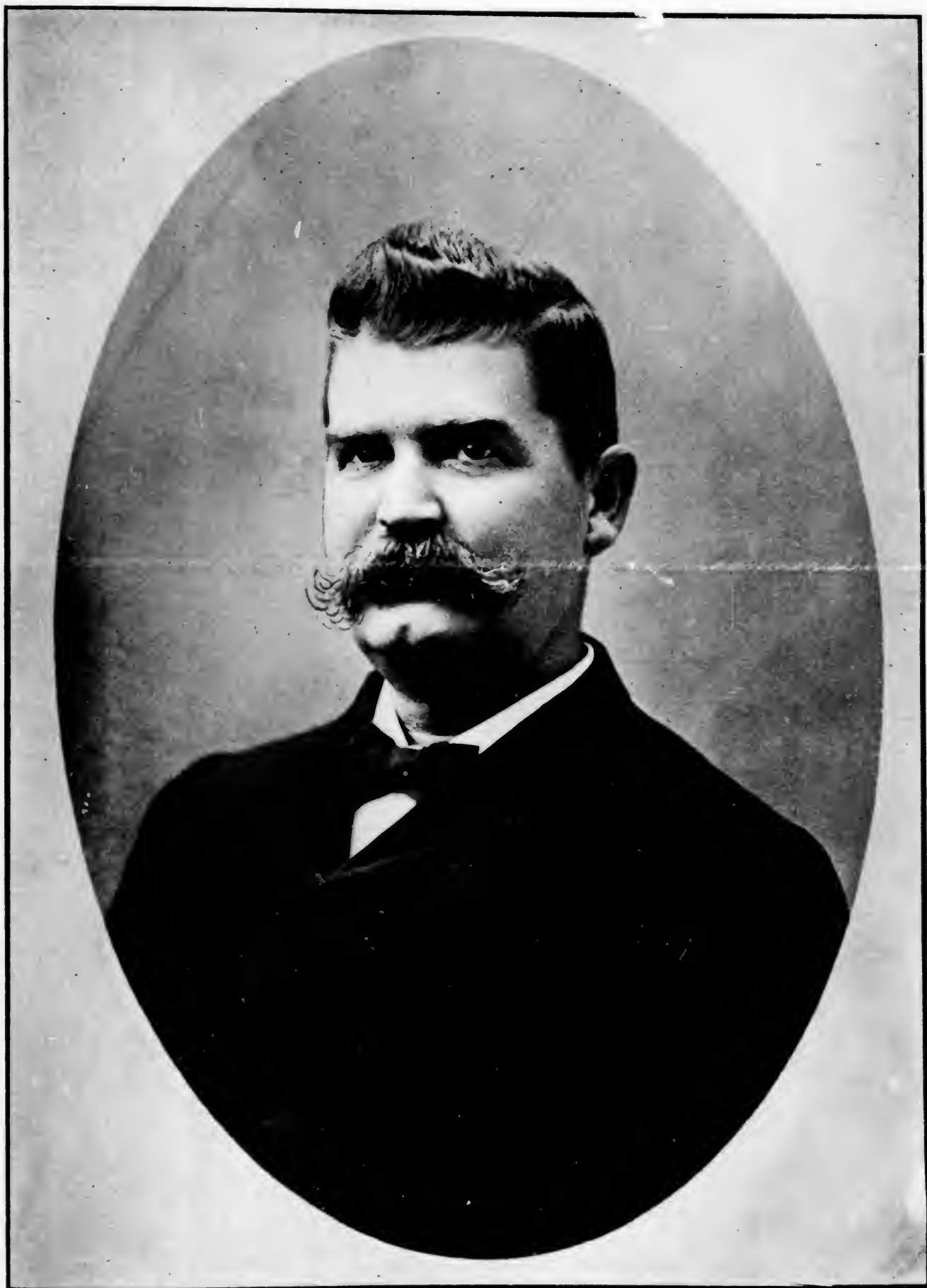


THE BILLBOARD

Vol. XII, No. 3.

CINCINNATI, JANUARY 1, 1900.

PRICE 10 CENTS
PER YEAR, \$1.00



W. E. FRANKLIN,

General Agent for the Great Wallace Shows.

NOTES.



TOPICS BY THE WAY.

Protected by JOHN B. RINDLEFISCH.

Cleveland, O., Dec. 24, 1899.

Clerical objections to the more realistic bill board advertising are not well taken, since it is not the bill boards, but the stage boards that bring out the really obnoxious features. It is true, the bill board acts as a magnet and feeds the susceptible mind, but the pure-minded all things are pure. Honi oit qui mal y peme, is as true of the suggestive theatrical poster as any other medium of so-called questionable import or drift. The theaters would be filled without the risqué poster as attraction. The modern craves the suggestive and sensational; hence the demoralization of the art dramatic. You can not reform the character of the poster without first reforming the character of the plays and personae dramatics, and, better still, the human mind in general.

The spite fence may be made more attractive by painting it over with advertisements.

An itinerant billboardist removed all the "Post No Bills" injunctions from a fence, and then plastered the remaining space with bills. He was duly hauled up, but proved to the satisfaction of the court that no such signs were visible. There being no witnesses that he removed the sign, he was discharged.

Decreasing revenue may ultimately induce telephone and telegraphic companies to lease their poles, or go into the advertising business themselves. The modern tendency to do nothing go to waste will sooner or later take home in this direction also.

The idea of city street waste receptacles is certainly timely. These waste receptacles should be conveniently placed along the sidewalk curbs. They would furnish a new field to the ad. exploiter, and ideally serve the unsystematically distributed gutter-codger.

A few wagon manufacturers have undertaken to sell the farm-wagon privileges themselves, making it plausible to the farmer that he thus buys at a certain discount. Well, some farmers are "easy picking."

The question of placing express and moving agents in traffic-congested cities has always been a sore one. A billboardist now offers to build a shed in a central location, equip with a perfect call-service, providing the city permits him to use the exterior of the building for advertising purposes without franchise fees. The offer looks practical, and should meet little opposition.

As a new method to carry on vehicular advertising, it is suggested to construct a trailing board over the wheels, thus practically enclosing them. The boards would thus serve a two-fold purpose—as a mud-guard and advertising board. Of course, the idea must be carried out so as not to interfere with the motions of the wheels. A stout canvass may be a good substitute.

Interior street car advertising is now being generally accepted as a current medium. There is now a man who suggests a lateral lane on the outside of the cars below the roof, which may be made so ornamental as not to disfigure the view. These signs may be illuminant or not, as per carrying out idea. They may be placed under glass or a material proof against the ravages of the weather. The illuminating idea, however, impresses most.

A billboardist has undertaken to supply all such and expressmen who apply, with stern umbrellas free of charge. These umbrellas are of a water-proof material, of highly lacquered white and black, the advertisements imprinted thereon in corresponding color.

The advertising cap has gone somewhat out of use since the tobacco companies have gone out of the campaign business. Few other manufacturers ever used them as extensively. In its place, an enterprising distributor offers a newspaper bag to newsboys which is weather-proof throughout and has compartments for each and every thing. The newsies approve of the bag, for those offered by the newspapers "do not keep out the wet."

A manufacturer has come out with a dinner-ail, in the shape of a field flask, the lower half to be used for selling, the upper for liquids. It is roomy enough to hold the average white man's dinner, and yet looks neat and compact. It is provided with a strap and leg-clip attachments. There is no ad. on the under-belly, as it may be called. It can only be obtained in stores selling a certain article, and every one knows what that article is. The device is fully protected by patent rights.

The blatter advertisement business is now as perfect as the railroad felder service; in fact, it's become part of the latter service.

Calendar or almanac advertising is not nearly so popular as a few years ago, the insurance and patent medicine factors alone voiding the thing. The decadence is chiefly due to the flood of cheap productions of no

specific character. They were calendars—that's all. The houses sending out really artistic things, with the advertisement assimilated without offending the critical eye or bringing out the fist-on-the-eye view, are still popular, and have at least one chance in ten of being preserved, or holding their positions in the home, office, store or factory for the year they present. The oneness in calendars is doomed. Cleverly executed original ideas of compact form and handy, is what is wanted in the calendar line for all purposes.

A distributor offers to furnish stained glass transoms, which automatically display the month, day and date. The glass is furnished by a manufacturer co-operating in the scheme on shares.

A distributor has obtained a permit from the Council to trot through the streets, advertising chariots drawn by goats, reindeers and dogs, handsomely togged up with advertising mantles, headpieces, breast shields and such. The animals are warranted to be humanely broken in and used.

Theater entrances ought to be porticoed over the sidewalks to distinguish them from the common facade line.

One of the surest and best methods for bill posters to avoid trouble with city councils and selectmen is to hire land from private individuals on which to erect their boards. Then erect them back from the street limit and not over the heights proscribed by the fire regulations.

North Adams, Mass., has a new distributing, bill posting and advertising company. New boards have been placed in the city and suburbs, securing considerable space.

Boycotters and Intimidators Enjoined.

Union labor all over the country has been greatly interested in the fight between the Sun Printing and Publishing Company and Typographical Union No. 6.

All of our readers are probably acquainted with the origin of the difficulty, which arose from the fact that the "Sun" decided to convert the office into an "open" or "non-union" one. Thereupon the members of the union abandoned their positions, and have since engaged in a boycott on the "Sun" Company, which has been carried on up to the time Justice Peckham, in a special term of the Supreme Court, granted an injunction forbidding the trial of the "Sun's" action against the striking printers and allies. The prayer for relief covered the following points, restraining the officers of the various labor organizations from advising or requesting advertising customers to desert or refrain from advertising in the papers named, and, second, from resorting to any species of threats, intimidation, force or fraud for such purposes, or procuring other persons so to do, and from preventing or attempting to prevent news-dealers from selling such papers; third, from making any requests, giving any advice or resorting to any species of persuasion, threats, intimidations, force or fraud, to bring about such result; from "picketing" the establishments of the plaintiff or any of its branch offices, and by request, advice, persuasion, intimidation, threat, force, fraud or defamatory publications, inducing its employees to quit the employment of this plaintiff, and, fourth, from, in any other manner or by any other means, interfering with the property, property rights or business of the plaintiff.

The Buffalo "Times," in one of its recent issues, printed the following: "The Pan-American Bill Posting and Distributing Company promises to revolutionize the business in Buffalo. The incorporators are John H. Sewall, M. Leohn J. McNeven, Joseph Mayer and James Stell." On reading this notice, we immediately wrote to Mr. Filbrick's company, asking him about it. The gist of the reply which we received is as follows: "We have been doing bill posting and distributing in Buffalo for the past twenty-five years; have never had any opposition; do not know of any at present, and do not expect any." If the new company is organized, it must be keeping itself very well under cover, or it would have been found by the ever watchful eye of the Whitmire & Filbrick Co."

Last month "The Billboard" got hold of a rumor that was being circulated among the knowing ones that the Hyrsons were likely to get Columbus after all. It was only a rumor, and it seems was not a very substantial one at that, for Mr. George L. Chennell, manager of the Columbus Bill Posting Company, writes that there is no possible chance for such a thing to happen; that the stock company which has been formed with \$20,000 capital has rebuilt the entire plant and is still adding to it by building new boards every day, and that ever since the present management has taken hold, the business has been excellent.

Mr. C. G. Gillum is no longer in the bill posting business. He has sold his plant at Salida, Cal., to Mr. Swen, who is connected with the Salida Opera House.

The lion and the lamb supped together and made merry in each others company December 14th, in New York.

Billy Lowden and Alex. Clark, of the New York Bill Posting Co., were enjoying a splendid spread at the Astor House, when they should walk in on them but Barney Link, O. J. Gude and Sam Pratt. The flow of soul and good fellowship which resulted from the (unofficial) meeting, lasted late into the night. Which party stood for the lion and which for the lamb, deponent sayeth not.

There is a bill posters' union in Buffalo, which numbers twenty members. They hold a charter from the American Federation of Labor.

Mr. F. C. Zehrung, of Lincoln, Neb., states that he has bought out the plant which was formerly managed by Mr. W. I. Spar. This leaves the Zehrung City Bill Posting Co. with no opposition. They now have 8,000 feet of bill boards in choice locations and 50,000 to read them.

The bill posters' directory is more popular than ever, and no wonder—for it costs but one dollar to be in it, and it gives ten times that amount in good substantial advertising.

A good plan, and one which is being carried out by a number of bill posters, is the placing of a projecting board on the top of their bill boards. This ledge does much toward preserving the paper from the snow and rain, and answers much the same purpose as a heavy moulding.

Mr. J. D. Gray, of Painesville, O., has purchased the interest of Mr. Rafter, who was formerly associated with him in the bill posting and distributing business, and will personally look after the distributing and tacking.

Nelsonville, in the Hocking Valley, was recently visited by two enterprising men, who went to advertise their "Olympia" brand of whiskey. During the night they covered bill boards in town with immense posters setting forth the merits of the liquor. The advertisements for "Rolled Oats," "Tobacco," "Medicines," etc., were hidden from view. The town bill poster had them arrested, but the matter was compromised, and the original ads. replaced. By that time, however, everybody in that part of the country knew all about "Olympia."

The judgment which Mrs. Fitchett, administratrix of the estate of her deceased husband, George H. Fitchett, obtained against the officers of the American Bill Posting Co., of Brooklyn, has been reversed by the supreme court, because the evidence was defect-

ive. A new trial was granted, however, with leave to apply for an amendment of the complaint.

The Rochester Bill Posting Company has been having its troubles with the City Council over big bill boards on North St. Paul Street, for which they did not secure permission, from the Common Council, to build.

The passing of anti-billboard ordinances has become an epidemic in California. The papers of that State have howled continually for the past few months about the unsightly bill boards. One glance at their advertising columns is sufficient. It will tell the reason quicker and more effectually than words can possibly do. It will also convince one that it was about their turn to howl.

The "Times-Mirror," one of the papers which used its influence to have the bill board, banner and sign ordinance passed in Los Angeles, now seeks exemption from the latter, for their skeleton electric-letter sign which is suspended across the street, and for all similar signs suspended at a height of at least twenty feet, provided that the signs be not more than four feet in height and securely fastened. The petition was signed by several influential firms, but, contrary to expectations, this amendment did not go through as they would have liked, and it is not at all improbable that the paper will yet have to take a little of the medicine which they helped to manufacture for others, and which was intended to kill the opposition to their advertising columns.

Mitchell, Ind., is a thriving little town at the crossing of the B. & O. S. W. and the Moscow Railways. W. M. Munson manages a bill posting and advertising sign company there, which has 8,000 feet of bill board surface.

A Billposters' Trick.

"Of course we used to put up small bills wherever they'd catch the eye," said a bill poster who traveled with a circus making one-day stands, "and one thing we used to do that always pleased folks was to hang a bill from a ceiling. You had to have a wooden ceiling, to start with, and then all you wanted, besides the bills, was a tack and a silver dollar. It took practice to do it, but when you'd got the knack, it was very simple and easy.

"You attached two bills together, one at the foot of the other, so that it would hang down when the first one was attached to the ceiling. Then you folded the bills up, with a tack, thrust point upward through the top fold of the upper bill, with a silver dollar under it, up against its head and between it and the other folds of paper under it.

"Then, some time when the room was full of people—this might be a hotel office, or perhaps a bar-room—you tossed the bills up, and there was weight enough in the dollar to drive the tack into the ceiling far enough to hold. Then the weight of the paper itself and of the dollar would open the bills out, and the coin would drop and you would catch it as it fell, and the chances are that not one man in five would see it fall. The bills would be seen, fastened up there somehow, most of the people wouldn't know how, and opening out with the lower bill hanging so you could read it.

"This was not the greatest thing in bill posting ever was, but, as I said before, always pleased folks."—New York Sun.

Strike at Buffalo.

The bill posters' union No. 411, the membership of which is composed of the bill posters in the employ of Whitmire & Filbrick, recently decided to institute a strike, and the members agreed to stick together and not return to work until all grievances were redressed.

Mr. Filbrick had been having some new boards erected, and some of the regular bill posters had been set to digging post-holes. Of course it was necessary to procure men to carry on the regular posting work, so two extra men were hired, but were laid off at the end of the week, when there was no further use of their services.

The regular employes had complained several times about being compelled to work on Saturday nights at posting the announcements of coming attractions before the theaters and places of amusement, and one Saturday night did not show up, according to the usual arrangement.

On Monday the situation was explained to Mr. Filbrick, who met the men in the work-room and told them to state their grievance. They said that they wanted him to employ regularly the two men who had been discharged, so that they would not have to work at night. It was explained that night work was a necessity, since "sniping the danks" could not be done before 8 o'clock at night. The men would not listen to reason, so they were discharged, and only those whom Mr. Filbrick selects will be taken back.

The leaving of the men in a body forced Mr. Filbrick himself to take up the work of posting, in the midst of which he was discovered by some of his friends, among whom was Mr. H. F. McGarrick. This gentleman, after watching operations for a few minutes, offered to bet Mr. Filbrick a wine supper that he could paste a stand quicker than Filbrick could. The bet was immediately taken, and the contest was held that afternoon, with Andy Niroch's—who holds "The Billboard"—as the champion bill poster of America as referee, and Harry Ferris as time-keeper. The contest consisted of the posting of 60 sheets. The actual time of the two contestants is given, for Filbrick nineteen minutes and seventeen seconds, and for McGarrick twenty minutes and five seconds. Mr. McGarrick, when interviewed, gave as a reason for his defeat that he had failed to train properly.



R. P. CRAWFORD—AT HOME SULLIVAN, IND.

TIPS.

San-San Gum, Rochester, N. Y.
 Pettijohn's Breakfast Food, O. J. Gude Co.,
 N. York.
 Porto Rico Cigar Co., Cincinnati, O.
 J. Reynolds Tobacco Co., Winston, N. C.
 Jackson Square Cigar, New Orleans, La.
 George Cigar, New York City.
 J. S. Hill & Co., Cincinnati, O.
 Beeman's Pepsin Gum, Cleveland, O.
 Barker Collar, Troy, N. Y.
 Johann Hoff's Malt Extract, New York City.
 Quaker Oats, Gude, N. Y.
 Red Cross Cough Drops, Chicago, Hill Post-
 er Co.
 Alexander Gordon, New York.
 Coffee, McLaughlin, Chicago, Ill.
 Star Tobacco, Liggett & Myers, St. Louis.
 Friends Oats, Muscatine, Ia.
 and Virginia Cheroots, American Tobacco
 Company.
 Menon's Talcum Powder, Newark, N. J.
 George Monto & Co., tobacco, Detroit, Mich.
 Prickly Ash Bitters, St. Louis, Mo.
 Peiser & Co. (Uncle Jerry Flour), Chicago.
 Polar Bear, Lührman & Wilburn, Cincin-
 nati, O.
 Dr. Pearce, Buffalo, N. Y.
 One Night Corn Cure, Baltimore, Md.
 Coffee, Cincinnati, O.
 Spillman & Ellis, Covington, Ky.
 I. H. Zelman, Philadelphia, Pa.
 Aunt Jeannine Pancake Flour, St. Joseph,
 Mo.
 L. Steinberg & Co., Newark, N. J.
 Dossner Shoe Co., St. Louis, Mo.
 1850 Coffee Co., Columbus, O.
 Sam. W. Hoke, New York City, Dewberry
 and Henry George Cigars.
 Baker Cacao, Haverhill, Mass.
 Alexander Gordon, Detroit, Mich.
 Hbas Bros., Cincinnati, O.
 Geo. Joffe, Cincinnati, O.
 Sprague, Warner & Co., (Cruno), Chicago.
 Chicago Great Western.
 E. T. Ratterman & Co., Cincinnati, O.

San Francisco.

As an example of pure American enterprise, calculation, energy and up-to-dateness exhibited in the bill posting world, the firm of Siebe & Green, of San Francisco certainly stands forth as a model one. It has long been the largest bill posting and advertising concern on the Pacific Coast, and has offices in many towns throughout California. They have spread and spread, and many times it seemed that the limit had been reached, but they have continued to grow, until now, like Alexander of old, they must go in search of new fields for conquest.

Honolulu, H. I., U. S. A., is their latest acquisition. They have purchased the leases for most of the valuable space for advertising there, and early in the year 1900 Siebe & Green, "everywhere seen," will decorate the tops of sign boards in that city.

The property that they have secured is situated on King Street, in the heart of Honolulu, and the extension of King Street, known as the Waikiki Road, which is the only driveway to the best residence portion of the city, as well as to the bathing resorts on the Waikiki beach. This road has the only car line in the city and, in addition to that, is traversed daily by nearly all residents of Honolulu in going to their homes or to the beach to bathe, which is a daily practice of almost every resident of Honolulu. It is their intention to erect boards upon which painted signs exclusively are to be placed, none of the surface being for bill posting. The boards erected are to be 10 feet high and any length desired, not to exceed 40 feet in length for any one sign. The fences, in sections of 10 by 10 feet, will be built in San Francisco, the matter painted on them in their shop in that city, and shipped to Honolulu ready to be put in place, thus insuring style and accuracy in the matter painted on the boards.

The large influx of people to the islands since they came into the possession of our Government, together with the increased yield from all products of the islands, makes that section a decidedly thriving one, and one in which all American products should very shortly supplant any foreign articles now in that market.

Siebe & Green must be heartily congratulated upon securing this privilege, which is a tribute to their energy and far-sightedness.

Added to this, we receive the news that Siebe & Green have invaded San Jose, which town is now controlled by the Mercantile Bill Posting Company. This company and the local merchants became alarmed at the invasion, saying that it would be the means of making San Jose merely a suburb of San Francisco, thus driving them out of business. These merchants were instrumental in having an ordinance passed by the Common Council, which fixes a license on posting, making, painting, etc., of \$75 per quarter, violation of which ordinance shall be punishable by a fine of not less than \$100 or by imprisonment not exceeding thirty days. Another ordinance bearing upon the same subject was passed, which provides that bill boards, signs, etc., may not be built to exceed ten feet in height. It was provided that the ordinances do not apply to any advertising firm already located in San Jose.

Siebe & Green entered protest, feeling that the ordinance was an unwarranted attack upon themselves, and that they had been legislated against through the influence of another corporation.

The ordinance can not stand the test of the courts, because it is a clear case of "discrimination against one portion of a business community that will not affect another, and therefore is illegal. Whether or not the ordinance stands, Siebe & Green have established a branch, and experience has taught us to say that where they go, they stay.

A Warm Ball in New York.

A club of so-called bill posters of New York, the members of which are dubbed the "Snipers," recently held a decidedly interesting and lively ball at Tammany Hall—in fact, it became so lively that about 4 o'clock a. m. the revel was abruptly broken off, which resulted in the manager of the hall and one of the dancers receiving urgent invitations to attend the morning session of the police court. This is how it all happened: The tickets for the affair were twenty-five cents each, drinks not included. Up to midnight everything went along smoothly. About 150 persons were present. After midnight several small fights occurred, which caused the music to stop and the dancing to be interrupted, but were not serious enough to break up the ball. These preliminary bouts were merely skirmishes, and it looked as if they were to lead on to greater and more important engagements. The feeling at this time existing between the management and the participants can best be understood by the following oration, which was delivered the day after by one of the Snipers: "They run a snide game on us." "Wat tell, of course we let out a cough when dey charged 75 cents for a round o' drinks. We was no Waldoff-Aster coterie, wid silk dips an' fat check-books. We cudn't stand for 75 cents a roun' widout hooking our diamond's and 'potheatin' our bank stock, an' we didn't come to the ball prepared to do dat. It was a put-up game to do us, an' I knew it long before de trouble kem ter a head (phonetic spelling)." About 4 o'clock the prospects for a sure enough "rough house" were elegant. The manager tried to get the dancers to leave, but they refused to go, determined to stay until daybreak. A policeman was called, but he could do nothing. Then the manager turned out the gas, and some one shouted "Rouse mit the Irish." "Everybody got out—how, nobody knows—and, marvelous to relate, only one man was found unconscious after it was over. He claimed that he had been clubbed by the manager, but the court decided that he was merely intoxicated and fined him \$3—such is the irony of fate!

Private Joe's Book.

Joseph B. McManus, a sketch of whose campaign in the Philippine war was published in our Christmas number, has written a book relating his experiences. The volume is entitled "A Soldier's Life in the Philippines." It will contain about 200 pages, and is scheduled to come out about the 1st of February. Autograph copies will cost \$1. It will be a book of short stories, sketches, etc., and will give his opinion and estimate of the life of the American soldier in the Philippines and the habits and dispositions of those with whom he is thrown in contact. Many happy and pleasant experiences will be related, as will also many that were not quite so joyous.

On the return of Mr. McManus from our new possessions, he was urged by his friends—among whom were R. J. Gunning, O. J. Gude, Thomas Murphy, Col. Burr Robbins, Geo. Siebe and others from the bill posting world—to publish his experiences. He finally consented, and has already received enough orders to pay for the first edition. Anyone who desires to get a copy of the first edition should send in his subscription to Mr. McManus in person, care Schlitz Hotel, Milwaukee.

NOTES—Cont'd.

At the last meeting of the New York Bill Posters' Union, new men were elected for the ensuing year to fill every office. The body now contains more members than ever before and applications are received at every meeting, notwithstanding that the initiation fee has been raised to \$50. The following are the new officers: J. Pipe, President; A. Jansen, Vice President; J. Melbride, Treasurer; R. W. Scott, Financial Secretary; A. Powers, Recording Secretary; W. Jones, Corresponding Secretary; George Torpy, Sergeant-at-arms; P. Kane, Assistant Sergeant-at-arms; T.

Sheehan, J. Busby and D. Myers, Trustees; D. Buckley, H. Myers and A. Rulland, Committee on Candidates; J. Holmes, Delegate; P. Curry, co-delegate.

A new bill board ordinance has been presented to the judiciary committee of Chicago. It licenses bill posters, restricts the height of bill boards to twelve feet, requires a license of \$25 a lineal foot, and prohibits the erection of boards near boulevards, so as to obstruct the view of the lake. Objectionable showings are also prohibited.

The Six City Journal for December 19 is a splendid special number. A. H. Beal, the proprietor of the bill posting plant and the manager of the Grand Opera House in that city, is given a fine send-off. Under his management the success of the play-house has been remarkable.

It is said that Paris is seriously considering the offering of rewards for the best posters on the city boardings. This might be the answer to the question, how to improve the appearance of the bill boards which has been worrying the "Scapa" societies.

Theatrical managers by no means smile at the prevailing fancy for highly colored lithographs, called the "poster craze." This whim of young women to paper the walls of their dens with posters has cost the managers lots and lots of money during the last few years. The craze has also been instrumental in getting many bill posters into trouble. The pretty window cards and half-sheets have a marvelous way of disappearing. People who would think it wrong to take anything from the counter at a store or even to ride in the street car without paying their fare, will roll up a poster and carry it home without their conscience troubling them in the least. With this led in vogue all over the United States, and single-sheet lithographs costing between five and ten cents, one can see that it means no small loss to the theatrical managers.

Three meanings of the word "post" are: Post paper, post yourself and post a letter. All three of these the bill posters should and can do. Post a letter to "The Billboard" Publishing Co., Cincinnati, O., telling them to place your name on their subscription list and bill posters' directory. This will bring to you the means whereby you may post yourself and also post papers. If you don't believe it, try it. If you do believe it, do it.

No bill poster should be without a circular setting forth the advantages of bill posting as an advertising medium, to be sent to local merchants to pave the way for a personal call.

It is a very poor principle for bill posters to quibble with the advertiser over small things. Be willing to concede a point or two. It will pay in the end.

