not of frequent occurrence.

It is a most disagreeable task to drag incidents like the above into

print, but we are compelled to do it. The good of the association demands it.

Advertising Rates.

Every now and then we receive letters from bill posters or distributors complaining that our advertising rates are high. Such is not the case. As a matter of fact we maintain the lowest rate that obtains among legitimate class publications.

It varies slightly, but it is always considerably less than nine-tenths of a cent per thousand circulation.

The circulation of "The Billboard" exceeds ten thousand all the time. Some months it exceeds fifteen thousand. Let us suppose that it averages 12,000 the year round. If we sell a man an inch of space it means an inch in each copy, or 12,000 inches in all. We charge him for this space \$1.00.

Now, we will take on the other hand, the official organ of the flamboyant soap wrapper covers. Let us suppose that its circulation is, say 1,000 copies. It charges any old price it can get, but most commonly seven and one-seventh cents a line, or one dollar per inch. A man that gives them an inch ad, gets an inch in every issue, or say 1,000 inches, and he pays a dollar.

Now, which is the cheapest, 12,000 inches for \$1.00 in "The Billboard," or 1,000 inches for \$1 in the literary soap wrapper?

Instead of kicking at our rates the complainants would see that the official organ is charging them just twelve times as much as it is entitled to, and act accordingly.

Our rates are not as cheap, because we can not give 12,000 insertions for the price of 1,000. Neither can a bill poster post 12,000 sheets for the price of 1,000, nor a distributor distribute 12,000 pieces as cheaply as he can 1,000.

Just One Kind.

Through the influence of the times and the wide-spread reputation of the International Association of Distributors, applications to that worthy organization are raining in upon the Secretary, until the work promises to become more than he can manage, even though he has already added an additional clerk to his force. However, come what may, the work will go merrily on, every application will be given consideration, every point for or against the candidate be duly weighed, the reputation of each prospective member is closely investigated and unless he can come in without a single black mark, he can not come in at all. The I. A. of D. is known to the world as an association or organization—yes, it is that—but it is more. It has also the properties of a brotherhood—a fraternity. Each member aids and promotes the interests of his fellow-members whenever possible. If a member of the I. A. of D. renders a bad service or in any way defrauds or swindles an advertiser, the loss to the advertiser is made good from the treasury of the association. Thus every member shares his proportionate part of the expense.

The association enrolls only men who make distributing a part of their business and conduct their agencies in a business-like manner. The vast army of persons who enter distributing because they believe that it affords an easy manner of making money can find no place in this conservative combination. During the six years of existence, the I. A. of D. has worked unceasingly in the interests of the profession and the advertisers. The fruits of this work are apparent, for about four hundred and fifty tried and true men are now within its fold.

As it is in life, so will it be with this association—some will drop out and perhaps be forgotten, but there will ever be young, energetic recruits from which to fill the ranks. The association is fully established, and will last and prosper, as long as the method of advertising through which it owes its existence continues to find favor among the advertisers. The full advantage of belonging to the I. A. of D. is known and appreciated only by those who are fortunate enough to hold franchises from it. However, to any one who has followed the history of the organization or who has been interested in distributing in any way, can not fail to recognize what the association has done for its members. The association was launched with the purpose of bettering the condition of men in this employment, of raising the standard of the business, and of winning the confidence and trust of the advertisers.

That it has in a great measure accomplished all of these objects can not be denied, and that it will continue the good work which it has so successfully carried on, is just as certain.

The International Association of Distributors stands at the head of all organizations which have to do with men identified with advertising. It was the first of all associations to tax itself in order to insure strict fulfillment of contracts. There are other organizations. In fact, dozens of them, but the I. A. of D. is absolutely unique in this one respect.

The I. A. of D. is closely imitated in title because its name is synonymous of honesty, thoroughness and reliability.

Don't let your matter be wasted, stick to the I. A. of D. members and be safe.



The Ad. Writer is Worthy of His Hire.

Every now and then some advertisers, exasperated over the highly colored claims of the ad. writers, loses his temper and berates them soundly. If he gets real mad he is likely to claim that there is nothing in style, nothing in knack, nothing in experience, nothing in science of ad writing at all.

In fine, he is likely to go as far wrong in one direction as the ecologist and overwrought assertions of the ad writer usually do in the other.

The following is a paid advertisement, copied, verbatim, from the Times, Calcutta, India, viz.:

"Gentlemen who come in hotel not say anything about their meals they will be charged for, and if they should say beforehand that they are going out to breakfast or dinner, etc., and if they say that they not have anything to eat they will be charged, and if not so they will not be charged, or unless they bring it to the notice of the manager of the place, and should they want to say anything they must order the manager for one, not any one else, and unless they bring not it to the notice of the manager they will be charged for the least things according to the hotel rate, and no fuss will be allowed afterward about it."

We think the most rabid anti-advertiser on earth will admit that it would have paid this advertiser to have employed an ad. writer.

A New Paris Plan for Advertising.

A new plan of advertising has just come into vogue in Paris, namely, the use of the new police kiosques, as advertising mediums. At the head of every important cab stand, or station, in Paris there is a kiosque. The latter must not be confounded with the ordinary newspaper stalls that bear the same name. The former act as the soney box of the policeman who is in charge and who controls the cab stand, and registers the hour when a vehicle departs from, or arrives at, the stand. The municipality until 1895 had to pay 28,000 francs (\$5,000) for the maintenance of its 250 police kiosques, and which displayed no sign of any advertisement. Fortunately, a councillor hit upon the excellent idea of utilizing such kiosques for advertising purposes, and duly suggested his proposal to the Municipal Council. The latter to convince the latter body of the many advantages to be reaped by adopting such a common-sense course, he affirmed that it would bring in a handsome revenue to the city treasury. Instead of the latter having to meet a dead outlay every year as heretofore, suffice it to say that the practical idea was at once approved of and carried unanimously.

It was decided to erect new kiosques so as to suit the wants and purposes of all classes of advertisers, while retaining the original aim of such kiosques which were to be "soney boxes" for the police watchmen.

Now the municipal revenues of the city of Paris is about 215,000,000 francs (\$43,000,000) for a population of 2,500,000 inhabitants. One-half of that sum is derived from the octroi, or customs dues, the remainder from a miscellany of revenues, 262,000 francs (\$52,000) alone representing the proceeds from advertising concessions. Thus the 250 newspaper kiosques, or stalls, situated in the capital yield \$3,900 francs (\$16,780) annually; the 25 Morris columns, entirely reserved for theatrical posters, \$0,000 francs (\$16,000); the 320 pillar letter boxes yield 32,000 francs (\$6,400); the rest of the amount emanating from isolated booths and minor concessions. To the total must be added the proceeds of the new rentals of the 250 police kiosques, 31,000 francs (\$6,200). In other words, the city derives 399,000 francs, or \$80,000, annually by conceding advertising privileges.

When the Municipal Council in 1897 voted the transformation of the police kiosques, after some few changes in the plans, six contractors came forward. Finally M. Houtard, in October, 1898, was awarded the concession, the leading head lines of which comprise the following: To pay 125 francs (\$25) per annum for every one of the 250 kiosques to be erected, in accordance with the new approved design. The municipal authorities have a right to veto over all the acts of the contractor, who has had to deposit the sum of 25,000 francs (\$5,000) in cash as security, and who must also pay the rent of the leased kiosques for six months in advance.

The contractor constructs the new kiosque, costing at least 1,200 francs, (\$2,400), and is to defray all expenses connected with the erection, fitting up and care. He must also defray all necessary repairs, as well as see that the kiosques are painted periodically, the object being to preserve them.

The Prefect of Police reserves to himself the right to remove all sorts of objectionable advertisements. The advertisements must be printed on paper and gummed thereon,

but in such manner as not to obstruct the light.

The kiosques are octagonal in shape, and are about eighteen feet in height. They are painted oak color, and the zinc cupola is bronze green. Inside are three gas burners; one for the use of the Superintendent of Police, the others are intended to display, to "illuminate," in a word, the advertiser's reproduced upon the glass panels of the kiosque. In front and on a level with the inspector's eyes when seated, is a small sliding window, an unadorned piece of glass, through which he can see all that is going on outside. In the roof are four empty spaces that can serve for fanlights for the purpose of displaying "illuminated" advertisements. There are twenty-four panes of glass, each 22 inches by 21 inches per every kiosque, twenty-three are devoted to all sorts of advertisements. Round the center or body of the kiosque are divisions 24 inches by 5 inches, one of these small divisions acts as the Superintendent's "spy-hole," the pattern is in wood, each square being 20 inches by 21 inches; on these squares are affixed metal plates bearing advertisements.

The question arises: Is this system advantageous? The cost of lighting, heating and water supply and the care of the kiosque is 120 francs (\$24), while the rent is 125 francs, or \$25 annually. To this must be added the interest on the capital sunk. One-fifth of the space is generally written off as dead loss by the proprietors. Such are the charges.

As regards the receipts, they are based on a letting standard of three to five years, and either per one pane of glass or per 150. Thus the cost of letting one pane for three years will realize 15 francs (\$3), while for 150 panes it will be 225 francs, or \$45. The cost of hiring one square of the sliding windows 46, or \$3 each per 150. The price of advertising on the pattern is the same. The Houtard Company is free to make any bargain it pleases. Does the new system of advertising in Paris imply a sound speculation on the part of the promoters? Statistics and figures will best prove.

Advertising Agents Combine.

The meeting of the leading advertising agents of the country took place in New York upon the date announced in last month's "Billboard." Twenty-seven agencies were represented. An organization was completed, and the following members were elected as officers: President, Chas. H. Fuller; First Vice-President, Lyman D. Morse; Second Vice-President, U. K. Pettigill; Secretary, J. Frank Haekerstaff; Treasurer, George Hutten.

The objects of the association, as set forth in the preamble of the constitution and by-laws, are as follows: To devise plans for future action as may seem best suited for the furtherance of their common interests, believing that an interchange of ideas and a uniformity of method will conserve the interests of advertisers, publishers and agents alike, and that a better understanding of each other and a closer relation to the publishers will tend to correct many abuses now existing.

The membership fee was placed at \$100 and the yearly dues \$25, payable in advance.

The qualifications necessary to become a member are defined in the first article of the constitution as follows: "Each member shall have an office for the particular purpose of conducting a general advertising agency business, which shall be properly equipped and furnished and shall be financially responsible and from experience shall be able to carry on a general advertising business."

Advertising Optometrical Specialties.

The A. Jay Cross Optical Company, of New York, operate an excellent plan, whereby their representative may receive due attention, and, incidentally, orders from the opticians in large cities. They send out a circular to those interested in a great of towns, announcing that their representative, who in this case is Mr. A. J. Cross, will visit those towns. He will stay a week in each place, where he will deliver three lectures and devote four days to giving personal instruction.

The lectures are to be upon subjects of great interest to the profession, and will take place upon Monday, Wednesday and Friday evenings. The first lecture will be free, but the second and third, together with from four to eight hours of personal instruction, will be given only to those who order one or more of Mr. Cross's instruments. In the circular, which goes to all desirous of advancement in the science of optics, are enclosed catalogues and price list of the instruments to be sold. Those who desire to avail themselves of the opportunity to hear the first lecture will be notified regarding the exact date of his proposed visit, if they fill out and return a mailing card which is enclosed. The plan is a good one, and, since

Mr. Cross is an authority in his subject, the lectures, especially the first, will no doubt be well attended. The scheme is one which could be worked in many different lines, and we may expect before long to hear of any number of private lecturers.

Louise Wins.

The report of a novel legal contest between landlord and tenant comes from Buffalo.

Mrs. Louise Groben owns a house at Carolina and Niagara streets, which she rents to one Oscar A. Gens, who runs a store there, on the Carolina street side there is a fence, to which are fastened three big bill boards. Mrs. Groben, who is fond of a good play now and then, has been receiving theater tickets for the privilege of permitting these boards to remain on her fence. Mr. Gens, who also likes to take an occasional evening off at the theater, thought, as tenant, that he was entitled to the tickets. The contest became so bitter that finally the manifold wisdom of the law was appealed to in the person of Justice Kenfick. That able man decided that while the privileges of a back yard belonged to a tenant, the landlord had the right to dispose of any privileges which pertained to the fence. In other words, he told Oscar his name was Gens.

Mrs. Groben, when she goes to the theater, still sits in a plush orchestra chair in style; and Mr. Gens, unless he has the price to get down stairs, must still pay his quarter and sit the show out on a hard bench in the gallery.

Revenue Regulations.

The following circular has been issued by Commissioner Matthews, of Ohio:

Under a recent ruling of the Commissioner of Internal Revenue, this department is required to have Internal Revenue stamps affixed to all taxable documents, and the Superintendent of Insurance is required to cancel the same.

In conformity with this ruling all insurance companies, associations or societies will be required to furnish this department one per cent revenue stamp on application for the following documents:

"Agents' certified copy of license, agents' certificate of compliance for publication, certificate of compliance for company, and duplicate of the above or copy of any paper requiring Superintendent's certificate."

New School Proverbs.

Redeem misspent time by advertising. Add strength to your advertising by direction.

He doubles his profit who advertises in time.

The possibilities of advertising are infinite. It is a bad ad, indeed that will not pay for itself.

Pretending mediums should be put to the test.

Rule your advertising with your reason, or it will overrule you.

Advertising without foresight is but a timorous folly.

Reform those things in your ads that you condemn in others.

Pay not to fortune the regard you owe to advertising.

Reason wrapped up in a few words is generally the best advertising.

Advertising is fortune's right hand, and industry her left.

Business, like polished steel, must be kept bright by advertising, or it will rust.

Advertising is the great pillow that upholds the business man.

Advertising, like a good shepherd, driveth man where it pleaseth.

A New Rule in Advertising.

A new rule in advertising has been made by the Cincinnati Post. All objectionable and nasty innuendos and other advertisements have been barred from the paper, and the Post announces that henceforth nothing of a like nature to offend the eye or hurt the sense will appear in its advertising columns. The example set by this paper has been widely commended by business and professional men and many clubs and other organizations.

Suddenly Made Rich.

Mr. James Dickson, who has been soliciting advertisements for a daily paper in Richmond, Va., will no longer have to plod his weary way from business house to business house endeavoring to sell space. He has been left quite a snug little fortune. His father, who died in England, left him all his money.

Dickson had not been very successful as a solicitor, and, in consequence, owed considerable of a board bill. When he returned, on the very day of having received the money to his boarding house he was told that he would have leave or pay in advance. He thereupon pulled out a thousand-dollar bill and announced that he would thereafter board at the finest hotel in the town.

Posters Did It.

The sales made by the National Hiseuit Company during 1899 increased more than a million and a half dollars. This was in spite of strong competition, showing that the advertising done by the company must have been extremely profitable, as the advertising bills probably did not reach more than a fraction of the sum represented by increased profit.

EXCHANGES.

Traveling Billboards.

Down town some peripatetic signs are amusing. One man carries over his head a wooden bill board to which is attached no less than seven cuckoo clocks. Another has about twenty-five old watch cases dangling to a wooden creak. These signs are supported on the shoulder by iron braces and leather straps. In a high wind the flows have a hard time to navigate. American Advertiser.

Meeting a Real Want.

A jeweler in New York City has misfortune to be situated at a point where many laboring people leave the street cars for their walk to down-town stores and shops. Every morning some hundreds of them would stop and light their pipes while consulting his regulator, using his window sill and signs as match-scratches. As a remedy he put out a neat strip of sanded board lettered with a request to use it and a bit of an advertising legend. It met with instant favor, and has been the means of drawing attention to his place and of bringing him a snug little clientele of patrons from the very men who thoughtlessly defaced his property.—Ad. Sense.

Publicity.

The Standard Dictionary defines the word "publicity" as meaning "the state of being public or open, to common knowledge; exposure to the view or knowledge of the public."

Thus it will be seen that advertising, which is publicity, should be open to common knowledge, or within the knowledge of the public. The best kind of advertising is that advertising that goes right to the public, that reaches it in the most convincing way. Argumentative advertising is not the kind that should be used.

The public, when reading your ad., is not interested in the other fellow at all, it is interested in what you have to say, and if you say it in such a way as to hold the attention of the reader you have accomplished what you set out to do.

"Open to common knowledge" is a point often overlooked by advertisers. Some one says, "I'm after the masses and not the masses." But the masses are made up from the masses, and there you are.

It is true, too, that advertisers often shoot over the heads of the people they want to reach. They do not get down to the proper level, and, as a consequence, numberless advertisers complain that their advertising does not pay.

If an ad. is "exposed to view" and not within the "knowledge of the public," it is absolutely worthless. The ad. must be set and placed in such a way that it can be understood at once. Street car and poster advertising come nearer to the definition of the word "publicity" than the other forms of advertising.—The Advisor.

Advertising a City.

Advertising a city is just as desirable as advertising the business of a merchant. The latter conveys to the reading public the inducements offered by the merchants to the purchaser, while the former tells the world of the inducements offered by the city as a place of business or residence. Every desirable person who can be brought to the city, and every business man who can be induced to locate his business therein, becomes a direct benefit to the whole community. Along this line the Welfare Association is issuing a pamphlet, entitled, "Jackson As It Is." The Council had been asked to appropriate \$51 for 10,000 of the pamphlets for distribution by our merchants in their correspondence and in other desirable ways.—Jackson Patriot.

Part of His Business.

"Reuben Blue," street advertiser and newspaper seller, recovered \$200 from a firm for damages recently "Rube" uses a water spaniel in his advertising peregrinations through the streets. The dog and "Rube" understand each other and make a good team. Rube converted his money into bills of large and small denominations and gave them to the dog to carry. Rube himself was feeling well, and the dog was hilariously boning along over the sidewalk, shaking the money in his teeth, to the amazement of passers. Two policemen concluded that Rube needed attention, and, on a nominal charge of drunkenness, arrested him. He offered no resistance, but declined to walk; so he was carried to the police station. "You are charged with being drunk. Guilty or not guilty?" said the court.

"Guilty."

"How long have you been drunk?"

"About twenty years."

Then Rube explained what he meant. He said he took a drink every day; thought it was nobody's business but his own; did not believe that he actually got drunk in the legal and technical meaning of the word, but in his vocation as a street advertiser he was in the habit of "jollying people" and making fun. To this end he keeps himself cheerful. The court discharged him.—Indianapolis News.

One notices even in England, the home of the proprietaries, that the lady who drinks cocoa appears, according to the poster, to require very little else in the world—a yard or so of art muslin at the most. On the Continent she dispenses, so far as one can judge, with every other necessity of life. Not only is cocoa food and drink to her, but it should be clothes also, according to the idea of the cocoa manufacturer—James K. Jerome, in "Three Men on Four Wheels."

The dead wall ceases to be dead when clothed with an attractive poster.—Printers' Ink.

NOTES.

The Automaton Advertising Company, 21 North Thirteenth street, makes a specialty of manufacturing advertising automatons. They send some half-tones, illustrating some new and original ideas.

A little folder which comes from the Enterprise Printing Company of Cleveland, O., is a good example of brevity, force and good printing.

The following are some of the articles which had good showings in New York last month: Friends Oats, Healtio Soap, Star Tobacco, Lea & Perrins Sauce, Darling Condensed Milk, Le Roy Cigarettes.

These days, when many large daily newspapers are cutting down their circulations because of the increased price of paper, many new advertisers will be added to the list of partisans of poster publicity.

In the early part of February Cressy Morrison, Secretary of the Association of American Advertisers, sent out a letter to all publishers of newspapers and magazines in the United States claiming to have a circulation of nine thousand or over. The letter asked if the publisher would be willing to submit his books and records to the inspection of an accredited representative of the Association during the present year without further notice, the object being to ascertain the exact circulation. The answers received up to February 28 numbered 367, classified as follows: Unqualified affirmative replies, 315; qualified affirmative replies, 29; negative or indefinite replies, 23.

The Geo. A. Miller Printing Company, of Des Moines, Iowa, has issued a very novel and effective circular. It consists of a booklet, fastened to and covered by a sheet which can be folded in such a way that the booklet is securely enclosed. The entire scheme can then be mailed for one cent. The very novelty of the thing is enough to make one open it.

We do not claim that posters are the best medium for all articles, but we do claim that they are the most valuable for more products than any other medium.

