

# THE BILLBOARD

VOL. XI., No. 7.

CINCINNATI, JULY 1, 1899.

PRICE 10 CENTS.  
PER YEAR, \$1.00



R J. GUNNING,  
The Famous Chicago Advertising Man.



CHICAGO

WILL TAX SIGNS AND BILLBOARDS.

At a meeting held May 27 last, the Board of Assessors of Chicago decided to tax all sign and bill boards. The decision, says the Times Herald, ingenuously of a newspaper has ample defense in considerations of equity and good public policy.

It has been known for a long time that these signboards are valuable money earning property, and assessors have been generally agreed upon the proposition that they should pay some revenue to the city. Under the old revenue law, however, the owners of the signboards managed to escape assessment of this property, although in some instances they were scheduled as "second-hand lumber" at a very low value.

Under the new revenue law, which gives the Board of Assessors the authority to correct such manifest inequalities, the problem of assessing the signboards in proportion to their money earning value should be easily adjusted. If a piece of vacant property is made to earn several thousand dollars a year by the erection of signboards, it is more valuable than a piece of property that is earning nothing and should be taxed accordingly. If the owner of a vacant lot erects a store or apartment building upon the lot, which he proposes to let at fixed rentals, he will expect to pay more taxes than he paid upon the vacant lot. If he converts the piece of lumber into signboards, to be rented at so much a square foot and from which he is able to derive a good income, he should not be allowed to schedule this money earning structure merely as "a pile of old lumber."

Whether vacant property upon which a signboard is erected can be classed as "improved property" and assessed accordingly, or whether it is more practicable to assess the advertising companies that derive the larger share of the profits from them, is a question for the Board of Assessors and its legal advisers to determine. The boards are a disfigurement to the city, but have a detrimental effect upon property values in their vicinity. For these and many other reasons they should be made to bear their just share of the tax burden.

All the other newspapers bombarded the board with suggestions and advice, but they very sensibly turned to practical men for aid. Mr. R. J. Gunning, famous all over the world was sought and an expression of opinion solicited from him which resulted in the following admirable letter:

Chicago, June 5, 1899.

To the Honorable, The Judiciary Committee of the Chicago Common Council, City: Gentlemen:—

The subject of reform in the conduct of outdoor advertising has been before the Chicago public for years. Every new administration undertakes its reformation, but through lack of the necessary technical knowledge this matter has always been left unfinished, and traveled the way of other like complications—to the pigeon-hole. There it has remained until the next administration, when it is once more gone over and again pigeon-holed. This applies not only to Chicago, but to every other large city of the United States and Canada, and principal European cities as well. A remedy for the evils of this business is an important question; it touches the interests of a great many thousands of citizens, not only of Chicago, but of the entire United States.

A practical reform first requires some inner knowledge of the subject to be treated. If the dry goods or banking business were under consideration by your honorable body a Marshall Field or a Lyman J. Gage would be in position to give you valuable information on their respective lines, and their opinions would not be appreciated, on account of their well-known spirit and competent judgment. In the same breadth of view the following data and suggestions are respectfully submitted regarding a live industry of the period, about which my special knowledge qualifies me to speak.

First, the breadth, scope and extent of the interests involved should be considered. Advertising today is as necessary to the transaction of certain lines of business as steam and electricity are to machinery. The importance of outdoor methods is strikingly illustrated by the fact that in the United States upwards of fifty million dollars were expended last year in this medium; Chicago's share alone amounting to about half a million. It has become a necessity in the advertising plans of a great many of the best classes of advertisers. It is regularly employed by merchants, banks, newspapers, railroads, theaters, and manufacturers of proprietary medicines, food products, collars and cuffs, bicycles, pianos, sewing machines, etc., etc. They include innumerable and high-class concerns, whom competition and live, up-to-date action force into advertising. They represent millions of capital; firms whose existence makes the United States and Chicago respected the world over for their commercial advancement and vigor. Among the Chicago firms who use this medium, both

locally and nationally, are the American Cereal Co., National Biscuit Co., N. K. Fairbank & Co., Armour & Co., Swift & Co., Price Baking Powder Co., Monarch Cycle Co., and others of like prominence. The strictly local patrons include Siegel, Cooper & Co., Alexander H. Revell & Co., Royal Trust Co., The Hub, The Fair, the daily papers, all the theaters, and meetings of a public nature, the candidacy of nominees for office, from constable to president, are also advertised in this way. Narrow-minded and unfair legislation, designed to cripple and embarrass legitimately conducted, honorably recognized and commercially established interests, are certainly far from the wishes of your honorable committee.

Aside from the representative class of patrons who employ this medium, the interests of the industry itself should be justly regarded. In Chicago there are fully fifty concerns engaged in the advertising sign and bill posting business—all of whom are interested in an equitable solution of this problem. The number of their employes runs into the thousands. They pay large sums of money annually in salaries, this feature radiating and affecting many interests in many other lines. The tax-paying owners of property, real estate agents, tenants, etc., are also interested in this subject, from the fact that the posting and paint display concerns distribute from one hundred to one hundred and twenty-five thousand dollars a year in rents for vacant lots, sides of buildings and other privileges. The rights of this class in leasing their property, and creating an income therefrom—where the statutory rights of their neighbors are not infringed upon—are accrued and vested.

Poster and paint bulletins have lately received a great amount of newspaper publicity on account of their alleged "disfigurement of our streets." This matter of defacement is a very broad one, and can be viewed from many standpoints. The Union Loop and elevated railway structures, the ram-shackle buildings on State street, Wabash avenue, and West Madison street, etc., can be termed disfigurements from the purely esthetic point of view. The dreamers who see Chicago transformed into a modern Athens are not likely to ever see it in reality. Chicago is, and will be for many years, a great business center, composed primarily of commercially-inclined people. Display advertising has certainly kept abreast of the times, and is as far advanced, in an artistic sense, as any other institution of public utility and convenience.

It is a question whether these bulletins really mar the appearance of the city. It seems common sense that nicely painted or posted bulletins make a more pleasing impression than the vacant lot littered with tin cans, rubbish and debris of all kinds which are hidden from view by the boards erected along the frontage. The ads painted on the bulletins are artistic productions and have an educational as well as commercial value. On the paint bulletins nothing of an objectionable nature appears. The signs are very particular as to the kind of article advertised, the style of illustration and the accompanying reading matter. The boards are painted by men of ability and skill. They are not paint smeared structures put up in haphazard fashion. On the contrary the artists who decorate them are men of genius, quite a number of whom have high ambitions and contribute to the attendance of the art schools of Chicago. In fact, I believe these bulletins elevate the artistic tastes of the poorer classes of Chicago, who lack the refining influence of oil paintings at home and opportunities of studying at the art galleries.

In posting they can not be quite so particular, not being able to select the designs and reading matter, as the paper is printed by various concerns in different parts of the United States and sent here to be posted. In comparison with some ads running in newspapers, magazines, etc., however, the bill boards show up favorably.

In addition to paint and poster bulletins all styles of outdoor advertising should be included in the proposed reform and among them can be mentioned house-to-house distribution of circulars, etc., sign perambulators, signs on elevated railway stations, street car advertising, street banners, garbage boxes, small sign tacking, etc.

It is notable that every legitimate industry in some way suffers from the doings of irresponsible and unscrupulous firms or individuals in their respective lines and the poster and sign display business is injured to a great extent in this way. Any step toward purging the industry of those who are really to blame for many prejudices against it by their disregard of private and public property—the bill poster with an office under his hat and without moral and financial responsibility, who plays plate glass windows, private and business buildings without permission, telegraph poles, curbing, ash boxes, real estate signs, etc., would be most heartily welcomed and aided by all reputable concerns in the business. The general impression seems to be that we do not want legislation on the manner of conducting our business, but this is positively not the case.

If proper reforms were inaugurated in Chi-

cago it would not only be a matter of local benefit, but also of National effect, because these reforms would be felt elsewhere in all large cities. Chicago can set a good example in this matter.

As a proper and much needed step in that direction my suggestion is the creation of a Commissioner of Outdoor Advertising, and appointive office of the Mayor. He should have the general supervision of the building of all poster and sign bulletins—see that they are erected in a safe and substantial manner—see that no objectional signs or posters are placed on the bulletins—see that the rights of citizens are in no way interfered with—regulate the swinging of banners across the streets and the distribution of advertising matter from house-to-house issue permits for advertising hand wagons, sign perambulators and freak advertising in general—see that the laws relating to the projection of signs over the streets are complied with—and above all that any ordinance passed covering this industry is lived up to. A department of this kind could greatly regulate, if not absolutely suppress all the indiscriminate and vicious abuses mentioned.

To avoid this expense being borne by the taxpayer, I would suggest that a license be placed on those engaged in the business and in order that this license should not be prohibitive but perfectly just, giving every one an equal opportunity, it should be graded according to the number of men employed or the amount of business done by the different concerns. This would produce an income of from five to ten thousand dollars a year, sufficient to make the department at least self-supporting if not a source of revenue.

All established and legitimately conducted concerns in this industry feel amply protected in certain constitutional rights against unjust legislation, enjoyed by them in common with other business institutions; and their rights are thus protected to the full extent of their actual business interests. But the writer believes he can speak for them all in saying that they would welcome and co-operate with any legislative regulations of the kind referred to, for the reason that the only result would be to stop abuses for which they are all unjustly blamed.

It would be a matter of great benefit to the business in general, would break down many prejudices, and would advance the standard of the medium. At the same time it would be a credit to Chicago to have a properly conducted method of publicity, that is of such importance to the business community in bringing together the buyer and seller—that all rights of the public provide for.

An ordinance should be drafted and passed to adjust and restrict any existing evils of the business, and serve as a guide for its further conduct. Such a regulation should thoroughly consider all the diversified interests involved, the invested capital, the usefulness of the industry to the business community and the freedom of owners to use their property according to vested rights. I earnestly hope a just and equitable solution of this question will be worked out, and, if desired, respectfully tender my assistance for the accomplishment of this object.

In conclusion, gentlemen, I feel confident that your honorable body will treat this subject from a broad-gauged, unprejudiced standpoint, with regard to the interests of the people earning their livelihood in the various methods of advertising under discussion, as well as the large number of enterprising concerns who are compelled by advertising and economic necessities to use this medium of publicity, and that an ordinance just to all will be passed.

Very respectfully yours,  
R. J. GUNNING

The Executive Committee, or as it is now mis-called, the Board of Directors, should be elected by the votes of the members at large, and not appointed by the President. Whoever heard of the directors of an association being appointed? In a corporation they are always elected by the stockholders. In a political party they are chosen by delegates, and in the Associated Bill Posters they should be chosen by the members in convention assembled.

The difficulties between Siebe & Green, of San Francisco, and the Bill Posters' Union, have all been satisfactorily settled.

A NEW FAD.

(Written for "The Billboard.")

There have been fads innumerable this last century. Women are more apt to start them, and rush pell-mell into them, than men. There have been dress reforms, and musical and anti-beer organizations, fads for smoking cigarettes, and fads for cooking schools. Besides these passions, which make their devotees put all their energy into the acquiring of something, there is the other classification, which causes its frantic followers to war against something. The very latest thing in this line is the fad for downing the bill boards.

We think this is the outgrowth of the society which wanted all statues to be draped in nightgowns or pantalettes. This is the next step on the upward road of civilization. First, there were posters displayed on the fences that were not very proper. This led to the idea that all posters were improper, and ugly and out of place. Hence, there seems to be a general howl all over the country against bill boards. When one dog barks there are always plenty more to keep him company, although they know not exactly why they are barking; and for that matter, neither does the first dog. But some one started the fad to down the bill boards, and others took it up, because they had to be doing something.

It is easy to see why the newspapers are anxious to be rampant over this question, and are willing to publish any invective that the followers of this fad give vent to in their eloquent indignation. The Chicago Post exclaims dramatically, "Down with the bill boards, and down with the bill posters; they are an insufferable nuisance. Down with them!" But the paste brush men go calmly on their way. "Tax the nuisance out of existence," shrieks another editor, enviously, as he writes up an editorial about the dreadful unsightly boards, thinking all the while of the advertising he might have had. But the poster pastes on, and the advertiser pays the tax, and is glad to. What could newspaper advertising do unaided by these public boards?

So the howl goes on. Petitions are sent to governors and mayors. City councils make all sorts of rules and regulations. Park authorities grow frantic, not wanting a bill board even within sight of a park entrance, for fear the populace will forget to look at the park. It is actually and really funny. The enemy seems to be against the bill posters rather than against the firms who advertise in this way, which is still more ridiculous. The newspapers might just as well make up their minds that they do not have a monopoly on the advertising field, that advertisers are not to be hoodwinked, but that they realize that the billboards are a necessity to their success. So the editors might just as well gracefully submit, and not put words into the mouth of the public, which the public never even thought of. For, after all, it is only a fad with a few restless spirits, and the public at large does not care a rap whether the country is swathed in bill boards or not.

This fad will pass away, as its countless predecessors have done. The result? It will have been the cause of bringing bill boards into more prominence; just as opposition always does.

To war against something gives it a new dignity and power. Let all the ministers condemn a book, and everybody wants to read it. Let all the papers proclaim that the bill boards are taking up too much space and attracting too much attention, and all advertisers will want to see their names there. J. S.

The members of the Associated Bill Posters should remember one truth that can not be denied or gainsaid—The more solicitors there are the more work they will procure for bill posters. All manner of jobs will be set up on applicants. Every effort will be made to keep out any additional appointees. It remains with the bill posters themselves to insist on their rights.

R. J. Gunning has many true and tried friends among the members of the Associated Bill Posters, and they will not see him get the worst of it.



84-Sheet Board of George Protzman, Roseburg, Oregon.

Death of Pat. Shannon.

The billposters show printers and the show world in general will be greatly shocked to learn of the death of Pat Shannon, who was so long connected with the Riverside Show Printing Co. and the Cream City Billposting Co. While Mr Shannon had been ailing for some time, nevertheless the notice of his death will come as a surprise to his many friends, who never considered his illness to be of a serious nature. Possibly no man in the poster business was more generally known, thoroughly liked and more highly respected than Pat Shannon. He was a familiar figure at all poster printers' and billposters' conventions, and his cheerful presence and magnetic influence will be missed by a host of friends.

Michigan Billposters.

Annual Convention at Detroit, June 6, 7.

The Michigan Bill Posters' Association met in convention at Detroit, June 6 and 7. It is said that the convention was well attended. Some of the papers placed the attendance at forty-five, but this is likely overdrawn. Still, Michigan is the oldest of all the State organizations, and it is probable that the attendance was fairly good. The following officers were re-elected:

George M. Leonard, Grand Rapids, President; H. W. Walker, Detroit, Vice President; Thomas Keyes, Ionia, Secretary; and C. J. Bloomfield, of Bay City, Treasurer. Thomas Keyes and Henry Solomon, of Jackson, were elected delegates to the National Association of Bill Posters' Convention, to be held in Chicago, July 11. In his address to the association President Leonard emphasized the need and demonstrated the value of systematic management on the part of individual members, and of harmonious, united action and observance of the rules by the association.

At the conclusion of the business session the members of the convention accepted an invitation to visit the factory of the Hamilton Carhart Manufacturing Co., and after going through the establishment they returned, each member having received a pair of overalls with the compliments of the company. An interesting feature of the convention was a message by wire that Wm. Foster, the junior member of the firm of H. W. Walker & Co., of Detroit, was at Marine City, passing through the important ceremony of marriage, his bride being Mrs. Sauble, of that place. As Mr Foster had kept this event very secret, and as the news was unexpected, the convention merely sent to the happy man a telegram, reading: "We will bill you in every town in Michigan; no charge for renewals, and best space guaranteed."

LOS ANGELES.

(Special Correspondence.)

Los Angeles, June 11.—R. Lemoyne, of the Buffalo Woolen Company, hired a trolley car for advertising purposes yesterday, and went through the streets proclaiming through a megaphone the inducements offered by his house. He was taken before Justice Austin for violating the ordinance regulating noisy street advertising, and paid a fine of \$2. Later his partner, Zenus Angvine, was taken into court on a charge of violating the license ordinance, in having caused large advertising signs to be placed on the trolley car. The defendant pleaded not guilty, and will have a hearing on Tuesday.

H. Gaylord Wilshire's lecture on "Liquid Air" has attracted wide attention in these parts, and his forthcoming "Solution of the Problem of the Trusts" is eagerly looked for.

Councilman Todd introduced a motion, which carried, requesting information of the Police Board as to why the law is not rigidly enforced with reference to sidewalk signs, posts, bulletin boards, etc.

