

THE BILLBOARD

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The Psychogenesis of Demand.

Psychologists generally agree that there are three elementary and principal divisions of mind or consciousness. These are broadly distinguished as feelings, cognitions and conations, *e. g.*, I feel somehow, I know something, I do something.

We never find, however, that feeling is ever altered without the intervention of cognition or conation; *i. d.*, if we are experiencing a feeling of elation it will not give way to one of depression without cause.

which lies at the basis of demand, is an intermediate phase of feeling which directly precedes the impulse to action which prompts volition, or the exercise of the will.

In a recent issue of *Profitable Advertising*, Mr. H. L. Kramer, General Manager of the Sterling Remedy Co., is made to deliver the following disquisition on the advertising expert:

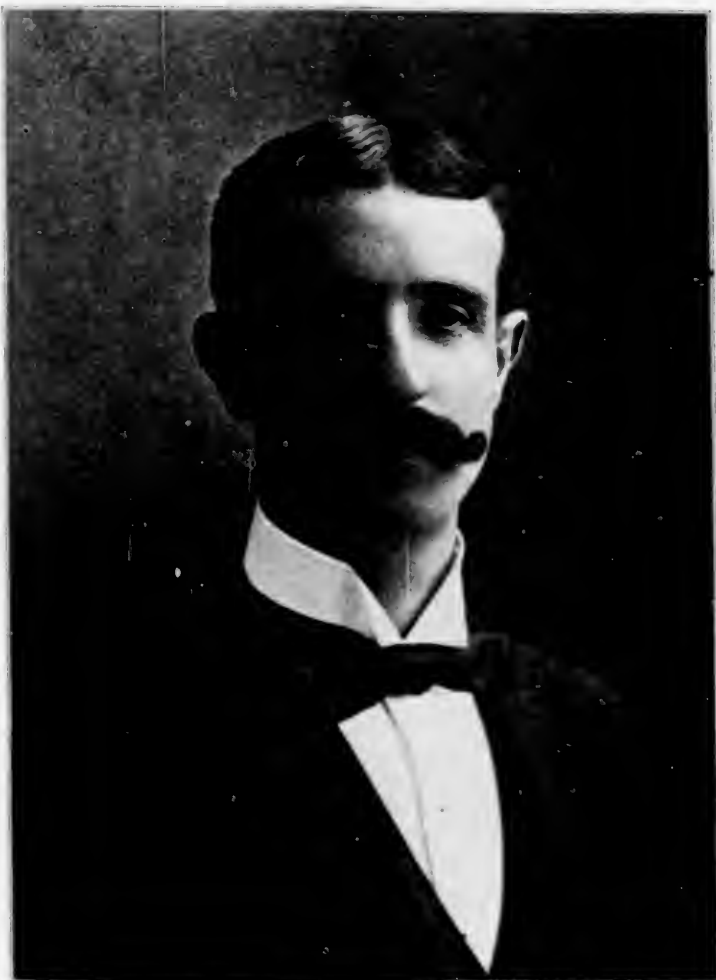
"It affords me amusement to read the positive assertions and extravagant promises of the 'expert' advertising writer,

not work for hire for others. The statements and inducements he makes are held out to encourage small advertising investments that must, as a rule, result in failure, and only by accident or luck achieve any degree of success. The advertising expert is like the man who ekes out a miserable living by selling tips at the race-track, and who, were his tips reliable, could make a fortune in a day."

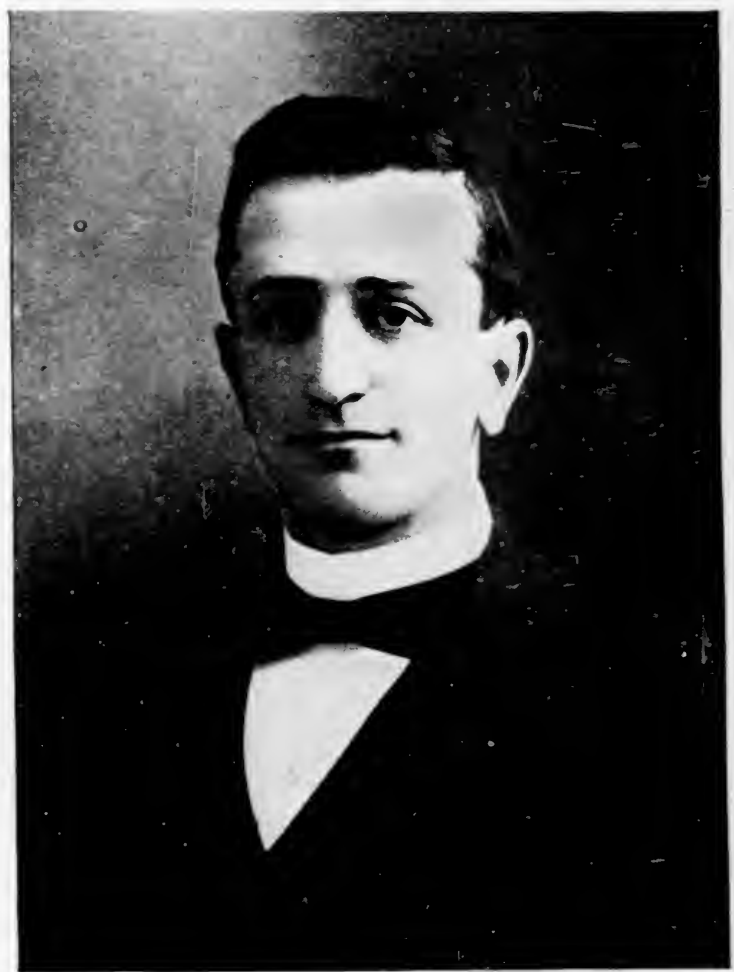
If Mr. Kramer is correctly reported, his gaucherie transcends that of any of the advertising experts whom he affects to criticize. His position is utterly untenable. It by no means follows that because a

ers, good buyers, good salesmen and so on.

Occasionally, but not often, we find a successful business man who possesses exceptional advertising ability. The two are not incompatible. Mr. Kramer possesses it in a marked degree. He has done some exceedingly clever work — work, indeed, that shows he knows advertising thoroughly. This, however, only proves that he ought to make a business of advertising, instead of devoting his splendid ability to pushing a couple of thirty-five cent nostrum formulas. Should he try it, we have no doubt



GEO. H. SIEBE.



J. CHARLES GREEN.

SIEBE & GREEN, of San Francisco, Oakland and Alameda County.

Therefore we are warranted in stating that cognition in all cases precedes feeling and conation follows it. This gives us the regular order in which states of consciousness proceed. Broadly speaking, in any state of mind that we can directly observe we are aware, in the first place, of a change in our sensations or thoughts caused by cognition; secondly, that we are elated or depressed by the change (feeling), and, thirdly, that we are moved to action by our feelings (conation).

The want, wish or desire to possess,

whose stock in trade 'brains, experience, knowledge of mechanical and artistic detail'—affords a panacea that will cure an ad of all its ills and make the people read and believe it. Such a yearling expert, who has never invested a cent of his own money, proposes to take any business, under no matter what conditions, and, by the use of his particularly powerful advertisements, perform miracles of resuscitation, and cause the tide of business once more to pulse through the channels which have been stopped up by old fogyism, otherwise the sturdy conservatism of former days. This is all rot, and the man born with such genius need

man may be gifted as an advertiser that he possesses the qualifications necessary to successfully manage a large business. Conversely, a successful business man need not necessarily be a gifted advertiser any more than he needs be a good bookkeeper, a close buyer or a shrewd salesman. Advertising, like accounting, is only one of the vital elements of business. The successful business man is the one who knows the business he is engaged in, and who is shrewd enough to avail himself of the services of good bookkeep

that in the course of a few years The Sterling Remedy Co., or any thing he might choose to style himself, would be accorded a rating in the mercantile agencies that would at least compare with that of Chas. Austin Bates, O. J. Gule, or many of the other experts at whom he has directed his ill-mannered and uncalled-for fling.

The advertising expert is here to stay. There is room for him, just as there is room for the expert accountant, the expert appraiser and all the long list of specialists in every line of endeavor.



CALL.

Siebe & Green, of 'Frisco.

To the Members and Brother Bill Posters of the United States and Canada, Commercial and Show Printers, Theatrical and Circus Managers and Advertising Contractors, Greeting:

I take pleasure in respectfully notifying you herewith that the Third Annual Convention of the International Bill Posters' Association of the United States and Canada will be held at the St. James Hotel, St. Louis, Mo., on Monday, Tuesday and Wednesday, July 26, 27 and 28, 1897.

Yourself and friends are urgently requested to attend. Members will convene promptly at 10:30, a. m., on Monday, July 26 in the assembly room at the St. James Hotel.

From indications we are assured the attendance will be the largest ever assembled in a bill posters' convention.

A great deal of business of vital importance to the craft will come before the convention, touching directly upon interests of the International Bill Posters' Association *therefore your welfare.*

It is sincerely expected you will lend your presence, and assist in adopting such measures as, in the judgment of the convention, will be best calculated to continue the increased success of the International Bill Posters' Association, and thereby sharing the benefit.

How can we accomplish this? By putting forth your efforts and giving us your hearty support and co-operation. That will create associated exertion and united action. This concerted action will modify the defects, if any, in our association, and continue to grow stronger than ever by increasing our large membership, which to-day is the largest in this country and the peer of them all; clearly demonstrating that the broad and liberal principles on which we were founded—open meetings, no star-chamber sessions in ours—is efficiency and merits the advertiser's confidence.

Now, make an attempt to bring in one new member.

Special arrangements have been completed for your entertainment, and no pains will be spared to make your sojourn most enjoyable and long to be remembered.

Special rates have been secured at the St. James, from \$1.50 upward.

For further information please write the Secretary.

Very respectfully yours,

P. F. SHAEFER,

President of The International Bill Posters' Association.

The May issue of *Advertising Experience* was a gem.

The Napoleons of the Western Billboard Field.

There is a firm of young business men in San Francisco that is stirring up things on our prosperous Western Coast and working up a wonderful interest in billboard and outdoor advertising. Although in business since December of 1895, they have become the acknowledged leaders, and practically the dictators, of the posting business in San Francisco and all that bay region. They command fully four-fifths of the available bill posting space in San Francisco, and in the five and a half months since they turned their attention to Oakland and Alameda county they have entirely crushed out all opposition that has been long and seemingly permanently established.

Their tireless energy, their discriminating knowledge of their business, their thoroughly reliable and up-to-date methods of doing business, has met with the unqualified approval of the mercantile world and enabled them to build up a business that has been unrecanted.

Entering a field that was in a badly demoralized condition, facing tremendous odds and prejudices that were all in favor of a long and powerfully entrenched competitor, their fight for life and success has been a masterly stroke of business aggressiveness and sagacity.

As posting in San Francisco practically means posting in Oakland and Alameda, two cities that have fully 150,000 people, it will be readily seen how firm a position Siebe & Green occupy, and how they really hold the key to the Pacific Coast work.

Socially, politically and in the business world, the members of the firm are well known in San Francisco. Geo. H. Siebe, the senior member, is of the family of Siebe, a name that is honored and respected wherever the influence of San Francisco business and political life reach. Mr. Siebe's father is the successful business man, Fred C. Siebe, and his uncle is John D. Siebe, the present city assessor, both being men of vast wealth and connected with many business enterprises. In business and fraternal circles Geo. H. Siebe is a prominent figure, being a specially well known "Native Son," a Mason and an Elk. At one time he owned and controlled the San Francisco bill posting plant and was authority on outdoor advertising. Combining with an affable, engaging personality, he has shown marked ability and is rated as a shrewd, thorough business man.

J. Chas. Green, who has become known as the most persuasive, get-there hustler in the business, has been associated with Mr. Siebe since the partnership was first instituted. He is probably the best authority on the details of bill posting in California, and has made a notable success of advancing the popularity of outdoor advertising.

Siebe & Green, as now constituted, are a great team. Look out for them. Some day their card will read: "We control the billboard advertising of the Pacific Coast." As it now reads, they control the billboard advertising of half of California,

THE PRESIDENT'S CALL.

PRESIDENT'S OFFICE.

CLEVELAND, O., June 18, 1897.

To the Members and all Bill Posters throughout the United States and Canada, Commercial Advertisers, Theatrical Managers, Circus Proprietors and Agents.

GREETING:

The annual convention of the Associated Bill Posters' Association of the United States and Canada will be held at Atlantic City, N. J., commencing July 13. Arrangements have been made to hold the convention at the "Brunswick Hall," corner Atlantic and Indiana avenues.

Rates have been made by hotels as follows: The Mansion House, \$2 double or \$2.50 single per day; the Rudolph, \$2.50 to \$3.50 per day; the St. Charles, \$3.50 to \$7 per day.

The coming meeting is one of vast importance to all members and all bill posters. Matters of vital importance will come up, and much will depend on the manner in which they are disposed of. It is my earnest wish, and that of all the officers of the association, that every member, and all those who are not members, but eligible to become such, attend this meeting. We are all equally interested in what is done at this annual convention, and I believe that it is the duty of every bill poster to attend, and by his counsel and vote help to make laws which will be of benefit to the craft in general.

Members and delegates from state associations, also those who desire to become members, will please report at headquarters, "Brunswick Hall," at 10 a. m., Tuesday, July 13. Fraternally,

AL. BRYAN, President.

J. BALLARD CARROLL, Secretary.

—The Bill Poster.

Purely Personal.

H. O. Phillips, of Portland, Me., is making a big try for local commercial patronage. He has picked out a line of customers and bombards them with THE BILLBOARD monthly.—H. F. Malinski wishes us good luck.—M. O. Thompson is manager of the Sioux Falls (S. D.) Bill Posting Co. This concern controls 1,500 feet of boards in that city.—We clip the following from the *Harold* of Quincy, Ill.: "George Bowman, the bill poster, mounts over a masted rig. He left his horse standing too near a locomotive, and the animal dashed away when the live steam oozed forth."—Harry C. Erlich, of Fort Scott, Kan., has been compelled to build more boards in order to care for his increasing volume of business.—Chas. W. Keogh, of Charleston, S. C., writes as follows: "The Empire Advertising and Bill Posting Co. has sold out their interest, and I am now the only licensed bill poster in this city."—W. B. Shull, of Greenville, Tex., also covers Commerce, Rouse City, Quilman, Celeste, Floyd and Codd's Mills.—Abel W. Gilson covers Ailleboro, North Ailleboro, Falls Village, Plainville, Hebramville, Dodgeville, Briggs Corner, Chartley and Rehoboth.—J. F. Clark, the enterprising bill poster of Conway, Ark., writes that he will continue to read and advertise in THE BILLBOARD as long as we use our axe on fakes and swindlers. That will be as long as we live.—The following clipping, entitled "A Well Deserved Compliment," is from a Wilmington, Del. exchange: "George W. Jackson our well known bill poster, and of the firm of the Wilmington Bill Posting and Distributing Company, attended a meeting of the Pennsylvania Bill Posters' association, held at Reading, Pa., on Friday, May 21, and was elected a delegate to the National Bill Posters' convention, to be held at Atlantic City, July 6, 1897. The visitors to Reading were royally entertained, and banquetted at the Highland House on the mountain, by one of Reading's leading citizens, J. D. Misher, president of the Pennsylvania Bill Posters' association. From unbiased judges the Wilmington Bill Posting Co. has the largest and most prominently located billboards of any bill posting company in America, in a town of Wilmington's size."—M. F. Sprenger, of Poughkeepsie, N. Y., known all over the country as "The Honest King" is with us again for another year.—The following is from the *Chicago Inter-Ocean*: "The Clifford Gaiety Theater staff and the advertising and bill posting men of the Schiller got into a war last night over the right to put up their paper on the building at the southeast corner of Randolph and Clark streets. C. S. McCarthy, the owner of the building, gave Zig Hart the advertising agent of the Schiller, the first privilege to post his bills. Fred Davis, the advertising man for the Gaiety, got a permit from the contractors who are remodeling the building, and last night, just before midnight, proceeded to put up two eight-sheet boards. Word was sent over to the Gaiety people by Hart that they had no right to put up their boards, and that they must be removed at once. The order was not complied with, and Zig Hart and his men tore the boards down and carried

them over to the vestibule of the Schiller. Word was at once sent to the Gaiety of this, and Manager Clifford, followed by his entire fighting force, came running to the rescue. They captured the Schiller lobby and rescued the captured boards. Some of the Schiller men were roughly handled in the encounter, and a large crowd was attracted by the excitement. Later on Mr Clifford secured permission from Mr. McCarthy himself, and put up the billboards. A riot call was sent in by the police, and the hoodlum wagon sent to the scene. The presence of the police prevented further trouble.—The following is from the *St. Paul (Minn.) Globe*: "The ordinance passed by the Board of Aldermen reducing the license fee for bill posters from \$50 to \$5, was turned down by the assembly committee on streets yesterday afternoon. Those favoring the passage of the ordinance were Assemblymen Daly and Reardon, but Assemblymen Thompson, Dix and Albrecht voted against it, and the report of the committee to the assembly Thursday night will be an adverse one. C. H. Bonn and M. E. Murray, representing the trades and labor assembly, spoke in favor of the ordinance. Mr. Murray said the city at \$5 than the present one calling for \$50, and it would also give employment to more people. It would also break the monopoly. C. H. Bonn was of the opinion that the ordinance now in force had been drafted so as to give a monopoly of the business. He cited the case of Barium & Bailey's show, which had a force of men now billing the city and instead of the city getting the revenue it went elsewhere.—The *Dispatch* of the same city has the following to say: "The Board of Aldermen ordinance, reducing the license fee for bill posting from \$50 to \$5, will be unfavorably recommended by the committee on streets of the assembly. C. H. Bonn, M. E. Murray and Martin Igo, the committee from the Trades and Labor assembly, argued for the passage of the amendment, contending that the present ordinance has created a monopoly. The vote on the question stood 3 to 2. Messrs. Daly and Reardon voting for it, and Messrs. Thompson, Dix and Albrecht against it.—Ringling Bros. stood them up in the afternoon and turned them away at night at Minneapolis without using an inch of Breslau's boards. The circus people say that Breslau's demands were outrageously exorbitant, hence they used newspapers and windows.—Joseph Girard of Erie, got the Wallace show work exclusively.—J. F. Williams of Portland, Ore., says he likes John Moore immensely.—Breslau and the Ringlings had their troubles in Minneapolis recently. It seems that Breslau had a shut out contract with Barnum, thus forcing the Ringlings to use the newspapers, which they did to the entire exclusion of the boards, and were remarkably successful, too.

Superb Book on Lithographs.

Atherton Curtis, in a superb volume, combines the beginning of lithography, with an account of its inventor and many of its exemplars, and some splendid reproductions of the art's finest examples. Senefelder, whose experiments in etching led to his invention in fine lithography, opens the list, while Gericault, Bomington, Harding, Daumier, Delacroix, Isabey, Raffet, Gavarni and other famous lithographers, continue it.

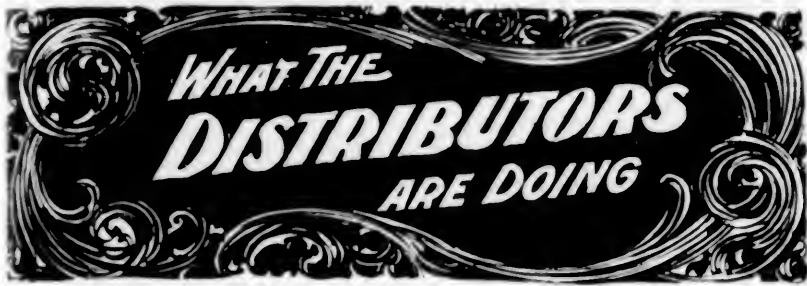
The celebrated anecdote of Louis Senefelder's lithographing his mother's washing as the initiation of the art is contradicted in part by Mr. Curtis, who states that when Senefelder had produced his raised letters on stone, with the washing list, he had not discovered lithography, new as his process was. It was the beginning of a series of experiments that was to end in the discovery of lithography itself, which does not depend upon a raised or an incised line. 1798 is the date of the real invention. The date usually given is 1796.

The history of the experiments and the gradual veering toward the great invention is well worth knowing. Senefelder, like many another inventor, reaped little pecuniary benefit from his invention, even when he saw it used throughout Europe. He himself received a pension from the Bavarian government, but not till 1825, and he died nine years later.

It took twenty years for lithography to be appreciated in its bearing upon art. Gericault was the first to employ it, at first timidly and ineffectually. The famous "English Parrier" is the only one of Gericault's pieces reproduced. He died nearly eighty. Gericault died before Senefelder, namely, in 1824.

The edition is limited to 750 copies, is got up in the best style and is a triumph in its line. The photogravures, twenty-two in number, are remarkable. (D. Appleton & Co.)

Poster printers ought to take a greater interest in bill posters and bill posting than they now evince.



LEFEBVRE'S BUDGET.

Address all communications to Donat Lefebvre, Manchester, N. H.

Mr. A. R. Beardsley, who is at the head of Dr. Miles' Medical Co., of Elkhart, Ind., has been appointed "aide" on Governor Mound's staff...

Distributors will do well to send their card prices and facilities to the manager of Waukesha Bill Posting Co., Waukesha, Wis. Mr. Mevis has a prospective customer who may use this method.

Mr. Thos. Kain, No. 88 South street, Middletown, N. Y., wants members of the I. A. D. to send him all the news - what they are doing, etc. - for his breezy sheet, 'The Distributor'.

Thos. Williams Bros., Indianapolis, Ind., samples 9 O'clock Tea; Glyza Chemical Co., Washington, D. C.; Cushman Chemical Co., Indianapolis, Ind.; D. H. Foushee Co., 14 Wall street, Lexington, Ky.; advertising fans; H. T. Hayes, manager Dr. Chase Co., No. 1512 Chestnut street, Philadelphia, Pa.; John H. Phelps, Scranton, Pa.; Gibson Mfg Co., 221 Fifth avenue, Chicago, Ill.; Dr. Story Medical Co., Cleveland, O.; Orator F. Woodward, LeRoy, N. Y.; John P. H., 2128 Sarah street, Pittsburg, Pa.; cards, C. K. Dinschner Co., 30 E. 11th street, New York, circulars; Sterling Remedy Co., Ind. Mineral Springs, Ind.; Elastic Starch Co., New Haven, Conn.; Magic Yeast Co., Chicago, Ill.

What would be considered a "rare specimen" would be to see a poster or even a folder announcing the Nashville, Tenn., exposition in this section. They are scarcer than the proverbial "hen's teeth"...

Before another issue of this paper reaches you the meeting of the I. A. D. will be a thing of the past. We once more urge every member to make every effort to attend. The benefits to be accrued cannot be compared, as many advertising agents will be present, and many contracts will be signed for future work before the meeting is adjourned.

Two reliable advertisers had a distributor here lately, and the druggists are not enthusiastic over the distribution, as the work was done by the Littlefield Drug Co.'s two boys, and they used their "rubber stamp" on the envelopes. If the advertisers who use this service think it benefits them we shall be glad to forward them a list of the druggists in this city who protest as being detrimental to their prospective trade.

on each piece and then send out their two candy department boys to put them out. Results from this can readily be guessed at.

CONVENTION

International Association of Distributors.

The dates of the convention have been changed from the 20, 21 and 22 to July 22, 23 and 24. The change was made in order to enable delegates to take advantage of the special rate granted by the railroads to the German Epworth League convention, which also takes place in Cincinnati on July 22, 23 and 24.

The following correspondence will be interesting to members of the I. A. of D. and distributors in general. Mr. Boorum was president of the I. A. of D. two years ago, and contributed valuable aid toward making the association what it is today.

He has since learned that Durboraw was totally unfit to occupy the office from which he was ousted. Mr. Boorum, although out of the distributing business, still has a warm place in his heart for the I. A. of D., as witnessed the following:

Toledo, Ohio, June 19, 1897. Editor THE BILLBOARD, Cincinnati, O.

Dear Sir: I enclose you the following communication which may be interesting to members of the I. A. of D. and I hope you will use it. I am glad to know that the association is prospering and will always watch its growth with interest. Yours truly, S. M. BOORUM.

Philadelphia Pa., June 14, 1897. Mr. S. M. Boorum, Henry Building, Springfield, Ohio.

Dear Sir: Will be pleased to have from your pen a bill and correct statement relating the facts connected with the breaking up of your association of distributors by Steinbrenner and his friends. As you will recall, we made you every offer of friendship and assistance at the beginning of your paper and organization, which, for some reason known only to yourself, were not accepted. We have reason to believe that you were badly treated by these people, and want to get at the bottom of facts. Yours very truly, CLEM H. CONGDON.

Mr. Boorum answered as follows: Toledo, Ohio, June 19, 1897. Clem H. Congdon, Philadelphia Pa.

Dear Sir: In reply to your favor of the 14th inst., which was forwarded to my address at this place, I have nothing to say whatever about the alleged breaking up of my association of distributors, as it never was broken up. It was not mine, but one I helped to start with the aid of others. I am glad to know that the association is thriving and wish I had not enjoyed any benefits from it. I do not regret the satisfaction of knowing that the efforts of myself and others to start an association that protected advertisers and distributors has not been in vain.

While I am in business other than distributing, were I a distributor I would think of joining no other association but the International Association of Distributors.

As to me not being a member of it any more, that is purely a private and personal matter which concerns no one. If you care to, you may use this in the Sun. Yours truly, S. M. BOORUM.

The following is a sample of scores and stores of letters which Mr. Steinbrenner is receiving daily. The International Association of Distributors has solved the difficulty of house-to-house distributing. It has provided a reliable service, and the appreciation of advertisers follows as a matter of course.

CALIFORNIA FIG SYRUP Co., No. 71 John Street, New York, June 15, 1897.

The International Association of Distributors, Cincinnati, O.

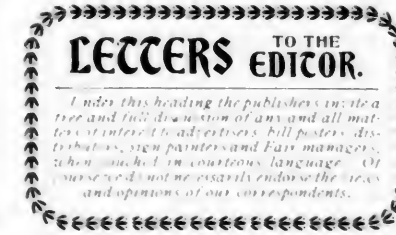
Dear Sirs: Mr. E. H. Smaling, of Worcester, Mass., has done distributing for us for several years in Central and Western Massachusetts. We consider him a reliable man for this work.

Mr. Smaling was in this office a few days since, and we suggested to him that he ask for membership in your association. We have used a few of your members, and no doubt will use more as we find them in this part of the country. Please send us list of members. Yours truly, E. F. ENGERHILL, Agent.

STREET & SMITH PUBLISHERS, 232 to 238 William Street, New York, June 4, 1897.

Mr. W. H. Steinbrenner Secretary International Association of Distributors, Cincinnati, O.

Dear Sir: As you are aware, we are constantly doing a great deal of sample copy distributing in various parts of the country. All the larger places are covered by our regularly employed force of travelers, therefore it would be useless for any of your members in points of a population greater than 5,000 to write us, but it is quite expensive for us to reach some of the smaller places, running from one thousand to four thousand population. We pay for distribution at the rate of \$1.50 per thousand copies, and require certificate that the work has been properly and thoroughly done. If any of the members of your association in the smaller points desire to enter into communication with us upon this subject, and are willing to accept our terms, we probably would give them some business during the year. Yours truly, STREET & SMITH, P. O. BUNCE.