If you are one of the merchants who cites as an argument against advertising that you do not read ads yourself, just question yourself on the matter. Do you know "Ureca Dissect?" Are you acquainted with the fact that Royal Baking Powder is "absolutely pure?" Have you heard that Paine's Celery Compound is good for the blood? That some one once said, "Good morning; have you used Pear's Soap?" That the "Wool Soap Itables" are one of the cleverest advertising hits ever discovered, and that "Ivory Soap Floats?" You know these things, and you wouldn't unless you were reader of advertisements. The fact is that it isn't always a case of one looking for advertisements that makes them a reader of advertisements, but that advertising is thrust upon you.—Ex.

Dr. Hubbard's Kidney and Bladder Capsules will make a trial of the bill boards under the guidance of Lawler Bros., the bill posters of Greenfield, Mass.

Geo. P. Ide & Co., Troy, N. Y., have yielded to the persuasive arguments of W. J. McAllister & Son, of that city, and will try posters. The entire matter has been placed in the hands of Messrs. McAllister & Son. They will design and superintend the printing, as well as apportion and distribute the paper.

The Hoyd Chemical Company, Columbia, S. C., patent medicines, will utilize a cheering circus to advertise their remedies. They are now actively engaged in organizing it. They have ordered a 90-foot round-top, with a 40-foot middle piece, and will carry forty-two head of stock.

The Dayton Coffee and Spice Mills, Dayton, O., will post forty towns in Ohio with eight-sheets very shortly. They will only take jobbing towns, and will contract for thirty days' showing, then skip a month, and then follow with thirty days more.

N. F. Randolph, Marshall, Mo., is advertising his Twentieth Century Cigar with one-sheet and quarter-sheet snips.

The new magazine gotten out by the Peruna people looks enough like a "sure enough" periodical to be one. The appearance of the cover makes many look inside who would not open it if they knew the contents.

A woman in Iowa found a watch some time ago, valued at \$100. She returned it to the owner, who had advertised for his property and had promised a reward of \$25. She did not receive the reward and brought action as a test. The burden of the ruling was that persons losing valuable articles and advertising a reward for their return can not escape the payment thereof under the statute if they give explicit directions in the advertisement as to where the articles are to be returned to secure payment of the reward.

Two of the heaviest poster advertisers in England are the companies manufacturing Mellins Food and Reckitt's Blue.

The Advisor says Sam W. Hoke is preparing for an active spring and summer campaign. That wasn't so hard to guess.

The campaign will render the coming fall somewhat unseasonable for the advertisers. The most should be made of this spring.

Some of the New York afternoon newspapers are using big poster type in their make-up. They seem to recognize the value of the poster style, and can not be blamed for imitating it.

The Co-operative Medicine Company of Cincinnati has taken to the bulletins to push Coughline and other remedies.

"Hutch" is a new stomach and dyspepsia remedy. It is manufactured by the Woodward Medicine Company. This company until lately has confined its advertising to Canada, but will now conduct a vigorous campaign in the United States. They use the catch line, "Hutch—a doctor for ten cents."

"Profitable Advertising" gives the following: "The average circulation of the largest dailies is about 100,000; of the largest periodicals about 200,000, and of the largest class publications about 200,000."

We will add—of posters in the largest towns 500,000.

Miner, of Ureca fame, who controls the waste paper boxes in Chicago, has been refused the privilege of setting up his receptacles in Washington, D. C.

Royal Baking Powder and Solar Baking Powder are having a great fight in New York. I is another case of trust and anti-trust.

The Indian Food Company, 280 Fourth avenue, New York, will soon advertise a new food for dyspeptics. Newspapers will probably be tried first.

The International Traction Company of Buffalo uses posters to advertise their line to the Falls. We understand that the results have been excellent.

"Ye Old Grist Mill" is the name of a cereal which has entered the field as a rival of Postum Food Coffee.

There are rumors of a new million-dollar cereal company, with mills at Chicago. If this proves true a new general advertiser will undoubtedly be added to the list.

The advertising of the Walter Baker Cocoa is conducted through their home office at 158 State street, Boston, Mass.

The industrial number of the American Journal of Commerce is a splendid number, is printed upon good paper and is comprehensive in its scope. Many good half-tones of prominent citizens, public and commercial buildings appear. Altogether it is a commendable work and an excellent piece of advertising.

A circular sent out by the Boston Globe says: "Do you know that while Massachusetts has but 1-400th of the National area, one-thirtieth of the population of the United States is within fifty miles of Boston; one-twentieth of the wealth of the United States is within fifty miles of Boston; one-thirteenth of the Clearing House business of the United States is done in Boston; one-fifth of the sav-

You can force the jobbers and retailers to handle your goods quicker by posting and distributing than through any other mediums.

The Advance Chemical Manufacturing Company, 208 Olive street, St. Louis, are new advertisers. They manufacture a metal polish. Posters may possibly be needed.

Harry Kramer's Souvenirs.

We are in receipt of a souvenir from Mr. H. L. Kramer, General Manager of the Sterling Remedy Company, in the shape of a Spanish silver peseta coin, mounted in a gold band. For this remembrance we desire to express our appreciation and thanks.

The coin is one of a number recovered from the wreck of the warship "Infanta Maria Teresa." Mr. Kramer purchased them through a broker, paying a goodly premium over and above their intrinsic value. It is Mr. Kramer's custom every year to send to the boys on the road representing the wholesale drug concerns a little token of remembrance. This year he was at a loss to know what to send them. He heard of the coins, procured and had them set and sent them out to the traveling men with his compliments. The coins will no doubt be cherished by the boys, as it will by us, as a rare and valuable souvenir.

Death of W. R. Vaughn, Jr.

Well Known Advertising Man of Cincinnati.

Walter Vaughn, who was formerly connected with the Advertising Department of the Cincinnati Post, but at the time of his death was with the Kansas City World, died March 7 at Kansas City. The direct cause of his death was the shock caused by the amputation of his right arm. The operation was rendered necessary through injuries re-



ings of the American people is in Massachusetts savings and co-operative banks, and that Boston is the second port in America."

No, we don't know all of these things, and what's more, we don't believe them! To do is all right, and so is the Boston Globe, but one can't swallow everything people tell us.

Omaha now has the waste paper boxes.

In the latter part of February a bill passed the New Jersey House of Representatives prohibiting the use of the American flag for advertising purposes.

A recent ruling is to the effect that the Federal statutes make no provision to punish a person who uses the mails to tempt another to buy immoral books or obscene pictures, and then, failing to deliver such articles, retains the money sent him.

The washboard manufacturers throughout the country have formed a trust. That's what we would call "rubbing it in."

W. T. Wagner & Sons, manufacturers of Kissengen and Vichy Waters, are advertising in the Cincinnati street cars. That they are novices can be seen at a glance. The idea presented is the old one of "before and after." The cards are very poorly printed in yellow and black, and the whole thing looks sloppy. These faults could be overlooked to a degree if the copy was good, but when we see "write for catalogue" and fail to find any address whatever given, we wonder at the carelessness that could have been guilty of such an omission.

Avoid putting too much reading matter on your poster. Let the printer advise you, he knows best.

Not a single advertiser who has ever given posters a fair trial fails to recognize their excellence as a medium for reaching all classes.

A little boy living at Wilmington, Del., recently died from swallowing a number of pills made by a well-known advertiser. It was discovered upon analyzing the pills that they contained strychnine. Matters are likely to become unpleasant for the advertiser.

ceived in a wreck on the Missouri Pacific at Independence. His arm was crushed at the elbow, but Vaughn refused to undergo an operation until the doctors declared it was necessary to save his life. The arm was taken off at the shoulder, and the patient lived only an hour after the operation.

Walter Reuben Vaughn was born at Cornell Bluffs, Ia., in 1870. He entered Cornell after attending the public schools there, and upon graduating, went to Omaha, where he became identified with the Democrat as advertising solicitor. Five years later he went with the Chicago Mail in the same capacity. He entered the employ of the Scripps-McRae League in 1892, and worked, as formerly, in the capacity of advertising agent. He was unmarried, and made his home with his brother, Edward A., who is employed in the postal agency of the Cincinnati Post Office. Two other brothers, Dr. William H. Vaughn, of Cincinnati, and David H. Vaughn, of St. Louis, their unmarried sisters and his parents, who live in Washington, survive him.

Billboardisms.

While they are about abolishing obscene and suggestive posters, wouldn't it be time better employed to abolish obnoxious literature with which teen bookeries and libraries?

The theater is an entertainer rather than a school of ethics, and disseminates immoralizing influences only when the minds of the audience are susceptible to such. Suggestiveness is not demoralizing upon pure nor schooled minds. It only represses the untutored brute instinct and injures by contagion only when faintly interpreted.

Printing bills are considerably higher this season than for some years past, but there seems to be no retrenchment as to quantity, for by as they may, poster advertise they must. But then, any fair attraction plays to crowded houses in these days of dollars easier to get.

Cleveland, Ohio, has a new theater just opened—the Empire—and another under way, the Olympia. Both are under a management that prefers outdoor advertising to any other.

An Ohio department store has now under contract a lot of standard base balls, to be furnished free to its customers. The spheres bear the firm's advertisement in a neat, inoffensive manner. They will employ advertising men to interest amateur teams, etc.

Some business houses have employed the bulletin board of the newspapers to attract trade. They get the most important news through their service from the newspaper offices, and these bulletins are conspicuously posted or chalked up. A new wrinkle for the newspapers to secure advertisers, but it looks rather cheap for the newspapers.

The old style calendars are rapidly going out of use as regards business houses. The tendency now is to post a gate sheet or card printed in large plain letters in store-rooms and offices, this service to be performed daily by an employee, or, as is now the case in large cities, by professionals. These date farmers, as I might name them, can be plainly seen from the street, so as to be of as ready service as the street clock.

The painted boards, such as are now in vogue, are fast losing their novel effect for the reason that no matter how artistic the painted ad, it will fade upon the eye in a short time. Bill board advertisers have "seen" this point, and are again returning to the litho. Besides the weather and small boy and other bill board vandals are effecting the painted ads, as readily as they would paper, thus destroying the effect as well as outlay, which is considerable in most cases. The painted boards are now mostly used at building sites, and the consequent wear and tear and soil practically obliterates the good there is in such ads, in a few weeks. To somewhat overcome this drawback, some board painters are now employing hose and other renovating means and substitute clap or scenery boards to the stationary kind. Thus, they move a fence of advertising from one site to another, thereby bringing variety into the scheme and toying up the waning interest of the advertiser and looker-on.

I recently noticed a paste-wagon constructed on the plan of a coal-tar transport, but this wagon was autovehicular. The idea is said to work satisfactorily, and does away with a lot of trouble.

Boots made of alligator leather have almost disappeared. To infuse new interest into this line of leathers for footwear, a manufacturer who is also a multi-store owner is now keeping live alligators in his show windows, together with the tanned hides and finished product prepared therefrom. He is also having ambulancers known as "alligator boys" to advertise the product. This ought to be a source of joy to Myers.

Autovehicular advertising is slow expleting, but there will doubtless be a world of it in another twelvemonth.

What is sauce and baked beans to one may be tobacco and corn-juice to another, is the somewhat McPhersonesque motto over a Michigan town bill board.

It is not always the population, but the people making up the population that renders bill board and other advertising profitable. There may be a mining town of 5,000 souls, in which a corset ad. would not fetch a hundred customers, and an industrial county seat of 5,000 which may interest all the corset-wearing females.

Magnetic advertising is what the people crave nowadays. Make it so.

A Western jeweler is about to bring out an emblem representing a sign and tack hammer.

It isn't the war tax that has demoralized the patent-medicine fraternity, but the surtax upon public credulity.

Cheap services invariably means dishonest services. There are no bargain-givers among practically and professionally schooled bill boarders and distributors.

Good advertising facilities lose caste in the hands of cheap fakirs.

Every State ought to have laws prohibiting the vandalizing of the bill boards by severe penalties, and advertiser and billboardist ought to cooperate in the enactment thereof.

Physicians now prescribing pharmaceuticals direct have added a new field to bill board advertising and distributing, fully compensating for patent medicine deficiencies.

Catalogue advertising portrayed upon the bill board is a new departure. A certain carriage manufacturer is thus proclaiming all the styles and parts thereof which he turns out.

Letter address: "M. A. Bondy, I. A. of II. Mail Carrier. What does the title mean? M. A. II.: It stands for M. A. Bondy, the I-ant of Detroit. Bring me more like it."

The grotesque Parisian picture exhibitor is striking snags, but there is the slot machine man and others. Anything that detracts from church attendance and attracts police department mild greed, must be prepared for these unpleasantnesses.

When the boardist sticks a bill after the lithographer has been "stuck," he does not necessarily "stick" the public.

Trade with new taste, is the motto of a Westerner.

The automobile is now depressing the horse slow business.

From a booklet: "Our business has been so prosperous, the founder of this press clipping bureau is now clipping coupons and putting his paste upon thousand-dollar bills which he recklessly handled."

New brands of cigarettes are now as scarce as advertising buttons.

The Louisville people may issue a cup which caps the climax. J. B. R.



Hagenbeck's Sale at Cincinnati.

On Thursday, March 22, occurred the first big sale of Hagenbeck's animals at the Cincinnati Zoo. Representative circuses and show men from all over the country were present. Among them were noticed representatives of the following: Lincoln Park Menagerie, Chicago; Charles Woodford Circus, the Benjamin F. Wallace Show, Peru, Ind.; the John Robinson Circus, Terra Park, D.; Midway Carnival Company, Cleveland; Great Oriental Carnival Company, Cleveland; Pawnee Bill's Wild West, and others.

Major James Wallace, of Cincinnati, was auctioneer. There was a fine assortment of animals put up, although most of them were more or less under the weather after their long trip. Some of the purchases were as follows: The Pittsburg Zoo bought a full grown baboon, with male, for \$50. The egg-laying mammal, echidna, was not sold. In the carnivora the principal animals sold were a cheetah leopard, \$255, which went to Lincoln Park menagerie, thoroughbred Bengal tiger, \$125, Ben Wallace Circus, African male leopard and Indian female leopard, \$125 for the pair, Canton Carnival Company, male leopard, \$145, Chattanooga Zoo, South American monkey, \$30, Sells & Grey's Circus, pair of spotted Australian cats, \$30, Philadelphia Zoo, stuffed zorilla, \$300, New York Museum, thoroughbred horses, \$250, Ben Wallace, pair of kangaroos, \$80, John Robinson. After the morning sale, dinner was served in the restaurant. At 1:30 there was an exhibition of trained animals which were sold.

Chattanooga Spring Festival.

There are to be many other important features at the Chattanooga Spring Festival beside the street fair. There is to be a grand tournament, participated in by fifteen of the most prominent towns in Tennessee, Georgia and Alabama, each town sending three knights and maids, the winning knight crowning his lady Queen of Love and Beauty. The Flower Parade is to be one of the finest ever given south of the Ohio River. One feature of it last year was a representation from fifteen adjacent cities, each city sending an elegantly decorated float with a Queen and six Maids of Honor. Each float was attended by six mounted knights, decorated in their Queen's colors. The Queen of the city having the best decorated float was crowned Queen of the May. The grand coronation will take place in the Auditorium in a blaze of electric and calcium lights. The great stage holds 500 participants, and will be beautifully decorated in flowers, and the exercises will consist of the unmasking of "Babbur," the God of Spring and King of the Festival, who is attended by his brilliant retinue. The crowning of the Queen of Love and Beauty by the winning knight in the tournament and the crowning of the Queen of May—this latter going to the city furnishing the most elegant float in the Flower Parade—will also be features of the evening. The spectacle is further augmented by hundreds of dancing girls and other features, forming in all a most brilliant sight.

The Riverside Street Fair.

From April 7 to 11, inclusive, a Street Fair and Carnival will take place at Riverside, Cal. The city has set apart during that time eight blocks on the main street for the purpose of booths, a midway, a circus exhibit and other features. The Driving Association will hold some fine races. The week will be a carnival one. This event will be thoroughly billed throughout Southern California, and excursion rates on the railroads from all points are to be had.

Southern Inter-State Fair.

The successful outcome of the Georgia State Fair, held at Atlanta last fall, has inspired the people of that city to organize a permanent Fair Association with a view to holding an Annual Inter-State Fair at Atlanta, the first of these to be held this fall, October 11 to 27. The outcome of the fair held last fall was somewhat phenomenal in the history of Southern fairs. A guarantee fund of about \$5,000 was raised to promote the enterprise. After expending about \$7,000 for general improvement of the grounds and buildings and paying all expenses, including \$18,621 in premiums, the management returned all of the amount subscribed to the guarantee fund, and had \$10,000 left in bank as a nucleus for

another fair fund. This sum has been quadrupled and a permanent Inter-State Fair Association formed. This is a good record and one that the people of Atlanta may well be proud of. The management last year was practically in the hands of one man, Secretary T. H. Martin, and the simple statement that he is to be permanently in charge of the Southern Inter-State Fair is an ample guarantee of its success. fireworks and other attractions, especially the great Street Fair with Midway, lasting one cut to week from May 7 to 12th.

Printing Exposition and Fair.

Preparations for the mammoth Printing Exposition and Fair, to be held at the Grand Central Palace, New York City, from May 2 to June 2, are well under way. Over one-third of the available space has been already sold, and the rest is fast being taken. The quality and variety of the exhibits are to be all that can be desired, and one, an extract of a complete daily newspaper plan (typography, engraving, stereotyping and printing), will be especially interesting and novel. The management has undertaken to interest printers within a radius of 200 miles, and all organizations connected with the trade will be invited to hold their meetings within the exposition building, and rooms will be provided for that purpose free of cost.

Walker's Attractive Attractions.

Mr. H. Walker offers so many varied and stellar attractions for fair and race meeting managers that it seemed as if nothing more could be desired, but new attractions designed to freshen up the performances and to keep them thoroughly up to date have been added in the form of the riding and driving dogs and monkeys and the diving elk. The driving horses and the goddesse wonders are still popular features of the show.

The Wichita Carnival and Fall Festival.

Last year during the month of October Wichita held her first street fair. It was so successful in every way, being attended by over 100,000 people, that it has been determined to give another carnival, and active preparations are now being made to that end. The merchants and business men of that city are enthusiastic over the results obtained from the patronage of visitors who attended the fair, and the Fair Association, composed of the leading business and professional men

of Wichita, intend that this year's festival shall be as large again as the one held last year.

A large pigeon, poultry and pet show, vaudeville attractions, flower, civic and carnival parades, a reunion of the Civil and Spanish-American War veterans and the State troops will be features of the carnival. The association has been very successful in getting subscriptions, and the list will be double the size of last year's. All things point to a successful issue, and Wichita's Festival promises to be one of the best entertainments ever given in the Southwest.

Bill to Appropriate \$200,000.

A bill to appropriate \$200,000 to the Philadelphia Museum, to enable it to increase its facilities for the benefit of the American manufacturer and producer, is before the House and Senate. The object of the institution and the bill is told in the following extract from a letter sent out by W. P. Wilson, Director:

"The work of the institution has become so comprehensive that it is now serving all the principal manufacturers of the United States with the latest news regarding commercial openings for their particular products in all parts of the world. Its reputation has become National and its influence international. It has desired to make its usefulness more widespread and to give commercial information, without charge, in Chambers of Commerce and other trades bodies throughout the United States. That this object may be more successfully accomplished, it has been thought proper to ask for Government aid."

The Elks' Circus.

A grand circus was given by the local Lodge of Elks on March 25 at Music Hall, in this city, and a large, hilarious time was enjoyed by all present. The ring was pitched on the stage of Music Hall, with seats arranged partly around like an amphitheater, and as no circus would be complete without a sideshow, one was to be formed in the front rotunda of Music Hall. The circus opened with a grand entry, and a program of unusual merit followed. Taken as a whole the circus was a high-water mark in the entertainments given by the lodge.

Prince and Princess Open a Fair.

The Prince and Princess of Wales opened the fair organized by the Fish Industries Association, at the Mansion House, on the afternoon of March 16. Enormous crowds were in attendance, and their Royal Highnesses received an ovation.

Harrison's Creoles.

Mr. J. D. Harrison, formerly press agent with the Walter L. Main Circus, was a caller at "The Billboard" office the other day. Mr. Harrison was in a very hopeful mood, and says that his new show, which is to be an elaborate form of minstrel show to be held under canvas, will be the greatest that ever happened. He is to have a bunch of the most beautiful Creole girls to be found in the South, and a novel feature of the show will be the street parade, which will in reality be a long-distance cake walk, participated in by the Creole girls, with some dusky high-steppers for partners. All the men of the troupe are to be colored, and are to be clad in red, white and blue.

The Creoles will be arrayed regardless. Harrison recently bought a large number of ball gowns in Washington, D. C., and he vows that the combination of the gowns and the Creoles will prove a winning card.