CLEVELAND.

Permits for Billboards must be secured from City Inspector of Buildings.

Assistant Law Director Beacom, June 8, decided the city can compel persons who want to erect bill boards to secure a permit from the city.

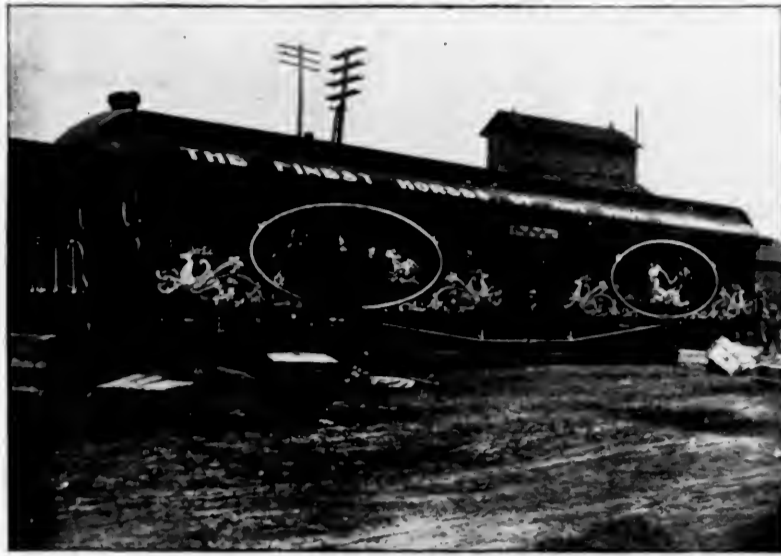
"From now on permits will have to be secured," said Fire Director Hyman, June 8. "Permits for bill boards will have to be secured, the same as for buildings, and the bill boards will have to be constructed so substantially that they can not be blown down."

There is no law bearing directly on the bill board question. The law under which building permits must be secured refers to buildings as structures, and Assistant Beacom decided that bill boards come under that head. The point was brought up by a letter from Bryan & Co., who wanted permission to erect a bill board. The company, after receiving the opinion of the law department, immediately secured a permit from the building inspector's office.

Fire Director Hyman is also going after the owners of buildings who have large signs on the tops of the buildings. He wants to compel owners to secure permits for them.

An extensive order for advertising "Red Raven Water" on bulletin boards was secured by the R. J. Gunning Company, of Chicago. It includes twelve of the largest cities of the West. This article is of great merit, and is winning public favor wherever introduced.

"The Billboard" is regularly read by every bill poster in the United States and Canada, with scarcely a dozen exceptions.



Advance Car No. 1, of the Great Wallace Shows.

Advertising Notes.

Most circus performers are well posted.

Retail merchants of Cleveland, O., have taken to hand-painted bill board advertising to a remarkable degree. It is said the extravagant use of this method of advertising by some of the merchants bids fair to bankrupt some of them if continued.

The National Biscuit Co. treated New York people to one of the most magnificent street spectacles ever witnessed by them in the way of a street parade, advertising "Uneda Biscuit." The parade consisted of three large divisions, each led by bands, with marshals in gorgeous costumes.

It is estimated that the street railway companies are displaying in 12,000 cars (advertising, collecting for the same over two million dollars per annum. The Newspaper Association of the State of New York has called the attention of the authorities to the fact that street railway companies have not the right to carry on an advertising business, no such business being named in their charter, and is, therefore, illegal. The association has demanded that the advertising matter in the cars be torn down.

Edward W. Rankin and wife have been arrested for parading Main street, Buffalo, N. Y., dressed as farmers, and advertising a brand of cigars. Rankin claims to have advertised by this method in all the principal cities of the United States, never having been molested. He has employed an attorney, and will test the city's authority for interfering with him.

A novel scheme of advertising has been inaugurated by a Scotch distiller. He bought a cargo of parrots and taught them to say, "Drink ———'s whisky," and then presented them in gilt cages to the saloon keepers of Liverpool.

The Dorland Advertising Agency has established a branch office at 129 Tribune Building, New York. The office is in charge of W. E. Edge.

Another scheme for the clothing advertiser is that of dressing a young man in a new suit of clothes, leaving the price tags upon them. When any one makes bold to remind the wearer that the price tags are still attached to his clothes, he gets in his work by explaining what a remarkable bargain they are, and advising his "informer" that he had best hustle to that store or he would be too late to get a similar bargain.

Minneapolis, Minn., Tribune says that the advertising man's masterpiece is the putting

up of a sign upon the local institution of that city, the weight of which is 5,000 pounds, and the letters of which are made of wood, three feet square and one foot thick, and lighted with 350 incandescent lights.

The Egg Reporter tells a story of a dissatisfied duck complaining because so much was said in reference to the hen whom she (the duck) asserted was no more busy or productive than herself, so far as eggs were concerned, but was called down by the aforesaid hen, who assured her that the only reason that she (the hen) was more talked and written about than her would-be rival was because the former advertised her business in the way of a constant and never-ceasing cackle when she had performed her little ceremony, while the duck never advertised her performance to the amount of a single "quack."

Our Exchanges.

We beg leave to call the attention of our readers to the enlargement and various improvements made in the office magazine, Accounts, published in New York City. This magazine should go into every office and counting-room in the country.

We made mention last month of the magazine published by H. Gaylord Wilshire, in which he theoretically proved the possibility of perpetual motion. The Scientific American, in its issue of June 10, takes the trouble to upset Mr. Wilshire's theories, for which we are extremely sorry. Why can't the Scientific American attend to its own affairs, and let nice things alone? What our esteemed Mr. Wilshire intended to do was very nice, indeed, and most remarkably comfortable. By means of Tripler's Surplusage, power could be obtained free of cost, and human labor would be infinitely lessened. Other fine things, such as Socialism, were to follow, and now it is all over.

The June issue of The Show Window, of Chicago, being a street fair number, more than came up to our expectations. It is filled with fine cuts of booths, floats, arches, etc. The gold medal for the best street fair booth was awarded to Mr. August Wietispach, of Pekin, Ill.

Street fair managers would do well to see a copy of this June issue.

It is said that Mr. Stahlbrodt will pass the hat around again at the next convention, in order to hold his paper up a little while longer. The official organ's capacity for losing money is astonishing.



Advance Car No. 3, of the Great Wallace Shows.

SAN FRANCISCO.

(Special Correspondence.)

The regular meeting of Bill Posters' Protective Association was held June 5, at Trades Hall, 1159 Mission street. Everything was reported to be working satisfactorily in the establishment where the recent strike occurred. Complimentary tickets were received from the Brewery Workmen's Union for its picnic at Harbor View. The Secretary was instructed to forward a letter to the Musicians' Mutual Protective Union, conveying the thanks of the bill posters to that organization for the great assistance it rendered during the strike.

Billposters' Notes.

At Louisville, Ky., a bill poster's license was fixed at \$125 a year recently.

Bill posters in Pittsburg, Pa., are in trouble because they have been posting bills, and tacking tin signs upon electric light poles. The Allegheny County Electric Light Co. is preparing to make war. They claim that their linemen "tear their pants" on these signs. "The proper place to advertise goods is in the daily papers," so says this brilliant company.

A prominent authority on advertising says he has finally decided that it is easier to fool a man than a woman. We could have told him that centuries ago.

Chicago will probably have a bill board inspector who is to regulate the posting, and see that all displays are proper. This is a sensible move. He is also to watch after the free lanes, which will be of benefit to legitimate bill posters.

Owens & Varney have been erecting new boards near San Mateo, Cal.

The American News Co. sells more copies of "The Billboard" than all other advertising papers combined.

It is said that Colonel Hurr Robbins wishes he had never heard of the Western Ad-Sign Co.

Lexington Horse Show, Fair and Carnival.

This great event will certainly outdo all former years. The Committee is making every exertion to have one of the finest fairs and horse shows ever held in Lexington.

Fully 100,000 people are expected to attend during the week, and numerous attractions have been provided to entertain them. Of course, there will be a "Midway," and everything in the shape of games will be allowed, except "stealing."

Bryan, Gen. Wheeler, Gov. Bradley, Goebel, and many other men of national reputation will be amongst the visitors.

The purses and premiums aggregate nearly \$25,000. This includes the races, live stock and floral hall premiums, and, of course, these are all very liberal.

There will be some remarkable exhibitions of horse and eik diving, as well as a sensational high dive on a bicycle given each day. Walker's sensational Attractions have been engaged, and there will be cake walks, minstrels, music and Edison's wonders.

The Fair managers desire to hear from privilege men in all branches.

The dates are from August 5 to 12. E. W. Shanklin is the Secretary.

Traveling Distributors.

(Prize Contest.)

In my experience as a distributor, I have always found that a few firms will employ no one but traveling distributors, and would not consider a proposal from a good local distributor under any circumstances. Now let us consider both sides of the question and see which is the more profitable to the advertiser—to employ men to travel or to employ local distributors.

The traveling man will cover a city, say once or twice a year (some firms have two men travel together) and he puts out the matter, covering the city the best way he knows how (perhaps the longest way also), but does he know where there are two or more families living in one house—how to reach them, etc.? Certainly not. How can he when he visits that town so seldom? But the local man living in the town and going over the same ground repeatedly, knows where to reach the people who are likely to buy, and how to work the city to get through his work in good season.

Again, when the advertiser sends his work to the local man, he is not paying out money for railroad fares, hotel bills, car fare, hired help, etc., nor is he paying for the time when work is made impossible by rain or snow.

Considering all these facts, any intelligent man can see that the advertiser can save a great deal of money every year by sending his work to a reliable local distributor. Perhaps he will say, who is the reliable distributor in this or that city, and how do I know that he is reliable? That is very easily answered. Ask any of the old, reliable, general advertisers, who have been having this kind of work done for years, they can tell you. Now Mr. Advertiser, which is it going to be the traveling distributor at a large expense, or the local man at a small expense? Remembering that there are "black sheep" among traveling distributors as well as among local distributors, it seems certain that in a few years the traveling distributors will be a thing of the past. Hoping that all of the advertisers and distributors who are able, will attend the I. A. of B. convention next July, where we may talk this subject over. I am, Respectfully,

M. A. BONDY  
Detroit, Mich.

# THE BILLBOARD.

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

Subscription, \$1.00 Per Year, In Advance.

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

The Billboard is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brentano's, 37 Avenue de l'Opera. The trade supplied by the American News Co. and its branches.

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

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

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

JULY, 1899.

It has been a long, long time since the association has been stirred up as it is at present. A buzz of anger can be heard on all sides and "The Billboard's" mail fairly teems with protests. The Board of Directors seems to have "put its foot in it" at its last meeting, knee deep.

The action that comes in for the strongest condemnation is the changing of the place of meeting from Milwaukee to Chicago. This was wholly without warrant, and it seems without reason. It was a deliberate and wanton affront to the balance of the members of the association. It shows as no other thing could show, the contempt in which the committee holds the association at large. The latter in convention assembled at Buffalo, unanimously selected Milwaukee for the next meeting place. They selected it because they wanted to go to Milwaukee and not to Chicago. And yet the Board of Directors forces Chicago on them, whether or no, simply because Mr. Campbell (one of the board) desired it.

Indignation is hardly less marked over the suspension of the St. Louis Billposting Co. Many members openly declare that the Board of Directors was guilty of grave injustice in this action. It is openly hinted that if Mr. Campbell had not been a member of the board such an outcome would never have happened. It is said that a movement is on foot to censure the board and re-instate the St. Louis Co. at the convention. Mr. Nagar says he knows nothing of it, which would indicate that it is a spontaneous uprising of Mr. Gunning's friends. It is a notorious fact that he has ten friends in the association to Mr. Campbell's one, and if there is any truth in the rumor, there will be a very interesting fracas at the meeting.

Mr. Gude's resolution calling for the fine and expulsion of any member of the association who shall accept work from any save the duly authorized solicitors of the association, has come in for much unfavorable criticism. While some members content themselves with merely pointing out the bad taste indicated, the majority are very hot indeed, and vow that they will end the nonsense about solicitors now and forever.

What sense is there in delivering the association over to a couple of solicitors? Why should we make ourselves the tools and playthings of two solicitors? What advantage is there to the members in having any official solicitors? These are a few of the many pertinent questions with which "The Billboard" has been assailed by indignant readers.

In all the comment we have received, not one person has raised his voice in support of the measure. We have no hesitation in saying that Mr. Gude's resolution is the most unpopular measure ever enacted. It is doubly so, because it comes from a solicitor. If there was a leader or a little organization among the members at large, there is no doubt whatever that the action would result in the expulsion of all solicitors from the association for ever more.

As long as the official solicitors were content to work for the interests of the members they were considered all right, but now that they have come to esteem themselves the "bosses of the whole bloody show" there are indications of trouble.

Many of our readers still remember the arguments and reasons advanced by Mr. Gude when he was on the outside, and not a few are now quoting these sayings of other days with great glee.

We can not even venture an opinion as to what the result of it all will be. If we had not seen the members hounded out of their rights at past conventions, if we had not seen them cheated by false promises and inducements, and baffled by specious and misleading arguments, we might expect to seem them insist on their right to accept work from anyone they please.

The billposter takes all the risk, and has the right on that account to get business from whomever he can.

Most billposters are over 21 years of age, and do not require a guardian in the shape of an official solicitor. Most of them are entirely capable of running their various businesses without the help of meddling advisers. They may be duped by fine talk again at the next convention, but coarse work will not hoodwink them.

## Sign and Sign Bulletin Painting.

### Development of the Learner.

By A. E. Harbaugh.

#### CHAPTER I.

Having said "Be natural!" may fail to find expression in the student on account of a confusion of ideas as to what constitutes the nature of a picture. Natural to what? To whom? What is nature? Where shall I find it? How shall I be natural? vaguely asks the student.

The writer, being of the realistic school, answers for the following, as it is the natural and only method whereby true utterance or the expression of advertles scientifically pure can be attained or advertising as an art can be perfected through the medium of laws.

In the first we recognize two distinctive sources of speech which combine to form a third. There are therefore three: (1) The circumstantial affording the occasion; (2) The emotional rendering the motive; (3) The circumstantial source includes all utterances prompted alone by circumstances without. How often do the various forms of fashionable life suggest numerous examples of utterances such as, "I'm perfectly delighted to see you" only with the lips, when the heart would have been perfectly delighted if the circumstance had not arisen. Some fashionable devotee admires a copy of the Madonna, not because there is a single emotion of the heart stirred in beholding it, but because it has become the fad to "admire" it. It will be seen this source lacks the first and most vital element—Soul, and can not, therefore, furnish us worthy models for our imitation.

The emotional source alone induces no utterance until so wrought upon and the whole being is so absorbed in the source itself, as to render the subject incapable of studying the form by which it vents itself.

The combined source of utterance is the united agencies of circumstance without and motive within. When a circumstance or occasion calls forth words, some emotion of the heart is stirred, which unites with the occasion to give weight and influence to the words. On the other hand, an emotion or sentiment will seek the occasion or circumstance by the assistance of which it may vent itself. The scientist, the lover of art, and the lover of other things will find the circumstance that will call forth expression. Familiar as we are with the language of social intercourse, business transactions, arts, sciences, description, narration, etc., very few sentences would have been uttered had the occasion or the motive—one or other of these elements—been wanting. The heart may have been prompted and almost every sense united to urge its desires, but for want of occasion the lips have never given utterance. So with capable sign-writers and bulletin painters—not in demand; no work to do. A thousand occasions may have afforded, but for want of a motive they have brought forth no words. "Faith without works is dead." Business men who don't advertise are dead, those who can't are deadest, according to logic, because while they would gladly bestow the work of bulletin painting, there are not enough men to do it.

"A deplorable dearth of sign-painters that possess the ability to carry it on." We find in the combination of these two agencies the source or fountain whence comes an issue, and it becomes evident that we must find the models for our study which are the simplest and most natural. In combining the two agencies resulting in the third, we, by analogy, find the principle, without which there is no progression. Ingeniously united, they form the history of the world—that is the straight line and the curve. The third agency is putting them together, forming characters expressive of upright deeds and level heads, and the curve that of bent crooked, iniquitous misdeeds, symbolized by the serpent. "It takes all kinds to make up the world," and also to make an alphabet. Whatsoever nature is, it may be pruned, cultured and directed, but we can not substitute for it. Each one will be always stronger as "self" than he can ever be as "somebody else," and as we represent ourselves most through our efforts, we should in our words and acts, as well as in our concepts of an ideal, be most true to ourselves and seek our examples from that condition where nature is least likely to be blurred. The black-sky key with red-grass decorative art (?) and the belongings of veridant-skid blue-grass impressionistic schools will not substitute for, nor neither do they furnish material for the intellect any more than gold will buy brains.