Editor THE BILLBOARD, Cincinnati, O.

Dear Sir: There has been a good deal of distributing done in our territory for the last two weeks. We get our full share of local trade now but found it hard at first, have only been in business nine months to pick up business at our regular prices, as the merchants were in the habit of employing boys and cheap men. One day the largest advertiser here followed one of our distributors to see how the work was done. That settled it, and he remarked to a friend that he had been paying a man one dollar a day to do his distributing but hereafter he would pay the Clowes Ad and Distributing Co. their price and have it done right. We have done his distributing since, and many of the other merchants have fallen into line and have us doing their distributing.

As yet we have very few contracts with out-of-town advertisers, but as we become known as reliable we expect an increase in business. A great deal of the distributing I mean thrown around promiscuously is done by our druggists. For instance about the last of February one of our druggists distributed samples of Paragon Tea for Fiel & Co., of Cleveland. None were put into the houses, but two samples were thrown into the yards or thrown on the doorstep, some of them sticking in the snow. The same druggist, for three or four mornings, threw about 200 booklets belonging to the Keller Pharmaceutical Co., Baltimore out on the sidewalk in front of his store door. Another druggist, last week, sent a boy around with papers, folded in wrapper belonging to the A. P. Sawyer Medical Co., Chicago, who threw them into yards and on doorsteps, although doors were standing open in many instances. A man, looking like a tramp, distributed for the Dr. Miles Medical Co., Elkhart, who handed them out to passers-by on the street. One of my neighbors picked up eight pamphlets in front of his door. But the worst waste of advertising matter I ever saw was the booklets of the Pillsbury-Washburn Mills Co., of Minneapolis, Minn. They were distributed by a boy on a very rainy day, thrown into the hallway, doorsteps and on the sidewalks. I counted fifteen in one short square.

Hood's Sassafras and Paine's Cellery Compound were well distributed. We hope to place an ad with you in the near future. At present we are putting up billboards, and so many other necessary expenses make our outlay much greater than our income. We have the street car advertising privileges in two street car lines here.

Chester, Pa., May 3, 1897.

Editor THE BILLBOARD, Cincinnati, O.

Dear Sir: This is to inform you and the advertising public that I am not the only bill poster in Delphos. Neither is Chas. A. Hood. I have endeavored to get THE BILLBOARD regularly each month, but by some underhand work it seems I had to order it three or four times of one of our local newsmen, with whom I placed a standing order before I could get the May issue. I appreciate the paper very much, and was bound not to miss even one number. I got the May issue to-day, and notice in your purely personal column that C. A. Hood has bought out his competitors and is now in sole control of the boards of this city. I declare I am surprised that Mr. Hood has bought me out without my knowledge. As I have no need of a guardian, I am allowed to transact my business myself. I have not sold out to any one and I am not thinking of doing so either. I suppose that notice was sent in for the purpose of having my name canceled on all lists on which it may be and that of Mr. Hood placed there instead. Now I would be very much pleased to have any one investigate and see which of us is furnishing the best located boards in Delphos. Mine are not connected with the opera house either. My circular letter (a sample of which I enclose herewith) names a few of the man, references that I can furnish. Yours respectfully, W. F. TUCKER, Box 205.

We take THE BILLBOARD through Mr. Cottillon, the newsdealer here, and are anxiously awaiting its arrival. Yours truly, WM. CLOWES, Manager.

Butler, Ohio, May 29, 1897. Editor THE BILLBOARD, Cincinnati, O.

Dear Sir: I take great pleasure in reading my brothers' letters to the editor. They tell what they have what they are doing, and give a number of good pointers that come very handy.

The way I came to get into the business is as follows: Mr. F. E. Wise built a fine opera hall, one of the finest halls in the state for the size of the town, and completed it with all the latest opera chairs, piano and a full set of Sossman & Lamb's scenery, of Chicago. The hall was finished by December 1, 1895 and 'Old Farmer' Zad Hastings was contracted for as the opening attraction. He sent Mr. Wise a large bundle of paper of all sizes and kinds. I and Mr. Wise were good friends, and he had engaged me for stage carpenter. He came to me and wanted to know what we would do with the paper - how we would get it up and where we would put it. Neither Mr. Wise or myself ever posted any paper, and in fact, did not know a 3-sheet from a 4-sheet. We took the paper to the hall and looked it all over, and then went out over town to see where we could find a place to post it. We found some good places, and so the next morning he made a bucket full of paste. I went to all the stores in town trying to get a paste brush, and not one was to be found, so I bought a whitewash brush, got a broom handle and put the brush on, and we were ready to post the town. The first paper we tackled was a 3-sheet. It took us about twenty minutes to get it up, and after that nearly every place we went to post the brush handle was too short to reach, and we had to get a box or a barrel to stand on, but when evening came we had the town all posted.

The day came for the show, and they played two nights - standing room only each night. By the time the next show came along, about five weeks after, 'Oliver Labadie's Faust,' we had a galvanized iron paste bucket, a 9-inch Donaldson brush, a good, long handle, five 3-sheet stands, one 12-sheet stand, one 30-sheet stand, besides a number of barns, coal sheds, etc., to cover.

So the next time the posting went different. Summer came, and the boards all stood empty until the show season opened in the fall. During the winter of 1896 I ran across a BILLBOARD. I read it and ordered a sample copy. Then I began thinking of going into the posting business right. I wrote to a number of board advertisers and got some small jobs. I wrote to Mr. D. K. Talbert, of Chicago, Ill., agent for the California Fig Syrup Co. I got 150 1-sheets, and with some other paper I had on hand, I had to build more boards and leased all of Mr. Wise's. I now have one 32-sheet, one 30-sheet, one 12-sheet, one 16-sheet, one 21-sheet and fifteen 3-sheet stands, and a number of one-sheet stands.

I had on the boards for the month of May, Syrup of Figs, Kemp Sisters' Wild West, at the opening of Hiawatha Park at Mt. Vernon, and some local advertising.

The next great attraction that will take the use of all the boards will be the big Fourth of July celebration. (Please note shipping from local bill poster.)

So I am now in the posting business at this place, and control all boards, and can post any size sheet or stand and give good showing. I will close for this time for fear that I am taking up too much space in your valuable paper. I am waiting for the June number, so I can read 'Making It Pay, or Hints for Country Bill Posters,' by Mr. Harrison Haynes-Hubbard, I remain, Yours truly, W. L. HISSONG, City Bill Poster.

Delphos, O., June 1st, 1897.

Editor THE BILLBOARD, Delphos, O.

Dear Sir: Since buying the billboards in this city on April 1st, another party (W. F. Tucker) who imagined there was a fortune in the business, put up one large billboard and five three sheet boards, and is trying to cut into the business, but as this is his outfit outside of clabs so far, I think he will meet with little success. I offered to buy what he has, but no, he says he will see what he can get out of it. I have put out some good contracts since April 1st, and more coming. Buffalo Bill also under contract. THE BILLBOARD is a welcome visitor at this office each month. Yours truly, CHAS. A. HOOD.

Delphos, O., June 28, 1897.

Editor THE BILLBOARD, Cincinnati, O.

Dear Sir: This is to inform you and the advertising public that I am not the only bill poster in Delphos. Neither is Chas. A. Hood. I have endeavored to get THE BILLBOARD regularly each month, but by some underhand work it seems I had to order it three or four times of one of our local newsmen, with whom I placed a standing order before I could get the May issue. I appreciate the paper very much, and was bound not to miss even one number. I got the May issue to-day, and notice in your purely personal column that C. A. Hood has bought out his competitors and is now in sole control of the boards of this city. I declare I am surprised that Mr. Hood has bought me out without my knowledge. As I have no need of a guardian, I am allowed to transact my business myself. I have not sold out to any one and I am not thinking of doing so either. I suppose that notice was sent in for the purpose of having my name canceled on all lists on which it may be and that of Mr. Hood placed there instead. Now I would be very much pleased to have any one investigate and see which of us is furnishing the best located boards in Delphos. Mine are not connected with the opera house either. My circular letter (a sample of which I enclose herewith) names a few of the man, references that I can furnish. Yours respectfully, W. F. TUCKER, Box 205.

To Split or Not to Split.

BY SAM W. HOKE.

The editor of THE BILLBOARD, in the last month's editorial columns, offers some strange advice to bill posters regarding Royal Baking Powder posting.

Because Royal Baking Powder refuses to do business with a newspaper that won't be "held up," THE BILLBOARD'S editor advises bill posters to allow themselves to be held up. Giving an advertiser a commission is simply cutting rates, pure and simple. And can a bill poster afford to charge Beeman's Chewing Gum 3 cents and then accept 2½ cents from Royal, simply because Royal says, "Take 2½ or nothing"? If accepted, how long will Beeman continue at 3 cents?

It is a well known fact, however, that the Royal Baking Powder does place advertising in newspapers that do not give them a commission, although they try to create the impression that they get commission from all papers. The weak papers give up the agent's commission, of course; and the weak bill posters will probably do the same thing; and Royal Baking Powder will probably give their business to the strong bill posters at full rates and claim that they get commission from all, just as is done with the newspapers.

Let us look at this matter in another light, and see how it seems to the bill poster. It is well known that the editor of THE BILLBOARD is also interested in making and selling commercial posters, most of which are sold through bill posters. Bill posters get a nice, handsome commission for selling these stock posters, and consequently sell lots of them. But suppose, after a bill poster has worked up some store keeper to wanting these posters, that store keeper says, "I will go to headquarters and get these posters, and save the commission you would otherwise get." And then suppose Mr. Postermaker allows this commission, how long do you think the bill poster will continue to work up sales for these stock posters?

Several poster makers have tried the experiment of sending their own salesmen through the country to sell posters to retailers, but I think they have invariably found this method very unsatisfactory and very expensive, and if any are still doing it I am not aware of the fact.

And that is why I say that it is strange that the editor of THE BILLBOARD should advise bill posters to do what his business sense would prevent him doing himself.

Meanderings Through Manhattan.

Regan & Clark are carrying Coca Cola exclusively, and a large slice of Hires Root Beer Posting.

Munson has Wool Soap exclusively; also 6,000 sheets of Admiral Cigarette paper in all sizes from Hoke, for a three months run. Dunlop Tire and Hawes Hats also use Munson exclusively.

"Sam Pratt's Aromatic Gin" and "Between the Acts Cigarettes" have Van Beuren's boards exclusively.

"Millions Now Use Pearlina" smiles at us from all the billboards. It is a very effective piece of wood-work in one printing, a blue ground and a white letter.

Beeman's Pepsin has a new 28 sheet.

Cleveland Bicycles has a peculiar poster. It is 4 sheet's high and about two-thirds as wide as an 8 sheet, though it is printed on 3 sheets. The advertiser expected to post it as a 3 sheet and at the price of a 3-sheet.

An anonymous correspondent in June Bill Poster intimates that there are bill posters who refuse Dollars' paper. The only bill poster who ever refused his paper is one whose work has been so unsatisfactory that Dollars had to drop him. The man amounts to nothing, and none of Dollars' clients have ever wanted his boards after learning of his methods.

Mr. Bradley, the founder of Asbury Park, is reported as having torn down

about fifty of Mr. Morris's billboards at that place a few days ago, on account of their carrying Santal Midy Posters "Tally Ho" and "Search Light" lamps have each an 8 sheet on all the boards. Both are excellent posters.

A new 8-sheet by Sam W. Hoke, for the Admiral Cigarette, shows a very handsome young woman looking with admiration toward what would probably be the Admiral if the poster were not cut off short. As it is, you see the Admiral's epaulet and a part of his arm and sleeve, the balance being hidden by her head. The poster remarks that "The Admiral is the Favorite." Hoke's establishment at this time fairly glows with sketches which he is submitting to the various advertisers; and the advertiser that can resist a Hoke sketch is a hard one to please.

Mr. Evans, formerly with the O. J. Gude Co., and recently with Gillam & Shaughnessy, expects to go it alone in the future.

Gillam & Shaughnessy are placing a 16-sheet for the "Never Out" bicycle lamp.

KNICKERBOCKER BLOOM.

LETTER FORMS.

(Concluded.)

Edw. B. B., of Atlanta, Ga., requests the form of a letter of solicitation for distributors only. We infer from his letter that Edw. B. B. has no billboards, but devotes his entire time to house-to-house distributing. If we are correct in our surmise, we would suggest that he use two forms, something similar to those we give below.

We advise two forms because in order to cover the whole list of advertisers thoroughly it is necessary to write to some advertisers that know nothing of the advantages of this form of advertisement. People of this kind must be told of its strong points. You must let them know how and why it is powerful, prompt, economical, etc., before you can excite their interest. On the other hand, if you were to write such a letter to Hood, Ayer, Syrup of Figs, Chase, Pink Pills, etc., who know all about its strength, you would only arouse impatience. A firm that is already using distributing matter is only interested in what you can do for them individually. Therefore, tell them only what particular inducements you have to offer them. Make your letters short, and keep your name before them constantly. Write them at least once every month (once each fortnight would be better), and it will pay you in the long run.

We suggest the following line of letters for this purpose, viz.:

No. 1.

.....1897.
.....
.....
I distribute pamphlets, circulars, samples, etc. from house to house in Atlanta. I make a business of it. I do nothing else. I know how to do it thoroughly and well.
I would like to do your work.
Respectfully yours,
.....

No. 2.

.....1897.
.....
.....
I am still doing house-to-house distributing at the above address. I am a member of the International Association of Distributors. That means my service is guaranteed. I will serve you well when you so desire.
Respectfully yours,
.....

No. 3.

.....1897.
.....
.....
House-to-house distributing by men (no boys), and the men are under constant surveillance. My service is as efficient and thorough as eternal vigilance can make it. Let me make a trial distribution of this city for you.
Very truly yours,
.....

No. 4.

.....1897.
.....
.....
Comparisons are odious. We are not saying anything about the service that you are now receiving in this city. We simply assert that ours is the best, and we are ready to prove the assertion at any time.
Respectfully yours,
.....

No. 5.

.....1897.
.....
.....
As you are doubtless aware, we are now and have been for the past — years, handling distributing matter for C. I. Hood & Co. California Fig Syrup Co. [let the names of all your regular patrons follow here]. They are satisfied with our service, because it is first-class in every respect. If you contemplate a change, bear us in mind.
Sincerely yours,
.....

No. 6.

.....1897.
.....
.....
You may not want to cover this city just now, but should you desire to do so at any time in the future kindly bear in mind that our service is faithfully, reliably and honestly conducted.
Yours truly,
.....

Keep at them in this strain. Always see that your letters are short. Bear in mind that the chief object is to keep your name before them.

Do not fail to carry a list of your patrons on your letter-head, and every time you get a new house add their name to your list at once; even if you have to get a rubber stamp in order to do it.

If, on the contrary, you have a list of firms who confine their advertising to papers and periodical publications, or you have secured the names of a number of parties just starting in business, a letter something after the following style is advisable, viz.:

.....1897.

You are advertising. You are interested in advertising. Allow us to trespass briefly on your time and consideration on behalf of house-to-house work. May be you are favorably disposed toward it already. If not, though, may be all you have guessed or surmised may be wrong.
Many, many firms have built themselves up by following this form of advertisement to the exclusion of all others. It must have merit, otherwise these houses never could have succeeded.

Its strong and salient features are easily pointed out. Your circular, booklet, pamphlet, sample, or what not, is never skipped, never lost sight of among a vast mass of competing advertisements. On the contrary, for the time being you have your reader's entire and exclusive attention. Freed from all distracting environment you impress him, drive your story home, photograph it on his memory, as no other method can. Your space is cheap. You can illustrate, argue and describe at as great length as you desire. That is why house-to-house work is good advertising. There are other reasons — stacks of them — but you can not get away from the one here advanced. Your reader's attention is yours absolutely, exclusively and entirely as long as he is reading your booklet. Think this over. It means much.

As for us, we do not write booklets, nor illustrate them, nor yet print them. Our business is to distribute them from house to house, store to store, or hand to hand, as directed. May be you think this is an odd business. Possibly it is. Yet we follow it exclusively — devote our entire time and attention to it.

It requires brains, ability and discretion. We possess them all together with reputation. When you desire to cover a town, you want to do it thoroughly. You want one booklet put in every home. That is where our reputation stands us in hand. We have been placing one booklet in every home in this city for the past — years. We have earned a reputation for honest and reliable work by giving all our patrons just that kind of work, and no other.

When you get around to (name of your city) bear us in mind.
Respectfully,
.....

Here is a good form for a bill poster who devotes as much and as close atten-

tion to his distributing department as he does to his boards:

DISTRIBUTING DEPARTMENT,
95 N. J. R. R. AVENUE
Newark Bill Posting Co., Newark, N. J.
Gentlemen—We beg to call your attention to our facilities for handling distributing matter. This department of our business is entirely separate from our bill posting and sign advertising business. We have a separate building under lease at No. 95 New Jersey Railroad Avenue, Newark, N. J., where this branch of our business is handled exclusively. We employ thoroughly reliable men by the year, use horses and wagons and guarantee good service. Our rate for distributing in business places, on public thoroughfares, at mill gates, etc., etc., is \$1.00 per thousand. If distributed to business houses and places and private houses exclusively, the rates are \$1.50 per thousand, and if put inside of private houses only the rate is \$2.00 per thousand. The best reference that we can offer is our special business rating from the mercantile agencies. If individual references are required we shall be pleased to furnish them. The enclosed list of city and suburban routes, with population of each place, will give you a comprehensive idea of the material required for thorough distribution of the territory, or if any point or place is wanted distributed separately, it can be done at the same rate per thousand.
We shall be pleased to hear from you at any time and furnish you with full information relative to this branch of our business. Awaiting your commands, we are,
Yours very truly,
E. M. SLOCUM,
Per C., Manager
Member of the International Bill Posting Association.

G. C. C., of Syracuse, wants to know how to draw on a client. Purchase at any stationery store a book of blank drafts. Fill out one as follows:

\$5.00. Syracuse, N. Y., July 24, 1897.
At one day sight, pay to the order of Smith Bill Posting Co. five dollars.
Value received, and charge the same to account of Smith Bill Posting Co.
THOS. SMITH, Manager.
To Brown, Smith & Co.,
No. 110 East 6th St., New York City.

Turn the draft over and endorse it; that is, write your name on the back, like this:

Smith Bill Posting Co.,
Thos. Smith
Mgr.

The draft may now be deposited in your own bank for collection, or it may be forwarded to a bank located in the city where your client does business. In this latter case the following letter should accompany it, viz.:

Cashier, Bank,
..... City, State
Dear Sir—Please find herewith draft on No., \$5.00, your city, which please collect and remit to us in exchange on (your own town or New York). In remitting please report name in full.
Very truly yours,
.....

J. J. C., Nashville - See Form No. 13 of THE BILLBOARD for June.

J. A. S., Newcomerstown - See Forms Nos. 1 to 6 in the April BILLBOARD.

M. M. B., Springfield - From May to July.

C. S. C., Jackson - Form 10 in the May BILLBOARD.

P. T. Williams, for years the leading member of the Cincinnati City Directory publishing firm, died May 12 at his residence on West Eighth street, Cincinnati, aged eighty-five. His surviving three sons will succeed him in the business.

How Many Solicitors?

BY SAM W. HOKE.

I have on my desk a list of about 5,000 general advertisers located in New York City and near vicinity. It is possible that each of these advertisers could be induced to do bill posting if properly solicited. In addition to this 5,000 in this section there are hundreds and thousands scattered throughout the Union, all of whom could possibly be induced to do posting.

How are these thousands to be induced to do bill posting regularly and systematically? The only way I can see is to encourage all advertising agencies to recommend, solicit, and place orders for bill posting. One man is physically unable to do this work. The Associated Bill Posters' Association some years ago tried the experiment of appointing one man to solicit work for their members; but he was only one man, and while probably as successful as any one man could have been under the circumstances, the fact remains that he was only one, and physically capable of seeing only a limited number of advertisers daily.

As a result, some of the members are dissatisfied with this man, and say they want another solicitor. The fact is, they need a dozen solicitors, a hundred solicitors. The only difficulty is in determining what solicitor is worthy of confidence, and also capable of placing bill posting properly before the limited number of advertisers that he can see and advise with.

The Associated Bill Posters' Association will meet in a few days in Atlantic City, and from what I understand from members who have written me, an effort will be made to get resolutions offered welcoming all reputable newspaper advertising agencies, all reputable street car advertising agencies, all reputable programme advertising agencies—in fact, everybody in the advertising line who has a line of customers, and who is not in the salaried employ of one advertiser.

There is some opposition from a few members to the idea of allowing commissions to all reputable advertising agencies, because these agencies in some instances place bill posting only because they have to do so, their customer insisting for this till they have to give in. Having nothing to do with influencing this advertising, some bill posters think they should not be allowed a commission. The probability is, however, that these advertising agencies would work in favor of bill posting if it were not for the fact that in the past they have been given to understand that business would not be accepted from them.

Remove the cause for their opposition, and they will in numerous instances become warm allies to bill posting. But even if this does not make them work for bill posting, it will in any event prevent their working against bill posting.

And many a bill posting order has been nipped in the bud because of the objection of a newspaper agent in whom the advertiser had confidence.

Grant Allen, in an article entitled "The Vice of Thrift," published in *The Humanitarian*, London, for May, touches upon advertising. In so doing he betrays a lack of discernment quite incomprehensible in one of his attainments. We quote his words, viz.:

"They overlook the number of idle and useless people, capitalists and rentiers, the pensioned and the privileged, as well as the enormous number unproductively employed either in useless and anti-social callings, such as the army and navy, or in professions subsidiary to the capitalist class, such as lawyers and their clerks, stockbrokers and their assistants, with the vast legion of middlemen, agents, commercial travelers, and so forth, none of whom is performing any useful service to the community, nor producing anything. If middlemen and the agents or employees of capital were all diverted to honest production (by which I do not mean necessarily material manufacture),

the total of wealth would be immensely increased, especially in England, where the productive class is now so relatively small, and the various forms of leech or sub-leech so numerous and all pervading. I will take a single example, that of the advertising element. Just consider the solid phalanx of people engaged in designing, drawing, printing and coloring advertisements, which add nothing to wealth, but have merely the object of inducing you to buy So-and-so's cocoa rather than So-and-so's, to use What you may call it soap rather than Thingumbob detergent. Just consider the vast cohort of people employed as commercial travelers, all bent upon selling Jones's long-cloth rather than Smith's; in recommending Wilkinson's tea as against Jenkinson's or Simpkinson's. Turn all this useless body to productive work (such as the manufacture of buttons, poetry, cucumbers, or designs for simple brooches), and see how enormously you increase the real output of the country. Why, everybody might go to the play, with an orchid in his buttonhole! If you doubt this statement, that is because you do not know what is meant by an orchid."

That any one possessing Mr. Allen's knowledge of political economy should err so grievously—so flagrantly—is past understanding. The idea of classing advertising among the non-productive occupations is almost on a par with Bishop Potter's recent tirade against labor-saving machinery.

To contend that labor-saving machinery is responsible for poverty is not one whit more foolish than to argue that advertising involves useless expenditure. Advertising as it is conducted to day is a utilitarian factor of greater importance to humanity than all the labor-saving machinery ever fashioned.

Poster Advertising.

By FRED FELTON, Manager Central City Show Printing Co., Jackson, Mich.

The use of billboards by commercial advertisers is day by day becoming more popular, and each day seems to demonstrate that the users of this line of advertising are becoming better acquainted with the requirements of the billboard; still, every day we see costly mistakes made in this direction. In the economy of life there seems to be a place for all things, and the sooner the poster user sees that a small, beautiful picture of fine detail is entirely out of place when posted on a billboard, the better it will be for all. Among the strongest advertisers the day of the single sheet poster has passed, and it is practically demonstrated that nothing short of an 8 sheet should be used, and even this is rather small, a larger one being far preferable. The "poster fad," which has of late run riot, has had some good effects, having introduced the poster to many who before this scarcely knew what a poster was. It has, however, had the bad effect of place, as not one in a hundred of the so-called "art posters" are suited for the place. Of what avail is one of Millet's gems when posted on a billboard? And this seems to be the fault with the present "poster fad"—lack of legibility. What is wanted for the billboard is strong, easily read matter—something that may be taken in at a single glance. Who ever saw a lady stop before a billboard to read a corset bill? Yet she is the only user of corsets, and to reach her effectively—or, to be more precise, the bill must be so aggressive that it forces her to see and know that that identical corset is just the one she wants. All this must be told her in a glance. No matter how beautiful, or how artistic a bill may be, if it is lacking in aggressive legibility, if its story cannot be seen at a glance, its value is lost, or at least much lessened; consequently, it seems that the effective poster should possess high color, little matter and, above all, legibility; and, as a rule, size. Regarding size, I have before said that for stand work nothing less than an 8-sheet should be used. There is, however,

in every city a line of what is called "3 sheet boards," and it seems to me that to fully cover all the ground all billing should consist of "stands" and "3-sheets." In this way the bill poster could give a superior showing, having the advantage of a bill for the place. In regard to the colors, art tones are beautiful, but fail to attract the eye as quickly as strong masses of positive color. Neither are they so loud in their aggressiveness. The color should be so assertive that it calls for attention by the very fact that it is out of harmony with its surroundings. This narrows the colors down to a few, black, red, yellow and blue, or occasionally a blending of the colors, which, by the way, should scarcely ever be produced by over printing, as, when so done, the paste used has a tendency to cause the last printed color to scale and look shabby. "Get the best," is an old saying, but the difficulty is to know what constitutes the best. The paper comes first. It should be of a good enough quality and weight to stand on the boards for thirty days; anything better than that is a waste; consequently a good non-fading book paper of about 60 lbs. weight fills the bill. In speaking of weight and sizes, I have in mind as a standard, each sheet 28x42 inches, this being the generally accepted size. The matter must be easily read, consequently the letters should be quite plain and bold, with little attempt to the ornamentative, and all ornamentation should as far as possible, be of a kind that adds legibility to the letter rather than to beautify it. There is of late a tendency to use more "lower case" letters, and while this letter must be rather smaller than "caps," because of its extension both above and below the line, it is much more legible than all "caps" and should be freely used. The "matter" should be as concise as possible, remembering at all times that the less matter the larger the letters; nor is it well to tell all on a stand, as I believe the primary use of a billboard is to excite attention sufficient to cause the reader to desire further explanation. If, for instance, we have a stand proclaiming that "Smith sells the best sugar," the prospective buyer calls on Smith, thereby giving the salesman a chance at the customer. It then lies with the salesman to convince the buyer of the truth of the billboard.

In fact, I believe it is wrong to presume that the billboard sells goods; it merely gets customers. The actual selling depends upon the goods and the salesman.