Rapid Progress Made in Richmond Carnival Preparations.

Rapid progress is being made in the Richmond carnival affairs, and the celebration promises to be a memorable occasion in the history of that city. It has been decided to hold three grand parades in connection with the carnival. Two of these parades will be held on the opening day of carnival week. One of these magnificent pageants will be held during the afternoon, when the King of the Carnival will be welcomed. The other parade will be held in the evening, and the rumic Mardi Gras festivities will then be participated in. This occasion will be made to resemble the New Orleans festival as much as possible, and thousands of merry-makers will throng the streets. The third of these parades will be given the last day of carnival week, and the King of the Carnival will be given a grand farewell.

Directors' Meeting.

The Directors of the Hamilton County Fair Association met recently in the Denison House, in this city, with President J. L. Orbison presiding.

The fair grounds have been rented to E. Rose for the ensuing year. Secretary Sampson reported that the privileges of the approaching fair have been rented at an aggregate gain of \$140 over the rents secured last year.

The following standing committees were announced for the ensuing year:

- Police and Grounds—J. L. Orbison.
- Entries and Awards—D. L. Sampson.
- Gates and Admissions—E. H. Huffman, P. Minges, J. Frey.
- Show Horses—William Bonnell, J. Frey, D. R. Herrick.
- Speed—D. L. Sampson, F. Fox, J. L. Orbison, H. A. Sampkinson.
- Cattle—T. E. Sater.
- Stables—H. L. Sampson.
- Swine—P. Minges.
- Sheep—H. H. Roulehurst.
- Poultry—P. N. Wright.
- Fruits and Domestic Articles—M. Barnes.
- Grain, Vegetables and Flowers—P. N. Wright.
- Fine Arts—J. Benckenstein.
- Fair Grounds—J. L. Orbison, J. Frey, Wm. Bonnell.
- Shows and Refreshments—D. L. Sampson, F. Fox, J. L. Orbison.
- Printing and Advertising—D. L. Sampson, J. L. Orbison.
- Railroads and Transportation—P. N. Wright, J. Frey, J. Benckenstein.
- Mechanical Department—D. R. Herrick, P. Minges.
- Executive Committee—J. L. Orbison, D. R. Herrick, Wm. Bonnell, P. N. Wright, M. Barnes, J. Frey, F. Fox.

Milwaukee to Have Fair State.

It has been definitely settled that the next Wisconsin State Fair will be held in Milwaukee. At full meeting of the State Board of Agriculture, held on the evening of March 7, it was decided to accept the bonus of \$15,000 offered by the business men of Milwaukee. The Fair will be held from September 10 to 14 inclusive.

One of the proposed features of the Fair, which the managers are considering, is some sort of night attraction to draw the people to the grounds after dark. They recognize that this is only possible when good lighting can be procured.



ELECTRICITY BUILDING, PAN-AMERICAN EXPOSITION

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The Great Corn Country in Line.

Topeka, Kan., the Queen City of the corn belt, which has been one of the pioneer cities in holding festivities, is going to give a street fair the last week in May, this spring.

Montreal to Have A Horse Show.

It has finally been decided that Montreal is to have a horse show, and it will take place May 3, 4 and 5, under the patronage of the Montreal Hunt Club, at the big Arena, on St. Catherine street.

\$100 For A Single Photograph.

The Ladies' Home Journal for March prints the following offer, which should be of interest to many of our readers: "For the best photograph of a booth at any air or festival, \$100; for the photograph next in merit, \$50; for the two ranking next, 25; for each of the next five, \$10, making a total of \$250 for only nine pictures."

A Most Successful Attraction.

Of all the attractions which have appeared at expositions, parks and fairs during the last few years, none have become more popular and better known by reputation than the educated horse, Beautiful Jim Key.

Fair Notes.

The officers of the Northwestern Indiana Fair Circuit, composed of the Counties of Lake, Porter and La Porte, met at Valparaiso and reorganized with the following officers: President, W. C. Letherman, Valparaiso; Vice President, Edward Laws, Crown

Point, Secretary, J. Vene Dorland, La Porte; Treasurer, A. A. Bublir, Crown Point. The dates for the fairs were fixed as follows: Lake County, at Crown Point, Aug. 28 to 31; Porter County, at Valparaiso, Sept. 4 to 7; La Porte County, at La Porte, Sept. 11 to 14.

The local Elks at Minneapolis have decided to hold a big street fair and carnival the first week in September. Eugene V. Dens has promised to speak on one day, and a Republican day and a Democratic day will also be features, together with a flower parade.

It is probable that Worcester, Mass., will have a street fair. The Board of Trade has been approached several times on the subject, and meetings have been held to consider the matter.

The National Pure Food and Drug Congress opened its convention in Washington, D. C., at noon on March 7. The convention was the largest in the history of the association, and many prominent members from all over the country were present.

Mr. George Henson has accepted the position of Director General of Richmond's carnival, street fair and food exhibit.

At the big annual sale at the Cincinnati Zoo, a representative of the Great Hanner Amusement Company, of Cincinnati, O., purchased in considerable quantity birds, animals, etc., for the great Hanner Animal Exhibition. This, together with the Hanner Balloon Company and other attractions, is offered for fairs, parks, etc.

At a large and enthusiastic meeting of the business men of Shelbyville, Tenn., it was determined that a Spring Fair should be held in Shelbyville on April 19, and the proper Board of Directors and officers for its management were at once chosen.

The Sidney (Ill.) Modern Woodmen Camp is getting well under way its plans to have a big Fourth of July celebration. It is the intention to invite every Woodman Camp in the county to participate in the celebration.

Matters are now in first-class shape for the San Antonio International Fair, to be held from October 20 to November 2, and from the preparations there is every assurance of a most extensive exposition.

The advance announcement of the Thirty-second Nebraska State Fair and Exposition is out.

The various committees having charge of the Nashville May Festival report satisfactory progress. Two of the special features of the festival will be the floral parade and the fireworks.

Arrangements are being perfected by the Elks of Marion, Ind., for their State Carnival, to be held there during the summer.

The Ferndale (Cal.) Jockey Club will hold a meet and fair at Ferndale next fall.

The Commercial Club of Ft. Wayne, Ind., is planning ways and means for organizing a county fair at Ft. Wayne during the fall of the present year.

C. S. Russell, Secretary of the Knox County Fair Association, has issued a circular regarding the races to be held during the fall.

The officers of the Eastern Indiana Fair Associations have reached an agreement as to dates. The season will open with the Middletown Fair from July 24 to July 27. The others will follow in order—Newcastle, Muncie, Elwood, Rushville, Greenfield, Richmond, Indianapolis and Portland. The Elwood and Rushville Fairs come on the same date, but the places are too far apart for that to make any material difference.

Preparations for the Fargo (N. D.) Fire Festival, which is to be held on June 7, are well under way.

The Kewanee (Ill.) Fair will be held in September, beginning on the 10th. The association has prohibited the playing of games on the grounds on Sunday.

A number of important events are to be contested in France this year over the Neuilly, Levallois and Vincennes tracks. They will be under the control of the Trotting Association, and all American horses must have export certificates from the National Trotting Association.

J. H. Werner is Secretary of the New England Carnival and Promoting Company, Canton, O. This company makes a specialty of promoting and organizing street fairs.

Fire destroyed two stables at the Butler County Fair Grounds at Hamilton, O., February 27, igniting from a bad flue. Firemen saved the other buildings with difficulty. Zach. Chambers and Jack Quinn, horsemen, were left homeless and lost some of their effects.

The Allen County Fair Grounds at Lima, O., have been leased by a party of young

busters for fair and racing purposes. Prominent among the leaders of the movement are J. M. Sealts, J. C. Lindeman, the oil magnate, C. S. Klog, G. H. Hall, the new Mayor and Postmaster, and others.

The Woman's International Exhibition is Irene Kiralfy's latest. It will be held at Earl's Court, London, May 1 to October 31, 1900.

This year's fair at Raleigh, N. C., which will be the fortieth annual show, will take place October 22 to 27. The officers of last year's successful show, with the exception of the President, retain their offices. Mr. Charles McNamee is the new President. A Midway will probably be held in connection with the Fair this year.

An Indoor Circus and Country Fair will be held in New Bedford, Mass., the week of April 30th, under the auspices of Hazzard's Bay Lodge, K. of P. The building will be divided into two parts, representing the inside and outside of the circus. A first-class performance will be given by the best of professional talent, and upon the outside of the big show fakirs will be found. The affair promises to be a big success. Mr. H. T. Soule is managing the event for the Knights.

A Fair Association has been organized at Converse, Ind., and will hold its first meeting in July. A half-mile track is nearing completion.

As announced in the last number of "The Billboard," the great oriental spectacle, "The National Chinese Festival of the Feast of the Dragon," will be given in San Francisco in June. Mayor James D. Phelan, of that city, has written to Mr. Ho Yow, Imperial Consul General of China at San Francisco, giving his approval, and stating that members of the city government and of the Merchants' Association have likewise approved of the plans. The spectacle will prove a great attraction.

The people of Stockton, Cal., are discussing the possibilities of having a fair this year.

Fifty farmers met in Oshkosh, Wis., on Feb. 21, and formed the Winnebago County Agricultural and Horticultural Society. They decided to hold a county fair in Oshkosh next September, and are very enthusiastic over the project.

Centre County, Pa., is to have a \$50,000 fair ground and racing course. A company of Bellefonte business men and capitalists have completed the purchase of a tract of 30 acres, with the privilege of as much additional land as they might desire, for the location of the grounds.

The Secretary of the State Board of Agriculture has received notice from the Directors of the Rock Island County Fair Association that this year's fair will be held at Joslin from September 11 to September 13.

The Directors of the Berlin (Wis.) Fair Association have selected October 1, 2, 3 and 4 as the dates for the fair next fall.

Several of the leading business men and members of the Kite Park Association have taken the matter of establishing a county fair in Fond du Lac in hand, and the thing will be pushed and a company organized.

A citizens' meeting was called at Pekin, Ill., for the purpose of talking over the advisability of having a county fair and race meeting this summer.

Carroll and Audubon, having dropped out of the old circuit, the Shelby County (Ia.) Fair for 1900 will be held at Harlan August 21 to 24.

The 1900 annual fair of the Redwood County Agricultural Society will be held on September 19, 20 and 21 at Redwood Falls, Minn. O. L. Hornberg is Secretary of the society.

Richland County, Ill., is to have a fair next fall. It will be held at Olney.

The Manufacturers' Association, of Portland, Ore., may give a great free exposition and fair in the near future. At least so runs the talk from that city.

Col. Noble F. Martin, of Utica, N. Y., who is so well known as a successful manager of entertainments on a large scale, will have charge of the great Masonic Fair, which will open in Savannah, Ga., on April 16, and last two weeks. Col. Martin is one of the leading Masons of the country, and he will make the fair a grand success without a doubt.

It is the ambition of the enterprising citizens of Palestine, Tex., to make their fair grounds the prettiest in the State. Numerous and extensive improvements are contemplated, and the plans are already in preparation.

The merchants of Owensboro, Ky., now have strong hopes that they may be able to induce the Daviess County Fair Company to let its date remain the first week in October, instead of changing it to some time in Au-

gust. Donations to the amount of \$300 have been received, which it is thought will be a sufficient inducement for the directors.

The advance announcement of the thirty-second Nebraska Fair has been sent out. It will be held at Lincoln this year, September 3 to 7.

The stockmen are displaying great interest in the stock exhibits in the fair fair, to be held at San Antonio, Tex., and many stalls are being engaged by those who intend to exhibit at the fair. Outside cattle associations are likewise taking a great deal of interest, and have offered many premiums of value.

The El Paso Fair will be held September 10 to 14 this year.

Thirty business men and farmers of Anderson, Ind., and vicinity have organized a Fair Association, with a capital stock of \$10,000, and will give their first fair in Anderson in September.

It has been decided to hold a fair in Phillips County, Kas. The full amount of the capital stock \$1,000 was subscribed in two days.

Having just carried through one of the most successful Mardi Gras festivals in the history of the city, extending over six days, the live business men of New Orleans are now preparing for its annual fair, which is to be held some time in April. It is proposed to make the fair one of the finest ever seen in the South.

The American Hereford Association has decided to hold its show in connection with the next Minnesota State Fair.

A. H. Merrill, better known among horsemen as "Hert" Merrill, has been secured by the Directors of the Nashua (N. H.) Fair Association as the starter for the races, to be held during the fair this fall. They are certainly to be congratulated on securing the services of Mr. Merrill.

The Hot Springs (Ark.) Street Fair has been postponed until the spring of 1901. It will be under the auspices of the Hot Springs Carnival Association, and will be organized and managed by the International Exhibition Company. Dr. C. D. Gray will be the General Manager.

The Huntington (W. Va.) Lodge of Elks are considering the proposition to give a street carnival and midway in June, as are also the Elks at Scranton, Pa., in the early part of the summer.

Riverside, Colo., is to have a street fair. It will open April 7 and continue a week.

A movement is on foot at Portland, Me., to hold a large street fair in that city during the week beginning August 5.

The Oshkosh (Wis.) Street Fair is to be held in September. Business men are enthusiastic and intend to make it the largest street fair held in the State.

The Odd Fellows of Gloversville, Fulton County, N. Y., will hold a street fair in June for the purpose of raising funds to build a hall.

The Elks of Albany, N. Y., will probably hold a mammoth street fair in that city some time during the summer.

The Manchester (N. H.) Board of Trade is considering the advisability of giving a free street fair on a colossal scale during the summer.

The Texarkana (Tex.) Lodge of Elks have raised \$1,500 by subscription, to be expended on the promotion of the street fair, to be opened there on the first Monday in April.

The street fair and midway will be two of the great attractions of the Spring Festival at Chattanooga.

Westfield, N. Y., will hold a street fair this year.

The Wichita (Kas.) Street Fair will be held October 1 to 6. The Sedgewick County and Southern Kansas Old Soldiers' Reunion Association has changed its reunion from a September date to that of the street fair. This will help to make the fair and the reunion the biggest ever held in Wichita.

A street fair and carnival was held in connection with the Firemen's Tournament in Tyler, Tex. This method of raising the dime dollar is worthy the notice of the firemen's associations everywhere. Try it.

A special feature of the street fair and trades carnival, to be held in Sacramento, Cal., during the first week in May, will be a large floral parade. Handsome prizes will probably be given.

A mass meeting of the citizens of Kookuk, Ia., was recently held to determine the advisability of holding a street fair this year. The street fair was such a success last year that in all probability another will be given. Hazen I. Sawyer is Secretary of the Street Fair Association.



Fac-Simile Admission Ticket.—Paris Exposition.

Men who make their livelihood by distributing cannot afford to lose their reputations

Distributing as a Medium of Advertising.

...distributing from house to house, or from door to door, has long since been recognized as one of the best methods extant. Distribution by bill is quick returns, perhaps more rapid than any other method, except it be the posting of bills on a large scale. Those who can post bills in the cities on a large scale and best stick to distributing and sampling, and they have grown to such proportions that they can afford to issue an eight-sheet larger poster, and then combine them, making both the distributing and the bill posting.

Bill posting has been reduced to a science. The stands are numbered, and a list given the advertiser, where he can verify every sheet of paper contracted for, so there is no possible loop-hole for dishonesty on the part of the bill poster. It is also very gratifying to be able to state that the matter of distributing is very rapidly approaching a similar position. The International Association of Distributors has an organization of which we the members are, and should be, justly proud. A few of us only a few years ago felt the necessity of inspiring confidence with the advertiser in regard to sending the matter for distribution to the local distributor, instead of sending it with their own individual traveling men to be distributed by them.

Now, I am proud to say, nearly all the advertisers in the country are doing what distributing they have through the I. A. of D. members. We are not perfect yet, nor do we claim to be, but we are nearing that end rapidly, as we are weeding out all who have proved unfaithful. We do no whitewashing, as we play no favorites. It has been my most unpleasant duty during the past two years to vote, as an officer of the association, to expel some of my friends, who have had charges sustained against them. The ax will surely fall on all alike, be they high or low, when the welfare of the association is at stake.

The advertiser needs the best service now, more than ever. Competition is growing keen every day. The price of paper and all kinds of printing material have nearly doubled in price. Distributors who have work entrusted to them should be the very soul of honor. By not doing what they contract to do, they not only steal the advertiser's money, but they steal his confidence and destroy his opportunity of reaping the harvest in the territory in which they have been paid to sow the seeds. The cost of paper has increased nearly double since the paper trust has been in existence, therefore the cost of distributing a copy is quite as high now, and if distributing does not bring returns commensurate with other mediums, the distributor will be the loser, for the advertiser will seek

some other avenue of advertising to bring his products before the public. Distributors should never, under any circumstances, take work at a price that they can not make a profit, and do the work thoroughly and honestly. If a prospective customer insists on cheap work, it is far better to let your competitor have it, for the work will not give satisfaction and you will eventually get it at a price that will justify giving efficient and honest service.

We have found boys, as a rule, very unsatisfactory, therefore do not employ them, using men on everything we distribute, regardless of weight of distributing matter or price received for it. There is no distributing under the sun that can be placed for less than \$1.00 per thousand, and where it is worthily \$2.00 and over should be paid. These prices refer only to cities. Small towns, where only a small amount is used, will have to receive more. It is not so much a question of how much they will pay, as it is of having the work properly done.

You can keep a watch-dog and lock and bolt your doors against the busy burglar, but there seems to be no absolute protection for the advertiser who wishes to make a thorough distribution, except the safeguard which is thrown around him by the full indemnity bond of the International Association of Distributors.

F. M. GROVES,
Mgr. Evansville Bill Posting & List Co.

Charles Bernard now Sole Owner.

Charles Bernard recently bought out the F. C. Foster Bill Posting Company, in Charleston, and is now the sole owner, although there is no change in the name of the firm. The office, however, has been removed from its old location to 152 King street, and A. Donald is in charge as local manager.

Riverview Park, Baltimore.

Riverview Park, Baltimore, is to have a three-mile midway. The only park in this great show city that has a 5-cent car fare situated on the river, but a short ride from the heart of the city and run by the Street Railway Company, beautifully situated, crowded every day, often 25,000 and more a day. In up by over 10,000 electric lights, a large casino to be in the midway, a big switch back, one of the largest merry-go-rounds in the State, and all the latest up-to-date arrangements make it an ideal park. This will be a big opportunity for first class shows and attractions. The best free attractions will be engaged. Brews' once every week. A large baseball park is being erected on the grounds, where all the games played in Baltimore

will be held. This has been the best paying of all parks in Baltimore. The wonderful horse, beautiful Jim Key, played to crowded houses in the large casino last season for ten weeks, giving five performances a day. Mr. Albert A. Rogers, of New York, who is known as one of the most successful managers of the day, is to have charge, and under his able management the midway can not help but be a success.

Receiver Appointed.

The East St. Louis (Ill.) Bill Posting Company is now taking in the courts. A receiver has been appointed. Service S. Verspaars, nephew of R. J. Gunning, will serve in that capacity.

E. W. Walker.

We present as a frontispiece this month a portrait of Mr. E. W. Walker, the well-known proprietor of the bill posting plant at Detroit, Mich. He has been a prominent figure in the bill posting world for a number of years, and is at present the first vice president of the Michigan Bill Posters Association. Mr. Walker's plant has always been spoken of as a model one, and his large business has been built up by his own energy and perseverance. Mr. Walker has recently been granted the I. A. of D. franchise for his town, and will no doubt prove an enthusiastic and influential member of the association.

J. H. Bell, Staunton, Va., in a letter to The Billboard, expresses himself concerning the I. A. of D., as follows: "I have been a member of ten or more distributors' associations, and none have ever been of the same benefit to me as has the I. A. of D., of which I am a charter member. No money that I pay out do I give as freely as the dues of the association, which, compared with the great benefits we receive, are merely nominal."

J. E. Campes, of Savannah, Ga., writes that an unusual, active condition of business, especially among advertisers, exists in Savannah, and he predicts that the year 1900 will show the best record in the amount of outdoor advertising ever experienced in Savannah. It is difficult to handle all the business, and numerous new firms have gone into the territory to introduce their goods, and all seem ready to supply a liberal quantity of advertising matter. What is more, they want Association service.

A Letter from Paris.

To the Editor of "The Billboard."

No doubt your readers will be pleased to hear of what the showmen are doing at the coming Paris Exposition. Most all the buildings are nearing completion, although they certainly will not be ready for the advertised opening day, April 14. The fair will be officially opened on that day, however, and admission charged to the grounds. The United States Building is nearly completed, and compares favorably with the State buildings of other countries, as does also its space arrangements for exhibits in the several buildings where we will show the world what we can do, and have done.