As we are not expediting to the hastily learned in the art, we propose defining and describing laws to the learner and some rules to be employed as they progress, hoping such as desire a system may arrive at that proficiency at which they will be enabled to say it is done with the "spirit and the understanding."

## The Study of Colors.

The faculty of discerning colors and tints may be likened to that of distinguishing different notes in music. The natural development of this faculty is much greater in some persons than in others. Women, for some reason or other, have a greater natural aptitude for the discernment and artistic combination of colors than men. Like music, a great deal of color knowledge may be attained. But like everything else, some will absorb more knowledge than others. All the mechanical knowledge of drawing that can possibly be attained will never make an artist of a person. He must have that peculiar knowledge of massing colors in combinations, which is not given to every one to know, before he can expect to be an artist; and he must possess this knowledge in the highest

degree before he can be a master. The proper massing of colors plays an important part in the modern bulletin. While it is essential that the letters of a bulletin should be properly spaced and lettered, it is more so that the tints should be combined to give it not only an artistic value, but an attractive value, one of the best charms of an advertisement can have.

As to the proper combination of colors, it is impossible to show them in a magazine in black and white. A very simple letter on a bulletin, if the tint ensemble of colors is properly combined, will, as it has been so often demonstrated by T'Erren and others, be far more reaching as an advertisement than the most elaborate letter in combination with tints that are improperly displayed, either in juxtaposition, line, or kind. Some of our young readers will say they can make several different kinds of letters, particularly fancy ones, and then wonder why their work don't go. Now, my young reader, do you give any attention to the combination of your colors? I dare say that, judging from the water color samples which I have received, a great many of you do not. Those of you who can, kindly notice the work of the leaders of the bulletin business. You can not fail to observe that the letters are easy of construction and lean towards plainness to a considerable extent, but the colors and tints are effectively massed. In all cases the proper colors are used to represent what is intended to be represented. Not only this, they are arranged, in their relation one to another, so as to give the best effect as an attraction. And that they do attract attention, even on crowded thoroughfares, where there are plenty of other attractions, goes without saying.

I was in Pittsburg a few weeks since, and made it my business to inspect some of Mr. O'Brien's large advertising bulletins. There was one, in particular, which was a study in itself. One of his latest. The lettering was extremely plain, but the coloring was grand. The illustrated portion was painted in colors that gave the most natural effect. The attractiveness of this sign was due more to the coloring than to anything else. But the coloring was not all. Great attention was given to its proportions, every part being symmetrical, and the representation of the thing advertised was of its natural size, while the auxiliaries in the picture were subordinate to it. While I was observing it, I noticed that passers-by noticed it. It was not the thing offered for sale that attracted them, evidently. Why they were attracted, probably all would say was because it was a good picture. The good picture was only the outcome of the proper massing of the tints. As an advertisement, it was doing its work. If glanced at, could not fail of being read. On the whole, in my judgment, it is the best bulletin I ever saw.

The arrangement of colors can not be taught by black and white engravings. I doubt, even in colors, on a miniature scale, that an attempt to give any idea of their relation would be satisfactory to the reader. The only way we have is the unsatisfactory way of naming them. Properly, there are only three colors, but the different tints and combinations are innumerable. And, again, the different hues of the same tint are so many, that to say that a light blue should be used for a certain purpose, the reader might use drab and come as near to getting a definite result as to use a blue selected in this manner. His color knowledge might help him out, otherwise, it is only guesswork. As a starter in the commencement of the study of colors, the following will, no doubt, be of some assistance. Black and pale pink, blue, yellow, green, lavender red, and even with brown, dark shades of blue and green when the brightness is so lacking as to be nearly like it, make good combinations. Brown with yellow, gold and bronze when the brown is a bright brown. A chocolate and milk brown sets off well with old rose and dull shades of pink. Lines of pale blue will effectively lighten very dark green, and brown greens look well with bronze and copper. Dark blue sets off best with bright, rich red, old rose or clear yellow. Now, these few simple hints in coloring will admit of a great varying. Study them awhile and you will be surprised at what you can do in the way of effective coloring. Have you ever studied colors? When you are painting a sign, do you ever consider what are the best colors to use? Or, do you take a pot of black and a pot of yellow, blaze away and shade with whatever comes handy? The study of colors is very interesting after you once get at it. Try a few combinations, and see if it don't improve your sign painting wonderfully.

Editor "Billboard":  
 I would like to hear from all the bill posters in Eastern Tennessee, outside of Knoxville, Chattanooga and Bristol, for these three cities have fine service. Let me know number of sheets, 3 sheets and 5 sheets you can use to good advantage, and prices for 30 days showing.  
 H. S. HOLSHOUSE, JR.,  
 Agent Hamilton's Wizard Oil Co.,  
 Covington, Tenn.

## What They Say of Us.

"I derive much pleasure and profit from 'The Billboard.' Nearly every department is well edited and instructive, as well as indispensable to the bill poster and distributor."—Charlton Smith, Waco, Ind.

"I am more than pleased with 'The Billboard,' and it has paid me more than twenty times the amount that I owe you."—William Funk Anderson, Ind.

"Privilege men and fair followers were wanting copies of 'The Billboard' during the Carnival at Chillicothe. They should send their subscriptions at once. (Our sentiment is:)"—R. L. Whitlison.

"I want to say that I borrowed a 'Billboard,' and got more valuable information from it than ten times the price of subscription would be. All that I am kicking about is, that I have been two years without it. After examining its columns I feel sure that no manager or secretary can afford to be without it."—W. F. Phillips, Manager Hamburg (La.) Harvest Home.





# Fair Department

(Special Correspondence.)  
In looking over the field this season, the most perceptible thing, is that there is a boom in the Fair and Exposition business. Never before have there been so many gentle affairs under way. Never before have we seen much interest and enthusiasm displayed.

In making a more careful and personal investigation of the field, we see that a systematic, rather than a haphazard method prevails with the fair managers and directors.

To hold a successful and paying fair is about as difficult as to keep peace in a church choir, and can not be lightly or indifferently done. Like every other enterprise under the sun, from the bootblack's job to the leading of an army, the success depends on the enthusiasm. And this wonderful thing, enthusiasm, is contagious. Let the fair managers and directors be full of it, and the whole community will be infected. The man who laughs, makes others laugh. The fair director who goes to sleep, will not have enough to interest him at the fair to keep him awake then, unless it be the thought that he is a stockholder and is in for it.

The fairs, this year, however, are being well planned for. The advertising is artistic and ample posters, those "screamers" of art, playing a most prominent part.

The catalogues and premium lists, although a little slow in being issued, are more attractive this year than last, and most of them are not positively ugly. You know, nothing stands as good a chance of being artistic and beautiful as the ordinary fair catalogue.

So we are glad to see some creations in purple and silver, and blue and silver, etc., that are worth keeping as objects of interest, and pleasing to the eye. The Central Exhibition of Canada has issued a fine prize list, the cover being in gold, and having a bag for decoration. The Toronto Exhibition has also sent out a fine book in blue and gold. Brookfield, N. Y., has sent out a quaint and convenient catalogue containing over forty pages and no advertising.

Illustrations are coming into vogue, not only in the catalogues, but on posters, and in the daily and weekly newspapers.

The Elks Exposition to be held in Cleveland in August is being extensively advertised, and its press representative is making a liberal use of cuts. One of the best of these shows the "Street of Cairo," and can not help awakening the desire to "be there." The attention of wheel clubs throughout Ohio especially, is called to the large prizes for races that the Elks are offering.

The great increase in the number of Street Fairs this season is remarkable. One of the most prominent men in this line of work is George D. Benson, of LaPorte, Ind., the "Father of the Street Fair Idea." He has just issued a most artistic little booklet on "Street Fairs, Carnivals and Mardi Gras Festivals," which speaks for itself and for him.

We are glad to have Benson "at large." He is needed, and he is efficient. Besides he has a pleasant personality, which makes friends for him everywhere he goes. He is not an exponent of the "money-making fake fair," gotten up by a certain clique, to fill their pockets to the detriment of the town itself. The Free Street Fair is not for the individual, but for the commonwealth.

A few years ago street fairs were unheard of, almost, while now at least 400 are being planned for. Of those that were held in June all have been successes. Our friend, Mr. Hutchison, says of the Muncie Street Fair: "It was a big success. The management deserves great credit for their hustling abilities." Mr. Hutchison (who, by the way, makes a business of going from fair to fair with his exhibit of glassware, and who is a first-rate fellow), also suggests that a little more politeness and courtesy on the part of the privilege men would not be out of place.

In regard to the Maysville (Ky.) Street Fair, held in May, we would say that the management was backed and endorsed by the best people in the city, and that no reputable exhibitor or fakir could have any reason to complain of treatment received. There were some gamblers and "sure thing" men who though fit to "kick," because of being refused to "hold forth," as they had expected. The action of the management in the matter deserves the thanks of the whole community, as well as of the fraternity of honest fair followers.

The Street Fair at Chillicothe (Ohio) had the misfortune of being visited by a storm, and one end of the Streets of India was blown in. But no one was hurt. India should look out for storms, and build her streets more securely.

Mr. A. G. Field, of minstrel fame, also visited this fair, but without doing any damage.

The Southern States are waking up to the fact that the fair holds a unique position, doing for a town what nothing else can do. Daytona, Fla., is arranging to hold a big Street Fair in July. Funds are being rapidly subscribed and excursion rates obtained from the railroads.

We want to also mention the fact that the Elks this season are not only booming their Order but their cities. Cleveland, Columbus and Newark, Ohio, all have Elk Carnivals and Street Fairs under way. Whether it be a Street Fair or an Elk's Carnival, or a Business Men's Jubilee, it is certain to arouse interest in the town, and attract outside attention—two things very much to be desired.

Fair managers, as a whole, are planning to have strict temperance and morality prevail on the fair grounds. "Every thing goes" is a phrase not used frequently this season. In fact, it has come to this, that where "every-thing goes" the fair goes, too.

There are numbers of attractions that are harmless. The doubtful character, and the game of chance man should be allowed to take a much needed rest. On the other hand, a fair need not be poky to be proper. No one wants it run like a Sunday-school, but by all means run your fair so that your ministers and your deacons may not be afraid to be seen there. It will pay in the end. A fair should maintain a reputation as being proper. Then the better classes will attend, and come again the next time it is held.

There is one class of people for whom we feel sorry, about fair time, and that is the class of judges. They feel as though they are going to hurt and disappoint lots of people, and can not help themselves. At the Baby Show, held during the Taylor (Tex.) Fair, excitement ran high, and the fourteen disappointed mammae were on the verge of forming a hysterical mob to give the judges pieces of their minds; but those gentlemen, wisely deciding that they had minds of their own, and that the women had none to spare, declined the gift by keeping out of the way of the ladies.

A good lecture hall should be a part of every fair equipment, so that at least one noted lecturer could be heard. There is nothing that can give more pleasure than a good lecture. Mind we say good. Do not get your local ministers or county school superintendents, or local politicians, but some stranger, who will do the work well, and we can promise that the people who have looked askance at this part of the program will be delighted with it, after all.

In closing, it is hardly necessary to hint at the fact, that no matter what plans you have made, no matter what your premiums or your attractions, or your improvements are, no matter what anything is, your fair will be a failure if it is not advertised.

This is the key-note of success every time. Every fence in the country should have an advertisement. One should stare everybody in the face every time they turn around. Banners, signs and billboards should be emblazoned all along every turnpike. In fact, it should be forced upon the minds of the people that there is nothing else of much importance on the face of the earth just about fair time than the fair. Once let them realize this, and your attendance is secured.

Enthusiasm and advertising; what more can you need?  
Sincerely,  
H. O. K.

## Fair Notes.

Buttermaking contests will be one of the attractions at the Toronto Industrial Exhibition. Students of Dairy Schools will compete, as well as farmers.

The managers of the Portland, Ore., Exposition have distributed 100,000 envelopes to merchants, to be used in general correspondence, on which are printed advertisements of the Exhibition. This is an enterprising move and will bring the show before a great number of people.

The Philadelphia Exposition Grounds occupy seventy acres. On an expanse of 800 feet long, villages will be located, showing the customs of the inhabitants of the Philippines, Hawaiian Islands, Porto Rico, Cuba and China.

The Exposition to be held in Portland, Ore., in 1902, promises to be the best ever seen west of Chicago.

Cincinnati is to have a big Convention Hall. The great Saengerfest Building is to be preserved, and has been made permanent by the additional expenditure of \$20,000.

Horse Shows, Festivals and National Demonstrations will now have a home in Cincinnati. A horse show is already being planned to be held in the latter part of October.

The premiums have been doubled at the Washington State Fair this season, and additions added to the buildings. Prizes are offered for the best display from any one farm or orchard. In fact the spirit of improvement seems to have attacked the Fair Associations with a vengeance.

A reunion of the Heroes of Manila will be no small attraction at this State Fair.

The Louisiana Industrial Exposition opened May 7, with an immense Peace Jubilee. Like all other shows that have taken place so far, it has been a success.

Racing will be one of the drawing cards at the Salem, Ore Fair, this season, as formerly.

The Spokane Fruit Fair, which by the way, is growing somewhat larger, and more comprehensive, has had the required amount contributed and is fairly under way.

The Georgia State Agricultural Society will make a special feature of its Poultry Department this year.

There will be a Street Fair and Carnival at Empire, Mich., some time in September. W. E. Campbell is Secretary.

A feature of the West Mississippi Agricultural Mechanical and Live Stock Association this season, as last, will be the exhibit of poultry. About six States will be represented by the very cream of their fowls. The Fair is in October.

Mr. Hutchison suggests: "Every man that follows fairs should read 'The Billboard,' not only the list of dates, but the columns devoted to fair notes, as the advice and information regarding fairs is up-to-date." We may add, parenthetically, that Mr. Hutchison is a discerning man, and knows whereof he speaks. Our information and dates are as absolutely reliable as is possible in this world of errors.

"Everything Free" is the watchword of the Street Fair to be held at Connorsville, Ind., Mr. C. E. Thomas a most genial and business-like gentleman is the manager, and they are working enthusiastically for the solid week of fun.

The editor of the Agricultural Epitome gives vent to the following opinions, which we heartily second.

## THE AGRICULTURAL FAIRS.

"There promises to be a radical reform in the management of State Fairs this present season. In fact, there must be reform or the agricultural fair is doomed. For a number of seasons there was a steady drifting from the legitimate purposes of a fair. The fair seemed to be held for the sole object of collecting as much gate money as possible, and horse racing, with its accompanying gambling, wheels of fortune and the saloon became more conspicuous than anything else on the grounds. Then came the World's Fair, with its demoralizing Midway, and the Midway became the model of entertainments by fair managers of easy conscience. In some of our Western States the Midway exhibitions at the State Fairs were more disgusting and corrupting than anything that could be found in the lowest places of amusement in our cities. The people remonstrated; women retreated from the grounds as if they had met an apparition; farmers kept away, or if they came, saw the full extent of the infamy at a glance, and went home; the press thundered its objections, and something had to be done to fumigate the fair grounds.

In the majority of cases, it is believed the objectionable features of the fair will be removed this year. Wherever they are not, it will likely be the last year that a fair will be held, and it ought to be. In one State the ladies have secured the privilege of conducting the Midway, and its features will be entertaining, moral and uplifting."

Ventura, Cal., has finally succeeded in securing the fair for its district. However, no fair will be held until 1900, when a great show is expected.

The stockholders of the Boston Horse Show Association, much to every one's surprise, have voted to dissolve. Why anything so useful, and that paid so well, should be abandoned is what causes the surprise. It realized a handsome profit last year.

It would not be a bad plan to have an exhibit of noxious weeds at the Agricultural Fair, so that the farmer may learn to know the correct name of each, and make the reading of the agricultural papers more intelligible to him.

A Street Fair will be held at Conneaut, O., some time this fall. Exact dates have not yet been decided upon.

Vicksburg, Miss., June 12, 1899.  
Editor "The Billboard":

Since the publication of our dates for 1899, I have, as usual, received a great deal of advertising matter from managers of various attractions.

In no instance has any manager stated the price of his attraction for six days, the period for which our fair is held.

It has always appeared to me odd that prices are never quoted for the attractions offered; for it is necessary for the Secretary, who is usually pretty busy for five or six months previous to the opening of a fair, first to choose from a mass of attractions offered the attraction that he imagines will prove satisfactory in price to his association; and second, to be of interest to the patrons of the fair he represents. And then he must write for prices.