Editor of "The Billboard":

Dear Sir: We have been very busy this month in spite of our competitor. If he only knew it, he is doing us lots of good. Following is a partial list of what we have done this month: 3,000 memorandum books for J. H. Zielen & Co.; 200 signs and posted 350 one-sheets for this same firm; 2,000 pieces for Dr. Chamberlain & Co.; 4,000 samples for E. E. Sutherland Mfg. Co.; also, posted 10 twenty-four-sheet stands for California Fig Syrup Co.

Have made several new contracts, and assisted several traveling men. "Seven Barks" almanacs were distributed here lately, service good. The following have also been distributed in our city: Street & Smith Tip Top Weekly (might have had better service), Kenton Baking Powder, Health Food Co. (ten and fifteen samples in a grocery, no house-to-house work, Crown Baking Powder received a very bad service).

J. H. Head & Co. received the poorest distribution we have ever seen; simply stuck in gates, thrown in yards and on porches by a couple. It seems strange that such a firm as J. H. Head & Co. will pay a good price to have their matter wasted, when they could get a reliable service at the same rates.

Hoping I have not taken too much of your valuable space, and wishing success to "The Billboard" and my brother distributors and bill posters, I am, yours respectfully,

Newark, D. E. O. BURROUGHS.

Poster Printers

Advertisements under this heading will be published at the uniform rate of 10 cents per line per issue or \$1.00 per year

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

The Grignard Lithographing Company has been incorporated at Jersey City, N. J., do lithographing and printing. The capital stock is \$125,000, and the incorporators are: Albin Grignard, Marie Grignard, Isaac Potter, George P. Miner, all of New York City, and Henry Crowther, Ridgewood, N. Y. The office is at 83 Montgomery street, Jersey City.

Fire recently visited the Louisville Lithographing Company, and resulted in a loss about \$2,500, which was fully covered by insurance.

The Lithotone Colortype Company, a recently incorporated concern, will do three color printing by a new process. The incorporators are Warren F. Furbeck, Chas. Saalburg and William P. Allen. Mr. Saalburg is the inventor of the process, which is to be kept a secret. Mr. Allen was formerly associated with the Chicago Colortype Company. The capital stock of the company \$200,000, \$125,000 of which is paid up, with \$75,000 reserved, and no stock for sale.

The following demand was made by the Louis Press Feeders' and Assistants' Unit No. 43: "Journymen cylinder press feeders on all presses 24 by 36 and over, \$12 a week. Conditional members, \$9 per week. Pony press feeders, \$7.50 per week. Nine hours to constitute a day's work, six days a week's work. Time and one-half for overtime. Double time for Sundays and all legal holidays. Six scale \$13 per week. Five nights, ten hot per night, shall constitute a week's work. The jourymen press feeders have been paid \$9.50 and were offered \$11 by the employe, but the men held out for \$11.50. Finally a matter was left to arbitration. A representative of each side was chosen, who were to decide upon a third person, whose decision was to be final.

The method and details of a new system of lithographic printing has just been disclosed by a series of fifty-one patents issued under the following names: Paul G. Fraustfelder, Wm. H. McEntee, Claude A. O. Russell, Edward Het and The American Lithographic Company, of New York City. The system is a modification of the zinc plate system, or zincography, which was tried some twenty-five years ago and proved a failure. The series of inventions include the following principal items: I. A zinc surface, formed by electro-deposition (by electrolysis). A method of adapting such zinc surfaces to tubes that can be slid on and off printed cylinders. III. A method of registering transfers on zinc surfaces, so that in multi-colored printing the machinery will automatically register colors. IV. A method of multi-color printing by which a series of colors can be printed from a roll, or from single sheets, without waiting for the drying of the ink. V. New and novel methods linking from air-tight fountains, supplied tubes, under air pressure. VI. A means of doing poster printing in colors in one impression by supplying the color in minute spots to the ink rollers.

Poster printers will be interested in a article which appears in another column entitled, "Posters not Copyrightable."

The Donaldson Lithograph Company is overcrowded with orders. The mammoth orders of the big Buffalo Bill Shows, The Grover Wallace Shows, The Sells-Forepaugh Show, Cannon Bill's Shows, Nickle Plate Shows, etc., are capable of taxing even the wonderful capacity of the greatest poster printer in the world.

The Hutt Co. and the Siebert Lithograph Co., both of New York City, have combined.

Uncle Sam is going to be a big printer before he gets through. The new Government Printing Office will cost about \$2,000,000, as it is said that even after its completion will not be large enough to meet the demand upon it. The new building will be eight stories in height, and its floor space will be about nine acres. The floors will sustain a load of 5,000,000 pounds.

The building will be constructed in such substantial manner that nearly the entire space can be filled with paper and books without injuring its stability in any degree. Access to the various floors will be obtained by twelve electric elevators. The building will be lighted with 7,000 incandescent lights, refrigerating plant will furnish cold filter water on every floor for drinking purposes, large crematory will destroy all the refuse material, and will aid in heating water, etc.



ONE OF ED. HARTER'S BOARDS, WABASH, IND.

WHAT THE DISTRIBUTORS ARE DOING

TIPS.

- Shaner & Miller, Ann Arbor, Mich.
- Conedy & Kegan, Detroit, Mich.
- Office and Spice Co., Columbus, O.
- Water Drug & Chemical Co., Boston, Mass.
- Guarantee Medical Co., Hot Springs, Ark.
- W. & G. Corset Co., New York City.
- R. Kliek & Co., Cincinnati, O.
- Pfeiffer Manufacturing Co., St. Louis.
- R. Fell & Co., Cleveland, O.
- Frank O. Reddish, Le Ray, N. Y.
- H. Comstock, Morristown, N. Y.
- Ho. Morrow & Co., Springfield, O.
- H. Hill Co., Detroit, Mich.
- Co. City Plaster Works, Southville, Mass.
- Kron-Craig Co., Akron, O.
- Quia Kure Co., Harrisburg, Pa.
- P. Urban & Sons, Drugs, Allegheny, Pa.
- Muscantine Oat Meal Co., Muscatine, Ct.
- Ellsbury Milling Co., Minneapolis, Minn.
- Wholly Malt Whisky Co., Rochester, N. Y.
- Aristadt Med. Co.
- G. Vetter & Co., Cleveland, O.
- Young Medicine Co., Chicago.
- Indian Camp Cokery, Indianapolis, Ind.
- London Manufacturing Co., Minneapolis.
- Adyrmou Chemical Co., St. Louis, Mo.
- H. Ford Co., Wyandotte, Mich.
- Ibson Drug Co., Lexington, Ky.
- Spice & Drug Co., Marietta, O.
- Walden's Wizard Oil Co., Chicago.
- The Globe Remedy Co., New York.
- N. C. Davis.
- Witch Consumption Cure.
- Warra Drug Co., Columbus, O.
- Lucia E. Linkham, Lynn, Mass.
- R. Kilmer's Swamp Root, Binghamton.
- L. Hedd, Lowell, Mass.
- R. Miles, Elkhart, Ind.
- R. Sloop, Racine, Wis.
- Catcher Med. Co., Chattanooga.
- Jacob's Institute, Chicago, Ill.
- March & Co., N. Y. City.
- Pharmaceutical Co., Chicago.
- R. Chase, Philadelphia.
- Waters & Hunt, 159 Nassau st., New York.
- C. Hubinger & Co., Keokuk, Ia.
- R. W. S. Burkhardt, Cincinnati.
- Walden Medical Institute, Chicago.
- W. Dadds Co., Buffalo, N. Y.
- Chattanooga Med. Co., Chattanooga.
- W. Brant Co., Albion, Mich.
- W. J. Milbourn, Fenton Rapids, Mich.
- Central Pub. Co., Battle Creek, Mich.

PITTSBURG LETTER.

Editor of "The Billboard":

A few insignificant creatures have made accusations of believing that the I. A. of D. is an organization run by one man. Now, in a number of this much accused and about association, and I say now and that any person or persons who make a statement tell lies absolutely.

Now, for a man of such intelligence (?) as you to make a statement of this kind, is disgrace, to say the least.

Wonder if his failure to secure the editorship influenced him in this matter?

Now for the sake of argument, let it be for a moment that it is run by one man, am perfectly satisfied to allow this "one man" or any other, to run an organization. I hold membership in, if said organization will benefit me as much as the I. A. of D. does. I took this agency when the former had been running it for several months, revenue only, and had driven most all the business away from it that he had ever controlled.

To-day this agency is doing all the distributing that is done in this section by me and all of its former patrons, with one exception. Of course this has been made possible by giving a service that is unexcelled, it was the I. A. of D. that again attracted the people who had been driven away from me by reason of ill treatment. In this office abundant documentary evidence to sustain fully establish this position. Who would be willing to have a "one man," or "any organization," put him in a position to case his business from practically nothing to an average of 400,000 pieces per month, have only controlled the policy of this agency since February 1, 1899. What more evidence is needed to illustrate the benefits derived from membership in the I. A. of D. Any man who says that it is run by "one man," is "either a knave or a fool," is perhaps both.

Don't worry, Brother Reid, because they copied our Constitution; "imitation is sincerest flattery," you know, and perhaps they had not the brains to construct one their own. S'Long Annie Roney, "there's lions in it—on paper," but with the largest scope ever constructed you will fail to agree with "the only one." No inserts me.

and by "The Billboard," boys, for it is doing by us, and has always stood for right and justice as against oppression and wrong.

As to the "Champion" Steinhilberner, his shadow never grows less. Confusion to his enemies.

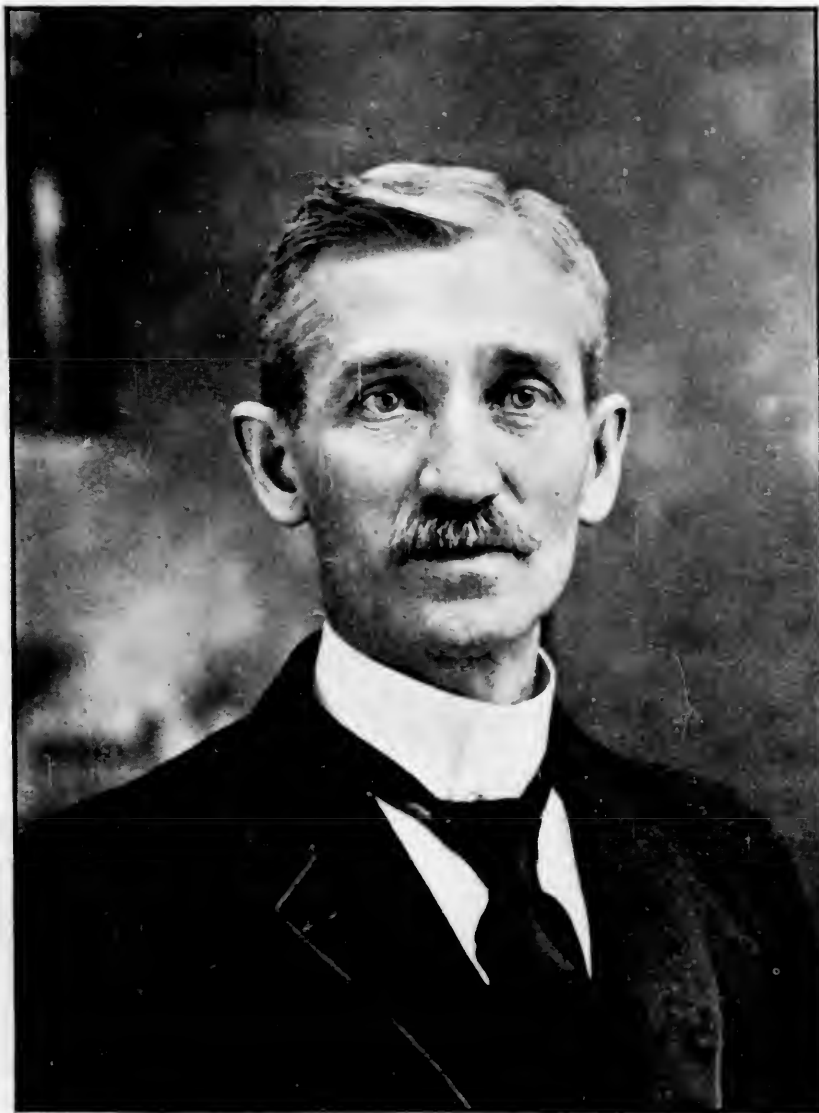
As to Reid, the grand old man of the I. A. of D. May he be happy and prosperous, and to all of the "boys," and, yes, Bridg-shake, old boy. May you all be pros-

perous and never go back on the "only" I hope to live to see the time when each and every member will be notorious for his honesty.

J. W. McMANAMA,
Manager the Twin Cities Distributing Agency.

Editor "The Billboard":

Dear Sir—On receipt of the November issue of "Billboard," I read the comments of both Mr. Reid and Mr. Steinhilberner relative to the stunts cast at the I. A. of D. by the publishers of "Bill-Poster-Display Advertising." The gentlemen have put some very pertinent questions to Messrs. Roney and Steinhilberner, which I think those gentlemen will find quite difficult to answer without admitting they are



S. M. BOND, holds I. A. of D. Franchise for Williamsport, Pa.

not sincere in their claims, that in attempting to organize a rival association they have only the welfare of their members and the interests of advertisers at heart.

Since when did the few that control the Bill Posters Association awake to the fact that advertisers were entitled to any protection from distributors. Strange they did not think of that long ago and not leave it to an independent organization of distributors to take the initiative.

I don't think the good reputation of the officers or members of the I. A. of D. is going to suffer to any great extent from anything that may be said by a few jealous rivals, who have just found out that the distribution of matter from house to house was a form of advertising fast gaining favor among a certain class of advertisers, thanks to the efforts and members of the I. A. of D. who have done so much to improve the service and demonstrate to advertisers that such work can and will be done honestly. I conclude, advertisers owe that association a debt of gratitude for what it has already accomplished in the way of improving the distributing service, and I am sure all the leading manufacturers of proprietary medicines appreciate their efforts. How long since was it

that an advertiser had to send his own men out in order to get his distributing matter put out at all with any degree of certainty, to say nothing of having it put under the doors or into letter boxes, and if put out at all, was thrown in the yards or scattered over the streets. Why I have seen many a lot of nice booklets scattered over the floors of bill rooms throughout the country that it is quite likely advertisers had paid for being distributed.

There has been a radical change since the organization of the I. A. of D. Now an advertiser can send his distributing matter to a member of the I. A. of D., and can depend on getting it put out according to contract or being paid for any that may be wasted. Now, such a system is a revelation to the advertiser who has been getting swindled for years by unprincipled distributors who were not honest enough to even put the matter out, let alone do the work as they agreed to.

I met the Chicago member, Mr. Clough, on the street a few days since, and he had just time to speak to me and to say he was so very busy that he did not have time to be even sociable. He told me he had four or five large contracts on hand, and that he would be kept busy for several weeks with what orders he had on hand, yet he expected more shipments any day. Now, how do you account for Mr. Clough getting so much distributing work to do, I can tell you. Any advertiser can depend on getting just what Mr. Clough agrees to give him, and every advertiser is given the very best service possible. That is the secret of Mr. Clough's business, and he is fully entitled to

the I. A. of D. succeed, and it will, too, independent of any malicious slurs that may be thrown at it, his officers and members, by a publication that we all know is printed in the interest of a very few.

Trusting you are sharing in the general prosperity, and wishing you every success, I am,

Yours very truly,

The above communication is from a man well known throughout the advertising field, who acts as agent for a large advertising company. He doesn't wish his name published for obvious reasons.

S. M. Bond, Williamsport, Pa.

Mr. S. M. Bond, whose photo appears in this issue, is the distributor for the city of Williamsport, Pa. He is a charter member of the International Association of Distributors, and through the good influence of that organization, for honest and faithful work and for the interest he takes in behalf of the advertisers, he is gaining the confidence of all the leading advertisers throughout the country.

For the past four years Mr. Bond has worked unceasingly to build up an honest distributing business, and he is now reaping the benefit of his labor. The business men of the city recommend him very highly, and he is known to be an honest, conscientious man. All persons having distributing to do in Williamsport, Pa., will do well to have Mr. Bond look after their interests.

NOTES.

E. S. Robinson, who held the I. A. of D. franchise at Chillicothe, O., died at his home on Dec. 22.

W. F. Thrill, of Lima, writes that his distributing department has done exceedingly well this last year, having placed 150,000 more pieces than he did in 1898.

We are in receipt of a most convenient and desirable combined note-book, atlas and guide from Mr. R. D. Leonard, of the Leonard Advertising Agency, Boston, Mass. The book is well calculated to get close to the hearts, memories and pockets of the advertiser.

J. E. Stroyer, who formerly held the I. A. of D. franchise at Rochester, N. Y., has given up the distributing business, in order to engage in a more lucrative business.

Mr. J. V. Palmer, distributor and sign tacker at Brockton, Mass., gets on a little circular, which is headed in this way:

TO ADVERTISERS

Who can not afford to have their matter wasted, thrown away or destroyed, and who, instead of trying to see how cheap they can get their distributing, sampling and sign-making done, would rather have faithful and thorough service, and the most families reached for the money expended and amount of press used, this little sheet is respectfully addressed.

Bryan & Co. have been awarded the I. A. of D. franchise for Dayton, O., which town was left vacant by the retiring of Jas. McCommon.

In the folder entitled "Proper Distribution," issued by Fulton & Eagle, the Cross Road Bill Posters and Distributors, of Normal, Ill. they state that they cover McLean, Tazewell, Woodford, Livingston, Ironquois and Ford Counties, travel 140 miles of selected public roads, work in 195 towns, 5,999 square miles of territory, with a population of 235,000 people. They certainly have a big field, and one in which there is little competition.

James Witherspoon, who travels for Dr. W. S. Burkhardt, speaks in the highest of terms of the service rendered him at Macon, Ga., by Mr. F. H. Powers.

Geo. Protzman, Roseburg, Ore., was sixty-six years old on Dec. 7 last, but he still gets around as lively as ever. There must be something in the outdoor life of distributors that keeps them so hale and hearty.

New I. A. of D. Members.

- The following names have been added to the roll of the I. A. of D. since Dec. 1:
- H. C. Rush & Co., Olney, Ill.
- Davis & Knoblock, Bremen, Ind.
- Nelson Mattoon, Flint, Mich.
- D. A. Osborne, St. Joseph, Mich.
- Chas. Vancil, Great Bend, Kan.
- Ernest M. Love, Tillin, O.
- H. G. Hausholder, Roseburg, Ore.
- L. E. Van Rook, Centralia, Wash.
- Wm. Roerich, Eau Claire, Wis.
- C. M. Haughey, Mason City, Ill.
- John H. Harmon, Galeson, Pa.
- Jas. G. Steckney, Tallapoosa, Ga.
- L. S. Worcester, Lawrence, Mass.
- Jas. T. Center, Nevada, Ia.
- H. T. McCrum, Fort Worth, Tex.
- Frank J. Flek, Rochester, N. Y.
- D. A. Osborne, Sturgis, Mich.
- Jas. Donaldson, Alma, Mich.
- Bryan & Co., Dayton, O.
- R. L. Allen, Dows, Ia.

A Warning.

Editor of "The Billboard":

Dear Sir—Through your columns we wish to warn firms doing distributing in Bremen against giving their work to Geo. Snyder. He distributed several thousand circulars for the Boston Medical Institute of Chicago, Ill., and we found a marked basket full hidden in the office on the Fair Grounds. Also, some of them had been torn and thrown along the road from the Fair Grounds to the town. Yours respectfully,

DAVIS & KNOBLOCK,
Bremen, Ind.

every piece of distributing matter he gets.

So it is within the power of every distributor, particularly in the larger cities, to gain the confidence of leading advertisers, and not only secure all the work they have to offer, but to induce them to increase their appropriation from house to house work. When a distributor once gets the confidence of an advertiser, he has a good foundation to build on, as it does not take long for other advertisers to find out that they can depend on getting good, honest service from the same quarters, and they solicit the distributor's services instead of the distributor soliciting their business.

I am sorry to see Roney is endeavoring to organize a rival association, and that he could be so influenced as to give his association a name so similar to the International Association of Distributors. It looks like a bold attempt to deceive, and I do not believe Roney is responsible for the adoption of a name almost identical with that of I. A. of D. I give Roney credit for being more honorable than that, and I believe he is being led by a few that merely want to use him for their own selfish interests.

Advertisers who spend a great deal of money in house to house distributing, want to see

Who 'Tis Items.

The call of some people is large enough to work a freight train. The Secretary of the I. A. of D. related several instances to which I will endeavor to give in his own language. Several days ago I received a card from a party asking me to write him for a soliciting circular. The letter closed by saying, "Business is good with us and we are doing well. We may surprise you some day by applying for membership in the I. A. of D." If this is not nerve, then I don't know what you would call it. The Secretary also states that he receives letters daily asking for information on different subjects, and the tens of the writers fail to enclose a stamp. In the future all such letters will be thrown in the waste basket without notice. If the information is not worth a stamp, it is not worth anything. Others fail to give state, city or any address whatever, and it is needless to say they never receive a reply. Others ask for special favors. For instance, "Order me ten letter heads and envelopes." "Go and see such and such a party and tell them this and that," when they might just as well have written the party themselves. The Secretary is perfectly willing to assist all the members, where possible, but when it is just as easy for them to address a party direct, he will not attend to the matter. Some even send him money to pay certain bills for them in the future all such money will be returned. He also wants it understood that he has no connection with "The Billboard" Publishing Company, or any other firm in Cincinnati. When parties wish to remit to them, they are requested to do so direct. He also states that he has another class of correspondents, who, after someone else in their city has joined the I. A. of D., write and say, "We are entitled to that franchise. We are the only reliable people here. By giving this other party the franchise, you are putting competition in the field against us and by so doing are taking the bread and butter from our families." These same parties have been asked to join the association dozens of times, but have labored under the impression that they had their town "cinched" and discovered their error too late. If there are any distributors where the franchise is not taken, they had better make application at once, and thereby avoid any such experience.

Distributors all over the country have done an exceedingly good business during the year just passed. Indications are that 1900 will be even more prosperous. As January is the season for forming new resolutions, I would suggest that every distributor resolve to improve his service wherever possible during the coming year. Also, make up your mind to solicit more than ever. Times are good and advertisers are more liberal. You can get the business, if you will only be persistent and give a first-class service. You should consider a good reputation the most valuable stock in trade possessed. No matter if you have a large bank account, if your reputation is bad, the advertisers will not patronize you. On the other hand, if you are poor, but have a good reputation, you will get the business. Advertisers are not figuring on how much you are worth in dollars and cents. Your value to them is based on the results you obtain for them through your work.

Reports show that everybody has been busy for the last two months. All had one complaint to make, regarding help. Why it is difficult to obtain reliable assistance in the distributing business is something that puzzles most distributors. It seems almost impossible to get men who can be trusted at all times. They require constant watching. Most of the distributing agencies are paying more to their help than the average price of common labor, still they go wrong, and will lag. The man who can establish a system whereby he can keep his employees in the straight path and will give others the benefit of his knowledge, is entitled to the lasting gratitude of all those interested in house-to-house distributing. A distributor may do all right for six months or a year, then he seems to tire of his job and begins to do crooked work. In most cases he is caught in the first offense, but occasionally he will succeed in deceiving his employer for a time. The only remedy that can be suggested is to watch your men closely. Lead them to believe that



SUPPLY WAGON AND INFANTRY C. O. Schenck, Commander.

you are trusting them. Drop in on them now and then, or give them any test you can think of, and if found dishonest, discontinue their services. The writer several years ago was working eight men, and finding one of them dishonest, he discharged the whole crew. This, in his opinion, was the only way to eradicate the evil. If you find any of your men going wrong, try it. Then you are sure that the others will not practice the trick learned of the other fellow.

Advertisers please take notice. A Mr. Osterloh, in business at Cairo, Ill., claims to be a member of the International Association of Distributors, and makes that statement on his printed matter. For the benefit of all concerned, we wish to state that Mr. Osterloh is not, and never has been a member of the I. A. of D. A man who will deliberately try to deceive possible patrons by misrepresenting himself is not to be relied upon. The representative of the I. A. of D. for Cairo is Mr. H. F. Malinski.

A certain party not over a hundred miles from Detroit, holding the I. A. of D. franchise for his city, is offering same for sale. We wish distributors to understand that no individual can sell or transfer his or her I. A. of D. franchise to any one without the consent of the Executive Committee. Let this be a warning to any one thinking of purchasing something from some one else who does not own it. All franchisees of the I. A. of D. belong to the association and not to the individual members. In other words, they are not transferable.

We have received circulars from the following distributors: W. M. Munson, Mitchell, Ind.; J. E. McCarthy, Kalamazoo, Mich.; J. M. Dushow, Terre Haute, Ind., all of which are good and should command the attention of the advertiser. Mr. Dushow also encloses a card giving list of drug dealers, both wholesale and retail, which is quite a convenience to advertisers who wish to call the attention of druggists to their special line. We believe this idea is original with Mr. Dushow.

Patent Medicines may no longer be thrown about Streets.

The patent medicine ordinance, which has been lingering in council since read in place in the select branch last June by Mr. Clemons, has at last become a law. It was sent to the Mayor after having received a passing vote in the common branch over two weeks ago and was yesterday sent back to the City Clerk, having become a law by the stamp of the Mayor. The Mayor did not place his signature to the measure, but as it was in his hands over the required ten days, it will be enforced as a law as soon as the legal forms have been gone through with by the city.

The measure will be published for the first time to day. The ordinance does not allow any distribution, whatever of samples of patent medicine. Heretofore it has been the custom for advertising agents and druggists to flood the town at their pleasure or whenever a drug manufacturer wished to extensively advertise some new nostrum, with samples of medicines in the form of pills, powders and small bottles of liquid. The ordinance will put a stop to this entirely. Under the new order of things the poisons can not be thrown on the streets and in doorways where they fall into the hands of little children and of persons ignorant of the effect of strong drugs on the system.

They may of course be sent by mail, but if any person sees fit to make a personal distribution he will make himself liable to a fine of ten dollars at the least or not more than fifty dollars or imprisonment for from ten to thirty days in jail, or both, at the discretion of the Alderman before whom the hearing was held.

cry one of them agreed that the ordinance was a wise piece of legislation and should have been made a law a long while ago. One of them said "The measure is one of the best sanitary measures that the Councils of the city have passed in years, and will undoubtedly result in better health conditions here." The Patriot, Harrisburg, Pa.

A Knocker Knocked.

Copies of two letters given below are published to show the advertiser that if complaint is made against any of the I. A. of D. members, the matter is promptly investigated and sifted down to facts. We believe that our readers will agree that the above heading is properly applied.

Ann Arbor, Mich., Dec. 5, 1899.
Petuna Drug Co., Columbus, O.:

Gentlemen.—On Nov. 17 last I wrote you as follows: "Gentlemen—We note to-day distributors of your advertising from the International Distributing Agency. We beg to call your attention to the superficial manner in which the work was performed. The distributor did not leave the sidewalk, but in passing along, threw the pamphlet at the house. Possibly this is the way you want the matter put out, but if not, the next time you want matter put out in this town or county, please let us bid on the work. We stand ready to back any statement we make, and call attention again to the fact, we put your advertising where you want it." Yours, etc., ANN ARBOR DISTRIBUTING AGENCY.

In writing the foregoing letter, I had no personal knowledge of the facts stated in the letter, but wrote upon what I supposed to be good authority. I have since learned, however, that the information I received was incorrect, and that the charge made against the International Distributing Agency and Mr. Strong, its agent here, was incorrect. I therefore desire to retract it and to say to you that I have no reason to suppose or believe that Mr. Strong is not doing his work properly and correctly.

Being this may correct any error or mistake that has been made, and save any further trouble in the matter, I remain, very respectfully yours,
C. H. HARE, Mgr.
Ann Arbor Distributing Agency

Bert McCartney, McDonald, Pa.