Among the largest and most beautiful buildings for show purposes are the "Tour de la Monde," "Celestial Globe," "Miorama," "Palais de Costume," "Venice in Paris," "La Vieux Paris," "Palais de Optique," and the "Swiss Village," each of which represents an investment of several million francs. Of course, none of them are as yet open, it therefore being impossible to judge of their merits as money-making propositions or artistic successes.

Among other attractions which, by the way, are erected very expensively, with exceedingly artistic fronts are: "Bon Homme Guillaume," (a marionette show), "The House Upside Down," "L'Annee des Nations," "Tribunaux Vivants," "Maison de Rire," "Les Auteurs Gaius," "The Andalusian Village and Theater," "Dahomey Village, Algerian Streets, Tunis Village and the Transvaal Mining Camp, Chinese Theater, Japanese Theater, and the "African Jubilee," owned by S. J. C. Haller and Mark L. Stone.

The attractions outside the grounds are very numerous and costly, in some instances whole blocks of buildings having been torn down to make room for them. There is "La Pyramide des Egypte," "Oracle d'Isis," "The Falls of Niagara," a very beautiful creation, "Mount Vesuvius," "The Combar Naval," "Panorama Madagascar," "Marchand's Mission," "Revolution of the Empire," "Panorama," "Campes des Nations," and "Zaza," who is a very mystical mass, the rights of which for America have been secured by Mr. S. J. C. Haller, who will probably be the first to exhibit one of the new Paris attractions in America, as he intends to send it over at once.

Paris is filling up very rapidly with American showmen and exhibitors, also with people who have things to sell. The Parisians are not overlooking any opportunity to get our money, and raised prices for everything, is the general thing all over town, in fact, an American is a good thing for the hotels and showkeepers, and a man who can't "Parlez Vous" is in the conosome.

M. L. STONE,
Soc'y S. C. Haller & Co.,
16 Avenue de la Bourdonnais, Paris.



Reduced Facsimile of our Three-Sheet Base Ball Poster.

"The Satisfactory Printing House."



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POSTERS FOR FAIRS, PICNICS, CELEBRATIONS, FOURTH OF JULY, BASE BALL, FIREMEN'S TOURNAMENTS, CARNIVALS, JEWELERS, OPTICIANS, LAUNDRIES, CLOTHIERS, FURNISHERS, Etc.

SPECIAL!

UNTIL JULY 1, 1900.

300 Specially Engraved eight-sheet Posters, in one color, for \$75.00, cash with order. Sketch furnished FREE.

Strictly Up-to-Date and Very Striking. Printed in Two Colors. ALWAYS MAKING SOMETHING NEW.

Don't be Prejudiced—Give Distributing a Trial, and be Convinced of its Worth.

LOUISIANA.

NEW ORLEANS, LA.—Second Annual Louisiana Industrial Exposition, April 13 to May 13, 1900. L. Brackett, New Orleans, secy.

MAINE.

WINNETKA, ME.—West Penobscot Agricultural Society, Sept. 25 to 27, 1900. H. P. Hubbard, Stetson, Me., pres.; J. E. Jewett, Exeter, Me., secy.

MARYLAND.

EASTON, MD.—Talbot County Fair Association, Aug. 28 to 31, 1900. Dr. Charles Lewis, Easton, Md., pres.; Edward Wordall, Royal Oak, Md., vice pres.; Jos. B. Harrington, Easton, Md., secy. and treas.

MASSACHUSETTS.

BARRE, MASS.—Worcester County West Agricultural Society, Sept. 27 and 28, 1900. Arthur E. Adams, Barre, Platts, Mass., pres.; Charles Allen, Oakham, Mass., vice pres.; Charles N. Fullansby, Barre, Mass., treas.; Matthew Walker, Barre, Mass., secy.

MICHIGAN.

CASS CITY, MICH.—Tuscola, Huron and Sanilac Fair Association, Oct. 2 to 5, 1900. Harry Dodge, Eastwood, Mich., pres. Wm. Campbell, Cass City, Mich., treas. A. N. Ayer, secy.

MINNESOTA.

FAIRBANKS, MINN.—Marten County Agricultural Society, Sept. 19 to 22, 1900. G. G. Mitchell, pres.; Fred Sharp, treas.; Edw. Ward, secy.

MISSOURI.

WHEELING, MO.—Carroll County Fair Association, Aug. 21 to 24, 1900. P. J. Wain, Carrollton, Mo., pres.; D. D. Butler, Wheeling, Mo., treas.; D. D. Thomas, secy.

LEE'S SUMMIT, MO.—Jackson County A. and M. Society, Sept. 11 to 14, 1900. E. S. Browning, Lee's Summit, Mo., pres.; W. H. Noland, Lee's Summit, Mo., vice pres.; J. C. White, Lee's Summit, Mo., treas.; Lewis Lamkin, Jr., Lee's Summit, Mo., secy.

NEBRASKA.

ALBION, NEB.—Boone County Agricultural Association, Sept. 19 to 21, 1900. H. C. Kessler, St. Edward, Neb., pres.; J. O'Neil, Albion, Neb., vice pres.; Job. Green, Albion, Neb., treas.; H. C. Brooks, Albion, Neb., secy.

NEW HAMPSHIRE.

NASHUA, N. H.—Nashua Fair Association, Sept. 19 to 21, 1900. J. E. Tolles, pres.; M. H. Doherty, treas.; T. A. Cowley, secy.

NEW JERSEY.

ATLANTIC CITY, N. J.—Mardi Gras Carnival, April 1900. S. T. Weiss, Atlantic City, N. J., pres.

NEW YORK.

ALBANY, N. Y.—Albany County Agricultural Society and Exposition, Sept. 19 to 21, 1900. R. G. McCarley, Albany, N. Y., pres.; Joseph Snyder, Albany, N. Y., vice pres.; V. P. Isaacs, Lee, Albany, N. Y., secy.; Edward Becker, Albany, N. Y., treas.

MORRIS, N. Y.—Morris Fair Association, Oct. 2 to 4, 1900. T. O. Duroe, New Lisbon, N. Y., pres.; D. I. Lawrence, Morris, N. Y., treas.; D. C. Whitton, Morris, N. Y., secy.

OSWEGO FALLS, N. Y.—The Oswego County Agricultural Society, Sept. 18 to 21, 1900. W. W. Loomis, Oswego, N. Y., pres.; Edward Quirk, Fulton, N. Y., treas.; Fredk. G. Spencer, Fulton, N. Y., secy.

OWEGO, N. Y.—Tioga County Fair, Sept. 4 to 6, 1900. James Armstrong, secy.

POTSDAM, N. Y.—Potsdam Agricultural & Horticultural Society, Sept. 18-21. Merritt Wheeler, Potsdam, N. Y., pres.; B. T. Scott, Potsdam, N. Y., vice pres.; H. E. Thompson, Potsdam, N. Y., treas.; H. S. Wilson, Potsdam, N. Y., secy.; Geo. R. Smith, Potsdam, N. Y., mgr.

POUGHKEEPSIE, N. Y.—Dutchess County Agricultural Society, Sept. 11 to 14, 1900. R. W. Rives, New Hamburg, pres.; A. B. Gray, Poughkeepsie, treas.; J. M. Booth, Poughkeepsie, secy.

RICHFIELD SPRINGS, N. Y.—Richfield Springs Agricultural Society, Sept. 24 to 26, 1900. G. Towne, pres.; G. T. Brookway, treas.; Fred. Ironer, Richfield, N. Y., secy.

RIVERHEAD, L. I.—Suffolk County Agricultural Society, Sept. 18 to 21, 1900. Capt. William P. Dayton, pres.

SYRACUSE, N. Y.—New York State Fair, Sept. 2 to 8, 1900. A. J. Sandstrom, pres.; A. G. Andrews, vice pres.; C. C. Gilbert, secy.; R. P. Larson, treas.

TRUMANSBURG, N. Y.—Union Agricultural Society, Sept. 4 to 7, 1900. J. T. Howe, Trumansburg, N. Y., pres.; J. G. Conde, Trumansburg, N. Y., vice pres.; H. A. Moss, Trumansburg, N. Y., treas.; Myron Boardman, Trumansburg, N. Y., secy.; S. L. Stone, Trumansburg, N. Y., mgr.

WALTON, N. Y.—Delaware Valley Agricultural Society, Sept. 4 to 7, 1900. Wesley Ellis, Walton, N. Y., pres.; W. A. Shepard, treas.; W. L. Gladstone, secy.

WATERTOWN, N. Y.—Jefferson County Agricultural Society, Sept. 4 to 7. Hon. Walter Zimmerman, Watertown, pres.; Chas. E. Hadcock, Watertown, treas.; W. R. Skeels, Watertown, secy.

WELLSVILLE, N. Y.—Wellesville Fair, Aug. 20 to 24, 1900.

WEST PHOENIX, N. Y.—Phoenix Union Agricultural Society, Sept. 11 to 14, 1900. John O'Brien, Phoenix, N. Y., pres.; N. A. Hughes, Phoenix, N. Y., treas.; Jas. A. Peardogast, Phoenix, N. Y., secy.

WHITINGS POINT, N. Y.—Boone County Agricultural Society, Sept. 4 to 7, 1900. P. M. Brown, Whittings Point, N. Y., pres.; C. N. Durham, Castle Creek, N. Y., vice pres.; P. H. Landers, Whittings Point, N. Y., treas.; F. E. Allen, Whittings Point, N. Y., secy.; F. E. Allen, Whittings Point, N. Y., mgr.

NORTH CAROLINA.

NEW BERN, N. C.—East Carolina Fish, Oysters, Game and Industrial Association, April 18 to 21, 1900. Wm. Dunn, New Bern, N. C., pres.; K. R. Jones, New Bern, N. C., vice pres.; Geo. Green, New Bern, N. C., treas. secy. and mgr.

RALEIGH, N. C.—North Carolina State Agricultural Society, Oct. 22 to 27, 1900. Charles McNamee, Riltmore, N. C., pres. C. B. Deason, treas.; Joseph E. Fogu, secy.

OHIO.

ADA, O.—The Ada Tri-County Fair Co. Aug. 28 to 31, 1900. Henry Young, Ada, O., pres. M. C. Palmer, Ada, O., vice pres.; S. V. Nixon, Ada, O., treas.; Agnew Welsh, Ada, O., secy.

BELLEFONTAINE, O.—The Logan County Agricultural Society, Oct. 2 to 5, 1900. Isaac C. Miller, Bellefontaine, O., pres. John L. Makemson, Dograff, O., vice pres. W. R. Niven, Bellefontaine, O., treas.; I. Pat. Chamberlain, Bellefontaine, O., secy.

BEREA, O.—West Cuyahoga Agricultural Society, Sept. 25 to 27. Wm. Duddulph, Bove, O., pres.; W. J. Poots, Strongsville, treas. O. R. Stone, Berea, secy.

BOSTON, (Owensville P. O.), O.—Clermo County Agricultural Society, Aug. 25 to 28, 1900. John C. Shaw, Nee, O., pres.; J. Rapp, Owensville, O., treas.; John Rowa, Blowville, O., secy.

CADIZ, O.—Harrison County Agricultural Association, Oct. 2 to 4, 1900. A. T. Ellis, Shortcreek, O., pres.; W. V. Scott, Hopdale, O., vice pres.; S. R. Hamilton, Cadiz, O., treas.; J. G. Milliken, Cadiz, O., secy. J. G. Milliken, mgr.

CANAL COVER, O.—The Tuscarawas County Annual Fair & Semi-Centennial for 1900, Sept. 11, 12, 13 and 14, 1900. H. W. Stree, pres.

CARTHAGE, O.—Hamilton County Agricultural Association, Aug. 14 to 18, 1900. J. L. Olson, Carthage, O., pres.; D. R. H. rick, Sta. F., Cincinnati, O., vice pres.; H. Huffman, Sharonville, O., treas.; D. Sampson, Silverton, O., secy.

CELINA, O.—Mercer County Fair, Aug. 10 to 24, 1900. C. W. Halfhill, Mercer, O., secy.

COLUMBUS, O.—Ohio State Fair, Sept. 7, 1900. H. S. Grimes, Portsmouth, O., pres.; J. S. Stuckey, Van Wert, O., vice pres.; L. G. Ely, West Unity, O., treas. W. W. Miller, Columbus, O., secy.

COSHOCOTON, O.—The Coshocton County Agricultural Society, Oct. 9 to 12, 1900. J. Darling, Nellig, D., pres.; R. Boyd, Coshocton, secy.

Wanted Proposals

FOR PRIVILEGES OF ALL KINDS FOR FREE STREET FAIR TO BE HELD WEEK OF May 14 to 19, incl., at Richmond, Va.

Address at once, RICHMOND CARNIVAL ASS'N, RICHMOND, VA

STREET FAIR! SACRAMENTO. California's Capital 6-SIX DAYS OF CARNIVAL!-6 Land of Sunshine, Gold and Flowers. April 30th to May 5th... MONSTER MIDWAY, Grand Fiesta, Floral Parade and Battle of Flowers, Mardi Gras and Battle of Confetti. HERMAN FISHER, Chairman Committee of Amusement, 822 K St., Sacramento. GEO. MOOSER, Amusement Director, 1022 1/2 Geary St., San Francisco

NOTICE! STREET FAIRS, COUNTY FAIRS, & CARNIVALS, SUMMER PARKS, ETC.

The NATIONAL THEATRICAL EXCHANGE, 905 Chicago Opera House Chicago, Ill., books theatrical talent of all kinds for out-door work. can furnish at a moments notice Acrobats, Japanese and Chinese Performers, Jugglers, Magicians, Aerialists, Ring and Circus Acts of descriptions, together with Neg Singers, Musical Acts, Etc.

FIFTEEN YEARS THEATRICAL EXPERIENCE. REFERENCES: CHAS. J. CARTER, Illinois Trust and Savings Bank, and any Fair or Theatre of prominence in the United States. Manage

ATON, O.—Preble County Agricultural Society. Sept. 17 to 21, 1900. Frank Mitchell, Eaton, O., pres.; John J. Kaylor, Eaton, O., vice pres.; C. F. Brooke, Eaton, O., pres.; Henry H. Farr, Eaton, O., secy.
NIDLAY, O.—Hancock County Agricultural Society. Sept. 18 to 22, 1900. Henry Snyder, pres.; Jacob Stark, treas.; Wm. Demiani, secy.
REYNOLDSVILLE, O.—The Darke County Agricultural Society. Aug. 27 to 31, 1900. J. M. Brown, De Lisle, O., pres.; L. N. Reed, Gettysburg, O., vice pres.; Ed. Ammon, Morgan, O., treas.; T. C. Maher, Greenville, O., secy.
ROVE CITY, O.—Grove City Fair Association. Aug. 22 to 24, 1900. A. L. Nichols, Grove City, O., pres.; T. P. Barber, Grove City, O., vice pres.; Chas. A. White, Grove City, O., treas.; Geo. T. Darnell, Grove City, O., secy.
AMBLTON, O.—Fiftieth Annual Golden Jubilee of the Butler County Fair. Oct. 1 to 5, 1900. W. A. Shafar, secy.
NSMAN, O.—Kinsman Stock and Agricultural Fair. Aug. 29 to 31, 1900. H. J. Ward, pres.; H. J. Fobes, secy.
SHON, O.—Columbiana County Agricultural Society. Sept. 11 to 13, 1900. J. W. Hoopes, Salem, O., pres.; C. F. Lease, Salem, O., vice pres.; B. N. Brown, Gravass, O., treas.; E. T. Moore, Lisbon, O., secy.
ANSFIELD, O.—Richland County Fair. Sept. 10 to 15 (inclusive). Jerry Needham, Lexington, O., pres.; W. H. Gifford, Mansfield, O., secy.
MARYSVILLE, O.—Union County Agricultural Society. Oct. 2 to 5, 1900. John C. Kinnor, Milford Centre, O., pres.; John K. Decker, New California, O., vice pres.; C. S. Chapman, Marysville, O., treas.; M. M. Fawcett, Marysville, O., secy.
MUNA, O.—Medina County Agricultural Society. Sept. 4 to 6, 1900. J. M. Crawford, Seville, O., pres.; C. E. Hoover, treas.; Hiram Goodwin, secy.
POLEON, O.—Napoleon County Fair. Sept. 4 to 7, 1900. Henry Lange, pres.; John Wilson, treas.; W. N. Tubbs, secy.
WARK, O.—Licking County Agricultural Society. Oct. 2 to 5, 1900. E. B. Dudgeon, Milken Run, pres.; A. J. Crilly, treas.; J. I. Farmer, secy.
W PHILADELPHIA, O.—Elks' Ohio State Legion, Art and Industrial Exhibition. Aug. 5 to 11. E. F. Schoch, secy., P. O. box 574.
TOKEE, O.—Fulton County Agricultural Society. Sept. 18 to 21, 1900. A. F. Shafar, Wauseon, O., pres.; L. Buxton, Amuse, O., vice pres.; W. S. Blake, Wauseon, O., treas.; Thos. Mikesell, Wauseon, O., secy.
THWOOD, O.—Richwood Tri-County Fair. Oct. 9 to 12, 1900. C. D. Sidle, pres.; Robert Smith, treas.; C. H. Huffman, secy.
UNION, O.—Shelby County Agricultural Fair. Sept. 4 to 7, 1900. J. E. Russell, rector.
ITHFIELD, O.—Jefferson County Fair. Oct. 26 to 28, 1900. G. G. Barry, pres.; J. McKinney, treas.; J. Hayen, secy.
CAMORE, O.—Sycamore Fair Co., Oct. 16 to 19, 1900. F. W. Hurd, pres.; G. A. John, treas.; P. R. Gribb, secy.
APAKONETA, O.—Auglaize Agricultural Society. Oct. 2 to 5, 1900. L. H. Stuyva, St. Mary's, O., pres.; J. T. Van Horn, New Philadelphia, O., vice pres.; T. E. Bowers, Muskland, O., treas.; A. E. Schaffer, Wapakoneta, O., secy.
ST UNION, O.—Adams County Agricultural Society. Sept. 11 to 14, 1900. W. S. Inwood, West Union, O., pres.; H. W. Johnson, West Union, O., treas.; T. W. Hise, West Union, O., secy.
ODFIELD, O.—Monroe County Agricultural Society. Sept. 4 to 6, 1900. W. C. Conroy, Woodsfield, O., pres.; W. C. Meany, Woodsfield, O., treas.; G. P. Durr, Woodsfield, O., secy.
OKLAHOMA.
OKLA.—Garfield County Fair Association. Aug. 14 to 17, 1900. R. Messall, Enid, Okla., pres.; H. H. Watkins, Enid, Okla., treas.; S. H. Allen, Enid, Okla., secy.
PENNSYLVANIA.
LENTOWN, PA.—The Great Allentown Fair. Sept. 18 to 21, 1900. Jeremiah Guth, Allentown, Pa., pres.; Robt. R. Ritter, Eckvort, Pa., vice pres.; A. W. DeLong, Allentown, Pa., treas.; W. K. Mohr, secy. and mgr.
CAVEK, PA.—Beaver Centennial Celebration. June 19 to 22, 1900. W. W. Weyand.
TILEHEM, PA.—Delaware State Fair. Sept. 11 to 14, 1900. J. Walter Lovett, Bethlehem, Pa., pres.; M. C. Foster, Bethlehem, Pa., vice pres.; Geo. H. Young, Bethlehem, Pa., treas.; H. A. Groman, Bethlehem, Pa., secy.
MBRIDGE, PA.—Cambridge Fair. Aug. 30 to 31. Albert S. Faber, Cambridge Springs, secy.
NNEATVILLE, PA.—Conneautville Fair Association. Sept. 4 to 6, 1900. Mr. L. D. Forey, vice pres.
NOVER, PA.—Hanover Agricultural Society. Sept. 25 to 28. R. M. Wirt, pres.; T. Little, treas.; M. O. Smith, secy.
GHESVILLE, PA.—Muncy Valley Farmers' Club. Sept. 18 to 21, 1900. Theodore A. Leam, Hughesville, Pa., pres.; Hlon. Pater lead, Hughesville, Pa., treas.; A. C. Henry, Hughesville, Pa., secy.
HIGHTON, PA.—The Carbon County Industrial Society. Sept. 25 to 28, 1900. Henry Miller, Leighton, Pa., pres.; C. E. Brickman, Leighton, Pa., treas.; C. W. Bower, Leighton, Pa., secy. and mgr.
NSFIELD, PA.—Mansfield Fair. Sept. 25 to 28, 1900. W. P. Austin, Mansfield, Pa., secy.
LTON, PA.—Milton Fair. Oct. 2 to 5, 1900. Edwin Paul, Milton, Pa., secy.
NEHORO, PA.—Mercer County Agricultural Society. Oct. 2 to 4, 1900. J. J. Blatz, Andy Lake, Pa., pres.; H. P. Cann, treas.; H. Fowler, secy.
WANDA, PA.—Bradford County Agricultural Society. Sept. 25 to 28, 1900. E. J. Myers, Towanda, Pa., pres.; W. T. Horton, Towanda, Pa., treas.; Benj. Kuykendall, Towanda, Pa., secy.

