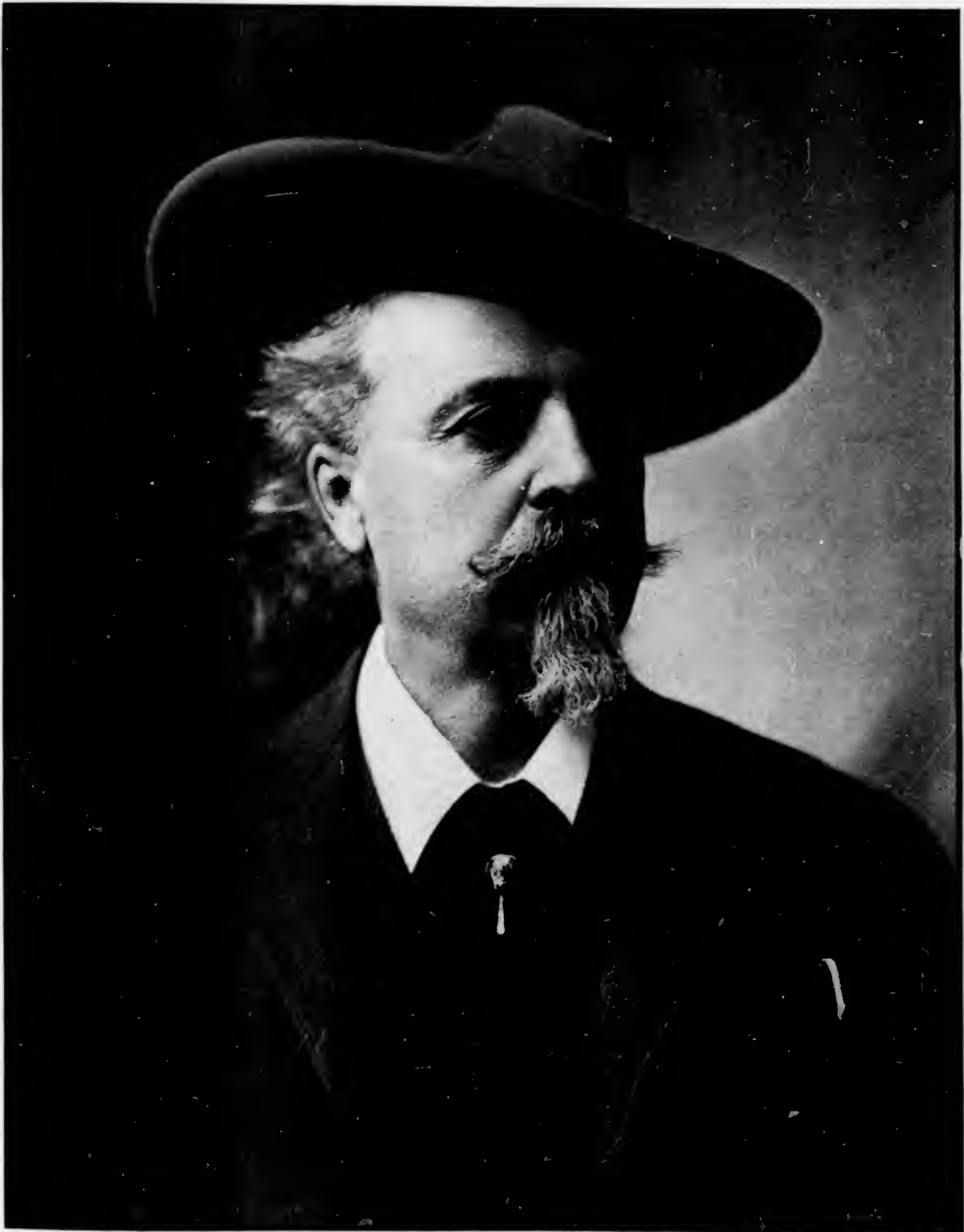


# THE BILLBOARD

VOL. XII., No. 2.

CINCINNATI, DECEMBER 1, 1899.

PRICE 10 CENTS  
PER YEAR, \$1.00



COL. WILLIAM F. CODY.

Famous Scout. --- Great Showman. --- Perfect Gentleman.

The Uninvited Guest.

G. N.



JOSEPH McRAY puffed vigorously at his cigarette and mused to himself: "Strange one can not shake off this Christmas feeling—sure as the time comes around, and it is no time in rolling around—the same air of festivity prevails. Here I am, in this great city, a total stranger, and all of this huge place ringing with holiday joy, and I alone, and an alien." He picked up a photograph from his dresser and looked very longingly at it. It was a picture of the old home. Then he went to the fireplace, threw his cigarette away, and said to himself: "Now, I'll play a joke on myself. I'll jump into my dress suit and go out and pretend I am going to join some gay party and have a real Christmas eve lark. Maybe I will drop into a hotel or cafe and hear the music, anyway."

McRay lingered over his toilet with great care. He arranged his tie, and perfected each detail, before he donned his ulster and high hat, he gave one last look in the cheval glass. It reflected a very handsome man, tall and splendidly broad. He smiled rather grimly at himself—his face was smooth shaven, the chin perhaps a bit too square, but it added to his features a resolute set that gave the keynote to his whole character.

Joseph McRay stepped out into the cold, crisp night—the full moon shone down in silvery glory and the snow glistened and reflected a thousand opalescent tints. The air brought the rich color to McRay's cheeks and he breathed deeply the fresh, pure air.

A small child came up to him, thrusting a bunch of violets into his hand.

"Please, mister, it's the only one left; only fifteen cents."

McRay tossed a quarter at the shrinking child and put the bunch of fragrant flowers into the buttonhole of his coat.

He walked down to that portion of the city where the world seemed alive with painted Santa Clauses, tin toys and gaping urchins. He stayed to see several pantomime shows of Santa Claus generously handing his bounty to dressed up children in the department store windows. He then walked on—on away from it all to the fashionable quarter, where the houses glowed with myriads of softly colored lights, and where the air of festivity and joy reigned.

Suddenly he stopped before a great stone church—the lights streamed on the pavement and the strains of Mendelssohn's "Wedding March" filled the air. The bridal party had come out and had entered the carriages. A moment later and McRay found himself in the terrible crush of guests crowding from the church. The voices of the policemen mingled with the chatter of the beautifully gowned women.

McRay began to feel like one of them, when suddenly he was grasped on the arm by a vision in a white elderdown wrap, who said: "Here is the carriage, come on!"

Then the presiding functionary in blue pushed him into the awaiting carriage.

It was all done so quickly that McRay did not have time to think. Then the brilliant light fell on his face, and McRay often wondered how he must have looked. It was his stolid chin which defied astonishment at all times that saved him.

Then the vision said: "Oh," with a little gasp—and as she leaned forward the elderdown wrap fell from her bare shoulders.

"I'm—I'm afraid there is some mistake."

"Yes," said McRay, "I am quite sure of it."

"Why, where did Harry go?" she asked.

"There was such a dreadful crush that evidently you were separated," McRay said in an almost ennuied tone.

"Oh, it was perfectly awful. Well, we will meet at the house, and since you and I are obliged to ride there together we may as well make the best of it."

"I think so," said McRay. The lights without gleamed on his white shirt front and lit up the little bunch of violets. He appre-

ciated the dress suit then as he never had before.

The beauty opposite had relapsed into the cushions and played with her flowers. McRay noticed they were violets.

"The whole color scheme was charming, was it not? and I am so glad Katherine insisted upon it being a violet affair. Jack likes American beauties, doesn't he?"

She hurled her face in her violets.

"They are always beautiful," he answered, and felt that he had not made a very brilliant remark, but he was inwardly wishing that he had given the flower girl a dollar. Then he said:

"There are so many pretty legends connected with the simple little violet that they are dear to the feminine heart. They seem to men like a woman's flower, and that makes them fond of them." He said this in a slow, well modulated voice.

"That is very pretty, indeed. How beautiful Katherine looked, like a Queen, and Jack seemed so proud, didn't he?" she continued volubly.

"Jack had reason to be indeed happy," answered McRay. He knew now that the bride's name was Katherine, and how easily it came to say "Jack." He wondered how long this was to last.

"Do you know, since accident has thrown us in the same carriage I should like to know your name. Jack had so many college friends come on, I did not meet half before the wedding. In fact, I believe you all came an hour before the wedding. I do not see how you made it. You will feel strange so I will introduce you, since we are both friends of the

bride and groom."

"How did you know I was one of the college men?" asked McRay.

"Why, because I never met you before, and I saw such a lot of them—all strangers—and each one wore their violet bunches all made alike, the same size."

He laughed. "Why, what a detective you would have made, Miss"—

"Ferris, and your name?"

"Joseph McRay."

She leaned over and shook hands with him.

"This is a lark, isn't it, Mr. McRay, and I am glad to meet you. I wonder where Harry is? He must be very alarmed. Harry is my brother, and I wonder if he is yet standing holding my fan."

Miss Ferris laughed good naturedly and seemed comfortably at home in the carriage with a perfectly strange man, whom, but for a freak of fortune, she would never have seen. She was young and had been raised in a fashionable boarding school, and since her advent into society had been in an atmosphere of utmost conventionality. She was romantic, and the idea appealed to her very strongly. Here was a young, handsome man, evidently one of Jack's friends. His appearance pleased her, and she felt sure that he was one of the college men who belonged to the swell club, and who had come on for the wedding.

"Cornell, isn't it?" she ventured. McRay had graduated five years before at that college, and he began to think that Fate was playing into his hands.

"Yes, Cornell." They discussed the latest football games until the carriage drew up to

the Fifth avenue mansion and he helped Miss Ferris up the great stone steps.

"Be game, Mac, old fellow," he said to himself, "you are in for it now."

There was such a terrible crowd of fluttering femininity that they could not get near the bride and groom, who stood at the end of the great salon, and McRay felt devoutly thankful.

"Oh, here is Harry," laughed Miss Ferris, as she introduced a young chap of nineteen or twenty. Harry was not a picture of amiability as he acknowledged the introduction awkwardly. His sister said airily:

"Dearie, I came with Mr. McRay—we had quite a pleasant drive."

She looked very pretty with the brilliant light shining down on her, and McRay noticed how brilliant her teeth and how laughing her eyes.

He felt very glad that he had come. She introduced him to a number of people near her and then she said: "I must go and see dear Katherine for a minute."

While she was gone McRay slipped out and walked hurriedly away. He highly appreciated his experience, and he went to a downtown cafe to smoke and think it over. His Christmas eve had been a novel one, and, although he knew that his Christmas Day would be lonely, he at least had had a very unusual experience.

That night he dreamed of Miss Ferris and dreamed that he was helping her to wrap that great elderdown cloak about her, and that she said:

"You are an awful fraud, which of us is the most clever, I unconsciously, or you by design?" and then he dreamed he saw her dazzling teeth and fine eyes.

For the next few weeks McRay haunted the theaters, the opera, the swell cafes and the churches to see if he could find some trace of his "cab companion." He always called her that, although he knew that he had ridden in a very comfortably cushioned private equipage. He dined at the club now and began to feel very much at home. He became quite a favorite with the older men, who admired his clear business sense.

One day he met her very unexpectedly and very accidentally. She was walking down the avenue almost buried in a huge bunch of chrysanthemums.

"Why, Mr. McRay," she said, extending her hand, "I have not seen you since the wedding, and then I did not see you long. Why did you leave so early? Do you live here?" she asked somewhat queerly.

"I am here for the present. I am at the University Club."

"Oh," she rippled, with smiles again. "Well, I heard from the bride and groom, they are in Paris."

(Where I hope they will stay, thought McRay.) "Having a glorious time seeing everything, of course. I envy them, don't you, Miss Ferris?"

Miss Ferris dropped her eyes and said "No" very softly.

"Mamma and I receive on Tuesday. I should be delighted if you would call on us. Mamma dotes on Jack, and one of his friends would be more than welcome."

"Thank you, he answered, I should like to very much."

Then she tripped away, radiating with smiles.

McRay did call, and found it so charming that he called again and again, then he went driving in the afternoon with Miss Ferris and her genial, very affable mother.

Time wore on and he found himself very much in love with the charming Miss Ferris, and told her so.

Her father approved of the match from a financial standpoint, and her mother said, "you are a superb looking couple."

McRay's position was established in a social way and he seemed to be gaining steadily in the commercial world. He felt that he owed his great happiness to "Jack," who had proved to be his mascot and good angel all through a strange little coincidence.

One evening early in May he called to take Miss Ferris out to dinner and she said:

"What do you think I received today from London? A picture of Jack and Katherine."

McRay took it eagerly—then, suddenly, it dropped to the floor. There was the likeness of his old college roommate, John Warren Livinggood. In all of these months he had only heard of the groom as "Jack."

McRay wanted to kiss the picture, but instead he kissed his fiancée and said:

"I say, Daisy, let us get married and run over to London and join them."



He was helping her to wrap that great elderdown cloak about her.

# Bill Posters DEPARTMENT

Firms doing posting and paper being posted:  
 Ohio Coffee and Spice Co., Columbus, O.  
 Old Virginia Cheroots, American Tobacco Company.  
 Friends Oats, Muscatine, Ia.  
 Vinter Shoes, Desnoyer Shoe Co., St. Louis.  
 Henry George and Dewberry Cigars, San Francisco, Cal.  
 Star Tobacco, Liegett & Myers.  
 L. Steinberg & Co., Newark, N. J.  
 H. Wolfe & Co., Newark, N. J.  
 XXX Coffee, McLaughlin, Chicago, Ill.  
 Bull Durham.  
 General Arthur, New York.  
 Factory Smoker Cigar.  
 Baker's Cocoa, Dorchester, Mass.  
 Red Cross Cough Drops, Chicago II. P. Co.  
 Sen-Sen, Rochester, N. Y.  
 Foutella cigar.  
 Alexander Gordon, Detroit, Mich.  
 Quaker Oats (Gude, N. Y.).  
 Haas Bros' cigars, Cincinnati, O.  
 Creamo, Sprague, Warner & Co., Chicago.  
 W. Horn, Springfield, Ill.  
 J. Stacy Hill & Co., Cincinnati.  
 Rosenfeld & Smith, Portland, Ore.  
 "Uncle Jerry," Pelser & Co., Chicago, Ill.  
 Allevanta Rye Whisky, Joffe, Cincinnati (towns close by).  
 Diamond Cross Plug.  
 Aunt Jemima Co., St. Joseph, Mo.  
 Prickly Ash Bitters, St. Louis, Mo.  
 Geo. Monto & Co., Detroit (Big Buffalo Cigars).  
 Dr. Pearce, Buffalo, N. Y.  
 Kohler—One Night Corn Cure, Baltimore, Maryland.  
 Parker-Collar Co., Troy, N. Y.  
 Johann Malt Extract, New York City.  
 Abbey's Salts, New York.  
 Polar Bear Tobacco Co., Cincinnati.  
 L. H. Zelin, Philadelphia, Pa.  
 Fritz Bros., Cincinnati, O.  
 E. F. Ratterman Tobacco Co., Cincinnati.  
 Mennen Tal um Powder, Newark, N. J.  
 Veige & Winters, Cincinnati, O.  
 German Pepsin Gum, Cleveland, O.  
 Spillman & Ellis, Covington, Ky.  
 Katy Flyer.  
 Chancellor and El Tino Cigars, J. S. Hill, Cincinnati, O.  
 Gloria Cigar, New York.  
 Jackson Square Cigar, Heinsheir & Co., New Orleans.  
 Chicago Great Western.  
 Garlard Stoves and Ranges.  
 Buckos Stoges, Cincinnati, O. (The Fair).

Ad., traveler and poster are the field marshals of expansion.  
 The traveler, or walking advertiser, is not to be depended upon in wind and weather. The poster braves wind and weather, and is always in season.  
 The side-long seated street car is more valuable to the street car advertiser than the cross-seated type.  
 The American and Continental Tobacco Companies consider the poster the best medium between window advertising and the retail salesman.

Holiday distributing, if done in "society style," is always productive of good results. The "difficile" modern housewife wants to be dealt with hand-in-glove.  
 Dewey portrayed upon the poster will always attract the eye, while a mere newspaper cut is likely to pass unnoticed on account of overproduction.  
 Unknown travelers would insure a better reception by "portraying ahead." The "new" postal card regulation is just the thing. Mailing agencies will help to facilitate if your time be too valuable.  
 The Sen-Sen and Trix people have posterized themselves into the forefront. What's the matter with making the tricks go into new directions?  
 How to keep the handbill out of the gutter is still awaiting equitable solution.  
 Anticipation is what proplitates the poster advertiser. Do not imagine that a collective exposition poster advertises you individually.  
 Since the whisky combine controls well nigh all the old standards, what's the matter with the Independents or wholesalers creating new standards of private brands? There is a legion of people who would buy a well-advertised, independent brand by preference.  
 Perfumery does not become odorous through the poster. It's the poster lost if the perfumery stink.  
 The bill board is always a bountiful harvest queen. At Christmas time the commercial crop is harvested.

## Card of Thanks.

After using paid advertising space in "The Billboard" for twenty consecutive months following the establishment of my business in Savannah, I take great pleasure in making a statement of results and tendering my thanks for courteous treatment. In almost every issue of "The Billboard" during this period some comment has been made relative to the service given in Savannah, the influence and effect produced by untiring efforts on my part to advance the bill posting business and its kindred interests in the Southeastern States. I was credited with promoting the scheme for a Southern Association, which is now a reality and recognized as one of the strongest subordinate organizations. It has been repeatedly stated through these columns and by various National advertisers that prior to 1898 Savannah, Ga., had the reputation for giving advertising service that was "rotten" to its very core. Mr. Donaldson offered me information and advice relative to starting a business here, and truthfully claims the honor of having made Savannah a reputable advertising center by the introduction of a plant with up-to-date ideas. Now, after all this public recognition of my service being valuable, it is, of course, my duty to be thankful to give public expression of my thanks through the columns of the same journal which has indorsed my management and my efforts for good service.

But now comes a fellow who says he lives in Atlanta, and that he knows more about Bernard's business than Bernard does himself; and a column or more about the Bernard-Stoops combine, under the heading of "By their works ye shall know them," would indicate that "The Billboard" has made an awful blunder in its indorsement of the Bernard Advertising Service, and unless it hedges very promptly and retracts all it has said in behalf of Chas. Bernard, or anything he is connected with, that it will incur the dislike of the said Atlantaite and he might withdraw his advertising patronage.

Enough of nonsense; I am in the bill posting and distributing business for a living, and perfectly willing for Bridger or any other notoriety-seeker to swell up and tell us our business; but the editorial department of "The Billboard" and every one of its thinking readers know whether I owe my success to my own efforts or that of some "Cracker" who told me that bill posting never paid in Savannah. I will conclude by asking Bridger to explain why he wrote such a pleasant letter to C. E. Runny, Secretary of the I. D. A., immediately after its organization, asking for the Atlanta franchise, and had he been admitted to membership would he have been as loyal as he is bitter? Come Bridger, I guess it must be water on both shoulders which makes your brain swim.

CHAS. BERNARD.

## Oldest Poster in Paris.

I came across a poster the other day in the Rue de Rivoli, on the gable of a house by the Rue des Becheurs, which would have appealed to Mr. Frank Bullen had he run against it during his brief visit here. It represents a frigate in full sail, with the inscription, "Bains de Mer," on the mainsail. It has been stuck up on that gable end for the last forty years, and it has a history going back to the lively days of the empire, which is worthy of a word of notice. Towards 1822 one Delaunay floated a scheme for the institution of a training ship for the French merchant service, to be moored in the Seine by the Pont de Neuilly. I have advisedly used the word "floated," for Delaunay meant to make money out of the idea; the shares were offered to the public, and Napoleon III., who thought he "saw money in it," which he sorely needed, invested heavily. Delaunay never got a pupil, and the frigate fell upon evil days. Eventually it came to an anchor at the Pont de la Concorde, where it became a show place for the public at fifty centimes a head. The Emperor, furious at being duped, wished Delaunay to the devil with all his heart; but the latter stuck to his guns, and gave Napoleon and his government no rest till he had secured a safe pitch for his wandering craft at the Pont Royal, with authority to transform it into a floating salt-water bath. The government opposed the scheme in the first instance on the delightfully French ground that the sea water which Delaunay used contained salt which had not paid duty. However, it gave way at last. Hence the placard, which, now in its fortieth year, must be the doyenne of Parisian posters.—M. A. P. in the Bill Poster, London.

## W. E. Ferguson.

W. E. Ferguson, General Agent of the Pawnee Bill Wild West Shows, is a product of Bay City, Mich. He is a Bohemian and a prince of good fellows. To a large circle of friends he is familiarly and affectionately known as "Bob," presumably because his name is William. This does not sound like much of a reason, but diligent search fails to reveal a better one. His first experience was ahead of Uncle Dan Castello away back in—well, we will not mention the year. Bob is not sensitive about his age, but then it might be just as well not to injure his standing with the ladies by too closely adhering to date.

He has been ahead of Miles Orton, George Richards, Bill Main, Adam Forepaugh, Pawnee Bill, Joe McMahon and Leman Bros. In all his active career he has never missed a season.  
 Last year he achieved an enviable record ahead of Major Lillie's big shows, and was promptly re-engaged for next year before the expiration of this season.



W. E. FERGUSON,  
 General Agent, Pawnee Bill's Historic Wild West.

## Billboardisms on the Wing.

The Illinois flag law has been declared unconstitutional. Rational jurist! When the American flag can be used as a mantle for political sins, why should it be inhibited against for commercial uses? If a man bottle an impure whisky and use the American flag as a trade-mark insignia or device, would you make the extrinsic feature amenable? Every American has been decreed a monarch, and the American flag is his inalienable property. If he use the flag for mercenary or sinister purposes, the flag will find him out in time. But it would be folly to make the flag the responsible medium.

The trade journal ad. may interest the jobber or retailer, but it does not reach the consumer. The newspaper ad. may interest the consumer, but the average smoker would not espouse the future of a brand from newspaper type. Crafty cigar manufacturers have long since recognized the apathetic quantity caused by newspaper publicity. It's the poster that successfully promulgates the cigar in publicity. Literally the cigar is a quantity similar to chewing gum, condiment, soap, etc. Bismuth's pepsin gum success was two-thirds due to poster advertising. Beeman himself proclaiming this fact. The George Childs cigars National popularity hinged upon the bill board. These are only imaginary examples of an interminable meteoric tail.

A posterless theatrical company is popularly considered cheap.

The manograph poster may be an economical contrivance, but it jades upon the picturesque-loving, modern eye.

The spectacular poster fills more houses than all other combinations of publicity.

Commercial truths as well as commercial lies are best expressed by the flaming poster.

All the patent medicine successes have been poster advertised. Taking the Ayer-Hood people as a hyphenated criterion, I may irrefutably state that one-third of direct inquiries have been due to poster publicity.

Manufacturers of pharmaceuticals, such as now go ready made to the druggist, consumer and physician, are now seen regularly upon the bill board.

The bill board is a commercial bulletin. The poster represents the public crier of old.

A poster-advertised public meeting is always well advertised.

Every large city should enfranchise the bill poster. Private fostering always leads to nuisances.

If municipalities would have the poster business regulated, they should protect the legitimate bill boardist against infringers.

No matter how expensive, the legitimate and properly facilitated poster is, it is the cheapest in the end.

Concentration of the bill-posting business means protection to the advertiser. As a "trust" it would be a model economy.

The county fair canvas poster is a novelty. It's generally good for several seasons.

The features of future automobile advertising will be a "show" of themselves.

Rain may take the starch out of the starch poster, but it does not rain forever.

Lumber is considerably higher than it was prior to '98. Don't you think the bill boardist must compute this fact in his hills?

A name is everything, if you know how to make a name.

Unceda originality like Unceda originality. Then uwanta stick to it.

JOHN B. RINDFLEISCH,  
 Cleveland, O., November, 1899.