Often, doubtless, as he has nothing to guide him as to cost of the attractions offered, he fails to write to managers, whom he might have engaged had he known the terms, and so the managers lose an engagement and the fair an attraction that they might have been glad to have had.

The lithograph companies and the printers send their prices. Why is it that the managers of attractions can not do the same?

They have the opportunity of knowing the dates through "The Billboard," and could very easily set a price for the period during which the fair is held. Then the Secretary has something to judge by, and can form some idea as to the cost of the attraction and need not hesitate about writing to the manager about an engagement, knowing that he is not working in the dark as to cost.

Of course, this is offering to other men, suggestions as to how to conduct their business, but it is the fair secretary's side of the question, and to the secretary of the fair many of the managers of attractions must look for much of their business.

I should like to hear "The Billboard's" opinion on the subject. Yours truly,

F. H. ANDERSON, Secretary.

"The Billboard" also does not see exactly why this should be the case, but thinks it knows the reason. The prices of attractions vary. Some want percentage of the profits, some want to run a little side show of their own, paying for the privilege, and some fix their price according to the crowd expected and the amount the association is able to pay them.

So these managers are chary of setting fixed terms for engagements, much preferring to have an offer made them, and being free to choose the best paying place. It is almost impossible to have an unvarying schedule of prices. So many fairs are held about the same time, and there are so many weeks in which they are idle, that they actually hold themselves open to the highest bidder.

## Paris Exposition Notes.

Commissioner Peck has just secured an additional amount of space for the exhibition of American productions at the Paris Exhibition. We now have a total of nearly 300,000 square feet, and the amount of money appropriated by the Government is over a million dollars. Work is already commenced on our main building, which is to imitate to a degree the White House. Altogether, we will erect five buildings on the main ground, including a National pavilion.

Five grades of awards will be given at the Paris Exposition. These are: Grand Prize Diplomas, Gold Medal Diplomas, Silver Medal Diplomas, Bronze Medal Diplomas and Honorable Mention Diplomas.

Mr. H. B. Gurler, of DeKalb, Ill., has been honored by a request to exhibit pictures of his famous dairy barn, and also some of the appliances which he had originated, at the Paris show. He is a model dairy farmer, and his inventions will be of world-wide interest.

Every fair should be run on a cash basis, offer no larger premiums than you can see your way clear to paying. Nothing is so damaging to the reputation of a fair than to have the premiums fall short of what was promised.

Make every department of the fair as attractive and complete as possible. There will be all kinds of people to please, so do not ride your own hobbies exclusively.

Do not overdo the matter of special attractions, but remember that the sums given by each State for the promotion of fairs are given on the supposition that fairs are educational institutions. Do not lose sight of that fact, and turn your fair into an exhibit of fat women, or tight-rope walkers.

Have a night show on the grounds if it is possible. If possible, also have a free checking room for baggage. We have known people who have had their dinners stolen from their wagons, which is quite a misfortune, when one is hungry.



R. T. Hutchison's Booth at the Muncie, Ind., State Fair.





RUSHVILLE, IND.—Rushville Free State Fair July 24 to 29. Will M. Frazee, secy.; Will S. Heck, manager, Cincinnati, O. RUSHVILLE, IND.—Street Fair, July. RUSHVILLE, IND.—Annual Rush County Fair, Aug. 29 to Sept. 1. SALEM, IND.—Washington County Agricultural Society, Sept. 5 to 8. H. C. Hobbs, pres.; E. W. Menaugh, secy. SHELBYVILLE, IND.—Shelby County Joint Stock Agricultural Association, Sept. 5 to 9. Sid Conger, Flat Rock, pres.; George H. Dunn, treas.; C. E. Amstutz, secy. SHERIDAN, IND.—Hamilton County Agricultural Association, Aug. 29 to Sept. 2. J. W. Shelby, pres.; C. E. Elliott, treas.; W. W. Cowgill, secy. SWAYZEE, IND.—Swayzee Tri-County Agricultural Association, Aug. 15 to 18. G. W. McManaman, Point Isabel, pres.; Henry Munca, treas.; William Hartley, Point Isabel, secy. TERRER HAUTE, IND.—Terre Haute Street Fair, Oct. 9 to 14. Chas. Duffin, pres.; C. U. Oakley, secy. TERRE HAUTE, IND.—Vigo Agricultural Society, Oct. 9 to 14. John M. Chitt, pres.; G. A. Schaaf, treas.; W. H. Duncan, secy. VALPARAISO, IND.—Porter County Agricultural Society, Sept. 19 to 22. C. Spent, pres.; Russell Munger, treas.; J. W. Haladay, secy. VINNENNES, IND.—Knox County Fair, Oct. 9 to 14. James M. House, secy. WINCHESTER, IND.—Randolph County Fair, Aug. 21 to 25. Al. C. Green, pres.; Orla E. Kennon, secy.

IOWA.

ADEL, IOWA.—Dallas County Agricultural Society, Sept. 18 to 22. A. J. Cave, Red- bell, pres.; Geo. Messenger, treas.; M. A. Loeber, secy. ALGONA, IOWA.—Kossuth County Fair, Sept. 19 to 23. J. W. Wadsworth, pres.; W. H. Bailey, treas.; G. F. Peck, secy. ALLISON, IOWA.—Butler County Agricultural Society, Aug. 30 to Sept. 1. H. C. Brown, pres.; Dumont, W. T. Wild, treas.; L. J. Rogers, secy. ALTA, IOWA.—Buena Vista County Agricultural Society, Aug. 23 to 25. M. Adams, pres.; Saul Parker, treas.; Chas. E. Cameron, secy. ANAMOSA, IOWA.—Anamosa District Fair Association, Aug. 14 to 18. John Z. Lull, pres.; T. E. Walters, treas.; E. R. Moore, secy. AUDUBON, IOWA.—Audubon County Agricultural Society, Sept. 5 to 7. Geo. W. Hoover, pres.; F. M. Rice, treas.; H. D. Woodward, secy. AVOCA, IOWA.—Potawattamie County Fair Association, Sept. 19 to 22. G. Duedrich, pres.; J. H. Jenks, treas.; Roscoe Burton, secy. BELLE PLAIN, IOWA.—Big Four Fair, Sept. 5 to 7. A. Montgomery, pres.; C. H. Washburn, secy. BLOOMFIELD, IOWA.—Agricultural Society of Davis County, Sept. 12 to 15. J. H. Ford, pres.; J. R. Sheaffer, treas.; J. C. Brouhard, secy. BRITT, IOWA.—Hancock County Agricultural Society, Sept. 12 to 15. E. B. Rogers, pres.; E. B. Healy, treas.; B. C. Way, secy. CARROLL, IOWA.—Carroll Fair & Driving Association, Aug. 15 to 18. A. L. Wright, pres.; H. A. Junod, secy. CASCADE, IOWA.—Iubaque County Fair & Agricultural Society, Sept. 11 to 15. W. A. Fairburn, pres.; A. V. Devlin, treas.; Jas. H. Devaney, secy. CENTERVILLE, IOWA.—Appanoose County Fair, Sept. 12 to 15. R. M. Hicks, pres.; John C. Ashby, treas.; H. A. Russell, secy. CHARITON, IOWA.—Lucas County Joint Stock Association, Sept. 26 to 29. G. J. Stewart, pres.; W. P. Been, treas.; W. W. Householder, secy. CLARION, IOWA.—Wright County Agricultural Society, Sept. 5 to 8. E. R. Roblin, pres.; F. L. How, treas.; W. C. Brown, secy. CLINTON, IOWA.—Clinton District Agricultural Association, Aug. 30, to Sept. 1. C. L. Root, secy.; Lyons P. G., Iowa. COLUMBUS JUNCTION, IOWA.—Columbus Junction District Fair, Aug. 22 to 25. R. S. Johnston, secy. CORNING, IOWA.—Adams County Agricultural Society, Sept. 4 to 7. C. T. Andrews, pres.; E. T. Miner, treas.; H. E. Westrop, secy. CORYDON, IOWA.—Wayne County Agricultural Society, Sept. 4 to 8. J. N. Davidson, pres.; J. W. Freeland, treas.; H. K. Evans, secy. CRESO, IOWA.—Howard County Agricultural Society, Sept. 5 to 8. C. V. Johnson, pres.; C. A. P. Loomis, secy. DECORAH, IOWA.—Winnebago County Agricultural Society, Aug. 29 to Sept. 1. Ben Bear, pres.; G. F. Baker, treas.; H. L. Coffey, secy. DES MOINES, IOWA.—Iowa State Agricultural Society, Aug. 25 to Sept. 2. Hon. Geo. Van Houtan, Leuox, Iowa, secy.; Gil. Ellyson, Des Moines, Iowa, treas. DE WITT, IOWA.—Clinton County Fair, Sept. 12 to 15. J. Alex. Smith, pres.; L. S. Harrington, treas.; E. Christensen, secy. DONNELSON, IOWA.—Lee County Fair, Aug. 23 to 25. John Haffner, pres.; F. H. Kribell, treas.; E. P. Armbucher, secy. ELIJAH, IOWA.—Big Four Fair, Sept. 4 to 8. N. P. Reed, pres.; M. Hills, treas.; H. R. Baker, secy. EMMETSBURG, IOWA.—Palo Alto County Agricultural Society, Sept. 26 to 28. H. C. Shadbolt, pres.; M. L. Brown, treas.; N. C. Hanchard, secy. FAIRFAX, IOWA.—Prairie Valley Fair Society, Aug. 22 to 25. H. W. Shank, pres.; Thos. Delaney, treas.; E. H. Kuickbrock, secy. FONDA, IOWA.—Big Four District Fair, Aug. 23 to Sept. 1. T. V. Kennedy, pres.; G. E. Hughes, treas.; R. Wright, secy. GINNELL, IOWA.—Powershok County Agricultural Society, Aug. 14 to 16. B. Jenkins, pres.; L. G. C. Pierce, treas.; J. E. Van Every, secy. GRUNDY CENTRE, IOWA.—Grundy County Agricultural Society, Sept. 5 to 8. C. M. Sprague, pres.; M. A. Buchan, treas.; C. W. Reynolds, secy.

GUTHRIE CENTER, IOWA.—Guthrie County Agricultural Society, Aug. 21 to 24. P. H. Dumbly, pres.; J. H. Rogers, treas.; G. W. Cook, secy. HAMBURG, IOWA.—Hamburg Harvest Home, Aug. 8 to 11. M. F. Phillips, Mkr. HARLAN, IOWA.—Shelby County Fair Association, Aug. 22 to 25. J. H. Louis, pres.; W. K. Campbell, treas.; W. E. Cooper, secy. HOLSTEIN, IOWA.—Fair, Sept. 5 to 8. INDEPENDENCE, IOWA.—Fair, Sept. 12-15. INDIANOLA, IOWA.—Warren County Agricultural Society, Sept. 19 to 22. Ben Fowler, pres.; J. H. Dyke, treas.; Lee Talbott, secy. IOWA CITY, IOWA.—Johnson County Agricultural and Mechanical Society, Sept. 4 to 7. A. R. Ohl, pres.; W. D. Lichty, treas.; H. Claude Herack, secy. KEOKUK, IOWA.—Keokuk Street Fair Association, Oct. 4 to 8. John Nagel, pres.; Frank W. Davis, treas.; H. I. Sawyer, secy. KEOSAUQUA, IOWA.—Van Buren County Agricultural Society, Aug. 22 to 25. Geo. F. Smith, pres.; S. W. Manning, treas.; E. R. Harlan, secy. KNOXVILLE, IOWA.—Marion County Agricultural and Mechanical Association, Sept. 12 to 15. Walter Elliott, pres.; J. S. Bellamy, treas.; W. P. Gibson, secy. LA PORTE CITY, IOWA.—La Porte City District Fair Association, Sept. 26 to 29. Joseph Husman, pres.; F. E. Wettstein, treas.; C. F. Helck, secy. LE MARS, IOWA.—Plymouth County Fair, Sept. 5 to 8. I. F. Ward, pres.; B. F. Hodgman, treas.; John R. Shaffer, secy. LINEVILLE, IOWA.—Lineville District Fair, Sept. 12 to 15. W. B. Wasson, pres.; E. R. Belvid, treas.; T. J. Lovitt, secy. MALCOM, IOWA.—Powershok County Central Agricultural Society, Aug. 22 to 25. G. W. Royce, pres.; W. J. Johnson, treas.; James Nowak, secy. MAPLETON, IOWA.—Maple Valley Fair Association, Sept. 11 to 14. Dr. F. Jerome, pres.; Edwin Quirk, treas.; J. E. Griffin, secy. MAQUOKETA, IOWA.—Jackson County Fair Association, Sept. 5 to 8. Hon. A. Hurst, pres.; M. Mahoney, treas.; Adam Ringler, secy. MARCUS, IOWA.—Cherokee Union Agricultural Society, Sept. 13 to 15. W. N. Fry, pres.; F. S. Barnes, treas.; H. B. Robeson, secy. MARIENGO, IOWA.—Iowa County Fair, Sept. 15 to 21. C. E. Vance, secy. MARSHALLTOWN, IOWA.—Fraternal Jubilee Fourth of July Celebration and Night Carnival, July 4. C. W. Morse, secy. MASON CITY, IOWA.—Cerro Gordo County Agricultural Society, Sept. 5 to 8. E. M. Rogers, Clear Lake, pres.; Eugene Brown, treas.; Theron Palmer, Clear Lake, secy. MILTON, IOWA.—Milton Dist. Agricultural Society, Aug. 29 to Sept. 1. J. E. Spence, pres.; J. D. Rowland, treas.; E. O. Syphers, secy. MISSOURI VALLEY, IOWA.—Harrison County Fair Association, Sept. 25 to 28. W. H. Fessler, secy. MONTICELLO, IOWA.—Jones County Fair, Aug. 8 to 11. E. E. Hicks, pres.; L. T. Alexander, treas.; G. E. Bishop, secy. MOUNT AIR, IOWA.—Ringgold County Fair Association, Sept. 12 to 15. J. W. Scott, pres.; Thos. Campbell, treas.; Clyde Dunning, secy. MT. PLEASANT, IOWA.—Henry County Agricultural Association, Aug. 29 to Sept. 1. W. P. Young, pres.; R. S. Gillis, treas.; John W. Palm, secy. NATIONAL, IOWA.—Clayton County Agricultural Society, Aug. 29 to Sept. 1. S. H. F. Schulte, pres.; H. C. Howe, Monona, treas.; L. N. Kramer, McGregor, secy. NEVADA, IOWA.—Story County Agricultural Society, Aug. 15 to 18. D. B. Alderman, pres.; F. H. Greenwalt, treas.; J. E. Martin, secy. NEW SHARON, IOWA.—New Sharon District Agricultural Society, Sept. 12 to 14. Sidney Harper, pres.; J. G. Hammond, treas.; C. Eas. Fretsch, secy. NEWTON, IA.—Jasper County Agricultural Society, Sept. 4 to 7. A. Fallor, secy. OGDEN, IOWA.—Boone County Agricultural Society, Sept. 12 to 15. F. Lorenzen, Jr., pres.; C. H. Read, treas.; E. H. Graves, secy. ORANGE CITY, IOWA.—Sioux County Agricultural Society, Sept. 20 to 22. A. Van der Made, pres.; H. Stikkerveer, treas.; F. J. Lehr, secy. OSAGE, IOWA.—Mitchell County Agricultural Society, Sept. 13 to 15. S. W. Hill, secy. OSKALOOSA, IOWA.—Mahaska County Fair Association, Sept. 25 to 28. D. A. Hines, pres.; C. E. Lolland, treas.; W. C. Burrell, secy. NEW OAK, IOWA.—Fair and Race Meeting, Sept. 26 to 29. Morris J. Jones, pres.; D. H. Gunn, secy. RHODES, IOWA.—Eden District Agricultural Society, Sept. 19 to 21. W. A. Nichols, St. Centre, pres.; W. R. Nason, Melbourne, treas.; Ben Richards, secy. SEYMOUR, IOWA.—Seymour District Agricultural Society, Sept. 18 to 22. L. C. Young, pres.; M. H. Wilson, treas.; R. E. Lewis, secy. SHENANDOAH, IOWA.—Shenandeah Fair Association, Aug. 15 to 18. Chas. Aldrich, pres.; A. W. Murphy, treas.; C. P. Cross, secy. SIBLEY, IOWA.—Pioneer Agricultural Society, Sept. 12 to 14. H. R. M. Hunter, pres.; J. M. Phillips, treas.; A. W. McCallum, secy. STRAWBERRY POINT, IOWA.—District Fair Association, Aug. 22 to 24. Ira L. Cole, pres.; G. H. Seefeld, treas.; H. W. Seefeld, secy. SUTHERLAND, IOWA.—O'Brien County Agricultural Society, Sept. 6 to 8. W. S. Hitchings, pres.; J. H. Murphy, treas.; L. J. Price, secy. TIPTON, IOWA.—Tipton Fair Association, Aug. 29 to Sept. 1. Chas. Swartzlander, pres.; P. R. Pine, treas.; S. T. Platt, secy. TOLEDO, IOWA.—Tama County Fair Association, Sept. 26 to 29. Hon. W. G. Mallin, pres.; H. A. Shanklin, treas.; A. G. Smith, secy.

