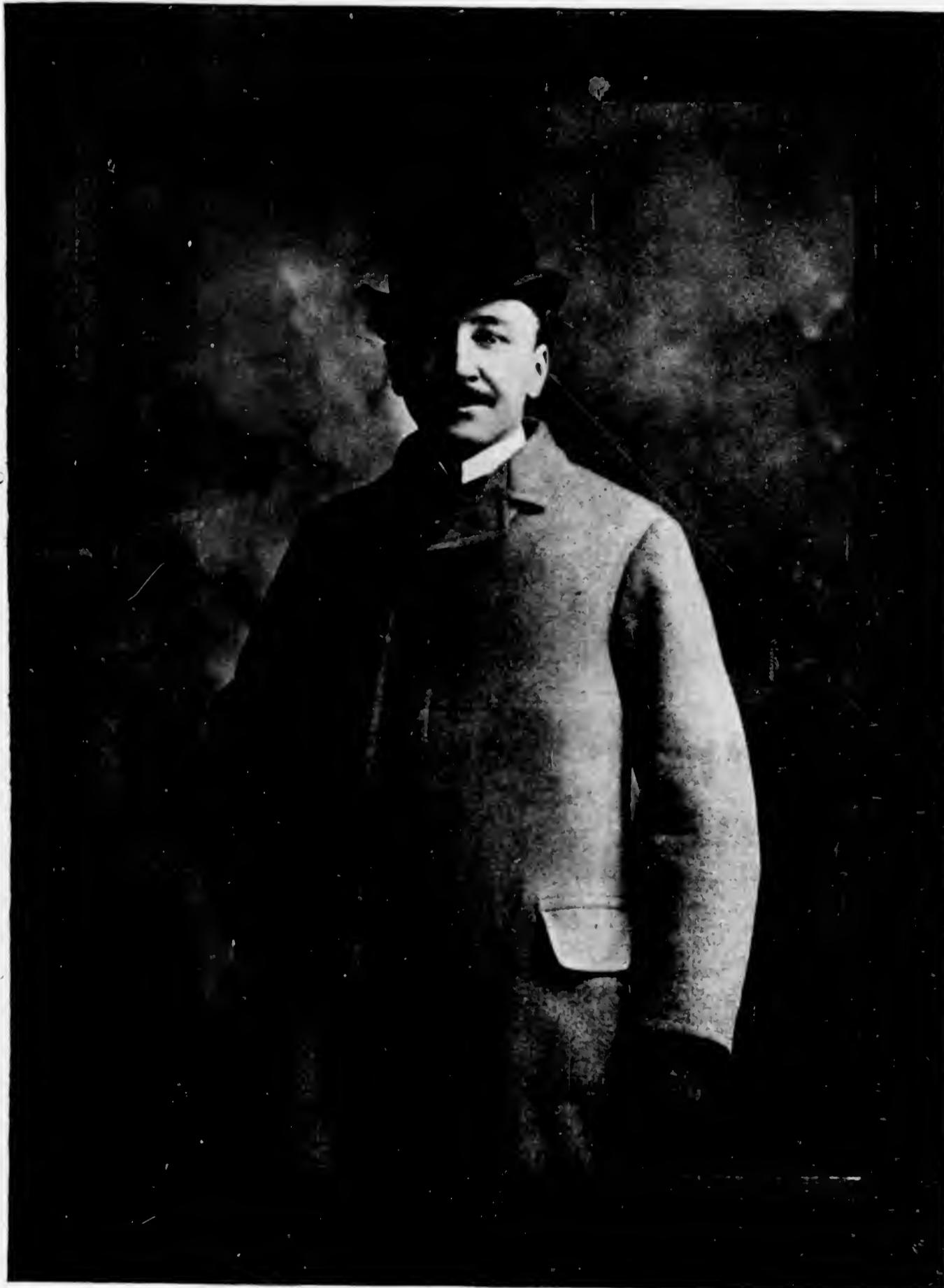


THE BILLBOARD

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C. F. FILBRICK,
Buffalo, N. Y.

THE BILLBOARD



Are Billposters' Prices Too Low?

The November number of "Profitable Advertising" contains an argument to the effect that bill posters are not charging enough money to justify them in giving proper service. The December number contains a reply, claiming that the price is all right; that the bill posters themselves are at fault, where they fall to make money.

Both articles are published herewith, and "The Billboard" would like to have an expression of opinion from bill posters themselves.

BILL POSTING PRICES TOO LOW.

Thinking people who are interested in bill posting are beginning to realize that this good method of advertising will never reach perfection as long as the present absurd low rates for small cities prevail.

At the last meeting of the Associated Bill Posters, a scale of charges was adopted, running as low as 4 cents per sheet per month for a "listed, protected, renewed and guaranteed" service; and the rate for cities up to 50,000 population is only 7 cents.

Under these circumstances, it is no wonder that the bill posters in these small towns and cities should take such a slight interest in rendering good service or securing good locations.

The city of Norfolk, Va., contains about 50,000 population, and the bill poster has about fifteen bill boards, averaging 100 feet each, or possibly, on an outside estimate, 150 feet each.

Here is a sample for 1,500 sheets of paper; suppose he has this all in use at one time, his gross income from posting is only \$105 for the month, from which is to be paid his paste bill, his lumber bill, his rentals, his labor, and stable expenses. It is seldom that any bill poster ever has his space full of paying paper; and, besides, two or three, or four months of dull business must be expected every year.

Under these circumstances, can any one blame that bill poster for neglecting his correspondence, for neglecting to send in lists, for neglecting to renew the paper when renewing is necessary.—In fact for telling those who want to do posting in his town that he does not propose to be dictated to?

Recently, in a visit to Chattanooga, a city of 50,000, which is noted for its exceptionally fine bill boards and its exceptionally large number of boards, the bill poster, with a great deal of pardonable pride, showed me what an immense amount of paper he had on the boards, and I spent nearly a day in driving around to inspect them.

Here is the record:

Duke's Mixture Tobacco.....	500 sheets
George W. Childs Cigar.....	800 "
Scotch Oats.....	300 "
Partie Ax Pipe Tobacco.....	400 "
Horse Shoe Tobacco.....	300 "
Factory Smoker Clear.....	240 "
Early Pfrd Tobacco.....	800 "
Wildman's Clothin'.....	450 "
Chattanooga "Times".....	200 "
Lillian Russell's Clever.....	400 "
Star and Sledge Tobaccos.....	200 "
Other small stuff.....	300 "

5,000 sheets

The above is an exceptional amount of paper in a city, with an exceptional number of good bill boards and an exceptional reputation for doing good bill posting; yet \$250 is the gross receipts from all this work at the association rate of 7 cents per sheet per month. Of course there was also some amusement paper on the boards.

Carbondale, Pa., is surrounded by a half dozen good big towns, all of which are built up so closely as to make it practically one city, with a population of about 40,000. The bill poster there is a hustler, gives good service, and has lots of bill boards. In the seven towns he has, by actual count, 71 bill boards, and by actual measurement he can post on these 71 boards only 2,181 sheets of paper.

These towns are considered well supplied with bill boards, yet at the regular association rate, supposing that the bill poster can fill every inch of space (which he can't), his gross income would be only \$152 per month.

But leaving cities of 40,000 to 50,000 and coming down to those of 10,000 or 15,000, 1000 linear feet of boardings is about the limit; and even if more boards can be built 1,000 sheets of paper at a time is about all that such a town can safely count upon. At 7 cents per sheet, supposing that the limit were the average, \$70 would be this man's unprofitable gross receipts per month.

Raise the rates to 3 cents a week all round.

JAMES TODD THOMPSON

In Nov. "Profitable Advertising."

THE MEN, NOT THE PRICE, AT FAULT.

Mr. James Todd Thompson, in the November issue of "Profitable Advertising," tells us that bill posters' prices are too low, and quotes numerous instances showing that a town of ten thousand can not earn \$70 per

Tenant vs. Owner.

Bill posters and bulletin painters will all be more or less interested in the following decision of the Appellate Term of the Supreme Court of New York. We quote from the New York Times of Dec. 16.

Advertising Signs on Roofs of Leased Premises—Daniel McMenamy, who had a five years' lease from May, 1895, of the three-story building, 104 and 108 Myrtle Avenue, Brooklyn, with a covenant that he would not underlet the whole or any part of the premises, except the second and third floors, nor make alterations without the written consent of the landlord, on the 4th of last December, without such consent, delivered to the O. J. Gude Company a paper granting the latter the use of the roof for five years "with the right of placing, painting, erecting, and maintaining any and all advertising signs thereon." That company, on Dec. 30, erected on the roof a sign ten feet high and about twenty-five feet long, constructed of wood and iron. A day later the property was sold by James McEnery, the owner, to Thomas M. Farley, subject to the terms of the lease. After McMenamy had refused to comply with Farley's request to remove the sign, the latter had it removed and stored in his cellar, and notified the Gude Company it was at its disposal. The company then sued Farley in the First Municipal Court to recover the value of the sign, claiming it had been converted by defendant to his own use.

The Appellate Term of the Supreme Court has affirmed judgment given by Justice Lynn in favor of the defendant. Justice Gleicher, giving the opinion, said the remarks of the trial Justice wherein he concluded that the facts proved did not constitute conversion, were fully concurred in by him. "The mere removal of a chattel," Justice Gleicher said, "from one place to another, in the absence of any claim of ownership or the exercise of any dominion thereover, does not amount to conversion. . . . In the case at bar the defendant seems to have acted upon the theory that the agreement between the plaintiff and the lessee operated as a sub-letting rather than a license, and the prohibitive clause against sub-letting contained in the lessor's lease, became operative, and

by virtue of the deed, vesting in the defendant title to the sign upon its annexation as part of the freehold, and that, therefore, the plaintiff had neither property, general or special, nor the immediate right of possession therein or thereto. Whether or not this position is well taken need not be considered, in view of the conclusion above reached, aent the defendant's freedom from liability for his acts.

The latter having at the very outset requested the plaintiff to remove the sign from the roof, and they having failed to comply therewith, its removal was obviously not made for the purpose of depriving plaintiff of ownership thereto, but merely to change its position from a part of the building where defendant claimed it had no right to be. Under these circumstances, and in view of the fact that defendant apprised the plaintiff that the sign was subject to its order, of which the latter did not avail itself, it is clear upon principle and authority, that the defendant's acts in the premises did not amount to a "conversion."

Billposters' Chat.

W. L. Mildrum & Co., of Yonkers, N. Y., request us to state that they have abandoned the idea of opening a plant in Newburgh.

We have had the pleasure of examining a copy of the Billposters' Diagram and record book, originated and published by Frank A. Fitzgerald, of Milwaukee, Wis. In our estimation, no bill poster can afford to be without it. It comes in white or black slate, and is very durable. Address Frank A. Fitzgerald, 220 3d st., Milwaukee, Wis.

John Moore, the globe-trotting poster salesman, leaves Denver Jan. 10 for New York on his way to England. He will stop in London about three months, and then go to South Africa. There is many a bill poster in America who will be sorry to hear of his departure, but they will all wish him God-speed, just the same.

Chas. D. Charles, city bill poster of Rockland, Maine, was a member of the First Maine Regiment. He was but recently mustered out.

The strikers lost their fight in New York—that is as far as the three bill posting firms are concerned. Some few of the theaters conceded their demands.

Will A. Lorrell, of Grantsburg, Ills., is well spoken of.

At the Ohio Bill Poster Convention at Toledo, December 1, the following firms were represented, viz.:

Eryan & Co., Cleveland, Akron, Toledo and Paterson, by Albert and C. F. Eryan; The John Chapman Co., Cincinnati, by H. H. Chapman; Miller Bros., Columbus, by Joseph Miller; W. C. Tifill & Co., Idaho, by W. C. Tifill; England Bros., Zanesville, by J. A. England; Charles Baetz, Sandusky, by himself; H. H. Tyner & Co., Springfield, by H. H. Tyner; John Kuhn & Son, Hamilton, by John and M. J. Kuhn; Commercial Bill Posting Co., Bowling Green, by L. L. Underhill; E. T. Endby, Mansfield, by himself; Chas. A. Hood, Dubois, by himself; P. H. Steffy, Lorain, by himself; P. H. Oliver, Findlay, by himself.

The Royal Remedy Co., 18 West Market street, Indianapolis, is given as the name of a concern which is likely to do a moderate amount of advertising during the next few months.

A concern called the Indiana Medical Institute, corner of Walnut and 11th streets, Kansas City, Mo., will probably use distributors in its own section for moderate advertising.

JEALOUSY IN SAN FRANCISCO.

The newspapers have little love for the bill poster, no matter where he may be located, but it is seldom, indeed, that they allow their jealous spite to manifest itself as openly as it does in the following clipping from the San Francisco News-Letter of December 17.

In an editorial of sobriety and good sense, the Post of last Monday hit the bill board paste-pot brigade a hard blow. It very justly declared that the poster advertisements were a delusion and a snare, they brought little trade to the merchants whose money paid for them, supported no considerable number of people, paid no taxes, and were unsightly and dangerous to limb and life. All of which is true, and all of which the News Letter has often pointed out. The Post very sensibly says if the daily press were to make a concerted attack on the bill board manufacturers that the Supervisors would reduce them to a reasonable standing, and compel their enterprising owners to pay taxes. Mayor Phelan has called attention to the impudent pretensions of these bill-strikers, and the Supervisors are considering the propriety of curbing their dangerous ambition and set purpose to plaster all San Francisco. Let the dailies join the News Letter and Post, and insist that the municipal landscape be saved from the vandal hand of the bill posters, and the lives of the citizens secured from the falling boards they stick up on every vacant foot of territory in the city.

The Abbey Effervescent Salt Co. is the name of a new company in New York which has been started with a capital stock of one million dollars to introduce in the United States a proprietary medicine on which a successful business has already been done in Great Britain. H. H. Warner is first president in this new company and is to act as general manager. The company has acquired the source, manufacturing figures to one hundred thousand dollars, which was donated by publishers to Mr. Warner not long since.

The Abbey Effervescent Salt Co. expects to be a heavy advertiser. A sufficient supply of the goods dealt in are to be ready in time to permit the company to begin advertising in February or March. The advertising done is to be under the general control of Mr. Warner.

WAS ACASE OF GIVE AND TAKE.

That enterprising throng, the city bill posters, were much glad by the generosity of their pioneer employer, J. A. Curran, on Christmas day. The gifts were well adapted to the age of the user. All married men received a turkey—a big fat one, from Curran's ranch, as well as a box of perfumes, silk handkerchief, and a necklace. The employees were not the only recipients, as Mr. Curran was presented with many appropriate and useful gifts as well. A most elegant present was a magnificent smoking jacket from the employes of the painted sign department. The bond of good fellowship and mutual interest in each other's behalf was thus cemented more firmly than ever.

The J. C. Grant Chemical Co., 110 West Lake street, Chicago, is said to be preparing for a limited amount of advertising for a baking powder.

Jackson's New Advertiser—It is said that McGraw Bros., Jackson, Mich., will advertise ladies' garments shortly. Jackson is becoming conspicuous as the location of firms manufacturing women's apparel.

Three new advertisers announced during the month are T. G. Hawks & Co., Corning, N. Y., manufacturers of cut glass ware; Bowes & Myler, New Brighton, Pa., manufacturers of channeled iron ware, and the Hennig Remedy Co., 80 East Twenty-sixth street, Chicago.

OHIO BILL POSTERS ASSOCIATION PRICES.

Sec. 1. The members of this Association in special session assembled December 1st, 1898, agreed to adopt the following scale of prices:

Cities of 1,000 to 2,000, 4c per sheet for four weeks.

Cities of 2,000 to 5,000, 5c per sheet for four weeks.

Cities of 5,000 to 10,000, 6c per sheet for four weeks.

Cities of 10,000 to 50,000, 7c per sheet for four weeks.

Cities of 50,000 to 100,000, 9c per sheet for four weeks.

Cities of 100,000 to 500,000, 10c per sheet per week.

Cities of 500,000 to 2,000,000, 12c per sheet per week.

Cities over 2,000,000, 14c per sheet per week.

One week's listed service in all cities of 100,000 or over, 1c per sheet.

On all straight three months' contracts 5 per cent discount; on all straight six months' contracts, 10 per cent discount.

BURT'S GREAT BILL BOARD.

Manager Frank Burt, of Burt's Theater, is having built at the Traction company's car shop, a mammoth bill board on wheels for advertising purposes. The new arrangement is in the shape of a large picture frame fastened on each side of an electric car that will be arranged with electric lights and its dimensions are 14 by 29 feet.

The plan is to place the new car on the various lines of the city street railway system advertising Burt's Theater—Toledo (O.) News.

W. F. Williamson, of St. Louis, writes as follows, viz.

"It may interest you to know that we are more than holding our own in the bill poster business in St. Louis. We are making a specialty of commercial bill posting, and are equipped to give the advertiser a much better showing than it is possible for him to get otherwise."

"We are building galvanized iron boards, and the paper lasts much better on them. At the present time we are executing large stand work for the following firms: Liggett & Myers Tobacco Co., Chancellor Cigars, St. Louis Post Dispatch, Huek's Stoves and Range, Garland Stoves and Range, and small paper too numerous to mention."

The columns of "The Billboard" are open to every bill poster in the land who has something to say on this subject. Send in your letters.

The Distributors' League, of 49 West 25th, New York, is the latest candidate for honors among the sucker hunters.

THE BILLBOARD

PITTSBURG AT WAR.

John Varley and Chas. Anderson were arraigned before Magistrate Archibald Mackrell on a charge of assault and battery made by Charles Johnston. The latter alleges that the defendants beat and abused him without cause.

The parties to the suit are rival bill posters for Pittsburgh theaters. They got into a dispute at Liberty and Sixth street, early December 11, and the affair ended in a fight in which Johnston was cut on the head and bruised on the body.

John Varley, a bill poster, while assisting Special Officer Michael Daly to stop a disturbance in the Bijou Theater December 12, received a severe cut in the arm from a pen-knife. Three men were arrested.

H. D. Stevens, city bill poster of Denslow, Iowa, wishes to obtain a scale of prices for special and pictorial bulletin printing. Can some brother bill poster oblige him?

W. A. Northup, of Kingfisher, Okla., sends us a very ingenious diagram card which shows the locations of his center boards at a glance. The idea is a good one. Other bill posters would do well to copy or improve it.

PROFESSIONAL ETHICS.

We venture to say that a few of our readers are aware of the publication of a paper devoted to the interests of undertakers. But they have a trade paper called the *Casket*, a name somewhat gruesome, though not clearly distinctive. No matter about that. We desire to call attention to another matter suggested by an editorial printed in a late number of the *Casket*. The writer says:

The funeral director, who aims to serve the public in a professional capacity, naturally desires to make known his particular fitness for such services as far as possible and open up the largest practical sphere for usefulness to those needing his ministrations, and yet he is debarred by the peculiar circumstances that involve his profession from appearing to bid for public consideration, to a higher degree even than that which obtains in the legal and medical professions. He can not consistently, with the dignity and delicacy of his calling, advertise himself if and his business facilities, as is permissible in many other vocations and trades, nor can he consistently enter into unseemly rivalry and competition.

The question as to how far one may go in advertising himself as a funeral director has been a vexed one among conscientious and sensitive-minded people from time immemorial, but the experience and propriety have settled upon the simple form of announcement as the only means of bringing one's name before the public in a becoming and dignified manner. Anything that has the appearance of immodesty and sensationalism, or is obtrusive and presumptuous in its character, is esteemed obnoxious and is looked upon as unprofessional.

It will surprise many to know that the ethics of undertaking is more rigid in limitations, as far as advertising is concerned, than those which circumscribe the high professions of law and medicine. But we apprehend that ethics in all the cases has been carried so far that the transgressors have profited at the expense of those who have been more rigid. Yet there is a propriety in professional ethics, for all professions can be degraded by the unseemly publicity of unprincipled members.

It would be profitable to discuss the question whether the ethics of other days is well suited for these times. Ultra conservatism at times is hurtful, and ethics in professions is founded upon conservatism. It may be that doctors, lawyers and undertakers are viewing advertising in a light which is old and dim, and in a measure suffering by reason of it.

To have the men who have demonstrated their organizing ability by great business success tell their secrets of organization, is the object of the editor of *The Cosmopolitan*. That he is succeeding, is proved in the January issue by the article from Charles R. Flint, who is regarded in New York as one of the three or four ablest organizers in America. He is President of the Rubber Trust and the head of the great mercantile house of Flint, Eddy & Co., which has its ramifications in almost every part of the world. Mr. Flint tells very openly what makes for success in the organization of business. His article may be read with interest by the Rockefellers, the Armours, and the Wanamakers as well as by the humblest clerk seeking to fathom the secret of business success.

In the same line is an article, also in the January *Cosmopolitan*, telling how Mr. Platt organized and conducted the campaign for the election of Roosevelt. It is by a gentleman who was actively engaged at the Republican headquarters during the campaign, and who gives vivid picture of the perfection to which political organization has been carried in New York State by the most astute of managers. The wary old Senator who has been a lifetime in politics and the young political aspirant will alike find food for reflection in Mr. Mylne's article.

The Wife and Her Husband's Business.

"It is a cause of amazement to me that a man can go on, year in and year out, telling for a family whose members show no interest in his work further than to spend the money he makes, and who look upon him as the family mint," writes Frances Evans in the January *Ladies' Home Journal*. "My own belief is that had he, in the first flush of married life, talked over his business and ambitions with his wife, she would have become interested in both, first for his sake, and afterward for her own and their children's. Think of the gulf that lies between a man and woman united in marriage when he never speaks at home of the affairs which absorb his entire day! Mutual interests will bind people together indissolubly even when indifference, that dangerous bridge of sighs, has swallowed up affection."

You Will Get Your Dividends.

During the month of January there is many a newspaper publisher that will have the pleasure of writing his name across the back of a dividend check, for the stock that he owns in the Sterling Remedy Co. There have been all kinds of schemes and propositions presented to the newspaper publisher year after year, but we think this is the first time that the publisher ever got a dividend. The newspapers who went into this deal are to be congratulated. The business of the Company is growing rapidly and if the present increase keeps up, it won't be long before Tabernacle and No-To-Bac will have as large a sale as any proprietary medicine in the world. "No limit to our advertising, we will buy and use all kinds of publicity at a price" is the way Mr. H. L. Kramer, general manager of the company, puts it, in speaking about the appropriations for 1899. Mr. Kramer is to be particularly congratulated in view of the fact that he laid the foundation for his business at a time when the country was experiencing the *longest* times it ever had anything to do with. When we look over the list of general advertisers in the field, we find that he is about the only one that has, within the last few years,

who shall secure the greatest number of paid-up yearly subscriptions to "The Arena" between January 16 and July 1, 1899.

The award will be made by a committee of Boston business men, to be hereafter announced, and who will be given full access to "The Arena's" subscription lists and records. The decision of this committee, announcing the winner of the contest, will be published in the August number of "The Arena," so that the successful contestant may make timely arrangements to begin his or her four years' course at the commencement of the next college year in September.

Immediately on the announcement of the award, the sum of one thousand dollars in cash will be deposited by "The Arena" in trust with the treasurer of the selected college or university, to be paid to the student in four equal installments during the college course.

Friends of the contestants may forward subscriptions to "The Arena" and they will be credited to the contestant named by them. This is not a voting contest. No one can buy up a number of the magazines and cut out coupons. Success will depend entirely on individual earnestness and energy in securing subscriptions.

HOW TO ENTER THE LISTS.

All those desiring to enter the competition



BURRELL B. CHAPMAN: Cincinnati.

launched a business and been able to carry it through until today he ranks as one of the big general advertisers in the country and has created a demand for caskets within less than three years that runs up to nearly 5,000,000 boxes a year.

THE ARENA SCHOLARSHIP.

To secure a college education is the worthy ambition of thousands of earnest young men and women and of boys and girls all over the United States. In these days of sharpest competition in every field of activity every sensible worker rightfully desires to secure all the advantages and equipment for the battle of life afforded by the most complete education it is possible to obtain. To encourage this ambition and aid in its achievement, "The Arena" has established a scholarship open to the widest competition and sufficiently valuable to prove an incentive to the ambitious youth of the country. This scholarship will be known as

THE ARENA SCHOLARSHIP

and it is intended to secure to the successful competitor the pecuniary means necessary to pursue successfully the full course of study in any college, university, musical conservatory, scientific school, school of law, medical college, divinity school, school of mines, or of engineering course that may be selected by the successful competitor. The cash value of this scholarship will be

\$1,000.00

and will be awarded to the boy or girl, young man or woman under the age of twenty-one

THE ARENA SCHOLARSHIP will be awarded to send in name and address, with age, before January 16, 1899. Only those enrolled at the beginning of the year will be considered eligible. Sample copies, subscription blanks, prospectuses, etc., will be furnished to aid in the work of canvassing for subscriptions.

CONSOLATION PRIZES.

That no earnest competitor may go entirely unrewarded, every contestant sending in at least one hundred yearly subscriptions will be paid fifty dollars in cash, and fifty dollars more for every additional one hundred subscriptions.

TO OUR FRIENDS AND EXCHANGES.

In order to facilitate the rapid spread of this offer throughout the country, the publishers earnestly request all friends of "The Arena," all readers of "The Arena," all exchanges of "The Arena," all who happen to read this in "The Arena," to advertise the good news in any way or shape they see fit. Such an offer comes but once in a lifetime; such an opportunity should not be allowed to pass unheeded. Every friend of Youth, every friend of Education, is authorized to spread the word, to give it the widest publicity, to become missionaries in promulgating the good news.

Address all communications concerning this contest to

THE ARENA COMPANY,
Copley Square, Boston, Mass.
Circulation Department.

Additional Fair News.

The treatment to be pursued in regard to animals that have been highly fitted for competition at the fall shows is pretty well known to all breeders who have been in the business for any length of time. As the ranks of exhibitors, however, are constantly being reinforced by younger men, who may not be so well informed, and by wealthy citizens who take up farming as a recreation, and whose knowledge of the mysteries of breeding and showing is less, perhaps, than the length of their purse-strings, a few hints as to the most satisfactory way to treat show animals, after their duties at the fairs are over, will not be amiss.

When the show stock arrive home, they are, as a rule, pretty well tired, both of their journeys and of their strong rations which they have been receiving so steadily during their tour, and are just as anxious for a change of feed as are their owners to give it to them, and thus save their pockets from further expense. It is not wise, however, to make a change too rapidly, as a sudden transition from grain and dry feed to rich pastures would derange the digestion, cause scouring, and result in the animal's getting a back-set. As regards horses, cattle and sheep, the better plan, and the one most generally adopted by breeders, is to lessen the grain feed gradually, and turn the animals out in a short pasture for a few days during fine weather till they become season'd; afterwards they can be given more succulent grasses. Whether they can be deprived of the grain ration altogether then is a matter that depends on the condition of the individual animal.

Rams that are to be used on the flock should, on their return home, be deprived of all heating food, but should, nevertheless, be kept up in good heart so that they may be fit for their work. When the mating time comes salts may be given, should a show ram be sluggish in his work. This and plenty of exercise will remedy any trouble in this direction, unless the animal is absolutely worthless naturally, or has become so in consequence of too good treatment.

In the case of swine there does not appear to be quite so much caution required in lowering their diet, although here, too, a gradual change is best. Most of the pigs shown at our exhibitions are too fat, judging from the pork packer's point of view, and have to lose a considerable amount of unnecessary flesh before they get down to ordinary breeding condition, and, therefore, many breeders shut off show rations at once when the exhibitions close. Some take their show pigs and turn them out on pasture, with no grain, but where they have access to plenty of water, and the results have been quite satisfactory. But here, too, the breeder will have to use his discrimination, because individuals differ so, and one pig would thrive under treatment which another would not stand without serious loss.

It must be understood that the above remarks apply only to animals which are to be retained for breeding purposes. Those which are intended for the butcher or for fat stock shows, must be treated very differently. In their case there must be no change of feed or lowering of rations, but they must be pushed on steadily on the feed they are accustomed to, otherwise they will not be in the best form to be shown or sold when the time comes.—*Farmers' Advocate*.

Eight years ago, in the month of September, a miniature agricultural fair was held by children, in the little village of Brimfield, Mass.

A vine-covered arbor was used for the hall. A pot lamb, a calf, a mother hen with her brood of ten small chickens, some vegetables from a neighboring garden, and a small boy who represented the "bit me if you can, coon" formed the attractions of the show.

A Swiss muscle boy furnished choice selections from favorite operas.

September 2, 1898, though the day was oppressively hot, there was an attendance of some five hundred people at the "Seventh Annual Fair." The managers were two of the boys now fifteen and seventeen years of age. Four large canvas tents were erected upon the Academy hall grounds; an eating tent, a store tent, a tent for the display of fruits, vegetables and fancy work, and one for the ever-present Punch and Judy show. Whip sellers and fruit vendors were numerous.

Poultry of many kinds was exhibited. There was a large display of fine cattle also sheep, swine and not stock on the grounds. Fancy work, cooking, etc., by children under eighteen years of age was shown, special premiums being offered in this line. A brass band of twenty pieces furnished music for the day, and a part of the company was rotated for a dance at the Town Hall in the evening.

The fair has been brought to its present standing by the hard and persistent work of its two hot managers who now feel that they have upon their hands something more than they can manage alone. All cash receipts of each year have been read in paying premiums and buying material for tents, etc. The boys having received no cash compensation for their labor. They are proud of their success, however, and hope, with the help of others, to be able to carry on that which has been a pleasure and benefit to the town.

Special Dispatch to "The Billboard."

Toledo, O., Dec. 30.—The Ohio Centennial Company, with a capital stock of \$500,000, was organized tonight. The following directors were chosen: E. D. Tibby, D. Robison, Jr., C. M. Sulzer, A. F. Lang, S. C. Schenck, Thos. H. Tracy, Wm. Hardee, J. F. Kalsbeek, R. Kind, Barton Smith, W. J. Walding, J. D. R. Lamson, P. H. Dugnan, G. W. Hull and M. R. Daly. It is probable that E. D. Tibby, the glass marmate, will be made President and City Clerk Lem. P. Harris Secretary.

It is said that Admiral Dewey has promised to open the Ohio Centennial at Toledo.

The Paris Exposition buildings have been badly impaired by floods.



Distributors on Roller Skates.

By Sam W. Hoke.

Some years ago, roller skating rinks were all the rage throughout the length and breadth of the land, at which time, many of the experts in that line made enormous distances in competitive races.

Recently, some English people have gone to manufacturing a roller skate to compete with the bicycle, the skate being in fact two small bicycle wheels with pneumatic tires, mounted fore and aft. The price, \$35, prevented any great number of sales, but a few months ago a Buffalo concern put out a modification of this article at a low price, something like \$10, and then on bicycle roller skates, or "Buffalo foot cycles," as they are called, can frequently be seen on the boulevards of New York and Chicago, keeping pace with speedy horses, and speeche wheelmen.

A gentleman in a Western city, interested in distributing and sign-tacking, who was formerly a roller skating crank, tells me that he intends to equip some of his men with Buffalo foot cycles, and give them a trial of a week at least.

One of the claims of the skate bicycle is that when reaching a rough section, the skates can be thrown over the shoulder and ordinary walking indulged in.

This is a subject that might interest distributors in level sections.

A walk of ten or twelve miles a day, carrying a great bundle of circulars or samples, or cards for tacking, is a hard day's work in itself, and if the same man mounted on wheels can cover double the territory in the same length of time, and thereby distribute double the quantity, there will soon begin to appear a reasonable amount of profit in this work.

Aside from the utility of the idea, the novelty of it for the first few weeks in any town would certainly be worth considerable to the article being advertised.

The Distributor and the Local Merchant.

About all the advice I have ever read in various trade journals to distributors just beginning business is: "Start by soliciting your local merchants." The advice looks all right on the face, but experience has taught me to think the reverse. "Get your local trade first." You might just as well advise a person to build a house and then put the foundation under it. One looks just as sensible to me as the other. My experience has been, and I think all experienced distributors will bear out my statement, that the local merchant will be one of the last customers you will get. It is all well and good to solicit their trade. Soliciting and getting are two different things. The local merchant thinks he knows all about distributing. When he has anything in that line he usually goes out on the street and hires three or four small boys, or a couple of hobo tramps or bar room loafers to do the work. He thinks that ends it. Just so the matter is out of his place of business. After he has tried this thing once or twice he concludes that distributing does not pay; simply because he got no results from his printed matter. Should he call upon the local distributor for prices and be asked a reasonable figure, you would imagine, judging from his general actions, that the distributor

had "pulled a gun on him," demanding his money or his life. His usual answer is, "Why, I can get the work done for less than half the price you ask me, and get it done right at that." He does not know right from wrong. He knows no more about distributing than a cat does about Sunday. Couldn't tell a good job if he

This very same merchant saw it, will pay an enormous salary to an advertising man; he will pay a big round price for the writing of an advertisement, circular, newspaper or any other kind, and he pays it freely. If he wants space in a newspaper, he pays the price asked without a murmur, but when it comes to distributing, he wants the work done for nearly nothing. Why is this? Simply because the merchant thinks any one can do distributing and do it right. I claim he is mistaken. I also claim that it requires just the same amount of experience to manage and handle men, and handle them properly, in the distributing business as in any other line. In other words, the manager of a distributing agency must thoroughly understand his business. He must know where the possible patrons of the article advertised can be reached. He must know the time to reach them. He must be able to judge men whom he employs. He must know how to inspect work. He must know when the work is done right. If he does not, he is not a distributor in any sense of the word.

The writer has watched the District Telegraph boys go out with a lot of advertising matter which they were to distribute. They started out like a lot of sheep without a leader. He has watched them at work. They have no system. They work "any old way." Why? Simply because they know nothing about the business. They have no inspector or foreman. If they have, I have never seen him. I have also watched what the merchant calls "our own men." They do it even worse than the messenger boys. The messenger boys do place some of the matter so that it will do some good, but the "our men" fellows go along the street throwing the stuff in the yards part of the time and part of the time on the sidewalks. They land in the cases out of ten every man, woman and child they happen to meet a piece of the advertising matter. You can follow them for miles on the street by the litter in the gutters and on the sidewalks. They usually put out from three to five thousand a day in Cincinnati. Of course, this is very cheap, when it is figured per thousand, but out of the five thousand pieces, I venture to say, that not over one hundred of them are effective advertising. Then the merchant wonders why he does not get any results. Now, if the regular distributor did this work for him, he would expect about 20 per cent of the circulars to bring him a customer. He becomes very unreasonable. He wants as much results from \$100 spent in house-to-house distributing as he gets from a \$500 "add" in a Sunday paper.

I would advise all distributors not to bother with the local merchant for the first two or three years of his business career. First show him that the national advertiser appreciates your service. After you have done this you can make a good strong argument. For instance, if you could name the Dr. Miles Co., the Dr. Chase Co., C. L. Hood & Co., or any others you may have on your list of patrons. It would be an easy matter to prove that it paid them to patronize you. If it did

not, you could not hold their trade. You can also tell him that they are paying you good prices, and if your services were not satisfactory, they certainly would not do so. Mark my word, your local merchant will pay the price after awhile. Don't come down a cent to him; if anything, charge him more than you do the national advertiser. He deserves it for not being willing to pay you an honest price.

It was only yesterday that a local merchant called on me to get my price. He thought it was rather high, but said he would pay it. He stated that he had employed boys for a number of years to do his distributing, but found that the work did not pay him, the believes in house-to-house distributing, and further stated that if you resort, he employed a man to whom four boys whom he had hired to do a job of sampling. He had his own ideas about how sampling should be done. I will give you his plan: He instructed the boys to leave from ten to twenty-five samples on the counters of the stores, barber shops, saloons, etc. He also said that he worked the city thoroughly from house to house, and the entire distribution cost him \$2.50 per thousand. No results whatever. Was this not a sad experience? I told him where he made his mistake, and moved to him that he knew nothing about house-to-house distributing. He admitted that I was right. Before leaving, he said that he had watched my men and had come to the conclusion that we were the only agency in Cincinnati that did good work. He said that he had seen other men distributing, but the work was never done in the systematic manner that ours was. He asked me how I accounted for this. I told him that when we found a man who did not do the work as instructed, we simply discharged him. That we were in the business to stay, and could not afford to have men working for us who did not obey orders. I believe that the experience of this one merchant is about the same as the majority.

I will say in conclusion that I have gotten more local trade in 1898 than I did in my previous four years' experience. I would also like to state that I have solicited less this year than ever before. I have made up my mind to compel the local merchants to come to me and when I sweet they are usually willing to pay a fair price. If not, I let them go. One or two experiences more will fix them all right.