Macon, Ga., held a Street Fair and Carnival in October which was very extensively advertised. The advertising was placed in the hands of a man named G. A. Macdonald, who was formerly connected with one of the leading southern railroads in the advertising department. Macdonald sent out posters and distributing matter in large quantities to almost every bill poster in Georgia and some in adjoining States. Since the carnival he has utterly ignored all hills and letters sent him, and present indications are that bill posters will lose the various amounts due them, which range from \$5 to \$75 in the various towns and cities.



## BIG COMBINE IN NEW YORK CITY.

Harry Munson and Regan & Clark

Unite to Form the New York Billposting Co., With O. J. Gude as Director—The New Company Is Incorporated, and Capitalized at One-Quarter of a Million Dollars.

(Special Dispatch to "The Billboard.")

The most interesting news of the month in bill posting circles is the deal just put through by O. J. Gude, by which the firms of Regan & Clark, bill posters, with offices at 21-23 Ann street, and Harry Munson, bill poster, at 4 Murray street, are united into one incorporated company, with a capital (which is said to be fully paid in) of \$250,000. The Gude Company bulletins, 113 West Broadway, stands as it was, but has absorbed the La Tour bulletin plant of this city, and works hand in hand with the new company.

The amalgamation was brought about through the endeavors of Mr. Gude, because the bill posters' association tried to force him to boycott VanBeuren's competitors. Gude refused, however, not wishing to work against old friends; but since the combine was brought about by Gude, and he is personally friendly to VanBeuren & Co., it is not at all unlikely that the VanBeuren Co. will join forces with the New York Bill Posting Co.

Rumors are rife here in regard to the probable effect it will have upon the Associated Bill Posters (the bill posters' national association) of the United States and Canada. Mr. Gude, the prime mover in the new enterprise, is a power in the bill posting business, and a man high in the councils of the association, being a member of the Executive Committee, or rather, the Board of Directors.

He is bold, enterprising and aggressive, and annually sends thousands of dollars' worth of business to bill posters all over the United States. He is a born organizer, and possesses great executive ability.

The parties to the new deal have been more or less intimately associated for the past two years, all of them being stockholders in the Paterson Bill Posting Co., of Paterson, N. J. This last named company is a member of both Associated Bill Posters and the New Jersey Bill Posters' Association, a subordinate division of the national organization.

Both Regan and Clark and Munson, however, have all along maintained plants in New York City in opposition to the association, member at this point, and have therefore presents the anomaly of being members of the association and opposed to it at one and the same time.

Strangely enough their position has not been considered altogether untenable by the association at large, nor even by VanBeuren & Co., who hold the New York City franchise, although the latter has of late shown signs of restiveness.

The new combine did not come as a complete surprise to those on the inside here, although it will doubtless prove so throughout the country. As a matter of fact it has been canvassed and discussed pretty thoroughly for months past.

Alex. Clark, the active member of the firm of Regan & Clark, informs me that the move has long been under consideration. He says it must not be considered a hasty step in any sense of the word. He speaks in an easy and confident manner, and is jubilant over the final outcome. W. B. Lowden, the manager of the Harry Munson plant, is also in a happy frame of mind, and predicts a very bright future, indeed, for the new concern.

Of course all the parties to the new deal confidently claim to hold the balance of power, as far as the aggregate of their holdings are concerned, but there are not lacking those who claim that even Van Beuren & Co. can stand them off in this respect.

With a view of obtaining an impartial opinion of the relative strength of the two concerns in this respect I called upon Sam W. Hoke, the middleman, at 255 Broadway, but he peremptorily and pointedly refused

to talk for publication. Neither C. S. Houghtaling nor Seeley, Fitch & Co., cared to be quoted, although both talked freely enough.

It seems that for some four or five years past Munson, VanBeuren and Regan & Clark have had a little association of their own. It has been referred to as the New York City Association. Mr. Gude, though not a member, was the originator of the idea, and it has been the means of curtailing much of the expense and eliminating many of the evils of opposition.

Stronuous efforts will be made to keep it alive, and if they are successful an open clash between the newcomer and A. Van Beuren & Co. will be avoided, at least for the present. The general opinion seems to be, though, that there will be a lively fight in the end.

Sam Pratt, of A. VanBeuren & Co., appears entirely unconcerned, and if this indifference is assumed he is certainly an admirable actor.

VanBeuren & Co. also stand very high in the estimation of the bill posters throughout the country. They send out the American Tobacco Co. work, Kirk's Old Crow Whisky, Lea & Perin's Worcester Sauce,

says this is all Tommy Rot, as Gude and Pratt are at dagger's points, and have been for months past. He predicts a merry war, but those who know Gude best are aware that he would rather keep peace in the family and uphold prices that to have a cut-throat war.

Munson would say nothing for publication, except that the election of officers and final completion of incorporation will take place December the 1st. One man tells me that this was all fixed by the Executive Committee at their last meeting here, and that Gude is simply following their instructions, and still another fellow tells me that executive instructions are about the last thing O. J. Gude would think of following, so you see that things are in a pretty good tangle.

(Special to "The Billboard.")

New York Nov. 27.—Gude, Munson & Clark Co. is not the name of the new bill posting company incorporated at Albany on the 24th; the new one is styled the New York Bill Posting Co., and comprises the plants of Munson and Regan and Clark, and O. J. Gude is at the head. The Gude Company is not in any way connected with



I. C. SPEERS, Marshalltown, Iowa.  
Now serving third term as Secretary of Iowa State Billposters' Association.

and much other high-class business. Mr. Pratt is also a member of the Board of Directors of A. B. P., and of the New York State Bill Posters' Association.

It is denied now that Mr. Gude is a member of the American Bill Posting Co., of the borough of Brooklyn. A member of this concern said in my hearing that Mr. Gude never had been a member, all reports to the contrary notwithstanding.

Special Dispatch to "The Billboard."

New York, Nov. 27, 1896.—On Nov. 21, at Albany, The New York Bill Posting Company, of New York City, was incorporated with capital of a quarter of a million dollars. The directors are Harry Munson, Wm. Regan, Alexander Clark, Osear Gude, William B. Lowden. Gude claims that the combination is not a trust, but simply means that Munson and Regan & Clark want to save undue competition on fence rents and that the Gude Company is not included in the combination, but holds one-fifth of the stock of the New York Bill Posting Company. Gude had only last week acquired the T. U. La Tour plant, and La Tour becomes vice president of the Gude Company.

Sam Pratt claims to know absolutely nothing about the matter. One party who is in a position to know tells me that the consolidation of the two companies will finally prove to have been made in the interest of a final consolidation with Van Beuren which is now impossible, because of feelings existing at present. He says that Gude is using his influence in Pratt's interest. Another, who is equally well posted,

the New York Bill Posting Co., but will no doubt work with it. Gude has been mainly instrumental in bringing the combination about, because the association ordered him to boycott the firms running in opposition to VanBeuren & Co. Gude absolutely refused to go back on those with whom he has been so intimately connected, hence the new company.

The display possibilities of the town at present are given by one as, combined paint plants, Grid, La Tour thirty-five per cent. of the city, all bill posting plants sixty-five per cent. of the city, New York Bill Posting Co. sixty per cent. of bill posting possibilities, forty per cent. of combined paint and poster possibilities, VanBeuren forty per cent. of bill posting possibilities and twenty-five per cent. of combined paint and poster possibilities. Another authority gives VanBeuren sixty per cent. of all bill board holdings on Manhattan Island. However, an early conjunction of the Van Beuren Co. and the New York Bill Posting Co. may be looked for.

### Billposting in Canada.

Perhaps it will be thought presumptuous on my part to describe bill posting as it is in Canada, what openings there are for development and something about the profession in general, but, although I have only been one of the fraternity for a couple of years, I have made a close study of same, and knowing that "The Billboard" is read by all my brother bill posters in this country of "Our Lady of the Sunshine," I could not allow the opportunity to pass.

First, however, a word to advertisers. Canada is now more prosperous than ever, with a constant increase of population, and for outdoor advertising there is no better territory than this Dominion of ours. The populace is a reading one, the educational standard being high. True, in this province there is a preponderance of French Canadians, but far more speak and read the English language than there are English who speak French. They are also a class of people who will give new goods and new ideas a fair trial, but woe betide the firm that advertises a fake, once bitten they are more than twice shy.

It is also true that the winters here are very cold, but it is a bracing, dry atmosphere which bill posters delight in, and posters do as much good in winter as they do in summer, for the reason that our people are an outdoor class. Canada's success in all outdoor sports will tell that story. Advertisers, Canada should be looked after during the coming year. The duty on paper, fifteen cents per pound, may scare some, but the posting does not cost as much here as in the United States, and also fewer posters will cover more territory. Another point you have to consider is that the field is a new one for many, and there is a rich harvest for live advertisers with live paper.

Now for something about the country. Taking it from coast to coast, and I hope my brother bill posters will forgive me for my frankness, but it is really the only way to make things better in some places. Halifax, N. S., has a number of very good locations, but needs more large stands. The remainder of the lower province cities can be easily passed over. In many there are no bill posters, while in others there are too many. The lower provinces want a waking up.

In Charlottetown, P. E. I., there is a fine plant, and the work is well done by Brother Whitebeck. He is now working up a plant all over the island, and, besides, sends out a vast pocket map of Charlottetown showing the locations of his boards. Coming to this province, Quebec is fair, but in proportion to the size of the city there should be more boards. Three Rivers is limited, but makes a good showing. Montreal, my own city, modestly forbids me speaking about myself, so I refer to an American firm, the J. C. Ayer Company, Lowell, Mass. There is another plant here which up to the time I entered the field had a monopoly. "nuff said."

St. Johns is in charge of Pete Sylvester. All the boys in the white tents will remember him. His locations are superb; how he got them is a wonder, but Pete is a hustler and takes pride in his work. Sherbrooke has two plants, both could be improved upon. This about closes Quebec except for some of the very small towns, where it is in many cases a matter of catch-as-catch-can.

Ontario right through is all right. There are a few cities and towns that nothing but the highest praise can be given, while in others experience has taught that the best said of them the better. Ottawa is looked after by the daddy of all bill posters in Canada, and Alex. Jacques will do the right thing every time. Kingston, Belleville, Bruckville, Peterbro, Port Hope, St. Catherine, London, Chatham and Hurst, but by no means least, Hamilton, all have good plants with experienced men in charge, and any work entrusted to them will be carried out as agreed upon. There are many others whom I have not mentioned, but not knowing them, I can not say.

Toronto, of course, has a large plant and can make splendid showings if the work is given to Mr. Fustbrook. Manitoba, outside of Winnipeg, has no large plants, but in that city the ever reliable Dick Burden is still piling up dollars and gray hairs. He also practically holds the entire northwest territories for bill posting and sign tacking.

On the Pacific coast Virden, Vancouver, Nanaimo and New Westminster have plants under the control of Mr. Robert Jamieson. His locations are very good and kept in good condition. There is another man in the field now, and I hear they are making things hum. There is plenty of room for both, and opposition, as long as prices are not cut, is good for both bill poster and advertiser, but if prices are cut the work will not be done right.

Now, in closing, allow me to thank "The Billboard" for many pointers regarding bill posting, and, at the same time, wish all my confreres a happy holiday season and a Happy New Year. I am at all times pleased to hear from brother bill posters, and advertisers may be assured that any information I can give them about Canada as to how and where to post is theirs for the asking.

ARTHUR WARE,  
Manager St. Lawrence Ad. Co.

### Joseph McManus Returns.

All of the old friends and associates of Joe McManus, the well known newspaper man, who edited the Billposter before its cessation with Display Advertising, will be glad to hear of his safe return from the Philippine war, after an absence of seven months.

Mr. McManus was born in Baltimore, Md., November 13, 1869, and was educated abroad in France and Scotland. After completing his education, his love of adventure led him to go to sea, and for three years he plied between Clyde, Scotland, and Adelaide, Australia. He then left the sea service and came to America, where he became a newspaper man, in which business he has been ever since, except for an occasional adventure, such as trips to South America, Russia and the Philippine war. During his thirty years of life he has managed to visit nearly every part of the globe, in which he has been entirely unassisted—having always gone on his own hook.

Mr. McManus had a cousin who went down with the ill-fated Maine, which was blown up in Havana harbor in February, 1898. This event had made a deep impression upon him, and he determined at the outbreak of hostilities to take a hand in retaliating upon the Spaniards for that piece of treachery. He went to Chicago for the purpose of enlisting, but later he drifted over to Salt Lake City, where he enlisted in Company 1, Fourteenth Regular Infantry, May 22, 1898. He sailed with the regiment from San Francisco for Manila July 14 following, with Major-General Oles.

He served in General Oversteiner's brigade, consisting of the Fourteenth Infantry, the Fourth Cavalry, and the North Dakota Volunteers. He was in the same division with General King's brigade, under Major-General T. M. Anderson, formerly Colonel of the Fourteenth Infantry.

He was in the engagement at Malate, February 4 and 5, which includes the assault and capture of the famous block house 11. He was in the skirmishes near Paranaque, March 10, under General Anderson; in Laguna de Bay campaign under Major-General Lawton, including the assault and capture of Santa Cruz, April 9, and the assault and capture of Pagsanjan, April 11, 1899. He was also in the campaign in southern Luzon under Major-General Funston, including the skirmish in front of Malibay, June 10, Paranaque, June 11, and Los Pinos, June 12, and in the engagement at Zapote River, June 13, 1899, in which his regiment lost twenty-two men killed and sixty-eight wounded. After this the Americans drove the rebels up to the town of San Francisco de Malabon, where they had their headquarters, and this ended his campaigning.

On his return Mr. McManus was entertained by the Milwaukee Press Club, of which he has long been a member. He modestly gave the members of the club and a few of their friends a brief description of his experiences on the march and in the trenches, telling of the hardships that were necessary to good service, and giving every one who heard him warrant for the belief that the high private is a man to whom the government is under great obligation.

He writes that he is delighted to again be home among his friends, and that he highly appreciates the friendly letters from his old associates of the bill posting world—taking as much pride in those tokens of their good feeling and friendship as in his discharge from the regular army.

### Billposters' Notes.

At the New York State Bill Posters' annual meeting the following officers were elected: President, Geo. Castner; Vice President, W. H. McAllister; Secretary, Norris; & Kingsbury, and Treasurer, Barney Link.

There is a narrow gauge railroad which runs through the Ross Valley to San Anselmo, Cal. A number of signs were placed along its course, but the residents of the valley did not like their tone, so one night some men sawed the uprights half through. The next day there was a slight wind, and the boards went down. The destroyer has not as yet been apprehended, but it is to be hoped that he will be, and that he will be prosecuted to the fullest possible extent. Bill posters have property rights, and they should protect them. A bill board is as much the bill poster's personal property as is a man's private residence his own.

If bill posters sit down and wait for something to turn up, and do not get out and do their work by letter to general advertisers and by personal calls upon their local merchants, they will probably wait.

The C. C. Ad-Sign Company, of Indianapolis, has been incorporated with a capital stock of \$1,000. H. A. Dickson, H. M. Tabbott, A. Harrison, A. F. Conner and W. Clark, all of Indianapolis, are the incorporators. The company will manufacture and sell bill boards.

The American Bill Posting Company, Limited, of Philadelphia, recently brought suit in the Common Pleas Court against the members of the Republican State Committee to recover \$105, which was due for advertising work done for the Penrose mass meeting, which was held October 21, 1898. Mr. Horatio Hackett, one of the members of the committee, filed an affidavit of defense to the suit. He admits being a member of the committee, but he denies that he ever contracted with the Bill Posting Company to do any work either individually or for the committee, and he says that he has no knowledge of the work done.

We have heard bill posters accused of exorbitant rates and varied influences, but this tale from California beats them all. The circus last year brought an epidemic of colds and influenza along with it which swept the town. This year the colds and influenza appeared with the bill posters and stayed after the bills were torn down.

C. F. Davis has started a plant at Swanton, O. He commences right by joining the Ohio Bill Posters' Association.

It is rumored that the Bryans are likely to get Columbus after all.

George Seeger, of the Lafayette (Ind.) Bill Posting Company, lately superintended the erection of a new sign board on one of the principal streets. The board is a model one and is over 112 feet in length.

J. H. Coulter, the bill poster at Reading, Cal., has just erected two new boards, one measuring 12x25 feet, the other 12x15 feet.

The man who works with his head generally makes more money than the one who works with his hands. Our numerous friend, the country bill poster, can take this observation home to himself with profit. We will agree very readily that it is necessary for him to hang his own paper, but there is nothing to hinder him from thinking up schemes to interest the retailers of his town. It is an easy matter to procure samples of pictorial posters suited to any line of retail trade. An hour or two twice a week spent in calling on the trade will soon interest them. Once you get a tailor on the boards other tailors will soon follow. So, too, will clothiers, hatters, shoe dealers, in fact, ever branch of the retail trade.

The Bill Posters' and Lithograph Hangers and the Painters' and Decorators' Unions of Louisville, Ky., recently held a joint meeting. Much enthusiasm was shown and a number of new names were added to the rolls of each society.

An enterprising individual in Milwaukee recently proceeded to nail a number of bill boards to down town electric light poles. The boards have a sign stating that they were the property of the Waukesha Bill Posting Company, but were in reality owned by a Milwaukee company. Merchants complained about the boards, and the Chief of Police ordered them removed, which was done.

Bill posters can not be too careful about the appearance of their boards. It may cost a trifle more to keep the old loose paper cleaned off and the boards blanked out with clean white paper, but it will pay in the end. The advertisers soon find out which bill posters are striving to get the best results for them.

The Society of United Bill Posters has as its motto "By Paste We Flourish." It surely seems to be flourishing with 600 members an aggregate expenditure of \$1,500,000 annually for sites alone, and employing 20,000 hands, with a wages bill of \$7,500,000 per annum.

Davis, W. Va., is a good railroad town with from 3,500 to 5,000 inhabitants, and needs a bill poster. The owner of the opera house does not post any commercial paper, and there is no one else in the vicinity to start a small bill posting and distributing business, which might be extended to surrounding towns and villages.

Ed Seaman, the bill poster at Shreveport, La., is managing the street fair there this year. The dates of the carnival are December 4-10.

The members of the Associated Bill Posters who pay their dues are submitting to "taxation without representation" so long as they are denied the right to elect the members of the Board of Directors. Our forefathers of the revolution fought and died rather than do so. Are the bill posters less American than they?

C. Gaylord Wilshire has quite recovered from his recent illness.

Manager H. B. Elmore, of the Sheffield (Ala.) Advertising and Bill Posting Company, is continually adding to his plant. He solicits business by an exceptionally good circular letter.

Curry & Dyer, bill posters and distributors of Mt. Carmel, Ill., are making a bid for some of the business that comes to that town.

The Great Northern Advertising and Theatrical Stock Company, of Chicago, runs a distributing service in connection with its theatrical advertising department.

Mr. W. W. Itzck, of Newark, O., has purchased the plant of L. W. Bradington, of Mt. Vernon, O. Mt. Vernon is a lively little town of 10,000, and should support a good posting plant.

F. C. Parker, Macon, Mo., says: "I am using one-sheet, eight-sheet and twenty-four-sheet posters to boost my own system of bill-board advertising. I bid the plan to be a winner, and I have no trouble in getting orders from local merchants, whereas before it was almost impossible to land them." This scheme is worthy of a trial, especially by those bill posters who have not been successful in getting their local business men interested in posting.

Furnitt, of Ardmore, S. T., gets out little folders with catchy headlines and lots of red ink. He brings out some excellent points, telling why advertisers should post in Ardmore.

Bill posters will do well to read our "Advertisers' Department" thoroughly. There is many a tip to be found there every month.

The fight at Nashville has proved a good thing. The town needed a stirring up.

Bellefontaine, O., is to be congratulated on having secured a good bill posting service. The Whitehill Bill Posting Company is the name of the new concern, and they are putting up good boards as fast as two gangs of carpenters can erect them.

G. M. Brush, who two years ago sold his bill boards to Stobe & Green, and since then has been in the employ of that firm, has resigned his position and has commenced business again under the firm name of the Petaluma Bill Posting Company. Mr. Brush is the pioneer bill poster of that city, having commenced the business in 1877.

The Donaldson Lithographing Company was the first one to adopt the nine-hour law. They were followed closely by Hennegan and others. All will eventually have to take it up.

T. W. McCreary, manager and general representative of the big Hotel Victory at Put-in-Bay Island, will advertise it extensively next spring on the bill boards. He will use a one-sheet and a three-sheet. He is now making up his lists. Bill posters had best address him at his winter office, 721 Monroe street, Toledo, O.

### Obituary.

Wm. H. Gleason, a well-known circus bill poster, died at Port Hamlin, N. Y., recently. He was forty-five years of age, and was a resident of Medina, N. Y. He was in advance of the Great Wallace Shows last season.

### Mammoth Billboard Job.

We present in the above picture one of the largest stands of paper ever put up in the South. It consists of an immense spread of advertising for the Al. G. Field Minstrels, and was pasted on the large bill board at the corner of Gay and Jackson streets, Knoxville, Tenn. The entire stand consists of 215 sheets, covering in all about 3,000 square feet of space. The entire job was posted by E. T. Barnes, of the Southern Bill Posting Co.



A BIG DISPLAY FOR AL. G. FIELDS.  
By the Southern Billposting Company, Knoxville, Tenn.

## Poster Printers

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

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

The return from Europe of Mr. William M. Donaldson, the President of the Donaldson Lithograph Company, of Newport, Ky., was the occasion of a demonstration, which showed the immense good will and feeling of fellowship existing between the employer and the employees in that plant. When Mr. Donaldson stepped from the train at Newport he was greeted by a welcoming shout from over two hundred of his employees, who, headed by a brass band, had come to meet him. Mr. Donaldson was placed in the van of the procession and the parade started, amidst the brilliancy of fire, roman candles and innumerable other kinds of pyrotechnics, for the Donaldson establishment. Here a reception had been arranged, the band played "My Old Kentucky Home" and everybody drank—first to the health of Mr. Donaldson and then to each others success. The festivities were kept up until a late hour, and the occasion was one that will live long in the hearts of all the participants.

The first printing press in the new world was brought to Mexico in 1536. Fifty years later one was set up in Lima, Peru. After another fifty years it was established in Cambridge, Mass., in 1639. The first press in Cincinnati was set up in 1793—in St. Louis in 1808.

Walter Scott has patented a new continuous rack arrangement for cylinder presses. The rack may be thrown to one side when it is desired.

A new lithographing company has been started in Des Moines, Iowa, with a capital of \$8,000. The new plant is styled the Des Moines Lithographing Company, and will do a general lithographing business.

During October fire twice visited David Wells & Sons lithographing establishment, Manhattan. Both conflagrations were caused by spontaneous combustion of acids. The last fire completely gutted the top floor and the loss amounted to about \$10,000.

Fire also visited the Louis Miller's lithographing plant in Buffalo. Almost his entire stock was lost.

About fifty of the union employees of the Free Press Printing and Lithographing Company of London, Ontario, recently went out on a strike because of the introduction of female labor.

The Falls City Lithographing and Job Printing Company, of Louisville, assigned October 3, with liabilities of \$14,000 and assets \$16,500. It was the oldest plant of the kind in that city, having been organized in 1854. The panic of 1893 has been given as the underlying cause of the assignment.

It is a generally accepted fact that the ink combine has fallen through.

Mr. Paul Helman, of the firm of Edwards, Deutch & Helman, the well-known lithographers of Chicago, spent a few weeks visiting friends in New York City and Long Branch, N. J. He says that Coney Island is fine, Rockaway better, but he did not like Asbury Park or Sea Gate. He witnessed the naval parade and Dewey celebration, then returned home to attend to business with his usual promptness.

A few facts for American lithographers to cut out and paste in their hats: The total amount of lithographed labels and prints imported into the United States, as shown by the summary issued by the Government for the month of July, 1898, was valued at \$74,650, and sold at \$150,000. July, 1899, value of imported lithographs, \$90,619, and sold at \$130,000. For the seven months ending July, 1898, \$74,650. For seven months ending July, 1899, \$89,594. When we consider the progress of the European lithographer to underestimate values for the purpose of securing lower customs charges, it is safe to estimate the selling price of 1899 imports on our market at \$750,000.

Hennegan's semi-special, six-sheet posters made a big hit. This house is continually getting out something new that takes.