VICTOR, IOWA.—Victor District Agricultural Society, Sept. 12 to 14. Levi Rinchart, pres.; John Steffy, treas.; J. F. Schulte, secy. VINTON, IOWA.—Benton County Agricultural Society, Sept. 19 to 22. L. A. Mitchell, secy. WAPELLO, IOWA.—Lousia County Agricultural Society, Aug. 15 to 18. Capt. W. J. Campbell, pres.; John G. Keck, secy. WATERLOO, IOWA.—Street Fair, Sept. 5 to 9. WAUKON, IOWA.—Allamakee County Agricultural Society, Sept. 12 to 15. Carl M. Heaman, secy. WEST BRANCH, IOWA.—Cedar County District Agricultural Society, Aug. 15 to 18. O. C. Pennock, pres.; J. T. Butler, treas.; F. E. Fisher, secy. WEST LIBERTY, IOWA.—West Liberty Fair, Sept. 12 to 15. Henry Negus, Springdale, pres.; W. H. Shlpman, secy. WEST POINT, IOWA.—West Point District Fair, Sept. 10 to 22. John Walljasper, secy. WHAT CHEER, IOWA.—What Cheer District Fair Association, Sept. 18 to 21. J. H. Stephenson, Indianapolis, Ia., pres.; J. T. Swaffer, treas.; T. C. Legoe, secy. WILLIAMSBURG, IOWA.—Williamsburg District Fair Association, Sept. 5 to 8. F. O. Harrington, pres.; J. G. Lortz, treas.; Geo. E. Poverner, secy. WILTON JUNCTION, IOWA.—Wilton Fair Association, Sept. 26 to 29. F. W. Schiele, Durant, pres.; Geo. Bannick, treas.; John Belmford, secy. WINFIELD, IOWA.—Eastern Iowa District Fair, Aug. 29 to Sept. 1. W. Mullin, pres.; J. T. Kirkpatrick, treas.; E. C. Hinkle, secy. WINTEREST, IOWA.—Street Fair, July 15 and 18. Ray M. Price manager.

KANSAS.

BURLINGTON, KAN.—Coffey County Fair Association, Sept. 12 to 15. E. T. Morton, pres.; A. L. Hitchens, treas.; J. E. Woodford, secy. CHANUTE, KAN.—Chanute Agricultural, Fair, Park and Driving Association, Sept. 6 to 9. L. H. Cole, pres.; R. M. Allen, treas.; Aug. Harris, secy. CLAY CENTRE, KAN.—Clay County Fair Association, Sept. 12 to 15. D. H. Myers, pres.; E. E. Vincent, treas.; E. E. Hoopes, secy. COFFEYVILLE, KAN.—Coffeyville Fair and Park Association, Aug. 15 to 19. T. C. Frazier, pres.; R. Y. Kennedy, secy. COUNCIL GROVE, KAN.—Morris County Exposition Company, Sept. 26 to 29. W. H. White, pres.; Lewis Mead, treas.; E. J. Dill, secy. EGBERTON, KAN.—Johnson County Co-Operative Fair Association, Sept. 26 to 29. V. R. Ellis, pres.; Gardner; T. J. Coughlin, treas.; J. M. Warren, secy. ERIE, KAN.—Neosho County Fair Association, Aug. 29 to Sept. 1. John Bell, pres.; W. T. Allen, treas.; N. Lodge, secy. FREDONIA, KAN.—Fredonia Agricultural Association, Aug. 22 to 25. C. H. Pierce, pres.; T. C. Singleton, treas.; J. T. Cooper, secy. GARNETT, KAN.—Anderson County Fair Association, Sept. 26 to 29. T. P. Gowdy, pres.; M. L. White, treas.; C. H. Rice, secy. HAWATHA, KAN.—Brown County Fair Association, Aug. 29 to 31. G. Y. Johnson, Willis, pres.; Chas. Knabb, treas.; Grant W. Harrington, secy. HOLTON, KAN.—Jackson County Agricultural and Fair Association, Sept. 11 to 15. H. W. Stanley, pres.; Hoyt; Moss Sarbach, treas.; S. B. McGrew, secy.

IOLA, KAN.—Allen County Agricultural Society, Sept. 5 to 8. A. L. Taylor, pres.; L. L. Northrup, treas.; C. H. Wheaton, secy. OSKALOOSA, KAN.—Jefferson County Agricultural and Mechanical Association, Sept. 5 to 8. Edwin Snyder, secy. NESS CITY, KAN.—Ness County Fair Association, Sept. 14 to 16. B. F. Hermon, pres.; Geo. O. Hunt, treas.; Samuel G. Sheaffer, secy. PAOLA, KAN.—Miami County Agricultural and Mechanical Fair Association, Sept. 12 to 15. J. C. T. Henson, pres.; J. F. Donohue, treas.; W. J. Carpenter, secy. SALINA, KAN.—Saline County Agricultural, Horticultural and Mechanical Association and Street Fair, Sept. 26 to 29. Thos. Anderson, pres.; H. B. Stimmel, Jr., treas.; H. B. Wallace, secy. STOCKTON, KAN.—Rooks County Fair Association, Sept. 19 to 22. O. A. Higgins, pres.; Geo. O. Farr, treas.; David B. Smyth, secy.

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Jones County Agricultural and Mechanical Association. Monticello, Iowa, August 26, 1898. To Whom It May Concern:—The famous Diving Elks, owned by W. H. Barnes, of Sioux City, have just closed a four days' contract with the above Association, for which we paid him \$500, and I must say that the same has been very cheerfully paid by me, for we have received full value for same by extra attendance. Mr Barnes is a gentleman in every respect and he more than carried out his contract. The people are delighted with the attraction, and I wish to say that the Elks dive of their own free will, and that they are not thrown from any trap or contrivance. They ascend the tower unattended and dive of their own free will. All I can say is that they are a marvelous attraction. G. E. BISHOP, Secretary. Address, WILL H. BARNES, Sioux City, Iowa.

KENTUCKY.

ALEXANDRIA, KY.—Campbell County Agricultural Society. Aug. 22 to 26. J. N. Shaw, California, pres.; John Todd, treas.; J. J. Wright, secy.

LOUISIANA.

BATON ROUGE, LA.—Baton Rouge Fair Association. Oct. 4 to 8. R. A. Hart, pres.; J. Weis, treas.; E. M. Muse, secy.

MAINE.

ACTON, ME.—Shapleigh and Acton Agricultural Society. Oct. 3 to 5. G. W. Grant, pres.; W. P. Ferguson, treas.; Springvale; Fred K. Bodwell, secy.

PRESQUE ISLE, ME.—North Ardenbrook Agricultural and Horticultural Society. Sept. 12 to 14. J. W. Lindley, Mapleton, pres.; Ernest T. McLaughlin, South Presque Isle, secy.; A. E. Irving, treas.

MARYLAND.

EASTON, MD.—Talbot County Fair and Maryland State Fair. Aug. 29 to Sept. 1. Dr. Chas. Lowndes, pres.; Jos. D. Harrington, secy.

MASSACHUSETTS.

ATHOL, MASS.—Worcester Northwest Agricultural and Mechanical Association. Sept. 13 and 14. Arthur F. Tyler, pres.; Festus G. Amstern, treas.; J. F. Whitcomb, secy.

MICHIGAN.

ADRIAN, MICH.—Lewandoe County Agricultural Society and Society Michigan Dist. Fair. Sept. 25 to 29. H. H. Ferguson, secy.

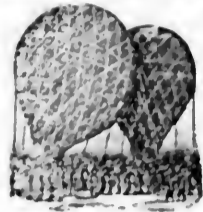
BRIGHTON, MICH.—Brighton Market Fair Association. Oct. 10 to 13. H. T. Clark, pres.; R. E. Bantock, treas.; J. E. Bourgeois, secy.

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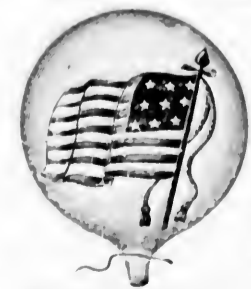
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MINNESOTA.

ANA, MINN.—Agricultural Society of Norman County July 27 to 29. J. C. Norby, pres.; W. H. Matthews, treas.; W. N. Calkins, secy.

JACKSONVILLE, MO.—Randolph County Agricultural and Mechanical Society, Aug. 22 to 24. A. Crisman, pres.; College Mound; H. J. McCanne, treas.; C. M. King, secy.

NEW JERSEY.

NEWARK, N. J.—New Jersey State Agricultural Society, Oct. 2 to 6. E. H. Gaddis, pres.; Wm. A. Clark, Elizabeth, treas.; R. T. Quinn, secy.

NEW YORK.

AFTON, N. Y.—Afton Driving Park and Agricultural Association, Sept. 19 to 22. Fred Church, pres.; E. A. Goodsell, treas.; I. W. Seely, secy.

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NEBRASKA

ALBION, NEB.—Hoone County Agricultural Association, Sept. 29 to 31. L. P. Judd, Cedar Rapids, pres.; D. J. Poynter, treas.; H. L. Brooks, secy.

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MISSISSIPPI.

VICKSBURG, MISS.—West Mississippi Agricultural, Mechanical and Live Stock Exposition, Oct. 23 to 29. Patrick Henry, pres.; J. A. Conway, treas.; F. H. Andrews, 106 1/2 Washington street, secy.

MISSOURI.

BOONVILLE, MO.—Cooper County Agricultural and Mechanical Society, Aug. 22 to 25.

FRANKLIN, NEB.—Franklin County Agricultural Society, Sept. 27 to 29. W. H. Austin, pres.; J. W. Robinson, secy.

NEW HAMPSHIRE.

LACONIA, N. H.—Belknap County Grange Fair, Sept. 4 to 9.

COOPERSTOWN, N. Y.—Otsego County Agricultural Society. Sept. 19 to 21. J. L. Quail, secy.

RIVERHEAD, N. Y.—Suffolk County Agricultural Society. Sept. 19 to 21. Hon. Henry O. Reeves, Greenport, pres.; Geo. W. Cooper, tress.; Sylvester W. Porter, secy.

NEVADA

RENO, NEV.—Fair Association. Sept. 18 to 23. L. Allen, pres.; Washoe County Bank, tress.; Louis Hevier, secy.

NORTH CAROLINA

FAYETTEVILLE, N. C.—Cumberland County Agricultural Society. Nov. 8 to 10. G. W. Lawrence, secy.

NORTH DAKOTA

GRAND FORKS, N. DAK.—Summer Carnival. July 18 and 19. B. McDonald, secy.

OHIO

ADA, O.—Ada Tri-County Fair Company. Aug. 29 to Sept. 1. Henry Young, pres.; S. W. Nixon, tress.; Agnew Welsh, secy.

COLUMBUS, O.—Ohio State Fair and Industrial Exposition. Sept. 4 to 8, 1899. W. W. Miller, secy.

COSHOCTON, O.—Coshocton County Agricultural Society. Oct. 10 to 13, 1899. J. P. Darling, pres.; Corwin McCoy, tress.; Robert Boyd, secy.

DAYTON, O.—Montgomery County Fair. Sept. 12 to 16. W. J. Ferguson, secy.

DELAWARE, O.—Delaware County Agricultural Society. Sept. 27 to 29. Andrew J. Harter, pres.; R. M. Avery, tress.; Edw. A. Furniss, secy.

EAST LIVERPOOL, O.—East Liverpool Elks Lodge. July 3 to 8. G. L. S. Brock, pres.; S. T. Herbert, tress.; G. W. Travis, secy.

EATON, O.—Preble County Fair. Sept. 25 to 29. H. H. Farr, secy.

ELYRIA, O.—Lorain County Agricultural Society. Sept. 12 to 15. J. L. Reed, pres.; N. Ridgeville, J. E. Willard, tress.; W. H. Johnston, secy.

FINLAY, O.—Hancock County Fair. Sept. 5 to 9. W. S. Randall, pres.; Jacob Stark, tress.; Wm. Denland, secy.

POSTORIA, O.—Northwestern Ohio Fair Company. Aug. 29 to Sept. 1. N. Salesman, pres.; W. J. Wagner, tress.; E. A. Schubert, secy.

TREMONT, O.—Sandusky County Agricultural Society. Oct. 3 to 5. L. Nickel, pres.; W. A. Gabel, tress.; J. F. Overmyer, secy.

GALENA, O.—Delaware County Fair. Sept. 27 to 29.

GEORGETOWN, D.—Brown County Agricultural Society. Oct. 3 to 5. V. H. Thompson, pres.; Ben B. Whiteman, tress.; J. W. Hedrick, secy., Russellville, O.

GREENVILLE, O.—Darke County Agricultural Society. Aug. 28 to Sept. 1. J. M. Brown, Delisle, O., pres.; T. C. Maher, secy.

GROVE CITY, O.—Grove City Fair Association. Aug. 29 to Sept. 2. Samuel Taylor, Pleasant Corner, secy.

GYLSUM, O.—Ottawa County Fair. Sept. 19 to 21.

HAMILTON, O.—Elks Street Fair. July 31 to Aug. 5. Will S. Hook, Cincinnati, O., contractors for attractions.

HAMILTON, O.—Butler County Agricultural Society. Oct. 2 to 6. J. A. Slade, Stockton, pres.; W. B. Wallace, Oxford, tress.; W. A. Shafer, secy.

HARTFORD, O.—Trumbull County Fair. Sept. 12 to 15.

HARTFORD, O.—Hartford Central Agricultural Society. Sept. 12 to 15. J. C. Needles, Center Village, pres.; Jos. Colman, Croton, tress.; Wm. D. Stoughton, Look, secy.

HICKSVILLE, O.—Hicks County Fair Co. Sept. 12 to 15. W. H. Harten, pres.; G. D. Simmons, tress.; F. M. Birdsall, secy.

HICKORY, O.—Madison County Fair. Sept. 26 to 28.

JEFFERSON, O.—Ashtabula County Agricultural Society. Sept. 29 to 31. Chas. C. Babcock, secy.

KENTON, O.—Hardin County Agricultural Society. Sept. 26 to 29. W. P. Hufford, pres.; Ada D., Horton Park, tress.; W. M. Conroy, secy.

KINSMAN, O.—Kinsman Stock and Agricultural Co. Aug. 23 to 25. H. J. Wald, pres.; E. R. Braeken, tress.; H. J. Fober, secy.

LANCASTER, D.—Fairfield County Agricultural Society. Oct. 11 to 14. David Plumley, pres.; C. B. Whitley, tress.; W. T. McCloughan, secy.

LEBANON, O.—Warren County Fair. Sept. 19 to 22. Geo. W. Carey, secy.

LIMA, OHIO.—Allen County Agricultural Society. Oct. 10 to 13. Hop. Wm. Rusler, Hume, pres.; D. H. Crites, Kempton, tress.; T. B. Bowersock, secy.

LISBON, O.—Columbiana County Fair. Sept. 12 to 14.

LONDON, O.—Madison County Agricultural Society. Aug. 22 to 25. E. B. Panoake, secy.

MARIETTA, D.—Washington County Fair Association. Sept. 19 to 22. Ed. Eladers, pres.; J. H. McConnell, tress.; Henry G. Bohl, secy.

MARION, D.—Marion County Agricultural Society. Sept. 26 to 29. W. F. Rapp, pres.; D. M. Odoffer, tress.; J. E. Waddell, secy.

MARYSVILLE, O.—Union County Agricultural Society. Oct. 3 to 6. T. P. Shields, pres.; E. W. Porter, secy.

MCDONNELLSVILLE, O.—Morgan Agricultural Society. Sept. 26 to 28. John G. Walker, pres.; J. W. McElhinney, tress.; P. H. Tammehill, secy.

