

# THE BILLBOARD

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O. P. FAIRCHILD, Esq.

City Billposter of Covington, Ky.



### The Passing of the Poster Girl.

The poster girl is passing fast,  
Her vogue on earth is o'er;  
Her violet lips and greenish hair  
We soon shall see no more.

That wabbly waist, her twisted arms,  
Her slanting eyes and hands,  
Are fading from those smudgy skies  
To other grotesque lands.

Oh, ere you die, weird poster girl,  
While yet for speech there's room—  
Say, when you're buried, would you like  
A pink and purple tomb?  
—Chicago Record.

### THE CIRCUSES.

#### IN WINTER QUARTERS.

Useful addresses for Journeymen Billposters  
who desire to travel during the  
season of 1899

This is the season at which the circuses are engaging their bill posters, distributors and lithographers. The following list of addresses is reliable, and will be found useful by bill posters seeking situations:

The Great Wallace Shows, B. E. Wallace, proprietor, Peru, Ind.; W. E. Franklin, general agent, Terrace Park, Hamilton County, Ohio.

The Sells-Forepaugh Shows, S. H. Barrett, general agent, 60 W. Fourth avenue, Columbus, O.

The Pawnee Bill Wild West, Major Gordon W. Leile, proprietor; W. E. Ferguson, general agent, North Vernon, Ind.

Harris Nickel Plate Shows, C. C. Wilson, general agent, Macon, Ga.

The Great La Pearl Shows, H. W. Link, general agent, Hastings, Mich.

Lemen Bros., Argentine, Kan.

Walter L. Main's Great Shows, Wm. Sells, general agent, Geneva, O.

Ringling Bros.' World's Greatest Shows, Baraboo, Wis. Address Ringling Bros., Barnum & Bailey Shows, London, England. Address Louis E. Cooke, Newark, N. J.

Buffalo Bill's Wild West, Louis E. Cooke, general agent, 1193 Broadway, New York.

The John Robinson Shows, Oliver Scott, general agent, Terrace Park, Hamilton County, Ohio.

Campbell Bros., Fairbury, Neb.

Sun Bros., Norfolk, Va.

Gollmar Bros., Baraboo, Wis.

Sig. Sautelle, Syracuse, N. Y.

Mexican bell, Medina, N. Y.

McGormick Bros., Galipolis, O.

F. J. Taylor, Creston, Iowa.

J. E. Warner, Lansing, Mich.

Captain W. D. Ament, Birmingham, Ala.

Welsh Bros., Lancaster, Pa.

Wintermute Bros., Hebron, Wis.

Goodrick Shows, Sig. Zano, proprietor, Bridgeport, Conn.

Sipe & Blake, Kokomo, Ind.

Norris Bros., San Antonio, Tex.

Prof. Gentry, No. 1, Houston, Tex.

Prof. Gentry, No. 2, Bloomington, Ind.

Cooper & Co., 127 E. Eighth street, Cincinnati, O.

J. H. Sparks, Whitehaven, Pa.

Bonheur Bros., What Cheer, Iowa.

M. V. B. Wixom, Baneroff, Mich.

Leavitt & Seaman, Tampa, Fla.

E. Haag, La Compe, La.

Bob Hunting, Chester, Pa.

### SYRACUSE.

A reporter for the Standard wrote up what purported to be an interview with one of Castner's men. It appeared January 8 and is well worth reading, even if it does speak of Dan Rice's minstrels, quote Scribner's rate at \$1 per line, and chronicle other similar eccentricities. It is always amusing to read a newspaper article on the value of bill board space.

### Chas. Vogel's Death.

The Popular Steubenville (Ohio) Billposter Passes Away.

Popular, open-hearted, jolly Charlie Vogel is no more. He died January 12. The immediate cause of his death was an attack of grip complicated with pneumonia. The news will come as a great shock to bill posters all over the country, for he was widely known, having attended all the annual conventions of the A. B. P. for the past five years. He was of a merry, rollicking, jovial disposition, and made friends easily.

### San Francisco.

For virulence, extreme bitterness, malignity and acrimonious spite, jealousy and envy, commend us to the San Francisco Press. Here is a recent satirical diatribe from the Cal. viz.:

"There are two things which public expediency, the common weal and common sense demand shall be done with the bill board business in San Francisco. The locality and height of the signs should be regulated by law. The duty of enforcing this regulation should not be left to the bill posters themselves. The Fire Department ought to be empowered to see that the lives of pedestrians are not endangered by towering bill boards. The firemen are the only law enforcers that we have. Policemen make no attempt to compel obedience to the ordinances of the Supervisors, but the firemen, who look after their own as well as other lives, are constantly enforcing the fire laws. Finally, the bill boards should be made to pay a license. This is no more than fair. Bill sticking now pays nothing into the treasury, notwithstanding it is a nuisance of the most virulent character. The new Board of Supervisors can not devote its attention to a more important question than this, and in legislating it will have practically the unanimous support of the people. Outside the ranks of the bill posters themselves nobody desires the maintenance of high bill boards, which pay nothing toward the support of the government, while drawing heavily from the business interests of the city."

For nearly a year the San Francisco press has been conducting a crusade against the bill boards. The various papers never united on an issue before, but they got together in this instance, and have waged a steady and relentless warfare. It seems that they finally bluffed the retiring Board of Supervisors into passing a restrictive ordinance, and it appears that Mayor Phelan was brow-beaten into signing it, and it is now a law. Of course the courts will declare it unconstitutional in the end, but in the meantime the bill posting firms are placed at more or less of a disadvantage.

The San Francisco papers are wretched poor advertising mediums, and the merchants on the coast can not use them at a profit. The bill posters naturally got a remunerative business, which excited the wrath and cupidity of the newspapers, brought them together, and resulted in the crusade.

There is nothing on record which will compare with this movement in point of premeditated malice and deliberate diabolism.

### May Rent Badges.

Judge Rossiter, of Pasadena, decides that a Billposter paying license may authorize agents to post or distribute by renting them his badges.

A decision of unusual interest to bill posters was handed down early last month in Judge Rossiter's Court at Pasadena, California. Speaking of the case the Los Angeles Herald says:

"A test case of the bill posting ordinance was decided by Judge Rossiter today. The \$15 charged for a bill posting license is practically prohibitory, and only the regular bill poster and the Merchants' Bill Posting and Distributing Company can afford a license. Mr. Dalton was arrested for distributing patent medicine advertising matter. The testimony at the trial a few weeks ago showed that Mr. Dalton, although a patent medicine man, had hired himself to the Merchants' Bill Posting Company for \$2 a day, and that he put up in three days two thousand of his own bills, for which he agreed to pay the company \$3 a thousand. The court held that the local company has the right to employ agents to post bills, and that it would not be right to sell the company a license and then convict them or their agents for working under it."

### Billposter Wins \$350.

He Had Been Arrested for Doing His Work and Sued Man Who Caused It.

(Special Correspondence.)  
New York, Jan. 12.—A jury in the City Court today returned a verdict for \$350 damages in favor of John Fenton against Gustav Scholer, President of the West Side Taxpayers' Association, and prominent in reform politics uptown.

Fenton is a bill poster, and Scholer caused his arrest for posting bills of Hammerstein's Theater on barrels at Forty-seventh street and Broadway. Magistrate Deuel at once discharged Fenton, who then retained Lawyer Maurice Meyer to bring suit against Scholer.

### Arbitration Committee

Of the Ohio Billposters' Association Visits Cincinnati.

Early in January, Ph. Morton, the sign man of Cincinnati, put his name as "Cincinnati Bill Posters' over some of his blank bulletins, secured a few new locations and embarked in the business. His first job was a lot of 100 stands for Snider's Catsup.

The Arbitration Committee of the Ohio Bill Posters' Association very promptly appeared on the scene and endeavored to adjust matters. First they called upon the Chapmans, who asserted that they had refused the work because the Snider people had posted with the opposition at Zanesville, O. The committee then called upon Mr. Livingston, of the Snider Company, and had a long talk with him. It is said they were closeted with him for fully three hours.

They endeavored to ascertain what grievance he had against the Chapmans, but Mr. Livingston was non-committal. He treated the committee with the utmost courtesy and consideration, but declined absolutely to withdraw his contract with Morton.

The trouble between Snyder and the Chapmans, whatever it is, did not come out, as both parties to the dispute seemed determined to conceal it. Both Mr. Livingston and the members of the committee refused absolutely to discuss the matter, but it is thought the committee will do nothing until the real cause of the trouble is disclosed.

### Richmond, Va.

(Special Correspondence.)

Richmond, Va., Jan. 11.—The Board of Public Interests was occupied for some time yesterday afternoon in discussing a resolution offered by one of its members, a Mr. L. F. Christian. It is only another case of a prowling prude, but readers of "The Billboard" will be interested in the resolution and the outcome:

Whereas, the attention of the Board has been called to the posting of obscene pictures on the bill boards in this city, in violation of section 91 of the Code of Virginia, therefore, be it

Resolved, That the Chief of Police be requested to use his powers in abating the violation of said section.

Three members of the Board advocated the resolution, but the other four who were present had doubts of the right of the Board to take any such action without consulting the Council, and the resolution was tabled, pending an opinion from the City Attorney.

Our local bill poster, Mr. Burton, is very careful about leg paper, and well thought of here. The chances are that we have heard the last of the resolution.

### Billboard Callers.

John Moore, January 14.  
Chas. Bryan, January 17.  
W. C. Terrill, January 17.  
J. P. Fagan, January 18.  
Hugh Harrison, January 19.  
Fred Setts, January 25.

### NOTICE.

WARNING TO ALL BILLPOSTERS.

One, Gilbert Paggott, who worked for our firm in Pueblo, Colo., wrote out passes, forged the agent's name and sold same; also, stole flour, a large blanket and a tarp from our bill room, beat his board bill and jumped out of Pueblo, doing up every one he possibly could.

This man is a thief, a rogue and a rascal, and we warn all bill posters to be on the lookout for him, as he will treat them the same if given the opportunity to do so.

THE CURRAN BILL POSTING & DISTRIBUTING CO.

### How Nice.

The following naive and disinterested observation is from the Berkley, Cal. World.

"Los Angeles has an ordinance which prohibits freak advertising on the streets. All noisy street demonstrations, hand-wagon advertisements and like nuisances are barred. The idea is a good one, and ram-shackle bill boards should be abolished, along with other scare-crow methods of attracting attention."

### Paste Making.

No bill poster with a just pride in his business, and a desire to have the best facilities for making it a success can afford to overlook the question of paste-making.

To be able to prepare paste of the best quality on the shortest notice, in any quantity, and at the lowest possible cost, is a subject worthy of the close attention of all bill posters.

This is made easily possible by the use of the paste machine of J. H. Day & Co., of Cincinnati, which is described on another page.

Among all the accomplishments of life, none is more important than refinement. It is not, like beauty, a gift of Nature, and can only be acquired by cultivation and practice.  
—James Ellis.

### Personal Mention.

There was a time when bill boards were unattractive and very detrimental to the beauty of the landscape. There are cases of this kind at the present day, but fortunately the average bill board is a desirable combination of beauty and common sense and the advertisers are being benefited in proportion. Many of the mid-winter stands have proven that bill board advertising can be made profitable in the cold weather while others have failed to give the satisfactory results for the boards covered. One of the greatest helps to profitable bill posting is on the part of the man who puts up the bills. To use judgment in the arrangement of a number of posters on a single board brings out the effect of each and gives added value to them all. It is this taste on the part of the bill poster that makes some of the most striking effects and that is responsible for the good results that follow bill board advertising in some localities, while the same stands would not pull in other places.—Advertising World.

Jack J. Ditch, of Kenosha, Wis., writes: "Enclosed you will find a draft for the amount of \$3, which I think will pay my subscription to 'The Billboard' up to August, 1899. Also wish to thank you for sending same after subscription had expired first year. Now I want to inform you that I have sold my billposting business to Peter Rhoads, Jr., of this city, who will hereafter be known as the City Bill Poster of Kenosha. After some eight years of energy and hustle I have concluded to go into other business, which will amount to more than a billposting plant in a small city. Again thanking you for the many favors, I am, yours respectfully,  
JAKE J. DITCH.

Will read "The Billboard" just the same.

The mercantile business conducted in the city of Pullman near Chicago, has been declared illegal. The decree declared in plain terms that a charter authorized only the work for which the charter was obtained. Pullman was founded on the charter for manufacturing Pullman cars. With this decree, as authority, all advertisements in the electric and railroad cars, or any other method of advertising which is dependent upon rail or electric cars, is illegal. The New York Editorial Association will present a memorial to the New York Legislature asking for a law to prevent this illegitimate advertising. All the editorial associations of the different States will, no doubt, follow the New York association's example.

We have received several inquiries regarding the validity of the sixteen and two-thirds per cent on twelve-month contracts, advertised by the Illinois association, and upon investigation find that the course adopted by the Illinois association in offering rail discount of sixteen and two-thirds per cent is unwarranted, and the offer invalid.

The charter of the Illinois association does not clothe the organization with the power to act independently of the A. B. P., consequently the only authorized discounts are those fixed at Buffalo last July.

Messrs. Sparrow and Crany, bill posters, of Marquette, Mich., send us an account of some spite bill posting which Hiram Walker & Co. of Canada recently did in that city. The posters do not differ materially from those usually employed by the Walkers. They were directed against a local liquor firm by the name of Duntzer Bros. This concern enjoined the Walkers from posting any more of the bills.

At the funeral of Chas. Vogel, city bill poster of Steubenville, O., the handsomest of all the funeral pieces was one from the Ohio State Bill Posters' Association, of which the deceased was an esteemed and very popular member. Suitable resolutions will be passed by the association at its next meeting.

Morton, the new man at Cincinnati, posted fifty stands for Snider's Catsup for a starter. That very night the hardest wind and rain storm that has visited the Queen City in a decade came along. The next morning scarcely a whole stand of all the fifty was left to tell the tale.

The usual publicity has been arranged for Allen's Linn' Balsam, of which J. N. Harris & Co., Cincinnati, are the makers. A goodly portion of it will go to bill posters. The firm has ordered 100,000 from Donaldson as a starter. Chapman is sending out the work.

The new stand of the Sterling Remedy Co. is beautiful. The edition is 20,000. It is placed direct. Write to Sterling Remedy Co., Indiana Mineral Springs, Ind.

The William Bill Posting and Advertising Co., A. H. Anlauf, Manager, William, Minn., advertise prompt and reliable service and offer sworn affidavits on request.

L. H. Ramsey, of Lexington, Ky., was entirely burned out Jan. 9. His loss was severe and only partially covered by insurance.

The American Advertising and Bill Posting Company, of Chicago, are now placing most of the posting of Snider's Catsup.

The P. J. Sorg Co., Middletown, O., is having large quantities of tin signs tacked up. Write them.

It is said that the Florence Machine Co., Florence, Mass., is making some arrangements for advertising during 1899.

Chas. E. Perry is now manager of the Marston (Ohio) Advertising Company, and J. S. Christian, resigned.

J. T. Harriman is by long odds the most enterprising bill poster in New Hampshire.

The Hambard Manufacturing Co. is making trade offers to bill posters.



A GERMAN BILLBOARD.

It is called a Kiosk, and is patented by Hartl & Pierling, City Billposters of Munich.

Billposting in Germany.

A Handsome New Kiosk from Munich.

Our subscribers in Berlin, Messrs. Hartl & Pierling, under date of December 16, send us a photograph of a handsome new kiosk or ornamental posting station, which they have recently invented. We reproduce the photograph of this page, together with their letter.

Munich, Dec. 16, 1898.

Editor of "The Billboard":  
The Christmas number of "The Billboard" which was very handsome arrived in due time. As the old year is drawing to a close we wish to send you Christmas greetings and to thank you for the many pleasant hours spent in perusing your valuable journal. At the same time we wish you a Happy New Year and all possible success in business.

Enclosed please find a photograph of our latest advertising kiosk. We got it up with a view of obtaining the greatest possible posting space in the smallest possible compass.

The corners and wall spaces in the desirable streets and center of the city are disappearing more and more, and daily becoming

more difficult to procure. To get our posters in the main thoroughfares we devised a round column, of which you published a copy last summer. It was ornamental and unobtrusive to the authorities even at parks and on boulevards. But it did not hold enough paper.

This new one is better. It holds five times as much as the round column and is so without objectionable features. The total height is 1.60 m. (about 16 feet). It contains five posting stations, each 2.00 m. (about 8 feet 6 inches) high and 2 m. (6 feet 6 inches) broad. Or ten posting stations of the same height, but only 1 m. (39 inches) broad.

The total posting space on each kiosk is about 30 square yards. It has been put up in the main thoroughfares of F. S. Kistnerman of this city. Its weight is 2,000 kg. (4,500 pounds). The designer or executor of our idea is W. Herrich, civil engineer and artist of this city.

We have it patented in Germany. The first one was put up last August. We now have twenty in position with more to follow.

We take much interest in the letters in "The Billboard" and think American bill posters will take interest in our kiosk. If you think so you may use this in your paper.

Look it up in "The Billboard." We look for it eagerly every month. It is translated in our office readily and we enjoy it much. Respectfully yours,

HARTL & PIERLING,  
Verlags- und Anzeigen-Druckerei  
Grossschiffstr. 11, München.  
Per Hartl.

Every now and then we hear something about the theaters deciding to give up lithographs and billboards and use newspaper space exclusively. This was tried out in Cleveland. After it had been going on for a time one combination manager copied the game and used lithographs and billboards exclusively. He got all the business that week and the local managers have recanted. The logic is with the billboards and lithographs. They have the greater dramatic force for advertising the drama. Paine.

Poster collectors, lithographers, printers, designers and everyone interested in modern poster art, will be delighted with the excellent new monthly magazine "The Poster," published in London. Six numbers are before us: June, July, August, September, October and November, and all are attractive and interesting. It is about the size of "The Century," and replete with excellent illustrations, some in colors and valuable articles on poster art and artists of all countries. No one interested in posters can afford to be without it, and will derive much pleasure and profit from it. The price is 25 cents a number or \$3.00 per year.

If you would cultivate a positive style remember that nothing will add you more than plain, simple, direct and extreme modernism.

A Georgia editor writes:  
"The gladdest words of tongue or pen  
Are these: 'Insert my ad again.'"

Poster Printers

W. C. Quinby, the well-known compositor, who for over sixteen years was with the Enquirer Job Printing Co., Cincinnati, has assumed charge of the type department of The Donaldson Litho. Co.

Mr. Quinby has practically created the department under his charge. All of the presses are of his selection, all the type of his choosing; in fact, he bought everything—furniture, fittings, cases, etc.

He has given his genius full sway, and introduced many a clever idea in his department. One of them, a saver of labor and time in the printing of dates, is especially noteworthy.

He has evolved several other wrinkles that are also good, but his system in wood-type is the brightest thing we have seen of late. He introduces the point system, and makes it justify.

The Donaldson Co. is rushed now with circus work, and is running far into the night.

By the new "mosaic-chromatic" heat process of printing in colors, the necessary pigments are applied in any desired number and variety on a plate about three-fourths of an inch thick, in a coherent, cheesy mass. An ordinary lithographic press is used, the impressions being produced by a cylinder heated by gas flames inside. By this process, it is said, the expense is only one-fourth of that by the old methods.

The first thing that every printer ought to learn is to keep rules and ornaments and borders and fancy type entirely out of the border of an advertisement. A rule or a border around an advertisement often helps its effectiveness very much, but the plainer and smaller the border can be, the better.—Bates.

The Toledo Exposition offers a prize of \$250 for a trade-mark. The competition is open to everybody.

Hennegan & Co. now occupy the entire building (six floors and a basement) at 127 E. Eighth Street, Cincinnati, which was formerly occupied by The Donaldson Litho. Co. The Messrs. Hennegan have added largely to their facilities. They now have nine presses, two of them of the very largest size built. The growth of this concern has been wonderful.

Nelson Seely, formerly with the Gillin Print, is turning out posters from his own establishment now, the Ludwig Bauman 8-sheet, showing their mammoth building, being one of his first.

Poster printers will find an interesting illustrated article on Alphonse Mucha, the great French poster artist, by James Hall, in the October number of the new art magazine, "Art Education," recently started in New York.

One of the first new local advertisers in New York City for 1899 is the Royal Seidlitz Co., 1263 Broadway.

The calendar of the Enquirer Job Printing Co. is in greater demand this year than ever. It is the best we really believe in the very best calendar published in the United States, and though expensive, must bring handsome returns. Each day has a different ad. We present a few, selected at random.

A good design is half the battle; if well executed, the other half.

"The eternal fitness of things" applies to design more than anything else.

How shall I advertise? Let us know what you sell and we will help you.

Cheeriness is not the merit; the finished work must tell the tale.

Good printing always commands attention. Good printing means revenue; poor printing, expense.

To increase your business, printer's ink is the best stimulant.

If you have the idea, we can display it for you.

Our imprint is the stamp of superiority. We are not the only printers, but equal to the best.

Posters reach the entire reading public. No other form of advertising does this.

Let the public know what you have to sell. "The apparel oft proclaims the man." Same with printing.

Pictorial posters, when skillfully designed and executed, make the most persuasive "ads."

"Don't judge by appearances" is obsolete. Appearances count for everything in printing.

Our paper made especially.

Printing, like clothes, should be made to fit you.

Printer's ink is the vital spark.

Even those who can not decipher letters can read a picture.

Our colors are the best obtainable. Price should not be the only consideration. If you catch the eye you catch the world.

Printing is often an index to the merit of an advertiser.

No printing deserves a higher price than what it returns.

Russell & Morgan's calendar was artistic and beautiful, as was also that of the Courier Co.

Now printers put their imprint on the envelopes they turn out, and yet by printing these with the flap open it would be possible to put the imprint on the flap and not wear the face of the envelope itself. Stationers have their imprint embossed under the flap, but printers could thus have an imprint where it would be sure to attract attention, especially since the most business men open their mail with the reverse side of the envelope turned up.



## To The Advertiser.

It seems to me that some advertisers are indifferent as to how their advertising matter is distributed. Of course, they all want good work, but it seems to be too much trouble to them to look after their distributor, or to make a change for the better.

There are many cities and towns where firms get the poorest kind of service—matter merely thrown on the porches or in the yards, as many as two, three or four pieces to a house. Their attention has been called to the matter, but to no avail. The same distributor does the work again and again in the same old way. If a competitor reports, he is put down as a "knocker." The time has now arrived when at least one good, honorable distributor can be found in each city, and in a great many cases a man with a guarantee to back him: I refer to the members of the International Association of Distributors. This association has done more to improve and encourage honest distributing than we have ever received credit for. We have not only improved the service of our members, but have compelled other distributors not members to do better work in order to hold their customers. The officers of the I. A. D. have never received half the credit they deserve; in fact, very few persons have any idea of the amount of labor and time it required to bring this organization into existence. It is not yet complete or perfect, but has accomplished a great deal. It has been tried and tested, its guarantee has proved good. Claims have been paid when proven. Can the advertiser turn to anything else and get as much? I think not. Now, Mr. Advertiser, is it not your plain duty to patronize this body of men? Is it not your duty to encourage honest service? Don't you think they deserve your assistance, especially when it costs you but very little, if any, more? What if it does cost you a little more—a guaranteed service is worth more. You are absolutely safe. Did you ever correspond with any of the officers of the I. A. D.? If you have, have you not always received prompt and courteous replies? Have they not tried to serve you to the best of their ability? You certainly will admit that it is much easier to place advertising matter with local distributors today than it ever was before. What hrought about this state of affairs? There is but one answer, the I. A. D. Then the association is of benefit and convenience. Wherever you have a good, reliable distributor, stick to him and advise him to join us; but when you have not a good man, give the association the preference. If you know of a member who is not reliable, or does careless work, I would thank you to report him to me. Rest assured that the matter will be investigated promptly, and at the same time you will be helping to improve the service. Some advertisers claim that the association is trying to get control of the distributing business. So they are, and they are working on the line that by giving the best service and guaranteeing you against any loss, it will only be natural for you to patronize them. This is perfectly legitimate, is it not? Besides, you will be the gainer. We will admit that the mere fact of a man's joining the I. A. D. does not make him honest, but one thing is certain, if he proves to be otherwise, and is found out, nine cases out of ten he "folds his tent" and quits the business. Why? Because the officers and members expose and "cry him down." How was it before the days of the association? If an advertiser detected a distributor wasting matter, he simply dropped him. Other advertisers never learned anything about the case; therefore, they continued to ship him, and he still prospered. I know you have improved upon this method lately, and that you too have a system to check up work. You can still improve by having your inspectors report all the work they may chance to see, no matter whether the party does your distributing or not. Give credit wherever it is due. While speaking of the inspector, allow me to say that there are good and bad ones, although the latter are the exception, not the rule. I know that two or three visit a certain city where some very poor work is being done. Still, the same distributor does their work year after year. Their inspector does not report the work as he finds it, or his firm is indifferent. Every advertiser and inspector should endeavor to place their work with the one who gives the best service—not the cheapest. I would suggest that when an inspector arrives in a city or town that he inspect all the work being done at the time, without making himself known to any of the distributors. This would give him an opportunity to select the best man every time, and finally, all the work would be done by the one who deserves it. I have known of one or two advertisers to write local distributors, saying that Mr. So and So, of a certain city or town, has contracted to do our distributing at \$1.25, sometimes \$1 per M. (always being sure to select a place with a population about the same as the one he wants covered), and stating that the aforesaid distributor has a reputation for

doing good work, and that if satisfied with the same price, they will make him a shipment at once. Do you think that this plan will succeed? I think not. Be honest, it pays best. Help build up the I. A. D.; encourage its growth. Many advertisers are doing all they can. If you are not among them join in and patronize its members. Attend their annual convention, to be held in Cincinnati, July 18-20, 1929. It is to your interest to do so.

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

## TIPS.

The following firms are said to be distributing or about to distribute. It will be worth the while, and postage, too, for any distributor to write them.

Bright Chemical Co., Little Falls, New York.

E. W. Vaughn, Deckertown, N. J.  
The Safety Skirt Placket Co., Ann Arbor, Mich.

The Laudroid Co., Omaha, Neb.  
The Trans-Atlantic Steamship Line, New York.

Erie Medical Co., Buffalo, N. Y.  
Dr. R. V. Pierce, Buffalo, N. Y.  
Kordon Manuf. Co., Minneapolis, Minn.  
Chattanooga Medicine Co., Chattanooga, Tenn.

Lydia E. Pinkham Co., Lynn, Mass.  
C. I. Hood & Co., Lowell, Mass.

Dr. Chase Co., Philadelphia, Pa.  
Dr. Kjlmer & Co., Buffalo, N. Y.  
Dr. W. S. Burkhardt, Cincinnati, O.

Dr. Miles Co., Elkhart, Ind.  
Lettuce Cream Co., New York.

Gram Medicine Co., Akron, O.  
J. C. Ayer, Lowell, Mass.

The R. T. Booth Co., New York.  
Foster, Milburn & Co., Buffalo, N. Y.

The Tonsoline Co., Canton, O.  
Dodds Medical Co., Buffalo, N. Y.

The Peruna Co., Columbus, O.  
Brown Medical Co., Erie, Pa.

Dr. Shoop Family Medicine Co., Racine, Wis.

Menzo Manufacturing Co., Erie, Pa.  
Hereulean Oil Co., Elmira, N. Y.

Dr. Bosanko, Philadelphia, Pa.  
Drs. Hess & Clark, Ashland, O.

S. Pfeiffer Mfg. Co., St. Louis, Mo.  
The Hindman Co., Thompsonville, Ill.

The Toledo Starch Co., Toledo, O.  
Wells, Richardson & Co., Burlington, Vt.

Swift's Specific Co., Atlanta, Ga.  
Curo Chemical Co., New York.

Moores Stock Food Co., Council Bluffs, Ia.  
Bell & Hozget Soap Co., New York.

Parkee Chemical Co., 53 Newland st., Boston.

Mason Chemical Co., 515 Arch st., Philadelphia, Pa.

The Tasteless Quinine Co., Asheville, N. C.  
Dr. Harry H. Kane, New York.

Drs. F. E. & J. A. Green, Woodbury, N. J.  
The American Rice Food Mfg. Co., Mattawan, N. J.

The Health Tobacco Co., New York.  
The Wilde Chemical Co., Neenah, Wis.

Stonebraker Chemical Co., Baltimore, Md.  
Hinghamton Pharmaceutical Co., Binghamton, N. Y.

C. Voelker & Co., Baltimore, Md.  
Frederick Stearns & Co., Detroit, Mich.

Barron, Boyle & Co., Cincinnati, O.  
Drs. Taft Bros., Rochester, N. Y.

The Dr. H. C. Kilek Medical Co., Cincinnati, O.

Rutland Fire Clay Co., Rutland, Vt.  
St. Charles-Condensing Co., St. Charles, Ill.

Beyer Bitters Co., Cincinnati, O.  
Sterling Remedy Co., Indiana Mineral Springs, Ind.

W. E. Towne, Holyoke, Mass.  
Flwood Mfg. Co., 53 New st., New York.

H. C. Buchanan, 60 Ann st., New York.

If the tips have helped you, they will help others, and you owe it to us and our readers to send us the name and address of every new advertiser who sends you work. It will only cost a cent for a postal, and can be done in a minute's time. If you do not get the work yourself, but find it being done by some one else, send us the name of the advertiser anyhow, and we will reimburse you for the postal.

If G. Wilshire, of Los Angeles, is deep in a newspaper controversy, he advocates conducting National, State and Municipal government on corporation lines. As usual, he argues well and puts his points cleverly. It is too far ahead of the times. That, though, is a characteristic of Wilshire's.

The new location list of the Cream City Bill Posting Co., Milwaukee, Wis., has the merit of being both new and practical. It will be widely copied by bill posters because of its handy and convenient arrangement. Frank Fitzgerald is deserving of much credit for this idea.

A concern calling itself the Dr. Marchand Chemical Co., located at the foot of Twenty-fourth Street, Detroit, Mich., is making arrangements for some advertising.

## DISTRIBUTING.

Distributing advertising matter from house to house by distributors is fast advancing to the front. Advertisers at large are gradually indorsing this method, so that a great deal depends on the distributors and the kind of service that they give to the advertisers. Distributing is a trade just as much as shoe making or tailoring. It takes experience, time and an extra amount of perseverance to make a successful distributor, because no lazy man can ever hope to be a distributor, for he will be found lacking in the make-up of his composition, in energy to climb stairs, and to stretch for doors to locate the matter beyond the reach of small and mischievous children. The old way of distributing is rapidly passing away; every piece of advertising must be made to count. Throwing it on porches and lawns for the people to pick up and read is a dismal failure, because in this mad, swift rush of life you have got to use every honest and honorable means to place it directly in their way, so that they are forced to notice it. Thus, through circumstances unavoidable, advertising is to attract attention. The new up-to-date distributor is thoroughly imbued with that idea. He studies it, he dreams over it, and it becomes a mania with him. He is called a crank among the fake distributors, but you know every machine has to have a crank to make it work. So, my brother distributor, if you are affected with above disease, you will find it a healthy disease for your pocket-book, and sooner or later you are bound to control the distributing in your section. Advertisers are looking for you, but you have got to prove yourself. In order to win their confidence. Today, in the office in one of the largest proprietary medicine firms in this country, the advertising manager said to me: "We used to get letters from you years ago, and we believe you are an honest man, an honest distributor." Those words were inspiring; they lifted me upon the mountains of success because I had spent six years in trying to prove to that firm that I was a real up-to-date distributor, doing and putting into practice all I preached. There are hundreds of distributors throughout our land today that are coming to the front by exercising their abilities along this line. The International Association of Distributors was organized for this.

I do not want to be personal, but feel it my duty to pay tribute to such men as W. I. A. Molten, of Cleveland, O.; W. H. Steinbrenner, of Cincinnati, O.; and others who have done so much for distributors by lifting distributing out of the mud, where it was gradually being sunk by disreputable distributors, and placing it on a higher plane. Nor would I forget the advertisers who have so nobly responded, and by their hearty corroboration with distributors, also have elevated the business of distributing from the slough of despondency to the exalted position it now holds in the advertising world. A great deal has to be done yet and as each year goes by the I. A. of D. is gathering better men in their fold, sifting out the dross, and every advertiser in the land that has his business at stake, and depends on the advertising part to build it up, should pull with us. We can and will give you guaranteed service, and mean what we say. Our association's and our own personal reputations are at stake. We furnish men, only men, pay good wages so that we can obtain men that are honest and reliable. It has been plainly stated in the past that the boy distributors are failures. A boy is a boy all over; he is enthusiastic, and rushes ahead at the start, but soon tires out and easily gets discouraged and timid after a few ejections by janitors from flats and public buildings, his nerve is gone. He has not reached that maturity of age where he will take hold and hold on. You can not expect he will be able to stand the work like a man, and all real distributors and advertisers long ago have plucked that most of cheap work by boys out of their eyes. It has been a failure in the past, and it will also be a failure in the future to all who follow it up.