Louis Prang, the venerable lithographer, who started a lithographing establishment in Boston in 1856 with practically no capital and built up a business famous all over the world for fine art work, has retired from business. He is 75 years of age.

The Correspondent Show Printing House of Piqua, Ohio, has been forced to close out, and on Saturday, December 16, the entire outfit of the plant will be sold to the highest and best bidder. The Third National Bank of Piqua is conducting the sale, and any one desiring to investigate the property can do so by calling at any time prior to the sale.



# WHAT THE DISTRIBUTORS ARE DOING

## READY FOR CHRISTMAS.

Atlanta Constitution.  
Gittin' ready for the Christmas—little previous—but still,  
Got to follow the procession, let it travel whar it will;  
Daddy's greasin' up the fiddle—rozzumlin' the bow an' all;  
Molly's hunn' holly berries fer to hang up in the hall.  
Gittin' ready for the Christmas; then it is we have a time!  
People dancin'—horses prancin', an' the greasy poles to climb!  
Cider in the brown jugs sparklin'—candy-pullin', an' all that;  
Purty gals a-gittin' married—parson passin' roun' the hat.  
Gittin' ready for the Christmas; golu' to let the ol' town roll!  
Turn the music loose, an' holler, with the glory in yer soul!  
An' when dad takes down the fiddle, an' we're formin' in the hall,  
He jest sets the work to dancin'! "Balance to yer partners all!"

## Distributors' Tips.

Hood & Co., Lowell, Mass.  
Peruna, Columbus, O.  
Providence Medical Institute, Chicago, Ill.  
Mack & Co., Ann Arbor, Mich.  
Lydia E. Pinkham, Lynn, Mass.  
Kondon Manufacturing Company, Minneapolis, Minn.  
Dr. Kilmer Co., Binghamton, N. Y.  
P. L. Abbey Co., Kalamazoo, Mich.  
W. H. Comstock Co., Morristown, N. Y.  
War Eagle Cheroots (signs), Roth, Brunner & Felst, Cincinnati, O.  
Boston Medical Institute, Chicago.  
Dr. C. L. Shoop, Racine, Wis.  
W. R. Tathert, 85 Dearborn street, Chicago.  
Sprague Publishing Co., Detroit, Mich.  
Dr. Miles, Elkhart, Ind.  
J. W. Brant, Abilene, Mich.  
Orangeine Chemical Co., Michigan avenue, Chicago.  
International Stock Food, Minneapolis, Minnesota.  
Merchant Gargling Oil, Lockport, N. Y.  
Dodds Medical Co., Elliott Square Building, Buffalo, N. Y.  
Allen S. Olmsted, Le Roy, New York.  
Prickley Ash Bitters, St. Louis, Mo.  
Haggard Specific Co., Atlanta, Ga.  
Koenig Medical Co., 49 South Franklin street, Chicago, Ill.  
Dodds Medical Co., 238 Elliott Square Building, Buffalo, N. Y.  
The Pond Lily Starch Co., New Haven, Connecticut.  
Bright's Chemical Co., Little Falls, N. Y.  
S. Pfeiffer Manufacturing Co., St. Louis, Mo. (samples).  
Royal Desserto Manufacturing Co., Northampton, Mass.  
Lyman Brown, New York.  
Chester Kent & Co., New York City.  
Thacher Med. Co., Chattanooga, Tenn.  
Wilson Drug Co., Lexington, Ky.  
Igleheart Bros., Evansville, Ind.  
Dr. David Kennedy Corp., Rondout, N. Y.  
Dr. J. H. Schenck & Son, Philadelphia, Pa.  
White & White Co., Grand Rapids, Mich.  
Kennedy & Kegan, Detroit, Mich.  
The Bayer Med. Co., Toledo, O.  
Mall Pouch Tobacco Co., Wheeling W. Va.  
Elliott Bakery, 202 Pearl street, Columbus, Ohio.  
P. L. Abbey & Co., Kalamazoo, Mich.  
The Abbey Effervescent Salt Co., 9-15 Murray street, New York City.  
Mellin's Food Co., 291 Atlanta avenue, Boston, Mass.  
Thurman Chemical Co., Station A, Dallas, Texas.  
San Curo Med. Co., 325 West Fourth street, Los Angeles, Cal.  
The Dyalene Co., Chicago, Ill.  
The Roman Med. Co., Greenville, Ky.  
The Brown Capsule Co., Philadelphia, Pa.  
Durbar's System Tonic Co., Cleveland, O.  
J. M. Grosvenor & Co., Boston, Mass.  
Omega Oil Co., 29 Central street, Boston, Massachusetts.  
Wolf Chemical Co., Philadelphia, Pa.  
Mallinbrodt Chemical Works, St. Louis, Missouri.  
Baker-Levy Chemical Co., Chicago, Ill.  
Tincture Amal. Manufacturing Co., (Ltd.), 11 German street, Baltimore, Md.  
W. F. McLaughlin & Co., Chicago, Ill.  
Garfield Tea Co., 11 to 15 Sterling Place, Brooklyn, N. Y.  
The Franco-American Chemical Co., Montreal, Canada.  
Tarrant & Co., 276 Greenwich street, New York City.  
Martin & Martin, corner Carroll and Sacramento streets, Chicago, Ill.  
India Spice Mills Co., Dayton, O.  
Winkelman & Brown Drug Co., Baltimore, Maryland.  
S. C. Wells & Co., LeRoy, N. Y.  
Katharmon Chemical Co., 101 North Main street, St. Louis, Mo.  
Phenyo-Caffein Co., Worcester, Mass.

## Who 'Tis Items.

The Wolff Chemical Company would be pleased to hear from distributors in all the towns and cities of Ohio and Western Pennsylvania, quoting prices for the distribution of small samples to be placed in office blocks, business houses and street work solely. Communications regarding advertising for the above named territory should be addressed to the Wolff Chemical Company, Adv. Dept., No. 36 McCance Block, Pittsburg, Pa.  
Distributors will have no trouble in purchasing bags in the future. There are now four or five bag companies in existence. The latest to enter the field is the Indianapolis Bag Company, No. 88 Indiana avenue, Indianapolis, Ind. All those in need of first-class bags would do well to write for prices.  
Dr. Burkhardt's samples were simply slaughtered in Atlanta, Ga., a few weeks ago. There is a first-class I. A. D. distributor in Atlanta, and there is no excuse whatever for employing non-association men. The Doctor will find to his sorrow that the cheapest is not always the cheapest. If you want a good article or a good service, you will have to pay for it.  
Several mistakes occurred lately in shipping advertising matter. In one town two contracts were made; of course, only one distributor received the shipment. The other distributor now threatens to sue for the amount of the bill if not paid. As the amount is very small, the firm may probably pay the bill, but the question now arises: Does the disappointed distributor make anything by suing a firm? He may be in the right, but mistakes will occur. I have had the same thing happen to me while placing advertising matter. One thing is certain, if the firm above referred to is compelled to pay for a distribution they did not get, the distributor who insists upon the payment will get a first-class recommendation that will drive all possible patrons to his competitor.  
The Eastern Rubber Company's branch store at Cincinnati made a distribution of advertising matter some months ago. They issued a quarter sheet and scattered them broadcast all over the city; they could be picked up by the dozens on the sidewalks. They made another distribution recently and have gone to the other extreme. They rang door bells and handed the circular in. If the circular had been attractive the latter method might have been the proper one, but we doubt it. Local firms in a great many instances think they know all about distributing, but they do not. It would be better if some of them would hire cheap boys at twenty-five cents per day and leave it to their judgment how the matter should be placed than to give instructions. As long as the local merchant thinks that the local distributors' prices are too high and that he can save money by hiring an old Tom, Dick or Harry, he will get no results from house-to-house distributing.  
"The Bill Poster-Display Advertising," says Steinbrenner hollers. "Of course, Steinbrenner hollers. It is not a wail or a puny chirp like that from 'Little Annie' or Mr. Stahlbrodt; it has a good, clear, healthy ring, and you can hear it in every State in the Union. The I. A. of D. is all right. It is the real thing and not padded."  
The firm of McMurray & Gammon, No. 1722 First avenue, Birmingham, Ala., has dissolved partnership, Mr. McMurray retaining the I. A. of D. franchise. Advertisers will

please notice that Mr. McMurray's services are guaranteed, and that the Association is not responsible for any of Mr. Gammon's contracts.

Since the so-called opposition of the I. A. of D. has sprung into existence, the office of Secretary of the only Distributors' Association has been busy day and night, and it has become necessary to employ an extra stenographer in order to keep up with the work. Advertisers all over the country express themselves thoroughly satisfied with the I. A. of D.

The Steinbrenner Distributing Service is distributing a very beautiful lithograph covered book for the Peruna Drug Manufacturing Company of Columbus, O. They have spared neither time nor money to make their advertising first class, and the effects of the distribution are already evident in Cincinnati. One jobbing salesman remarked to me today that the sales of their house averaged over one gross of Peruna per day.

Elizabeth City, November 13, 1899.  
Mr. W. H. Steinbrenner, Cincinnati, O.  
Dear Sir—I have today received remittance from — to the amount of \$3.40, due me for work, and to you and the I. A. of D. I give credit of getting same.

Thanking you, and with best wishes for the success of each member of the I. A. of D., I am, yours fraternally, R. E. BLACK.  
The above is published for the benefit of the editor of "The Bill Poster-Display Advertising." If he will look through the columns of "The Billboard" he will very likely find other testimonials to prove that the members are being benefitted by the Association.

During the recent campaign Steinbrenner's Distributing Service was employed by both political parties, giving entire satisfaction. In one instance they contracted with one of the campaign committees to distribute 40,000 circulars from house to house in one day, and it being impossible to obtain enough reliable men to complete the work within the limited time, a crew of sixteen men worked until 2 o'clock in the morning.

Considerable mention having been made regarding the service at Chattanooga, Tenn., especially that of Mr. H. S. Holmes, we beg to state that Mr. Holmes has contracted with the following medicine concerns located in his city:

Chattanooga Medicine Co.  
L. Gerstle & Co.  
New Spencer Medicine Co.  
Thatcher Medicine Co.

If you are a member of the I. A. of D., begin the new year right by having your account with the Association balance to January 1.

Well written and attractive circulars have been received from the following distributors and bill posters:

C. L. Lane, Bellefontaine, O.  
Westover & Clark, Ashland, O.  
The Newark Bill Posting Co., Newark, N. J.  
J. H. Bell, Staunton, Va.  
G. F. Bargasser & Co., McMinnville, Ore.  
The Jordan Advertising Co., Mechanic Falls, Me.  
Florida Distributing Co., Jacksonville, Fla.  
Indianapolis Bag Co., Indianapolis, Ind.  
Wm. M. Meloy, Carlisle, Pa.

The many friends and members of the I. A. D. will regret to learn of the death of Mr. Cornelius Stokete, of Muskegon, Mich., which occurred October 2, 1899. The deceased was father of Mr. Peter P. Stokete, I. A. D. representative for that point, and one of the oldest settlers in that locality.

Savannah, Ga., November 13, 1899.

Editor "The Billboard":

Dear Sir—In the Bill Posters' Display of the October issue I notice an article under the heading, "Who is Dooley?" which was inspired by one Charles Bernard, of this city. In the course of this article Mr. Bernard refers to me as "not a representative member for a city of importance." I do not know what Mr. Bernard considers a "representative member," but for the information of your readers I beg to state that I have held the franchise of the I. A. of D. in Savannah for over three years. I was the first and am today the only representative of the Association in Savannah. I have been in the business for twenty-odd years, long before Mr. Bernard was able to earn a living for himself. I have never given cause for complaint, and

pride myself that my business is conducted in a proper, honest and business-like manner. In the article referred to Bernard admits that I am honest and that I do not neglect my business. If one does his business in a proper manner he certainly performs his duty; if he performs his duty in a faithful and proper manner he must certainly be a representative member of the I. A. of D. As I said before, I have been a distributor for over twenty years. I have always made a good living for myself and my family, and have been fortunate to secure every piece of business that came this way until irresponsible and disreputable bill posters encroached on my territory. Mr. Bernard says I have never used a letter head. When he made his statement he knew that it was not true. I picked him up when he came to Savannah, and out of friendship for one who recommended him to me, practically started him in business. As to his reference to me "never having a dollar," I beg to say that while I am not rich in the goods of this world, my reputation in this city and throughout the country is more to me than the dollars which I have lost through no fault of my own. Mr. Bernard further says, "after I had given him office rent free for a year, advertised him in 'The Billboard' at my expense," etc. In this connection I desire to say that the only time I ever occupied office room in Bernard's establishment was done at his earnest request, to protect his business from being entirely abandoned during his absence from the city. I conducted his business in connection with my own for several months, for which service Mr. Bernard has not yet paid me in full, and the balance of which I have long since abandoned hope of ever collecting. By misrepresenting and deceitful methods, some of the work which was formerly done by me, has gone to others.

I dislike to enter into the personality, but you will, I hope, understand that I needs must defend myself when attacked by this individual. Very truly yours,

J. E. CAMPOS.

## A, B, C Lessons.

BY THE ONLY MC.

Joint agencies have been both a detriment and a benefit to honesty in service, but where the "Feister Idea" is fully understood and in operation that agency is a more powerful weapon against dishonesty than were the agencies represented by their opposing interests. This concentration, especially in the smaller towns, gives one absolute honest man command of what is practically all of the national work in his own and any circuit of smaller towns that he may be able to operate. This system was fully explained in your last issue. I would not recommend this at large to all distributors, as to work it to a successful termination will require the services of a joint agency in a medium sized town. Any number of our I. A. D. men now have practically the same thing at regular rates. That is, they are doing local posting co-operatively for merchants of their own towns. To all such I would say that "inserts" will be the kindergarten from which will come soaps, coffee and all those other little inside service prohibits. Nor will we ever be able to convince manufacturers by any theory that may be advanced, but when they are co-operatively offered at \$1 what would cost \$5 to put out separately, I can not blame the originator of the system for saying, "Make one offer, then hunt up the other." Thus endeth lesson A.  
From among these old canvassers who are now reading trade articles from actual results of our present co-workers, will come men trained in field service, and from these men come many of our present force of hard hitters. These are the men who have stayed, they are the ones who are now carrying the war into the enemy's country. Unless this class of men can enjoy a little commercial warfare they hunt up some line of their own. Their only order, as they interpret it, is cut the cable. These win, and when they are threatened with excommunication they reply, "What is the constitution between friends?" Thus endeth lesson B.

Here's compliments to the Dr. Shoop Company and all you other "cheap screws" that spend your money and time in paying a high-priced manager of agents to heat down organized labor with threats of betrayal to the "biz." Ring off, and that mighty quick, or we will send your series of articles that you so skillfully concoct to the Third Assistant P. M. G.—\$10 a week to a trained lady stenographer will enable you to use the services of 3,000 trained men with the use of only one two-cent stamp. "Let me say that I know that 'biz.' Inspectors don't exchange reports with you. How, well, read the papers.

One argument which may be used to great advantage by distributors when trying to secure local work is the comparison of the relative cost of the various methods of advertising. Point out to the merchant that he can have a thousand circulars handed directly to the possible buyers for less than one-half of what it would cost him to send them by mail, even though he used only one-cent stamps, and if one-cent stamps are used, hundreds of his arguments will never be seen, but will be thrown in the waste basket without being opened. Therefore, to be sure that each circular will be at least seen, he must pay more than four times the amount it would cost him to obtain the same end through distributing.

Equally interesting and convincing arguments in favor of distributing may be formed by comparison with other forms of publicity, and in every case it will be seen that to advertise by distributing requires a smaller outlay than to advertise any other way, for it is undoubtedly the cheapest method, and since it is the cheapest that point must be brought out.



Freeman's Wagon and Crew, Dayton, Ohio.

More of Burkhart's Methods.



NELSON MATTISON.

Mr. Mattison is the manager and proprietor of a distributing agency at Flint, Mich. He has been in the distributing business since 1892, although not a member of the I. A. of D., he has, through conscientious work, built up a nice business. C. I. Hood was the first firm to try his service, and he still does their work.

Mr. Mattison is married and has a pleasant home and family, and every visitor finds the latch string out when he calls at his residence.

Shame.

Mr. Tuft, Dr. Burkhart's representative, called at my office the other day and tried to "square himself" on the Cleveland distribution, of which "The Up-to-date Distributor" makes mention.

According to Mr. Tuft's statements it seems that he placed an advertisement in one of the daily papers for distributors to distribute Dr. Burkhart's samples, and one of the men whom he employed was arrested for violating a city ordinance and fined, and not being able to pay the fine he was sent to the work-house. Mr. Tuft showed me the contract signed by the men, they assuming all responsibility in case of arrest. To say that it was a low, contemptible trick to allow a man to go to prison for the small amount necessary to secure his release does not express it, and Mr. Tuft was so informed by me; and, moreover, that he himself deserved six months in the work-house for not putting up the small amount necessary to obtain the fellow's release. Of all the traveling inspectors I do not believe there is one, with the exception of Mr. Tuft, who would not have helped this man out of the difficulty. It certainly is a disgrace and a shame that such a man is traveling in the capacity of inspector, and every distributor should refuse to work under his supervision. He is a man whom I know personally, and I know that he does not understand distributing.

W. H. STEINBRENNER.

C. M. HAUGHEY.

C. M. Haughey, circular distributor and novelty agent, is a resident of Mason City, Ill. Mr. Haughey was for a time a journalist, being employed on the Hopedale (Ill.) Review, Mason City Banner and San Jose (Ill.) Record. He was founder of the latter two. Mason City is situated on the C. & O. and I. C. R. R., and is a thriving town. Mr. Haughey is a hustler, and all work entrusted to him will doubtless bring satisfactory results.



C. M. Haughey.

An article entitled "Burkhart's Methods," appearing in the November issue of "The Up-to-date Distributor," gives an account of how one of Dr. Burkhart's traveling inspectors "left in the lurch" one of the men he had employed.

It has always been customary where a traveling distributor employed men who did not make a business of distributing, that, should they get into trouble while doing the work, the house would see them safely out of it. Burkhart's case is just the reverse. He let the poor unfortunate fellow go to the work-house, thereby blenching his character for life. Whether the doctor is responsible for this or not, we can not say. He at least is responsible for the men he employs. We do not believe there is a distributor in the United States who has met Mr. Burkhart's agent once who cares to meet him again. It is Dr. Burkhart's duty to pay the fine and secure the release of George Young at Cleveland. It is the duty of every distributor in the United States to refuse to do the work under Mr. Tuft's supervision.

The doctor has a peculiar method of having his distributing done. His representative comes into a city without an hour's notice and makes the unjust proposition that all other advertising matter be laid aside and his work commenced at once. For all this he agrees to pay the enormous sum of \$2 a day to the manager of the agency and \$1 per day for each man employed. The unfairness of this method can easily be seen. No distributing agency can exist on \$2 per day, especially in the large cities. If distributors were to do the work at \$2 per day, catch-as-catch-can, they could not live through the dull seasons. I have heard that Dr. Burkhart's work was being done in a certain large city by a force of fifty men, paying the manager of the agency \$2 per day. I know that the running expenses of this agency, taking it all the year around, is at least \$1.50 per day.

Are distributors working only for Dr. Burkhart's interest, or is self-interest to be at all considered? Or, are they willing to use the profits from their other business to push the doctor's interests? Why Dr. Burkhart should have this advantage over other advertisers I can not understand, and in justice to other advertisers, believe I am right in advising distributors to reject any such offers.

CAPTAIN NEMO.



GEO. W. REOCK.

In this, the Christmas number of "The Billboard," we present our readers with a halftone picture of Mr. George W. Reock, of Frankfort, Ky. Mr. Reock is another one of the successful distributors and a member of the I. A. of D. He not only bears a first-class reputation with his local merchants, but also with the National advertisers. He works a number of cities, always giving a first-class service, thereby obtaining satisfactory results. The best reference that Mr. Reock has are his many patrons.

The Runey-Stahlbrodt.

Louis H. Matthes, of Toledo, O., ought to join the Runey-Stahlbrodt Association. Manager Scott, of the Santal-Pepsin Company, sent him May 10 five hundred signs to be tacked at four cents each. On May 13 he reported the work completed and sent in his bill. On May 16 Mr. Scott sent him a check for \$20 in full payment of his bill.

Some time since Manager Scott, in looking over his Toledo sales, could not discern any effects of the sign tacking. He proceeded to Toledo and commenced a quiet investigation.

With the aid of a detective he found 250 of his signs in Matthes' coal shed, buried under piles of booklets and various other kinds of advertising matter.

Before confronting him with the evidence of his guilt Mr. Scott questioned Matthes closely regarding the methods he followed in putting matter out. Matthes declared that he never employed men, but always put out the matter himself, assigning as a reason the fact that he could not trust men to do the work right. Being pressed closer he averred that he had personally tacked every one of the 500 signs sent him by Scott. After he had made this declaration the recovered signs were produced, and he was informed where they were found. He was also given just twenty minutes in which to refund the \$20 which he had wrongfully collected. He refunded.

Ida Buttons.

For the following list of opinions concerning the I. D. A., we are indebted to one of our readers, who is well known throughout the advertising field:

- "None of ours"—Whitehead & Hoag.
- "None in mine"—Old Advertiser.
- "The Idea"—Fenster Print.
- "Don't blame the machine"—Kodak people.
- "Some faces are too hard"—American Type Branch.
- "Space all taken"—Ripans.
- "On the quiet"—Campbell.
- "They won't float"—Procter & Gamble.
- "Very transparent"—Pears.
- "It might have been"—Isaac Monk.
- "Some cuts are passe"—Advertising World.
- "Not in our personals"—Cincinnati Enquirer.
- "Some mediums dally"—Geo. P. Rowell.
- "Profitable? But not art"—Kate E. Griswold.
- "We draw the line on cousins"—N. W. Ayer & Son.
- "Left under a cloud"—Two Bills of Saginaw.
- "No commission"—Frank E. Munsey.
- "Probably a mail order"—W. D. Redington.
- "No subscriber"—Will E. Moulton.
- "No relation"—W. H. Steinbrenner.
- "Not the whole family"—Sam W. Hoke.
- "I am married now"—McPherson (nit).
- "Paint won't cover"—Gunning System of Bulletin.
- "Not from our school"—The "Little Schoolmaster," George R., in Printers' Ink.
- "Not our ink"—Printers' Ink Johnston.
- "Our imprint"—Display ad.
- "Prefer to return stamps"—General Information.
- "Faded, but not ours"—Uncead biscuit.
- "Probably red headed"—Frank R. Carter.
- "Buttons, Buttons, well, I don't see as it makes any difference between I. D. A. and I. A. D. as long as I get my work done any way for \$1.50 in back number towns, where my men give unquestionable local references on trial orders. I give them five or six distributions just as a trial."
- "She belongs here." Clarence E. Runney.



WM. F. MOSHER.

The above portrait is one of Mr. William F. Mosher, the I. A. of D. man at Canandaigua, N. Y. Mr. Mosher has been in the distributing business for some years, and is thoroughly experienced and competent. He has had rather an up-hill fight, but is now on a firm footing. He says that he has in the last two months been busy every minute and all through the influence of the I. A. of D.

We are in receipt of a blotter from the Bundy Distributing Agency, of Detroit, which is a sample of the kind they send out to the local merchants. Their plan is this: Every month they have 10,000 blotters printed—good, useful blotter, with a strong argument on one side. The reading matter is changed each month, as is the color of the blotter. Mr. Bundy writes that his scheme has given excellent results, and has been the means of inducing a number of local business houses to give his service a trial.

The Newark Bill Posting Company, Newark, N. J., is soliciting business for its distributing department by means of a good strong circular letter. The company's city and suburban territory embraces forty-eight towns, with an aggregate population of 642,111.

Mr. McConnon, whose portrait we present in our October issue, and who had built quite an extensive distributing business in Dayton, O., has sold out to Mr. Freeman, of the same town. A picture of Mr. Freeman's wagon and crew appears in this issue.