TROY, PA.—Troy Agricultural Society. Sept. 11 to 14. B. A. Long, pres.; E. E. Vandyne, treas.; C. L. Fellows, secy.
WESTFIELD, PA.—Westfield Fair. Sept. 11 to 15, 1900. Frank Strang, secy.
WEST PITTSBURG, PA.—Luzerne Fair Association. Aug. 28 to 31, 1900. A. O. Farnham, Pittston, Pa., pres.; W. T. McCabe, Pittston, Pa., treas.; Jno. A. Wood, Old Forge, Pa., secy.
YOUNGWOOD, PA.—The Westmoreland Agricultural Society. Sept. 18 to 21. D. P. Fisher, Mt Pleasant, Pa., pres.; M. P. Shoemaker, Greensburg, Pa., treas.; W. F. Holtzer, Greensburg, Pa., secy.
SOUTH CAROLINA.
WALLHALLA, S. C.—Semi-Centennial Celebration. Aug. 16 to 18, 1900. Jas. Thompson, secy.
TENNESSEE.
CHATTANOOGA, TENN.—Chattanooga Spring Festival and Street Fair Association. May 7 to 12, 1900. Geo. W. Ochs, Chattanooga, Tenn., pres.; W. A. Sadd, Chattanooga, Tenn., treas.; Bernard E. Loveman, Chattanooga, Tenn., secy.
WATERTOWN, TENN.—Wilson County Fair Association. Sept. 6 to 8, 1900. W. W. Donnell, Lebanon, Tenn., pres.; J. H. Davis, Sr., Statesville, Tenn., treas.; Caesar Thomas, Watertown, Tenn., secy.
TEXAS.
DALLAS, TEX.—Texas State Fair Association. Sept. 29 to Oct. 14, 1900. W. H. Gaston, Dallas, Tex., pres.; Sidney Smith, Dallas, Tex., secy.; J. B. Adone, Dallas, Tex., treas.
SAN ANTONIO, TEX.—San Antonio International Fair Association. Oct. 20 to Nov. 3. Volves P. Brown, San Antonio, pres.; J. C. Frost, San Antonio, treas.; John M. Vance, San Antonio, secy.
SAN ANTONIO, TEX.—San Antonio Business Men's Club Piazza Carnival. April 16 to 21, 1900. H. M. Aubrey, pres.; Frank Arnold, vice pres.; Chas. G. Kight, secy.
TEXARKANA, TEX.—Elks' Carnival and Street Fair. April 2 to 7. W. A. McCartney, director general; S. S. Solinsky, secy.
WACO, TEX.—Street Fair. April 9 to 14, 1900. Homer D. Wade, secy.
YOAKUM, TEX.—Street Fair. Nov. 8 to 10, 1900. H. Tribble, chairman.
VERMONT.
WATERBURY, VT.—Winooski Valley Agricultural Association. Sept. 11 to 13, 1900. G. E. Moody, pres.; E. G. Hooker, vice pres.; W. V. Bryan, treas.; M. O. Evans, secy.
VIRGINIA.
FREDERICKSBURG, VA.—Rappahannock Agricultural and Mechanical Society. Sept. 25 to 27, 1900. E. D. Cole, Fredericksburg, Va., pres.; S. J. Quinn, Fredericksburg, Va., treas. and secy.
RICHMOND, VA.—Street Fair. May 14 to 19. H. D. Eichelberger, secy.; Geo. D. Benson, promoter.
WINCHESTER, VA.—The Shenandoah Valley Agricultural Society. Sept. 19 to 22, 1900. Charles Rouss, N. Y. City, pres.; E. G. Hellis, Winchester, secy.; Clark H. Purcell, Fredericksburg, treas.
WEST VIRGINIA.
MIDDLEBORNE, W. VA.—The Tyler County Exposition and Fair Association. Aug. 28 to 31, 1900. M. H. Staley, pres.; C. B. Biegel, secy.
WHEELING, W. VA.—West Virginia Exposition and State Fair. Sept. 10 to 14, 1900. Geo. Hook.
WISCONSIN.
BEAVER DAM, WIS.—Judge County Fair Association. Sept. 24 to 28, 1900. W. A. Van Praht, Holland, Wis., pres.; A. L. Wallace, Fox Lara, Wis., vice pres.; W. Harvey, Beaver Dam, secy.; H. B. Drak, Beaver Dam, Wis., treas.
BLOOMINGTON, WIS.—Blakes Prairie Agricultural Society. Sept. 5 to 7, 1900. C. W. Stone, pres.; S. Kutto, treas.; Lamuel Abraham, secy.
CEDARSBURG, WIS.—Ozaukee County Agricultural Society. Sept. 7 to 10, 1900. Wm. H. Rindelman, pres.; L. E. Schroeder, treas.; J. Dietrich, secy.
GERAND, WIS.—Pepin County Agricultural Society. Sept. 25 to 28, 1900. E. J. Ryan, pres.; W. B. Smith, treas.; J. Durwin, secy.
ELKHORN, WIS.—Walworth County Agricultural Society. Sept. 18 to 21. W. H. Aldrich, pres.; G. L. Harrington, secy.
EVANSVILLE, WIS.—The Evansville Rock Co. Agricultural Association Fair. Sept. 4 to 7, 1900. W. D. Campbell, pres.; Geo. L. Pullen, treas.; E. Springer, secy.
MINERAL POINT, WIS.—Southwestern Wisconsin Fair Co. Aug. 21 to 24, 1900. Thos. Prackin, vice pres.; Philip Allen, treas.; W. H. Bennett, secy.
NEW LONDON, WIS.—New London Agricultural and Industrial Association. Sept. 25 to 28, 1900. A. Roloff, pres.; E. H. Ramm, treas.; Henry Cannon, secy.
RICHLAND CENTER, WIS.—Richland County Agricultural Society. Sept. 25 to 28, 1900. H. M. Beech, Richland, City, Wis., pres.; C. A. Matthews, Ithaca, Wis., vice pres.; J. M. Keys, Richland Center, treas.; T. J. Silvio, Richland Center, secy.
SPARTA, WIS.—Sparta Driving and Agricultural Association. Sept. 11 to 14, 1900. F. W. Teall, pres.; J. M. Panning, treas.; J. P. Rice, secy.
SUPERIOR, WIS.—Douglas County Agricultural Society. Sept. 25 to 28, 1900. G. L. Herrick, West Superior, Wis., pres.; Nick Lucius, Solon Springs, Wis., vice pres.; E. L. Cass, West Superior, Wis., treas.; W. H. Webb, Superior, Wis., secy.
WAUSAU, WIS.—Marathon County Agricultural Society. Sept. 4 to 7. S. M. Quaw, pres.; G. Mueller, treas.; L. K. Wright, secy.
WAUTOMA, WIS.—Waushara County Agricultural Society. Sept. 26 to 28, 1900. Gilbert Brantley, Wautoma, Wis., pres.; Geo. P. Walbur, Wautoma, Wis., treas.; W. H. Burray, Wautoma, Wis., secy.

CANADA.
ALMONTE, ONT.—North Lawruk Agricultural Society. Sept. 25 to 27, 1900. John Forzythe, Cedar Hill, Ont., pres.; James Robertson, Almonte, Ont., treas.; Wm. H. McEwen, Almonte, Ont., secy.
AYLMER, ONT.—Aylmer's Great Fair, East Elgin County Fair Association. Sept. 18 to 20, 1900. H. H. Price, secy-treas.; A. A. Leslie, pres.
BOWMANVILLE, ONT.—West Durham Agricultural Society. Sept. 13 and 14, 1900. W. E. Pollard, pres.; Albert E. Clements, Tyrone, Ont., vice pres.; W. F. Allen, Beach av., Bowmanville, Ont., treas.; M. A. James, Lock Drawer 7, Bowmanville, Ont., secy.
HALIFAX, CAN.—Nova Scotia Provincial Exhibition Commission. Sept. 12 to 20, 1900. Hon. J. W. Longby, Halifax, N. S., pres.; D. H. Clark, Halifax, N. S., treas.; J. E. Wood, Halifax, N. S., secy.
LONDON, ONT., CANADA.—The Western Fair Association. Sept. 6 to 15, 1900. St. Col. W. M. Gartsbone, pres.; D. Mackenzie, treas.; J. A. Nelles, secy.
MORDEN, CAN.—Morden Agricultural Society. Sept. 25 and 28, 1900. J. F. Hutehinson, pres.; J. Giehrst, secy-treas.
MORRISBURG, ONT.—Dundas County Fair. Aug. 29 and 30, 1900. J. Wesley Allison, Morrisburg, Ont., pres.; G. F. Bradford, Morrisburg, Ont., secy.
OTTAWA, ONT.—Central Canada Exhibition Association. Sept. 14 to 22, 1900. Wm. Hutchinson, M. P., pres.; E. McMahon, secy.
PRESCOTT, ONT.—South Grenville Agricultural Society. Sept. 18 and 20, 1900. G. T. Howard, Prescott, Ont., pres.; R. S. Throop, Prescott, Ont., vice pres.; T. R. Melville, Prescott, Ont., secy.

RICHMOND, CAN.—Carleton County Agricultural Society. Sept. 12 and 13, 1900. Hugh S. Conn, Ottawa, Ont., pres.; Wm. McElroy, Richmond, Ont., secy.
SAINT STE MARIE, ONT.—East Algoma Agricultural Society. Oct. 2 and 3. J. Dawson, pres.; Wm. Brown, secy-treas.
SOLERS, MANITOBA.—Glenwood Agricultural Society. Aug. 7 to 9. Capt Wood, pres.; R. I. Crisp, secy-treas.
THREE RIVERS, QUEBEC.—Association Agricole Du District Des Trois-Rivieres. Sept. 5 to 15, 1900. H. Ciron, M. P. P., St. Leon, pres.; C. D. Hebert, Three Rivers, mgr.
TORONTO, CAN.—Canadas Great Exposition and Industrial Fair. Aug. 27 to Sept. 8, 1900. J. J. Whitrow, Toronto, Can., pres.; Dr. A. Smith, Toronto, Can., vice pres.; J. Edwards, Toronto, Can., treas.; H. J. Hill, Toronto, Can., secy. and mgr.
WELLESLEY, ONT.—Wellesley and North-east Hope. Sept. 11 and 12, 1900. A. M. Fisher, Amherst, Ont., pres.; Geo. Hollinger, Wellesley, Ont., secy.
WOODSTOCK, ONT.—North Riding of Oxford, Haraford and East Oxford Agricultural Society. Sept. 26 to 28, 1900. Valentine Field, pres.; F. H. Hunt, Woodstock, Ont., vice pres.; R. A. Lawford, Woodstock, Ont., secy.
MANITOBA.
BRANDON, MAN.—Western Agricultural and Arts Association (Western Manitoba Pig Fair. July 31 to Aug. 3, 1900. W. J. Lindsay, Brandon, Man., pres.; F. J. Clark, Brandon, Man., secy-treas.
VIRGIN, MAN.—County of Virdu Agricultural Society. July 19 and 20, 1900. Wm. Stephen, Virdu, Man., pres.; A. G. McLaughlin, secy.

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ALABAMA, GA.—North, Ga. Fruit Growers' Association, April, 1900. G. H. Miller, Rome, Ga.
ALABAMA, GA.—The Georgia Chataupin Circle, April 22 to 28, 1900. L. E. Gortiaacosky, Atlanta, Ga., secy.
ALABAMA, GA.—Epworth League, Eugene District Convention, April 8 to 11, 1900. Aggie Gould, Lebanon, D.
ANNISON, ALA.—K of P, May 1, 1900. J. H. Donahou, G. K. R. S., Tulladega, Ala.
ANSONIA, CONN.—Connecticut Federation, Daughters of the King, May, 1900. Ada E. Burt, 28 C. O. av., Hartford, Conn.
ARIZONA, LA.—Epworth League State Conference, April, 1900. W. W. Nicholson, Arizona, La.
ARIZONA, LA.—Indian Territory Democratic Convention, June 11, 1900. T. M. Haynes, Ardmore, 1 T.
ASBURY PARK, N. J.—General Synod of the Reformed Church in America, June 6, 1900. Rev. Wm. H. DeHart, Hartman, N. J.
ASTORIA, ORE.—Rebekah Assembly of Oregon, May 22, Mrs. Ora Casper, Dallas, Polk County, Ore.
ATLANTA, GA.—Grand Council of Kansas, May 11 and 12. Chas. E. Daniel, Concordia, Kan.
ATLANTA, GA.—Y. P. S. C. E. State Convention, April 19 to 22, 1900. Rev. G. C. Cleveland, Arkwood, Ga.
ATLANTA, GA.—Train Dispatchers of America, June 14, 1900. J. S. Mackie, stowa d. Ave., Chicago.
ATLANTA, GA.—State Medical Association, April 18 to 20, 1900. I. H. Goss, 129 Hancock st., Athens, Ga., secy.
ATLANTIC CITY, N. J.—The American Medical Association, June 1 to 8, 1900. Dr. Philip Marvill, chairman.
ATLANTIC CITY, N. J.—National Electric Medical Association, June 19 to 21. P. Howes, 703 Washington st., Rochester District, Boston, Mass.
ATLANTIC CITY, N. J.—United States Breed Association, June 6 and 7, 1900. Chas. Wainer, 102 E. 15th st., N. Y. City.
ATLANTIC CITY, N. J.—National Association Car Service Managers, June 18, 1900. A. G. Thomason, Scranton, Pa.
ATLANTIC CITY, N. J.—Grand Lodge of Elks, July 12, 1900.
AURORA, ILL.—Northern Illinois Teachers' Association, April 27 and 28, 1900. C. T. Philbrook, Rochelle, Ill., secy.
AUSTIN, TEX.—Bathhouse Sisters' Grand Temple, April 17, 1900. Mrs. M. H. Garnett, McKinney, Tex.
AUSTIN, TEX.—Travelers' Protective Association, State Convention, April 5 to 7, 1900. Ed. Sacks, San Antonio, Tex.
AUSTIN, TEXAS—Grand Lodge, Knights of Pythias of Texas, April 17, 1900. Henry Miller, Wetherford, Tex., secy.
BALTIMORE, MD.—National Association of Master Plumbers, June, 1900. Chas. L. Hyrne, 4308 Cottage Grove av., Chicago, Ill.
BALTIMORE, MD.—Grand Lodge, K. of P., April 19, 1900. James Whitehouse, Box 517, Baltimore, Md.
BALTIMORE, MD.—Maryland State Homeopathic Medical Society, May 15 to 17, 1900. B. C. Catlin, M.D., 1625 Linden av., Baltimore, Md.
BALTIMORE, MD.—Grand Lodge, A. F. & A. W. of Maryland, May 8, 1900, second Tuesday. J. N. Medaery, Masonic Temple, Baltimore, Md.
BALTIMORE, MD.—Reunion of Union Veterans' Association, April 8, 1890. G. W. Johnson, 40 S. Fremont av., Baltimore, Md.
BALTIMORE, MD.—I. O. O. F., Grand Lodge, April 16, 1900. John M. Jones, Baltimore, Md.
BANGOR, ME.—Maine Good Templars, April 11 and 12, Wednesday and Thursday. C. Ragna, Richmond, Me.
BANGOR, ME.—I. O. G. T., Grand Lodge, April, 1900. Grant Rogers, Richmond, Me.
BANGOR, ME.—Loyal Orange Association, Grand Lodge, April 2, 1900. G. P. Clark, Box 285, Houlton, Me.
BARABOO, WIS.—Congressional District Convention, April, 1900. William Fuller.
BATON ROUGE, LA.—Louisiana Sunday School Association, April 24, 25 and 26. Mrs. A. M. Mayo, Lake Charles, La., cor. and statistical secy.; Rev. R. P. Howell, Zwille, La., recording secy.
BEATRICE, NEB.—Department Encampment, G. A. R., May 9 and 10. W. H. Barger, Lincoln, Neb.
BEATRICE, NEB.—Woman's Relief Corps, Auxiliary to the Grand Army of the Republic, Second Wednesday in May, 1900. Josie Bennett, Harwood, Neb.
BIRMINGHAM, N. Y.—Y. P. S. C. E. State Convention, Oct. 15 to 17, 1900.
BIRMINGHAM, ALA.—Travelers' Protective Association, State Convention, April 16, 1900. E. L. Heydon, Birmingham, Ala.
BIRMINGHAM, ALA.—I. O. O. F., Grand Lodge, April 24 and 25, 1900. J. O. Patton, 20 Avenue P., Birmingham, Ala.
BOSTON, MASS.—Coopers' International Union of N. A., Oct. 8. James A. Cable, 10 Elizabeth av., Kansas City, Kan.
BOSTON, MASS.—AMERICA HALL, Grand Division, Sons of Temperance of Massachusetts, April 19, 1900, annual meeting. Chas. E. Bennett, 26 Brantford, Room 15, Boston, Mass., grand orator.
BOSTON, MASS.—Massachusetts Homeopathic Medical Society, April 11, 1900. Frederick L. Emerson, 50 Hancock st., Dorchester, Mass.