So much for the billboard and its uses. As for the posting, this is easily told. Get a reputable billposter to do it, and you can rely upon his word that it is done, and done right.

WHO WILL IT BE?

The Most Popular Bill Poster in America Gets a Trip to England Free, as the Guest of the Billboard.

In August of each year the United Bill Posters' Association of Great Britain holds its annual convention. It would seem fitting that a member of the craft in America should be sent to attend this meeting every year. THE BILLBOARD has decided to inaugurate the custom. In 1898 the meeting takes place August 17 and 18, and we will send the most popular bill poster in America as our ambassador. All his expenses, including railroad and steamship fare, hotel bills, etc., will be paid by us. He will travel first-class in every way and reflect credit on the craft in America. But who is the most popular bill poster in America?

This question we have decided to settle by a voting contest.

The contest will last until next July (1898), the progress being announced each month until that time. Cut out this coupon and vote for your choice.

The most popular bill poster in America is _____ of _____ city _____ State _____ and is in my estimation best fitted to represent America at the British convention.

Any subscriber can vote. No one reads THE BILLBOARD who is not interested directly or indirectly in bill posters; and bill posting, consequently any of our readers may assist in making a choice. The only condition that we insist upon is that the vote be made upon the above coupon. None others will be counted. Pick out your man and then stand by him, and vote for him early and often.

"It does not pay to advertise," He said with mournful glance, "Go to!" his hustling rival cries, "Your brains are in your pants!"



TWO RECENT "JONES" POSTERS.

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 Low's Exchange, 57, Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co. The editor cannot undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to 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 the Cincinnati, Ohio, Post Office.

JULY, 1, 1897.

IN another column of this issue we publish the president's official call for the convention of the International Bill Posting Association. Mr. Schaefer has with commendable promptitude adopted measures for the quieting of the dissention which threatened to render the forthcoming meeting inharmonious, and it now looks as if nothing more serious than the censure of one of the officers will mark the proceedings. The slate is well perfected at this writing, and the selections are first class. We trust it will go through unbroken. For president, Mr. George H. Siebe, of San Francisco, has the call. W. B. London, P. F. Schaefer and L. M. Crawford seem to be well thought of for first, second and third vice presidents, respectively. Mr. P. G. Stout is mentioned for secretary and Mr. C. C. Ames for treasurer. The association will benefit materially from the election of this staff of officers. We should not be surprised to see it double its membership within the year. In any event, it is safe to predict that it will grow much more rapidly under the new regime.

**

If any one knows the slate in the Associated Bill Posters' Association he has not divulged it. We know of no instructions to delegates whatever, hence can not hazard a prophecy regarding the official roster for the forthcoming year. The difference between Mr. Campbell and Mr. Stahlbrodt has taken on a sectional aspect. The west is likely to be arrayed against the east, with this difference—the west is solid for Campbell, while the east is not solid for Stahlbrodt.

Prominent bill posters in the east, such, for instance as Mr. Sam Pratt of New York, and Mr. Edw. Donnelly, of Boston, are advocating the "open" association along with Mr. Campbell, but are out-

spoken in their defense of Mr. Stahlbrodt. It complicates the situation, and renders the outcome very uncertain. There exists, also, a well defined opinion in the east that the official organ should be brought to New York and published there.

**

We do not think that Mr. Campbell will enter any objection to such a course. Editing a paper and looking after the details of the publishing thereof is not child's play by any manner of means. It is work—often hard work. Quite frequently the duties and responsibility attached thereto are onerous, even burdensome, and it is impossible to conceive of a more thankless position.

If the eastern members are really serious in their demands, they will do well to go slow. *The Bill Poster*, as it is now conducted, is a credit not only to the association, but to the entire craft as well. It is not likely that a change would improve it, and there is always the chance that meddling will prove hurtful.

It should be remembered that the paper is laboring for bill posters. It makes new clients every month. Its influence is powerful. It may not be felt directly, but it is there.

**

Another thing. Where are you going to look for a man to take Mr. Campbell's place? It is easy enough to find fault and criticize. Any fool can do that, but when it comes to improving on the subject's work, who is there fitted to do it?

Mr. Campbell has framed a policy that has reasonably satisfied all, or nearly all, the members of the association. That in itself is no mean feat, when the great diversity of opinion of the members is considered. Hampered and hemmed in on all sides by a thousand and one foolish restrictions, he has yet made the publication interesting—much more so, in fact, than it would seem was possible. Finally, he has safely steered it through the shoals and rocks that beset the course of all young and untried publications. Have a care how you supplant him. First find a man fitted to succeed him, and then be sure that man is satisfied to labor zealously for naught but contumely and abuse.

**

The scism between the rival factions is assuming proportions which are entirely too formidable. It is well enough for members to contend valiently for their opinions and convictions, but in the present instance the rupture threatens the existence of the association.

The threatened split between the east and the west is freely canvassed and discussed. The idea should not be entertained for a moment. There are far too

many associations now. No possible good could come from it, and much harm would surely result.

The scheme to expel Mr. Stahlbrodt is also radically wrong. Mr. Stahlbrodt has done too much for the bill posters of the country to be accorded treatment of that kind. The only trouble with Stahlbrodt is that he is pig-headed. If the members will only take him in hand and beat into his stubborn, obstinate brain the fact that he is not the only rock on the sea shore, he will yet prove an exceedingly useful member of the association. That would be much better than expulsion.

MAKING IT PAY.

By HARRISON HAYNES HUBBARD

Before taking up the soliciting of local patronage, I want to draw attention to the following letter. It illustrates a point to which many bill posters have referred:

Atlanta, Ga., June 5, 1897.

Harrison H. Hubbard, Cincinnati, O.

My Dear Sir— I have read with much interest your articles as published in the May and June issue of THE BILLBOARD, which I think every distributor should read. I am however particularly interested in your article of this month. I believe firmly that every distributor should know how to talk advertising interestingly.

Why, sir, I have actually had to talk advertising to some of my local patrons before I could get a copper cent's worth of work from them.

I have had to beg, plead and write, and were it not for the fact that I am keeping in touch with the advertising world by reading the leading advertising papers I would be completely at sea. Then, too, I have gotten several contracts from that source, and have given the tips to other distributors.

I would esteem it a favor if, in your next letter, you would briefly touch upon the important subject of "Business Soliciting." By that, I mean *commercial correspondence* between the distributor and the advertiser. I also believe if you could but point out some scheme whereby the advertiser who is addressed in regard to distributing could be made to answer the correspondence, it would greatly benefit the craft. For example, I send out nearly 100 letters every month, and seldom get more than two or three replies.

Now, these 100 letters cost me \$1.00 for postage besides stationery and stenographer's work, and yet I seldom get more than 10 per cent returns. I honestly believe that one reason why advertisers do not get better service is because they do not answer or investigate the letters they receive.

Thanking you for the interest taken in outdoor publicity and wishing you every success, I am,

Yours very truly,

EDW. B. BRIDGER, Manager

It is keeping everlastingly at it that gets business, just as it is giving thorough, conscientious and efficient service that retains patronage. Keep it up—keep your name before them. Keep a standing advertisement in THE BILLBOARD to supplement the work. It will pay. It is as certain as death and taxes.

The greatest difficulty that country bill posters and distributors have to contend with at the present time is the indifference which the national or general advertiser manifests toward the smaller towns. It is inexplicable, for, while the circulation, of course, is much less, the quality of the circulation is so immeasurably better than that yielded by the boards in cities that results are ten fold greater.

However, it is a condition, not a theory, that confronts the country bill poster, and until the national advertiser

comes to his senses the bill posters in the small towns must needs get along without his patronage. This can readily be done. How? By working up a demand for space among your local retail merchants.

Now, Mr. Man that has tried it and failed, and you fellow that has a town that's no good, I am after you. You are the very fellows I want to talk to, and I want you to follow me closely. There is money in it for you.

I am first going to tell you how I got my first commercial order. Afterwards I shall offer you some hints and suggestions that will prove highly valuable.

I had been canvassing irregularly for about a month without landing an order, when, one evening while I was thinking the matter over, an idea came to me.

I had received that day a sample of an eight sheet and one of a whole sheet shoe bill from a well-known Cincinnati printing house. I had four firms in my town that handled shoes. I decided to try the smallest store of the lot. It was run by a very conservative man, a newcomer in the town; in fact, he had only opened up some two months previously.

The next morning I went to him, showed him the samples and explained my scheme. I had boards throughout all the surrounding country, and I enlarged at great length on the desirability of the farmers' trade. I explained how prompt, sure and certain the returns from posters were, and finally offered to put up twenty-five eight sheets and 250 whole-sheets for \$45.00. The paper itself would cost me \$22.50, and I charged him five cents a sheet for ten days' showing.

He thought the matter over, but finally shook his head, stating that he was afraid it would not pay.

I expected this, and was ready for him. "Mr. Shannon," said I, "I know it will pay, and just to show you that I mean what I say I'll guarantee it."

This opened his eyes, and we got down to business. I had him figure out the amount of sales he would have to make in order to warrant an expenditure of \$45.00, and he decided that \$140.00 was about the amount. He wanted to make it \$140.00 worth of shoes, but I would not have it that way. I insisted that whenever a person inquired for or bought shoes the entire purchases should be counted. Finally he agreed to this, but insisted on the sales reaching \$160.00.

With this understanding I ordered the paper, agreeing that if I failed to give him that amount in sales he was to pay for neither the paper nor the posting.

In due time the posters arrived. They were crosslined:

SHOES!
Any pair in the house
\$2.95.

SATURDAY, OCT. 20
(On that day only),
SHANNON'S
Phoenix.

There were four roads leading into town, and I put five of the eight-sheets up on each of them, going out fully five miles. The other six I put up in town. The whole sheets I spotted in about the same proportion.

Well, you never saw anything like it. They came from all directions, and they all went to Shannon's. He, his wife, his

and two daughters had all they could do the whole day long. The store was crowded all the time, and nearly every person who came for shoes bought something else. It was a wonderful success, and every other merchant in town was green with envy.

The next morning (Sunday) I dropped around to see him. He had just finished counting up.

"You win," he said; "\$212.00 cash and \$100.00 on the books."

He paid me, and then and there duplicated the order for clothing bills for another sale.

The next day (Monday) I went around to see the other merchants, and got an order at my own price from all but two of them, and I never had any more trouble after that.

Now, the particular point I wish to impress upon bill posters is that the posters were dated and that they advertised a bargain in one thing only. There was no getting away from the returns. The big sales were due to the posters, and to them alone.

I would not advise every bill poster to guarantee results, as I did in this case, but I would try to make a killing for a customer as often as possible. It helps you wonderfully.

If you want to interest your local merchants and hold their trade get country boards. They are cheap; you can rent locations for a subscription to a periodical that need not cost you over 50 cents a year, and the first circus that comes along will almost pay for the building of the boards.

The country bill poster must, above all things, keep his expenses down. If your town is under 10,000 inhabitants never, under any circumstances, pay cash rentals for locations.

Consideration of some kind you must give, of course, in order to get a lease, but let it be other than cash. Be chary, too, of theater tickets, or you are liable to deliver yourself into the hands of the local manager.

I see a good scheme worked now in several towns. The bill poster publishes the theater programme and swaps space in it for locations and windows. Others give the owner a painted sign over the board erected on his lot. Still others control the advertising desks, clocks, folder racks, etc., in the hotels, and swap space in them for locations. There is any number of ways in which outlay of cash may be avoided.

The programme is the best. The wait for the curtain to rise and the waits between acts are potent factors in the ordinary advertiser's estimation. He is easily convinced that time hangs so heavy on the theater goer's hands that he reads the programme advertisements in sheer desperation. Then, again, the cost of publishing a programme is almost nothing. The pay ads will always do it, and the privilege may as well be had for nothing. Sometimes the programme can be made to show a profit over and above all the space it gets you.

Two new imprints on the boards in Chicago are those of Edwards Deutch and Heitmann, 104 South Clinton street, and the Sherwood Latho, 431 Dearborn street. Both are Chicago firms, and their work is highly creditable.

Signs & Sign Painters

Address all communications for this department to
R. H. FORGAVE, Pickerington O.

I think the best plan when putting advertising signs on a large surface, such as a side of a large building, is to divide it in sections and put a different sign in each section. A long string of large letters is hard to read when close to them, as when the building is close to the highway, and the point at which it is intended to be viewed is the middle of the road. However, if the point of view is quite a distance from the sign, it is all right to use the whole surface in a single display.

A large smooth bark tree makes a good surface for an advertising sign. They seem to look best with white letters cut in with black. The letters should read perpendicularly.

For very large signs, where it requires a great amount of paint, government whitewash may be used to good advantage. It is made as follows: Take half a bushel of unslacked lime, slake it with boiling water, cover during the process to keep in steam. Strain the liquid through a fine sieve, and add to it a peck of salt previously dissolved in warm water, half a pound of Spanish whiting and one pound of clean glue previously dissolved by soaking in cold water and then hanging over a slow fire in a small pot hung in a larger one filled with water. Add five gallons of hot water to the mixture and let stand covered for a few days. It is best applied hot, but can be used cold. The east end of the President's house at Washington is covered with this mixture.

A pint of this wash will cover one square yard, and will be almost as serviceable as paint for wood, brick or stone. It is cheaper than the cheapest paint.

Coloring matter may be added—yellow ocre makes a cream color. For pearl or lead color, add lamp black; for common stone color, add four pounds raw umber to two pounds of lamp black, proportionately.

Yellow attracts the eye quicker than any other color, although it will not show as far as white on a black ground.

The secret of preserving paste lies in the use of an alkali. The other ingredients put in it are intended to give it a pleasant flavor. Any alkali that will preserve the albumen of the flour from decomposition will keep paste from spoiling. A paste that will keep for a year may be made as follows: Dissolve an ounce of alum in a quart of water, stir in a little flour, carefully beating up the lumps, stir in a half teaspoonful of powdered rosin and pour on this mixture a pint of boiling water, stirring well. Set away in a cool place. When needed for use soften with warm water. It will keep just as long without the rosin. Rosin makes it adhere better.

Here is a paste that you can peddle: Take a quart of warm water and dissolve an ounce of powdered alum in it; stir in flour with the hand until it becomes so thick you cannot beat it any longer; pour in boiling water until the paste begins to cook; stop pouring in water, but stir until the paste is cooked. Paste cooked too much won't stick well. It ought to be pretty thick. Level it down and pour water on it to keep it from cooking on top. Allow it to stand in a cool place over night, when it may be cut up in chunks, wrapped in strong paper and carried in the grip. When you reach your journey's end, thin the paste with water and it is ready for use. Thick paste like this, before thinning, will keep in good condition for a year if kept covered with alum water.

Sometimes trouble is experienced in getting letters to lay on a newly painted surface. The edges of the letters form up like saw teeth; sometimes it assumes a honeycomb appearance. The paint won't flow on easily, as if the surface had been greased. The fact of the matter is, it is grease from the linseed oil. This is technically known to the trade as "cissing," and is very aggravating. Sometimes the difficulty can be overcome by rubbing the surface briskly. Another way is to wash the surface with a weak solution of sal soda and rub dry with a chamois. If it don't respond to this treatment, rub the surface all over with powdered chalk and wipe clean. It is a good idea to wash the surface anyway and wipe dry before putting on the letters, whether the paint "cisses" or not. The paint will flow on much more easily.

To make an easy flowing paint, take one part of paraffin oil to three parts of linseed oil. This is what gives ready mixed paint its easy flowing qualities. It is used by nearly all ready mixed paint manufacturers. It costs from eight to twenty cents per gallon, according to gravity.

When a man refuses to spend fifty dollars for a chance to make a hundred, there is something wrong with him. Good advertising will do it, and good painted bulletin work is good advertising.

When painting an advertising sign on a shingle roof, always follow the layers of shingle, whether the roof is sagged or not. The sign will then have a more natural appearance.

If, somehow, sign painters can get hold of clear, clean-cut thoughts and boil them down so as to have the fewest words that mean the most, bulletin sign painting would soon be the universal method of reaching consumers. The trouble is, sign painters give too much attention to fantastic lettering and not enough to the wording. They seem to think any phrase or set of phrases, no matter how worn or how absurd, will do, just so long as it is fixed up in an artistic style. An advertising sign, to be valuable, must be impressive. In no other manner can it be made thus than by good wording. The illustration is alone intended to catch the eye, and the text must do the rest, be that much or little. If we would have our abilities as advertisers prized, we must get out of the old rut. When we say be brief, we do not mean that a sign should consist only of a few words. We mean that each sentence or phrase should not contain a single superfluous word, whether the sign contains one line or a hundred. Avoid repeating. Let every phrase be a concise and separate description of some characteristic quality of the product advertised. Merely the name of the firm and the article's name is not enough for a bulletin sign. It distinguishes it from no other of the same kind. Just as soon as the merits of the article are begun to be enumerated, just that moment advertising is begun. I claim that a few of the selling qualities of an article should always be enumerated in a large advertising sign in small letters. Some persons will merely read the large letters and pass on—the same class that gets no further than the headlines of a newspaper—always in a hurry. There are many others, however, who will digest everything connected with it. These are the ones who are generally the best customers.

Why would it not be a good idea to call the large lines of lettering in a sign, the Headlines.

A good backing up material for gold letters can be made of white lead finely ground in linseed oil and colored with chrome yellow. Tint as near gold color as possible. Add a little elastic varnish and thin to a working consistency with turps.

Powdered charcoal makes a good smaltz for ground work. Better than sand.

Blue is undoubtedly the best color for the ground of a sign. It is a receding color, and will naturally throw letters out in relief, particularly if they are lined around with black.

If any of your poster men want a paste that won't wear off, rub off nor wash off, try this: Beat to a batter four ounces of common starch, two ounces white dextrine, ten ounces cold water; then dissolve ten ounces borax in one-half gallon boiling water and add three ounces glycerine; add the batter to this, and stir until it becomes partly transparent. Being very flexible, this paste will not crack; consequently, the paper will not peel off. It is the drawing of the paper when contracting that breaks it. Glycerine added to any kind of paste improves it.

Never thin paste with cold water if you want it to do good service. Paste does better, anyway, when hot. Use wooden vessels, particularly if the paste contains alum.

The question: Can a young man learn sign painting without serving an apprenticeship? has been repeatedly asked through the columns of the trade magazines. Most assuredly. The copies are on every hand. I would want no better pointers than those given by Hoke's sample billboard in the last issue. Eternal practice is the price of proficiency.

To make transparent cloth for illuminated signs, take pulverized white rosin one pound, bleached linseed oil twelve ounces, white beeswax three ounces, Venice turpentine twelve ounces. Heat the first three articles until dissolved, then add the turpentine while hot. Stretch the cloth tight.

I presume there is not a man on earth who knows why gold leaf will change color sometimes. Beautiful gold signs have spurted in a year's time, appearing as though every other leaf was copper. Many theories have been advanced, but all are fallible. We know one thing, it occurs oftener in localities where there is much smoke. The copper appearance can sometimes be removed by washing with diluted sulphuric acid or vinegar.

Answers to Correspondents.

E. L. W. asks if there is any way to put paper on painted buildings so that it will stick and not flay at the edges. Yes, sir. Wash the walls with a strong solution of pearl ash, applying with an old brush. When thoroughly dry, if your paste is O. K., the paper will stick securely and will not flay.

A. J. S. sends a description of making stencil signs without showing the ties that hold the parts of the letters together, and asks if it may be patented. Any new and useful device may be patented if you can prove that you are the originator. In your case, however, I have seen the same ideas advanced as long ago as six or seven years. The *Painters' Magazine* for March gives an extensive description of it, together with several illustrations. If it has not been presented at the patent office, you might possibly get it patented. My advice, however, would be to let it alone. Although it is a superior way to stencil signs, we can see nothing in it, as it would come in that class of patents that are easily pirated, the same as letter patterns, and you would get little, if anything, out of it.

Purely Personal.

Victor Burnham, of 439 Carlisle avenue, Cincinnati, is a sign painter who believes in distributing. He recently covered the Queen City entire with a circular which reads simply

WHO IS YOUR PAINTER?
VICTOR BURNHAM
CARLISLE AVENUE,
409 West of Central avenue,
Cincinnati.

The experiment was an unqualified success. Mr. Burnham is overrun with orders, and has added over a hundred to his list of regular customers.

LIST OF FAIRS 1897

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

ARKANSAS.

Monticello Monticello Fair Oct 13 to 16 J J Whitaker sec
Newport Jackson county Fair Newport Oct 7 to 9 L Hirsch sec
Pine Bluff Pine Bluff Fair Oct 10 to 22

COLORADO

Garfield Eagle and Pitkin counties Fair Sept 14 to 17 J B Hurlbut pres Parachute

CONNECTICUT.

Bristol Bristol Fair Sept 20-30 Ard Welton pres E F Gaylord supt races Milo L Morton sec
Collinsville Farmington Valley Agr Assn Sept 4 and 10 E A Hough sec
Danbury Danbury Fair Oct 4 to 9 S H Rundle pres G M Knudde sec J W Bacon treas
Guilford Guilford Agr Society Sept 29 A C Brewer pres George B Spencer treas A H Phelps sec
Killingworth Killingworth Agr Assn Oct 6 L P Parmelee sec
Meriden Meriden Agr Society Sept 15 to 17 G W Fairchild sec No state fair in 1897
Norwich New London county Agr Society Sept 21 to 23 Theodore W Yerrington sec
Rockville Tolland county Agr Assn Sept 7 to 9 T A Lake pres F R Tucker sec
Stafford Springs Stafford Springs Agr Society Oct — E C Dennis pres C B Gary sec
Suffield Suffield Agr Society Sept 21 and 22 Waldo S Knox pres E Hemenway sec
Wallingford Wallingford Agr Society Sept 8 to 9 Geo J Jones sec
Willimantic Willimantic Fair Assn Sept 28 to 30 J Griffin Martin pres A L French sec
Winsted Winsted Agr Corporation W T Hulbert pres E M Platt sec
Woodstock woodstock Fair Assn H W Hubbard sec

GEORGIA.

Atlanta State Fair Pope Brown pres Hawkinsville
Lawrenceville Gwinnett county Fair Oct 19 to 22 Maj W E Simmons pres W G McNeelley sec
Cuthbert Randolph county Fair July 12 W J Oliver pres Skillman B W Ellis sec
Tifton Midsummer Fair Assn July 7 to 9 Dr J F Wilson sec
Valdosta Valdosta Carnival July 13 to 16

ILLINOIS.

Aledo Mercer county Agr Society Sept 21 to 24 John Brady pres W H Graham sec
Auna Union county Fair Aug 31 to Sept 3
Atlanta Logan county Fair Sept 7 to 10
Avon The Avon Fair Sept 14 to 17 J P Johnson pres Julian Churchill sec
Belleville St Clair county Fair Assn Sept 7 to 10 Louis F Eidman pres Mascoutah August Barthel sec
Belvidere Boone county Fair Sept 7 to 10
Benton Franklin county Fair Sept 14 to 17
Bushnell McDonough county Aug 31 to Sept 3
Camargo Douglas county Fair Sept 7 to 10
Cambridge Cambridge Fair Sept 20 to 24 Jas Pollock sec
Camp Point Adams county Aug 30 to Sept 4
Carmi White county Agr Fair Sept 7 to 11 R L Organ sec
Carrollton Green county Oct 12 to 15
Carthage Hancock county Fair Sept 6 to 10
Cattin Vermilion county Aug 17 to 21
Centralia Centralia Fair Assn No fair in 1897
S A Frazier sec
Champaign Champaign county Fair Sept 1 to 3
Charleston Coles county Fair Sept 14 to 18
Clinton DeWitt county Aug 30 to Sept 3
Danville Vermilion county Aug 17 to 20
Delavan Tazewell county Aug 31 to Sept 3
Elmwood Elmwood Fair Aug 24 to 27 W J Smith pres C F Graham treas C A Snyder sec
El Paso Woodford county Sept 13 to 17
Fairbury Livingston county Sept 6 to 10
Farmer City DeWitt county Sept 7 to 10
Freeport Northern Illinois Agr Assn Sept 7 to 10
H F Aspinwall pres Jas R Conley sec
Galena Galena Fair Sept 28 to Oct 1 George S Avery pres Wm Barnes treas Frank Bostwick sec
Golconda Golconda Fair Assn Oct 1 to 4 Barney Phelps sec
Grayville Hon John Landrigan pres W A Mussett sec Clifton Oxman gen supt
Griggsville Pike county Aug 3 to 6 J F Hatch sec
Homer Champaign county Aug 24 to 27
Hoopeston Vermilion county Aug 24 to 28
Indianola Vermilion county Sept 7 to 10
Jacksonville Morgan county Aug 17 to 20
Jerseyville No Fair in 1897
Jonesboro Union county Sept 14 to 17
Joslin Rock Island county Aug 31 to Sept 2
Kankakee Kankakee county Sept 13 to 17
Kewanee Henry county Sept 13 to 17
Knoxville Knox county Fair Sept 21 to 24 J F Latimer pres O L Campbell sec
La Harpe Hancock county Aug 23 to 27 Geo F Otto pres Judd Hartzell sec
LeRoy McLean county Sept 14 to 17
Libertyville Lake county Sept 14 to 17
Macomb McDonough county Aug 16 to 20
Marion Marion Fair C M Kern treas W H Bundy sec
Mendota LaSalle county July 13 to 16
Monmouth Warren county Sept 7 to 10

INDIANA.