Brother distributors, I hope every one of you have carried the sack, and I do wish that some of the advertisers who are haggling about prices could be persuaded to carry the sack one day; they would be cured, and convinced that the distributor earns every cent he gets and asks for. I have had a great many advertisers write me for my price for guaranteed work, and after a while would find some green young men or boys who slaughtered it, and when asked why they did not do better work, the sullen answer was not enough money in it; not honest enough to refuse a price that makes themselves dishonest. What do this certain class of boys and young men care; it is only for a few days. They have nothing at stake, nor do they depend on this kind of work, it is only a side issue to obtain a few cents to blow in. Advertisers, where you find distributors, and you will find plenty of them in the I. A. of D., that are doing all they can towards honest work, stand by them. They need your recommendation, your patronage, and if they give them first-class service, do not be backward in letting them hear from you with words of praise, for it will only stimulate them to give you better service in the future. Since the praise of them to your brother advertisers, that they may take up the cry and send it along the line, and you will always find plenty of honest men in the distributing business at all times. They have been able to succeed in the business through honest efforts and

**J. EDW. STROYER,**  
Licensed Distributor,  
287 E. Main St., Room 5,  
Member I. A. of D. Rochester, N. Y.

plenty of patronage given to them to make it pay.

If any one needs encouragement and success, it is a distributor. Think of the many weary steps he is forced to take, especially on a hot day, climbing flights of stairs, wandering through dark and filthy smelling halls, meeting all classes of humanity, receiving all kinds of receptions, ejected from building only to wander around to another entrance.

Poor work being done in Milwaukee, I would not report it, but upon second thought I saw it plainly my duty, and if I never succeed in obtaining one red cent of work from that advertiser in the future, some other reliable distributor will get the work, and good had been accomplished, the advertiser gets better service, and the distributing service in this city are advanced. Brothers, do not be afraid to report when you have good foundation to report on.

Two years ago I knew a travelling distributor of a large firm to throw up his job. Why, he had been doing work all over the country, and the stirring up he got continually from his house made him sick. He told me he would never travel for another firm unless they would never pay any attention to those distributors throughout the country that were so fresh as to report everything. There is always some fire where it smokes. I would like to see a distributor established in every town and city in our land, and then have all unite together in the great I. A. of D., banded together with that one grand purpose of advancing and promoting house to house work. True, we have now over three hundred members, but we want more. My brother distributors outside of the fold, come with us; you can not set the world on fire alone at this business, put your money and brain with us, and united we shall stand, but divided we shall fall. Yours in the cause of promoting and advancing house to house advertising on thorough and energetic up-to-date principles.

WALTER D. HIXON,  
Milwaukee, Wis.

## Cincinnati Wins.

As foreshadowed in our January issue, Cincinnati gets the next meeting of the International Association of Distributors. The following is the list of votes as cast by our Executive Committee:

Joe. Reid, Cincinnati, O.  
J. H. Hansry, Cincinnati, O.  
R. S. Douglas, Cincinnati, O.  
W. C. Tirrell, Cincinnati, O.  
Thos. Kain, Cincinnati, O.  
O. P. Fairchild, Cincinnati, O.  
W. H. Steinbrenner, Cincinnati, O.  
W. H. Case, Detroit, Mich.  
James A. Curran, Detroit, Mich.  
F. M. Groves, Detroit, Mich.

Total: Cincinnati 7, Detroit 3.  
The New Haven (Conn.) Bill Posting Co. has instituted a splendid distributing service, and the manager, Mr. C. O. Akerman, is earning the warm encomiums of advertisers. He has received a dozen strong testimonials as to the thoroughness and efficiency of his system since the beginning of the New Year.

## Distributors.

You can not build up a distributing business unless you are willing to work hard and long and try your best all the while. Henry B. Hyde, who is now President of the Equitable Life Assurance Co. and draws a salary of \$90,000 a year, (twice that of the President of the United States), was once a poor clerk. Says he: "But I think, however, that young men are learning more every year about what they have to do in order to succeed, and perhaps the happy day will come when all who aspire to fame and fortune will be willing to pay the price in hard, faithful, persevering work. It is only in novels that young men achieve fame and fortune in a day. In real life they must work long and hard to achieve success."

Oliver P. Fairchild, the efficient Secretary of the I. A. of D., has paid off all the indebtedness of the organization. The association does not owe a cent, and has a comfortable balance on hand.

We can not make the I. A. of D. list a success. Over fifty members refused to cooperate with us. We will run it as a distributors' directory, open to all, for the balance of the year. If the association thinks a list is desirable, it may provide for it at the annual convention next July.

Distributors should bear in mind that we get our tips from distributors. The moment you get a consignment from a new firm, take a minute and a postal card and write us about it. You will help some brother distributor to secure work from the same firm.

The Anita Cream Co., Phillips Hook, Los Angeles, Cal., has placed an order for 2,000 twenty-four sheet stands, and will deal direct with bill posters on the Pacific Coast and west of the Mississippi and south of the Missouri.

Adler, of the New York Legislature, is still advocating his fool bill, forbidding erection of bill boards over six feet high on any building in cities of the first or second class, under penalty of \$50, and \$10 for each day such sign is allowed to remain.

The Pancoast Co., 604 Hourse Building, Philadelphia, is reported to have made an appropriation for advertising a proprietary medicine.

The Nivola Manufacturing Co., 131 Broadway, New York, has resumed its advertising for the season.

E. M. Dexter, 1218 Spruce Street, Philadelphia, is an addition to the list of confectionery advertisers.

AGAIN!

The International Association of Distributors Makes Good Its Guarantee.

The International Association of Distributors gives advertisers who patronize its members a guarantee of good service that is absolutely good. If a member of the organization does not give an advertiser the service exactly as contracted for, the association reimburses the advertiser for any loss he may have sustained.

If he has paid the distributor for the bad service, the association refunds the money. Furthermore the association pays him a sum of money equivalent to the value of the books or samples that were wasted, and also upon demand the amount paid for freight or expressage on same.

The object is to obtain the implicit confidence of all firms that advertise by booklets and pamphlets. Its guarantee is an insurance policy issued without cost to all advertisers who patronize its members.

The latest firm to enjoy the benefit of the guarantee is the Mr. Kilmer Co., of Binghamton, N. Y., who ran up against bad service at Muncie, Ind. The moment their claim was proved, it was paid, and the offending member expelled. Mr. Kilmer's acknowledgments are as follows:

Binghamton, N. Y., Jan. 1, 1899.  
W. H. Steinbrenner, Secretary, International Association of Distributors, 519 Main st., Cincinnati, O.

Dear Sir:—We are in receipt of your check for \$28.49, amount of our claim against your association for loss sustained through your member at Muncie, Ind. Kindly accept our thanks for same.

We regret that this claim had to be made upon your association. We would much prefer to have had the matter put out and have received the benefit from the advertising than to receive the actual cost of the same. However, there is a degree of satisfaction in knowing that in dealing with your members we will not lose anything more than the possible loss of business by reason of the matter not being distributed.

We trust we will not be called upon again to make a similar claim; certainly, your guarantee to the advertiser must give him implicit confidence in your methods of making distributions, and the time is not far distant when your association will have reached sufficient territory to enable the advertiser to avail himself of its services almost wholly.

Thanking you for past favors, and trusting that we will be able to give your members a large amount of business in future, we remain, very truly yours,

DR. KILMER & CO.

(Dictated by W. D. Redington, Mgr. Distribution Department.)

The guarantee feature of the I. A. of D. is indeed a most excellent idea. It has contributed largely to the great success of the organization. It is destined to accomplish more and more good as the years go by, for now that the association, under the excellent policy of Mr. O. P. Fairchild, has been placed upon a sound financial footing, and its working perfected by Messrs. Steinbrenner, Case and Reid, it will soon practically control the business.

It occurs to one quite naturally that certain restrictions will have to be placed upon the present policy in the near future. It will not always be feasible or even just to allow all advertisers indiscriminately to enjoy the advantages they do at present.

The guarantee of the association is, as we have observed before, an insurance policy. It is worth money to every advertiser. Of course the association does not wish to embark in the insurance business, but it is entitled to some consideration of value at the hands of advertisers in exchange for the insurance it gives them.

It strikes us that all advertisers who wish to enjoy the protection of the guarantee should be ready and willing to give something in return—not a cash consideration—but moral support.

They ought to sign a contract with the association, agreeing to give their work to a member of the association in every town where the association has a member, instead of following the haphazard plan which many do at present. If they patronize an opposition distributor in any town, then they are working against the association, and it should not insure them. This is only just and reasonable.

Another thing. Every member of the I. A. of D. has to perform careful, painstaking, thorough service. His work must be of the very highest efficiency. He is entitled to a fair price for his service. No advertiser who beats him down to the figure asked by an unattached distributor for unguaranteed service, should be reimbursed for any loss he may sustain. If he is unwilling to pay a fair and a just price for his work he should not kick if he only gets the kind of service he pays for.

In all cases, too, claims should always be closely investigated. All charges must be carefully sifted and completely proved. There should be no haste and no jumping at conclusions. The officers must needs adhere closely to the advice of Davy Crockett: "Be sure you're right; then go ahead."

The suggestions here offered are all points which will come up at the convention in Cincinnati next July, and in the meantime are worthy of the consideration of all members.

Geo. E. Fiedergave, of Johnstown, Pa., writes: "Business has been exceedingly bright the past six weeks. Put out for Kordon Manufacturing Co., of Minneapolis, Minn., 8,000 samples, Dr. Shoop, 5,000 books; 6,000 almanacs for W. H. Comstock Co., of Morristown, N. Y.; 1,500 books for Dr. Kilmer & Co., Binghamton, N. Y.; 8,000 books for Victor Remedy Co., of Frederick, Md.; 8,000 books for Celestial Oil Co., Baltimore, Md.; 8,000 books for J. W. Brant Co., Albion, Mich.; 300 sheets for George Storm & Co., New York, N. Y.; 310 sheets for Sterling Remedy Co., Attica, Ind."

The Distributor And The National Advertiser.

The foundation for a successful distributing business is the National advertiser. This is the one which the distributor should seek to secure. How to get him on his list of patrons is the question. Some think one method superior to others. I believe the proper way is to advertise in your trade journals, and to solicit his patronage through correspondence. In this respect, I wish to say that it is absolutely necessary to use a business letter-head and a business card. A great many distributors become discouraged after having written a few soliciting letters and received no replies. If I had become discouraged so easily, I would have gone out of the business long ago. I believe it takes more time and energy to build up a good trade in the distributing business than in almost any other line, and if you see a distributor's name in the advertising columns of the trade journal for four or five years, you can make up your mind that he is a survivor of one of the fittest. A great number of distributors start into business expecting the advertiser to jump at the opportunity to employ them, and finding that this is not the case, they become disheartened and quit. Such a class is a detriment to the business, for it makes the advertiser lose confidence in local distributors. The distributor is practically the medium between the advertiser and the public. It is through him that the manufacturer of proprietary articles and other goods advertised reaches his possible patrons. In fact, the advertiser needs the distributor.

A great many advertisers are very careless in paying their bills, and often are unwilling to pay a fair price for the services they require which is only a temptation to the distributor to do dishonest work. I would say to my fellow-craftsmen: Do not accept a proposition from any one unless you are sure there is a fair profit for your labor in it. If the advertiser would consider that there are a great many days that the distributor can not work on account of rainy weather, bad walking, etc., and would also remember that there are quite a number of days lost through not having anything to do, he would probably be more willing to pay a better price. It is a well-known fact that a man can not attend to distributing and work at something else at the same time. He must devote his entire time and attention to the work, especially in the large cities. I have received a great many letters from parties, saying that they were in ill health and unable to do hard work; consequently, they were desirous of going into the distributing business. To such parties I would like to state that distributing is the hardest kind of work, and that it requires a good, healthy man.

Some advertisers seem very careless as to the manner in which their distributing is done. They seem to think all that is necessary is to have their matter distributed. If some competitor writes them, reporting bad work on their matter, they imagine he is a "snorter." Yet, if you do not report bad work in soliciting, they write and say that they see no reasons for making a change. My reply to such people usually is: If you would send an inspector and have your work thoroughly inspected, you might probably find good reason for trying some one else. All distributors who are doing good, honest work welcome the inspector, and I think when he finds the work well done, he should so report it to his house.

Some firms require a voucher signed by five or six dealers before they will pay the bill. I think this is a rank piece of foolishness. It only puts us to some extra trouble, and does not make the work a particle better. In ninety-nine cases out of a hundred the parties who sign the voucher know nothing whatever about how the work was done, and merely sign their names as a special favor.

There is another class of advertisers whom I want to mention in this article—the "dead beats." There are more dishonest advertisers than dishonest distributors, and the sooner we get them out of business, the better it will be for the honest advertiser and distributor. Every distributor should consider it his duty to expose these "beats," and by so doing, he will save others from being cheated out of their hard-earned money. While our association guarantees the advertiser a thorough, honest distribution and makes good all losses sustained, we have no such guarantee to secure us.

In conclusion, I would say to the distributor: Do good, honest work at all times. Use all honorable means to push the goods you are advertising. Use all honorable means possible to get more business. It will only be a matter of time, if you pursue this course, until you will practically control the business in your city. While some of the advertisers may be slow to recognize you, they are bound to do so in the end. Yours very truly,  
W. H. STEINBRENNER, Mgr. Steinbrenner's Distributing Service.

Chas. Taylor, of Cumberland, Md., writes: "I received another shipment from Dr. Burkhardt to-day. He wrote me in a previous letter that he had 1,000,000 samples destroyed by dishonest distributors last year, costing him \$9 per loss. I think that is outrageous. He employed 1,500 distributors last season, 500 of them were dishonest and worthless. No wonder advertisers are careful." If the doctor really wrote that, we would believe it without question, even though there is no law which compels us to. We strongly suspect, though, that his advertising manager has been writing letters and sending them out over the doctor's name. Advertising managers are proverbially careless about figures, and the bigger the figures the more careless they get. It is well to take their assertions like you do a newspaper circulation claim—with a little salt.

New Members

Of the International Association of Distributors.

Prominent among the recent additions to the I. A. of D. membership are the following, viz:

- California—San Francisco, Owens & Varney, Market and Tenth Streets.
- Kansas—Leavenworth, T. H. Hathaway, 1012 Osage Street.
- Louisiana—Shreveport, Ed. H. Seaman.
- Maine—Bath, Edwin L. Emmons, 33 Lincoln Street.
- Missouri—De Soto, John Lansley Downer.
- Indiana—Crawfordsville, H. M. McIntyre, 704 Fremont Street; Frankfort, Chas. Goodpastor.
- Ohio—Middletown, Buckles & Barnett.
- Rhode Island—Providence, New England Bulletin Sign Co., 909 Banigan Bldg.
- Iowa—Council Bluffs, C. W. Nichols, 3501 Avenue A.
- Tennessee—Union City, Oscar R. Crowe.
- Indiana—Muncie, Geo. W. Vansyckle, Room 3, P. O. Bldg.

Two Instead of One.

An enthusiastic distributor, who, by the way, does not live a thousand miles from Cincinnati, while out inspecting the work of his own men, ran across another lot of matter being put out. It was placed much better than the average, but in following it up he invariably found that two folders were left instead of one. There were never more, never less; always just two, and so he reported to the firm that the folders advertised. We submit their reply:

Dear Sir—Your esteemed favor of the 17th received. We are very glad that you take interest enough in us to inform us regarding the delivery of our folders. We wish to say that the young man has been following directions in delivering two circulars at each door. Our business has been a little dull, and we simply took one of our office help to distribute these folders, and from what we have seen of him we think he is all right.

If, in the future, we have any circulars which we wish to be distributed, and can favor you, will be only too glad to do so.

Our informant naively observes: "I suppose they thought if one folder was a good thing, two would be better."

The circumstance is interesting inasmuch as it is the first instance that has ever been brought to our notice of a firm instructing a distributor to leave two books instead of the customary one, and one only.

DROPPED.

The names of the following distributors have been dropped from the roll of membership in the International Association of Distributors, viz:

- Colorado—Victor, Cripple Creek Dist., Jos. A. Quinn.
- Illinois—Peoria, Monk Introduction Co.
- Indiana—Richmond, Dobbins Bros.

Distributors ought to advertise more than they do. They ought to testify to the faith that is in them. They ought to keep their name before the general advertisers of the country all the time.

Nine-tenths of all distributors lose hundreds of dollars worth of business yearly, simply because they fail to properly advertise their business. Distributors constantly complain of distributing falling into poor hands, when it should rightfully belong to them. If such is the case, then it is simply because you have failed to make it known that you are in the business, and render the proper service. Your business can be built up to satisfactory proportions by constantly advertising yourself, and rendering an honest service. Your advertising gets you new patrons, your honest service holds them.

"The Billboard" reaches all the prominent advertisers in the country every month. You can have your name in our Distributors' Directory for one dollar per year. Now, honestly, can you afford to have your name and address left out?

Whenever a new concern sends you work it will be well to write us and find out whether they are responsible or not before you start on the work. We will save you from many a dead-beat if you are a subscriber of ours and will write us.

If you are a regular subscriber to "The Billboard," and have any accounts that you can not collect, send them to us and we will get your money for you. Our services are free to subscribers.

The Kohler Mfg. Co., Baltimore, Md., which has advertised proprietary remedies in previous years, is said to have made a moderate appropriation for this season.

Various dealers in seeds are preparing for their advertising for 1899. The T. J. King Co., Richmond, Va., is one of the first in the field.

Clark & Zuggala, 43 Gold street, New York, have started out a moderate amount of advertising of a pocket heater.

If you are in arrears for your subscription you had better pay up or you are liable to be dropped.

The T. S. Hocknoll Advertising Co., Detroit, Mich., who have been using the I. A. of D. cut, have promised to desist using same.

The Standard Chemical Works, 351 Herkimer street, Buffalo, N. Y., is said to contemplate some advertising.

The P. L. Abbey Co., Kalamazoo, Mich., will resume some of its advertising shortly.

Who 'Tis Items.

A report reaches me that one of Hood's distributors, in a well-known Illinois town, puts his bills over the fence by letting them slide down his case. This is a novel scheme and a new one on me. I wonder how C. I. Hood & Co. would like to contract for this class of service all over the United States? Hood certainly gets the worst of it in a great many cases. Well, Hood's is the best.

I recently received a letter and solleting circular from a distributor in the East. He complained in his letter of not being able to do any business, saying that advertisers did not even ask him to quote prices. The first part of his circular was well written, but the last clause ruined the whole thing, reading as follows:

"Matter to be put out must be sent prepaid, by freight or express; one-half the pay for my work to accompany the order, the balance when work is done."

I am surprised to know that any distributor would care in what way he received the matter, just so it arrived all right. Distributors, as a rule, are well satisfied to receive their money within ten days after bill has been rendered. If there are any more distributors demanding one-half pay in advance I would advise them to either drop it or get out of the business.

One of the large advertisers stated to me the other day that it cost \$250,000 to make one distribution, covering all the towns of the United States, consisting of from 5,000 population and upward. He also estimated that it would require 10,000,000 pieces.

The above figures include printing, samples and everything pertaining to the distribution.

Drs. Kennedy & Kergan, 148 Shelby street, Detroit, Mich., are anxious to hear from all the members of the I. A. D. They are preparing to contract for the distribution of their advertising matter. I. A. D. members please take notice.

A Galesburg, Ill., correspondent writes as follows: "See Monk about it today. I saw him for \$5." Moral: Do not monkey with Monk any more.

Mr. Peter P. Steketee, Muskegon, Mich., writes as follows: "I am distributing the W. H. Comstock almanacs. This makes the seventeenth distribution in as many years." When a man has done work for seventeen consecutive years for one firm, he certainly must be giving good service. Can any one beat the record?

Mr. H. T. Hayes, Advertising Manager of the Dr. Chase Co., of Philadelphia, is recovering from a severe illness, and will be ready for the road in a short time. As Mr. Hayes places lots of advertising matter with the distributors, and is a jolly, good fellow, it will please "the boys" to know that he will be with them again in the near future.

Dr. Burkhardt states that he has distributed during the year 1898, 13,500,000 pieces, besides the 3,500,000 placed for him by W. H. Steinbrenner. He has already contracted for paper and envelopes for 35,000,000 to be distributed during 1899. The Doctor, on his recent trip East, established an agency in London, Eng., and will immediately commence advertising in that country. He also states that he did a very good business in New York City, Philadelphia, and all the large cities in the East. He calls Chicago, Philadelphia and New York City his "banner towns."

All distributors should get in line with the Doctor for his next season's work.

Mr. P. J. Smith, bill poster and distributor of Loraine, O., has one of the most beautiful letter heads of any in the craft. It certainly shows Mr. Smith to be possessed of excellent taste.

Ramsay & Co.'s bill posting office at Lexington, Ky., was entirely destroyed by fire on December 31st. Loss \$1,500, with an insurance of \$500. Mr. Ramsay states that they are not handicapped in any way, but are ready for business as usual.

Mrs. E. E. Welch, of San Jose, Cal., recently joined the I. A. D. This lady personally carries the distributor's bag, and does all of the work herself. She has a reputation for being a very careful and conscientious distributor.

The New England Bulletin Sign Co., of Providence, R. I., have recently joined the I. A. D. Mr. Steinbrenner informs me that the firm is very highly recommended. The manager, Mr. M. J. Gallagher, is spoken of by the parties whom he gives as reference as being "not only a shrewd man of business, but a gentleman of integrity, praiseworthy in every respect, a thorough gentleman and a scholar." Any business entrusted to this firm's care will certainly receive prompt and careful attention.

The Evansville District Telegraph Co., Evansville, Ind., use a very poor imitation of the I. A. D. cut on their stationery. It placed by the side of the I. A. D. cut, it would make a good illustration of "before and after joining the I. A. D." The I. A. D. cut is the perfect picture of health and prosperity, while the District Telegraph Co.'s looks like a man in the last stages of consumption, or a fellow slowly dying of starvation. It could be used with better success by a dime museum as a poster of a living skeleton.

I do not understand why all of the members of the I. A. D. do not use the association cuts. They certainly are a good trade mark. If they were not, outside parties would not copy and try to steal them. There are now at least a dozen imitators. The Secretary "goes after" these imposters as soon as he finds them out.

W. ACHES.

# THE BILLBOARD.

PUBLISHED MONTHLY AT  
127 East Eighth Street, Cincinnati, O., U. S. A.  
Address all communications  
For the editorial or business departments to  
**THE BILLBOARD PUBLISHING CO.**

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

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

*Billboard Advertising is sold in London at Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.*

*The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to refer 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.*

FEBRUARY, 1899.

It should be observed that we do not claim that Advertis is as yet anything more than nascent. We have been assailed from all sides of late for an outline of the course we propose to pursue in the construction of the science. One person wants us to frame a skeleton on which to build it; another desires us to lay down a rigid plan to be followed, and still others, bent upon haste, merely desire an intimation of the general direction that our inquiries and speculations will take. At this stage of our investigations we can not formulate a satisfactory theoretical structure.

We can only say that Advertis, like Anthropology, puts under contribution all sciences that have man for their object. We shall pursue empirical methods—that is, we shall proceed inductively from the consideration of phenomena as facts capable of being compared, classified and brought under certain uniformities.

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At the same time, we shall employ the metaphysical method—that is, we shall reason deductively from so-called ultra-scientific grounds, but in reality keeping strictly within the domain of pure science. There is much prejudicial Metaphysics; in fact, in the popular estimation it is the most confused and confusing of all the sciences. This is due to the fact that the term has been made to cover all sorts of speculation, attainable and unattainable, possible and impossible. When Metaphysics is carefully defined, however, a proper province allotted to it, and it is kept entirely within that province, we claim that it is one of the most certain of all departments of knowledge; it is so in its principles which are fundamental.

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There will undoubtedly be many anonymous readers who will hold that no speculative research is necessary for the discovery of the laws of Advertis. To all such we will state that

the chief matters with which the new science is engaged is "making known," disseminating certain intelligence. It is certainly of the very greatest importance, then, that we know how we know. Knowledge comes to us in various phases. That which we acquire first is intuitive, or instinctive, if you choose. It is inherent knowledge—primitive truth. Metaphysics is the science of primitive truth or the intuitions of the mind. It must be patent to any one open to conviction that Advertis will be furthered and materially aided by Metaphysics.

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The second kind of knowledge that we acquire is obtained by observation—sense perception—a fact established by observations of self-consciousness. Psychology is the science which inquires into the operations of the conscious self, and therefore it must also pay tribute to Advertis. Finally, there is a third source of knowledge—reflection. We obtain the knowledge by thinking it out (loosely) for ourselves. We perceive the truth by a process of reasoning called discursive thought. Logic is the science of the laws of discursive thought, and hence, Logic also will be pressed into the service of Advertis (as will also later on the remaining two of the five mental sciences, namely, Ethics and Esthetics).

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Chief among the other sciences upon which Advertis relies, may be mentioned Anthropology, and especially its principal subdivisions, Anthropometry, Ethology, Ethnology, Linguistics and Glossology. The principal subdivisions of the last named, viz.: science of language, comparative philology, universal grammar and glossonomy, will also be drawn upon; as will also of course rhetoric, grammar and syntax.

It must be understood that we have not attempted herein to build a frame upon which to hang the science. It is simply a list of supplementary sciences, which it will be well for readers who are following this course to take up. Although we will use both the inductive and deductive methods in Advertis, it must not be supposed that either method is to be pursued in complete independence of the other.

The money supply of the United States, in circulation, increased in the year 1898 \$175,200,000, 5120,200,000 of which increase was in gold coin. The total in circulation, Jan. 1, 1899, was \$1,897,301,412, giving a per capita stock of \$25.19. The increase per capita during the year was \$1.87. The most important fact here shown is that even so clumsy and rigid and unscientific a currency system as ours is, responds measurably to the demands of trade. The year 1898 was a phenomenal one in commerce and industry, in all respects, and the currency was found to do the business with. The country now has, in actual use, fully four times as much money per capita, as Mexico, because we are doing fully four times as much trade, man for man, as is doing in our sister republic. The most gratifying feature of the increase of money in use is the great addition of gold coin. We now have probably the largest stock of gold money held by any single power, and the money in circulation is larger than the stock of France by a considerable amount.

## Nearly a Million a Year.

### All Due to Billposting.

By SAM W. HOKK.

Printer's Ink is a weekly paper devoted to newspaper advertising, and its readers have, from time to time during the past few years, been reminded of the wonderfully good newspaper advertising being done for Ripans Tablets. In fact, the publication has, in numerous instances, been known to claim that Ripans advertising was among the best and most productive advertising now being indulged in by any national advertiser in any line of business.

Ripans began business in '91 or '92, and Printer's Ink for January 18, 1899, publishes a table showing the progressive sales of Ripans, month by month, from January, 1892, to December, 1898, inclusive. The table illustrates the cumulative effects of advertising, showing that while sales started at \$11 in January, 1892, they ran beyond \$35,000 in June, 1898. It shows that the seven year's sales were respectively as follows: \$976, \$2,124, \$6,532, \$12,937, \$18,241, \$59,108, \$237,883.

Truly, a remarkable showing. But—there are others.

I have no information at hand showing the sales for seven years of articles advertised on the bill boards; but I know of some wonderful achievements that have been brought about in from two to three months in one instance, to three years in another. And the results are such as to make the Ripans record look real slim. Some time ago I spoke at length in "The Billboard" of the wonderful success of the George W. Childs 5c cigar, that has advertised on the bill boards almost exclusively since it was first made in 1895. Some of "The Billboard's" old readers may remember my article showing the remarkable growth of its manufacturers from a 10m rating of \$10,000 to a rating of a quarter of a million in three years. I will only add that the sales of the George W. Childs cigar for 1898 exceeded 32,000,000, amounting in money to nearly a million dollars at wholesale prices. Here is nearly three times the money in one year from bill board advertising that Ripans shows in seven years of the most persistent newspaper advertising of the kind that good judges have pronounced to be the best of newspaper advertising.

Now for two short-time records of the bill boards:

Early Bird plug tobacco is made at Winston, N. C. In the year 1897 the wholesale grocery house of M. Perst's Sons & Co., of Savannah, Ga., paid its manufacturers \$162,000. In September, 1898, Early Bird tobacco was placed on the bill boards in Savannah, and has been there ever since, with the result that the sales have doubled and tripled in the short four months the paper has been on the bill boards. Results in Chattanooga are about the same; in Macon nearly as good; and although less than 50,000 sheets of paper have been used up to this date, the increased sales are so marked as to be more than satisfactory to the makers.

Four years ago Hawes \$3 Hats began using the bill boards, at first with one-sheet, but later with eight-sheets.

Though the Hawes posts only twice a year, in the spring and fall, its makers now have three of the finest stores in New York City, and the hat is known and sold by leading dealers from ocean to ocean. Hawes Hats have had a little magazine advertising during the past year, but had become one of the successes of the century before trying that method.

I am not one of the kind that declares bill posting to be the one and only method of advertising, as is done so much by others in talking of other methods. But I claim that one thousand dollars in bill posting will do more service than four thousand in any other method.

## H. L. Kramer.

### Treasurer and General Manager of The Sterling Remedy Company.

Though a comparatively young man H. L. Kramer has made a high place for himself in a field wherein eminence never by any chance falls to men of ordinary application or ability.

He is a success. In the vernacular he has won out. It has been the fashion for several years to speak of Kramer as a plunger. Many persons who know the man only by reputation and judged him merely by what they saw of his work, have been given to shrugging their shoulders when the outcome of his endeavors has been under discussion.

Had these good people known him personally, realized his sound sense and far-seeing judgment, and seen his immense capacity for work, there would have been no surprise over the great success he has achieved.

A man who establishes one proprietary remedy in these days is supposed to have accomplished a great deal. Mr. Kramer has created a market for two, and also made his Magna Mnd Cure famous all over the world.

There is a lesson in his business career that the young men of the day can study with profit. Too many of them think that work begins at the last stroke of seven and ends at the first stroke of six in the evening. Those that continue to think so never amount to much, and quite generally go through life without ever rising above weekly wages.

The man who achieves success is the one who has early learned the science of his calling, mastered its difficulties, and then devotes all of his energies to it. Such a man is H. L. Kramer. He knows no "business hours." His business is an integral part of himself. When he is not actually at work at it he is thinking about it, planning, scheming, devising new methods, and improving his system.

He possesses great executive ability, and that personal charm of manner and winning way that always grace a good fellow—attributes which have stood him in good stead. He was also happy in selecting a business for which he was peculiarly fitted and adapted, but the two things that have really made him a great success were his fixed, unchanging and determined purpose, and his capacity for work, tireless work, unflinching work, zealous work.

His methods in advertising are peculiarly his own. He is positively spectacular; in fact, no one since the days of Banner has succeeded in creating the impression of lavish expenditure to the extent that Kramer has. Apparently he never stops to count the cost, and a great many people actually think this is the case. In reality, though, the cost is counted most carefully. It is planned and pared and studiously redmeed to the very minimum. No one buys advertising at a lower rate than Kramer, and it is safe to say that no one has better advertising than he.



Astoria, Ore., Dec. 26, 1898. Editor of "The Billboard"

Dear Sir—Being a very bashful and backward sort of a chap and not given to writing very much, or knowing much to write about, I thought I would try at least, and say a few words in the good cause of bill posting; and also tell how a man will sometimes be drawn into something that is the farthest from his thoughts. In the first place, my oldest son, Charlie, got to posting for the shows that came along, and there were only four small stands in town at the time I bought out the place; for him, I paid no attention to the business, being busy with painting and paper hanging. But the boy came to me and asked me to get him a bill poster's brush and a rig and at the same time had the gall to want me to put up more boards, as he was getting more commercial work than he could put up. But I made a big kick, thinking that he wanted the earth, but at the same time I thought I would humor the kid, so I got lumber and built two more 4x8 stands. But they were soon filled, and still not room to post the paper that came. So then the agents began to kick because the paper which they sent was not put out. So, at that, in order to help the boy out I put up two more stands. About that time, which was about three years ago, the boy got interested in music, and all the talking I could do would not persuade him to give it up, so he began to neglect his work; and I finally took the plant off his hands, and in two years time have built up the business, and at present have a plant of 300 linear feet, besides 200 one and three-sheet stands. And as soon as the weather permits I am going to put up more boards. My youngest son and myself now attend to the business. I get work from Sam Hoke and O. J. Tude, and some from Chicago firms. We also do distributing for several Eastern firms. Next spring I am going to double the size of my plant. Hoping I have not tired you with this lengthy and dry letter, I wish "The Billboard" a happy Christmas and a prosperous New Year. I remain, yours respectfully, T. S. SIMPSON.