MELINDA, O.—Medina County Agricultural Society. Sept. 5 to 7. Jas. W. Crawford, Seville, pres.; Blake Leudrickson, tress.; Hiram Goodwin, secy.

MINERVA, O.—Minerva Fair Association. Oct. 5 to 8. James Ackelson, pres.; E. M. Jerome, tress.; Thos. E. Booth, secy.

MT. GILEAD, O.—Monroe County Agricultural Society. Oct. 3 to 6. W. A. Ferguson, pres.; J. G. Russell, tress.; D. J. Miller, secy.

MT. IDY, O.—Scioto County Fair. Aug. 30 to Sept. 1.

NAPOLÉON, D.—Napoleon Fair Co. Sept. 5 to 8. J. W. Hanna, pres.; R. B. Holler, tress.; J. S. Halter, secy.

NEW BREMEN, O.—New Bremen Tri-County Fair. Sept. 5 to 8. Henry Hellbusch, pres.; Wm. Nieter, tress.; Fred. Wiemeyer, secy.

NEWARK, O.—Elks' Street Fair and Carnival. June 5 to 10. T. C. Warden, pres.; E. J. Koois, secy.

NEWARK, O.—Licking County Agricultural Society. Sept. 26 to 29, 1899. G. R. Taylor, pres.; I. M. Phillips, secy.

NEW LEXINGTON, O.—The New Perry County Agricultural Society. Sept. 19 to 22. T. J. Tracy, pres.; Pat Coyle, tress.; Chas. C. Chapplear, secy.

OTTAWA, O.—Putnam County Agricultural Society. Oct. 2 to 7. A. L. Paul, pres.; C. H. Rice, tress.; A. P. Suddles, secy.

OTTORPEE, D.—Fulton County Fair. Sept. 19 to 22.

PAULDING, O.—Paulding County Agricultural Society. Sept. 5 to 8. Dr. J. L. Slager, pres.; W. B. Jackson, tress.; Con Ragun, secy.

PIMEROY, D.—Meigs County Fair. Sept. 12 to 15.

PROCTORVILLE, O.—Lawrence County Fair. Sept. 13 to 15.

RANDOLPH, O.—Randolph Agricultural Society. Oct. 13 and 14. Ira Meacham, pres.; W. H. Haskins, tress.; W. H. Bettes, secy.

RICHWOOD, O.—Tri-County Fair. Oct. 9-14. J. E. Robinson, secy.

RIPLEY, O.—Ripley, Ohio, Fair Co. Aug. 29 to Sept. 1. G. F. Young, pres.; E. T. Kirkor, tress.; L. H. Williams, secy.

SANDUSKY, O.—Erie County Agricultural Society. Sept. 26 to 29. C. W. Taylor, pres.; S. L. Prout, of Prout, tress.; John T. Mack, secy.

SARASVILLE, O.—Noble County Fair. Sept. 26 to 28.

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SMITHFIELD, O.—Jefferson County Fair. Sept. 27 to 29.

SPRINGFIELD, O.—Clarke County Agricultural Society. Aug. 22 to 25. T. L. Calvert, Selma, pres.; Fred. Schelleberger, Enon, treas.; Wm. Jenkins, Setb, secy.

SYCAMORE, O.—Sycamore Fair Co. Sept. 19 to 22. F. W. Hurd, pres.; P. R. Grubb, secy.

TOLEDO, O.—Tri-State Fair. Aug. 21 to 26. W. B. Gerce, pres.; C. R. Brand, treas.; T. B. Tucker, secy.

TROY, O.—Miami County Fair. Sept. 18-23. W. I. Tenney, secy.

UPPER SANDUSKY, O.—Wyandot County Agricultural Society. Oct. 3 to 6. C. D. Hare, pres.; Henry Kear, treas.; Oscar Billhardt, secy.

URBANA, O.—Champaign County Agricultural Society. Aug. 15 to 18, 1899. C. H. Hanson, pres.; H. P. Wilson, treas.; J. W. Crowl, secy.

VAN WERT, O.—Van Wert County Agricultural Society. Sept. 12 to 15. J. S. Stuckey, pres.; E. B. Guillard, treas.; O. N. Swart-out, secy.

WAPAKONETA, O.—Auglaize County Agricultural Society. Oct. 3 to 6. Perry Focht, Unionopolis, pres.; T. E. Bowsher, Buckland, treas.; A. E. Schaffer, secy.

WARREN, O.—Trumbull County Fair. Sept. 5 to 7.

WASHINGTON, O.—Guernsey County Fair. Sept. 26 to 29. R. L. Spencer, Salsville, pres.; R. S. Frame, treas.; H. D. McCulloch, secy.

WASHINGTON, C. H., O.—Fayette County Fair. Aug. 15 to 18. Nye Gregg, pres.; O. S. Mallow, treas.; N. B. Hall, secy.

WAUSEON, O.—Fulton County Agricultural Society. Sept. 19 to 22. L. G. Ely, Fayette, pres.; W. A. Blake, treas.; Thos. Mikessell, secy.

WELLINGTON, O.—Wellington Union Agricultural Society. Aug. 23 to 25. J. M. Otterbacker, pres.; H. C. Harris, treas.; W. B. Vischer, secy.

WESTERVILLE, O.—Hamilton County Fair. Aug. 15 to 19.

WEST UNION, O.—Adams County Agricultural Society. Sept. 12 to 15. W. S. Kincaid, pres.; H. W. Dickinson, treas.; T. W. Ellison, secy.

WOODSFIELD, O.—Mound County Agricultural Society. Aug. 29 to 31. W. C. Moon-ey, pres.; Geo. B. Dorr, secy.

WOOSTER, O.—Wayne County Agricultural Society. Sept. 26 to 29. J. C. Sidel, Blachleville, pres.; W. A. Wilson, treas.; I. N. Kinney, secy.

XENIA, O.—Greene County Agricultural Society. Aug. 8 to 11. R. R. Grieve, secy.

ZANESVILLE, O.—Muskingum County Fair. Sept. 12 to 15.

**OKLAHOMA.**

ENID, OKLA.—Garfield County Fair Association. Sept. 13 to 16. R. Messall, pres.; H. H. Watkins, treas.; S. H. Allen, secy.

OKLAHOMA CITY, OKLA.—Oklahoma Street Fair Association. Sept. 18 to 23. N. W. Storm, pres.; A. L. Welsh, treas.; C. A. McNabb, secy.

**OREGON.**

BAKER CITY, ORE.—First Eastern Oregon District Agricultural Association. Sept. 25 to 30. Geo. E. Bell, pres.; J. H. Parker, treas.; Fred. Bodenbeck, secy.

ROSEBURY, ORE.—Second Southern Oregon District Agricultural Society. Aug. 29 to Sept. 2. V. C. Lordon, pres.; W. I. Wright, treas.; H. W. Miller, secy.

SALEM, ORE.—Oregon State Board of Agricultural. Sept. 15 to 22. W. H. Wehrung, Hillsboro, pres.; J. H. Albert, treas.; C. D. Gabrielson, secy.

**PENNSYLVANIA.**

ALLEGHENY, PA.—Industrial Exposition, Street Fair and Elks' Carnival. July 10 to 22. John A. Fairman, pres.; A. D. Armstrong, treas.; W. H. Lockhart, secy.

ALLENTOWN, PA.—The Great Allentown Fair. Sept. 1 to 22. Hon. Jeremiah Roth, pres.; A. W. DeLong, treas.; W. K. Mohr, secy.

BEAVER, PA.—Beaver County Agricultural Society. Sept. 26 to 29. Wm. M. Boyle, Beaver Falls, pres.; J. E. Martin, treas.; J. E. Kennedy, secy.

BETHLEHEM, PA.—Pennsylvania State Fair Association. Sept. 12 to 15. J. Walter Lovatt, pres.; Geo. H. Young, treas.; H. A. Groman, secy.

BLOOMSBURG, PA.—Columbia County Agricultural and Horticultural and Mechanical Association. Oct. 10 to 12. E. H. Sloan, pres.; Jas. C. Brown, treas.; A. N. Yost, secy.

BURGETTSTOWN, PA.—Union Agricultural Association. Oct. 3 to 5. W. W. Pyles, Dinsmore, W. B. Linn, treas.; R. P. Stevenson, secy.

CAMBRIDGE SPRINGS, PA.—Crawford County Agricultural Society. Sept. 19 to 22. Clark D. Eckels, pres.; H. W. Canfield, treas.; Albert S. Faber, secy.

CARLISLE, PA.—Agricultural Association of Cumberland County. Sept. 26 to 29, 1899. Chas. H. Mullin, pres.; John Stock, treas.; W. H. McTea, secy.

CARROLLTON, PA.—Cambria County Agricultural Association. Sept. 5 to 8. J. V. Maucher, secy.

CENTRE HALL, PA.—Patrons of Husbandry. Sept. 15 to 22. Leonard Rhone, mgr.

CLEARFIELD, PA.—Clearfield County Fair. Sept. 26 to 29. Geo. J. Thompson, pres.

DAYTON, PA.—Dayton Agricultural and Mechanical Association. Sept. 26 to 29. A. S. McQuiklin, Smicksburg, pres.; A. J. Gourley, treas.; E. Morrow, secy.

EBENSBURG, PA.—Ebensburg Agricultural Association. Aug. 29 to Sept. 1. Hon. A. V. Barker, pres.; A. W. Buck, treas.; S. S. Reed, secy.

FORKSVILLE, PA.—Sullivan County Agricultural Society. Oct. 3 to 5. Ulysses Bird, pres.; M. A. Black, secy.

GRATZ, PA.—Fair. Aug. 22 to 26. J. W. Hoffman, secy.

HANOVER, PA.—Hanover Agricultural Society. Sept. 26 to 29. R. M. Wirt, pres.; T. J. Little, treas.; M. O. Smith, secy.

HARFORD, PA.—Harford Agricultural Society. Sept. 27 to 29. J. C. Tanner, pres.; E. M. Watson, treas.; E. E. Jones, secy.

HOOKSTOWN, PA.—Millcreek Valley Agricultural Association. Aug. 22 to 24. R. M. Swaney, secy.

HONESDALE, PA.—Wayne County Agricultural Society. Oct. 3 to 5. W. L. Ferguson, Seelyville, pres.; Geo. Erk, Seelyville, treas.; E. W. Gammell, Bethany, secy.

HOOKSTOWN, PA.—Millcreek Valley Agricultural Association. Aug. 22 to 24. H. W. Nelson, pres.; H. C. Leeper, treas.; R. M. Swaney, secy.

HUGHESVILLE, PA.—Muncy Valley Farmer's Club. Sept. 19 to 22. Theo. A. Bocha, pres.; Hon. Peter Reeder, treas.; A. C. Henry, secy.

KITANNING, PA.—Kitanning Fair Association. Aug. 22 to 25. Dr. C. J. Jessop, pres.; W. J. Sturgeon, treas.; T. McCon-nell, secy.

KUTZTOWN, PA.—Keystone Agricultural and Horticultural Society. Sept. 26 to 29. J. R. Heffner, Monterey, pres.; J. D. Wainner, treas.; J. B. Esser, secy.

LEBANON, PA.—Lebanon Fair Association. Sept. 4 to 8, 1899. H. B. Loose, pres.; Dr. W. B. Means, secy.

LEHIGHTON, PA.—Carbon County Industrial Society. Sept. 26 to 29. Henry Miller, pres.; Valentine Schwartz, treas.; C. W. Bower, secy.

LEWISBURG, PA.—Union County Agricultural Society. Sept. 26 to 29. C. Willard Oldt, secy.

LEWISTON, PA.—Mifflin County Agricultural Fair Association. Sept. 5 to 8. A. C. Mayes, pres.; T. S. Johnson, treas.; J. F. McKinney, secy.

MANSFIELD, PA.—Smythe Park Association. Sept. 26 to 29, 1899. J. M. Clark, Pres. W. P. Austin, secy.; W. D. Husted, treas.

MEADVILLE, PA.—Elks Carnival and Industrial Exhibition. July 24 to 19.

MERCER, PA.—Mercer Central Agricultural Association. Sept. 26 to 28. Thos. P. Munn-el, pres.; Indian Run; Jas. B. Grubb, treas.; John P. Orr, secy.

MILTON, PA.—Milton Fair Association. Oct. 4 to 8. Edwin Paul, secy.

MONROSE, PA.—Susquehanna County Agricultural Society. Sept. 19 and 20. B. E. James, pres.; T. I. Lott, treas.; W. A. Titworth, secy.

MT. GRETNA, PA.—Mt. Gretna Agricultural, Mechanical & Industrial Exposition. Aug. 14 to 19, 1899. Ira M. Rutter, secy.

NAZARETH, PA.—Northampton County Agricultural Society. Oct. 3 to 6. F. T. Ger-net, pres.; J. A. Reinheimer, treas.; J. J. Mans, secy.

NEWPORT, PA.—Perry County Agricultural Society. Sept. 19 to 22. Hon. D. H. Shub-ley, pres.; Landonburg; L. H. Butturf, treas.; Jas. B. Eby, secy.

ORWIGSBURG, PA.—Orwigsburg Agricultural and Horticultural Society. Aug. 29 to Sept. 1. Hon. J. T. Shoener, pres.; H. S. Albright, treas.; A. E. Brown, secy.

OXFORD, PA.—Oxford Agricultural Society. Sept. 27 and 28. Wm. H. Hoog, Colerain, pres.; F. G. Andrews, treas.; Harry C. Thomas, secy.

PITTSBURG, PA.—Luzerne County Fair Association. Sept. 19 to 22. A. O. Farnham, pres.; W. McCabe, treas.; John A. Wood, Old Forge, Pa., secy.

READING, PA.—Agricultural & Horticultural Society of Berks County. Oct. 3 to 6. James McGowan, pres.; Milford N. Ritter, treas.; Cyrus T. Fox, secy.

STROUDSBURG, PA.—Monroe County Agricultural Society. Sept. 5 to 8. R. F. Schwarz, pres.; T. C. Brown, secy.

TOWANDA, PA.—Bradford County Agricultural Society. Sept. 26 to 29. E. J. Ayers, Macedonia, pres.; W. T. Horton, treas.; Benj. Kuykendall, Jr., secy.

TROY, PA.—Annual Troy Fair. Sept. 12 to 15. John E. Dobbins, pres.; E. E. Van Dyne, treas.; John A. Parsons, secy.

TUNKHANNOCK, PA.—Wyoming County Agricultural Society. Sept. 12 to 15. Hon. S. R. Bungess, pres.; C. O. Dershelmer, treas.; W. N. Reynolds, secy.

UNIONTOWN, PA.—Fayette Fair Association. Sept. 5 to 8. W. M. Thompson, pres.; W. H. Bowman, treas.; Wm. W. Parshall, secy.

WASHINGTON, PA.—Western Pennsylvania Agricultural Association. Sept. 26 to 29. Jas. M. Thomas, Thomas, pres.; Jas. I. Forsyth, Washington, treas.; Julius Le Moyne, Washington, secy.

WATTSBURG, PA.—Wattsburg Agricultural Society. Sept. 5 to 7. W. H. Cornell, pres.; John Phelps, treas.; A. L. Phelps, secy.

WESTFIELD, PA.—Westfield Fair Association. Sept. 12 to 15. Frank Strang, secy.

WILLIAMS GROVE, PA.—Grangers' Inter-state Exhibition. Aug. 28 to Sept. 2. R. H. Thomas, Mechanicsburg, pres.; R. H. Thomas, Jr., Mechanicsburg, treas.; H. S. Mohler, Mechanicsburg, secy.

YOUNGWOOD, PA.—Westmoreland Agricultural Society. Sept. 26 to 29. J. W. All-house, Adamsburg, pres.; M. P. Shoe-maker, Greensburg, treas.; W. H. Holtzer, Greensburg, secy.

**RHODE ISLAND**

PROVIDENCE, R. I.—Rhode Island State Fair Association. Oct. 9 to 13. Fred. E. Perkins, pres.; Frank F. Olney, treas.; Wm. Hanrahan, secy.

WARWICK, R. I.—Pawtucket Valley Agricultural Park Association. Sept. 21 to 23. R. A. S. Reoch, River Point, pres.; F. J. Flanagan, River Point, treas.; John L. Deering, Arctic, Box H, secy.

**SOUTH CAROLINA**

FAIRVIEW, S. C.—Fairview Stock, Agricultural and Mechanical Association. Undecided. J. B. Wasson, pres.; J. L. Stoddard, treas.; W. H. Britt, secy.

LEXINGTON, S. C.—Lexington County Fair Association. Oct. 25 to 27. Major J. H. Counts, Irmo, pres.; W. P. Roof, treas.; M. D. Harman, secy.