Anderson Fourth of July celebration J W Knight pres E T Brickley sec I E Mav treas
Angola Steuben Agr Assn Oct 4 to 9 H N Van Anken pres Orville Goodale sec
Bainbridge Putnam county Fair Aug 2 to 6 J C Bridger pres G W Starr treas A K Allison sec
Bedford Bedford Fair Assn Sept 20 to 25 Geo McDaniels supt
Boonville Boonville Fair Assn Sept 27 to Oct 2
Clanor Pelzer pres S W Taylor sec
Boswell Warren Agr society Sept 7 to 10 Henry Robertson pres H W Dimmich treas W H McKnight sec
Bourbon Bourbon Fair Oct 5 to 8 J W Eidson sec
Bremen Bremen Fair Sept 22 to 25 John Huff pres I L D Seiler treas Henry H Miller sec
Bridgeton Bridgeton Fair Assn Aug 23 to 28 Lee Overpeck pres F R Miller sec
Cayuga Cayuga Fair Assn Sept 20 to 24 J S Grondyke sec
Chrisney Spencer county Agr society Aug 30 to Sept 4 J C Haanes pres P C Jolly sec
Clay City Race meeting July 2 and 3 Fair Sept 6 to 11 W H Gairl pres W C Duncan sec
Columbus Bartholomew county Fair Aug 16
10 to 21 Ed Redman sec No Fair this year
Corydon Harrison county Agr Society Aug 23 to 27 Henry Wright sec
Covington F W & F Agr Assn Sept 14 to 17 W T Ward sec
Crawfordsville Montgomery county Agr Assn Sept 6 to 10 W W Morgan sec
Crown Point Lake county Fair Sept 7 to 10 A A Bibler sec
East Enterprise Switzerland and Ohio Agr Society Sept 7 to 10 Wm H Madison sec
Elwood Aug 30 to Sept 3 V E Evans sec
Evansville Tri-State Fair Dan S Rogen pres R Lakin sec
Flora Carroll county Fair Assn Sept 20 to 25 W E Callane sec
Fort Wayne Fort Wayne Driving Club Aug 9 to 13 H C Rockhill sec
Frankfort Clinton county Agr society Aug 23 to 27 James A Hedgcock pres C R Spence treas M H Belknap sec Geo Weaver general supt
Franklin Johnson county Agricultural Horticultural and Park Assn Aug 31 to Sept 4 S W Duncan pres W S Young sec
Greenfield Hancock county Agr society Aug 23 to 27 Chas Downing pres Ellert Tyner sec
Hagerstown Wayne county Agr Society Aug 9 to 14 F H Baldrige sec
Huntingburgh Dubois County Fair Assn Sept 13 to 18 E W Pickhardt pres Daniel Rentzschler sec
Indianapolis Indiana State Fair Sept 13 to 17 Chas F Kennedy sec
Kendallville Eastern Indiana Agr Assn Sept 27 to Oct 1 N B Newman pres John Mitchell treas J S Conlogue sec
Kentland Newton county Fair Assn Aug 30 to Sept 4 H A Strohm sec
Knox Starke county Fair Sept 13 to 18 A W Cates sec
Kokomo Howard county Fair Sept 6 to 10 W N Sumption sec
Lafayette Tippecanoe county Fair Aug 30 to Sept 3 W M Blackstock sec
Laporte Laporte county Fair Sept 21 to 24 J Vene Dorland sec
Lawrenceburg Lawrenceburg Agr society Aug 24 to 28 Harry Nowlen sec
Lebanon Boone county Agr Assn Aug 16 to 20 W A Buntin pres C W Scott sec
Liberty Union county Fair Assn Sept 6 to 11 H F McMahon sec

Linton Greene county Fair Sept 13 to 18 Jacob Herne sec
Madison Jefferson county Agr Society Aug 10 to 13 Thos Graham Jr sec
Marion Grant county Agr Society Sept 13 to 18 Geo Dicken pres H G Hamaker sec
Middletown Henry county Fair Aug 3 to 7 F A Wischert sec
Muncie Delaware county Fair Aug 23 to 28 M S Claypool sec
New Carlisle Farmers' Union Fair Assn Oct 5 to 7 A H Compton sec
Newcastle Henry county Fair Aug 16 to 21 J O Mendenhall sec
Newport Western Indiana race track and Fair Assn Sept 27 to Oct 2 C M Ward pres H V Nixon treas B S Aiken sec
Northwestern Indiana Fair Circuit W A Banks pres Laporte A A Bibler sec Crown Point
North Vernon North Vernon Fair Assn Aug 3 to 6 J W Mveys pres Fred H Nauer sec
Oakland Oakland City Fair Assn Aug 23 to 28 W M Cockrum pres W R Harris sec
Paoli Paoli Fair Sept 8 to 11 A W Bruner pres H F Davidson sec
Petersburgh No Fair in 1897
Plymouth Marshall county Fair Aug 31 to Sept 3 S N Stevens sec
Poplar Grove Poplar Grove District Fair Sept 27 to Oct 1 W W Smith pres A D Wood sec Address Carroll Ind
Portland Jay county A H & J Joint Stock Co Fair Sept 27 to Oct 1 James A Graves sec
Princeton Princeton Fair Sept 6 to 11 J W Johnson pres S V Strause sec
Remington Remington Fair Assn Aug 24 to 27 Jasper Grey sec
Riley Riley Agr society Sept 13 to 17 G H Butler pres Wm Clark sec and treas
Rochester Fulton county Fair Assn Sept 29 to Oct 2 Ed Spencer sec
Rockport Spencer county Fair Assn Aug 24 to 28 B F Bridges pres C M Partridge sec
Rushville Rush county Fair Assn Aug 31 to Sept 3 W L King sec W O Wallon pres
Salem Washington county Fair Aug 31 to Sept 3 H C Hobbs pres A Lanning treas E W Menough sec T M London general supt
Shelbyville Shelby county Fair Sept 7 to 11 W F Wray pres C E Auisden sec
Sheridan Hamilton county Fair Aug 9 to 14 John S Kircheval pres W W Cowgill sec
South Bend St Joseph county Fair Sept 27 to Oct 1 A W Byers sec
Swayzee Swayzee Tri-County Agr Society Aug 17 to 20 G W McManaman pres E C King sec
Terre Haute 32d annual Aug 30 to Sept 3 W T Beauchamp pres W D Duncan sec
Tipton Tipton Fair Assn Sept 20 to 25 W J Foster sec
Valparaiso Porter county Fair Sept 14 to 17 E S Beach sec W C Letherman speed ring
Vincennes Knox county Agr Assn Sept 27 to Oct 2 Isaac Lyons pres John Burke sec
Warren Warren tri-county Fair Sept 7 to 11 S C Roush pres Geo F Morgan treas W M Fleming sec
West Lebanon Warren county Fair Sept 21 to 24 Wm Goodwin pres M A Judy sec

IOWA.

Adel Dallas county Fair Aug 30 to Sept 3 J W Russell pres M A Locher sec
Afton Union county Fair Sept 28 to Oct 1 O E Davis sec L M Walker pres
Algona Kossuth county Fair Sept 28 to Oct 1 J W Wadsworth pres E B Butler sec
Allison Butler county Fair Sept 7 to 9 H C Brown pres I J Rogers sec
Alta Buena Vista county Fair Aug 25 to 27 M Adams pres C E Cameron sec
Anamosa Anamosa district Fair Aug 17 to 20 E R Moore sec D B Segworth pres
Ansonia Fayette county Fair Aug 24 to 27 R N Hilbard sec
Atlantic Cass county Fair Aug 30 to Sept 2 S W Straight sec
Audubon Audubon county Fair Sept 6 to 9 Robt Henderson pres C A Marlin sec
Bedford Taylor county Fair Sept 1 to 3 W F Evans pres H L Pierce sec
Belle Plain Big Four Fair Assn Aug 30 to Sept 2 W J Gunn pres J C Milner sec J M Moore advertising agent
Bloomfield Davis county Fair Aug 24 to 27 W T Slagle pres J C Bloward sec
Boone Boone district Fair Aug 3 to 5 John Keating pres John Birmingham sec
Briscol Adams Cass and Montgomery Fair Oct 4 to 7 T I Hall pres C C Calkins sec
Britt Hancock county Fair Sept 14 to 16 M B Saff pres Thos A Way sec
Carroll Carroll county Fair and Driving Park Assn Aug 17 to 20 H A Jmrod sec A L Wright pres
Cascade Cascade Driving Park and Fair Ground Assn Aug 30 to Sept 3 W A Fairburn pres Chas I Kay treas J H Klinker sec
Centerville Appanoose county Fair J T Connor sec
Central City Wapsie Valley Fair Aug 31 to Sept 3 I P Bowditch pres Fred McLeod treas E M Sawyer sec
Chariton Lucas county Fair Sept 28 to Oct 1 G J Stewart pres W M Householder sec
Charles City Floyd county Fair Sept 14 to 17 H N Ervay pres C M Carr sec
Clarion Wright county Fair Sept 21 to 24 W C Brown sec
Clarinda Page county Fair Aug 31 to Sept 3 Mill Knox pres W L Lundy sec
Columbus City Columbus Junction District Fair Aug 24 to 27 W H Letts pres R S Johnston sec
Corning Adams county Fair Sept 20 to 23 J M Devore pres E J Miner treas H E Westrop sec
Corydon Wayne county Fair Sept 6 to 10 J N Davison pres H K Evans sec
Cresco Howard county Fair Sept 7 to 11 C D Nichols pres J C Webster sec
Danbury Danbury District Fair Sept 2 to 4 I B Sauter sec
Davenport Havenport Fair and Expo Sept 6 to 10 P W McManis sec
Decorah Winneshiek county Fair Aug 31 to Sept 3 H S Coffeen sec

Denison Crawford county Fair Sept 14 to 4 S H Greek pres C F Cassaday sec
Des Moines Ia Iowa State Agr Society Sept 9 to 18 W W Field pres Odell P L Fowler sec
DeWitt Clinton county Agr society Sept 14 to 17 Geo D Stiggs pres C Christensen sec L S Harrington treas
Dunnellson Lee county Fair Sept 14 to 17 E F Arnknecht sec John Hoffman pres
Eldon Hardin county Fair Aug 31 to Sept 4 H F Carter pres J W Peisen sec
Eldon Eldon Big Four District Fair Sept 7 to 10 W G Crow pres H R Baker sec
Emmetsburg Palo Alto county Fair Sept 1 to 3 Dr J C Davies pres Lewis Stuehmer sec
Fairfax Prairie Valley Fair Assn Aug 24 to 27 Henry M Shaub pres E H Knickerbocher sec
Fairfield Jefferson county Fair Aug 31 to Sept 2 S K West pres L J Marcy sec
Fonda Big "4" District Fair Assn Aug 31 to Sept 3 E Kay pres R Wright sec
Forest City Winnebago county Fair Sept 6 to 8 T F Koto pres H M Hanson sec
Greenfield Adair county Fair Sept 7 to 10 Ernest Bank pres W L Freeman sec
Grinnell Poweshiek Central Aug 17 to 19 H E W Clark pres J E Van Evera sec
Grundy Centre Grundy county Fair Sept 7 to 9 Fred J Frost pres C W Reynolds sec
Guthrie Centre Guthrie county Fair Oct 4 to 8 P H Edge pres W H Cahill sec
Hampton Franklin county Fair Sept 7 to 10 David Muir pres David Vought sec
Haran Shelby county Fair Assn Aug 24 to 27 L B Pickard pres W T Shepherd sec
Holstein Holstein District Fair Sept 6 to 9 J Weinert pres W F Hutton sec
Humboldt Humboldt county Fair Sept 22 to 24 A A McKittrick pres A M Adams sec
Ida Grove Ida county Fair Sept 22 to 24 Hon H Nicoll pres Andrew Preston sec
Independence Buchanan county Fair Sept 7 to 10 L J Dunlap pres A H Farwell sec
Indianola Warren county Fair Sept 13 to 16 J T Wallace pres Carl Anderson sec
Iowa City Johnson county Fair Aug 23 to 26 J C Schrader pres A W Bradley sec
Jellerson Green county Agr Fair D L Howard sec
Keosauqua Van Buren county Fair Aug 25 to 27 Geo C Infield pres W E Davis sec
Knoxville Marion county Fair Aug 24 to 27 Walter Elliott pres T C Gibson sec
Lenox Lenox District Fair Sept 28 to Oct 1 M F Brown pres M F McHenry sec
Lueville Lueville District Fair Assn Sept 21 to 24 W B Wasson pres T J Lovett sec
Malcom Poweshiek Central Fair Aug 24 to 27 M H Meiger pres James Nowak sec
Malvern Mills county Fair Sept 21 to 23 J M Kline pres I J Swain sec
Manchester Delaware county Fair Aug 31 to Sept 3 W H Hogan pres H E Miles sec
Mapleton Maple Valley Fair Assn Aug 30 to Sept 2 John Carhart pres J E Jettone sec
Magnolia Jackson county Fair Sept 7 to 10 Hon A Hurst pres Adam Ringlip sec
Marcus Cherokee county Fair Sept 1 to 3 H M Ferrin pres H B Robeson sec
Matongo Iowa county Fair Sept 20 to 24 Ellis Hakes pres H M Rowland sec
Mason City Cerro Gordo county Agr Society Sept 13 to 16 John D Glass pres Wm Letts sec
Mechanicsville District Fair Aug 24 to 27 J J Mershon sec
Milton Milton District Fair Aug 31 to Sept 3 Geo W Bell pres H C Hill sec
Monticello Jones county Fair Aug 24 to 27 E E Hicks pres G E Bishop sec
Mount Airy Ringgold county Fair Sept 7 to 10 J W Scott pres Clyde Dunning sec
New Hampton Chickasaw county Fair Sept 1 to 3 G W Higelow pres F McLean sec
New Sharon New Sharon District Fair Sept 21 to 23 Sidney Harper pres Chas Fieghly sec
Newton Jasper county Fair Sept 6 to 10 S G Russell sec H H Parsons pres
National Clayton county Fair Sept 7 to 10 John E Carlett pres F M Adams sec
Nevada Story county Fair Aug 24 to 26 Frank H Greenwalt sec
Northwood Worth county Fair Sept 8 to 10 Nels Theelson pres Bert Hamilton sec
Odebolt Central West Iowa District Fair W J Summerville pres W N Christel sec
Ogden Boone county Fair Sept 21 to 24 S T Steelsmith pres J H Eade sec
Orange City Sioux county Fair Sept 22 to 24 F J Lohr sec
Osage Mitchell county Fair Sept 2 to 4 W L Eaton pres W C Moss sec
Oskaloosa Mahaska county Fair Sept 6 to 9 Geo S Pluh pres L S Shigley sec
Ottumwa Wapello county Fair Aug 16 to 19 Ben S Bruson sec
Oxford Oxford District Fair James Sherlock pres F W Sies sec
Pella Lake Prairie District Fair Sept 28 to Oct 1 John McCook pres Chas Porter sec
Perry Perry District Fair Sept 27 to 30 Allen Bred pres J T Davis sec
Rhodes Eden District Agr Society Fair Sept 21 to 23 W A Nichols pres Thomas Watts sec
Rockwell City No Fair in 1897
Ruthven No Fair in 1897
Sac City Sac county Fair Sept 7 to 10 Frank E Bliggs sec
Salem Salem and Hillsboro District Fair Sept 7 to 10 Joel Jones pres Enoch Berry sec
Seymour Seymour District Agr Society Sept 13 to 17 J T Lowry pres R E Lowry sec
Shelby Shelby District Fair Sept 7 to 9 Roy Linn pres H E Clapp sec
Sibley Osceola county Fair Sept 14 to 16 T S Redmond sec
Strawberry Point Strawberry Point District Fair Aug 24 to 27 J C Flemmiken pres H W Seofield sec
Sutherland O'Brien county Fair Sept 1 to 3 W S Hitchens pres L J Pice sec
Tipton Tipton Fair Assn Aug 31 to Sept 3 J E Moffit pres J Sweinhart sec
Toledo Tama county Fair Sept 28 to Oct 1 W G Malin pres A G Smith sec

Tracer District Fair Aug 31 to Sept 2 S H West pres J B Dennis sec
Victor District Fair Sept 6 to 8 D R Connolly pres S T Allison sec
Village Union Fair Sept 6 to 9 D W Jackson pres F L Ingman sec
Benton County Fair Sept 7 to 10 J W Pitt pres L A Mitchell sec
Wavello Louisa Co Agr Socy Sept 7 to 10 N W McKay sec
Washington Washington county Fair Aug 30 to Sept 2 C R Wells pres I D Glasgow sec
Waukon Allamakee co Agr Society Sept 14 to 17 C M Beeman pres J E Baxter vice pres J R Duffy treas Wm S Hart sec
Webster City Hamilton county Fair Sept 7 to 10 J W Adams pres I M Greenwood sec
West Branch Cedar county Fair Aug 18 to 20 J H Farrell pres A A Madison sec
West Liberty West Liberty Fair Sept 6 to 9 Albert Whiteacre pres W H Shloman sec
West Point West Point District Fair Sept 28 to Oct 1 John Walljasper sec
West Union Arlington Agr Society Aug 31 to Sept 3 G D Barnall pres L L Farr sec
What Cheer What Cheer District Fair Assn Sept 27 to 30 E R Hatcher pres T C Legoe sec
Wilton Junction The Wilton Fair Sept 21 to 23 J M Rider sec
Winfield Eastern Iowa District Fair Aug 31 to Sept 3 Theo Russell pres E C Hinkle sec
Winterset Madison county Fair Sept 28 to Oct 1 W A Forbes pres C A Lee sec

KANSAS.

Burlington Coffee county Fair Sept 13 to 17 W J Armstrong pres M E Grimes treas J E Woodford sec
Clay Centre Clay county Fair D H Myers pres Walter Puckey sec
Fredonia Fredonia Agr Society Aug 24 to 27 J T Cooper sec
Garnett Anderson county Fair Assn Aug 31 to Sept 3 J W Garrison pres Geo Patton sec
Hawatha Brown county Fair G J Johnson pres Grant W Harrington sec
Iola Allen county Agr Society Sept 8 to 11 A L Taylor pres Lute L Northrup treas H L Henderson sec
Maple Johnson county Fair Aug 24 to 27 W A Pugh sec
Osawatomie Franklin county Fair Sept 20 to 25 Chas H Ridgeway sec
Paola Miami county Agr society Sept 28 to Oct 1 J F Bradbury pres P L Ware treas W J Carpenter sec
Sedalia No Fair in 1927
Winfield The Cowley county Fair and Driving Park Assn Sept 14 to 17 F W Schwantes pres P H Albright treas W S Kennedy sec

KENTUCKY.

Alexandria Campbell county Agr Society Aug 24 to 28 F M White pres J I Wright sec
Bardonia Bardonia Fair Assn Aug 17 to 20 Bowling Green Warren county Fair Assn Sept 8 to 11 J H Malloy pres J M Robertson sec
Danville Danville Fair Assn Aug 3 to 7 C P Cecil pres Saml Lyons sec
Elizabethtown Elizabethtown Fair Assn Aug 17 to 21 J A Kinkead sec
Ellendale Ellendale Fair Aug 2 to 7 W T Kapier pres Curdsville R T Smith sec Sorgho Germantown Germantown Fair Sept 1 to 4 D A French pres John R Walton sec
Greenville Muhlenburg county Fair Assn Oct 12 to 15 Dr T J Slayton pres W L Phillips sec
Hartford Ohio county Fair Sept 30 to Oct 2 T L Griffin pres W G Hardwick sec
Lancaster Garrard county Fair July 16 to 17 John M Barra sec
Lawrenceburg Lawrenceburg Fair Aug 17 to 20 N J W Gaines sec
Lebanon Marion county Fair Assn Aug 10 to 13 Saml T Spaulding sec
Madisonville Hopkins county Fair Aug 25 to 28 J B Atkinson director in chief C C Givens sec
Owensboro Davies county Fair Assn Oct 5 to 9 Paduch Paduch Fair and Expo Assn Sept 7 to 10 Races July 5 and 6 James M Lang pres Alex Kirkland sec
Paris No Fair in 1927
Richmond Madison County Fair Assn July 20 to 25 S A Deatherage sec
Shelbyville Shelby County Agr and Mec Assn Aug 24 to 27 T J Doolan pres Shannon Reid treas J M Logan sec
Shepherdsville Bullitt county Fair Assn Aug 24 to 27 Wm Simmons pres N T Morrow sec
Uniontown Union county Fair Oct 5 to 9 J W Proctor pres W A Berry sec
Versailles No Fair in 1927
Williamsville Whitley County Fair Assn Sept 1 to 3 Walker Mason pres Nick Daniel sec

MAINE.

Bangor Eastern Maine State Agr Society Maplewood Park Aug 30 to Sept 1
Bellows Falls Waldo county Agr Society Sept 21 to 22 Blue Hill Hancock county Agr Society Mountain Park Sept 21 to 23
Bridgton Farmers and Mechanics Club Sept 21 and 24 S S Fuller pres Isiah S Webb sec
Buxton Buxton and Hollis Agr Society Aug 31 to Sept 2
Cornish Ossipee Valley Union Agr Assn Aug 24 to 26
Damariscotta Lincoln county Agr Society Oct 5 to 7
East Eddington East Eddington Farmers Club Sept 15 and 16
Ellsworth Hancock county Fair Assn Sept 6 to 10
Farmington Franklin county Agr Society Sept 14 to 16
Gorham Cumberland county Agr Society Narragansett Park Sept 7 to 9
Gray Gray Park Assn Aug 24 to 26 Wm P Haskell pres J W Stevens sec
Harrison Northern Cumberland Agr Society Sept 21 and 22
Holland East Somerset Agr society Sept 7 to 9 F W Thompson pres S H Goodwin sec

Lewiston State Agr Society Aug 30 to Sept 1
Monroe Waldo and Penobscot Agr Society Sept 14 to 16
Pembroke Washington county Agr Society Sept 15 and 16
Portland New England Fair Aug 16 to 21 F H Appleton pres Peabody E T Rowell sec Lowell
Readfield Kennebec county Agr Society Sept 7 to 9
Unity North Waldo Agr Assn Unity Trotting Park Sept 20 and 21
West Cumberland Cumberland Farmers Club Fair Sept 28 and 29

MARYLAND.

Easton Talbot county Fair Aug 31 to Sept 3 Jos R Harrington pres Mattin H Higgins sec
Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec
Hagerstown Oct 12 to 15
Rockville Montgomery Co Fair Aug 31 to Sept 2 John R Minicaster sec Norbeck
Timonium Maryland State Fair in conjunction with Baltimore county Fair Sept 14 to 17 H C Longnecker sec Towson Md
Upper Marlboro Aug 17 to 20

MASSACHUSETTS.

Amesbury Amesbury and Salisbury Agr society Fair Sept 25 to 30 A H Fielden sec C W Woods pres Newbury
Amherst Hampshire county Fair Sept 28 and 29 Herbert Sabin sec Geo P Smith pres Sunderland
Athol Worcester Northwest Fair Oct 5 and 6 J H Humphrey sec B W Spooner pres
Barnstable Barnstable county fair Aug 31 to Sept 2 H M Hutchins sec John Simpkins pres Yarmouth
Barre Worcester county West Sept 30 and Oct 1 Matthew Walker sec Geo Mixer pres Hardwick
Blanford Union county Fair Sept 15 to 17 E W Roise sec Geo Emmons pres
Boston Massachusetts Horticultural Fair Sept 30 and Oct 1 Robert Manning sec Francis H Appleton pres Peabody
Iridgewater Plymouth county Fair Sept 15 to 17 Geo M Hooper sec J N Nutter pres
Brocton Brocton Fair Oct 6 to 9 Hon H W Robinson pres E M Thompson treas Ira Copeland sec
Charlemont Deerfield Valley Fair Sept 16 and 17 S W Hawkes sec C R Leavitt pres
Cummington Hillside Fair Sept 28 and 29 W G Atkins W Cummington sec S W Clark pres
Fitchburg Worcester North Fair Sept 21 and 22 John H White sec Lunenburg J L Harrington pres Lunenburg
Framingham Middlesex South Fair Sept 14 to 16 Geo C Blades sec S Framingham Geo L Whitney pres
Great Barrington Housatonic county Fair Sept 20 and 31 Frank H Briggs sec C A Benedict pres Egremont
Greenfield Franklin county Fair Sept 23 and 24 F N Thompson sec A S Smith pres Colrain
Hingham Hingham county Fair Sept 28 and 29 Wm H Thomas sec E L Ripley pres
Lancaster Worcester East Fair Sept 16 and 17 W A Kilbourn sec South Lancaster John E Thayer pres
Lowell Middlesex North Sept 16 to 18 E T Rowell sec A C Verrum pres
Marshfield Marshfield county Fair Aug 25 to 27 Francis Collamore sec North Pembroke Walter Hall pres
Middlefield Highland county Fair Sept 8 and 9 John T Ryan sec Jonathan McElwain pres
Nantucket Nantucket Agr Society Sept 1 and 2 J F Murphy sec Thos G Macy pres
North Attleborough Manufacturers Agr Fair Aug 31 and Sept 1 Wm H Pond sec W H Riley pres
North Adams Hoosac Valley Fair Sept 22 and 23 Geo F Adams sec W B Plunkett pres
Northampton Hampshire Franklin and Hampden Fairs Oct 6 and 7 S S Warner sec H C Comins pres Hadley
Oxford Oxford Fair Sept 21 and 22 W H H Thurston sec J W Stockwell pres Sutton
Palmer Eastern Hampden Fair Sept 21 and 22 F B Barton sec A D Norcross sec Monson
Peabody Essex Fair Sept 21 to 23 Francis H Appleton sec Chas S Sargent pres Brookline
Pittsfield Berkshire Fair Sept 14 to 16 Chas H Wright sec F A Palmer pres Stockbridge
South Weymouth Weymouth Fair Sept 23 to 25 H Wilbur Byer sec B E Poole pres Rockland
Spencer Spencer Fair Sept 23 and 24 F B Watson sec J J Comins pres
Springfield No Fair in 1927 W F Gale sec
Sturbridge Worcester South Fair Sept 16 and 17 E V Corey sec A B Chamberlain pres
Taunton Bristol county Fair Sept 21 to 23 Gertrude Williams sec W C Bayliss pres
Tisbury Blackstone Valley Fair Sept 28 and 29 Augustus Stoy sec Saml B Fair pres
West Tisbury Martha's Vineyard Fair Sept 21 and 22 B T Hillman sec Edgartown H G Morton pres
Worcester Massachusetts State Grange Fair Aug 31 to Sept 3 John B Bowker sec W C Jewett pres

MICHIGAN.

Allegan Allegan county Agr Society Sept 28 to Oct 1 Chas Miner pres T S Updyke sec
Ann Arbor Washtenaw County Fair Assn Sept 28 to Oct 1 E E Leland pres R C McAllister sec
Bad Axe Huron county Agr Society John J Murdoch pres A L Wright sec
Caledonia Caledonia Union Fair Oct 6 to 8 Chas H Klusec sec
Coldwater Branch county Fair Assn Sept 21 to 24 A J Aldrich sec
Coopersville Sept 21 to 24 C DeVos sec
Caro Caro District Agr Assn Sept 28 to Oct 1 Chas Montague pres F B Ramsford sec
Dowagiac Dowagiac Union Fair Sept 28 to Oct 1 Samuel Johnson sec

Grand Rapids Michigan State Agr Society Sept 6 to 11 Wm Ball pres Hamburg H S Fralick sec
Hillsdale Annual Hillsdale Fair Sept 26 to Oct 1 C W Terwilliger sec
Ionia Ionia Dist Fair Assn Luther E Hall pres W L Peck treas Chas A Cornell sec
Ironwood Gogebec county Agr Society Sept 9 to 11 W S Goodland pres C E Hank sec
Litchfield Fair for 1927 doubtful L R Agard sec
Muskegon Muskegon county Fair Sept 7 to 10 J C Ford pres Fruitport R A Fleming sec
Owasco No Fair in 1927 E O Dewey sec
Plymouth Plymouth Fair Assn Sept 14 to 17 J M Collier sec
Traverse City Grand Traverse county Agr and Ind Society Sept 21 to 24 John White pres Solon E O Ladd sec

MINNESOTA.