Zanesville, O., Jan. 21, 1899. Editor of "The Billboard"

Dear Sir—We enclose letter from Jas. McGlashan, traveling salesman for Liggett & Myers Tobacco Co., which we would like very much to have you publish in your next number, if possible.

Please return letter to us. Yours very truly, ENGLAND BROS.

Editor's Note: It will always afford us pleasure to publish letters of commendation. The one sent us by Messrs. England Bros. is as follows:

England Bros., Bill Posters, Zanesville, O.: Gentlemen—After inspecting the posting done by you for Liggett & Myers Tobacco Co., I desire to state that I have never inspected any work of ours that was put up in as satisfactory a manner as that which you have done.

The workmanship was artistic, the positions were prominent, and your method of keeping the work in first-class condition during the thirty days' display is superior to anything I have ever seen.

Such work as done by you brings bill posting up to the very highest standard of excellence and convinces all advertisers of the superior advantages of this manner of placing their goods before the public.

Assuring you of all our business in the future, and wishing you the same success with other advertisers, I am, yours very truly, JAS. MCGLASHAN.

Representing Liggett & Myers.

Waukegan, Ill., Jan. 14, 1899. Editor of "The Billboard"

We also have some news for you. We have consolidated our interests with that of the American Advertising & Bill Posting Co., and the new concern is known as the "North Shore Suburban Service," and will have over one million dollars to back it up.

Our price will be 12 cents per sheet, and the service will be guaranteed. We have 100 new boards in 10x10 sections all ready to put up, and by the time you go to press you can see the finest railroad showing on the face of the globe, as we have all railroad showings, and the only line running in the city of Chicago from the north side. Respectfully, G. RONEY & SON.

Muncie, Ind., Jan. 15, 1899. Editor of "The Billboard"

While business has been very good with us, ever since establishing this office, we were put to quite a little expense in starting up, and no doubt it will take some little time to catch up.

We have, during the past few weeks, distributed 4,500 circulars for the Dr. Chase Co., Philadelphia, Pa.; 6,000 booklets for the Lyba E. Plunkham Medicine Co.; 5,000 pamphlets for the Dr. Miles Medical Co.; 6,000 magazines for Dr. Greene's Nervura; 2,000 for Kilmer & Co. books; 1,000 lithographer folders for Indianapolis Brewing Co.; and 13,000 pieces of matter for local firms, tucked 2,500 card signs advertising Mall Pouch Tobacco, and 200 large signs for Crescent Mixture Tobacco, posted 200 sheets lithos for Indianapolis Brewing Co. and delivered 15 packages of advertising matter to our druggists. None-Such Mince Meat was given a very poor distribution here. While the work was not bad, Grain-D and Hood's Calendars were not given the good service they should have had. Grain-D was intended for us, but agent of same learned of it too late. Thanking you for the interest taken in us, we remain, most truly yours, VANSYKLE ADVERTISING CO., E. B. FICKES, Resident Mgr.

Mansfield, O., Jan. 11, 1899. Editor of "The Billboard"

Dear Sir—Work during the past month has been the lightest of the whole year. Since writing you, have posted, aside from our theatrical work, 150 sheets Beeman Chewing Gum paper, 100 three-sheets for a local merchant and 50 one-sheets for the Poultry Show, but the past year has been a good one, and hope this year may be as good, if not better. Respectfully yours, E. R. ENDLY.

Minneapolis, Wis., Jan. 16, 1899. "The Billboard" Publishing Co.:

Dear Sirs—Enclosed please find one dollar (\$1) to pay my last year's subscription. Your paper has been very useful to me, and you will please continue to send it.

I want to speak of a little surprise I had when I was away last summer. I enlisted in our company here—Co. H, 3d Wisconsin—and was transferred into the hospital corps and sent to Porto Rico. Just after the armistice had been declared, I went to Ponce (the largest city in Porto Rico), and to my surprise, as well as delight, I saw a lot of horseshoe posters pasted on the walls of different buildings. It seemed to me that I had struck civilization again. There were also some twenty-sheet posters in some of the most prominent parts of the city. I suppose if one were to go there now he would find a great many different firms advertising their goods.

Hoping I have not taken up very much of your space, I remain, yours sincerely, W. S. SCHMIDT.

Stockton, Cal., Jan. 2, 1899. Editor of "The Billboard"

First of all, allow me to congratulate you upon the magnificent issue of the Christmas number—it is an honor to the publisher and a credit to the craft. I trust that all will appreciate the efforts being made to furnish us with a creditable and influential journal.

Business in my section has been good, but the fact that this valley and almost the entire State suffered a drouth the past season furnishes a reason why much advertising that was planned during the early months of the year was not carried out. Had the Spring rains been as plentiful as in previous years, business would have been much better. The coming season, however, promises well—a large acreage has been sown, sufficient rains have fallen to give encouragement, and every one feels confident that we will have enough moisture to make good crops in 1899.

In a recent issue of "The Billboard," I noticed a statement to the effect that several of the larger Eastern advertisers had joined issues, and that their representatives would inspect for each other. Such a movement is a good one, and can not help but receive the approval of every honest distributor. In the past, a faithful, honest distributor has given us a cheap title in but one house—and all are aware of the difficulty in securing new customers among the Eastern advertisers; but under the new regime an inspection for one constitutes an inspection for all, and we have at once a record with each. The honest distributor will welcome such a union; for him it means more work, and a better appreciation of that work.

It is my opinion that in some cases the advertisers themselves are responsible for the poor quality of work they get. Many of them are not willing to pay the price for an honest service. What do you think of a firm offering \$1.25 per thousand for placing circulars behind screen doors? I can not do such work for that price, and whenever anyone thinks he or she can, they have my consent to go ahead. It is absolute foolhardiness to attempt to do business without calculating upon a profit; and unless there is a profit to be had, I do not care for the business. Among my customers I can mention such houses as C. I. Hood & Co., Miles Medical Co., Dr. C. I. Shoop, Peruna Drug Co., Lydia Pinkham Co. and others, besides every local house of any prominence—all of whom are willing to pay good prices for good work, no price at all for poor work.

I am also pleased to announce my connection with the I. A. of D. I intended to join the organization some months ago, and so informed the Secretary, but, being very busy, and much of my work during the campaign being on the country routes, I did not place my application until a few weeks ago, receiving my certificate of membership during the past week. I believe that a franchise in this association should be of some value, and by a united effort on the part of every member, the association can direct the greater part of the distributing that is done in the United States. A guaranteed distribution encourages the confidence of the advertiser.

Now, Mr. Editor, I feel that I have used enough of your valuable space, and will therefore draw this to a close. Possibly some time in the future I may have the pleasure of addressing you again. With my best wishes for the success of "The Billboard" and the I. A. of D., very truly yours, L. M. HARKNESS.

Cincinnati, O., Jan. 18, 1899. Editor of "The Billboard"

Dear Sir—If you will be kind enough to publish this article, I believe it will be of great benefit to the "craft."

I want to warn all distributors and bill posters not to do any business with the Marshall Remedy Company, Dr. Norton Remedy Company, or A. Nichols, Room 526, No. 145 Van Buren street, Chicago, Ill. The three named firms are one and the same. I did some work for them last September and they have failed to pay the bill. The work was done under the personal supervision of Mr. Nichols, and no fault or complaint whatever made regarding same. Three drafts have been turned down, two statements ignored, and Mr. Clough, our representative at Chicago, has been promised the money a number of times, but each time he called at their office they had a new excuse. Mr. Nichols even tried to bluff Mr. Clough into believing that he had sent me a check. I do not mind losing a bill if the firm is not able to pay it,

but when they simply refuse to do so because they do not want to, I believe it is time to warn other people. Enough said. Yours very truly,

W. H. STEINBRENNER, Manager, Steinbrenner's Distributing Service, Cincinnati, O.

Centralla, Ill., Jan. 18, 1899. Editor of "The Billboard"

Dear Sir—By inviting the opinion of bill-posters at large relative to prices now charged for posting, will say you have opened a discussion which will add one more good feature to the many which now constitute and characterize "The Billboard."

When we figure up how much paper we have posted and then look over our cash account our first impression is that we have done too much work for the money.

Before rendering a final decision, however, we should consider well, for there are two sides to all questions.

It is my opinion that advertisers as a rule will not stand any great advance in price; at least the proper time has not yet arrived to take any such step. New firms are falling into line in using billboards as advertising mediums, etc. I for one am willing to encourage them all I can and not raise the rate so to make it too expensive. Let us first improve the service, show the advertisers that ours is the best way of reaching the public and then, if necessary, we can advance our prices.

In many towns of 2,000 to 5,000 population (and some larger), bill posters use too many old fences, barns, etc., and have too few good boards and if any change is made in the Association rate there should be a "barn" rate and a "board" rate. You don't find barns in the center of the city, as a rule, at least not enough to depend almost exclusively on them. As stated by Mr. Hennessey, the Association rate is the minimum, and if you have very choice high-priced locations, most any agent will pay you a premium over your less fortunate competitor or brother poster in some other city where such is not the case—and you do not violate any Association laws.

The Association scale I think is very reasonable and a good thing, and I should regret exceedingly to see it abolished altogether. If you think this of any interest to the many readers of "The Billboard," I would like to see it in your next issue. With best wishes, I am, respectfully yours, JOSEPH E. HEFTER.

Portland, Ore., Jan. 16, 1899. Editor of "The Billboard"

We take pleasure in stating that the distributing department of the Northwest Bill Posting Co. has been thoroughly successful during the past year. We have distributed a large quantity of advertising matter for Eastern firms, as well as an extensive local business, giving thorough satisfaction to our patrons.

Mr. Todd, the manager of this department, has effectively demonstrated to the company his ability in this line. He believes in continual improvement, and is unremitting in his endeavors to perfect this service.

Bill posting has also been very good with us this last year, so much so, that we have had to put up a number of new boards, making a material addition to our plant, which has put us in condition to handle all work for the ensuing year.

Mr. John T. Williams, the genial secretary and manager, is, to use his own expression, the same "old boy" from the Ilay State, and rejoices in the fact of having succeeded in rooting out all of the dead wood from this company, and having the stock all in the hands of the practical workers.

At the company's annual election on Dec. 12, Mr. Geo. Houghton was elected President. Mr. Houghton is an affable gentleman, of sound ideas, a bill poster of large experience, possessing to a marked degree that valuable commodity, "common sense," and is in every respect a typical Yankee.

Mr. H. F. Todd was elected Vice President, and has sole charge of the distributing and sign-tacking departments.

Mr. John T. Williams was unanimously elected Secretary and Manager for the company, without abrogating his title, however, of "Prince of Trout Streams and Duke of Ilukedom."

Wishing your paper every success, we are, most courteously, NORTHWEST BILL POSTING CO.

Chicago, Jan. 23, 1899. Editor of "The Billboard"

Dear Sir—I believe my subscription to your most worthy and ever welcome publication expires with the January issue, so I enclose the necessary amount to insure it reaching me regularly during the coming year. I always find so much matter of general interest in "The Billboard" as well as much valuable information, as we are never too old to learn, you know. The science of outdoor advertising is becoming more perfect every year, particularly house to house distributing, and that the service is gradually growing better is demonstrated by the increase of business that is being handled by reliable distributors, owing to the diligence of the officers and members of that grand organization, The International Association of Distributors.

I have read with much interest the letter of Mr. Jos. A. Wallace in your January issue and heartily agree with him in his general views as to what constitutes good, honest service. Mr. Wallace certainly knows what he is talking about when he says a distributor should have more to recommend him than the indorsement of a local druggist, as the druggist has too much business of his own to look after to know much about how the men he vouches for do distributing work in the residence portion of the city, or town. Advertisers of experience know it is bad policy to send but a limited supply of matter to a druggist for use over his counter, and that applies to the smaller country towns where there is no local distributor and, I think,

applies only to towns that are too small to support a local distributor unless he has other employment that will admit of his doing distributing at odd times when he is not especially busy otherwise. I have seen so much advertising matter wasted by being sent to druggists to put out that I know it is an exceedingly bad plan. The druggist is not at fault, particularly where an advertiser sends the matter without solicitation or any promise to pay the dealer for having it distributed, agreeing to pay him a stipulated price per thousand for the work, is also a very unsatisfactory method, as the druggist has no time to look after the work personally, and would not if he had, so he gives it to his clerk or some boy who probably do not know the conditions of the contract calls for and they go out and get rid of the matter the easiest way possible and then the advertiser wonders why he don't get better returns, whereas if he had entrusted his work to a regular authorized distributor, who knows how the work ought to be done, and pays him a fair price for putting the matter out right, sends him matter that is attractive and, if the article being advertised has merit, he can reasonably look for good returns on the investment. I believe "Syrup of Figs," outside of the general satisfaction it gives to all who have used it, owes its popularity and present immense sale more to careful house to house distributing than any other one form of advertising we ever used, and I am a strong advocate of good, honest distributing work.

Not long since I contracted with a bill-poster in an Indiana town not far from Anderson, to post some stands, four sheets and one sheet, and put out 2,500 pieces of distributing matter to the families. On receipt of advice that the paper was on the boards and the distributing matter had been put out as per contract, I sent an inspector to check up the work. In a few days I received a report from the inspector that he had found all the paper in good shape and posted per contract (the one sheets having but fifteen days' life were all dead and there would have been no complaint if he had not found any of that size). But when he came to check up the distributing work he reported that it had been sadly neglected. On visiting twenty families on one street, he reported he was unable to find one that had received one of our folders, and he had samples of the folders to show them so there would be no mistake about what kind of advertising matter he had reference to. I immediately wrote the bill-poster stating we had received a very unfavorable report on the distributing work and asking him why he had not lived up to his agreement (as I had seen him personally and told him we did not want to send any of the work unless he would guarantee us just what the conditions of the contract called for. He said we could rest assured that every part of the work would bear the closest scrutiny and that we could safely depend on getting just what we contracted for. On his positive assurance of good service I enclosed contracts for both posting and distributing while in his city and had the matter all shipped just as soon as I got back to Chicago.) A day or two after I had written him about the bad report our inspector had sent in reference to the distributing work, I received a letter from him stating our inspector had misrepresented the situation and that the work was all done according to contract and he expected us to "live up to our agreement." I immediately wrote our inspector to go back to E. and try and find this bill-poster and take him to all the houses where he had found there had not been any of our matter left (he had been unable to find the first visit) and endeavor to show him that the work had not been done as per contract. Our inspector went back there, got hold of the bill-poster, but did the bill-poster go with him? Not much, he sent some other fellow and our inspector wrote me the man was satisfied the city had not been covered. This bill-poster finally wrote me that he would only ask us to pay him for the posting. So it goes, we will get rid of the most of the dishonest fellows in time, and the sooner the better for all good, honest bill-posters and distributors that deserve patronage. Very truly yours, D. R. TALBERT.

Newark, O., Jan. 20, 1899. Editor of "The Billboard"

Enclosed find your subscription blank, filled out for one year's subscription to "The Billboard." We have been getting it through the newsdealer, but were always compelled to wait a couple of weeks after its issue, before we could get it, and as it is such an important factor in our business, we can't afford to wait that long, although we have only been in the posting business since July, 1898; but we have met with success far above our expectations.

We have on our boards at present Anchor Tobacco, Quaker Oats, Scalping Knife, Star Tobacco, Della Rocca Cigars, and a large amount of local paper.

We also posted our country route last month, with almost 1,500 sheets of Anchor Tobacco for the P. J. Sorg Co.

Wishing "The Billboard" success, we are, very respectfully, RUSSELL & RUGG.

Seranton, Pa., Jan. 14, 1899. Editor of "The Billboard"

Replying to your request for an expression as to the prospects for business for the New Year, would say, if the country at large was to be governed by indications in this territory, we should certainly have the pleasure of congratulating all outdoor advertisers for their connection with this business.

With us, the prospects were never brighter. Our bill posting department is kept going full time, and in the distributing department we are using extra help.

Wishing all brother bill posters, distributors, and "The Billboard" especially, a prosperous and happy New Year, I am, respectfully, J. G. REESE.

Aliensville, Ky., Jan. 9, 1899.  
Editor of "The Billboard:"

Since we last wrote you, we have posted fifty sheets for Field & Hanson's Minstrels; small posters for Dr. M. K. Hawthorne Navajo Indian Medicine Co. Also have contracts to post for Reinach, Ullman & Co., Chicago, Ill., and Coca Cola Co., Atlanta, Ga. We expect to run a wagon in the country this spring, and do all kinds of distributing, bill posting, sign-tacking, etc.

Wishing "The Billboard" much success, we are, yours truly,  
W. B. CARVELL & CO.

Lincoln, Neb., Jan. 9, 1899.

Editor of "The Billboard," 127 East Eighth Street, Cincinnati, O.:

Dear Sir.—Thinking it might be of some benefit to the distributors in general who read "The Billboard," we will give a record of the distributing done by us in the last forty-five days.

We are pleased to see the editor's note in "The Billboard" of December on pages 17 and 18, wherein he requests us all to give the full name and address of all firms mentioned in their letters to "The Billboard." We have one unscrupulous fellow, boys, to work against. We have entered (and been in for some time) the field for honest work and square dealing, at living wages, and our work is telling. The Peruna Drug Co., of Columbus, O., has just finished the distribution of their booklets here. The matter was sent to the I. A. of D. member here, who hired some boys at very low wages to scatter the booklets, and the boys did it to perfection. To say that the work was poorly done would be putting it very mild. Hundreds of the books could have been picked up for two or three days after, on porches, in yards, sidewalks, streets, in the mud and snow. We wrote to the Peruna Drug Co., thinking they ought to know of such work. It is the honest distributor's business, we believe, to report all such work that comes to our notice. We can prove all that we have said by many honest citizens.

We agree with Frank V. Draper and Nelson Mattison, in regard to some of the I. A. of D. members. The I. A. of D. franchise here is held by a man who does not put out but a few jobs of distributing a year—and then it will bear inspection.

We work for almost all the large advertisers.

Our work has been, from locals here, 10,000 circulars for Fitzgerald Dry Goods Co.; 6,000 cards for Drs. Searles & Searles; 2,000 circulars for the School Board; 3,000 circulars for Cincinnati Shoe Store; 5,000 for Webster & Rogers' Shoe Store; 11,000 almanacs, Chattanooga Medicine Co., Chattanooga, Tenn.; 7,000 samples Condon's Catarrh Jelly, Minneapolis, Minn.; 11,000 circulars, Cudahy Packing Co., South Omaha, Neb.; 10,000 booklets for C. I. Hood & Co., Lowell, Mass.; 6,000 almanacs for Dr. D. Jaynes & Son, Philadelphia, Pa.; 7,000 almanacs for W. H. Comstock Co., Limited, Morristown, N. Y.; 10,000 circulars for the Dr. Miles Medicine Co., Elkhart, Ind. We also have contracts for the following: 10,000 samples from Dr. W. S. Burkhardt, 121 E. Seventh Street, Cincinnati, O.; 10,000 booklets from Kennedy & Kergan, 148 Shelby Street, Detroit, Mich.; 10,000 booklets for Dr. C. I. Shoop, M.D., Racine, Wis.; 11,000 booklets for Wells-Richardson Co., Burlington, Vt.; 8,000 booklets for W. T. Hanson Co. (Pink-Pills), Schenectady, N. Y.; 11,000 booklets for California Fig Syrup Co., 116 Randolph Street, Chicago, Ill.; and 11,000 booklets, Warner's Safe Cure, Rochester, N. Y.

The only complaint we have, is that we wish "The Billboard" would come twice a month, instead of once a month, even if the price were twice as much.

Wishing "The Billboard" all the success in the world, we are, yours truly,

A. PROCTOR & R. NYE.

Cleveland, O., Jan. 11, 1899.

Editor of "The Billboard:"

Your esteemed favor of the 5th at hand. Replying to your inquiry as to how business is opening up, and what I think of the prospects for the coming season, will say that, as far as I can see at the present time, the outlook is very bright for the coming season, and the prospects are that there will be many large advertisers who have never used the bill boards before, whose business will be quite a factor. January and February are the dulllest months of the year over our circuit, and my experience has been that it is the same all over the country.

With kindest regards, I remain, very truly yours,  
CHAS. H. BRYAN.

Boston, Mass., Jan. 14, 1899.

Editor of "The Billboard:"

In reply to your letter of Jan. 6, we beg to say that at present (the time of year between seasons) business is not as brisk as we might wish, but is as satisfactory as we can reasonably expect it to be.

By the inquiries and promises we have from advertisers, we are assured of good business in the spring. The outlook seems to us as very encouraging. Yours respectfully,  
JOHN DONNELLY & SONS.

New York, Jan. 7, 1899.

Editor of "The Billboard:"

Replying to your query of Jan. 5, we beg to state that the business outlook was never better than at present. Every indication points to a phenomenal business in the year of '99. Every mail brings letters from parties interested in publicity. Our facilities are strained to the utmost limit to care for the business on hand, and we feel that we are not alone in this pleasant predicament.

We were on the threshold of an immense business revival, just previous to our little artillery experience with Spain. The marksmanship of the American guns struck the bullseye of commercial prosperity plumb center. Very truly yours,  
THE O. J. GUDE CO.

New York, Jan. 9, 1899.

Editor of "The Billboard:"

In reply to your advice of the 5th inst., received to-day, we note your request to advise you how business is opening up, and what we think the prospects for the coming year will be. We would say that business with us in New York, Newark and Elizabeth, N. J., and New Haven, Conn., has opened up this year more satisfactorily than during the past five or six years, and every indication is that we will enjoy a very successful business year during 1899, which we sincerely trust will be realized.

With kind regards, and wishing you a happy and a prosperous New Year, we beg to remain, very truly yours,  
A. VAN BUREN & CO.

Connelisville, Pa., Jan. 20, 1899.

Editor of "The Billboard:"

I believe it is over a year since I sent you anything for publication. If you think this will be of any interest to your many readers, you know what to do with it; otherwise, consign it to the waste-basket.

Business has been very dull for the last eight months, although I have contracts with some of the largest advertisers in the country. They have given me very little to do since last May. Why is this? The only way I can account for it is, that the late war with Spain necessitated an internal revenue tax on all proprietary medicines. Advertisers naturally looked around for reinforcements, and, in my opinion, it unwisely fell upon advertising.

This opinion I back up by what druggists tell me, viz., when the advertising stops, the sale of the goods languishes. However, I think the advertisers have seen their mistakes, and are now sending out advertising matter more freely, as I can attest by the amount I am receiving for distribution.

I will mention a few instances. Last year, we had a distribution for C. I. Hood & Co. about every six weeks. We have had only one distribution from them since last May, (excepting 1,200 calendars on Jan. 1.) The same can be said of the W. T. Hanson Co., J. W. Brant Co., J. W. Hand Medicine Co., Foster-Milburn Co., and others.

We have lately put out 7,000 samples for the Kondon Mfg. Co.; just finished 4,000 for the Dr. Chase Co., and have just received 7,000 books from W. T. Hanson Co.

I predict a boom in house-to-house distributing next year all over the country, and if advertisers will adhere to the plan of employing members of the I. A. of D. they will have no occasion to regret it. Why should they, when the association stands at the back of every member, and makes good any delinquency on their part?

I sometimes wonder why advertisers send their matter to druggists to be distributed, for they almost invariably start out some small boys with a basket full of valuable printed matter to be thrown around promiscuously. Even the Dr. Miles Medical Co. has matter put out here by a man who looked like a tramp, handing a book to every passer-by on the street, and in one instance depositing seven books at the door of a boarding-house.

I have solicited their work in my territory repeatedly, but have never succeeded in getting any work from them, although they seem to favor members of the I. A. of D.

There has been a good deal of poorly-done distributing in this territory lately. In the last week I noticed a good deal of the Peruna Drug Co.'s paper lying around, and to-day I saw Dr. Morse's almanacs just after they had been distributed. I went over several squares, but failed to find one instance where one was put into a house. They were simply rolled and crumpled up and thrown into the yards, and on porches. This happened just as the schools were dismissed, too, and I thought, what a waste of valuable advertising matter! all because the distributing was not entrusted to a responsible party. Very truly yours,  
WILLIAM CLOWES.

Baldwinsville, N. Y., Jan. 23, 1899.

Editor of "The Billboard:"

I was much pleased to read the letter of Brother Nolan, of Alpena, Mich., in regard to commissions charged by these people calling themselves "billposters." The fact is, they are sharks. I have had a small deal with them, and you may be sure I will have no more of it. It is nothing more than highway robbery. The small town bill posters have got to put a stop to this 16 1/2 per cent. commission business. The only way to stop it is for the small town billposters to refuse to do any work for these middle-men. Let all small town billposters put an ad. in "The Billboard" and deal direct with the advertisers. The large advertisers will soon notice your ad. in "The Billboard," and if you have a good town and good plant and will give them good service, you will get their work. I say to all small town billposters to stand by Brother Nolan in the position he has taken in regard to these middle-men—Long Distance Dollar Marks, Gushing Gude, Stubborn Stahlbrodt, Hazy Houghtaling and all the rest of them.

Brother Nolan you are all right in the stand you have taken. The sooner these middle-men are removed from the position they hold, the better it will be for the small town billposter. Let us all stand by "The Billboard," and "The Billboard" will stand by us. The large advertiser will soon see that it will be to their advantage and interest to deal direct with small town billposters.

My boards have been covered this month with Battle Axe Tobacco, Earstable Theater, &c. Have distributed for Dr. Miles, Dr. Kennedy, Dr. Green's Remedies, also distributed 50,000 for local firms. Most respectfully,  
J. E. CUNNINGHAM.

Painesville, O., Dec. 17, 1898.

Editor of "The Billboard:"

Dear Sir.—Will you, in the next issue of "The Billboard," kindly correct a mistake. Our advertisement in the December issue of "The Billboard" reads that we are bill-

posters, which is a mistake, and if our ad. copy to read, it is our mistake, as we are giving our attention to distributing and sign-tacking only. We are new in the field, but have come to stay, and expect to build up a reputation as honest, up-to-date distributors, by giving those who patronize us the best of service in our territory. The distributing that has been done in our city in the past has been very poorly done, the resident distributor being an old man, who distributes the most of the adv. matter entrusted to his care by putting it into farmers' wagons and handing it out to people on the street; and what he distributes from house to house is either thrown on the front porch or the lawn, and the most of it is blown away by the wind. We claim that such distributing is of no benefit to anyone, and is nothing but a waste of advertising matter. You asked in a recent letter if Charles H. Eddy was still in the bill posting business. Mr. Eddy is not now, and never has been to any extent, never having owned or controlled any boards in this city. All the posting he has done has been done on a few boards owned by private parties, who gave him permission to use their boards, but he got to doing such poor work, they forbid him using their boards any more, so now he is out of both boards and paper. In conclusion, wish to say that we have just contracted with Dr. Shoop, of Racine, Wis., for distributing, and also have the assurances of work from the American Cereal Co., Dr. Killmer & Co., Dr. J. C. Ayer and Sterling Remedy Co., when ready for our territory again. Wishing you and your much-valued paper, "The Billboard," ever success, we remain, yours truly,  
GRAY & RAFTER,  
411 Walnut St., Painesville, O.

Editor of "The Billboard:"

My friend Sam W. Hoke, I beg his pardon, Sam W. Hoke, is always picturesque, but his latest proposition is even one better than his usual contributions. A distribution on skates is certainly a novel idea, but there is a distributor in this city who can give \$ W. H. H. many pointers. Such a small thing as a pair of skates does not appeal to his inventive mind. He puts a "nigger" on a bicycle and sends out samples. This nigger, by the way, prides himself on his scorching ability and the way this nigger "do it" is a caution. Likewise, the samples. And yet, while this work was being thrown from a moving bicycle, landing wherever it might, the advertiser had an inspector on the ground, who reported to his house that a good job had been done.

The inconsistencies of some advertisers are remarkable. Last year I made a distribution and almost before the work was done, I received a typewritten letter from the firm stating that they thought the work could not have been well done. This was sent so soon after the work was done, that I suspected that it was not a bona fide complaint, and wrote accordingly. The firm wrote back, acknowledging that it was a circular letter that they had printed in large numbers. Well, I supposed that was the last work I would ever do for that firm. In that I was mistaken. I have just finished another distribution for that firm, but in doing the work discovered that the particular medicine I was advertising was not on the market. I wrote to the advertiser and told him I did not expect results from the advertising, giving him my reason. I was surprised to receive a long letter, which concluded thus: "This is the second year of our advertising this medicine

in Memphis, and last season the results were excellent." It is very evident that the party who sent out both these letters, of such a different tenor, is not very consistent.

For a long time opposition has been doing work for the Dr. Miles Medical Co. Last week Mr. L. C. Kepler came here and spent two days following my men, doing a distribution of C. I. Hood & Co.'s almanacs. Then he spent two hours watching opposition distributing his advertising. That two hours' work, however, was all the work that opposition did.

If any advertiser wants to know the difference between the way my white men work and the way opposition "niggers" work, let him write to Mr. Kepler, or the Dr. Miles Medical Co., and they will be enlightened. I finished Miles' job, and will get the money.

I have just concluded a contract for 12,000 sheets of paper to be posted, and am on track of another of 7,200, and have a fair chance of getting another of 4,800, so that if I do not get anything else for some time, I will still be able to make my boards look in good condition.

This month I have posted sixteen comparators for the theatres, besides a considerable amount of commercial work. I have been keeping eight men constantly busy, and have just now an important law suit, so I am not complaining of the way I have been treated this year.  
R. S. DOUGLAS.

## E. C. Beardsley, Dead.

We have just learned that Mr. E. C. Beardsley of the Miles Medical Co., has died. He was well known among distributors throughout the country, who will regret to learn of his demise. Mr. Beardsley was a great believer in the future of the I. A. of D., and was present at the last convention and took an active part in the proceedings. He was a thorough gentleman and had many friends who will mourn his loss.

Mr. Beardsley was the son of Elijah H. Beardsley and was born at Dayton, Ohio, nearly 57 years ago. In the early fifties his father moved his family to the Beardsley Prairie, seven miles northwest of this city, and there raised his family. Mr. E. C. Beardsley remained at home until the outbreak of the civil war, when he enlisted in the Sixth Michigan Infantry, which during the war was changed to an artillery regiment, and at the close of the war Mr. Beardsley was mustered out as second lieutenant. For some time thereafter he was clerk at the Clifton House, then run by R. E. Brown, whose death was recently noted. From the Clifton House he went to Chicago to work for the McCormick Harvesting Co., and became its general agent for Illinois and Minnesota, during which time he located in Minneapolis. He held responsible positions with the McCormick company for 21 years, one year of which was spent in Australia as general agent. He continued his residence in Minnesota until March, 1887, when he came to Elkhart to join the Miles company and become one of the active factors in extending its business. Mr. Case sent a letter of condolence on behalf of the I. A. of D. members.

'THE' ATTRACTION for COUNTY AND STREET FAIRS, RACE MEETINGS & RESORTS.

## THE FAMOUS DIVING ELKS,

WILL H. BARNES,

Owner,

SIoux CITY,  
IOWA.

CA' ADA'S GREAT EXPOSITION AND INDUSTRIAL FAIR.

Toronto, September 9, 1898.

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

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

Yours truly,  
H. I. BELL, Manager and Secretary.

Address WILL H. BARNES, Sioux City, Iowa.



O. P. Fairchild.

R. C. CAMPBELL

Applies for Official Recognition as an Association Solicitor for Chicago.

The subject of our frontispiece this month is O. P. Fairchild, the veteran city bill poster of Covington, Ky., and Treasurer of the International Association of Distributors.

Although a man of marked individuality and uncompromising convictions, he is highly esteemed by a wide circle of friends in Kentucky and Ohio, to whom he is familiarly and affectionately known as Oliver.

He is a firm friend and a fair enemy, but above all things he is a just man. No one is quicker to acknowledge a mistake or right a wrong than he is.

His honesty and integrity are beyond question. In Covington there is no one who enjoys a better standing in business circles or the community at large. His word is his bond. He has been very successful in the bill posting and distributing business, and has amassed a competence.

Of him it may be said that he succeeded because he deserved to succeed.

HAVANA.

Chas. B Hood has the Billboards in the Capital of Cuba.

Mr. Chas. B. Hood erstwhile of Chicago has associated himself with Mr. Alfred H. Sawyer and Herbert Mills in the firm known as the West Indies Advertising and Billposting Co. The firm owns a good line of billboards and bulletins in Havana, Cuba.

Their address is Calle Amstad 42, Havana, Cuba.

The billboards of Havana at Chas. Vogel at St. Paul, N. Y. will be continued by his mother, Mrs. Margaret Vogel.

A rumor reached this office last month that R. C. Campbell, manager of the American Advertising and Billposting Co. of Chicago, had applied for a solicitorship whereby he could represent the A. B. P. in Chicago.

It was openly hinted that Mr. Campbell did not seek the appointment for himself but merely desired it for a cloak under which Mr. C. B. Hood might operate.