BOSTON, MASS.—National Association of Manufacturers, April 24, 1900. George T. Capps, vice president.
BOSTON, MASS.—American Railway Accounting Officers, May 30, 1900. J. E. Quick, Toronto, Can.
BOSTON, MASS.—Society of Arts and Crafts, Spilak, 1901. Henry L. Johnson, 272 Congress st., Boston, Mass.
BOSTON, MASS.—International Convention, Y. M. C. A., June 11 to 16, 1900. R. P. Morse, 1 W. 29th st., N. Y. City.
BOSTON, MASS.—New England Order of Protection, May 8, 1900. D. M. Frye, 13 Abik st., Boston, Mass.
BOSTON, MASS.—United Order Pilgrim Supreme Colony, April 4, 1900. H. S. Treadwell, South Boston, Mass.
BOSTON, MASS.—State Homeopathic Medical Society, April 11, 1900. F. L. Emerson, M.D., Dorchester, Mass.
BOSTON, MASS.—Royal Arcanum, State Council, April 26 and 27, 1900. H. A. Dayton, 505 Tremont Bldg., Boston, Mass.
BOSTON, MASS.—United Order Golden Cross, Grand Commandery, April 11, 1900. Chas. Steere, 27 School st., Boston, Mass.
BOSTON, MASS.—Massachusetts Rebekah Assembly, May 2. Sarah A. Barry, 70 Sullivan st., Charlestown, Mass.
BOSTON, MASS.—Royal Society of Good Fellows, April 18, 1900. Arthur J. Bates, 209 Summer st.
BOSTON, MASS.—Association of American Railway Accounting Officers, May 29, 1900.
BOSTON, MASS.—Ancient Order of Liberians, July, 1900. J. O. Sullivan, Philadelphia, Pa.
BOSTON, MASS.—American Surgical Association, May 1 to 3, 1900. Herbert Burren, 22 Newbury St., Boston.
BOSTON, MASS.—A. O. U. of National Convention, May 14, 1900. James Sullivan, Race St., Philadelphia, Pa.
BOSTON, MASS.—American Unitarian Association, May 29, 1900. Rev. S. A. Eliot, Cambridge, Mass.
BOSTON, MASS.—Knights and Ladies of Honor, Grand Lodge, May 9. S. Hathaway, 228 Tremont st., Boston, Mass.
BIRMINGHAM, TEXAS.—Texas Cotton Ginners Association, First Tuesday in May, 1900. A. J. M. Collins, Box 95, Waco, Texas, secy.
BROOKLYN, N. Y.—International Kinderkarrent Union, April, 1900. Miss Anna Williams, Philadelphia, Pa.
BUFFALO, N. Y.—The Royal Templars, June 12, 1900. E. H. Row, 45 Niagara st., Buffalo, N. Y.
BUFFALO, N. Y.—American Association of General Passengers and Ticket Agents' Association, Oct. 16, 1900. A. J. Smith, Cleveland, O.
BUFFALO, N. Y.—Royal Arcanum, Grand Council, April 24, 1900. J. Y. Bicknell, 314 Vermont st., Buffalo, N. Y.
BUFFALO, N. Y.—Knights of Honor, June 12. B. F. Nelson, 516 Olive st., St. Louis, Mo., secy.
BUFFALO, N. Y.—National Editorial Association, May, 1900. J. M. Page, Jerseyville, Ill.
BURLINGTON, IA.—The Evangelical Augustana Synod of North America, June 15, 1900. Rev. Theodore Kjellgren, Scandia, Wash. Co., Minn.
BURLINGTON, VT.—Rebekah Assembly, May 17, 1900. Mrs. Louise L. Boyce, Barra, Vt., 46 Elm st.
BURLINGTON, VT.—New England Order of Protection, April 24. Henry E. Byron, St. Johnsbury, Vt., secy.
BURLINGTON, VT.—N. E. O. P., Grand Lodge, April 24, 1900. H. E. Byron, St. Johnsbury, Vt.
BUTTE, MONT.—A. O. U. H. State Convention, April, 1900. J. J. Clark, Helena, Mont.
CAMBRIDGE, MD.—S. C. of Maryland Jr. O. U. A. M. Tuesday, April 17, 1900. Chas. S. Davis, 109 and 102 N. Pava st., Baltimore, Md.
CEDAR RAPIDS, IA.—State Retail Grocers' Association, April, 1900. Ira B. Thomas, Des Moines, Ia.
CEDAR RAPIDS, IA.—Grand Lodge of Iowa, Knights of Honor, Second Tuesday in April, 1901. J. G. Graves, Lock Box 15, Cedar Rapids, Ia., secy.
CEDARVILLE, O.—Reformed Presbyterian National Conference, May 30, 1900. Rev. F. Foster, secy., 341 W. 29th St., New York City.
CIANUTE, KAN.—Grand Lodge, Degree of Honor of A. O. U. W. First Wednesday in May, 1900. Mrs. Georgia Notestine, Hiawatha, Kan., secy.
CHARLESTON, S. C.—National Teachers' Association, July 7 to 15, 1900.
CHARLESTON, S. C.—South Carolina Medical Association, April 3, Wednesday. Edward T. Parker, Charleston, S. C., secy.
CHATTANOOGA, TENN.—Cumberland Presbyterian Church, May 17, 1900. Rev. J. M. Hubbard, Lebanon, Tenn., secy.
CHATTANOOGA, TENN.—State Council, Jr. O. U. A. M. May 15. Albert B. Adams, Chattanooga, Tenn.
CHICAGO, ILL.—United States Veteran Signal Corps, last week in August, 1900. Chas. O. W. Marcy, 156 Franklin st., Boston, Mass., secy.
CHICAGO, ILL.—Grand Lodge, D. O. H. der V. ST., Sept 5. Chas. Lauber, 107 Somers st., Brooklyn, N. Y.
CHICAGO, ILL.—The American Railway Association, April 25, 1900. W. E. Allen, 24 Park Place, N. Y. City.
CHICAGO, ILL.—International Folklore Association, May, 1900. Mrs. H. Wheeler Bassett, 3208 Kimbark av., Chicago, Ill.
CHICAGO, ILL.—Bellevue Catholic Central Union, Sept 26. F. Lumlair, 55 Jewett st., Cleveland, O.
CHICAGO, ILL.—National Electric Light Association, May 22 to 24, 1900. G. T. Porter, 136 Liberty st., N. Y. City.
CHICAGO, ILL.—California Volunteer Veteran Association, Aug 28 to Sept 1. Capt. Geo. H. Pettis, Providence, R. I., secy.
CHICAGO, ILL.—Illinois Homeopathic Medical Association, May 8, 9 and 10. Edgar J. George, M.D., 31 Washington st., Chicago, Ill.
CHICAGO, ILL.—State Bar Association, July 5 and 6, 1900. J. H. Matheny, Springfield, Ill., secy.
CHICAGO, ILL.—American Railway Association, April 25, 1900.
CHICAGO, ILL.—Royal League, Supreme Council, April 16, 1900. C. E. Papp, 1901 Masonic Temple, Chicago, Ill.
CHICAGO, ILL.—Prohibitionists State Convention, June 26, 1900. Hale Johnson, chairman.
CHICAGO, ILL.—National Piano Manufacturers Association of America, April, 1900. E. S. Conaway, care of Kimball & Co., Chicago, Ill., secy.
CHICAGO, ILL.—United Presbyterian Church of North America, May 23, 1900. Rev. William J. Reid, D.D., Pittsburg, Pa., secy.
CHICAGO, ILL.—Prohibition National Convention, June 27, 1900. W. T. Wardell, secy.
CHICAGO, ILL.—G. A. R., National Encampment, Aug 28 to Sept. 1. Thomas J. Stewart, Philadelphia, Pa., secy.
CINCINNATI, O.—National Convention B. Y. P. U., July 12 to 15, 1900. Rev. E. E. Chivers, 324 Dearborn st., Chicago.
CINCINNATI, O.—American Society of Mechanical Engineers, May 13 to 19. Prof. F. R. Hutton, 12 W. 21st st., N. Y. City.
CINCINNATI, O.—National Mexican War Veterans' Association, Encampment, Sept. 12 to 14, 1900. Col. F. T. Foster, 406 Vine st., Cincinnati, O., secy.
CINCINNATI, O.—General Grand Chapter of Royal Arch Masons of United States, Sept. 25. Christopher Fox, Brooklyn, N. Y.
CINCINNATI, O.—Luther League of America, May 22 to 24, 1900. M. P. Olsen, 67 Nebraska av., Chicago, Ill.
CINCINNATI, O.—National Hardwood Lumber Association, May 17, 1900. A. R. Vinke, Chicago, Ill., secy.
CINCINNATI, O.—National Association of Chiefs of Police of United States and Canada, May 8. Harvey O. Carr, Grand Rapids, Mich., secy.
CLEVELAND, O.—American Loyal League, July 28, 1900. J. L. Dwyer, Detroit, Mich.
CLEVELAND, O.—The Traveling Engineers' Association, Sept. 11. W. O. Thompson, Elkhart, Ind.
CLEVELAND, O.—Grand Council of Ohio, The United Commercial Travelers of America, May 25 and 26, 1900. R. T. Somerville, Dayton, O.
CLEVELAND, O.—Traveling Freight Agents' Association, June 7, 1900. G. A. Blair, 12 Far-w 104g., Cincinnati, O.

CHICAGO, ILL.—Mississippi Valley Spiritualists' Association, July 29 to Aug. 26. Mrs. Stella A. Fisk, Keokuk, Ia.
COLUMBIA, S. C.—Grand Lodge Knights of Honor, April 18, 1900. L. M. Zealy, Columbia, S. C.
COLUMBUS, O.—Phi Kappa Psi Fraternity, Grand Arch, April 17 to 20, 1900. Ora E. Mouneth, Box 1037, Bucyrus, O.
COLUMBUS, O.—Ohio Trap Shooters' League, June 5 to 7. J. L. Porterfield, 11 S. High st., care E. J. Porterfield & Co.
COLUMBUS, O.—The Order of the United Commercial Travelers of America, June 29 and 30. Chas. B. Flagg, Columbus.
CONCORD, N. H.—United Order of the Golden Cross, Grand Commandery of New Hampshire, April 4, 1900. George W. Flagg, Keene, N. H., grand keeper of records.
COUNCIL BLUFFS, IA.—Iowa State Letter Carriers' Association, April, 1900. E. S. Campbell, Burlington, Ia.
CRAWFORDSVILLE, IND.—American Tunis Sheep Breeders Association, April 4, 1900. J. A. Guilliano, Elkhart, Ind.
CRAWFORDSVILLE, IND.—Tribe of Ben Hur, National Convention, April 10, 1900. F. S. Snyder, Crawfordville, Ind.
CUERO, TEX.—Texas Philatelic Association, April 27, 1900. Ed. W. Heusinger, 416 and 418 S. S. Military Plaza, San Antonio, Tex., secy.
CULLMAN, ALA.—Annual Encampment, Department of Alabama, G. A. R., May 3, 1900. E. H. Bacon, Association Adjt. Gen., Birmingham, Ala.
DALLAS, TEX.—Concatenated Order Hood, Oct. 9. J. H. Baird, Nashville, Tenn., secy.
DANBURY, CONN.—Grand Council, Royal Atvanum, April 18, 1900. E. B. Holloway, Lock Box 5, Milford, Conn.
DENVER, COL.—Y. P. U. Church, July 25 to 30. H. E. McGill, 1411 Fulton st., Alhambra, Pa.
DENVER, COL.—Tenth International Sunday School Convention, Probably June, 1902. Marion Lawrence, Toledo, O., secy.
DES MOINES, IA.—State Medical Society, May 16 to 18. Dr. J. W. Cokenower, Des Moines, Ia., secy.

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THE BILLBOARD

RTA, ILL.—General Synod of the Reformed Presbyterian Church in North America, June 13. J. Y. Boice, 2213 Spring arden st., Philadelphia, Pa.
 RINGFIELD, ILL.—American Southdown Feeders' Association, May 30, 1900. J. Springer, Springfield, Ill.
 RINGFIELD, ILL.—Republican State Convention, May 8, 1900.
 RINGFIELD, ILL.—State Laundrymen's Association, April 9 to 11. M. G. Planck, Coria, Ill., secy.
 MILFORD, CONN.—Rebekah State Assembly, April 11, 1900. Jennie Sparks, New Haven, Conn.
 NTON, NEB.—Nebraska Saengerbund, rank A. Raabe, Stanton, Neb.
 SVENS' POINT, WIS.—State Council of Wisconsin, Jr. O. C. A. M., April 29. Ernest W. Sellers, 1117 Shaurete st., Stevens Point, Wis.
 AUGUSTINE, FLA.—Y. P. S. C. E., State Convention, April, 1900. Minnie E. Neal, Grand, Fla.
 JOSEPH, MO.—Knights of Maccabees (of Missouri), Second Tuesday, May, 1901. A. Eger, 1620 Front av., Kansas City, Mo.
 LOUIS, MO.—World's International Exposition, 1903.
 LOUIS, MO.—Association of Railway Superintendents of Bridges and Buildings, Oct. 2. S. F. Patterson, Concord, N. H.
 LOUIS, MO.—National Association of Elitoniasts, June 25, 1900. Mrs. Idoruway Key, 103 Steinway Hall, Chicago, Ill.
 LOUIS, MO.—Tri-State Medical Association, April 4 to 6, 1900. Dr. J. C. Murray, St. Louis, Mo.
 LOUIS, MO.—Presbyterian Church General Assembly, North, May 17, 1900. Rev. T. H. Roberts, D.D., 1319 Walnut st., Philadelphia, secy.
 LOUIS, MO.—North Central Association of Colleges and Secondary Schools, April and 31, 1900. A. F. Nightingail, Chicago, Ill., secy.
 LOUIS, MO.—Stipulated Premium Life Insurance Underwriters' Association, May 1 to 25, 1900. Miss E. H. Titus, Elkhart, Ind.
 LOUIS, MO.—Retail Dealers' Association of Vehicles and Implements of United States, Oct. 3. J. R. Wright, Dornham, Mo.
 PAUL, MINN.—American Academy of Pathology Surgeons, Sept. 5 and 6. Dr. T. Lacey, Council Bluffs, Ia.
 PAUL, MINN.—National Republican League of the United States, July 17 to 19, 1900. D. H. Stone, Newport, Ky., secy.
 REATOR, ILL.—Catholic Knights of America, State Council, Aug. 21. J. E. Manney, Farmer City, Ill.
 REATOR, ILL.—U. R. C. K. of A. Third Tuesday in August. J. J. Deheny, Effingham, Ill.
 TPA, FLA.—Tampa Carnival, April 2 to 1900. M. Henry Cohen, Sparkman Block, Tampa, Fla.
 TERRE HAUTE, IND.—Travelers' Protective Association, State Division, April 20 and 21, 1900. W. D. Chambers, Terre Haute, Ind.

TERRE HAUTE, IND.—A. O. U. W. Grand Lodge, April 19, 1900. Fred. Baker, 352 1/2 Third st., Evansville, Ind.
 TEXARKANA, ARK.—State Federation of Women's Clubs, April, 1900. Mrs. L. F. Wisdom, Texarkana, Ark.
 TOLEDO, O.—Ohio Centennial Exposition, May, 1902.
 TOLEDO, O.—National Convention, G. A. R. 1903.
 TOPEKA, KAN.—Republican State Convention, May 16, 1900.
 TOPEKA, KAN.—National Conference of Charities and Corrections, May 18 to 24, 1900. Hastings H. Hart, 115 Monroe st., Chicago, secy.
 TORONTO, ONT.—Canadian Lacrosse Association, April 13, 1900. Wm. S. A. Hartley, Temple Bldg., Toronto, Ont.
 TORONTO, CAN.—Canadian Conference of Charities and Correction, June, 1900. A. M. Rosebrugh, M. D., 62 Queen St., East, Toronto, Canada
 TORONTO, CAN.—Ontario Educational Association, April 17 to 19, 1900. Robt. W. Deane, 216 Carlton st., Toronto, secy.
 TRENTON, N. J.—Reunion Second New Jersey Brigade Association, April 9, 1900. U. B. Titus, Trenton, N. J.
 TRENTON, N. J.—A. & I. O. Knights of Malta, Second Wednesday in April, Morgan Van Hise, 764 Brunswick av., Trenton, N. J., secy.
 TROY, N. Y.—German Catholic Societies, State Convention, May 30, 1901. Jos. Meierich, 149 Eckford st., Greenpoint, L. I., N. Y.
 UNION HILL, N. J.—Order of True Friends, Oct. 2. M. R. Clark, 163 Metropolitan av., Brooklyn, N. Y.
 UNION SPRINGS, ALA.—B. Y. P. T., State Convention, April 19 and 20, 1900. Miss M. Gowan, Union Springs, Ala.
 UTICA, N. Y.—Brotherhood of St. Andrew Association, May 12 and 13, 1900. W. S. Crocker, 212 Broad st., New York.
 UTICA, N. Y.—The State Convention of the Red Relief Corps, May 15 to 17, 1900. Mrs. Mary E. Yakley, 415 Blandina st., Utica, secy.
 UTICA, N. Y.—Brotherhood of St. Andrew State Convention, April, 1900. Frank Despard, New York.
 VALDOSTA, GA.—Valdosta Exposition, Oct. 30 to Nov. 2, 1900. A. Moore, Valdosta, Ga., mgr.
 VANCOUVER, B. C.—Fraternal Order of Eagles, Grand Aerie, May, 1900. A. E. Partridge, Box 133, Seattle, Wash.
 VENITA, I. T.—Grand Lodge, I. O. O. F. Second Tuesday in April, 1900. C. W. Hatfield, Wagoner, I. T.
 VENITA, I. T.—Rebekah State Assembly, April, 1900. Dell Bennell, Muskogee, I. T.
 WACO, TEX.—Southwestern Gas Electric Street Railway Association, April 20 to 22, 1900. R. T. Stewart, Waco, Tex.
 WACO TEXAS.—The Lumbermen's Association of Texas, Second Tuesday in April, 1900. Carl Drake, Austin, Tex.
 WASHINGTON, D. C.—Colonial Dames of America, National Council, April 24 to 29, 1900. Mrs. Reed, 103 Monmouth st., Baltimore, Md.

WASHINGTON, D. C.—Federal Government in District of Columbia, Exposition May, 1900.
 WASHINGTON, D. C.—American Gynecological Society, May 1 to 3. H. L. Burrell, M.D., 22 Newbury st., Boston, Mass.
 WASHINGTON, D. C.—American Protologic Society, May 1 and 2. William M. Beach, 515 Penn av., Pittsburg, Pa.
 WASHINGTON, D. C.—American Surgical Society, May 1 to 3. Herbert F. Bunell, M.D., 22 Newbury st., Boston, Mass.
 WASHINGTON, D. C.—Imperial Council, A. A. V. Nobles of Mystic Shrine, May 22, 1900. B. W. Rowell, Masonic Temple, Boston, Mass.
 WASHINGTON, D. C.—Shriners Imperial Council, June 5 to 7, 1900. Benj. Bowett, secy., Boston, Mass.
 WASHINGTON, D. C.—Sons of Revolution Triennial Session, April 19, 1902. James Mortimer, Montgomery, N. Y., secy.
 WASHINGTON, D. C.—American Laryngological Society, May 1 to 3, 1900. Henry L. Sevain, 232 York st., New Haven, Conn.
 WATERLOO, IA.—Royal Arcanum, State Council, April, 1900. H. A. Snyder, Waterloo, Ia.
 WATERTOWN, WIS.—German Soldiers' Association, June 17 and 18, 1900. Gustav Zentke.
 WATERTOWN, WIS.—P. M. I. O. O. F., State Council, April 11, 1900. Gen. F. Chatfee, Buffalo, N. Y.

WAUSAU, WIS.—Northeastern Association and the Northwestern Association, Oct. 15. Carl Mathie, supt. of the former, and M. H. Jackson, pres. of the latter.
 WELLINGTON, O.—Ohio Branch International Order of the Kings Daughters and Sons, Oct. 1900. Mrs. Florence H. Williams, 36 W. 10th ave., Columbus, O.
 WHEELING, W. VA.—National Tobacco Workers' Union of America, Sept. 24. E. L. Evans, 422 Granite Block, St. Louis, Mo.
 WILMINGTON, N. C.—North Carolina Pharmaceutical Association, July. P. W. Vaughan, Durham, N. C.
 WINCHESTER, KY.—Grand Lodge, K. of P. of Kentucky, Oct. 23 to 25, 1900.
 WINFIELD, KAN.—Kansas Social Science Federation of Women's Clubs, May, 1900. Miss Florence Rockwell, Junction City, Kan.
 WORCESTER, MASS.—I. O. G. T., Grand Lodge, April, 1900. Mrs. S. A. Leonard, Boston, Mass.
 WORCESTER, MASS.—Clara Barton Tent No. 3, D. of V., at G. A. R. Hall, 35 Pearl st. First and second Monday of each month. Mrs. Ida E. Warren, 140 Chandler st., Worcester, Mass.
 YOUNGSTOWN, O.—Grand Council of Ohio Foresters of America, Second Tuesday in May, 1901. Thos. L. Hopkins, 1402 Harvard st., Cleveland, O., secy.

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This list will be revised and corrected every month. Advertisements under this head are published free of charge. Managers are urged to request to send in their names, so that we may publish them in our May issue.