Ada Norman county Agr society Louis Hintze sec
Aitken Aitken county Agr and Stock Breeders' Assn W B Marr sec
Albert Lea Minnesota State Butter and Cheese Makers' Assn John A Turnbull sec Wells
Albert Lea Freeborn county Agr society G N Honkins sec
Alexandria Douglass county Agr Society Sept 25 to 27 W I Jordan sec
Austin Mower county Agr society N S Gordon sec
Barnum Carlton county Agr society W H Noyes sec
Benson Swift county Agr society J W Clark sec
Bird Island Renville county Agr society I S Gerald sec
Blue Earth City Faribault county Agr society Oct 4 to 6 W Whitfield sec
Caledonia Houston county Agr society R P Dorval sec
Cambridge Isanti county Agr Society Sept 22 and 23 W H Dunbar sec
Carver Carver county Agr society W H Noyes sec
Chaska Chaska Agr Assn Sept 23 to 25 V J Greiner sec
Crookston Northern Minnesota Agr and Driving Assn J V E Wyatt sec
Currie Murray county Agr Society Oct 7 and 8 Neil Currie sec
Duluth St Louis county Agr society Sept 22 to 23 J E Cooley sec
Elbow Lake Grant county Agr society H W Barker sec
Fairmont Martin county Agr society Sept 27 to 29 Edw F Wade sec
Faribault Rice county Agr society N S Erlise pres
Farmington Dakota county Agr Society Sept 21 to 23 W H Brownell sec
Fertile Polk and Norman county Fair Assn John Holton sec
Fosston Thirteen Towns' Agr society A W Foss sec
Garden City Blue Earth county Agr Society Sept 1 to 3 E W Parker pres W H Over sec Edgar Dilley treas
Halleck Kittson county Agr society R A Nelson sec
Hamline State Agr Socy Sept 6 to 11 Ed Weaver pres Mankato E W Randall sec
Howard Lake Wright county Agr Society Sept 28 to 30 J C Holbrook sec
Hutchinson McLeod county Agr Society Sept 15 to 17 H C Lyon pres J F Slover sec
Jackson Jackson county Agr society F E Bailey sec
Kasson Dodge county Agr Society Sept 14 to 17 Aug E Anderson sec
Le Sueur Le Sueur county Agr Society Sept 15 to 17 M W Grimes sec
Long Prairie Todd county agr society A L Strauss sec
McIntosh McIntosh county Agr Society Sept 6 to 10 C E Auman sec
Madison Lacqui Park Agr Society Sept 23 to 25 H L Howden sec
Mora Kanabec county agr society M E Ruthenford sec
Morris Stevens county agr society D T Wheaton sec
New Ulm Brown county Agr Society Aug 28 to 28 Albert Steinhauer sec
Northfield Rice county Union C H Pierce sec
Owatonna Steele county Agr Society Aug 25 to 27 J Frank Dean sec
Park Rapids Shell Prairies Agr Society Sept 16 to 18 H F Witter sec
Pine City Pine county agr society J D Vaughan sec
Pipestone Pipestone agr society Robert Searf sec
Preston Fillmore county Agr Society Sept 15 to 17 W I Dursf sec
Princeton Mille Laes agr society J W Hartman sec
Redwood Falls Redwood agr society O L Dornberg sec
Rush City Chicago and Pine Agr Society Sept 14 to 16 V D Eddy sec
St James Watwan Agr Society Sept 22 to 24 F B Lynch sec
St Paul State Fair Sept 6 to 11 Ed Weaver pres Mankato A B Moffatt treas Mankato E W Randall sec Hamline
St Peter Nicollet Agr Society Sept 1 to 3 John A Johnson sec
St Vincent St Vincent Union Industrial Assn Oct 7 and 8 Wm G Deacon sec
Slayton Murray county agr and mechanical Fair Assn W J McAllister sec
Waseca Waseca county A M & I Society Sept 2 to 4 E R Latham sec
Windon Cottonwood agr society L J Robinson sec

Winnebago Faribault Agr and Joint Stock Society Sept 30 to Oct 2 M H Oliver sec
Worthington Nobles Agr Society Sept 21 to 23 E A Tripp sec
Zumbrota Goodhue Agr Society Sept 29 to Oct 1 M H Baskfield sec

MISSOURI.

Belton Belton Fair Assn Aug 17 to 20 W A Hill sec
Cape Girardeau Southeastern District Agr Socy Oct 12 to 16 E H Eugelmann sec
Carrollton Carroll County Fair Assn Aug 24 to 27 R P Queen sec
Chillicothe Chillicothe Fair Assn Sept 7 to 10 John W Graves pres A P Shour sec
Dexter The Stoddard county Agr Society Aug 24 to 29 A A Jondt pres C D Bailey sec
Edina Knox county A & M Assn Aug 24 to 27 R M Biggerstaff pres J J Jack sec
Fulton Callaway county A & M Society Sept 7 to 10 J S Watson pres J R Penn sec
Harris Harris District Fair Assn Aug 23 to 27 John T Haley pres Dr W H Watson sec
Holden Holden Fair Aug 10 to 13 Thomas Kenady sec
Kihoka Clark county A & M Assn Aug 31 to Sept 3 Wm Boulevard pres Jos Vandolali sec
La Plata La Plata Fair Assn Aug 31 to Sept 2 A S Kay pres G B Easley sec
Lee's Summit Jackson county Fair Assn Sept 28 to Oct 1 E M Hanlon sec
Maitland Nodaway Valley Fair Assn Aug 17 to 20 Ed L Hart sec
Mexico Mexico Fair Assn Aug 10 to 14 S R Cook pres Theodore Williams sec
Milan Sullivan county Fair Sept 8 to 11 James Sterling pres Cory B Long sec Wm McClanahan supt
Platte City The Platte county A & M Assn D A Chesnut pres Wm Lorman sec
Rich Hill Rich Hill Fair Assn Aug 17 to 20 S T Broadus sec
Rockport Rockport Fair Assn Sept 14 to 17 J W Young sec
St Joseph St Joseph Fair Assn Aug 23 to 25 Palmer L Clark sec
St Louis St Louis Fair Assn Oct 4 to 9 Robert Aull vice-president and genl manager Jos A Murphy sec
Trenton Trenton Fair Sept 14 to 17 P H Vahey sec
Springfield Springfield Fair Assn Sept 6 to 11 H F Denton sec
Washington Franklin County A & M Assn Sept 8 to 11 Louis F Poes sec

NEBRASKA.

Ainsworth Brown county Sept 30 to Oct 2 D D Carpenter pres C F Barnes sec
Auburn Nemaha county Sept 28 to Oct 1 Wm Watson pres C F Neal sec
Aurora Hamilton county Sept 14 to 17 T A McKay pres L W Shuman sec
Bassett Rock county Agr society Sept 23 and 24 J H Putnam pres W T Phillips sec
Beaver City Furnas county Sept 28 to Oct 1 O W Clark pres I T Nickerson sec
Ferretad Phelps county Fair Assn Oct 5 to 8 C C Gibbons pres J F Wolfe sec
Blair Washington county Agr society Sept 14 to 16 A C Jones pres C T Faruham sec
Broken Bow Custer county Sept 28 to Oct 1 L H Jewett pres R R Threell sec
Central City Merrick county Agr society Sept 14 to 16 M Cuddington sec
Chadron Dawes county Agr society Sept 9 to 11 W W Wilson pres Wm Wilson treas R F Putnam sec Chas Mann general supt
Clay Centre Clay county Fair Sept 28 to Oct 1 B W Campbell pres W J Gardiner treas I F Ervar sec B H Dunn general supt
Columbus Platte county Sept 29 to Oct 1 L H North pres Gus Beecher sec
Culbertson Hitchcock county Agr society Sept 13 to 15 W Z Taylor sec
David City Butler county Sept 21 to 24 E Sholes pres F G Hall sec
Elmwood Elmwood Agr Assn Sept 7 to 10 H G Beardslee sec
Elwood Gosper county Fair Assn Sept 8 to 11 W T Parkinson pres A M White sec
Fairbury Jefferson county Sept 7 to 10 J Helvey pres W W Watson sec
Franklin Franklin county Sept 28 to 30 H M Warner pres A Blackledge sec
Fremont Dodge county Sept 28 to 30 W H Mead pres W H Haven sec
Geneva Fillmore county Agr Assn Sept 7 to 10 J D Hamilton sec
Gering Scotts Bluff county Fair Assn F D Wall sec
Grand Island Hall county Fair Sept 28 to Oct 1 W H Harrison pres D H Vantine sec
Greeley Centre Greeley county Fair Assn P J Kerrigan sec
Hartington Cedar county Sept 15 to 17 A B Gable pres Z M Baird sec
Harrison Sioux county Agr society F E Livermore pres W H Davis sec
Indianola Red Willow county Sept 14 to 17 W S Fitch pres McCook W A McCord sec
Kearney Buffalo county Sept 14 to 17 E J Hubbell pres J E Showe sec
Lincoln Lancaster county Agr society Oct 5 to 8 O W Webster pres H C Young sec
Loup City Sherman county Agr Assn Sept 13 to 15 C L Drake pres W R Mellor sec
Madison Madison county Sept 28 to Oct 1 A McGehee pres A C Tyrie sec
Madrid No Fair in 1927
Minden Kearney county Sept 7 to 10 L M Copeland pres E B Trough sec
Neligh Neligh Fair Assn Wm Campbell sec
Nelson Nuckolls county Agr Assn Sept 13 to 16 W G Bradley sec
Omaha Nebraska State Fair Sept 17 to 24 Milton Doolittle pres North Platte Robt W Furnas sec Brownville
Orleans Hallam county Agr society Sept 13 to 16 M B Holland pres Orleans Neb D K Waggoner sec Stamford Neb
Pawnee City Pawnee county Agr society Sept 15 to 17 C A Schaggsal sec

Plattsburgh Cass county agr society Sept 14 to 18 J H Becker pres C D Cummings sec

NEW HAMPSHIRE.

Bristol Bristol Fair assn Zera Tilton sec Plymouth Plymouth Fair assn Aug 31 to Sept 2 C C Wright sec

NEW JERSEY.

Trenton Great inter-state Fair Sept 27 to Oct 1 Jno Guild Mithhead sec Waverly Park N J State Fair Sept 6 to 10 Wm R Thompkins pres P T Quinn sec

NEW MEXICO.

Albuquerque Territorial Fair assn Sept 13 to 19 C F Myers pres J E Saint sec

NEW YORK.

Albion Orleans county Fair assn Sept 23 to 25 E A Rowley pres L H Beach sec Altamont Albany county Agr society and Expo Sept 13 to 16 Jas Keerholts pres Geo F Taylor sec

Pottsdam Racket Valley and St Regis Valley agr society Sept 21 to 24 F A Weed pres Harris H Fay sec Poughkeeps Dutchess county agr society Sept 21 to 24 R W Rives pres E R Bain sec

NORTH CAROLINA.

Burlington The Alamance Fair Oct — S H Webb sec Fayetteville Cumberland county agr assn Nov 10 to 12 G W Lawrence sec

OHIO.

Ada Tri-County Fair Aug 31 to Sept 3 A N Rice sec Akron Summit county Fair Oct 5 to 8 L S Elbright pres Geo W Brewster treas Albert Hale sec Mogadore

Greenville Burke county Fair Aug 23 to 27 J M Brown pres Delisle Ed Ammon treas Gordon F M Fisk sec Hicksville Hicksville Fair Sept 7 to 10 J M Ainsworth sec J R Coburn sec

Warren Trimble county Fair Aug 31 to Sept 3 S F Bartlett pres D D Morgan treas James I Kennedy sec Washington Guernsey county Fair Sept 28 to Oct 1 A S Clark pres Cambridge R S Frame treas V D Craig sec

OREGON.

La Grande Grand Ronde Valley agr society Oct 11 Medford Southern Oregon district fair Sept 21 to 25 W T York sec Salem State Fair Sept 30 to Oct 3 D H Looney pres Jefferson A Bush treas G D Gabrielson sec

PENNSYLVANIA.

Allentown The Allentown Fair Sept 20 to 24 Jeremiah Roth pres A W DeLong treas W K Mohr sec Beaver June 22 to 24 and Sept 14 to 17 John T Taylor pres J S Martin treas D S Barragh sec

Milton fair assn Oct 5 to 8 W P Has7... Susquehanna county agr society Oct and 6 R S Searle pres R B Sittle treas W A Titworth sec... Northampton county Agr society Oct 1 to 5 Frank T Gerret pres John R Rem-hammer treas John J Maus sec... New Castle New Castle fair Sept 1 to 4 Saml I McCarty pres H W Briggsby sec... Perry county Agr society Sept 21 to 24 I A Fry sec... Orangeburg Orangeburg Agricultural and Horticultural society Aug 31 to Sept 3 John T Shoener pres Hester S Albright treas Andrew C Eisenhuth sec... Oxford Oxford agr society Sept 1 to 24 H C Thomas sec... Eiders Landing Sept 14 to 17 Elias Ritts pres Isaac Miller sec... Philadelphia Penn Horticultural society Nov 1 to 4 David Rust sec... Luzerne county agr society Sept 21 to 24 A O Farinham pres J R Elret sec... Juniata county agr society Sept 15 to 17 W R Wharton sec... Berks Co Agr 180 Sept 7 to 10 James Melowen pres Cyrus T Fox sec... Union Agr Assn Oct 5 to 7 Hugh Lee pres Wm Melvin sec... Monroe county Agr society Sept 7 to 11 J H Shall pres W S Dintot treas T C Brown sec... Mercer county Agr society Geo H Fowler sec A S Reed pres Grove City... Tarentum Tarentum Fair Assn Aug 31 to Sept 1 J C Dunn sec... D C V Agr Assn No Fair in 1897 C B Hayes sec... Bradford county agr society Sept 21 to 24 Benj Kuykendall sec... Wyoming county Agr society Sept 15 to 17 S K Burgess pres W N Reynolds sec... Fayette county Fair W V Parshall sec... Warren Warren county Fair Sept 14 to 17 W Cowan sec... Washington Western Pa agr assn Sept 5 to 17 Wm A Taddy pres James S Forsythe treas Julius LeMoine sec... Watsburg Watsburg agr society Sept 7 to 10 A S Phelps sec... Wayneburg Fair assn Sept 21 to 23 J T Rogers pres T S Crago sec... Westfield Cowanesque Valley Agr society Sept 14 to 17 Dr James Masten pres C C Williams sec... Williams Grove Grangers' Interstate Fair Aug 23 to 28 R H Thomas sec Mechanicsburg... York York county Agr society Oct 4 to 8 John H Wogan pres McWolf Pa Edw Chapin sec

TEXAS.

Beton Bell county fair assn Nov — Ben D Lee pres L K Tarver sec... Corsicana Corsicana fair assn Oct 12 to 15 T B Roberts pres T D Hightower sec... Dallas State Fair and Expo Oct 16 to 31 L M Kuepflly pres Sydney Smith sec and mgr J B Adone treas... Dickinson Texas Coast fair assn Prof J W Mally sec Helen Tex... Groesbeck Limestone county fair No fair in 1897 S D Rugg sec... Hillsboro Hill county fair assn Oct 6 to 8 D W Campbell sec... New Braunfels Comal county fair assn Oct or Nov H Landa pres F Simon sec... Taylor Taylor fair assn Howard Hland sec... Victoria Southwest Texas fair Nov 21 to 5 L D Heston pres L N Hofer sec

VERMONT.

Brandon Brandon Fair Oct 5 and 6 H R C Watson pres F F Howold sec... Burlington Vermont state fair Aug 11 to Sept 4 Rutland Rutland county fair Sept 14 to 16 Geo T Choffee pres Fred A Field sec and treas... Waterbury Winooski Valley Agr assn Sept 7 to 10 G E Moody pres Geo W Atkin treas E G Hooker sec... Windsor Windsor county agr society Sept 22 to 24 John S Eaton sec

VIRGINIA.

Leesburg Leesburg Fair Aug 25 and 26 Geo W Holmes pres M S Purcell treas H C Sellman sec... Norfolk Norfolk fair assn Oct 1 to 4 John Mariner pres No fair in 1897... Richmond No fair in 1897... Staunton No fair in 1897... Kern sec and treas... Suffolk No fair in 1897... Winchester Shenandoah Valley agr society Sept 14 to 17 J K McCann pres E G Hollis sec

WEST VIRGINIA.

Clarksburg Clarksburg Fair Sept 7 to 9 C L Hickman pres M M Thompson sec... New Martinsville Wetzel county agr society Aug 11 to Sept 3 S R Martin sec... Pennington Ritchie county Agr assn Sept 14 to 17 L P Wilson pres Dr G P Sigler treas Will A Strickler sec... Wheeling State Fair Sept 6 to 10 A Reymann pres Geo Hook sec and treas

WASHINGTON.

Tacoma Pierre county fair assn Dr C W Chamberlin pres H E Knatvold treas Fred J Cheal sec

WISCONSIN.

Amherst Portage county Agr society Sept 14 to 16 J N Webster sec... Antigo Langlade county Agr Soc Sept 2 to 4 John McGreer sec... Appleton Fox River Fair and Driving Assn Aug 30 to Sept 3 M F Barlean sec... Arcadia Arcadia Agr & D P Assn Aug 24 to 27 F C Richmond sec... Ashland Ashland county Agr Soc Sept 14 to 17 R F Spencer sec... Augusta Eau Claire county Fair Sept 7 to 10 A J Cox sec... Baraboo Sauk county Fair Sept 28 to Oct 1 J S Hall sec... Beaver Dam Dodge county fair Sep 28 to Oct 1 C W Harvey sec... Bloomington Blake's Prairie Agr society Sept 9 to 11 John Carey pres H C Enke treas W H Ganser sec... Boscobel Boscobel Agr and D Assn Sept 11 to 13 F C Muttley sec... Cedarsburg Ozaukee County Agr Society Sept 28 to Oct 1 W H Riutelman pres D E McManley sec... Chetek Barron county Agr Soc Sept 7 to 9 Joseph E Cartright sec... Chilton Calumet county Fair Sept 6 to 8 L D Dorschell sec... Chippewa Falls Chippewa county Agr Society Aug 31 to Sept 1 Jesse R Harp sec... Cumberland Cumberland Agr & D P Assn Sep 14 to 17 H S Cumstock sec... Darlington Linn County Agr Society Aug 24 to 27 Geo F West sec... Dodgeville Iowa County Agr Society Aug 24 to 27 J B Hoskins pres G W Mundy sec... Duluth Sept 22 to 25... Durand Pepin Co Agr society Fair and races Sept 29 to Oct 1 J J Morgan sec... Elkhorn Walworth county Agr Soc Sept 28 to Oct 1 Geo L Harrington sec... Ellsworth Pierce county Fair Sept 22 to 24 E S Doolittle sec... Fenimore Fenimore Fair & D P Assn Aug 25 to 27 John Rogers sec race meeting July 5-6 Fond du Lac Kite Park Fair Assn Sept 7 to 11 H D Harkle sec... Galesville Trempeleau county Agr society Aug 17 to 20 F G Davis sec... Hortonville Agr Society H O Diestler sec... Hudson St Croix county Agr Soc Sept 15 to 17 Frank Maguire sec... Ironwood Sept 9 to 11... Lancaster 48th Annual Fair Grant Co Agr Socy Sept 14 to 17 D A Abrams pres T A Burr sec... Manitowish Industrial and Agr assn Sept 7 to 10 Dr E R Clark sec... Mauston Juneau county Agr Soc Aug 31 to Sept 2 J C Baldwin sec... Menominee Dunn county fair Sep 20 to 24 G Gallaway sec... Milwaukee Wisconsin State Fair Sep 20 to 25 T J Fleming sec Madison... Mineral Point Southwestern Wisconsin Fair Third Day July 5 Fair Aug 17 to 20 Geo J Cox pres W H Bennett sec... Monroe Green county Agr Soc Sept 1 to 4 Frank Snook sec... Phillips Price county Agr Soc Sept 9 to 11 Fred W Ruff sec

Portage Columbia county agr society Sept 14 to 17 Kennedy Scott sec Rio... Rhinelander Oneida county Agr Soc Sept 6 to 8 F E Parker sec... Richland Center Richland county Agr Soc Sept 21 to 24 J G Bunnell sec... Seneca Crawford county Agr Soc Sept 21 to 23 Fergus Mills sec... Seymour Fair and Driving Park assn Sept 6 to 9 A J Van Buren sec... Sparta Monroe county Agr Soc Aug 24 to 27 Reeve sec... Superior Sept 28 to 30... Tomah Eastern Monroe county Agr Soc Sept 7 to 9 M L Hinerman sec... Viroqua Vernon county Agr Soc Sept 14 to 17 F W Alexander sec... Wausau Wausara county Fair Sept 28 to 30 Gallart Tennant pres J W Jeffers treas W H Betray sec... Wausau Marathon county Agr Soc Aug 30 to Sept 1 L K Wright sec... Waukesha Waukesha county Agr Soc Aug 24 to 27 Frank W Harland sec... West Salem La Crosse county Agr Soc Sept 21 to 23 F H A Nye sec... West Bend Washington county Agr Soc Sept 27 to 29 Joseph Ott sec... West Superior Douglas county Agr Soc Sept 28 to 30 Fred M Williams sec... Weyauwega Waupaca county Agr assn Sept 21 to 24 W W Crane pres A L Hutchinson sec... Whitehall Trempeleau county Agr Ind and Driving Park assn Sept 28 to 30 H H Scott sec

CANADA.

Almonte North Lanark Sept 28 to 30 W P McEwen sec Almonte... Beachburg North Renfrew Fair Sept 30 and Oct 1 John Brown sec Beachburg... Belleville Ont Bay of Quinte District Fair Sept 14 to 17 J M Hurley sec Belleville Ont... Bowmanville West Durham and Darlington Agr society Sept 16 and 17 R Windatt sec Bowmanville... Brampton County of Peel Agr society Sept 28 and 29 Henry Roberts sec Brampton... Brantford southern Fair Sept 21 to 24 George Hateley sec Brantford... Cayuga Haldimand county Fair Sept 28 and 29 J W Sheppard sec Cayuga... Chatham Peninsular Fair Sept 21 to 24 A E Ham sec Chatham... Collingwood Great Northern Sept 21 to 24 J W Archer sec Collingwood... Drumbo Blenheim Agr society Sept 28 and 29 Tom S Telfer sec Drumbo... Durham South Grey Sept 28 and 29 Arch McDoenzie sec Durham... Fergus Centre Wellington Sept 23 and 24 J J Craig sec Fergus... Flesherton East Grey Agr society Sept 16 and 17 R J Sprule sec Flesherton... Goderich Ont Great Northwestern Exhibition Sept 21 to 23 Jas Mitchell sec... Guelph Central Exhibition Sept 25 to 30 Wm Laidlaw sec Guelph... Halifax N S Nova Scotia Provincial Fair Sept 28 to Oct 1 James W Power sec... Kemptonville Ont Kempsville Exposition Sept 27 and 28 August Buchanan sec Kempsville... Lachute Que County of Argenteuil Exhibition Sept 28 and 29 G J Walker sec Lachute Que... Lindsay Central Fair Sept 23 to 25 Jas Keith sec Lindsay

London Ont Western Fair Sept 9 to 18 Thos A Browne sec London Ont... Markham Ont F R of York and Markham Agr Societies Oct 6 to 8 W H Hall sec... Milverton Mornington Agr society Sept 16 and 17 W M Appel sec Milverton... Montreal Que Montreal Expo Aug 19 to 28 S C Stevenson sec Montreal Que... Morrisburg Ont Dundas county Fair Sept 7 to 9 Geo F Bradford sec Morrisburg Ont... Napanee Lenoxx Agr Fair Sept 20 and 21 E Ming sec Napanee... Ottawa Ont Central Canada Sept 17 to 25 E McMahon sec Ottawa... Otterville South Norwich Oct 1 and 2 Alex McFarlane sec Otterville... Owen Sound North Grey Agr society Sept 14 to 16 A G Mackay sec Owen Sound Ont... Paris North Brant Oct 5 and 6 H C O'Neil sec Paris... Perth South Lanark Fair Sept 15th to 17 J G Campbell sec Perth... Petersburg Central Exhibition Sept 21 to 23 W J Green sec Petersburg... Prescott Prescott Fair Sept 21 to 24 T R Melville sec Prescott... Renfrew South Renfrew Sept 16 and 17 Robt McLaren sec Renfrew... Richmond Ont County Carleton Agr society Sept 13 to 15 Wm McElroy sec Richmond Ont... Rockton World's Fair Oct 12 and 13 David Bell sec Rockton... Rock Island Que Stanstead Fair Aug 18 and 19 E P Ball sec Rock Island Que... Sault Ste Marie East Algoma Oct 5 to 7 Wm Brown sec Sault Ste Marie... Sherbrooke Que Great Eastern Exhibition Aug 30 to Sept 4 H R Fraser sec Sherbrooke Que... Simcoe Norfolk Union Fair Oct 12 to 14 J Thos Murphy sec Simcoe... Staxner North Simcoe Oct 5 to 7 Arch Hill sec Staxner... Stratford North Perth Agr society Sept 23 and 24 John Brown sec Stratford... St Johns N B Exhibition Assn Sept 14 to 24 Chas A Everett sec St Johns N B... Three Rivers Que St Lawrence Valley Sept 2 to 11 J A Frigon sec Three Rivers Que... Tilsonburg South Oxford Union Sept 28 and 29 Alex McFarlane sec Otterville... Toronto Ont Victorian-Era Expo and Ind Fair Aug 30 to Sept 11 H J Hill sec Toronto Ont... Van Kleek Hill County of Prescott Agr socy Sept 14 to 16 Fred W Thistlewaite sec Van Kleek Hill... Wallace town West Elgin Fair Sept 30 and Oct 1 Alex McCallum sec Wallace town... Walkerton Ont Northern Exhibition Sept 15 and 16 W S Gould sec Walkerton Ont... Wellesley Wellesley and North East Hope Sept 14 and 15 Leo Bellinger sec Wellesley Ont... Whitby Ontario and Durham Sept 27 to 29 Jos White sec Whitby... Winchester Ont Winchester Township agr society Sept 7 and 8 S S Reveler sec Winchester Ont... Winnipeg Man Winnipeg Exhibition July 19 to Aug 21 F W Heubach sec Winnipeg Man... Woodbridge Woodbridge Fair Oct 19 and 20 Thos F Wallace sec Woodbridge... Woodstock North Riding of Oxford Sept 22 and 23 R E Sawtelle sec Woodstock... Yarkham East Riding of York Agr society Sept 6 to 8 W H Hall sec Yarkham

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RHODE ISLAND. Votic Pawtucket Valley Fair assn Sept 22 to 24 John F Deering sec... Narragansett Park Rhode Island State Fair Sept 6 to 10 Fred E Perkins pres Earl H Potter treas Walter W Dexter sec R A Harrington supt amusements... Kingston Washington county Fair Sept 14 to 17 John A Allen sec Peace Dale R I River Point Kent county Agr society... Woonsocket Woonsocket Agr Hort and Ind society Aug 24 to 26 John W Ellis pres John R Boyden sec and treas

SOUTH DAKOTA. Sturgis The Black Hills Expo Co Sept 21 to 26 John Sedland pres Harry Baunfing treas A St Anderson sec... Aunkton South Dakota state fair Sept 27 to Oct 1 Frank M Byrne pres Miranda Morris H Kelly sec Aberdeen

TENNESSEE. Brownsville Haywood County Amusement Club July 5 WR Holbrook... Dyersburg Dyers county Fair July 4 Oct 6 to 8 E C Gordon pres A R Woolen treas J H Du Bose sec... Montreatshoro Rutherford county fair No fair in 1897... Somerville Southwest Tennessee fair Oct 30 F B Yancey pres S H Morton sec

The Jackson County Fair. SEPT. 28, 29, 30, OCT. 1, 1897. Best Fair in Best County of Missouri, to be held at Howard Park, Lee's Summit, Mo. If you want publicity in any form before the 50,000 people in attendance, write to FRED. B. CAMPBELL, LEE'S SUMMIT, MO.