We invite inspection and would be pleased to take any one who desires to see our men at work, to the neighborhood where they are distributing. I wonder if any of the merchants whose "own men" do the work could at any time, when called upon, tell in what section of the city, to say nothing of the streets, their men are working on. We understand our business, and I would like to see the man who carries a distributor's bag who could deceive us. We see "on to" all the tricks that a distributor can "hatch." We have handled men, and there has been many a one who has found out to his sorrow that we understand our business.

I would like to hear from other distributors through the columns of "The Billboard" on this subject.

Yours very truly,

W. H. STEINBRENNER, Mgr.
Steinbrenner's Distributing Service.

Honest Distributing!

Successful Advertising!

BY JOS. A. WALLACE

I am in receipt every week of letters from distributors who have heard of my circular, entitled "Honest Distributing Successful Advertising," asking me to mail them one. I also receive many letters from advertisers who intend distributing my town, asking how many I need and going on to say that "our price in a town the size of yours is \$1.50 per thousand." I think that the advice offered in this circular is equally good for advertiser as well as distributor, and it is this why the advertiser should say good advice and why the distributor should do good work.

I have been a reader of "The Billboard" since its first publication, and I have never noticed as complete a bit of advice as is of-

fered in my folder, and think if a part or the whole of it is published in "The Billboard" for general information it would be acceptable to many who are interested in this department of advertising. I, therefore, enclose you a folder, which you can publish from if you wish, the section referred to. This is not intended as an advertisement for myself, but I want all our members to get in line, and by good work increase our business and fame as honest distributors and successful advertisers. I also wish to impress on the advertiser that it is an impossibility to pay our men \$7 to \$9 per week and do distributing for \$1.50 per 1,000, when 1,000 per day is the limit of a thorough distributor's endurance. My folder starts off follows:

It has been demonstrated to the satisfaction of all successful advertisers that the placing of a WELL WRITTEN pamphlet or circular in the hands of those you desire to reach as probable patrons is a decidedly satisfactory method of advertising. The heavy expense entailed in advertising through the press precludes giving details, which must be supplied through other and more direct channels. Mailing circulars to addresses obtained for such purpose entails a cost of \$10 to \$20 per thousand. The

ECONOMY AND ADVANTAGE OVER ALL OTHER METHODS

Of advertising must be conceded to house-to-house distribution, and gives opportunity for extended argument and description by using circulars, pamphlets and brochures. Make them attractive. Let them be well written and printed artistically on good paper and they will go the rounds of the family before being laid aside.

HONEST DISTRIBUTION.

Here is the problem that worries the advertiser. The city or village distributor will send in to the advertiser a letter signed by the leading druggists or merchants of his town, recommending him as a capable, honest man. But how many druggists or merchants there are who sign such a letter or petition and do it more as a favor, not wishing to offend or refuse the applicant, and at the same time not stopping to think that they are tending their names to advocate a man who they are really not sure of, and who will, perhaps, waste as much or more than he distributes properly. It is often the case that the out-of-town advertiser has no other means of appointing a distributor in a city or village than by such a recommendation, and the druggist or merchant who endorses an applicant who desires to be appointed a distributor should look carefully into the applicant's ability and integrity before recommending him to the innocent advertiser, who is far away and must use this means of sending out his distributing. The best way for the new advertiser to do is to write other older advertisers and inquire who their distributor is, for the old advertiser knows what his returns have been in the different towns, and if the distributor can get the endorsement of the old advertiser for past services, as well as the local merchant and druggist, then the title of honest distributor is worth something.

The honest distributor must be a man of unlimited patience. He must not get tired climbing steps and opening doors, and begin to stop at the bottom of a stoop or piazza and throw at the doorstep, for that is not his agreement with the advertiser, and he is not keeping up to his contract. "Inside the door" is his instruction, and do it quietly, so as not to make the advertising matter a nuisance before it is picked up by the occupant of the residence. They should never be trusted as distributors, for not one in a thousand has the patience to take a small package of 500 circulars and spend the necessary half day distributing them. A boy thinks that 500 should not last over an hour, and a boy is a boy before he thinks otherwise. The honest distributor will not take out two jobs at one time, no matter if they be in entirely different cities, for one will surely distract from the other and the advertiser loses one-half or more of the interest his advertising should create. Distributing should not be done on rainy or stormy days. The advertiser should not under any circumstances deal with a cheap distributor. Good men should receive good pay for good work. Poor men can be hired cheap, and will surely do cheap work. Twenty-five cents extra per thousand is nothing if you have some reason to be sure you are getting the service you want. To the distributor I would say, Be honest with the advertiser, for no matter if he is miles away he may be keeping "tabs" on you, and once you are found to be doing crooked work it will travel so fast that you will soon be trying to get into some other business. If you are a distributor employ help, do not hire young men but if possible look for good, steady, conscientious men of from 25 to 45 years of age and give them to understand that your rates are, "Don't see how many you can distribute, but how well you can do it."

DIRECTIONS.

1. Leave ONLY ONE circular or book for each family in every house in town.
2. Put the circular or book inside the door or into the letter box, or secure it between door and eaves.
3. Do not ring door bells.
4. If specially ordered, leave two in every place of business, on the counter or desk.
5. Note—Do this entirely. Leave at once if any objections. Close the door as you go in and out. Give one to each person if allowed. Never distribute stores without orders to do so.
6. Put only one circular or book into each farmer's wagon at the markets or on the street.
7. Distribute but one contract at a time.
8. If you hear of any one who has been using the temptation and is pleased with it, send to the home his or her full name and post-office address. This shows the advertiser that you are looking after his interests.

Reports from all Southern cities go to show that distributing is on the increase in the "Gunny South." S. R. McMurry & Co. report a rush in business.

THE BILLBOARD

A GUARANTEE That Does Guarantee!

**That is the Kind of a Guarantee that the
I. A. D. Give.**

The International Association of Distributors makes good its guarantee again in two cases, as witness the following letter received by Secretary Steinbrenner:

Ekhart, Ind., December 16, 1898.

Mr. W. H. Steinbrenner, Cincinnati, O.

Dear Sir We have yours of the 13th, inclosing checks for \$20.25 and \$4.75 to cover losses sustained by us through the Quinn Hill Posting Co., of Cripple Creek, Colorado, and Robbins Bros., of Richmond, Ind. We assure you that we never lose an opportunity of reporting to Mr. Case whenever we have positive proof that the members of the I. A. D. are not doing good, honest work, and we assure you as well that it is a great satisfaction to us to have these matters attended to with the promptness which your association has shown with all matters of the kind during the past. Believing, as we always have, that you are, as an Association, in earnest in having none but members who will do good, honest work, and with best wishes for the future success of your association, we are yours very truly,

DR. MILES MEDICAL CO.

E. C. B., Mgr.
Advertisers who employ I. A. of D. members are absolutely certain of good service, or they get their money back.

I. A. of D. Convention.

Cincinnati Chosen by the Executive Committee.

Cincinnati will have the honor of entertaining the members of the International Association of Distributors Tuesday, July 18 next. The selection of the city was left to the members of the Executive Committee, and the vote up to the time of going to press was:

Fairfield, Cincinnati.

Terrill, Cincinnati.

Rausy, Cincinnati.

Douglas, Cincinnati.

Steinbrenner, Cincinnati.

Grover, Detroit.

Although the vote is not all in, the Queen City has a majority even if the balance vote against her.

Welcome to the I. A. of D.

A GREAT RECORD.

The Year's Work of Steinbrenner's Distributing Service.

By request W. H. Steinbrenner sends us the following record of business transacted by him in Cincinnati during the year ending December 31, 1898. We wanted it in detail because it is double that of 1897 and three times as much as in 1896. Here it is:

NATIONAL	
Merrell-Soule Co.	70,000
Dr. Chase Co. (five distributions)	320,000
Dr. Miles Co. (three distributions)	195,000
Wells-Richardson (two distributions)	115,000
E. E. Sutherland Med. Co.	70,000
Dr. F. Woodward	60,000
Sterling Remedy Co.	60,000
G. Mennen Chem. Co.	51,000
E. Everett	30,000
Chattanooga Med. Co.	35,000
Dr. Archambault Co. (through Molton's Agency, Cleveland, O.)	60,000
Allen & Olmsted	26,000
Toledo Centennial, 1900	10,000
Drs. Kennedy & Kegan	20,000
Philadelphia Pfrd. Food Co. (through Dow's Ph. Co., Cincinnati)	2,000
F. Hiscox & Co. (through Dow's Ph. Co., Cincinnati)	4,000
Dr. Davis (through Dow's Ph. Co., Cincinnati)	10,000
Perrina Drug Co. (through F. X. Schmidler, Cincinnati)	400
Windsor & Detroit Soc. Line	5,000
Marshall Remedy Co. (never paid the bills)	70,000
Larkin Soap Mfg. Co.	12,000
Kondou Mfg. Co.	50,000
S. R. Fell & Co.	5,000
Dr. Chase Co. (at Louisville, Ky.)	90,000
LOCAL	
Atlantic and Pacific Tea Co. (three distributions)	23,000
Chas. A. Apemeier	6,000
Hock's Wonder World	6,000
Mountain Theater	10,000
Sullivan & Smyth (two distributions)	13,500
Dow's Pharmacy	47,500
Dr. Burkhardt	70,000
New York Dental Parlor	1,000
Metropolitan Life Ins. Co.	60,000
Billboard Publishing Co.	12,000
Placed for Dr. Burkhardt in Ohio, Illinois and principal cities east of St. Louis, Mo.	3,500,000
SIGNS TACKED	
Ang Rock & Co.	6,000
Mock Tobacco Co.	10,000
Allen's Foot Ease	4,000
Lower Local Grocers	1,000
P. L. Song & Co.	5,000
R. F. Fell & Co. (frameo)	500
Bengers	200
Spencerian	150
Local deliveries	1,000
Total number of signs tacked	27,900
Total number pieces distributed	1,618,100

During the month of December the International Association of Distributors has made two claims for damages. The I. A. of D. guarantees with a guarantee that they have had every claim that has been made against them. Advertisers would do well to consider this when making contracts for future distributions. If they have any doubts as to the stability of the International Association they should write the Dr. Miles Co.



EMMET LITTLETON, Rockville, Ind.

There are several firms who neglect to pay their distributors promptly. Some bills have been standing as long as three months, and if same are not paid in the near future said firms' names will be given to "The Billboard" for publication.

F. Altman & Son of Columbus, O., say they have more distributing to do this season than ever before. Altman & Son are up-to-date distributors and members of the I. A. of D.

A number of advertisers are trying to get a cheap service. It strikes me that if they want a dollar service it would not be a bad idea for some of the distributors to run two agendas, one of course, under an assumed name, and give the advertisers what they are asking for a dollar service.

R. Nolan, of Alpena, Mich., reports very bad work on Wells & Richardson's Celery Compound, Books, Dr. Miles' Med. Co. and Dr. Burkhardt's samples.

The Council at Cedar Rapids, Ia., is trying to pass an ordinance prohibiting house-to-house distributing.

The Dr. Miles Med. Co., of Elkhart, Ind., have gotten out a very neat tri-colored folder, advertising their celebrated "Pain Pills."

Thos. Kahn has given up the publication of "The Distributor."

I herewith give you an abstract from a letter received by the Secretary of the I. A. of D.:

"I wish it was possible for the I. A. of D. to get a good, honest member in Elkhart, Ind. There is a rattling good city of about 25,000 or 30,000 that you ought to have a representative in. I know of three large advertisers who are anxious to circumize a reliable distributor in that city."

"Why don't some good, reliable distributor apply for the I. A. D. franchise there?"

The following letter was received by the Secretary of the I. A. D., which explains itself:

"Dear Sir. Replying to your letter of recent date, will say that some time ago a party called on me and represented himself as authority for your Association and gave me permission to use cut, etc., which I did for a while, but when I found things had been misrepresented I discontinued using same. I am sorry this happened and hope you will excuse me and let me off lightly. My contract and cuts were destroyed in the Francis Valentine fire last summer, and are no longer in existence. Yours truly,

"DENPHY BROS."

Will A. Molton, No. 1 Public Square, Cleveland, O., is handling John Morrow & Co.'s advertising matter. Distributors should write Mr. Molton to secure contracts.

TIPS.

The following tips are taken from Report No. 3 of the President of the Illinois State Bill Posters Association:

Report No. 3. The following firms are now doing business in this State (Illinois). Not reported in Report No. 2.

American Adv. & B. P. Co. (third billing),

Chicago, B. P.

Union Adv. Bureau, (second billing), St. Louis, B. P.

Lyman-McCormack Tobacco Co. (second billing), St. Louis, B. P.

Galesburg Daily Mail, (local only), Galesburg, B. P.

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

Frost Chemical Co., St. Louis, Mo. Dist.

Will A. Monton, Cleveland, O. Dist.

Wells, Richardson & Co., Burlington, Vt. Dist.

W. H. Steinbrenner, Cincinnati, O. Dist.

Williams Bros., Indianapolis, Ind. Dist.

Dr. Miles Medical Co., Elkhart, Ind. Dist.

Meyer Bros. Drug Co., St. Louis, Mo. Dist.

St. Louis Chemical Co., (cod liver oil), St. Louis, Mo. Dist.

Wellman & Dwyer, (tobacco), Quincy, Ill. Both bill posting and distributing.

Notes Adv. Sign Co., P. O. Box 2111, N. Y. City. Both.

N. W. Ayers, Newspaper Agency, Philadelphia, Pa. B. P.

D. D. Dean Cigar Co., Canton, Ill. B. P.

P. J. Serg Co., Middletown, O. Dist.

Bellevue Medical Co., Chicago, Ill. Dist.

T. H. Snider Preserve Co., Cincinnati, O. B. P.

Parker, Williamson Medical Co., St. Louis, Mo. Both.

Kohler Manufacturing Co., Baltimore, Md. Dist.

American Eagle Cigar Co., Canton, Ill. B. P.

Dr. Burkhardt, (Steinbrenner, 519 Main st.), Cincinnati, O. Dist.

Priekly Ash Bitters Co., St. Louis, Mo. Both.

Cooper Baking Powder Co., 108 LaSalle st., Chicago. Agents wanted.

Badway & Co., 35 Elm st., N. Y. City. Dist.

Hostetter Co., Pittsburg, Pa. Dist.

Dr. H. Jayne & Son, Philadelphia. Dist.

Chas. A. Voegler Co., Baltimore, Md.

Globe Tobacco Co., (posting, Minnesota).

Tarrant & Co., 275 Green, N. Y. City. (posting Minn.). B. P.

Ojio Gum Co. (posting Minn.), Lisbon, O. B. P.

Ballermann & Co., (posting Freeport), Chicago, Ill. B. P.

The following firms have been reported as placing work in other States. If you know of others, it is your duty to advise me promptly. In giving names and address of firms, be sure to write addresses plainly.

Pfeister Printing Co., Philadelphia.

Avery Rand, Boston, Mass.

Oregon Indian Medicine Co., Corry, Pa.

Dr. N. C. Davis, Frankfort, Ind.

Hulman Coffee & Spice Co., Terra Haute, Ind.

Eric Medical Co., Buffalo, N. Y.

Lipton Tea Co., so Front st., N. Y.

The Dammemiller Co., Canton, O.

S. H. Gloman & Co., Cincinnati, O.

Dr. M. Spiegel, Albany, N. Y.

Dr. Chase Medical Co., Philadelphia.

Smith Medical Co., St. Louis, Mo.

Baird Bros. & Co., Cleveland, O.

Spencer Medicine Co., Chattanooga, Tenn.

James F. Ballard, 310 N. Main st., St. Louis.

Arthur Peter & Co., Louisville, Ky.

Kondon Manufacturing Co., Minneapolis, Minn.

Molby Drug Co., Chicago, Ill.

Dr. Pierce, Buffalo, N. Y.

Prof. J. H. Austin, Minneapolis.

The Swift Specific Co., Atlanta, Georgia.

Scott & Bowme, N. Y. City.

The U. S. Sulphur Co., New Concord, O.

Egyptian Remedy Co., Denver, Col.

Dr. Posanski, Philadelphia.

Dr. S. A. Tuttle, 27 Beverly st., Boston, Mass.

Jas. Heckin & Co., Cincinnati, O.

Pale & Sheridan, Sumner, Ill.

Hope Chemical Co., 479 LaSalle st., Chicago.

The Mack Tobacco Co., Cincinnati, O.

Fries Bros., 92 Reade st., N. Y. City.

Cook Remedy Co., Chicago, Ill.

Billhus, Clapp & Co., Boston, Mass.

Wilson Drug Co., Lexington, Ky.

New Era Cooking School, Worcester, Mass.

Anti Pill Co., Lincoln, Neb.

Bloom Balm Co., Atlanta, Ga.

Dr. J. Schenk, Philadelphia, Pa.

D. Ransom & Son, Buffalo, N. Y.

G. G. Green, Woodbury, N. J.

Lyman Brown, 30 Reade st., N. Y. City.

Little Yellow Thundermugs.

Leavenworth, Kan., December 9, 1898.

Editor of Printers' Ink:

A few days ago agents were making a free distribution of Cascarets in this city. Little packages labeled "candy cathartie" were left at every doorstep. Out in the Fifth Ward a band of children followed up the distributors and eagerly gathered up the little envelopes labeled "candy" and devoured every package. The children fairly reveled in Cascarets. That night the good people in the Fifth Ward were in great commotion. A light could be seen flickering in every household, hurry calls were sent to nearly every doctor in Leavenworth. Fond mothers were agonized at the malady which seemed to have seized their little ones. Little yellow thundermugs were at a premium in every household. After the doctors had diagnosed the cases, and the alarm somewhat abated, the children told the cause of their troubles, and the chances are that if any patent medicine man shows up in the Fifth Ward distributing "candy" samples promiscuously that he will be mobbed by watchful mothers.

Very respectfully,

F. C. STIER,

THE BILLBOARD



Danville, Ind.

Editor "The Billboard."

Enclosed please find postal order for \$1, which pays my subscription to August next. The Christmas number alone was worth the amount. It is certainly the "the plus ultra" of all the holiday publications I have seen.

I also enclose you copy for an "ad" for the January and March issues. When the service is completed send me my bill.

This is a small town of only 3,000 inhabitants, but I am striving hard to make it win, and believe I will yet succeed. My boards now carry over 500 sheets of paper, and I am doing considerable distributing and tacking. My prices, I believe, are as reasonable as are consistent with good, honest service. I charge four cents per sheet for posting, thirty days display, listed and protected, and \$2 per thousand for distributing circulars, and \$2.50 per thousand for samples. I carry the sack and do all my distributing in person, "knobbing" circulars and placing samples in the houses.

I have now on the boards Battle Ax, Dragoon, Anchor and Drummond Plug Tobacco; Duke's Mixture, Dr. Price's Medicines, Buck's Stoves, Silmon's Regulator, Sak's Clothing, and Canadian Jubilee Singers.

I have recently made distributions for Dr. Miles Company, Hall's Catarrh Cure, Peruna almanacs, Dr. Burkhardt, Hagee's Cod Liver Oil, Kondon's Catarrh Jelley and Family Story Paper.

I hope to still further increase this branch of my business by joining the association in the spring.

My prospects for spring bill posting are the best I have ever had at this time of the year. In fact, they are so good that I intend to build about 600 feet of new boards as soon as the weather begins to open up.

With the compliments of the season, and wishing "The Billboard" renewed, additional and continual success, I am yours for business,

JAMES V. COOK.

Cadillac, Mich.

Editor "The Billboard."

I know and have known for a good while that an ad in "The Billboard" would pay large returns, but as much through neglect as anything I have not sent it in sooner.

I do not want to "jolly" you any, but you do get up the best paper for us posters that I ever received. I do not see how you could make it much better, but each following number is still better than the last. If we (us posters, you know) had a few more like you and some others I could name to push our business, we would have to enlarge our plants all around. May you live long and prosper, and may no evil assail you.

I know that advertising pays by the following circumstances: George Leonard, of Grand Rapids, has, or had been, pounding me on the back for a long time to go to our Michigan Bill Posters Conventions, but I thought I could not get away, as it was my "busy time." But last spring I dropped everything and went to Detroit with our President. I not only had a bally good time, but I had the conceit taken out of me completely. Although I was never very interested about bill posting, for I was too old (40 years old) when I commenced, yet I thought I knew something about it. But after I had been to the convention and heard some of those old posters talk (George W. Stevenson, of Jackson; Davidson, of Bay City, etc.), I made up my mind. I did not know much of anything about bill posting. I also got new ideas of how to push bill posting and distributing, and I know I have been paid a good many times for the money and time spent while at the convention. I have built over four hundred feet of new boards since I was in Detroit, and have had the same full all the time. I have more paper coming, and know it was the result of knowing how to push my business.

Cadillac is 95 miles north of Grand Rapids, and has a population of 7,300. We have four double band saw mills that run the year round. We have broom-handle factories, basket, stave and heading factories, planing mills, machine shops, flouring mills and other industries that are in constant operation and at good wages. There is not an idle man in town except those who do not want work, and when I am asked what kind of a town Cadillac is, I tell them we have everything that is good and bad, and they can take their choice.

We have some very fine trout streams in this vicinity, and any one that will come here in the trout season, that belongs to "The Billboard," I will see has a good catch, and a good time also. I am cracked a little, or a good deal, on the trout question, and if I could see and talk with you, I expect I should tire you out, the same as I have done now, I guess. So just please excuse this rambling and disconnected letter.

Very truly yours,

C. I. SPENCER.

Lebanon, Ind.

Editor "The Billboard."

Your Christmas Edition of "The Billboard" came to hand some days ago, and must say that truly it shows great skill and workmanship, and reflects credit upon its publishers. I think "The Billboard" is the ONE GREAT organ of bill posting in the United States. It has been of great benefit to our firm, and I can heartily recommend it to any bill poster who wishes to be first class and up to date.

Our business for the past six months has been good, but we look for much improvement during the coming year. We are at present building new boards, and will be better prepared to do our share of the bill posting in this section of the country.

We have about perfected arrangements for the control of plants in Thorntown, Hazleburg, Whitestown, Zionsville and Colfax. By so doing we will have one of the best sec-

tions of the county to draw from; reaching in all over 10,000 people, not including the surrounding county.

We are at present posting Horse Shoe Plug, Dragoon Plug, Scalping Knife, Sledge Mixture, Dr. Pierce, G. M. D. Tilford's Carolina Cigar, besides local work. We also do distributing.

I wish to have your opinion on a matter which has caused me great concern lately. The Lebanon Bill Posting Co., which is doing business in this city, or were, rather, do not own or control a board in the city. While they do not do much work, they are continually covering our paper and causing us no end of trouble. They are members of the Indiana State Association.

We have written to Mr. Dobbins, secretary of the Association, but have had no reply from him. From the above you can probably get some idea. Any plan or proposition from you would be greatly appreciated.

Thanking you for past favors, we remain, yours respectfully,

BALDWIN & CO.,

Per Stacy Darnell, Mgr.

P. S.—What we desire to do is to enter the Association.

Los Angeles, Cal.

Editor "The Billboard."

I received an application a month ago from the Dr. Shoop Medicine Co. of Racine, Wis., desiring me to hang advertising on door knobs, with rubber bands, for \$1.50 per thousand. I of course declined, pointing out that this could not possibly be done for the money in this climate. I have just received another application, and have reason to believe that another agency here has been employed for the impossible work.

I write therefore to ask you in justice to ventilate this matter. Perhaps, for all we know, hundreds of poor devils are being victimized, who have, in their abject need, volunteered to do the impossible.

I enclose a copy of my reply to their last application. Yours truly,

L. A. D. & A. CO.,

E. N. Rydall, Manager.

Dr. Shoop Family Medicine Co.:

Gentlemen—We have your favor of recent date, asking for estimate on work suggested. The placing of books on door knobs can not be done at the price you suggest. This is the land of the fig and olive. Each house has its Eden 60x120, and no man can go to each door and do the work for anything like the price you suggest. Only a fraud—rude poor, lying wretch—will agree to do this, for necessity will "agree" to anything.

In this connection I shall place a communication before "The Billboard" and other papers of the profession and bave this whole thing investigated. It seems to us, that knowing what you know, you have some object in inviting fraud, or wrongdoing the innocent. Yours respectfully,

E. H. RYDALL, Mgr. L. A. D. & A. Co.

Clarksburg, W. Va.

Editor "The Billboard."

Having been engaged until recently in bill posting, I beg to announce that I have retired from same, and will devote my time and attention to distributing and sign tacking, and will distribute all towns in West Virginia of any consequence.

I am open to an offer with some good, reliable bill posting firm, and am thoroughly capable of doing any kind of work. I can give best of references as to my reliability. This is a splendid chance for some one who needs a good solicitor on local work, or foreign.

My retiring from business is another example of the small-town bill posters difficulty to live. I have been engaged in business for myself for over a year, gave good service, and never had a complaint. I am out not only my labor, but the expense of erecting boards, and am over \$200 behind, cash paid out of my own pocket. Is it any wonder the small-town bill posters get discouraged? Where, oh, where, are the solicitors with their numerous requests for rates, facilities, and the great amount of work they have? Why do they call themselves solicitors, and give us the "go by"? They are continually crying for better service, and when it is theirs for the asking, why don't they take advantage of it? Why? Simply because instead of their trying to better the service, they do not care. It is the poor bill posters' "shekels" they are after, and unless you have "stand in" with these most bish and mighty (nit) lords of creation, you are "out in the cold."

That's all. I do not wish to tire any one with a long kick about my troubles, so if there are any bill posters who are prosperous enough to give a "poor devil" a job, let them write me. Thanking you for past favors, I am, yours very respectfully,

W. E. DAVID.

Bowling Green, Ohio.

Editor "The Billboard."

We take the liberty of using the columns of "The Billboard" to let the bill posters and yourselves know what we are doing. We are just completing a contract for the California Fig Syrup Co. for this county of 27 4x4 stands; 500 1 sheets and 2,000 snipes; 5,000 folders and 50 tin signs 24x36; another with the American Tobacco Co. for 70-s sheets stands.

We are doing Duke's Mixture for this county also. We have completed contracts for 25-12 sheet stands for Friedlich & Co.; 250 sheets for Strawn Bros. (local); 25-12 sheets and 50-2 sheets for the Drummond Tobacco Co.; 5,000 pieces for the Riese Clothing Co. (local); 1,100 pieces for the Shoop Remedy Company.

We have also done the work here for the Royal Remedies Co. of Dayton, Ohio; Hamlin's Wizard Oil Co., of Chicago, and are posting for the Valentine Theater Co. of Toledo. We have had 4-32 sheet stands from them. We have posted for the Grand Opera House of Bowling Green, "How Hopier Got Side-Tracked;" Morton's Comedians and the Canadian Jubilee Singers.

We have on the boards at the present time Jerome Helrome, the Wonderful Boy Violinist, and more to follow. We will send you

photo of our double deck next week. She is a daisy. We will have four more before the end of the month.

"The Billboard" is the best advertising medium on account of the bill boards that there is in the country.

Hoping this is not taking up too much of your time, and wishing you all the success in the world, we beg to remain, yours most respectfully,

THE AMERICAN CO.

Newark, Ohio.

Editor "The Billboard."

The distributing business is increasing greatly here. Advertisers are beginning to find out who will render them proper service.

I have other distributing agents here to compete with you, but not in service. My rate in the future will be strictly ONE DOLLAR, \$2.00 per 1,000. I hire no boys.

I have distributed for the following Dr. Chase, of Philadelphia, 3,000; Kendon Mig. Co., 5,000; C. I. Hood Co., 4,000; Dr. Burkhardt, 3,000; Dr. Henry Kane, of New York, 3,000; Duke, 5,000; Lydia E. Pinkham, 3,000; Dr. Miles, 5,000; Lydia E. Pinkham, 3,000; Chamberlain, 2,000, and local work, 12,000.

Paines Celery Compound was distributed the very poorest I ever saw; two or three in a yard. Quaker Oats made a big display late, and the distribution was well done. Lion Cone was sampled and had good work on the bill boards, also Little Star and Pine's Mixture tobaccos. You may publish the above report for the interest of distributors, if you will. Yours very truly,

E. O. BURRIGHHS.

Oakland, Cal.

Editor "The Billboard."

Please grant me a few words in your next issue. Business has been fairly good with me during October, November and December. I have finished putting out work for the Lydia E. Pinkham Medicine Co. in San Francisco, Oakland, Alameda, Berkeley, Golden Gate, Temescal, Fruitvale, Melrose, Elmhurst, San Leandro, Haywards, Piedmont, Pleasanton, Livermore, Niles, Irvington, Corte Madera, Warm Springs, Mission, San Jose, Newark, Alvarado and San Lorenzo.

This is the third lot of advertising matter I have put out for this firm. I get under the sack myself, with the help of one man in the cities. In the towns I hit the roads alone. I do not subtlet my work to any one, so it takes me some time to put out 100,000 booklets. It is not so tough as to quicken as it is to good returns I wish to make.

I also did work in Oakland for Dr. C. L. Shoop. I distributed 10,000 of his books and made seventeen window displays. This is my second season with him. Last season I did four distributions and made twenty window displays. I also received a letter from Shoop, saying he got good returns from my service. Yours very respectfully,

W. B. PORTER.

Red Bank, N. J.

Editor "The Billboard."

We would have written you long ago, but our Mr. Summersett has been very ill, but is now improving.

Since we joined the I. A. of D., business has been better with us. We have inquiries from all over the country, and believe that the I. A. of D. has helped us a great deal.

We have distributed new books for Dr. Kilmer & Co., Blaughton, N. Y., 2,200 foldes

for California Fig Syrup Co., and have several shipments from others now on the way here for distribution. I. A. of D. members can get work in preference to others. For example, read the following:

"Office of C. I. Hood & Co., Lowell, Mass., November 11, 1898."

"Mr. L. O. Summersett, Red Bank, N. J.:

"Dear Sir—We would inquire if you can attend to the distribution of our advertising matter in Red Bank and suburbs. We send you herewith a copy of our printed directions, which show just how we wish the work to be done, and which are to be exactly followed each time. We also send you contract, which we wish you to sign and return as soon as possible, if you will accept the position. We send you herewith receipt for lot that was recently shipped to our former man. We wish you to get the papers and distribute at once. Hoping to hear from you soon, we remain, very truly yours,

G. L. HOOD & CO."

We have written to Dr. Miles several times without any reply, but we will get his work, too, as soon as we can convince him that we do the best distributing in this section.

Long may be the life of "The Billboard" and its proprietors.

We are, very truly yours,

EVANS & SUMMERSSETT ADV. CO.

Eldan, Iowa.

Editor "The Billboard."

Enclosed you will find a slip properly filled out with my name and address, to be inserted in "The Billboard." I think this is the best advertising a bill poster could possibly get for the money.

I have a small bill posting plant here, and am working up both the bill posting and distributing business.

I have on my boards at the present time sixty sheets Battle Ax and forty sheets of Duke's Mixture, and have just closed a contract with the Drummond Branch of the American Tobacco Co. for 4-12 sheet stands for three months showing. I also have contracts with the Dr. Miles Medical Co. and the J. W. Grant Co., of Albion, Mich., for distributing. I have just received a shipment from Dr. Miles.

Bill posting and distributing have never been worked here, except what I have done in the last year, and I am now just beginning to realize a little out of the work that I have been doing. Early in the coming year I will be prepared to give advertisers all the space they want for bill posting, and to attend to all the distributing that comes my way.

This is a thriving little railroad center of about 2,500 population, and a good town to advertise in. I am a paper hanger and painter by trade, and work the bill posting and distributing in connection with my trade. I can give ample security to all advertisers

wishing to do business with me.

I think "The Billboard" is a splendid paper for all bill posters and distributors, and do not see how any of them can afford to be without it. In fact, it is a splendid paper for any one interested in out-door advertising.

This letter is not written expressly for publication, but if you desire to publish it, you have my consent.

Wishing "The Billboard" and all of the bill posters and distributors a Merry Christmas and a Happy New Year, I will close.

Respectfully yours,

WILSON G. TAYLOR.

Worcester, Mass.

Editor "The Billboard."

This season, without exception, has been the best we have ever had in the bill posting business, and that covers a period of over thirty years. We are running our boards to their full capacity.

In the past eight weeks we have had the following listed paper on our boards, part of which is now being protected: Pearline, Gale powder, Condensed Milk, Battle Ax Tobacco, E. A. Summer Coal, Quaker Oats, Snider's Catsup, Chas. Baker & Co., Hecker's Bink-wheat, Old Valley Whisky, Red Indian Tobacco, Lion Cone, Benosp's Coco, Mt. Vernon Whisky, Petroljohn, Acorn Range; the listed work alone representing over 800 stands, and listed for from 30 to 90 days.

We have also been overrun with unfixed work, besides billing from two to four companies at the theater each week.

We have built several new boards this season, and shall continue to do so until the demand is supplied.

We now have one hundred and fifty large, finely located boards covering all the main thoroughfares and steam and street car lines.

Our distributing is also increasing, as we employ men only for the work.

Respectfully,

FISKE BROS.

Indianapolis, Ind.

Mr. William Funk, Anderson, Ind.: Dear sir Your work on Battle Ax and Duke's Mixture bill posting has been perfectly satisfactory to us in every respect; exceptionally so, and it is a pleasure to tell you so. Respectfully, HENRY A. HERSEY.

East Tawas, Mich.

Editor "The Billboard."

The beautiful Christmas number of "The Billboard" is surely a welcome guest! I have heretofore considered that nothing in it has escaped my observation, but my little eight-year-old daughter has just called my attention to the profile, or outline, of a lady wearing a long cloak, on the outside of the cover. In order to readily discern it, turn the paper sideways and you will see her standing, the lower end of the paste brush being at her shoulder. She is clothed in light blue, and when the paper is upright she is on her face at the feet of "Santa Claus," the bill poster.

I wonder whether there is not any connection in this with the women of the W. C. T. U. at Detroit and Mr. Walker. Is it symbolic of the bill posters' victory over those who can see evil in a picture on public walls, but think nude statuary just the thing?

I am just completing another large bill board, 4 sheets high and 160 feet long. This gives me the best billing in the county. I have one board (four passenger trains daily pass within 100 feet) 250 feet long. All my distributing is warranted to be hand to hand service. Very respectfully,

H. C. BRISTOL.

White Hall, Ill.

Editor "The Billboard."

This is a small town, but by "husking" for work and doing it in a businesslike manner after I do get it, I have built up quite a paying business.

I do "commercial work only," and do as good, or better, than I agree to. I now have more sheets on my boards than there are houses in White Hall.

The December number of "The Billboard" is a 12-page day.

Wishing you success and a Merry Christmas and a Happy New Year. I remain, yours very truly,

ROBERT LUTHER.

N. B. I was married to Mrs. E. J. Hayden on Thanksgiving Day.

Anderson, Ind.

Editor "The Billboard."

I shall avail myself of your liberal offer for advertising. Your paper is my best friend, and I can not understand how I ever got along without it so long.

THE BILLBOARD

Bethel, Mich.

Editor "The Billboard": Your December number arrived, and I could say, "Three cheers for 'The Billboard'." It is ahead of any magazine in existence, and every distributor should be proud of it and the interest it takes in them.

Since writing to you before, I have been pretty busy. I have just finished a job for the Sterling Remedy Co., of Chicago, and for K. E. Buckley Co., Roads' Kidney Pwd., and I have more food work than I can attend to.

I am out before seven, and work as long as I can see.

We had some work done here by the Quaker Biscuit Co., I will say that work was done all right. They were dressed like Quakers.

Dr. Shoop had some work done here by the drug store, and the circulars were thrown in the snow and no rubber bands used. I hope he will soon learn how to advertise.

I do not believe in inside distributing. Some was out here distributing Lion Coffee, and if no one came to the door, miss the house. I saw five houses missed, one after another. Now we will say that there is a woman baking, and the door bell rings. She is interrupted to go to the door to find only an advertisement. The chances are ten to one she will not take it, but be likely to throw it at you. I most always take samples to a side door and place them on the door knob, or else high in the jamb of the door. Then they all are sure to go in the house, and no houses are missed. I do not believe in ringing door bells. It would not work in this town. The easiest way is to walk up quick to the door and secure your bill and go about your business. I never have had any trouble in my sixteen years experience, and I have good results. Wishing you a Happy Christmas and a Happy New Year, I remain, very truly yours,

S. M. MURRAY,
Editor "The Billboard". Many advertisers will say it is no use to advertise in this way (distributing). But I can prove that it does pay when it is done right. I can give any one the names of druggists in this city who will tell them that their rates of an article are largely increased when I distribute their advertising that article.

Now, I am not trying to get a free ad with this. I send this to you as the official organ of the L. A. of D., with a desire to let the advertisers know what is to their interest, as well as to the interest of the L. A. of D. You can publish much or little or none, of what I have written, as you see fit. But I think a few words in your paper to hood and some other advertisers would rebound to the benefit of advertisers and distributors at large.