RICHLAND, S. C.—State Agricultural and Mechanical Society. Nov. 6 to 10. T. J. Cunningham, Clowney, pres.; A. W. Love, gen'l supt.; Thos. W. Holloway, Pomaria, secy.

**SOUTH DAKOTA.**

SIoux FALLS, S. D.—Carnival of Sports. Sept. 12 to 15. Geo. Schlosser, secy.

YANKTON, S. D.—South Dakota State Fair. Sept. 25 to 29. Chas. H. Harris, Aberdeen, pres.; J. E. Platt, Clark, treas.; Walter B. Dean, secy.

**TENNESSEE.**

ALEXANDRIA, TENN.—DeKalb Agricultural and Mechanical Association. Sept. 21 to 23. Col. J. T. Creaghead, Brush Creek, pres.; J. W. Rutland, treas.; Rob Roy, secy.

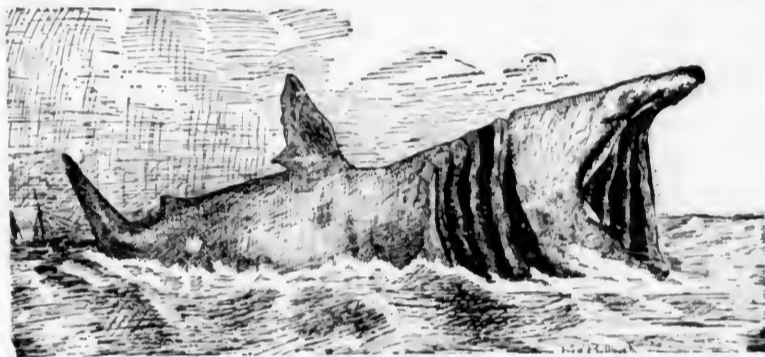
MURFREESBORO, TENN.—Rutherford County Fair Association. Sept. 5 to 9. N. C. Collier, pres.; A. M. Overall, treas.; J. H. Crichtow, secy.

WATERTOWN, TENN.—Wilson County Fair Association. Sept. 7 to 9. T. A. Young, pres.; O. B. Young, treas.; Caesar Thomas, secy.

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Attica, Ind.

**Mr. M. Switzer,**

Advertising Manager S. Hershman Bros. & Co.,  
New Orleans, La.

"After careful observation I have concluded that in point of attractiveness and advertising strength nothing surpasses your Poster Bulletins except the painted displays. The paper on your boards is uniformly and neatly posted, and the whole effect is much better than anything I have ever seen in the posting line."

"We have noted with great interest the posting being done by you in Chicago, and take great pleasure in complimenting you on the artistic appearance of your Poster Bulletins."

**Mr. John Lee Mahin,**

President Mahin Advertising Company,  
Chicago.

**Mr. George Kissam,**

George Kissam & Co., Street Car Advertising,  
New York City.

"On my last trip to Chicago I was surprised and very much pleased at your display of Poster Bulletins. You have always held the palm on sign advertising, and your new departure shows not only good intelligent display, but what should prove a profitable one for your numerous customers."

"Much credit is due to you for the advanced manner in which you are posting in Chicago. The value of paper on your Poster Bulletins is enhanced ten fold, in our opinion."

**Mr. E. H. Carqueville,**

President Carqueville Litho. Co.,  
Chicago.

**Mr. John T. Revell,**

Vice Pres. Alex. H. Revell & Co.,  
Chicago.

"In regard to the large posters you have placed for us in Chicago will say that the work has proven very satisfactory and we will send you a large lot of stands that we expect from the lithographers in a few days."

289 Wabash Avenue, . . . Chicago.

TEXAS.

ABILENE, TEX.—Abilene Fair Association. Oct. 25 to 28. J. M. Bradford, pres.; Henry James, treas.; Will Stith, secy.

UTAH.

SALT LAKE CITY, UTAH.—Deseret Agricultural and Mfg. Society. Oct. 3 to 7. John R. Winder, pres.; Elias A. Smith, treas.; Septimus W. Sears, secy.

VERMONT.

BARTON, VT.—Orleans County Fair Association. Sept. 12 to 14. H. H. Somers, pres.; O. D. Owen, treas.; D. D. Bean, secy.

VIRGINIA.

CAPE CHARLES, VA.—Chesapeake Agricultural Fair Association. Aug. 15 to 18. R. S. Nicholas, pres.; Dr. A. Brockenbrough, Chesapeake, secy.

WASHINGTON.

NORTH YAKIMA, WASH.—State Fair. Sept. 25 to 29. J. M. Baxter, pres.; Wm. Lee, sr., treas.; T. R. Gunn, secy.

WEST VIRGINIA.

CLARKSBURG, W. VA.—West Virginia Central Agricultural and Mechanical Association. Oct. 3 to 6. T. T. Wallis, pres.; M. M. Thompson, secy.

WISCONSIN.

AMHERST, WIS.—Portage County Agricultural Society. Sept. 19 to 22. A. J. Smith, secy.

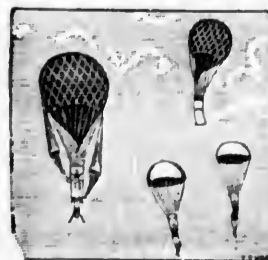
CANADA.

ALMONTE, CANADA.—North Lanark Agricultural Society. Sept. 26 to 28. John Forsyth, Cedar Hill, pres.; Jas. Robertson, treas.; W. P. McEwen, secy.

MINNEDOSA, CANADA.—Minnedosa Agricultural Society. Aug. 2. Rich. Storey, pres.; T. A. Cuddy, secy.

F. H. LEFCH, Billposter and Distributor, Sherbrooke, Que., Canada. Population 15,000.

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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 concourses of people to any one particular city and for this reason...

ALEXANDRIA, LA.—State Baptist Convention. July 13, 1899. Rev. A. M. Vandemau, Alexandria, La., secy.

BOONE, IA.—Baptist State Convention. Oct. 20, 1899. E. P. Bartlett, secy., Des Moines, Iowa.

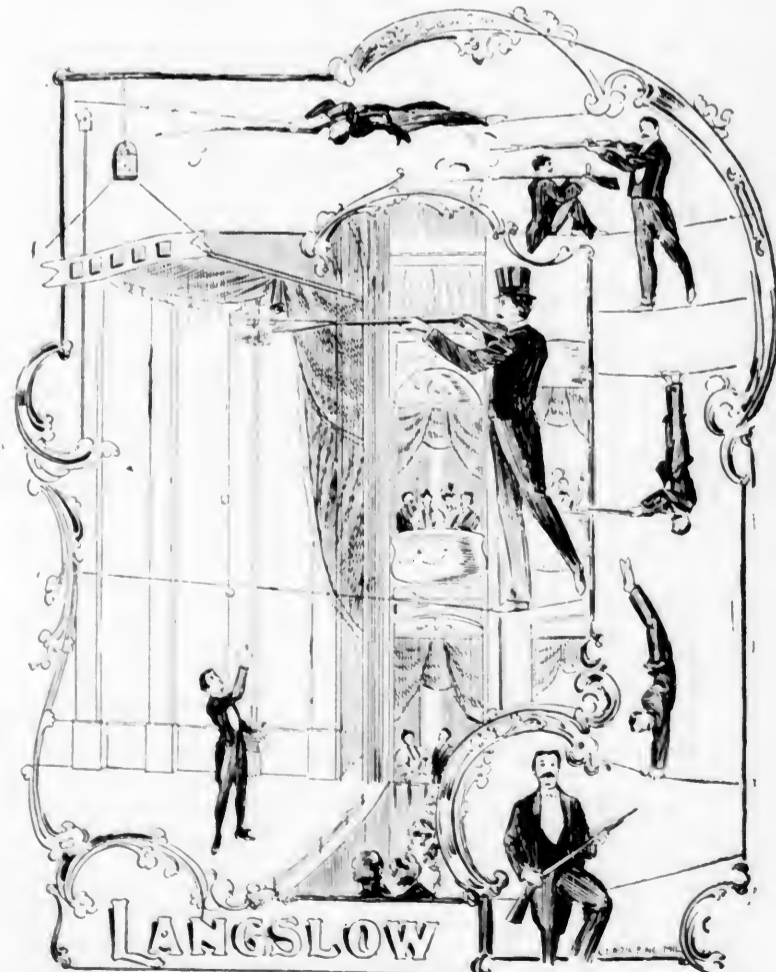
CHICAGO, ILL.—General Council Lutheran Church. Oct. 5. Rev. W. K. Frick, secy., Milwaukee, Wis.

CINCINNATI, O.—National Funeral Directors' Association. Oct. 11 and 12. H. M. Kirkpatrick, secy., Elmwood, Ill.

BIG FEATURE FOR FAIRS.

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MONS. LANGSLOW, 334 E. 13th St., NEW YORK.

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

DUBUQUE, IOWA.—Protective Association. July 17 and 18. Ed Rodler, secy., Davenport, Iowa.

Baby Elma--3 Years of Age.

In a wonderful Scientific Rowing Exhibition, especially adapted for Fairs. She carries her own tank, 60x20 ft.; needs no excavating.

World's Water Wonders.

In High Diving and Aquatic Feats. MISS BESSIE, only 13 years, Champion All-around Female Swimmer and Diver of the World. MASTER TOMMIE the Boy Wonder.

Pompier Life-Saving and Fire Drill.

Showing the use of Sealing Ladders and Rescuing People from high buildings by means of Canvas Tube, finishing with A LEAP FOR LIFE.

For terms on any or all of the above address

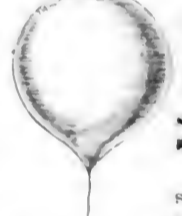
CAPT. THOS. J. Q. MEIER, 1418 Vine St., Cin'ti, O.

- INDIANAPOLIS, IND.—American Essex Association. Jan. 2 to 7, 1900. F. M. Strout, McLean, Ill., secy.

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R. R. GARVER, BILLPOSTER, NEWHAMPTON, IA.

Pop. 3,000.

LOUISVILLE, KY.—A. O. U. W. Grand Lodge, February (second Tuesday), 1900. J. G. Walker, secy., Room 9, Norton Building, Louisville, Ky.

NEW HAVEN, CONN.—C. H. L. State Council of Connecticut, Sept. 19, 1899. Jas. Seanton, 15 Smally st., New Britain, Conn., secy.

PHILADELPHIA, PA.—Knights of Malta, Oct. 17, 1899. Frank Gray, Broad and Arch sts., Philadelphia, Pa., secy.



Now looking for Fairs, Parks and Race Meetings. Address HARRY H. HILL, 135 Broadway, Room 5, New York.

FRANKLIN, PA. Population 9,000. ALEX. BRADLEY, City Billposter and Distributor.

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PARKS. PLEASURE RESORTS, SUMMER GARDENS.

This list is revised and corrected every month. Advertisements under this head are published free of charge. Managers are urgently requested to send in their notices. We wish to have the list complete for the June issue.

- AKRON, O.—Lakeside Park. Akron Street Railway, manager.
AKRON, O.—Randolph Park. Rapid Transit Co., managers.
AKRON, O.—Summit Lake Park. Menches Bros.
ALBANY, N. Y.—Lagoon Island. John F. Weber, manager.
ASHLAND, KY.—Clyffside Park. Asbland & Catlettburg St. Ry. Co., proprietors.
ATCHISON, KAS.—Address O. T. Crawford, Topeka, Kas.
ATLANTA, GA.—Lakewood Park. J. W. Helmsman, manager.
ATLANTA, GA.—Exposition Park. Theo. Stark, manager.
ATLANTIC CITY, N. J.—Columbia Garden. Tony Kenning, manager.
ATLANTIC CITY, N. J.—Fortescue Pavillion. Harry Daly, manager.
BALTIMORE, MD.—Deer Park. W. H. Labb, manager.
BALTIMORE, MD.—Fairly Grove. Jas. Gilmore, manager.
BALTIMORE, MD.—Woodside Park. W. H. Labb, No. 10 Record Building.
BALTIMORE, MD.—Diamond Point Park. (Hall's.) Back Over. J. Victor Graybill, manager of amusement. Highlandtown, Baltimore, Md.
BOSTON, MASS.—Charles River Park (Cambridge). H. E. Ducker, manager.
BOSTON, MASS.—Point of Pines. Wm. H. O'Snell, manager.
BOSTON, MASS.—Mystic Park. (Medford.)
BOSTON, MASS.—Combination Park. (Medford.)
BOSTON, MASS.—The Chutes. Wallace E. Hyde, manager.
BRANTFORD, ONT.—Mohawk Park. W. Sherman, manager.
BROOKLYN, N. Y.—Bergen Beach. Percy G. Williams, pres.
BUFFALO, N. Y.—Bellvue Park. E. J. De Costa, manager.
BUFFALO, N. Y.—Elmwood Beach. Jos. E. Girard, manager.
BUFFALO, N. Y.—Kenmore Park. Witte & Smith.
BURLINGTON, IOWA.—Ferris Wheel Park. E. P. Hilton, manager.
CAMBRIDGE, MASS.—Charles River Park. H. E. Ducker, manager.
CAMDEN, N. J.—Summer Park. Camden & Suburban Railway Co., managers.
CANTON, O.—Summer Garden. M. Blatt, manager.
CHARLESTON, S. C.—Chicora Park.
CHICAGO, ILL.—Sunny-side Park.
CHICAGO, ILL.—Husmark's Garden.
CHICAGO, ILL.—Chutes Park. E. B. Simpson, manager.
CHICAGO, ILL.—Ferris Wheel Park. L. B. Rice, manager.
CHICAGO, ILL.—Sans Souci. W. H. Caster, manager.
CHICAGO, ILL.—Masonic Temple Roof Garden. J. J. Mordock, manager.
CINCINNATI, O.—Lagoon. John Noonan, manager.
CINCINNATI, O.—Chester Park. Devere Electric Co., managers.
CINCINNATI, O.—Coney Island. Lee Brooks, manager.
CLEVELAND, O.—Euclid Beach Park. Euclid Beach Park Co., managers.
CLEVELAND, O.—Garden Theater.
CLEVELAND, O.—Lake View Park. Tim Healy, manager.
CLEVELAND, O.—Scenic Park. James E. Donaghy, manager.
COHOES, N. Y.—Ship Street Park. Thomas Wallace, manager.
COLUMBUS, O.—Minerva Park. J. K. Burk, manager.
COLUMBUS, O.—Olentangy Park. Dusenbury & West, managers.
CONNECTICUT, O.—Lake View Park. George Barber, manager.
CONEY ISLAND, N. Y.—The Chutes. Thos. Falks, manager.
COVINGTON, KY.—Lagoon. Address John Noonan, Cincinnati, O.
DALLAS, TEX.—Cycle Park and Summer Theater.
DARTFORD, WIS.—Terrace Beach. Frank A. Dodge, manager.
DAYTON, O.—Fairview Park. The Kieferber Co., managers.
DAYTON, O.—Lakeside Park. Jas. A. Kirk, manager.
DECATUR, ILL.—Riverside Park.
DENVER, COLO.—Chutes Park. M. R. Hauman, manager.
DENVER, COLO.—Cycle Park. C. M. Goff, manager.
DENVER, COLO.—Argo Park. Zang Brewing Co., managers.
DENVER, COLO.—Chutes Park. Harris & Bauman, managers.
DENVER, COLO.—Manhattan Beach. Capt. Bethell, manager.
BERGEN BEACH, L. I., N. Y.—W. H. Goldey, supt.
DULUTH, MINN.—Hill-Top Casino.
EAST GRAND RAPIDS, MICH.—Reed Lake.
EAST ST. LOUIS, ILL.—Edgemont Park. C. H. Colson, manager.
ELMHURST, N. Y.—Eldridge Park. E. M. Little, manager.
ELMHURST, N. Y.—Queen City Gardens.
PITTSBURGH, MASS.—Pinehurst Park. Fitchburg & Suburban R. R., managers.
PITTSBURGH, MASS.—Whatom Park. W. W. Sargent, manager.
FOND-DU-LAC, WIS.—Athletic Park. T. F. Grover, manager.