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Oakland, Cal., 461 7th St.

Horse Shows.

Newport R I Newport Horse Show Assn Aug 23 to 28
Kansas City Mo Third Annual Horse Show Sep 7 to 13
Fairmount Park A F Ashbrook sec 620 Wyandotte st

Expositions.

Nashville, Tenn. 1897. May 1 to Oct. 31.
Winnipeg Man Winnipeg Industrial Exhibition July 19 to 24
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

Races.

St Thomas N D July 2 to 3
Fort Erie Canada Fort Erie Jockey Club June 29 to July 3 and 5
Peoria Ill 1st meeting June 29 to July 2 2d meeting Aug 10 to 13
W.L. Slagel sec
Bradford Pa June 29 to July 2
Detroit Mich Highland Park June 30 to July 3
Warren O Oak Grove DC June 30 to July 3
Battle Creek Mich June 30 to July 3
Omaha Neb June 30 to July 3
Anaconda Mont June 26 to July 24
Summer 10 July 2 to 3
Nashua Ia July 2 to 3
Elk Point S D July 2 to 11
Toronto Kas July 3 to 5
Littitz Pa July 5
Fond du Lac Wis July 2 to 5
Des Moines Ia July 3 to 9
Youngstown O July 5 to 7
St Marys Pa July 4 to 7
Hartford Conn July 5
Minto N D July 5 to 6
Fennimore Wis July 5 to 6
Erie Pa July 5 to 8
Peoria Ill July 6 to 9
Portland Me Rigby July 6 to 9
La Salle Ill July 6 to 9
M Cummings sec
Medford Mass (Com Park) July 5 to 9
Waterbury Conn July 6 to 9
Saginaw Mich (Grand Circuit) July 6 to 9
Tiffin O July 6 to 9
Windsor Ont July 5 to 10
Brighton Beach Nineteenth annual meeting of the Brighton Beach Racing assn July 6 to Aug 23
New Castle Pa July 9 to 11
Grafton F D July 12 to 13
Petrolia Ont July 10 to 15
Rockport O July 14 to 16
Medford Mass July 13 to 16
Mendota Ill July 13 to 16
Geo H Madden sec
Detroit Mich G Circuit July 19 to 24
Ottumwa Ill July 14 to 16
Winchester Ky July 13 to 17
Saugus Mass July 20 to 23
Wingham Ont July 20 to 22
Providence R I July 20 to 23
Circleville O July 20 to 23
Aurora Ill July 20 to 23
C C Hackney sec
Akron O July 21 to 23
Cleveland O G Circuit July 26 to 31
Versailles Ky July 20 to 24
Brantford Ont July 27 to 29
Ottawa Ill July 27 to 30
L W Hess sec
Aqueduct L I Queens County Jockey Club Summer meeting July 26 to 31
Fall meeting Oct 4 to 13
Butte Mont July 27 to Aug 28
Saratoga Springs N Y Saratoga assn July 28 to Aug 21
Providence R I July 27 to 30
McKees Pa July 27 to 30
Quincy Ill July 27 to 30
Richmond Ky July 27 to 31
Salem O July 29 to 30
Battle Creek Mich July 30 to Aug 3
Tilsouburg Ont Aug 3 to 5
Griggsville Ill Aug 3 to 6
Bainbridge Ind Aug 2 to 6
Henry Ill Aug 3 to 6
C A Camp sec
Middletown Ind Aug 3 to 7
Youngstown O Aug 4 to 6
Dover N H Aug 2 to 6
Columbus O Grand Circuit Aug 2 to 6
Boone Ia Aug 3 to 5
Danville Ky Aug 3 to 7
Joliet Ill (Ingalls) Aug 3 to 7
Brighton Beach L I Brighton Beach assn First meeting July 6 to 24 second meeting Aug 9 to 23
Concord N H Aug 9 to 13
Old Orchard Me Aug 9 to 12
Rushville Ill Aug 9 to 13
Hagerstown Ind Aug 9 to 14
Welland Ont Aug 10 to 11
Peoria Ill Lake View Aug 10 to 13
Hedrick Ia Aug 10 to 13
Mexico Mo Aug 10 to 13
Warren O Oak Grove DC Aug 10 to 13
Webster City Ia Aug 10 to 13
Lebanon Ky Aug 10 to 14
Erie Pa Aug 12 to 15
Ottumwa Ia Aug 16 to 19
Portland Me Rigby Aug 16 to 21
Macomb Ill Aug 17 to 20
Canton O Aug 17 to 19
Port Huron Mich Aug 17 to 20
Logansport Ind Aug 17 to 20
Rich Hill Mo Aug 17 to 20
Carroll Ia Aug 17 to 20
Medford Mass Aug 17 to 20
Wellington O Aug 18 to 20
Independence Ia Aug 16 to 20
Glen Falls N Y Grand Circuit Aug 16 to 20
Urbana O Aug 17 to 20
Moberley Mo Aug 17 to 20
Rutland Vt Aug 17 to 20
Troy N Y Aug 17 to 21
Bardstown Ky Aug 17 to 21
Grimsby Ont Aug 18 to 19
McKees Rocks Pa Aug 21 to 24
Ballston N Y Aug 23 to 26
Newcastle Ind Aug 23 to 25
Syracuse N Y State Fair Aug 23 to 27
Oledo O Aug 23 to 27
Margaretville N Y Aug 23 to 28
Orangeville Ont Aug 24 to 25
Newburg O Aug 24 to 26

Alpena Mich Aug 24 to 26
Arcadia Wis Aug 24 to 27
Columbus Junction Io Aug 24 to 27
Fredonia Kan Aug 24 to 27
Rutland Vt Aug 24 to 27
Woodstock Ill Aug 24 to 27
White River Junction Vt Aug 24 to 27
Belle Vernon Pa Aug 24 to 27
Fairfax Ia Aug 24 to 27
Harlam Ia Aug 24 to 27
Brookfield Mo Aug 24 to 27
Springfield O Aug 24 to 27
Bellevue O Aug 24 to 27
Carnegie Pa Aug 24 to 27
Elizabethtown Ky Aug 24 to 27
Kittanning Pa Aug 24 to 27
Readville Mass Grand Circuit Aug 24 to 28
Flint Mich Aug 14 to 28
Fennimore Wis Aug 25 to 27
Alta Ia Aug 25 to 26
Lebanon Ind Aug 13 to 26
Carrollton Mo Aug 24 to 27
Toledo O Aug 13 to 27
Greenfield Ind Aug 23 to 27
Newark O Aug 24 to 27
Rutland Vt Aug 17 to 19
Wester O Aug 24 to 27
Wausau Wis Aug 30 to Sept 1
Terre Haute Ind fair Aug 30 to Sept 3
Peoria Ill Aug 31 to Sept 3
Napoleon O Aug 31 to Sept 3
Elwood Ind Aug 30 to Sept 3
Hartford Conn Grand Circuit Aug 30 to Sept 3
Lewiston Me Aug 30 to Sept 3
Johnstown Pa Aug 30 to Sept 4
Mount Carroll Ill Aug 31 to Sept 3
Cambridge N Y Aug 31 to Sept 3
Worcester Mass Aug 31 to Sept 3
Tarentum Pa Aug 31 to Sept 3
Chillicothe Mo Aug 31 to Sept 3
Bushnell Ill Aug 31 to Sept 3
Ashley Ind Aug 31 to Sept 3
Eldora Ia Aug 31 to Sept 3
East Liverpool O Aug 31 to Sept 3
Warren O Fair Aug 31 to Sept 4
Burlington Vt Aug 31 to Sept 3
Medford Mass Com Park Aug 31 to Sept 3
Fonda Ia Aug 31 to Sept 2
Rushville Ind Aug 31 to Sept 3
Orwigsburg Pa Aug 31 to Sept 3
Ashland O Aug 31 to Sept 3
Plymouth Ind Aug 31 to Sept 3
Itay City Mich Aug 31 to Sept 4
Nevado Mo Aug 31 to Sept 4
Erie Kan Aug 31 to Sept 3
Columbus O State Fair Aug 30 to Sept 4
Coburg Ont Aug 31 to Sept 1
Champion Ill Aug 31 to Sept 3
Tipton Ia Aug 31 to Sept 3
Vermont and Northern New York Trotting and Racing Circuit Burlington Aug 31 to Sept 3
Plattsburg Sept 7 to 10
Canton Sept 14 to 17
Potsdam Sept 21 to 24
Ada O Sept 1 to 3
McConnellsville O Sept 1 to 3
Ithaca N Y Sept 1 to 3
Newcastle Pa Sept 1 to 3
Bowling Green Ky Sept 1 to 4
Antigo Wis Sept 2 to 4
Victor Ia Sept 6 to 8
Wheeling W Va Sept 6 to 10
Villisca Ia Sept 6 to 9
Waterbury Conn Sept 6 to 10
Rhineland Wis Sept 6 to 8
Seymour Wis Sept 6 to 8
West Liberty Ia Sept 6 to 9
Oskaloosa Io Sept 6 to 10
Crawfordsville Ind Sept 6 to 10
Wheeling W Va Sept 6 to 10
Hornellsville N Y Sept 6 to 10
Alpena Mich Sept 6 to 10
Bavenport Ia Sept 6 to 10
Farmer City Ill Sept 6 to 10
Kokomo Ind Sept 6 to 10
Providence R I Sept 6 to 10
Saugus Mass Sept 6 to 10
Newark N J Sept 6 to 10
Toledo O Sept 6 to 11
Salem O Sept 7 to 9
Syracuse N Y Sept 7 to 10
Wapello Ia Sept 7 to 10
Crown Point Ind Sept 7 to 10
Hicksville O Sept 7 to 10
Sandy Hill N Y Sept 7 to 10
Butler Pa Sept 7 to 10
London O Sept 7 to 10
Morrison Ill Sept 7 to 10
Reading Pa Sept 7 to 10
Liberty Mo Sept 7 to 10
Plattsburg N Y Sept 7 to 10
Bardstown Ky Sept 7 to 12
Youngstown O Sept 8 to 10
Sac City Ia Sept 8 to 10
Lansing Mich State Fair Sept 6 to 11
New York N Y Sept 6 to 11
Hamline Minn State Fair Sept 6 to 11
Springfield Mo Sept 6 to 11
Carmi Ill Sept 7 to 11
Ironwood Wis Sept 9 to 11
Waterbury Conn Sept 12 to 15
Oneonta N Y Sept 13 to 16
Seymour Ia Sept 13 to 17
Greenfield Ind Sept 13 to 18
Rutland Vt Sept 14 to 16
Berea O Sept 14 to 16
Greenville Pa Sept 14 to 16
Marion Ind Sept 14 to 17
Avon Ill Sept 14 to 17
Marietta O Sept 14 to 17
Warren Pa Sept 14 to 17
Medford Mass Sept 14 to 17
Bethlehem Pa Sept 14 to 17
Washington Pa Sept 15 to 17
Evansville Ind Sept 15 to 17
Carrollton Mo Sept 14 to 27
Butler Ind Sept 14 to 17
Waukon Ia Sept 14 to 17
Lebanon O Sept 14 to 17
New Lexington O Sept 21 to 17
Lima O Sept 14 to 17
Valparaiso Ind Sept 14 to 27
Timonium Md Sept 14 to 17
Ashland Wis Sept 14 to 17
Sault Ste Marie Mich Sept 14 to 15
Lisbon O Sept 15 to 16
Lancaster Wis Sept 15 to 17
Indiana Pa Sept 15 to 17

Durand Wis Sept 15 to 17
Indianapolis Ind State Fair Sept 13 to 18
Des Moines Io State Fair Sept 13 to 18
Canton N Y Sept 21 to 24
McKees Rocks Pa Sept 21 to 24
Batavia N Y Sept 20 to 21
Allentown Pa Sept 20 to 24
Medford Mass Com Park Sept 21 to 24
Sidney O Sept 21 to 24
Portland Me Rigby Sept 20 to 24
Cobbskill N Y Sept 20 to 23
Warren Pa Sept 21 to 23
Beaver Pa Sept 21 to 24
David City Neb Sept 21 to 24
LaPorte Ind Sept 21 to 24
Sandusky O Sept 21 to 24
Montpelier O Sept 21 to 24
Pottsdam N Y Sept 21 to 24
Omaha Neb State Fair Sept 20 to 25
Sedalia Mo State Fair Sept 20 to 24
Richland Center Wis Sept 21 to 24
Mineola N Y Sept 21 to 25
Duluth Minn Sept 21 to 25
Springfield O Sept 21 to 27
Carnegie Pa Sept 25 to 30
Superior Minn Sept 25 to 30
Schoharie P Y Sept 27 to 30
Baltimore Md Pimlico Sept 27 to Oct 1
Readville Mass Sept 27 to Oct 1
South Bend Ind Sept 27 to Oct 1
Elkhorn Wis Sept 28 to Oct 1
Portland Ind Sept 27 to Oct 1
Troy O Sept 28 to Oct 1
Ilele, Maine O Sept 28 to Oct 1
Millersburg O Sept 28 to Oct 1
Bremen Ind Sept 28 to Oct 1
Chariton Ia Sept 28 to Oct 1
Carrollton O Sept 28 to Oct 1
Cedarburg Wis Sept 29 to Oct 1
Rochester Ind Sept 29 to Oct 2
Wichita Kas Sept 27 to Oct 2
Springfield Ill State Fair Sept 22 to Oct 2
Burgettstown Pa Oct 5 to 8
Portland Me Rigby Oct 4 to 8
Angola Ind Oct 4 to 8
Burlington Ind Oct 5 to 8
Mount Gilead O Oct 5 to 8
Akron O Fair Oct 5 to 8
Norfolk Va Oct 5 to 14
Richwood O Oct 12 to 15
Medford Mass Com Park Oct 12 to 15
Bloomsburg Pa Oct 13 to 16
Morris Park N Y Westchester Racing assn Fall meeting Oct 14 to Nov 2
Medford Mass Oct 19 to 21
Kaleigh N C Oct 18 to 23
Saugus Mass Oct 20 to 30
Red Oak Ind Sept 27 to Oct 2
Baltimore Md Pimlico Driving Club Spring meeting 1st week in June Fall meeting Sept 27 to Oct 1
Malone N Y Sept 28 to Oct 1
Hillsdale Mich Sept 27 to Oct 1
Terre Haute Ind Sept 27 to Oct 3
RG Watson sec
Malone Vt Sept 28 to Oct 1
Providence R I Oct 5 to 8
Lexington Ky Oct 5 to 16
Brocton Mass Oct 6 to 9
Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 13 to 15
Louisville Ky Oct 13 to 20
Salem O July 3 to 4 and July 23 to 30
Newark O June 29 to July 2
Columbus O July 6 to 10
Portsmouth O July 27 to 30
Chillicothe O Aug 3 to 6
Washington C H Aug 10 to 13
Lancaster O July 13 to 16
Kenia O Aug 17 to 20

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CONVENTIONS, Fetes, Celebrations, Etc.

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

- Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters Association, July 1-30 1927. J. Willard Carroll, sec'y, Albany, N. Y.
Berlin Out Berlin Diamond Jubilee Celebration and Band Tournament July 21 and 22
Buffalo N. Y. A. R. Remond Aug 21 to 28
Buffalo N. Y. National League of Bowlers July
Chicago Ill. Illinois Press Assn July 7
Chicago Ill. National Association Moulding and Picture Frame Manufacturers Dec. 15, 1927
Chicago Ill. Illinois Manufacturers Exposition of Home Products Coliseum Sept 23 to Oct 10
Chicago Ill. Illinois Agr Fair Coliseum November
Cincinnati International Association of Distributors July 21-23
Cincinnati O. Grand Court Ohio Foresters 1928
Cincinnati O. Ohio State Library Assn Oct 5 to 6. A. W. Whelpley pres
Cincinnati O. Disha Landwehr Verein Aug 2
S. B. Bouwright sec Cin'ti O
Cincinnati O. Brotherhood of Locomotive Firemen Jan 21 J. V. Reynolds sec Cleveland O
Cincinnati O. Lithographic Printers Assn Annual National Convention July 12
Cincinnati O. German Epworth League of the United States July 22 to 25 Pike's Opera House
Cincinnati O. Locomotive Firemen's Convention July 20 and 21
Dayton Ohio Sixth Annual Convention of the Ohio Master Painters and Decorators Association July 27-28, 1927. W. J. Albrecht, sec'y, Toledo, O.
Dayton Ohio Southern Diocese of Ohio Convention Bishop Vincent Cincinnati chairman Dates not set
Denver Col Mountain and Plain Festival Oct 4 to 7
Denver Col Biennial Session of Supreme Court of Foresters of U. S. Aug 24 to 28
Denver Col American Assn of General Baggage Agents Oct 11
Denver Col Gold Miners' Convention July
Indianapolis Ind Conclave of the Supreme Lodge K of P 3d Tuesday in August 1928
Kansas City Mo. Priests of Pallas Parade J. P. Loomis pres. L. R. Cross sec
McClemens Mich Convention of Gas Men May 15 to 21 1928
Nashville Tenn 1921 Time Telegraphers' Assn Sept 14 to 17
Nashville Tenn National Conference of the Religion Press July 4 Frank Burkitt pres
Nashville Tenn Laminivmen's National Assn Sept
Nashville Tenn Cripples' Convention Wm R. Tower sec 911 Union Trust bldg
Orlando Fla National Good Roads Congress Feb 2 1928
Philadelphia Pa German American Journalists' Assn Date not decided
Pittsburg Pa Grand Encampment of Knights Templars 2d Tuesday in Oct W. R. Melish Jr Junior Warden
San Francisco Cal Northern Baptist Convention 1929
St. Louis Mo Third Annual Convention of The International Bill Posting Association, July 25-27 1927. Clarence E. Rukey, sec'y, Waukegan, Ills.
Thousand Islands St. Lawrence River N. Y. State Press Assn July 25 to 30
Troy N. Y. New York State Assn of Master Painters and Decorators July 1-8
Warren N. Y. Oak Grove Driving Club July and Aug. B. F. Pew pres, M. S. Clapp sec

Poultry Shows.

- Amesbury Mass Amesbury Poultry and Pet Stock Assn M. H. Sands sec'y
Ashland O Ashland Co P Assn Dec 22 to 25 H. A. Mykantz sec
Auburn Neb Nemaha Valley P Assn Nov 30 to Dec 1 Rhodes J. L. L. Alsop sec
Bloomington Ill Bloomington P Assn Dec 15 to 21 B. N. Pierce J. D. Shipley cor sec Normal Ill
Bluffton O on-olidated P Assn Feb 1 to 5 H. A. Bridge J. D. Kohli sec
Buffalo N. Y. Erie Co P Breeders' Assn Jan 3 to 5 E. C. Pease sec Hamburg N. Y.
Cedar Rapids Ia Linn o P Assn Jan 10 to 15 B. N. Pierce J. Chas H. Plaxter sec
Chicago Ill National Fanciers' Assn Jan 24 to 26 Chas S. Weaver sec 100 Washington Street
Cleveland O Northern O P and P Assn Dec 6 to 12 F. R. Hunt sec
Clinton Mo S. W. Mo P Assn Dec 14 to 17 W. H. Talbert sec
Hastbury Conn Danbury and Bethel P Assn Dec 8 to 11 F. B. Ryan sec
Detroit Mich Michigan State P and P Assn Jan 1 to 5 F. W. McKenzie sec Concord Mich
Hixon Ill Rock River Valley Poultry Assn Dec 14 to 18 Shellabarger J. F. W. Fargo sec
Hamilton Va Old Dominion P and P Assn of Loudoun Co Nov 1 and 3 R. J. N. Reed sec
Haverhill Mass Merrimack Valley Poultry Assn Dec 28 to 30 Geo H. Greenman sec
Indianapolis Ind Indiana State P Assn Jan 10 to 15 Thos W. Poltage sec
Johnstown N. Y. Adirondack Poultry and Pet Stock Club Nov 24 to 27 Frank Randall pres H. J. Quillot sec

Dog Shows.

- Morris Man Manitoba Field Trials Club Sept 6 Jno Wootton sec
Newton N. C. Eastern Field Trials Club Nov 15 S. C. Bradley sec

Food Shows.

- Topeka Kas Mechanics Fair Aug 17 to Sept 15 J. H. Gilmore supt

Boise, Idaho. Elmo Gordon & Co.

Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee.

Utah and California!

Are two of the most magnetic names in the roll of States, and the best way to reach them is over the

RIO GRANDE WESTERN RAILWAY, "Great Salt Lake Route."

As the titles indicate, the R. V. W. is the only line that passes directly through Salt Lake City on the way to California, and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. V. W. for this reason, as well as for the magnificent scenery, superb equipment and fast time.

Chicago, Ills. J. A. CLOUGH,

contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

Nashville Distributing AND Advertising Co.

150 N. Cherry Street, NASHVILLE, TENN. Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn. Member International Association of Distributors. This association guarantees service of its members. JAMES L. HILL, Mgr.

What is worth doing at all, is worth doing well.

JOHN H. JONES,

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population, 500,000. Dwellings, 85,000. Member I. A. of D. Office, N. W. Cor. Mount & McHenry Sts., BALTIMORE, MD.

Scranton, Pa. 654 Deacon,

J. H. Beltz, member I. A. of D., samples put out, circulars distributed, signs nailed up. Work is guaranteed. 200,000 people in Lackawanna County.

Do You Use Circulars?

We send out to 1,000 or more new names (no directory names) each month with good results. Should be pleased to send yours (6x9 or smaller) with them for \$1.00 per thousand. Prepay all charges.

We will sell Three Copies Only of our lists for 30 cts. per 100 or \$2.00 per thousand. D. W. McNEAL CO., 511 W. 67th Street, Chicago, Ills.

Jackson, Ga., C. A. Henderson & Co.

Member I. A. of D., advert-log agents, Territory: Atlanta, McDonough, Griffin, Toccoa Grove, Jackson, Flannin, Macon, Forsyth and Barnesville. Includes population of 175,000.

Grand Rapids, Mich.

George M. Leonard, Reliable Distributor

A STATEMENT TO BE PROUD OF WE HAVE PRINTED OVER 2,000,000



WAUKEGAN, ILLS.

G. Rukey & Son, Distributors, Bill Posters, etc. (Circuit 18 towns) Pop. 35,000.

KNOX

Bill Poster, Distributor. MEADVILLE, PA.

DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

If you are an up-to-date advertiser you want the latest and best advertising novelties. Before placing your order write The Adv. Novelty Co., 32, 34 & 36 E. 3d St. CINCINNATI, OHIO. Manufacturers of and dealers in Domestic and Imported Advertising Novelties, Cards Calendars, Panels, Shapes, &c.

Do You Distribute?

If so, then have it well done; done by a "knows his business" distributor and in a city where results are sure. If you follow this course, you can't help but "run up against" our distributing service and Middletown.

MIDDLETOWN ADV. CO.

The "Knows Their Business" Distributors, Middletown, N. Y.

THE Tri-City Introduction Co.

Suit 56 and 57 McManus Bldg, Davenport, Iowa.

Do Bill Posting, Distributing, Sign Tacking, and Paint Bulletin Signs in Iowa and Illinois. GENERAL OUT-DOOR ADVERTISING AGENTS DAVENPORT, IOWA, ROCK ISLAND AND MOLINE, ILLS.



ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI, NEW YORK, CHICAGO.

Nashville Distributing AND Advertising Co.

150 N. Cherry Street, NASHVILLE, TENN. Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn. Member International Association of Distributors. This association guarantees service of its members. JAMES L. HILL, Mgr.



PROCEEDINGS

—OF—

FOURTH ANNUAL CONVENTION

—OF THE—

Wisconsin Fair Managers' Association,

Held at Madison, Wis., Feb. 2 and 3, 1897.

PRESIDENT—

JOHN M. TRUE, Baraboo.

SECRETARY AND TREASURER—

ARTHUR BABBITT, Madison.

BOARD OF DIRECTORS—

GEO. L. HARRINGTON, Elkhorn.

GEO. GALLOWAY, Menomonee.

JESSE R. SHARP, Chippewa Falls.

M. F. BARTEAU, Appleton.

INTRODUCTION.

The publication of the proceedings of the Fourth Annual Convention of the Wisconsin Fair Managers' Association is made possible through the courtesy and progressive advertising spirit of the Donaldson Lithographing Company of Cincinnati. To this company the thanks and appreciation of our Association are due.

While organization in many other lines of business and industry has been perfected years since, the organization of Fair Managers is of comparative recent date.

It is the belief of the undersigned that a strong association of managers will result in bringing up the management of fairs in all departments to a high order of excellence, and more thoroughly popularize them as advertising, educational and commercial factors in the communities where they are located.

It is with the hope that all societies which hold a fair in Wisconsin will become members of the Wisconsin Fair Managers' Association that its Secretary submits the following for the perusal of those interested, only regretting that it has been found necessary to abridge the valuable discussion in order to bring the report within a specified number of pages.

ARTHUR BABBITT, Secretary.
Madison, Wis., February 20, 1897.

Recommendations for 1897.

The following resolutions were passed unanimously at the last meeting by this Association, and are hereby presented to the Fair Managers of this State for their careful consideration:

RESOLUTION I.

Resolved, That this Association recommend that the premium lists of all fairs in the State be printed on 24 x 36 inch paper, and, when bound, shall be exactly trimmed to 8 1/2 inches long by 5 1/2 inches wide.

RESOLUTION II.

Resolved, That this Association recommends to all fairs in the State the employment of graduates from the short course of the University of Wisconsin as judges in live stock departments.

RESOLUTION III.

Resolved, That this Association recommends that each fair association and society in the State place at the disposal of R. A. Moore, of Madison, a page, or a portion of a page, in the premium list, to be used by him for the purpose of advertising the short course.

RESOLUTION IV.

Resolved, That the Secretary of this Association be, and he hereby is, instructed to correspond with all managers of attractions suitable for fairs and obtain their lowest figures for giving exhibitions of one, two or three days at one fair, and at circuits of two, three, four or five fairs, and that a list of such attractions be mailed to each member of this Association.

Resolved, further, That the secretaries of the different fairs in the State be requested to forward to the Secretary of this Association any circulars relative to attractions that may come under their notice.

Resolved, further, That each secretary of a fair be, and he is, hereby requested to furnish to the Secretary of this Association the name or names of any managers of attractions that have either broken their contract or given an unsatisfactory exhibition, and that such names and facts be furnished to the members of this Association each year, without comment.