- AKRON, O. Lakeside Park. AKRON, O. Randolph Park. AKRON, O. Summit Lake Park. ALBANY, N. Y. Lagoon Island. ALLENTOWN, PA. Rittersville Park. ALLENTOWN, PA. Cental Park. ALTOONA, PA. Lakemont Park. ANNISTON, ALA. Oxford Lake Park. ASBURY PARK, N. J. Schmitzler's Ferris Wheel and Palace Carousel. ASHLAND, KY. Clydeside Park. ATLANTIC CITY, Guarantors Summer Theater. ATCHISON, KAN. O. T. Crawford, Topeka. ATLANTA, GA. Lakewood Park. ATLANTA, GA. Exposition Park. ATLANTIC CITY, N. J. Columbia Garden. ATLANTIC CITY, N. J. Fortescue Pavilion. ATLANTIC CITY, N. J. Doyle's Pavilion. ATLANTIC CITY, N. J. Young's Pier. ATLANTIC CITY, N. J. Casino Garden. AUSTIN, TEX. The Zoo and Hyde Park. AUBURNDALE, MASS. Norumbega Park. BALTIMORE, MD. Deer Park. BALTIMORE, MD. Fairy Grove. BALTIMORE, MD. Woodside Park. BALTIMORE, MD. Electric Park. BALTIMORE, MD. Floods Park. BALTIMORE, MD. Metera Park and Hambergs Park. BALTIMORE, MD. Diamond Point Park. BATH, ME. Merrymeeting Park. BINGHAMTON, N. Y. Rorwick Glen Park. BINGHAMTON, N. Y. Casino Park. BINGHAMTON, N. Y. Ross Park. BIRMINGHAM, ALA. East Lake Park. BOSTON, MASS. Charles Reyer Park. BOSTON, MASS. Norumbega Park. BOSTON, MASS. Nantasket Beach. BOSTON, MASS. Crockett Beach. BOSTON, MASS. Point of Pines. BOSTON, MASS. Oak Island. BOSTON, MASS. Mystic Park (Medford). BOSTON, MASS. Combination Park. BOSTON, MASS. The Chutes. BRADFORD, PA. Chardale Park. BRANTFORD, VT. Mohawk Park. BRATTLEBORO, VT. Brookside Park. BRIDGEPORT, CT. Pleasure Beach. BROOKLYN, N. Y. Ulmer Park. BROOKLYN, N. Y. Brighton Beach. BROOKLYN, N. Y. Concy Island. BROOKLYN, N. Y. Ridgewood Casino. BROOKLYN, N. Y. Bergen Beach. BUFFALO, N. Y. Bellevue Park. BUFFALO, N. Y. Elmwood Beach. BUFFALO, N. Y. Kinmore Park. BUFFALO, N. Y. Crystal Beach. BURLINGTON, IA. Otter Island Park. BURLINGTON, IA. Ferris Wheel Park. CAMBRIDGE, MASS. Charles Reyer Park. CAMDEN, N. J. Summer Park. CANTON, O. Summer Garden. CARLEISLE, PA. Cave Hill Park. CHARLESTON, S. C. Chicora Park. CHARLOTTE, N. Y. Harris Summer Theater. CHARLOTTE, N. Y. Ontario Beach Park. CHARLOTTE, N. C. Latta Park. CHESTER, PA. Lindenholme Park. CHICAGO, ILL. Sunnyside Park. CHICAGO, ILL. Bismarks Garden. CHICAGO, ILL. Chutes Park. CHICAGO, ILL. Ferris Wheel Park. CHICAGO, ILL. Sars Seel. Alfred Russell, St. Washington st. CHICAGO, ILL. Masonic Temple Roof Garden. CINCINNATI, O. Lagoon. CINCINNATI, O. Chester Park. CINCINNATI, O. Concy Island. CLEVELAND, O. Euclid Beach Park. CLEVELAND, O. Garden Theater. CLEVELAND, O. Lake View Park. CLEVELAND, O. Seaside Park. CLEVELAND, O. Geauga Lake. COHOES, N. Y. Ship Street Park. COHOES, N. Y. Slip Street Park. COLUMBUS, O. Minerva Park. COLUMBUS, O. Olentangy Park. CONCORD, N. H. River Park. CONNEAUT, O. Lake View Park. CONEY ISLAND, N. Y. The Chutes. COTTAGE CITY, MASS. Lagoon Heights. COYNE, ILL. Blue Falls. LAKE MANAWA. COVINGTON, KY. Lagoon. DALLAS, TEX. Cycle Park and Summer Theater. DANFURY, CT. Kenola Park. DARTFORD, WIS. Terrace Beach. DAYNSPORT, IA. Stutzen Park. DAYTON, O. Fairview Park. DAYTON, O. Lakeside Park. DENVER, ILL. Riverside Park. DELAWARE WATER GAP, N. J. L. & W. R. R. DENVER, COLO. Chutes Park. DENVER, COLO. Cycle Park. DENVER, COLO. Argo Park. DENVER, COLO. Chutes Park. DENVER, COLO. Manhattan Beach. BERGEN BEACH, L. I. N. Y. Resort. DEERHUT, CT. Housatonic Park. DEER MOINES, IA. Crocker Woods. DETROIT, MICH. Stock's Riverside Park. DEBOUE, IA. Stewart's Park. DULUTH, MINN. Hill-Top Casino. EAST AUBURN, ME. Lake George Park. EAST GRAND RAPIDS, MICH. Reed Lake. EAST ST. LOUIS, ILL. Edgemont Park. EASTON, PA. Island Park. ECHO LAKE, N. J. Erie R. R. Co. ELGIN, ILL. National Park. ELGIN, ILL. Railway Park.

- ELMIRA, N. Y. Rorwick Glen Park. Harry F. Dixey, Binghamton, N. Y. ELMIRA, N. Y. Eldridge Park. E. M. Lottie, mgr. ELMIRA, N. Y. Queen City Gardens. EVANSVILLE, IND. Cook's Park. EXPOSITION, PA. Exposition Park. FALL RIVER, MASS. Brighton Rock Park. FALL RIVER, MASS. Lincoln Park. FITZBURG, MASS. Pinehurst Park. FITZBURG, MASS. Whalom Park. FOND DU LAC, WIS. Athletic Park. FT. WAYNE, IND. Robinson's Park. FT. WORTH, TEX. Grunwald Park. FT. WORTH, TEX. Tylers' Lake. GALVESTON, TEX. Olympia Garden. GALT, CAN. Idlewild Park. GARDNER, MASS. Crystal Lake Park. GLOVERSVILLE, N. Y. Scanondaga. GRAND RAPIDS, MICH. Reed Lake. GRAND RAPIDS, MICH. Hemona Park. GREEN LAKE, WIS. Terrace Beach Casino. GREEN LAKE, WIS. Terrace Beach Casino. GREENWOOD LAKE, N. J. Erie R. R. Co. GUTHRIE, OKLA. Island Park. GUTTENBURG, N. J. Casino. HAMILTON, O. Lindenwald Park. HAMPDEN, ME. Riverside Park. HARRISBURG, PA. Paxtaug Park. HARTFORD, CONN. Address P. J. Casey, Springfield, Mass. HARTFORD, CONN. Werder's Park. HAVERHILL, MASS. Pines. HOLYOKE, MASS. Mountain Park. HOT SPRINGS, ARK. Whitington Park. HOUSTON, TEX. Magnolia Park. HOUSTON, TEX. Forest Park. DONA ISLAND, N. Y. West Shore R. R. Co. JACKSON, TENN. Highland Park. JACKSONVILLE, FLA. Crystal Reef Garden. JAMESTOWN, N. Y. Celoron Park. Jule Delmar, mgr. KALAMAZOO, MICH. Lake View Casino. KANKAKEE, ILL. Electric Park. KANSAS CITY, MO. E. Side Electric Park. H. Willard, mgr. KANSAS CITY, MO. Fairmount Park. KEOKUK, IA. Casino. KEOKUK, IA. Hubler Park. KEUKA LAKE, N. Y. KINGSTON, ONT. Long Island Park. Joseph Brophy, mgr. LANCASTER, MASS. Pen Traction Co. LANSING, MICH. Grand Lodge Park. LANSING, MICH. Leadley's Park. LANSING, MICH. Pine Park. LAWRENCE, MASS. Glen Forest. LEAVENWORTH, KAN. Leavenworth Park. LEONMINSTER, MASS. Leonminster Park. LIMA, O. Hoover's Park. LIMA, O. McCullough's Lake Park. LINCOLN, NEB. Lincoln Park. LITTLE ROCK, ARK. Glenwood Park Theater. LOS ANGELES, CAL. Fiesta Park. LONG BRANCH, N. J. Pleasant Bay Park. LOS ANGELES, CAL. L. A. & P. Ry. Co. LOUISVILLE, KY. Phoenix Hill Park. LOWELL, MASS. Willowdale Park. LUDLOW, KY. Lagoon. LYNN, MASS. Sump's Park. MACON, GA. Crump's Park. MANCHESTER, N. H. Lake Massabesic Park. MANHATTAN BEACH, Long Island, N. Y. Oriental Hotel Co. MANISTEE, MICH. Orchard Beach Theater. MANSFIELD, O. Mansfield Park. MANSFIELD, O. Hinneaman Park. MARCUS HOOK, PA. Chester Park. MARYSVILLE, KY. Electric Park. McKEESPORT, PA. Versailles Park. MEDFORD, MASS. Mystic Park. MEDFORD, MASS. Combination Park. MEMPHIS, TENN. East End Park. MERIDEN, CT. Hanover Park. MIDDLETOWN, N. Y. Midway Park. MIDDLETOWN, CT. Lakeview Park. MIDLAND BEACH, Staten Island, N. Y. N. Y. Traction Company. MILWAUKEE, WIS. Schlitz Park. MILWAUKEE, WIS. National Park. MILWAUKEE, WIS. Base Ball Park. MILWAUKEE, WIS. Whitefish Bay. MILWAUKEE, WIS. Central Park. MILWAUKEE, WIS. Shooting Park. MOBILE, ALA. Monroe Park. MONTGOMERY, ALA. Highland Park. MONTREAL, CAN. Queen's Park. MONTREAL, CAN. Solmer Park. MONTREAL, CAN. Arena. MT. CLEMENS, MICH. Monroe Garden. MT. VERNON, O. Howatha Park. MUSKOGEE, MICH. Lake Michigan Park. NARRAGANSETT PIER, R. I. NASHVILLE, TENN. Glendale Park. NASHVILLE, TENN. Glendale Park. Y. C. Alley, mgr. NASHVILLE, TENN. Slaby Park. NEWARK, O. Idlewild Park. NEW BRITAIN, CT. White Oak Park. NEWBURG, N. Y. Glenwood Park. NEWHURYPART, MASS. Salisbury Park. NEW CASTLE, PA. Cascade Park. NEW HAVEN, CT. Bradford Driving Park. Harry Cushman, secy. NEW ORLEANS, LA. West End. NEW ORLEANS, LA. Athletic Park. NORFOLK, VA. Oceanview Park. NORFOLK, VA. Atlantic Garden. NORTHAMPTON, MASS. Meadow Park. NORWELL, CT. Sachem Park. A. Wilson Snow, amusement director, 51 Broadway. OAKLAND, CAL. Oakland Park. OAKLAND BEACH, R. I. OMAHA, NEB. Mullen's Garden. ORANGE, MASS. Central Park. OSHKOSH, WIS. Citizens' Traction Co. OTTAWA, ONT. Coo. Victoria Park. OTTAWA, ONT. Ottawa Electric Railway. OXBOW, MICH. Caladoulia Park. PAIDMILL, KY. La Belle Park. PAINTED POST, N. Y. Bronson Park. PARKERSBURG, W. VA. Terrapin Park. PARIS, ILL. Reservoir Park. PATERSON, N. J. Passaic Falls Park. PATERSON, N. J. East Side Park (city). PATERSON, N. J. West Side Park (city). PATERSON, N. J. Schutzen. Seal Bros., mgrs. PATERSON, N. J. Idlewild Park. Traction Company.

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Races.

PALFALO, N. Y.—Aug. 6 to 10. CENTRAL PENNSYLVANIA CIRCUIT.—Williamsport, Sept. 11 to 14; Hughesville, Sept. 18 to 21; Lewisburg, Sept. 25 to 28; Milton, Oct. 2 to 5; Bloomsburg, Oct. 9 to 12. RADFORD, CONN.—May 9 and 10, May 30, June 7, June 13 and 14, June 21, July 4 and 5, July 12, July 18 and 19, July 26, Aug. 1 and 2, Aug. 9, Aug. 15 and 16, Aug. 23, Sept. 3 and 4, Sept. 18 to 20, Oct. 17 and 18. CHICAGO, ILL.—June 23 to July 21, 1900. HICO, CAL.—Aug. 13 to 18. CIRCUIT OF THE UPPER OHIO VALLEY.—Wheeling, W. Va., Sept. 10 to 14; Woodsfield, Sept. 4 to 6; St. Clairsville, Sept. 5 to 7; Smyrna, Sept. 12 to 14; Mountsville, Sept. 18 to 21; Smithfield, Sept. 26 to 28; New Martinsville, Aug. 21 to 24; Middlebourne, Aug. 28 to 31; Cadiz, Oct. 2 to 4. LEVELAND, O.—July 23 to 27. COLUMBUS, O.—July 29 to Aug. 3. COLUMBUS, O.—July 23 to 27. COLUMBUS, CAL.—July 23 to 28. ETHIOPE, MICH.—June 14 to 27, 1900. ETHIOPE, MICH.—Aug. 16 to 29, 1900. DIRT ERIE, ONT.—June 30 to July 31, 1900. DIRT ERIE, ONT.—Sept. 1 to 22, 1900. DIRT ERIE, N. Y.—Aug. 21 to 24. GREAT WESTERN CIRCUIT.—Terre Haute, Ind., July 2 to 7; Peoria, Ill., July 9 to 14; Davenport, Ia., July 16 to 21; Des Moines, Ia., July 23 to 26; Hedrick, Ia., July 30 to Aug. 4; Joliet, Ill., Aug. 6 to 11; Freeport, Ill., Aug. 13 to 18; Dubuque, Ia., Aug. 20 to 25; Indianapolis, Sept. 17 to 22; Hamline, Minn., Sept. 3 to 8; Milwaukee, Wis., Sept. 10 to 15; Indianapolis, Ind., 1 to 22; Terre Haute, Ind., Sept. 24 to 29; Springfield, Ill., Sept. 24 to 29. AMILTON, CAN.—June 4 to 9. WARTFORD, CONN.—Aug. 27 to 31. INDEPENDENCE, IA.—Aug. 27 to Sept. 1. LAND LAKE, WIS.—Aug. 29 to 31. KESIDE, IND.—May 10 to 26. LA PORTE CITY, PA.—July 3 to 5. H. G. J.onger, secy. TONIA, KY.—May 28 to June 2; June 11 to 16; June 21 to 25; June 28 to 30. LUISVILLE, KY.—New Louisville Jockey Club, May 3 to 19. LUISVILLE, KY.—May 3 to 19. ANSFIELD, O.—July 3 to 5. H. E. Bell, secy. ARYSVILLE, CAL.—Aug. 20 to 25. EMPHIS, TENN.—April 5 to 27. BRAGANSETT PARK, PROVIDENCE, R.—Aug. 28 to 31. SHVILLE, TENN.—April 28 to May 5. WSPORT, KY.—May 21 to 26; June 4 to 9; June 18 to 20; June 25 to 27; July 2 to 4. RTHEASTERN OHIO CIRCUIT.—Rockport, June 12 to 14; Newburg, June 19 to 21; Valley Track, June 26 to 28; Youngstown, July 3 to 5; Akron, July 19 to 22; McKees Rocks, July 17 to 19; Erie, July 24 to 26; Surrency, Aug. 1 to 3; Rockport, Aug. 7 to 9; Valley Track, Aug. 14 to 16; Newburg, Aug. 14 to 23; Youngstown, Aug. 28 to 30; McKees Rocks, Sept. 4 to 8. KLAND, CAL.—March 26 to April 7, 1900. INCETON, MO.—July 2 to 4, 1900. KING CIRCUIT FOR NEBRASKA—Nebraska Speed Association, Circuit: Blair, Fremont, Hastings, Friend, Aurora, Central City, Kearney, Osceola, Bird Cloud, Nelson, Hubbard, Geneva, Seward, Lincoln, Beatrice, every week from June 20 to Oct. 20. W. P. McCraay, Hastings, Neb., pres.; A. H. Arrens, Hastings, Neb., secy. ADVILLE, MASS.—Aug. 20 to 26. FLUFF, CAL.—Aug. 6 to 11. THE SAN FRANCISCO, CAL.—April 9 to 1900. LOUIS, MO.—May 12 to August 24. GRE HAUTE, IND.—July 3 to 6. SAS RACING FAIR CIRCUIT.—Wichita, Kan., Sept. 4 to 7; Cleburne, Tex., Sept. 13 to 15; Denton, Tex., Sept. 19 to 22; Dennison, Tex., Sept. 25 to 28; Dallas, Tex., Sept. 30 to Oct. 14; Corsicana, Tex., Oct. 15 to 19; n Antonio, Tex., Oct. 29 to Nov. 3; Houston, Tex., Nov. 10 to 17. ONTO, CAN.—The Ontario Jockey Club, ay 24 to Saturday, June 2, 1900. W. P. aze, Toronto, Can., secy. OSTA, GA.—Oct. 30 to Nov. 2. SHINGTON, D. C.—April 2 to 14, 1900. TCHESTER, N. Y.—May 12 to Aug. 24. WLOWS, CAL.—July 30 to Aug. 4. ODLAND, CAL.—Aug. 27 to Sept. 1.

Poultry Shows.

JEFFERSON, IA.—Poultry Show, Sept. 13 to 15, 1900. D. H. Grimalt, pres.; P. O. Brown, secy.

Additional Shows.

CHICAGO, ILL.—International Live Stock Exhibition, Dec. 1 to 8, 1900. R. Z. Herrick, Chicago, secy.

Additional Fairs.

GEORGIA.

GAINSVILLE, GA.—The fourth annual session of The Gainesville Chataqua, June 21 to July 6. A. W. Van House, pres.; JI H. Dean, secy.

ILLINOIS.

METROPOLIS, ILL.—Free Street Fair, Sept. 18 to 22, 1900. C. P. Treat, pres.; W. A. Pitch, treas.; Frank Adams, vice pres. and secy.

INDIANA.

CROWN POINT, IND.—Lake County Agricultural Society, Aug. 28 to 31. A. A. Bibler, secy., Crown Point, Ind. LA PORTE, IND.—La Porte County Agricultural Society, Sept. 11 to 14. J. Vene Dorland, La Porte, Ind., secy. VALPARAISO, IND.—Porter County Agricultural Society, Sept. 4 to 7. J. W. Halladay, Valparaiso, Ind., secy.

MICHIGAN.

ARMADA, MICH.—Armada Agricultural So-cultural ETAOI SHILU SHIRDLU BRIDLEY city, Oct. 3 to 5. John McKay, Romeo, Mich., pres.; R. V. Edwards, Armada, Mich., treas.; A. J. Freeman, Armada, Mich., secy.



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Gas, Hochet or Whistling.

WE HAVE ALL FRESH STOCK. OUR GAS BALLOONS are made of the best French rubber in three colors, red, lime and green, and imitate full size, warranted best quality 1 piece rubber.

Table with 2 columns: No. and Per Gross. Rows include Assorted colors and White Rattan Switches.

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We also carry full lines of Walking Canes, Cheap Jewelry, Pocket Knives, Pickout Prizes, etc. and make up selected lots for \$5, \$10, \$20 and up. Catalogue mailed on application.

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October 22d to 27th, next. to be sent out to the best class of patrons in the State and the Union at \$4.00 per page. Address: C. B. DENSON, Ass't Secretary, Raleigh, N. C., early for insertion, in the best medium to reach patrons in North and South Carolina and Virginia.

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Grand Rapids, September 24 to 28, 1900. H. R. DEWEY, Supt. Privileges, Grand Blanc, Mich.

KINGFISHER, O.T. Pop. 5,000.

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The Representative Theatrical Journal of the West.

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The Theatre and to Theatrical People, and to all classes of Theatrical or Amusement Enterprises, containing news matter and information concerning Dramas, Vaudeville, Circus, Fairs, Parks, Clubs, etc., etc.

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OFFICIAL DISTRIBUTING AGENCY, THE ONLY RELIABLE AND GUARANTEED DISTRIBUTORS AND SIGN TACKERS
IN DES MOINES, IOWA. #2 Member I. A. of D.

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No. 45 Whistling Balloons, ass. cl.	2.75 per Gross
Assorted Serpents or Snakes	3.25 per Gross
Fancy Balloon Whips	1.50 per Gross
Toy Whips	3.00 per Gross
Bellows No. 1	\$2.50
Bellows No. 2	1.00
Belows No. 3	3.50
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Kattan Stick, per pound22

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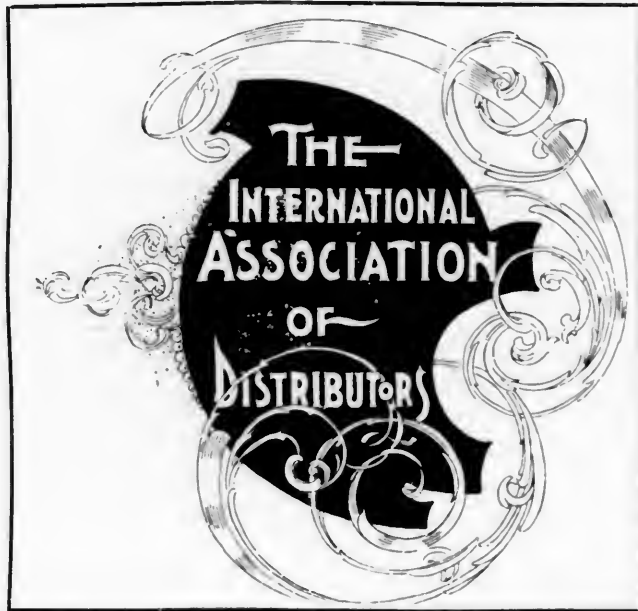
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Waterloo-Ino. Leaver, 24 Monroe st.

West Superior-I. W. Palmer, 2002 Ohio ave.