Very truly yours,

S. M. MURRAY,
Williamsport, Pa.

Editor "The Billboard": Since writing last month can only say the same old story progresses, as all my men have been at night and day. My country wagon came home yesterday and will remain under cover until spring. Every job of my country billings are now filled with the Drummond Tobacco twelve and two sheets. They are filled as heavy as any circus, and the paper will remain up until next spring. They have filled this section the heaviest of any commercial firm I remember.

I have just closed another contract with this same firm for a two-months city billing. Liggett & Myers paper will remain upon all my boards for at least thirty days more.

The New York Journal and Herald both used space with us last month.

I have just received, through A. J. Gude, a large billing of Pitts-John eight and sixteen-sheets, to take the place of Quaker Biscuits.

I have my four men distributing from early morning until late at night for our local merchants. Besides, they are hanging calendars for no less than ten firms, and I am daily making new contracts for our people as well as the largest outside firms.

The past six months have been the best I have ever had.

Yours for success,

GEORGE H. BUEB,
Iron River, Wis.

Editor "The Billboard":

Business is somewhat better here. We have been doing most all local work for the past three months. I distributed for Dr. Shoop, by medical Co., about a week ago, with the prospect of two or three large contracts from other firms.

The December number of "The Billboard" is a work of art, and deserves a large circulation.

Wishing you success and a Merry Christmas to you and the fraternity we remain,

Very truly yours,

AKER & KENNEDY,
Shenandoah, Pa.

Editor "The Billboard":

I am today in receipt of your letter of the 1st inst., in regard to the bill posters directory. Now I have this to say. I think the idea a good one, and am strictly in favor of it.

I also wish to compliment you on the manner in which you are conducting "The Billboard". I know that I have received at least \$400 worth of work the past year, which I would never have been able to get, because I would not have known that the firms were doing any work, if I had not had "The Billboard".

I have had my boards filled all season with good paying paper, and contracts pending for more.

I have done work for Beaman's Gun Co., American Tobacco Co., Star Tobacco Co., and many others. I also wish to say to the people who are roasting Mrs. Mulvihill, of Omaha, that I find the lady lives up to her contracts a great deal better than some others whom I could mention. Mrs. Mulvihill sent us quite a large amount of paper the past season, and we think she is all right but enough of this.

Allow me to compliment you on your December issue of "Billboard". It is very fine, indeed, and chock full of good things.

Trusting that this will reach you in good season, I remain,

Yours respectfully,

C. L. HOOVER,
Vienna, Ill.

Editor "The Billboard":

I thought it would not be out of line to let you know what I am doing this month.

I have done work for Peruna Drug Co., Arm & Hammer Brand of Soda, posted bills for Battle Ax, Duke's Mixture, some local work and the Mammoth New York Minstrel Troupe, traveling in their own specialty.

I am expecting more work soon. I can give the best service in town, and adjoining towns, and all over the country. This is good paying territory for any firm in which to have their work placed, so please send on your work and it will have prompt attention. First come, first served.

The "Billboard" is all O. K. I have read through time and again, and long for the next number.

Wishing you a Merry Christmas and a Happy New Year, I remain,

W. L. PIERCE,
South McAlester, Ind. Ter.

Editor "The Billboard": I have had all I can possibly do since October 1st, and a goodly part of the time have had an extra man. I have on hand 1,400 Duke's Mixture, and posting, distributing and tacking for Simon's Liver Regulator.

Wishing you a Merry Christmas and a Happy New Year, I am, yours truly,

J. A. MADDOX,
Circleville, Ohio.

Editor "The Billboard":

"The Billboard" arrived all O. K., and we think the Christmas number, 1898, eclipses all your previous editions. It is simply "out of sight."

Wishing "The Billboard" success, we beg to remain, yours truly,

RAUGHMAN BROTHERS,
Birmingham, Ala.

Editor "The Billboard":

The C. L. Hood Co., of Lowell, Mass., are having pamphlets distributed in this city. I do not know who is doing the work but I do know that it is being done recklessly and dishonestly, from six to ten pamphlets being thrown in each yard. No wonder advertisers complain that they get no benefit from distributing. They never will until they learn to give their work to responsible people. The members of the L. A. of D. guarantee the service of its members, but many advertisers are so shortsighted that they lose a dollar in order to save a nickel.

We have the endorsement of Nahers Morrow & Sonnige, of this city, "Largest Drug House in Alabama"; also the Williams Drug and Chemist Co., of this city, and it does seem very unbusinesslike, to say the least, for such houses as Hoods to have their work done by irresponsible people. Not only does this, but many other firms you would think would use better judgment, knowing that honest distributing of advertising matter will bring good returns. It is throwing money away, and doing an injury to those who do honest and intelligent work, to

give the best service in town, and adjoining towns, and all over the country. This is good paying territory for any firm in which to have their work placed, so please send on your work and it will have prompt attention. First come, first served.

The "Billboard" is all O. K. I have read through time and again, and long for the next number.

Wishing you a Merry Christmas and a Happy New Year, I remain,

Yours,

P. A. JOHNSON,
Alpena, Mich., December 9, 1898.

Editor "The Billboard":

Alpena, Mich., Dec. 9, 1898.

Editor "The Billboard":

Friend:

I wish you would please print this letter in your January number to let the advertisers and bill posters know what low, contemptible people there are in the world all because a man won't allow them to roll him in daylight by paying them 16% per cent commission for sending work to a bill poster. I am one that don't pay 16% per cent commission, and, as a good American citizen, I have the right to refuse any such commission, because I get all the work I can attend to without giving

any commission, and I also receive three times the amount of work from the advertiser himself. For instance, this will show you the proof. I received from P. J. Sorg (Spear Dead Tobacco) 25 sheets of paper to be posted in Alpena, which I did, and the American Advertising and Bill Posting Company of Chicago wanted me to post 152 sheets of Lion Coffee paper. This I refused to accept under any condition, owing to the large commission which they ask. Next comes E. C. Keyes, with the American Tobacco Company, of New York City, with 354 sheets of Duke's Mixture and 299 sheets of Battle Ax Plug Tobacco, which makes a total of 843 sheets of paper, and he wants no commission. My boards are constantly filled with just such people. They are all gentlemen and appreciate my service to the queen's taste. Mr. Keyes is a gentleman to deal with also an expert to attend to advertising, as he only pays you for what is on your boards when it is checked. This is a letter I received from Mr. Keyes as soon as he heard of the world's bill posters friend, the Bill Poster Display Advertising. They claim they are your friend until they get the use you want out of you.

Mr. R. Nolan

Dear Sir: I take great pleasure in saying to you that the work which you did for us on

Battle Ax Club and Duke's Mixture was

very satisfactory, indeed. Your boards are

in better condition than any I have seen, and

the manner in which you put up the paper

convinced me that you took pride in your work. I hope to be able to give you more work in the near future. Yours truly,

E. C. KEYES,

With American Tob. Co., N. Y. City.

Next is the California Fig Syrup Co., the friend to every honest bill poster:

Chicago, Ill., Dec. 3, 1898.

Mr. R. Nolan, Alpena, Mich.:

Dear Sir:—Today I picked up a copy of the December issue of "Bill Poster Display Advertising," and, among other cities mentioned, I see they list Alpena as being open for a first-class bill poster. I have always thought there was a reliable bill poster to that city, as I have personally inspected work done by yourself and always found it right up to date. I presume your refusal to join the A. B. P. A. accounts for their organization to belittle the service you render. I don't believe any advertiser that has done business with you will complain of the service, and you can always depend on our recommendation of your work as long as you give us such service as you have in the past.

Wishing you an abundance of business and success, I am, yours very truly,

D. R. TALBERT,

Agt. Cal. Fig Syrup Co.

Editor of "The Billboard":

Business has been very satisfactory to the

past year, and I will try and make it more so

if printers' ink and space in "The Billboard"

will accomplish same. I have posted in past

forty-five days as follows: 80 sheets Geo. W.

Hild's Cigar paper, 69 sheets Lion Coffee,

1,200 sheets theatrical paper and 600 sheets

local work. We are posting 150 sheets "It's a Bird" to-day. We have contracts for

twelve months. This has forced me to build

new boards. Am building 12 twelve-sheets

in city and 20 eight-sheets; also, 10 twelve-

sheets on country routes and 11 eight-sheets

on same.

Wishing you a Merry Xmas, I will beg to

remain, yours very truly,

FRED C. PARKER.

Dayton, O.

Editor of "The Billboard":

I write you the following, trusting you will

publish the same. An alleged distributing

firm has just started in this city, and judging

from the way they have started it, it would be wise for advertisers and every honest

man to shun them and give them a wide

bore. I am not the only distributor in Day-

ton; there are others; but I matter myself

I am the most successful. I do not expect

to control the distributing business in Day-

ton, and do not care who is in the business

or who starts in the same, as long as they

compete honestly and do not try any under-

hand methods to obtain information, etc.

The firm mentioned above are Messrs. Pom-

eroy & Sloman; the former is a cut-rate

ticket broker, and has been turned down by

railroad officials and others concerned, for

crooked business. Sloman called at my home

while I was out attending to some distribut-

ing, and informed my wife that he repre-

sented a large tobacco house and had a lot

of distributing and sign-tacking for me to do,

and wanted my prices, etc., on the work.

Stating Mr. Steinbrenner, of Cincinnati, had

sent him to me, of course my wife told him

all she could, but did not know exactly what

my prices were, and she told him to come

back at noon and he could see me. But in-

stead of coming himself he sent a young man

who knew me, and he asked me if I had a

list to give him for this man, and as he acted

rather queer, I told him I would like to have

a talk with this agent myself; for him to call

at six in the evening. But he failed to call.

This was on a Monday, and the following

Friday he called again in the evening when

I was out and had with him (I afterward

learned) his partner, Pomroy, and they went

on to tell the vast amount of work they had

for her husband, etc., etc., giving her a nice

little "jolly," you know, and asked her if

she could not find a list. He then had nerve

enough to insist that my wife open my desk,

he wanted to look over my correspondence

and see my contracts and what firms I did

work for, but as I keep my desk locked and

carry the key, he was foiled. When my wife

informed me of the matter, I thought it

rather strange that a representative of an

advertising firm would act that way, and as

I received a letter from our worthy Secre-

tary, Mr. Steinbrenner, to be on my guard,

as a new firm had started, I became suspi-

cious, and did a little detective work, and

discovered that the representative of this

large tobacco firm was none other than Pom-

eroy & Sloman, seeking information, and

using the dirtiest, meanest and most con-

temptable way to obtain it. Such lying,

scheming rascals do not deserve the patron-

age of any honest man or firm. And a man

who has not brain enough to originate his

own methods, ought to carry the load or some

other such work. I would not hesitate to

give any honest man pointers in regard to

distributing, if he came out in his true

colors. Any one can go in the distributing

business, but it is only the honest and con-

scientious that succeed. Thinking it my duty

to expose these people and their methods in

their start, so that advertisers can guess

their finish. I am not trying to "knock" this

THE BILLBOARD.

PUBLISHED MONTHLY AT

127 East Eighth Street, Cincinnati, O., U.S.A.

Address all communications

For the editorial or business departments to

THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

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

Billboard Advertising is sold in London at Loo's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W.C. In Paris, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches.

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

The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

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

JANUARY, 1899.

During the month just past a gentleman who has written much that is valuable on advertising, called at the office of "The Billboard." He was interested in advertises. He was, in fact, not averse to engaging in the work of constructing the science himself. He has already done much, very much, in another field in this direction—in fact, he has achieved both fame and fortune as a result of reducing to a science a branch of business which, when he took it up, was as unsystematized as advertising now is. The discussion which ensued was long and interesting. At the outset he argued against the advisability of the whole scheme. This, of course, was with a view of bringing out a defense which would outline its advantages and worth. He argued well, in fact, with marked ability.

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To begin with, he stated that in these days the artisan inventor was the one who led. The scientist, he averred, followed after. He quoted a professor at Cornell in support of his position as saying, "You practical fellows are always away ahead of us folks in the schools."

At the time he seemed to have scored heavily with this point. If this was truth, and it seemed to be, what manner of use could science be to art? Of what real practical value and utility would advertises ever amount to? If a rule of art becomes a principle of science instead of the reverse, then surely science has but a poor place in our work-a-day world. A correspondent, also eminent in advertising realms, assumes almost identically the same position. Says he: "While art utilizes all rules it also transcends them all. A really great painting—a masterpiece, can not be made by rule."

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A well-known bill posting expert of New York contended that it was not possible to eliminate the element of

chance from advertising, and even if it were it was not desirable. He insisted that it was the uncertainty of the outcome which kept the business alive. In his estimation advertising is a gamble—not altogether, of course, but to a large extent.

Numerous other correspondents have advanced arguments along substantially similar lines, and yet the facts remain unchanged. Science is progressive and science leads art. Science is truth and the laws thereof. Art is merely their application. The artisan may and does blunder into and unfold new truths now and then, but the scientists are moving ahead regularly and orderly and accomplishing more daily than the blind and misdirected energies of the whole army of artisans do in a year.

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The discovery of the planet Neptune, one of the most brilliant of the scientific feats of the present century, aptly illustrates our claims. For many years the planet Uranus, or rather its orbit, had been a source of embarrassment and confusion to astronomers. They found it impossible to adequately reconcile the ancient and modern observations by any one set of elements, and the error increased rapidly from year to year. Bonyard early suggested that some other planet caused these apparent irregularities, and acting upon the suggestion M. Leverrier, a French astronomer, entered seriously upon the task of determining the position of the supposed disturbing planet. He began by revising the theory of Uranus at the instance of M. Arago.

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His first memoir on the subject was read before the French Academy in November, 1845, and his second in June, 1846. The third was read August 31, 1846, and the discovery of the planet followed almost immediately thereafter. He wrote to his friend, Dr. Galle, of Berlin, requesting him to search for the planet with the large refracting telescope of the Berlin Observatory at a particular position in the heavens which he indicated. This letter reached Berlin, September 23, and the same evening Galle discovered the planet at almost the identical spot pointed out. That was the achievement of a scientist, and all the artists and artisans in the world could not have accomplished it. Art follows close upon the heels of science, but the latter leads the way in the search for new truths.

John Foy, of Glencoe, Ontario, used to be a printer. He writes that the Xmas "Billboard" was a very pleasing number.

We acknowledge the receipt of a handsome souvenir, "A Merry Christmas from Nevada." It was sent us by John H. Dunlap, of Virginia City, Nev., and contains a splendid portrait of that city.

It is reported that the California Fig Syrup Co. will take up distributing all over the United States this coming spring.

THE BILLBOARD

Results Worth The Five.

By Sam W. Hoke.

If every man who starts out to do distributing could realize the results obtained by Pillsbury's Vitos in Cleveland, O., some months ago, there would be no further difficulty for good distributors to secure reasonable pay. Pillsbury's agent came to Cleveland, and consulted William A. Molton, who wanted \$5 a thousand for distributing samples of Vitos Breakfast food. The price astonished Mr. Agent, and he inquired around to find some other distributor, and was finally rewarded (?) by finding a man who agreed to do the work for \$1.25 a thousand. In his dilemma, he talked over the matter with the agent for Dr. Burkhardt, who happened to be in Cleveland at the time, and they agreed together that both prices were out of reason—one too high, and the other too low. As a compromise, however, one-half the town was given to the cheap man, and the other half was given to Molton.

The distribution was watched, and it was learned that Molton's men went to the kitchen door, knocked at the door, and waited until some one appeared, to whom the package was handed with a polite, pleasant remark, requesting them to accept this sample package of Vitos, the new Breakfast Food, and if pleased with it, supplies could be found at the neighboring groceries.

The other men did not absolutely throw the packages into the yards, but took them in, and left them on the doorsteps, which some people would imagine to be all that is necessary.

The results in actual sales in the Molton district were something enormous, not only on the first canvas of the retail grocery trade, but also weeks after; whereas the sales in the other sections of the town did not aggregate more than half enough to pay for the cost of the distributing.

I do not know the name of the cheap distributor, (it was not Bryan), nor am I acquainted with Mr. Molton.

I am not writing this to praise one, nor to run down the other, as the probability is that the cheap man did all he could for the money he charged.

What I particularly wish to impress upon the distributors is that by holding out for it, they can secure pay which will justify them in doing perfect work; and, that after doing one perfect job, the same customer will return frequently for the same kind of work at the same prices; whereas, on the other hand, the cheap distributor either makes no profit on his first order, or if he makes a profit, he seldom gets a second order from the same advertiser.

* * * * *

While on the subject of good distributing, I want to tell about the results secured by Dr. Burkhardt from his advertising matter placed in Greater New York by Harry Munson.

While the distribution of samples and circulars of Dr. Burkhardt's Vegetable Compound was in progress, and after the distributing was ended, Mr. Leach, Dr. Burkhardt's representative, called upon the wholesale drug houses and solicited orders.

He states that he never met with such a cold reception as he received

from these same wholesale druggists. One of them said to him:

"You people from the West come into New York City and spend a little money, and expect people to fall over themselves in their effort to get your goods. You load up the wholesale druggists, the sales do not materialize, and you cease your advertising, and leave the wholesale houses in the lurch, with a large stock of your goods on their hands, for which there is no sale."

There was only one way in which the goods could be placed, and that was on consignment, and in June, 1898, Mr. Leach obtained consent of the leading wholesale druggists for consigned shipments.

Knowing his article, and knowing the thorough way in which Munson had performed the distribution, he loaded the druggists heavily with all sizes of the preparation, placing with Crittenden 200 dozen of the 25-cent size, 100 dozen of the 5-cent size, and 25 dozen of the dollar size, and placing with every house in the same proportion. Upon calling on these wholesalers again in December, he was met by the buyer with a statement that he believed some of the goods had been sold, and he would find out just how much. Sending a messenger to the department for a statement from the department head, the buyer was very much surprised to learn the enormous quantities of the goods that had been sold, and when he learned just what stock of goods had been consigned to him, and what a quantity had been sold, he remarked to Mr. Leach, that if he had been consulted as to the quantity to be sent, he would have asked for possibly a gross of the small size, and probably a dozen of the two larger sizes.

The buyer was very much astonished at the extraordinary sales that one distribution had produced.

Mr. Leach tells me that Munson's men stop at every drug store on their distribution route and ask for a label which they paste in their scrap book carried for that purpose.

They ask the druggist or his clerk if he carries Burkhardt's Compound in stock. If the answer is "No," it is noted on the label. He is then asked if he has ever had any calls for the preparation, and that answer is noted.

Samples are also left with the druggist, and he is told by the distributor of what is being done in the neighborhood, with the further information that all wholesale drug houses can supply Burkhardt's Compound, and that, as calls for the remedy are bound to follow the distribution, he is advised to put in a stock of the goods.

American Newspaper Directory.

The American Newspaper Directory conduced with its December issue the thirtieth year of publication, and George P. Rowell, its founder, who has personally conducted it during the entire term, finds in the fact just cause for satisfaction. The first directory, in 1869, was the beginning of newspaper catalogues, handbooks, annuals and manuals—a large and prolific genus, of which it is but just and fair to say the Directory has always remained easily the first. Mr. Rowell has developed more thoroughly, perhaps, than any man the question of circulation of newspapers, and friends and foes have long since credited him with justice and impartiality. Mr. Rowell's statement, that from the beginning no paper has ever been accorded a high rate on account of friendly considerations or patronage, or a lower one on account of ill-temper or ill-will, is borne out by the facts, though in many cases it has been difficult to convince interested parties to the truth of the assertion. The last issue of the Directory reports over 21,000 publications in the United States and Canada, of which but little more than one-fourth have an average circulation of 1,000.

THE BILLBOARD



Friendly Overtures to N.S.P.A.

By President of National Association of Master Painters and Decorators

Milwaukee, Dec. 8, 1898.

To all whom this may concern:
Our missionary leader in the interest of sign painters has awakened deep interest "The Painter's Magazine," of New York City, is aiding us in its ablest manner resulting in President Franklin extending open arms toward N. S. P. A.

His excellency, viewing preparation for an organization and judging from reports the promise of a large attendance by sign painters from all parts of the country, he recognizes the importance of such organization, but questions whether all the benefits and advantages of such an alliance such as proposed could not be gained through the medium of the National Association of Master House Painters and Decorators. He extends an invitation to the sign painters to join with that organization.

Philadelphia, Nov. 19, 1898.

As the President of the National Association I take upon myself the privilege of inviting them (the proposed Alliance) to send exhibits to our convention. As sign writing is an important feature of the painting and decorating business, and there is nothing in our constitution and by laws to prevent them from becoming members of a local State Association. It would be well for them to become members of our organization.

The advancement made in sign writing in America has become so great in recent years as to cause the sign writer to be termed an artist in every sense of the word. There is no country in the world in which sign writing has so much improved as in this country. We therefore gladly welcome into our fold the men who have been instrumental in advancing that branch of art to its high position. We look forward with pleasure to the exhibit which they will make at the exhibition in conjunction with that of our own association.

Yours respectfully,

P. J. FRANKIN.

Pres. N. Assn. of M. P. & D. of U. S. A.
"The Painter's Magazine" says editorially: Coming from such a source, the invitation will no doubt carry great weight with many of those interested in the project of forming an alliance."

In a private note from the editor to the Secretary of the Committee on Arrangements, he says in effect:

"The Painter's Magazine" is doing all it can to advance the interest of the Sign Painters' Alliance and to make its organization successful. If the sign painters can come to an understanding with the Master Painters and Decorators, it will be best for them to join hands. Any suggestions you may offer will be gladly received with further information concerning the proposed alliance.

For the benefit of all and to clear up all questions relating to the proposed N. S. P. A. we wrote "The Painter's Magazine" an exhaustive account entitled, "The Idea of The National Sign Painters' Alliance" for publication in its January issue. We recommend its reading and our course taken in treating the subject in question.

Surely we can not speak for a majority of the committee. No word or act of mine shall retard or hinder progress of N. S. P. A. The feasibility of wholesale alliance is not apparent in the constitution of the Master Painters and Decorators, like the family umbrella, broad enough to shelter all coming beneath its protection. Does it mean fostering care or fusion? Do we not want to enact laws for the purposes already contemplated? Forming N. S. P. A. does that imply necessity for local State Associations? Affirmatively N. S. P. A. would be the Supreme Council to charter State organizations. It is probable, however, N. S. P. A. laws will be constructed along the lines of I. A. of I. and A. I. P., whose interests are quite if not nearly identical with ours.

Here is food for thought. Being no theorist, but plainly practical, we hope what is to be, will be best and that N. S. P. A. soon as it is born will be able to set up and notice. We commit the idea of the National Sign Painters' Alliance into hands of its sponsors. Respectfully yours,

ALLEN E. HARBAUGH.

She Paints Signs.

Not the best interesting woman in the city who carries her livelihood by what is generally looked upon as distinctly a man's work is Miss Lucy Huffman, of Edgeworth, the only woman sign painter in Pittsburgh. Like most of the other working women of our city there is nothing of the new womanish type about Miss Huffman. She is a young looking girl, small and excessively modest, and very womanly. She believes in doing with her might whatever is given her to do. That is why she is a sign painter. Something like ten years ago she came to Pittsburgh from West Virginia looking for something to do. She was engaged by a painter to do stencil work, a task needing no greater skill than the ability to dip a brush in the paint and dash it back and forth on the stencil pattern. Other girls had been engaged for such work before and have since, but nothing came of it. The girl, however, had eyes and used them. She watched the men employed around her as they made the stencil patterns. She saw how letters were formed and how the two parts were held together by the necessary strips placed with the construction of the letters.

A few months were more than enough for

her to learn all that. Then the man who had employed her left the city, but another painter who wanted some one to do his stencil work for him had heard of her and sent for her. Could she make stencil designs? he asked her. There is where Miss Huffman rose to the occasion. She had never tried to make a design, but she watched so closely she knew exactly how it was done and she had self-confidence to know she could do it. So she answered yes, and at once went to work.

Then came a day when she painted her first sign. She had practiced making letters when not busy with her work, and had acquired a steady hand, but for a time no opportunity arose to put her new accomplishment into practice. One day she was left alone in the shop and a Chinaman came in and wanted a laundry sign painted. It must be done at once. Wah Sing was determined to carry it home that evening. As there was no prospect of any of the painters returning before night Miss Huffman determined to paint the thing herself, and paint it she did. Wah Sing went off at night-fall proudly bearing the new sign that was to help him outshine the rival laundryman, and Miss Huffman was a sign painter.

She has been employed by the same firm, Cock & Co., ever since, learning more and more about the work every year, and very much amused at the surprise of people who see her for the first time as she sits, brush in hand, before a good-sized sign, deftly outlining and filling in the letters. She does no outside work, having no desire for notoriety but anything that can be done in the shop she likes. She likes her work, and when, as occasionally happens, she is given an order for "something fine don't bother about the price," she has an opportunity to display the originality and delicacy one expects to find in a woman of artistic tastes. The odor of paint and turpentine, the general litter and untidiness always associated with a paint shop, do not disturb her, and she finds her work thoroughly congenial.

Sign Painting in all its Branches. — Outlining.

CHAPTER III

With true outlines, the balance of skill required to make a neat letter is limited to a little careful practice in the use of the brush that a straight, clear cut edge may be made, as intended by all good sign painters, the fewer the lines the outline the better, and also that the letter when worked will present a more handsome and artistic appearance than one that is drawn strictly to measured lines.

We present here a system illustrating eight letters of the alphabet which are said to be both the most difficult to outline and to print. According to this system it is only necessary to draw lines defining the extreme limits of the height and width of the letters and, on which lines almost any kind and style of letter is possible of being built. I always take it as the gauge by which to determine the width of all the rest of the alphabet, following the rule as we shall cite it. Form the outline for it by drawing a line around the outside showing the limit as shown by the full black line in the illustration. Make the loop a little smaller than the bottom both in height and width. To outline A make the bottom a little wider than it at its widest part. It should be as wide as it is at its widest part while E should be a little narrower. Make the bottom stem of E a little larger than the top stem. It should be as wide as it. Make the top stem of E as long as the top stem of E. Form G exactly like C, but a little wider. At the bottom draw a line from the top of the curl downward to the base line, and widen this bar as wide as the wide parts of the letter. Make H a little wider than the widest part of E. Make J half as wide as H. That is the curve part. Make the bottom part of K as wide as the bottom part of A and the top a little narrower. Let the start line of K that forms the bar strike the perpendicular line at about or a little below the center, and let the bottom start line strike the lap stem line half ways or in the center. Make N the same width of H. How to outline M is shown in the engraving. The rest are all easy until you get to W. For this draw two V's smaller than the corresponding V would be, let the middle lines cross each other at a point which, if filled out as shown by dotted lines, would make the full width third stem. For a block letter let the top of the two middle lines just touch each other instead of crossing. Now, after the outlines for the letters of the sign are drawn, take a brush that will make a narrower line than the broad parts of the letters are to be and proceed to paint by beginning on the outline and working each bar out gradually until the proper width is at-

tained. Always outline so the filling in comes on the inside of the letters, except X and Y. The filling in will come on one side. W is the widest letter in the alphabet. One-third wider than H is about right.

Almost any kind of a letter may be formed on these outlines. A shows how a simple block may be formed. It shows a full block. E shows the fastest. T is Egyptian and the rest Roman. When filling out block letters make the horizontal bars a little narrower than the perpendicular ones.

If these instructions are followed faithfully, the beginner, in a short time, will be able to form letters, freehand, without a ruler, compasses or any other guide, except the eye. Spacing should be determined by the form of the letters. Between full letters, such as H and M the space should be wider than between such letters where a curve exists, or between those that are open. For example, F G. The space should then be narrower. There is no definite rule for spacing. Practice alone will teach you. As a general rule make the spacing between open letters narrower than between full letters. If the letters are full letters at the bottom, let the space at the bottom govern, let the space at the top and open at the bottom, regulate the space by letting the bottom of the letters fall where they will.

(Continued.)

Maintaining an Advertising Business in Towns of 5,000 Population and Less.

By Robert Henry.

Will the business of outdoor advertising pay in towns of 5,000 and less? Is a question that is probably asked the "billboard" more than any one else. Now, to take any one of the three popular divisions, sign painting, bill posting, or distributing alone, the possibility of making it pay to an extent that would be considered remunerative is limited to the extent that the town is enterprising in a business way. Either branch followed singly would hardly be remunerative enough to rely on absolutely for a livelihood without the operators' wants are very meager.

The right kind of a man in a flourishing town of from 2,500 to 5,000 population will derive considerable income therefrom. It is safe to say that he will derive more income from it than from any other single business, that is usually maintained in such sized towns, in proportion to the amount of capital invested. Practically he need invest no money for a while. Space, such as the sides of old sheds, fences, etc., may be had for the asking. Boardings may be built as the business progresses. The distribution business needs but a pair of stout legs and a little energy.

Now take the three together. They are so nearly analogous that they can be worked together without either one being in any wise detrimental to the other. In fact, they are so closely allied to one another, that common sense and business tact demand that they should be worked conjointly. The old adage "The heel always follows the toe," is demonstrated, in as much as the increase in one branch of the business will increase them all. The more distributing one man has done, or is doing the more sign painting or billposting his competitor will do, and vice-versa. We will use no more space in maintaining that this is a fact, for it is. Competitors always vie with each other in propagating, or promoting their favorite plans of securing or maintaining their respective businesses, particularly in this characteristic of business houses in towns of this size.

When practicable sign painters should control the distributing and bill posting business, but, as a rule, they do not. Why this is the case is hard to say. Probably the nearest solution is, the distributing and bill posting business is a comparatively new thing in such sized places, and has been taken up as a chance job by some one who still maintains it. Done before the local sign painter thought about it; for, the fact is, where the possibilities of bill posting and distributing have been brought to the attention of sign painters in such towns, particularly if he be a young man, he has taken hold of it, and, as a rule, is making a success of it, which, of course, is governed in degree by the enterprise of himself and town.

To be a good sign painter in connection with other branches, goes a long ways toward insuring a successful business. The sign painting, bill poster has a decided advantage over the bill poster and distributor. His business keeps him informed. Many are the dollars he can pick up in the course of a year if he is able to paint a fair sign.

The sign painter can post bills or distribute circulars, but the bill poster or distributor can't paint signs; or, at least, he thinks he can't. With good letter patterns of different

sizes and styles, those which are cut true, about all he has to learn is to space correctly, he can paint good signs, as good as the ordinary sign. After he learns to make his paint work smooth and cut a clear edge, and with good brushes, with an hour or two's practice, he can make just as true a letter as the pattern is. Any one who has a hand steady enough to take a lead pencil and follow a mark which is already marked on a piece of paper can follow a line with a little brush full of paint. I have seen little boys 10 and 12 years of age, by means of a letter pattern, paint as true a letter as any sign painter on earth can paint. All there is to painting signs with patterns is to strike two straight lines to mark the top and bottom of the letter, lay on the pattern and mark around it with a pencil. If glass, or some very smooth surface, take a new sharpened piece of chalk. There are two ways of painting to an outline. One is to have a brush that will fill over one-half of the face, and painting around one side to the outline, then doing the same to the other side, when the letter is completed. Another is to take a fine brush and run a line on the outline, then filling in. I prefer the former when practicable.

To shade with patterns, draw the letter in outline by marking all around the pattern. (Remember that a properly shaded letter is always shaded on the bottom. As a rule the left side of the letter is shaded, but this is not imperative.) Then move the pattern down and as far to the left or right (which ever side you wish to shade) as you wish the shading to be wide. Now, be careful, and only mark on the outside of the lines. Never mark on any side, which side overlaps the letter, or the part of the letter, that is to be the face. You will avoid this if you will remember to never cross a line of the main letter with a line of the shading. After this is done some of the parts will be open. Connect each end of the outlines of the shading by an angular straight line with the corner of the letter that is diagonally opposite to it. It is unnecessary to say to paint one part one color and the other part another, but we will say that the letter will look better if the color of the shading does not quite touch the color of the face of the letter, thus leaving a small line of the ground color exposed.

To make a poster letter, outline the letter and shading in the manner described above. Paint the face of the letter, then around the whole letter, on all sides, inside and out, draw a fine line. If the letter is, say, three inches high, make this line about one-eighth of an inch wide. Six inches high, make it about one-quarter of an inch wide and proportionately, as the letter is under three inches and over six. Black is usually the color preferred for this fine line, no matter what the color of the face of the letter is except black. Then paint the shading. There may be so many shadings to a letter as wanted, made by patterns. No matter how many you wish, outline them all and join the angles before beginning to paint. Now, it is to be seen, after the novice has gained sufficient control of his hand, which only takes a few hours' practice at most, that the appearance of the sign, good or bad, will nearly altogether depend on the patterns, good patterns, good signs, and vice versa. Another advantage gained by the use of patterns is the facility with which they enable one to do work. In this they are a decided advantage to the expert as well as to the novice. Then, again, the different styles of lettering, otherwise than what he makes himself, is another consideration.

There is money in sign painting, but it must be done at a reasonable price. The day of fancy prices has gone by for everything. Sign painters must come down with the balance. It used to be customary to charge ten cents a letter for plain signs, but you can't get it any more. People won't pay it. With patterns at two cents a letter for plain lettering under six inches in height, an active man, with a few days' practice, can make from two and a half to five dollars per day. This is not half the price that is usually charged. Charge a reasonable price and the work is yours, for people know that it is the most lasting advertisement they can get.

When you wish to make a number of signs just alike, lay the sign off with patterns on manila paper. Lay all parts of it off before you paint any, the shading, border, punctuation marks, etc. Take a perforating wheel and follow the outlines carefully. Use a soft pine board to lay the paper on, so the wheel will cut through the paper thoroughly. Then take sand paper and smooth the rough side. Go over it with the perforator, and repeat with the sandpaper as many times as is necessary until the holes are perfectly clear and the paper smooth. Oil the paper with linseed oil and lay away to dry. To use this, lay the perforated design on the surface where the sign is to be painted. Fix it so it will stay securely in place. Take a pounce bag filled with finely powdered charcoal or whiting, according to the color of the surface—charcoal for light surfaces and whiting for dark. Go all over the design, tapping lightly with the pounce bag. When the paper is lifted the design for the sign will appear in outline, and then may be painted in. Better trace the charcoal lines with a crayon or pencil, for they are easily destroyed. It is needless to say that the more careful the attention is given to the manila design that the nicer the sign will be, and the greater the facility with which it may be painted.

The best patterns are made from straw-board for several reasons. The chief reasons are they always retain their shape, being easily held in place when in use, and when oiled and shellacked are almost as stable as metal patterns.

Oswego, N. Y.

HARTFORD CITY, IND. Pop. 6,000.

C. W. ABBOTT.

Billposter and Distributor.

All work done by men. Satisfaction guaranteed.

E. M. GARDNER. Billposter and Distributor
MONTICELLO, ARK. Population 2,500.



Fair Department

How to Make a Fair Successful.

However strange it may appear, still it is an undoubted fact that the majority of agricultural fairs, successful though they may be in their exhibitional and amusement character, do not show a financial balance on the right side of the ledger. Weeks and months are devoted to the work preparatory to the fair, and the thousand and one details incidental to this work tax the best energies and resources of its management. Those unfamiliar with the work and anxiety involved in the setting up of a fair of any considerable magnitude are greatly surprised when told in detail of these things, and the majority of people, if they give the matter any thought at all, imagine that the work necessary for launching a fair can be done within a few weeks before its opening. Nothing can be farther from the truth, and nothing, perhaps, more largely determines the success of a fair than the amount and character of the preliminary work bestowed upon it. Herein, in my opinion, is one of the great weaknesses of the average fair. Lack of forehandness and lack of business treatment. Take, for instance, a fair whose outlay for premiums and special attractions, advertising, labor, etc., is, say \$25,000, \$30,000 or \$40,000. Surely these are amounts of sufficient magnitude to warrant the very best business consideration that can be commanded, and first of all, your fair must be conducted upon sound business principles. Ways and means must always be kept well in view, or else the most arduous labor, the best intentions and the most conscientious care of departmental details will result in that only too common and discouraging state of affairs, "a fine fair, but financial failure." The direction of the finances of a fair should be vested in business men of known ability. Income and outgo must always in proper fair management be as studiously observed as in any successful mercantile enterprise of magnitude.

Next, a well ordered system should govern all the detail work of the fair. There should be a division and subdivision of the work of the various departments, with a sufficient force of persons in charge to give a full and faithful attention to the requirements of each. Heads of departments should have full and untrammeled control, subject, of course, to a central authority, and this preferably an individual rather than a committee. One energetic person in authority will, as a rule, perform more and better work than a committee.