NOTE.—At the last meeting of this Association the annual membership fee was reduced from five dollars (\$5.00) to two dollars (\$2.00) per annum.

PRESIDENT'S ADDRESS.

JOHN M. TRUE, Baraboo.

I want to say that I am pleased to see so many here this evening as are assembled, not expecting the opening meeting would be so largely attended. Noticing that my name was upon the programme for an address, I have hastily written down a few lines to-day.

I am exceedingly anxious that the importance of an organization of the nature of ours may be appreciated by the several county and district fairs of the State. The value of these fairs, when properly conducted, is coming more and more to be acknowledged, the appreciation seeming to be in direct proportion to the standard of excellence attained.

In no work of a public character is criticism sharper and more discerning; inefficiency, unfairness or dishonesty more quickly discovered and advertised; while the opposite qualities almost invariably meet with due recognition and endorsement.

The fair is supposed to be an educational factor—an object lesson of whatever may be worthy of encouragement and emulation in the general interests of the masses. Upon this idea it was founded; with this idea it has been fostered and encouraged by liberal appropriations from the State; with this idea it has been supported and patronized by the best elements of our citizenship; and only when it has been untrue to this idea has it met popular condemnation and consequent decline.

Our most popular and successful fairs are those that bear reputations for clean management, high moral considerations, honest dealing and complete fairness. Based upon, but not independent of these qualities, come in excellence of system, special features that attract interest, educate and please, and adroit generalship that so directs affairs that every visitor is sent home good-natured, with none but kind words for the management and the event.

To consider what constitutes the highest ideals in this work is the object of our meeting this evening; to draw from the experience of others, results they have gained, that we may pattern after their successes and shun their failures. Let no member selfishly withhold the knowledge of anything that may be of mutual benefit to the Association.

We invite the greatest freedom in the discussion of the topics that may be presented.

The chair begs leave to recommend that the annual fee of membership be so reduced as to make it an object for all fair associations in the State to join us in this movement, believing that the result of this action will give us a larger aggregate revenue than is derived under present rates; and, if the fees be so reduced, that the Secretary be then instructed to solicit increase of membership.

New Methods of Advertising.

By JESSE R. SHARP, Chippewa Falls.

To the wide-awake fair manager there must be a continual procession of ideas pointing to the successful culmination of his year's work. He must watch for new attractions, and if they have merit secure them for his week's exhibit. After having booked them, and satisfied himself that they will be produced as per contract beyond a reasonable doubt, the next step is for him to place the news so that the public will learn of it without a doubt.

It is not enough that he insert a card in the weekly paper calling attention to the fact that the "sixth annual exhibition of the county fair will be held," etc., for many do not see such notices, and their very sameness lessens their value. It is not enough that we have some half-sheets struck off in blue ink, for when they are pasted on the fences and old buildings they soon become dull and defaced by wind and weather. We have all tried the horse papers, and while by such advertising we read the circuit followers, we do not succeed in attracting the attention of the people who fill the money boxes at the gates.

What, then, is the best way for keeping it before the people?

It seems to me that the best results, and those most far-reaching, are to be obtained through school advertising. By this, I mean interest the children and you will gain the attention of the parents. Two years ago we borrowed from Mr. McGinley his idea of an educational exhibit at the fair, and that year we paid out book premiums which cost us about \$150 in cash. Last year we expended in the same department nearly \$300, and from the testimonials since received we are satisfied that it will do us more real good than we could derive by any other means. We issue an advance sheet of the edu-

national department, which is sent to every school in the county with the request to the teacher that he circulate them among the pupils, who commence their work for the prizes. Their object then becomes a topic of interest at home and an incentive to the older people to prepare something for exhibit. It is needless to add that it is the desire of each competitor to see his work when in place, and it must be a disinterested family, indeed, that will not share in his enthusiasm and attend the fair for the purpose of viewing this work, if for no other reason.

We have a special building for school work, and each year it has been well filled. The building is sixty feet square, and the fact that all the space is occupied should prove the interest that it arouses. After the work is judged, the book prizes are purchased and sent to each school for distribution, each book having pasted inside the cover a label announcing that it is a reward from the County Fair, and thereby remains as a standing advertisement. We now have under consideration a plan for paying our educational prizes in subscriptions to magazines and family newspapers. We propose to select a list of papers and offer prize winners their choice. These papers coming into a family each week or month, as the case may be, are a constant reminder of the fair and the benefits derived are inestimable.

We also offered a prize of a fire-proof safe to the township that would make the best exhibit of farm products on a float to be driven into the fair grounds. This offer attracted a great deal of attention, and the float which took the prize was a very fine production, upon which the contestants devoted a great deal of time. The safe which they received as a prize is now in their town clerk's office, and serves as a lasting advertisement for the Chippewa County Fair.

It is undoubtedly the best plan in advertising for an institution like a county fair to adopt some medium that is permanent in its nature. Dodgers and folders are all right for a daily announcement of the racing programme, but as a means for inducing people to get ready for the fair they are a failure. Last year we delivered premium lists to the homes of the farmers living within a distance of five miles of the city and we are satisfied that this method interested a great many.

Our canvasser not only delivered the premium list, but he had instructions to urge the householder to show something at the fair. It must be plain to every one that in order to have a successful fair there must be an exhibit, and it requires constant work to induce a good showing.

Discussion on Mr. Sharp's Paper.

In the discussion which followed Mr. Sharp's paper, the following methods of advertising were each taken up and quite fully discussed, viz: Stickers, eight-page bulletins, newspapers, horse blankets, cloth banners, nettings, streamers on fences, posters, complimentaries, premium lists and children.

Children.—From the discussion it was clear to infer that the method of advertising by means of children was quite popular, many of the secretaries agreeing that free tickets in the hands of the children were constant reminders to the parents of the date and the attractions of the fair. An Educational Department, where the children compete for prizes, seemed to have worked with good success at many of the fairs. With regard to the distribution of tickets to the children, it seemed to be the sense of those present that the best distribution was effected by giving the tickets to the teachers, who, in turn, gave them to the pupils under their charge. Giving the tickets to superintendents of schools or district clerks did not seem to meet with so much favor. It was also thought well to give each teacher a complimentary ticket. Most of the fairs had admitted children one or more days free of charge; some of them charged ten cents admission. The method of advertising by means of children seemed to meet with much approval on all sides, it being the consensus of opinion that the parents would invariably become interested in whatever their children were interested in.

Premium Lists.—In regard to the premium list, its use is two-fold. 1. To give the list of animals or articles on which premiums are offered. 2. As an advertising medium for the fair. In all events, it should be made to pay for itself, either by the secretary soliciting the advertising for it or by letting the contract for its publication to parties who will issue it free of charge and take the benefits accruing from the advertising. It is a much better plan for the secretary to retain the supervision of the printing of the premium list, as other methods are more apt to result in a poor job typographically. It is the plan of some societies to let one or two leading merchants publish the premium list, which would contain their advertisements to the exclusion of all others.

With regard to the number of premium lists gotten out by the different societies, it was ascertained that from two to three thousand are usually printed by each of the associations, and advertising rates varied from \$1.00 to \$10.00 a page. The cost of publication varied from \$1.00 to \$3.00 a page. Some associations have decided to publish the premium lists without advertisements, claiming that people are tired of being worked for advertisements.

The subject of special premiums came in for considerable discussion.

In regard to the distribution of premium lists, a house-to-house distribution was much favored by many of the societies present. It is very little use to mail premium lists to county fairs in any large quantities into remote counties. It lessens the value of the book as an advertising medium to advertisers and as an advertising medium for the fair itself.

Cloth Banners.—With regard to cloth banners, many societies are using them; others have discontinued using them, claiming that their day has gone by.

Complimentaries to traveling men were spoken of as an advertising medium.

Many societies find that small cloth signs on sprinkling wagons, dray wagons, etc., give good satisfaction.

The cost of advertising the different county fairs varied from \$100 to \$500, exclusive of the premium list, which, in most societies, pays for itself.

The general opinion, as drawn from the discussion, indicated that the best advertised fair was usually the best attended one, and, therefore, that this phase of management cannot be too strongly estimated.

Speed Department.

By GILBERT RUTHERFORD, Lake Mills.

The Speed Department is one of the greatest drawing cards of the fair that we can have, and the better the department, the better drawing card it is, and the better we can manage it and bring in the largest number of horses, the more we are doing for that department.

Can we do without mixed classes? I speak from experience at our county fair when I say that we cannot do without mixing the classes. One thing is certain, the Trotting Association can't live without the entries, and he horses can't live without the association. It brings up a little discussion sometimes during the fair. The trotting horsemen do not like to go against the pacers, and vice versa, therefore, I would say that I do not believe that any county fair association can exist and carry on its Speed Department without mixing the classes. Take special care in arranging the classes, and divide them so as to make the races come on different days. For instance, a 3:00 and 2:35 minute race—have one come one day and one another, and it gives the best of satisfaction. With us there seems to be a great demand for slow classes. We could nearly double the entries in that class, and it is one of the best paying races we have.

Do large purses bring the most entries? With us we have made free-for-all races for years. Scarcely a year goes by but what we fail to get five paid-up entries in that class, and I think that a large entry does not pay. Medium sized purses are more successful.

In regard to a stake race, I would say, does a stake race pay? I have been struggling for years to get the gentlemen of the Executive Committee of our fair to think that it does, but I have failed to do so. I believe that it is a proper race to have at every fair.

In regard to arranging a circuit, I think it would be policy for a few fair managers to get together—that is, the secretaries from the different fairs—and arrange a stake circuit, so that horsemen could come in and make an entry. It would save a good deal of shifting around, and a man would know about how many races he was going to get in that territory.

One of the most important questions with us is the methods of race driving. We have been humbugged a good deal by put-up jobs during the latter part of the fair. We cannot get a free-for-all race driven on its merits unless we use great care. Fairs cannot be too strict. People pay to go to a fair to see the race, and I think that they ought to get their money's worth of honest driving, if nothing else.

In regard to the carrying out of the programme of the fair, I have insisted at our meets that the programme should be carried out as far as possible, and think it is policy to do so. It is one of the best advertisements a fair can have—letting the people understand that its managers are honest and intend to do as they advertise.

How are we to relieve a society of dead-head entries? In our society last fall over twenty-five per cent of our entrance moneys have been unpaid, and are so yet. I have been thinking since I came up here to the State capital that it would be policy to pass a measure compelling men to pay their entrance fee, and I believe it is the only way we can ever relieve this great pile of suspended accumulations. We feel it in our fairs. I know of parties that came to our fair last fall and used our stables and straw, and would not pay their entrance money. I made up my mind that if I ever had the opportunity I would have a measure passed compelling them to pay. This I merely bring up here to-day as a matter on which to get the feeling of the Fair Managers' Association. With the experience that we have had at our annual meets, I have come to the conclusion that we need something to help us along in that line.

Discussion on Mr. Rutherford's Paper.

Mr. Cox—I would like to ask the gentleman with reference to the mixed race. We have followed the line that he suggested, and have used the mixed races, but the practice was used in a neighboring fair of giving the trotters a little advantage of record over the pacers. Have you given it any consideration?

Mr. Rutherford—I have heard that suggested by horsemen, but the suggestion generally came from gentlemen who owned trotting horses in stead of pacers. A trotter ought to have a little advantage in regard to distance. When the classes go way down to the twenties, then their record depends upon a test of their speed.

Mr. Galloway—The gentleman made a statement about jockeying. Is there no way that we can prevent it?

Mr. Rutherford—I would say that the only way I can see to get rid of that is to put judges in the stand who are as sharp as the jockey.

Mr. Sharp—in answer to that question, I would state that our experience has been this: Our first year's races were started by a local man, and one who probably would not have much experience, and they were not very successful in preventing jockeying. We then put the races in charge of a man to whom we paid \$75.00 for one week's service, and the contract was that we were not to pay him anything if not satisfactory. I think we had but one instance where the jockeys scored more than twice.

regard to the large-sized purses, I think it is a mistake to have a large-sized purse. It is difficult to fill them and it was all we could do to fill them. We get best satisfaction from purses of \$250.00.

Mr. Scott—I have been bothered in this collection of entrance fees. Now, are we not a little better off for this?

Mr. True—At our fair all entries were paid by every man paid all that was required of him.

Mr. Scott—While I am on my feet I would like to say just a word in regard to this matter of purses. We have had the poorest races that we ever had. I am of the opinion that we do not want larger purses.

Mr. Cox—I see that Mr. Sharp advises the employment of a starter. Could you conscientiously advise a small county association to employ a \$25.00 starter for races?

Mr. Sharp—I believe that it is money well invested. We always get best results from men we pay for what they do. We know it will be done. I think the \$75.00 we paid him brought us good return, because the horsemen were very well satisfied. I do not think there was but one instance where there was more than two false starts. Nobody went into the stand but the times judges and the secretary of the track. Keep everybody out of your stand.

New Features.

By GED GALLOWAY, Menominee

Mr. Galloway gave a very interesting talk on New Features. In the discussion which followed, all the features used at the different fairs held in the State last year were considered at length.

Lee Richardson, the trick bicycle rider and Happy Jack the Appletown Wonder came in for considerable praise.

The sextette was denounced as a fake. One fair which had "A Shot from the Clouds," was disappointed because the manager failed to keep his agreement. (They had a shot from the clouds in the nature of a three days' rain instead.) The whole attraction proved quite unsatisfactory.

The fair gave a gold watch to the farmer bringing the largest load of people to the fair. Chariot races, sham football, bicycle meets and political discussions seemed to have been the orders of the day at last year's fairs.

One point that was brought out in the discussion was that it would not do to have bicycle races and horse races on the same day.

Tickets, Ticket Sellers and Ticket Offices.

By ARTHUR BAHITT, Madison

The question of tickets, ticket sellers and ticket offices is, perhaps, the most important one that the fair managers have to deal with, for upon its right solution depends, in a large measure, the financial success of the fair.

First, as to tickets. A model fair ticket should have three requisites: 1. It must be a ticket that can be easily counted. 2. Easily sold. 3. Hard to duplicate.

A common pastebord ticket is a very good ticket to sell, but very difficult to count and is easily duplicated. What is called the notched-strip ticket is about as good a ticket for general purposes as can be used. This ticket comes in reels of one thousand tickets in a reel, consecutively numbered from one to one thousand, inclusive, and so rolled that ticket No. 1,000 reels off first. This method of numbering and rolling shows the secretary at a glance just what to credit his ticket seller with when the tickets are returned to him at the end of the day's work.

Second, as to ticket sellers. The question of whom the secretary engages to sell his tickets is of the utmost importance, and, as a general rule, I believe it advisable to select such men as have some weight and influence in the community in which they live. Young men who are connected with banks, or hold other positions of trust, and especially young men who are used to handling money, should be chosen in preference to others of equally good character, who lack the experience that a connection with a good business house or banking institution gives to a young man in the way of enabling him to make change accurately and quickly.

There are two ways of selling tickets. One is for the ticket seller to take the money from the party who wishes to purchase a ticket, hand him the ticket or tickets he wishes to purchase, and then, by another movement of the hand, hand him the change. The other method would be for the ticket seller to hand the party who purchases the tickets the tickets and change at the same time.

This latter method should be insisted upon by all fair managers, as it is surprising how many people will go away and leave their change at the ticket office window unless it is handed to them at the same time the tickets are handed to them.

Third, as to ticket offices. I believe there is too little attention paid to ticket offices. A ticket office ought to set out away from the fence and be capable of being reached from two sides, as it is the common experience with fair managers that when a rush occurs it occurs at the ticket office, for the reason that the tickets cannot be sold fast enough. The ticket office window should not be very high, it should not be high enough for the ticket seller to see the party who is purchasing the ticket, or vice versa. It should, however, be quite wide. Good ticket sellers sell by looking at the man's hand rather than at his face. The ticket offices should have a door and good bolt.

Discussion.

In the discussion which was brought out, several styles of tickets were brought up, discussed and criticised. The plain cardboard ticket met

with considerable favor, the one objection to it being that it is a difficult ticket to keep track of and it is hard to count.

It was learned that one firm in Chicago was in the habit of furnishing fairs with tickets free of charge, this firm using the advertising space on the back of the ticket.

The question as to the proper use of complimentary was considerably discussed.

Benefits of Forming Fair Circuits.

By J. G. BONNELL, Richland Center.

Mr. President

In the programme of your annual convention of 1917 I find my name in connection with the subject, "Benefits of Forming Fair Circuits." Why this should be the case I am at a loss to comprehend, as the Richland County Agricultural Society, which I have served in the undesirable capacity of secretary for the past three years, has had a very limited experience of the benefits of fair circuits, and I may truthfully add, a very unsatisfactory one, a condensed statement of which will at this time answer the purpose.

At the organization of the Southwestern Wisconsin Fair and Racing Circuit, in 1894, our society was enrolled as a member and the management of our fair, with the mirage of an uncommon attraction in the Speed Department, made more than ordinary preparation for the annual fair. Additional box stalls were built and those already erected were repaired. The track was put in good shape, and all arrangements made in anticipation of a big field of horses for our races. Our dates were about the last of the circuit, but as our purses were larger than the rest of the meetings we confidently expected, barring accidents, to get the bulk of the entries at the other meetings in the circuit. Our fair was held, the weather clerk dealt kindly with us, but when I inform you that when our entries closed, about four days previous to the fair, only one or two races were filled, compelling us to make new races, paying the original amount of purses offered, together with the fact that the small field made it necessary that the same horses were contestants in different classes, you can realize the benefit of a fair circuit to us both financially and in our speed attraction for 1894.

You will observe that I am speaking wholly with reference to benefits derived from the Speed Department, as I can conceive of no objection in a circuit to an agricultural society that is alone in its county and limited competition to its residents, except in trials of speed.

But to continue our experience, or, rather, our tale of woe. Full of hope, 1895 found us again one of the circuit increased to a membership of eight, all in contiguous territory, requiring but shipments or easy roading, and giving horsemen eight weeks of continuous racing, which we confidently expected would settle all question of entries for that year.

In making up our speed programme we concluded that our reverses of the year previous was the result of the amount of the purses offered, as well as a clause in our conditions requiring horses to be eligible to their classes at the date of entries closing, and to obviate those features we doubled our amount of purses offered, making them from \$50 to \$500, about twice the amount of any other meeting in the circuit, and changed our conditions so that records made after August 1st were no bar, which date was prior to the first meeting of the circuit. Our advertising was well attended to, and entries to our races extensively solicited; and what was the result for 1895?

While the early meetings of the circuit were well patronized by horsemen, we at Richland Center being next to the last meeting, had when our entries closed, about five days before the first race was due, only four out of nine classes filled, and had the same performance making up races as in the previous year.

Although we had a few more and some speedier horses to work with, yet the same fact presented itself as in the last fair. The original entries had been made for specified purses, and we felt it our duty, in justice to the parties making them, to pay out the amount offered in our speed programme. And, further, the patrons of the grand stand had been promised an unusual attraction in racing, based on the delusion of the "circuit," and our promise had to be kept.

Such has been our experience on the "Benefits of Forming Fair Circuits."

Last year we were not in the circuit and, although our purses were cut down in the aggregate \$500, yet at the closing of the entries, which was about the same time previous to the fair as in the year before, our classes were all well filled except two, and we had the most successful race attraction in the history of the society, both as to quantity and quality of entries, as well as in financial results. Such is my experience of the "Benefits of Forming Fair Circuits," and I am confident you will admit that, based upon it, my attitude must from necessity be unfavorable.

No doubt the managers of fairs who do not limit competition to their own county, and those who are one of three or four holding fairs in the same county, as, for instance, in the case of an adjoining county to Richland, as well as those who furnish the opening meetings of a circuit, are able to speak favorably, but to us of Richland county, the legatees of "blasted hopes," do not ask it.

I shall not attempt to analyze or show cause why our efforts were non-productive of results sought for. Conversation with fair managers and horsemen has brought forth a diversity of reasons, and while I am prone to believe that with the assistance of horsemen who are not patrons of the big trotting circuits, it is possible to make it mutually beneficial, until you can secure their co-operation it is on the order of the lottery.

As I said before, I speak on this subject not strictly with relation to the aim and object of the County Agricultural Society, but as we have

found it impossible to conduct a county fair successfully without the aid of attractions that are interesting and furnish amusement, we naturally turn to that class least objectionable that will "draw the crowd" and come the nearest to paying for itself.

The racing attraction, or Speed Department, furnishes this feature, and the idea of the "County Fair Circuit," I have no doubt, originated entirely with a view of increasing the receipts by a larger entry list in the races, but such, you observe, was not our experience.

In connection with this, let me remark that I find many members of county agricultural societies harbor the idea that too much attention is paid to horsemen, and claim that the real purpose of the fair is always made subservient to their guild, and all that sort of thing; and I am clearly of the opinion that their action, based on that impression, has destroyed in a measure a source of revenue that is now sought for in the "Fair Circuit," and, in conclusion, would suggest that a disposition to deal liberally with the horseman, according him all his rights as an acknowledgment of his instrumentality in promoting in a financial way the interests of agriculture through the county fair, would be fully as beneficial to the county society as the "Forming of Fair Circuits."

Discussion on Mr. Bonnell's Paper.

Mr. Cox—I have happened to be secretary of a Northwestern Fair and Racing Circuit. In our personal experience it has been successful, but whether all the fairs in the circuit could feel as favorably towards them as I do, I cannot say. I think we succeeded in attracting a large number of horses to our part of the State. Our purses in 1895 were uniform. In 1896 we made the purses as we pleased, but made the races uniform. So far as I know we all consider ourselves fortunate in being members of the circuit. We had seventy-five entries at our fair, and thought that was doing very nicely.

Mr. Barteau—There is one thing to be observed—never form a circuit just because they ask you to. In our portion of the state we formed a circuit of six societies. There were only three that paid their purses. We had bad weather and the gate receipts were small, so we simply declared the races off. What a society ought to have is a guarantee from each society in the circuit, saying they will pay their purses. One advantage in the circuit is this: that you save so much in advertising through the horse papers. Societies save a good deal of money in that way, and it certainly brings the horses into that part of the country. Horsemen want to go where they can get constant racing.

Mr. Cox—Another advantage is, that in a circuit you can advertise \$100,000 in purses, where a single society advertises only \$200 to \$300. You can get the benefit of all pulling together. We expended about \$500 in advertising last summer, and by dividing that by six there was no great expense for any one society.

Mr. Scott—Do you think that advertising in horse papers paid you?

Mr. Cox—Yes, we think so.

Mr. Scott—I am satisfied that our society got more benefit in that way than it cost to belong to that association.

Mr. Barteau—The real advantage of advertising in a horse paper is this: A man will read a horse paper where he won't notice programmes, etc. The horsemen are always watching the papers, and so always see the notice.

Suggestions on Fair Management.

By T. J. FLEMING, North Greenfield.

I certainly feel that an apology is due to you from me for my neglect in not making any preparation upon this subject. I think I am somewhat excusable, however, on account of the press of so much business of our own. I will only make a few remarks that I hope will bring out some of the important points on this question.

To start with, I believe that this organization that you have formed has started out to have perfect management of fairs by your getting together and exchanging ideas upon this as upon other subjects. Now, then, being cut down to "The Management of Fairs," I believe that one of the first things to receive attention after you have elected your officers would be close scrutiny of your premium list. We do too much copying. We take the previous year as our guide for the second and then get into a rut, which is not for the advancement of our societies. I think there should be one standard for the compilation of the premium list—that is, the number and character of the entries in your different departments and classes. This thing of putting all classes on a parity, regardless of the number and character of the exhibits in those departments, is an injustice. Now, for instance, when there are but two or three exhibitors, I do not think you are justified in giving to that class as large premiums as to the class where there are a great many competitors. After your entries have been received, of course the work of carrying on the fair then becomes incumbent, principally if not wholly, upon your superintendents, and I care not how efficient the principal officers of any agricultural society are, unless they have good support in the personnel of their Board of Superintendents, they are going to have difficulty. Get in touch with the exhibitors, and see that their wants are met with. I do not know what the custom is among county societies of paying their premiums, but I will say along this

line that if you can pay your premiums especially your live stock premiums, during the fair, there is nothing that will please the exhibitors so well. I cannot wholly understand it. I would not say that it is because those men are poor, but they always seem delighted to get their cash, and I can say to you that in our last two years of experience there is nothing that came to my notice that gave so much satisfaction to exhibitors. Of course, it makes extra work, but with a little precaution, possibly an extra clerk, the trouble will not be so great and the results are good.

Next to this, I presume, in the conduct of a county fair comes attractions. Now, I am one of those who insist the time is past when a county or State fair can be run wholly upon lines of agriculture; and if we find that by clinging to agricultural lines we do not get enough people to meet current expenses and give us money enough to make the following fair better than the preceding, we had better procure some attraction. Barnum once said that people want to be humbugged. I will substitute for that, that they want to be entertained. In doing that, I do not believe it is necessary to have the petted woman, the woman with snakes around her neck, cane racks, and those things, but we must have some strong attractions. I believe that if we could have a circus upon the grounds it would draw the people.

I do not believe that all societies pay as much attention to the Speed Department as they ought. A society that gets up a strong premium list in the Speed Department must expect that it will cost them some money. The better the horses, the more people you will have. Now, we had a splendid illustration of that in 1895 upon our fair grounds. The president and myself put up \$3,000 for one pace. It was the most marked success connected with the entire fair. People came from all over the State. The city of Milwaukee was full of strangers, and the hotels crowded. I attribute it almost wholly to that feature. Now, that is an attraction.

Last, but not least, in the management of the fair, comes the subject of gate-keepers. The old term, "good fellowship," comes in too much. There are lots of good fellows that do not make good gate-keepers. There are many departures of this subject that have been handled, or will be handled, by individuals, and I have no desire to touch upon any one of these points.

Purely Personal.

E. J. Kilpatrick is the assistant Secretary and General Manager of the Danville (Ills.) Business Men's Fair. John S. Eaton, secretary of the Fair at Woodstock, Vt., in subscribing for THE BILLBOARD, says "I think it is a bright, clean and exceedingly useful publication."

FOR PRIVILEGES AT RIPLEY, OHIO, FAIR,

Aug. 24, 25, 26 and 27,

Write to L. H. WILLIAMS, Secretary, Ripley, O.

Merry-Go-Round privilege for sale



Delavoye & Frits,

THE CONTINENTAL NONDESCRIPTS.

Greatest act of them all, bar none, for Theatres, Parks, Fairs, etc. Don't forget. Get the original act,

DELAVOYE & FRITS, A COMEDY FEATURE

For any kind of a show. Also our Big Burlesque Magic and Strong Man Act,

as STIRY & YOVALED. Two Big Comedy attractions. Address WILL, DELAVOYE, or representatives Henderson & Sons, Coney Island, N. Y., until the end of July.

ATTENTION,

Fairs, Parks, Expositions and Summer Resorts. Outdoor Attractions at a reasonable figure. Write for list of attractions, circulars, prices, etc.

BALDWIN BROS., IONIA, MICH.,

PROFESSIONAL BALLOONISTS AND PARACHUTE ARTISTS.