The rumor was absolutely false, that is as far as it associated Hood's name with that of Mr. Campbell. Mr. Hood is in Havana and intends to stay there.

It is true that Mr. Campbell has made application for the solicitorship but he probably wishes it more to keep others out of the Chicago field than for any direct benefits it will confer upon him.

Chas. Bernard, of Savannah, Ga., writing under date of Jan. 19, says:

"One-third of the month gone, and 'Billboard' for January not here yet, can't get along without it, so don't forget me."

"I took possession of all billboards owned and controlled by the Savannah Theater to-day, and contract to do their posting for a term of five years. Am now the only bill poster in Savannah, and have the largest plant in the South-east. How is that for one year's holding on small capital?"

Ed R. Thurston, of Union City, Ind., writes:

"Austin was at one time (but now now) the stage manager, and did the posting for the opera house here, and also wanted to sell me his privileges, but when I came to check up his holdings, could not find anything. What boards he then used were the property of the opera house. He has nothing now to speak of. I will say this: All display work sent me goes on my own holdings, so you see I can give you any guaranteed time you want. Say so to the advertiser."



The Late CHARLES. J. VOGEL, City Billposter, Steubenville, O.

CHARLES J. VOGEL.

From the Steubenville Daily News.

A VOGEL, THE CITY, January 1, 1894. (A. J. Vogel, 1894.)

Friend, after a brief absence, the post has today... There is no other... Charles J. Vogel... died at 11 o'clock... was the son of Charles J. and Margaret Vogel... died at 11 o'clock... was the son of Charles J. and Margaret Vogel... died at 11 o'clock... was the son of Charles J. and Margaret Vogel...

THE FUNERAL.

The funeral of the late Charles J. Vogel... was held at 11 o'clock... The funeral was held at 11 o'clock... The funeral was held at 11 o'clock... The funeral was held at 11 o'clock...

Send In Your Lists. The question of furnishing lists of localities is proving quite a... Mr. Hoke reports that a list like the above is much more easily checked up in small towns...

Mr. Hoke reports that a list like the above is much more easily checked up in small towns than if the names of streets were given in each instance. Where the streets have names, it is very seldom that there are any signs of the numbers to indicate what the names are, and as a consequence, very few people in the town know their numbers. For this reason it is that everybody in a town knows where Tom Jones keeps a store, and where Pete Matthews' blacksmith shop is located.



H. L. KRAMER, General Manager Sterling Remedy Co.



Sign Painting in all its Branches.

CHAPTER IV.

Learning to Letter.

John Rich.

Many who are especially fitted for the letterer's art find that it is an easy matter for them to master it, while to others it comes only after long years of practice and study. There is no one, however, who can not accomplish something if a part of his time is spent in practicing. Often we meet workmen in the painting trade who tell us they were inclined to learn the art of lettering, but never had a chance—that is the way they state it. The fact is, the opportunity may have offered, but they did not grasp it, and the fault is probably their own, that they have not at least a knowledge of lettering, for there is always a time when the mind is capable of accomplishing much if the inclination is to master, and we have only to reach at some of the workmen who have reached the top-notch, or pinnacle of fame, in this line, to bring to mind what can be accomplished. It is not always those who are especially endowed, for many are often placed in a position where they have lettering as a part of their regular work, and it might be said, forced upon them. They are placed in a position where it is necessary to study up, and a sense or taste is awakened in them that very soon makes them masters of the situation. Once they have learned the art, the rest is easy.

There, however, is always a certain class of young men who seem to think that everything comes to the one who waits, and the trade is a sure comer after an apprenticeship of a few years. For these there may be a brilliant future ahead, and if they do not advance the interest of the trade it will be a wonder. To such young men I am inclined to say, "You are wasting your time and hurrying rather than learning your trade," for it is not only their privilege to learn, but they are, or should be, in duty bound to advance the interest of this, as well as every other branch of the painting business, and this can be accomplished by studying every detail and excelling—not equaling—those who are now considered the leaders.

In the matter of studying the art where a master is not always to be had, or where the shop does not afford a regular letterer, a good method is to take some type of letter, the Egyptian, or half-block, for instance, which is the simplest, and study its form. This is an easy matter, for it can almost be described with a compass or dividers, the parts being nearly equal or of one thickness. By measurement, it will be found that the form most used is about in width one-half of the height, sometimes less. Although there are many forms of it made by carefully studying this form of letter, until its form is easily distinguished, it will be a very short time before other forms or types of letters will be easily distinguished. With a little time devoted to practicing the art, some system of lettering will be mastered, and once the lee is broken the work will be pleasure.

It must not, however, be inferred that all will be success, for it is only after many failures that success is attained, and the more difficult the undertaking the more satisfactory the result if mastered when the work is completed. In the make-up of signs, spacing is a factor that is often overlooked or given too little attention, but there can not be good lettering without good spacing, so that it is just as important to study one as the other. Often the beginner is disgusted by the appearance of his maiden efforts because of bad spacing. As this article is intended to refer to letters alone, we will not attempt at this time to lay down rules for spacing.

From time to time we hear that as lettering pertains more to art than does the ordinary work of painters it can not be described, but we beg to differ, and state that anything that can be divided can be described, and it is not a difficult matter to divide letters, if the following rule is adopted:

Nearly all letters conform to it. The width is either greater or less than the height, the thickness of stroke can be measured and divided into so many parts of the height, and even flourishes or scrolls can be laid out in this manner, so that with a knowledge of measurements a form of letter can be made, no matter how intricate its curves or how delicate its lines, if the ability to draw and paint is acquired. Such ability and knowledge, however, only comes with continued practice and a determination to master the art of lettering.

To the student who is trying to attain perfection in this branch, my advice is to master some one of the stock alphabets, notably Egyptian or Gothic, Roman and block. After proficiency in these has been gained, the foundation is laid, and the other forms will come easily, for in these are found nearly all the lines from which other alphabets are formed, and by a thorough knowledge of their forms we can more easily distinguish whatever variations may occur in the make-up of other lettering.

It must not be supposed that all forms of lettering do not vary from these fixed styles or that they are modifications of them, for many do not resemble any of the set styles. As a guide, however, they will be invaluable, for the vast difference will be more noticeable and more easily understood if judged from the correct alphabets alluded to, and while there may be some who find it difficult to make any progress in the art of lettering, there is no one that can not accomplish something if a desire to become a letterer is in the person, and age and other things are equal.—Painters' Magazine.

Speed is the one great requirement of the modern, up-to-date sign painting business, which in itself, alone, accomplishes more, in a business way, than any other half-dozen accomplishments of the many that are possible of being attained in the trade. The fair sign painter, the one who can do acceptable work at great speed, has an advantage over his competitors greater than can be attained by any other characteristic, even the practice and attainment of great artistic ability, when not accompanied by speedy work, can never enter into the race against fair work and great speed. Speed gets the work, and also finds the time to do it. The speedy bulletin painter is enabled to compete against other forms of advertising.

Taken all in all, the bulletin painter has only one question to consider—that is, the price. Everything else is on his side. He knows, not exerting any other kind of advertising, that bulletins are the most stable form of advertising, and he knows that the public is perfectly aware of it, while on the whole, is a commendation that, in the absence of all others, will appeal to those interested, above anything else possible of being said about any advertisement of any kind. The argument advanced in favor of other kinds in relation to the bulletin is, "What is the use of advertising lasting, when the best advertisers say that it should be frequently renewed." This is only argument, that is all. Like King Leopold's joker's juk, there is nothing in it but the cork. Frequent renewal and changing of advertising matter is a feature required in some methods of business, while, on the other hand, perhaps in the same business, it is the wisest that the same advertisement should stand for a long time; for years even. They are, both of them, features demanded in the advertising arena. The special characteristic demanded of the good advertiser is to know when and under what conditions to use one or the other. It is necessary that there be both short and long-time ads, to accomplish the best results accruing from advertising any business. Frequent changing of ads, I think, is a hobby with some men; while, on the other hand, pounding with the same hammer appears to be a sort of monomaniacal propensity with others. As to changing ads frequently, the bulletin may be changed as often as wanted. And, have you ever thought of this, that the bulletin may be, oftentimes, changed more quickly and at less expense than the poster or newspaper ad? It is often possible to change the bulletin by simply changing a few words. By leaving out or adding another line, by making a new picture. To freshen it, by painting over the shading in another color. By shading some of the plain letters. By a hundred different ways, that only require a small amount of time and labor. The fast bulletin painter, in many instances, can change his advertising while the bill poster is getting his boards ready for a new display. No, indeed, the poster man is not in it with the expedient bulletin painter when it comes to changing. In the initial proceeding the bulletin painter who knows his business can paint his bulletin with a view toward making radical changes from time to time; when, in such cases, it may be done at a slight expense and in a short time.

The life of a poster is always fluttering in the balance, and there is no telling at what time that life may flicker out. The circular soon finds its natural grave—the gutter, but the bulletin, like John Brown's soul, "goes marching on," through mist and through sunlight, through rain and storm, through daylight and the shades of night, even in the wee hours of the morn, when the typical tipsies come topsy-turvy home, the bulletin stands as a silent frontispiece, as it were, of the business. It represents, or is introducing, appealing without intruding, to ever passer-by. It stands as a lasting declaration of the characteristics of the article, or the product in whose favor it declares—a connecting link between the business and the public—a bridge that spans the chasm between the buyer and seller. Then, "why is there not more of it done?" There is only one answer to this: There are not enough men to do it. True, there are plenty of good sign painters, but there is a deplorable dearth of sign painters that possess the ability to carry it on, on the lines of advertising. We write the foregoing, not as a criticism, nor as an objection to any or all other kinds of advertising, for all advertising is good, when well done. Each kind has its mission, the fulfillment of which will insure success; but I write it only for the purpose of impressing the sign painting readers with

the importance of acquiring speed, that they may be able to compete with the advocates and workers in other kinds of publicity. The sign painter may do fairly well, but he can not do well in the highest sense of the definition of that magical word, "success," without he is qualified to meet all competition, both in his own particular branch and, also, in other branches of the advertising profession.

In this connection, we present some illustrations of letters, which may be made very rapidly and also have the appearance of being somewhat tasty. In reality, both styles are plain. A plain letter, well made, is far superior to a fancy letter poorly done. In the letters here shown, the advantage consists in that they are formed by natural strokes of the brush. The brush required to make them is a polished camel's hair. First form the letter, which will leave the corners slightly rounded. Then, by using the tips of the brush, and with a single stroke, holding the brush at an angle of about 45 degrees, lay it on the corner angles, so that it will slightly project above and at one side of the bar, and draw inward, this will leave the projection, which is much easier and more quickly done, than forming square or right angles at the corners, and, at the same time, gives the letter a neater appearance. Another advantage lies in making the middle stems of such letters as E, F, etc., and the cross-bar of the letters H, A, etc., as shown by the accompanying cuts. It makes no difference if you do vary slightly in forming them, so you make a true curve. A little variation in their width or length does not make any difference. Take the letter E, for example. The middle bar may be made wider, narrower, shorter or longer than shown by the illustration, and still preserve its identity to this style of lettering. Forming nice angles and getting the bars all one length and width and of the same form throughout, is what takes up the time. For this reason, I claim that the standard Roman, Block, Gothic, etc., are the hardest to make, for they all require either perfect right angles or the same length of extensions. In the style of lettering shown, these requirements are obviated, as the brush will do it itself, if held at the right position and allowed freedom.

The Painters' Magazine has absorbed Painting and Decorating. Speaking of the consolidation in the January issue, it says: "Painting and Decorating having been merged with this magazine, the two journals will hereafter, beginning with this number, appear as one, under the title, 'The Painters' Magazine and Wall Paper Trade Journal, including Painting and Decorating.' In its new form The Painters' Magazine, intends to live fully up to the promise conveyed by this issue, or to improve upon it, if earnest and well directed effort, seconded by the suggestions of our readers, will conduce to the production of a better publication.

"Painting and Decorating is not unknown to the painting fraternity, the efforts of its former publishers to extend its influence having brought it prominently before the eye of the country during the thirteen years of its existence, and in combining it with The Painters' Magazine we intend to keep up all of those features which made it useful, in connection with those which have made and kept The Painters' Magazine the leading exponent of thought among painters for the past twenty-five years. We feel that there is room for one painter's journal, and that that must be thoroughly up-to-date, covering in a careful and thorough manner all departments of the business, and seeking to always advance the interests of its clientele. This The Painters' Magazine has a ways aimed to do, and, while making no extravagant promise for the future, it believes it will be able to confidently rely upon the commendations of its readers, basing that belief upon its past experience.

"In the purchase of Painting and Decorating we have secured all right, title and interest in that journal, and we will carry out all subscription accounts that have been paid in advance to its former publishers. All monies and past due accounts must be paid to this office. This is in conformity with a special arrangement made by us with the former publishers of Painting and Decorating, whereby all contracts between them and those whose subscriptions have been paid are to be carried out by The Painters' Magazine, and all accounts in arrears have been turned over to us."

Dr. W. S. Emkhardt, of Cincinnati, wants to hear from painters who are prepared to paint his advertisements on the roadside fences, rocks and barns of all pikes and lanes leading into their respective cities.

ABOUT OUR SIGNBOARDS.

"Every time I think of the ridiculously worded signboards I've seen in my forty years' experience as a traveling man," said a veteran grocery drummer, "I have to laugh heartily.

"For instance, imagine this bit of appetite-distracting intelligence frowning down upon you from over the door of the only grocery in a town: 'BONEDUST, BLOONSAUSAGE AND ALL KINDS OF FERTILIZER MADE HERE.' That is the sign over the door of a country hotel whose proprietor, as is indicated by the sign, has branched out and become a manufacturer.

"A shoe mender's sign I remember: 'Shus, lutes an' hat solds lxt heer.' Another, ice cream and all notions for sale, another I call to mind: 'Ice cream and waffles in' dum here,' is the information on a card over the door of an old negro woman's house in a Pennylvia town. 'Pies, baths and unbraken for sail,' is a sign that has swung for twenty years over a little confectionery and general store I've often passed. I stood for ten minutes trying to decipher the following that was scrawled on a piece of blue box top and tacked in an old country doctor's office window: 'Roonytissum coored four wile you weight.' Over a cross-roads horse shoeing shop is this sign: 'Blak an' al kimes up sunlth'n dun.' Over an old Scotchman's shop is this characteristic language: 'Jay Hoss, lute macker.' It is hardly necessary to explain that he is a cobbler.

"But as a Jack of all trades, I think the man I found in an Eastern Kentucky town took the laurels. Before the door of his little four-by-six room was a large standing sign which enumerated the proprietor's numerous accomplishments thus: 'Eastum, millinery, fotografie, low sodey, laundry, soap, fiddlin', wittin', tant, flumyunt, bar-clo', butter and other milk cheap for cash. This is a sign of a watch-tinker acquaintance who is also a blacksmith. 'Klock, watch plows and all kinds of instruments repaired.' At a mountain hotel is this sign: 'Pishk, catreages, cofliss, cider and board by day or week.' A molar extractor who visited the town I used to stop in several years ago always displayed both his sign and his ignorance in the following language: 'Tuths full by gas or not without paine.' I could fill a book with these curiosities, and some day am going to try to remember all of them ever saw."

Painting and Decorating, a journal thirty years old, published by the Trade News Publishing Co., of New York City, in the interest of the painting trade in general, has been sold to the publishers of the Painters' Magazine, another New York paint journal, and merged into it. The year 1899 marks the twenty-sixth year of the Painters' Magazine. And to say that it is all the name implies is only half expressing it. The Painters' Magazine is published by a society of thorough-going, wide-awake business men. They say that nothing will be omitted that is in the interest of the painter's trade, to say, with them, is to do. The Painters' Magazine has never been guilty of making promise it has failed to fulfill.

The initial number of Volume 26 comes out in a new dress, made to order, while the contents are printed in larger type than former issues.

As it includes all branches of the painting trade, sign-painting is one of the leading characteristics. John H. Lynch, himself "John Rich" is one of the contributors on this ever-interesting subject. His contributions are always accompanied by up-to-date and appropriate illustrations of sign work. They are not only well drawn, but carry with them suggestive ideas, the value of which is further advanced by a plainly explained text. The price for this progressive wide-awake trade publication is \$1.50 a year, or 15 cents a copy. There is not a single number but what is worth the price. Knowledge of methods at his command, there is no excuse for haphazard work.

We regret to say that even yet we frequently encounter examples of painting which outrage every consideration of taste through combinations and contrasts, in violation of the most obvious rules of art. The sign painter needs to be constantly studying to avoid such breaches. He must understand that his work is that of an artist as well as a mechanic. With the facilities and knowledge of methods at his command, there is no excuse for haphazard work.

The initial meeting of the National Painters' Alliance will be held Tuesday, February 7, in the banquet hall of the Elmore, at Cincinnati. A large attendance is promised. This organization will become soon as the permanent organization is formed. Ever what we have heard of, policy and plans of the promoters, the election will be a great thing for sign painting.

T. W. Donohue, the well-known sign writer and dealer in enameled numbers and letters of Stapleton, (Staten Island), N. Y., says: "I want the paper for another year on similar terms, as the information contained therein is often worth a dollar a number."

The Angle Lamp Co., 76 Park Place, New York, has recently made some additional advertising contracts.

We solicit photographs of good signs and buildings. We will reproduce them in our columns, giving the painter full credit.

The King Brewing Co., 1007 Jackson Street, Omaha, Neb., is painting roadides in its own section. It confines its efforts to Nebraska and Northwestern Missouri.

Advertising is the insurance of business, but you must keep up the premium or policy will lapse.

We will pay liberally for articles of value to sign painters.

MASTER CARDS

# Fair - Department

## The United States at the Paris Exposition in 1900.

By FERDINAND W. PECK, Commissioner-General for the United States to the Paris Exposition of 1900, in the North American Review—Condensed for The Billboard.

The nineteenth century has been notable for its unparalleled progress, and to secure the greatest credit for assisting in this upward sweep, and to obtain the emoluments which will come from a fine display, more than fifty nations will be present at the exposition, arrayed in the best they can produce. They will not spare money to secure the best effects, and will follow the French in adopting "quality, not quantity," as the motto by which they will select their exhibits. It is therefore assured that the best crystallized ideals of all nations will be displayed in the exhibits and their installation, and that the exposition in every particular will be of unsurpassed grandeur and perfection.

The spot chosen for the exposition is in the heart of Paris, on the site already made historical by four international expositions. The beautiful Seine winds its way through it, and magnificent boulevards with stately edifices and monuments surround and traverse it. The entire city of Paris is to be greatly beautified by additional parks and gardens, so that in 1899 it will have still a greater charm than now, and serve as an appropriate setting to the brilliant exposition.

The passing of the old century and the greeting of the new will take to Paris the people of leisure and the pleasure seekers of every clime. The wealthy, the purchasing agents, the scientists and experts, representing at least five hundred million people, will be present. This large attendance and the superb exhibits which our chief commercial competitors will present at the exposition, render it obligatory on the United States to use every endeavor to make a display of every natural and manufactured product that will equal that from any other land. It will be the opportunity of the age to show the peoples of every country, through their thousands of representatives present, the actual superiority of American goods, of which even Americans do not know, and of which foreigners have not learned, and can not learn, unless it is demonstrated to them by placing the goods before their eyes in competition with those of other countries.

Whatever is done to extend American trade is certain to exert a beneficial influence on the general prosperity of the country. Prosperity as trade may be, it is today the keynote of international politics. The armies and navies of the world exist but for the purpose of aiding the merchants and manufacturers in their struggle for this extension. Behind the pioneers who blazon their way through hitherto unconquered territory, go the merchants who buy and sell. The victory of Dewey at Manila is recognized as the prelude of trade with the Philippines, which will mean dollars and cents in the pockets of the American people. European nations are now armed to the teeth, facing each other in Asia, merely to seize trade advantages. The markets of the world are the prizes for which they are constantly contending.

The United States, however, is not compelled to resort to force to obtain trade extensions. It has the advantage of being able to meet and vanquish its competitors in their own home markets, while in many cases they are forced to find colonies whose markets they can only hold by establishing a monopoly. This country is the leading nation of the world in industry, but it has not won for itself the place it should hold in commerce. The eminent statistician, Mulhall, says:

"The United States leads in agriculture, with products greater than Russia and the United Kingdom combined; in manufactures, with a product greater than the aggregate output of the factories of the United Kingdom, France, Austria-Hungary and Belgium combined; in machinery, with a steam power greater than the United Kingdom, Austria-Hungary and Italy combined; in mining, with a product greater than the United Kingdom and France combined for nearly one-third that of the entire world; in railway transportation, with a mileage forty per cent greater than that of all Europe; in forestry, with products greater than that of all Europe and nearly one-half of the total products of the world; in fisheries, with a greater product than the United Kingdom, Russia and Germany combined."

From the same authority, we learn that the United States is \$20,000,000,000 richer than Great Britain, yet that kingdom, with one-third the area and a little more than one-half the population of the United States, enjoys double our foreign trade. Even Germany, which is scarcely to be compared with the United States in any branch of industry, in 1885 had a greater foreign trade. These facts are positively discreditable to the United States, and challenge the attention of our statesmen. Commerce is the one thing that has made Great Britain great, and it is the important factor of public wealth.

The growth of the United States during recent years has clearly proved that its country is capable of material increase. The exports per capita have grown from \$11.37 in 1870 to \$12.11 in 1896, and \$14.17 in 1897. The exports of manufactured products have been as great in their growth, in proportion to the percentage of total exports, the ex-

ports of manufactures have been, 15.61 per cent in 1892, 19.02 in 1893, 21.14 in 1894, 23.14 in 1895, 26.48 in 1896 and 26.87 in 1897.

These figures are gratifying, yet they by no means represent the full possibilities of American enterprise. In the exports of the other great commercial nations, finished products represent a far greater proportion as compared with raw materials, and the United States should be able to keep pace with them without any diminution in agricultural exports. While the United States exports 50 per cent more hardware than Great Britain, we export less than one-third as much. Instances of the same sort might be multiplied.

The United States has secured only one-seventh of the exports that go to the countries of Australia and Asia, with a population of \$2,000,000—a little more than one-half of the population of the world—while this country should have one-third of the commerce that goes to this immense field. This is but one illustration to show our trade relations to the rest of the world.

The extensive foreign trade it does enjoy has come almost wholly unsolicited, the producers of the United States having been occupied in filling the wants of home demands. But its production is beginning to vastly exceed its consumption, and it must go abroad for commerce and take advantage of every agency to secure it.

Mr. Worthington C. Ford, Chief of the Bureau of Statistics in the Treasury Department, has compiled tables which prove conclusively that the international expositions in which the United States has been interested have had an important and direct effect in increasing its exports. Prior to 1876, the year of the Centennial Exposition, the balance of trade had been against the United States to the amount of \$2,236,496,619. In the preceding eighty-seven years the United States witnessed but sixteen annual balances of trade in its favor. After the exposition and the tide turned in favor of this country, and in the twenty-three years since then it has witnessed but three occasions when the annual balance of trade has been against it. Prior to 1876, the exports amounted to \$12,369,655,381, an average of about \$141,000,000 per annum, while the imports amounted to \$14,546,994,000, an average of about \$167,000,000 per annum. Since 1876 the exports have amounted to \$18,662,341,445, an average of about \$181,000,000 per annum, and the imports amounted to \$15,559,968,493, an average of about \$167,000,000 per annum. It will be seen that in this period our exports have been more than fifty per cent in excess of the entire eighty-seven years before the exposition, and that the average annual exportation has been nearly six times the annual exportation prior to that time.

Not only was the continuance of this increase aided by the Columbian Exposition at Chicago in 1893, but American participation at the Paris Expositions of 1875 and 1889 was followed by a material increase of exports.

It is a well-known fact that more American firms have been able to form connections abroad and extend their foreign trade since 1893 than ever before, and to the Columbian Exposition might easily be traced the beginning of negotiations which have led to the closing of many recent large orders for American goods.

The Consular reports compiled by Frederick R. Emory, Director of the Bureau of American Commerce, contain many letters that are almost pathetic in their appeals to American merchants to take advantage of the rich trade opportunities which they permit to pass neglected, and which other more enterprising nations have improved.

Carl Bailey Huest, United States Consul General at Vienna, in a letter to the State Department, says:

"Everywhere in Europe there is a constantly increasing demand for what are termed 'American goods,' that is, goods made in the United States. In the first place, everything manufactured in the United States is so neat and trimly made that it at once catches the eye of a foreigner. In the next place the American article is honestly made, and therefore it can stand the closest scrutiny and the test of use."

It is noticeable that if Europeans come into possession of an article of American manufacture, they are always proud of it and quick to exhibit it on all occasions, and they are not slow to let the fact be known that it was made in America. They acknowledge the superiority of the American goods every time.

In another report he shows how American glass wins recognition even in Austria, a country noted for its glassware.

It is frankly admitted here that the American cut glass is finer, and more elegantly cut than any manufactured on the continent of Europe, or even in England. The matter, it is said, is being taken seriously by the manufacturers here, who are already beginning to look elsewhere for a market for their goods. The same is true of plate glass, looking glass plates, etc. Heretofore manufacturers and exporters in Central Europe have done a large and lucrative business in this line with the United States, that country affording them their best market, but many of the factories are now closed, or are running on a half or quarter time, and the plants can be bought for 50 per cent of the amount they would have brought six or seven years ago.

Reports of a similar nature come from France. Walter P. Griffin, commercial agent at Limoges, says there is a great demand for American agricultural machinery of ev-

ery kind as well as sewing machines. He further says:

"There is probably no tool employed by the American artisans, carpenters, masons, plumbers, locksmiths, woodworkers, etc., that could not find ready and profitable sale in France. As these goods are less bulky than, and different in shape from, the French ones they must be shown, and their excellence proven to the workmen before their superiority is realized. There is also an undoubted demand for good cooking stoves and ranges."

Continuing, Mr. Griffin tells of many other American manufactured articles which the French would buy, if the opportunity were offered them.

Frank H. Mason, United States Consul General at Frankfurt, tells of the demand for American leather goods, particularly shoes. He writes:

"The statement is here reiterated, upon the judgment of competent experts, that in every important German city, or large town, there could be established with practical certainty of success an American shoe store. American shoes are offered here as a costly luxury, while it is a fact that good factory made boots and shoes are cheaper, quality considered, in the United States, than anywhere else in the world. American lumber and furniture is reported as in good demand, and there should be in Germany a far more extensive market for American mechanical tools than has yet been developed."

The same story is told everywhere of the demand for American-made goods, but these goods must be shown, and their points of excellence made evident, in order to awaken the natives to a proper appreciation of their advantages. The Consul, almost without exception, urge that commercial travelers be sent abroad and samples exhibited. It would be futile to expect the natives to buy unless this is done.

"If our manufacturers and business men are desirous of extending their foreign trade, it is indispensable that they deal with it in a proper way," writes Herbert de Castro, United States Consul General at Rome. "They must do preliminary missionary work. The merchants and importers of this country will not come to us unless we go to them first, and educate them to the use of our products. Some of our intelligent commercial travelers, supplied with adequate samples, would accomplish more in one month than letters and circulars could in years. The method may be somewhat expensive in the beginning, but the final results could not fail to be gratifying."

Should our business men pay as much attention to this part of Europe as they have, for instance, to Mexico and some of the South American countries, they would soon reap the benefit of their enterprise. By following in the footsteps of the European exporters, they would soon learn to compete successfully with them. When American products are once introduced on these markets, and are well known and appreciated, they will not fail to command the preference on account of their superiority."

Such methods as are urged by the Consuls are expensive, but the Paris Exposition will offer a cheaper way to achieve the same results, as American goods will be placed side by side with those of European manufacture, for comparison. It will thus be unnecessary to establish warehouses, or salesrooms so extensively in the different countries, and this enormous expense will be entirely avoided. Although American goods will be exhibited only in Paris, and not in the many important cities of the various countries, the thousands of visitors and experts present from those countries will, upon their return home, disseminate the information there obtained of the superiority of our productions. The quality will thus receive the greatest publicity among the people of the different nations in the shortest possible space of time, and at the least possible expense. Besides that over two million foreigners will visit the exposition, and if the United States is well represented in the exhibits, this army of visitors will be an army of commercial travelers who will go forth into every land and, in the language of that land, praise American goods. The advantages to accrue will be, not to the individual exhibitors only; other Americans engaged in the same industry will be benefited. It is not one particular make of shoes, or one particular manufacturer's furniture, that is demanded, but American-made shoes, and American-made furniture. It is the purpose of the Commissioner General so to install the country's display that the benefits will accrue to the whole country.

While the prime motive of America's display will be the extension and expansion of her trade with foreign countries—and to accomplish that, a creditable exhibit is necessary—it must be borne in mind that other peoples are working to the same end, and will likewise use every effort to increase their individual trade, even at the expense of other countries, including the United States. They, too, will make magnificent displays, and to counteract their influence it is necessary that the United States should get together an exhibit that will truly represent the progress of this country, and the excellence of its prod-

ucts, as compared with the exhibits of other countries which will be placed side by side with them.

In the manufacture of agricultural implements alone, there is invested in the United States over \$50,000,000, and this industry gives employment to over 500,000 of America's best mechanics and brightest laboring men. Other branches of industry have proportionate capital invested, and employ a proportionate number of men who form the sinew of this country as a nation. A loss of any of the foreign trade would mean a loss to this invested capital; it would throw many of these mechanics and workmen out of employment and inflict a corresponding injury upon the prosperity of the country.

The President, in his recent annual message to Congress, with reference to the importance of the participation of the United States in the Paris Exposition of 1900, says:

"Where our artisans have the admitted capacity to excel, where our inventive genius has initiated many of the grandest discoveries of these later days of the century, and where the native resources of our land are as limitless as they are valuable to supply the world's needs, it is our province, as it should be our earnest care, to lead in the march of human progress and not rest content with any secondary place."

The Paris Exposition of 1900 will occupy only about half as much ground as the Columbian Exposition at Chicago in 1893. France will occupy 55 per cent of the covered area, and the United States will have no more than its proportion of the remaining 45 per cent. At Chicago the United States had 45 per cent of the covered space in grounds extending over 720 acres.

The various National manufacturing associations realize the advantages to the whole trade and the country, which would follow such a policy, and have expressed their approval and desire to have it carried out as regards their respective industries. The expense to the Government of such exhibits will, however, be much greater than if everything were left to the judgment of individuals; the cost of the plans and installations must be more extensively borne, and additional experts must be employed. It is on account of this, the expense necessary to erect the National building, that the present appropriation of \$500,000 is inadequate, and that the expenditure of at least a million dollars will be necessary to enable the United States to make a display that will be in keeping with its rank as a commercial nation. A million dollars will not be an extravagant sum, it is the amount which Special Commissioner Handy deemed necessary, and is much less than the amount which other nations have arranged to expend in exploiting their industries at the exposition.

The classification of the exposition contains eighteen groups, which the French officials have united into eleven departments, so-called, a director being placed in charge of each to superintend personally the installation of exhibits. The Commissioner General for the United States has selected a like number of chiefs who will act in a similar capacity for this country. The men chosen are experts of National reputation in their respective lines, men whose names assure success in whatever they undertake.

Unlike past expositions, the coming one will have the raw material, the process of manufacture, and the finished products exhibited side by side, thereby giving to the different sections an added attractiveness by showing machinery in motion. In every building and group it is expected that the United States will have some new invention or device so especially attractive that the American sections will prove the "clou" of the exposition, to provide which the officials are taxing themselves, and also be a revelation even to the Americans.

The National building will be an oasis where Americans may find Americans, and rest from the weariness of the sight of strangers.

The unveiling of the Lafayette Monument, on July 4 will make United States Day the most conspicuously resplendent of National days.

The outlook for the United States at the exposition is excellent. The co-operation of manufacturers and producers, which is already assured, and the assistance of Congress through an additional appropriation, will enable us to make an exhibit in all lines that will be not only creditable, but conducive to still further prosperity.

The eyes of the world are now upon America, marveling at its recent prowess upon the sea, and wondering what this Child of the West will do next. While this is so, every effort should be made to prove that, in the arts of peace, America is no less supreme than in the science of war. But this can no more be done without the expenditure of money than can victories of war be won. The increase of the present appropriation to one-half the sum that would be necessary to build one second-rate battleship, would be sufficient to assure a victory that would prove of vastly more benefit to the people of the United States than did the recent success of their arms.

FERDINAND W. PECK.

## THE JACKSON COUNTY A. AND M. SOCIETY.

LEE'S SUMMIT, MO.

SEPTEMBER 12 TO 15, 1899.

The only Fair in County of 30,000 population. Fine Agricultural, Horticultural and Stock Exhibition. Open for amusement of all kinds for next year. ADVERTISERS will write to Secretary for space and prices in Catalogue, out by April 10th, 1899.