We present to our readers the portrait of Mr. Bert McCartney, bill poster and distributor at McDonald, Pa. Mr. McCartney has been in the business only a couple of years, but he now has a large list of customers. He controls a circuit of towns which are situated in the heart of the coal mining and oil regions. This should be a fertile field for the advertisers, and judging by the orders Mr. McCartney has received, they are well aware of the fact. Mr. McCartney oversees all of his work, and in this way can guarantee his patrons the best of service.

C. O. Schenck, Dayton, Ohio.

In the above we present to our readers a picture of Mr. C. O. Schenck, the advertising agent of the Park Theater, Dayton, O. Mr. Schenck has a wide reputation as a distributor, and there are very few hall shows that do not know C. O. Schenck. He has been one of the leading distributors of Dayton, as he has handled all of the advertising matter for the Old Music Hall and the Grand Opera House, now known as the Victoria Theater. There is not a person who patronizes the

Distribution of Medicines Prohibited.

Careless Work Causes Trouble at Lima, Ohio.

Through an accident resulting from the negligence of a traveling distributor, sampling of medicines has been stopped in Lima, O. That he might have the work done cheaply, he engaged two boys, who did not know the nature of the samples they were playing, nor the importance of giving them to adults only. He left the boys, and they found it easier to throw the samples in the yards and on the porches than place them in accordance with his instructions.

A child in South Lima was made so sick from eating these samples, which were pills that the family physician had to be called. The father of the child immediately entered a protest against the sampling of patent medicines, and demanded that the practice be stopped. A petition was circulated among and signed by all of the local physicians and druggists. It was brought before the city council and resulted in the passing of the following ordinance:

Be it ordained by the Council of the City of Lima, as follows:

- "Sec. 1. That it shall be unlawful for any person or persons to distribute, as samples, specimens, or otherwise, any drug or medicine at any residence, or on any public highway within the corporate limits of said city.
- "Sec. 2. That any person or persons violating any of the provisions of Section 1 of this ordinance shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be fined in any sum not less than ten dollars (\$10.00) nor more than twenty-five dollars (\$25.00), or be imprisoned in the city prison not less than two (2) days, nor more than ten (10) days.
- "Sec. 3. That this ordinance shall take effect and be in force from and after its passage and due publication.

Passed December 4, 1899.
"J. W. ROWLANDS,
"President of the Council."
"C. E. Lynch, City Clerk."

It is believed that the ordinance can not hold if the samples are handed to any grown member of the household and they are told what the sample is, and they accept the same. Of course this plan of advertising will cost the advertiser more money, but it will be worth the extra charge every time. This kind of work will cost at least \$6 per thousand, owing to the amount of time lost in explaining what you have.

This matter of careless distributing should be watched closely by distributors in their respective territories. It would not do to get the above ordinance in force generally, for it would not be long until somewhere they would try to stop the distributing of samples and pamphlets of all kinds, as it would be a great help to the doctor trade. The passing of this ordinance may be taken as a lesson and as a warning.

Each one should see that his work is placed in the home or in the door jamb, so that it will not get in the yard and vex the residents. The habits of crossing the lawns, leaving gates open, and ringing door bells should be more closely watched, as all of these tend to disgust the public in general, and if the public were to become prejudiced against it, the whole system of distributing would have to go.

It Is Steam Power.

It is the momentum of advertising that carries a business along. It is like the steam power which carries along the railroad train. Cut off the steam and the train will move on for some distance without any perceptible diminution of speed. But gradually it comes to a full stop. It is the same way with advertising. The only way to keep the business engine going, whether the engineer be an individual or a combination, is to keep up steam. Schenectady (N. Y.) "Union".



THE BILLBOARD.

THE BILLBOARD.

Published First of Every Month, at
7 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 twentieth of the month. Our terms are cash.

The Billboard is sold in London at Low's Exchange, 57 (having Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Fontano's, 37 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor can not undertake to return unsolicited manuscript; correspondents should keep copy. When it is necessary to wire the instructions copy for advertisements, great saving in the cost of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

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

The New Year Has Begun.

To those who entertain that view, the new century has started, at any rate, the season for making good resolutions and for proclaiming your plans for the future is at hand.

We desire to announce that during the coming year, no pains, labor or money will be spared in the endeavor to keep "The Billboard" in the plane in which it has risen, and to have it that a trades paper should be.

We believe that the object of a trade paper should be, not alone to furnish the members of the profession of arts, events and matters in general referring to the trade, and to give suggestions that may be of use and value to them, but also to further their interests by making those who have dealings with the trade, acquainted with the doings of the latter.

A trade paper which only circulates among the members of the trade, therefore does not completely fulfill its mission. The advertising, to do any good, must extend outside of the limited circle of the trade. It must reach those who either have dealings with the trade or expect to have such dealings in the future. According to this theory, the contents of a trade paper would not only be interesting to the advertisers, but also to the readers of the advertisements—that is, the patrons of the trade.

Although this has been the aim of this paper in the past, our efforts in the future in this respect will be more pronounced than ever. We will without abridging trade interests, endeavor to make our paper acceptable to a wide circle of readers.

The advent of "street fairs" into the class of business enterprises, which collectively may be called expositions, as called forth more discussion and comment, both favorable and adverse, than any movement in the show world for many years.

The managers of county fairs, who declare that the street fair is a menace

to morality, and of no special interest to any one but the fakirs, who, on every available occasion, seek through the medium of the agricultural and the daily press, to disgust the public with the new idea, evidently have in mind visions of failure and decreased gate receipts. They, instead of accustoming themselves to the inevitable, attempt to delude the street fair from the great popularity it enjoys.

The advantages of the street fair over the old style fair are many. They are held in the business center of the town. They afford new and novel amusements at a small cost; they relieve the monotony of trade, tend to bring merchants closer together, and promote concentrated action.

If the country shows hope to fight the gay street fair, with any chance of success, they must cast off their old fogy methods and contend with the new comer with equal weapons. They must add to their shows those features of the street fair which have made for it the place it holds—in the hearts of the people.

One disadvantage, and the only one which we can think of at present which the agricultural fair can not avoid, is in the matter of position. The fair grounds can not be moved—but after all, the situation of the fair matters but little, provided a large attendance can be secured, very little trouble is experienced in inducing merchants to exhibit where a crowd is assured. Then to draw the people is the question. Attractions will accomplish this feat. Experience has taught us that the more numerous and the better the attractions offered, the larger the attendance and the more satisfied the people will be.

The question arising from the indiscriminate distributing of samples of proprietary medicines have become most serious. Many have been the ordinances passed of late which render it unlawful to put out such samples. Although in most cases the ordinances can not hold, nevertheless they serve to show the general tendency and to point out in what light the public views this method of advertising.

These are but rumblings before the cyclone, the skirmish before the battles in which are found the warning to both distributors and advertisers. Should these cases of criminal negligence continue to occur with the frequency which they have of late, the whole system of distribution will be in danger. The blame can not be placed upon the shoulders of the professional distributors, who very seldom get into any trouble because of careless distributing. They know their business and have their prices, charging according to the kind of service expected by the advertiser.

The fault lies with the advertisers. It should and does rest alone upon them; not upon all of them, but upon those who in the vernacular would be called "short skates" or "cheap screws," men who to save a few dollars, send work to a town and allow it to be done by scab labor or boys, who have no reputation to uphold, and are therefore indifferent to consequences and every other consideration except the money they get out of it.

This practice not only places in jeopardy the lives of thousands of children, but also tends toward the abolishment of an advertising medium, which brings munificent returns to the advertisers of the country and gives employment to thousands of men throughout the entire land.

The remedy for this evil is found in these tradesmen employing reliable men, who follow this work as a profession paying them the necessary amount, "which in no case is exorbitant," to assure a good, honest, reliable service. This would in the end bring better results, and be of more benefit to these advertisers than have been obtained through the irregular methods heretofore employed.

The past year has been the most encouraging, the most prosperous and the most successful period in the history of the development of poster advertising.

The advertisers who at the present time firmly believe in the efficacy of bill posting, and are its loyal supporters, are numbered in the thousands. During the past twelve months hundreds of firms have been added to the list of active billboard advertisers, while but few, very few, have been the advocates of this medium who have ceased posting to try other methods. This general tendency of partiality towards bill posting has not been without its good effects upon the system, or its benefits to the bill posters.

The boards throughout the country have been so crowded that almost every posting plant proprietor has been forced to erect many new boards, while plants have been started in towns heretofore unable to support one.

The advertisers have received excellent returns from their posting, which resulted in the bill poster getting plenty of work; consequently enabled him to spend some of his earnings in developing and improving his service.

Bright as the past has been, the future appears even more radiant, for with all of the advantages of the past year still before them and no appreciable drawbacks, the bill posters of the country should in the ensuing year be able to prove to a host of advertisers that posting is a sure and quick method of securing trade.

A New Association.

The A. B. P. A. no longer to have a Monopoly.

For the last few months there has been whispering throughout the bill posting world that an association composed of bill posting plants now running in opposition to the Associated Bill Posters members (and maybe others) were to band themselves together for the furtherance of the bill posting interests. These rumors have spread enormously. Many bill posters who have heard of the movement but who have not been able to get hold of any particulars, have written to "The Billboard" for information, which until the present time was impossible for the paper to give, although nothing definite concerning the line of action of the new movement has been found out by the bill posters in general, enough is known at present by those most interested to present the shock of the great surprise from injuring their health—to cause many of them much joy and a number of others considerable anxiety.

For some time the promoters of the new organization have been considering the advisability of joining forces, but no definite plan of action had been mapped out. It seems that they have now come to an understanding, and the active work of organizing will begin immediately.

The men whose names are associated with this excellent movement are men who are known throughout the entire advertising field by bill posters and advertisers alike, as men of sterling worth, untiring energy, and absolute integrity, men whose names alone would insure the success of any undertaking with which they are associated.

That there is room for another association can not be doubted. With only one association in the field, a system has developed which is nothing short of blackmail, the victims being the entire membership of the association, outside of those who run matters and the general advertisers of the country. An advertiser may be discriminated against, and the billboard space of the members prohibited to him, simply because of the personal spite or the individual interest of the Grand Mogul. The interest of the members is never considered for a minute; they receive orders not to do this or to do that, and they are afraid to do otherwise, for fear that the solicitors will not send them paper, or that they will cut down the number of sheets which should be sent. Will not an association which will eradicate these evils be welcomed with open arms by the bill posters of the country? Will not an association which will accord to the advertisers fair and open treatment be endorsed by them?

But we are saying too much concerning why there should be another association, when the purpose of this article is merely to announce that there is a new association. That the association will have a big field in which to work, can be seen from the fact that opposition plants are now being conducted independently in San Francisco, Kansas City, Cincinnati, New Orleans, New York, and many other large cities. With all these, or a majority of these as centers, together with the hundreds of small towns where there are opposition plants or unaffiliated plants, a service can be offered which would suit any advertiser.

Notes From New York.

Sam W. Hoke was a "Billboard" caller Christmas week, and although he talked a great deal, the majority of what he said was distinctly understood not to be for publication. We presume, however, that he will not object to the publication of his statement that business with him never was better, and that future prospects for the Fifth Avenue Bill Posting Establishment is very bright.

He reports that at the time of his leaving New York, the New York Bill Posting Company's imprint boards had not yet appeared on the tops of the old Reagan, Clark and Munson billboards, but at the same time these boards seemed to be well filled with paper.

He gave it as his private opinion that before many moons there would be only one bill posting company in New York City, but he would not state whether he believed it would be "A. Van Huren & Co." or "New York Bill Posting Co."

Mr. Hoke was loud in his praises of Sam Pratt's Suburban Bill Posting enterprise, such as the Newark Bill Posting Co., the Elizabeth Bill Posting Co., and all their ramifications in the thirty or forty towns surrounding Newark.

Hoke is now placing paper throughout America for the following articles: Jay-Mar-Mu Coffee, 1s and 8 sheets; Henry George Cigars, 1s, 4s, 8s, and 16s; George W. Child's Cigars, all sizes of paper from 1s to 21s; Gloria Cigars, 8-sheets.

He has new posters under way for a number of large concerns, among them being the Col. Aslor Cigar, for J. L. Handy, Kansas City; the Early Bird Tobacco, for P. H. Hanes & Co., Winston, N. C., and some others which the advertisers are not yet ready to have announced.

Incidentally, Sam W. paid for his ad. in "Billboard," and had some money left, which seems to indicate that "Billboard" advertising does pay.

THE BILLBOARD



Editor of "The Billboard"

Dear Sir—Business is busy here, and I have not all I can do. I find that I am getting new customers each season, and at the same time retaining all of the old ones.

I have now on the boards paper for Dr. N. C. Davis and Shiloh Consumption Cure, besides a great deal of local paper. Have distributed in the past few weeks for the following firms: Peruna Drug Co., and Lydia Pinkham. Early in the fall, I had a very pleasant call from Mrs. E. H. Hoban, representative of Dr. Kilmer's Swamp Root Co., Monticello, N. Y. She left me a lot of matter for two distributions.

I am going to rebuild some of my boards and will also erect some new ones. Although I run the open house and consequently have a large amount of show paper, I never allow it to conflict with my commercial work, and when necessary I can get all the lumber I desire, and can also obtain good locations. Yours for business, H. E. ROOT, Laramie, Wyo.

Editor of "The Billboard"

Dear Sir—It is a long time since we have written you, and in that period we have distributed the following: 4,000 booklets for C. I. Hood & Co., Lowell, Mass.; 2,500 for Dr. Miles Medical Co., Elkhart, Ind.; and am waiting for the Sen-Son Gum posters. We are expecting work from the following firms: Peruna Drug Co., Columbus, O.; Lydia E. Pinkham Med. Co., Lynn, Mass. Have signed contract with the Dr. Shoop Med. Co., of Racine, Wis. Wishing you a happy New Year, we are, truly yours, VALLE & RITOS, Brownsville, Texas.

Editor of "The Billboard"

Dear Sir—We have distributed the following: 2,000 almanacs for the Thatcher Med. Co., Chattanooga, Tenn.; 2,500 almanacs for Street & Smith, New York City; 5,000 booklets for Lydia E. Pinkham, Lynn, Mass.; 3,000 booklets for Hood & Co., Lowell, Mass.; 2,500 almanacs for W. H. Constock, 2,500 almanacs for Peruna Drug Co., Columbus, O.; 5,000 booklets for St. Jacob's Institute, Chicago, Ill.; six samples for Church & Co., of New York City; and tacked 27 signs for Fabst Chemical Co., Chicago, Ill. J. W. FOSTER, Guthrie, Okla.

Editor of "The Billboard"

Dear Sir—Please send the Old Reliable for another year, for which you will find money order for same. In the past month we have distributed work for the following firms: Peruna Drug Co., Columbus, O.; Dr. Chase Co., Philadelphia, Pa.—by the way, this is the fifth distribution we have made for this firm this year; Beers & Hawk, 150 Nassau Street, New York. We are expecting work every day from the J. C. Hubinger Co., Keokuk, Ia. Very truly yours, JAS. B. CLAXTON & Co., Hallstead, Pa.

Editor of "The Billboard"

Dear Sir—In the past few weeks I have distributed samples for Dr. W. S. Burkhardt, Cincinnati, O.; Dr. Miles Med. Co., Elkhart, Ind.; and books for Dr. Chase Co., Philadelphia, Pa., and Dr. Shoop, Racine, Wis. Am expecting work from the Providence Medical Institute, Chicago, Ill.; The Dadds Co., Buffalo, N. Y.; The Chattanooga Medical Co., Chattanooga, Tenn. Truly yours, W. A. LOWREY, Carthage, Mo.

Editor of "The Billboard"

Dear Sir—I never say much about my "would-be competitors" because I have none. There is no such person as Geo. Cantor in Newswatch doing bill posting. He sold out to Mr. Jacob Beninger. The latter gentleman and myself control the city. I wish to state through your columns that I am a member of the I. A. O. D. and not one of the I. A. S. Respectfully yours, J. G. LOVINS, Newswatch, Pa.

Editor of "The Billboard"

Dear Sir—Your December number is a splendid paper. The distribution in Pontiac seems along rather slow. It is either all work or none. I have just finished some work for the Dr. Chase Co., Philadelphia, Pa.

A few days ago quite a number of boys came here from Detroit to distribute. I wish the advertisers employing them would follow them and see how their work is put out. I met one man and asked how much he was paid for his work, and he said, one dollar a day and carfare. He had 2,000 for the house, and he told me he expected to get them all out. Now, I know that this is impossible, if a man puts out from 700 to 800 a day he is doing a very good day's work. How long will it be before the advertisers are convinced that if they want good returns they must pay good prices to have their samples distributed? This is a good field for advertising, and I hope the day is not far distant when the advertiser awakens up to the fact that it is the honest man who does the good work. Yours truly, S. J. BURGESS, Pontiac, Mich.

Editor of "The Billboard"

Dear Sir—Our copy of the December issue came safely to hand, and would say that I think it a very handsome copy. I notice that some one from our city has reported the Dr. W. S. Burkhardt's distribution of pills. At the time of this distribution I was working on circulars for Peruna Winter Lectures on Catarrh, and noticed a crippled man coming down the street with a satchel full of the packages. He was casting them on the floor of the business houses and handing them to the people on the street.

Garfield Tea is now meeting with the same fate. Dr. Miles' Medicine Co. had a distribution made here early in the fall and I can find any quantity of them in corners of yards. Have just finished a 20,000 distribution for C. I. Hood & Co., Dr. Morse Indian Root Almonds are being distributed by a representative, I suppose, and two negro boys. You may find these almanacs everywhere, and S. S. S. "Bonting the Enemy" was distributed the same way. Wishing you and my brother distributors a happy New Year, I am, respectfully yours, JOSEPH S. ALFORD, Atlanta, Ga.

Editor of "The Billboard"

Dear Sir—I am pleased to report the following work: J. W. Brant Co., Albion, Mich., 2,000 pieces; Chattanooga Med. Co., Chattanooga, Tenn., 2,500; two batches from Dr. Miles Med. Co., Elkhart, Ind.; one sample of Anti-Pain Pills and the other booklets, making a total of 7,000; Dr. Chase Co., Philadelphia, Pa., 2,500; Saturday Evening Post (local), 3,000 sample copies; John J. Milbourn, Eaton Rapids, Mich., 2,500 pieces.

Am expecting work from the Central Publishing Co., Battle Creek, Mich.; also, W. H. Constock, Morristown, N. Y.; John Morrow & Co., Springfield, D. C.; The W. H. Hill Co., Detroit, Mich.; has samples of Casara Iron-Quinine Tablets thrown around on steps and any old place by their traveling representative. This firm is one of your "cheap John" advertisers, and will not pay an honest distributor for doing good work. Since my last report, I have become a member of the old Reliable, I. A. O. D., Wishing "The Billboard," the I. A. O. D. and all distributors a happy New Year, I am, respectfully yours, NELSON MATTESON, Flint, Mich.

Editor of "The Billboard"

Dear Sir—Have distributed 20,000 pieces for Novity Plaster Works, 10,000 for Dr. Miles Med. Co., 17 deliveries in Waterbury, Waterbury, Union City. Advertisers, I am the only distributor in this city now. The L. E. Pinkham Co. had some distributing put out here, but the majority was sent through the mails. The W. H. Constock Co. has received the worst service I have seen in years. Their representative came here and hired two small boys, instructing them to leave two booklets in each house. This was done on one street, while on the next they left three in each house, throwing them on the veranda floor. Some advertisers expect good results, but they will not pay to have their work put out in the proper manner. J. A. NEFF, Waterbury, Conn.

Editor of "The Billboard"

Dear Sir—A few lines to keep you posted as to work in this part of the world. Am pleased to say that we have been busy during the past month, with good prospects of continuation of same. Judging from the contracts made recently through recommendations of druggists, we attribute our success to the fact that we do our work well.

During the last few weeks we have put out work for the following firms: Hobacker & Bros. (local), 1. Aaron's (local); Foster-Milburn Co., Buffalo, N. Y.; Peruna Drug Co., Columbus, O.; Akron Cereal Co., Akron, O.; Paul & Gullett, of Pittsburg, are agents for the above firms in their production, "Mother's Roid Oats"; Nema Kure Co., Harrisburg, Pa.; J. P. Urban & Son, Drugs, Allegheny, Pa.; Muscatine Oat Meal Co., Muscatine, Ia.; The Dr. Chase Co., Philadelphia, Pa.; Pillsbury Milling Co., Minneapolis, Minn.; ten sheet stands and a miscellaneous lot of matter for distribution.

Since Dec. 1 we have distributed, and now have on hand, E. Dunn, E. D. Turner (local), Youngsberry Light, Heat & Power Co. (local), Duffy Malt Whisky Co., Rochester, N. Y.; J. C. Hubinger Co., Keokuk, Ia.

We are also advised of two shipments of ad. matter. One of our druggists received a communication a few weeks ago from an advertiser, requesting him to have their matter distributed at \$1.50 per thousand. The communication was turned over to us and we replied, saying that we would do the work for \$2 per thousand, and do it right, but if they wanted their almanacs put out as they were the last two seasons, we would do it for \$1.00 per thousand. Suffice it to say that we have their contract at our own price for nearly all of our territory. While on the subject of prices, will say that it seems to me like a mystery why advertisers do not realize the fact that when they allow their matter to be distributed at less than \$2 per thousand, it must be poorly done, as it is an assured fact that a distributor can not make money (not even good wages) at less than \$2 per thousand. Just here let me mention an instance bearing on this point, at least one side of it.

We lately contracted and distributed 7,000 books for a large concern at \$2 per thousand. The books were more voluminous than we had thought and nearly half of them had to be carried around to the side or back door two seldom leave anything in sight from the street. When we sent our bill, we mentioned the fact, and said that the work was worth 25 cents per thousand additional. In remitting they generously conceded to our request and added 25 cents per thousand to our bill without a murmur. We duly appreciated it, and shall always remember them as an appreciative firm. I withhold the name of the firm, as perhaps it would not be the proper thing to give it here.

Fearing that my letter may become wearisome, will only say that the December number of "The Billboard" was handsome, up-to-date and full of good, interesting matter. Wishing you a happy New Year, we are, yours truly, THE CLOWES ADV. & DIST. CO., Connelisville, Pa. Wm. Clowes, Mgr.

Editor of "The Billboard"

Dear Sir—Just a few lines to let you know what we are doing. Have just finished distribution for Dr. Miles Med. Co. and have a quantity of posting, sign-tacking and distributing on hand for the Carlstadt Med. Co.

Also have 150 sheets on boards for the Real Widow Brown. Wishing "The Billboard" and all my brother bill posters and distributors a happy New Year, I am, yours for business, L. A. DICKSON, Princeton, Ky.

Editor of "The Billboard"

Dear Sir—Keep my name in the distributors' directory for another year, for "The Billboard," together with the I. A. O. D., has been successful in bringing me a goodly number of the best advertisers in the country, and I would not "kick" if price was double the amount. I never knew the full worth of an advertisement until I had given some a fair trial in "The Billboard." I extend my best wishes for the continued success of "The Billboard" for 1900. I also extend my best wishes to the prosperity of all members of the International Association of Distributors for 1900. Yours truly, Frankfort, Ky. GEO. W. REUK.

Editor of "The Billboard"

Dear Sir—Work here, with the exception of the theatrical posting is very light, as it likely will be until the spring trade opens up. We have posted this week, 40 eight-sheet Sen-Son paper from E. A. Stahlbrodt, New York; 8 eight-sheet Pancake Flour, from Chicago Bill Posting Co., and 550 one-sheet for the Porto Rico Cigar Co., Cincinnati, O. Have done distributing for J. G. Vetter & Co., Cleveland; Koenig Medicine Co., Chicago, Ill.; Van Camp Bean Cookery, Indianapolis, Ind. Respectfully, E. R. ENHLY & CO., Mansfield, O.

Editor of "The Billboard"

Dear Sir—To give you an idea of what is going on in Williamsport, Pa., I enclose you my report. I distributed 15,000 for C. I. Hood & Co., 8,000 for the Dr. Chase Co., Philadelphia, Pa.; 5,000 for the Boston Med. Institute; 5,000 for the Lydia E. Pinkham Med. Co.; 5,000 for Peruna Drug Mfg. Co.; 8,000 for the Dr. Kilmer Co. (Swamp Root); 7,500 for Dr. Miles Medical Co.; 8,000 for Foster-Milburn Co., and there are 8,000 samples on the road from the Kondon Mfg. Co.; also, same number from the Lydia E. Pinkham Co. for special delivery in January, 1900.

I am now working on 7,000 for the Wyeth Chemical Co. Their agent, Mr. Cowen, is on the ground to oversee the work, and he reports to me that his work is being done well and that it is perfectly satisfactory to him. Mr. Cowen is a gentleman, and he knows when work is well done, as he is an old distributor.

I take pride in knowing that work placed in my hands is being well done, and to the advertisers' best interests, whether they are on the ground to look after it or not. I employ only good, sober men (no boys). I feel satisfied that if the advertisers could see how some of their printed matter is wasted, they would put an end to it. Some of this kind of distributing is given to advertisers who have sent out their own men, and the firm no doubt believes they are receiving good service, but they are not. If these advertisers were to inspect the work done by their men as zealously as they inspect that of the local distributor, they would find a vast difference between the two. I do not want to say that I am the only distributor doing good work, but I do know that my service is appreciated by the advertisers, if one can judge by the letters I receive from them. Yours for honest work, S. M. BOND, Williamsport, Pa. Member I. A. O. D.

Editor of "The Billboard"

Dear Sir—I have just posted some 24-sheet stands for the R. J. Reynolds Tobacco Co., Winston, N. C.; also some local work. Have distributed 1,500 booklets for Dr. Miles Medical Co., Elkhart, Ind.; 1,000 booklets for Will A. Molton. Posted the paper for the Brunswick Fair. Put out samples of Kage's Cordial of Cod Liver Oil, prepared by the Katherson Chemical Co., St. Louis, Mo., and I have 1,000 booklets for the Chattanooga Med. Co., Chattanooga, Tenn. I am now a member of the Southeastern States Bill Posters' Association. Wishing my brother bill posters a happy New Year, I am, yours truly, Fitzgerald, Ga. A. H. JONES.

Editor of "The Billboard"

Dear Sir—We have arranged the dates of our fair for 1900 for July 31, Aug. 1, 2, and 4—four days in all, and intend to make the coming fair even better than the one held last year, which surpassed any we have yet held. 10,000 people attended on one day last year, and there was a large attendance on the other days. Four hundred members of the National Editorial Association of America were present on the last day. We attribute our large attendance to the fact that the exhibits were more numerous than in any previous year.

"The Western Manitoba Big Fair" is now looked upon as the Agricultural Fair of the West, and we intend by judicious increase in prize money and accommodations for exhibits and the general public to warrant the good opinion expressed on all sides. Our half-mile link-shaped track has for some time held the record for trotting and pacing. At the last fair the time was again lowered by one and one-half seconds.

Each year, a large amount is expended on tree planting and arbor culture and other improvements on the grounds, and we expect to spend \$5,000 this year on additional buildings. Our attractions and amusements are always first-class and refined. Yours truly, F. J. CLARK, Mgr., Western Manitoba Big Fair, Brandon, Man.