Readers of "The Billboard" may not need this, but for the benefit of a few, use caution when writing the Judicious Advertising and Distributing Bureau, 1032 Elm street, Manchester, N. H. The manager, W. R. Hamlin, is working in a real estate office at the number, and certainly could not very well send you car loads of advertising matter for distribution, even if you do send cash for membership card. "A bon entendeur salut" which might be translated—"Let those who have ears listen."

Mr. A. E. Drier, the genial little distributor of Burlington, Iowa, has just bought himself a new home, and writes that he is as happy and contented as a man possibly could be.

MR. HOFFER.

Mr. Hoffer, at Meridian, controls the largest bill posting plant in the State of Mississippi. The plant is divided into two sections—theatrical and commercial. He is well known all over the United States and Canada as a live and wide-awake bill poster. The public generally admiring his push and energy, keep him pretty busy putting up the paper.



Mr. Hoffer.

Notes.

The Santal Pepsin Company (W. Scott, proprietor), of Bellefontaine, O., in speaking of the new association of distributors recently formed, said: "No, thank you, we want none of it. The American Bill Posting Company, of Chicago, is a member of it. We recently sent them 2,000 signs for a listed service. They offered to do the work for that price voluntarily, but it was with doubt and misgivings that we accepted their proposition. When the list came in we found that, although we had only sent them 2,000 signs, their list showed that they had tacked over 2,300. This circumstance did not tend to allay our suspicions, so we hastened to have the list checked up. Our inspector (a thoroughly reliable man) could not find a hundred of them all told after a conscientious and diligent search.

"He did find however, that street numbers on the list that were supposed to be saloons were in fact private residences. He also found others that were vacant lots, and whole lists of numbers that were not on the streets named at all.

"No, thank you, the I. A. of D. is good enough for us. When a member of that organization goes wrong he is kicked out. They have got the most reliable men in the business."

Wong Fong, Toucy Kip and Toucy Foo were convicted of violating the hand-bill ordinance at Los Angeles and were fined \$5 each. The gentlemen will in all probability retire from the distributing business and enter one which will be more suited to their nationality.



THE BILLBOARD.

Published First of Every Month, at  
7 East Eighth Street, Cincinnati, O., U. S. A.  
Address all communications  
to 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 uni-  
form rate of ten cents per agate line; no dis-  
count for time or space. Copy for advertise-  
ments must reach us on or before the twenty-  
fifth of the month. Our terms are cash.

The Billboard is sold in London at *Low's Ex-  
change, 57 Charing Cross, and at American Ad-  
vertising Newspaper Agents, Trafalgar Build-  
ings, Northumberland Ave. W. C. In Paris, at  
Lafont's, 37 Avenue de l'Opera. The trade sup-  
plied by the American News Co. and its branches.  
Remittance should be made by post-office or ex-  
press money order, or registered letter addressed  
and made payable to The Billboard Pub. Co.  
The editor can not undertake to return unsolicited  
manuscript; correspondents should keep copy.  
When it is necessary to wire us the instructions  
and copy for advertisements, great saving in the  
rate of telegraph tolls may be had by recourse to  
the Donaldson Cipher Code.  
Entered as Second-Class Matter at Post Office  
Cincinnati, Ohio*

DECEMBER, 1899.

Stahlbrodt and Hoff, assisted by the  
rectors of the Associated Bill Post-  
ers, have decided that the "The Bill-  
board" is a paper not published in the  
interest of the bill posters; it is work-  
ing against their best interests. "The  
Billboard" publishes tips for bill post-  
ers, so that they may obtain work di-  
rect for the advertisers, and thus get  
the full price for their labor and pains.  
This alone is enough to condemn the  
paper. Besides, "The Billboard" be-  
trays the advertisers. This should  
never be, because the results from the  
advertisements in its columns will so  
soon outclass those in Stahlbrodt's baby,  
"Display Advertising," that it will  
show that his pet only reaches other  
bill posters. Something must be done,  
they can not control the circulation of  
"The Billboard," so they must try and  
keep the bill posters from using its  
columns.

Having come to this decision, "The  
Billboard" was declared boycotted.  
And you, two months before the dic-  
tators had even voted upon the ques-  
tion. Yet they say there is no gang.  
The boycott progressed—but alas  
it did not, for the cowardly instiga-  
tors who were afraid of a fair open  
struggle—progressed backward. The  
bill posters began to see that the As-  
sociation and they as members were  
being made but a catspaw for the  
preference of individual desires for  
monopoly and gain, and in the present  
sue more advertisements of Asso-  
ciation members are found in the col-  
umn of "The Billboard" than for many  
months. Many more would be found  
were it not for the blackmailing  
scheme of refusing to send paper un-  
less instructions are obeyed.  
In most instances we believe in  
members of associations obeying the  
laws of that association, but in this  
case or any other where the law is  
manifestly unjust and has been born  
through jealousy and malice, where

members themselves have had no  
voice in the action, we will heartily  
endorse their rebellion and aid the  
movement in every way in our power.

\*\*\*

Men in every walk of life, no matter  
what their business run across, not  
only run across in fact, but are hunted  
up by men who are seeking to get  
something for nothing. The railroad  
companies' offices are overrun with  
men who seem to think that they are  
entitled to a free ride in the compan-  
ies' cars; the proprietors of theaters  
are besieged by persons who give  
reasons unheard of by the uninitiated  
why they should occupy the best seat  
in the house, the pleasure resort and  
fair managers find hundreds of new  
and unthought of relations—in fact,  
every man who has anything worth  
having or has it in his power to confer  
favours of any kind, is sure to be the  
object of unscrupulous men's designs.  
This system of complimentary tickets  
has become so universal that it is now  
looked upon as one of the necessary  
evils of higher civilization. If the sys-  
tem of imposture and false representa-  
tion stopped with dead-head tickets it  
could be tolerated, but unfortunately  
it does not. Individuals, companies  
and even associations devise all sorts of  
plans and schemes whereby they may  
make a short cut to wealth.

\*\*\*

If there is one profession more than  
another that has suffered from these  
abominable designers, it is that of the  
distributors. Innumerable associa-  
tions have been formed in the imagina-  
tion of one man or clique of men  
which offer false inducement for the  
distributor to join. If he sends in his  
application and pays his initiation fee  
they have caught one more fish in  
their net. The dishonest aims of these  
associations are eventually found out,  
and then people wonder how they  
could have lived so long. For the  
benefit of our distributor readers we  
will say that there is one thoroughly  
reliable association in existence and  
one that has the full confidence and  
trust of advertisers all over the world  
—The International Association of  
Distributors.

Some few medical companies, al-  
though they do not perpetrate any  
fraud, nevertheless demand such terms  
from distributors that they deserve  
the scorn and censure of all. To set a  
certain price upon distributing, and  
one at which no man could do the  
work and make a living, and say "do it  
at this price or do without the work,"  
although not contrary to the law, it  
is as bad as stealing the money with  
which a man is to buy bread. Distrib-  
utors should make their own price;  
make it a reasonable one, and stick  
to it.

With Thanksgiving week closes the  
National Export Exposition at Phil-  
adelphia, and it has been a truly won-  
derful show. In almost all of its vari-  
ous missions it has been an entire suc-  
cess. As a promotor of trade relations  
with foreign countries, through the In-  
ternational Commercial Congress, it  
has more than fulfilled the expecta-  
tions of even the most sanguine. In  
its enlightening of our merchants, by  
means of the Foreign Sample Depart-  
ment, it has been of incalculable value.  
Through its educational influences  
those who attended derived much ben-  
efit, and by its amusement features  
have found much pleasure. Owing to  
the handsome profits resulting from  
large sales to foreign buyers the ex-  
hibitors are well satisfied. One fea-  
ture alone has not been what it should  
—the number of visitors to the fair,  
outside of those coming from Phil-  
adelphia and surroundings, has been  
shamefully small. The patronage was  
not one-tenth of what such a display  
deserved. To one who has followed  
closely the methods employed in ad-  
vertising the Exposition, the reason of  
the decidedly slim attendance is read-  
ily seen. It may be expressed in three  
words—insufficient advertising appro-  
priation. The Publicity Department  
has relied mainly upon free reading  
notices in country newspapers and in  
trade magazines. True posters were  
used, but in sending these out the  
main idea seemed to be to get along  
with just as few as possible. In all  
the operations throughout the various  
advertising mediums employed, this  
same principle of "skimp" was appar-  
ent. What a poor plan it has been we  
can see from the results, or rather,  
non-results. The Exposition has been  
a financial failure, and we trust that  
the exhibitions at Toledo, Buffalo, St.  
Louis, Portland and other places to  
which the country is looking forward,  
will profit by this deplorable but valu-  
able experience.

Does Billboard Advertising  
Pay?

This question has been discussed, thou-  
sands of times. Probably there is no man  
living who has had this question more fully  
demonstrated than the writer in favor of bill  
boards. In the early sixties I started in  
business for myself as a dry goods mer-  
chant in a small country town where no news-  
papers were published in which to advertise. I  
wrote my first bill and took it to the printing  
office to be printed. The foreman looked my  
matter over carefully and said: "Young man,  
let me give you a piece of advice which may  
be of benefit to you in after years, have  
something to read as you run." It took quite  
a while to get that through my young head,  
but I finally caught the idea and threw my  
matter away and had printed a simple an-  
nouncement, "Buy your dry goods from Har-  
ris." This was put out on every road lead-  
ing to my store. This brought me business,  
but the place was not large enough for my  
ambition, so I set out and came to Chicago  
and bought a membership on the Board of  
Trade and commenced speculating in grain.  
It did not take those shrewd fellows long to  
"trim" me. They simply left me penniless.  
This brought me down to the show business.

I became agent for McAllister, the Wizard  
of the North; from that to a tent show with  
the lamented Z. W. Sprague; thence back  
again in the fall show business, finally quit-  
ting it and again returning to Chicago in  
the spring of 1864, and after looking around  
a few days started in the bill posting busi-  
ness at 47 La Salle street. What happy days  
those were.

The Broadways had been in the bill-posting  
business since 1819, and all who had ever  
started opposition to them had eventually  
gone to the wall. I had nothing to lose. I  
was young, progressive and bound to win or  
die. They thought they had the town so se-  
cure that they sat in their office while I  
hustled on the street. There was no build-  
ing too high for me to climb to hunt busi-  
ness. I got work, and I got plenty of it, and  
I worked myself almost night and day.  
Pitched battles were almost a daily occur-  
rence between the Broadway forces and mine.  
The Walsh boys were then young; Billy,  
George, Henry and Jack, all good bill posters  
and good scrappers, and we generally came  
out first best and outgeneraled the opposi-  
tion. I eventually got all the theater work,  
as well as most of the local work, but finally  
consolidated, and the firm became Harris &  
Broadway. My first convincing knowledge  
of the value of bill board advertising was in  
1867. I leased Nass' Park, ten miles out, for  
a Fourth of July celebration. I began adver-  
tising the celebration weeks in advance, with  
strictly posters and nothing else, not even  
anticipating its tremendous results. It took  
every available car the Northwestern road  
had to transport the people, so that even flat  
cars were hastily gotten up, with seats to  
carry the 25,000 passengers. That same year  
I opened two furnishing goods stores at 301  
South Clark street and 112 Randolph street,  
and for twelve years I advertised constantly  
by posters and built up a retail business from  
nothing to \$135,000 a year. One of my earliest  
advertisements in the gents' furnishing busi-  
ness I remember well. I had 10,000 gutter  
knives struck off, with the simple words,  
"Where is My Dog?" These I had posted on  
every dry goods box, telegraph pole and curb  
stone in the city, and no matter where one  
would turn, "Where is my dog?" would stare  
him in the face.

For my answer I had a six-sheet bill, with  
a New Foundland dog occupying the center,  
holding a shirt in his mouth, and engraved  
thereon was "Shirts for all mankind" on the  
top in large letters, "Found; take me home;  
I belong to Harris, the shirt man." This  
brought me a great deal of notoriety and  
business with it. In 1870 I disposed of my  
bill-posting business to George A. Treyster.  
I remained in the men's furnishing goods  
till 1879, disposing of my business to my part-  
ner, Mr. Cobb, who had been admitted to  
the firm in 1872. When I quit the business I  
had a handsome competence, but every day  
was Sunday, and those kind of people are  
easy prey for a sharper, and I got skinned  
for \$30,000. My only satisfaction was landing  
him in the penitentiary. In July of that year  
I had an opportunity to buy a stock of fur-  
nishing goods from S. V. Smith, 171 South  
Clark street. I paid him \$6,000 for \$25,000  
worth of goods. I closed the store and filled  
it with more new goods, marking down all  
the goods in plain figures, the former as  
well as my price. I advertised the stock ex-  
tensively with a nine-sheet poster and 100,000  
quarter-sheet bills in the most sensational  
manner, and opened up on Saturday morn-  
ing July 28, not dreaming of the tremendous  
business in prospect. For weeks the store  
was packed from early morning till late at  
night, and in a short time but little of the  
original stock was left. I sold goods cheap,  
I was buying in large quantities, and all buy-  
ers got full value for their money. My sales  
book shows that from July 28 to January 1  
I took in \$101,000. This is an enormous busi-  
ness at retail, and it kept sixteen clerks busy.  
January 4 I sold out to T. D. Craig, of Paris,  
Tex. This business was obtained entirely  
through posters. During the following sum-  
mer I closed out three other stocks through  
the same methods, and this should have sat-  
isfied me. In the fall of 1882 I again got the  
show fever and embarked in the business  
May 5, 1883, starting from Benton Harbor,  
Mich., and have been circuiting seventeen  
years. The real value of poster advertising  
is better known to a circus manager than  
any class of men whose business is obtained  
exclusively through that agency. If the larger  
bill the greater the attention, and if a  
merchant would only use the same progressive  
methods that circus people do their business  
would double. No one is compelled to read  
your ad in the daily paper, but an attractive  
poster on the wall, you can hardly get by  
without reading, and it costs you nothing to  
read it.

To the bill posters of the United States ac-  
cept my kindest wishes. There has been  
great progress made in bill posting since I  
commenced, and nearly all are a general set  
of fellows. With ten days' poster billing I  
can fill any town, either North or South, so  
that it is almost impossible to get through  
the streets the crowds of people are so great.  
Most merchants make a mistake in not se-  
lecting some special feature and billing it  
strong. When I was a merchant I never ad-  
vertised anything but shirts. I knew that if  
I could sell a man his shirts I could usually  
land him for the balance of his wearing ap-  
parel.  
W. H. HARRIS,  
The Nickel-Plate Shows.



# THE BILLBOARD



Editor "The Billboard":

Dear Sir—I am now doing work for Hood, Miles Medical Company and Dr. Shoop. Distributing with me never was better than it has been this fall. I have signed several new contracts and put out matter for many local towns. I have 2,200 Peruna books ready for distribution and expect shipment from Dr. Chase Company, Philadelphia, in a short time, also work from Drs. Kennedy and Kergan. Doing good work and monthly reference to "The Billboard" brings business every time. Yours truly, C. R. GARRETT, Sparta, Wis.

Editor "The Billboard":

Dear Sir—We do not suppose you ever bear from the woods in Wisconsin and Michigan, so we wish to call your attention to one of the finest advertising plants that you would care to see. Our plants in Marinette, Wis., and Menominee, Mich., are the finest that good lumber, paint, molding and labor can produce. Have had lots of work in posting and distributing, enough to keep six distributors busy, and we are still looking for more and we will get it. Yours truly, MARINETTE & MENOMINEE B. P. CO., Marinette, Wis.

Editor "The Billboard":

Dear Sir—Following is my report: Distributed 9,000 booklets for Providence Medical Institute, Chicago, Ill.; 3,500 Past and Present books for Hood & Co., Lowell, Mass., and 1,000 bills for Mack & Co., Ann Arbor, Mich. Am working on 4,800 books for the Lydia E. Pinkham Medical Company, Lynn, Mass. Have 2,500 Peruna books for Peruna Drug Manufacturing Company, Columbus, O.; 5,400 pieces on the road from Kondon Manufacturing Company, Minneapolis, Minn.

Answered inquiries for prices to distribute my list of towns from Hood Medical Institute, Chicago, Ill.; Dr. Killmer Company, Binghamton, N. Y.; P. L. Abey Company, Kalamazoo, Mich.; W. H. Comstock Company, Morristown, N. Y., and many others. Have posted 10 4-sheets and 30 1/2-sheet for Ohio Coffee and Spice Company, Columbus, O. Hoping business will remain as good as in the past. I am yours for business, Milan, Mich. W. B. REDMAN.

Editor "The Billboard":

Dear Sir—I am pleased to report the following work: 210 sheets Old Virginia Cigarettes, American Tobacco Company; 40 sheets "Friends Oats," Muscatine Oat Meal Company; 200 sheets Victor Shoes, from Desnoyer Shoe Company, St. Louis; 100 sheets Fleisheim's shoes (local); 50 sheets for local cigar maker. I am using a one-sheet and an eight sheet and a twenty-sheet poster booming bill board advertising. I find same a winner, as I have no trouble in getting orders from the local dealers, while before I commenced this method it was almost impossible to talk bill boards to them. I have distributed the following matter: 1,300 Hook's Home Tobacco, 1,500 Dr. Chase books, 700 Dr. Shoop books, 700 pieces for Peruna and 11,000 for local dealers. Wishing "The Billboard" the best of success, I am yours truly, F. C. PARKER, Macon, Mo.

Editor "The Billboard":

Dear Sir—I do not see how any bill poster or distributor can do without "The Billboard." I have distributed 300 books for Hartman, posted 144 sheets for Star Tobacco Company, 96 sheets for American Tobacco Company, 124 sheets for Elks' carnival (Memphis), 150 sheets for Sinclair-Curran Comedy Company, 100 sheets for Mabel Stewart's Honeymoon, tacked 50 signs for War Eagle Cigarettes, posted 95 sheets for Prickly Ash Bitters and 100 sheets for Mahara's Minstrels. I have added a new board to my list, 10 feet high by 64 feet long. I am the only bill poster in this city, and my stands are all in choice locations. I would like to hear from other bill posters in Arkansas. Wishing "The Billboard" unbounded success, I am yours truly, JAS. E. MOLES, Brinkley, Ark.

Editor "The Billboard":

Dear Sir—I wish to state to "The Billboard" and to advertisers that South Amboy, N. J., is a thriving town with a population of 7,500. I posted in October 30 8-sheets for L. Steinberg & Co., of Newark, N. J.; 6 2s-sheets for D. Wolfe & Co., Newark, N. J.; J. E. Toole & Co. and Pat Maloney's New Irish Visitors packed my boards. The Liberty Band of this city has placed all their billing in my hands. The distributing has been slow for the last month. I put out 4,000 C. I. Hood & Co., Mable Light Cigar, Mr. H. L. Kramer, of the Sterling Remedy Company, sent one of his agents to distribute in this city. I have in sight Kelly's cigars and Y. M. C. A. posters, Merry Christmas to all. Yours truly, F. J. SHANTZ, JR., South Amboy, N. J.

Editor "The Billboard":

Dear Sir—On all my travels I never met a more genial gentleman than Mr. Rowel, now with the West Index Advertising and Bill Posting Company. I spent a very pleasant evening with him talking over bill posting. He told me that in the twenty-three years of his life as a bill poster he had never experienced as hard uphill work as he had in the last nine months in Hanava. He now has a fine plant. Mr. Rowel was formerly with the Robinson & Franklin shows, and later with the Barnum & Bailey circus in England. He thinks that as Hanava will be the center to which all manufacturers will turn it will therefore be a splendid field for advertisers. Yours as ever, THE TRAVELER.

Editor "The Billboard":

Dear Sir—To give you an idea of what is going on in our city I enclose you a report of work done in posting and distributing. I have posted 5,000 sheets in this city and adjoining towns, distributed about 12,000 pieces of printed matter, a number of hand bills which I received through "tips" in my paper. I have about 3,000 feet of bill boards, all good locations, in this city, and my work is all listed and guaranteed. Honest work is the true road to success. Yours truly, S. J. GREEN, Spencer, Ia.

Editor "The Billboard":

Dear Sir—While others complain of scarcity of work, we feel that we are doing very well. We have distributed for Boston Medical Institute 5,000 books, California Fig Syrup 2,500 folders, Dr. Chase 1,000, Dr. Louis Weigart 1,000, Ball Itros, local real estate dealers, 5,000 dodgers, tacked 5,000 signs for the New Era Medicine Company. Had contracts for 6,500 Lydia Pinkham and 1,000 Chattanooga Medical Company, but as their packages were delayed in transit their distributing is not yet finished. Our territory covers twenty-six towns in Union and Logan Counties, and we believe the small country towns afford a better field for advertisers, as they are not flooded with advertisements as the larger towns are. We see as we never have before the importance of distributing being done by men instead of boys. Yours truly, UNION ADVERTISING CO., Bellfontaine, O. C. L. LANE, Mgr.

Editor "The Billboard":

Dear Sir—In the month of November we have posted the following paper: Bull Durham Tobacco (second billing), General Arthur Cigar, Snider's Catsup, Desnoyer Shoe, Factory Smoker Cigar (second billing), Baker's Cocoa (second billing), Red Cross Cough Drops, Walker Tailoring Company, Sen Sen, Fontella Cigar, and in addition we have billed quite a number of shows. We hung 3,250 lithographs, distributed 5,000 pieces for the theater, Springfield Magnet Institute 5,000, Dr. Chase 5,000, Peruna 4,000, C. I. Hood 5,000, Dr. Miles 6,000 and Dr. Jayne's Almonacs 3,500. Yours truly, SPRINGFIELD BILL POSTING CO., Springfield, Mo.

Editor "The Billboard":

Dear Sir—We have been quite busy all fall. We are posting each week fifteen and twenty stands of theatrical paper, and now have on our boards the following commercial paper: from Liggett & Myer, St. Louis; 100 sheets Snyder Catsup and 30 sheets Red Cross Cough Drops, Chicago B. P. Co.; 20 8-sheets from Alexander Gordon, Detroit, Mich.; 150 sheets Quaker Oats from Gude, N. Y.; Sen Sen, 100 sheets from Stahlbrodt, N. Y., and have done distributing for the Peruna Drug Company, Columbus; the Sprague Publishing Company, Detroit, Mich.; Dr. Miles, Elkhart; J. W. Brant, Albion, Mich.; W. A. Molton, Cleveland. Respectfully yours, E. R. ENDLY & CO.

ters from advertisers saying that they I seen me listed as an I. A. D. member, I tals, I think, is pretty strong evidence. So time in June I did posting and distribut to the amount of \$10.40 for a firm in the E. At the time the paper was out (thirty da I sent my bill, but did not bear from the After waiting a reasonable time I wr again, still no answer. I drew on them, the draft was returned with no explanat, whatever, and I wrote asking them if th knew enough of business to answer a lett but not a word came. I was in Cincin one day and happened to tell Mr. Ste brenner of the circumstance, and he told to send him the bill and would do what could with it. I did so, and in about a w or ten days a check for \$5.40 was sent me, am confident that I would not have eived one cent of this bill had it not be for the I. A. D. Consequently I can say t the I. A. D. has been of great benefi me, as has also the Felster Register. V respectively, WALTER DOUGLASS, Columbus, Ind.

Editor "The Billboard":

Dear Sir—I have gone into partnership w Mr. V. C. Fogle and have thus extende route over 195 towns. We have six g wagons ready for work, of which three now on the road. We are now at work u Wizard Oil, St. Jacob Institute, of Chic Grand Leader, Bloomington; Internatio Stock Food, Minneapolis, Minn.; Merc Gargling Oil, Lockport, N. Y. We have out about 300,000 pieces this year. While t does not look very large to some city c tributors are feeling very much encourag Our new route uses 55,000 pieces. Yours tr THE CROSS ROADS BILL POSTING CO., Normal, Ill. DILLON & FOGLE, Mgrs.

Editor "The Billboard":

Dear Sir—I have had more work this s son than any other year. I posted 4 sheets Martineville Free Street Fair, sheets for Pawnee Bill Shows, some comm dial paper, Madame Majesta Corsets, W. Corsets and Friends Oats. I have distr uted 3,000 booklets for Boston Medical Ce pany, 12,000 for W. Shinkle & Co., beside number of other contracts. With best wis I am yours truly, J. W. MILLE, Martinsville, Ind.