E. T. BROWNING, Pres. LEWIS LAMKIN, JR., Sec'y Lee's Summit, Mo.

**WANTED**—Lithographers and printers of Fair advertising paper or large samples wanted sent to my address for inspection before April 1st.

E. J. CONGER, Sec'y Delaware Co. Agl. So., MANCHESTER, IOWA.



of low priced tickets that should be issued in the several departments, it might be well to do so, and I move that the subject matter, uniformity of tickets and the issuing of tickets, be referred to a committee of three to be appointed by the Chair to report at their convenience with recommendations to this association. Motion seconded and carried.

I am being asked whether they had the same gatekeepers always. Mr. Hill replied: We have gatekeepers year after year during good behavior, and we have a good staff, as we know them. We have a superintendent of gates. He gets his gatekeepers together, and they agree upon what they will do as to old, thin, young, etc., so that they know pretty well what the ticket means. We have two gatekeepers—one at each end.

Mr. Hill: All come through the same gate, helpers and all. The description of every man is on his ticket, from the highest man down. It is now accepted as the proper thing to do. The first time the gatekeeper looks at you he describes you, as mustache, middle age, tall, etc., and this name must be written on the ticket of the owner. We have from two to three thousand exhibitors and attendants. We have a new ticket each day with the day of the month on it for the regular admission. We have tried the tickets without coupons and it did not work at all. Members would come and abuse the ticket.

The Chair appointed the following committee on the subject of tickets: Mr. John M. True, Mr. H. J. Hill, and Mr. Bowen.

Order Succeeds Chaos

And the Great Paris Exposition of 1900 Becomes Really a Promise of What It Is Be.

And the steady tapping on thousands of banners on either side of the Seine, accompanied by the still steadier clink of coin on either side of the sea preparations for the Paris Exposition of 1900, the most stupendous affair of its kind ever undertaken by man, go slowly forward. Even as many a visitor to Chicago, in the early days of construction, left without remembering or realizing that he was within a few miles of what was in a short time to be the center of attraction, so doubtless have thousands visited Paris in the last year without taking time or trouble to survey in its opening, and to the mechanic most interesting stages, the great World's Fair which is to usher in the coming century.

The innumerable exhibits are divided into scores of groups, which are in turn subdivided into hundreds of classes. Take as a sample Group XVI. This has under its head over 100 different branches of the art of building institutions for public moral improvement, models for and treatises on cooperative and provision stores, workmen's dwellings, provident institutions, public baths, professional and trade associations, etc. Sociology, national hygiene and public charitable relief will be treated under this one group. The best product of the brains of men who have made these subjects a life-study will be had orally or by sight. Many there will be to visit the exposition for purposes of mere pleasure, to those who really desire on some special line information which they would be at great inconvenience to acquire by any other method, the varied exhibits and the full and graphic reports which every periodical of prominence in the world will be obliged to make, will be a veritable cornucopia.

The amusement features of the exposition are, of course, the most interesting to the average tourist, and in this line the promoters claim that they must surpass the dreams of the most extravagant. Showmen of all descriptions, from the fakir in the Midway to Bernhard, who will play within the grounds during the entire time, will be on hand to gather the easy money. There will be good shows and bad shows, in the moral and critical sense, shows for the rich and shows for the poor, the pearl of all being, according, at least, to the address of the Nineteen Hundred, the mammoth panoramadorium, which is perhaps best translated as the Place Where You See the Whole Shooting-Match without Leaving Your Seat. This was the earliest of the exhibitions devoted to amusement to receive the official stamp of approval. Erected on one of the most prominent sites within the boundaries of the Exposition, containing 27,500 square feet, with gorgeously decorated walls, beautiful fountains, and colossal towers, this building might well be deemed worthy of the most important group in the list. Carved woods, porcelains, majolica and fancy stones have been imported from the East for this especial purpose. The main desks will be from Arabian, Japanese, Portuguese and Indian models. On the exterior every art which can possibly produce the sensation of bringing actually within the magic influence of the mystic Orient will be employed.

The interior, besides embracing several restaurants and cafes, will contain a mammoth theater. The panorama of "Around the World" will be painted on canvasses 45 feet in height, depicting views and landscapes of the leading localities of the globe. In front of these what are to be guaranteed genuine natives of the respective countries will perform, executing dances, drills, ceremonies, etc., peculiar to their fatherland. The majority of the patrons of the exposition being, it is expected, from the Continent, the majority of the views will be from the Orient, a few of the principal being the city of Abbe Alhab and the residence of the Negus Menelik, the ruins of Angkor, with snake charms in the foreground, the Suez Canal, and the artificial mountain at Shanghai, China. Ancient Greece, including the Parthenon, the Acropolis and Athens at large, the gardens and temple of Ni Ko, Japan, with the heights of Fushiyama in the

instance, the estuary of Babylon, with a view of Fontarabla, in front of which Spanish girls will dance, and the ruins of Jerusalem. From Siam, China, India, Japan and Spain, with Egypt, of course, numerous female dancers are to be brought to this carnival, the manifold acts of which will end with a diorama over 600 feet in length, depicting a trip from la Plata to Marselles.

The Luminous Palace will be the most ambitious of glass work up to date. It will measure 119 feet in height and 175 feet in circumference, and will stand close by the Eiffel Tower. The staircases will be of crystal, the majority of the materials used stained glass. The facade, presenting the aspect of an immense portico, the colonnades of many colored glass, the roof, and even the staircases will be under the influence of what the promoters claim is the most ingenious and fairy-like of optical effects. Although materially more beautiful by night the Luminous Palace will be lighted also by day, since one of the most novel features is a subterranean crystal grotto, imitating, in which the visitor will be continually walking on what appear to be sheets of ice of measurable depth, in which are frozen hundreds of fishes of the arctoboreal epoch. The designer of the pavilion is M. J. A. Ponsin, famous throughout Europe and America for his achievements in stained glass.

In the Palace of Optics will be exhibited, through a largest lunette in the world, the moon at the distance of one million 185 feet in length, cost nearly \$50,000. Each of its two object glasses is four feet in diameter and weighs about 500 pounds. The magnifying power will be 5,000, thus surpassing the next largest instrument of its kind, which was only 4,000 in capacity, by 25 per cent.

The Passing of the Fair.

Under the above heading, a cheerful idiot in Advertising Experience holds forth as follows, viz:

I waxed my mustache and took a day off last fall to attend an old-fashioned county fair. I wanted to see how closely it came to filling the bill as advertised, and am satisfied that the greatest fakirs in the advertising world—and they are as legion as the hairs on a dog—are the fellows who edit the bills called fair posters. The whole fraud is more apparent than the old circus hanger or the negro minstrel dodger.

As I wandered about the fair grounds, it occurred to me that the whole propaganda had the dry rot and had gone to seed.

They have the air decay, and are no longer the great engines of education that they were ten or fifteen years ago when times were flush and dollars as plenty as nickels nowadays. With the passing of the fair and its return to dust in the dry grave of time has gone also the advertising promulgation which clung so lovingly around its twin brother, the county fair. It, too, is suffering from dry rot, and about the only fakir who goes to a fair to advertise his wares is the patent chain man, and he can stay there with impunity for all the harm he can do, for so one goes to a fair nowadays to buy even a prize chunk of soap done up with tin-foil and a \$20 bill inside of it. The better class of manufacturers have quit squandering their money on big displays at the fairs and incident hand bills, for they have found a better way for reaching the buying public through the columns of the legitimate agricultural press. It is so much cheaper, too, and the ink goes so much further, that the terrors of taking the dry murrain do not cast a shadow over the ambition of such advertisers, and they are keeping up with the great procession by following the trail which leads through the column rules of the up-to-date wide-awake, up-and-down farm journals.

The above is a fair sample of the twaddle that is allowed to get into some of the so-called advertising papers. In 1895, in spite of the war and yellow fever there were forty-two more fairs held than in 1897, and in 1897 there were sixty-one more than in 1896, which exceeded 1895 by fifty-one. 1898 shows the greatest increase of advertising exhibits of any year since 1893.

The Paris Exposition.

We have repeatedly pointed to the fact that the feeling in France during the late war was decidedly against the United States. Sympathy for Spain was indeed so marked that American tourists were rudely jostled in the cafes, crowded off sidewalks, cursed and subjected to all manner of affront and indignity. Even ladies and little children from the United States were jeered, booed at, and in several instances, actually subjected to personal violence.

As ninety per cent. of the attendance of the exposition will be drawn from Paris and France, we questioned the wisdom of Americans exhibiting at the big show with Frenchmen in that temper. Now, however, things are different. All the world loves a winner, and France is no exception to the rule. The newspapers have come around and are friendly even obsequious to Americans and everything American. It is fortunate. Had America been conspicuous by her absence at the 1900 Exposition, France would have had to one to blame but herself. As it is, we will all get to work now to make the show a success. Here is an editorial from the Commercial Tribune.

It is well for American manufacturers to bear in mind the exceptional advantages in trade to be gained by a display at the Paris Exposition, for it is a well-established fact that every international exposition in which this country has taken part has been followed by trade expansion along new lines. Important as has been this increase in other years, it has far more promise in 1900.

At present the United States is a power in the politics and policies of the nations of the world. She occupies a new and commanding position. She has made strides in trade which have set the world's economists on edge. Her financial strength is talked of in every financial center, and her tremendous strength is commented upon by the warriers. In short, and we say it without boasting for foreign observers have said as much, the United States is the leading nation of the world.

In view of the new conditions, our display at Paris must be in keeping. If we are to maintain our foreign trade, and increase it, as well, and against a competition stronger and fiercer than ever, we must get all the advertising possible from this great international exposition. The display there will be watched by critical eyes. It will be seen by merchants, who will avail themselves of new openings for goods in their line.

It is worth remembering, in this connection that our foothold in the world's markets has been obtained largely because of the cheapness of our wares, that is, cheapness in price, not in quality. To overcome this advantage foreign workers are introducing American machinery and American methods. With their cheap labor they will be able soon to meet us on the commercial battlefields, and with equal power. To gain new strength our manufacturers must make a fine showing and of goods which as yet have not been used abroad. The field is wide and the newcomers are the ones to profit. There are innumerable small articles of great value commonly used in America which are unknown abroad. They have but to be known to gain a position and new trade.

The space given to the United States is liberal, more, in fact, than that allotted to any other nation outside of France. Complaint is made that Congress has not been liberal enough, and this may be true. If so, Congress has made a mistake. The staff in charge should not be hampered in its work by such misdirected and offered economy. Give it plenty with which to work effectively. The money value will come back indirectly a hundred fold. The thousands of foreigners in attendance will return to their homes impressed anew with the power of America and America's commercial supremacy.

Prof. Harlow Gale, instructor in the Psychological Laboratory of the University of Minnesota, at Minneapolis, will shortly publish the result of his experimental work in the Psychology of Advertising. It will appear in his "Psychological Studies."

Ohio Fair Boomers.

A Delegation From Toledo, Just 115 Strong at Washington, Seeks Half a Million.

A Government Appropriation for the State Centennial Will be Asked For.

(Special Correspondence.)

WASHINGTON, Jan. 17.—One hundred and fifteen boomers, intent upon carrying home to Toledo such assurances as they may secure that the centennial will have aid from the Government, invaded Washington to-day. They came by a special U. & O. train and lost no time in making themselves known, heard and felt in the Capitol, committee rooms and White House.

This evening the Ohioans, escorted by Buckeye Congressmen, attended the theater. Tomorrow evening they will confer with the delegation as to the ways and means of obtaining and appropriation of \$500,000 for the centennial from the Government.

This meeting will be held in the Hamilton Hotel, at 8 o'clock. At that time, details respecting the assistance and support the Government is expected to render will be arranged.

The centennial boomers have been very much in evidence all day. All wore badges emblematic of their visit to the city. In the center is a frog, and circled around it is the inscription, "Ohio Centennial, 1902, Toledo, O.," while the words "Frog City" appear above the heavenly figure symbolizing Toledo's greatness.

When the members of the big delegation alighted from their train they marched to the Capitol, a short distance away, and excited much comment as they passed along the street. Toledo and Columbus are the principal cities from which the boomers hail. The Centennial Commission and the Centennial Company are represented, the former by Jas. Kilbourne, of Columbus, President; John F. Kumber, of Toledo, First Vice President; L. A. Belt, of Kenton, Second Vice President, and Lem P. Harris, of Toledo, Secretary.

The Ohio members of Congress are enthusiastic over the project, and will work industriously to secure an appropriation. Though the sum Congress is to be requested to give is yet to be fixed, \$500,000 is the amount tentatively agreed upon by the commission.

Philadelphia Exposition.

Dr. W. P. Wilson Chosen Director-General

The directors of the Philadelphia Exposition Association, of which Mr. P. A. H. Widener is President, have chosen Dr. W. P. Wilson to be the director-general. It was decided that the exposition should be opened about Sept. 15 and closed about Nov. 15. The National government has appropriated \$300,000 for the exposition, contingent upon an equal amount being raised from other sources. This contingency fund is about complete, \$200,000 being appropriated by the Philadelphia City Councils and \$50,000 by the State Legislature; \$50,000 has also been raised through private subscription. Plans for the work are now under way. It will be given under the auspices of the Commercial Museum, and it is thought probable that some of the buildings erected for the exposition will remain as permanent museum buildings. An additional appropriation of \$50,000 has been made by Congress for the purchase of samples of foreign goods to enable domestic manufacturers to acquire knowledge of the kind of goods wanted by foreigners.

We acknowledge the receipt of a most unique New Year's souvenir. It is a glass paper weight, handsomely ornamented and engraved, "Happy New Year to the Editor of 'The Billboard.'" It is the work of R. L. Hutchinson, a glass engraver of Summitville, Ind. Mr. Hutchinson follows the fairs in the summer, and consequently reads "The Billboard."

Columbus, O., is to have a street fair in May. Al. G. Field is to manage it.

Beautiful Jim Key.

Mr. A. R. Rogers, of Maiden Lane, New York City, is now making dates for 1902 and to managers of Fairs, Expositions, etc., who desire an attraction that is unique and which will draw large crowds, and one that at the same time will be high class and be to every one who sees it, a lasting object lesson of what kindness and patience will accomplish with a dumb brute he offers the Educated Horse "Beautiful Jim Key," for engagement.

Home Societies, Ministers and the best people generally will endorse this attraction. In some instances, if you have time enough to present the matter to the school board of your city, you will be able to get them to give the children half-holidays to witness this grand object lesson. Newspapers treat this marvelous exhibition very generously in their news columns. It is an attraction that advertises itself—for those who see it, will tell others. Doubt and curiosity will lead many to witness that which seems so impracticable. Delighted with the intelligence of Beautiful Jim Key, they spread his fame among their friends. The wonderful horse has never been on exhibition, except during the Nashville Centennial, where he was the main attraction at the New Jersey State Fair, at Waverly, and at the Inter-State Fair at Trenton, N. J. He drew crowds, two weeks at the great Pittsburgh Exposition, and afterwards a three weeks run in Cincinnati, at the theatre, where he was the sole attraction. See advertisement on another page.



BEAUTIFUL JIM KEY.

## Site Selected

## FOR OHIO'S CENTENNIAL FAIR.

## Bay View Park at Toledo, to the Place.

## Quarter of a Million Will be Required to Put the Grounds in Proper Shape.

(Special Correspondence.)

Toledo, O., Jan. 4, 1899.

Today the members of the Ohio Centennial Commission met here with the local commission, the directors of the Centennial Company and the joint committees from the City Council and the Board of Aldermen. It was decided that Bay View Park should be accepted as the site, but a lease from the city can not be legally made until the plans for the buildings and survey of the grounds have been adopted. It will cost more than \$250,000 to put the ground in good shape. The city is authorized to expend \$150,000 for this purpose. The Centennial Company stands ready with \$500,000 more, while a Congressional appropriation of \$500,000 is to be asked for, and an effort will doubtless be made to hold the Centennial in 1902, on account of the St. Louis show.

"Agriculture is the foundation of manufactures."—Gibbon.

Program of Fair Managers' Meeting, to be held at Van Wert, O., Wednesday, February 8, 1899:

Executive Committee—A. Harrod, President, Lima; J. S. Stuckey, First Vice President, Van Wert; C. W. Halfhill, Second Vice President, Mercer; A. P. Sandies, Secretary and Treasurer, Ottawa; Agnew Welsh, Ada; D. A. Johns, Van Wert; A. E. Schaffer, Wapakoneta; W. A. Williamson, Mt. Cory.

Program, 10 A. M.

Welcome address—Hon. G. M. Saltzgeber, Van Wert.

Response—A. E. Schaffer, Wapakoneta. Annual Address—A. Harrod, President, Lima.

Report of Legislative Committee.

Ticket System—Dr. A. L. Paul, Ottawa.

Discussion—Wm. Rusler, Hume; W. S. Randall, McComb; W. A. Matheny, Weston.

Uses of the Fair—Hon. D. L. Cable, Lima.

Discussion—Dr. J. P. Slager, Paulding; Chas. W. Halfhill, Mercer; Agnew Welsh, Ada.

Abuses of the Fair—Hon. J. T. Kennedy, Celina.

Discussion—J. S. Stuckey, Van Wert; Fred. Welmeyer, New Bremen; Perry Focht, Unlopolis.

New Features—L. G. Ely, President State Board of Agriculture, Fayette.

Discussion—Oron Borard, Paulding; Thos. Mikesell, Wauseon; L. B. Good, Himer.

Suggestions for '99—By every person present.

Election of officers and other business.

Payment of annual dues.

Adjournment.

## Macon's Fair Grounds

## Fast Falling Into a State of Decay.

No one can visit the magnificent fair grounds at Macon, Ga., and witness the desolation of this splendid property without experiencing keenest regret. Almost involuntarily one is moved to cry out, "Oh! the pity of it!" Located in a magnificent park, right in the city—out away out in the country—with a beautiful race track, base ball grounds, stately buildings, and ample stables and pens; the property has been suffered to moulder and decay, until now it is only a mammoth monument to sloth, mismanagement and incompetence.

At present it is being put to a little use; the Government is using it as a camp grounds and W. H. Harris' Nickel Plate Shows are wintering their stock in the stables, but the buildings are all going to rack and ruin.

It is a shame. These grounds, if properly kept up and cared for, could be made of immense value to Macon. A fair would be a great thing for the city, and if just a little ability, intelligence and honesty were enlisted in its management, it could be made self-sustaining.

The Western Ohio Fair Managers' Association was organized for the purpose of advancing the interests of County Fairs, and to better their management. All fair officers who are desirous of fitting themselves for their duties, should avail themselves of the opportunity afforded by these meetings to improve. The membership fee for each society is two dollars, and those that are members have found it to be a good investment.

The meeting at Van Wert promises to be the most successful one yet held. The committee has made the program brief, but the topics chosen are of such a nature as to include the things of vital importance in Fair management.

It is the duty of every Fair Director to make a successful fair if possible. Your attendance at these meetings will be evidence of the interest you have in your duties. Our Association welcomes all persons who are interested in fairs to our meetings, whether fair officers or not.

Fair followers who buy slot machine privileges should read the advertisement of M. A. Larkin on another page. His machines can not be cheated.

They are talking of instituting a fair at Newman, Ga. It is proposed to bring off the first meeting during November, 1899.

## Ohio Fair Men.

## Officers Elected and Subjects Discussed. Big Gathering.

(Special Correspondence.)

COLUMBUS, Jan. 12.—The Ohio State Association of Presidents and Secretaries of Fairs and Expositions for 1899 closed its annual meeting here to-day. Officers were elected as follows: President, Charles H. Ganson, Urbana; Secretary and Treasurer, George W. Carey, Lebanon; Vice President, W. L. Wiggins, Hillsboro; Executive Committee, C. H. Ganson, George W. Carey, W. I. Tenney, Albert Hale and Charles H. Wilson.

The subjects discussed were as follows: "Are County Fairs Improving?" C. H. Ganson, Urbana; "Is the Fair an Advertisement for the Farmer and Others?" C. H. Halfhill, Mercer; "When an Association is in Debt, What is the Best Plan to Get Out?" W. I. Tenney, Troy; "Should Fair Grounds Belong to Associations or Be Taxed?" E. W. Porter, Marysville; "Incompetent Judges," George W. Carey, Lebanon; "Permits and Privileges," J. W. Fleming, Columbus.

Ten farmers' associations, in addition to the State Agricultural Convention, met here during the week. The associations are the American Chester White Association, the Ohio Spanish Merino Sheep Breeders' Association, the Wool Growers' Association, the Draft and Coach Horse Breeders, the Shott Horn Breeders, the Polled Aberdeen Angus Cattle Breeders, the Association of Fair Superintendents and Secretaries, the Agricultural Students' Association, the Jersey Cattle Club and the Swine Breeders' Association.

The programme for the week was so arranged that no one meeting interfered with any of the others.

## Saint Louis

## The Place for Holding the Worlds Fair in 1903

ST. LOUIS, Jan. 10.—Delegates from nearly all the States and Territories in the "Louisiana Purchase" have assembled in St. Louis in response to an invitation of Governor Stephens, to decide upon the place and manner of celebrating the one hundredth anniversary of that important event in history.

The convention this morning, by unanimous vote, selected St. Louis as the place for holding the world's fair in the winter of 1903, to celebrate the Louisiana purchase. It was then decided to appoint an executive committee of three members from each State in the "Purchase" district, to effect permanent organization at once and proceed to start operations for the fair. James Cox, of St. Louis, was appointed permanent Secretary.

## A Greater American Exposition.

(Special Correspondence.)

Omaha, Neb., January 5.—At a meeting of the directors of the Greater American Exposition the following have been chosen an Executive Committee, to have direction and control of the project: P. E. Her, William Hayden, J. B. Kitcher, H. J. Penfold and C. J. Smythe. An Advisory Committee was chosen, consisting of Herman Kountze, Frank Murphy, E. Rosewater and Emil Brandeis. A standing Committee on Finance, which is to make a systematic canvass for subscriptions, was appointed, composed of the following: N. A. Kuhn, M. D. Karr, Roe Miller, C. M. Wilhelm and J. H. Dumont. The Executive Committee met later and elected C. J. Smythe chairman.

Usually the things that cost the least are the most expensive. Advertising that costs very little usually amounts to very little. An exhibit at a fair is more expensive than a card in a country paper, but then—it's worth more.

The Toledo Exposition will now be held in 1902, instead of 1903. This is on account of the St. Louis Show.

## Site for Centennial.

## The Commissions Believe 150 Acres will be Sufficient.

## President Kilbourne Appoints the Committee

## Banquet to the State Centennial Commission

Toledo, O., January 5.—President C. M. Spitzer, who heads the newly organized Centennial Commission here, banqueted the State Centennial Commission at the Toledo Club, and all the separate interests arranged to work harmoniously together.

After it was decided to lease Bay View Park, it was the expressed sentiment of the bodies that 150 acres would be sufficient, although, should plans be adopted to make it necessary, there are 230 acres available. It was thought the 175 acres at Omaha were too much, and it is believed now that but 150 acres will be utilized here. Little further will be done until the appointment and report of the expert commission. In the executive session the following committees were appointed by President Kilbourne: On Site, Belt, Stewart and Forbes; on Transportation, McBride, Maguire and Smith; on St. Louis Exposition, Flesch, Christian and Ramsay; on Award of Trade Mark or Designs, Forbes, Smith and McGuire; on National Appropriation, Donohue, Stull and Feinton; on Ohio Appropriation, Studl, Donaldson and McKinney; on Judicial Bill, Kumber, Donohue and Bickley.

## Asks for Half a Million.

## Ohio Centennial Commission Prepares a Bill for Congress.

Toledo, O., January 6.—The State Centennial Commission adjourned its three days' session today, after having approved Bay View Park as the site for the centennial, approved a resolution for the appointment of an expert commission of five to prepare the plans for the exposition, appointed a member of the commission from the State body, formulated a bill for National appropriation of \$500,000, and appointed a committee to present the same to Congress.

It was decided to change the date to 1902 should the St. Louis Exposition be held in 1903. The commission also approved a resolution asking the Governor to issue an invitation to sister States to exhibit, received the reports and acted favorably on the suggestions of the Toledo Commission for special buildings at the exposition, and extended the time and offered a prize of \$500 for a suitable trade mark of the exposition.

A remarkable state of feeling seems to exist among many of the newspaper editors of Nebraska, in opposition to the project for another exposition in Omaha next year. The Advisory Committee of the State "Newspaper Federation," according to the Lincoln Journal, has adopted a resolution calling upon members to urge the promoters of the 1899 enterprise to abandon it, since it is said the merchants of cities and towns outside of Omaha are determined that the retail business of the State shall not be concentrated in the exposition city throughout another season.—Newspaperdom.

(Editor's Note.)—If Omaha will but heed the opposition of the papers she will be money in pocket, and big money, too. She can afford to let well enough alone. She can not run an exposition a second year on the scale of magnitude she has outlined. If she attempts it she is liable to damage Omaha badly. If, indeed, she does not break the town altogether.

## State Asked to Make Appropriation for Attraction at Paris.

(Special Correspondence.)

SPRINGFIELD, Ill., Jan. 18.—The Legislature will be asked to make a liberal appropriation to aid in the making of a corn exhibit at the Paris Exposition. Col. Clark E. Carr, of Galesburg, President, and B. W. Snow, of Chicago, Secretary, of the American Maize propagandists, are here conferring with members on this subject. The purpose of this organization is to bring to the attention of the world the value of Indian corn as food for man. The propagandists have obtained satisfactory concessions from Commissioner Peck and will have a restaurant and corn kitchen in the United States Building at Paris. Of the appropriation by Congress of \$650,000, only \$75,000 is set apart for all of the agricultural products of the country, including horticulture and the beverages. It has been found that the proportion of this amount that can be set apart for Indian corn will be very meagre and the Maize propagandists have therefore decided to ask aid in the way of appropriations from the great corn-producing States of Illinois, Indiana, Missouri, Iowa, Kansas and Nebraska. It has not been decided how much Illinois will be asked to contribute. Col. Carr was greatly impressed when he went to Copenhagen as United States minister by the fact that there was not a pound of Indian corn meal in all Scandinavia. Through the efforts put forth by him and by Col. Murphy, Commissioner of the Department of Agriculture, the consumption of Indian corn meal has been so extended that 5,000 bushels were exported to Denmark last year.

The Exposition Company at Omaha, instead of giving the usual prizes and medals, pursued a more commendable course, and purchased a number of paintings from the collection in the Art Palace. It is to be hoped they will be kept together and remain in Omaha. They are as follows:

"The Departure of the Fishermen," by Louis Paul Dessar, born in this country, but for many years living abroad, now at Etaples, France. He was educated in the art schools of Paris, and one of his pictures was purchased by the French government.

"Upland," by Robert Reid, born in Massachusetts, educated in Paris, and now living in New York.

"Abandoned on the New England Coast," by Charles H. Downs, a Bostonian, now living abroad.

"Moonrise and Mist," by Edmund I. Whiteman, an American, who pursued his studies in France, and now resides at Baltimore. He has received honorable mention abroad.

"The Cowherd," by Irving Eraser Gause, and "Moonrise on Cape Ann," by L. H. Meakin.

The following notice from the Secretary is self-explanatory:

"All persons that have not received their premiums awarded at the last fair, will now be paid for cents on the dollar. Call or write the Secretary and get your order, which is payable at the Lebanon National Bank. This delay was caused by the rainy weather depriving the people from attending, and therefore cutting down the receipts. But, as the old saying goes, 'Better late than never.' And now, on behalf of the Board of Directors, it affords me pleasure to make this announcement to the hundreds of our exhibitors who have so patiently awaited for their premium money. The Board thanks you, one and all, for your kind indulgence, and asks that you begin to make preparations for our next annual fair, which will be held one week earlier, (in order, we hope, to miss the equinoctial storms), viz.: Sept. 12 to 15, 1899.

## Solicitors and Advertisers.

We propose to build up boards in our town of 7,000 population, where we will give a Protected and Renewed Service at 2 Cents a Sheet per Month for the first time. So, shall we expect an order from you?

VALLE & BRO. ADV. CO., Brownsville, Texas.

## BILLPOSTERS' PASTE BRUSHES.



SEND YOUR ORDERS TO  
The Donaldson  
Litho. Co.  
CINCINNATI,

Sole Western Agents for the  
CELEBRATED WIRE  
BOUND BRUSH.



This is our celebrated "UNEXCELLED." The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

8 in., \$2.75 ea. 9 in., \$3.00 ea. 10 in., \$3.25 ea.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

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

LIST OF FAIRS.

This list is revised and corrected monthly. Secretaries are urged to send in their dates at the earliest possible moment...

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CANADA

TORONTO, ONT., CAN.—Annual Exposition and Fair of Industrial Exhibition Association. Aug. 28 to Sept. 9. H. Hill, secy.

ILLINOIS.

CHAMPAIGN, ILL.—Champaign County Agricultural Board. Aug. 29 to Sept. 1, 1899. H. H. Harris, pres. John N. Beer, secy. MATTOON, ILL.—Free Street Fair. Oct. 4 to 6, 1899. Sam Dwlings, secy.

KENTUCKY.

LAWRENCEBURG, KY.—Lawrenceburg Fair Association. Aug. 10 to 18, 1899. J. W. Galt, secy. LOUISVILLE, KY.—Louisville Driving and Fair Association. Sept. 25 to 30, 1899. Frank P. Kenney, secy.

MASSACHUSETTS.

BROCKTON, MASS.—Proctor Agricultural Society. Oct. 4 to 7, 1899.

MICHIGAN.

REED CITY, MICH.—Tri-County Exposition. Sept. 19 to 21. T. R. Walsh, secy. SAGINAW, MICH.—Street Fair. Sept. 26 to 29, 1899.

MINNESOTA

WINONA, MINN.—Winona Street Fair and Agricultural Association. Sept. 26 to 29, 1899. W. J. Smith, Pres. Wm. G. Reade, Treas. John Rose, Secy.

MISSOURI.

LEE'S SUMMIT, MO.—Jackson County A. and M. Society. Sept. 12 to 15, 1899. E. T. Browning, Pres. Lewis Lamkin, Jr., secy.

NEBRASKA

MADISON NEB.—Madison County Agricultural Society. Sept. 12 to 15, 1899. H. P. Barney, pres. Geo. R. Wyoff, treas., J. L. Ryerson, secy.

NEW YORK.

BATH N. Y.—Staten County Fair Association. Sept. 26 to 29. C. A. Shultz, secy. ELMIRA N. Y.—Chemung County Fair Association. Sept. 5 to 8. Geo. McMan, secy. GENEVA N. Y.—Geneva Fair. Sept. 5 to 8. HAMMILL N. Y.—Erie County Agricultural Society. Sept. 12 to 15. Edward B. DeWitt, pres. Albert N. Y., John Knepper, treas. Hamburg N. Y., G. P. Dick, Wm. Hick, N. Y., secy. HORNELLVILLE N. Y.—Hornellville Exposition. Aug. 22 to 25. Milo Acker, secy. MARGARETVILLE N. Y.—Catskill Mountain Agricultural Society. Aug. 22 to 25. NEWARK N. Y.—New York County Fair. Sept. 12 to 15. A. C. Arkel, secy. SYRACUSE N. Y.—N. Y. State Agricultural Society. Aug. 29 to Sept. 1. Hon. Roswell P. Flower, pres. James Docharty, secy. W. J. Smith, treas., Theo. H. Colman, manager.

NORTH CAROLINA

NEW BERNE, N. C.—Annual Fair and Race Meeting. Feb. 21 to 24. Geo. Green, secy.

OHIO.

COLUMBUS, O.—Ohio State Fair and Industrial Exposition. Sept. 1 to 8, 1899. W. W. Miller, secy. COSHOCTON, O.—Coshocton County Agricultural Society. Dec. 19 to 13, 1899. J. P. Darling, pres. Corwin McCoy, treas., Robert Boyd, secy. LEHANS, O.—Warren County Fair. Sept. 12 to 15, 1899. Geo. W. Carey, secy. ZANESVILLE, OH.—Street Fair. 3d week June 1899. NEWARK, O.—Licking County Agricultural Society. Sept. 26 to 29, 1899. B. R. Taylor, pres. J. M. Phillips, secy.

OREGON.

PORTLAND, ORE.—Fish Fair. Jan. 20 to Feb. 3, 1899. Manager Buckley, 313 Oregonian Building, Portland, Ore.

PENNSYLVANIA.

CHARLESTON, PA.—Agricultural Association of Cumberland County. Sept. 26 to 29, 1899. Chas. H. Muffin, pres. John Stock, treas. W. H. M. Phipps, secy. MANSFIELD, PA.—Smythe Park Association. Sept. 26 to 29, 1899. J. M. Clark, Pres. W. P. Anshin, treas.; W. H. Husted, treas. MILTON, PA.—Milton Fair Association. Oct. 1 to 8. Edwin Paul, secy. WESTFORD, PA.—Westford Fair Association. Sept. 12 to 15. Frank Straub, secy.