Editor of "The Billboard"

Dear Sir—In my distributing department I have put out the following: 4,000 for Boston Medical Institute, Chicago, Ill.; 1,000 Schaner & Miller, Ann Arbor, Mich.; 14,250 (four distributions) Hoast & Co., Lowell, Mass.; 9,000 Drs. Kennedy & Kergan, Detroit, Mich.; 4,000 Ohio Coffey & Spice Co., Columbus, O.; 9,000 Providence Med. Institute, Chicago, Ill.;

3,000 Lydia E. Pinkham Med. Co., Lynn, Mass.; 2,500 Peruna Drug Co., Columbus, O.; 5,400 Kondon Mfg. Co., Minneapolis, Minn.; 5,500 Dr. Kilmer & Co., Binghamton, N. Y.; 5,500 for W. H. Constock Co., Morristown, N. Y.; 12,750 (five distributions) Dr. Chase Co., Philadelphia, Pa.; 15,000 miscellaneous—making a total of 104,700 pieces distributed during the year.

In my posting department I have posted 1,650 sheets. How is that? I am going into the business for all there is in it. I am thinking of joining the I. A. O. D. The national advertisers appreciate my work, as I am getting new contracts every week. I make a specialty of carrying the towns of Milan, Dundee, Britton, Tecumseh, Clinton, Manchester, Saline, Dexter, Chelsea, Wayne, Plymouth, Northville, Belleville and Willis, taking 5,000 pieces.

Hoping for a busy spring, I remain, yours for business, W. B. REDMAN, Milan, Mich.

Editor of "The Billboard"

Dear Sir—I find much pleasure in reading your very valuable paper, and would not be without it for anything. It certainly merits the support of all distributors. Our business in the past year has been fairly good; we have distributed 77,000 pieces more in that time than in the previous year. This is due to strictly honest and reliable service. Wishing "The Billboard" and my brother distributor a happy New Year, I am, yours very truly, Burlington, Ia. A. E. BREWER.

Editor of "The Billboard"

Dear Sir—I submit herewith my annual report. This has been a great year with me, and I expect to double same in 1900. Prevailing to the time I took up the work here, it was almost impossible for the advertisers to have their work put out as it should be, but that is all past now, and all matter sent to me is put out according to instructions. Please let me say to you that I owe a great deal of my success to "The Billboard" and the I. A. O. D. The association is honorable in all of its dealings, both with the advertiser and distributor, and I hope it will continue to grow until its good effect is felt by every distributor and advertiser throughout the United States.

As for "The Billboard," I could not get along without it, and I think that every bill poster and distributor ought to subscribe to it. In the year I have distributed 200,000 books, samples, letters, circulars, etc., etc. Have posted 5,000 sheets, from one-sheet to twenty-eight-sheet stands. Have tacked 7,000 cards, banners, etc. Yours truly, Sherman, Tex. J. LONG.

Editor of "The Billboard"

Dear Sir—The following is a list of the work put out by me since October: 2,000 dodgers for the Republican Executive Committee; 2,400 books for C. I. Hood & Co., Lowell, Mass.; 2,900 Kid-needs books, and tacked five hammers for the John Morrow Co., Springfield, O. (through Molton's Agency); 2,000 books, and put up hangers in all the grocery stores, for the J. B. Ford Co., Wyandotte, Mich. received this also from Molton Agency; 2,800 books for Dr. Miles, Elkhart, Ind.; 2,800 leeching tablets for the Wilson Drug Co., Lexington, Ky.; 2,500 almanacs for Peruna Drug Co., Columbus, O.; 2,500 samples (diver cure) for the Dr. Chase Co., Philadelphia, Pa.; 3,200 Kay's Headache Powders at Ironton, Coal Grove and Hanging Rock O., and Russell, Ky., for the India Spice & Drug Co., Marietta, O.; 2,500 Ladies' Birthday Almanacs for the Chattanooga Medicine Co., Chattanooga, Tenn.; 2,500 Seven Stars Almanacs for Lyman Brown, New York City; 2,500 song books for Hamlin's Wizard Oil Co., Chicago, Ill.; 1,900 pamphlets for J. A. Rogers, Ironton, O., advertising the "Walk-Over Shoe" for men and "Queen Quality" for women. Seven of these distributions were for firms for whom I have never done any work before.

The Globe Remedy Co., of New York, who have been in Ironton for two months selling and advertising their medicines by giving a sample to those who called on them, wound up their business Saturday, and have gone away. They promised to send me some work the first of the year.

Wishing "The Billboard" and all of my brother members of the I. A. O. D. a happy New Year, I am, yours truly, Ironton, O. H. C. CROSSLEY.

Editor of "The Billboard"

Dear Sir—Business with us is on the increase, and will be much more so after the New Year. The trust has not absorbed our plant, nor is it likely to. We are working along nicely and attending strictly to business. We could increase the output of our poster department if the gang in this city would display more business acumen and not act like children.

We know of several good poster customers who have been queered by their unbusinesslike methods, and we have also talked with others out of Philadelphia who would use the bill boards here if they were treated with civility. We do not want to be classed as "kneekers," but are only stating facts that can be proved.

The W. J. Morgan Co. posters have the call among the local merchants, and we have quite a lot of orders in view for spring trade. Our sign and wall departments are busy on work for Friend's Oats, Emerson Shoe, Pond's Extract, Blue Label Whisky, Douglas Shoe, Royal Blue Cigar, Oxus Cigarras, Campbell's Soups, Mayer's Soap, etc., etc.

In our poster department we are now running one-sheet for Logue's Hats, Banks College, Active Grocers, nearly all the standard magazines, etc., etc.

If a little of the O. J. Gude gray matter was divided among the bill posters and sign advertisers throughout the country their paths would be among roses instead of thorns. With best wishes for "The Billboard," I am, yours, D. C. HUMPHREYS, Philadelphia, Pa.



ASSOCIATION

American Advertisers Meet—Organization Effected and Officers Elected.

(Special Correspondence.)

On January 21, 1898, a number of representatives of well-known manufacturers and retail advertisers met in New York, and discussed the advisability of forming a union of American advertisers, for the promotion of their common interests, especially to secure a wider circulation of newspapers and periodicals. At this time Mr. A. Cressy Morrison and Mr. Frederick L. Perine, representing, respectively, Scott & Browne and Hall & Ruckel, were appointed a committee of two, to consider thoroughly the whole question and to get the opinion of other advertisers and agents. This committee soon developed a comprehensive scheme, namely, the organization of an association which should deal with all matters of importance to advertisers. A call for a convention was issued to over fifty general advertisers, for June 5, at the Hotel Netherland, New York. Representatives from over half of those notified responded, and many—in fact, most—of the others were heard from through letters of approval. In these preliminary calls, advertisers at a distance from New York were not included, since it was too much to expect that they would attend the preliminary meetings and also come to the main meeting, at which permanent organization was to be effected. At this preliminary meeting it was voted that the Chairman appoint a Committee on Plan and Scope, which was to be made up of five others and three other gentlemen, who were to be named by the Chairman. The officers for the temporary organization were elected as follows: Chairman, Frederick L. Perine; Secretary, A. C. Morrison; Treasurer, Artemus Ward. The other gentlemen who were appointed to act upon the committee were Joseph Leeming, of Thomas Leeming & Co.; George A. Priest, of the Singer Manufacturing Company, and E. W. Wyckoff, of Wyckoff, Seamans & Benedict. The date and place for the meeting for permanent organization was left to the committee. This meeting was called for Dec. 11, on Fifth Avenue, and was held. The following firms were represented: The American Cereal Co., Hall & Ruckel, Thomas Leeming & Co., Singer Manufacturing Co., World's Dispensary Med. Association, Hauge Bros. & White, J. L. Prescott & Co., Smith, Kilby & French, J. B. Williams & Co., Postum Cereal Co., Abbey's Effervescent Salt Co., American Baking Powder Association, W. Atlee Burpee & Co., Columbia Photograph Co., Dr. D. Jayne & Son, Mariani & Co., International Silver Co., Parke Davis & Co., Bassevant & Co., Ripans Chemical Co., United Shirt & Collar Co., Yale & Towne Bg. Co., Scouring Co. Other firms signifying their desire to become members were: J. C. Ayer Co., Eastman Kodak Co., Pond's Extract Co., Lydia E. Pinkham Medicine Co., Poligat & Co., Johnson & Johnson, Walter Lowmyer Co., Procter & Gamble Co., Waller Baker & Co., Bradford-Regulator Co., Cream of Wheat Co., E. R. Durkee & Co., T. Hanson Co., H. O. Co., Lyon & Healy, S. Wells.

The articles of association, as prepared by the committee, were adopted as read. They are:

NAME.

This organization shall be known as the Association of American Advertisers.

OBJECTS.

It shall bring together those who are directly responsible for the advertising policies of its members, that they may, by mutual interchange of ideas and by co-operation, advance the interests of the membership. It shall develop a means of ascertaining accurately the circulation of publications which accept advertising; secure better service in poster, display, street car, outdoor and mural advertising; perfect a system of economical and certain house-to-house distribution; assist in obtaining a reduction in the postal rates on circulars and packages; further the equitable adjustment of all questions relating to express and freight rates and the classification of advertising matter; promote effective advertising for the development of a trade to foreign markets; correct customs abuses; secure adequate protection of trademarks, trade-names and copyrights; and take such other active means for advancing the interests of general advertisers as may properly come before such an association.

MEMBERSHIP.

Membership shall be limited to general advertisers who manufacture or control products which are recognized standards in the markets of the United States. Enrollment shall be in the name of the firm and its products. Each member shall be entitled to one vote. Applications for membership shall be referred to a sub-committee of five on membership, and approved by the board of control

before being submitted to the association for election. Three negative votes shall disqualify.

OFFICERS.

There shall be a President, a Vice President, a Recording Secretary, and a Treasurer, who, together with eight others, members of the association, shall constitute the board of control. The board of control shall govern the affairs of the association when the association is not in session. The assenting votes of a majority of the members of the board shall be required for the passage of all resolutions involving the expenditure of money, the making of agreements and of any change in the policy and direction of the work of the association, except as otherwise provided in these articles of association or the amendments thereto. Five shall constitute a quorum for the transaction of all other business by the board. There shall be an actuary who shall be appointed by the board of control, whose salary shall be fixed, and duties defined by the board.

ELECTION OF OFFICERS.

Officers and members of the board of control shall be elected at the annual meeting of the association. The officers shall be elected to serve for one year, and four members of the board of control shall be annually elected to serve for two years, except at the first election, when eight members shall be elected, four of whom shall serve for one year, and four for two years.

DUES.

Membership dues shall be \$100, payable upon election, and annually in advance thereafter. No assessment shall be levied unless first recommended by the board of control and approved by a two-thirds vote of the members attending any regular meeting of the association, due notice of which shall have been given at least ten days prior to the date set for such meeting.

MEETINGS.

The annual meeting shall be held in the month of November. Formal reports from the President, Treasurer, Recording Secretary, Actuary and the Chairman of each committee, shall be submitted for the approval of the association at the annual meeting. Regular meetings of the association shall be held bi-monthly, excepting June, July, August and September, due notice having been given in writing by the Secretary not less than ten days prior to the date of meeting. All meetings shall be held in New York City, unless otherwise provided for at any regular meeting or by the board. Special meetings may be called by the President at his option, and must be called by him upon the written request of five members of the association. The object of all special meetings shall be specifically stated in the call, and all such calls shall be mailed at least ten days prior to the date of meeting.

The President shall be ex-officio Chairman of the board of control.

RULES OF ORDER.

Cushing's Manual shall be the guide for procedure at all meetings.

AMENDMENTS.

These articles of association may be amended by a two-thirds vote of the members present at any meeting of the association, provided due notice of such meeting and a copy of the proposed amendments have been read by the Secretary at the meeting of the association next preceding the meeting at which action is to be taken, and provided also that

both notice and copy of the amendments have been mailed by the Secretary to the membership.

The officers for the permanent organization were elected. They are:

Frederick L. Perine, President; E. G. Wyckoff, Vice President; A. Cressy Morrison, Recording Secretary; Mr. Leeming, Treasurer.

A board of control was formed, which is constituted by the officers and H. K. Welch, J. B. Williams Co.; W. Henry Maule, Maule Seeds, J. M. Bugby, Walter Baker & Co.; John P. Reynolds, Walter Lowmyer & Co., for a term of one year, and A. E. Rose, J. C. Ayer Co.; Dr. V. Mott Pierce, World Dispensary Med. Association; E. P. Mower, American Cereal Co.; Hon. T. L. Woodruff, Malthus Co., for two years.

After discussions upon many points of interest, especially upon the purpose of the organization and the Post-check plan, the meeting was adjourned to meet in January.

Adapted Proverbs.

- Dare to advertise.
- Be what you seem to be.
- Review your past advertisements.
- A good ad. will shine forever.
- Be always at leisure to advertise.
- Victory increases by advertising.
- Fortune succeeds by advertising.
- A little ad. brings much dust.
- Fools make a mock at advertising.
- As you advertise, so shall you profit.
- A good bargain will tempt a saint.
- A man is known by the medium he uses.
- Better to advertise late than never.
- Constant advertising prevents failure.
- Defile not your ads. with lies.
- Common sense is essential to good advertising.
- After-wit is everybody's wit.
- Refer not when thou intendest to advertise.
- You must make your ads. fit your purse.
- He that will steal an ad. will steal a better thing.
- Confide not in advertisers who have once deceived you.
- False grammar does not spoil a deed, but it does an ad.
- Nothing is more beautiful in advertising than truth.
- One man's fault is another man's lesson.
- Constancy in advertising is the fountain of fortune. Advertisements ought to follow, not precede thought.
- Advertisements are like sun-dials—no one looks on them if they are in the shade.

Advertising Notes.

Post—Paint—Distribute. What a world of meaning these three words may be made to have. Taken in the literal way, as they are found in the dictionary, their meaning is understood by all. They have, however, to the advertiser and the advertisers' agent—the bill poster and distributor—entirely different meanings. To post, paint and distribute, to the bill poster means that the work of posting, painting or distributing is actually performed by him or his men, that he has the work to do and is doing it. But to the advertiser it means that he is giving work out, that he is using the bill board, bulletin or distributing system of bringing his goods before the public. These are merely definitions of the words as they are technically known to the advertising profession. Back of these simple definitions there are, how much larger, more important thoughts! Led by these three words, one who would indulge in a little retrospection and review the growth of these methods of advertising, would see that they had changed in comparatively a few years from almost unknown quantities in the seeking of publicity, to the greatest and most important factors in the race; from work offering only a scant means of livelihood, to professions giving steady and remunerative employment to thousands of men.

Thousands of distinctive advertising is the kind that pays best. There must be a certain characteristic about the advertisement, no matter whether it be in a poster, in a booklet, on a calendar or in a newspaper ad. It must contain certain marks, so that people will at a glance recognize the matter as coming from you.

From numerous examples we also learn that the greatest successes have been made and are being made by advertisers who use more than one medium. True, the most pronounced successes of late years have been made through posting, but the entire credit can not be given the poster, for distributing and paper advertising in each case have both been used to help out—but in each instance the posters have been the main weapons of attack, the other methods have been but secondary batteries.

Certain classes may be best reached by distributing. When you wish to address the whole public, use posters.

If the advertisers who fuss and fume about getting out the copy for their paper advertisements, and those who pay goodly sums to advertising experts, would try using the poster, they would be relieved of all anxiety concerning whether their ad. would be read by the subscribers, and how many subscribers there would be to read it. One glance, and the poster's work is done. The poster reaches all the people all the time. A bill poster in a town of fifty thousand can not say that by posting the town the advertiser will reach one hundred thousand. It must be evident to all that the question of circulation does not bother the poster advertiser—padding is impossible.

The L. E. Waterman Company, manufacturers of Waterman's pens, are now offering prizes to those who can give the best example or definition as to what their \$1,000 phrase, "Waterman's Ideal, the fountain of pen satisfaction," is intended to convey. At the time when the prize phrase was announced many thought that the company did not get their money's worth, but these later developments have shown that the company knew their own business best, and that a very capable and long-headed man is at the head of the advertising department of that concern.

The Johann Hoff Malt Extract posters are good. Their three styles posted on one board make a fine combination.

Cubanola Cigars are being extensively advertised throughout the United States.

Another brand of coffee is being placed upon the market. It is called Honor Bright. It looks as if coffee and tobacco were about two laps ahead of all other commodities in the number of brands, and that tobacco leads by a length.

Just at this season, when the sun goes in so early and the shoppers stay out so late, the searchlight plays an especially important part in the advertising campaigns of the large retail and department stores. A light placed on the corner of a building where the rays may be thrown up and down the street is bound to attract much attention and create much comment.

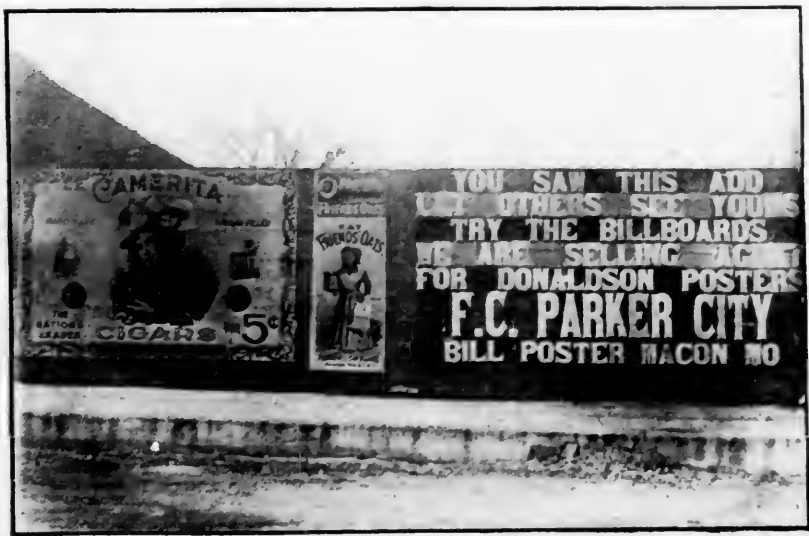
Mr. D. H. Hayes, manager of a flour mill at Little Rock, Ark., is the perpetrator of a neat advertising scheme, in which he introduced the brand of flour made by his mill into the homes of many families. It is in the shape of a scented and neatly worded letter, with a sample piece of ribbon, to the head of the family, from "Clara," and has been opened, but not read (?) by his better half. The letter admonishes her "dear" not to forget to buy the ribbon, and particularly, "dear," insist on having Wavy-Crest Flour when you order the groceries." With an obtuse or overly jealous wife, "dear" is liable to have a rather sultry time. Practically the same scheme has been brought to light through the city post-office at Newport News, Va. A number of men there received letters post-marked Cincinnati and addressed in a feminine hand. Each letter had been opened and in the lower corner was written the words, "opened, but not read." Inside upon third page, written in a clear, womanly hand, was an affectionate epistle which would up on the second page by recommending a Cincinnati whiskey. A number of persons complained that their mail was being opened—the very object of the dodge—some threatening to carry the matter to headquarters. In consequence, the whiskey is receiving a considerable amount of advertising.

On the first floor of the Court House at Delaware, O., a regulation clock has been placed by the Railroad Advertising Company. The clock is operated by the telegraph time service, which insures its correct regulation. The clock costs the county nothing, and is quite a convenience to the public. The only payment received by the advertising company is that which comes from the privilege of posting a placard, on which there is room for twelve advertisements.

An enterprising cigar company of Grand Rapids lately introduced quite a novelty in the way of a street advertising idea. A man, made up, in a wonderfully life-like manner, to represent "Oom Paul Kruger," was driven through the streets in an open carriage, drawn by horses gaily bedecked with colors of the South African republic. The front seat was occupied by a driver in livery and a bugler in costume which gave the turnout a decidedly martial appearance. This is one of the numerous ways the new nickel cigar, "Oom Paul," is being introduced.

At a county fair in Illinois an acrobat who was going to make an ascension was hired by a liquor firm to take along with him a large number of sample bottles of their standard wine. During the ascension he would throw these bottles out, each bottle having previously been attached to a diminutive parachute. Eager crowds were below, awaiting the arrival of the bottles, and a "free for all" was indulged in when they came within reach. This great scramble of course caused excitement, and it was not long before every person on the ground knew what it was that was being thrown from the balloon and what firm was furnishing the samples.

The Freeman Perfume Company, of Cincinnati have been doing some very good advertising of late. Their automobile, elegantly painted and run by a colored man in a suit of livery, has attracted much attention, and makes a very good novelty to help out their street car ads.



This Board Speaks for Itself.

THE BILLBOARD.

The consolidated Railway Advertising Company has been incorporated at Memphis, Tenn., with a capital stock of \$200,000. The incorporators are H. G. Collier, J. C. Ramsey, A. D. Collier, of Memphis; A. D. Newby, of Paducah, Tenn.; and J. F. Mahon, of Chicago.

The shorter a business announcement is made the longer will be the list of people who have time to read it.

Another infant's food is in the field. It is manufactured by the Wagner Food Co., 157 Broadway, New York, and is starting its advertising in the papers.

"Faust Blend," a Mocha and Java mixture made by the C. F. Ilancke Tea & Coffee Co., of St. Louis, is to be extensively advertised, \$5000 worth of publicity has been contracted for through an agency.

The J. C. Ayer Co., of Lowell, Mass., will shortly advertise a new hair tonic called "Kantonic." Papers will probably be used.

It is rumored that W. W. Smith, of Indianapolis, will hereafter place the Peruna advertisement.

Here is an advertisement from an old copy of an English provincial journal: "Wanted for a sober family, a man of light weight, who fears the Lord and can drive a pair of horses. He must occasionally wait at table, join the household in prayer, look after the horses and read a chapter of the Bible. He must, God willing, arise at 7 o'clock in the morning, and obey his master and mistress in all lawful commands, if he can dress hair, sing psalms, and play at cribbage, the more agreeable. Wages, 15 guineas a year."

F. A. Mills, music publisher, of New York, Boston and Chicago, who handles the popular compositions of Kerry Mills, is advertising Kerry's latest cake-walk march, entitled "Impetuous Davis." He sends out sample copies to musical editors of papers and magazines, and in this way receives free reading matter. It is claimed that the advance sale of this piece has reached the unprecedented number of 265,000 copies.

A clergyman who uses the newspapers on Saturdays to advertise his church, says in a letter to publishers: "The question of the propriety of church advertising may be raised, yet the gospel is of greater value than much that is advertised in your columns. The successful business man advertises. I believe that the church that would be successful in extending its influence must do the same."

New York and other Eastern States have a law which provides that any person advertising by written announcements in any newspaper, book, periodical, or other publication, by bills, signs or cards, goods which he has not in stock, or represents goods to be other than they are, or offers them at prices which he does not sell them, shall be deemed guilty of a misdemeanor.

In the rare ads. seem to be much the same. The old advertisers present the largest and best cards. The J. C. Ayer Company is using double space, their peculiar style is still in evidence. Carter's pills are there with the same old ad. The familiar Heinz pickle is to be seen, but The Sander Company has double space, pushing their catsup. Amersilk and Nearsilk are both the only substitutes for silk worth having. "Hedane" says, "Look Here, Don't Be Foolish," and Funk & Wagnall's cards, telling about their literary digest, are very cleverly worded. S. H. & M. Skirt Hinding has the same coil of their "brush edge" and Nubian Black Linings still attract attention. Quaker Oats and Friends Oats still vie with each other, and last, but not least of the national advertisers comes Sapollo—which "scours land and sea."

Our "Hints," a booklet by Lord & Thomas, of New York and Chicago, is meant to interest present or prospective advertisers in their ability to prepare and place profit-bringing public announcements on any subject in all mediums best suited to their requirements. It is filled with familiar ads. gotten up by that company. It should serve its purpose.

The Enterprise Printing Co., of Cleveland, O., sends us a little booklet, entitled "The Point of View." The cover is unique, and the printing is excellent. The arguments, however, are not as specific as they should be to assure good results.

This office is in receipt of one of the Pope Manufacturing Co.'s desk calendars, advertising their chainless Columbia bicycles. We desire to express our appreciation of their advertising enterprise and our thanks for such a useful gift.

The Gunning System of Advertising is again made plain in their circular about Quaker Oats. The circular advertises both the American Cereal Co. and the Gunning system, thus performing a double purpose.

"Sunset," the magazine published by the passenger department of the Southern Railway Company is a very creditable work. Besides being an excellent advertisement, it contains some good reading matter.

The "Truth" calendar for 1900 is truly a work of art. The one on the wall of our office looks especially nice.

The booklet sent out by the Hanning Advertising Agency, St. Paul, Minn., is filled with ads. of their various departments. From these one can get an idea of the immense amount of business they carry.

Ad. for the ad-writer, of Des Moines, Ia., says: "An ad. is the truth told with type to avoid business."

The best argument that can be advanced in favor of poster advertising is the result obtained from well placed paper.

Booklets are good trade-pullers, if they are good, but unattractive booklets are merely a waste of money.

It you will notice, the advertiser who gives up the bill boards to try other mediums, like the proverbial cat, always comes back.

Pitts Antiseptic Investigator is a new remedy in the field. It is made at Thomson, Ga. Cards and posters will be used to bring it into prominence.

Swachtell & Co., of Muncie, used to advertise the Wellbach burners—a tag, which they attach to the door knobs of every house in the city by means of a string. The plan is expensive, but brings good returns.

The L. Gerstle Co., of Chattanooga, Tenn., famous for their St. Joseph's remedies, will use two-sheet posters to boom their Female Panacea.

Window cards are to be used by the Dr. Reeder Family Medicine Co., to promote their herbal remedies.

Lincoln Proprietary Co., of Ft. Wayne, Ind., are interested in poster advertising this winter.

Canada is to be covered thoroughly by The Alonzo H. Bliss Company, Washington, D. C. They carry "Our Native Herbs." Posters will be used.

The Emerson Drug Co., Manufacturing Chemists, Baltimore, Md., are not doing any bill posting at present.

At a negro dance recently, one of the dancers lost his watch. The announcement of his loss was profusely illustrated with cuts.

Some one who has evidently been smoking a new brand, reports that the big wholesale clothing houses of Chicago will discontinue the single sheet posters, which have long been a feature of their country advertising. This they will not do until that method fails to bring the customers, which time will never come in our day.

Ayer's pills have lately been trying to make up some of the ground lost during the last two years. Carter's had stolen quite a lead through their persistent advertising.

Merchants who mark their goods \$5 worth \$10, have long ago been put down by the public as deliberate liars.

Morse, Stehle & Co., of the Manufacturing Pharmacists, of Mt. Vernon, Ill., advertise Morse's Pain Anodyne Electric Liniment, Red Liver Pills and Storer's Eye Salve.

Great faith is put in the properly worded and printed poster by the Kinney Medical Co., of Los Angeles, Cal., who handle a rheumatic and kidney remedy.

Cheapness in posters shows the same as cheapness in anything else. The advertiser should look around and get the best possible paper for his money. This is a point too often neglected.

Posters at Church Doors.

A curious difficulty has arisen in Buckinghamshire in reference to the usage of church and chapel doors as notice boards. Generally speaking, in the past, the announcements have been such as have not been regarded as objectionable; but, by order of the County Council, large posters have been displayed relative to the control of unsecured bulls, and stating that such animals must be led through the streets or any public place without a ring, a rope, and a pole being attached to their noses. Indignation has been aroused, and at 10 a. m. near Amersham, the Parish Council have had the question under consideration, and have resolved to communicate with the local government board in the matter.—Publicity.

Distinctive Colors.

Just at present some very extensive advertising is being done in the East, which embodies a novel and striking idea, not often employed, namely, the use of a pronounced and distinctive color in the work. The same plan has been successfully adopted in other directions, the result invariably being a bold and effective advertisement. For instance, one merchant pastes a peculiar green-colored label on every package that goes out of his store, the result that his goods are as easily distinguished from those of other stores as a telegraph blank is from a pile of other papers. It is also pointed out that it is a good plan to adopt a certain distinctive color for bills, envelopes, etc., as colored stationery enables one to pick a certain bill or letter out of a pile with great ease, thereby saving considerable time.—Philadelphia "Record."