The exhibition buildings should be tastefully decorated, both externally and internally. A few hundred dollars expended in paint and attractive hunting produce an effect upon visitors which will truly justify the outlay. The grouping and classification of exhibits, if done with intelligence and with an eye to artistic arrangement, go far toward the success of a fair. How often is it not the case that exhibits are piled in a heterogeneous mass, as if they had been deposited there by some convulsion of nature rather than by human agency. The woman's department of a fair should be the central point in the exhibition halls, as the capabilities for attractiveness in display are greater here than elsewhere. Again, if your fair can at the start interest, please, and satisfy its lady visitors, an advantage is gained which will as a consequence extend to the other departments also. The Floral Department can, by good management, be made to please the eye to an extent which will please all classes of visitors. Everybody likes flowers, but for show purposes two-thirds of the effect is secured by their arrangement. What is true of the woman's and floral departments of a fair will apply, if only in lesser degree, to other departments as well. Order, classification, suitable provision for and arrangement of exhibits, cleanliness of buildings, ventilation are great essentials. On the score of "special attractions," by which is understood features of a fair not covered by its premium list, much can be said. Some critics deplore the prominence given to those, holding that the fair proper suffers in consequence. This may in some instances be true, but it does not necessarily follow. The fair of today can not be the fair of a quarter or half century ago. Our people and people's tastes have changed wonderfully during all these vanished years. More is demanded now to satisfy the expectation of visitors to the fair; a greater variety in tastes must be taken into consideration. The fair of today is, or should be, the fair of "ye olden time," plus the "special attractions." It is of no use to deplore the prominence given to them, or to ruefully advert to the fairs of years long gone by, for it is a fact beyond dispute that a fair if given today upon the lines of the olden time would be foredoomed to flat financial failure. Its promoters would not be able to pay fifty per cent. of its obligations; and unless fairs can not be made to pay, they can not be given at all. The "attractions" have come to stay, and the more of them that can be put upon the fair programme so much better will be the prospects of the financial success of the fair. It does not follow that the standard or traditional features of the fair must in consequence be slighted in the smallest degree. Probably no clientele is more diversified and difficult to please than that of a fair. Is it not the part of wisdom, then, to cater to as many tastes as possible? If by doing so success can be assured? To please everybody, of course, impossible. That the same things will please everybody alike is also not to be expected. The wisest policy then is to furnish a programme so varied as to contain something for every taste.

Next comes the advertising of the fair. Here is one of the strongest factors in the

success of the fair. No matter how good, how large or how completely arranged your fair may be, unless it be properly advertised success can not be looked for. Fully twenty-five per cent. of the total outlay for a fair should go to advertising. It pays to advertise. This is a truism, but it is one which should be borne in mind constantly. Taking the total amount of the appropriation for advertising, let it be apportioned variously. Use the newspapers, daily and weekly. Have your advertisements well written, and do not be niggardly in the amount of space used. Use display "ads," local reading notices and illustrations. Organize a good bill posting outfit, or, if this can not be done, employ the regular bill posters everywhere within the territory from which you expect to draw your patronage. Use plenty of pictorial lithograph. A good lithograph tells its story quickly, so that "he who runs may read," and this is a busy age, the Lord knows. Everybody seems to be on the rush. Use type posters also, but not to the same extent as the color lithographs. Use large size letters on type posters; do not attempt to get too much detail on them; leave that for your newspaper advertising.

As to the premium list: Make this compact with classifications up to date, and exclude all unnecessary verbiage. Condense wherever it can be done. Offer liberal prizes for live stock classes. Everybody likes to see fine animals, the city man quite as well as his country cousins. Circulate the premium list freely by mail and by personal delivery, and do this months before the opening of the fair, as this is advance advertising of the most efficacious kind.

In the line of special attractions, try always to present novelties. The amusement palate of fair visitors is very capricious, and is always demanding a change in the bill of fare.

Have plenty of good music at your fair, and offer good inducements to the "takirs." These gentry add to the snap and vitality of a fair immensely.

Finally, to attempt to summarize the whole matter, a fair may be said to be a vast kaleidoscope show of amusement and instruction, presenting an ever-changing view and variety. The fair is a composite, and the greater the care and skill exercised in framing it the greater will be its success in every respect.

PROMOTER.

PROCEEDINGS

Of the Annual Convention of the American Association of Fairs and Expositions, held in Omaha, Neb., Oct. 25 and 26, 1898.

(Continued from December issue.)

The following subject being next on the program was then presented:

LIVE STOCK SALES AT AGRICULTURAL FAIRS.

By Jas. W. Fleming, Assistant Secretary, Ohio State Board of Agriculture.

The subject upon which I have been requested to speak at this time, while practically a new one for the consideration of this body, is not altogether a recent thought to me. In fact, I may say that the subject to be dealt with formed a hobby which I rode, or attempted to ride, some years ago, but was not able to get the colt fully or satisfactorily broken, so had to turn him out to pasture until a more auspicious season should be presented.

The matter of live stock sales at agricultural fairs I deem a question of great importance, as a means of encouraging breeders and good breeding, and also as an aid in disseminating good blood and profitable breeds throughout the country.

Agricultural fairs are, or should be, educators, institutions of learning, and we should be as ready to consider new ideas and advanced methods as are other institutions of learning; in fact, to keep abreast of the times and be recognized and accepted as factors in promoting education and science, our fairs must not stand still. The fair of ten or twenty years ago will not answer the purpose of to-day any more than the hundreds of other things in vogue a decade ago fill the purpose now. The fair of this year can not fill the requirements for next year, and hence we, as managers, must be on the lookout for new things and ready to consider new methods that appeal for recognition and that seem likely to contribute to the interests we represent, nor should we wait for appeals; rather it is our privilege to seek out the things that should be represented, from year to year, for the consideration of the public, and to study up new methods of simplifying and imparting the information and knowledge that come within the scope of the fair.

I am inclined to the belief that live stock sales at agricultural fairs is one of the new ideas, or, at least, undeveloped ideas, that is worthy of our most serious consideration. I believe the time is ripe for their introduction, and that, if introduced, they will become of greater weight in attracting attention to our fairs than may appear from surface indications at the present time.

A proposition should have something to support it. Let us see what there is to support this one. The object of the annual fair, it is agreed, is to encourage and promote especially agriculture, stock raising and the mechanic arts, the work of the fair being to stimulate by example, and thus encourage the introduction of that which is improved new and useful, and that may tend to facilitate labor, increase production and enhance the profits on that which we produce.

The case that we are considering is a proposed means of encouraging the breeding and introduction of pure breeds of live stock and increasing their use, by bringing breeder and buyer together at our fairs in a manner and under a form that shall be as nearly absolute protection to both as is possible, according to our best judgment. Let it be understood that I do not advocate sales in the direct interest of those who purchase for slaughtering purposes, or to afford a convenient market for all sorts of live stock, regardless of breed or quality, for in such case every available stall and pen would be filled with animals such as might be seen on any farm or in any ordinary stock-yard, and the purpose of the fair would be lost from sight, and the object lessons presented by the exhibition of pure bred or highly improved stock would be seriously interfered with by an introduction of scrubs. On the contrary, I advocate the establishment of sales for blooded stock only—improved breeds and pure blood—that a better and more profitable class of animals may be more widely introduced and substituted for much of the common stock of the country, thus enhancing values and increasing profits to the breeder and the seller.

In this day and age of experiment and experience, and especially before a body of men conversant with all the facts relating to the superiority of pure bred animals over scrub or chance breeds, and the profit of the former as compared with the latter, it would be a waste of time to present the claims of the several types of the pure breeds—they are too well founded to even admit of dispute.

In extenuation, however, of their claims for more extended recognition by fair managers, in the matter of protective sales under fair association management, it might be well to call attention to the wide difference in money values in pure breeds and their grades, and the greater profits that would accrue to the ordinary farmer breeder and feeder, if by such sales they could be encouraged and induced to pay greater attention to their stock and be more careful in the selections made to build up their herds.

As evidence that it is more profitable to breed choice than inferior animals you have but to examine the quotations of the principal stock markets of the country. Simply as an illustration I will give you the recent quotations of one of the principal cattle markets. Prime animals, per hundred live weight \$5.50 to \$5.70

Choice animals, per hundred live weight 5.20 to 5.50

Good animals, per hundred live weight 4.85 to 5.15

Rough and miscellaneous 3.85 to 4.20

You will notice that there is a difference between rough and miscellaneous and prime animals of about a dollar and a half per hundred weight, and between rough and average good of about one dollar per hundred weight, which means from twelve dollars to twenty-five dollars on the animal, and not only that but the demand is in favor of the good and prime animals. Now, why is it that these pure breeds or their grades, classed as prime or choice cattle, are in greater demand at high prices than the rough common cattle at lower figures? You have but to ask an experienced butcher or a shrewd buyer, and he will convince you very quickly of the superiority of pure breeds or their grades over scrubs. Place a keen-eyed, level-headed butcher in a pen containing a batch of miscellaneous cattle, and he will immediately separate the well-bred from what he terms plums, and will place a great distinction between the two classes, so far as price is concerned, and why? Because he knows that the well-bred animals will not him from fifty-five to sixty-five pounds of dressed meat per hundred weight. He knows that there is less fat in the pure breed than in the plumb, that the fat is nicely marbled with the lean, and that he can cut luscious steaks down to the shank, and thus get good prices for the entire carcass. Not so with the plumb. The butcher knows that he will dress only forty or fifty pounds to the hundred weight, that he has a big head, coarse, thick hide, big bones, that his flesh is coarse-grained, and that when he strikes the diminishing portions of the round, he must begin to sell either some meat or scrap. The difference in market value in favor of animals from improved stock is true of all breeds and classes. An hour might be devoted to the horse alone—what a vast difference in both demand and price for fixed breeds of horses over chance breeds.

For the past few years, and until but recently it was said that the horse market was dead. During that time, if you had occasion or desire to buy a horse or a team that possessed certain high qualities that could only be attained by fixed breeding or breeding to a fixed purpose, you have certainly found that the market was not low, but rather high for just what you wanted, an evidence that the superior, when in demand at all, is at wages at top prices. Take the Eastern horse market. They have their agents and buyers scouring the country for good, tony and clean-bred road horses, such as are produced from the substantial trotter types, as well as for the heavier coaches that are introduced by chance breeding. Good roads are roads, oftentimes what would seem exorbitant, but the demand for this class of animals seems to be greater rather than diminish. And if we can encourage, by sales on our grounds, greater attention to fixed types of horses, we shall increase the wealth of the country and the profit of the breeder.

A great consideration in favor of pure breeds is that they assimilate food better and faster than the common stock. Now, I do not propose to enter into a discussion as to the comparative cost of feeding to the ease of the best animals, for it is generally agreed that the pure bred animal does consume as much food in three years as a common mixed breed for four years. It follows, then, that the same amount of flesh, a horse bred one year of labor, in cost for the stock, requires the more speedy returns of your investment and profit.

It is not necessary for us to depend on word of mouth to get the attention of all the species of men that frequent our fairs to get them to understand that they are more profitable to breed them

scrubs. Each type possesses advantages for which they were adapted or improved, advantages well established and that can not be controverted. If you are breeding for beef, you want pure beef stock, if for milk, the best dairy breeds, if for wool, the best wool producing types, and if for pork or lard, the best adapted of the hog kind. The man who has once fairly tested the raising of pure stock to a fixed purpose is never ready to abandon it for the scrub or chance breed, and if we establish at our fair stock sales in the interest of blood, and thereby encourage better and more profitable breeding, then indeed have we accomplished more in the general interest represented by our agricultural and mechanical organizations, than had we devised means for filling our treasures with money and neglected such encouragement.

In the breeding of pure bloods you know just what you are doing and can count on results months and years ahead. The careful breeder prepares for a market months and possibly years ahead, in the certainty that the care exercised from the start in making the foundation the best, and giving it the best development throughout, will be the measure for his future profit. Not so the breeding of scrubs, for you can not tell what a day or an hour may bring forth.

A prominent agricultural paper has made the following argument in favor of the common animal: "If the cow has the marks of a good milker it is wisdom to breed from her, whether or not her calf will inherit her good qualities, time alone will tell."

It is right here that the value of improved stock is greatest. Its characteristics are and will be reproduced. It is here, too, where the value of a registered pedigree is apparent, nor that the register in itself is anything, but the fact that it tells that the animal has certainly come from a long line of ancestors which have regularly transmitted their characteristics in everything for it not only shows that the animal itself possesses the family characteristics, but that it will in turn be able to transmit them. The common animal may reproduce itself and it may not.

The pure bred animal will reproduce itself. Now, I do not pretend to say that all a man needs to become a successful and money-making breeder is to start with pure bred animals and then trust to luck for success. On the contrary, he must bring the best judgment into requisition. First, he must study carefully the surrounding circumstances to decide what breeds are best adapted to his particular locality, then, when his herd or stable is established, he must conduct the business of breeding for profit on the same business principles as those which characterize the shrewd merchant or manufacturer who knows when to buy, how to buy when goods are in demand, and the best market in which to place them, but he must have something to sell, something that he can define and that is a finished specimen of its kind.

Further argument along this line is unnecessary. Let us consider what we, as fair managers, can do toward increasing the introduction and use of better animals by the establishment of a sale department at the annual exhibitions.

A quite general investigation of this matter of sales, based also upon experience gained in an effort made to conduct them one year at the Ohio State Fair, convinces me that such a department should be as distinctly one by itself as is any other department of the fair, a department in which every animal exhibited is for sale and I would suggest at a fixed price rather than by the auction system. To make such a department decidedly interesting and a feature of the fair, one that would attract breeders of known reputation with entries in large numbers and that would attract buyers who were seeking the best blood to improve their herds. I am decidedly of the opinion that the department should occupy a separate building or buildings from the stock exhibited in premium competition and not entered in the sale department. This is the only drawback I can see to the sales being inaugurated now on fair grounds where progressive ideas prevail, but it seems to me that the larger fairs, at least, could afford to set aside certain spaces and equip it with stalls and pens under roof or under canvas such as is used by the large traveling shows for protecting their animals. Many plans might be suggested. Each ten could adapt something suited to its surroundings and its circumstances. The attraction annually to one point, for a particular purpose, would have great weight in giving prominence and standing to the sales, fair and breeders and buyers would look forward to the time with a great deal of interest, and I believe it would not be long if properly managed until the fair sales would outrival in interest the many stock sales conducted by individuals throughout the land and do as much, if not more, than our show tiers toward the direct introduction of pure blood and the encouragement of improved breeds.

Observation has taught me and I think teaches us all that any particular business or study that is operated or conducted as a specialty attracts greater attention and succeeds better than when not so operated or conducted, and the same will, in my opinion hold true of live stock sales on agricultural fair grounds. Separate and distinct from the other live stock departments and in charge of an officer of the fair, will make of them not only a feature but a regular division of the fair work that will be interesting and carry with it a well-defined purpose. The department should, of course, be occupied by horses, cattle, sheep and swine, and each division prominently placed on a conspicuous part of the buildings subordinate to a very large sign or banner with the words "Sale Department."

If conducted properly, with conditions of protection to both seller and buyer, the sale under which held would bring to the fair sales a confidence in the selling and buying that would intensify the interest and encourage all concerned.

It would be necessary to adopt plans and policy breeders of the various classes of live stock the opportunities to be offered, and to

THE BILLBOARD

vite them to make entries a reasonable fee being required with the entry, the conditions should be such that entries would close a considerable length of time prior to the fair, then all the particulars could be published and distributed, so that buyers might have ample time and opportunity to verify pedigree and other claims for the animals presented.

I would propose a series of strict rules to be fully complied with. First, I should suggest that we open a sales' entry book, in which to record the animals offered, then I should send out blanks, fully setting forth the terms and conditions, the blank to be headed by a guarantee to be signed by the party making entries, that the animals offered are as represented. The blank should then provide for:

1. Name and post office address.
2. Breed and class of animal.
3. Name, age and register number of animal.
4. Record and volume in which recorded.
5. Name and number of sire.
6. Name and number of dam.
7. Name and number of dam's sire.
8. Price at which offered.

The blank should also contain space and lines for remarks, under which should be concisely stated proof of breeding qualities, family characteristics, and other information of value to the buyer, so as to enable him to form quite a correct idea of animals before seeing them, and thus to be the better prepared to make selections.

Now, I will tell you why I would require the guarantee in the entry blank and the placing of them on file. I should require first, as a pledge of good faith on the part of the seller, and second, that I might furnish the buyer with documentary evidence whereby he could collect damages in case the animals purchased were not represented, and why should not a man who has been imposed upon in the purchase of pure bred animals be allowed damages in the courts? There is no reason whatever why he should not, but every reason why he should, for the damages that accrue to the farmer and especially the beginner in pure stock breeding, by the purchase of what he supposed to be pure bred and which afterwards prove not to be, is far greater than the dollars and cents figured in the purchase price. The courts are beginning to recognize this fact, and that too without the strong evidence that would be supplied by the entry forms and guarantee I propose.

Under such strict rules and by such authority as our State Boards of Agriculture, there is little danger that imposition would be practiced or not detected. Reliable and reputable breeders would not object to the strictest requirements, while the crafty and unscrupulous would not submit and hence avoid entering the sales. Buyers would soon learn to feel a confidence, and sellers finding buyers attracted would build up the sales department, and all alike would stamp their approval of the sales feature as an advanced step and a move in the right direction.

Upon the close of entries where practicable the fair authorities should examine the pedigree and claims to see that they are correctly stated, the the matter should be published in catalogue form and given as wide a distribution as possible, with the original signed entries and guarantee should be properly endorsed and placed on file in the office of the fair association. It will be readily seen, that after this precaution made but those willing to make good their guarantee would enter the list. Then, too, buyers would be afforded ample opportunity before the exhibition for considering the merits of the animals offered for sale, as enough of the pedigree is given to enable them to trace the ancestry and family strain as far back as they would care to go. The consequence would be the buyer would come to the exhibition with his eyes open and knowing just what he wanted. On the other hand, I believe this system of sales would be favorably met by all legitimate breeders, as they would have no fear of the tricky and dishonorable who frequently make their appearance in cattle sales and can not well be reached after the damage is done.

From the sales department we should no doubt get many entries for the premium classes and regular show rings of the fair that we would not otherwise have secured. It seems to me the sales would be a great aid to this particular direction.

Gentlemen, these proposed sales if established and properly conducted in the interest of pure breeds only will be of great benefit to breeders and farmers generally and having the suggestions will have considered by yourselves as fair managers and by the bodies you represent. I thank you for your attention.

Mr. Pearce. I would like to ask a question. What should the fee be, whether it should be a percentage or whether it should be a "per cent fee?"

Mr. Fleming. My idea would be that it should not be a percentage, but a fee somewhat to cover expense of advertising, subscription, and incidentals that would necessarily have to be furnished on the grounds. I do not think that any breeder would have objection to paying. I am satisfied from my correspondence with breeders that the establishment of such a department would meet with very great favor on the part of breeders, and also those who come to our fairs, but would like to buy some good pedigree and under. Next, on that question.

Mr. Pearce. It would be necessary to construct large buildings and it would be undertaken to rent buildings for such purpose, and to conduct them fully as much as any other department. That would be the only trouble unless they should not be able to do that would not do it in general practice, but that would not be a general practice this year. I believe in the plan and I believe it would do good to the whole country and the only question is whether many of the fair associations would be prepared to undertake it. Certainly there is nothing that could be done that would advance the interest of breeders, feeders, and everyone else so much as this, and I think it would be well to try this, and I think it would be well to try it and discuss it at our board meetings and make up our minds what can be done in this direction.

Mr. Fulkerson. I would like to ask whether you would run it the whole week or only one day?

Mr. Fleming. I would run it as a department during the holding of the fair.

Mr. Lovelace. We were asked to leave a sale at our fair and we finally did it and we made a very successful sale.

Mr. Fink. We have bad sales that were unsatisfactory to the seller nor the association either. However, if this were established by all fair associations it might become a good thing, but unless all the states did establish it I do not think it would be a very good thing. There have been some sales at our state fair that have been very unsatisfactory to the seller and the association both.

Mr. Pearce. How would it be if they have a fixed price?

Mr. Fink. Perhaps that might be a good thing.

Mr. Hill. I listened with a great deal of interest to Mr. Fleming's paper and I think his suggestions are good. I can endorse what he says about auction sale. We had one last year. We advertised it extensively in journals both in Canada and on our side of the border and when the day came for the sale I do not think that they realized above half what the owners wanted for them, and in fact a good many of the animals had been sold before the sale and a good many of the buyers had made arrangements. A good many of the cattle that were brought there were wanted to take to other fairs and they put too high a price on them. I think that something should be done in this direction and I think if the exhibitors would put on their entry sheet the price it could then be put in the official catalogue and if the price were put there visitors or buyers coming to the fair would know all about it and could interview the owner and a good many sales could be effected in that way. I am glad to say that at our last fair there were more sales made than ever before, but all were approved sales. We did our best to get up a good sale of live stock and it was a total failure the last day of the fair. I think if we could do something in that direction to have the live published it would help a great deal, but I do not see that Mr. Fleming's suggestion to have a separate department for that class of stock could be carried out very well because we classify everything.

Mr. True. There is a criticism, of course, if we are to discuss this question, which might be made upon the thought suggested by Mr. Fleming of not allowing them to be entered. The best animals and men would seek to enter and would not seem if they were set apart from the breeders who were exhibiting their animals for premiums that they were seeking to palm off on the public inferior stock through this department.

Mr. Liggett. I think the paper is good enough to commend itself and I am glad so good a paper has been discussed and I believe it is an important one. I hope this paper will be taken up by the different states at the January meeting and if something of this kind could be done and done successfully it would be an evident thing to do. We had some experience a good many years ago and I must say that we were not very successful. The great trouble was we had amateur sales and they were catalogued very much as Mr. Fleming suggests, and the owners paid us a fee for advertising, etc., but it seemed you could not get a crowd to pay attention to the sale. But still that might have been overcome if we had had the sale in some building where it was not so much exposed. It was difficult for the auctioneer and I do not think the sales were satisfactory to the owners however, I believe it would have been if we had continued it and given more attention to it.

Mr. Cooper. I would like to add that some years ago when I was a member of the State Board we attempted to have auction sales and we made a failure of it, and I believe that the auction sales will be a failure, for the reason that it comes at a time when the majority of people are attracted somewhere else but a sale as per Mr. Fleming's suggestion and the mode of doing it is a grand, good one. It provides for the sale department to be open and on exhibit the whole week. Now I know there are a great many people that do not come to the state fairs to look for stock, our country up there is a new country, as you all know, and the farmers are just beginning to inquire in to good stock. Now if there was a department carried on properly we might improve on Mr. Fleming's ideas considerably if we commenced to put them in force but I think the general plan is an exceedingly good one. Men coming for that purpose will have the whole week to look them over and will have the whole week at his convenience to make that decision. I hope the fair associations will take that up and consider it.

Mr. Grimes. The Ohio State Board of Agriculture will endorse anything that our worthy Assistant Secretary approves and I would state that his ideas have been gone over through a great many of the fairs, and we have had sales which have been very successful and there is no question that with the proper restrictions, as the paper directs to you all that these sales would be a success but heretofore they have been carried on in such a manner that naturally would not give satisfaction to either buyer or seller.

As I said on the beginning it is natural for us to endorse him and I hope that this body will take this matter into consideration and pass some resolutions that can be sent out to the fair associations of which you are all members.

Mr. Randall, of Minnesota. Instead of passing a resolution in which we attempt to embody the ideas contained in the paper I think that the paper itself, as well as other papers yet to be read, may be included in the published account of this meeting, which I am sure the Secretary will prepare after the meeting is over, and then let a sufficient number of copies be sent out to the various associations for their use at their annual meetings, most of which will be held in the winter.

Mr. Grimes. It seems to me to be the general opinion that the paper should be endorsed and my object was to have a simple

resolution passed endorsing the paper by this body.

Mr. Ellis. The people are many of them engaged very largely in swine breeding and they have been testing this method of sale of their swine and it has universally proved a success. I could name a dozen of our leading breeders who keep their swine until the day of sale and sell it at public sale and they claim that they can realize from \$5 to \$100 per head more on the stock than they would the old way of selling it out. Now if it works so well with swine, I can see no reason why it might not be applied in the same direction with other animals. I believe it is certainly worth a fair trial and I hope that some measure will be taken at least to test it.

Mr. Pearce. There has been some criticism against stock sales to which I can most

fully agree, that others may be deterred from exhibiting their merchandise by such practices, nor should any wealth or position shield such transgressors from the exposure they deserve.

Exhibitors should comply with all the rules when exhibiting. If the regulations call for entrance at a certain date, the entries should be made by that date. If they call for payment of entrance money at the time of entry, it should be so paid. No exhibitor should put the secretary of a fair in the embarrassing position of giving him credit; neither should a secretary allow himself to be put in such a position.

The exhibitor should all be on hand at the date called for, unless the time for their arrival has been extended by proper arrangement with the party in charge of the department. If prize winning animals are to be on exhibition at stated times in the ring or out of it, they ought to be there, and all exhibits should be allowed to remain during the full time specified in the regulations. Nor should any exhibitor feel himself aggrieved by the execution to the letter by the board of all the requirements as published in the prize list. The board has published in the premium list the nature of the contract which it makes with exhibitors. The latter accepts the contract in its entirety when he makes his entry; and the man who, having signed his acceptance of the terms of the contract, tries in any way to evade the same, is not honorable.

Exhibitors should be courteous to the public. Usually they are, but not always. Take, for instance, a live stock man who keeps his favorite animals within locked doors, or screened from view by close curtains during the hours while the fair is open. He may attempt to justify himself by saying that exposure will do them harm and not give them their rest. While this may be true to some extent, exposure to view is a part of the contract; that exhibitor agreed, when he entered that animal, to put it on exhibition, and it is not on exhibition when it is hidden from view.

Visitors are prone to ask questions, and are entitled to courteous answers. In fact, they should ask questions. That is one medium through which information is imparted. The man who would go through any one department of an exhibit without desiring at least to ask some questions must be very little interested. It is true that the obligations of the fair association do not bind the exhibitor to answer such questions, but the law of fairness and equity demands of all men that they shall be courteous in their relations, and it makes no exceptions of parties who exhibit at fairs. To answer such questions may be monotonous and tiresome, but it should be done and in an uncomplaining manner.

Exhibitors at fairs should seek no special favors. They have no right to look for these, much less have they a right to ask them; and yet this is just what they do again and again, as any one knows who has been for any length of time at the head of a department.

Exhibitors should be satisfied with fair judging. When in a close contest the exhibitors are so equally matched that even good judges may differ, the one who comes out second best should not feel aggrieved. To make trouble under these circumstances would be even more unseemly. Had the decision been reversed, the other party would have the same right to manifest the inherent selfishness of human nature. An exhibitor is liable to look through the spectacles of a natural bias. The judge looks at them as they are, hence his judgment is more likely to be correct. Too many exhibitors feel, or at least they give evidence of such feeling, by their actions in way of inquiry, suggestions, etc., that the managers of departments are inclined to discriminate in favor of some personal friend, or an exhibitor of his own state, or that promises have been made to exhibitors from a distance when soliciting exhibits to help out in making a good show and creating an interest by close contests.

It is and should be an exhibitor's privilege to secure all information, even to details, before making entries. When he places his stock in the hands of the management, he should obey explicitly the directions given by his superintendent under the rules of the society governing such. After the awards have been made, if the exhibitor honestly believes that he has not been fairly treated it is his privilege not to come again. No charge of intentional unfair treatment should be made on the ground that the judge has made an error in placing awards, as this often happens when the judge is both competent and honorable. When such a judge has been employed, and has perhaps, by being overworked or for some other cause, overlooked some point or allowed too much credit on some other and thus made an error, it usually causes the manager more real grief than it does the exhibitor. If the latter is a reasonable man, he has taken this all into consideration and anticipated these disappointments, knowing that it is not possible for any man to be perfect in judging.

Exhibitors should also give due attention to their exhibits. To stay by the exhibit during the whole time when it is on exhibition may be a trying ordeal, and on many occasions it may not be necessary, but it is certainly the duty of an exhibitor to keep himself informed through his superintendent and be present while his exhibits are to be examined and be able to produce his entry cards to the superintendent. In the case of many exhibits, especially those in the lines of live stock, the opportunity furnished for doing business or advertising it is perhaps one of the best throughout the year; hence, the almost imperative necessity of the owner's staying by the exhibit. Self-interest will usually regulate this duty.

Prominent among the duties of exhibitors at fairs are the following: 1. They should provide an honest exhibit.

2. They should comply with all regulations.

3. They should be courteous to the public.

4. They should seek no special favors.

5. They should be content with fair judgment.

6. They should give due attention to their exhibits.

Exhibitors should provide an honest exhibit. A dishonest exhibit is one which in one or more of its features contravenes the rules of the fair and bears an incorrect label. It is not what it is represented to be, or it is represented to be what it is not.

The man who brings grain or seed of last year's growth, representing it as grain of this year's growth, as required by the rules of entry, brings a dishonest exhibit. So does the man whose samples deteriorate all the way down to the bottom of the bag. The same is true of the stockman who represents that his cow is carrying a calf, when he knows that she is barren. When such fraud is detected by a fair association, it should

be promptly exposed, that others may be deterred from exhibiting their merchandise by such practices, nor should any wealth or position shield such transgressors from the exposure they deserve.

Exhibitors should comply with all the rules when exhibiting. If the regulations call for entrance at a certain date, the entries should be made by that date. If they call for payment of entrance money at the time of entry, it should be so paid. No exhibitor should put the secretary of a fair in the embarrassing position of giving him credit; neither should a secretary allow himself to be put in such a position.

The exhibitor should all be on hand at the date called for, unless the time for their arrival has been extended by proper arrangement with the party in charge of the department. If prize winning animals are to be on exhibition at stated times in the ring or out of it, they ought to be there, and all exhibits should be allowed to remain during the full time specified in the regulations. Nor should any exhibitor feel himself aggrieved by the execution to the letter by the board of all the requirements as published in the prize list. The board has published in the premium list the nature of the contract which it makes with exhibitors. The latter accepts the contract in its entirety when he makes his entry; and the man who, having signed his acceptance of the terms of the contract, tries in any way to evade the same, is not honorable.

Exhibitors should be courteous to the public. Usually they are, but not always. Take, for instance, a live stock man who keeps his favorite animals within locked doors, or screened from view by close curtains during the hours while the fair is open. He may attempt to justify himself by saying that exposure will do them harm and not give them their rest. While this may be true to some extent, exposure to view is a part of the contract; that exhibitor agreed, when he entered that animal, to put it on exhibition, and it is not on exhibition when it is hidden from view.

Visitors are prone to ask questions, and are entitled to courteous answers. In fact, they should ask questions. That is one medium through which information is imparted. The man who would go through any one department of an exhibit without desiring at least to ask some questions must be very little interested.

The management of fairs has frequently been discussed, but the discussions have chiefly been one-sided. They have come from inexperienced people, and have been made up chiefly of criticism, just or unjust, on the management. There is another side to this question. The board of managers is not all of the fair, nor does it include all the sinners who attend fairs. A fair is made up of the board of managers, the exhibitors, and the public at large. The exhibitors have duties to perform as well as the board of managers, and it is of these duties as well as rights of exhibitors, that this paper will treat.

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Prominent among the duties of exhibitors at fairs are the following:

1. Considerate treatment from the management.

2. Fair and competent judges.

3. Prompt payment of awards.

Considerate treatment implies that exhibitors are entitled to due protection for their exhibits. If fruit is on exhibition, it should be saved from molestation.

If grain is on exhibition, it should be saved from molestation.

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THE BILLBOARD

exhibition, men should not be allowed to file it away in handfuls for seed. Live stock should have that protection from weather which is necessary to make it comfortable and safe. It implies that all promises made by the management shall be carried out to the letter. If certain places of prominence have been assigned to an exhibitor because of the extensive character of his exhibit, these he should get, providing his exhibit reaches the grounds and can be put in place within the time limit. It implies that good food should be secured for the live stock and also good water. Animals in show condition are fed upon the beat of food while at home. Force them to feed upon a second quality of hay at the fair and their well-being is hindered. Judging should be done at the time stated when it is possible to have it so done. Prizes won have a money value to the winner over and above the actual prize money. Each premium is an advertisement, and to the winner is a matter of more or less moment that he be allowed to use it as such at the earliest moment possible. Delaying the awarding of prizes may do a serious wrong to the exhibitor.

The exhibitor has a right to look for fair and competent judging. It may have taken him months to prepare his exhibit, which usually represents a considerable outlay. When, after all this expenditure of time and money the award is made by an incompetent man, or what is infinitely worse, an untrustworthy man, and in consequence is wrongly placed language can not easily express the extent of the injury done to the exhibitor, who has not been fairly dealt with.

Honesty of purpose, competency, and moral courage are the three great requisites in a judge, and the man who is lacking in any of these should never be asked to award premiums at a fair. The first of these qualities will impel the man to do what is right. The second will enable him to do it, and the third will keep him from the fear of giving offense to prominent or influential exhibitors by his decisions. Such men may not be numerous, but they do exist in all lines of life. These men should be sought out for the work and these only.

Just here the caution may be given to keep clear of men who are anxious to engage in the work of judging. Be auspicious of the man who asks for this, and be doubly suspicious of that man who fortifies his application by forwarding testimonials to the high character of his work. Good judges naturally shrink from the great responsibility which it entails, but these are the very men whom we should seek to do it.

To secure such men, the heads of the departments should look well ahead. To leave the choice of judges to a late hour, or to depend solely on picking them up on the ground, is a hazard that should never be taken. There is no work connected with any department of the exhibit that should receive such careful attention from the head of that department, and the more disinterested the judge, the more valuable are his services. The man who is chosen to make awards upon several beef breeds is more likely to make disinterested awards if he has no present investment in any one of them, and men who have reputation to sustain for the knowledge which they possess are more likely to make disinterested awards than those who come less prominently before the public. Among the latter, I believe, are the professors of our schools of agriculture. Practical breeders and exhibitors may not at present, however, agree with me in the statement that much of the best judging at our fairs in the future will be done by the teachers and pupils of our agricultural colleges. Time must determine.

In any event, every effort should be made to secure for the exhibitor fair and competent judging. If he does not get it, he is wronged; in fact, he is robbed. If the fault rests with the designing judge, he is the robber; and if the designing judge has been placed there through any carelessness on the part of the head of the department, he is a participant in the robbery. We can not well imagine any wrong that can be perpetrated on an exhibitor at a fair that will exceed that of unfair judging. Hence, there is no duty devolving upon the board of managers that should receive more attention; and, if necessary, no reasonable expense should be spared in order to secure judges that are above reproach.

The exhibitor has a right to expect prompt payment of awards. True, the receipts of the fair are contingent on the gate money, and the gate money is largely dependent upon favorable weather. A rainy day or two may so shrink the receipts that the fair financially will prove a failure. Its treasury may soon be empty, but such contingencies do not relieve the fair association of responsibility any more than they relieve the individual, and they should be provided for in advance. The published premium list is a bona fide offer to pay certain money to prize winners at a certain time, and at the specified time they ought to be paid; hence the wisdom of making due provisions for such a contingency should it occur. Failure to pay premiums promptly has a most damaging influence upon the fair, and must soon react disastrously upon the organization which allows it; failure to pay at all must prove fatal to any association.

Exhibitors have a right to expect that an effort will be made to secure a large attendance by the general public. Few would incur the expense of preparation for chance of winning the money premiums offered. Exhibitors are usually dealers in the articles exhibited. The opportunity to show what they have to sell is valuable, and the larger the crowd, the more valuable is the opportunity. The exhibitor does his part in making up attendance, and has a right to demand that the managers shall advertise them and other attractions in such a way as will fix the public's attention and draw a crowd.

The fair should be liberally advertised and the public fully informed of what the managers have to offer in the way of entertainment. Nothing should be advertised that is not honestly carried out. The show should always be equal to the promises made for it. The public resents dishonest dealing promptly, and rewards the society that deals honestly with it. The reputation of a fair management for fair dealing with the public adds to the value of every premium awarded by

it, and the exhibitor is benefitted accordingly. The advertising should not be done in extravagant language, after the fashion of circuses and transient shows, but should be plain, straightforward, and business-like. Blahmash is out of place and promises that are not fulfilled to the letter are damaging in the long run, even if they temporarily increase the gate receipts.

As previously stated, the parties to every fair are the board, the exhibitors, and the public. Each has its rights and each its obligations. These are relative and interdependent. Which of these elements is the most important, it would not be easy to decide. However, this much is clear, there can not be a successful fair without exhibitors; and there can not be a succession of good fairs in any locality unless the rights of the exhibitors are so guarded that they leave the fair grounds from year to year at least measurably well satisfied with the treatment accorded to them. With fair and firm dealing, and that courtesy which is always due from heads of departments, and which invariably pays in any line of business, any reasonable exhibitor will go away with pleasant impressions and will feel disposed to come again. If the exhibitor is unreasonable, suspicious, and fault-finding, his space is worth more than his presence, and his failure to return year after year is not a matter to be regretted.