Editor "The Billboard":

Dear Sir—I have done fairly well this I and have no reason to complain, still, I all American people, I should like to get m work. I now have on my boards paper for Virginia Cheroots from A. Van Heurn & C cigar paper from Haas Itros, Cincinnati, Creamo from Sprage, Warner & Co., Chic Ill., and fair paper from W. Horn, of Sprin field, Ill., besides some local paper.

I am well pleased with "The Billboard" a read it regularly, as in this way I can ke posted as to what my brother bill post are doing. With best wishes for your s cess, I am yours truly,

Mason City, Ill. EDWARD F. CORSON

Editor "The Billboard":

Dear Sir—Since writing you last I have d tributed the following work: 5,000 pieces Miles, Elkhart, Ind.; 2,500 Will A. Molt Cleveland, O.; 2,700 pamphlets Bayer Med Company, Toledo, O.; 3,500 for Peruna Dr Company, Columbus, O.; 3,000 J. P. Urb Alleghany, Pa.; 3,000 for Chattanooga Med Company, Chattanooga, Tenn.; posted sheets for Harsey Coco Company, Lancaster Pa.; 12 4-sheets for Muscatine Oat Meal Co pany, Muscatine, Ia.; distributed 1,500 ple ard posted 324 sheets for Prout & Kl (local), posted 150 sheets for Roe Emer (local), 75 sheets for G. A. Ball (local), 3 sheets for Democratic Committee, 4,000 sp cial sale bills for Meyer Bros. & Co. (loc Thanking "The Billboard" and wishing evi member of the I. A. D. a Merry Christm and a Happy New Year, I am yours as ever Newark, O. E. O. BURROUGHS

## The Value of Appearances

For some two or three years Stanley's Sol Powder has been advertised on the bill board and walls of New York, without, apparently any success, with the result that Mr. Stanley is down on all forms of advertising of the kind.

In connection with the above advertisement Mr. Stanley has a number of wagons, full of nasty, greasy barrels, which he sends various hotels and restaurants to carry their garbage.

These wagons and barrels look dirty are dirty, and are enough to drive one from the use of soap altogether. It is strange that a concern with sense enough to build up business should not have sense enough to bid these putrescent details.

While the leavings from the hotel tab may make very good soap, there is really necessity that the matter should be paraded before the public in the way these folks do, and it certainly seems strange that the goods enjoy any sale at all, considering the way in which they openly flaunt their advertising on these stinking wagons.

The sensible soap-maker would eliminate every sign from his garbage wagon that could possibly connect it in any way with his business.

## Harry P. Merkle.

Harry P. Merkle first drifted into advertising business in 1880, in the good old days wagon shows, being that season with Miles Orton aggregation. In 1882 with W. Coup; seasons of 1883-84 with the Angl American; 1885-86-87 he was with Col. W. Franklin. The fall of 1887, at the close the tenting season, he went to Detroit, Mich., to take charge of all of the outdoor work of the H. W. Walker & Co. Bill Posting Company, which firm he was with for twelve years. In June of 1899 he joined Itryan & Co., and was sent by them to take charge of their Dayton branch, which is of the finest bill posting plants today in the United States, where he will be pleased to see all of his friends at all times.



HARRY MERKLE,

Manager of Eryan's Dayton, Ohio, Part.

Editor "The Billboard":

Dear Sir—Since writing you last I have purchased the plant of L. W. Headington, of Mt. Vernon, O. Mt. Vernon is a lively city of 10,000 population, with a good line of bill boards, but I will commence at once erecting new boards, and expect to be able to accommodate 2,500 sheets per month by the first of April. Business is very good, notwithstanding the fact that every few months we have some one to nail a board against a tree and give out that they have a large line of boards and want to hear from advertisers. Such methods as this never leads to success. I wish to say that at present I am the only commercial bill poster in the city, owning and controlling my own boards. Very respectfully, Newark, O. W. W. RUGG.

Editor "The Billboard":

Dear Sir—I have never known an association to grow as fast as the I. A. D. Whoever you find its numbers you generally find that they do all the distributing. Take at Reanoke, Va., a town of 5,000, Mr. Roberts does all the work, same way at Stanton and Winchester.

The advertisers of America are beginning to see the benefits derived by giving their work to these men, and the day will soon come when the I. A. D. members will be doing all the distributing. In all the large cities you will find their members are doing the bulk of the work. Thanking you for your valuable space, and wishing all the members of the I. A. D. a merry Christmas and a happy New Year, I remain yours truly, H. N. HOLSHOUSE, Rep. Hamilton's Wizard Oil.

Editor "The Billboard":

Dear Sir—In this, my first letter, I have nothing but praise to extend to the publishers of that very useful and much read publication, "The Billboard." It has been the means of making a distributor and bill poster of your humble servant, and the pointers I get from it are worth one dollar per month instead of per annum.

Members of the I. A. D. as well as myself are no doubt pleased at the manner in which the distributors' directory is published. My boards are full and paper ahead. My opposition has done very little work of late, but he can well stand it, as he is a banker. I expect he will want to sell before many months.

In conclusion I extend to my brother distributors and bill posters, as well as "The Billboard," a merry Christmas and a bappy and prosperous New Year. Yours truly, Oil City, Pa. H. A. TAYLOR.

Editor "The Billboard":

Dear Sir—I am in position now to post any amount of paper. Capacity at present is 900 sheets for commercial work. I have on my boards at present Old Virginia Cheroots, Star Tobacco, Quaker Oats, Thos. Carlyle Cigar, Dewberry Cigar, Camarita Cigar and a goodly lot of local work. I have bought out Mr. Jordan, the association member in this town. I find "The Billboard" quite interesting and a help to me. Yours for business, Bellefontaine, O. F. E. WHITEHILL.

Editor "The Billboard":

Dear Sir—I should like to say a few words regarding the benefits which I have received from being a member of the I. A. D. In more than one instance I have received let-

PALATIAL

POSTER PRINTERY.

The Home of the House of Donaldson.

Famous Show Printers and Fine Art Publishers.

Our Splendid Premises at Newport, Kentucky, Exhaustively Described.

(Written for "The Billboard.")

The name of Donaldson is one to conjure with all over the world, wherever posters are used, it is synonymous with all that is excellent in the art of poster making. Among all posters of America it is a household name. No knight of the brush reckons a visit to Cincinnati complete which does not include a call at Donaldson's. The mammoth premises of this famous printery are located at Newport, Ky., just across the river from Queen City. They are easily accessible, only twelve minutes by trolley from Main Square, which is usually recognized as the center of Ohio's metropolis. Newport is all of Cincinnati's unrivaled shipping facilities without its soot, smoke and grime. In 1898 the Donaldson Company had already had its abode in Cincinnati. In January of that year, however, certain prominent citizens of Newport approached the directors with inducements to remove the plant to that city. Free taxes for five years and a nominal charge for water were offered and accepted. In November of the same year the firm moved into its present quarters, the buildings, which were erected at a cost of \$2,000, are perfectly adapted. There is room on all sides, and the several departments adjoin each other most conveniently, yet are separate and distinct. The equipment is matchless. Here is found every laboring device known to modern printing. Big presses that print two sheets at one impression and small presses that attain the marvelous speed of 2,200 impressions an hour, run side by side. The plant is illuminated with incandescent electric light from its own dynamos, and is also piped throughout with gas so that should the electric lights fail the gas is available instantly. All of the departments are connected, one with another, by a bone system. The stock rooms are in a separate fire-proof building. The presses and other machinery are all mounted on separate heavy stone foundations; in fact, nothing has been done that can be done to make this the model printery in America. The building is as complete as its facilities and equipment. Its modern methods, new processes and unique expedients command even the admiration, and it is probably due to this that the firm has achieved its enviable position in the trade.

For readers, so many of whom are intimately associated in business relation with Donaldsons, will, perchance, find the following history of the house interesting. It is compiled from data furnished in a recent conversation with Mr. William Mills Donaldson, the founder of the concern and its president today.

Donaldson said: "I am a practical lithographer. I learned my trade in the lithographic establishment of Middleton, Wallace & Co., of Cincinnati, a firm famous before the war, entered their employ as an apprentice in January, 1853, at the age of 15.

When my term of apprenticeship and found employment as a dayman printer. I was too ambitious, however, to remain long content with a mere dayman's pay, and early began to cast about for a means and means to start a business of my own. I longed to be independent, as well as to increase my income. Finally I perfected plans and laid them before a friend of mine, a fellow printer, Mr. Henry Elmes.

He was enthusiastic and very desirous of helping me in the enterprise, but he had no money. I had little enough; in fact, my money augmented by my savings was all small for even the modest start contemplated.

I liked Elmes, though; he was a jovial, hard-working Englishman, and an excellent



The Home of Donaldson Lithograph Co.



Manager's Office.



Counting Room.



Artists' Room.



Stone Graining Room.

lithographer as well. I finally induced one of my relatives to loan him enough capital to take a half interest with me, and on the 10th day of August, 1863, the firm of Donaldson & Elmes embarked in business. At the beginning we rented three rooms on the second floor of Germania Hall, No. 22 West Court street, a building erected by the German Odd Fellows. It still occupies the same site. We paid \$13 a month rent for the apartments, and I still entertain a lively remembrance of the grave sense of responsibility and concern with which we undertook the obligation.

"We had but one press at the start, and Mr. Elmes operated that while I solicited orders on the outside. Fortune favored us from the beginning. Before thirty days had passed we added another press, and Mr. Elmes and myself worked side by side, often far into the night in order to meet the demands of a constantly increasing list of customers.

"At the end of our second month we were able to purchase a third press and hire a printer to operate it. We also hired an apprentice. He was a bright boy, full of push and energy, quick to learn and thoroughly reliable; his name was Frank Tuschfaber, and today he is the head of the great Tuschfaber Lithographing Company of Cincinnati. The second apprentice we secured was Mr. John Mentel. He has been with us ever since, and today is Vice President of our company. A third apprentice was H. F. Farny, who is famous today in Europe and America as a distinctively American artist.

"It soon became evident that one of us must needs devote his entire time to the outside work, such as soliciting orders, making collections, answering the correspondence and keeping the books.

"By mutual consent these duties devolved upon me, and another printer was employed to run my press, although I continued to run it at night, after my office duties of the day were over. Many a night I have worked until midnight.

"We began to feel by this time that we had an organized staff of employees; including two engravers and the apprentices we had about eleven hands. The firm continued to prosper, and at the end of ten months we had seven presses running. Be it understood that they were hand presses, for in those days the power press was unheard of. We made money rapidly for the next two or three years, but the profits were withdrawn from the firm. Both Mr. Elmes and myself built homes for ourselves and furnished them; hence, when at the close of the war an opportunity of entering the publishing field presented itself, we found our resources inadequate. The venture promised big profits, however, and we determined to attempt it, but with much apprehension and many misgivings. About this time one of our customers, Dr. D. M. Bennett, a patent medicine man, learned of our intentions and offered to put in \$10,000 if we would accept him as a special partner, with one-third interest in the firm.

"We promptly consented, and the firm name was changed to Bennett, Donaldson & Elmes, and we removed the business to larger quarters at 153 West Fourth street. Dr. Bennett was interested in numerous other business enterprises, and some of them proved disastrous. He was unable to raise the full amount of \$10,000 he had agreed to invest with us, and finally, after having put in some \$6,500, he was forced into bankruptcy, and we were compelled to purchase his interest. By great good fortune we succeeded in keeping on our feet and tiding over the many difficulties that we encountered.

"We next associated with us Mr. John Gregson, a well-known lithographic artist of great ability, the firm name becoming Gregson, Donaldson & Elmes.

"In March, 1866, we removed our plant to the corner of Fourth and Sycamore streets. Mr. Gregson dropped out of the firm after two years, and the firm name once more became Donaldson & Elmes. Then came the panic of 1866-67. It nearly swept us off our feet a second time, but grit and determination finally pulled us through, and we were enabled to pay one hundred cents on the dollar. In the fall of 1868 we removed to 159 West Fourth street.

"In 1868 we also bought our first steam press from Victor Mauger, who introduced the English steam press in America. It proved a bonanza. In two years' time it paid for itself and enabled us to purchase another.

"At that time we were publishing chromos, and had established a splendid trade in that line. They were printed from hand presses. In 1871 we essayed chromo printing on steam presses and demonstrated its feasibility. Our first attempts, though far from satisfactory,



# THE BILLBOARD

sold readily and enabled us to pursue experiments and to finally perfect the process. Mr. Elmes died in 1872, and I purchased his interest from his widow, changing the name to William M. Donaldson & Co. I also added a third steam press of very large size for those days, and enjoyed a second season of great prosperity, despite the panic of 1873. I employed at this time some sixty-odd people and made money rapidly.

In 1874 I sold a small interest to Mr. Chas. S. Walkley, a nephew of my former partner, Mr. Elmes. He was a practical man, thoroughly efficient and uncommonly capable.

In the year 1885 we incorporated the business under the laws of Ohio, the firm name becoming the Donaldson Lithographing Company. I was elected President, and Mr. Walkley became Secretary and Treasurer. Mr. Walkley shortly thereafter resigned his position and entered the ministry. He was a chaplain in the army at the outbreak of the late war, and present during the battle of San Juan Hill. At present he is with his regiment in the Philippines.

I purchased his stock and presented it to my son, W. H. Donaldson, in 1887. He was elected Secretary and Treasurer the same year, and has held the office ever since.

On July 19, 1875, while the firm was doing business at 150 West Fourth street, the entire plant was destroyed by fire. I at once set to work to rebuild the business. On the morning after the fire I wired for new machinery, and in nine days' time had presses running in a new and substantial building at Nos. 2, 4, 6 and 8 Home street. Within four months I had five steam presses running, with plenty of business at very satisfactory prices. On the night of December 3, just nineteen weeks after the fire of July 19, we were again burned out. This was a very disastrous fire. We only had about \$10,000 insurance, while our loss was upward of \$30,000.

I, however, started up again, buying new machinery and using every effort to have the building repaired as quickly as possible, so that we could resume business with little delay.

On the night of the 26th of March, 1881, we were completely burned out again for the third time. This time, though, our loss was covered by insurance. It was amicably adjusted and quickly settled.

Previous to this time we had been compelled to rent a floor in the building, No. 10 Home street, in order to store our stock.

We had also added the manufacture of picture frames and the mounting of pictures to our business. We were forced into this side line by the demands of customers who handled the chromos and oleographs which we published. This necessitated a large increase in the number of hands which we employed, but it did not mix well with lithographing, so we divorced it from the lithographing company and organized an entirely new and distinct firm under the name of William M. Donaldson & Co., to meet the demand.

I also organized another outside firm at this time known as the American Chromo Company, which embraced every publisher of chromos in America, and which controlled the entire market absolutely.

Later I also acquired the Western Wood Carving Company, manufacturers of picture frame moldings, pressed moldings and mirror frames.

But this is diverging. To get back to the Donaldson Lithographing Company, in 1882 we removed to the southeast corner of Sycamore and Canal streets, occupying part of the same building which housed the Enquirer Show Printing Company at that time owned by John R. McLean. At this time the demand for chromos and oleographs was falling off, and in casting about for a new line we selected show printing. It was a fortunate choice, and has proved a bonanza for us. W. E. Franklin placed the first circus order with us. We succeeded in pleasing him, and have held his trade ever since. Wallace and Anderson gave us the next order, and we are working on their order for next year now. We continued to add to our list of customers until now we supply forty-three circuses and 112 hall shows, besides hosts of commercial customers, both manufacturers and retailers. Last season we also supplied nearly 500 fairs with paper, and racing meets, bicycle matches, boxing bouts, pony, bench and flower shows too numerous to mention.

But little more remains to be told. We moved to the buildings at 3 and 11 West Eighth street in 1889, and last year we moved for what I hope is the last time into our own buildings here in Newport.



Composing Room.



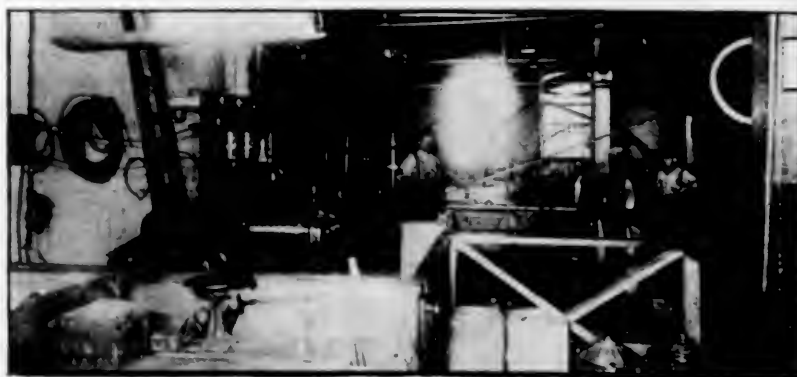
Pasting and Folding Room.



Left Wing of the Press Room.



Right Wing of the Press Room.



Engine Room.

The officers of the Donaldson Lithographing Company are as follows, viz.:

William M. Donaldson, President.  
John Mentel, Vice President.  
W. H. Donaldson, Secretary and Treasurer.  
C. F. McHenry, Auditor.  
Archibald Mills Donaldson, Corresponding Secretary.

F. C. Donaldson, Cashier.  
The heads of departments are as follows:  
John Mentel, General Superintendent.  
Frank Hohman, Superintendent of Art and Designers.

Frank Martin, Superintendent Press Room.  
W. C. Quinby, Superintendent of Typing Department.

Joseph Hall, Superintendent Cutting and Folding Room.  
Miss Mamie Rouse, Superintendent of Binding and Folding Room.

The firm employs some 230 hands, and has branch offices in England, Australia and South Africa. The capital stock has been changed from the original amount which it was fixed, but its surplus is \$100,000. Its shares of a par value of each are worth \$1,250 each, and can be bought even at that figure.

## RENDER UNTO CAESAR.

(Written for "The Billboard.")

Oh, there's no such thing as an agent who's a circus camp just now,  
The big shows' doughty warriors wear leopards on their brow—  
And accept congratulations and a jolly and then;  
And you can not blame them really, for they're the men  
That helped to make a grand success of a poor show,  
For it's the circus agents who strike the telling blow.

Just acknowledge that you've got the that ever trod the pike,  
That you have the greatest family that rode a hike—  
That your elephants all are leaders pachydermic band,  
That your acrobats and leapers are the best in the land;  
That you have four rings and stages and greatest show on earth,  
That daily your menagerie records some new birth;  
That your concert is more gingery and the best  
That ever happened in the East, or even the West.

What good are all these attributes if they play each day to air?  
Without the circus agent you'd be out in the fair!  
Who looks up all the country, and who knows it all so well;  
Who selects the moneyed portion and where people dwell,  
Who like to see the circus great and ardent and prejudiced?  
It's the brainy circus agent who's less praised than hissed.

For there's some circus millionaires really don't know how  
"To render unto Caesar"—who won't acknowledge now,  
That a first-class circus agent is the man who knows a thing;  
It's mostly through his efforts the millionaires can sing  
A soft, protracted melody of profit and gain,  
Of a season full of sunshine in spite of a season of rain.

If the general agent was no good, his would be likewise,  
That's why he spreads molasses, it's the net for his flies;  
He selects the finest paper, and he pays wages, too—  
To the sturdy boys who wield the hammer, who're seldom found untrue;  
They are the men behind the guns, the brave knights of the brush;  
Their spirits are indomitable, their hearts you can not crush,  
And for their general agent, what would those boys do  
In a case of opposition, well, I guess, a two.

There are no cowards in the ranks, if so don't stay long,  
For the good ones pick most generally the right ones from the wrong;  
And they dearly love their honor, they are loyal to the core,  
And if you doubt that loyalty, prepare to shed some gore—  
For the poster boy will fight as quick as a soldier true.  
For the show that pays him money and his General, too,  
And when you sum up all your gains at a season's glorious end,

Don't think the show did everything; the people who attend  
Are really from the country where our agents advertise;  
They knew your show was coming, of date they'd been advised;  
And they saw the pretty lithographs, the Donaldson art,  
So after that 'twas easy at circus time to part.

With the dollar of their daddies they saved for many days;  
So give the agents and their men their rightful meed of praise. J. M. J. KAN

E. M. Burk.

Edward M. Burk, whose portrait adorns this page, essayed the railroad contracting of the Great Wallace Shows during 1899, and—made good. We do not know of any higher tribute to pay him. If we did we would certainly tender it right here and now. His experience has been wide and varied. He achieved an enviable reputation as local contractor ahead of Ringling Bros. World's Greatest Shows prior to casting his fortunes with the Wallace Shows, and drew the highest salary ever paid a contracting agent. Prior to that he was general agent of the Reynold Shows.

He has also been in the employ of the Barnum Show, and for years was a partner with his brother in the conduct of Burk's Colossal Shows. He is a man of few words, and his habitual reticence, coupled with a backward manner and retiring disposition, have operated against him and kept his great ability from being accorded the recognition and fame which is his due.

For all that, he is highly esteemed among a large circle of intimate friends, many of whom are bill posters. For these latter, Mr. Burk entertains an especially kindly feeling. His bias and predilection in this respect has occasioned much comment at divers times and places.

His lack of self-esteem is his one great failing. So low is his estimate of his own ability and so lightly does he esteem his worth that it is said Mr. Wallace had to fight him for days before he succeeded in forcing a raise of salary upon him.

Mr. Burk is already well up in the world, and if he ever succeeds in conquering his shyness and convincing people that he is not tongue tied, there is no height that he may not aspire to.

Exorbitant Rates.

One of the most senseless agreements ever entered into by railroad managers is one which exists in Texas. The agreement, by law, is binding on all roads in Texas. It is in the matter of rates demanded from the theatrical companies. The almost prohibitory rates are fifteen full fares for the first fifteen people; 2 cents per mile per capita for all people over that number, and 15 cents per mile for baggage car. Although you may not have a pound of excess baggage in it you have to pay mileage on the car, a rule that prevails nowhere in the United States excepting in Texas.

Mr. M. G. Fields, the noted theatrical manager, and the proprietor of the Al. G. Fields Minstrels, says in this connection:

"I have two cars. I applied to a railroad in Texas to make a movement extending something over 200 miles on their road, explaining that I had forty people. The general passenger agent informed me that under the present agreement he would have to charge me 15 cents per mile for my baggage car, in addition to full fare for fifteen people, and 2 cents per mile per capita for all over that number. I explained to him that we did not have a pound of excess baggage, that I was furnishing equipment for the railroad for their own benefit, that if I had to use one of their baggage cars they would have to provide men to load it, and would possibly have to dead-head that car to the point at which I began my route over their road. Although the passenger agent saw the force of the argument, he was forced by the laws of the State to live up to the agreement.

"No large company can carry scenic effects, but must have its own baggage car. To show the difference in theatrical rates in Texas and elsewhere, I will say that all the railroads in the southern passenger association exact 1 1/2 cents per mile per capita for all companies of twenty-five or more and carry their baggage car free. If you have thirty-eight or more people you pay 1 1/2 cents a mile per capita for your people, they transport your sleeping car and baggage car free of mileage.

"Now, take the same movement in Texas. You will pay 15 cents per mile on your baggage car, fifteen full fares and 2 cents a mile for all people over the number of fifteen. In the State of Texas there are Houston, Galveston, San Antonio, Austin, Fort Worth and Dallas—six cities—a tremendous jump to get in and still a greater one to get out. With nearly double the railroad fares of other sections, is it any wonder that large companies refuse to go to Texas?"

Mr. Field also stated that with the present rates prevailing, this would be his last tour of the State. Can not the railroads see that they are keeping the theatre-going people of Texas from seeing the same grade of attractions that the other sections of the South get, and that they are "cutting off their nose to spite their face?"—that with the prevailing rates they are a hindrance to the growth and expansion of the Lone Star State, instead of being the greatest factor in its development? If they do not see these things, it is high time that they were pointed out to them. All of the papers in the State should rise up in righteous indignation against this drawback to the cultivation and civilization of the largest State in the Union. The law that prevents the general passenger agents making a rate applicable to the business should be abolished. Railroad commissions or the legislature should not be allowed to dictate to the officers of the roads. During the past year there were 311,715 emigrants landed in the United States. Of this number only 1,272 went to Texas. Is this not proof positive that something is wrong? Give the railroad officers free rein. Let them hustle for the business, the same as those in other parts of the country have to do. Encourage anything that will bring people to the State, and a different state of affairs would very soon be seen.