How Callers Are Received.

E. T. KEYSER.

The elevator stopped at the forty-fourth floor and I emerged.

Walking a few steps down a marble-paved corridor, I was about to knock at the peculiar oxidized bronze gates, when I perceived a beautiful youth in costly raiment, training a Gatling gun on me with one hand while with the other he pushed toward me silver salver on the end of an ebony rod.

"Halt and give the countersign," observed the youth, in a menacing tone.

"Give the what?" I queried, in a shak voice.

"Fill out the card," he explained, pitying my ignorance.

Thus enlightened, I noticed, nestling in the corner of the salver, a card of heaviest brass, beaded with a coat of arms edged with gold. On the card were printed the following questions:

1. What is your name?
2. How old are you?
3. What is your weight?
4. Are you suffering from any contagious disease?
5. Have you ever suffered from any contagious disease?
6. What brand of soap did you use this morning?
7. Please state your reasons for using this brand.
8. How much are you worth?
9. Please specify how much in real estate and how much in personal property.
10. How much could you probably borrow?
11. What do you wish to see me about, anyway?

Keeping a wary eye upon the attendant who was carelessly playing with the lock mechanism of the Gatling, I filled out the information card to the best of my recollection, and lumbly dropped it back in the tray.

The youth disappeared through a doorway and as the Turkish curtain fell behind him sank on a divan of Russian leather, overtopped by the magnificence which surrounded him, and read the following embossed placards on the hand-painted walls:

"Advertisement Solicitors received between 8:15 and 8:30 a. m."

"Advertisement Writers given audience from 8:30 to 8:45 a. m."

"Poets, Artists and other mendicants referred to the Bureau of Charities and Correction. See City Directory."

"Advertisers with money to burn will see in their bank books as a means of identification. They may occupy two chairs while balance is being proved. All others remain standing."

Warned by the last regulation, I sprang my feet, just as the gate-keeper returned.

"His High Learnedness will be graciously pleased to see you at four in the afternoon week after next," he announced.

Buttoning up my coat, I stepped toward the door.

But again the salver advanced in my direction.

"Five dollars and ninety-eight cents wear and tear on the furniture, please," said, training the Gatling once more upon me.

Tearing my pocket-book from my clothing I threw it over the rail and fled.

I had saved my watch and lost forty minutes.—Fame.

Mail Order Business.

A great many business men complain that people who should patronize their stores send their orders to adjacent cities, or buy from the large mail-order houses. There is nothing strange about this tendency of the people to send away for things which are properly advertised. The only way to offset such a tendency is by letting the people know that you have the goods for which these mail-order houses ask a price that will enable them to make a profit. Let them know you could do your customers for less money than would be charged for the same article if ordered by mail or express, after they have paid transportation charges. No business man could prevent all the people of his town from ordering goods from the mail-order house, but many of the business men would materially decrease the volume of this business that went outside of their town, if they entered into the matter with persistent advertising. Tell about the goods they have, the prices they ask and the reasons they have for thinking their stock more attractive than the city houses. It is because of excellent advertising these mail-order people can do the people of a locality to send for goods. It is by conscientious, excellent advertising that a local merchant could prevent much of the business going out of his town. Advertiser World.

Messrs. Smelser and Garvin

We are publishing in our columns a photos of Messrs. Smelser & Garvin, the bill posters and distributors at Whiting, Ind. They have at present 600 running feet boards and are building more. Owing to urgent demands for space, they can not erect boards fast enough. Their locations along railroad and street car lines are among the best to be found in the State. They are young and enterprising, and are very popular among the agents and traveling men.

Within the past few years a corps of so-called advertising experts have sprung up who think they know a halvolet about business, but aside from having mastered the fact that no business can succeed without advertising in one form or another, they are much in the dark as the rest of us. It is utterly impossible for a man to predict the results of a certain advertisement as to the sale dry with a sieve. Boat and Sh. Recorder.



SMELSER & GARVIN, Whiting, Ind.

A Matter of Selection.

In Julian Hawthorn's ten-thousand-dollar New York Herald prize story, "A Fool of Nature" occurs this passage: "They renewed their jests of wit at fashionable dinner tables, not saying many radically new things, but giving a fresh turn to the old, trustworthy ones."

Give a fresh turn to the old. Here is the quintessence of successful advertising to the retailer.

Stirring incidents in the most successful half-forgotten dramas, stories, or incidents of ancient times.

An eminent divine of to-day was but recently accused of plagiarism, because a ravant found his sermon contained the same sentiments inscribed in hieroglyphics upon stones of ancient Egypt.

Twentieth century ideas are ideas of ages ago. There is nothing absolutely new under the sun. Things may be new to us, but our thoughts, our likes, our loves, our passions, were those of our ancestors—new to us—new to them, but old to the world.

A few years since, I was doing some insurance advertising for a local agent, when I originated, as I supposed, the phrase—"Right if I write it." While rummaging in an "Old Curiosity Shop," on the Bowery recently, I glanced over a stack of old papers published in 1872, and behold my original(?) phrase boldly displayed as a headline to an advertisement.

The man who sits down to write an ad. with the ideas firmly rooted that he must write something new and original, in order to produce an effective ad. is the man who falls the hardest in his attempts.

Better results would accrue if the retailer would copy more, and seek to originate less in his advertising.

One man in a thousand can write a good ad.

The man in a hundred can tell a good ad, when he sees it.

It requires just as much labor to write a poor ad as to write a good one.

It is more essential that you be able to select a good ad. than to write either.—Wm. Huston in the "Optical Journal."

There is no stopping place on the road of advertising. You must be a constant traveler or you will be left behind among the unknowns. Mail Order Journal.

AN IMPORTANT DECISION

rendered in the U. S. Court, in favor of The Donaldson Lithographing Co., of Newport, Ky.

On June 10th last, the Courier Lithographing Co., of Buffalo, N. Y., instituted a suit against the Donaldson Lithographing Co., of Newport, Ky., for infringement of certain copyrighted circus posters. The case reached a hearing in the United States Circuit Court at Covington, Ky., December 12th, and resulted in a pronounced and sweeping victory for the Donaldsons.

Poster printers in general will be interested in the details, which were as follows, viz.: In 1898, The Courier Co. executed certain posters for B. E. Wallace, proprietor of the great Wallace Shows. The posters in question were what is technically known as "special work," that is to say, they were designed to advertise certain acts and features of the Wallace Shows, and were made at the order and after ideas furnished by Mr. B. E. Wallace.

After the sketches were approved, the Courier Co. undertook to copyright them in order to secure an undue advantage on future orders of reproductions.

During the summer of 1898, Mr. Wallace had in nature reproductions in electrotype made on the copyrighted designs for use in newspaper advertising, and used said cuts without license from the Courier Co. during the remainder of the season, despite the fact that credit for the designing was withheld from the Courier Co., and no notice of copyright appeared on the electrotype.

The enterprising Donaldson Co., however, secured the Wallace Show contract for 1899, and all of the copyrighted posters were re-designed, but the electrotypes used during the previous year for newspapers were furnished to the Donaldsons for use in the programmes. The cuts were scrutinized, and no notice of copyright appearing on them, they were used as ordered by the Donaldsons.

The Courier Co. seized some 23,000 copies of these programmes, and sued for \$23,000.00, one dollar per copy, the penalty prescribed by statute.

Without hearing any testimony of the defendant or even allowing defendant's counsel to present argument, Judge Evans, who occupied the bench, instructed the jury to find for the defendant. The verdict carries with it damages, which the Donaldson's will receive from the Courier Co.

The charge was too lengthy to be given in full in these columns, viz.: A poster is an advertisement, and hence a utensil and not a work of art within the meaning of the statute.

In other words, the copyright law, in the opinion of the court, was passed to encourage artists and designers in the production of original "works of art." A poster, therefore, could not be an original work of art, because it was designed to advertise something in his case, an act which had been previously conceived and originated in the mind's eye of the showman.

An artist working under the orders and at the direction of some one else, can not be said to be originating within the meaning of the statute.

In this connection it was observed but not held that the act itself might be copyrighted by the person that conceived it, but not the advertisement of the act.

There was much rejoicing among showmen in Cincinnati over the triumph of the Donaldsons. The firm is deservedly popular, and the precedent established is regarded as possessing much value to showmen. The action was generally considered a malicious suit, and the outcome as a well deserved booting.

Mr. Wallace himself was ready and willing to testify that the ideas were his, and that the set of designing sketches, etc., were figured to the price that he paid for the first edition of the posters. Ergo, he considered the designs his, and his right to order reproductions from whom he chose, unquestionable.

Other showmen held that the government, in case the plaintiff had been sustained, would be tending itself to the restriction of competition in trade.

About Ourselves—By Others.

A few of the bouquets we have received lately:

Enclosed please find necessary amount to sure your most valued paper reaching me regularly during 1900. "The Billboard" is a most welcome caller each month, and I am always anxious to look it over, as I find a lot many interesting communications from my friends among the bill posters and distributors, as well as much valuable information that I could not possibly get from any other source. When speaking of a paper published in the interests of bill poster, distributor and advertiser, I know of none that covers the field as thoroughly as "The Billboard" or one that is more fair and honorable, statements to the contrary by jealous rivals notwithstanding, and I am sure your vetting or circulation will not suffer to any extent through any malicious or un-orientated assertions from a source where dishonesty and unfairness predominates.

Your Christmas number was truly a work of art and you have no doubt received many complimentary letters from advertisers and subscribers, commending you on your enterprise. Wishing you continued success and compliments of the season, I am, yours truly, D. R. TALBERT, Chicago, Ill.

I would not be without "The Billboard" five times the amount of the regular subscription price, for in addition to its being an official organ, it is a stalwart champion of the right. I am well aware that justice and right do not always conquer, neither

does truth—almighty though it may be—always prevail, but with the little foresight vouchsafed me, I am confident that corruption will not prevail this time. Wishing you the success that you most certainly deserve, I beg to sign myself your admirer and supporter. J. T. McMANAMA, Pittsburg, Pa.

We have found your paper all you claimed for it, and more. Kindly continue our subscription for another year. FRED. D. GRAY, Painesville, Ohio.

Your paper has been very useful in the past year, and I heartily endorse it for the future, wishing you and your paper a merry Christmas and prosperous New Year. I am, etc., R. L. HUTCHISON, Glass Engraver.

Enclosed please find \$1.00 for the continuation of my subscription to "The Billboard." I would be lost without your valuable paper and only wish that you could issue twice a month, instead of once. F. A. KOPPE, Logan, Ohio.

Enclosed find post-office order for \$1.00 to pay my subscription to "The Billboard." Could not do business without it, and don't want to miss one copy. Wishing you success for 1900, we are, yours truly, LECKIE BILL POSTING CO., Dewagiac, Mich. W. L. Leskie, Mgr.

Continue my name in the directory and my subscription for the ensuing year. The Christmas number received, and it is a dandy in every particular. Business has been first-class this season, and I attribute it to "The Billboard" and my membership in the I. A. of D. CHAS. W. ORRIS, Des Moines, Iowa.

The Magazines for 1900.

THE CENTURY.

The Century Magazine will, with the coming year, celebrate the thirtieth anniversary of its existence. One of the most promising features announced is a life of Cromwell by John Morely. It is to be accompanied by portraits, many of which have never before been in print. Mark Twain is to contribute autobiographical articles and Mr. Richard Whiting will send a number of papers from the Paris Exposition, under the caption of "The Paris of To-day."

SCRIBNER'S.

Scribner's Magazine will contain articles of great interest, contributed by well-known literary stars, such as the War in the Transvaal, the Paris Exposition, College Life, Ouderman and the Soudan, Greenland, and many others of wide and cosmopolitan interests.

HARPER'S.

Harper's will produce two great novels in the coming year, one by Mrs. Humphrey Ward and one by I. Zangwill. Humorous stories by Mark Twain, Frank Stockton and others will appear. Among other contributors are Frederic Pennington, Stephen Crane, Rudyard Kipling and Marie Van Vorst.

THE COSMOPOLITAN.

The Cosmopolitan is a delightfully pictorial magazine, and occupies a field peculiarly its own. It will, as usual, appeal to the readers of bright literature; and will publish portraits of celebrities and pictures of the events of the stage.

PEARSON'S.

Pearson's Magazine was originally an En-

glish youth are to be discussed on the moral side by eminent divines and on the practical side by eminent financiers. Theodore Stanton will write on the Paris Exposition as it compares with the Chicago World's Fair. "The Domestic Life of the Boers," by Olive Schreier, the author of "The Story of an African Farm," will be published immediately, and other African stories will follow by Sir Henry M. Stanley, Rider Haggard and Sir H. H. Johnston, formerly British High Commissioner in Central Africa.

ST. NICHOLAS.

St. Nicholas will publish a number of long stories, each complete in a single number, as an attraction for 1900. Among them will be "Happy Piekauinules," by Ruth McEnery Stuart; "The Kid," by Elizabeth Custer, widow of General Custer; "From Pier to Pyramid," by Mary Mapes Dodge, the editor of St. Nicholas; "A Boy of Galatia," by Samuel C. Sewille, Jr., a story of an athletic contest of ancient times by the author of "The Making of a Mascot"; "Christmas in the Home Station," by Anna E. Rogers, author of many stories of United States naval life abroad; "The Doubtful Member," by the late Mary E. Bradley.

TRUTH.

The prospectus for Truth is most promising, as it is to be full of interesting contributions, and the illustrations up to the standard, and it is an acknowledged fact that Truth is pictorially and typographically a work of art.

FRANK LESLIE'S.

The list of contributors to Frank Leslie's for the New Year is a very extensive one, and ensures its readers many interesting and edifying articles.

AINSLIE'S.

Ainslie's Magazine is to contain sketches of Kentucky life by Duple Read. This is to be one of the treats that this popular magazine has in store for its readers, besides articles that cover international interests.

CASPER WHITNEY'S NEW MAGAZINE.

Mr. Casper Whitney, whose work as a general correspondent and as a brilliant supporter of all that is best in American sport in Harper's Weekly have been widely appreciated, is to retire from that journal on January 1. Mr. Whitney is to have a magazine of his own, or, rather, to use his own words, will find a home for the literature of the "free people," as Kipling happily calls them, which will include not only the publication of books on sport, travel and adventure, but a monthly magazine devoted to the same subjects, and when the season advances, a weekly paper to cover current comment, news, criticism, etc. Mr. Whitney's magazine will undoubtedly be one of the most interesting creations of the new season.

LADIES' HOME JOURNAL.

The Ladies' Home Journal has arranged a programme for the forthcoming year that promises to eclipse anything that that popular monthly has ever attempted and patrons of magazines know what that means. Among the leading contributions will be a series on the theater, in which Franklin Fyles will give descriptions of the play, the players and the theater, their means and management, their trials and tribulations. A pictorial feature will be one hundred illustrations of the most interesting and picturesque places in America by Lindar L. Holden. A. B. Frost has been secured to give a series of pictures of country folk that will be among the best that this popular artist has ever produced.

DAN R. ROBINSON.

Dan R. Robinson, whose portrait appears in this issue though a man of long and wide experience in the show business, is comparatively a new comer in the firmament of star agents.

It is only within the last few years that he has devoted himself to advance work, but his success has been so marked and the work has proved so congenial that it is safe to say that he will devote himself to it entirely in the future.

His ability in his new field first attracted general attention when he was ahead of the Sipe & Blake show. He demonstrated then that he not only possessed sound judgment, but remarkable executive ability as well.

Last year, with the Gentrys, he strengthened his claims of managerial favor by many brilliant advertisements. He proved himself an excellent judge of country, a splendid railroad contractor and an indefatigable worker.

His work has shoved him up into very fast company, but no one doubts his ability to hold his own in the new class.

W. E. FRANKLIN.

William Emory Franklin, well and favorably known from ocean to ocean as the general agent of the great Wallace Shows, is the subject of our front-page this month. He enjoys the reputation of being one of the most aggressive and thorough billers in the show business. His work last season ahead of the Wallace Shows demonstrated conclusively the advantages of heavy billing both in and out of opposition. Colonel Franklin has a wonderful knowledge of country and railroads, in fact, he is the ideal general agent a fact which is further attested by the salary he draws—the largest, it is said, ever paid to a circus agent.

Although a very exacting man, he is a prime favorite with his lieutenants in the advance force, and is held in high esteem by all of his friends and associates without exception.

In private life he is known as Watseka Bill.

The Illinois Press Association will hold its annual meeting at the Lexington Hotel, Chicago, during the first week of February. Chas. Patterson, of "Newspaperdom," New York, has been invited to deliver an address on "display advertising," illustrated by a stereopticon.

The Iowa Press Association elected the following officers for the coming year at its meeting, held in Des Moines, Ia.



DAN R. ROBINSON, Agent for Gentry Bros.' Dog and Pony Show.

"The Billboard" Christmas number is fine in every sense of the word, and is bristling with good things for the advertisers, bill posters and distributors. They should all start the New Year by subscribing for "The Billboard." They will find it money well spent. WM. MELOY & CO., Carlisle, Pa.

I have just received your Xmas number. It is a fine production in both cover and reading matter, but for that matter every number is good, and I could not do without it. GEO. PROTZMAN, Rossburg, Oregon.

A novel poster was seen by a recent sojourner in Nova Scotia. It was printed on rough paper with red paint, in a childish hand, and was tacked to a telegraph pole in a conspicuous position. "There will be a concert and fair in Mrs. Parson's sitting room to-day, July twenty, at two o'clock sharp. Admission—Adults, five cents; children two cents; babies, two for a cent.—Youth's Companion.

The Manufacturing Club of Cincinnati, of which Mr. Wilborg, of the Ault & Wilborg Ink Company is president, is agitating the question of holding an exposition in this city next year. The hard men and the prominent merchants have declared themselves as in favor of the plan, and are willing to support the movement, but as yet nothing definite has been accomplished.

lish publication, but has become thoroughly Americanized, the promoters being American born and bred. It promises to be exceedingly attractive and excellently illustrated.

McCLURE'S.

McClure's, the magazine so popular through its high-class fiction features, will be found to contain in the issues for 1900 many articles on practical topics and scientific subjects. The leading brilliant literateurs who will contribute to the field of fiction are Mark Twain, Bret Harte, Robert Barr, Hamlin Garland and Anthony Hope.

THE CRITIC.

A series of essays on the literature of the nineteenth century, written by Prof. Lewis E. Gates, of Harvard, will appear in the forthcoming issue of The Critic, and other articles by John Jay Chapman and John Lurgans. Clara Morris will contribute autobiographical papers.

YOUTH'S COMPANION.

The Youth's Companion will be found to contain most interesting articles by political celebrities, as well as composers and singers, heroes of both the army and navy, leading educators, celebrated scientists and naturalists, travelers and explorers, and a chosen group of most famous story tellers. In travel, the reader will be taken from Palestine to the Philippines, from one distant pole to the other. The most recent scientific discoveries are to be described by the greatest authorities. The home life and characteristics of great European rulers is to be graphically described. The problems that attend am-



About The Big Expositions.

Extracts from President McKinley's Message to Congress.

Philadelphia Export Exposition.

In accordance with an act of Congress approved Dec. 21, 1888, and under the auspices of the Philadelphia Commercial Museum, a most interesting and valuable exposition of products and manufactures especially adapted to export trade was held in Philadelphia from the 14th of September to the 1st of December, 1889. The representative character of the exhibits and the widespread interest manifested in the special objects of the undertaking afforded renewed encouragement to those who look confidently to the steady growth of our enlarged exportation of manufactured goods, which has been the most remarkable fact in the economic development of this United States in recent years. A feature of this exposition which is likely to become a permanent and increasing utility to our industries is the collection of samples of merchandise produced in various countries with special reference to particular markets, providing practical object lessons to United States manufacturers as to qualities, styles and prices of goods such as meet the special demands of consumers and may be exported with advantage.

In connection with the exposition an international commercial congress was held, upon invitation of the Philadelphia Commercial Museum, transmitted by the Department of State to the various foreign governments with the view to the promotion of international trade. This invitation met with general and cordial acceptance, and the congress, which began its sessions at the exposition on the 14th of October, proved to be of great practical importance from the fact that it developed a general recognition of the interdependence of nations in trade and a most gratifying spirit of accommodation with reference to the gradual removal of existing impediments to reciprocal relations without injury to the industrial interests of either party.

Paris Exposition.

The death of President Faure in February last called forth some sincere expressions of sympathy which befitted the relations of two republics as closely allied by unbroken history, as are the United States and France. Preparations for the representation of the industries, arts and products of the United States at the world's exposition, to be held in Paris next year, continues on an elaborate and comprehensive scale, thanks to the generous appropriation provided by Congress and to the friendly interest the French Government has shown in furthering a typical exhibition of American progress.

There has been allotted to the United States a considerable addition of space, which, while placing our country in the first rank among exhibitors, does not suffice to meet the increasingly urgent demands of our manufacturers. The efforts of the Commissioner General are ably directed toward a strictly representative display of all that most characteristically marks American achievement in the various arts and most adequately show the excellence of our natural productions.

In this age of keen rivalry among nations for mastery in commerce, the doctrine of evolution and the rule of the survival of the fittest must be an inexorable in their operation as they are positive in the results they bring about. The place won in the struggle by an industrial people can only be held by unrelaxing endeavor and constant advance in achievement. The present extraordinary impetus in every line of exportation, and the corresponding increase in the volume and value of our share in the world's markets, may not be attributed to accidental conditions. The reasons are not far to seek. They lie deep in our national character and find expression, year by year, in every branch of handicraft, in every new device whereby the materials we so abundantly produce are subjected to the artisan's will and made to yield the largest, most practical and most beneficial return. The American exhibit at Paris should, and I am confident will, be an open volume, whose lessons of skillfully directed industry, unflinching energy and consummate performance may be read by all on every page, thus spreading abroad a clearer knowledge of the worth of our productions and the justice of our claims to an important place in the markets of the world. To accomplish this by judicious selection, by recognition of paramount merit in whatever walk of trade or manufacture it may appear, and by orderly classification and attractive installation is the task of our commission. The United States Government Building is approaching completion, and no effort will be spared to make it worthy to represent our

nation. It has been suggested that a permanent building of similar or appropriate design be erected on a convenient site, already given by the municipality, to serve in commemoration of the part taken by this country in this great enterprise as an American national institute of our countrymen resorting to Paris for study.

I am informed by our Commissioner General that we shall have in the American sections at Paris over 7,000 exhibitors, from every State in our country, a number ten times as great as those which were represented at Vienna in 1873, six times as many as those in Paris in 1878, and four times as many as those who exhibited in Paris in 1889. This statement does not include the exhibits from other Cuba, Porto Rico or Hawaii, for which arrangements have been made.

A number of important international congresses of special topics affecting public interests are proposed to be held in Paris next summer in connection with the exposition. Effort will be made to have the several technical branches of our administration efficiently represented at these conferences, each in its special line, particularly at the congresses of public charity and medicine.

Pan-American Exposition.

The act to encourage the holding of the Pan-American Exposition at the Niagara frontier within the County of Erie or Niagara, in the State of New York, in the year 1901, was approved on March 3, 1899.

This exposition, which will be held in the city of Buffalo, in the near vicinity of the great Niagara Cataract, and within a day's journey of which reside 10,000,000 of our people, will be confined entirely to the Western Hemisphere. Satisfactory assurances have already been given by the diplomatic representatives of Great Britain, Mexico, the Central and South American republics and most of the States of the United States, that these countries and States will make a unique, interesting and instructive exhibit, peculiarly illustrative of their material progress during the century which is about to close. The law provides an appropriation of \$500,000 for the purpose of making an exhibition at the exposition by the Government of the United States from its Executive Departments and from its Smithsonian Institution and National Museum, the United States Commission of Fish and Fisheries, the Department of Labor and the Bureau of American Republics. To secure a complete and harmonious arrangement of this Government exhibit a Board of Management has already been created and charged with the selection, purchase, preparation, transportation, arrangement and safe keeping of the articles and materials to be exhibited. The board has been organized and has already entered upon the performance of its duties as provided for by law.

I have every reason to hope and believe that this exposition will tend to cement more firmly the cordial relations between the nations on this continent.

Fair Managers' Meeting.

The annual convention of the American Association of Fairs and Expositions was held in Chicago, Nov. 21 and 22. The purpose of the convention was the discussion of matters pertaining to the management of fairs and expositions and the consideration of new propositions for the betterment and enlargement of the work. The first session was largely given to the usual preliminary business in the way of official reports, admission of members, etc. The second session was devoted to the program, which consisted of papers and addresses under the following titles:

"The Influence of the Fair and Exposition in Promoting the Horse Industry," by H. Wade, of Toronto Exposition, and Registrar of the Shorthorn Breeders' Association; "Advertising the Fair," by E. W. Randall, Secretary of the Minnesota State Fair; "The Relation of the Fair to the Railways," by J. Irving Pearce, of Chicago; "The Proper Condition of Show Animals," by A. J. Lovejoy, of the Illinois State Fair; "The Special Relation of the Fair to the City in Which Held," by H. S. Trimes, of the Ohio State Fair; "The Fair and the Speed Horse," by J. H. Steiner, Secretary of the American Trotting Association.

In the selection of dates for the State fairs in 1900, the result was as follows: East in Circuit—New York, Aug. 27 to Sept. 1; Ohio, Sept. 3 to 8; Indiana, Sept. 17 to 22; Illinois, Sept. 24 to 29; St. Louis, Oct. 1 to 6; Western Circuit—Iowa, Aug. 24 to Sept. 1; Minnesota and Nebraska, Sept. 3 to 8; Wisconsin, Sept. 10 to 15; thence to Indiana and Illinois, Toronto, Ont., Sept. 3 to 15. Officers were elected as follows: President, A. J. Lovejoy, Roscoe, Ill.; Vice President, W. F. Harriman, Hampton, Ia.; Treasurer, Wm. M. Liggett, St. Anthony Park, Minn.; Secretary, James W. Fleuling, Columbus, O.

Live Stock Show.

As a result of recent action in Chicago by the breeders' organizations, an International Live Stock Exposition is assured. Dec. 1 to 8, inclusive, are the dates set for the display, and among the main features will be the following:

1. A grand breeders' prize exhibition of cattle, hogs and sheep, with daily sales of all breeds.
2. A great fat stock show, surpassing even the renowned annual Smithfield shows of England, in which the royalty and aristocracy of that country take such pride as exhibitors and interested visitors.
3. A fine display of draft horses and horses for general use, not as a society show, but as a utility show.
4. An exhibition of dressed meats and meat food products of all kinds, and refrigerator appliances for preserving the same.
5. Animal by-products, showing the complete utilization of all parts of the slaughtered animals not directly used as meat foods.
6. An exhibition of packing-house methods and appliances, and Government inspection of meats.
7. Transportation appliances and methods, public inspection of live animals, sheep dipping, etc.
8. Slaughter tests, to determine the results of different methods of preparation for market, and effects of different foods.
9. Meetings of breeders' and stockmen's associations, with able papers and discussions by the foremost representatives of the live stock interests of the world.

In fact, every one interested, from the cattle breeder to the consumer, will be represented. It will be a complete exposition of everything pertinent to the live stock world.

A Memory of The Centennial.

In the December number of "The National Magazine," a writer gives some reminiscences of the Centennial at Philadelphia in 1876, and says:

"What tricks memory plays us! How often, as the stored-up films of the brain are unwound by thought, the revivie is made strange by a picture long forgotten and seemingly out of all keeping with others on the roll. Recollections of the great exposition of 1876 should be of the national splendor there evinced; the marvelous display of other lands; the wondrous beauty of it all. But I see first a negative showing a swarthy oriental, radiant in a purple turban, flowing robes of silk and flashing jewels, who one morning found his pathway in the grounds disputed by some plain Americans. In their haste the visitors gushed the gorgeous vision off the walk. Shaking his fist at the rude disturbers of his dignity, the walking rainbow exclaimed in good Yiddish-Saxon: 'Begeria, does ye take me for a real Turk?'"