Mr. True: I endorse the paper to its utmost and would like to ask one question. Do you think well of publishing the names of judges in the premium list, and in this way give notice to all exhibitors as to whom they are to meet and deal with in their transactions at the fair?

Mr. Liggett: I do. While that has not been our custom, I believe it should be done. I think judges should be selected in advance and published. If this can not be done (and sometimes it can not, sometimes we find difficulty in securing judges), but in case it can not be published in the premium list, it should be published in the leading stock journals some time in advance, so that exhibitors may know who are to be judges. I believe we should do this and that it is the proper thing to do, and then the exhibitors come understanding that these men are to make the awards and I do not allow any changes made.

Mr. Pearce: I think it necessary to have judges selected who have seen the inside of an animal and can judge as to the meat and know where the most salable meat comes from. Sometimes judges are selected from colleges and schools where they have had no practical experience. I think it would be better to select men from the butchers than it would from people who had never seen an animal slaughtered. They do not slaughter many of them at the colleges and that is the only thing about which I differ.

Mr. Lovejoy: I endorse Col. Liggett's remarks and I think one of the best judges of beef cattle in the world was Prof. Curtis. While we have had good butchers, they look at the animal entirely from the butchers standpoint: they do not take breed character into consideration at all.

Mr. Liggett: Mr. Lovejoy has covered my point. In judging animals you must take the type into consideration, and I believe that these men who are professors in colleges and who make this a study not only get this knowledge from books but they get it from actual experience. The men have classes of boys before them every day and the types are discussed. These animals are fed and killed in the station and the value of the meat is understood. They are the best teachers, and I think they will be the best judges in the future because they have a reputation to maintain and are not prejudiced. They are more sensitive to criticism than a breeder would be and they have no favors to show any one. When you put beef together in competition the Hereford man will choose the Hereford, and the Shorthorn the Shorthorn, and so on, and they can not get away from it.

Mr. Randall: I feel like making one correction. One gentleman says the professors and students in the agricultural schools do not have experience in butchering animals. They not only study the breeding of those animals but they kill them and teach their pupils how to slaughter them and how to cut them up and how to preserve the meats. All the animals are slaughtered on the premises and you will find the members of the class in the butcher shops at work. The higher classes do the butchering themselves.

Mr. Cooper: There was a gentleman made a remark that breeding cattle bad qualities that was not necessary for the butcher's block. Now I say that in judging beef breeds you always think of a finished animal for the butcher's block. I do not raise the point for an argument, but I want to just call your attention to it. I have a notion that we have fallen into an error in feeding animals and showing animals and in getting up catalogues for our fairs that requires people exhibiting animals to have them in the highest type of finish for the butcher's block. Now every gentleman here knows that when the animal is in that condition it is out of the breeding condition. At least the majority of people who have bought animals in that way and have paid enough money to know the difference, know it at any rate. Now our fairs are educational. What do we keep these animals for? To educate the ordinary breeder to keep his animals in a high state of condition to exhibit? That is all wrong. Breeding animals should never be put in that condition and fair associations never should require animals in that way. Any breeder knows that he can not take his animals to the state fair and get premiums unless they are fitted to the highest degree. While it is all right that animals should be fitted for the butcher's block, if that is what you intend them for, and it is well enough to have classes to show the condition that they can be put in to show their susceptibility to taking on flesh, but breeding animals should never be required to compete with these animals in that condition. I have had the experience at least in one instance of buying a cow that had been put in show condition and kept for two or three years. I paid \$975 for her. She was with calf the third time when I bought her. When she was four years and one month old she dropped her

third calf. I never could get another calf afterward. You all know that putting on a heavy coating of flesh destroys the breeding qualities. We ought to encourage our breeders to bring their cattle in good breeding condition.

Mr. Randall: It has been suggested that it would be desirable to have a vote of approval for the paper to which we listened a short time ago recommending a sales department at fairs and expositions. I therefore submit the following:

Resolved, That this Association thank Secretary Fleming for the thoughtful paper read by him advocating a sales department at Fairs and Expositions; that the ideas expressed be approved and recommended to the various members of this Association for thorough trial.

The resolution was adopted.

Mr. S. C. Bassett, of the Nebraska State Fair read the following paper:

WHAT IS THE BEST SYSTEM OF DAIRY TESTS?

The presentation of this subject will be in relation to tests made on State Fair or Exposition Grounds, such fairs as extend over a limited period of from seven to ten days. It might be well to state that tests so made are only approximately correct in their results, and there are most excellent reasons why it is not advisable to conduct such public tests under so adverse conditions. As a rule well bred dairy cow is of a highly nervous nature, easily affected by surrounding conditions as exist at State Fairs are not conducive to the best possible results in the production of milk and butter, consequently tests made at State Fairs compare unfavorably with those made at home, where all the conditions can be controlled and the dairy cow is at her best.

Other reasons might be given, such as that it is always possible to have a cow so bred as to be at her best for the test at the date when the fair is held, but it is not deemed necessary to state them.

Successful Fairs are not conducted for the purpose of making money, but as educators, combining at the same time pleasure and amusement for those who attend, or, as your worthy President has often said, they are "great object lessons," and as such the tests of milk cows at fairs can only be considered.

Even under the most adverse conditions, on fair grounds, the well bred, well fed, and well cared for dairy cow produces milk and butter in such excess over the average of ordinary dairy cow, as to be an educator, an object lesson, an eye opener to a large majority of those engaged in dairying or interested in the dairy industry.

MAKING THE TEST.

Experience extending over some twelve years leads me to state that the test should be for a period of two days, commencing on Tuesday evening when the cows should be milked dry in the presence of the judges, and close on Thursday evening at the same hour. The reasons for selecting these days are that cows which make the "Circuit" of fairs will, by Tuesday, have had time to get rested from their journey, have been groomed and in a measure accustomed to their surroundings. Closing the test on Thursday evening gives opportunity to complete the work of the judges and announce the result before the close of the fair. The cows should invariably be milked in the presence of the judges, the milk immediately weighed and samples for the test then and there taken. The test should be for a production of both butter fat and skimmed milk, as it is thus possible to arrive at an approximate value of the cow's product, and it is advisable to state in the premium list that in the test the butter fat will be given a value of say twenty-five cents per pound and the skimmed milk a value of say fifteen cents per one hundred pounds. Any attempt to determine the quantity or value of the food fed the cow will be found unsatisfactory, and even if determined it will be with much labor and at considerable expense, and will then have little or no real value in determining the cost of the product.

The most practical method of determining the per cent. of butter fat is by the Babcock Method and the weight of milk at each milking and its per cent. of butter fat should appear in the judges' report.

THE JUDGES.

As a rule representatives of State Experiment Stations make most desirable judges, as they are trained to do this work in a careful, painstaking, scientific manner, and the result under their supervision is less liable to adverse criticism than when conducted by less experienced persons.

Early experience in inaugurating tests of milk cows at the Nebraska State Fair leads me to urge that when such tests are conducted the "Fair Management" take some interest in the matter. If the horse entered in the speed ring, and which often is not worth one-fourth the value of the purse for which he contends, is entitled to the "Best Trick in the West," to an expert starter, secured at a high figure, to judges and timekeepers and the usual officers of the speed ring, surely the well bred milk cow, who is worth in our domestic economy in a ratio of 16 to 1, as compared with the trotting horse, is worthy of at least some consideration, at the hands of those who conduct the fair, and those who conduct the milk tests should not only be honored and furnished suitable accommodations for carrying on their work, but interest should be taken in the test, thus showing to the owners of the cows, and to the judges, that the results of the tests have value, and its value is appreciated.

The only Fair in County of 300,000 population, Fine Agricultural, Horticultural and Stock Exhibition, open for amusement of all kinds for next year. Advertisers will write to Secretary for space and prices in Catalogue, out by April 1st, 1899.

E. T. BROWNING, Pres.

LEWIS LAMKIN, JR., Sec'y, Lee's Summit, Mo.

WANTED—Lithographers and printers of Fair advertising paper or large

samples wanted sent to my address for inspection before April 1st.

E. J. CONGER,

Sec'y Delaware Co. Agl. So., MANCHESTER, IOWA.

Mr. Fleming: The paper just read by Mr. Bassett was certainly a very interesting one. Our Secretary, Mr. Miller, wanted to say a word or two along the line of dairy tests, but he is not here, and as the hour is late, I shall not attempt to discuss the matter more than to say that for a number of years we of the Ohio State Fair conducted tests somewhat after the manner of the paper suggested by Brother Bassett, but finally changed our method of testing milk cows, and in connection with our Agricultural Experiment Station, we inaugurated a new system, and I have brought along a few pamphlets that give the conditions on which tests are made in Ohio, and I would be glad to have those interested take one. We conduct the tests for several months, and then award the premiums at the fair. I have also the report of the tester, who is one of the professors in the Experiment Station, the report of the test for last year, and if any of you would like to see it, I would be glad to show it to you.

Mr. Furnas: The Committee on Fair Dates should be appointed this evening before we adjourn.

Mr. Randall: I move that the rule be that as each state is called by the Secretary that it name its Committee on Fair Dates.

Motion seconded and carried. The committee named was as follows:

Ohio, Albert Hale, Illinois, A. J. Lovejoy; Minnesota, William M. Liggett; Iowa, P. L. Fowler; Nebraska, Austin Humphrey; Wisconsin, J. M. True; Toronto, H. J. Hill.

Winona, Minn.

Editor of "The Billboard": Your valuable paper, "The Billboard," is a welcome and regular visitor at my office every month, and as Secretary of the Winona Street Fair, it gives me many pointers on fairs and on advertising.

Our last street fair, held in this city October 5-7, 1898, was a grand and pronounced success in every respect. We had a large exhibit of horses, cattle, hogs, sheep, poultry, and an extra large exhibition of fruits and vegetables, also grains and seeds. The culinary department was large and fine. So was the fancy work and art department. We had a monster tent on Main street, 80 feet wide and 300 feet long, full of fruits, vegetables, grains and seeds, and the poultry department was also placed under this tent. The horses and cattle were in the nice stalls built for that purpose, and so were the swine and sheep at another place. The large Pythian Hall was filled with the culinary, fancy work and art departments.

On Thursday, October 6, there were from 35,000 to 50,000 strangers on our streets, and every one who came to visit our fair was well pleased with the exhibition and the way it was arranged and conducted.

The premiums we paid out in cash and merchandise amounted to about \$12,000. It cost us, outside of the premiums paid out, about \$1,000 in cash to run the fair.

This was our second Fall Street Fair. We had one in 1897, and a spring fair in the spring of 1898. Our next street fair will be September 26-29, 1899, and will be on a still larger and grander plan. We expect to interest every one who lives within a hundred miles of Winona, our citizens find it a good thing for the city, and our business men find them for street fair purposes is like sowing grain on well cultivated soil, they reap a rich harvest. They increase their trade by making new acquaintances during the fair, who stay by them as customers.

The officers who were elected a few weeks ago for the 1898 fair are: W. J. Smith, President; W. L. Klett, Vice President; myself, John Rose, Secretary, and Wm. J. Read, Treasurer.

The Secretary is to work and spend a good deal of his time getting up the fair in 1899, for which service he gets a fair remuneration. When my time is not taken up for the street fair, I intend to open an advertising and distributing office in this city. I expect to get started by New Year's.

Respectfully yours, JOHN ROSE.

Lee's Summit, Mo., Dec. 17, 1898.

Editor "The Billboard": The Jackson County A. and M. Society held its annual meeting last month and put the ball in motion for a successful fair next year (1899). The dates chosen are September 12, 13, 14, 15.

From a point of exhibit we had the best fair last year in the history of the society. All the rings (except sheep) were well filled. We allow no gambling, and cater to the best element of the community. Next year we desire to introduce some novelties, and enclose you an "ad" for two months in "The Billboard," asking correspondence from amusement people. We were not successful financially, but came out about even, so have reason to congratulate the stockholders that they were not compelled to dig up an extra assessment. We are the only fair in Jackson County with 300,000 population.

We expect to get our catalogue out early this year, thereby reaching all the spring and summer trade in advertising. We all read "The Billboard" with much interest, and desire to congratulate you on the splendid Christmas number. Will you kindly give us some items during the year of our coming exhibition? Please publish our dates as September 12, 13, 14, 15, 1899. Yours truly,

LEWIS LAMKIN, Jr., Secretary.

E. T. BROWNING, President.

THE JACKSON COUNTY A. AND M. SOCIETY.

LEE'S SUMMIT, MO.

SEPTEMBER 12 TO 15, 1899.

The only Fair in County of 300,000 population. Fine Agricultural, Horticultural and Stock

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THE BILLBOARD

LIST OF FAIRS.

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely free of charge.

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ILLINOIS.

CHAMPAIGN, ILL.—Champaign County Agricultural Board. Aug. 29 to Sept. 1, 1899. H. H. Harris, pres.; John N. Beers, secy.

MATTOON, ILL.—Free Street Fair. Oct. 4 to 6, 1899. Sam Owings, secy.

MT. STERLING, ILL.—Annual Brown County Fair. Aug. 1 to 4, 1899. G. L. Brockman, Mt. Sterling, Ill., secy.

KENTUCKY.

LAWRENCEBURG, KY.—Lawrenceburg Fair Association. Aug. 19 to 28, 1899. J. W. Gaines, secy.

LOUISVILLE, KY.—Louisville Driving and Fair Association. Sept. 25 to 30, 1899. Frank P. Kenney, secy.

MASSACHUSETTS.

BROCTON, MASS.—Brocton Agricultural Society. Oct. 4 to 7, 1899.

MICHIGAN.

REED CITY, MICH.—Tri-County Exposition. Sept. 19 to 21. T. R. Welsh, secy.

SAGINAW, MICH.—Street Fair. Sept. 26 to 29, 1899.

MINNESOTA.

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

MISSOURI.

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

NORTH CAROLINA.

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

NEW BERNE, N. C.—Fair. Feb. 21 to 24, 1899. Geo. Green, secy.

OHIO.

LEBANON, O.—Warren County Fair. Sept. 12 to 15, 1899. Geo. W. Carey, secy.

ZANESVILLE—Street Fair. 3d week June, 1899.

OREGON.

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

PENNSYLVANIA.

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

Poultry Shows.

ABILENE, KAN.—Abilene Poultry & Pet Stock Association. Jan. 25 to 28, 1899. Roy O. Shadinger, secy.

AUSTIN, TEX.—Austin Poultry and Pet Stock Association. Wm. H. Salge, secy. Jan. 10 to 13, 1899.

BAY CITY, MICH.—Wolverine Poultry Association. Jan. 16 to 21, 1899. R. Y. Cadmus, secy. Bay City, Mich.

BLUFFTON, O.—Consolidated Poultry and Pet Stock Association. D. J. Kohle, secy. Dec. 28 to Jan. 3.

BOONVILLE, IND.—Southwestern Indiana Poultry Club. W. J. Hargrave, secy. Jan. 4 to 7, 1899.

BOSTON, MASS.—Boston Poultry Association. Arthur R. Sharp, secy. Taunton, Mass. Jan. 19 to 23, 1899.

BRISTOL, TENN.—Virginia and Tennessee Poultry Association. Jan. 24 to 27, 1899. M. D. Andes, secy. Bristol, Tenn.

BROCKVILLE, ONT., CAN.—Eastern Ontario Association. Jan. 23 to 27, 1899. Francis H. Gisborne, Law Department, Ottawa, secy.

BUFFALO, N. Y.—Buffalo Poultry Association. Jan. 2 to 7, 1899. E. C. Pease, secy.

CANTON, O.—Canton Poultry and Pigeon Association. J. H. Lection, secy. Jan. 3 to 6, 1899.

CAREY, O.—Carey Fancy Breeders' Club. W. S. Payne, secy. Jan. 16 to 20, 1899.

CEDAR RAPIDS, IA.—Western Poultry Fanciers' Association. C. H. Player, secy. Jan. 16 to 21, 1899.

CHARLOTTE, N. C.—Poultry Show. Jan. 18 to 20, 1899. W. M. Barringer, secy.

CHICAGO, ILL.—Illinois State Poultry Association and National Fanciers' Association. Jan. 9 to 14, 1899. L. H. Fuller, secy. 115 Bearborn st.

CHICAGO, ILL.—National Bronze Turkey Club. Jan. 9 to 14. James Garvin, secy. Princeton, Ill.

CINCINNATI, O.—Cincinnati Poultry, Pigeon Pet Stock Association. February, 1899. C. J. Ross, secy. 139 West Sixth street, Cincinnati, O.

CLAY CENTER, NEB.—Clay County Poultry Association. Jan. 23 to 27, 1899. Chas. N. Jester, secy. Clay Center, Neb.

COLUMBUS, O.—Poultry and Pet Stock Show. J. C. Rowe, secy. Feb. 1899.

COTTONWOOD FALLS, KAS.—Chase County P. Association. C. M. Rose, secy. Dec. 27 to Jan. 1.

CRETE, NEB.—Blue Valley Poultry Association. Geo. H. Trout, secy. Jan. 3 to 6, 1899.

DANBURY, CONN.—Jan. 4 to 6, 1899. Fred. Borman, secy.

DAVENPORT, IOWA—State Poultry Show. J. B. Voss, secy. Jan. 2 to 7, 1899.

DENVER, COLO.—Colorado State Poultry Association. Chas. A. Watson, secy. Jan. 16 to 21, 1899.

DETROIT, MICH.—Michigan State Poultry and Pigeon Association. F. W. McKenzie, secy. Concord, Mich. Jan. 4 to 10, 1899.

DLUTH, MINN.—Poultry Show. Jan. 2 to 7. J. H. Greenfield, 5 Expo. Bldg., secy.

ELMIRA, N. Y.—Elmira Poultry Association. E. W. Andrews, secy. Jan. 17 to 21, 1899.

ESSEX, MASS.—Essex County Poultry Association. A. W. Tyler, secy. Jan. 3 to 6, 1899.

FREIGHT, ILL.—Lanark Poultry Assoc. Jan. 2 to 7, 1899. G. W. Sword, Lanark, Ill., secy.

GLASCO, KAS.—Glasco Poultry Association. M. E. Potts, secy. Jan. 5 to 7, 1899.

GLoucester, MASS.—Cape Ann Poultry Association. Jan. 24 to 28, 1899. Loring Cook, secy. Gloucester, Mass.

GRAND RIDGE, ILL.—Grand Ridge Poultry Association. T. E. McMullan, secy. Jan. 3 to 6.

HAMBURG, N. Y.—Erle County Poultry and P. S. Association. Jan. 2 to 6, 1899. Edward C. Pease, secy. 444 Guaranty Building, Buffalo, N. Y.

HENRY, ILL.—Illinois Valley Poultry Association. R. Freece Burt, secy. Jan. 31 to Feb. 3.

INDIANAPOLIS, IND.—State Poultry Association. Thos. W. Pottage, secy. Jan. 23 to 28, 1899.

KANSAS CITY, MO.—Kansas City Fanciers' Club. Jan. 18 to 25, 1899. Bert Ross secy. 768 Girard Building, Kansas City, Mo.

KINGFISHER, OKLAHOMA—Central Oklahoma Poultry Association. H. F. Stephenson, secy. Jan. 16 to 21.

LE MARS, IA.—Plymouth County Poultry and Pet Stock Association. G. A. C. Clark, secy. Jan. 24 to 27, 1899.

LINCOLN, ILL.—Logan County Poultry and Pet Stock Association. Jau. 10 to 13, 1899.

F. A. Hickman, secy.

LINCOLN, NEB.—Nebraska State Poultry Association. E. A. Pegler, secy. Jan. 15 to 21, 1899.

LITTLE ROCK, ARK.—Arkansas State Poultry Association. W. H. Westbrook, Blue Buff, Ark., secy. Jan. 10 to 14, 1899.

LOGANSPORT, IND.—North Central Indiana P. Association. Sol. D. Brant, secy. Jan. 18 to 25.

LOUISVILLE, KY.—Kentucky State Poultry Association. W. J. Drulen, secy. Jan. 16 to 21, 1899.

LU VERNE, MINN.—Inter-State Poultry Fanciers' Show. Feb. 1 and 2, 1899. N. R. Reynolds, secy.

MASON CITY, IOWA—Cerro Gordo County Poultry and Pet Stock Association. Jan. 25 to 27, 1899. John D. Reeler, secy.

McCOOK, NEB.—McCook Poultry Association. J. S. Le Hew, secy. Feb. 6 to 9, 1899.

MEMPHIS, TENN.—Mississippi Valley Poultry Association. Jan. 3 to 7, 1899. C. R. Barr, 194 2d st., secy.

MILFORD, N. H.—Milford Poultry and Pet Stock Association. E. B. Burns, secy. Jan. 10 to 13, 1899.

NASHVILLE, TENN.—Nashville Poultry Association. J. M. Hopkins, secy. Jan. 10 to 14.

NEW ALBANY, IND.—Southern Indiana Poultry Association. Frank Heck, secy. Jan. 2 to 7.

NEWBURG, N. Y.—Wallkill Valley Poultry, Pigeon and Pet Stock Association. W. Q. Minturn, secy. Warwick, N. Y. Jan. 17 to 19, 1899.

NEW ORLEANS, LA.—Louisiana P. P. S. Association. Geo. A. Eyrich, box 714, stat. C., New Orleans, La., secy. Feb. 11 to 15, 1899.

NEW YORK CITY—National Bantam Association. Madison Square Garden. Jan. 31 to Feb. 4, 1899. E. Latham, Flatbush, L. I., secy.

NEW YORK, N. Y.—New York Poultry and Pigeon Association. H. V. Crawford, secy. Montclair, N. Y. Jan. 31, Feb. 4, 1899.

NORTH MANCHESTER, IND.—North Manchester Poultry Association. Jan. 8 to 14.

OKLAHOMA CITY, O. T.—Oklahoma State Poultry Association. Jan. 2 to 6, 1899.

L. F. Laverty, secy. Guthrie, O. T.

OSKOLOOSA, IA.—Iowa State Poultry Association. C. C. Harris, secy. Jan. 2 to 7, 1899.

OTTAWA, KAS.—Franklin County Poultry & Pet Stock Association. L. L. Porter, secy. Jan. 17 to 20.

PAINESVILLE, O.—Painesville Poultry, Pigeon and Pet Stock Association. Jan. 23 to 26, 1899. C. W. Hadden, secy.

PEORIA, ILL.—Peoria Feathered Stock Association. V. Dewein, secy. Dec. 25 to Jan. 2.

ROCHESTER, N. Y.—Rochester Fanciers' Club. W. D. Ingle, secy. Jan. 9 to 13, 1899.

SALT LAKE CITY, UTAH—Utah Poultry Association. Jan. 17 to 21, 1899. W. G. Marseth, secy. No. 333 North Second West street, Salt Lake City, Utah.

SIBLEY, ILL.—Sibley Poultry Association. W. G. Harvey, secy. Jan. 4 to 9, 1899.

SPOKANE, WASH.—Spokane Poultry Association. John L. Mercer, secy. Jan. 24 to 28, 1899.

SPRINGFIELD, ILL.—Sangamon County Poultry, Pigeon and Pet Stock Association. Jan. 24 to 26, 1899. Ward G. Murray, secy.

ST. PAUL, MINN.—Minnesota State Poultry Association. Feb. 6 to 11. R. Melle, secy., 692 Hamline avenue, St. Paul, Minn.

ST. PETERSBURG, RUSSIA—International Poultry Show. Russian Society of Bird Dealers. May 13 to 28, 1899. Address Russian Ambassador, Washington, D. C.

STOCKTON, KAS.—Rooks County Poultry Association. N. H. Ncher, secy. Jan. 2 to 5, 1899.

SYRACUSE, N. Y.—Onondaga County Fanciers' Association. Jan. 10 to 14, 1899. H. S. Westbrook, secy. Dunbar, N. Y.

TACOMA, WASH.—Poultry Show. Jan. 31 to Feb. 1, 1899. C. C. Johns, secy.

TOPEKA, KAS.—Kansas State Poultry Association. J. W. F. Hughes, secy. Jan. 9 to 14.

TORONTO, ONT., CAN.—American Plymouth Rock Club. Jan. 11, 1899. F. J. Marshall, secy., Middletown, O.

TORONTO, ONT., CAN.—Ontario Provincial Show. Poultry Association of Ontario. Jan. 9 to 13, 1899. Thos. A. Brown, London, Ont., Can., secy.

UTICA, N. Y.—Poultry Association. W. J. B. Williams, secy. Holland Patent, N. Y. Jan. 25 to 31.

WASHINGTON COURT HOUSE, O.—Southern Ohio P. Association. W. R. Dalby, secy. Feb. 7 to 11, 1899.

WASHINGTON, D. C.—National Poultry and Pigeon Association. Geo. E. Howard, secy. Jan. 10 to 14, 1899.

WAUPACA, WIS.—Central Wisconsin Poultry Association. January, 1899. W. R. Clausen, pres.

WINONA, MINN.—Winona Poultry Association. Henry Hess, secy. Jan. 24 to 28, 1899.

WORCESTER, MASS.—Central Massachusetts Poultry Club. C. A. Ballou, secy. Jan. 5 to 8, 1899.

ANACONDA, MONT.—I. O. G. T. Grand Lodge. Oct. 11, 1899. Jas. A. Longstaff, 738 S. Main st., Butte, Mont.

ASBURY PARK, N. J.—State Assembly of Rebekahs. Oct. 3, 1899. Mary I. Pullen, 352 Elm st., Arlington, N. J., secy.

ASHLAND, ORE.—Knight Templars' Grand Commandery. Sept. 28, 1899. Jas. F. Robinson, secy. Eugene, Ore.

ASHLAND, WIS.—Woman's Synodical Missionary Society. October, 1899. Mrs. Ella C. Pierce, 119 10th st., Milwaukee, Wis., secy.

ATLANTA, GA.—American Library Association. 1899. Henry J. Carr, Public Library, Scranton, Pa., secy.

ATLANTIC CITY, N. J.—Pharmaceutical Association. May, 1899. Frank C. Stutzlen, Elizabeth, N. J.

AURORA, ILL.—Ancient Order Ilberians. 1900. Daniel McGlynn, secy. St. Louis.

AUSTIN, TEX.—Texas United Daughters of the Confederacy. Oct. 18, 1899. Mrs. J. M. Brownson, secy. Victoria, Tex.

BALTIMORE, MD.—Independent Order of Free Sons of Israel. 1902.

BALTIMORE, MD.—Supreme Council of Chosen Friends. 3d Tuesday Sept., 1899. S. K. Wagner, supreme secy., Phila., Pa.

BALTIMORE, MD.—State Council, Catholic Benevolent League. Feb. 15, 1899. Thos. Foley Husky 100 and 102 W. Fayette st., Baltimore, Md., secy.

BALTIMORE, MD.—Grand Lodge, A. F. & A. M. of Maryland. May 9, 1899. Jacob H. Medairy, secy.

BALTIMORE, MD.—Grand Encampment, I. O. O. F. Oct. 16, 1899. John M. Jones, Baltimore, Md.

BALTIMORE, MD.—Maryland Baptist Union Association. Oct. 25 to 28, 1899. Howard Wayne Smith, 1803 W. Baltimore st., Baltimore, Md., secy.

BALTIMORE, MD.—Federal Brotherhood of Andrew & Philip. November, 1899. C. E. Wyckoff, Irvington, N. J., secy.

BALTIMORE, MD.—Union Veteran League. Sept. 13, 1899. W. S. Norcross, Lewiston, Me., secy.

BALTIMORE, MD.—K. of P. Grand Lodge. Feb. 14, 1899. James Whitehouse, Box 517, Baltimore, Md.

BALTIMORE, MD.—W. R. C. State Convention. Feb. 22, 1899. Lizzie O. Buchta, Pres., 293 Chestnut street, Baltimore, Md.

BALTIMORE, MD.—Grand Pasture of Maryland United Order of Nazarites. Nov. 21, 1899. Geo. W. Carroll, secy., 527 North Dallas street, Baltimore, Md.

BALTIMORE, MD.—Royal Arch Masons. Nov. 14, 1899. George L. McCahan, Grand Secretary.

BANGOR, ME.—G. A. R. State Encampment. Feb. 15 to 16, 1899. Jas. L. Merrick, secy., Waterville, Me.

BATON ROUGE, LA.—Louisiana Press Association. April or May, 1899. L. S. Scott, Crowley, La., secy.

BAY CITY, MICH.—Rehekah Assembly. I. O. O. F. Oct. 17, 1899. Mrs. Ida M. Davis, 512 Capital ave., S. Lansing, Mich., secy.