Circus Lore.

LIBERTY to accept position as general agent or contractor. Road show preferred. Responsible managers y. Address, ROBERT FAGAN, Madison, Ind.

Charlie Cory did himself proud on the Wallace Show route hook this year. It is accurate, comprehensive and yet terse. The pair is the finest ever utilized for this purpose.

Ed Burk and John Fagan are great kidders. After Fagan signed with the Selis-Forepaugh Shows he sent Burk the following message: "Don't be afraid, I won't take your job. I have signed with Selis. Burk immediately got back as follows: "Wallace only employs union men, and is obliged to pay the union scale."

It is rumored that the Walter L. Main shows will be materially enlarged for the season of 1900. Their business on the Pacific coast last season was phenomenal.

Peter Selis is deservedly popular among show folks. No one has more friends both among actors and agents. One never hears a word spoken against him.

M. J. Kane is a quivering bundle of nervous energy. He lives on excitement, and willingly can subsist on it alone. He was secured a very lucrative position with Al. G. Fields' Greater Minstrels for the winter, but did not get his release from the Robinson shows in time to accept it.

Eight more cars for Ringling Bros. next year, so it is said. It would really seem that a five-section show is not very far off at this rate.

P. Fagan is wintering at Madison, Ind. Madison is on the map, even if it is out of the road.

Col. W. E. Franklin (Watseka Bill) has been measured for specs. No one will believe it he needed them very badly. He was able to see good country from a distance out as well as anybody this last season.

Louis E. Cooke, general agent of the Buffalo Bill Shows, already has his printing set for year well under way.

V. E. Franklin scored a great success during the past season as general agent of the Wallace Shows. It was a great success for he organized. He had sober men, young men and full of ginger, and yet they were all thoroughly experienced.

He not only had the men, but he had the art of paper for them, and plenty of it. He put them in good hotels, studied their conduct and convenience, and as a result had them in race-horse condition at all times. Their work shows the wisdom of his course, and is probably unparalleled in America.

Ray Lambert has been re-engaged for next season with Ringling Bros.' World's Greatest Shows.

Ralph W. Peckham, excursion agent of Ringling Bros.' World's Greatest Shows, will winter in Cincinnati.

The Selis-Forepaugh show had a wonderful season—the most profitable in all its long career.

Major G. W. Little (Pawnee Bill), in company with his wife and O. J. Krause, his manager, is ranching it at Pawnee, Oklahoma territory.

How Would You Like To Be A Circus Ticket Seller.

"Put down your money." The request, perhaps almost a command, enunciated in sharp, clear tones, yet withal polite and suave. Around an open window in the end of a circus ticket wagon, surges a crowd that packs itself, and grinds closer and still more closely as its human factors press nearer to the goal. It is such a crowd can be found only on a circus lot half an hour before the show is to begin. No one has never seen rush work at a circus ticket wagon in a good circus town knows at that crowd means.

It is a mass of writhing, moving, twisting manly—a thousand pairs of hands with money in them, held up in the air, and rattling down upon the brass sill of the window with a continual patter like a shower of hail. Standing inside, working like an automaton, with a deftness and skill that are surpassing belief, stands the treasurer. He must be alert enough to unload all those hands, deal out this number or that or whole tickets and many children's tickets in the twinkling of an eye; snap down the change for whatever coin or bill may be presented, and at the same time be responsible to his employer and the patrons for his own absolute accuracy. There is never any money over in a ticket wagon; there is never a shortage; a treasurer must be a machine that never slips a nut, but that will work perfectly, no matter how high the speed or how severe the strain. Many years daily practice makes a man perfect, especially if that man be physically adapted to the work, and has a temperature that will stand it. With a bunch of whole tickets and half tickets in either hand, and a pile of silver coin upon the board in front of

him, the best treasurers will sell from 8,000 to 9,000 circus tickets and make the correct change every time in a space of forty minutes. There is not one individual in any given thousand who could count that many tickets with absolute accuracy in the same length of time, to say nothing of the untold mathematical calculations that must pass like lightning through his brain, when a different request comes from each individual with whom he deals, for scarcely two persons in succession ask for the same number of tickets when they reach the window.

"Seven wholes, nine halves, a \$20 gold coin—all these drop at the same instant on the brass board, and in less time than any one can repeat the order the tickets are dealt out, a rattle of coin follows from somewhere, and the man's hand that has that very second dropped the \$20 coin closes upon a pile of tickets and silver change that must in every instance be right. Mistakes possibly happen in very rare instances, but if a man permitted daily mistakes to happen he could not remain with the show. He simply must not make them and he never does."

The other day, when asked to tell some of the things that happen in a ticket wagon,

"As to adventures, if you mean attempted robberies, they are very rare nowadays. The circus never carries funds to any amount, but buys New York drafts in local banks for its cash. Then, its wagon is armed and well guarded, so that any attempt would prove dangerous. In British Columbia, this year, a fool, who was either drunk or crazy, walked in front of the window, just after the rush was over, and in an instant I was looking down the gleaming barrel of a revolver that looked as if it would carry a 13-inch shell. Colonel J. O. Harrison was just behind the man at the instant he raised the gun. He was carrying a small sack of silver in his hand, and quicker than a flash landed it upon the top of Mr. Gunman's cranium. I never saw money used as a weapon before, but it put that tough gentleman to sleep so speedily that he didn't know what hit him. His finger was on the trigger, however, and that big hole there in the other end of the wagon, almost in a line with my head, shows how close a call I had. What happened to the hard man? Well, to use a circus expression, he was 'trimmed up.' Ask any canvasser what that means."—Los Angeles Evening Express.



E. M. BURK. Railroad Contractor for The Great Wallace Shows.

It Never Happened.

By "Punch" Wheeler.

During the high water at Evansville the Ohio was up to the third floor of the American House on the levee. Two acrobats had room 13, and, becoming alarmed, one of them grabbed a shutter, and, throwing it into the raging river, floated off down stream, while his brother accompanied him on the piano.

The Dawson City bill poster writes, that while there is money all around him there is nothing he can eat, so a friend sent him a Palmer House bill of fare, as he felt sorry for him.

A man while eating will betray his calling. By close observation a waiter friend of mine can tell you any man's occupation. If a gentleman is seen eating gravy with his knife and wiping it on the table cloth, he is almost certain to be a plasterer. Should you observe a foxy-eyed man palm a plate of hash you can rely on him being a magician. And when a stack of buckwheat cakes are placed before a well-dressed party, should he be seen to deal himself one from the bottom, he is a gambler without a doubt. If a particularly neat looking man should drop in and order ham and eggs, and taking up the ham, feeling its texture, and looking at it through the light, the probability is he is a clothing merchant. However, one man fooled the waiter.

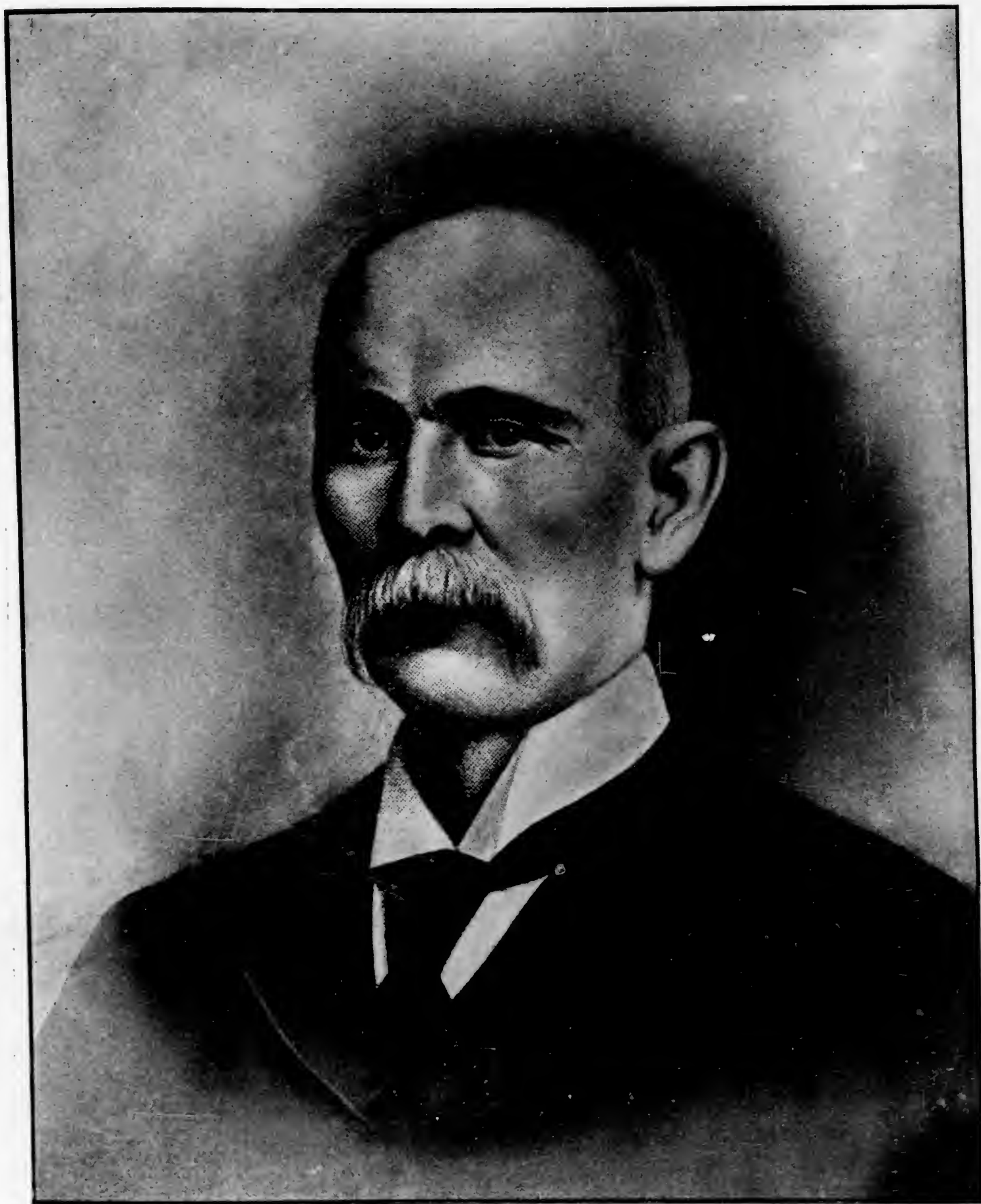
After eating a large slice of watermelon he carefully tied up the rind in the latest daily paper and placed it in his hip pocket. The waiter guessed him a miser, but no, he said he was an actor, and had his own flat for the summer, and was only stocking up the larder.

Mr. Warran S. Patrick, the treasurer of Walter S. Main's shows, said: "Oh, yes, we have all sorts of things to hother us in here, you know, for the United Order of Brotherhood is as broad in scope as the world is large. A man with a small boy wants one and a half tickets, hands up a \$2 bill, gets his order and \$1 25 change in a fraction of a second, and it's too quick for him. He wants to take more time and talk it over with you. I sometimes find much amusement in carrying on a conversation with some old farmer who thinks it a good time to talk. I trust his order and his change in his hand and the crowd takes care of him. He gets turned around and around like a friction wheel between pulleys, and still talking I see him wormed or revolved completely out of the crowd before he knows how it happened."

"If I make an error in an order or change and slap the money down I know it instantly. It is intuitive. My mental calculation as to the number of quarters—I figure everything in quarters—is invariably right, but now and then my fingers, after a severe strain, may drop one or two, too many or too little. If too many the patron's hand never reaches the pile before I've got my error out of it. If too few coins have been laid, the other one or two to correct the amount will land on the back of his hand nine times out of ten before his fingers have closed over it."

"It sometimes happens that a man will pick up his tickets and walk away without his change. This we call 'walkaway.' Odd, isn't it? but you can see how impossible it would be for me to even glance at the many thousand faces that pass before my hands in forty minutes.





W. H. HARRIS.

Proprietor and Manager of the Great Nickle Plate Shows.

# AMONG THE ADVERTISERS

## When Knighthood Was In Flower.

ten for "The Billboard."

Romance.  
n knighthood was in flower  
at lord and baron held their sway,  
d strolling minstrel sang his lay,  
d colling virtue in the fair,  
d prompting knight to do and dare—  
n knighthood was in flower!

History.  
n knighthood was in flower,  
ere was no legal test of right;  
e baron ruled by force and might,  
d every wrong and cruel thing  
is done "by order of the King!"  
n knighthood was in flower.

Romance.  
n knighthood was in flower  
e errant knight went forth in quest  
e beautiful maiden sore oppressed,  
d many a damsel forlorn  
om brutal lord was bravely torn—  
n knighthood was in flower!

History.  
n knighthood was in flower  
ch faction was a robber band,  
d pillage and make waste the land,  
d rugged children of the soil  
re slaves of suffering and toll—  
n knighthood was in flower!

Romance.  
n knighthood was in flower  
e gallant knights in tourney rode  
win the smile his love bestowed,  
d, victor crowned, his trophies laid  
for a queen or beggar maid—  
n knighthood was in flower!

History.  
n knighthood was in flower  
ant chivalry was e'er displayed  
e rustic wife or peasant maid,  
d daughters of the bonded churl  
ere passing sport for knight and earl—  
n knighthood was in flower!

History.  
n knighthood ever was in flower,  
is well for human love and need  
d flowers all have gone to seed,  
d better that such chivalry  
ould live alone in poetry  
n knighthood in its flower!

W. D. COXEY.

## Advertising Notes.

Miller & Son, of New York, manufacturer of select society cigarettes, are placing very attractive advertising.

The "Scapa" Society recommended to the King Act Committee of London Common Council the prohibition of offensive signs, and many cases the society has obtained the cessions it desired. Several signs which were considered unsatisfactory were removed by the Northeast Railway Company.

The advertising appropriation for Lea & Wins Worcestershire sauce for posters in America alone amounts to \$50,000.

The Van Camp Packing Company is using in its daily papers and in magazines.

The English idea of a one-sheet is not the same as ours. What we call a half sheet they call a one sheet. Our three sheet is equal to their six-sheet, our six to their twelve, etc. Their showings bear just about the same ratio to our displays as do their sheets. One only sees the immense stands that are used extensively in this country.

The catch phrase, "Salts of Salts," used by Key's Effervescent Salts, was coined expressly for the Dewey celebration, but it will doubt last for many a day.

When you are going to use the boards, be sure you get attractive paper. The difference between good and bad paper shows in the results.

Under the regulations, according to an order issued by Postmaster General Smith, price mailing cards must not exceed 3 1/4 inches by 5 1/2 inches.

Eight-sheet posters are being used to advertise Pepsin Seltzer.

One of the Munyon inhalers exploded while being used by an individual, and the company is now being sued for \$30,000 by him.

A Michigan statesman achieved in life a reputation that after death it occurred to a tobacco company that name and portrait might be made useful to them in their business, so they named a brand of cigars after him and made barns and bill boards radiant with his portrait. His low objection and applied for an injunction. The Supreme Court of Michigan decided the application, deciding that the law does not prevent offenses against good taste, and does not discriminate between persons who are sensitive and those who are not.

The Barker-Karpis people have attempted to put up something unique and original in their posters. They use a very dark center piece surrounded by a very wide white border. The result is a good one, and the marked contrast catches the eye immediately, but here is an

end to its merit, for the lettering is so small that it is almost impossible to read them at a distance exceeding twenty feet—neither is their trade mark, the dog's head, brought out clearly—so that one passing in the cars and seeing the poster is impressed by merely a confused mass of black and white.

We do not believe that daily papers and magazines of unclassified circulation can give the results to the advertiser that a trade paper can, for in a trade paper a probable buyer is found in every reader.

Chas. C. Navaret, of San Jose, Cal., will advertise farm and garden seeds on the boards largely this winter. He will use an eight-sheet. The Mercantile Post and Advertising Company of San Jose are sending out the work.

The Carlstedt Medicine Company is going on the boards with a liver medicine. They are much pleased with the results of their first attempt. They deal direct. Bill posters should address the secretary, John H. Rohsenberger, Evansville, Ind.

The La Motte Drug Company, of La Motte, Ill., has ordered a large edition of posters. They will try the Middle West, and if it pays will cover the entire country.

Strauss, Pritz & Co. and the Freeman Perfume Company, both of Cincinnati, will make a trial of bill board space in January.

The Geo. Richardson Company, Dubuque, Iowa, manufacturers of men's shoes, are going to post heavily in the near future. They have tried the boards in a small way, and the results have exceeded their most sanguine expectations, hence the increase in their appropriation.

The Ela Manufacturing Company, of Bloomington, Ill., will advertise grocers' specialties with an eight-sheet.

The Santal-Pepsin Company, Bellefontaine, O., have ordered a new twelve-sheet. They will cover Ohio, Indiana, Illinois, Iowa, Nebraska and Colorado. The posters will be supplemented by the liberal use of tin signs. They deal direct.

J. F. Humphreys & Co., of Bloomington, Ill., have ordered an eight-sheet. They will post Central Illinois only.

The Standard Food Company, of Aberdeen, S. D., are using eight-sheets and whole sheets.

The Consumers Brewing Company, of Newark, O., has ordered 20,000 whole sheets. They will cover Ohio, Indiana, Illinois and Kentucky, but will only post those towns and cities in which their U. S. Pale Beer is on sale.

Cullen Cigar Company, Pittsburg, Pa., are using distributors. They are tacking 30x30 paraffine banners and 10x18-inch cards advertising "Pittsburg Smokers."

The Coca-Cola Company, of Atlanta, Ga., has increased its appropriation for bill posting in 1900. They are now getting estimates on 200,000 one-sheet and 10,000 eight-sheets.

Freeman, Eaton & Co., of Nashua, N. H., will test the boards as a medium for exploiting a new foot powder called Positive Foot Cure.

We are in receipt of a little booklet from the R. J. Gunning Company, of Chicago, written and printed by them. The booklets are mailed to all wholesale and retail drug-

gists in towns wherein they are putting up wall displays for the Coca-Cola Company, of Atlanta. This is a feature of their "Department of Business Building" which is designed to interest all dealers, while the display aids influence the consumer.

Monarch shoes are being boomed by 21-sheet posters. Hackett & Carhart Co. are the manufacturers.

The Chamney M. Dupew cigar is one of the new ones on the boards.

The towns in Southern California seem to be riding their hobby pretty fiercely just at present. Ordinances prohibiting advertising have been passed in great profusion. The latest absurdity comes from San Diego. Bicycle dealers who had bicycle racks bearing advertisements upon them on the sidewalks about the city were notified by the authorities that by such acts the city ordinance prohibiting street advertising had been violated, and were instructed to remove them.

A Wauseon, O., business man has been credited with the decided novel advertising idea of renting a patch on a baldheaded man's head, painting his sign thereupon, and securing a front seat for the fellow at the opera house. We trust that the gentleman struck the right spot and that the scheme did not prove as barren a one as it appeared.

A tale is going the rounds that John Wanamaker has closed a contract with the Philadelphia Record by which he secures an entire page every day in the year, and for which he pays a million and a half dollars. We are well aware that Mr. Wanamaker spends enormous sums of money in newspaper advertising every year, but this last story is very likely another one of many schemes for getting free press notices.

It is said that the only advantage homeliness has over beauty is that it never fades. This does not hold, however, in the case of the poster, for the ugly posters are generally made by poor lithographers, hence are more apt to fade.

Luhman & Wilburn, of Cincinnati, have ordered 100,000 eight-sheet posters advertising Polar Bear Tobacco.

An enterprising Cincinnati milkman invites his customers to have the milk which he serves analyzed twice a year, at his expense. The tests may be made at any time, without warning to the dairyman—his object, of course, being to prove that his milk is of standard purity all the year round. He does a large business, and finds himself well repaid for his outlay for the analyses.

The amount of business you get is very often in direct proportion to the degree of persistency with which you advertise.

The Cycleway Company of Los Angeles has been offered a bonus of \$10,000 a year for the advertising privilege along the way.

Oriental advertisers are much given to the use of similes. Here are a few remarkable examples which appeared in an Eastern newspaper: "Goods dispatched as expeditiously as a cannon ball." "Parcels done up with as much care as that bestowed on her husband by a loving wife." "Paper tough as elephant's hide." "The print of our books is clear as crystal, the matter elegant as a singing girl." "Customers treated as politely as by the rival steamship companies." "Silks and satins smooth as a lady's cheek and colored like the rainbow."

It is easy for an advertiser to lose a good reputation, but to lose a bad one is an entirely different matter.

The California Press Association is trying to establish a uniform rate of foreign advertising matter.

New York is a big city, and its people are a little more conservative than in some of the nearer cities, and consequently it is a little harder to make the first impression, but when the impression is made it is a lasting one and future sailing is easy. The article that can be made a success in any other city through bill posting can, if pushed in the right way, make the same success in New York.

Advertising magazines throughout the country are pointing out to advertisers the great value of illustrations in advertisements. The picture catches the eye, and the reading of the text follows. Carrying this same line of

reasoning out a little further, we see that a large, striking picture is better than a small, unattractive one. Where are the largest and most striking pictures found? On the bill boards. The bill theory and poster publicity are in perfect harmony.

The mail order trade is surely on the increase. Clothing, furniture, stores and even houses and lots are now sold in that way.

The following is an example of advertising which appeared in a newspaper over 100 years ago. It serves to show that the custom of advertising in verse was in vogue even at that time.

LETTER ANDRES & CO. have this day been opening goods both fresh and gay. HE has received near every kind That you in any shop can find. And as I purchase by the Bale, I am determined to retail For READY PAY a little lower Than ever have been had before.

The following articles will be received in payment: Wheat, Rye, Buckwheat, Corn, Butter, Ashes and Raw Hides. These articles will be taken in Esopus prices. CASH will not be refused.

The advertiser who uses the boards does not have to bother about that old question of circulation, nor does he have to worry for fear his ad will be hidden among many others. He is sure to get the circulation and the position for which he bargains.

A wily New York firm is catching the woman trade by advertising on a plain looking glass. Every lady as she passes gives it a glance.—Ex. This method may give good results, but we are inclined to believe that each lady as she glances sees only herself in the glass, and pays no heed to the lettering on the glass.

Bengal Little Cigars, made by the American Tobacco Company, are being pushed with great vigor. Magazines have been used extensively; posters will also be used.

Advertisers are not in business to keep any one paper going, to educate the people or anything like that. They are in business purely and simply to make money, and will use the medium which will bring them the largest returns for their money. That is why the number of advertisers who use the bill boards have been almost doubled during the past season.

A baker in a Western town recently hit upon the idea of advertising space on the bottom of loaves of bread and selling it. He used baking pans with raised letters in the bottoms, and a distinct ad appeared on the bottom of each loaf when baked. It is a novel method.

Many advertisers who are just starting in, because of their limited capital, can not afford to wait for returns, but must have direct results. Bill posting and distributing, besides being the surest to create a demand for an article, bring results in less time than any other methods of advertising.

The Rubber Tire Company, of Springfield, O., will soon be on the boards again. The work will be placed by the New York office, No. 40 Wall street.

Ross, Kain & Gerstley, of Philadelphia, are playing on the market a new whisky called "Old Saratoga." It will be extensively advertised.

The H. O. Company has been using reading notices in the papers, announcing that they will give away, free of charge, 100,000 packages of their product. The samples are given away by the grocers.

Christmas Gifts, a pamphlet from the Fred Macey Company, Grand Rapids, has a very pretty and artistic cover. It contains some excellent cuts of their office library furniture, and is well calculated to get some of the Christmas holiday trade.

The E. F. Draper Advertising Company gets out a folder called "Our Motive"—in which they explain their motive for writing it—which is, of course, to get your business.