Fair Notes.

During the week following Jan. 20, a cycle and automobile show will be held at Madison Square Garden, New York City. It will be the first opportunity that has been presented to see a full line of motor vehicles under one roof. A large number of makers have applied for space, and there is every indication that the fifth annual exhibition, conducted by the company formerly known as the National Exhibition Company, will surpass all others. Space has been limited to those products that will be of interest to the cycle and motor vehicle trade. All the concerns which are now a part of the American Bicycle Company have contracted for space, which will of course force the independent makers to participate on a large scale. It is acknowledged that the automobile part of the show will be the largest of its kind ever held. The show is under the management of Frank W. Sanger.

We are in receipt of the Rules and Premium List of the seventh annual exhibition of the Vermont State Poultry and Pet Stock Association—the show to be held at Woodstock, Vt., Jan. 2, 3, 4 and 5. Rule 1 reads: "The premiums of this association are open to the world," and they are worth going after, too.

In all probability there will be no trotting and pacing meetings at Louisville in 1900. The loss to the Louisville Fair and Driving Association on the fall meeting was in the neighborhood of \$20,000. The blame for this loss has been laid at the door of the two or three-heat plan which Louisville was persuaded to try. These kind of races, especially when the heats are not broken, are not nearly as satisfactory as to divide the money at the end of the fifth heat, according to the rank in the summary.

A rough estimate shows that the Greater American Exposition Company at Omaha will have to pay about \$130,000 to laborers and others to make it square with the world. It was just another case of an attempt to repeat a good thing. The show was unpopular with the towns around and consequently failed to draw their patronage.

Many merchants and industrial expositions assign their floor space in this manner—a fixed price is set for so much room; everybody is given the same rate; then when nearly all of the space has been taken the choice locations are auctioned off; the merchant or firm desiring first pick will have to bid his price for it. This charge is added to the regular price; second choice is disposed of in the same manner; and so on down to the last.

Jan. 18 to 23 are the dates set for the first annual exhibition of the Ohio State Poultry Association. It will be one of the greatest shows of the middle west. Charles McClure, of New London, O., is Secretary and Treasurer.

The Alabama State Fair this fall offered prizes for the two best wekkles in the State.

Twenty-two papers entered the contest, which was held under the auspices of the Birmingham Press Club. The Committee of Award gave the first prize to the Opelika Industrial News, and the second to the Pratt City Herald.

It is reported that George Pangalo's company, backed by Buffalo capitalists, has subscribed \$55,000 for the Midway privilege at the Pan-American Exposition. Ben Yakar, who is also supposed to be backed by capitalists of Buffalo, is also a bidder. Pangalo will, in all probability, get the concession.

The International Motor Carriage Exposition held at Berlin last fall included forty different models and types of motor carriage for one passenger or more; thirteen exhibitors showed motor wagons for freight; twenty-six numbers covered exhibits of motor cycles and trail carts belonging thereto; six firms exhibited motors and parts of the same; two showed only springs and wheels for motor carriages; fifty-one firms exhibited various miscellaneous parts, fixtures and materials for motor carriages not included in the preceding classes, and five exhibitors displayed the literature, drawings, maps and models which the new science of automobilism has thus far developed.

The exhibition proper was made by 120 firms and companies, of whom 81 were German, 12 were Belgian, 12 French and 2 from Switzerland. Not a single American or English maker was represented in his own name, although there were three driving chains and other machine parts of English origin exhibited under the names of their German agents, and three of the most noticeable and admired electrical motor carriages on exhibition were from the works of the Pope Manufacturing Company, of Hartford, and exhibited by the Motorfahrzeug und Motoren-Fabrik, of Marienfeld, a suburb of Berlin, which firm has acquired certain patents of the American company.

The Sportsmen's Show for 1900 will be held in Boston, Mass., Feb. 22 to March 10, inclusive, under the auspices of the Massachusetts Sportsmen's Association. The successful exhibit of this exhibition in 1898 marked a new era in sporting interests, and lovers of all kinds of exercise, and to the great general public which seeks to be entertained, as well as instructed. In addition to the many varieties of live game, strange and rare specimens of live fish, which only the large aquariums afford, Indian customs exemplified, etc., the management has arranged for a full program of water and gymnastic sports directed by leading exponents, which will, with many other notable features, form an exhibition long to be remembered. The advertising for this exhibition throughout New England will be under the able supervision of Mr. R. D. Leonard, proprietor of the R. D. Leonard Advertising Agency, of Boston. Mr. Leonard also has entire charge of the coming exhibition of the Boston Poultry Association. That both shows will be successful can not be doubted.

A mammoth Printing Exposition is to be held at Grand Central Palace, New York from May 2 to June 2, 1900. The exposition was announced but a short time ago by Typographical Union No. 6, and a wonderful trade interest has already developed. The purpose of the show is to give a broader knowledge of the trades, to create new interest and to advertise the exhibitors. Mr. M. Nathan, who had charge of the electrical expositions in New York, has been engaged as director. He has already commenced to advertise, and neither money nor pains will be spared in getting good crowds and attractive displays.

The dates of the Western Manitoba big fair, at Brandon, Manitoba, have been set for July 31 to Aug. 3, 1900.

Cloverdale, Cal., the Orange City, will hold its annual citrus fair in February. The prospects thus far for the fair can be said to be brighter and more promising than ever. A big crop of fruit is expected, and the Orange City will more than sustain the reputation she has gained by reason of the citrus fairs held within her gates.

The Phoenix (Ariz.) Cowboy and Indian Carnival opened Dec. 4 and continued for five days. \$6,500 had been subscribed by the merchants of the city. Add to this the money resulting from privileges, etc., and you will see that the coin supply was ample. The crowds were tremendous, and the entertainments superb. The officers who worked so faithfully for the success of the carnival must be congratulated. They were: S. M. McGowan, Director General, S. J. Michelson, Secretary; L. E. Hoffman, Corresponding Secretary, and S. Oberfelder, Treasurer.

The trustees of the Chamber of Commerce of Portland, Ore., are contemplating the establishment of a permanent exhibit of the products of the State. The amount required to carry out the idea is about \$2,500, which is very little when compared with the amounts contributed annually for the same purpose by San Francisco and Los Angeles, Cal. California has profited immensely through the permanent exhibits at those two cities, and Oregon argues, what is to keep her from enjoying the same benefits, through an exhibition at Portland? In the effort to maintain the exhibit, the trustees have received offers of support from railroads, business men and State institutions.

In the building all the industries of Oregon will be represented—agriculture, horticulture, forestry, lumber, fisheries, mining, etc. The different State boards, Agriculture, Horticulture, Food and Dairy Commissioner, etc., and the Chamber of Commerce will maintain their offices in the institution, and all members will be expected to give some attention and volunteer information regarding these industries, to all visitors.

This plan of the trustees of the Chamber of Commerce is considered timely by the majority of Portland's business men—and is expected to do much for the town and the State.



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HORTICULTURE GROUP.

Pan American Exposition.

The Board of Architects of the Pan American Exposition, which will be held at Buffalo, N. Y., on the Niagara Frontier during the summer months of 1901, is composed of eight members—three residents of New York, two of Boston and three of the city of Buffalo. The architects of the three buildings heretofore mentioned are: Mr. Walter Cook, of the firm of Babb, Cook & Willard, of New York; designs, the Stadium, the screen in front of the railway station, and the Entrance of the Midway; all of these forming the Plaza. Messrs. Babb, Cook & Willard are the architects of the New York Life Buildings in St. Paul, Montreal, Minneapolis and Kansas City. They are now building a new residence for Andrew Carnegie on Fifth Avenue, New York. Mr. Cook is President of the New York Chapter of Architects, and was the only American on a commission which met at Antwerp and San Francisco to decide the competition for plans for the University of California. Mr. Cook studied under Vaudremer. Mr. H. S. Peabody is a member of the firm of Peabody & Stearns, of Boston, who were the architects of Machinery Hall at the World's Fair. They built the Union League Club Building in New York and the Old South Church in Boston. Mr. Peabody studied with Chubb's architect. He has designed the Horticulture, Graphic Arts and Forestry Buildings for the Pan American Exposition. Mr. Edward P. Green is a member of the firm of Green & Wicks, of Buffalo. Among his works are the new Buffalo Savings Bank, Allright Memorial Library at Scranton, Pa., and the Syracuse University Buildings at Syracuse, N. Y. They are the designers of the Machinery and Transportation and Electricity Buildings of the Pan American Exposition.

The Machinery and Transportation Building, 500 by 350 feet, faces on the Mall. This building is designed in a type of Spanish Renaissance, with initial inspiration in the mission buildings found in Mexico and California, supplemented by later examinations of Renaissance work in Spain, modified to fit the conditions of the exposition with its airy and festive surroundings. An early traveler writes: "The mission building is in the form of a hollow square, the front of which a gallery extends. The edifice, a single story high, is raised a few feet above the ground. In the interior is a court adorned by a fountain and planted with trees. For the erection of the buildings, the beams were transported from the mountains, and the Indians taught to burn lime, to stone and make brick and tile." Briefly stated, the Machinery and Transportation Buildings form a hollow square, with arcades on all sides. In the interior is a court 100 by 200 feet, adorned by a long pool of water, with a fountain surrounded with shrubs and flowers, artistically planted. This pool of water, with its calm reflection and atmosphere of quiet restfulness forms one of the many little oases planned for the refreshment of the weary sightseer. If we add to the traveler's description that the roofs are of red tile, the walls of cement, the work is more ornamented, the structure covered with glowing colors, we have briefly correct description of this building. The facades present an arcaded effect corresponding in appearance to mission cloisters; the eaves, with great overhangs, add to the picturesque. Each facade is broken by an important architectural feature, and each corner flanked with low pavilions, the design being large, plain surfaces for color, while the eaves give deep shadows. The color scheme is made up in reds and browns, light in tint. The loggias, balconies, pavilions and other accessories are to be ornamented with shrubs, vines and flowers, blending with the coloring of the building. The openings are grilled with specimens of wrought-iron "pajas," or grill screens, such as are seen in examples of Spanish architecture of the sixteenth century. The building has numerous entrances, the principal ones being in the center of the four facades. Once inside the structures, the size will be appreciated. All the towers, pavilions, and other proper accessories are to be brilliantly illuminated and made gay with banners and flags.

HORTICULTURE GRAPHIC ARTS AND FORESTRY.

The three buildings for Horticulture, Graphic Arts and Forestry, of which Messrs. Peabody & Stearns are the architects, form a picturesque group at the end of the West

The largest of these, the Horticulture Building, stands between the other two on an axis with the Garden. The Forestry Building is on the north side, the Graphic Arts on the south, adjoining the lake. Arcades connect the three buildings, forming in front a semi-circular court. Between the arcades the ground rises slightly to the level of the Fountain of the Seasons. The area of the Horticulture Building is 45,000 square feet. The Graphic Arts and Forestry Buildings each cover 30,000 square feet, and are similar in design. In plan, the Horticulture Building is square, with central lantern, rising to a height of 240 feet at the intersection of the four arms of a Greek cross, which includes in its angles four small domes. On the center of each facade is a deeply-recessed arched entrance. The Graphic Arts and Forestry Buildings have four corner towers, and on the east facade a vaulted loggia of three arches forms the main entrance. Above the red roofs of Spanish tile, numerous lanterns, pinnacles and Venetian flagpoles, from which float gay-

self has been given to Messrs. Babb, Cook & Willard, of New York, and the style adopted—a very free version of Spanish architecture—has suggested the name of the Plaza, which has been given it. The central portion of this square is occupied by a terrace only very slightly raised above the surface of the square, and surrounding a sunken garden, in the middle of which is a band-stand. The terrace, as well as the garden itself, will afford a large space for listeners who attend the concerts which it is proposed to give. Outside, and at the north of the Plaza, is the railway and trolley station, from which it is supposed the greater number of visitors will enter the exhibition grounds. The railway station itself is masked by a colonnade flanked at either end by two colossal arches, one for those entering the exposition, and the other for those leaving it. This colonnade bounds the Plaza on the north. It is surrounded by a trellis, which it is proposed to cover with vines of various sorts. The west side of the Plaza is bounded by a building which is to serve as a large restaur-



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MACHINERY AND TRANSPORTATION BUILDING.

ly-colored banners, add a festive picturesqueness to the sky-line. The broad, white wall surfaces are ornamented with colored bas-reliefs. Arabesques of twining vines of fruits and flowers, among the branches of which are children and birds, decorate the numerous pilasters of the facades and arcades. Above the eastern entrance of the Horticulture Building are two colored compositions representing Ceres, the goddess of the harvest, bearing in her arms a sheaf of golden wheat. Her chariot is drawn by three lions led by Flora and Primavera. The decoration of the Graphic Arts and Forestry Buildings is chiefly confined to the vaulted ceilings of their loggias, where the brilliantly colored decorations remind one of the famous example of the Villa Madama.

THE PLAZA.

The northern part of the exhibition ground is occupied by a square about 500 feet from east to west and 350 feet from north to south. The buildings bounding three sides of this square and the arrangement of the square it-

self has been given to Messrs. Babb, Cook & Willard, of New York, and the style adopted—a very free version of Spanish architecture—has suggested the name of the Plaza, which has been given it. The central portion of this square is occupied by a terrace only very slightly raised above the surface of the square, and surrounding a sunken garden, in the middle of which is a band-stand. The terrace, as well as the garden itself, will afford a large space for listeners who attend the concerts which it is proposed to give. Outside, and at the north of the Plaza, is the railway and trolley station, from which it is supposed the greater number of visitors will enter the exhibition grounds. The railway station itself is masked by a colonnade flanked at either end by two colossal arches, one for those entering the exposition, and the other for those leaving it. This colonnade bounds the Plaza on the north. It is surrounded by a trellis, which it is proposed to cover with vines of various sorts. The west side of the Plaza is bounded by a building which is to serve as a large restaur-



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has a quarter-mile running track and a sufficiently large space in the inside of this for any of the athletic games. Great attention has been paid to having a large number of aisles to reach the seats, and, in addition to the principal entrance on the west, there are provided seven large exits. These exits are made of sufficient breadth and height to admit, in case of need, the largest vehicles or floats, as it is proposed to use the Stadium for certain pageants. Exhibits of automobiles in operation, judging of horses, live stock, agricultural machinery, road machinery, etc. No exhibitor has ever had such a splendid arena in which such exhibits can be displayed, and the Athletic Carnival to which the Stadium is particularly devoted is expected to be one of the most interesting features of the exhibition. The space under the seats is to be used for exhibition purposes, and is in itself the equivalent of a very large building. The total length of the Stadium, including the building which forms the entrance, is about 870 feet, and the breadth about 200 feet.

Kansas City Carnival.

The closing year has been very prolific in street fair and out door exhibitions. There has been more fairs and exhibitions held during 1899 than has ever been known in the history of America. Every town, city or hamlet held them with excuses and without. As a rule, public celebrations are held for the purpose of celebrating some event, but this year, traditions were thrown to the winds, and the energy of the American merchant in desiring to sell his goods readily displayed itself through the latest advertising novelty—that of fairs and exhibitions. The street exposition is the acme of artistic outdoor advertising in America. Among the many cities that held street exhibitions, Kansas City, Mo., is the largest city at the present, vying to hold a street exposition. It heads the list as the largest one ever held in America. It had the largest number of square feet covered by booths, the greatest number of live exhibits, the greatest number of manufacturers giving a reproduction of their plants ever held in any city outside of an inter-national exposition, the largest number of daily visitors and the largest midway ever given in a street exposition.

The receipts received by the merchants and theaters were enormous. In all previous years, the visitors returned to their homes at night. This year, however, they remained for days at a time, and many nights during the exposition it was impossible to obtain a room in a hotel or lodging house. The weather during the fair was all that could be desired.

The directors of the Carnival Krewes, under whose auspices the street exposition was held, are a body of broad-minded gentlemen. They give a great deal of credit to Col. DeGarmo Gray, the well-known fair promoter, and are exceedingly grateful to him. They proudly furnish statistics from the banks and merchants, showing that nearly two millions of dollars in cash were brought into and left in the city in exchange for the attractions offered.

The parades of a Carnival nature, were more original and contained a greater number of floats than ever before. The reason of this was that Col. Gray, who was Director of Amusements at Nice and Monte Carlo for a number of years, gladly gave the merchants of Kansas City the advantage of his many years of experience in Carnivals there.

The pinnacle of success was achieved when the first "Grand Bal Masque," which closed the festivities and the exposition was held. Convention Hall was the chosen place. It was a subscription ball, and the elite of society not only of Kansas City, but of all the surrounding towns within a radius of 200 miles were present. The fun and frolic lasted until 2 a. m., when the theatrical companies playing in the city, started the Grand March from the roof garden to the main floor, making a circuitous tour of the great building. Matthew's & Hulger's celebrated Farce Comedy Company led the march.

In the last issue of "The Billboard" there appeared an article headed Leon County Fair, stating that Mr. Roberts, of Indianapolis, had absconded on the third day and defrauded the association out of \$50 due for privileges. We beg to correct this, since we are in receipt of a letter from Mr. Roberts, in which he says that he was not near Marquez, Texas, nor in Leon County, at the time of the fair, and that he had not been for about twelve months. He contracted for the gaming privilege at the fair, but did not fill the contract. He sold the privilege to another man, who is probably responsible for the trouble.

THE BILLBOARD.



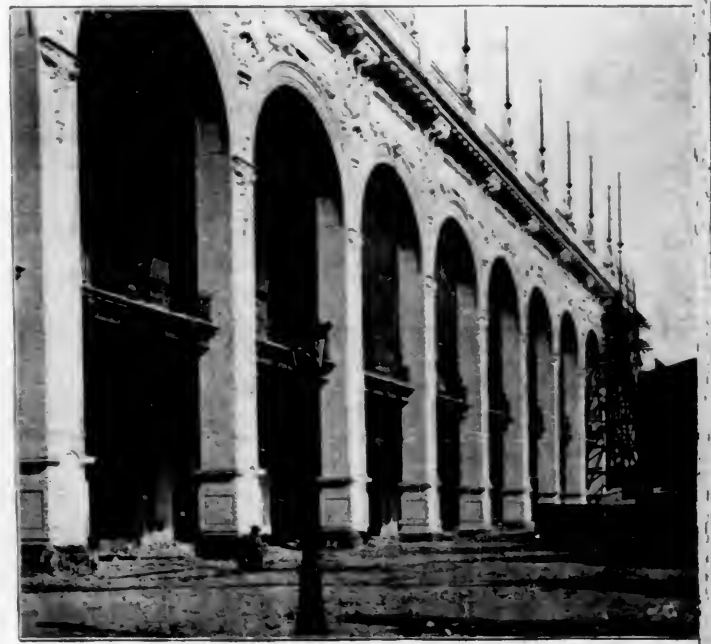
Palace of Ceramics and Glass.



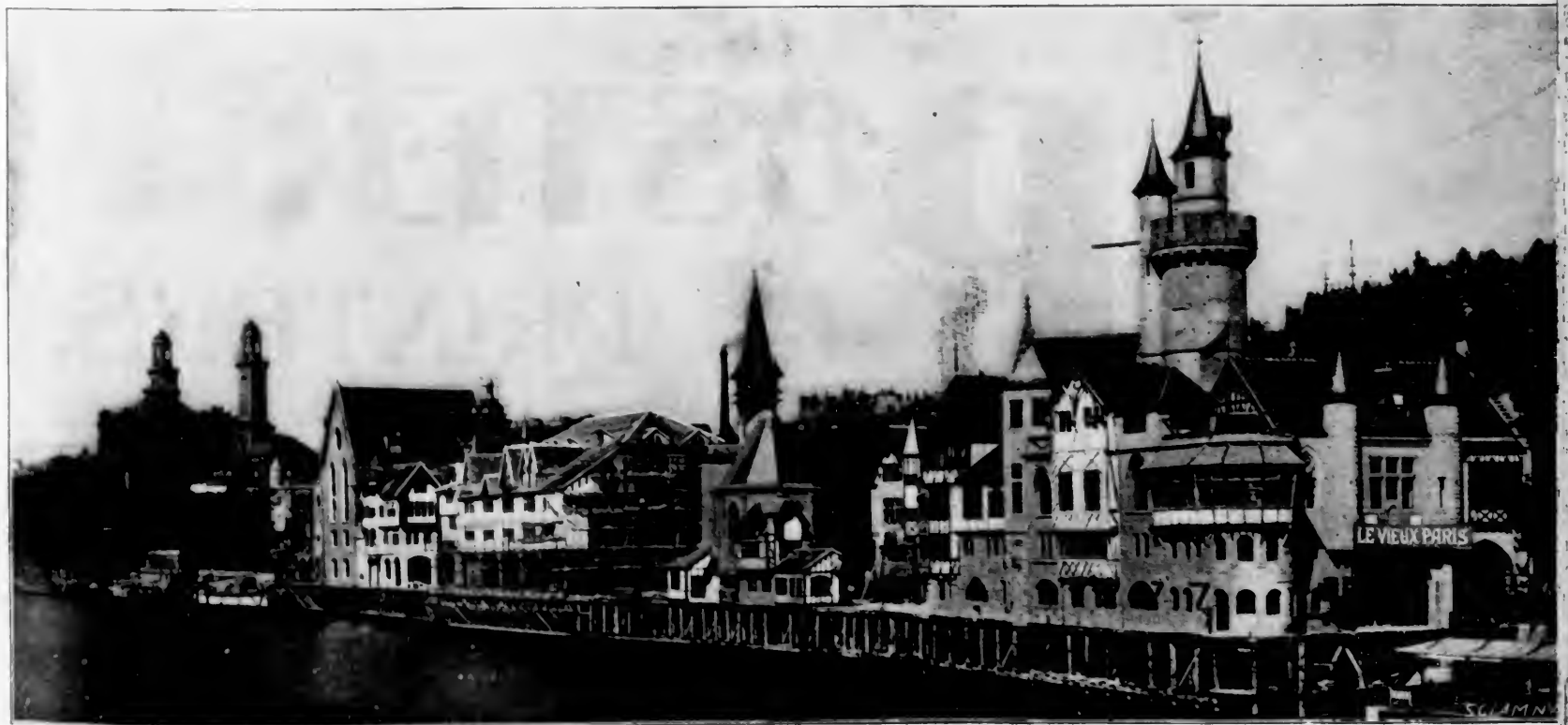
Side of Grand Palace of Fine Arts.



Present Condition of Esplanade des Invalides.



Palace of Mines and Metallurgy - Champ de Mars.



Ancient Paris on the Northern Banks of the Seine.

VIEWS OF THE PARIS UNIVERSAL EXPOSITION.

Courtesy of the Scientific American.

A World's Fair in Rome.

According to Italian newspapers, there is a movement on foot in Italy to hold a World's Fair in the Eternal City in the year 1910. It shall eclipse everything shown in this country before, even the Paris Exposition of 1889. At that time it is expected to have all the public buildings finished, which could not be completed for a lack of capital; the new bridge across the Tiber will also be finished, and several new bridges are projected. A new Grand Opera House will also be built, and a gigantic memorial to King Victor Emmanuel on the Capitol Hill, which will also be finished by that time, is expected to prove one of the greatest attractions for visitors. It is expected to raise the money needed by subscription.

Fair Notes.

The American Street Fair and Exhibition Co., with offices at 1432 Broadway, New York, is the name of a new concern organized to promote street fairs and carnivals. On Wednesday night, December 22d, the Chicago Athletic Association gave a full-sized circus. Many circus performers who were wintering in Chicago were secured, and a circus was announced by regular bona-fide circus posters. Although it was an indoor affair, it was an immense success, and was more like a real circus than many of the tented shows.

The Commercial Club, of Lewiston, Idaho, recently passed resolutions, which were in substance as follows: That a fair be held on Oct. 15, 1900; that the expenses be defrayed by donations from county, city, business men and privileges; that grounds be secured, exhibits secured, premiums offered; that amusements be provided, etc. The board of directors means business, and have taken an early start, which argues well for the success of the undertaking.

The Los Angeles Industrial Exposition is held at Hazard's Pavilion, from Feb. 29 to March 13, 1900, inclusive. Besides the text and manufactured products of the city, there will be a citrus fair and an exhibit of mineral resources of Southern California. One of the novel features of the Portland (Ore.) Exposition was the war museum for the benefit of the fund being raised to erect a monument to the memory of the Oregon volunteers who lost their lives in the service of their country. The receipts resulting from

the experiment amounted to \$1,112.45. The following is the financial result of the 1899 exposition, compared to that of 1898:

Expenses, 1898	\$26,427.15
Expenses, 1899	25,480.34
Decrease	\$ 946.81
Admission ticket sales, 1898	\$22,068.55
Admission ticket sales, 1899	15,626.25
Decrease	\$ 6,442.30
Concessions, 1898	\$ 1,738.40
Concessions, 1899	1,842.34
Increase	\$ 103.94

From this it may be seen that the exposition did not receive the patronage it should, but the non-attendance may be laid to the door of the two weeks of bad weather during the fair. However, the exposition certainly gave an excellent entertainment, and managed to pay the subscribers 27 per cent. of their money back, besides donating money to worthy charities—which is very satisfactory to everybody.

The catalogue of the Northern Illinois Poultry Association Show, to be held at Belvidere, Jan. 15 to 19, has reached this office. A grand prize of \$20 in gold and many other valuable premiums are offered. We also note that the premium list has exceptionally good advertising patronage.

NOTICE TO ADVERTISERS!

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Rochester, N. Y., December 1st, 1899.

Gentlemen:—We have your letter of the 29th ultimo., and beg to say that we believe the work of distributing which you have done for us in that city was the best job of the kind we have ever had done, judging from the results, and also from the evident interest you have taken in the work. When we are ready for another distribution there, you may expect to do the work. Very truly yours,
B. H. BACON,
Proprietor of Otto's Cure and Bacon's Celery King.