THE BILLBOARD

- BOSTON, MASS.—National Association of Woolen and Worsted Overseers. May 17, 1899. John Armstrong, secy., Plymouth, Mass.
- BOSTON, MASS.—State Press Association, Jan. 9, 1899. A. C. Dowse, Pres. Grocers' Exchange, Boston, Mass.
- BOSTON, MASS.—Grand Lodge, A. O. U. W. Feb. 28 to March 1, 1899. J. Edward Burtt, secy., 12 Walnut street, Boston, Mass.
- BOSTON, MASS.—Master House Painters and Decorators, Jan. 5, 1899. W. E. Wall, secy., 14 Morgan street, Somerville, Mass.
- BOSTON, MASS.—Supreme Council, Home Circle, June 21, 1899. Julius M. Swain, secy., 129 Tremont street, Boston, Mass.
- BOSTON, MASS.—I. O. O. F. Department Council, Jan. 25, 1899. Major J. L. Tattersall, secy., Lawrence, Mass.
- BOSTON, MASS.—Knights of Columbus, State Council, Feb. 7, 1899. William J. O'Brien, secy., 597 Washington street, Boston, Mass.
- BOSTON, MASS.—Loyal Temperance Legion, October, 1899. Mrs. H. G. Klee, 1597 Washington street, Boston, Mass.
- BOSTON, MASS.—Wholesale Saddlery Association, July 11, 1899. John B. Denvis, St. Louis, Mo., secy.
- BOSTON, MASS.—American Association G. P. and F. Agents, October, 1899. A. J. Smith, L. S. & M. S. R. R., Cleveland, O., secy.
- BOSTON, MASS.—Vessel Owners & Captains' National Association, Oct. 4, 1899. R. R. Freeman, 95 Commercial st., Boston, Mass., secy.
- BOSTON, MASS.—U. S. General Convention of Universalists, October, 1899. Rev. G. L. Demarust, D.D., Manchester, N. H., secy.
- BOSTON, MASS.—Knights and Ladies of Honor, Grand Lodge, May 9, 1900. Sam Hathaway, 228 Tremont st., Boston, Mass.
- BOSTON, MASS.—First Church of Christ Scientists, Jan. 1 to 6, 1899. David S. Robb, 293 Princess ave., London, Ont., Can., secy.
- BOSTON, MASS.—Ancient Order of Hibernians, July, 1900. James O. Sullivan, Philadelphia, Pa., nat. secy.
- BOSTON, MASS.—United States Military Corps & Old-Timer Telegraphers Association, 1899. J. E. Pettit, 145 Campbell ave., Chicago, Ill., secy.
- POTOMAC, MASS.—Knights of Malta Grand Commandery, Sept. 28, 1899. John W. Hicks, Grand Recorder, 606 Tremont st., Boston, Mass.
- BOSTON, MASS.—International Union, Steam Engineers, Oct. 2, 1899. P. F. Doyle, 187 Washington st., Ch'cago, Ill., secy.
- BOSTON, MASS.—Steam Engineers' National Union, October, 1899. P. F. Doyle, Ch'cago, Ill., secy.
- BOULDER, COL.—State Undertakers' Association, Feb. 10, 1899. F. B. Waters, 800 Santa Fe ave., Denver, Col., secy.
- BOWLING GREEN, KY.—Synod of Cumberland Presbyterian Church, Oct. 24, 1899. Rev. T. N. Williams, Louisville, Ky., secy.
- BRADFORD, PA.—Pennsylvania BII Posters' Association, May 15 and 16, '99. John D. Mishler, pres.; John G. Reese, secy., Scranton, Pa.
- BRANDON, VT.—B. Y. P. U. State Convention, Sept. 27, 1899. Frank W. Woods, Johnson, Vt., secy.
- BRIDGEPORT, CONN.—National Council, Daughters of America, Oct. II, 1899. Miss Julia Tipton, Box 522, Dennison, O., secy.
- BROOKLYN, N. Y.—Knights of Golden Eagle, Supreme Castle, Oct. 9 and 10, 1899. A. C. Lytle, 814 N. Broad st., Philadelphia, Pa., secy.
- BUFFALO, N. Y.—Imperial Council of Ancient Arable Order, Nobles of the Mystic Shrine, June 14 to 15, 1899. B. W. Rowell, secy., No. 28 School street, Boston, Mass.
- BUFFALO, N. Y.—Booksellers' and News-dealers' National Association, 1899. F. R. Sampson, N. Y. City, secy.
- BURLINGTON, IA.—State Conference, Charities and Corrections, March, 1899. Charlotte Groff, 607 Leece st., Des Moines, Ia.
- BURLINGTON, VT.—High Court, Catholic Order of Foresters, June, 1899. John M. Wells, Hammond, Ind., secy.
- BUSHNELL, ILL.—Military Tract Medical Association, Nov. 19 to 20, 1899. O. B. Will, M. D., secy., Peoria, Ill.
- CAMDEN, N. J.—Supreme Lodge, Order of Shepherds of Bethlehem, Oct. 26, 1899. G. S. Wyckoff, 160 S. Stockton st., Trenton, N. J., secy.
- CANONSBURG, PA.—National Detaine Merino Sheep Breeders' Association of Washington County, Pa., Jan. 17, 1899. J. C. McNary, Canonsburg, Pa., secy.
- CAPE CHARLES CITY, VA.—State Council of Virginia, Jr. O. U. A. M., Oct. 18 and 19, 1899. Thos. B. Ivey, Petersburg, Va., Box 556, secy.
- CELERON, CHATAQUA LAKE—Photographers' Association of America, July, 1899. Geo. B. Sperry, Toledo, O., secy.
- CHAMPAIGN, ILL.—Illinois Society of Engineers and Surveyors, Jan. 25 to 27, 1899. Jacob A. Harman, secy., Peoria, Ill.
- CHARLESTON, S. C.—Pharmaceutical Association of South Carolina, May, 1899. R. B. Longene, secy., Manning, S. C.
- CHARLESTON, W. VA.—West Virginia Society of Civil Engineers and Architects, Jan. 19 to 20, 1899. Jas. W. Paul, Charleston, W. Va.
- CHARLEVOIX, MICH.—Association of Lumbermen, July 11, 1899.
- CHARLOTTEVILLE, VA.—State Convention, B. Y. P. U. Feb. 21 and 22. W. J. Keller, Charlottesville, Va., secy.
- CHICAGO, ILL.—Bohemian Catholic Central Union, Sept. 26, 1900. Frank Lindelar, 56 Jewett st., Cleveland, O., secy.
- CHICAGO, ILL.—Catholic Total Abstinence Union of America, Aug. 9 to 11, 1899. A. R. Doyle, 415 W. 59th st., New York City, secy.
- CHICAGO, ILL.—Grand Chapter, Order Eastern Star of Illinois, Oct. 3 to 5, 1899. Mrs. Mate L. Chester, 331 Park ave., Chicago, Ill., secy.
- CHICAGO, ILL.—National Fraternal Press Association, Aug. 22, 1899. Gilbert Howall, secy., 275 Woodland avenue, Cleveland, O.
- CHICAGO, ILL.—Cycle Show, Keith Building, Jan. 7 to 14, 1899.
- CHICAGO, ILL.—National Duro-Jersey Record Association, Jan. 12, 1899. Robert J. Evans, El Paso, Ill., secy.
- CHICAGO, ILL.—National Association of Managers of Newspaper Circulation, June 12, 1899. J. L. Boerhaus, secy., Columbus State Journal.
- CHICAGO, ILL.—State Press Association, Feb. 8 to 10, 1899. J. M. Page, secy., Jerseyville, Ill.
- CHICAGO, ILL.—American Association Physicians and Surgeons, May 31 to June 2, 1899. R. C. Kelsey, M.D., secy., 405 Indiana avenue, Chicago, Ill.
- CHICAGO, ILL.—Western Paper Box Makers' Association, Jan. 19 to 20, 1899. R. H. Crane, secy., Main street, Cincinnati, O.
- CHICAGO, ILL.—American Galloway Breeders' Association, Nov. 1899. Frank B. Hearne, secy., Independence, Mo.
- CHICAGO, ILL.—Interstate League, Building and Loan Association, Nov. 16 to 17, 1899. Bird M. Robinson, secy., 1123 Broadway, New York City.
- CHICAGO, ILL.—Illinois Press Association, Feb. 8 to 10, 1899.
- CHICAGO, ILL.—National Spiritualists' Association, October, 1899. M. F. Longley, 600 Pennsylvania ave., S. E., Washington, D. C., secy.
- CHICAGO, ILL.—Knights Templar Annual Conclave, Oct. 24, 1899. Gil. M. Barnard, 1901 Masonic Temple, Chicago, Ill., secy.
- CHICAGO, ILL.—International Sunday School Convention, April 27 to 29, 1899. M. D. Byers, Atwood Bldg., Chicago, Ill., secy.
- CHICAGO, ILL.—National Association of Embalmers, First week, September, 1899. Frank A. Cook, Parls, Ill., secy.
- CHICAGO, ILL.—F. & A. M. Grand Lodge, Oct. 3, 1899. J. H. C. IHL, Bloomington, Ill., secy.
- CHICAGO, ILL.—Mississippi Valley Medical Association, Sept. 12, 1899. Henry E. Tuley, M.D., 111 W. Kentucky st., Louisville, Ky., secy.
- CINCINNATI, O.—National Association of Stove Manufacturers, May, 1899.
- CINCINNATI, O.—Triennial Meeting General Grand Chapter, September, 1900.
- CINCINNATI, O.—Saengerfest Jubilee, 1899.
- CINCINNATI, O.—National Association Master House Painters & Decorators of United States, Feb. 7, 1899. Joel Kennedy, Cincinnati, O., secy.-treas.
- CINCINNATI, O.—State Conference of Charities and Corrections, May, 1899. Joseph P. Byers, Columbus, O., secy.
- CINCINNATI, O.—Christian Women's Board of Missions, Oct. 12 to 14, 1899. Lois A. White, 307 N. Delaware st., Indianapolis, Ind., secy.
- CINCINNATI, O.—Christian Church Convention, October, 1899. B. L. Smith, Y. M. C. A. Bldg., Cincinnati, O., secy.
- CINCINNATI, O.—Christian Church Convention, Oct. 12 to 18, 1899. B. L. Smith, Y. M. C. A. Bldg., Cincinnati, O., secy.
- CINCINNATI, O.—Mutual Insurance Association of Manufacturers, January, 1899. E. P. Wilson, Room A, Chamber of Commerce, Cincinnati, O., secy.
- CINCINNATI, O.—Traveling Engineers' Association, Sept. 12, 1899. W. O. Thompson, Elkhart, Ind., secy.
- CINCINNATI, O.—National Association of Implement & Vehicle Manufacturers, October, 1899. O. D. Frary, West Pullman, Chicago, Ill., secy.
- CINCINNATI, O.—International Kindergarten Union, March 2 to 4, 1899. Miss Anna Laws, secy., 815 Dayton street, Cincinnati, Ohio.
- CINCINNATI, O.—International Association of Distributors, July 18, 1899. W. H. Steinbrenner, secy., 519 Main street, Cincinnati, Ohio.
- CINCINNATI, O.—National Alliance, Theatrical Stage Employees of United States and Canada, June 19, 1899. Leo W. Hart, gen'l secy.-treas.
- CINCINNATI, O.—Biennial Convention of Bavarian Societies of North America, 1899. Valentine Blaupeln, secy., Buffalo, N. Y.
- CINCINNATI, O.—Old Volunteer Firemen's Life Association, Feb. 22, 1899.
- CIRCLEVILLE, O.—O. O. O. F. Convention, July, 1899. C. H. Tyner, Columbus, O., secy.
- CLARKSVILLE, TENN.—Grand Lodge of Tennessee, I. O. O. F., Oct. 18, 1899. J. R. Harwell, Nashville, Tenn., secy.
- CLEVELAND, O.—National Paint, Oil & Varnish Association, Oct. 10 to 12, 1899. Dr. Van Ness Person, 84 La Salle st., Chicago, Ill., secy.
- CLEVELAND, O.—National Association of Rod Mill Workers, June 17, 1899. P. J. Mundie, secy., 425 Pyatt street, Youngstown, O.
- CLEVELAND, O.—Royal Templars of Temperance, Jan. 24, 1899. G. M. Caldwell, secy., 1221 Euclid avenue, Cleveland, O.
- CLEVELAND, O.—Association of Assistant Physicians of Hospitals for Insane, Feb. 20 to 24, 1899. Irwin H. Neff, M.D., Pontiac, Mich.
- CLEVELAND, O.—Ancient Scottish Rite Supreme Council, Aug. 1, 1899. Magnus L. Robinson, Alexandria, Va., secy.
- CLEVELAND, O.—R. R. and S. Masters' State Council, Sept. 26, 1899. Wm. E. Evans, Chillicothe, O., Grand Recorder.
- CLEVELAND, O.—Royal Arch Masons Grand Chapter, Sept. 27, 1899. Chas. C. Kiefer, Urbana, O., secy.
- CLINTON, IA.—Firemen's Convention, Jan. 12, 1899. J. B. Bodkins, secy., Clinton, Ia.
- COLLEGE STATION, TEX.—Texas Farmers' Congress, July, 1899. D. O. Lively, Ft. Worth, Tex., secy.
- COLUMBIA, S. C.—Association of Southern Schools and Colleges, November, 1899. J. H. Kirkland, secy., Nashville, Tenn.
- COLUMBUS, O.—Junior Order United American Workmen, Sept. 12, 1899. J. A. Bliss, secy., Canton, O.
- COLUMBUS, O.—Ohio Spanish Merino Sheep Breeders' Association, Jan. 11, 1899. Wesley Bishop, secy., Troyon, O.
- COLUMBUS, O.—Draft and Coach Horse Breeders' Association, Jan. 11, 1899. Sam'l Taylor, secy., Pleasant Corners, O.
- COLUMBUS, O.—Buckeye Editorial Association, Feb. 9 to 10, 1899.
- COLUMBUS, O.—Ohio Agricultural Convention, Jan. 12, 1899.
- FALL RIVER, MASS.—National Loom Fixers' Association, Sept. 13 to 14, 1899. Richard Shovelton, Jr., secy., 1723 South Main street, Fall River, Mass.
- FALL RIVER, MASS.—New England Lale Conference, Oct. 4, 1899. T. F. Tracy, 11 Hindson st., Boston, Mass.
- FRANKFORT, IND.—Supreme Lodge of Moose, February, (second Tuesday), 1900. M. G. Kelly, Crawfordsville, Ind., secy.
- FRANKLIN, MASS.—Massachusetts Universalist Convention, Sept. 26 to 28, 1899. Rev. F. W. Sprague, 30 West st., Boston, Mass., secy.
- FRANKLIN, MASS.—Y. P. S. C. U. State Convention, Sept. 22, 1899. Miss Josie S. Newman, Beverly, Mass., secy.
- FREDERICK CITY, MD.—United Brethren Church of United States and Europe Centennial Celebration, 1901.
- FREMONT, NEB.—Modern Woodmen of America State Camp, Feb. 8, 1899. W. A. Forsyth, secy., Loomis, Neb.
- FRESNO, CAL.—High Court of California, I. O. F., Oct. 10, 1899. W. H. Perry, 49-50 Phillips Block, Los Angeles, Cal., secy.
- FT. WAYNE, IND.—North Indiana Teachers' Association, April, 1899. W. C. Bellman, Hammond, Ind., pres.
- GAFFNEY, S. C.—Baptist Ministers' Conference, Nov. 28, 1899.
- GAFFNEY, S. C.—State Convention of Baptists, Nov. 29, 1899. C. P. Ervin secy., Wellford, S. C.
- GAINESVILLE, GA.—Chataqua Convention, July 4 to 20, 1899. H. W. Van Hoose, Gainesville, Ga., secy.
- GALESBURG, ILL.—State Dairy Convention, Jan. 10 to 14, 1899.
- GALESBURG, ILL.—Retail Grocers' and Merchants' Association, Feb. 7 to 9, 1899. R. G. Roadstrum, secy., Galesburg, Ill.
- GALVESTON, TEX.—Texas Live Stock Association, Jan. 17 to 19, 1899. Varles P. Brown, San Antonio, Tex., secy.
- GLOVERSVILLE, N. Y.—I. O. O. F. Grand Encampment, Feb. 28, 1899. John D. Beaubien, secy., 550 Broadway, New York City.
- GOUVEAUR, N. Y.—Dairy Convention, Jan. 25 to 28, 1899.
- GRANITE FORKS, N. DAK.—State Camp, Modern Woodmen of America, Feb. 8, 1899. Max H. Streichow, Kindred, N. Dak.
- GRAND ISLAND, NEB.—Funeral Directors of Nebraska, June 13, 1899. Peter Bell, Norfolk, Neb., secy.
- GRAND RAPIDS, MICH.—Dairy Convention, Feb. 1 to 3, 1899.
- GRAND RAPIDS, MICH.—State Farmers' Convention, 1899. Geo. L. Gray, secy. and treas.
- GRAND RAPIDS, MICH.—Michigan Retail Grocers' Association, February, 1899. E. A. Stowe, Grand Rapids, Mich., secy.
- GRAND RAPIDS, MICH.—Pythian Grand Lodge, 1899.
- GRAND RAPIDS, MICH.—National American Woman's Suffrage Association, April 27 to May 2, 1899. Rachel Foster Avery, 119 N. 19th st., Philadelphia, Pa., secy.
- GRAND RAPIDS, MICH.—I. O. G. T. Grand Lodge, Aug. 23, 1899. M. E. Curtis, Big Rapids, Mich., secy.
- GREENSBORO, N. C.—North Carolina State Firemen's Association, Aug. 1 to 5, 1899. Dr. J. W. Griffith, Greensboro, N. C., secy.
- QUELPH, ONT., CANADA—Cheese & Butter Association of Western Ontario, Jan. 17 to 19, 1899.
- HARTFORD, CONN.—Jr. O. U. A. M. State Council, Sept. 26, 1899. E. W. Bell, 53 S. High st., New Britain, Ct., secy.
- HARRISBURG, PA.—Traveling Men's Club, February, 1899. Fred L. Morganthal, secy.
- HARRIS LITHIA SPRINGS, S. C.—South Carolina Press Association, June, 1899. C. C. Langston, Anderson, S. C., secy.
- HARTFORD, CONN.—Grand Lodge, K. of P. of Connecticut, Oct. 17 and 18, 1899. H. O. Case, 39 Pearl st., Hartford, Conn.
- HARTFORD, CONN.—K. of H. Grand Lodge, Oct. 23, 1899. Chas. W. Swift, Danbury, Conn., secy.
- HARTFORD, CONN.—National Prison Association of United States, September, 1899. Rev. J. L. Mihigan, Allegheny, Pa., secy.
- HARTFORD, CONN.—Connecticut Dairymen's Association, Jan. 18 to 20, 1899.
- HARTFORD, CONN.—Bricklayers' & Masons' International Union, Jan. 9 to 20, 1899. Frank McLaughlin, 289 Capitol ave., Stamford, Conn., secy.
- HARTFORD, CONN.—Connecticut Civil Engineers and Surveyors' Association, Jan. 19, 1899. Geo. K. Crandall, secy., Hartford, Conn.
- HARTFORD, CONN.—New England Tobacco Growers' Association, Jan. 10, 1899. S. C. Nardin, secy., Hartford, Conn.
- HASTINGS, NEB.—I. O. O. F. Grand Lodge, Oct. 17, 1899. Wm. H. Love, Lincoln, Neb.
- HASTINGS, NEB.—Rebekah State Assembly of Nebraska, Oct. 18, 1899. Emma Talbot, S. Omaha, Neb., secy.
- HILLSDALE, MICH.—Northern Tri-State Medical Association, Jan. 24, 1899. H. D. Wood, M.D., secy., Angola, Ind.
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THE BILLBOARD

15

- HINTON, W. VA.—United Order American Mechanics. Oct. 12, 1899. W. J. Mitchell, 1006 Wheeling, W. Va., secy.
- HOBOKEN, N. J.—High Court of New Jersey, Independent Order of Foresters. September, 1899. John H. Davis, 1129 Hampton Place, Elizabeth, N. J., secy.
- HOLYOKE, MASS.—Pharmaceutical Society. June, 1899. Jas. F. Guerin, Worcester, secy.
- HOT SPRINGS, ARK.—Pharmaceutical Association. May 9, 1899. John H. Bond, Jr., Little Rock, secy.
- HUNTINGTON, W. VA.—I. O. O. F. Grand Lodge. Nov. 21, 1899. G. A. Hickle, secy., Parkersburg, W. Va.
- INDIANAPOLIS, IND.—Indiana Republican Editorial Association. Jan. 26 to 27, 1899. A. W. Howard, secy., Indianapolis, Ind.
- INDIANAPOLIS, IND.—Supreme Lodge, A. O. U. W. June 13, 1899. M. W. Sackett, secy., Mendeville, Ind.
- INDIANAPOLIS, IND.—Retail Lumber Dealers' Association. Jan. 17 to 18, 1899. R. K. Williamson, secy., Hartford City, Ind.
- INDIANAPOLIS, IND.—State Industrial Meetings. Jan. 2 to 5, 1899. J. W. Robe, secy., Greencastle, Ind.
- INDIANAPOLIS, IND.—Supreme Tribunal, K. of P. Feb. 1, 1899. W. D. Kennedy, secy., 625 Princeton avenue, Chicago, Ill.
- INDIANAPOLIS, IND.—National Carriage Builders' Association. October, 1899. Henry C. McLean, Wilmington, Del., secy.
- INDIANAPOLIS, IND.—National Convention Epworth League. 1899.
- INDIANAPOLIS, IND.—Grand Temple, Rathbone Sisters. Oct. 16, 1899. Dr. Mabel Teague, 116 N. Senate ave., Indianapolis, Ind., secy.
- INDIANAPOLIS, IND.—I. O. O. F. Grand Lodge of Indiana. Oct. 18 and 19, 1899. H. A. Hardin, Shelbyville, Ind., secy.
- INDIANAPOLIS, IND.—Grand Council R. & S. Masters. Oct. 17 and 18, 1899. Grand Chapter of R. A. Masons. Oct. 18 and 19, 1899. Wm. H. Smythe, Indianapolis, Ind., secy.
- INDIANAPOLIS, IND.—Indiana B. Y. P. I. State Convention. Oct. 12 to 17, 1899. Rev. D. H. Cooper, Peru, Ind.
- INDIANAPOLIS, IND.—K. and L. of H. Grand Lodge. Nov. 7, 1899. W. B. Hasse, Jeffersonville, Ind., secy.
- INDIANAPOLIS, IND.—National Association of Mexican War Veterans. September, 1899. W. H. Smith, Lexington, Ky., secy. and treas.
- INDIANAPOLIS, IND.—International Bill Posters' Association of the United States and Canada. July, 1899.
- INDIANAPOLIS, IND.—Pharmaceutical Association. Feb., '99.
- IOWA CITY, IA.—Iowa Engineering Society. Jan. 18 and 19, 1899. E. P. Boynton, Cedar Rapids, Ia., secy.
- JACKSONVILLE, FLA.—Grand Lodge, F. & A. M. Jan. 17 to 19, 1899. W. P. Webster, Jacksonville, Fla.
- JACKSONVILLE, FLA.—State Federation of Women's Clubs. Jan. 19 to 20, 1899. M. Reichard, M.D., secy., Jacksonville, Fla.
- JERSEY CITY, NJ.—Pharmaceutical Association. June 6, 1899. H. M. Whelley, St. Louis, secy.
- JERSEY CITY, NJ.—Y. P. C. U. State Convention. Oct. 12, 1899. Rev. C. H. Vail, Highstown, N. J., secy.
- JOLIET, ILL.—Synod of Presbyterian Church. Oct. 20, 1899. Rev. D. S. Johnson, Hinsdale, Ill., stated clerk.
- JOLIET, ILL.—Building Association League of Illinois. Oct. 19, 1899. B. G. Vason, Quincy, Ill., secy.
- KANSAS CITY, MO.—Biennial Meeting, Modern Woodmen of America. June 2, 1899. C. W. Hawes, secy., Rock Island, Ill.
- KANSAS CITY, MO.—Western Retail Implement and Vehicle Dealers' Association. Jan. 18 to 19, 1899. H. J. Hodge, secy., Abilene, Kansas.
- KANSAS CITY, MO.—Missouri and Kansas Short-Horn Breeders' Association. Feb. 15, 1899. W. B. Brush, secy., Station A, Kansas City, Mo.
- KANSAS CITY, MO.—Missouri Grand Lodge, I. O. O. F. Oct. 2 to 6, 1899. J. W. Edwards, Jefferson City, Mo., secy.
- KANSAS CITY, MO.—State Universalist Convention. Oct. 5, 1899. Ed. C. Crow, Bowling Green, Mo., secy.
- KANSAS CITY, MO.—Missouri Amateur Shooting Association. Washington Park Gun Club of Kansas City. Walter Bruna, secy., Kansas City, Mo. 1899.
- KANSAS CITY, MO.—Catholic Knights of America. May 9, 1899. Jas. C. Carroll, Monroe Bldg., Norfolk, Va.
- KEENE, N. H.—I. O. O. F. Grand Lodge of N. H. Oct. 11, 1899. Joseph Kidder, Box 94, Manchester, N. H., secy.
- KINGSTON, ONT., CANADA—Cheese & Butter Association of Eastern Ontario. Jan. 10 to 12, 1899. R. G. Murphy, Elgin, Ill., secy.
- LAFAYETTE, IND.—Indiana State Court of Catholic Order of Foresters. August, 1899.
- LANCASTER, PA.—State Convention. Grand Lodge, K. of P. Aug. 16, 1899. Milton C. Tyson, Lebanon, Pa., secy.
- LAWRENCE, KAN.—Pharmaceutical Society. May, 1899. F. A. Snow, Topeka, secy.
- LEAVENWORTH, KAN.—Royal Arch Masons' Grand Chapter. Feb. 13, 1899. Jacob DeWitt, secy., Salina, Kan.
- LINCOLN, NEB.—Knights of Pythias, Grand Lodge. Sept. 12, 1899. Will H. Love, Lincoln Neb., secy.
- LINCOLN, NEB.—Nebraska State Horticultural Society. Jan. 10, 1899. C. H. Barbard, Table Rock, Neb., secy.
- LINCOLN, NEB.—Western Travelers' Accident Association. Sept. 30, 1899. Arthur L. Sheetz, Omaha, Neb., secy.
- LINCOLN, NEB.—State Historical Society. Jan. 10 to 11. Prof. H. W. Caldwell, Superintendent State University, secy., Lincoln, Nebraska.
- LITTLE ROCK, ARK.—Mardi-Gras Celebration. Feb. 13 to 14, 1899.
- LITTLE ROCK, ARK.—Order of Eastern Star. Nov. 29, 1899. Mrs. Jennie B. Hopkins, secy., Mabelvale, Ark.
- LITTLE ROCK, ARK.—Rebekah Assembly of Arkansas. Oct. 24, 1899. Mrs. Medora A. Reid, 1109 W. 4th st., Little Rock, Ark., secy.
- LITTLE ROCK, ARK.—Grand Lodge, I. O. O. F. Oct. 24, 1899. J. H. Friedheim, Camden, Ark., secy.
- LITTLE ROCK, ARK.—State Assembly of Arkansas Knights of Labor. Jan. 17, 1899. John H. Robertson, Little Rock, Ark., secy.
- LIVERPOOL, ENGLAND.—United Bill Posters' Association. August, 1899.
- LOGANSPORE, IND.—Seventy-third Indiana Regiment of Civil War Veterans. 1899.
- LONG BRANCH, N. J.—State Firemen's Convention. September, 1899. Isaac Wiesenthal, Chief Engineer.
- LOS ANGELES, CAL.—Epworth League Assembly. Feb. 21 to 24, 1899. John W. Whitington, secy., 324 Wilcox Building, Los Angeles, Cal.
- LOUISVILLE, KY.—National Saddle Horse Breeders' Association. Feb. 7, 1899. L. B. Hall, secy., Louisville, Ky.
- LOUISVILLE, KY.—A. O. U. W. Grand Lodge. February (second Tuesday), 1899. J. G. Walker, secy., Room 9, Norton Building, Louisville, Ky.
- LOUISVILLE, KY.—Grand United Order of Odd Fellows. Oct. 4, 1899. Geo. E. Tempic, 2341 Washington st., St. Louis, Mo., secy.
- LOUISVILLE, KY.—Royal Arch Masons, Grand Chapter. Oct. 10, 1899. Henry B. Grant, 4th and Green sts., Louisville, Ky., secy.
- LOUISVILLE, KY.—F. & A. M. Grand Lodge of Kentucky. Oct. 17 to 20, 1899. H. B. Grant, Louisville, Ky., secy.
- LOUISVILLE, KY.—T. P. A. Convention. 1899. Charles R. Tuftlin, national pres., Terre Haute, Ind.; Louis T. Le Beaume, secy., St. Louis.
- LOUISVILLE, KY.—Grand Encampment, Knights Templar. August, fourth Tuesday, 1899. Reuben H. Lloyd, San Francisco, Cal., Grand Master.
- LOS ANGELES, CAL.—Independent Order of Foresters, Supreme Court. 1899.
- LYNN, MASS.—National Convention, Y. P. S. C. E. of Universalist Church. July 12 to 19, 1899. Alfred J. Cardall, 30 West st., Boston, Mass., secy.
- MADISON, WIS.—Wisconsin Cheesemakers' Association. Feb. 1, 1899.
- MADISON, WIS.—Mutual Fire Underwriters' Association. Feb. 7, 1899. Geo. H. Hastings, Watertown, Wis.
- MADISON, WIS.—Reformed Brotherhood of Andrew and Philip. November, 1899. W. O. Anderson, secy., 519 Prentissman street, Baltimore, Md.
- MANKATO, MINN.—Baptist State Convention. Oct. 9 to 13, 1899. Rev. E. R. Pope, 701 Lumber Exchange Building, Minneapolis, Minn., secy.
- MARIETTA, GA.—Synod of Georgia. Nov. 1, 1899. James Stacy, Clerk, Newnan, Ga.
- MARQUETTE, MICH.—Firemen's Convention. Louis Vetsch, chief, Houghton, Mich. Aug. 2 to 5, 1899.
- MARSHALLTOWN, IA.—State Camp, Modern Woodmen of America. Feb. 8, 1899. C. W. Walker, secy., Elkader, Ia.
- MAYSVILLE, KY.—Grand Encampment, Odd Fellows. May, 1899.
- MEMPHIS, TENN.—Christian Missionary Convention. Oct. 3, 1899. A. L. Myler, Nashville, Tenn., secy.
- MEMPHIS, TENN.—National Association of Post Office Clerks. Sept. 4, 1899. Wm. Agnew Cleveland, O., secy.
- MENOMINEE, MICH.—State Camp, Modern Woodmen of America. Feb. 8, 1899. M. R. Carter, secy., Lansing, Mich.
- MILNER, GA.—Cabin Creek Baptist Association. Sept. 27, 1899. N. E. Wanton, Forsyth, Ga., secy.
- MILWAUKEE, WIS.—Wisconsin State Undertakers' Association. September, 1899. George L. Thomas, 467 Milwaukee st., Milwaukee, Wis., secy.
- MILWAUKEE, WIS.—National Brotherhood of Locomotive Engineers. 1899.
- MILWAUKEE, WIS.—Western Gas Association. 1899.
- MILWAUKEE, WIS.—General Federation of Women's Clubs. Biennial Meeting. May, 1900. Mrs. Emma A. Fox, 21 Bagley ave., Detroit, Mich., secy.
- MILWAUKEE, WIS.—Associated Bill Posters of United States. July 11, 1899. J. Ballard Carroll, secy., 35 Beaver street, Albany, N. Y.
- MILWAUKEE, WIS.—Knights Templar Grand Grand Commandery. Oct. 10, 1899. John W. Ladkin, secy., 466 Jefferson street, Milwaukee, Wis.
- MILWAUKEE, WIS.—Wisconsin Retail Hardware Dealers' Association. Feb. 1, 1899. C. A. Peck, Berlin, Wis., secy.
- MILWAUKEE, WIS.—National Elstedford. January, 1899.
- MINNEAPOLIS, MINN.—Independent Order of Foresters Grand Lodge. Feb. 8, 1899. A. E. Reinhard, Minneapolis, Minn., 501 6th st., South, secy.
- MINNEAPOLIS, MINN.—Pythian Veterans' Association. Feb. 20, 1899. J. H. Heisser, secy., 124 South Fourth street, Minneapolis, Minn.
- MINNEAPOLIS, MINN.—Rathbone Sisters. Sept. 26, 1899. Mrs. Carrie Hoag, Central Ave. St. Paul, Minn., secy.
- MINNEAPOLIS, MINN.—American Public Health Association. November, 1899. Dr. C. O. Probst, Columbus, O., secy.
- MINNEAPOLIS, MINN.—J. O. U. A. M. National Council. June 12 to 16, 1899. E. S. Deemer, Box 766, Philadelphia, Pa., secy.
- MOBILE, ALA.—Fred H. Cain Association. May 3, 1899. W. P. Taylor, Belmont, Va., secy.
- MONTREAL, QUEBEC, CAN.—Trades & Labor Congress. September, 1899. Geo. W. Flower, 11 Louis st., Toronto, secy.
- MOUNT VERNON—Anniversary Celebration of Washington's Death Day, by Masonic Fraternity. (Estimated attendance, 10,000). Dec. 14, 1899.
- NACOGDOCHES, TEX.—Baptist Missionary and Educational Association of Texas. Oct. 11, 1899. M. M. Rodgers, secy., LaGrange, Texas.
- NASHVILLE, TENN.—A. O. U. W. Grand Lodge. Sept. 20, 1900. J. H. Thompson, 413 Union st., Nashville, Tenn., secy.
- NASHVILLE, TENN.—National Baptist Convention (Colored). Sept. 13, 1899. Wm. N. Steward, Louisville, Ky., secy.
- NASHVILLE, TENN.—I. O. R. M. Great Council. Jan. 24, 1899. G. W. Davis, secy., 309 North Cherry street, Nashville, Tenn.
- NASHVILLE, TENN.—Medical Society of Tennessee. April 13 to 15, 1899. J. H. Marable, M.D., secy., Clarksville, Tenn.
- NASHVILLE, TENN.—Grand Convention of Anointed High Priests. Jan. 24, 1899. Bradford Nichols, secy., Nashville, Tenn.
- NEWARK, N. J.—New Jersey State Council, C. B. L. Oct. 10, 1899. John J. Ghegan, 219 Garfield st., Newark, N. J., secy.
- NEW BRITAIN, CONN.—I. O. G. T. Grand Lodge. September, 1899. Mrs. Florence A. Soren, 101 Pleasant st., New Britain, Conn., secy.
- NEW CASTLE, PA.—Grand Lodge, A. O. U. W. September, 1900. O. K. Gardner, 226 Wylie ave., Pittsburgh, Pa.
- NEW HAVEN, CONN.—C. H. L. State Council of Connecticut. Sept. 19, 1899. Jas. Stanton, 115 Smalley st., New Britain, Conn., secy.
- NEW HAVEN, CONN.—National Convention of Knights of Columbus. March 7, 1899. Daniel J. Colwell, Post Bldg., New Haven, Conn., secy.
- NEW HAVEN, CONN.—National Electrotypers' Association. September, 1899. J. H. Ferguson, New York City, secy.
- NEW HAVEN, CONN.—United Typothetae of America. 1899. J. Sterns Cushing, Norwood, Mass., secy.
- NEW HAVEN, CONN.—Grand Lodge, F. and A. M. Jan. 18 to 19, 1899. John H. Barlow, secy., Hartford, Conn.
- NEW ORLEANS, LA.—National League of Commission Merchants. Jan. 11, 1899. A. Warren Patch, 17 N. Market st., Boston, Mass., secy.
- NEW ORLEANS, LA.—Brotherhood of R. R. Trainmen. May, 1899.
- NEW ORLEANS, LA.—National Association of Master Plumbers. 1899.
- NEWPORT, N. H.—Y. P. S. C. E. State Convention. Oct. 1 to 6, 1899. Frank W. Lund, Nashua, N. H., secy.
- NEW WHATCOME, WASH.—Jr. O. U. A. W. State Council. Feb. 22, 1899. W. S. Schenck, secy., New Whatcome, Wash.
- NEW YORK CITY.—Cycle Show. Madison Square Garden. Jan. 21.
- NEW YORK CITY.—American Society of Heating and Ventilating Engineers. Jan. 23 to 26, 1899. S. A. Jellett, secy., 100 18th, New York City.
- NEW YORK CITY.—Sportsman's Show. Madison Square Garden. March 2 to 11, 1899. J. A. H. Dressel, secy., 280 Broadway, New York City.
- NEW YORK CITY.—Independent Order, Free Sons of Israel. Dec. 12, 1899. I. H. Goldsmith, secy., 791 Lexington avenue, New York City.
- NEW YORK CITY.—Eastern Retail Butchers' Association. Aug. 1 to 5, 1899. F. J. Wallace, Meriden, Conn., secy.
- NEW YORK CITY.—Ayrshire Breeders' Association. January, 1899. C. M. Winslow, Brandon, Vt., secy.
- NEW YORK CITY.—State Medical Association of N. Y. Oct. 24 to 26, 1899. M. C. O'Brien, 161 W. 122d st., N. Y. City, secy. C. E. Denison, 113 W. 12th st., N. Y. City, secy., of arrangement committee.
- NEW YORK CITY.—Society of the Cincinnati. May, 1899.
- NEW YORK CITY.—Worthy Grand Temple, Templars of Liberty of America. Jan. 10, 1899. John McClurg, Jr., 2 W. 14th st., New York City.
- NEW YORK, N. Y.—Mystic Order Veiled Prophets. October, 1899. Sidney D. Smith, Hamilton, N. Y., secy.
- NIAGARA FALLS—Pan-American Exposition. May 1 to Nov. 1, 1899. R. C. Hill, secy., Buffalo, N. Y.
- NIAGARA FALLS, N. Y.—United States League of Local Building and Loan Associations. July 26, 1899. H. F. Cellarius, Cincinnati, O., secy.
- NIAGARA FALLS, N. Y.—American Fisheries Society. June 28 to 29, 1899. Herschel Witaker, secy., Detroit, Mich.
- NOKUIT ADAMS, MASS.—Federation of Labor. Aug., '99.
- NORWICH, VT.—State Council. Jr. O. U. A. M. Oct. 4, 1899. F. W. Hawley, Norwich, Vt., secy.
- OKLAHOMA CITY, OKLA.—Pharmaceutical Association. 1899. Edwin DeBarr, Guthrie, Okla., secy.
- OMAHA, NEB.—Knights of Ak-Sar-Ben. September, 1899. September, 1899. A. H. Noyes, secy.
- OMAHA, NEB.—Nebraska & Western Iowa Implement Dealers' Association. Jan. 3 to 5, 1899. J. A. McLaughlin, secy., Craig, Neb.
- OSAGE CITY, KAN.—Great Council of Kansas. I. O. R. M. Oct. 17, 1899. C. A. Wolf, Atchison, Kan., secy.
- OSHKOSH, WIS.—Modern Woodmen of America. State Camp. Feb. 8, 1899. L. M. Sturdevant, secy., Neillsville, Wis.
- OTTAWA, ONT., CANADA—Allied Printing Crafts Union. June, 1899.
- PADUCAH, KY.—I. O. O. F. Grand Lodge. Oct. 10, 1899. R. G. Elliott, Lexington, Ky., secy.
- PAPIELION, NEB.—State Press Association. Jan. 24 to 25, 1899.
- PARIS, FRANCE—National Editorial Association. 1900.
- PASADENA, CAL.—Tournament of Roses. Jan. 1, 1899. M. H. Weight, Pasadena, Calif., pres.
- PEORIA, ILL.—Illinois Clay Workers' Association. Jan. 17 to 18, 1899. G. C. Stoll, secy., Wheaton, Ill.
- PEORIA, ILL.—United Association. Journeyman Plumbers, Gas Fitters, Steam Fitters & Steam Helpers. Sept. 18, 1899. J. Spencer, 511 Ogden Bldg., Chicago, Ill., secy.
- PHILADELPHIA, PA.—Pharmaceutical Association. June, 1899. J. A. Miller, secy., Harrisburg, Pa.
- PHILADELPHIA, PA.—Grand Army of the Republic. 1899. Col. Jas. A. Sexton, commander-in-chief.
- PHILADELPHIA, PA.—National Army Nurses' Association. 1899. Miss Kate Scott, Pennsylvania, secy.
- PHILADELPHIA, PA.—Women's Relief Corps. 1899. Mrs. Flo Jamieson Miller, Monticello, Ill., nat. pres.
- PHILADELPHIA, PA.—Ladies of the G. A. R. 1899. Mrs. Annie Esher, Chicago, nat. secy.
- PHILADELPHIA, PA.—National Association of Clothiers. Jan. 17, 1899. S. H. Lauchheimer, secy., Equitable Building, Baltimore, Md.
- PHILADELPHIA, PA.—American Ornithologists' Union. Nov. 14 to 15, 1899. John H. Sage, secy., Portland, Conn.
- PHILADELPHIA, PA.—Patriotic Order of America. Oct. 24, 1899. Theo. Harris, Philadelphia, Pa., secy.
- PHILADELPHIA, PA.—Knights of Malta. Oct. 17, 1899. Frank Gray, Broad and Arch sts., Philadelphia, Pa., secy.
- PHILADELPHIA, PA.—Daughters of Veterans. 1899. Mrs. Vinne Bond Willis, of Massachusetts, secy.
- PHILADELPHIA, PA.—California Volunteer Association. 1899. Capt. Geo. H. Petter, Providence, R. I., secy. and treas.
- PHILADELPHIA, PA.—Veteran Signal Corps Association. 1899. C. W. D. Marny, Boston, Mass., secy. and treas.
- PHILADELPHIA, PA.—International Commercial Congress. June, 1899.
- PIERRE, S. D.—South Dakota Editors' Association. January, 1899. J. F. Halliday, Ironquicks, S. D., secy.
- PITTSBURG, PA.—Master Horseshoers' Convention. Oct. 9, 1899. W. J. Moore, Oakwood ave., Pittsburg, Pa., secy.
- PITTSBURG, PA.—Dorset Horn Sheep Breeders' Association of America. Jan. 10, 1899. M. A. Cooper, Washington, Pa., secy.
- PITTSBURG, PA.—Y. W. C. A. State Convention. Jan. 26 to 30, 1899. Miss Emma Hays, 265 Washington ave., Scranton, Pa., secy.
- PITTSBURG, PA.—Columbian Philatelic Society. January, 1899. H. C. Crowell, 208 Superior st., Cleveland, O., secy.
- PITTSBURG, PA.—International Astronomical Congress. May, 1900. C. W. Scovil, secy.
- PITTSBURG, PA.—Blennial Convention of the Knights and Ladies of Honor of Pennsylvania. 1899. Grand secy., Fred Voelcker, Philadelphia.
- PITTSBURG, KAN.—O. D. H. S. Grand Lodge. Nov. 21, 1899. John Jacobs, 1150 E. 1st st., Pittsburg, Kan., secy.
- PIQUA, O.—Great Council. Improved Order of Red Men. Oct. 10 and 11, 1899. W. S. Rowan, 411 Mill st., Chillicothe, O.
- PORTLAND, ME.—Grand Lodge, I. O. O. F. Oct. 17, 1899. Joshua Davis, Portland, Me., secy.
- PORTLAND, ME.—Rebekah Assembly, I. O. O. F. Oct. 16, 1899. Grace E. Watson, Belfast, Me., secy.
- PORTLAND, ME.—Loyal Orange Association. June 13, 1899. Mrs. Christina Milligan, 123 West st., Everett, Mass., secy.
- PORTLAND, ORE.—Rathbone Sisters' Grand Temple. Oct. 10, 1899. Mrs. Nettie J. Unger, secy., McMinnville, Ore.
- PORTLAND, ORE.—National Editorial Association. 1899.
- PORT HURON, MICH.—Knights of Macabees. July, 1899. N. S. Boynton, Port Huron, secy.
- PORT HURON, MICH.—F. and A. M. Grand Lodge. Jan. 24, 1899. Jas. Bradley, secy., Port Huron, Mich.
- PORTSMOUTH, N. H.—Universitists' Convention of N. H. Oct. 3 to 5, 1899. Rev. W. H. Morrison, Manchester, N. H., secy.
- PORTSMOUTH, N. H.—Federation of Women's Clubs of N. H. May, 1899. Mrs. H. W. Blair, Manchester House, Manchester, N. H.
- PORTSMOUTH, N. H.—J. O. U. A. M. State Council. Sept. 20, 1899. H. Noyes, Plaistow, N. H., secy.
- PORTSMOUTH, O.—A. O. U. W. Grand Lodge. Aug. 22, 1899. Walter Pickens, G. R., of Toledo, O.
- PORT TOWNSEND, WASH.—Grand Camp. Native Sons of Washington. Jan. 10, 1899. A. Francis Learned, secy., Port Townsend, Wash.
- PRINCETON, ILL.—Illinois Farmers' Institute. Feb. 21 to 23, 1899. Chas. F. Mills, Springfield, Ill., secy.
- PROVIDENCE, R. I.—Encampment G. A. R. Feb. 2, 1899. Philip S. Chase, Box 384, Providence, R. I.
- PROVIDENCE, R. I.—Rhode Island Institute of Instruction. Oct. 26 to 28, 1899. J. W. V. Rich, secy., Providence, R. I.
- PROVIDENCE, R. I.—Rhode Island State Assembly. Oct. 26, 1899. Mrs. Cora Aldrich, secy., 614 Smith street, Providence, R. I.
- PUNXSUTAWNEY, PA.—Pythian Sisterhood. Oct. 4, 1899. Mrs. J. G. Percy, secy.