The French railroad companies have been compelled to cease advertising on the back of tickets, upon the grounds that the passenger is thus made an advertising medium.

The Fels Naptha Soap Company is still distributing sample cakes. They find that this kind of advertising pays them better than any other method.

The R. J. Johnson Soap Company, of Milwaukee, will soon enter into an active campaign to exploit their panoline soap.

The Boyd Chemical Company, P. O. Box 224, Columbia, S. C., will soon advertise veterinary remedies with one-sheet lithographed posters. They desire chance may offer service along country roads.

Bon Ami is extending its advertising. They have been using the distributors for some time.

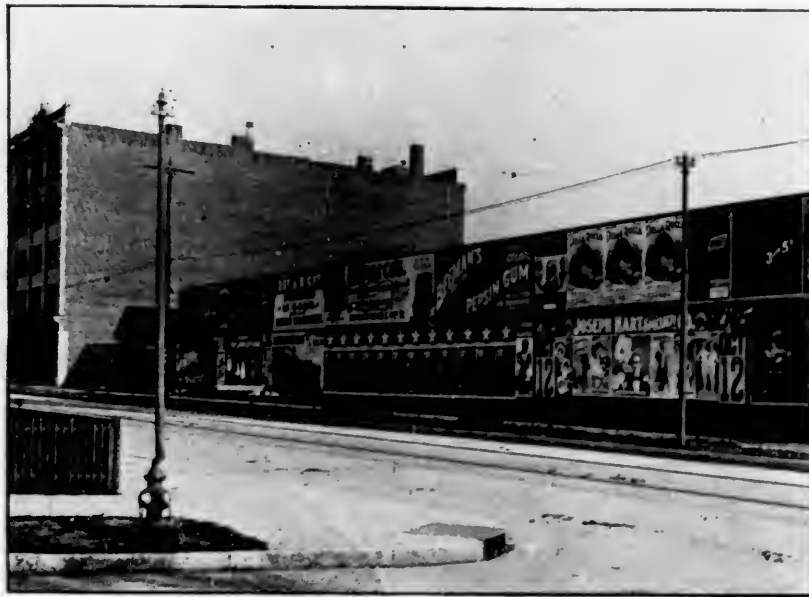
Cutlery Company is again advertising cutlery in the cars.

Gariand stoves are being pushed forward by the use of posters.

The artistic poster is no longer a fad—it is an institution.

In New York a band of evangelists, who have engaged prominent halls as meeting places, use six-sheet posters to make their announcements. These are headed "The Coming of Our Lord," and make rather an attractive appearance. In addition notices are inserted in the amusement columns of the newspapers, the evangelists stating without any apparent intention at humor that they are looking for people who are seeking amusement. Printers' Ink.

Advertising was never so much of an art as it is today. The first genuine advertisement is claimed to be that found in a copy of the Parliamentary paper, "Mercurius Politicus," in January, 1652. It was a puff for "Ireneida Gratulatoria," an heroic poem, being a congratulatory panegyric for my Lord General's late return, summing up his successes in an exquisite manner.—Publicity.



One Harry Merkle put up in Dayton, Ohio, for Bryan & Co.



## Applied Advertising Proverbs.

Only advertising is ready money.  
Large ad will reap a large harvest.  
Merchandise advertisements bring countless profits.  
You need not get a golden pen to write a good ad.  
Send your advertising and that will mend your fortune.  
Say what you owe, and what you are worth will know.  
You never know the worth of advertising until you begin.  
Business makes men, but sometimes men make the business.  
Advertising is both the presage and ornament of rising merit.  
Reason wrapped up in advertising is generally of greatest weight.  
Little and often fills the purse, but much and often fills it quicker.  
Unsatisfactory results are ever the consequence of imperfect plans.  
One misleading ad may undo a man, and an honest one make his fortune.  
Complain not of the shortness of life, but employ your time advertising.  
The merchant who gains not loathes, so does the merchant who does not advertise.  
He that advertiseth first is the first wealthy.  
Good advertising is good, but better carried out.  
Imitate a good ad, but never counterfeit it.  
Fair and honest dealings seldom fail to bring their reward.

## Knockers.

The Twentieth Century Club, of Boston, has had printed several thousand postal cards with blanks for signatures. These cards contain the following matter:

I hereby agree to permit no advertisements on my property other than plain and inoffensive ones, necessary to my tenants' business or my own. I will endeavor by every means to prevent the disfigurement of the landscape and highways.

Whoever paints or puts upon, or in any manner affixes to any fence, structure, pole, rock or other object, the property of another, whether within or without the limits of the highway, any word, device, trade-mark, advertisement or notice, not required by law to be posted thereon, without first obtaining the written consent of the owner or tenant of such property, shall, on complaint of such owner or his tenant, or any municipal or public officer, be punished by a fine not exceeding \$10.

Any word, device, trade-mark, advertisement, or notice, painted, put up, or affixed within the limits of a highway in violation of the provisions of the preceding section of this act, shall be deemed to be a nuisance, and may be forthwith removed or obliterated and abated by any person.—Massachusetts Statutes, 1898.

Their motive in sending these out is, of course, to attempt to raise public sentiment against the "outrageous bill boards," as they phrase to call them. But, to the credit of the people of Boston, we will say that they have paid little or no attention to the howling of this up-to-date club with the highly developed artistic sentiment. The bill board is a commercial necessity, and the sooner these foolish ones realize the fact that the boards are here to stay, and make up their minds to be satisfied with the existing order of things, the less will be their discomforture.

G. Holzhauser & Son, of Newport, Ky., are advertising a consumption cure with whole sheets.

## Trade Papers.

The question is often asked, "What good are trade papers, and what influence do they exert, and of what importance are they to the trade or to the advertiser?" The answers to these questions are:

First—The trade paper reaches a man and has an influence over him that the daily paper does not exert.

Second—The trade paper contains news of peculiar importance and benefit to him.

Third—The trade paper is apt to be more truthful in its statements regarding its particular line than any other publication.

The first reason submitted, as to the influence of a trade paper, will be admitted by all. As a rule, trade papers have no axes to grind, are not prejudiced, and, with very few exceptions, have no rivals in the field. Therefore they are in a position to influence their readers and give them the information in such a way that the reader can not fail to be impressed.

Trade news is of especial importance to the man in the trade. It tells him what is going on and the latest improvements in his line of business, and other news of equal importance.

The third reason, truthfulness, is embodied in the first two reasons, all of which make the trade papers of essential benefit to the reader. The question of advertising in trade papers has never been given the attention that its importance commands. But there is no disputing the fact that the trade papers, in proportion to their size, circulation and character, contain more advertising than any other class of publications on earth. These advertisements are not always models of neatness nor of the highest order of the printers' art, but the fact remains that very seldom is the failure or suspension of a trade paper reported. Trade papers are supported because they are valuable, and because their



L. L. Dickey Advertising Co's Boards, Newton, Kas.

advertising columns are used by people exclusively in the trade to which the paper caters, and therefore the value of the trade paper to its trade is immense, and can not be overestimated.—The Advisor.

The following tale is told by Mr. Frank B. White in his monthly Journal. A man in Chicago had the addresses of 50,000 women and \$500. He bought 5,000 shirt waist sets—the dinky little pins women use to fasten the front of their summer garments—at four cents each. He then wrote a nice letter full of "jolly" and compliments, and sent the sets to 5,000 women scattered over the country from Maine to California, asking them if satisfied with the sets to send him 25 cents in payment therefor. From more than half of the 5,000 women he received 25 cents. About 2,000 women returned the sets, and from about 250 women he never heard at all. But he had at the end of thirty days nearly \$700 in cash and 2,000 sets to work new lists with. He's going to make a million next summer.

## Tips for Advertisers.

Fill orders promptly.  
Make your ads short, concise and right to the point.

Handle articles the people want. The best advertisements will not induce them to buy what they don't want.

Study the ads of your competitors; they will enable you to improve your own, also make a note of the mediums they use; it will greatly assist you when placing your ads.

If your capital be limited, use advertising space accordingly. It is more profitable to use small space and have your ads appear often than to use large space and have your ad appear a few times.

Advertise the right thing at the right time, in the right way, in the right medium, at the right price, and people will write out their orders addressed to you, and I will guarantee that you will do a right good business.

Get up your ads so as to attract the attention of those to whom you can probably sell goods. Mere curiosity seekers you don't want, so do not advertise so as to attract them. Keep the true object in view, write your ads accordingly and business you will get.—The Schemer.

Doe Bull's Cough Syrup, which was so extensively advertised a few years ago, has again entered the field.

## In France.

The French Government, in order to increase its revenue, has gone into the advertising business. The first enterprise in this field is the "letter announcements" or advertising post-paid letter sheet. One-half this sheet, which is of ordinary letter size paper, is devoted to advertising, except the space reserved for the address, which bears a fifteen centime postage stamp. The letter is written on the other half of the sheet, which is then folded and held by a gummed flap. The whole thing is sold for ten centimes, that is for two-thirds of the price of single letter postage or for the price of a postal card. By this means the purchaser saves one-third the price of the stamp, and gets his paper and envelope for nothing. The scheme is worked nominally by a corporation, the "Societe Anonyme," who have the sheets for sale at the postoffices and the government tobacco shops.

## From the Land of the Mikado.

A letter from a master of one of Uncle Sam's transports.

Perhaps you would like a few words from me about bill posting in Japan; but first permit me to tell you of my trip. I was called from Havana in June; left Washington for Tacoma, Wash., where I went on board the Port Albert. We had very rough weather on the coast of Alaska. We laid at Unalaska, Alaska, for three days, thence through the Behring Sea along the coast of Siberia to the Japan Islands to Kobe, Japan. Along the railway stations there is very little bill posting; what little there is only advertises matters of universal interest, not for shows. I was told they had no system of bill boards, but what little bill posting is done pays, so much so, in fact, that it keeps two parties in a continuous law suit on account of the one using his own name on the posters instead of his father's. At the entrance to the theaters they have boards upon which are drawn pictures of the acts to be given, but there is very little reading matter used. As the ticket seller could speak a little in English I asked him if they posted bills anywhere else. He informed me that they did not, but they send children and older girls out and they stand about talking of the show loud enough for those around them to hear. This arouses curiosity and they go to see the pictures, and if they have the money they go in and see the play. The Japanese are a sport loving people, and the Americans can open up business with them which will surprise the nation. As a race they are natural artists, hard workers and appear to be anxious to jump from barbarianism to our system of living. They love the Americans better than any other nation, but we have an enemy in the shape of European clubs. They band together for the purpose of downing an American, starving and discouraging him to the fullest extent of their power. The American business men should encourage and strengthen commercial intercourse between our country and the people of the Pacific coast. They need our grains and goods and we want their rice, therefore we should not lose their friendship, which will be valuable in the future.

There is a great field in Japan for the American system of bill posting, but it must be backed by clubs that are strong enough to protect our interests and property from the schemers.  
J. H. SULLIVAN.  
Inland Seas, Japan. (Broncho John.)

## Flag Law Unconstitutional.

Vermont and Illinois both have laws forbidding the use of representations of the United States flag in connection with advertising. A spirited legal battle has taken place in Illinois between J. J. Hartigan, the proprietor of the Glasgow Woolen Mills, and the State. Judge Gibbons, of the Circuit Court, recently declared the law unconstitutional. Judge Gibbons declares that the informer's fee clause in the flag act is against the spirit of American law, as tending to provoke strife and ill will between man and man. The decision turns on this point, the Court holding that the power granted by the constitution to the Governor of a State to pardon offenders and remit fines and penalties is in conflict with the statute which guarantees to the informer a share of the fine.

The accompanying cut represents Dillon & Fogle's cross-road, bill posting camp as it appeared at fourteen county and street fairs in Central Illinois in 1899, from which they distributed many thousand circulars. They are already preparing to do a much larger business next year.



Dillon's Novel Fair Outfit.

## Publications.

The year now closing has proved even more successful for Scribner's than was 1898. It means the most successful twelve-month in the history of the magazine. For 1900, the closing year of the century, has been secured the most valuable programme the magazine has ever offered. Some of the plans and preparations have been under way for three years. Among its hundreds of contributors will be J. M. Barrie, Theodore Roosevelt, Richard Harding Davis, Henry Norman, Thomas Nelson Page, etc. The Boer war will be treated in an extensive way in the early part of the year.

The Truth Calendar for 1900, which is given with the December number, is most artistic and beautifully embossed. It is in gold and twelve colors, and no expense has been spared to make it a work of art. The Xmas number is twice the ordinary size, and abounds with beautiful pictures upon the finest of paper, making it a valuable addition to Christmas literature.

No effort will be spared to establish Pearson's during 1900 at the head of its competitors. The quality of the paper and printing, the beauty of the illustrations, the healthful tone and strong character of the literary contents is what will be relied upon to achieve this purpose, and to make Pearson's the ger home magazine of America, as it already is of England.

Beginning with the November number, Frank A. Munsey started the publication of a special English edition of his magazine. The first edition of the new venture consists of 25,000 copies.

There are many changes being made in the publishing house of Harper & Bros., and the final result will probably be the complete reorganization of the various staffs. The most notable alterations are as follows. John A. Franklin Harper have retired from the firm Harper's Round Table has been discontinued. J. H. Sears is now editor of Harper's Bazar. Mrs. Margaret Sangster, the former editor of the Bazar, will in the future devote her talents to special writing; Henry L. Nelson is succeeded by Henry G. Palm as editor of Harper's Weekly.

Responding to the increased obligation created by a constantly enlarging circle of readers, the editors hope to make McClure Magazine during the coming year more emphatic and varied in its interest than ever before. Among their contributors will be Ian Maclaren, Booth Tarkington, Kipling, Marconi, Peary, Wellman and others too numerous to mention.

Harper's Magazine enters this year upon its one hundredth volume, and will be richer than ever before in the best work of the greatest writers and artists. Mrs. Humphreys Ward will have a new and powerful novel, "Eleanor." Other contributors will be Kipling, Mark Twain, Stockton, Julian Ralph, Poulctuey Bigelow, etc.

More than 200 distinguished men and women, soldiers, sailors, statesmen, scholars, travelers and story writers, will help to enrich the 1900 volume of the Youth's Companion. All subscribing now and sending \$1.75, the price of a year's subscription, will receive all the issues of the Youth's Companion for the remaining weeks of 1899 free from the time of subscription, and then all the issues for the fifty-two weeks of the new year until January 1, 1901. This offer includes the gift of the New Companion Calendar for 1900—the most beautiful one ever presented by the Companion.

Frank Leslie's Popular Monthly continue to improve each month, and with the extensive list of attractions already in hand, provided for, for 1900, promises to outdo a other magazines of the price. "America at the Paris Universal Exposition of 1900," by the Hon. Ferdinand W. Peck, will appear in an early number, as will also articles and stories by the leading writers of the day. This magazine also has a most beautiful calendar—the noted "Little Sweethearts Calendar," which is sent to all subscribers.

The St. Nicholas offers a splendid programme of art, literature and fun for girl and boys for 1900. Ten long stories by Ruth McEury Stuart, Mary Mapes Dodge, Elizabeth B. Custer and other writers. Theodor Roosevelt will contribute a paper on "What America Expects of Her Boys." Fun and frolic, both in rhymes, stories, pictures and puzzles will be, as always, a striking characteristic of this most excellent magazine.

A magazine which is not much known in the East is the Overland Monthly, published in San Francisco. Its stories and articles usually deal with California or far Western life, and it boasts of being the only first-class illustrated monthly magazine published west of the Mississippi.

## Whence Colors Come.

The cochineal insects furnish a great many of the very fine colors. Among them are the gorgeous carmine, the crimson, scarlet carmine and purple lakes. The cuttlefish give the sepia. It is the inky fluid which the fish discharges in order to render the water opaque when attacked.

Indian yellow comes from the camel. Ivory chips produce the ivory black and bone black. The exquisite Prussian blue is made by fusing horses' hoofs and other refuse animal-matter with impure potassium carbonate.

Various lakes are derived from roots, bark and gums. Blue-black comes from the charcoal of the vine-stalk. Lamp-black is soot from certain resinous substances. Turkey red is made from the madder plant, which grows in Hindustan.

The yellow sap of a tree of Siam produce gamboge. Raw sienna is the natural earth from the neighborhood of Siena, Italy. Raw umber is also an earth found near Umbria and burned.



## A Word to Fair Managers.

Of all the lessons which are to be learned from the comparing of the successes and failures among the fair associations during the past season, the one that stands out pre-eminent and one that must be seen and admitted by all is, attractions are a necessity or financial success; the day of the purely agricultural fair is past; the city people who are used to shows, fairs, etc., are, of course, not satisfied with seeing Farmer Jenks' prize potatoes or Cy. Smith's blue ribbon cows. They must have something more exciting and entertaining. Neither is the farmer satisfied with seeing exhibits of farm products. These things are nothing out of the common to him. He also must have excitement, not because it has become a habit, as with the city man, but because he expects it. The fair day to him is a time set aside for the spending of his pin money, an opportunity to see things which it is not his privilege to see at any other time.

During the season just closed the managers and the entertainments, which we will call attractions, have been thrown into closer relation, and have come to a more pleasant and mutually profitable understanding than ever before, for which we think "The Billboard" deserves some credit. However, there were some cases where attractions were engaged, and either proved entirely unsatisfactory or did not show up at all. The managers can do too particular about engaging good, reliable features. It is very often the case that the engaging of attractions is left until the last moment, and this plan almost invariably results in the securing of only second or third-class people. It may seem a little previous to advise that managers be in the lookout for attractions that they invite correspondence from amusement companies; but, nevertheless, it is obvious that the best will be picked out first, much the same as at a bargain sale; therefore, the sooner the rates are set and options are obtained upon the most desirable attractions, the more advantageous will be the result.

## Fair Notes.

An effort is now being made to have a Pan-American exhibition in one of America's large eastern cities.

Cincinnati is to have a dog show some time in February, 1900. It will be held under the auspices of the Dog Owners' Protective Association, and will be on the circuit list.

All of the buildings of the exposition at Como, Italy, were recently destroyed by fire. Remarkable energy was exhibited in the rebuilding of the burned structure and the gathering of new exhibits, and the exposition continued.

This year the street fair without automobiles as an attraction was an exception.

Under the patronage of the committee of the Berlin Exhibition an automobile race was run from Berlin to Lelspie, a distance of 115 miles. The average speed of the winning car was about 22 miles an hour.

A new kink in an old idea for advertising church fairs, etc., is this: Instead of using the ordinary hand bill for distribution, buy Japanese paper napkins, with plain white centers and brightly colored borders. Solicit advertisements from local firms, and have their notices, together with the announcement of the fair, printed in the blank centers. At a recent fair 22 firms paid a dollar each to have their names appear. The cost of the printing did not amount to much, and the napkins at the dealers cost less than \$2.

The Secretary of the Indiana State Fair announced that the receipts from the fair this year exceeded those of last year by about \$5,000. The aggregate receipts, not counting the money which the board receives from the state, was about \$5,000.

The fifth annual Kansas City Horse Show was the most elaborate ever given. The great convention hall was crowded every night with Kansas City representatives of fashion and beauty. On the opening night the first event was a grand parade of all the entries, and every animal that was entered in the show was led around the arena. There were over 400 entries, and the parade was a most beautiful sight.

The annual shows at Fresno, Cal., have recently uplifted the poultry business. For the past two seasons the shows have been remarkably successful, and this year's was even better than the other two. A special prize is offered by the four national banks of Fresno for the ten highest scoring birds in the show. The regular prize list consisted of 116 cash prizes, besides numerous special prizes.

The next great celebration in New York is likely to be held in September, 1909, and it

will be the three hundredth anniversary of the discovery of the island of Manhattan by Henry Hudson. The two hundredth anniversary, in September, 1899, was modestly celebrated by a dinner, held under the auspices of the New York Historical Society. There is already talk that the anniversary may be celebrated by a World's Fair.

The St. Louis Horse Show was a brilliant one. It was especially well patronized by the ladies of fashion.

Few people would think that the poultry was anything like as great as the wheat output. Yet statistics are given which prove that the output of poultry in 1897 was \$290,000,000, while the total value of the wheat crop was \$259,000,000, a difference of \$31,000,000 in favor of poultry.

The Missouri State Board of Agriculture at a recent meeting in Jefferson City again de-

has been the national flower for centuries, and is raised in every nook and corner of the land. They have chrysanthemum carnivals, which the Emperor and all the nobility honor with their presence.

The so-called sport, rabbit baiting, was one of the popular pastimes at the Dallas (Tex.) Fair. This very poor excuse for a gambling game is played thus: A rabbit is turned loose in an enclosure, and at a given signal a number of hounds are sent after it; bets are placed upon the dogs, and the one managing to kill the rabbit wins. Wherein this is less cruel or barbarous than bear baiting or bull fighting, both of which are prohibited by law, we can not see.

Houston, the metropolis of South Texas, expects to hold a fair, but as yet nothing definite has been decided.

Dollars rained for three minutes in the sale ring at the Hereford show at Kansas City. The money was for Mrs. Kate Wilder Cross, widow of the late Charles S. Cross, founder of the Sunny Slope (Kansas) stock farm, who had turned over to her husband's creditors all that she possessed. When Colonel Slaughter, of Fort Worth, Texas, stepped into the ring he threw a silver dollar in the sawdust and called on those present to throw in a dollar as a little present for the brave little woman. Money fairly rained, and when it was gathered up filled a peck measure.

The Board of Directors of the Merchants' and Manufacturers' Association of Los Angeles, Cal., has decided to hold an industrial and mineral exhibition and a citrus fair in the latter part of next February. As soon as the details of the exhibition and the date shall have been decided an elaborate prospectus will be issued by the association, containing the programme of entertainment, a description of the points of interest and a classified list of members. These folders will be distributed among the local merchants to be sent in every letter leaving the office. By this means the excursion and exhibition will be well advertised several months in advance.



GEO. K. BIRGE.  
Pan-American Exposition, Buffalo.

ecided to locate the State Fair at Sedalia, and the first exhibition will be held next fall. Missouri is nearly eighty years old, and next year will be her first attempt to have a State Fair.

Manchester, N. H., is to have a mammoth fair next year. A complete set of fair buildings will be erected and a new track built. At present a mile track is being talked of, but the particulars will be decided later. Mayor W. C. Clarke is one of the men interested.

The San Diego County Poultry and Pet Stock Association is making great preparations for the big show which is to be held in San Diego, December 19, 20 and 21. The interest in Belgian hares seems to be on the boom. Recently a pair of thoroughbreds brought the exceedingly high price of \$50. A "Curio Booth" which contained Indian relics and other articles that ranged from one to over two hundred years, was a feature of the Long Beach chrysanthemum fair.

A Dallas paper, and one that ought to know whereof it speaks, says: "The city of Dallas, during the fair, participates in the profit of selling liquor to visitors, because, as an Alderman tersely stated it, 'Dallas wants the money.' Then the whisky drinker is arrested and fined, because Dallas wants the rest of his money. This is a sort of double-header."

An exchange, in speaking of the Philadelphia Baby Show, says it was a howling success.

Among the most popular of the autumn fetes is the chrysanthemum show. Almost every city in the United States holds an annual chrysanthemum fete, where samples of the thousands of varieties are entered and prizes are given for the largest and most perfect in form and color. In Japan, where this

The year 1907 will undoubtedly be claimed by some city in the United States as the date of an important exposition. Already the question is being agitated in Richmond, Va., by an especially zealous paper with a view to securing the prize. Other cities will be sure to put in their bids, and if Greater New York does not hold a show before that time it will certainly prove a big factor in the race.

The State fairs of 1899 were highly successful. The Iowa, Wisconsin, Michigan, Minnesota, Ohio, Indiana and Illinois fairs were probably never more successful.

We read much in the agricultural papers concerning the fairness of fair judges, but since we are not interested in either the judges or the beaten exhibitors, who can only see the good points in their own displays, we will leave the question strictly alone and keep discreetly out of the fight.

The exhibition of advertising postal cards, held at Venice, Italy, was a very novel and interesting one, many of the postals being charming works of art.