TEXAS.

SAN ANTONIO, TEX.—San Antonio International Fair Association. Oct. 28 to Nov. 8, 1899. G. W. Brackenridge, San Antonio, Tex., chairman.

Poultry Shows.

CINCINNATI, O.—Cincinnati Poultry, Pigeon and Stock Association. February, 1899. C. J. Ross, secy., 129 West Sixth street, Cincinnati, O. LE VIGNE, MINN.—Inter-State Poultry and Stock Show. Feb. 1 and 2, 1899. N. R. Reynolds, secy. McCOOK, NEB.—McCook Poultry Association. J. S. Le How, secy. Feb. 5 to 9, 1899. NEW ORLEANS, LA.—Louisiana P. P. S. Association. Geo. A. Eyrich, box 714 sta. 1, New Orleans, La., secy. Feb. 11 to 15, 1899. NEW YORK CITY.—National Poultry Association. Madison Square Garden. Jan. 1 to Feb. 1, 1899. E. Latham, Flatbush, L. I., secy. NEW YORK N. Y.—New York Poultry and Pigeon Association. H. V. Crawford, secy., Montclair, N. Y., Jan. 31, Feb. 4, 1899. ST. PAUL, MINN.—Minnesota State Poultry Association. Feb. 6 to 11. R. Merle, secy., 692 Hamline avenue, St. Paul, Minn. ST. PETERSBURG, FLORIDA.—International Poultry Show. Russian Society of Bird Dealers. May 13 to 28, 1899. Address: Russian Ambassador, Washington, D. C. WASHINGTON, D. C.—District of Columbia Southern Poultry Association. W. R. Dalby, secy. Feb. 7 to 11, 1899.

Expositions.

CLEVELAND, O.—Cleveland Chamber of Commerce Exposition of Home Manufacturers. April, 1899. Secy. Chamber of Commerce, Cleveland, O. GREENSBORO, N. C.—Industrial & County Exhibit. Aug. 1 to 4, 1899. H. J. Elam, secy. NIAGARA FALLS, N. Y.—Pan-American Exposition, 1899. R. C. Hill, secy. PHILADELPHIA, PA.—Exposition of American Manufacturers, 1899. Dr. Wm. Pepper, chairman. SAN FRANCISCO, CAL.—Centennial Exposition. Prof. Geo. H. Ragsdale, secy. SAN FRANCISCO, CAL.—International Exhibition. Booklet, 1899. SAN FRANCISCO, CAL.—semi-Centennial Exposition. Winter, 1901. TORONTO, ONT. CAN.—Exposition and Industrial Fair. Aug. 28 to Sept. 3, 1899. H. J. Hill, Toronto, manager.

Races.

AUBURN N. Y.—Aug. 29 to Sept. 1. ALBANY, N. Y.—June 2 to 4. BATAVIA N. Y.—Aug. 1 to 4. BRADFORD, PA.—Week of June 27. BROOKPORT, N. Y.—July 2 to 28. ELMIRA N. Y.—June 12 to 19. ELMIRA N. Y.—Sept. 19 to 22. ELIE, PA.—Week of July 26. GENEVA N. Y.—July 1 to 7. GENEVA N. Y.—Sept. 1 to 9. HORNELLVILLE N. Y.—Aug. 22 to 25. ITHACA, N. Y.—June 5 to 9. JAMESTOWN, N. Y.—Aug. 5 to 11. LANTANA, KY.—May 22, 1899. LITTLE ROCK, ARK.—March 7 to April 1, 1899. LOUISVILLE, KY.—May 11 to 29, 1899. MCKEE'S ROCKS, PA.—Week of June 29. MEADOWS, PA.—Week of July 13. MEDINA N. Y.—July 18 to 21. MEMPHIS, TENN.—New Memphis Jockey Club. April 8 to 29, 1899. M. N. McFarland, Room 2, 2nd St. Exchange Bldg. Memphis, Tenn., secy. NASHVILLE, TENN.—April 27 to May 5, 1899. NASHVILLE, TENN.—Tenn. Slew-Breders' Association. April 27 to May 6, 1899. J. W. Borenson, secy. NEWARK N. Y.—July 11 to 20. NEW ORLEANS, LA.—April 1 to June 2, 1899. OAK AND OAK, ILL.—May 1 to 18. March 29 to April 1, 1899. April 17 to 29, 1899. OIL CITY, PA.—Week of July 13. PENN YANN N. Y.—Sept. 26 to 29. PHILADELPHIA, N. Y.—July 11 to 14. ROCHESTER N. Y.—Sept. 12 to 15. SAN FRANCISCO, CAL.—Feb. 6 to 18, 1899. Sept. 2 to 15, 1899. March 6 to 18, 1899. March 13 to 15, 1899. ST. MARY'S, PA.—Week of July 1. WESTVILLE, N. Y.—Aug. 15 to 18. WESTCHESTER, N. Y.—Westchester Racing Association. National Steeple Chase of \$20,000. 11 1/2 Miles. 173 Fifth av., New York City. Spring, 1900.

Horse Shows.

ATLANTA, GA.—N. E. Horse Show. July 1899. G. Cassel, Water, Atlanta, Ga. N. Y.

Dog Shows.

BOSTON, MASS.—New England Kennel Club. April 1 to 7, 1899. James L. Hill, secy. MILWAUKEE, WIS.—Charity Dog Show. Feb. 8 to 11, 1899. Edward Malcher, 230 Chicago st., Milwaukee, Wis. NEW YORK CITY.—Westchester Kennel Club Show. Jas. Mottimer, Springwood, Feb. 21 to 23, 1899.

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CONVENTIONS.

Fetes, Celebrations, Etc.

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

ALBANY, N. Y.—Medical Society of New York. Jan. 31 to Feb. 2, 1899. Frederick U. Curtis, secy., 17 Washington avenue, Albany, N. Y. ALBANY, N. Y.—State Baptist Convention. July 1, 1899. Rev. A. M. Vandeman, Albany, N. Y. ALBANY, N. Y.—National Celebration of Lincoln's Emancipation Proclamation. Magnus L. Robinson, Chairman, Alexandria, Va. ALLENTOWN, PA.—Four-County Firemen's Convention. June 13, 1899. Herman C. Muzzell, secy. ALTOONA, PA.—Pennsylvania State Magistrates' Association. Sept. 19, 1899. G. W. Jackson, Box 209, Harrisburg, Pa., secy. AMES, IOWA.—Improved Stock Breeders' Association. Dec. 13, 1899. W. M. McFadden, West Liberty, Iowa. AMHERST, MASS.—Delta Kappa Epsilon Society. Nov. 15, 1899. Bethune Duffield, secy., 809 Union Trust Building, Detroit, Mich. ANAONDA, MONT.—I. O. G. T. Grand Lodge. Oct. 11, 1899. Jas. A. Longstaff, 78 S. Main st., Butte, Mont. ANGERSON, IND.—I. O. O. F., High Court of Indiana. Feb. 23 and 24, 1899. W. W. Wilson, Logansport, Ind., secy. ASBURY PARK, N. J.—State Assembly of Rebekahs. Oct. 3, 1899. Mary I. Pullen, 327 E. 10th st., Asbury Park, N. J. ASTORIA, ORE.—I. O. O. F., A. M., State Convention. Feb. 22, 1899. P. S. Preston, Salem, N. C., secy. ASHLAND, ORE.—Knight Templars' Grand Commandery. Sept. 28, 1899. Jas. F. Robinson, secy., Eugene, Ore. ASHLAND, WIS.—Woman's Synodical Missionary Society. October, 1899. Mrs. Ella C. Pierce, 119 1/2 st., Milwaukee, Wis., secy. ATLANTA, GA.—American Library Association. 1899. Henry J. Carr, Public Library, Scranton, Pa., secy. ATLANTIC CITY, N. J.—Pharmaceutical Association. May, 1899. Frank C. Stutzien, Elizabeth, N. J. AUGUSTA, ME.—State Bar Association. Feb. 8, 1899. Josh C. Cornish, Augusta, Me., secy. AIKORA, ILL.—Ancient Order Hibernians. 1899. David McGlynn, secy., St. Louis. AUSTIN, TEX.—Texas United Daughters of the Confederacy. Oct. 18, 1899. Mrs. J. M. Lowman, secy., Victoria, Tex. BALTIMORE, MD.—Federal Brotherhood of Andrew & Philp. Nov. 1899. C. E. W. Laff, Irvington, N. J., secy. BALTIMORE, MD.—Grand Encampment, I. O. O. F., Oct. 16, 1899. John M. Jones, Baltimore, Md. BALTIMORE, MD.—Grand Lodge, A. F. & A. M., of Maryland. May 9, 1899. Jacob H. McHenry, secy. BALTIMORE, MD.—Grand Lodge, Shield of Liberty, Maryland and District of Columbia. Feb. 21 and 22, 1899. W. J. Cunningham, 25 E. Fayette st., Baltimore, Md., secy. BALTIMORE, MD.—Grand Pasture of Maryland United Order of Nazareth. Nov. 21, 1899. Geo. W. Fair II, secy., 527 North Dallas street, Baltimore, Md. BALTIMORE, MD.—Independent Order of Free Sons of Israel. 1892. BALTIMORE, MD.—K. of P. Grand Lodge, Feb. 14, 1899. James Whitehouse, Box 517, Baltimore, Md. BALTIMORE, MD.—Maryland Baptist Union Association. Oct. 25 to 27, 1899. Howard Wayne Smith, 183 W. Baltimore st., Baltimore, Md., secy. BALTIMORE, MD.—Royal Arch Masons. Nov. 14, 1899. George L. McCaban, Grand Secretary. BALTIMORE, MD.—State Council, Catholic Development League. Feb. 15, 1899. Thos. Foley Hisky, 100 and 102 W. Fayette st., Baltimore, Md., secy. BALTIMORE, MD.—Supreme Council of Chosen Friends, 3d Tuesday Sept., 1899. S. K. Wagner, supreme secy., Phila., Pa. BALTIMORE, MD.—Union Veteran League. Sept. 13, 1899. W. S. Norcross, Lewiston, Me., secy. BALTIMORE, MD.—W. R. C. State Convention. Feb. 22, 1899. Lizzie O. Buchta, Pres., 293 Chestnut street, Baltimore, Md. BANGOR, ME.—G. A. R. State Encampment. Feb. 1 to 6, 1899. Jas. L. Merrick, secy., Waterville, Me. BATON ROUGE, LA.—Louisiana Press Association. April or May, 1899. L. S. Scott, Crowley, La., secy.

BAY CITY, MICH.—Rebekah Assembly, I. O. O. F., Oct. 17, 1899. Mrs. Ida M. Davis, 512 Capital ave., S. Lansing, Mich., secy. BAY CITY, MICH.—Grand Lodge, I. O. O. F., Oct. 17, 1899. Edwin H. Whitney, Lansing, Mich., secy. BELLVILLE, ILL.—Anti-Horse Thief Association. Oct. 11, 1899. G. C. Browning, Fairmount, Ill., secy. BELLEVILLE, MO.—Central Protective Association. Oct. 10, 1899. W. H. Smith, Atchison, Kan., secy. BICKNELL, IND.—Indiana Field Trial Clubs. Nov. 6, 1899. S. H. Sucrow, secy., 371 Massachusetts avenue, Indianapolis Ind. BIRMINGHAM, N. Y.—State Baptist Pastors' Conference. Oct. 24 and 25, 1899. Rev. C. A. Clauson, Brockport, N. Y., secy. BIRMINGHAM, ALA.—Pharmaceutical Association. May, '99. P. C. Candidus, Mobile, secy. BIRMINGHAM, ALA.—Synod of Alabama. Nov. 21, 1899. W. I. Sinnott, Clerk, Columbus, Ala. BOONE, IA.—Baptist State Convention. Oct. 20, 1899. E. P. Bartlett, secy., Des Moines, Iowa. BOSTON, MASS.—American Historical Association. Dec. 27 to 29, 1899. Herbert B. Adams, John Hopkins University, Baltimore Md., secy. BOSTON, MASS.—G. A. R. State Encampment. Feb. 9 and 10, 1899. Warren B. Stetson, Boston, Mass., secy. BOSTON, MASS.—O. U. A. M. State Council. Feb. 22, 1899. C. C. Littlefield, 43 Milk st., Boston, Mass. BOSTON, MASS.—National Association of Women and Worsted Overseers. May 17, 1899. John Armstrong, secy., Plymouth, Mass. BOSTON, MASS.—Grand Lodge, A. O. U. W. Feb. 28 to March 1, 1899. J. Edward Burr, secy., 12 Walnut street, Boston, Mass. BOSTON, MASS.—Supreme Council, Home Circle. June 21, 1899. Julius M. Swain, secy., 129 Tremont street, Boston, Mass. BOSTON, MASS.—Knights of Columbus, State Council. Feb. 7, 1899. William J. O'Brien, secy., 597 Washington street, Boston, Mass. BOSTON, MASS.—Loyal Temperance Legion. October, 1899. Mrs. H. G. Rice, 1597 Washington street, Boston, Mass. BOSTON, MASS.—Wholesale Saddlery Association. July 11, 1899. John B. Denvir, St. Louis, Mo., secy. BOSTON, MASS.—American Association G. P. and F. Agents. October, 1899. A. J. Smith, L. S. & M. S. R. Cleveland, O., secy. BOSTON, MASS.—Vessel Owners & Captains' National Association. Oct. 4, 1899. R. R. Freeman, 95 Commercial st., Boston, Mass., secy. BOSTON, MASS.—U. S. General Convention of Universalists. October, 1899. Rev. G. L. Demarest, D.D., Manchester, N. H., secy. BOSTON, MASS.—Knights and Ladies of Honor, Grand Lodge. May 9, 1899. Sam Hathaway, 228 Tremont st., Boston, Mass. BOSTON, MASS.—Ancient Order of Hibernians. July, 1900. James O. Sullivan, Philadelphia, Pa., nat. secy. BOSTON, MASS.—Knights of Malta Grand Commandery. Sept. 28, 1899. John W. Hicks, Grand Recorder, 606 Tremont st., Boston, Mass. BOSTON, MASS.—International Union, Steam Engineers. Oct. 2, 1899. P. F. Doyle, 187 Washington st., Chicago, Ill., secy. BOSTON, MASS.—Steam Engineers' National Union. October, 1899. P. F. Doyle, Chicago, Ill., secy. BOLDER, COL.—State Undertakers' Association. Feb. 10, 1899. F. B. Waters, 800 Santa Fe ave., Denver, Col., secy. BOWLING GREEN, KY.—Synod of Cumberland, Presbyterian Church. Oct. 24, 1899. Rev. T. N. Williams, Louisville, Ky., secy. BRADFORD, PA.—Pennsylvania Bill Posters' Association. May 15 and 16, '99. John D. Mishler, pres.; John G. Reese, secy., Scranton, Pa. BRANDON, VT.—B. Y. P. U. State Convention. Sept. 25, 1899. Frank W. Woods, Johnson, Vt., secy. BRANDON, VT.—State Baptist Convention. Sept. 26, 1899. W. H. Kinzie, Bristol, Vt., clerk. BRANTFORD, ONT., CAN.—Union Bee Keepers' Convention. Feb. 9 and 10, 1899. R. F. Hoffmann, secy. BRIDGEPORT, CONN.—National Council, Daughters of America. Oct. 11, 1899. Miss Julia Tipton, Box 522, Dennison, O., secy. BROOKLYN, N. Y.—Knights of Golden Eagle, Supreme Castle. Oct. 9 and 10, 1899. A. C. Lyttle, 814 N. Broad st., Philadelphia, Pa., secy. BRUNSWICK, ME.—Maine Ornithological Society. Dec. 30, 1899. L. W. Robbins, Gardiner, Me., secy. BUFFALO, N. Y.—Imperial Council of Ancient Arabic Order, Nobles of the Mystic Shrine. June 14 to 15, 1899. B. W. Rowell, secy., No. 28 School street, Boston, Mass. BURLINGTON, VT.—High Court, Catholic Order of Foresters. June, 1899. John M. Wells, Hammond, Ind., secy. BUTTE, PA.—Y. M. C. A., State Convention. Feb. 23 to 26, 1899. S. M. Bard, Harrisburg, Pa., secy.

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URLINGTON, IA.—State Conference, Charities and Corrections, March, 1899. Charlotte Groff, 607 Locust st., Des Moines, Ia.

USHNELL, ILL.—Military Tract Medical Association, Nov. 19 to 20, 1899. O. B. Will, M.D., secy., Peoria, Ill.

AMDEN, N. J.—Supreme Lodge, Order of Shepherds of Bethlehem, Oct. 26, 1899. G. S. Wyckoff, 160 S. Stockton st., Trenton, N. Y., secy.

AMDEN, N. J.—Grand Council, Order of the Legion of the Red Cross, March 21, 1899. D. B. Fries, Collingwood, N. J., secy.

AMDEN, N. J.—State Council, D. of L., March 14, 1899. W. L. Hayward, 93 S. 8th st., Newark, N. J., secy.

APE CHARLES CITY, VA.—State Council of Virginia, Jr. O. U. A. M., Oct. 18 and 19, 1899. Thos. B. Ivey, Petersburg, Va., Box 556, secy.

EDAR RAPIDS, IOWA—American Poland China Record Company, Feb. 8, 1899.

ELERON, CHATAUQUA LAKE—Photographers' Association of America, July, 1899. Geo. B. Sperry, Toledo, O., secy.

HARLESTON, S. C.—Pharmaceutical Association of South Carolina, May, 1899. R. B. Longea, secy., Manning, S. C.

HARLEVON, MICH.—Association of Lumbermen, July 11, 1899.

HARLOTTEVILLE, VA.—State Convention, B. Y. P. U., Feb. 21 and 22. W. J. Keller, Charlotteville, Va., secy.

HICAGO, ILL.—Bohemian Catholic Central Union, Sept. 26, 1900. Frank Lindelar, 56 Jewett st., Cleveland, O., secy.

HICAGO, ILL.—Catholic Total Abstinence Union of America, Aug. 9 to 11, 1899. A. H. Doyle, 415 W. 59th st., New York City, secy.

HICAGO, ILL.—Grand Chapter, Order Eastern Star of Illinois, Oct. 3 to 5, 1899. Mrs. Mate L. Chester, 931 Park ave., Chicago, Ill., secy.

HICAGO, ILL.—National Fraternal Press Association, Aug. 22, 1899. Gilbert Howell, secy., 275 Woodland avenue, Cleveland, O.

HICAGO, ILL.—American Maize Propaganda Association, Feb. 16, 1899. B. W. Snow, Marquette Bldg., Chicago, Ill., secy.

HICAGO, ILL.—Grand Lodge, Order of Columbian Knights, March 28, 1899. W. F. Lipps, 704 Masonic Temple, Chicago, secy.

HICAGO, ILL.—National Association of armers' Mutual Insurance Companies, Feb. 28 to March 2, 1899.

HICAGO, ILL.—National Association of Managers of Newspaper Circulation, June 12, 1899. J. L. Boerhaus, secy., Columbus State Journal.

HICAGO, ILL.—State Press Association, Feb. 8 to 10, 1899. J. M. Page, secy., Jerseyville, Ill.

HICAGO, ILL.—American Association Physicians and Surgeons, May 31 to June 2, 1899. R. C. Kelsey, M.D., secy., 4054 Indiana avenue, Chicago, Ill.

HICAGO, ILL.—American Galloway Breeders' Association, Nov., 1899. Frank B. Hearne, secy., Independence, Mo.

HICAGO, ILL.—Interstate League, Building and Loan Association, Nov. 16 to 17, 1899. Hrd M. Robinson, secy., 1123 Broadway, New York City.

HICAGO, ILL.—Illinois Press Association, Feb. 8 to 10, 1899.

HICAGO, ILL.—National Spiritualists' Association, October, 1899. M. F. Longley, 600 Pennsylvania ave., S. E., Washington, D. C., secy.

HICAGO, ILL.—Knights Templar Annual Conclave, Oct. 24, 1899. G. H. M. Barnard, 1901 Masonic Temple, Chicago, Ill., secy.

HICAGO, ILL.—International Sunday School Convention, April 27 to 29, 1899. M. D. Byers, Atwood Bldg., Chicago, Ill., secy.

HICAGO, ILL.—National Association of Embalmers, First week, September, 1899. Frank A. Cook, Paris, Ill., secy.

HICAGO, ILL.—F. & A. M., Grand Lodge, Oct. 3, 1899. J. H. C. Dill, Bloomington, Ill., secy.

HICAGO, ILL.—Mississippi Valley Medical Association, Sept. 12, 1899. Henry E. Tuley, M.D., 111 W. Kentucky st., Louisville, Ky., secy.

INCINNATI, O.—Central Conference of American Rabbits, March 13, 1899.

INCINNATI, O.—National Association of Stove Manufacturers, May, 1899.

INCINNATI, O.—Triennial Meeting General Grand Chapter, September, 1900.

INCINNATI, O.—Saengerfest Jubilee, 1899.

INCINNATI, O.—National Association Master House Painters & Decorators of United States, Feb. 7, 1899. Joel Kennedy, Cincinnati, O., secy.

INCINNATI, O.—State Conference of Charities and Corrections, May 17 to 23, 1899. Jos. tional Council, June 20 to 23, 1899. E. S. INCINNATI, O.—Christian Women's Board of Missions, Oct. 12 to 14, 1899. Lois A. White, 307 N. Delaware st., Indianapolis, Ind., secy.

INCINNATI, O.—Christian Church Convention, October, 1899. B. L. Smith, Y. M. C. A. Bldg., Cincinnati, O., secy.

INCINNATI, O.—Christian Church Convention, Oct. 12 to 20, 1899. B. L. Smith, Y. M. C. A. Bldg., Cincinnati, O., secy.

INCINNATI, O.—Traveling Engineers' Association, Sept. 12, 1899. W. O. Thompson, Elkhart, Ind., secy.

INCINNATI, O.—National Association of Implement & Vehicle Manufacturers, October, 1899. O. D. Frary, West Pullman, Chicago, Ill., secy.

INCINNATI, O.—International Kindergarten Union, March 2 to 4, 1899. Miss Annie Laws, secy., 813 Dayton street, Cincinnati, Ohio.

INCINNATI, J.—International Association of Distributors, July 18, 1899. W. H. Steinbrenner, secy., 519 Main street, Cincinnati, Ohio.

INCINNATI, O.—National Alliance, Theatrical State Employees of United States and Canada, June 19, 1899. Lee W. Hart, gen'l secy.,-treas.

INCINNATI, O.—Old Volunteer Firemen's Life Association, Feb. 22, 1899.

RCLEVELLE, O.—I. O. O. F. Convention, July, 1899. C. H. Tyner, Columbus, O., secy.

ARKSVILLE, TENN.—Grand Lodge of Tennessee, I. O. O. F., Oct. 18, 1899. J. R. Harwell, Nashville, Tenn., secy.

CLEVELAND, O.—National Paint, Oil & Varnish Association, Oct. 10 to 12, 1899. Dr. Van Ness Person, 84 La Salle st., Chicago, Ill., secy.

CLEVELAND, O.—National Assolation of Rod Mill Workers, June 17, 1899. P. J. Munde, secy., 425 Pyatt street, Youngstown, O.

CLEVELAND, O.—Association of Assistant Physicians of Hospitals for Insane, Feb. 20 to 24, 1899. Irwin H. Neff, M.D., Pontiac, Mich.

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

CLEVELAND, O.—R. & S. Masters' State Council, Sept. 26, 1899. Wm. E. Evans, Chillicothe, O., Grand Recorder.

CLEVELAND, O.—Royal Arch Masons Grand Chapter, Sept. 27, 1899. Chas. C. Kiefer, Urbana, O., secy.

COLLEGE STATION, TEX.—Texas Farmers' Congress, July, 1899. D. O. Lively, Ft. Worth, Tex., secy.

COLLEGE STATION, TEX.—State Dairy-men's Association, July 25, 1899. J. L. McGuire, Waco, Tex., secy.

COLUMBIA, S. C.—Association of Southern Schools and Colleges, November, 1899. J. H. Kirkland, secy., Nashville, Tenn.

COLUMBUS, O.—Junior Order United American Workmen, Sept. 12, 1899. J. A. Bliss, secy., Canton, O.

COLUMBUS, O.—Buckeye Editorial Association, Feb. 9 to 10, 1899.

COLUMBUS, O.—State Camp, Modern Woodmen of America, Feb. 8, 1899. H. W. Elsass, secy., Massillon, O.

COLUMBUS, O.—Grand Chapter, Order of Eastern Star, Oct. 10, 1899. Mrs. Ella B. Shearer, Marysville, O., secy.

COLUMBUS, O.—Ohio Trap Shooters' League Tournament, June 7 to 9, 1899. J. C. Porterfield, Columbus, O., secy.

COLUMBUS, O.—State Council, D. of A., Sept. 12, 1899. Miss Julia Tipton, Box 522, Dennison, O., secy.

COLUMBUS, O.—State Association of County Auditors, Nov. 21 and 22, 1899. E. M. Fulington, Marysville, O., secy.

COLUMBUS, O.—National Brick Mfg. Association, Feb. 7 to 10, 1899. Theo. A. Randall, 5 Monument Place, Indianapolis, Ind.

COLUMBUS, O.—American Association for Advancement of Science, Aug. 19 to 28, 1899. L. O. Howard, Cosmos Club, Washington, D. C., secy.

CRISTON, IOWA—Y. P. S. C. E. State Convention, Oct. 10 to 12, 1899. Jennie E. Catlin, Fairfield, Iowa, secy.

CRIPPLE CREEK, COLO.—D. of R. State Assembly, Oct. 16 to 18, 1899. Mrs. E. V. L. Boggs, secy., 2925 Curtis street, Denver, Colorado.

CROWLEY, LA.—I. O. O. F., Grand Lodge, March 7, 1899. H. Newman, Crowley, La., secy.

CUMBERLAND, MD.—Tri-State Y. M. C. A. Convention, Feb. 3 to 5, 1899. W. L. Radcliff, secy.

DALLAS, TEX.—State Assembly, I. O. O. F., Feb. 6, 1899. Mrs. J. D. Alexander, Cisco, Tex., secy.

DALLAS, TEX.—Woodmen of the World Convention, Feb. 14, 1899. W. A. Frazer, Dallas, Tex., secy.

DANVILLE, QUE., CAN.—Grand Lodge, I. O. G. T., September, 1899. J. W. Roch, 296 A. St. Dominique st., Montreal, secy.

DAVENPORT, IA.—Grand Chapter of Iowa O. E. S., Oct. 25 and 26, 1899. Mrs. Maria Jackson, Council Bluffs, Ia., secy.

DAYTON, TENN.—Synod of Cumberland Presbyterial Church of Tennessee, Oct. 16 to 20, 1899. Rev. P. M. Fitzgerald, McKenzie, Tenn., clerk.

DECATUR, ILL.—Grand Lodge, I. O. G. T., Oct. 10, 1899. R. J. Hazlett, Rockford, Ill., secy.

DECORAH, IOWA—Norwegian-Danish Press Association, June, 1899. S. Sorensen, Minneapolis, Minn., secy.

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

DENVER, COL.—American Association of Traveling Passenger Agents, September, 1899. L. W. Landman, Columbus, O., secy.

DENVER, COL.—Concatenated Order of the Hoo-Hoo, Sept. 9, 1899. J. H. Baird, Nashville, Tenn., scrivener.

DENVER, COL.—Negro Press Association, August, 1899. Mrs. F. J. Jackson, Kansas City, Kas., secy.

DENVER, COL.—Wholesale Saddlery Dealers' Convention, July 11, 1899. J. B. Denver, secy., St. Louis, Mo.

DENVER, COL.—General Assembly, Cumberland Presbyterian Church, May 18, 1899. Rev. J. M. Hubbard, Lebanon, Tenn., secy.

DES MOINES, IA.—Iowa Wholesale Butter and Egg Dealers' Association, Feb. 2, 1899. W. M. Verhey, secy., Des Moines, Ia.

DES MOINES, IA.—Mutual Insurance Association, Nov. 18, 1899. F. E. Gordon, secy., Sac City, Ia.

DES MOINES, IOWA—Brotherhood of Locomotive Firemen, September, 1900. F. W. Arnold, Peoria, Ill., secy.

DETROIT, MICH.—Amalgamated Association of Iron and Steel Workers, May, 1899. John Williams, Pittsburg, Pa., secy. and treas.

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

DETROIT, MICH.—Society of American Florists, M. J. Stewart, Boston, Mass., secy. Aug. 1, 1899.

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

DETROIT, MICH.—I. O. O. F. Sovereign Grand Lodge, Sept. 18 to 23, 1899. J. Frank Grant, 25 N. Liberty st., Baltimore, Md., secy.

DETROIT, MICH.—Odd Fellows' International Press Association, September, 1899. John W. Bourlet, Concord, N. H., secy.

DETROIT, MICH.—Michigan Hardware Association, July 12 and 13, 1899. Henry C. Minnie, Eaton Rapids, Mich., secy.

DETROIT, MICH.—Supreme Court, Foresters of America, Aug. 22, 1899. E. M. McNurty, Box 12, Brooklyn, N. Y., secy.

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

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

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

DETROIT, MICH.—International Typographical Union, Aug. 14, 1899. J. W. Hamwood, Room 7, DeSoto Block, Indianapolis, Ind., secy.

DETROIT, MICH.—American Railway Association, April 12, 1899. W. F. Allen, 24 Park Place, New York City, secy.

DETROIT, MICH.—International Christian Endeavor Convention, July 5 to 10, 1899. W. H. Strong, 134 Jefferson ave., Detroit, Mich., chairman.

DETROIT, MICH.—Supreme Lodge, K. of P., Last week, August, 1899. R. L. C. White, Nashville, Tenn., secy.

DETROIT, MICH.—Michigan League Republican Clubs, Feb. 21, 1899. Hon. E. J. Adams, Grand Rapids, Mich., secy.

DIXON, ILL.—Northern Illinois Teachers' Association, April 28 and 29, 1899. C. F. Philbrook, Rochelle, Ill., secy.

DOVER, N. H.—Knights of Pythias Grand Lodge, Oct. 18, 1899. Chas. B. Spofford, Carleton, N. H., secy.

DUBLIN, GA.—Georgia Weekly Press Association, July, 1899. W. A. Shackelford, Lexington, Ga., secy.

DURHAM, N. C.—Pharmaceutical Association, May, 1899. H. R. Horne, Fayetteville, N. C., secy.

EAST ST. LOUIS, ILL.—K. of P., Grand Lodge, Oct. 17, 1899. Henry P. Caldwell, 126 Washington st., Chicago, Ill., secy.

EL RENO, OKLA.—I. O. O. F., Grand Lodge, Oct. 18, 1899. J. B. Way, El Reno, Okla., secy.

EL RENO, OKLAHOMA—Grand Lodge, I. O. O. F., Oct. 18, 1899. J. B. May, El Reno, Okla., secy.

EUREKA, KAS.—Emporia District Epworth League, August, 1899. G. L. Darby, Howard, Kas., secy.

EUREKA, NEV.—Grand Lodge, I. O. O. F., Nov. 2, 1899. Mrs. Weathers, Deeth, Nev., secy.

FALL RIVER, MASS.—National Loom Fixers' Association, Sept. 13 to 14, 1899. Richard Shovelton, Jr., secy., 1233 South Main street, Fall River, Mass.

FALL RIVER, MASS.—New England Label Conference, Oct. 4, 1899. T. F. Tracy, 14 Hudson st., Boston, Mass.

FLINT, MICH.—American Tamworth Swine Breeders' Association, Feb. 29, 1899. Edwin O. Wood, Flint, Mich., secy.

FRANKFORD, IND.—Supreme Lodge of Moose, February, (second Tuesday), 1900. M. G. Kelly, Crawfordsville, Ind., secy.

FRANKLIN, MASS.—Massachusetts Universalist Convention, Sept. 26 to 28, 1899. Rev. F. W. Sprague, 30 West st., Boston, Mass., secy.

FRANKLIN, MASS.—Y. P. S. C. U. State Convention, Sept. 22, 1899. Miss Josie S. Newman, Beverly, Mass., secy.

FREDERICK CITY, MD.—United Brethren Church of United States and Europe Centennial Celebration, 1901.

FREMONT, NEB.—Modern Woodmen of America State Camp, Feb. 8, 1899. W. A. Forsyth, secy., Loomis, Neb.

FRESNO, CAL.—High Court of California, I. O. O. F., Oct. 10, 1899. W. H. Perry, 49-50 Phillips Block, Los Angeles, Cal., secy.

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

FT. WORTH, TEX.—Texas Fat Stock Show, March 14, 1899. D. O. Sively, Ft. Worth, Tex., secy.