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- PUT-IN-BAY, O.—National Association of Photo-Engravers, 1899. C. C. Cargill, Grand Rapids, Mich., secy.
- PUT-IN-BAY, O.—Master House Painters' & Decorators' Association, July, 1899. W. J. Albrecht, Toledo, O., secy-treas.
- RACINE, WIS.—Danish Brotherhood in America, Oct. 1, 1892. Viggo A. Danelsen, Sta. G, 885 N. Campbell ave., Chicago, Ill., secy.
- RALEIGH, N. C.—Grand Lodge, A. F. and A. M. of N. C. Jan. 10, 1899. Walter E. Moore, secy., Webster, N. C.
- READING, PA.—Reunion of the Society of the 12th Regiment, Pa. Volunteers, Sept. 16, 1899. C. P. Keech, Philadelphia, Pa., secy.
- RICHMOND, VA.—Grand Commandery, Knight Templars' Conclave, Nov. 16, 1899. James B. Banks, secy., Petersburg, Va.
- RICHMOND, VA.—Southern Philatelic Association, October, 1899. W. C. Lowry, Abilene, Tex.
- ROANOKE, VA.—Virginia State Firemen's Association, Sept. 27, 1899. George G. Cummings, 216 Lincoln st., Portsmouth, Va., secy.
- ROCHESTER, N. Y.—American Association of Opticians, Aug. 1 to 3, 1899. Mr. Boger, secy., 36 Maiden Lane, New York City.
- ROCKFORD, ILL. Y. P. S. C. E. State Convention, Oct. 5 to 8, 1899. Miss Nellie M. Blair, 208 Illinois ave., Peoria, Ill., secy.
- ROME, N. Y.—United American Mechanics, Sept. 12, 1899. John Senner, 1341 Arch st., Philadelphia, Pa., natl. secy.
- SAGINAW, MICH.—Biennial Convention Journeyman Barbers October, 1899. W. E. Klapetzyk, Box 585, secy., Syracuse, N. Y.
- SALINA, KAN.—Golden Belt Medical Society, Jan. 5, 1899. J. N. Ketchersid, M.D., secy., Hope, Kan.
- SALT LAKE CITY, UTAH.—Grand Lodge, I. O. O. F., April, 1899.
- SALT LAKE CITY, UTAH.—I. O. O. F. Grand Encampment, April, 1900. Ed. W. Loder, Salt Lake City, Utah, secy. (Box 1166.)
- SALT LAKE CITY, UTAH—State Medical Association of Utah, October, 1899. Dr. R. W. Fisher, Salt Lake City, Utah, secy.
- SAN FRANCISCO, CAL.—Grand Encampment, I. O. O. F., Oct. 17, 1899. Wm. H. Barnes, Odd Fellows Hall, San Francisco, Cal., secy.
- SAN FRANCISCO, CAL.—Episcopal Convention, 1901.
- SAN FRANCISCO, CAL.—Northern Baptist Convention, 1899.
- SCRANTON, PA.—State Council, Jr. O. U. A. M., Sept. 11 to 15, 1899. E. S. Deemer, Box 766, Philadelphia, Pa., secy.
- SCRANTON, PA.—State Council, Daughters of America, Sept. 18, 1899. T. A. Gerbig, Scranton, Pa., secy.
- SCRANTON, PA.—Letter Carriers' Association, Sept. 4, 1899. F. J. Cantwell, Brooklyn, N. Y., secy.
- SCRANTON, PA.—State Firemen's Convention, October, 1899. W. W. Wunder, secy., Reading, Pa.
- SCRANTON, PA.—United Brotherhood of Carpenters & Joiners, Sept. 18, 1899. P. J. McGuire, Box 884, Philadelphia, Pa., secy-treas.
- SCRANTON, PA.—Letter Carriers' Association, Sept. 4, 1899. F. J. Cantwell, Brooklyn, N. Y., secy.
- SCRANTON, PA.—Pennsylvania State Camp, Patriotic Order of America, July 11, 1899.
- SEAFORD, DEL.—Grand Lodge, K. of P., Oct. 25, 1899. Mark L. Garrett, 703 King st., Wilmington, Del., secy.
- SEYMOUR, CONN.—I. O. O. F. Grand Encampment, Oct. 17, 1899. Frederick Botsford, New Haven, Conn., secy.
- SHELBYVILLE, IND.—Southern Indiana Teachers' Association, March, 1899.
- SHIRMAN, TEX.—State Swine Breeders' Association, Feb. 14 to 15, 1899.
- SHIRMAN, TEX.—Texas State Swine Breeders' Association, Feb. 14, 1899. A. A. Pittuck, Dallas, Tex., secy.
- SILVER CITY, N. M.—Grand Lodge, K. of P., Sept. 19, 1899. B. F. Adams, Albuquerque, N. M., secy.
- SIOUX FALLS, S. DAK.—National Creamery Butter Makers' Association, Jan. 23 to 26, 1899.
- SIOUX FALLS, S. DAK.—National Creamery Butter Makers' Association, Jan. 22 to 28, 1899. E. Sunderton, secy.
- SOMERSWORTH, N. H.—Baptist Sunday School Convention, October, 1899. Rev. Wintfield G. Hubbard, Wilton, N. H., secy.
- SOUTH BEND, IND.—Women's Synodical Society of Home & Foreign Missions, Oct. 15 to 19, 1899. Mrs. F. F. McCrea, 155 Broadway, Indianapolis, Ind., secy.
- SPILLVILLE, IA.—National American Benevolent Society, Jan. 3, 1900. Jas. Havorka, secy., New Prague, Minn.
- SPRINGFIELD, ILL.—American Oxford Record Association, Nov., 1899. W. A. Shafer, Middletown, O., secy.
- STREATOR, ILL. Catholic Knights of America State Council, Aug. 21, 1900. John E. Mahoney, secy., Farm City, Ill.
- SPRINGFIELD, ILL.—Illinois State Beekeepers' Association, Nov. 23 to 24, 1899. Jas. A. Stone, secy., Bradfordtown, Ill.
- SPRINGFIELD, MASS.—State Encampment: G. A. R. 1899.
- SPRINGFIELD, MO.—State Camp, Modern Woodmen of America, Feb. 8, 1899. F. L. Sudemann, secy.
- SPRINGFIELD, O.—Presbyterian Synod of Ohio, Oct. 10, 1898. W. E. Moore, Columbus, O., stated clerk.
- SPRINGFIELD, O.—Master Plumbers' Convention, 1899.
- STANTON, NEB.—Nebraska Saengerbund, 1900. F. Raabe, secy.
- ST. AUGUSTINE, FLA.—State Firemen's Convention & Tournament, November, 1899. Silas B. Wright, secy.
- ST. JOHANNESBURG, VT.—Dairy Convention, Jan. 2 to 5, 1899.
- ST. JOHNSBURY, VT.—Vermont Butter and Cheese Makers' Association and Vermont Dairymen's Association, Jan. 23 to 27, 1896.
- ST. JOHNSBURY, VT.—Grand Lodge, K. of P., Oct. 11 and 12, 1899. J. M. Cady, St. Johnsbury, Vt., secy.
- TERRE HAUTE, IND.—State G. A. R. Encampment, 1899.
- TOLEDO, O.—Ohio Bill Posters' Association, May 9, 1899.
- TOLEDO, O.—National Convention G. A. R. 1903.
- TOLEDO, O.—County Commissioners' Stat Association, Jan. 10 to 12, 1899. J. P. Hammer, secy., Sandusky, O.
- TOLEDO, O.—Ancient Order of Hibernians April, 1899.
- TOPEKA, KAN.—National Aid Association, Feb. 21, 1899. S. D. Cooley, secy., Topeka, Kansas.
- TODD, KAN.—Stat. Historical Society, Jan. 17, 1899. Frank G. Adams, Leavenworth, Kans., secy.
- TORONTO, CAN.—Grand Central Supreme Lodge, I. O. O. F., June 29 to July 7, 1899. H. F. Parkes, 208 Ontario st., Milwaukee, Wis., secy.
- TORONTO, ONT., CAN.—Canadian Medical Association, September, 1896. Dr. F. N. G. Starr, Torr. to secy.
- TORONTO, ONT., CANADA—American Poultry Association, Jan. 8 to 11, A. E. Welch, Natick, Mass., asst. secy.
- TRENTON, N. J.—New Jersey Horticultural Society, Jan. 3 to 5, 1899.
- TRENTON, N. J.—K. of P. Grand Lodge, Feb. 15, 1899. Hon. Geo. B. Pierson, secy., Woodbury, N. J.
- TRENTON, N. J.—Grand Encampment, I. O. O. F., No. 14, 1899. Lewis Parker, secy., Trenton, N. J.
- TRENTON, N. J.—Royal and Select Masters' Grand Council, Jan. 21, 1899. Clas. Bach, Trenton, N. J., secy.
- TRENTON, N. J.—New Jersey Dairy Association, Jan. 11 to 13, 1899.
- UNADILLA, N. Y.—Otsego County Firemen's Association, 1899. C. C. Fylloesch, secy.
- VANCEBURG, KY.—Junior Order of United American Mechanics, 1899.
- VICKSBURG, MISS.—Grand Lodge Masonic Templars of America, July 1, 1899. J. E. Bush, secy., Little Rock, Ark.
- VIENNA, OHIO, A. A.—Akron Booksellers' Association, July 1, 1899. J. V. A. Field, Newark, O., secy.
- WASHINGTON, D. C.—National Marine Engineers' Beneficial Association, Jan. 17, 1899. Geo. A. Grubb, 1537 Georgia st., Cleveland, O., secy.
- WASHINGTON, D. C.—National Pure Food Congress, Jan. 18 to 21, 1899.
- WASHINGTON, D. C.—National Congress of Mothers, Feb. 14 to 18, 1899. Mrs. Vista H. Cassedy, secy., Forest Glen, Md.
- WATERTON, O.—L. A. Johnson Electro-Therapeutic Association, Sept. 19 to 21, 1899. John Geiger, 6 North st., Auburn, N. Y., secy.
- WASHINGTON, D. C.—American Tailors & Mtg. Association, Jan. 15, 1899. Arthur Stewart, Paterson, N. J., secy.
- WASHINGTON, D. C.—Royal Order of Scotland, Dec. 16, 1899. Wm. Oscar H. Clegg, Washington, D. C., secy.
- WASHINGTON, D. C.—State Convocation, October, 1898. Gen. McDevitt, Ald. Atwater, Pa., secy.
- WATERBURY, CONN.—King's Daughters & Sons' Convention, October, 1899. Mrs. C. E. Spalding, 89 John st., Bridgeport, Conn., secy.
- WATERLOO, IA.—I. O. O. F. Grand Encampment, Oct. 17, 1899. Wm. Mission, Los Meios, Ia., secy.
- WATERLOO, IA.—Rebekah Assembly, I. O. O. F., Oct. 17, 1899. Miss S. E. Matheson, Keokuk, Ia., secy.
- WATERLOO, IA.—Dobres in Agricultural Implements and Vehicles Jan. 9 to 11, 1899. J. A. Dumbarton, secy., Mason City, Ia.
- WATERLOO, IOWA—Catholic Order of Foresters, Aug. 21 and 22, 1899. J. H. Limbach, Cedar Rapids, Iowa, secy.
- WATERDOWN, N. Y.—Y. P. S. C. E. State Convocation, Oct. 2 to 4, 1899. A. E. Dewhirst, 19 Howard ave., Eliza, N. Y., secy.
- WATERDOWN, S. DAK.—Modern Woodmen of America, Feb. 8, 1899. W. F. Bancroft, secy., Washington Springs, S. Dak.
- WEASER, IOWA—Tekamah Lodge, Assemblies, Oct. 17, 1899. White Priest, Dinton, Boelo, Ia., secy.
- WEISER, IDAHO—I. O. O. F. Grand Lodge, A. K. Sturzberg, Caldwell, Idaho.
- WEST HARPSWELL, GRAND DIVISION, Sons of Temperance, April 26, 1899. Annie E. Hayes, The sea, Me., secy.
- WHEELING, W. VA.—Grand Lodge of West Virginia, K. of P., Oct. 11, 1899. Manor Jenkins, Piedmont, W. Va., secy.
- WHEELING, W. VA.—National Tobacco Workers Union of America, September, 1899. E. Lewis Evans, 422 Granite Clock, St. Louis, Mo., secy.
- WICHITA, KAN.—Grand Lodge I. O. O. F. of Kansas, Oct. 18, 1899. D. W. Kent, Topeka, Kans., secy.
- WILLIAMSPORT, PA.—Papist State Mission Society, Oct. 23 to 26, 1899. W. H. Conrad, 1126 Chestnut st., Philadelphia, Pa., secy.
- WILLIAMSPORT, PA.—Pennsylvania Board of Educational Society, Oct. 20, 1899. G. M. Spratt, 1129 Chestnut st., Philadelphia, Pa., secy.
- WILLIAMSPORT, PA.—Pennsylvania State Farmers' Alliance & Industrial Union, Dec. 13 to 15, Louise Bricker, Cogan Station, Pa., secy.
- WILMINGTON, DEL.—I. O. O. F. Grand Lodge of Delaware, Nov. 15, 1899. Isaac W. Hallam, secy., Wilmington, Del.
- WILMINGTTON, DEL.—International Association of Fire and Police Telegraph Superintendents and Municipal Electricians, Sept. 5 to 7, 1899. H. F. Blackwell, secy., Superintendent Fire Department, New York City.
- WILMINGTTON, DEL.—I. O. O. F. Grand Lodge of Delaware, Nov. 15, 1899. Isaac W. Hallam, secy., Wilmington, Del.
- WORCESTER, MASS.—Farmers' and Cattle Owners' Association, Jan. 9, 1899. J. L. Harrington, secy., Lancaster, Mass.
- WORCESTER, MASS.—H. Y. P. U. of Massa Chissh, Oct. 30 to 31, 1899. Rev. J. R. Gow, 42 Franklin street, Somerville, Mass., secy.
- WORCESTER, MASS.—State Council, Jr. O. U. A. M., Sept. 26, 1899. Martin M. Woods, 117 Bedford st., Lawrence, Mass., secy.
- YONKERS, N. Y.—Order of American Firemen, Sept. 5 and 6, 1899. Addison Brown, secy.
- YONKERS, N. Y.—New York State Firemen's Convention, Aug. 8 to 29, 1899.
- YOUNGSTOWN, O.—Ohio State Lumber League, Sept. 12, 1899. John F. Weiss, Canfield, O., secy.

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Santa Cruz—L. A. Daniels.
Santa Maria—Geo. W. Brown.
Truckee—A. H. Prentiss.
Vallejo—M. D. Neild.
Woodland—Dietz & Giendinning.

COLORADO.

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

CONNECTICUT.

Danbury—Fred. A. Shear.
Norwalk and South Norwalk—Harry B. Bussing, City Bill Poster.
Putnam—L. M. Kelth.

DELAWARE.

Seaford—S. P. Fields.

FLORIDA.

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

GEORGIA.

Athens—H. J. Rowe.
Augusta—C. R. Rowland, City Bill Poster.
Carrollton—Harry E. Kuns.
Eatonton—W. T. Reid, Jr.
Madison—Lep. C. Baldwin.
Savannah—Cas. Bernard, Licensed City Bill Poster.

IDAHO.

Lewiston—Alney C. Elliott.
Pocatello—Geo. Dash, Box 272.
Wallace—Ed. R. Carlton.
Weiser—W. H. Howins.

ILLINOIS.

Atlanta—Theo. Williams.
Aurora—Jas. A. Roberts.
Belleville—L. E. Tiemann, Bill Poster and Distributor, 508 S. High street.
Belvidere—Fred. Wifin.
Calo—Gus Osterloh, City Bill Poster.
Carbondale—J. B. Foler.
Centralia—Joseph E. Heffter.
Chicago—Chicago Bill Posting Co.
Clinton—J. H. Savely & Co., City Bill Posters and Distributors.
Elgin—Fred. W. Jencks.
Farmer City—W. S. Young.
Freeport—Wahler Bill Posting Plant.
Galva—F. M. Brown & Son.
Henry—Fred. S. Schaefer.
Jacksonville—Geo. W. Stark & Son.
Lacon—Arno E. Aniske.
La Harpe—C. E. Hiller, Box 134.
Marshall—Victor Janney.
Metropolis—Wm. E. Ware.
Momence—Wm. Goodell.
Mound City—E. P. Easterday.
Mt. Sterling—George A. Fowler.
Orion—A. S. Dusenberry.
Ottawa—Ottawa Bill Posting Co.
Petersburg—The Bishop Bill Posting Co.
Pontiac—Lee Collins, 112 E. Reynolds street.
Sandwich—Walter Bibbs.
Shelbyville—Col. C. Gowdy, City Bill Poster.
Taylorville—O. G. Young.
Tolono—A. C. Smith.
Vienna—P. A. Johnson.
White Hall—Robert K. Luther.
Winchester—Cyrus P. Reynolds, City Bill Poster.

INDIANA.

Anderson—Wm. Frank, Bill Poster and Distributor.
Atica—Charles E. Finfrock.
Brookston—James W. Brown, Bill Poster.
Cannelton—E. E. Cumming.
Crown Point—Chas. E. Smith, Bill Poster.
Danville—J. V. Cook.
Elwood—James Borst.
Evansville—Evansville Bill Posting Co.
Fort Wayne—Fort Wayne City Bill Posting Co., C. B. Woodworth, Manager.

Fort Wayne—Temple Bill Posting Co.
Fowler—Robert Hamilton.
Frankfort—Wm. T. Freas, City Bill Poster.
Frankfort—Henry Wolf.
Goshen—Chas. Kurtz, Box 746.
Hartford City—C. W. Abbott.
Kokomo—H. E. Henderson, City Bill Poster and member International Association of Distributors.
Lafayette—Lafayette Bill Posting Co.
La Grange—F. H. Ruick.
Lebanon—Stacy Darnell.
Liberty—Jas. R. Wilson.
Logansport—Chas. E. Schleifer.
Madison—Murphy & Rhett, City Bill Posters.
Oakland City—O. M. Stone.
Peru—Chas. W. Stutesman.
Reedsburg—George W. Spitzer.
Rockport—Robert M. Smith.
Rockville—Parke Co. Adv. Agency, E. Littleton, Manager.
Rushville—H. Carr & Son, Lock Box 44.
Seymour—W. A. Carter & Son.
Valparaiso—W. H. Druehl.
Vincennes—Vincennes Bill Posting Co.
Wauhaw—Harter Bros.
Wauhaw—Henry Herff.
Whiting—Smelzer & Garvin.
Worthington—Worthington Bill Posting and Distributing Co.

INDIAN TERRITORY.

South McAlester—J. A. Maddox.

IOWA.

Algona—Jas. A. Orr, Bill Poster.
Bloomfield—Lon F. Smith, Box 203.
Burlington—Chamberlin, Harrington & Co.
Cedar Rapids—Albert N. Olson.
Council Bluffs—C. W. Nichols Bill Posting Co.
Denison—B. D. Stever.
Elton—Wilson G. Taylor, Box 581.
Ft. Madison—Elliott Alton.
Grinnell—Geo. R. Clifton, Jr., 1020 West st.
Harlan—Anasa Crosier.
Indianola—J. S. Martin.
Jefferson—H. A. White.
Le Mars—Wm. O. Light.
Osceola—S. B. Delk.
Osceola—F. W. Doss, City Bill Poster.
Shenandoah—C. L. Hoover.
Tipton—Grant E. Ingham.

KANSAS.

Abilene—John M. Looker.
Emporia—Bert Moody, City Bill Poster.
Garnett—F. L. Mahan, City Bill Poster.
Great Bend—Mayers Bros.
Harper—J. H. Thompson.
Hutchinson—Kansas Bill Posting Co., Hoops & Meyer.

KENTUCKY.

Bardstown—Joseph Applegate.
Bellevue—Otting & Son, Address Newport.
Danville—Royle Nichols.
Dayton—Otting & Son, Address Newport.
Madisonville—J. E. Mullennix.
Newport—Otting & Son.

Louisiana.

Lake Charles—The A. H. Walt Adv. Co.
Morgan City—P. B. Glurardi.
Thibodaux—American Bill Posting Co., Main Office, Thibodaux.

MAINE.

Dexter—Chas. F. Edgerly.
Eastport—Jas. A. Muldown.
Mechanic Falls—Jordan Advertising Co.
Rockland—C. D. Chaples.

MARYLAND.

Easton—John R. Thomson.

MASSACHUSETTS.

Danvers—W. W. Wakefield.
Gloucester—Richard Connors.
Haverhill—J. F. West.
Lynn—City Bill Posting Co., Dodge & Harrison, Managers.

MICHIGAN.

Alpena—R. Nolan.
Belding—W. H. Fish.
Cadillac—Charles I. Spence.
Cheboygan—A. J. Finn.
Detroit—Walker & Co.

MINNESOTA.

Dowagiac—Leekie Bill Posting Co., W. T. Leekie, Manager.
Inman—P. A. Ryett.
East Tawas—H. C. Bristol.
Fenton—L. S. Field, City Bill Poster.

MISSISSIPPI.

Gladstone—James McWilliams.
Greenville—Wm. H. George.
Hart—Fred. N. Harris, Jr.
Itasca—James Donaldson.

MISSOURI.

Kalamazoo—B. A. Bush, City Bill Poster.
Kalkaska—Fred. G. Stuart, City Bill Poster, Lock Box 305.

PENNSYLVANIA.

Milan—The W. B. Redman B. P. & D. Co.
Paw Paw—H. E. Sherman, Bill Poster.
Port Huron—Bennett Bill Posting Co.

MISSOURI.

Sturgis—D. A. Osborn.
Wauhaw—Harter Bros.

MISSOURI.

Jackson—Joe Brown.
Natchez—F. G. Pelletier.

MISSOURI.

Meridian—L. D. Hoffer, Licensed City Bill Poster.

MISSOURI.

Starkville—W. D. Cochran.

MISSOURI.

Aurora—Samuel Martin.
Boonville—Frank Gordon.
Brunswick—Price Ewing.
Carthage—Carthage Bill Posting Co.
Centralia—Redmire & Woods.
Chillicothe—Z. B. Myers.
DeSoto—Leon Herrick.
Fulton—C. O’Boirne.
Hannibal—J. B. Price.
Kirksville—Wm. Allen Smith.
Liberty—Ed. S. Scott.
Macon—Fred C. Parker.
Mexico—Patton & Clemenin.
Odessa—Jim Waddle.
Rich Hill—Newman Gosson.
St. Charles—City Bill Poster, J. N. Mitchell, Manager.
St. Louis—The Merchants’ B. P. Co., W. F. Williamson, proprietor, 210 N. 5th st.
Stanberry—J. H. Patterson, City Bill Poster and Distributor, Box 301.

NEBRASKA.

Broken Bow—E. R. Purcell.
Central City—H. C. Martin.
Chadron—R. W. Gaylord.
Columbus—John Winkelman.
Fremont—M. M. Irwin.
Fremont—U. S. Waits.
Lincoln—F. C. Zehring.
Nebraska City—Carl Morton.
Nebraska City—J. Wier & Son.
North Platte—Warren Lloyd.
Tilden—J. W. Russell, P. O. Box 58.
Wymore—Henry Anderson.
York—Gus A. Stapleton.

NEW HAMPSHIRE.

Exeter—Jas. D. P. Wingate.
Laconia—J. F. Harriman, City Bill Poster and Distributor.

NEW JERSEY.

Atlantic City—Empire B. P. Co., 1811 Atlantic ave., Address Philadelphia.
Camden—N. J.—Temple B. P. Co., Temple Building, Address Philadelphia.
Clayton—Wm. H. Jacobs.
Newark—Newark Bill Posting Co.
Plainfield—A. L. Force.
Red Bank—M. P. Sherman, 5 Broad st.

NEW YORK.

Brooklyn—American Bill Posting Co.
Elmira—E. L. Johnson, Mgr., Globe Theater.
Fulton and Oswego Falls—Wm. Cook.
Gloversville—Olin S. Sudiff.
Gouverneur—St. Law, Bill Posting Co.
Jamaca—Chas. Wood.
Johnston—Olin S. Sudiff.
Lockport—State Bill Posting and Distributing Co.
Mattawan—W. S. Dibble.
Mount Vernon—P. J. Ring.
New York City—Reagan & Clark, 21 Ann st.
New York—A. Van Beuren, 128 4th ave.
Norwich—G. F. Breed, Bill Poster and Distributor.
Olean—Olean Bill Posting Co.
Oswego—Joe A. Wallace.
Schenectady—C. R. Benedict.

Troy—Mrs. M. E. Dunton, 114 Fourth st.

NORTH CAROLINA.

Asheville—Asheville Advertising Agency.
Greensboro—Griffith & French.
Reidsville—R. M. H. Ellington.
Winston—Wm. T. Pfehl.
Winston City—Smith Decorating Co.

OHIO.

Ada—S. W. Rayl, Bill Poster and Distributor.
Bellahire—Fenton Bill Posting Co.
Bowling Green—The American Co.
Bowling Green—Commercial Bill Posting Co., A. H. Yonker, Manager.
Butervs—Frank R. Myers.
Butler—W. L. Hisong.
Canal Dover—John H. Fox & Bro.
Canal Dover—The Tuscarawas Distributing Sign Writing and Bill Posting Co.
Chicago—Louis Simmermacher.
Circleville—Langhman Bros.
Columbus—Miller Pros., 53 West Town st.
Coshocton—Frank P. Hagans, Bill Poster and Distributor.

Defiance—J. P. Eiser.
Lisbon—Edgar D. Leichtenthein.
Logan—F. A. Koppe.
Mt. Vernon—L. N. Headington.
Nelsonville—W. S. Rumlow.
Norwalk—J. M. Harkness.
Portsmouth—R. W. Lodwick.
Springfield—H. H. Tyner & Co.
South Charleston—F. M. Henton.
Tiffin—L. R. Lewis.

Van Wert—Wires & Wires, 503 Park Place.
Washington—C. H. Smith & Vincent.
Zanesville—R. H. Schultz.
Zanesville—Englund Bros., 31 N. Fifth st.

OKLAHOMA TERRITORY.

Clayton—Waltman Posting & Distributing Co.
Kingfisher—Northup Bill Posting & Distributing Co.

Shawnee—Joseph H. Horron.

OREGON.

Astoria—T. S. Simpson & Son.
Baker City—W. Newell.

PENNSYLVANIA.

Ashland—Frank H. Waite.
Bethlehem, South and West Bethlehem—Groveson Bill Posting & Distributing Co.
Butler—H. J. Dougherty & Sons.

Carlisle—Geo. Cramer, 133 W. Pomfret st.
Connellsville—R. G. Curran.
Emlenton—W. L. Pierce.
Greensburg—R. G. Curran.
Hanover—J. Porcy Barnitz.
Harrisburg—Markley & Apnell.
Johnstown—Flood City Bill Posting Co.
Lykens—H. B. Matter.

Mansfield—The W. B. Husted Adv. Co.
McDonald—Pert M. McCartney.
Milton—A. J. Blair.

New Castle—The J. G. Loving City Bill Posting Co.
Philadelphia—American B. P. Co., Ltd., 814 Walnut st.
Sunbury—Sunbury Bill Posting Co., J. T. Cameron, Manager.
Wellshboro—A. H. Dritt & Co.

SOUTH CAROLINA.

Charleston—Charleston Bill Posting Co., Fuller & Berbard, Proprietors.

TENNESSEE.

Bristol—Border City Bill Posting Co., Oliver Taylor, Manager.
Nevington—Howard N. Helshouser, Box 357.

TEXAS.

Bedford City—Wm. W. Hayden.
Chillicothe—J. C. Williams.
WISCONSIN.

Chippewa—C. G. Sherman, City Bill Poster.
Elkhorn—Byron E. Button.
Pt. Atkinson—Chas. B. Rogers.
Sturgeon Bay—Bernard Hahn.
Waupaca—C. S. Cone.

VERMONT.

WISCONSIN.

Chippewa—C. G. Sherman, City Bill Poster.

Elkhorn—Byron E. Button.

Pt. Atkinson—Chas. B. Rogers.

Sturgeon Bay—Bernard Hahn.

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Waupaca—C. S. Cone.

WISCONSIN.

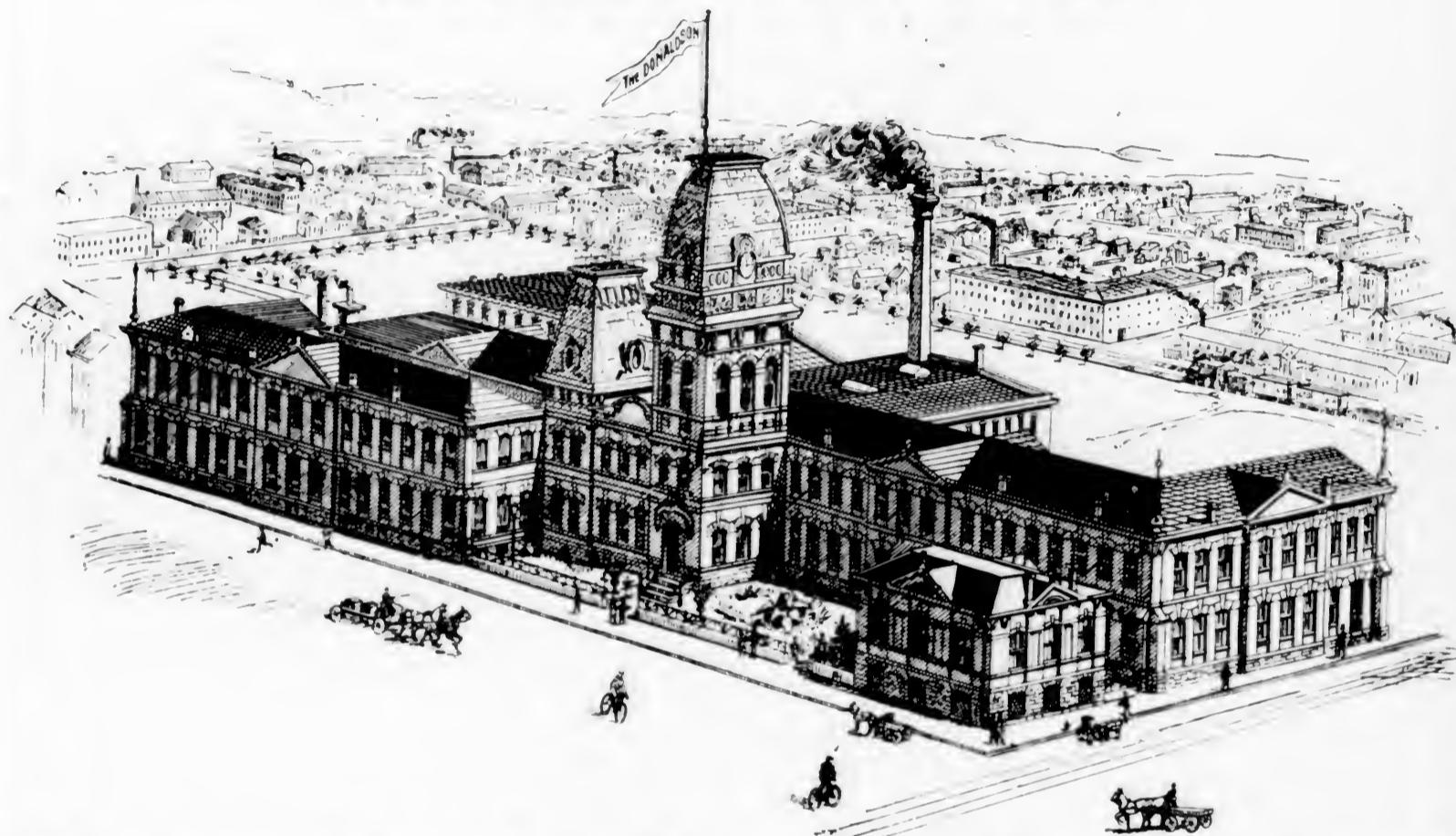
Chippewa—C. G. Sherman, City Bill Poster.

Elkhorn—Byron E. Button.

Pt.

The Donaldson Litho. Co.

CINCINNATI.



Posters For Anything Under the Sun!

POSTERS FROM WOOD, METAL OR LITHOGRAPHIC STONE.

HIGH-CLASS POSTERS of Any Size, Nature or Description MADE TO ORDER.

♦♦♦ A FULL LINE OF SYNDICATED POSTERS ALWAYS ON HAND. ♦♦♦

Bock Beer Posters.

Largest Assortment. Finest Designs. All Shapes and Sizes Imaginable. Advertise this year's brew on the billboards, and watch the result. Samples free upon application.

Poultry and Pet Stock Shows

should be advertised on the billboards as well as in the windows. We have a very fine assortment of large stands suitable for this kind of exhibition, and we recommend them to managers. They will make the show a success. Write us about it to-day.

Masquerade Balls

are best advertised with posters. Write for samples of ours. They are all new, good and effective.

Posters for Retailers.

No matter what line it may be, remember we have a poster that will advertise it well and wisely. We have posters for every business under the sun. We cover everything from groceries to baby-carriages, from gasoline stoves to harness and saddles, from clothing to pianos and organs.

Your billposter can show you samples of our posters, and advise you how many you will require.

The Donaldson Litho. Co., **Cincinnati.**

Additional Letters to the Editor.

Savannah, Ga., Dec. 23, 1898.
Editor of "The Billboard."

As I am now interested in distributing, by reason of my connection with a new plant at Charleston, S. C., where I represent the I. A. D., and also because J. E. Campos, the I. A. D. member at Savannah is located in my office and has manifested a desire to see me succeed by aiding me in various ways, I wish to mention some facts which should interest members and benefit advertisers. A wholesale drug firm in this city (whose name will be published later if they persist in past practices), have for several years secured from various manufacturers of proprietary medicines their annual consignment of distributing matter, agreeing to have it put out at the regular price, just as an accomodation (?). Recently the Morse Pills representative was here and not being fully satisfied that the said drug firm would have his samples, etc., promptly distributed, he came to my office to inquire about distributing and was introduced to Mr. Campos, the I. A. D. member, and by the way, recognized as the "Veteran" Distributor of the South, who stated that he could put the matter out promptly and that his price was \$1.50 per 1,000 pieces for house to house work, which information proved an eye-opener to all concerned, the Dr. Morse agent informing us that the said drug firm quoted the regular price as \$2.00 per 1,000, they getting the work done for \$1.50 or less, if they could, and pocketing the 50¢ per 1,000 clear on Brother Campos' hard labor. Another illustration of false economy came to my notice a few days ago, the Palmetto Drug Co., of Charleston, S. C., are advertising "Alligator Liniment" and other preparations extensively in this section. They thought it cheaper to pay the license and have the work done by negroes in Savannah, but now acknowledge that they wasted \$500 worth of advertising material by not securing the I. A. D. service of Brother Campos. Their circulars were actually strewn in the streets and on lawns, their tin signs were tacked at night on the face of my bill boards and have since been torn off and destroyed, and the firm notified that a similar procedure would not be profitable if repeat d.

I hope by the February issue to report some work from my Charleston office, and ask all brother members to remind agents who visit them that Fuller & Bernard, 210 King street, Charleston, S. C., are ready to serve them. Fraternally,

CHAS. BERNARD.

Editor of "The Billboard."
I think the bill posters' Directory will be a grand thing, and a great help to all bill posters. Enclosed find slip properly filled out. Bill posting has not been very flourishing here until of late. I have begun to work up quite a business. I find that honest work and fair dealing is all that man wants to build up a trade, (and a little advertising when a man can afford it). With best wishes, I am, very truly yours,

A. CROSAIR.

Editor "The Billboard."
I saw in your November number a description of a sign, under the heading of "Who Was He?" I think. I do not know who did it, but can show a sign that was done three years ago, a black letter on white ground, the letters being all right and clear cut, while the wood around them is fast decaying. The board had four coats of lead mixed with oil. The black was mixed with oil and a little Weaning Baby varnish. I have also advertising signs, black letters on white and yellow grounds, that the letters stand equally as well, while the ground is nearly gone and the boards somewhat rotten. In this case the black was dry lampblack mixed with linseed oil. Yours respectfully,

W. G. LANE,
South Bethlehem, Pa.

Editor "The Billboard."
In the December number of "The Billboard" I see under the sign painting heading an article on show card painting and a formula for mixing colors for use of cards.