- GARDNER, MASS.—Crystal Lake Park. Os-good & Coolidge, managers.
GRAND RAPIDS, MICH.—Godfrey's Pavillion. Chas. Godfrey, manager.
GRAND RAPIDS, MICH.—Reed Lake. Orrin Starr, manager.
GRAND RAPIDS, MICH.—Romona Park. Orin Starr, manager.
GREEN LAKE, WIS.—Terrace Beach Casino. W. A. Meyer, manager.
HARRISBURG, PA.—Paxtaug Park. N. Appel, manager.
HARTFORD, CONN.—Address P. J. Casey, Springfield, Mass.
HARTFORD, CONN.—Werder's Park.
HOLYOKE, MASS.—Mountain Park. Wm. J. Burke, manager.
HOUSTON, TEX.—Magnolia Park.
HOUSTON, TEX.—Forest Park.
JACKSONVILLE, FLA.—Crystal Roof Garden.
JAMESTOWN, N. Y.—Celoron Park. G. E. Matvey, manager.
JAMESTOWN, N. Y.—Celoron Theater. Jule Demar, manager.
KANSAS CITY, MO.—Fairmount Park. Martin Beck, manager.
KEOKUK, IOWA.—Hubinger Park.
LANCASTER, MASS.—Ten Tracton Co. A. W. Reist, manager of park.
LEOMINSTER, MASS.—Leominster Park. L. & C. St. R. K., managers.
LIMA, O.—Ittover's Park. Frank Hoover, manager.
LIMA, O.—McCullough's Lake Park. G. M. McCullough, manager.
LINCOLN, NEB.—Lincoln Park. L. M. Crawford, manager.
LITTLE ROCK, ARK.—Glenwood Park. Chas. T. Taylor, manager.
LOS ANGELES, CAL.—Fiesta Park. H. G. Walsure, manager.
LONG BRANCH, N. J.—Pleasant Bay Park. Chas. Rosenkrans.
LOS ANGELES, CAL.—L. A. & P. Ry. Co. W. D. Larrah, park manager.
LOUISVILLE, KY.—Phoenix Hill Park.
LOWELL, MASS.—Willowdale Park.
LUDLOW, KY.—Lagoon. Address John Noonan, Cincinnati, O.
MANCHESTER, N. H.—Lake Massabesic Park.
MANSFIELD, O.—Mansfield Park. E. Endly, manager.
MANSFIELD, O.—Heineman Park. Frank Burt, manager.
McKEESTER, PA.—Versailles Park. The Versailles Tracton Co., proprietors, Max A. Arnold, manager.
MEDFORD, MASS.—Mystic Park.
MEDFORD, MASS.—Combination Park. M. R. Hicks, manager.
MEMPHIS, TENN.—East End Park. Chas. T. Taylor, manager.
MILWAUKEE, WIS.—Schlitz Park. Schlitz Park Co., managers.
MILWAUKEE, WIS.—National Park. Al. G. Irland, manager.
MILWAUKEE, WIS.—Base Ball Park. M. R. Killilea, manager.
MILWAUKEE, WIS.—Whitefish Bay.
MILWAUKEE, WIS.—Central Park. Max Dreyer, manager.
MILWAUKEE, WIS.—Shooting Park. Theo. Thielges, manager.
MONTREAL, CAN.—Queen's Park. U. H. Dandurand, manager.
MONTREAL, CANADA.—Sobmer Park.
MONTREAL, CANADA.—Arenas.
MT. CLEMENS, MICH.—Monroe Garden. Wm. Sweet, manager.
MT. VERNON, O.—Hiawatha Park. P. B. Chase, manager.
MUSKOGON, MICH.—Lake Michigan Park. Fred. L. Reynolds, manager.
NASHVILLE, TENN.—Glendale Park. H. J. S. Brown, manager.
NEWARK, O.—Idlewild Park. Robt. Lingefelter, manager.
NEW CASTLE, PA.—Cascade Park. E. E. Hamilton, manager.
NEW ORLEANS, LA.—West End. M. R. Wyman, manager.
NEW ORLEANS, LA.—Athletic Park. H. C. Fourton, manager.
NORFOLK, VA.—Atlantic Garden.
NORTHAMPTON, MASS.—Meadow Park. Geo. T. Hays & Co., managers, Springfield, Mass.
OMAHA, NEB.—Mullen's Garden. Jos. F. Campbell, manager.
ORANGE, MASS.—Central Park. Jay B. Reynolds, proprietor.
OSHKOSH, WIS.—Citizens' Tracton Co.
OTTAWA, ONT.—Address Ottawa Electric Railway.
PARIS, ILL.—Reservoir Park. D. Legore Chesnut, manager.
PHILADELPHIA, PA.—Willow Grove Park. Union Tracton Co., owners.
PHILADELPHIA, PA.—Woodside Park. Woodside Real Estate Co., managers.
PHILADELPHIA, PA.—Neshanning Park. Neshanning Park Co., proprietors.
PHILADELPHIA, PA.—Torresdale Park. Col. E. DeV. Morrell, pres.
PHILADELPHIA, PA.—Washington Park. Wm. J. Thompson, manager.
PHILADELPHIA, PA.—Washington Park. H. J. Lierz, proprietor.
PHILADELPHIA, PA.—Chestnut Hill Park. Casino Co., owners.
PITTSBURGH, PA.—Schenley Park. Consolidated Tracton Co., managers.
PITTSBURGH, PA.—Kinneywood Park. Monongahela Tracton Co., managers.
PITTSBURGH, PA.—Oakum Park. West End Railway, managers.
PITTSBURGH, PA.—Cathoun Park. Second Avenue Tracton Co., managers.
PORTLAND, ME.—Riverton Park.
PORTLAND, ME.—Cottage Park.
PORTSMOUTH, VA.—Columbia Park.
READING, PA.—Carsonia Park.
RICHMOND, VA.—Putnam's Summer Garden. Capt. W. W. Putnam, manager.
RICHMOND, VA.—Broad Street Park.
RICHMOND, VA.—Main Street Park.
ROCHESTER, N. Y.—Ontario Beach. Geo. W. Sweeney, manager.
ROCHESTER, N. Y.—New Culver Park. Boyce & Sahl, proprietors.
ROCHESTER, N. Y.—Irondequoite Park. B. E. Wilson, manager.

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SANDUSKY, O.—Cedar Point Grove. G. A. Hoekling, manager.
SAN FRANCISCO, CAL.—Paul Boyton Chutes. Chutes Co., proprietors.
SAN FRANCISCO, CAL.—Presidio Athletic Park. F. T. Hull, manager.
SAN FRANCISCO, CAL.—Glen Park. Baldwin & Howell, managers.
SAVANNAH, GA.—Thunderbolt. Niel Gildea, manager.
SCIO, O.—Pavillion Theater. C. J. Wheatley, manager.
SEA CLIFF, L. I.—Address Manager Lyceum.
SEDALIA, MO.—Address O. T. Crawford, Topeka, Kas.
SKOWHEGAN, ME.—Lakewood Grove. C. A. Fairbrother, manager.
SOUTH FARMINGHAM, MASS.—Wayside Park.
SPRINGFIELD, MASS.—Suburban Park. Wm. J. Burk, manager.
ST. JOSEPH, MO.—Address O. T. Crawford, Topeka, Kas.
ST. LOUIS, MO.—Bellevue Garden, No 5000 Eastern Ave.
ST. LOUIS, MO.—Koerner's Garden. David Allen, manager.
ST. LOUIS, MO.—Klondyke Park and Chutes.
ST. LOUIS, MO.—Forest Park, Highlands. Col. John D. Hopkins, manager.
ST. LOUIS, MO.—Southern Electric Park. Lewis & Ernest.
ST. LOUIS, MO.—Suburban Garden. Janopol and Gumpertz.
ST. LOUIS, MO.—Meremac Highlands. M. H. Co., managers.
ST. LOUIS, MO.—Uhrig's Cave. Frank McNeary, manager.

- ST. LOUIS, MO.—Athletic Park.
STOCKTON, CAL.—St. Elec. Ry. Co. W. H. Leffer, manager.
SYRACUSE, N. Y.—Kirkwood Park. N. H. Chapman, manager.
SYRACUSE, N. Y.—Elmwood Park. Wm. McGlory, manager.
TAUNTON, MASS.—Sabbatia Park.
TERRE HAUTE, IND.—Bijou Garden Theater. J. C. Irlick, manager.
TOLEDO, O.—Lake Erie Casino. F. Burt, manager.
TOLEDO, O.—Presque Isle. F. N. Quale, manager.
TOPEKA, KAS.—Address O. T. Crawford, care Crawford Theater.
TORONTO, ONT.—Hanlan's Point.
TORONTO, ONT.—Munro Park. Toronto Ry. Co., managers.
TRENTON, N. J.—Broad Street Park.
TROY, N. Y.—Lagoon Island. John F. Weber, manager.
UTICA, N. Y.—Irland's Casino Park, Chas. H. Reals, manager.
WAKEFIELD, MASS.—Wakefield Park. W. S. St. Ry. Co., managers.
WASHINGTON, D. C.—Glen Sligo Park. G. Parish, manager.
WASHINGTON, D. C.—Glen Echo Park. E. M. Brawner, manager.
WASHINGTON, D. C.—Glymont Park. P. P. Craft, 1816 Sixteenth street, N. W.
WATERTOWN, N. Y.—Seibert's Garden. C. H. Kerr, manager.
WILLIAMSPORT, PA.—Vallamont Park. J. A. Brosius, manager.
WILMINGTON, DEL.—Summer Park. Jesse K. Bayless, manager.
WORCESTER, MASS.—Lake Quinsigamond Park.

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 Salinas City—O. H. Bullene.  
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 San Francisco—Siebe & Green, 11th and Market streets.  
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 Truckee—A. H. Prentiss.  
 Woodland—Dietz & Glendinning.

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 Colorado Springs—The Curran Co., care Elk Hotel.  
 Cripple Creek and Victor—Quinn Bill Posting Co.  
 Denver—The Colorado Bill Posting Co.  
 Denver—The Curran Co., 17th and Larimer streets.  
 Fort Collins—Fort Collins Bill Posting and Distributing Co.  
 Grand Junction—The Haskell Bill Posting Co.  
 Pueblo—The Curran Co., 114 Santa Fe Ave.  
 Salida—C. G. Gihum, Bill Poster.

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 New Haven—New Haven Bill Posting Co.  
 Putnam—L. M. Keith.

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 Seaford—S. P. Fields.

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

**GEORGIA.**  
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 Augusta—C. R. Rowland, City Bill Poster.  
 Carrollton—Kuns & Perry.  
 Eatonton—W. T. Reid, Jr.  
 Madison—Len. C. Baldwin.  
 Muldigeville—W. M. Smith.  
 Newnan—E. H. Howman Co.  
 Savannah—Chas. Bernard, Licensed City Bill Poster.

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**BILLPOSTERS**—One of the largest, oldest concerns taking up billposting (new departure in their advertising), desire best work; pay accordingly. Making contracts for various sections. Advisable established billposters place themselves before them immediately. Will send name, &c., for 50 cents. This will not appear again. EDMOND L. BANKS, Liberty Square, Port Chester, N. Y.



# 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.

# Great Western Printing Comp'y,

ST. LOUIS, MO.

Have a new and complete line of Poster Type and

# STOCK LETTERS

Can furnish Stands, any size or quantity desired.

Bold and Catchy Designs.

We make a specialty of printing Posters, Muslin Banners, Parafine Signs, etc. First-class work in every respect, at lowest possible prices.

Carry in stock Hangers and Posters for Horse Shows, Fairs, Bench Shows, Races, Carnival Parades, Athletic Events, etc. New designs being added as rapidly as possible in all lines. Correspondence solicited.

# The Capital Bill-Posting Company,

JAMES A. PINNEY, Manager.

BOISE, IDAHO.

Address all Communications care Columbia Theatre.

A STANDARD ATTRACTION For Expositions, Fairs, Conventions, Races, Etc. ...

# THE AMERICAN BAND OF CHICAGO.

Now playing in City Park, Denver, Colorado.

At liberty after July 5th.

JOS. H. NOVAK, Director, 930 Chicago Opera House.

# POSTER PRINTERS.

## THE FAIRS

That use our advertising matter will get something different from former years, and will be BETTER BILLED FOR LESS MONEY THAN EVER BEFORE. If you use the same kind of paper, year after year, your patrons have reason to expect the same old show. Use new paper and they anticipate a new show. If you have not received our samples, write for same. They are FREE. It is our special aim to ship all orders promptly and on time.

OUR TERMS:—3 Per Cent Off for Cash, or Settlement Ten Days after Fair.

# HENNEGAN & CO.

## BILLPOSTERS

You who have such a hard time getting your local merchants started on the boards, write for our NEW STYLE COMMERCIAL POSTERS. If anything will start them, these will. They are allright for BIG CITIES, LITTLE CITIES, BIG TOWNS, LITTLE TOWNS. The Designs are right, the Printing is Right, and the Prices are Right. The Scheme is the best you ever had to offer. Get the Samples and Hustle.

The Samples will be ready July 25th, and you can get them for the asking

127 E. 8th St., Cincinnati, O.  
Telephone 1317.

# DON'T FORGET THAT Columbus, Georgia,

Has over \$5,000,000 invested in cotton mills and other industries, employing about 5,000 operatives.

# DON'T FORGET THAT THIS CITY

Has 8 cotton mills, 2,621 looms, 78,116 spindles and consumes 90 bales of cotton per day, 27,900 per annum. Receives 75,000 bales of cotton by wagon and 85,000 by railroad. Total, 160,000.

Don't Forget When You Want

## BILLPOSTING, CARD TACKING

OR DISTRIBUTING DONE,

—TO WRITE TO—

# THE CITY BILLPOSTING CO.,

CHAS. P. SPRINGER, or EDW. H. GRUZARD,  
105 Tenth St. 1318 First Ave.

**MARK A. BONDY,** Distributor and Sign Tacker,  
Detroit, Mich. 78 Pine St.

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

**FENTON, MICH.** Pop. 2,500. Billposter, Distributor and Sign Tacker.  
**L. S. FIELD.**

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

# City Billposting Co.

HARRY B. BUSSING, Manager.

# NORWALK, CONN.

ESTABLISHED 1870.

# G. H. OTTING & SON,

—LICENSED—

BILLPOSTERS, DISTRIBUTORS, ART BULLETINS

NEWPORT, BELLEVUE, DAYTON, FT. THOMAS, KY.

Members I. A. of D. Address NEWPORT, KY

# ADVERTISERS

If you want to inject bright and breezy ideas into your advertisements, send us

\$1.00 FOR FIFTY GOOD ADS

In your line of trade, clipped from the current newspapers. They will show you how the successful fellows advertise, and help to make your AD WRITING EASY.

# ANY ONE

Wishing to know the best thought expressed in the current press on any subject will be interested in our new booklet, "THE USES OF PRESS CLIPPINGS." Sent free to any address.

# Consolidated Press Clipping Co.,

National Life Insurance Building.

No. 159 La Salle St., CHICAGO.

DISTRIBUTORS and Advertising Agents write Mundt Medicine Co., Freetown, Ind., for their great proposition.

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\$**EVERYBODY**

Knows "\$am W. Hoke Posters." They are posted on the best billboards in more than 1,000 cities, towns and villages, and are the best posters on earth.

**EVERYBODY**

Knows that \$am W. Hoke posts posters throughout America, and that he gives the advertiser absolutely the best service everywhere.

**EVERYBODY**

wanting to do billposting should have \$am W. Hoke produce the poster, and by all means have \$am W. Hoke attend to the billposting.

**EVERYBODY**

Has not yet learned that \$am W. Hoke also makes PRINT-PAINTED Oil Cloth and Muslin Signs. But he does, and they are the same high grade as his posters, the best ever. They are printed with paint and are really painted signs in every respect but the price. Samples and prices will be sent to anyone on application. All sizes, from 4x20 inches at 1c each, to 40x60 inches at 30c each, all in gorgeous colors.

A VERY POPULAR SIZE is 12x36 inches at 7c each, in lots of not less than 500.

**THE MANUFACTURER**

in no matter what line, who does not use \$am W. Hoke's Signs and Posters, is apt to get behind in the procession. The people today who are getting rich are the ones who are using the \$am W. Hoke Posters and the \$am W. Hoke Oilcloth Print-Painted Signs.

**ANY BILLPOSTER**

will tack these signs for you at reasonable prices, or if you do not wish to be bothered with attending to the tacking, \$am W. Hoke will take contract to attend to that part of the work also — and if he takes the contract to do it, it will be done right, or you will not be expected to pay for it.

**YOUR ORDERS ARE SOLICITED. \_\_\_\_\_ WRITE TODAY.**

**\$am W. Hoke**

LONG..  
DISTANCE.  
BILL POSTER

QUICK TIME POSTER MAKER

255 Fifth Ave. (28<sup>th</sup> St.)

...NEW YORK...

Phone.  
\_\_\_\_\_