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

GAFFNEY, S. C.—Baptist Ministers' Conference, Nov. 28, 1899.

GAFFNEY, S. C.—State Convention of Baptists, Nov. 29, 1899. C. P. Ervin, secy., Wellford, S. C.

GAINESVILLE, GA.—Chataqua Convention, July 4 to 20, 1899. H. W. Van Hoose, Gainesville, Ga., secy.

GALESBURG, ILL.—State Dairy Convention, Jan. 10 to 14, 1899.

GALESBURG, ILL.—Retail Grocers' and Merchants' Association, Feb. 7 to 9, 1899. R. G. Roadstrum, secy., Galesburg, Ill.

GLOVERSVILLE, N. Y.—I. O. O. F. Grand Encampment, Feb. 28, 1899. John D. Deubert, secy., 850 Broadway, New York City.

GRAND FORKS, N. DAK.—State Camp, Modern Woodmen of America, Feb. 8, 1899. Max H. Strehlow, Kindred, N. Dak.

GRAND ISLAND, NEB.—General Directors of Nebraska, June 13, 1899. Peter Bell, Norfolk, Neb., secy.

GRAND RAPIDS, MICH.—Dairy Convention, Feb. 1 to 3, 1899.

GRAND RAPIDS, MICH.—State Firemen's Convention, 1899. Geo. L. Gray, secy. and treas., La Peer, Mich.

GRAND RAPIDS, MICH.—Michigan Retail Grocers' Association, February, 1899. E. A. Stowe, Grand Rapids, Mich., secy.

GRAND RAPIDS, MICH.—Pythian Grand Lodge, 1899.

GRAND RAPIDS, MICH.—National American Woman's Suffrage Association, April 27 to May 2, 1899. Rachel Foster Avery, 119 N. 19th st., Philadelphia, Pa., secy.

GRAND RAPIDS, MICH.—I. O. G. T. Grand Lodge, Aug. 23, 1899. M. E. Curtis, Rug Rapids, Mich., secy.

GREEN BAY, WIS.—Wisconsin Dairymen's Association, Feb. 10 to 21, 1899.

GREENSBORO, N. C.—North Carolina State Florists' Association, August 1 to 5, 1899. Dr. J. W. Grifth, Greensboro, N. C., secy.

HANNAH, MO.—Supreme Council, Knights of Frater Mathew, Feb. 7 and 8, 1899. Thos. S. Bowden, St. Louis, Mo., secy.

HARRISBURG, PA.—Traveling Men's Club, February, 1899. Fred L. Morgan, secy.

HARRIS LITHIA SPRINGS, S. C.—South Carolina Press Association, June, 1899. C. C. Langston, Anderson, S. C., secy.

HARTFORD, CONN.—Jr. O. U. A. M. State Council, Sept. 26, 1899. E. W. Bell, 59 S. High st., New Britain, Ct., secy.

HARTFORD, CONN.—Grand Lodge, K. of P. of Connecticut, Oct. 17 and 18, 1899. H. O. Case, 25 Pearl st., Hartford, Conn.

HARTFORD, CONN.—K. of H. Grand Lodge, Oct. 23, 1899. Chas. W. Skiff, Danbury, Conn., secy.

HARTFORD, CONN.—National Prison Association of United States, September, 1899. Rev. J. L. Milligan, Allegheny, Pa., secy.

HASTINGS, NEB.—I. O. O. F., Grand Lodge, Oct. 17, 1899. Will H. Love, Lincoln, Neb.

HASTINGS, NEB.—Rebekah State Assembly of Nebraska, Oct. 18, 1899. Emma Talbot, S. Omaha, Neb., secy.

HENDERSON, KY.—Y M C A Convention, Feb. 16 to 19, 1899. W. C. Faige, Henderson, Ky., secy.

HINTON, W. VA.—United Order American Mechanics, Oct. 12, 1899. W. J. Mitchell, Box 606, Wheeling, W. Va., secy.

HOBOKEN, N. J.—High Court of New Jersey, Independent Order of Foresters, September, 1899. John H. Davis, 1129 Hampton Place, Elizabeth, N. J., secy.

HOLDREGE, NEB.—Nebraska State Sunday School Convention, June 13 to 15, 1899. E. J. Wightman, York, Neb., secy.

HOLYOKE, MASS.—Pharmaceutical Society, June, 1899. Jas. F. Guerin, Worcester, secy.

HOT SPRINGS, ARK.—Pharmaceutical Association, May 9, 1899. John B. Bond, Jr., Little Rock, secy.

HUNTINGTON, W. VA.—I. O. O. F. Grand Lodge, Nov. 21, 1899. G. A. Hiehe, secy., Parkersburg, W. Va.

INDIANAPOLIS, IND.—Supreme Lodge, A. O. U. W., June 13, 1899. M. W. Sackett, secy., Meadville, Pa.

INDIANAPOLIS, IND.—National Carriage Builders' Association, October, 1899. Henry C. McLeary, Wilmington, Del., secy.

INDIANAPOLIS, IND.—Grand Temple, Rathbone Sisters, Oct. 19, 1899. Dr. Mabel Teague, 116 N. Senate ave., Indianapolis, Ind., secy.

INDIANAPOLIS, IND.—I. O. G. T., Grand Lodge of Indiana, Oct. 18 and 19, 1899. B. A. Harding, Shelbyville, Ind., secy.

INDIANAPOLIS, IND.—Grand Council R. & S. Masters, Oct. 17 and 18, 1899. Grand Chapter of R. A. Masons, Oct. 18 and 19, 1899. Wm. H. Smythe, Indianapolis, Ind., secy.

INDIANAPOLIS, IND.—Indiana B. Y. P. U. State Convention, Oct. 12 to 17, 1899. Rev. D. H. Cooper, Peru, Ind.

INDIANAPOLIS, IND.—K. and L. of H., Grand Lodge, Nov. 7, 1899. W. B. Haxson, Jeffersonville, Ind., secy.

INDIANAPOLIS, IND.—National Association of Mexican War Veterans, September, 1899. W. R. Smith, Lexington, Ky., secy. and treas.

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

INDIANAPOLIS, IND.—Grand Lodge, K. of H., Feb. 21 and 22, 1899. James W. Jacobs, Jeffersonville, Ind., secy.

INDIANAPOLIS, IND.—American Essex Association, Jan. 2 to 7, 1899. F. M. Srout, McLean, Ill., secy.

**"The Best Attraction Ever at our Fairs,"**

Say the following well known Secretaries

The Celebrated Arabian Hambletonian Educated Horse

**BEAUTIFUL**

**JIM KEY**

**No other acts like his. A Marvelous exhibition.**

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**To Fair Managers:**

At our 1898 fair, we had as the leading attraction the Wonderful Educated Horse, Beautiful Jim Key and though we have seen other educated horses, he certainly is peer of them all. His act is entirely new. He actually reads, writes spells, counts figures, changes money, flies letters, kisses the flag and many other equally seeming impossible feats, and all at the command of the astonished and delighted audience. We have never had at any of our fairs any attraction that the papers devoted so much space to, that the teachers in the schools sent the children to see, and that caused so much favorable talk and comment. People came the second and third time to see his wonderful acts.

**It is certainly the best attraction we ever had.**

FALL FAIRS, 1898.

SECRETARIES

Jno Guild Muirhead, Inter State Fair, Trenton, N. J.

A W DeLong, The Great Allentown Fair, Allentown, Pa.

H A Grouman, The Bethlehem Fair, Bethlehem, Pa.

H C Keeler, Frederick Co Agr Fair, Frederick, Md.

Geo. F. Hager, The Hagerstown Fair, Hagerstown, Md.

G E Webb, Winston Salem Street Fair, Winston, N. C.

John Nichols, North Carolina State Fair, Raleigh, N. C.

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The best attraction we ever had at the Pittsburg Exposition—J J Fitzpatrick Secretary.

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The best drawing attraction for Parks, Fairs, and Expositions in America, all say

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# THE BILLBOARD

- INDIANAPOLIS, IND.**—Pharmaceutical Association, Feb. '99.
- INDIANAPOLIS, IND.**—Indiana Association of Photographers, Feb. 28 to March 2, 1899. W. O. Nicely, Bloomington, Ind., secy.
- INDIANAPOLIS, IND.**—Savings & Loan Association League of Indiana, March 3, 1899. A. L. Guthrie, Minchester, Ind., secy.
- JEFFERSON CITY, MO.**—Pharmaceutical Association, June 6, 1899. H. M. Whippley, St. Louis, secy.
- JERSEY CITY, N. J.**—Y. P. C. P. State Convention, Oct. 12, 1899. Rev. C. H. Vail, Hightstown, N. J., secy.
- JOLIET, ILL.**—Synod of Presbyterian Church, Oct. 20, 1899. Rev. H. S. Johnson, Hinsdale, Ill., stated clerk.
- JOLIET ILL.**—Building Association League of Illinois, Oct. 19, 1899. B. G. Vaseh, Quincy, Ill., secy.
- KANSAS CITY, MO.**—Biennial Meeting, Modern Woodmen of America, June 2, 1899. C. W. Hawes, secy., Rock Island, Ill.
- KANSAS CITY, MO.**—Missouri and Kansas Short-Horn Breeders' Association, Feb. 15, 1899. W. B. Brush, secy., Station A, Kansas City, Mo.
- KANSAS CITY, MO.**—Missouri Grand Lodge, I. O. O. F., Oct. 2 to 6, 1899. J. W. Edwards, Jefferson City, Mo., secy.
- KANSAS CITY, MO.**—State Universalist Convention, Oct. 5, 1899. Ed. C. Crow, Howling Green, Mo., secy.
- KANSAS CITY, MO.**—Catholic Knights of America, May 9, 1899. Jos. C. Carroll, Monroe Bldg., Norfolk Va.
- KEENE, N. H.**—I. O. O. F. Grand Lodge of N. H., Oct. 11, 1899. Joseph Kidder, Box 94 Manchester, N. H., secy.
- KNOXVILLE, TENN.**—State Sunday School Convention, Feb. 13 to 17, 1899. Rev. Geo. Ingham, Nashville, Tenn., secy.
- LAFAYETTE, IND.**—Indiana State Court of Catholic Order of Foresters, August, 1899.
- LANCASTER, PA.**—State Convention, Grand Lodge, K. of P., Aug. 16, 1899. Milton C. Tyssen, Lebanon, Pa., secy.
- LANSING, MICH.**—I. O. O. F. A. M. State Council, Feb. 14, 1899. W. E. Pulifer, 164 S. Larch st., Lansing, Mich., secy.
- LAWRENCE, KAN.**—Pharmaceutical Society, May 1899. F. A. Snow, Topeka, secy.
- LEAVENWORTH, KAN.**—Royal Arch Masons' Grand Chapter, Feb. 13, 1899. Jacob DeWitt, secy., Salina, Kan.
- LEAVENWORTH, KAN.**—F. & A. M. Grand Lodge, Feb. 15 and 16, 1899. J. C. Kitchison, Leavenworth, Kan., secy.
- LEWISTON, ME.**—Good Templars of Maine, April 12 and 13, 1899. Geo. E. Brackett, Bangor, Me., secy.
- LINCOLN, NEB.**—Knights of Pythias, Grand Lodge, Sept. 12, 1899. Will H. Love, Lincoln, Neb., secy.
- LINCOLN, NEB.**—Western Travelers' Accident Association, Sept. 20, 1899. Arthur L. Sheets, Omaha, Neb., secy.
- LINCOLN, NEB.**—State Conference of Clergics and Corrections, Feb. 7, 1899. Rev. A. W. Clark, Omaha, Neb., secy.
- LITTLE ROCK, ARK.**—Mardi-Gras Celebration, Feb. 13 to 14.
- LITTLE ROCK, ARK.**—Order of Eastern Star, Nov. 20, 1899. Mrs. Jennie H. Hopkins, secy., Mabelvale, Ark.
- LITTLE ROCK, ARK.**—Rebekah Assembly of Arkansas, Oct. 24, 1899. Mrs. Medora A. Reid, 1109 W. 4th st., Little Rock, Ark., secy.
- LITTLE ROCK, ARK.**—Grand Lodge, I. O. O. F., Oct. 24, 1899. J. B. Friedheim, Camden Ark., secy.
- LIVERPOOL, ENGLAND.**—United Hill Posters' Association, August, 1899.
- LOGANSPOIT, IND.**—Seventy-third Indiana Regiment of Civil War Veterans, 1899.
- LONG BRANCH, N. J.**—State Firemen's Convention, September, 1899. Isaac Wisniewski, Chief Engineer.
- LOS ANGELES, CAL.**—Free Harbor Jubilee Celebration, April, 1899. Geo. W. Parsons, 187 So Broadway, Los Angeles, Cal.
- LOS ANGELES, CAL.**—National Educational Association, July 11 to 14, 1899. Irwin Shepherd, Wisconsin, Minn., secy.
- LOS ANGELES, CAL.**—Flowerth League Assembly, Feb. 21 to 24, 1899. John W. Whitington, secy., 324 Wilcox Building, Los Angeles, Cal.
- LOS ANGELES, CAL.**—Independent Order of Foresters Supreme Court, 1899.
- LOUISVILLE, KY.**—National Saddle Horse Breeders' Association, Feb. 7, 1899. I. B. Nell, secy., Louisville, Ky.
- LOUISVILLE, KY.**—A. O. U. W. Grand Lodge, February (second Tuesday), 1900. J. G. Walker, secy., Room 2, Norton Building, Louisville, Ky.
- LOUISVILLE, KY.**—Grand United Order of Odd Fellows, Oct. 4, 1899. Geo. E. Temple, 234 Washington st., St. Louis, Mo., secy.
- LOUISVILLE, KY.**—Royal Arch Masons' Grand Chapter, Oct. 10, 1899. Henry H. Grant, 4th and Green sts., Louisville, Ky., secy.
- LOUISVILLE, KY.**—F. & A. M. Grand Lodge of Kentucky, Oct. 17 to 20, 1899. H. B. Grant, Louisville, Ky., secy.
- LOUISVILLE, KY.**—T. P. A. Convention, 1899. Charles R. Duffin, national pres., Terre Haute, Ind.; Louis T. Le Beaume, secy., St. Louis.
- LOUISVILLE, KY.**—Grand Encampment, Knights Templar, August, (fourth Tuesday), 1901. Reuben H. Lloyd, San Francisco, Cal., Grand Master.
- LYNN, MASS.**—National Convention, Y. P. C. E. of Universalist Church, July 12 to 19, 1899. Alfred J. Cardall, 30 West st., Boston, Mass., secy.
- MADISON, WIS.**—State Horticultural Society, Feb. 6 to 10, 1899. A. J. Phillips, West Salem, Wis., secy.
- MADISON, WIS.**—Wisconsin Cheesemakers' Association, Feb. 1, 1899.
- MADISON, WIS.**—Mutual Fire Underwriters' Association, Feb. 7, 1899. Geo. H. Hastings, Watertown, Wis.
- MAHONEY CITY, PA.**—Reformed Brotherhood of Andrew and Philip, November, 1900. W. O. Anderson, secy., 519 Pressman street, Baltimore, Md.
- MALDEN, MASS.**—Anniversary Celebration, (250 years), May, 1899. Alfred E. Cox, Malden, Mass., chairman ex. com.
- MANKATO, MINN.**—Baptist State Convention, Oct. 9 to 13, 1899. Rev. E. R. Pope, 701 Lumber Exchange Building, Minneapolis, Minn., secy.
- MARIETTA, GA.**—Synod of Georgia, Nov. 1, 1899. James Stacy, Clerk, Newnan, Ga.
- MARQUETTE, MICH.**—Firemen's Convention, Louis Vertsch, chief, Houghton, Mich., Aug. 2 to 5, 1899.
- MARSHALLTOWN, IA.**—State Camp, Modern Woodmen of America, Feb. 8, 1899. C. W. Walker, secy., Elkader, Ia.
- MAYSVILLE, KY.**—Grand Encampment, Odd Fellows, May, 1899.
- MEMPHIS, TENN.**—Woodmen of World Convention, March 14, 1899. Sam G. Smyth, Memphis, Tenn., secy.
- MEMPHIS, TENN.**—Christian Missionary Convention, Oct. 3, 1899. A. I. Myler, Nashville, Tenn., secy.
- MEMPHIS, TENN.**—National Association of Post Office Clerks, Sept. 4, 1899. Wm. Agnew, Cleveland, O., secy.
- MENOMINEE, MICH.**—State Camp Modern Woodmen of America, Feb. 8, 1899. M. R. Carrier, secy., Lansing, Mich.
- MILNER, GA.**—Cabin Creek Baptist Association, Sept. 27, 1899. N. E. Blanton, Forsyth Ga., secy.
- MILLEDGEVILLE, GA.**—Y. M. C. A. State Convention, March 23 to 26, 1899. J. M. Moore, secy.
- MILWAUKEE, WIS.**—Grand Chapter, R. A. M., Feb. 21 and 22, 1899. John W. Laffin, secy.
- MILWAUKEE, WIS.**—Wisconsin State Library Association, Feb. 22 and 23, 1899. Agnes Van Valkenburgh, Public Library, Milwaukee, Wis., secy.
- MILWAUKEE, WIS.**—Epworth League State Convention, Feb. 16 to 19, 1899. W. T. Jennings, Platteville, Wis., secy.
- MILWAUKEE, WIS.**—Wisconsin State Undertakers' Association, September, 1899. George L. Thomas, 457 Milwaukee st., Milwaukee, Wis., secy.
- MILWAUKEE, WIS.**—General Federation of Women's Clubs, Biennial Meeting, May, 1899. Mrs. Emma A. Fox, 21 Bagley ave., Detroit, Mich., secy.
- MILWAUKEE, WIS.**—National Builders' Association, Feb. 14 to 16, 1899. W. H. Sayward, secy., Boston, Mass.
- MILWAUKEE, WIS.**—Associated Bill Posters of United States, July 11, 1899. J. Ballard Carroll, secy., 35 Beaver street, Albany, N. Y.
- MILWAUKEE, WIS.**—Knights Templar Grand Commandery, Oct. 10, 1899. John W. Laffin, secy., 465 Jefferson street, Milwaukee, Wis.
- MILWAUKEE, WIS.**—Wisconsin Retail Hardware Dealers' Association, Feb. 1, 1899. C. A. Beck, Berlin, Wis., secy.
- MINNEAPOLIS, MINN.**—A. O. U. W. Grand Lodge, March 28, 1899. Olaf Olson, William, Minn.
- MINNEAPOLIS, MINN.**—Mississippi Valley Lumbermen's Association, Feb. 28, 1899. J. Newton Nind, Minneapolis, Minn., secy.
- MINNEAPOLIS, MINN.**—Independent Order of Foresters Grand Lodge, Feb. 8, 1899. A. E. Reiland, Minneapolis, Minn., 301 6th st., secy.
- MINNEAPOLIS, MINN.**—Pythian Veterans' Association, Feb. 20, 1899. J. H. Heisser, secy., 124 South Fourth street, Minneapolis, Minn.
- MINNEAPOLIS, MINN.**—Rathbone Sisters, Sept. 25, 1899. Mrs. Carrie Haag, Central Ave. St. Paul, Minn., secy.
- MINNEAPOLIS, MINN.**—American Public Health Association, November, 1899. Dr. C. O. Prebst, Columbus, O., secy.
- MINNEAPOLIS, MINN.**—Jr. O. U. A. M. National Council, June 20 to 23, 1899. E. S. Decker, Box 706 Philadelphia, Pa., secy.
- MISSOURI VALLEY, IOWA.**—Synod of Iowa, Oct. 17, 1899. J. C. McClintock, Sioux City, Iowa, clerk.
- MOBILE, ALA.**—Wood Camp, Woodmen of the World, Southeastern Convention, Feb. 11 to 13, 1899. C. R. Garrard, Valdosta, Ga., secy.
- MOBILE, ALA.**—Freight Claim Association, May 3, 1899. W. T. Taylor, Richmond, Va., secy.
- MONTREAL, QUEBEC, CAN.**—Trades & Labor Congress, September, 1899. Geo. W. Dwyer, 11 Louisa st., Toronto, secy.
- MOUNT VERNON.**—Anniversary Celebration of Washington's Death Day, by Masonic Fraternity (Estimated attendance, 10,000). Dec. 14, 1899.
- NACOGDOCHES, TEX.**—Baptist Missionary and Educational Association of Texas, Oct. 11, 1899. M. M. Rodgers, secy., Latrango, Texas.
- NASHVILLE, TENN.**—A. O. U. W. Grand Lodge, Sept. 20, 1900. J. H. Thompson, 415 Union st., Nashville, Tenn., secy.
- NASHVILLE, TENN.**—National Baptist Convention (Colored), Sept. 13, 1899. Wm. N. Steward, Louisville, Ky., secy.
- NASHVILLE, TENN.**—Medical Society of Tennessee, April 13 to 15, 1899. J. H. Marable, M. D., secy., Clarksville, Tenn.
- NASHVILLE, TENN.**—Y. M. C. A. State Convention, Feb. 9, 1899. W. S. Parks, secy.
- NEWARK, N. J.**—New Jersey State Council, C. R. L., Oct. 10, 1899. John J. Ghokan, 210 Garfield st., Newark, N. J., secy.
- NEW BRITAIN, CONN.**—I. O. G. T. Grand Lodge, September, 1899. Mrs. Florence A. Screen, 101 Pleasant st., New Britain, Conn., secy.
- NEW CASTLE, PA.**—Grand Lodge A. O. U. W., September, 1900. O. K. Gardner, 221 Wylie ave., Pittsburg, Pa.
- NEW HAVEN, CONN.**—C. R. L. State Council of Connecticut, Sept. 19, 1899. Jas. Scanton, 115 Smally st., New Britain, Conn., secy.
- NEW HAVEN, CONN.**—National Convention of Knights of Columbus, March 7, 1899. Daniel J. Colwell, Post Bldg., New Haven, Conn., secy.
- NEW HAVEN, CONN.**—National Electrotypers' Association, September, 1899. J. H. Ferguson, New York City, secy.
- NEW HAVEN, CONN.**—State Lumber Dealers' Association, Feb. 8, 1899. L. A. Mansfield, New Haven, Conn., secy.
- NEW LONDON, CONN.**—Annual Conclave, K. T., March 21, 1899. Eli C. Birdsey, Meriden, Conn., secy.
- NEW ORLEANS, LA.**—National Association of Master Plumbers, March 8 to 10, 1899. A. H. Brown, 627 Columbus Av., N. Y. City, secy.
- NEW ORLEANS, LA.**—K. of H., Grand Lodge, March 13, 1899. D. J. Searcy, New Orleans, La., secy.
- NEW ORLEANS, LA.**—Southern Branch, National Dental Association and Louisiana State Dental Association, Feb. 9 to 13, 1899. Wallace Wood, Jr., D. D. S., 625 Canal st., New Orleans, La., secy.
- NEW ORLEANS, LA.**—Brotherhood of R. R. Trainmen, May, 1899.
- NEW ORLEANS, LA.**—Catholic Knights of America, State Council, Feb. 9, 1899. Chas. A. Fricke, 823 Lowerline st., New Orleans, La.
- NEWPORT, N. H.**—Y. P. S. C. E. State Convention, Oct. 1 to 6, 1899. Frank W. Lund, Nashua, N. H., secy.
- NEW WHATCOMBE, WASH.**—Jr. O. U. A. W. State Council, Feb. 22, 1899. W. S. Schenck, secy., New Whatcombe, Wash.
- NEW YORK CITY.**—Rathbone Sisters' Grand Session, Nov. 4 to 15, 1899. Mrs. E. Le Count, secy., 247 Eighth avenue, New York City.
- NEW YORK CITY.**—Sportsman's Show, Madison Square Garden, March 2 to 11, 1899. J. A. H. Dressel, secy., 250 Broadway, New York City.
- NEW YORK CITY.**—Independent Order, Free Sons of Israel, Feb. 12, 1899. I. H. Goldsmith, secy., 791 Lexington avenue, New York City.
- NEW YORK CITY.**—Eastern Retail Butchers' Association, Aug. 1 to 5, 1899. F. J. Wallace, Meriden, Conn., secy.
- NEW YORK CITY.**—State Medical Association of N. Y., Oct. 24 to 26, 1899. M. C. O'Brien, 161 W. 122d st., N. Y. City, secy. C. E. Denison, 113 W. 12th st., N. Y. City, secy. of arrangement committee.
- NEW YORK CITY.**—Society of the Cincinnati, May, 1899.
- NEW YORK CITY.**—American Veterinary Medical Association, Sept. 5 to 7, 1899. Dr. S. Stewart, 7 1/2 James st., Kansas City, Kan., secy.
- NEW YORK CITY.**—National Electric Light Association, May 23 to 25, 1899. Geo. F. Porter, 136 Liberty st., N. Y. City, secy.
- NEW YORK CITY.**—American Institute of Mining Engineers, Feb. 21 to 25, 1899. R. W. Raymond, 13 Burling Slip, N. Y. City, secy.
- NEW YORK, N. Y.**—Mystic Order Velled Prophets, October, 1899. Sidney D. Smith, Hamilton, N. Y., secy.
- NIAGARA FALLS.**—Pan-American Exposition, May 1 to Nov. 1, 1899. R. C. Hill, secy., Buffalo, N. Y.
- NIAGARA FALLS, N. Y.**—United States League of Local Building and Loan Associations, July 26, 1899. H. F. Cellarius, Cincinnati, O., secy.
- NIAGARA FALLS, N. Y.**—American Fisheries' Society, June 28 to 29, 1899. Hirschel Witaker, secy., Detroit, Mich.
- NIAGARA FALLS, N. Y.**—National Association of Dental Examiners, July 28 to 31, 1899. Chas. A. Meeker, D. D. S., Newark, N. J., secy.
- NORTH ADAMS, MASS.**—Federation of Labor, Aug., '99.
- NORWICH, CONN.**—Y. M. C. A. State Convention, Feb. 22 to 26, 1899. E. T. Bates, New Haven, Conn., secy.
- NORWICH, VT.**—State Council, Jr. O. U. A. M., Oct. 4, 1899. F. W. Hawley, Norwich, Vt., secy.
- OMAHA, NEB.**—Knights of Ak-Sar-Ben, September, 1899. September, 1899. A. H. Noyes, secy.
- OSAGE CITY, KAN.**—Great Council of Kansas, I. O. R. M., Oct. 17, 1899. C. A. Wolf, Atchison, Kan., secy.
- OSHKOSH, WIS.**—Modern Woodmen of America, State Camp, Feb. 8, 1899. L. M. Sturdevant, secy., Neillsville, Wis.
- OTTAWA, ONT.**—CANADA—Allied Printing Crafts Union, June, 1899.
- PADUCAH, KY.**—I. O. O. F., Grand Lodge, Oct. 10, 1899. R. G. Elliott, Lexington, Ky., secy.
- PARIS, FRANCE.**—National Editorial Association, 1900.
- PAWTUCKET, R. I.**—Y. P. S. C. E. State Convention, Feb. 21 and 22, 1899. Frank O. Bishop, City Hall, Providence, R. I., secy.
- PEORIA, ILL.**—United Association, Journeymen Plumbers, Gas Fitters, Steam Fitters & Steam Helpers, Sept. 15, 1899. J. Spencer, 511 Ogden Bldg., Chicago, Ill., secy.
- PHILADELPHIA, PA.**—Pharmaceutical Association, June, '99. J. A. Miller, secy., Harrisburg, Pa.
- PHILADELPHIA, PA.**—Grand Army of the Republic, 1899. Col. Jas. A. Sexton, commander-in-chief.
- PHILADELPHIA, PA.**—National Army Nurses' Association, 1899. Miss Kate Scott, Pennsylvania, secy.
- PHILADELPHIA, PA.**—Women's Relief Corps, 1899. Mrs. Flo Jamieson Miller, Monticello, Ill., nat. pres.
- PHILADELPHIA, PA.**—Ladies of the G. A. R., 1899. Mrs. Annie Escher, Chicago, nat. secy.
- PHILADELPHIA, PA.**—American Ornithologists' Union, Nov. 14 to 15, 1899. John H. Sage, secy., Portland, Conn.
- PHILADELPHIA, PA.**—Patriotic Order of America, Oct. 24, 1899. Theo. Harris, Philadelphia, Pa., secy.
- PHILADELPHIA, PA.**—Knights of Malta, Oct. 17, 1899. Frank Gray, Broad and Arch sts., Philadelphia, Pa., secy.
- PHILADELPHIA, PA.**—Daughters of Veterans, 1899. Mrs. Vinne Bond Willis, of Massachusetts, secy.
- PHILADELPHIA, PA.**—California Volunteer Association, 1899. Capt. Geo. H. Petter, Providence, R. I., secy. and treas.
- PHILADELPHIA, PA.**—Veteran Signal Corps Association, 1899. C. W. D. Marny, Boston, Mass., secy. and treas.
- PHILADELPHIA, PA.**—International Commercial Congress, June, 1899.
- PHOENIX, ARIZ.**—Territorial Association Sportsmen's Tournament, Feb. 2 and 3, 1899. H. M. Gregory, Phoenix, Ariz., secy.
- PIQUA, O.**—Great Council, Improved Order of Red Men, Oct. 10 and 11, 1899. W. S. Rowan, 411 Mill st., Chillicothe, O.
- PITTSBURG, PA.**—International Astronomical Congress, May, 1900. C. W. Scovill, secy.
- PITTSBURG, KAN.**—O. D. H. S. Grand Lodge, Nov. 21, 1899. John Jacobs, 1150 1st st., Pittsburg, Kan., secy.
- PITTSBURG, PA.**—National Hardware Association, Nov. 15, 1899. T. Jas. Ferry, 5715 Commerce st., Philadelphia, Pa., secy.
- PITTSBURG, PA.**—Master Horseshoers' Convention, Oct. 9, 1899. W. J. Moore, Oakland ave., Pittsburg, Pa., secy.
- PORT HURON, MICH.**—Knights of Maccabees, July, 1899. N. S. Boynton, Port Huron, secy.
- PORTLAND, ME.**—Grand Lodge, I. O. O. F., Oct. 17, 1899. Joshua Davis, Portland, Me., secy.
- PORTLAND, ME.**—Rebeckah Assembly, I. O. O. F., Oct. 16, 1899. Grace E. Watsc, Belfast, Me., secy.
- PORTLAND, ME.**—Ladies' Loyal Orange Association, June 13, 1899. Mrs. Christi Milligan, 13 West st., Everett, Mass., secy.
- PORTLAND, ORE.**—Rathbone Sisters' Grand Temple, Oct. 10, 1899. Mrs. Nettie Ungerman, secy., McMinnville, Ore.
- PORTSMOUTH, N. H.**—Universalists' Convention of N. H., Oct. 3 to 5, 1899. Rev. W. H. Morrison, Manchester, N. H., secy.
- PORTSMOUTH, N. H.**—Federation of Women's Clubs of N. H., May, 1899. Mrs. H. Blair, Manchester House, Manchester, N. H.
- PORTSMOUTH, N. H.**—Jr. O. U. A. M. State Council, Sept. 20, 1899. J. H. Noy Platow, N. H., secy.
- PORTSMOUTH, O.**—A. O. U. W. Grand Lodge, Aug. 22, 1899. Walter Pickens, R. of Toledo, O.
- PORTSMOUTH, VA.**—Grand Lodge, K. of Feb. 28, 1899. Walter A. Edwards, Norfolk Va., secy.
- PRINCETON, ILL.**—Illinois Farmers' Institute, Feb. 21 to 23, 1899. Chas. F. Mi Springfield, Ill., secy.
- PROVIDENCE, R. I.**—Encampment, G. A. Feb. 2, 1899. Philip S. Chase, Box 334, Providence, R. I.
- PROVIDENCE, R. I.**—Rhode Island Instit of Instruction, Oct. 26 to 28, 1899. J. W. Rich, secy., Providence, R. I.
- PROVIDENCE, R. I.**—Rhode Island St Assembly, Oct. 26, 1899. Mrs. Cora A rich, secy., 614 Smith street, Providen R. I.
- PROVIDENCE, R. I.**—Rhode Island Instit of Instruction, Oct. 23 to 30, 1899. Nat. J. Kingsley, secy.
- PROVIDENCE, R. I.**—Grand Encampment, Knight Templars' Conclave, Nov. 16, 1899. Wm. H. Mos, 97 Weybosset st., Providence, R. I., secy.
- PUNXSUTAWNEY, PA.**—Pythian Sis hood, Oct. 4, 1899. Mrs. J. G. Ferry, a PUT-IN-BAY, O.—Master House Painters Decorators' Association, July, 1899. W. Albrecht, Toledo, O., secy. and treas.
- RACINE, WIS.**—Danish Brotherhood America, Oct. 1, 1902. Viggo A. Dar son, Sta. G. 885 N. Campbell ave., Chic Ill., secy.
- READING, PA.**—Reunion of the Society the 12th Regiment, Pa. Volunteers, 18, 1899. C. P. Keech, Philadelphia, Pa., secy.
- RICHMOND, VA.**—Grand Command Knight Templars' Conclave, Nov. 16, James B. Blanks, secy., Petersburg, Va.
- RICHMOND, VA.**—Southern Philatelic Association, October, 1899. W. C. Lowry, lene, Tex.
- RICHMOND, VA.**—O. U. A. M. State C cil of Virginia and D. of C. Feb. 14, W. H. Tompkins, 2107 E. Marshall Richmond, Va., secy.
- ROANOKE, VA.**—Virginia State Firen Association, Sept. 27, 1899. George Cummings, 210 Lincoln st., Portsm Va., secy.
- ROCHESTER, N. Y.**—American Assoc of Farmers' Institutes Managers, M 29 and 30, 1899. F. W. Taylor, Lincoln, ROCHESTER, N. Y.—American Assoc of Opticians, Aug. 1 to 3, 1899. Mr. B secy., 36 Maiden lane, New York City
- ROCKFORD, ILL.**—Y. P. S. C. E. Convention, Oct. 5 to 8, 1899. Miss M. Blair, 208 Illinois ave., Peoria, Ill.
- ROME, N. Y.**—United American Mechs Sept. 12, 1899. John Senner, 1341 Arc Philadelphia, Pa., natl. secy.
- SAGINAW, MICH.**—Biennial Conve Journeymen Barbers, October, 1900. E. Klaptzky, Box 585, secy., Suro N. Y.
- SALT LAKE CITY, UTAH.**—Grand Lod O. O. F., April, 1899.
- SALT LAKE CITY, UTAH.**—I. O. O. F. Grand Encampment, April, 1900. E. Loder, Salt Lake City, Utah, secy. (1166.)
- SALT LAKE CITY, UTAH.**—State M Association of Utah, October, 1899. I W. Fisher, Salt Lake City, Utah, se
- SAN DIEGO, CAL.**—G. A. R. Encamp April 20, 1899.
- SAN FRANCISCO, CAL.**—Grand Em ment, I. O. O. F., Oct. 17, 1899. W. Barnes, Odd Fellows' Hall, San Fran Cal., secy.
- SAN FRANCISCO, CAL.**—Episcopal Co tion, 1901.
- SAN JOSE, CAL.**—Y. M. C. A. State vention, Feb. 9 to 12, 1899. W. M. Pa 208 Weaver st., San Francisco, Cal.
- SCRANTON, PA.**—State Council, Jr. O. M., Sept. 11 to 15, 1899. E. S. Deeme 766, Philadelphia, Pa., secy.