I found by many trials a method of mixing water colors that so far I have never seen in print, and my brother painters may be glad to get something that is so easy and at the same time works so well.

I use Dextrine, which is one form of starch, and can be procured at any drug store, mixing the dry colors and the dextrine in about the proportion of two of paint to one of dextrine, both in the dry powder form; then mix to the consistency of paste paint with vinegar. I used to use water, but the paint would mold. The acid in the vinegar prevents that.

Get a lot of wooden salve boxes at the drug store and soak them in milled parafine, and you have as nice paint pots as you could want. I have a shallow tray that holds forty boxes for colors and tints, which is as handy as you could wish.

One advantage of this recipe is, the dextrine doesn't cost one-fourth as much as gum arabic, and is easier to mix.

If any one has had trouble to get a paint that will hold on glass I will give them a mix that will stand soaking in soapuds over night.

If you think the above is worth anything to the sign painting fraternity, print it, if not — I remain, yours truly,

J. M. BEACH.

Lacon, Ill.

Editor "The Billboard."
Accept thanks for publishing my letter in the Christmas "Billboard;" also, compliments for the magnificent edition. I am proud to be a subscriber of such an artistic, spley number. Insert my ad. in the next issue, and put my name in the Directory. I am well pleased with my ad. With best wishes for a Merry Christmas and Happy New Year, I am, very truly yours,

ARNO E. ANSKE.

THE BILLBOARD.

Brownsville, Tex., Dec. 20, 1898.
Editor of "The Billboard."

We greet you with a Merry Christmas and a Happy New Year.

We surely congratulate you upon your success in making the December issue of "The Billboard" a beautiful one, as it is one of the handsomest issues yet published.

We are surely happy when "The Billboard" comes to our office, as it gives so many tips and interesting pieces of news to advertisers, advertising agents, distributors, bill posters, etc., that we wish it could be issued weekly or semi-monthly.

We have been waiting for three distributions just shipped, and which have not arrived on account of the quarantine. But we hope to receive them by next week's steamer. They are from the Lydia Pinkham Medical Co., Chattanooga Medical Co. and the C. I. Hood Co. Some of this work is to be distributed in all the following towns, viz.: Matamoras, Mex.; Brownsville, Pt. Pulaski, Hidalgo, Chero, Yoakum, Corpus Christi and Beville, Tex.

In regard to bill posting, we have been unable to secure any, so we have not erected any bill boards, deciding that it would be a bad investment.

But we are now making an offer, on which we will lose money, but our aim is to secure patrons for bill boards. We offer to give a protected and listed service at one cent a sheet, and as soon as we get orders from four or five firms to whom we have made this offer, we will start to erect boards. We hope our offer will be accepted.

We believe that some advertisers are in error when they think that the South does not pay to advertise in, and as our town is a Southern town they think it will not be profitable. We want to show them that it has just as good pulling qualities as any in the Northern or Central States.

Brownsville has 7,000 inhabitants, and receives commerce not only from other counties (it being the largest town in three counties, Cameron, Star and Hidalgo Counties), but also from Mexico, as it is opposite Matamoras, Mex., which town has 11,000 inhabitants, and 300 to 400 people daily pass over to this side.

So we are sure our town will be a nice field for advertisers. The people are especially impressed with novelties, and read advertisements with interest.

Respectfully yours,

VALLE & BRO. ADV. CO.

P. S.—We should be glad to receive any advice on the above subject from brothers of the I. A. D. and bill posters in general, and also in regard to uniforming my men.

COOK,
"THE HUSTLER."
BILLPOSTER, DISTRIBUTOR
and **GENERAL ADVERTISER.**

DANVILLE, IND. Population 3,000

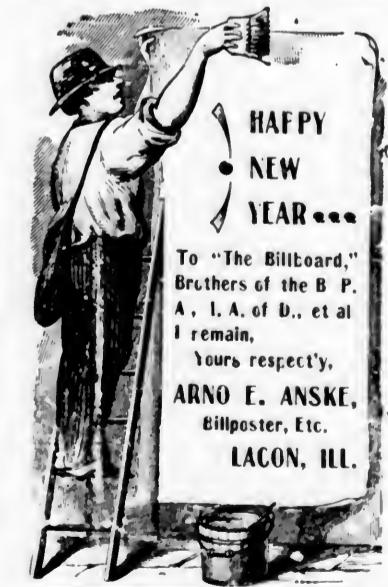
"My Motto: Honest work for honest pay."

Distributing of all kinds done
with neatness and dispatch by
COLUMBIA (S. C.) DISTRIBUTING CO.

Address Madam Wilmotte Lovell, 1113 W.

FENTON, MICH. Pop. 2,500 Billposter, Dis-
tributor and Sign Tacker. L. S. FIELD.

RICHARD RUFFIN,
CITY BILLPOSTER AND DISTRIBUTOR.
EDWARDVILLE, ILL Population 8,000.



THE CURRAN COMPANY,
CITY BILLPOSTERS AND DISTRIBUTORS

Own all billboards and uses uniformed distributors.

General Office, Denver, Col.

"Look Before You Leap."

For I am the only Distributor in Steuben County. I visit all country villages, distribute all kinds of advertising matter from house to house. Signs tacked up. Bills posted through the country. Best reference.

F. E. SHOWERS, Distributor, Wayland, N.Y.

TISDALE CITY BILLPOSTING CO.

CARD TACKING AND DISTRIBUTING.

116 N. Perry St. Mrs Geo. Tisdale, Prop.
LICENSED MONTGOMERY, ALA.

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

BILLPOSTING AND DISTRIBUTING.

Sign Painting and all Outdoor Advertising done on the square. Control all boards of El Paso de Robles, San Miguel, Templeton, Santa Margarita and San Luis Obispo, the population of which is 20,000.

HARRY EAR, Billposter and Distributor.

Member of the I. A. D.

INDIANA, PA.

LETTER HEADS.

CROSS PRINTING CO., CHICAGO.

NEWPORT, KY. The metropolis of Campbell County, and Dayton, Bellevue, and Brilliant, and 7 minor cities. Our boards reach a gross population of 5,000. Member A. H. P. and I. A. D. Sole Licensed Bill Posters in Campbell County.

G. H. OTTING & SON,
York Street, NEWPORT, KY.



YES, SPORTSMEN'S SHOW, Old Mechanics' Fair, Boston, Mass. Was My Work

WEISER CITY, IDAHO.

W. W. COWINS,
CITY BILLPOSTER and DISTRIBUTOR
Owns and controls all billboards and dead walls, and wants your work

DeVAUGHN BROS. of Bushnell, Ill., solicit the distribution of your advertising matter to us. Reference Any business man or firm in Bushnell.

COUNCIL BLUFFS, IOWA.

The NICHOLS BILLPOSTING CO.
Advertisers and Distributors for Council Bluffs and vicinity. Work guaranteed and protected.



Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communication strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents.

Patents taken through Munro & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$2 a year; four months, \$1. Sold by all newsdealers.

MUNN & CO., 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

PROFITABLE ADVERTISING!

The Advertiser's Trade Journal. Fully illustrated, bright, original, up-to-date. Poster department. The handsomest publication of its kind. 10c brings a sample copy if you mention THE BILLBOARD. KATE E. GRISWOLD, Ed. and Pub., 27 School Street, BOSTON, MASS.

Warning to Advertisers!

I take pleasure in recommending to all advertisers MR. J. E. WILLIAMS, CITY BILL POSTER, OSHKOSH, WIS. Population 32,000. He is honest and reliable and work entrusted to his care will receive prompt personal attention. He owns a first-class billposting plant. Boards located on the main streets, in good locations, and found our paper all posted on my arrival, all on front streets also noticed all other commercial paper up in the best of condition.

GEO. L. MCINTYRE, Lion Coffee Man

December 7th, 1898.

GALVESTON, TEXAS.
The Great Seaport of the Southwest. Population 50,000.

J. E. HOWARD,

City BillPoster, Distributor and General Advertiser,
617 Post Office St. Phone 400. P. O. Box 134.

Member of the Associated Billposters' Association of the United States and Canada. International Association of Distributors. Feister's Registered Distributor. Best of reference.

MURPHY & RHOTON, City Billposters and Distributors

With a Billposting Plant with a Capacity of 1,000 Sheets.

POPULATION, 12,000. MADISON, IND. Reference, Battle Ax Tobacco Co.

JOHN V. CARTER, 288 Belmont Street, BOSTON, MASS.

DISTRIBUTOR AND SIGN TACKER FOR BOSTON AND ADJOINING TOWNS
Population of 65,000. Inquire of the large advertisers for whom I work, or any local merchant to be convinced, that for honesty and thorough service my work is not equalled in this section. I hire no boys. I superintend my work, and look sharp after my help. 1½ years a distributor, 22 years a resident. Send for references and terms.

ADVERTISERS: It Will Pay You To Put GREAT BEND On Your List.

M. MAYERS. MAYER'S BROTHERS, A. MAYERS.

City Billposters and Distributors, Great Bend, Kansas

All Work Personally Conducted. Best Boards, Best Locations and Most Important of all Best of References. Population of County 14,000, of City, 3,000. Licensed Billposters, Distributors and General Out-Door Advertisers.



Denver, Pueblo, Colo. Springs, and surrounding towns.

AN ADVERTISER

Who desires to utilize house-to-house distributing has the choice of two different ways to go about it. He may write and select his distributors at random, taking bums, loafers or any old man that is out of a regular job, or he may use the members of the

International Association of Distributors.

If he follows this latter course, he is sure of securing the services of trained, experienced men,—men who are honest and trustworthy,—men of good character. Furthermore, the treasury of the Association stands behind the service of each individual member, and guarantees it to be absolutely reliable,—insures the advertiser against any possibility of loss.

And this kind of service costs little, if any more, than the other kind.

CHAS. WOOD, Billposter and Distributor
Est'd 1870. Office 358 Fulton St., Jamaica, N.Y.
1000 3-sheet boards 100 large stands 3c per sheet.

All Work Guaranteed and Done by
Competent Workmen.

GEORGE CRAMER,
BILLPOSTER and DISTRIBUTOR
133 W. POMFRET ST.,
CARLISLE, - - PA.
Population 10,000.

ST. PAUL AND MINNEAPOLIS DISTRIBUTING CO.
Samples and Advertising Matter Thoroughly
Distributed. W. F. SMITH, Manager Main
Office, 34 East Third Street, St. Paul. 49

TAMAQUA, PA. Pop. 8,000. Bill Poster,
Distributor and Sign Tacker. Geo A. Jacobs,
L. B. 446 Member I. A. of D.

BILLPOSTERS!
We have a system of making Posters
every one of you should know.
Write for particulars.

Smith Decorating Co.,
VALLEY CITY, N. D.
FRANK LITTLE & SON, Bill Poster and
Distributor. PORTLAND, MICH. Pop. 2,000

Urbana, Ohio
Population 9,000.
Pan Handle R. R. X Here.
Big Four R. R.
Erie R. R.
C. O. TAYLOR, BILLPOSTER.

CIRCULARS AND SAMPLES

CAREFULLY DISTRIBUTED AND

SIGNS TACKED UP.

WRITE ME.

MEMBER I. A. OF D.

J. F. CLARK, Box 92, CONWAY, ARK.

CADILLAC, MICH. CHARLES J. SPENCER,
Population, 7,300

F. R. MEYERS. City Billposter, Distributor, Sign Tacker and Billboard
Contractor. Controls All Boards and Dead Walls in BUCYRUS, O.
All Orders Receive Careful and Prompt Attention Work Done by Men Only Try Me.

The Bill Poster

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

IF I DON'T DO YOUR DISTRIBUTING AND TACKING, WE ARE BOTH THE LOSERS. RESULTS WILL TELL.

W. B. PORTER, 408 Tenth Street, Oakland, Cal.

Remember when you Advertise

**SO. McALISTER,
KREBS, ALDERSON, McALISTER AND HARTSHORNE,**

So. McAlister.	5,000
Krebs.	5,000
Alderson	1,000
Cherryvale	1,000
Hartshorne	5,000
McAlister.	1,000

YOU WANT TO EMPLOY

**J. A. MADDOX,
AT SO. McALISTER.**

Bill Posters' Distributors

SHOULD OWN EITHER A

WAGON OR CART

You can get a wagon built by a village blacksmith, and shoes, too, you could get a saddle to make you a pair of shoes, but what is the use when you can go to a firm who makes especially of the very thing you want. We can give you a better vehicle for half the price you will pay at home.

Bill Posters' Push Cart.

Cross for small towns and short routes to cities. This style of cart enjoys great favor among bill posters and sign tackers in regard to its great convenience and is used almost to the exclusion of all other vehicles, as it is simple, light and water-tight. The seats are lined with cork, and the one which contains the water is provided with a drain.



\$24.50 EACH.

Bill Posters' Pony Cart.



\$44.50

Bill Posters' Wagons.



We make them in all sizes and other materials. We have them with shafts and with masts, with and without tops, in fact for every style imaginable. They are now made in three sizes, or the following prices: A-\$90.00. B-\$100.00. C-\$130.00.

JOHN H. MICHAEL,
Manufacturer Bill Posters' Vehicles,
225, 227, 229 East 8th St., CINCINNATI, O.

We have just completed a new distributor's wagon. It is a marvel of convenience and utility. Please see to interested purchasers.

MERCHANTS' BILLPOSTING CO. W.F. Williamson Prop.

You will find this imprint over Ten Thousand Lineal Feet of the Best Billboards in St. Louis—All Iron Clad.

ANOTHER NEW PLANT.

The Charleston Billposting Co.,
FULLER & BERNARD, Props.

Licensed Billposters and Distributors.
Office 210 King St., CHARLESTON, S.C.

New billboards, experienced management, Association service, all combined in a first class city of 65,000. Ready for business. Ship your posting and distributing direct to above address. I.A.D. membership.

In offering the services of the

United Press News Bureau

We beg to announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices.

With a carefully trained force of proficient readers,

And have an exchange list that thoroughly covers every section of the United States and Canada

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as he lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

Respectfully,

United Press News Bureau,
134 VAN BUREN ST.,

CHICAGO.

SUNBURY BILLPOSTING COMPANY.

J. T. CAMERON, Manager.

Billposting and distributing. Population 15,000. Centrally located in Pennsylvania.

THE MANHATTAN PRESS-CLIPPING BUREAU.

ARTHUR CASSOT, Manager.

NEW YORK LONDON.

(Knickerbocker Building)

Cor. 5th Ave. and 14th St., New York.

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

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

W. H. JACOBS Billposter and Distributor, CLAYTON, N. J. Population 3,000. Good railroad showing

DAYTON, O. MONTGOMERY COUNTY ADVERTISING CO.

Distributors Sign Tackers and Gen'l Advertisers.

Members of the International Ass'n of Distributors. JAS. B. McCONNELL, Manager.

CATSKILL, N. Y.

S. R. MYERS.
COR. FRANKLIN AND ERIDE STS.

I reach five surrounding towns, with population from

3,000 to 25,000.

All new boards. I also distribute. Write for reference.

CUMBERLAND, IND.
CHAS. CAYLOR Billposter and Distributor

DENISON, IOWA,
Has become famous by

B. D. STEVENS

Out-door display of advertising all over Crawford County

THE OWEN DISTRIBUTING SERVICE,

JNO H. OWEN, Manager,

91 Shelby St., DETROIT, MICH.

Members I. A. D. Feister's Registered Distributor.

Personal attention given to all work. Correspondence solicited.

**McDonald, Oakdale, Noblestown, Sturgeon, Midway and Burgettstown,
All in WASHINGTON COUNTY, PA. POP. 30,000.**

DISTRIBUTORS AND BILLPOSTERS.

We do your work right. It is as much our interest to do so as yours to do so. Try us. We can prove our worth. Uniformed men. No boys.

BERT M. McCARTNEY, Distributor, Billposter, Sign Tacker.

AMERICAN BILLPOSTING CO.

 BROOKLYN, N. Y.

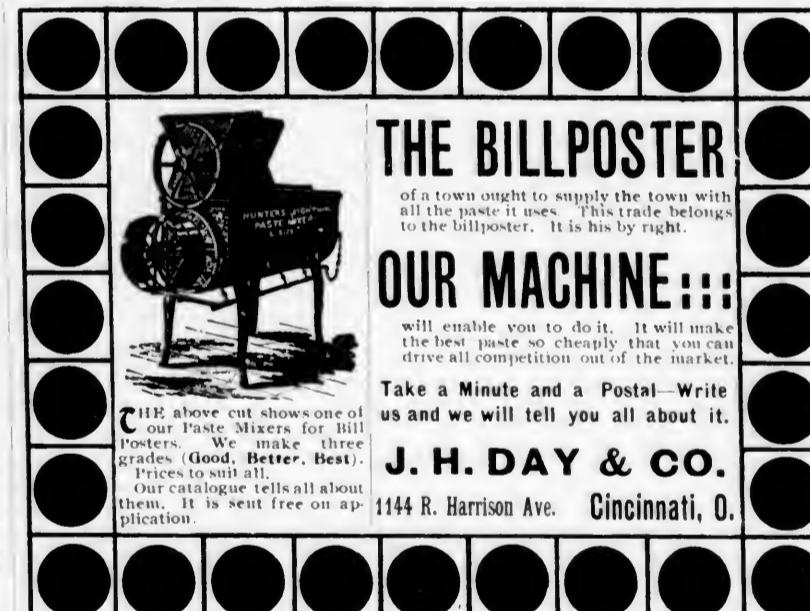
 PITTSBURG, PA.

 ALLEGHENY CITY, PA.

THOS. J. MURPHY, President.

BARNEY LINK, Gen'l Manager.

WM. P. FAY, Secretary.



Are you in want of Reliable and Honest Services

BILLPOSTING OR DISTRIBUTING.

In city of 15,000? Finest boards and locations in New Hampshire. At Associated B. P. Association H. S. and C. prices.

Call UP
N. E. Telephone
35-3.

J. F. HARRIMAN, Laconia, N. H.
506 MAIN STREET.



Bill Posters' Paste Brushes.

The most practical Brush made. Copper wired and protected corners.

Improved Light Weight Block.

VERY STRONG, WITH SAFETY SCREWS.

GRAY RUSSIAN BRISTLES.

Quaker City, 9-inch, \$24.00 per dozen, \$2.50 each.
Excelsior, 9-inch, \$30.00 per dozen, \$3.00 each.

Extra Extra, 9-inch, for circus use, \$39.00 per dozen, \$3.75 each.

BLACK CHINA BRISTLES.

No. 1, Royal, 9-inch, \$21.00 per dozen, \$2.25 each.
No. 2, Royal, 9-inch, \$27.00 per dozen, \$2.50 each.
No. 3, Royal, 9-inch, \$30.00 per dozen, \$3.00 each.
8-foot Curved Handles, 50 cents each.

ELDER & JENKS, Brush Makers,
127 North 5th St., Philadelphia, Pa., U. S. A.

WILLMAR BILLPOSTING AND ADVERTISING CO.

A. R. ANLAUF, Mgr. WILLMAR, MINN.

Sign tacking, painting, distributing and posting taken for Kandyhohi and Swift Counties. Prompt, reliable service. Sworn affidavit on request.

ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and debates of all the Accountant's Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS. ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice, contains independent Reviews and Criticisms of books on Accounting and Economic topics; fully illustrated; carefully printed; edited by A. O. KUTTREDGE. Subscription One Dollar a year.

Accountants' Association,
Wool Exchange, New York.

ROCKPORT, INDIANA, Population, 3,000.

ROBT. M. SMITH,
BILLPOSTER AND DISTRIBUTOR.
Box 122

WE WANT YOU...

To become a subscriber to UP-TO-DATE IDEAS, because we believe it will be beneficial to you, and, again, because we want 50 cents for a year's subscription.

IT WILL PAY YOU

To subscribe for UP-TO-DATE IDEAS. It has many good suggestions every month, which will be worth much more than their cost to you.

SAMPLE COPY SENT FREE.

UP-TO-DATE IDEAS PUBLISHING CO. GRAND ISLAND, NEBR.

Who is HENRY WOLF? He lives in

FRANKFORT, IND.

Population, 10,000. He is prepared to do all kinds of Billposting and Distributing matters of every kind. Give him a call.

drop a nickel

in an envelope

addressed

The Ad Sense Company

No. 160 Washington Street

Chicago and get a Sample Copy of

a Journal of Advertising and Business Methods

a Happy Combination of Sense and Good Printing

A. CROSAIR, City Billposter of MARSH, IOWA, owns and controls all boards in city. Only licensed billposter in Shelby County. Member Iowa State Billposters' Assn. Population 3,000.

THE BILLBOARD

Bill Posting and Circus Paste Brush.

The Extra Mikado Brush is the best made; constructed of ALL Pure Black China Bristles imported by us for the purpose, and especially prepared under a formula known only to ourselves.

We guarantee that our CHINA BRISTLES are more elastic and more durable than any other; consequently our MIKADO Brush will wear longer AND DO BETTER WORK than any other brush made. ALL OUR MIKADOS ARE GUARANTEED. They are copper wired, with heavy metal edge protectors and are great paste holders. Used by Barnum, Forepaugh and other leading shows, and highly recommended by Mr. R. C. Campbell, Chicago. Send the price and get a sample

All 9 inches wide.

No. 10, 3-0	5 1/8 in. long	\$23.50 per doz.	\$2.25 each.
No. 10, 4-0	5 1/4 in. long.	\$28.00 per doz.	\$2.50 each.
No. 10, 6-0	5 1/2 in. long, heavy..	\$32.50 per doz.	\$3.25 each.
No. 10, 7-0	5 1/4 in. long, ex. heavy	\$34.00 per doz.	\$3.50 each.
No. 10, 9-0	5 1/8 in. long, ex. ex. heavy	\$42.00 per doz.	\$4.00 each.

RENNOUX, KLEINLE & CO., Sole Manufacture, Baltimore, Md.

Billposters and Distributors

Located in towns which do not employ all of their time, are losing money by not being able to paint signs. We care not if you never had a lettering brush in your hands, you can paint good signs with our

Letter Patterns.

We are putting up outfits of letter patterns, cut from tough strawboard, assorted sizes and styles, with a view of doing the greatest amount of work with the least number of alphabets, as follows:

2 to 10 inches—2 to 8 inches—
1 1/2 or 2 to 6 inches—1 1/4 or 2 to
4 inches.

Each outfit consists of 10 alphabets and 5 sets of figures. Price, \$3.00 each.

We have larger and smaller outfits at corresponding prices. Each of the outfits mentioned consists of over 300 letters and characters, which is less than a cent apiece. Can you afford to do without them? Think a moment and consider the amount of work you have lost by not being able to paint a sign. We will send, postpaid,

A SAMPLE ALPHABET

for 25 cents, size from 2 to 6 inches high. Some of the best sign painters use patterns, as they can do double the amount in the same time with them.

CIRCULARS FREE.

Exemplar Sign Works Pickerington, Ohio.

R. H. FORGRAVE, Manager.

LEWISTON, IDAHO. The principal city in the state. A. E. ELLIOTT, Billposter and Distributor. My motto: Prompt attention and honest work.

**WM. ALLEN SMITH,
CITY BILLPOSTER,
Distributor and Sign Writer.
KIRKSVILLE, MO.**

WM. E. WARE, Billposter, Distributor and Sign Tacker, Metropolis, Ill. Pop. 5,000. Owns county, 22,000. All work guaranteed to be strictly first class and up to date.

**Wilmington Bill Posting
and Distributing Co.,**

**WILMINGTON, DEL.
POPULATION OF CITY, 75,000.**

**JESSE K. BAYLIS,
GEO. W. JACKSON.** PROPRIETORS

OFFICE: GRAND OPERA HOUSE.

The population of Poweshiek and adjoining counties is about 50,000. I will Post Bills, Distribute, Tack Up Signs, etc. Terms moderate. Give me a trial. Am responsible. Can give reference.

**GEO. CLIFTON, JR., 1020 West Street,
GRINNELL, IOWA.**



Publicity

Is the name of the popular English Monthly Magazine which succinctly places before its readers full and latest particulars of what our advertisers are doing in all parts of the world. Advertising by newspapers, magazines, cars, billboards, distributing, menus, sandwichmen, signs, window displays and all common sense forms of securing attention.

Subscribers throughout Great Britain, America, Canada, India, Australia and New Zealand.

50 CENTS YEARLY.

MORISON'S ADVERTISING AGENCY

HULL, ENGLAND.

ROBERT H. COBLINS, Distributor, 113 Middle Street, NEW BEDFORD, MASS.

MIDDLESEX County Distributor, Box 1003, Middletown, Conn. GREG. W. SCHNEIDER, Manager. All kinds of advertising matter distributed. Lowest possible rates.

FRANKLIN, PA. Population 9,000.

ALEX. BRADLEY,

City Billposter and Distributor. MEMBER I. A. OF D. Established 1871.

WE do Distributing, Sign Writing, Billposting and General Advertising in an artistic, prompt and strictly first-class manner, at very reasonable rates. Address for terms. **The Tuscarawas S. W. & B. P. Co.**, Box 106, Canal Dover, O.

ALLEN'S PRESS CLIPPING BUREAU Deals in all kinds of NEWSPAPER INFORMATION. Advance reports on all contract work. Main office, 210 Montgomery street, SAN FRANCISCO.

GLENCOE, ONTARIO Pop. 1,300. JOHN FOY, Sign Tacker. All kinds of distributing done. Excellent agricultural and railway center. 10,000 sign contracts wanted. Billposting.

J. S. MARTIN, Indianola, Iowa, distributes and tacks signs.

MIDLAND ADVERTISING CO., JOSEPH REID, Manager.

LICENSED DISTRIBUTORS, Members I. A. of D.

617 Grand Ave., KANSAS CITY, MO.

PALATKA, FLA. Pop. 4,000. H. L. MILLER, Billposter and Distributor. Best of references. Owns all boards.

We take special pleasure in announcing that we have been elected to membership in the International Association of Distributors at Dunmore and

SCRANTON, PA.

and we will guarantee to uphold the dignity of the Association at all times. Our work can be depended on. REESE & LONG.

Cincinnati

has a population of 400,000 people, either house owners or wage earners.

John Chapman Co.

has all the billboards, and most of the bulletins in Cincinnati. We also do good sign tacking and distributing. Offices,

17 LONGWORTH STREET.

POPULATION 6,500.

F. C. PARKER,

Licensed BILL POSTER AND DISTRIBUTOR.

Owes All Bill Space.

OFFICE IN BLEE'S THEATRE:

**BILLPOSTING OF ANY DESCRIPTION
LARGE OR SMALL QUANTITY.**

Send to my address for prices and particulars.

E. J. CONGER, Prop. and Mgr
Central Opera House, MANCHESTER, IOWA.

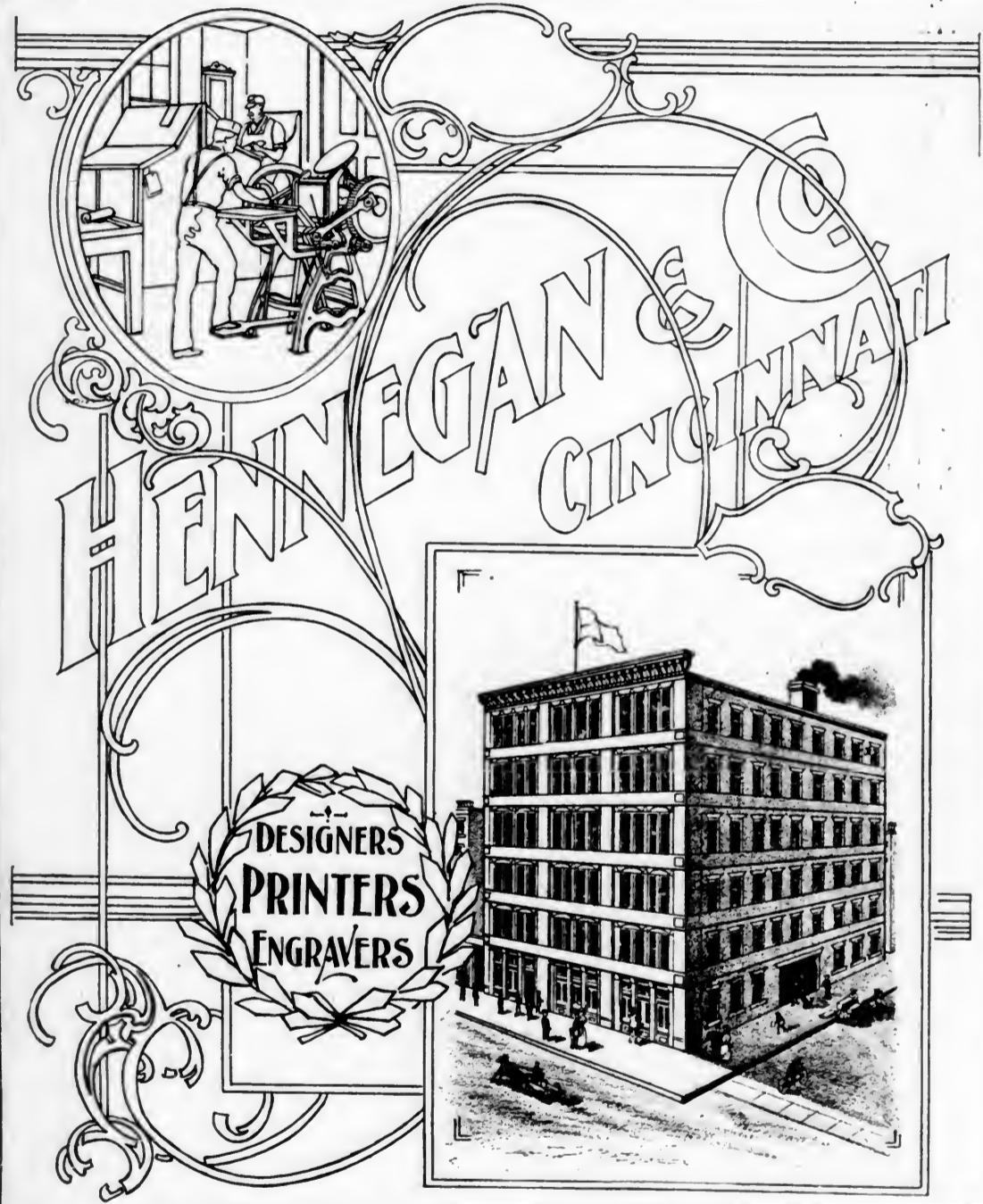


DISTRIBUTORS AND GENERAL ADVERTISERS.

HENNEGAN & CO.,

NEW ADDRESS,

127 East Eighth Street, CINCINNATI, O.



Now Ready!

After making many improvements, enlarging every department, adding new machinery, type, etc.

We are now better prepared than ever, to turn out all kinds of . . .

Printing

in the very best style, and the shortest time.

Write us for prices on anything you need.



HENNEGAN & CO., Cincinnati, O.

TRY ONE OF OUR STOCK LETTER STANDS.

W.F.Williamson St.Louis Sign Service 210 N. 7TH ST.

You will find this imprint over Twenty-eight Thousand Lineal Feet of Pointed Bulletins in St. Louis.—All Star Locations.

ANDERSON, IND., POPULATION 27,000.

Greatest Manufacturing City in the West

W.M. FUNK

BILLPOSTING and DISTRIBUTING CO.

3,000 feet of boards, centrally located, on street car lines and at each depot.

Commencing with 1869, I will distribute all advertising matter at \$2.00 per 1,000, with uniformed men. Satisfaction guaranteed.

C. P. REYNOLDS, City Billposter.

WINCHESTER, ILLINOIS.
Own and control all the prominent billboards in the city. Population, 2,500.

W. Newell.

City Billposter and Distributor,
Now Building New Boards.

Baker City, Oregon. POPULATION 7,000.

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

HARKNESS • BILL... POSTER.
New Boards—Locations the Best
STOCKTON, CAL.

Here is where the advertiser gets his money's worth. . .

NORWALK AND SOUTH NORWALK, CONN.
POPULATION 20,000.

HARRY B. BUSSING,
CITY BILLPOSTER.

Distributing and Sign Tacking—Sign Painting All boards centrally located and on car lines. Write for estimates on all kinds of
OUT-DOOR DISPLAYS.—Member Associate Bill Posters' Association, OFFICE, WALL ST., NORWALK, CONN.

M. P. SHERMAN, BILLPOSTER AND DISTRIBUTOR.
RED BANK, N. J.

The A. H. Waitt Advertising Co., BILLPOSTERS AND DISTRIBUTORS.
Sign Tacking and General Advertising. First-class service. All work guaranteed, protected and renewed.

LAKE CHARLES, LOUISIANA.
Population Lake Charles, 10,000; Westlake, 1,000

CITY BILLPOSTING AND DISTRIBUTING.
Address A. ADAIR, Cawbria Theatre, Johnstown. — Pa.

A SPECIAL OFFER

— OF —

Business
The Office Paper

Send 15 Cents for a Three Months' Trial Subscription.

BUSINESS deals with Office Management, Office and Methods Accounting, Advertising, Economics in its relation to Finance, Transportation, Manufacturing, Commerce, Business Legislation, Credits and Collections. It is a paper every business man should have in his library.

SUBSCRIPTION \$1.00 A YEAR.

BUSINESS PUBLISHING CO.
13 Astor Place, New York

JOHN T. WILLIAMS,

SECRETARY AND MANAGER.

Northwestern Billposting Co.,

H. F. TODD, ASSISTANT MANAGER.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

346 MORRISON STREET,

POPULATION 90,000. PORTLAND, ORE.

SOUTH BOSTON, VA., Population of the town 3,000. Population of county, 35,000.

NICHOLS & TERRY, Sole Billposters, Distributors and Sign Tackers.

Good Work Guaranteed.

First-Class References.

TRUCKEE, CAL.

A. H. PRENTISS, CITY BILLPOSTER AND DISTRIBUTOR.

Also Boca, Overton and Lake Tahoe City. SERVICES GUARANTEED.

JAMES E. CUNNINGHAM,

THE ONLY LICENSED CITY BILLPOSTER AND DISTRIBUTOR IN

BALDWINSVILLE, N. Y.

We have organized a special paste brigade and an efficient distributing corps, and can give unusual facilities in the way of billboards and advertising space. We bill forty-five suburban towns within a radius of seventy-five miles. We canvass every farm house on our mammoth route. Population of territory covered, fifty-five thousand.

We Want Distributors.

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

The Advertising World, Columbus, Ohio.



— GOOD SERVICE! GOOD BOARDS! GOOD TOWNS! —

THE AMERICAN CO., Bill Posters and Distributors.

Railroad Showing in 27 towns, in Wood County. Two Trips per Month.

— WRITE US FOR PRICES —

Reference The American Tobacco Co., California Fig Syrup Co.

Lock Box 32, BOWLING GREEN, OHIO.

BILLPOSTERS' PASTE



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

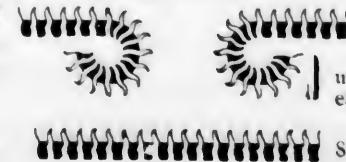
PRICES.

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

SEND YOUR ORDERS TO
The Donaldson Litho. Co.

CINCINNATI,

Sole Western Agents for the
CELEBRATED WIRE
BOUND BRUSH.



BRUSHES.



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

PRICES.

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

— Business is Booming —



Prosperity is Here.

Get your posters, then send for me—or, Send for me and then get your posters.

I make posters—strong, business-building posters—the kind of posters that stand out on a billboard head and shoulders above the general run of posters.

After you have ordered your posters I will place them for you anywhere in America, on the best billboards of the best billposters at their regular lowest prices.

As to New England---

Every city and town of New England of 10,000 population and over can be thoroughly—even heavily—posted with 4,000 8-sheet posters, leaving a sufficient number to renew for thirty days.

I will lithograph 4,000 8 sheet posters, in four colors, the very best posters that can be made at any price. I will pay the express charges on these posters to all towns. I will post every city of 10,000 and over, for a guaranteed, listed 30-day showing.

ALL FOR \$3,492.

Don't misunderstand—I know you have been told that billposting is an expensive method of advertising, and you may think there is some trick in the above estimate. There is no catch of any kind; the simple fact is—billposting is the cheapest method of advertising as well as the best method. And the estimate above calls for a generous allowance of posters in every city and town in New England, and no charge for any portion of the service that is in any way unsatisfactory.

Leave All Details to 

Phone 2074-38.

Sam W. Hoke,

LONG DISTANCE BILLPOSTER,...
251 Fifth Ave. NEW YORK
N. E. Cor. 28th St.