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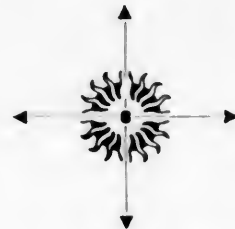
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CONVENTIONS,

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 prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

ALBANY, N. Y.—Medical Society of the State of New York. Jan. 30 to Feb. 1, 1900. T. C. Curtis, M. D., secy., Albany, N. Y.
ANDOVER, O.—Beekeeper's Association of Ohio, Pennsylvania and New York. Jan. 10 and 11, 1900. Ed. Jolly, Franklin, Pa.
ATLANTA, GA.—Train Dispatchers of America. June 14, 1900. J. F. Mackie, Stewart Ave., Chicago.
ATLANTIC CITY, N. J.—Grand Lodge of Elks. July 12, 1900.
AURORA, ILL.—Ancient Order Hibernians. 1900. Daniel McGlynn, secy., St. Louis.
BALTIMORE, MD.—Grand Lodge, A. O. U. W. Third Tuesday in March, 1900. A. F. Tolbert, Manf Record Bldg., Baltimore, grand recorder.
BALTIMORE, MD.—Grand Lodge of Maryland, Independent Order Mechanics. March 19. Elmer Bernhard, 630 and 632 W. Baltimore st., Baltimore, Md.
BALTIMORE, MD.—National Association of Master Plumbers. June, 1900. Chas. L. Byrne, 1308 Cottage Grove av., Chicago, Ill.
BALTIMORE, MD.—American Bowling Congress. Jan. 9. Sam Karpf, New York City, secy.
BALTIMORE, MD.—Independent Order of Free Sons of Israel. 1902.
BALTIMORE, MD.—Shield of Honor of Maryland. Feb. 3, 1900. W. J. Cunningham, secy. 206 E. Fayette street, Baltimore, Md.
BALTIMORE, MD.—Catholic Benevolent Legion. Feb. 3, 1900. Thos. Foley Hisky, secy., 100 W. Fayette street, Baltimore, Md.
BATON ROUGE, LA.—Louisiana Sunday School Association. April 24, 25 and 26. Mrs. A. M. Mayo, Lake Charles, La., cor. and statistical secy.; Rev. R. P. Howell, Zwilch, La., recording secy.
BEATRICE, NEB.—Head Camp, Woodmen of the World. Second Tuesday, February, 1901. E. I. Spencer, Wichita, Kan., secy.
BOSTON, MASS.—Coopers' International Union of N. A. Oct. 8. James A. Cable, 542 Elizabeth av., Kansas City, Kan.
BOSTON, MASS.—Grand Lodge, N. E. O. P. March 14. E. S. Hinkley, 1 Somerset st., Room 11, Boston.
BOSTON, MASS.—Massachusetts Master House Painters and Decorators. Jan. 11. William E. Wull, 14 Morgan st., Somerville, Mass.
BOSTON, MASS.—American Railway Accounting Officers. May 30, 1900. J. E. Quirk, Toronto, Can.
BOSTON, MASS.—American Surgical Association. May 1 to 3, 1900. Herbert Burrell, 22 Newbury St., Boston.
BOSTON, MASS.—A. O. H. National Convention. May 14, 1900. James Sullivan, Race St., Philadelphia, Pa.
BOSTON, MASS.—Knights and Ladies of Honor, Grand Lodge. May 9, 1900. Sam Hathaway, 228 Tremont st., Boston, Mass.
BOSTON, MASS.—O. U. A. M. State Council. Feb. 22, 1900. Chas. C. Littlefield, secy., 43 Milk street, Boston.
BOSTON, MASS.—Ancient Order of Hibernians. July, 1900. James O. Sullivan, Philadelphia, Pa., nat. secy.
BOSTON, MASS.—State Council Knights of Columbus. Feb. 6, 1900. Wm. J. O'Brien, secy., 597 Washington street, Boston.
BRATTLEBORO, VT.—Vermont Dairymen's Association. Jan. 9 to 11, 1900.
BUFFALO, N. Y.—Knights of Honor. June 12. H. F. Nelson, 816 Olive st., St. Louis, Mo., secy.
CEDAR RAPIDS, IA.—American Poultry Association. Jan. 15 to 20, 1900. H. A. Bridge, Columbus, O., secy.
CEDAR RAPIDS, IA.—Iowa Engineering Society. Jan. 17 and 18. E. P. Boynton, secy.
CEDARVILLE, O.—Reformed Presbyterian National Conference. May 30, 1900. Rev. F. Foster, secy., 341 W. 29th St., New York City.
CENTRAL CITY, COL.—Pioneers' Association Reunion. Jan. 11. Jesse P. Waterman, Central City, secy.
CHATTANOOGA, TENN.—State Council, Jr. O. U. A. M. May 15. Albert B. Adams, Chattanooga, Tenn.
CHICAGO, ILL.—Bohemian Catholic Central Union. Sept. 26, 1900. Frank Lindelar, 56 Jewett st., Cleveland, O., secy.
CHICAGO, ILL.—Grand Lodge, D. D. H. der V. ST. Sept. 5. Chas. Lanher, 107 Somers st., Brooklyn, N. Y.
CHICAGO, ILL.—National Duroc-Jersey Record Association. Jan. 2, 1900. Robt. J. Evans, secy., El Paso, Ill.
CHICAGO, ILL.—Steam and Dredge Engineers, Brotherhood of America. Jan. 2. T. C. Delan, 39 Dearborn st.
CHICAGO, ILL.—G. A. R. National Encampment. Aug. 28 to Sept. 1. Thomas J. Stewart, Philad Bldg., Pa., secy.
CHICAGO, ILL.—American Maize Propaganda Annual Meeting. Feb. 8, 1900. B. W. Snow, secy., Marquette Bldg., Chicago.
CINCINNATI, O.—National Association of Chiefs of Police of United States and Canada. May 8. Harvey D. Orr, Grand Itap-ns, Mich., secy.
CINCINNATI, O.—National Convention B. Y. P. O. July 12 to 15, 1900. Rev. E. E. Chivers, 324 Dearborn st., Chicago.
CINCINNATI, O.—Western Paper Box Mfg. Association. Jan. 18 and 19. R. H. Crane, 45 Main st., Cincinnati.
CINCINNATI, O.—Union of American Hebrew Congregations. Jan. 15, 1901. Lipman Levy, secy., Cincinnati, O.

CLEVELAND, O.—The Traveling Engineers' Association. Sept. 11. W. O. Thompson, Elkhart, Ind.
CLEVELAND, O.—United Lumber Dealers. Jan. 23 and 24. Frank E. Kimball, Elyria, O., secy.
CLEVELAND, O.—National Retail Grocers' Association. Jan. 16 to 18. A. M. Crawford, Chicago, Ill., secy.
CLEVELAND, O.—Royal Templars of Temperance. Jan. 30, 1900. Geo. M. Caldwell, 57 Tennis st., Cleveland, O., secy.
CLINTON, IA.—Iowa Master Plumbers' Association. Jan. 9 and 10. John E. Allen, 518 E. Walnut st., Des Moines, Ia., secy.
COLUMBUS, O.—Ohio State Poultry Association. Jan. 15 to 23. Chas. McClure, secy., New London, O.
COLUMBUS, O.—State Board of Commerce. Jan. 10. H. A. Griffin, Cleveland, secy.
COLUMBUS, O.—The Order of the United Commercial Travelers of America. June 29 and 30. Chas. B. Flagg, Columbus.
COLUMBUS, O.—State School Board Association. Jan. 24 and 25. J. M. Weaver, Dayton, O.
COLUMBUS, O.—Ohio Wool Growers' Association. Jan. 19. C. S. Chapman, Marysville, O.
COLUMBUS, O.—Ohio Association of Presidents and Secretaries of Fairs. Jan. 10, 1900. Geo. W. Carey, secy., Lebanon, O.
COLUMBUS, O.—Horse Breeders' Association. Jan. 10. S. Taylor, Pleasant Corners, O.
COLUMBUS, O.—American Chester White Record Association. Jan. 19, 1900. Carl Freigau, secy., Dayton, O.
COLUMBUS, O.—Ohio Jersey Cattle Club. Jan. 10, 1900. A. T. Dempsey, secy.
DAYTON, O.—Ohio Poland China Record Co. Jan. 23, 24, 1900. Carl Freigau, secy., Dayton, O.
DAYTON, O.—State Municipal League. Jan. 16 to 18. Dr. S. O. Griffin, Columbus, O.
DAYTON, O.—County Commissioners' State Association. Jan. 9, 1900. J. C. Hauser, Sandusky, O., secy.
DES MOINES, IOWA.—National Congress of Mothers. May 23, 1900. Mrs. Vesta Cassidy, Forest Glen, Md.
DES MOINES, IOWA.—Iowa Miller's Association. Jan. 16, 1900. J. C. Van Meter, secy., Desoto, Iowa.
DES MOINES, IOWA.—Marble and Granite Dealers Association. Jan. 17, 1900. E. H. Prior, secy., Postville, Iowa.
DES MOINES, IA.—Implement and Vehicle Dealers Association of Northern Iowa.
DES MOINES, IA.—State Bottlers' Association. Jan. 9 and 10. F. Harback, secy.
DES MOINES, IOWA.—Brotherhood of Locomotive Firemen. September, 1900. F. W. Arnold, Peoria, Ill., secy.
DETROIT, MICH.—Lake Carriers' Association. Jan. 16, 1900. Chas. H. Keep, secy., Buffalo N. Y.
DETROIT, MICH.—United States Railroad Clerks' Mutual Benefit Association. Sept. 6. J. V. Henry, Quincy, Ill., secy.
DETROIT, MICH.—Glass Bottle Blowers' Association of United States and Canada. July 8. Wm. Lanner, Rooms 930 and 931, Witherpoon Bldg., Philadelphia, Pa.
DETROIT, MICH.—Grand Lodge, Switchmen's Union of North America. May 21. J. E. Tipton, Chamber of Commerce, Kansas City, Kan., grand secy. and treas.
DETROIT, MICH.—Royal and Select Masters, Grand Council. Jan. 15. Jas. McGregor, County Clerk's Office, Detroit, secy.
DETROIT, MICH.—National Brick Manufacturers' Convention. Feb. 7 to 10. T. A. Randall, Indianapolis, Ind.
DETROIT, MICH.—Michigan Dairymen's Association. Feb. 6 to 8, 1900. S. J. Wilson, secy., Flint, Mich.
DETROIT, MICH.—National Association Master Hackmen. Sept. 4 to 6. A. L. Woodworth, Lima, O.
DETROIT, MICH.—Knights of Khorassan. Aug. 27. H. W. Belding, St. Louis, Mo.
DETROIT, MICH.—National Saddlery Association Convention. July 12 to 14, 1900. John H. Denver, St. Louis, Mo.
DETROIT, MICH.—Supreme Lodge K. of P. Aug. 21, 1900. R. L. C. White, secy., Nashville, Tenn.
DETROIT, MICH.—Republican State League. Feb. 22, 1900. Burt D. Cady, secy., Port Huron, Mich.
DETROIT, MICH.—R. A. M. Grand Lodge. Jan. 16 and 17, 1900. Grand Lodge, Jan. 23 and 24. J. S. Conover, secy., Coldwater, Mich.
DETROIT, MICH.—F. and A. M. Grand Lodge. Jan. 23, 1900. Frank T. Lodge, Port Huron, Mich., secy.
DOVER, DEL.—Kent County Protective Association. Jan. 23. H. C. Collision, Dover.
DOVER, DEL.—Grand Lodge, A. O. U. W. Feb. 13, 1900. Chas. E. Woods, Wilmington, Del., secy.
DULUTH, MINN.—Minnesota Retail Hardware Association. Feb. 14, 1900. J. W. Clark, Minneapolis, Minn., secy.
DURHAM, N. C.—Jr. O. U. A. M. State Council. Feb. 20, 1900. P. S. Preston, secy., Box 275, Salem, N. C.
EAGLE, WIS.—State Sheep Breeders' and Wool Growers' Association. Jan. 16. J. N. Crawford, Mukwonago, Wis.
ELMIRA, N. Y.—Southern Masonic Relief Association. Jan. 9. S. M. Beers, Masonic Temple, Elmira.
EMPORIA, KAS.—Democratic Editorial Fraternity of Kansas. Feb. 8, 1900. W. P. Morrison, secy., Sterling, Kas.
FARGO, N. DAK.—Tri-State Grain Growers' Convention. Jan. 23 to 26. J. H. Worst, Fargo, N. Dak.
FLINT, MICH.—The American Tamworth Swine Record Association. Feb. 8. E. M. Ball, Hamburg, Mich., secy.
FRANKFORT, IND.—Supreme Lodge of Moose. February, (second Tuesday), 1900. M. G. Kelly, Crawfordville, Ind., secy.
FREDERICK CITY, MD.—United Brethren Church of United States and Europe Centennial Celebration. 1901.
FT WORTH, TEX.—Fat Stock Show. March 13, 1900. D. O. Lively, secy.
FT WORTH, TEX.—National Stock Breeders' Association. January 16, 1900.
FT WORTH, TEX.—State Real Estate Association. Jan. 16 and 17, 1900. T. J. Skaggs, secy.

FULTON, ILL.—Supreme Lodge Mystic Workers of World. March 13 and 14, 1900. Edward Jackson, Fulton.
GALVESTON, TEX.—I. O. O. F. Grand Lodge. Feb. 5. G. C. Fahn, Dallas, Tex., grand secy.
GRAND RAPIDS, IOWA.—Association. Jan. 20, 1900.
HARRISBURG, PA.—I. O. O. F. Grand Encampment Annual Session. May 14, 1900. James B. Nicholson, Odd Fellows Temple, Philadelphia, Pa.
HARTFORD, CT.—Civil Engineers' and Surveyors' Association. Jan. 9. E. D. Graves, Astor Building, Hartford.
HARTFORD, CT.—Connecticut Horticulture Society. County Bldg. Jan. 2. W. T. Garner, 86 New Britain av., Hartford.
HARTFORD, CT.—New England Tobacco Growers' Association. Jan. 8. S. C. Hargin, Glastonbury, Ct., secy.
HARTFORD, CT.—Connecticut Letter Carriers' Association. Feb. 22. R. M. Burroughs, Bridgeport, Ct., secy.
HARTFORD, CONN.—F. & A. M. Grand Lodge of Connecticut. Jan. 17, 1900. John H. Barlow, secy.
HARTFORD, CONN.—State Dairymen's Association. Jan. 15 to 20.
HUMBOLDT, IA.—Grand Lodge of Iowa I. O. G. T. Third Tuesday in August, 1900. B. T. Green, Howard, Ia.
INDIANAPOLIS, IND.—United Mine Workers of America. Jan. 15. W. C. Pearce, secy.
INDIANAPOLIS, IND.—Indiana Lumbermen's Association. Jan. 16 and 17. R. K. Willman, Hartford City, Ind.
INDIANAPOLIS, IND.—Indiana Republican Press Association. Jan. 25 and 26. W. B. Campbell, Anderson, Ind., secy.
INDIANAPOLIS, IND.—American Essex Association. Jan. 2 to 7, 1900. F. M. Srout, McLean, Ill., secy.
INDIANAPOLIS, IND.—State Wool Growers' Association. Jan. 2, 1900. J. W. Robe, secy., Greencastle, Ind.
INDIANOLA, IA.—Shorthorn Breeders' Association. Jan. 6. H. T. Metcalf, secy.
INGELTOLL, ONT., CAN.—Ontario Cheese and Butter Makers' Association. Jan. 16 to 18. W. W. Brown, Attercliffe, Ont., secy.
JACKSONVILLE, FLA.—F. & A. M. Grand Lodge of Florida. Jan. 16, 1900. W. P. Webster, secy.
JACKSONVILLE, FLA.—The Florida State Dental Society. May 1, 2 and 3. Dr. Carroll H. Frink, Fernandina, Fla.
JACKSONVILLE, FLA.—F. & A. M. Grand Lodge. Jan. 16. W. P. Webster, secy.
JACKSON, TENN.—State Federation of Labor. Jan. 8. E. F. Grace, care Labor Journal, Memphis.
JEFFERSONVILLE, IND.—Grand Lodge of Indiana. K. of H. Feb. 3d Tues. 1900. J. W. Jacobs, secy., Jeffersonville, Ind.
JERSEY CITY, N. J.—State Convention, St. Patrick's Alliance. Jan. 22. Frank J. McGowan, 38 Chestnut st., Trenton, N. J.
KANSAS CITY, MO.—Missouri and Kansas Lumber Dealers' Association. Jan. 22 to 25. Harry A. Gasuch, secy.
KANSAS CITY, MO.—Western Retail Implement Dealers' Association. Jan. 17 and 18. H. J. Hodge, Abilene, Kan., secy.
KANSAS CITY, MO.—Supreme Lodge, National Reserve Association. October. A. G. Lightner, 306 Baird Bldg., Kansas City.
KEARNEY, NEB.—State Camp Modern Woodmen of America. Bi-ennial Meeting. Second Wednesday in 1901. W. A. Forsyth, secy., Loomis, Neb.
LEWES, DEL.—State Council, Jr. O. U. A. M. Tuesday, Feb. 20. W. J. Moreland, 520 W. 6th st., Wilmington, Del.
LINCOLN, NEB.—State Conference of Charities and Corrections. Feb. 7, 1900. A. W. Clark, secy., 506 South 15th st., Omaha, Neb.
LINCOLN, NEB.—Nebraska Press Association. Jan. 23 and 24, 1900. F. N. Merwill, secy., Beaver City, Neb.
LINCOLN, NEB.—National Buttermakers' Association. Feb. 19 to 23. E. Ludendorf, Elgin, Ill.
LINCOLN, NEB.—State Historical Society. Jan. 9, 1900. Prof. H. W. Caldwell, secy.
LITTLE ROCK, ARK.—Arkansas Dental Association. Jan. 2. W. H. Burkley, D.D., secy.
LONDON, ENGLAND.—Salvation Army Congress. July, 1900. Commissioner Howard, 101 Queen Victoria st., London, E. C., Eng.
LOS ANGELES, CAL.—Roadmasters' Convention. Nov. 13, 1900. J. B. Dickson, secy., Sterling, Ill.
LOUISVILLE, KY.—National Saddle Horse Breeders' Association. April 7, 1900. I. B. Nail, secy., Louisville.
LOUISVILLE, KY.—A. O. U. W. Grand Lodge. February (second Tuesday), 1900. J. G. Walker, secy., Room 9, Norton Building, Louisville, Ky.
LOUISVILLE, KY.—Grand Encampment, Knights Templar. August, (fourth Tuesday), 1901. Reuben H. Lloyd, San Francisco, Cal., Grand Master.
MADISON, WIS.—State Bee Keepers' Association. Feb. 8 and 9, 1900. N. E. France, secy., Flattersville, Wis.
MAHONEY CITY, PA.—Reformed Brotherhood of Andrew and Philip. November, 1900. W. O. Anderson, secy., 610 Prossman street, Baltimore, Md.
MANCHESTER, N. H.—State Press Association. Jan. 17. S. C. Gould, Manchester, secy.
MARTINSBURG, W. VA.—State Bar Association. Jan. 3 and 4. T. M. Garvin, Wheeling, W. Va.
MERIDIAN, MISS.—Masonic Convention. K. T. Grand Commandery; R. S. M., Grand Council; R. A. M., Grand Chapter; F. & A. M., Grand Lodge. Feb. 19 to 22. J. L. Power, Jackson, Miss.
MIDDLEBURY, VT.—State Merino Sheep Breeders' Association. Jan. 24, 1900. L. A. Skiff, Middlebury, secy.

MILWAUKEE, WIS.—Northwestern Electrical Association. Jan. 17 to 19. Thos. H. Mercen, 85 Michigan st., Milwaukee.
MILWAUKEE, WIS.—National Association of Railway Commissioners. May 8. E. C. Moseley, Washington, D. C., secy.
MILWAUKEE, WIS.—Supreme Court, United Order of Foresters. July 9. S. W. Denison, Hathaway Bldg., Milwaukee.
MILWAUKEE, WIS.—General Federation of Women's Clubs. Biennial Meeting. May 1900. Mrs. Emma A. Fox, 21 Bagley ave., Detroit, Mich., secy.
MILWAUKEE, WIS.—Wisconsin Retail Hardware Association. Feb. 1st Wed., 1900. C. Peck, secy., Berlin, Wis.
MILWAUKEE, WIS.—Grand Chapter Arch Masons. Feb. 21, 1900. J. W. Ladin, secy., Milwaukee, Wis.
MINNEAPOLIS, MINN.—Northwestern Lumber Association. Jan. 16 to 18. W. G. Hollis, 907 Lumber Exchange.
MINNEAPOLIS, MINN.—State Conventio O. D. H. S. Jan. 25, 1900. Herman Circle, secy., Box 444, Minneapolis, Minn.
MOLINE, ILL.—Illinois Society of Engineers and Surveyors. Jan. 24 to 26, 1900. Jacot A. Harmon, secy., Peoria, Ill.
NASHVILLE, TENN.—Royal and Select Masters, Grand Council. Jan. 22. J. W. Crutchen, Nashville, secy.
NASHVILLE, TENN.—F. & A. M. Grand Lodge. Jan. 31. J. H. Hullock, Paris, Tenn.
NASHVILLE, TENN.—A. O. U. W. Grand Lodge. Sept. 20, 1900. J. H. Thompson, 414 Union st., Nashville, Tenn., secy.
NASHVILLE, TENN.—Annotated High Priests Grand Convention. Jan. 26, 1900. Bradford G. Rice, secy.
NASHVILLE, TENN.—I. O. R. M. Grand Council. Jan. 23, 1900. G. W. Davis, 305 N. Cherry st., Nashville, Tenn., secy.
NASHVILLE, TENN.—Tennessee Master Plumbers' Association. June, 1900. Fred. Fox, Jr., secy., 80 Cherry St., Chattanooga, Tenn.
NASHVILLE, TENN.—State Sunday School Association. March 28 to 30. Rev. Geo. O. Bachman, Room 56, Noel Bldg., Nashville, secy.

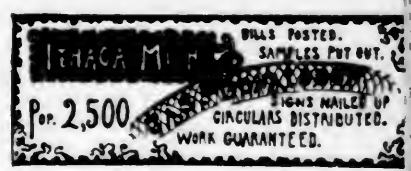
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NEWARK, N. J.—State Lumbermen's Association. Jan. 16. Jas. M. Reilly, 764 Broad st., Newark.

NEW CASTLE, PA.—Grand Lodge, A. O. U. W. September, 1900. O. K. Gardner, 2201 Wylie ave., Pittsburg, Pa.

NEW HAVEN, CT.—State Editorial Association. Jan. 15. E. S. Ela, Manchester, Ct.

NEW HAVEN, CONN.—State Lumber Dealers' Association. Feb. 14, 1900. Louis C. Mansfield, secy., New Haven, Conn.

NEW HAVEN, CONN.—Knights of Columbus. March 6, 1900. Daniel J. Colwell, Poll Building, New Haven Conn., secy.

NEW ORLEANS, LA.—State Council, Catholic Knights of America. Feb. 2, 1901. Chas. A. Fricke, secy., 823 Lowerline street, New Orleans, La.

NEW YORK, N. Y.—Dutch Belted Cattle Association of America. Feb. 8, 1900. H. B. Richards, Easton, Pa.

NEW YORK, N. Y.—American Paper Association. Feb. 14 and 15, 1900. C. W. Rantony, 101 Times Building, New York City.

NEW YORK, N. Y.—National Sportsmen's Association. March 1, 1900. J. A. Dresser, New York City.

NEW YORK, N. Y.—American Association for Advancement of Science. June 25 to 30, 1900. Chas. Bakersville, Chapel Hill, N. C.

NEW YORK CITY—American Newspaper Publishers' Association. Feb. 3, 1900. W. C. Bryant, secy., 322 Potter Building, New York City.

NEW YORK, N. Y.—American Heating and Ventilating Engineers' Association. Jan. 23 to 25. W. M. Mackay, Box 1818, New York.

NEW YORK, N. Y.—District Grand Lodge No. 1, Independent Order Free Sons of Israel, Lexington Opera House. Feb. 11. I. H. Goldsmith, 791 Lexington av., N. Y.

NEW YORK, N. Y.—National Convention, Ladies' Loyal Orange Association. July 18. Christena Milligan, Saugus, Mass.

NOIRFOLK, NEB.—State Firemen's Association. Jan. 16 to 18. H. T. Hite, Grand Island, Neb.

OGDEN, UTAH—E. & A. M., Grand Lodge. Jan. 16. Christopher Hiele, Box 780, Salt Lake City, Utah.

OLD POINT COMFORT, VA.—National Dental Faculty Association. July 17. Dr. Emma P. Chase, Washington av., St. Louis, Mo.

OMAHA, NEB.—Implement Dealers' Association of Western Iowa and Nebraska. Jan. 10 to 12. J. A. McLaughlin, Craig, Neb.

OTTAWA, ILL.—Illinois Clay Workers' Association. Jan. 9 and 10. G. C. Stoll, Wheaton, Ill., secy.

PALATKA, FLA.—Florida State Federation of Women's Clubs. Jan. 11 and 12. Mrs. E. A. Hill, Orange City, Fla.

PALATKA, FLA.—I. O. O. F. M. State Council. Feb. 13, 1900. Duncan Stewart, St. Augustine, Fla.

PARIS, FRANCE—National Editorial Association. 1900.

PERU, IND.—High Court of Indiana, I. O. F. Feb. 23, 24, 1901. W. W. Wilson, secy., Logansport, Ind.

PHILADELPHIA, PA.—State Lumbermen's Association. Jan. 9, 1900. T. J. Snowden, Scranton, Pa.

PHILADELPHIA, PA.—American Federation of Musicians. June 5. Jacob Schmatz, Main st., Cincinnati, O.

PHILADELPHIA, PA.—Traveling Men's Club. Feb. 22, 1900. Fred Morgenthaler, secy., Harrisburg, Pa.

PITTSBURG, PA.—State Horticultural Society. Jan. 16 and 17. M. C. Dunleavy, Carnegie, Pa.

PITTSBURG, PA.—International Astronomical Congress. May, 1900. C. W. Scovill, secy.

PLAINS, MONT.—Montana Horticultural Society. Feb. 21 to 23. C. H. Edwards, Missoula, Mont., secy.

PORTLAND, ORE.—State Republican League. Feb. 6. H. L. Wells, Portland, secy.

PORT TOWNSEND, WASH.—Grand Camp Native Sons of Washington. Jan. 9, 1900. A. Francis Learned, secy.

PRINCETON, ILL.—State Firemen's Association. Jan. 9 and 10. Walter E. Price, Champaign, Ill.

PROVIDENCE, R. I.—Grand Lodge, I. O. O. F., of R. I. Feb. 6. Wm. H. Mosley, 86 Weybasset st., Providence.

PROVIDENCE, R. I.—Horseshoers' Union of U. S. and Canada. May 15, 1900. Rody Kenahan, Denver, Col.

QUINCY, ILL.—Illinois Supervisors and County Clerks' Convention. Jan. 9 to 11. Henry Riniker, Edwardsville, Ill.

RACINE, WIS.—Danish Brotherhood in America. Oct. 1, 1902. Viggo A. Dandelson, Sta. G, 885 N. Campbell ave., Chicago, Ill., secy.

RALEIGH, N. C.—A. F. and A. M. Grand Lodge of North Carolina. Jan. 13, 1900. John C. Drewry, secy.

RICHMOND, VA.—American Medico-Psychological Association. May 1 to 4. C. B. Burr, M. D., Flint, Mich., secy.

RICHMOND, VA.—Daughters of America. Oct. 2. Julia Tipton, Dennison, O.

RICHMOND, VA.—Order United American Mechanics. Sept. 10 to 13. John Server, 1343 Arch st., Philadelphia.

ROCHESTER, N. Y.—Bricklayers and Plasterers Union. Jan. 8 to 13, 1900. Chas. Haveran, secy., 109 Evergreen st., Rochester, N. Y.

ROCHESTER, N. Y.—Grand Lodge, A. O. U. W. First Tuesday in March, 1900. A. C. Harwick, 808 Mutual Life Bldg., Buffalo, N. Y., secy.

ROCHESTER, N. Y.—National Clothiers' Association. Jan. 22, 1900. S. H. Lauchelmer, secy., Equitable Bldg., Baltimore, Md.

SAGINAW, MICH.—Biennial Convention Journeymen Barbers October, 1900. W. E. Klapetzky, Box 585, secy., Syracuse, N. Y.

SALT LAKE CITY, UTAH.—I. O. O. F. Grand Encampment. April, 1900. Ed. W. Loder, Salt Lake City, Utah, secy. (Box 1104.)

SAN ANTONIO, TEX.—National Railroad Postal Clerks' Association. June 7, 1900. Geo. A. Woods, secy., Portsmouth, N. H.

SAN ANTONIO, TEX.—Live Stock Association. Jan. 23 to 25. Vaires P. Brown, secy.

SAN ANTONIO, TEX.—Railway Trackmen of America. Dec. 3, 1900. John T. Wilson, G. C., St. Louis, Mo.

SAN DIEGO, CAL.—Celebration of Dewey's Victory. auspices G. A. R. Estimated attendance, 5,000, principally from California and Nevada.

SAN FRANCISCO—I. O. B. B., Lodge 4. Feb. 18. T. J. Ascheulin, 121 Eddy st., secy.