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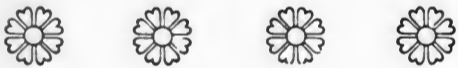
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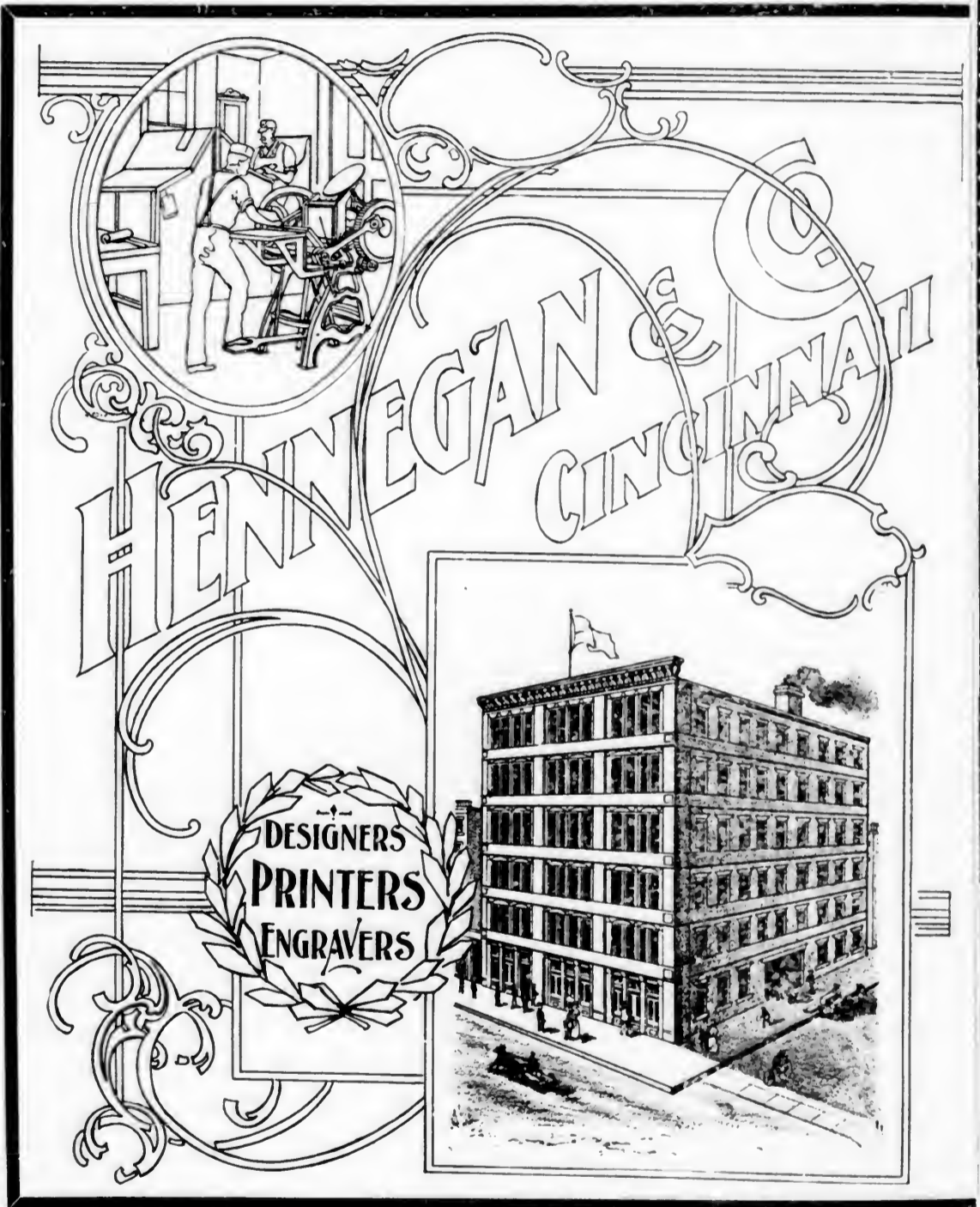
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**OHIO.**  
Akron—Bryan & Co., 125 S. Main.  
Bowling Green—A. H. Yonker, 18 W. Wooster.  
Cincinnati—F. R. Myers, 236 N. Spring st.  
Canton—M. C. Barber, Grand Opera House.  
Cincinnati—W. H. Steinbrenner, 519 Main st.  
Circleville—Baughman Bros.  
Columbus—F. Altman & Son, 540 E. Main st.  
Conneaut—A. C. Postins, Main st.  
Cleveland—Bryan & Co., 17-19 High st.  
Dayton—Jas. B. McConnon, 721 E. 2d st.  
Delaware—Geo. D. McGuire, 109 S. Franklin st.  
Delphos—Chas. A. Hood.  
Findlay—P. B. Oliver.  
Hamilton—Geo. W. Riley, Box 27.  
Ironton—J. H. Haynes & Son, 262 Mulberry.  
Kenion—Jos. U. Warvel, 323 E. Franklin st.  
Lima—W. C. Thrill & Co., 216 W. Market st.  
Logan—F. A. Koppe.  
Mansfield—E. D. Endly, 232 W. 4th st.  
Martins Ferry—A. W. Lalar, 9th st and Alley.  
C. Wheeling & Va.  
Middletown—Buckles & Barnet.  
Mt. Vernon—Haynes Bros., Public Square.  
Portsmouth—R. W. Lodwick, 118 W. 3d st.  
Sidney—Chas. P. Rodgers, 650 Main st.  
Springfield—H. H. Tyner, 22 N. Race st.  
Toledo—Bryan & Co., 513 St. Clair st.  
Troy—G. A. Brannan, 9 W. Main st.  
Urbana—C. O. Taylor, 125 E. Court st.  
Wooster—Geo. Kettler, 88 W. Larwill st.  
Zanesville—England Bros., 31 N. 5th st.

**OREGON.**  
Corvallis—G. W. Bigham, Main st., Box 135.  
McMinnville—G. F. Bangasser & Co., Box 33.  
Portland—John T. Williams, 346 Morrison.

**OKLAHOMA TERRITORY.**  
Kingfisher—Wm. A. Northrup, 313 S. Main st.

**PENNSYLVANIA.**  
Allegheny—J. T. Hudson, Pittsburg, Pa.  
Allentown—N. E. Worman, 532 Hamilton st.  
Carbondale—J. O'Hearn, 15 Main st.  
Carlisle—Wm. M. Meloy, Box 49.  
Connellsville—Clowds Adv. & Dist. Co.  
Dunmore—Reese & Long.  
Franklin—Alexander Bradley, 4 1/2th st.  
Hallstead—James S. Claxton & Co.  
Harrisburg—Arthur C. Young, 18 N. Third st.  
Indiana—Harry K. Apple, 709 Philadelphia st.  
McDonald, Wash. Co.—The J. Maes Co.  
Mansfield—W. D. Husted Adv. Co., 67 Main st.  
Roanoke—Chas. L. Weiss, 40 E. Bacon st.  
Pittsburg—Twin City Distributing Agency.  
Pittston—R. E. Hanke, 15 S. Main st.  
Philadelphia—American Billposting Co., 824 Walnut st.  
Scranton—Reese & Long, 115 Linden st.  
Wilkesbarre—W. H. Burgunder.  
Williamsport—S. M. Bond, Cherry and Rural.

**RHODE ISLAND.**  
Pawtucket—J. E. McMahon, 43 Summer st.  
Providence—New England Bulletin Sign Co., 99 Banigan Bldg.

**TENNESSEE.**  
Chattanooga—H. S. Holmes, 16 E. 7th st.  
Covington—H. N. Holshouser, 1 U. 457.  
Memphis—R. S. Douglas, Grand Op. House.  
Nashville—Jas. L. Hill, 150 N. Cherry st.  
Union City—Osar R. Crews.

**TEXAS.**  
Brownsville—Valle & Pro Adv Co.  
Galveston—J. P. Casimir, Main st.  
Galveston—J. E. Howard, Box 134.  
Houston—Thos. F. O'Leary, 801 Capitol av.  
Sherman—J. Long, 117 East Side Square.

**VERMONT.**  
Burlington—P. H. Ward, 151 Maple st.

**VIRGINIA.**  
Alexandria—C. D. Wright, Washington, D. C.  
Portsmouth—S. C. Draper, 905 Washington st.  
Roanoke—W. L. Robertson, Box 297.  
Staunton—J. H. Bell.  
Winchester—Cornelius Gibbens, Lock Box 64.

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

**WISCONSIN.**  
Fond du Lac—P. B. Haber.  
Janesville—Peter L. Myers.  
La Crosse—Aug. Erickson & Co., 331 Pearl st.  
Milwaukee—Walter D. Dixon, 583 15th st.  
Oshkosh—J. E. Williams, 24 High st.  
Racine—W. C. Tiede, 325 Main st.  
Richland Center—J. A. Coates.  
Sheboygan—E. J. Kempf, 731 Penn. av.

**WYOMING.**  
Laramie—H. E. Root.

**WASHINGTON.**  
Coffey—Geo. H. Lennox  
North Yakima—Eryson & Hauser, Box 611.

**WM. W. HAYDE, Bedford City, Va.**  
Distributes circulars, signs, etc. Prices moderate. References given. Correspondence solicited.

**ADVERTISERS!** I am still in the business and willing to stay. Send all matter to me. My distributing will make it pay. Member I. A. of D. JOHN H. JONES, office N. W. Cor Mount and JOHNNY STREETS, residence, 1733 W. Pratt St., Baltimore, Md.

**O. P. Fairchild & Co. COVINGTON, KY.**

LICENSED CITY BILLPOSTERS, DISTRIBUTORS AND GENERAL ADVERTISERS.

Office, 24 East Fifth Street, Covington, Ky.

Member of the I. A. of D.

**We Want Distributors.**

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

The Advertising World, Columbus, Ohio.

Every Reliable Distributor

Should be a Subscriber to

Up-To-Date Distributor

The only journal devoted exclusively to House-to-House Distributing. Quotes all the new advertisers and gives tips to distributors of untold value, absolutely free and independent and published to benefit all. A sample copy mailed free if you apply at once, you don't know it all if you fail to subscribe, published monthly, a dollar a year in advance.

WILL A. MOLTON, Dist. Agency, CLEVELAND O. 84 PUBLIC SQUARE.

**OKLAHOMA FARMERS.**

To catch them, all patent medicine firms, baking powders, biscuit tobacco gums, and all other advertisers, should send their advertising matter direct to the distributor who does the work himself. Let the middle man alone, 16 years experience. Correspondence solicited. Address: The Oklahoma Advertising & Distributing Agency, Lock box 290, Guthrie, O. T.

**JOINTED MAGNETIC HAMMERS**  
Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign enables you to get your work up high—away above the reach of mischievous kids.  
Donaldson Lith. Co., Cincinnati, O.  
DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up signs that I have ever used.  
Yours truly,  
FRISCHMAN & Co., Gardner, Mass.  
W. P. BARBER, Agt.

**DONALDSON LITHO. CO., Sole Agents, CINCINNATI.**  
Cash Must Accompany Order. None Sent C.O.D.

**BUBB**

POSTS BILLS AND DISTRIBUTES CIRCULARS AT

WILLIAMSPORT, PENN'A



## Bill Posting and Circus Paste Brush.

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

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

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

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



## Billposters and Distributors

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

## Letter Patterns.

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

- 2 10 to 12 inches—2 to 8 inches—
- 1 3/4 or 2 to 6 inches—1 3/4 or 2 to 4 inches.

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

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

### A SAMPLE ALPHABET

for 25 cents, size from 2 to 6 inches high. Some of the best sign painters use patterns, as they can do double the amount in the same time with them.

### CIRCULARS FREE.

## Exemplar Sign Works

Pickerington, Ohio.

R. H. FORGRAVE, Manager.

## City Billposting Co.

HARRY B. BUSSING, Manager.

## NORWALK, CONN.

## G. P. REYNOLDS, City Billposter.

Winchester, Illinois.

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

## HARKNESS • BILL... POSTER.

New Boards. Locations the Best.

## STOCKTON, CAL.

## ITHACA, MICH. Pop. 2,500.

JAS. DONALDSON,

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

### First Impressions Should Be Good Ones.

Sometimes your stationery makes that first impression. See that it is a good one. The stationery I make is sure to do this.

1000 Note Heads, ) \$3.00 per set, cash in ad  
1000 No. 6 Envelopes ) vance.

Send for Samples, Price List of Printing Free.

H. S. LEWIS, Beaver Falls, N. Y.

GOOD SERVICE! GOOD BOARDS! GOOD TOWNS! THE AMERICAN CO., Bill Posters and Distributors. Railroad Showing in 27 towns, in Wood County. Two Trips per Month. WRITE US FOR PRICES. Reference: The American Tobacco Co., California Fig Syrup Co. Lock Box 32, BOWLING GREENE, OHIO.

The E. L. Kinneman LICENSED BILLPOSTING CO. Marion, Ind. Up-to-date Billposters, Distributors and General Out-door Advertisers. Control all Boards and Advertising Space in Marion. pop. 22,000; Jonesboro, 3,000; Gas City, 5,000; Fairmount, 4,000. Total 34,000. All boards on Electric. Pan Handle, Big Four and Clover Leaf Lines. Capacity 4,000 sheets

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

## J. GARLICK, City Billposter, Distributor

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

## THE MANHATTAN PRESS-CLIPPING BUREAU.

ARTHUR CASSOT, Manager.

NEW YORK. LONDON. (Kuickerbocker Building.)

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

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

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Walter D. Dixon, Distributor and sign tacker Milwaukee, Wis. 523 15th St

# JOHN T. WILLIAMS,

SECRETARY AND MANAGER.

## Northwestern Billposting Co.,

H. F. TODD, ASSISTANT MANAGER.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS

346 MORRISON STREET,

POPULATION, 90,000. PORTLAND, ORE.



ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI, NEW YORK, CHICAGO, ST. LOUIS.

## BILL POSTING OF ANY DESCRIPTION LARGE OR SMALL QUANTITY.

Send to my address for prices and particulars.

E. J. CONGER, Prop. and Mgr.

Central Opera House, MANCHESTER, IOWA.

## HUNTINGTON, W. VA. WILL A. RUSSELL,

Owens and controls all boards. Population 12,000. Manufacturing town. (Successor to Russell B. P. Co.)



## Bill Posters' Paste Brushes.

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

### Improved Light Weight Block.

VERY STRONG, WITH SAFETY SCREWS.

### GRAY RUSSIAN BRISTLES.

Quaker City, 9-inch, \$24.00 per dozen, \$2.50 each.

Excelsior, 9-inch, \$30.00 per dozen, \$3.00 each.

Extra Extra, 9-inch, for circus use, \$39.00 per dozen, \$3.75 each.

### BLACK CHINA BRISTLES.

No. 1, Royal, 9 inch, \$21.00 per dozen, \$2.25 each.

No. 2, Royal, 9-inch, \$27.00 per dozen, \$2.50 each.

No. 3, Royal, 9-inch, \$30.00 per dozen, \$3.00 each.

8-foot Curved Handles, 50 cents each.

## ELDER & JENKS, Brush Makers.

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

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THE service of each individual member is guaranteed by all the rest of the members. This guarantee is a good guarantee. It is just as good as the bond of a trust company or a bank. All claims under the guarantee have been promptly met and paid in full. And this fact entitles the association to a standing enjoyed by no other trade organization.

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(Kansas City, Mo.)

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EVERY distributor who is a member of the International Association of Distributors, has to be a pretty good sort of a man and able to prove it. He has to give references, and the men he refers to must assert that he is honest, trustworthy and reliable.

Sometimes a "bad one" slips in, but he is soon spotted and expelled, and this process keeps the ranks clean.

The association, as a whole, and its members individually, deserve the greatest consideration at the hands of advertisers who utilize house-to-house work in advertising. Any advertiser who actually desires honest work, and patronizes non-members to the hurt of I. A. D. members, is injuring not only the association but himself as well.

## A Live City is Centralia, Ills.

Pop. 7,000  
Railroad terminal for four divisions. Two large coal mines. I. C. R. K. machine shops. Envelope and other factories. See running leaf billboards. JOSEPH E. HEFTER, Licensed Billposter and Distributor. Member A. B. P. and I. A. of D.

## P. H. LEECH, Billposter and Distributor.

Sherbrooke, Que., Canada.  
Population 15,000.

ADVERTISERS, PUT DUBUQUE, IA., on your list for 1899. Send your distributing and sign lacking to ARTHUR LEONARD, No. 820 Locust St. and get honest personal work and best results. Member I. A. of D.

NEWPORT, KY. The metropolis of Campbell County and Dayton, Bellevue, and Brilliant, and 7 minor cities. Our boards reach a gross population of 9,000. Member A. B. P. and I. A. of D. Sole Licensed Bill Posters in Campbell County.

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

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

## H. K. APPLE Billposter and Distributor

Indiana County. Private space. Member I. A. of D. Town population, 6,000. County, 2,000.  
INDIANA, PA.

G. E. MUEHL, Box 88 D, Seymour, Wis. wants 50,000 pieces to distribute in 20 cities. Two Dist. Agencies guarantee my work. Give me a trial.

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

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LOUISVILLE, KY. Population 225,000. Consolidated Billposting Co., successors to the E. T. Heverin & Bro. Billposting Co. and the Falls City Billposting Co. Pieces required to distribute, 45,000. Good locations for 50 stands. 15-12 or 8 sheets, 200 one sheets.

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LEXINGTON, KY. Population 35,000. Ramsey & Co. Pieces required to distribute, 6,500. Good locations for 25 stands. 30-12 sheets, 35 8 sheets, 75 3-sheets, 400 1-sheets.

PRICES. 1 cent per sheet per week. Louisville, 7 cents 30 days, other cities, service guaranteed right.

Address all communications to Executive Office,  
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Remember when you Advertise

**SO. McALISTER,**  
**KREBS, ALDERSON, McALISTER AND HARTSHORNE,**

So. McAlister	5,000
Krebs	5,000
Alderson	1,000
Cherryvale	1,000
Hartshorne	5,000
McAlister	1,000

YOU WANT TO EMPLOY  
**J. A. MADDUX,**  
AT SO. McALISTER.

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

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

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JOSEPH REID, Manager.  
LICENSED DISTRIBUTORS,  
Members I. A. of D.  
617 Grand Ave., KANSAS CITY, MO.

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

WALTER J. STAFFORD & SONS,  
11 West De La Guerra St.  
Santa Barbara, Cal.  
Pop. 20,000. Members Pacific Coast Billposters' Association. Licensed Billposters.

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City Billposter and Distributor,  
And General Outdoor Advertiser.  
Tacking and Distributing done by experienced men. Own and control all billboards in the city of Lampasas.  
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Walter D. Dixon, Distributor and sign tacker  
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F. N. PENDERGAST, Reliable Distributor. A new deal here in distributing. First-class work a specialty. Try me. Good reference Newton, Ia.  
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**ALEX. BRADLEY,**  
City Billposter and Distributor.  
MEMBER I. A. of D. Established 1871.

**PETER L. MEYERS,**  
CITY BILLPOSTER  
and DISTRIBUTOR

Owning and controlling 20,000 square feet of boards, all on the leading streets and car lines  
A GUARANTEED SERVICE.

Member I. A. D.

Office and Bill Room, Meyer's Grand Opera House  
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**SANTA CRUZ, CAL.** with a population over 8,000, has one of the best billposting and distributing plants in the state. All work personally superintended.  
Member I. A. D. **L. A. DANIELS.**

**IF YOU WANT RESULTS**

FROM YOUR  
**DISTRIBUTING**  
in LOUISVILLE, KY.  
LEXINGTON, KY.  
NEW ALBANY,  
and JEFFERSONVILLE, IND.

HAVE IT DONE BY THE  
**Ramsey Syndicate,**  
Main Office, LEXINGTON, KY.  
Quick Action on All Correspondence—WRITE.

**Walter D. Dixon,** Distributor and sign tacker Milwaukee, Wis. 533 1/2 St

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Deals in all kinds of NEWSPAPER INFORMATION. Advance reports on all contract work. Main office, 370 Montgomery Street, SAN FRANCISCO.

**TISDALE CITY BILLPOSTING CO.**  
CARD TACKLING AND DISTRIBUTING.  
116 N. Perry St. Mrs Geo. Tisdale, Prop.  
LICENSED. MONTGOMERY, ALA.



**Cincinnati**

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

The **John Chapman Co.**

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

17 LONGWORTH STREET.

**JOHN V. CARTER, 288 Belmont Street, BROCKTON, MASS.**  
DISTRIBUTOR AND SIGN TACKER FOR BROCKTON AND ADJOINING TOWNS.

A population of 65,000. Inquire of the large advertisers for whom I work or any local merchant to be convinced, that for honesty and thorough service my work is not equalled in this section. I hire no boys. I superintend my work, and look sharp after my help. 3 1/2 years a distributor. 22 years a resident. Send for references and terms.

**THE OWEN DISTRIBUTING SERVICE,**

**JNO H. OWEN, Manager,**

91 Shelby St., DETROIT, MICH.

Members I. A. D. Feister's Registered Distributor.

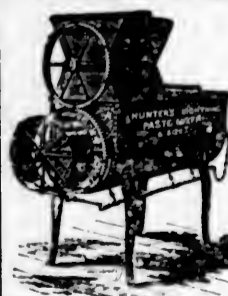
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*Best Cut Makers in America!*  
FINEST HALF TONES: LITHOGRAPHERS ILLUSTRATIONS.  
BEST LINE ZINC ETCHING: WOOD ENGRAVING - OF ALL KINDS:  
BUTLER BLDG CINCINNATI, O.

**AMERICAN BILLPOSTING CO.**

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

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

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

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For Coupon Book and Strip **TICKETS**  
WRITE **C. F. ANSELL,**  
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**A. B. NOLAND,** Billposter and card tacker, for Best of reference Pop. 1,000. Box 232 WELLSBURG, W. VA.

**JOHN R. THOMPSON** Tacker, EASTON, MD. Poster and Distributor  
Box 277

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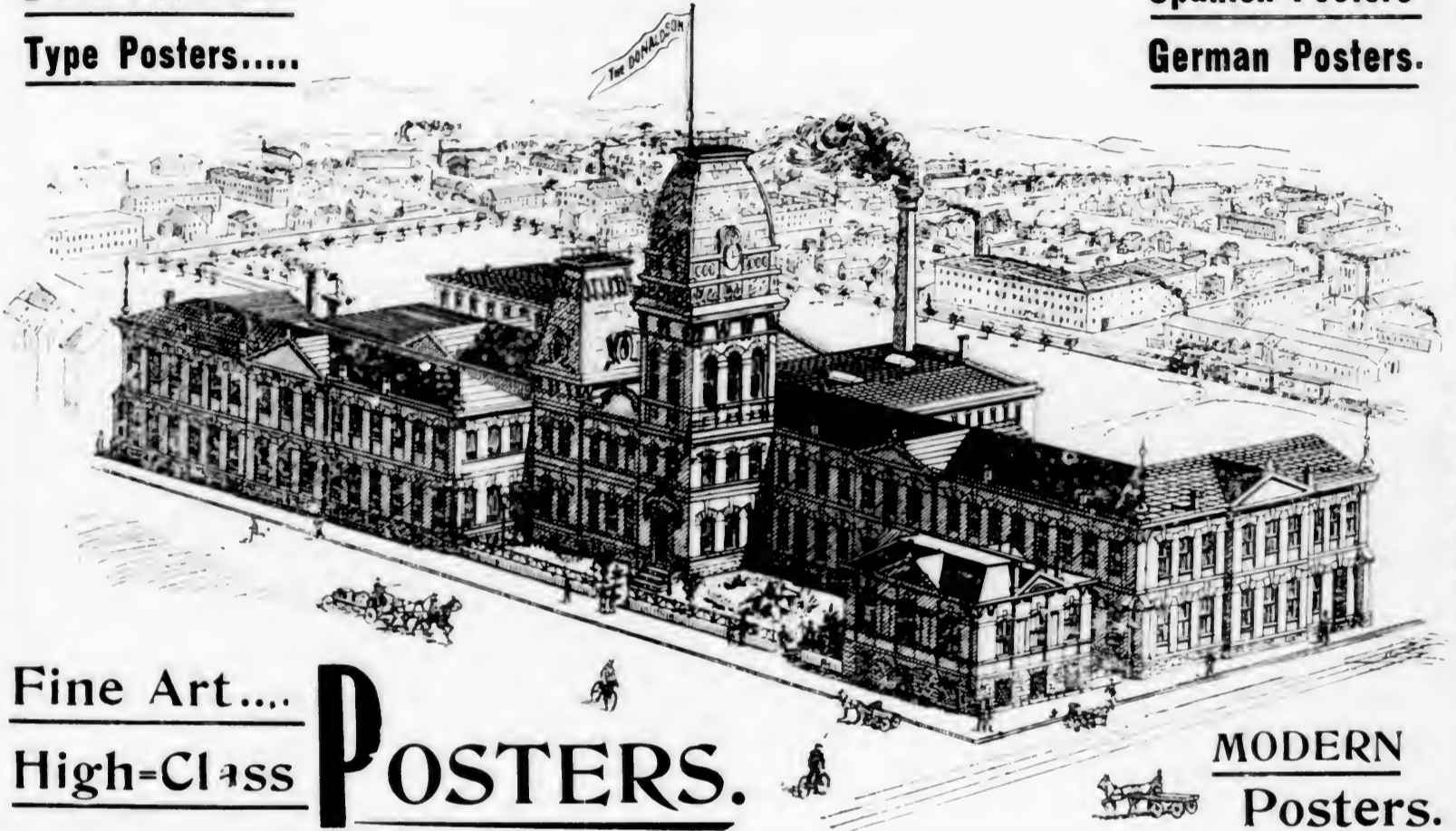
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By syndicated or stock posters is meant partly printed posters, so designed that we have only to print a retailer's name and address on them, and they are ready for use. Our line embraces every branch of trade. There is no article retailed but what we can furnish a poster that will advertise it successfully and economically.

**Spring Clothing.** We have fourteen different kinds of posters in work, depicting all the new Spring Styles. They will be completed Feb. 15th. Send for samples now.

**Spring Millinery.** Two whole-sheets, a three-sheet, and an eight-sheet; from model hats, imported from Paris, Berlin and Vienna. Ready Feb. 24th.

**Spring Hats.** Our posters advertising the new spring shapes in Derbies and Alpines, will be completed Feb. 20th.

**Spring Shoes.** A big sixteen-sheet, man's shoe; an eight-sheet, Lady's shoe; four whole-sheets. All ready March 1st.

**Bock Beer Posters.**  
Largest assortment. Finest designs. All shapes and sizes imaginable. Advertise this year's brew on the billboards, and watch the result. Samples free upon application.

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are best advertised with posters. Write for samples of ours. They are all new, good and effective.

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should be advertised on the billboards as well as in the windows. We have a very fine assortment of large stands suitable for this kind of exhibition, and we recommend them to managers. They make the show a success. Write us about it to day.

If you cannot buy our posters through your city billposter, write us direct, and send us the name of your job printer.

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If you have a brand, a trade mark, or a proprietary article, that you wish to introduce to the consumers of the country, and thereby force the jobbers to handle, you should use posters. **LISTEN!** It costs less than any other medium. We will post every town in the United States of over 2,500 inhabitants, furnishing the posters, paying the expressage, and checking up the lists, for the sum of \$45,000. All of the country will be well billed and thoroughly posted for a period of one month. Remember the United States is yours for a month for \$45,000.

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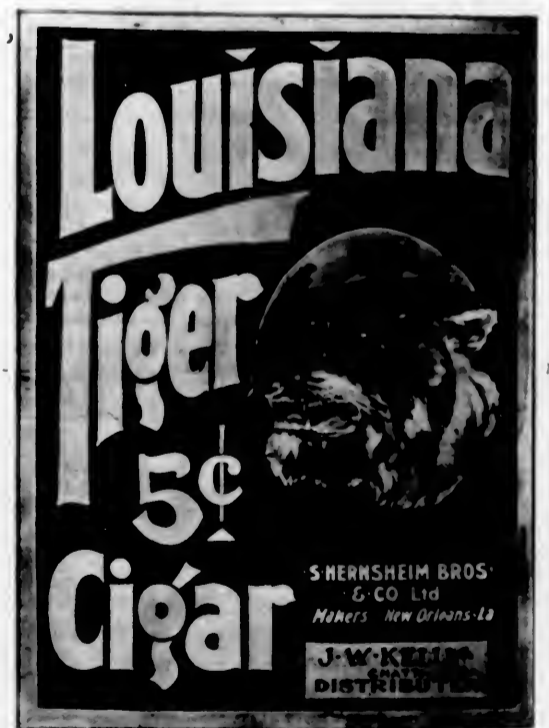
This illustration shows one of the brightest posters displayed in the Metropolitan District last year: it is a 16-sheet poster, 9½ feet high and 13½ feet long, lithographed in four colors—red yellow, blue and black.

I will make 2,000 16-sheet posters for you, from original sketch, in four colors, subject to your approval, for 3 cents per sheet, 48c. each poster.

I WILL POST 1,000 16-sheets in New York and the Metropolitan District, listed, protected, and renewed, at an average price of 14 cents a sheet per month,—\$2.24 per poster, and no charge for any poster that isn't as you like it during the term.

This Illustration shows an 8 sheet poster, size 9½ feet high and 7 feet wide, printed in four colors; the back ground is in blue, the lettering in white, and the trade mark in gorgeous colors.

Many experienced advertisers consider the 8 sheet poster just the right size, claiming that it is large enough to properly display everything they could want to say on a poster; and the price of poster and of the posting is just half the cost of the 16-sheet. Others claim there is no economy as double the number are needed. My opinion is that they are a very good size especially for cities of less than 100,000 population. I will make 2,000 8-sheet posters in 4 colors for 24 cents each, (3 cents per sheet). I will post 1,000 8-sheets in the following cities: Chattanooga, Savannah, Charleston, Memphis, Lowell, Richmond, Los Angeles, Evansville, Grand Rapids, Lexington, DesMoines, Nashville, Dubuque, Portland, Ore., listed, protected, renewed and guaranteed, at an average price of 60 cents each per month. (And any part of the service that is unsatisfactory, won't cost a cent.)



8-SHEET, 4 COLOR POSTER. Blue Back-ground.

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