WANTED, AGENTS, to sell our elegant

ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

I WANT T' KNOW!



If you are wanting to distribute in Cincinnati.

If you are, I suppose you want it well done; that is, you want it done by the "day after yesterday" distributor. **STEINBRENNER.** We only employ sober, reliable men, who can use judgment in their distributing. They won't leave whiskey advertising matter at a well known prohibitionist's. If you "want t' know" rates, send along a sample.



See? **W. H. STEINBRENNER,**

Room 609 Lincoln Inn Court, 519 Main St

CINCINNATI, O.

M'CALL, AD. WR. TER. SARATOGA SPRINGS, N. Y.

ECONOMY VS. EXTRAVAGANCE.

HUNTER'S PASTE MIXER.



BRANCH OFFICE:
61 PARK PLACE,
NEW YORK CITY.

You may think that you are not extravagant, *i. e.*, in the sense in which this word is commonly used, but if you do work by methods that take longer time and more labor, and whereby you waste more material, than would be the case if using more improved methods, then you certainly are; for the correct meaning of the word extravagance in this respect is to spend more time, money and energy than is necessary to accomplish a certain purpose, and which you certainly do if you make any quantity of paste in your business and do not use one of

Hunter's Lightning Paste Mixers.

For full particulars and prices write to

J. H. DAY & CO.

1144 R Harrison Ave.

CINCINNATI, O.

DELPHOS, O.

W. F. TUCKER,

Licensed Bill Poster and Distributor.

Kansas City, Mo. and her suburbs

Combined population 300,000. 60,000 pieces does it all. Send the matter to the MIDLAND ADVERTISING CO (member I. A. of D.), JOS. REID, Manager, 617 Grand Ave., Kansas City, Mo.

BRANTFORD, CAN.

POP. 17,000.

Chas M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution.

Rutland, Vt., **M. Kingsley,**

Owens and controls all billboards. Address 45 West St., Rutland, Vt.

R. W. STORRS,

De Funiak Springs, Fla.

Can cover all West Florida outside of Pensacola in any manner desired.

Bill Posters' Push Cart.

Great for small towns and short routes in cities. This style of cart enjoys great favor among the bill posters of England, where it is regarded as a great convenience, and is used almost to the exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc, and the one which contains the water is provided with a faucet.



They are beautifully painted, substantially built. Will last a lifetime, and I sell them at the phenomenally low price of \$24.50

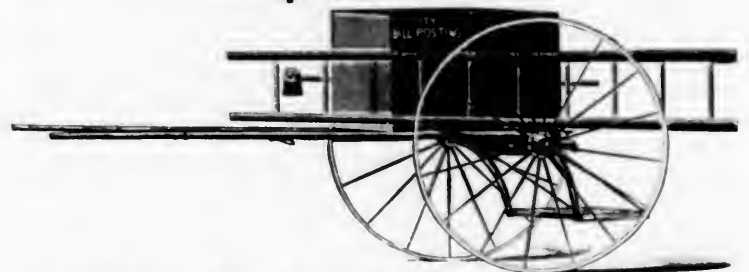
\$24.50 EACH.

No extra charge for painting firm name on the sides.

Bill Posters' Pony Cart.

Light strong and durable. This vehicle is bound to find favor. It is the handiest thing imaginable. Has paste tank, water tank, etc., and we furnish complete for the remarkably low price of

\$44.50



Address **JOHN H. MICHAEL,**

Manufacturer Bill Posters' Vehicles,

225, 227, 229 East 8th St., CINCINNATI, O.

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. KITTRIDGE. Subscription One Dollar a year.

Accountics' Association, WOOL EXCHANGE, NEW YORK.

Meridian, Miss., Pop. 15,000
L. D. Hoffer, city bill poster and distributor.

Charleston, W. Va. Pop 15,000
E. H. Corwithen, Distributor. Satisfaction guaranteed six adjoining towns.

Oakland, Cal.
Relasco & Co., Bill Posters and Painted Signs.

Send 20 cents,

Stamps or silver,

—FOR THE—

MASCOT DATE BOOK,

HENNEGAN & CO.

CINCINNATI.

Posters for Fairs.

The best and finest line of posters for the Season of 1897 is that of THE DONALDSON LITHO. CO. It is also the largest. They have Posters suitable for advertising anything, from a National Exposition to a "Pumpkin Show" and in greater variety than any other house in existence. The line embraces Agricultural Machinery, Vegetables, Cattle, Swine, Poultry, Running Races, Trotting Races, Bicycle Races, Hippodrome Races, Athletic Sports, Bench Show, in fact anything and everything that the Fair Manager can possibly wish for.

Samples free. Address,

THE DONALDSON LITHO. CO.,

CINCINNATI, OHIO.

Jointed Magnetic Hammers.

Just the thing for Card Tackers.



The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high—away above the reach of mischievous kids.

Donaldson Litho Co.
Cincinnati, O.

DEAR SIR: I received from you a few days ago a Magnetic Hammer in good condition. I have used the same and find it to be the finest article for putting up signs that I have ever used. Yours truly,

FLEISCHMANN & CO.
Gardner, Mass.
W. P. BULLARD, Agt.

SAVES CLIMBING.
SAVES WORK.

Enables you to give your clients first-class permanent service.

PRICES:

36-in. handles, 2 sections, \$2.00
42-in. handles, 3 sections, \$2.50

DONALDSON LITHO CO. Sole Agents,
CINCINNATI.

CASH MUST ACCOMPANY ORDER. ADVISE BY C. O. D.

Bill Posters' Paste Brushes.

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

PRICES.

8 inch, \$2.25 each.
9 inch, 2.75 each.
10 inch, 3.00 each.



This is our celebrated
"UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great durability.

PRICES.

8 inch, \$2.75 each.
9 inch, 3.00 each.
10 inch, 3.25 each.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Jointed Paste Brush Handles

Made Expressly For

Traveling Advertising Agents.

Will fit inside of a bill trunk. Great convenience.

HANDY, DURABLE, STRONG, RIGID.

PRICE:

7 feet, 2 sections, - - \$1.25
10 1/2 feet, 3 sections, - \$1.75



Donaldson Litho. Co.
CINCINNATI.

Remit with order. None sent C. O. D.



BIG MONEY FOR CANE MEN.

You can coin money selling my CANES and TOY WHIPS at all Fairs, Expositions, Summer Resorts, Beaches and Outdoor Attractions. We are the only Manufacturers of this line. 40 per cent saved by buying direct from us. Send for Free Illustrated Catalogue.
I. EISENSTEIN, 44 Ann Street, New York City.

1891. "Everything comes to him who hustles while he waits." 1897.

The Hustler Advertising Co.

Prompt personal service guaranteed at all times.

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

The only exclusive distributing service in city.

W. H. CASE, MANAGER.

24 NORTH MINER STREET.

FORT WAYNE, IND.



YOUR PORTRAIT.

We will send *The Advertising World* (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. *The Advertising World* is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

WE DISTRIBUTE Circulars, tack signs, paint, and do all kinds of out-door advertising, also furnish names of people of this county, any kind at 25 cents per 100, or \$2 per 1,000. New Haven County is our territory. 30 GILBERT STREET, NEW HAVEN, CONN.

The W. D. Husted Advertising Co.

Town and Country **BILL POSTERS,**

Distributors, Bulletin Sign Painting, AND

Out door Advertising of every description

Office: 67 Main Street, MANSFIELD, TIoga CO., PA.

WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN **MANSFIELD.**

The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

Established 1894. City Population, 350,000.

NATIONAL DISTRIBUTING CO.

CIRCULAR DISTRIBUTORS AND SIGN TACKERS.

15 & 17 Winder St., DETROIT, MICH.

Terms reasonable. Send for price list.

A NEW ADVERTISING NOVELTY.

A Neat Leather Case, with your ad. on it, for carrying Bicycle Pocket Wrench. If you want to catch the boys, this will do it. Sample, 10c. Plenty of other good things.

PARKER & HAFFNER,

WATCH THIS SPACE FOR NEW NOVELTIES. Leather Novelties, WILLIAMSPORT, PA.

AGENTS WANTED

Either ladies or gentlemen, to sell our new

HIGH-GRADE TOILET SOAPS AND PERFUMES,

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINTEAUX SOAP & CHEMICAL CO., 38 East Third St., CINCINNATI, O.

NOTHING EXCELS THE SERVICE RENDERED BY THE

BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR

OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.

Special care given to House-to-House Distributing

Prompt Service by Reliable Men.

P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

ADVERTISING MANAGERS:

Do you know that New Hampshire will be the *Meca* of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle.

Strike while the Iron is Hot!

We can reach all these people.

Send us your booklets, samples, or circulars or any kind of advertising matter.

D. J. Lefebvre Adv. Co.

RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H.

Keep Our Address For Future Reference.

Kansas City, Mo. Pop. 300,000.

Midland Advertising Co., Joseph Reid, Mgr Distributing, Tackling. Reliable Men only. All towns in Jackson, and Wyandotte Cos. Mem International Ass'n of Distributors

THE MANHATTAN PRESS-CLIPPING BUREAU.

NEW YORK. LONDON

ARTHUR CASSOT, Manager.

Knickerbocker Building,

No. 2 West 14th St., New York.

Supplies press clippings for Trade Journals, and on all subjects. Best facilities.

HON. CHAUNCEY M. DEPEW

is one of our regular patrons.

HON. CALVIN S. BRICE:

You have the best facilities of anyone in the field in your business.

BOSTON, MASS. Pop. 500,000.

Lou's Brandt, Distributor 5 Heath ave. 11

S. C. DRAPER, Portsmouth, Va.

CITY BILL POSTER, DISTRIBUTOR, SIGN TACKER.

All New Boards. Work Done by Reliable Men

MANNING, S. C.

Distributor, T. M. Young, Manager. P. O. Box 97

TRENTON, New Jersey

The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs Population 70,000 I guarantee the value of all Bill Posting and Distributing.

WM R WILLIAMSON Manager

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks Lowest prices. Always on time. No mistakes 155 Washington Street, Chicago.

Mexican International R. R.

EAGLE PASS ROUTE.

The Short Standard Gauge Line between principal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER, Commercial Agent, Commerce Bldg Cincinnati, O.

C. K. DENLAP, Gen. Pass. Agent, Ciudad Portofrio, Diaz, Mex.

WAUKESHA, WIS.

Codwell F. Meves 111y Bill Poster and Distributor 68 Main Street. 1197

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Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

N. E. Newspaper Bureau, 146 Franklin St., Boston.

Cincinnati, O. Pop. 350,000.

Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati 118

Allen's Press Clipping Bureau

Offices, Rooms 345-6-7, 510 Montgomery St. San Francisco. Union Block, Portland, Ore. 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico. 118

Aurora, Ills. B. MARVIN,

Bill Poster and Distributor. Circuit, 16 Towns. Pop. 60,000. 1197

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Business
The Office Paper

Mailed free to all mentioning this advertisement. *BUSINESS* contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing.

To read *BUSINESS* is a liberal commercial education in itself. The office of *BUSINESS* is to be in every office Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO., 11 Astor Place, New York

BILL POSTER, DISTRIBUTOR,
THROUGHOUT ARKANSAS.

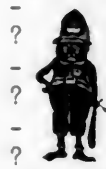
J. F. CLARK, CONWAY, ARKANSAS.

RATES LOW.
BOX 92.

Laconia, N. H. Pop. 15,000.
Folsom Opera House, Driving Park and
Show Grounds. J. F. Hartman, Manager
owns all boards in the city and suburbs.

?-?-?-?-?-?-?-?-?-?-?

**A Great?
Big?**



Will or will not the
people of Wilmington buy
your goods?
To obliterate all doubt,
employ our service. We
have long understood the
art of advertising.

Wilmington, with 15,000 population,
offers great chances to the shrewd
advertiser - to one who uses our Bill
Posting and Distributing service.

**Wilmington
Bill Posting Co.**

WILMINGTON, DEL.
Office, Grand Opera House.

?-?-?-?-?-?-?-?-?-?-?

Jacksonville, Ill. 807 S. Main St.
Wm. Burke, member of and recommended
by U. S. Dist. Bureau

HENRY C.

CROSBY ADVERTISING SIGNS

Romaine Building,
PATERSON, N. J.

Evansville, Ind. 75,000, Licensed
Evansville Bill Posters and Distributing
Co. Sole Bill Posters and Distributors. 1897

A. E. BENTLEY,
Only Licensed BILL POSTER in
GUTHRIE, Capital of Oklahoma
Territory. 10,000 feet of space, and
satisfaction guaranteed. Rates
made known on application.

WOODLAND, CAL.
Hetz & Glendenning, Bill Posters. 1897

C.F. Bangasser & Co.
CITY BILL POSTERS AND
DISTRIBUTORS. 1897

Signs Tacked and Signs Painted. Own all Bill-
Boards in our locality. P. O. Box 38

MCMINNVILLE, OREGON.

CARLISLE, IND.
Sullivan Co., R. J. Chilcote, Distributor. 1897

**HOWLAND Advertising Sign
Co., Rome, N. Y.**

"Mr. Manager!"
"One Moment Please."

WE paint pictorial advertising signs,
society silk banners, show canvas,
theatrical scenery and imitation litho.
paper.
OUR artists are expert and up to-date.
WE do bill posting, distributing and
tacking.
WE own 20,000 feet of space, honesty,
energy, experience and World's Fair
diplomas.
OUR boards, stock, labor and prices are
O. K.
WE have no alleys, back fences, "charlie
boxes," boys or "bums."
WE want your address, acquaintance,
work and inspection, once got, always
retained, "It's your move."

C. M. Smith & Co.,
Brantford, Canada.

Population of City 17,000. County 50,000.
Country 5,000,000. 1897

MEMPHIS, TENN.
Van Beuren & Co., Bill Posters and Distributors,
224 Second street. 1897

ESTABLISHED 1876.

CHARLES W. YORK,
Bill Poster and
Distributor.

HAVERHILL, MASS.

I make a specialty of Distributing.
Reference if required. 1897

OREGON SIGN CO.
Bill Posters, Distributors and Sign Painters.
Box 354, Oregon City, Oregon. 1897

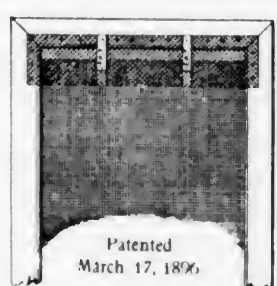
L. A. DANIELS,
City Bill Poster and Distributor,
SANTA CRUZ, CAL.
POPULATION 8,000.

Member International Bill Posters Association
of United States and Canada.

BELVIDERE, ILLS.
Fred. Wilbur, Bill Poster, 312 Casswell St. 1897

STERETT Show Printing Co.,
San Francisco, Cal.

TROY, ILL.
F. C. Gates, Bill Poster and Distributor.
Reference furnished. 1897



FLY EXIT.

Can be attached to any screen-door in ten minutes,
and will rid your house entirely of flies. They always
crawl upward, and when they reach the top are on the
outside. Agents wanted in every town and city.

Sample, by mail, 25 cents

THE TAYLOR FLY EXIT CO.
URBANA, OHIO,

The Bill Poster

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

FAYETTEVILLE, N. C.
Hawkins Bros., Bill Posters and Distributors,
Lock Box 170. 1897

CHILLICOTHE, ILL.
CHARVAT BILL POSTING CO.
HENRY CHARVAT, Manager.
Seven Cities Covered. Population, 12,000.
Correspondence Solicited. 1897

LARAMIE, WIS.
H. E. Root, Mgr. Opera House and City bill
poster and distributor (tie'd), 150 3d St. 1897

The Ad Book

California's Advertising Journal.
Send 10c. for sample copy, and see
what Western advertisers are doing.
\$1.00 a year, monthly

The Ad Book Press
320 SANSOME ST.
SAN FRANCISCO, CAL.

MILFORD, MASS. Pop. 9,000.
E. R. Negus, Distributor. 337 Main St.

Fort Wayne City Bill Posting Co.
Theatrical and City Bill Posters, Distributing
and Advertising Agents. Work
promptly and properly executed.
FORT WAYNE, IND. C. B. Woodworth,
Manager. 1897

Butte, Mont. W. E. Kendrick,
Bill poster and sign advertiser. P. O. box
122. 1898

Every bill poster wants
"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., 13 School Street,
BOSTON, MASS.

Winona, Minn. Pop. 25,000.
Winona Circular Dist. Co., 78 E. Second st
General Outdoor Advertisers, Sign Tackling
a specialty.

Delaware, O. G. D. McGuire,
City Bill Poster and Distributor.



E. BOWMAN
Bill Posting and Distributing Co.

G. B. BOWMAN, Manager,
1524 SIXTH AVE. NORTH,
QUINCY, ILL.

5,000 running feet of the finest billboards in the
West.

OFFICE, EMPIRE THEATRE.

**BANGOR Me. and Neighboring
Cities. Pop. 40,000.**
Distributor and Sign Painter, reliable service
at bottom rates. Write me for estimates.
E. A. Campbell, 17 Park St. 1897

STAVANGER, MINN.
Ole Holm, Bill Poster and Distributor. 1897

F. R. Peterson,
Galva, Ills.

Distributing, Tacking and Posting
throughout Henry County, Ills.

TERRE HAUTE, IND.
James M. Dishon, Distributing, 29 South
5th St. 1897

John T. Williams, Bill Poster,

346 MORRISON STREET,

PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.

Population 90,000. 1897

Established 1868.

GOOD DESCRIPTIVE STANDS

Are always better than bum hand-painted affairs, crudely executed and poorly planned. The trouble has always been, heretofore, to get a small quantity at a reasonable price. We have

SOLVED THE DIFFICULTY.

We can give you good work, and sell you ONE STAND at a reasonable price. Here is the way a Twenty-Sheet looks:



Send us copy and One Dollar, and we will make you up a sample. Here is a chance to interest your local merchants.

PRICES ON TWENTY-SHEETS:

1 Stand	\$1.00.
2 Stands	1.80
3 "	2.10.
4 "	2.60
5 "	3.00

Red Letters, 42 in. high, 28 in. wide, same design as above. and Solid Blue Border.

HENNEGAN & CO., Cincinnati, Ohio.

GRIT!

(AN OPEN LETTER.)

WILLIAMSPORT, PA., May 6, 1897.
Editor BILLBOARD, Cincinnati, O.
Dear Sir: We have a proposition to make to a reliable bill poster or distributor in each of a good many cities, towns and villages of the United States and Canada. It will, if taken advantage of, prove profitable to each of them and to us. It is this:

We publish a first-class family newspaper, known as PENNSYLVANIA GRIT. It is now sold and advertised by an agent in each of about 4,000 towns. There are at the very least 4,000 other towns which are just as good but which we do not reach. We send papers for sale upon commission. Unsold copies are returnable. We supply all kinds of advertising matter liberally. Why isn't the representative bill poster just the fellow we're looking for as general agent in his town? Why are we not the people he wants to strike? He can put the boys which he can secure and control to work in his interests. He can thus make a sum on Saturday of each week which will be clear gain. He can advertise his own business and take advantage of the "between spells" which are bound to come now and then.

The papers will sell all right. Experience teaches us that. Hundreds are sold each week in Winnipeg, Manitoba; in Key West, Florida; in Abilene, Kansas; in Augusta, Georgia; in Denver, Colorado; in Keokuk, Iowa, and in thousands of other places. One locality seems to be as good as another.

We will send sample copies and complete information to any one who asks for them.

Truly yours,

GRIT PUBLISHING CO.
Williamsport, Pa.

Mattapan, Mass. D. L. Cushing
Regular Distributor and Gen. Advertiser

Ottawa, Marseilles and Seneca.

If you have GOOD PAPER and will pay a fair price for service (no kid work), address

HURD DIST. CO.

Lock Box 676. **Marseilles, Ills.**

Atlanta, Ga. 124 Haynes St.

Wm. Peden, Advertising Distributed. Signs tacked up in this and adjoining counties. \$1.00 per 1000 and up.

Marblehead!

One of New England's great summer resorts. Has a population of 12,000 in summer, and thousands visit it to see its historic features and enjoy its ocean breezes. People here have as much money to spend as those in larger cities. Send paper to

The Noon Bill Posting Co.
MARBLEHEAD, MASS.

Chillicothe, Mo. Z. B. Myers.

Owens all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him.

W. E. Patton, Corinth, Miss.

Bill Poster and Distributor. Reference furnished. Box 184.

Blaney, Wm E., Export Ad Writer,
Station T, Boston, Mass.

Peru, Ind. Chas. W. Stutesman
Licensed City Bill Poster and Distributor.

RUFUS MIKSCH, DISTRIBUTOR BILL POSTER AND SIGN TACKER, RED CLOUD, NEB.

REFERENCE IF REQUIRED.



J. M. Robinson "STILL AT THE FRONT." G. H. Raymond

ROBINSON BALLOON CO.

The Careful and Reliable Aeronauts,

Balloon Ascensions and Parachute Descents. Special Attractions for Fairs, Celebrations, etc. Night Ascensions with Fireworks a Specialty. Terms Reasonable.

Permanent Address, New Galt Hotel, Cincinnati, Ohio.



The Christmas Billboard, 1897.

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1-3, next. It will consist of 36 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

LARGER ADVERTISEMENTS.		LITHOGRAPHED PAGES.	
Whole page	\$50.00	Page 2 of Cover, in 2 colors	\$100.00
Half page	27.50	Page 3 of Cover, in 2 colors	100.00
Quarter page	15.00	Page 4 of Cover, in 8 colors	200.00
Eighth page	8.00	Double page center, in 8 colors	300.00

No deviations will be made from these prices, and no discounts of any kind. Copy for Advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9 1/2 x 12 1/2.

The Babbitt Entry and Record System.

(For keeping track of Entries and Awards, and Money Received From and Paid To Exhibitors at FAIRS.)

DESIGNED IN 1896, AND IMPROVED IN 1897,
—BY—

A Man Who Knows The Business.

Price \$5.00. (due when your fair is over.) Will send a set by express, collect, on approval to any Sec'y in U. S. or Canada, and stand the express back in case you do not like them.

Arthur Babbitt

Sec'y Wisconsin Fair Managers Association. Ass't Sec'y Wisconsin State Fair,
MADISON, WIS.

The Helleberg Photo-Graving Co.

CINCINNATI, OHIO.

Process Engraving on Copper and Zinc.

Wood Engraving and Electrotpe Designing.

Send for our Catalogue.

AGENTS WANTED

TO SELL
NOVELTY SIGNS.

1 1/4 inches, printed on colored card boards, ready for immediate shipment.

There are a few mentioned of 500 varieties Soft Water Ice Cream, Call Again, Repairing, Positively No Credit, Dress Making, For Rent, etc.

50 per cent profit to agents. Greatest sellers on record. Special prices for the next three months at \$2.25 per 100 assorted cards, prepaid.

PAINTED SHOW CARDS.

1 1/4 inches, painted to order on white card boards in 3 oil colors and shading. Very attractive. 10 cents each, or 9 cents a card in 10 lots, prepaid. Any Show Card in painting exceeding 5 words, 1 1/2 cent per word extra.

MUSLIN SIGNS, to order,

at astonishingly low prices, painted with 1 to 5 different oil colors (water-proof) and mailed postpaid at following prices:

From 1 to 3 yards, 35c. per sq. yd., prepaid.	From 3 to 5 "	From 5 to 8 "	From 8 to 10 "	From 10 to 15 "	From 15 to 25 "	From 25 to 50 "
34c.	33c.	32c.	31c.	30c.	29c.	28c.

9 square feet to 1 yard.

OIL CLOTH SIGNS.

Take the place of wooden signs everywhere, on account of their durability, attractiveness and cheapness. Painted to order in different oil colors.

From 1 to 3 feet, 12c. per sq. ft., prepaid.	From 3 to 5 "	From 5 to 8 "	From 8 to 10 "	From 10 to 15 "	From 15 to 25 "	From 25 to 50 "
11c.	10c.	9c.	8c.	7c.	6c.	5c.

HEAVY CLOTH SIGNS.

stretched on frames and banded. Better than wooden signs. Furnished in colors or snaited to order, 25 cents per square foot, prepaid.

GOLD LETTERING.

on heavy cloth, stretched on frames and banded. Better than wooden signs. To order, 31 cents per square foot, prepaid.

We are in the Sign Painting business for nearly 20 years, and we give all good satisfaction or money returned. Order to-day and we will ship within 24 hours—except Gold Signs, take from 3 to 4 days. Promptness and First-Class Work is our motto.

Val. Schreier Sign Co.
MILWAUKEE, WIS.

Tucson, Ariz. 2,000 ft. of boards
WM REID Box 118. d12

HILLSBORO, TEXAS.
Phillips Bros., City Bill Posters and Distributors.

Santa Fe, N. M. A. M. Dettelbach,
Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. d97

LuVERNE, MINN. Pop. 3,000,
Dana M. Baer, Bill Poster and Distributor, Box 400. a6

Nanaimo, British Col. Pop. 7,000.
A. A. Davis owns and controls all bill boards and spaces. P. O. Box 180.

Wilmington, North Carolina.
Pop. 25,000.
Thos. P. Day & Co., Bill Posters and Distributors

Oswego, N. Y. F. E. Munroe,
Licensed Bill Poster, Distributor and Sign Painter. d97

LIMA, OHIO. Pop. 20,000.
W. T. Firth, City Bill Poster and Distributor. Work promptly done. f7

Clarksburg, W. Va. Pop. 5,000
W. L. Nelson, City Bill Poster and Distributor. d97

Waukon, Ia. Wm. S. Hart & Co.
Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa. auly

Po'keepsie, N. Y. 24 Mechanic St.
M. F. Sprenger, The Honest King Bill Poster and Distributor. d97

LORAIN, O. P. J. SMITH.
Bill Poster and Distributor. 319 1/2 St. d97

THERE IS ONLY ONE.



There is only one exclusive Billboard Contracting Agent; there are several people who contract to place bill posting, but there is only one who does this work *exclusively*.

I occasionally place other business, but if so, it is done at the advertiser's express demand, and not because I recommend the other method.

I have no chestnuts of my own to sell the advertiser—no fences, no walls, no billboards, no street cars; I am therefore free to give *disinterested* advice to the advertiser, as I make the same profit on one order that I do on any other.

If you are an advertiser, and if you want disinterested advice and expert service send for me. I place bill posting in New York City or in San Francisco; in Duluth or in New Orleans; in the largest cities or in the smallest "cross-roads" villages. I charge you the bill posters' regular rates—no more.

Besides taking the work off your hands I can do more; I get your work out promptly, because every bill poster knows me and my reputation for promptly paying all bills. No matter how high your financial rating may be, all bill posters do not know you; and as they have numerous uncollectable accounts on their books they naturally hold your orders till an investigation of *you* can be made. This does not happen with my orders, because they all know me, have known me for years, and have never had to wait for their money.

Come and see me.

Sam W. Hoke

Long Distance Bill Poster,

107 West 28th Street,

Telephone Connection.

New York.