SAN FRANCISCO, CAL.—Protestant Episcopal Church Convention. October, 1901. Rev. C. L. Hutchins, Concord, Mass., secy.

SAVANNAH, GA.—Southeastern States Bill Posters' Association. May 21, 1900. Chas. Bernard, secy., Savannah, Ga.

SCRANTON, PA.—United Brotherhood of Carpenters & Joiners. Sept. 18, 1900. P. J. McGuire, Box 884, Philadelphia, Pa., secy-treas.

STANTON, NEB.—Nebraska Saengerbund. 1900. F. Raabe, secy.

STAUNTON, VA.—Virginia Horticultural Society. Jan. 16. Sam Brooks, Charlottesville, Va.

ST. JOSEPH, MO.—Knights of Maccabees of Missouri. May (second Tuesday), 1901. A. Sigger, secy., 1620 Front avenue, Kansas City, Mo.

ST. LOUIS, MO.—Stipulated Premium Life Insurance Underwriters' Association. May 23 to 25, 1900. Miss E. H. Titus, Elkhart, Ind.

ST. LOUIS, MO.—Retail Dealers' Association of Vehicles and Implements of United States. Oct. 3. J. R. Wright, Dumphon, Mo.

ST. LOUIS, MO.—D. O. K. K. Zulema Temple. Jan. 13. H. W. Belding, St. Louis, Mo.

ST. LOUIS, MO.—Missouri Retail Hardware and Stove Dealers' Association. Feb. 13, 1900.

ST. LOUIS, MO.—Royal Arcanum Grand Council. Feb. 20, 1900. Chas. B. Cox, secy., 309 Holland Building, St. Louis, Mo.

ST. PAUL, MINN.—Grand Lodge, Minnesota A. O. U. W. Fourth Tuesday in March, 1900. Olof Olson, Willmar, Minn., secy.

ST. PAUL, MINN.—F. & A. M. Grand Lodge. Jan. 17. T. Montgomery, Newspaper Row, St. Paul, secy.

ST. PAUL, MINN.—State Veterinary Med. Association. Jan. 11 and 12. M. H. Reynolds, St. Anthony Park, Minn.

ST. PAUL, MINN.—State Turn Bezirk. Jan. 20 and 21. H. J. Radrbuch, 65 E. 5th st., St. Paul.

ST. PAUL, MINN.—I. O. O. F. Feb. 3rd Wed., 1900. A. E. Renillard, secy., 501 S. 6th street, Minneapolis, Minn.

STREATOR, ILL.—Catholic Knights of America State Council. Aug. 21, 1900. John E. Mahoney, secy., Farmer City, Ill.

STREATOR, ILL.—W. R. C. K. of A. Third Tuesday, August, 1900. Col. J. J. Doheny, Effingham, Ill., secy.

STREATOR, ILL.—Biennial Council, C. K. of A. Third Tuesday, August, 1900. John E. Mahoney, Farmer City, Ill., secy.

SWEETWATER, TENN.—Tennessee Dairymen's Association. Jan. 25, 1900.

TABLE ROCK, NEB.—State Horticultural Society. Jan. 9 to 11, 1900. C. H. Barnard, secy.

TAYLORVILLE, ILL.—Illinois Swine Breeders' Association. Jan. 9 and 10. A. G. Woodbury, Danville, Ill.

THOMPSONSVILLE, MICH.—State Bee Keepers' Association. Jan. 12. George E. Hilton, Fremont, Mich., secy.

TOLEDO, O.—National Convention G. A. R. 1903.

TOLEDO, O.—Cider Makers and Kindred Interests. Jan. 10 and 11. Jas. A. Patterson, Savannah, O.

TOLEDO, O.—International Sunday-School Convention. Jan. 25 to 27, 1900. Rev. E. M. Ferguson, secy., Trenton, N. J.

TOPEKA, KAN.—Kansas State Historical Society. Jan. 16, 1900. Franklin G. Adams, secy., Topeka, Kan.

TOPEKA, KAS.—F. & A. M. Grand Lodge. Feb. 3d Wed., 1900. A. K. Wilson, secy.

TOPEKA, KAN.—Kansas Grain Dealers' Association. Jan. 15. E. J. Smiley, Concordia, Kan.

TOPEKA, KAN.—National Aid Association, National Council. Feb. 14. S. D. Cooley, 701 Jackson st., Topeka.

TOPEKA, KAN.—State Temperance Union. Jan. 10 and 11. T. E. Stephens, 703 Jackson st., Topeka.

TOPEKA, KAS.—Grand Chapter, Royal Arch Masons. Feb. 12, 1900. Jacob DeWitt, secy., Salina, Kas.

TOPEKA, KAS.—National Conference of Charities and Corrections. May 18 to 24, 1900. Hastings H. Hart, 115 Monroe st., Chicago, secy.

TOPEKA, KAN.—The Most Illustrious Grand Council of Royal and Select Masters of Kansas. Feb. 19, 1900. Wm. W. Shaner, grand recorder.

TOPEKA, KAN.—State Barbers' Association. Feb. 6, 1900. C. B. Hypes, secy., Topeka, Kan.

TORONTO, ONT., CAN.—National Association Custom Foremen Tailors. Jan. 23 to 26. John S. McClean, 77 King st., W. Toronto, Ont.

TORONTO, CAN.—Canadian Conference of Charities and Correction. June, 1900. A. M. Rosebrugh, M. D., 62 Queen St., East, Toronto, Canada.

TRENTON, N. J.—Grand Council of Royal and Select Masons of New Jersey. Jan. 23. Geo. Bechtel, secy.

TRENTON, N. J.—F. & A. M., Grand Lodge of New Jersey. Jan. 24. Thomas Redwayck, secy.

TRENTON, N. J.—Grand Lodge Knights of Pythias. Feb. 21, 1900. Geo. E. Pierson, secy., Woodbury, N. J.

TRINIDAD, COL.—Arkansas Valley Press Association. March 15, 1900. D. W. Barisley, secy., Rocky Ford, Col.

UNION HILL, N. J.—Order of True Friends. Oct. 2, 1900. Morgan R. Clark, secy., 163 Metropolitan av., Brooklyn, N. Y.

UTICA, N. Y.—Utica Eistedfodd. Jan. 1, 1900. W. W. George, 52 Spring st., Utica, N. Y., secy.

WASHINGTON, D. C.—American Women Suffrage Association. Feb. 8 to 11, 1900. Rachel Avery, 143 52d st., Philadelphia, Pa.

WASHINGTON, D. C.—National Association of Master House Painters. Feb. 6 to 8, 1900. Joel Kennedy, secy., 944 Linn st., Cincinnati, O.

WASHINGTON, D. C.—National Marine Engineers' Benefit Association. Jan. 22 to 27. Geo. Usher, 1609 Brown st., Philadelphia, secy.

WASHINGTON, D. C.—American Protologic Society. May 1 and 2. William M. Beach, 515 Penn. av., Pittsburg, Pa.

WASHINGTON, D. C.—American Surgical Society. May 1 to 3. Herbert F. Bunell, M. D., 22 Newbury st., Boston, Mass.

WASHINGTON, D. C.—Shriners Imperial Council. June 5 to 7, 1900. Benj. Bowel, secy., Boston, Mass.

WASHINGTON, D. C.—Sons of Revolution Triennial Session. April 19, 1902. James Mortimer, Montgomery, N. Y., secy.

WATERBURY, CT.—Grand Commandery, Knights Templars. March 20, 1900. Eli Birdsey, Meriden, Ct., secy.

WHEELING, W. VA.—National Tobacco Workers' Union of America. September, (fourth Monday), 1900. E. Lewis Evans, 422 Granite Block, St. Louis, Mo., secy.

WHITE RIVER JUNCTION, VT.—Dartmouth Interscholastic Athletic Association. Feb. 9, 1900. W. C. Peirce, secy.

WILLMANTIC, CT. A. O. U. W. Past Masters' Association. Jan. 23. Walter Lehigh, New Haven, Ct.

WINCHESTER, VA.—Grand Lodge K. of P. of Virginia. Feb. 27, 1900. Walter A. Edwards, 358 Holt St., Norfolk, Va.

WINNIPEG, MAN., CAN.—Manitoba Veterinary Association. About Feb. 10, 1900. W. I. Hlman, V. S., secy., Winnipeg.

WINONA, MINN.—Minnesota Retail Grocers' Association. Feb. 21 to 23. J. F. Gellicher, Winona, Minn.

WINONA, MINN.—Retail Grocers' and Merchants' Association. Feb. 20 to 23. J. T. Itowan, secy.

WINONA, MINN.—State Bee Keepers' Association. Jan. 23, 1900. C. A. Gile, Winona, secy.

WYANDOTTE, MICH.—Jr. O. U. A. M., State Meeting. Feb. 13, 1900. W. E. Pulcifer, secy., Lansing, Mich.

AKRON, O.—Okron Poultry and Pet Stock Club. Jan. 2 to 6. J. A. Palmer, secy.

AURORA, IND.—Aurora Poultry, Pigeon and Pet Stock Association. Jan. 8 to 13, 1900. J. B. Stevens, secy., Aurora, Ind.

BELOIT, KAN.—Poultry and Pet Stock Show. Jan. 2 to 6. G. H. Dodge, Beloit.

BELVIDERE, ILL.—Northern Illinois Poultry Association. Jan. 15 to 20, 1900. H. R. Lucas, secy.

BLACKWELL, O. T.—Poultry Show. Jan. 17 to 20, 1900. Geo. M. Carson, secy.

BOSTON, MASS.—National Wyandotte Club Show. Jan. 18. C. S. Mattison, S. Shaftsbury, Vt., secy.

BOSTON, MASS.—Poultry Show. Jan. 17 to 22. A. H. Sharp, secy., Taunton, Mass.

BRISTOL, CT.—Bristol Poultry Show. Jan. 23 to 25. W. H. Card, secy.

BUNKER HILL, IND.—Bunker Hill Poultry Association Show. Jan. 11 to 16. F. E. Newly, secy.

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THE BILLBOARD.

CANTON, O.—Canton Poultry Association. Dec. 28 to Jan. 1, 1900. U. S. Danner, secy.

CARLEVILLE, ILL.—Carleville Poultry Club. Jan. 30 to Feb. 2. Perry Duckles, secy.

EDAR FALLS, IA.—Edar Valley Poultry Association Show. Jan. 2 to 5. H. W. Conrad, secy.

EDAR RAPIDS, IA.—Western Poultry Fan- ciers Association. Jan. 4 to 9, 1900. Chas. H. Playter, secy.

HAILLOTTE, N. C.—Charlotte Poultry Asso- ciation. Jan. 10 to 12. W. M. Barringer, secy.

CHICAGO, ILL. Game and Game Bantam Club's National Exhibition. Jan. 22 to 27. J. P. Pratt, 170 Adams st., Chicago.

CHICAGO, ILL.—National Fanciers' Associa- tion. Jan. 22 to 27, 1900. Fred. L. Kim- ney, secy.

CINCINNATI, O.—Cincinnati Poultry Associa- tion. Jan. 16 to 20, 1900. A. E. Brooks, secy., s.w.c. 7th and Freeman ave.

COLFAX, WASH.—Whitman County Poultry and Pet Stock Association. Jan. 20 to 22, 1900. O. L. Kennedy, secy.

COLORADO SPRINGS, COLO. Pikes Peak Poultry Show. Jan. 8 to 13. P. H. Ed- wards, 615 E. Chippewa st.

COLUMBIA CITY, IND.—Poultry Show. Jan. 15 to 20. Philip Arthes, Jr., secy.

COLUMBIA CITY, IND.—Poultry Association. Jan. 15 to 20.

COLUMBUS, O.—Ohio State Poultry Associa- tion. Jan. 18 to 23, 1900. Chas. McClave, secy., New London, O.

DAYTON, O.—Gem City Poultry and Pet Stock Association. Jan. 11 to 16. Theo. Faulstich, secy.

DENVER, COLO.—State Poultry and Pet Stock Show. Jan. 15 to 20. C. Gill, secy.

DETROIT, MICH.—State Poultry and Pigeon Association. Jan. 8 to 12. John A. Grover, secy.

DUBUQUE, IOWA.—Mississippi Valley Poul- try Association. Jan. 3 to 8, 1900. F. D. Scharle, secy., 96 Hart st.

EAST PALESTINE, O.—East Palestine Poul- try and Pet Stock Club. Jan. 23 to 26. D. J. Lambert, judge; H. G. Paxton, secy.

ENID, OKLA.—Jan. 3 to 5, 1900.

ERIE, PA.—N. W. Pennsylvania Poultry As- sociation. Jan. 4 to 10, 1900. A. E. Bleth- ton, secy.

FREMONT, O.—Sandusky County Poultry and Pet Stock Show. Jan. 24 to 27. P. F. Michael, secy.

FREMONT, O.—Jan. 24 to 27. Sandusky Co. Poultry and Pet Stock Association. P. F. Michael, secy.

FRIEND, NEB.—State Poultry Association Show. Jan. 15 to 20, 1900. E. A. Pegler, secy., Box 463, Lincoln.

FT. WORTH, TEX.—Ft. Worth Poultry and Pet Stock Association. Jan. 21 to 23. J. A. Randall, secy.

GARDEN CITY, KAN.—Poultry Association Show. Jan. 11 to 13, 1900. S. A. Parsons, secy.

GEORGETOWN, ILL.—Georgetown Poultry Association. Jan. 2 to 6. D. H. Bowen, secy.

GOSHEN, IND.—Jan. 4 to 9, 1900. George- town Poultry Association. D. H. Bowen, secy.

HENRY, ILL.—Illinois Valley Poultry Associa- tion Show. Jan. 30 to Feb. 2. Jas. M. McNabb, Mt. Palatine, Ill., secy.

IOWA CITY, IOWA.—Poultry and Pet Stock Association. Jan. 23 to 26, 1900. B. A. Wickham, secy.

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

JEFFERSON CITY, MO.—Jefferson City Pigeon and P. S. Show. Jan. 3 to 5, 1900. F. M. Brown, secy.

KANSAS CITY, MO.—Poultry, Pigeon and Pet Stock Show. Jan. 17 to 22, 1900. H. F. Stram, 1613 1/2 Main st.

KOKOMO, IND.—Northern Central Indiana Poultry Association. Jan. 17 to 24. E. E. Sanders, secy.

LANARK, ILL.—Illinois Fanciers' Associa- tion. Jan. 1 to 6, 1900. D. J. Lambert, judge; E. D. Leland, secy., Lanark, Ill.

LEAVENWORTH, KAN.—Poultry and Pet Stock Show. Jan. 25 and Feb. 1, 1900. E. S. Singer, secy.

LE MAIRS, IA.—Plymouth County Poultry Association. Jan. 1 to 6. G. A. C. Clark, secy.

LENOX, MASS.—Berkshire County Poultry, Pigeon and Pet Stock Show. Jan. 2 to 4. J. H. Peters, secy.

LOUISVILLE, KY.—Kentucky State Associa- tion. Jan. 22 to 27, 1900. F. G. Hogan, secy., 425 W. Main st.

LOS GRATOS, CAL.—Los Gratos Poultry Club. Jan. 10 to 13. C. H. Vadden, secy.

MADISON SQUARE GARDEN, NEW YORK.—New York Poultry and Pigeon Association. Jan. 30 to Feb. 3. H. V. Crawford, secy.

MANCHESTER, N. H.—Poultry Association Show. Jan. 2 to 5. W. H. Sanford, secy.

MILFORD, N. H.—Milford Poultry and Pet Stock Association. Jan. 9 to 11. F. H. Burns, secy.

MONTREAL, QUE.—Poultry Show. Jan. 17 to 22. J. P. Cullen, secy.

NEW ALBANY, IND.—Southern Indiana Poultry and Pet Stock Association. Jan. 8 to 13, 1900. Frank Heck, secy.

NEW WHATCOM, WASH.—Northeast Poul- try Association Show. Jan. 31 to Feb. 2. M. Van Wyck, secy.

NEW YORK.—New York Poultry, Pigeon and Pet Stock Association. Jan. 3 to Feb. 2. H. V. Crawford, secy., Montclair, N. J.

PAINESVILLE, O.—Painesville Poultry and Pet Stock Association. Jan. 2 to 5. H. Z. Bradard, secy.

PEABODY, MASS.—Essex County Poultry As- sociation. Jan. 2 to 5. Arthur Elliott, secy.

PORT HURON, MICH.—Port Huron Poultry, Pigeon and Pet Stock Association. Jan. 16 to 18. H. C. Kileta, secy.

PRATT, KAN.—Pratt Poultry Association Show. Jan. 17 to 20, 1900. N. K. Fretz, secy.

PRINCETON, ILL.—North Central Illinois Poultry Association. Jan. 15 to 19. E. W. Brown, A. H. Currier, W. G. Warwick, judges.

PUEBLO, COLO.—Pueblo Poultry Association. Jan. 15 to 21. D. T. Helmlach, secy.

QUINCY, ILL.—Illinois Poultry, Pigeon and Pet Stock Association. Jan. 8 to 13. S. S. Noble, Bloomington, Ill., secy.

ROCHESTER, N. Y.—Jan. 5 to 11, 1900. W. O. Ingle, secy.

SHARON, PA.—Fanciers Club. Jan. 17 to 19. F. H. Alderman.

SIBLEY, ILL.—Sibley Poultry Association Show. Jan. 1 to 5. John Hirdickley, secy.

SIoux FALLS, S. D.—Tri-State Poultry Show. Jan. 24 to 26, 1900. Geo. Schlosser, secy.

SPOKANE, WASH.—Spokane Poultry Associa- tion Show. Jan. 23 to 26. John L. Mer- cer, secy.

ST. LOUIS, MO.—St. Louis Fanciers' Associa- tion. Jan. 1 to 4, 1900. John A. Francisco, secy.

ST. PAUL, MINN.—State Poultry Show. Feb. 5 to 10. H. F. Huester, St. Paul.

SYRACUSE, N. Y.—Central New York Fan- ciers' Association. Jan. 12 to 17, 1900. H. C. Foxton, 418 Hamilton st.

TACOMA, WASH.—Tacoma Poultry Associa- tion. Jan. 8 to 22. Chas. C. Johns, secy., Berlin Building.

TOLEDO, O.—Toledo Fanciers Association. Jan. 5 to 9. Geo. F. Mueller, secy.

TOPEKA, KAN.—Kansas State Poultry Associa- tion. Jan. 8 to 13. J. W. F. Hughes, secy.

TROY, N. Y.—Hudson Valley Poultry, Pigeon and Pet Stock Show. Jan. 23 to 26. W. T. Ford, Troy.

PENNSYLVANIA, PA.—Poultry Show. Jan. 25 to 27. D. J. Lambert, judge; Chas. D. Con- nor, secy.

WACO, TEX.—Texas State Poultry, Pigeon and Pet Stock Association. Jan. 9 to 13, 1900. Harry A. F. Pudig, Waco, Tex., secy.

WARREN, PA.—Warren County Poultry and Pet Stock Association. J. H. Bowden, secy.

WAWAFACA, WIS.—Jan. 8 to 13.

WEST BROOKFIELD, MASS.—Poultry and Pet Stock Show. Jan. 24 and 25.

WICHITA, KAN.—Associated Fanciers of the Arkansas Valley. Jan. 2 to 6. Mrs. H. P. Swerford, secy.

WINONA, MINN.—Winona Interstate Poultry Association. Jan. 27. Henry Hess, secy.

WOODSTOCK, VT.—Vermont Poultry and Pet Stock Association. Jan. 1 to 5. John S. Eaton, secy.

Expositions.

HUFFALO, N. Y.—Pan American Exposition, May 1 to Nov. 1, 1901. John G. Milburn, pres.; Edwin Fleming, secy.

CHICAGO, ILL.—Furniture Exposition. Jan. 1 to Feb. 15. C. F. Manahan, 370 Wabash ave., Chicago.

LONDON, ENGL.—EARL'S COURT.—Women's International Exposition. 1900. Imre Kir- rally, manager.

LOS ANGELES, CAL.—Industrial Exposition. Feb. 20 to March 13, 1900.

NEW ORLEANS, LA.—Louisiana Industrial Exposition. April 14 to May 6. C. L. Brack- ett, 807 Common st., New Orleans, director.

NEW YORK CITY.—Typographical Ex- position. May 2 to June 2.

PARIS, FRANCE.—Paris Universal Ex- position. April 15, 1900, to April 15, 1901.

ST. LOUIS, MO.—World's International Ex- position. 1903.

TOLEDO, O.—Ohio Centennial Exposition. May, 1902.

WASHINGTON, D. C.—Federal Government in District of Columbia Exposition. May, 1900.

Dog Shows.

KOKOMO, IND.—Dog Show. Jan. 13 to 17. E. E. Sanders, secy.

NEW YORK CITY.—American Pet Dog Club. Nov. 22 to 24, 1899. S. C. Hodge, secy.

NEW YORK CITY.—Westminster Kennel Club. Feb. 20 to 23, 1900. James Mortimer, supt.

PHILADELPHIA, PA.—Dog Show Associa- tion. Nov. 15 to 18. M. A. Viti, secy.

PROVIDENCE, R. I.—State Kennel Club Show. Jan. 19 and 21. J. W. Bond, 25 Westminster st., Providence.

SHARON, PA.—Fanciers Club. Jan. 17 to 19, 1900. F. H. Alderman, secy.

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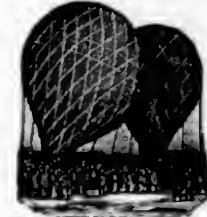
Additional Shows.

BOSTON, MASS.—Sportsmen's Show. Feb. 22 to March 10. H. D. Leonard, adv. mkr.

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

NEW YORK CITY.—Cycle and Automobile Show. Jan. 20. W. M. Brewster, Philadel- phia.

PHILADELPHIA, PA.—Food Show. Jan. 15.



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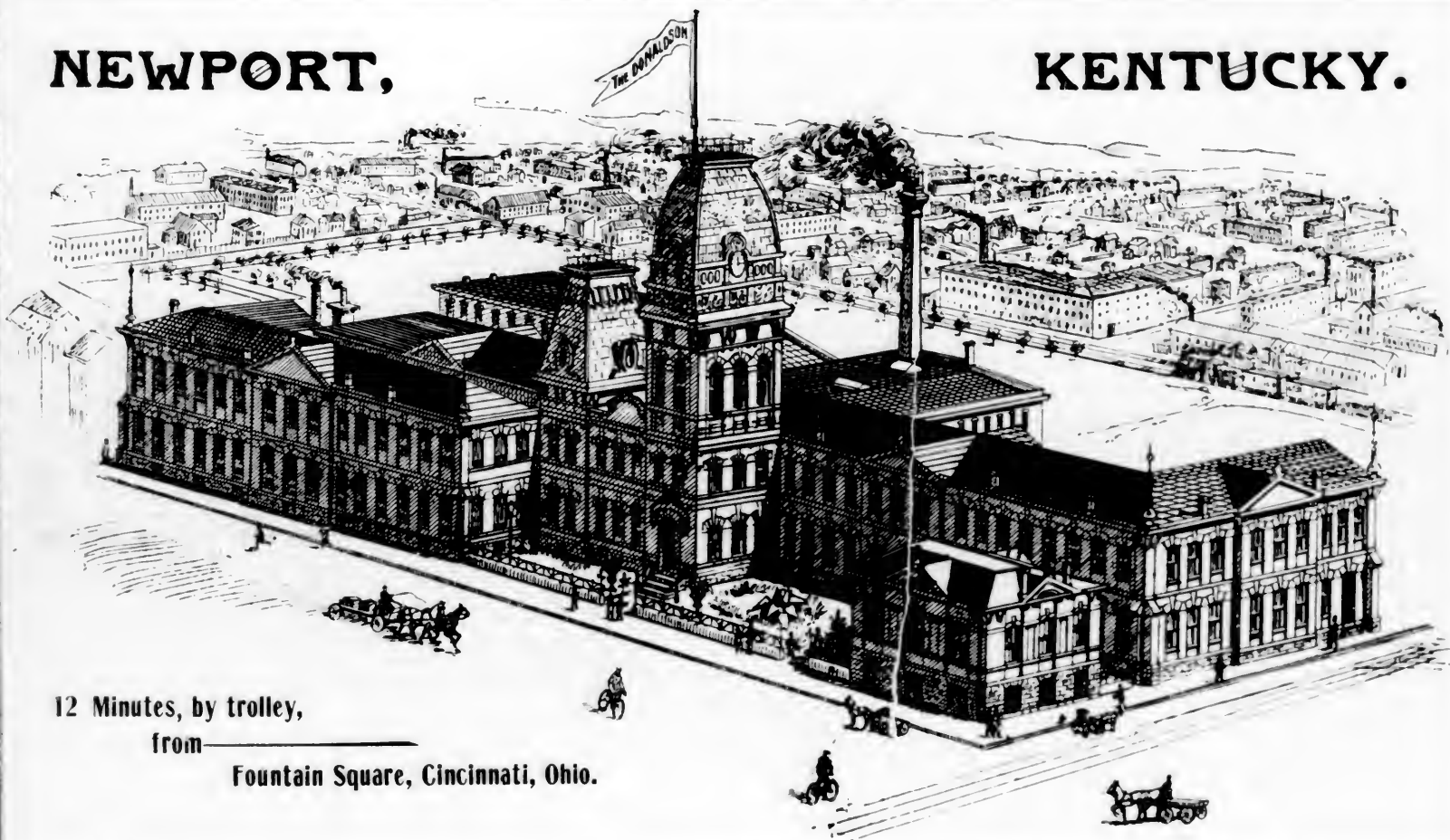


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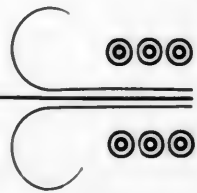


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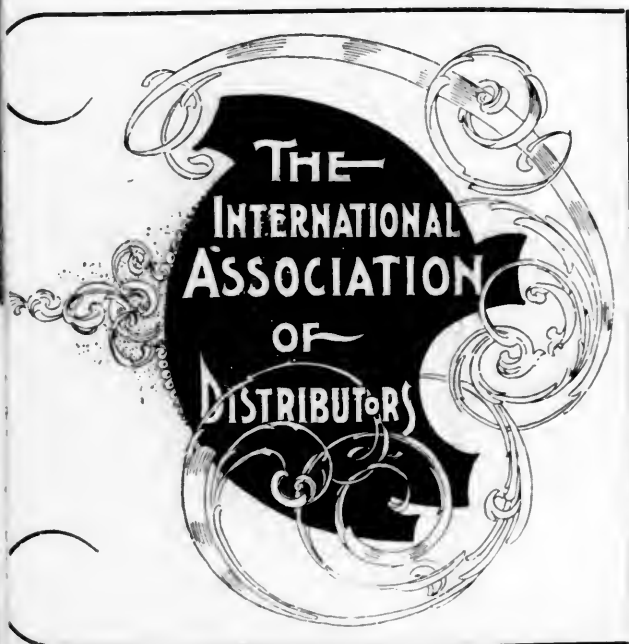
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For the Same Reasons Exactly

These same men send for me when they want to do Billposting.

I have Studied Billposting

For years and am in touch with all the best billposters of the country, and can attend to your billposting from beginning to the end—which never comes when properly begun.

In "From the Beginning"

I mean from the first unfinished sketch on to the completed sketch and finished poster. Many well-planned billposting campaigns

have been ruined completely because the poster was not of the right kind. Some are too dainty to be readable on the billboards, and some are too coarse to be pleasing.

Begin Right,

And you will never desert billposting. LET ME START YOU RIGHT.



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Long-Distance BILLPOSTER,

255 Fifth Ave., near 28th St.,

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