WYOMING.

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Carbondale-J. O'Hearn, 15 Main st.

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Vansyckle Advertising Co. Indianapolis. DISTRIBUTORS OF THE DAYTON PASTE CO. PACKAGE DEMONSTRATIONS.

RISK NO EXPERIMENTS. WE ARE RELIABLE.

PASTE. OUR "O" PASTE, made especially for their use, because far BETTER than home-made, more convenient and certainly CHEAPER. Will not sour and will keep for an indefinite length of time.

Coming Back To First Principals! Shrewd Advertisers are returning to a larger use of OUT-DOOR advertising. Many advertisers have found that house-to-house distributing is the best method of reaching the people.

Edw. B. Bridger's Adv. Agency, 604 TEMPLE COURT, ATLANTA, GA. Members: I. A. of D., Giesler Printing Co., Will A. Molton's Agency.

ALABAMA. Clayton-B. F. Valentine. ARKANSAS. Hot Springs-A. W. Thomas, 224 1/2 Central av. CALIFORNIA. Los Angeles-Los Angeles Bill Posting Co

MASSACHUSETTS. Boston-R. D. Leonard, 228 Tremont st. Brockton-John V. Carter, 288 Belmont st.

Write..... ARTHUR GORDON, Winterset, Iowa, For Prices on Bill Posting, Distributing, Card Tacking and Bulletin Board Sign Painting.

STILLWATER, MINN., POPULATION OVER 12,000 Best Billposting Plant in the City. Attend to all work personally. First-class service guaranteed PETER LOHMER.

BILLPOSTER WANTED. One year's work for the right man. ED. SEAMAN, Shreveport, La. House-to-House Distributing. All kinds of advertising matter and sign tacking.

MISSOURI. Chillicothe-C. W. Coon, Box 412. Chillicothe-Z. B. Myers, 423 E. Jackson st.

NEBRASKA. Fremont-Jos. F. Stein, 317 Main st. Lincoln-A. Proctor, 1526 N. street.

NEW YORK. Dover-Lewis A. Hanson. NEW YORK. Hudson-Robert M. Terry, 305 Warren st.

OHIO. Bowling Green-A. H. Yonker, 18 W. Wooster. Bryan-Paul B. Elder. Columbus-Central Ohio Distributing Agency.

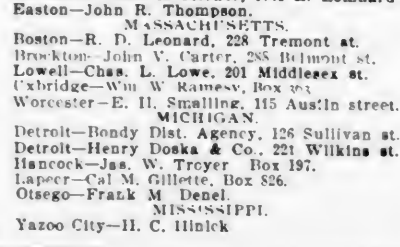
OKLAHOMA TERRITORY. Clayton-E. E. Waltman. Guthrie-Okla. Adv. & Dist. Agency, Box 260.

PENNSYLVANIA. Carlisle-Geo. Cramer, 133 W. Pomfret st. Emlenton-W. L. Pierce, 110 Main st.

VERMONT. Bennington-Henry Dietel, 225 1/2 Depot st. Burlington-P. H. Ward, 151 Maple st.

WISCONSIN. Green Bay-Fox River Valley Adv. Co. Lake Geneva-W. H. Parmalee.

CANADA. A. F. Morris, manager, 10 Lefevre Block. Vancouver B. C. Montreal-C. J. T. Thomas, Box 1129.



Established 1893. H. C. CROSSLEY DISTRIBUTOR, 100 N 5th St., IRONTON, OHIO. When writing for prices, please send a sample of the work, stating how it is to be done.

ALBERT CANNON, Billposter and Distributor. High and Ross and Fayette Counties covered. My service brings results.

G. W. RILEY Distributing Agency. G. W. RILEY, Mgr. Pop. 25,000. 5,000 pieces Perfect service guaranteed. Box 231, HAMILTON, OHIO

RESULTS is a monthly for advertisers: 25¢ a year, 4 months, 10¢. It pays publishers, printers, ad writers, mailers and distributors. Ads. 5¢ a line, one page, 100 lines, 50% discount, copy 5¢. RESULTS, Greenfield, O.

G. W. STUTESMAN. Renders the only exclusive and guaranteed Distributing Service IN PERU, - - - IND.

Which is the more reasonable, to pay the Regular Price to have Paper Placed, or pay a Poor Price to have it Wasted?

BILLPOSTERS' DIRECTORY.

Revised and corrected every month.

(Names and addresses of billposters are inserted in the directory at the rate of one dollar per year—twelve months—provided they do not occupy over one line.

ALABAMA.
Anniston—L. G. Jones.
Birmingham—Felder & Co., 180 1/2 Second Ave.

ARKANSAS.
Arkadelphia—Myal Greene.
Marianna—J. H. Grove, City Bill Poster.

CALIFORNIA.
Bakersfield—E. R. Crain.
San Luis Obispo—Harry Gear.
Eureka—Eureka Bill Posting Co.

COLORADO.
Aspen—John B. Ledou, L. Box 395.
Colorado Springs—The Curran Co.

CONNECTICUT.
Danbury—Fred. A. Shear.
New Haven—New Haven Bill Posting Co.

FLORIDA.
Fernandina—J. B. Gordon Hall.
Lake City—Lewis F. Thompson.

GEORGIA.
Albany—Albany Bill Posting Co.
Athens—H. J. Rowe.

IDAHO.
Boise—Spaulding B. P. & Dist. Co.
Boise—Capitol B. P. Co., J. A. Pinney, mgr.

ILLINOIS.
Atlanta—Theo. Williams.
Belleville—L. E. Tiemann, Bill Poster and Distributor, 608 S. High street.

INDIANA.
Anderson—Wm. Funk, B. P. and Dist.
Attica—Charles E. Finck.
Batesville—Batesville Advertising Co.

MISSISSIPPI.
Jackson—Joe Brown.
Meridian—L. D. Hofer, Licensed City B. P.

MISSOURI.
Boonville—Frank Jordan.
Brunswick—Price Ewins.
Carthage—Carthage Bill Posting Co.

EVANSVILLE—Evansville Bill Posting Co.
Fort Wayne—Temple Bill Posting Co.
Fort Wayne—Ft. Wayne City B. P. Co.

INDIAN TERRITORY.
South McAlester—E. K. Crawley.
IOWA.
Bloomfield—Lon F. Smith, Box 203.

KANSAS.
Abilene—John M. Looker.
Coffeyville—Hollinger & Tibbits.

KENTUCKY.
Allensville—Walter B. Carvell & Co.
Bardstown—Joseph Applegate.

LOUISIANA.
Alexandria—F. H. Carnahan.
Morgan City—P. B. Gharidi.

MAINE.
Dexter—Chas. F. Edgerly.
Eastport—Jas. A. Muldoon.

MARYLAND.
Brunswick—Chas. E. Butler.
Easton—John R. Thompson.

MASSACHUSETTS.
Clinton—Geo. S. Gibson.
Danvers—W. W. Wakefield.

MICHIGAN.
Alpena—R. Nolan.
Belding—W. H. Fish.
Cadillac—Charles I. Spencer.

MINNESOTA.
Austin—P. H. Zender & Son.
Brainerd—J. B. Stinehour.
Fairmount—Warren Lewis.

MISSISSIPPI.
Jackson—Joe Brown.
Meridian—L. D. Hofer, Licensed City B. P.

MISSOURI.
Boonville—Frank Jordan.
Brunswick—Price Ewins.
Carthage—Carthage Bill Posting Co.

NEBRASKA.
Broken Bow—E. R. Purcell.
Central City—H. C. Martin.

NEW HAMPSHIRE.
Exeter—Jas. D. P. Wingate.
Laconia—J. F. Harriman.

NEW JERSEY.
Atlantic City—Empire B. P. Co.
Camden—Temple Bill Posting Co.

NEW MEXICO.
East Las Vegas—Chas. Tamme, Box 31.
NEW YORK.
Albany—Albany B. P. & Adv. Co., 35 Beaver.

NEW YORK (cont.).
Baldwinsville—Jas. E. Cunningham, Box 189.
Brooklyn—American Bill Posting Co.

NORTH CAROLINA.
Asheville—Asheville Advertising Agency.
Charlotte—J. L. Brown.

NORTH DAKOTA.
Valley City—Smith Decorating Co.
Wahpeton—B. M. Buckminster.

OHIO.
Ada—S. W. Rayl, Bill Poster and Distributor.
Akron—Bryan & Co., 125 Main st.

Honest Distributing.
Give us a trial order. We will convince you that from us you will receive only the highest grade service.

FLINT, MICHIGAN.
Billposting and Distributing.
H. M. STONE.

VIRGINIA.
Samples, Circulars, etc., distributed, signs tacked, packages delivered, names furnished, reach over 200,000 people in Augusta and adjoining counties.

NEW SIGNS.
Agents and dealers wanted to introduce a new line of Novelty signs size 18x4 in.; 700 varieties on hand and always ready for shipment.

NEW BILL POSTERS' BRUSH.



MEXICAN CACTUS FIBRE SUBSTITUTE FOR RUSSIAN BRISTLES.
The new brush is destined to supplant the old. Don't be the last to get in the procession.

ARGUMENTS IN FAVOR OF THE NEW BRUSH.
It's light. Spreads the paste perfectly. MOST DURABLE yet found. COSTS LESS than the old style.

TWO GRADES—PRICES:
8-in., \$2.00 and \$2.50. 9-in., \$2.50 and \$2.75. 10-in., \$2.75 and \$3.00.

TRY ONE!
Send your orders to THE DONALDSON LITHOGRAPHING CO., - CINCINNATI, OHIO.

When you hire a distributor, pick your man, get a good one.

Toledo-Bryan & Co., 613 St. Clair st.
Uhrichville-Twin City B. Post. Co., Box D.
Van Wert-J. W. Whires & Co., 503 Park Pl.

OKLAHOMA TERRITORY
Guthrie-G. W. Foster, Lock Box 266.
Kingsfisher-Northrup B. P. & Dist. Co.

OREGON.
Ashland-Chas. H. Gillette.
Astoria-T. S. Simpson & Son.

PENNSYLVANIA.
Ashland-Frank H. Walte.
Bethlehem-Groman B. P. & Dist. Co.

VERMONT.
Barré-Central Vermont B. P. Co.
Burlington-B. B. P. Co.; Mrs. W. K. Walker.

VIRGINIA.
Alexandria-J. M. Hill & Co.
Bedford City-Wm. W. Hayden.

WASHINGTON.
Chehalis-City B. P. & Dist. Co., Box 324.
Colfax-H. Lenox.

WEST VIRGINIA.
Fairmount-Fisher B. P. & Adv. Co.
Huntington-Will A. Russell.

WISCONSIN.
Chippewa Falls-C. G. Sherman, C. B. Poster.
Elkhorn-Byron E. Button.

WYOMING.
Laramie-H. E. Root, City B.P., opera house.
Sheridan-B. C. LeRoy, 99 1/2 N. Main st.

TEXAS.
Abilene-J. F. Moore.
Bastrop-Chas. P. Ziegenhals.

Bryan-John B. Mike.
Calvert-James Hooks.
Clarksville-Chas. O. Gaines.

VERMONT.
Barré-Central Vermont B. P. Co.
Burlington-B. B. P. Co.; Mrs. W. K. Walker.

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TEXAS.
Abilene-J. F. Moore.
Bastrop-Chas. P. Ziegenhals.

Charleston, S. C., March 8, 1900.
Mr. C. W. Keogh,

Dear Sir:--Your invoice for bill
posting done for us, putting up the
World's Best Cheroot posters, is most
satisfactory. One of our firm per-

Yours very respectfully,
RIDDLE & HARGRAVE CO.,
Manufacturers of The World's Best
Cheroots, Chatham, S. C.

Williamsport, Penn.
S. M. BOND,
Member of I. A. of D. Services
Guaranteed.

THE AD DIRECTORY

It reaches advertisers, printers, sign painters,
fair managers, publishers, advertising agents,
medical and tobaco companies, billposters and
distributors. If you want an ad or your name
inserted, write at once to JAMES MARION,

WALLACE SHAW
Greve St. (P. O. Box 283),
COUVENEUR, N. Y.
Distributor and Sign Tacker.

VERMONT

Charles A. Chapman,
Bill Poster, Tacker,
Distributor,
Advertising Contractor.

COSTUMES

Theatrical costumes, wigs, beards, grease
paints, tights, trimmings and accessories for all
plays, operas, Mardi Gras celebrations, etc.,
for sale or hire. Costumes made to order a
specialty.

WANTED FOR COUNTRY ROUTES!

CARRY YOUR PASTE IN YOUR POCKET!
You can find COLD WATER anywhere, which added to HOYT'S PASTE POWDER
produces in 5 SECONDS the finest, smoothest billposting paste. NO COOKING-
LUMPING IMPOSSIBLE. Put up in 20-lb. barrels, half barrels and 50-lb. boxes. SENT ON TRIAL AND
APPROVAL. IT IS CHEAP. A. S. HOYT, 136 Chambers St., New York.

To Heaven on a Kite!

THE WORLD'S GREATEST SENSATION.
CONYNES'
AEROPLANE!
Carrying an Aeronaut 1,000 Feet in the Air Supported by a Few Yards of Silk.
This is the newest and most sensational outside attraction before the public. The Aeroplane
consists of three kites and a triangular plane of silk, from the base of which is hung a trapeze, on
which a performer ascends to a height of 1,000 feet from the ground. There is positively no gas
or hot air of any kind used in lifting this "plane," and the slightest breath of wind on the heaviest
gale will operate it equally well.
Managers of summer resorts, secretaries of fairs, and others interested in outside attractions
will find this to be positively the greatest attraction that can be procured. It is new, and will be
introduced for the first time during the coming season, and is billed as one of the greatest features
of the Paris Exposition. For terms and particulars address:
SOLE AGENTS:
ECLIPSE EXCHANGE, Chicago. ULTMANN & TONELL, New York

MIDLAND ADVERTISING CO.,
JOS. REID, Mgr.
LICENSED DISTRIBUTORS
Members I. A. of D.
14 E. Missouri Ave., KANSAS CITY, Mo.
P. O. Box 232.

CASH
for acceptable ideas.
State if patented.
THE PATENT RECORD,
Baltimore, Md.
Subscription price of the PATENT RECORD \$1.00
per annum. Samples free.

JAS. DONALDSON,
ITHACA, MICH.
BILLPOSTER.
Samples Put Out. Signs Nailed Up. Cir-
culars Distributed. Work Guaranteed.
POPULATION, 2,500.

E. M. BRACY, DISTRIBUTOR, 56 Ford St.,
Ogdensburg, N. Y. Signs
tacking and work guaranteed. Member I. A. D.,
and Feister's List.

Established 1870.
CHAS. WOOD,
BILLPOSTER AND DISTRIBUTOR
1000 three-sheet boards, 150 stands.
Population, Jamaica and suburbs,
35,000. Rates: Posting, 3 cents per
sheet; distributing, per 1000, \$2.00

If You don't Toot Your Own Horn She'll Never Toot!
DILLON & FOGEL,
CROSS • ROADS • DISTRIBUTORS.
Posts Bills, Tacks Signs, Distributes Samples,
Circulars, etc., and Paint Signs in 105 towns,
6 counties, traveling over 1,400 miles of road;
50,000 circulars necessary for this part.

SEND FOR CIRCULAR AND PRICE.
DILLON & FOGEL,
NORMAL, ILL., and FAIRBURG, ILL.

NOTICE-ADVERTISERS!
J. W. WHIRES & CO.
(Successors to Smith & Whires)
Van Wert, Ohio.
Licensed Billposters, Distributors and Adver-
tising Contractors. J. W. WHIRES, Manager.
Population of Van Wert, 9,000. Newspapers
reaches the classes, Billboards reaches the
masses.

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

MOST ATTRACTIVE STYLE

8c, 10c, 15c and 20c

BADGES

POSSIBLE TO PRODUCE.

ADVERTISING BUTTONS.

WRITE
The M. C. LILLEY CO. (Badges) COLLMBUS, O.

LOGAN, IOWA.
Billposting, sign tacking and
distributing. Guaranteed honest
service.
CHAS P. OLIVER
Logan, Iowa,
Distributor and Sign Tacker
#1 Member of I. A. of D.

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

The STAFFORD BALLOON CO.

Furnishes Balloon Ascensions everywhere
for Parks, Fairs, or any kind of Outdoor
Entertainment

CANNON WORK A SPECIALTY.
192 Lincoln St.,
BOSTON, MASS.

ARTHUR LEONARD, Mgr.
DUBUQUE, IOWA.
Distributes samples circulars
and all kinds of printed matter-
tacks up signs and painted signs on
fences, rocks and other prominent
places. Population 30,000.

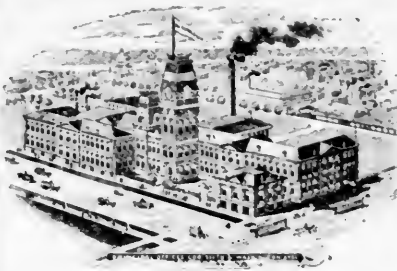
J. M. MAYO,
CITY BILLPOSTER
AND DISTRIBUTOR,
MEREDITH, N. H.
Owns all beads in Meredith, New Hampton,
Ashland and Plymouth, on the Boston and
Maine Line. Capacity 1,500 sheets.
Estimates given for the Northern part of the
state, and all work guaranteed.

DISTRIBUTING DEPARTMENT
OF
Northwest Bill Posting Co.,
H. F. TODD, MANAGER,
PORTLAND, OREGON.

This department is distinctly apart from our posting plant, and all
communications must be addressed to Distributing Department of
Northwest Bill Posting Co., 146 Morrison Street, Portland, Oregon

CLOUGH DID IT!
Distributing, Sign Tacking and Package Delivery,
J. A. CLOUGH,
42 River Street, Chicago.

The **DONALDSON**
LITHO. CO.,
Newport, Kentucky.



The **DONALDSON**
LITHO. CO.,
Newport, Kentucky.



Newport, Kentucky, is a suburb of Cincinnati, Ohio; situated just across the river. It enjoys all of the Queen City's unrivaled shipping facilities, without its dirt, soot and grime.



POSTERS OF ALL KINDS AND SIZES
AND STYLES.....

HAND-BILLS AND BOOKLETS IN
LARGE EDITIONS...

LET US FIGURE WITH YOU. No matter what you advertise, we will aid you to get more publicity for less money. Now is the time. The weather will soon be settled, and people will spend the most of their leisure out-doors. The theatres will soon be closed, and their billboards (always good ones) may be had. If you are going to use POSTERS, now is the time to talk to us.

We have fine, new designs in Stock or Syndicated Posters for

**REFRIGERATORS,
GASOLINE STOVES,
FLY SCREENS,
PARASOLS,
BICYCLES,
STRAW HATS,
SUMMER CLOTHING.**

We sell one-sheets, in colors, as follows, viz.:

25 for.....	\$ 2.75	200 for.....	\$14.00
50 for.....	4.75	300 for.....	19.00
75 for.....	6.50	500 for.....	30.00
100 for.....	7.50	1000 for.....	55.00
150 for.....	11.00		

Other sizes in proportion.

New Posters, of apt and striking designs, suitable for

**PARKS,
PICNICS,
BASE BALL,
BICYCLE RACES,
SPRING RUNNING RACES,
SPRING TROTTERING RACES,
SPRING FESTIVALS,**

We sell one-sheets, in colors, as follows, viz.:

25 for.....	\$ 2.75	200 for.....	\$14.00
50 for.....	4.75	300 for.....	19.00
75 for.....	6.50	500 for.....	30.00
100 for.....	7.50	1000 for.....	55.00
150 for.....	11.00		

Other sizes in proportion.

OUR NEW COLOSSAL DATE is indeed a whale. Letters in the name of the month, each three sheets; Figures for the day of the month, each eight sheets, that is to say four sheets high. Room on each for the name of the fair, show or whatever is advertised.

From the 1st to the 10th of the month, each date is a twenty-sheet, 4 x 5.

From the 10th to the 20th of the month, each date is a twenty-four-sheet, 4 x 6.

From the 20th to the 31st of the month, each date is a twenty-eight-sheet, 4 x 7.

Price, 3 cents per sheet, in quantities to suit.

POSTERS FOR STREET FAIRS.

Our line of Posters for this new American Institution is absolutely unrivaled. We have better designs and more of them than all other printing offices combined.

IF YOUR BILLPOSTER CAN NOT SHOW YOU SAMPLES, WRITE TO

The Donaldson Litho. Co., - Newport, Ky.