A baby show is to be a feature of the Tri-City Midwinter Fair. Great interest has been shown in this feature, and the exhibits in this department bid fair to outnumber those in any other class.

The Director of the Department of Liberal Arts and Chemical Industries of the Paris Exposition is considering the advisability of giving a post-exhibition in the summer of 1901 in one of the large Russian centers—Moscow or St. Petersburg. Ninety per cent of the American manufacturers who have been approached have consented to make the display. Secretary of the Interior Hitchcock is favoring the movement. It is possible, also, that a movable exhibition will be given in the cities of Vienna, Berlin and other large European centers.

## Phoenix Indian and Cowboy Carnival.

The Los Angeles, Cal., spring festivals, which have a national reputation, will now have to look to their laurels, for Phoenix, Ariz., intends to give each year a festival that will rival all other events held in the West. A permanent organization has been formed, and S. M. McCowan, Superintendent of the Indian School, has been chosen as its head. The dates set for this year's show are December 4-8, and, as the citizens' committee has already secured over \$6,000, the financial features seem to have plain sailing. The railroads have been very kind and have made special rates, a round trip from any point in Arizona and New Mexico, as well as Denver, costing but the single fare. Indians will be given free transportation, a feature that will bring many different tribesmen together. Exhibits brought for the carnival will be given half rates, and the passenger tickets are to be good for thirty days, with privilege of extension to six months at small additional cost.

The festival has been well advertised by posters, dodgers, etc., besides about every envelope that has left Phoenix for the last three weeks contained an advertisement for the show. This publicity, with the special attractions which have been devised, to appeal to the different classes, and the liberality of the railroads should combine to fill Phoenix as it has never been filled before.

## Rose Tournament.

On New Year's Day, when most of the cities in the East are snowbound, the city of Pasadena, Cal., holds a jubilee and parade, in which flower-bedecked vehicles, floats, etc., play a great part. The whole parade appears as one mass of beautiful roses and other lovely flowers, the idea, of course, being the advertisement the city secures in being able to hold such a parade at such a seemingly unseasonable time. The festival each year is held under the auspices of the Pasadena Tournament of Roses Association, which boasts of a membership of 257, and a good surplus in bank. At a recent meeting the following officers were elected: President, H. R. Hertel, Vice Presidents, C. W. Smith and James H. Campbell; Treasurer, P. M. Green. The annual tournament on New Year's Day will be carried out with great vigor and enthusiasm and many new ideas will be introduced.

This festival has come to be a feature with tourists, who make it a point to engage rooms at the prominent hotels in time to witness the parade. It is probable that this year races and sports will be arranged to take place after the parade, and thus the afternoon will be made joyous as the morning. An effort will also be made to interest the tourists in the sporting events.

## Columbia Street Fair.

The State Mechanical and Agricultural Society held its annual fair in this city, opening on the 6th of November and closing on the 10th. It was one of the most successful fairs in point of attendance that the society has held. Nearly 20,000 people visited the fair.

The city of Columbia selected this time for her carnival week, and the day and night attractions given by the Columbia Fair Association were a source of pleasure to the throngs of people who saw them. The crowd gathered at the corners of the streets, where the performances were given, and followed the performers from block to block to see a different performance at each end of the seven blocks.

The Hanner Amusement Company furnished the principal amusements and gave great satisfaction to the public and to the City Fair Committee.

The First United States Artillery Band gave afternoon and evening concerts on Main street and in the State House Park to the great delight of lovers of fine music.

There were a number of social events, which were enjoyed by society people. The State ball, which is given during the week of the fair, is a stately affair, opened by the Governor of the State. Many young debutantes enter society upon this occasion, and the best people of South Carolina grace the hall of the House of Representatives, where the ball is always held.

Our State Fair promotes sociability among the people, brings together friends who only meet at this time, and is in many ways promotive of good to the State and its people.

S. A. PEARCE, Secretary.

## Leon County Fair.

The Seventh Annual Leon County Fair was not a success. The stockholders having to meet a deficit of over one hundred dollars, and is free from debt. The threatening cold weather prevented the attendance that was expected and would otherwise have been present. One of the privilege men, W. M. Roberts, of Indianapolis, Ind., absconded the third day and defrauded the association of \$50 due on his privilege.

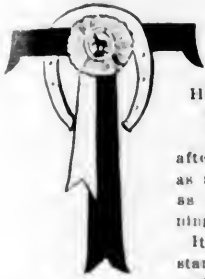
Ex-Governor J. S. Hogg was present, greeting his many friends. Harry Savage, of Bolton, judged the poultry.

## Geo. K. Birge.

Although a director and a member of the Executive Committee of the Pan-American Exposition, which will be at Buffalo in 1901, George K. Birge will be chiefly known in connection with the exposition as Chairman of the sub-committee on Buildings and Ground. The Directors of Works, who will have complete supervision of the construction of the buildings and the laying out of the grounds, will have to report to Mr. Birge as Chairman of that committee, so a great responsibility rests upon his shoulders.



### The Horse Show.



THE annual Horse Show in New York is an event that continues after fifteen years to be as select and as popular as it was in the beginning.

It is not often that the standard is kept up, as of National interest, and it has been in this event in the metropolis it heralds the opening of the social season.

The most exclusive of society people mingle with the throng, and this year titled foreigners were entertained at Madison Square Garden.

Such a display of wealth, beauty and fashion, to say nothing of the horses themselves, makes the affair one of unusual interest.

The show was opened by a single bugler, and with a variety of notes he ushered each new feature into the ring.

Hays, who for fifteen years held this position, has retired on a fortune, and now the man who fills the air with sporting sounds is H. Wilcox.

The horses that enter the ring are as sleek as Pannu velvet and as glossy. They are all blooded animals, and the audience express their approval in cheers that make the air ring.

The lights, the yellow and black bunting adorning the boxes, and the spectators make the scene one of peculiar individuality and charm.

The sporting element that congregate at the doors and at one end of the hall, the lovers of the horse who lean over the rail overlooking the ring, the surging crowd ever moving along the promenade, and the boxes filled with women that create as much admiration as the entertainment to which they come, only gather together once a year in New York.

The afternoon audience differs somewhat from that of the evening, but they both have their own charm.

The program is much the same, the variety lending the most intense interest to every number.

The boxes in the afternoons are not so

well filled, and more promenading of the ladies is indulged in.

In this way the fashionable gowns are more conspicuous, and what wonderful creations there are, gowns only to be seen in New York, and seldom anywhere but at the horse show.

The New York women are as well groomed as the horses.

They exhibit exquisite and appropriate gowns for the occasion as a whole, and it is the exception to see a badly dressed woman at this event. True, it is said that the modiste and the milliner have been preparing for this season for months, and that the costumes are skilled works of art.

Pale shades seem to predominate, or black. There are no flashy shades to be seen, taste in dress having become a science this year. Tall, willowy figures are preferred, and the serpentine gowns are well suited to the slender woman.

Shapeless coats are worn in the afternoon, and women resemble the blanketed mare as she glides along the promenade.

In the evening the sparkle of nets and sparkles lend beauty to the gathering of femininity. Women fairly scintillate in their evening gowns, and as they promenade they are wrapped in flowing capes composed of cloth velvet or pale silk, replete with lace ribbon, fur and feathers.



Van Bibbers Are Plentiful.



Visiting The Stalls.

The society man in conventional dress suit saunters about, and Van Bibbers are plentiful in their evening coats and silk hats.

Those who are connoisseurs can be detected at once, and those who are not seldom are absorbed in the critical moments pending the awarding of prizes. When the critics give an unlooked-for decision the stir that is created is a proof of the tension the majority are upon, and the favorite that wins the blue ribbon is cheered lustily.

In fact, the unconventionality of the entire audience is as marked as it is select, as it is unconventionality on a refined scale.

As a social feature the horse show is a distinct phase of New York life; as a sportive event it has no rival, and as an exhibition of horseflesh it is alone in its superior attractions.

Beneath the ground floor the stalls are placed, and the public is allowed to view the horses as they rest on their laurels. The stalls are clean and carpeted with hay, and the numbers correspond to the catalogued numbers, so each one can be identified. Here the owners are busy giving orders; the stable

boy hustles about, and the grooms wear expression of pride and importance.

Here can be found the extreme enthusiast young women who have entered their favorite, and young men who are to ride their own horses in the ring.

The sightseer can be detected from the feeble one, who is accustomed to horses, by the distance they allow between themselves and the stalls.

The clanging of the trappings and the stamping of the horses is life to the lover of sport.

Amateurs have this year been more successful than the dealers in securing prizes, and the individual who exhibited a favorite animal and smart equipages will feel encouraged to enter them again next season.

The Horse Show has marked another success, financially, sportively and socially, and the season is on in its fullest sense.

There is no event that brings the multitude in all its different planes together in such unison as this great show, which both New York and the lovers of sport in other cities attend.

EDITED BY A. NOBLE.



Grooms Wear an Air of Pride.

### The Paris Exposition.

World's fairs are beneficent contributors to the advancement of civilization. The inherent artistic sense of the Frenchman, as well as his desire for material gain, prompted Paris to bid for the great World's Fair to be held there next year, and the supreme desire is to achieve an artistic triumph.

It is estimated that the fair will bring two hundred millions of dollars to the French capital. The estimate is based upon the fact that foreigners spent \$150,000,000 in Paris in 1889, to say nothing of the \$100,000,000 spent by provincial Frenchmen. If it is reasonably accurate, it means that there will be a profit in the exposition venture of \$180,000,000 to the French Nation, for the total outlay will not exceed \$20,000,000, or about the same as the cost of the Chicago Exposition.

It is said that many of the buildings are in almost complete readiness, and that the two new Art Palaces are an evidence of French architectural skill, as they are superb in every detail. It seems almost incredible that they have been erected in so short a space of time—three years.

The administration has taken all necessary measures possible to offer visitors and exhibitors security against fire. All wood of the framework in the buildings will be covered with an insulating coat of non-inflammable material, and all stairways will be fire proof. An emergency light system for night use will consist of electric lamps of one-candle power bearing a distinctive red color. All motive power other than electricity will be admitted only under rigid conditions.

All decorated canvas and awnings must be fire proof, and theaters, concert halls, etc., will have iron or asbestos curtains.

One of the greatest exhibits from this country will be in American machinery, and Commissioner General Peck is endeavoring to arrange a great electrical display that will excite admiration from every nation.

The display of American forestry will be in the Forestry Building, built of American

timber. The hydraulic mining exhibit from California at the Paris Exposition will be a very astonishing one.

The indications are that the Universal Exposition will be one of the grandest and epoch making fairs that the world has ever seen.

The Committee on Collective Exhibits to the Paris Exhibition of 1889, representing the Association of American Colleges and Experiment Stations, has requested Prof. Price to prepare some work showing the new classification of varieties of the peach for this exhibition. The botanical features of this sci-

entific classification were first worked out by Prof. Price in 1886. The classification is based upon the differences of fruit, foliage, seed and fruit buds. All the features were shown on a large chart consisting of drawings, one oil painting and descriptive notes. This classification has a practical bearing also. By following it one can select varieties that will bear in most any climate of the temperate zone. This is illustrated forcibly in the college orchards that consist of varieties belonging to races adapted to this locality, and they have borne profitable crops of fruit through the late killing frozes during the past several years.

The photographs showing the wonders of irrigation in the West, irrigation systems and the great growth of orchards and crops under this method of farming, the surrounding arid country supporting nothing but scrub and sage brush, are to be made a special feature.

There will be a continuous exhibit of American fresh fruits, and particularly those for which it is desired to create a demand or expand the European market. Never before has this been attempted. The Armour Packing Company has agreed to hold in storage, free of charge, all apples sent forward for

display at the Paris Exposition. This company will also, by arrangement with the society, pay all charges.

The scale upon which the exposition is to be constructed is indicated in the fact that the catalogue will cost \$90,000 to print, and will contain about 100,000 names. In a competition with three firms as contestants the contract was awarded the Lemercier Company at 450,000 francs, or less than half the amount to be paid for that setting forth the exhibits of the 1900 exposition. The catalogue will be printed in eighteen volumes, according to divisions of exhibits, and must contain the names of all exhibitors. Of the estimated 100,000 exhibitors, the United States will probably have 2,000, though that number could have been greatly increased had there been more space for exhibits.

One of the most interesting features will be a model American Postoffice, which will be up to date in every respect. Arrangements have been made with the French postal authorities by which mails for Americans in Paris will be sent direct to this Postoffice instead of going through the regular channels. In this way three or four hours' time will be saved in the distribution of the mails. The idea was suggested by Commissioner General

Peck, and is heartily endorsed by the department.

The omnibus company of Paris will have 92 lines and 1,500 vehicles, performing 25,000 journeys a day, and capable of transporting 1,028,000 passengers.

The Russians are preparing for the exposition a map of France in stone, which will be a remarkable specimen of the lapidary's skill. It will show each separate department in jasper, while the sea will be represented by lapis lazuli, the rivers by platinum and 106 towns marked by precious stones.

The admission will be: Before 10 a.m., two francs, or about forty cents, to the entire exhibition; between the hours of 10 a.m. and 6 p.m. a franc will be the charge, and after 6 p.m. on week days two francs, while on Sunday the fee is not to be raised for the evening hours.

A new feature of the 1900 Exposition is the United States Publishers' Building, now in course of construction, in which will be displayed the history of the printing press in America, and specimens of work done in the United States.

A monster wine barrel has just been built at Nancy, France, for the exposition. A dinner was given inside the barrel to the 150 coopers who made it.

Stories of wonderful corn crops are told in all the Western States. Stalks from twelve to fifteen feet high are common, but in Kay County, Oklahoma, one stalk has been found that measures over twenty feet, beating the record made by a Texas stalk in 1898, which measured nineteen feet and four inches. This stalk has been sent to Washington to compete for a prize at the Paris Exposition.

A complete set of the reports of the geological survey of Kansas will be bound in leather and sent for exhibition. Prof. Erasmus Haworth suggested the matter to the Secretary of State, and the latter ordered him to bring up the reports from the State University and have them bound at once.

A bicycle geared to 210 will be sent to the Paris Exposition. The front sprocket contains sixty teeth and the rear sprocket seventeen teeth.

It is said that among the peculiar attractions at the Paris Exposition will be a great machine for making clouds of all varieties at will.

At the Paris Exposition next year accommodation will be provided for 21,000 bicycles. One penny will be charged for the care of each machine, while for 2<sup>nd</sup> the attendant will convey it to any gate the rider may choose to depart from.

It is certain that the minimum rate for a single passage on first-class steamships will not be below \$100.



West Main Street Board, Newark, Ohio, W. W. Rugg, Owner.

## San Jose Golden Jubilee.

The plans for the celebration of the fiftieth anniversary celebration which is to be held on New Year's of the institution of California's State government, are almost complete, and everything is moving toward success in a most satisfactory way. The work of organization was accomplished early in October, and all the committees and citizens have been following out this advice which was given by the secretary, Alex. P. Wurgorten. As this jubilee is purely non-sectarian, non-political and unselfish, we sincerely hope that all our citizens (irrespective of expansion, religion, policy, politics and all the isms that divide a community) will join hands in a common cause. Let the watchword be, "Pioneers, Prunes and the Progress of Santa Clara County." It can be safely said that the State of California has never yet witnessed a celebration so replete with varied and significant entertainments as this one will be. During the festival the days of old will be lived again in sports, living pictures, songs and in the eloquence of orators. The parade, which will pass through streets gayly decorated with flags and evergreens, will be a feature in which every society in the country will be invited to take part. It is desired that there shall be decorated carriages representing the States and floats representing the nations.

The following are other suggestions for floats: California, a fine float to which all schools and universities are to contribute, representing education; float to which churches shall contribute representing religion; early missions; float by the musical societies representing music; float to which the Grange, fruit-growing, etc., shall contribute, representing that great industry.

The programme for the evenings will be: First night, "Old California;" second night, "California up to Date;" third night, "A Revel." The new State House, just built, is to be decorated in the interior and used as headquarters for the general committee for the distribution of visitors, badges, souvenirs and any literature which may be placed at the disposal of the committee. Permission has also been secured for the use of the Court House for public receptions and entertainments during the jubilee.

The following rates have been secured by the committee from the Southern Pacific Railroad: A fare and a third for round trip ticket from points less than 12 miles distant; a fare and a fifth for round trip from points over 125 miles and less than 200 miles distant; a single fare for round trip from all points over 200 miles.

The citizens of San Jose have prepared a fitting welcome, indeed, for the thousands of visitors from all parts of the country who will assemble in the Santa Clara Valley, that paradise of beauty and plenty, on that historic occasion.

## Some of The November Fairs.

### OXFORD LAKE FAIR.

The third annual fair held at Oxford Lake this year was a better one in every respect than any of the former fairs, and a thoroughly creditable one in the matter of displays to this section. The association was handicapped, however, by having John Robinson's circus at Aniston the week before the fair, and Ringling Bros. the week after. These circuses cut low our attendance so materially that the fair was not a financial success.

### BUILDINGS TURNED OVER.

The generosity of Mr. Howard W. Sexton, on behalf of himself and the Oxford Lake Line, has been demonstrated by his proposition, which has been accepted, to turn over to the fair association the use each year of all of the grounds and buildings at Oxford Lake, all the privileges of the grounds, and to wipe out finally and forever all of the indebtedness of the fair association to himself and the Oxford Lake line. This indebtedness amounted, before this fall's fair was held, to \$1,300.

### Columbia (S. C.) Agricultural Fair.

The thirty-first annual fair of the State Agricultural and Mechanical Society of South Carolina at Columbia November 6 to 10, 1899, was held under favorable auspices. The weather was delightful. The railroads gave low excursion rates of passage, and in consequence the attendance of visitors was largely in excess of former years. The exhibits were good and of a high class. The number and quality of birds shown in the poultry exhibit far exceeded any shown for years, if ever. Respectfully,

THOS. W. HOLLOWAY, Sec'y.

### Columbus Street Fair Association.

The Street Fair given by the Columbus Street Fair Association at Columbus, Ga., November 6 to 11 inclusive, proved a success beyond the anticipation of its managers. The weather was charming, and the people came on the first day and continued to come in great numbers during every day of the week.

The floral parade, consisting of buggies, traps, carriages, pony carts and floats to the number of fifty, was the handsomest ever seen in the South. The ladies of the city entered into this feature of the show on an energetic scale, and they pride themselves in the possession of good taste. Many parties here who had seen such parades at Saratoga and other parts of the United States, claim that the Columbus parade excelled them all. The city entertained 150,000 visitors, and every undertaking on the part of the people, the shows and the fairs proved a success beyond their expectations.

The association paid all premiums and all other obligations promptly, and have in their treasury a good start for another fair to be held next year.

The streets of Columbus are 164 feet wide

and are nicely macadamized, with a row of trees down the center. Booths were built by the merchants on both sides of the street, and privileges were sold for various enterprises in the center.

## Missouri Pure Food Law.

The new pure food law in Missouri is as follows:

Section 1. That it shall be unlawful for any person or corporation doing business in this State to manufacture, sell or offer to sell any article, compound or preparation for the purpose of being used or which is intended to be used in the preparation of food, in which article, compound or preparation there is any arsenic, calomel, bismuth, ammonia or alum.

Section 2. Any person or corporation violating the provisions of this act shall be deemed guilty of a misdemeanor, and shall upon conviction be fined not less than \$100, which shall be paid into and become a part of the road fund of county in which such fine is collected.

## Tri-City Midwinter Fair.

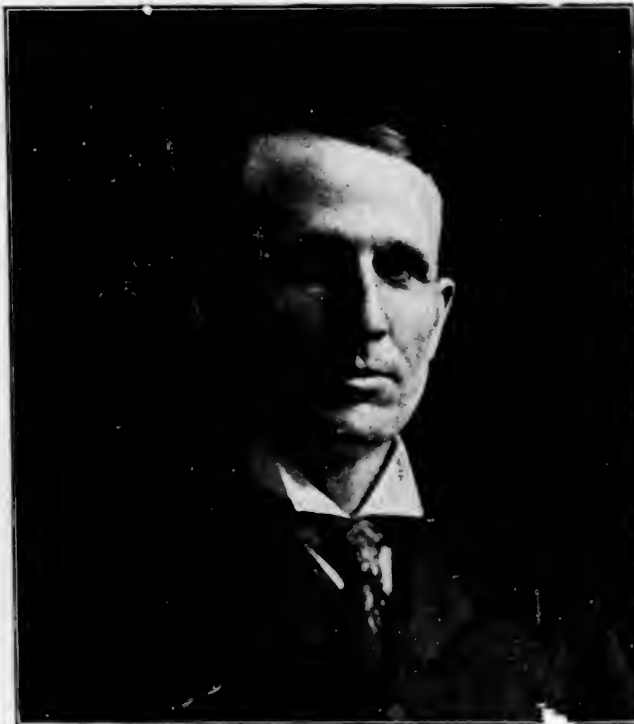
The big Fair, Pure Food Show and Flower Show which the merchants and people of Davenport, Rock Island and Moline, Iowa, have combined to hold in Saengerfest Hall, Davenport, opens its doors at 2 o'clock on Sunday, December 3. The formal opening, however, will not take place until the following day, at which time the Mayors and Aldermen of the three towns will be invited to attend. The show promises to be one of the largest exhibitions of the kind ever held west

## Expansion of Fair and Exposition Work.

The American Association of Fairs and Expositions held a two days' convention at the Sherman House, Chicago. The chief purpose of the convention was to discuss matters pertaining to fair and exposition management and to consider new propositions for the betterment and enlargement of the work. The delegates listened to the following papers: "The Special Relation of the Fair to the City in Which It is Held," by H. S. Grimes, of the Ohio State Fair; "The Fair and the Speed Horse," J. H. Steiner, Secretary of the American Trotting Association; "The Relation of the Agricultural Press to the Agricultural Fair," Norman J. Colman, ex-United States Commissioner of Agriculture; "The Relation of the Fair to the Railways," J. Irving Pierce, ex-President Illinois State Fair; "The Influence of the Fair and Exposition in Promoting the Horse Industry," H. Wade, of the Toronto Exposition.

## England to Have Trotting Races.

Should the project which is now on foot, to build a first-class mile track in the suburbs of London, where trotting races will be held on the same plan as those held in America, carry, it will not only be of great interest and benefit to breeders and dealers in American trotters, but will do much toward reviving



FREDERIC W. TAYLOR.  
Pan-American Exposition, Buffalo.

of Chicago. All of the departments will be well filled, exhibitors representing fourteen States having been allowed floor space.

One display which will prove decidedly interesting is the floral exhibit which comes direct from the Omaha Exposition. It contains natural productions of the State, fruits, vegetables, corals, alligators, birds, pine apples (growing), bamboos, tobacco, wines, etc. A crystal maze and palm garden, which many people had the opportunity of seeing at the World's Fair, will be an interesting attraction.

The various newspapers will have booths and arrangements for the accommodation and comfort of their patrons.

To show the people of the tri-cities that the exposition is to be of a highly and moral nature, Director McDonald, the prince of promoters, will issue 5,000 complimentary tickets to the ladies, good on the two opening days, Sunday and Monday.

## Schley.

A big military display was the feature of the celebration at Birmingham in honor of Admiral Schley. The procession moved at 11:30 o'clock, and consisted of the greater part of the National Guard of Alabama and a good share of that of Mississippi, together with the cadet corps from five colleges in the State.

Added to these organization were the Confederate veterans, the veterans of the Spanish war, the Sons of Veterans, the Grand Army and numerous civic organizations. Admiral Schley reviewed the parade and took part in the formal opening of the fair. After the opening of the fair the Admiral's party held a public reception.

## Frederic W. Taylor

Frederic W. Taylor is the executive head of the departments of exhibits and concessions of the Pan-American Exposition. For years he was professor of horticulture in the Nebraska State University. He had received a commission from the United States Government to go on a mission to the Scandinavian countries to gather information for the department of Agriculture, but he deferred the trip to take his present position. He is experienced in the exposition business. At Chicago he had charge of the Nebraska State fair exhibit. At Omaha he was superintendent of agriculture, horticulture, forestry and irrigation. He has been in Europe twice on Government commissions, visiting all the experiment stations in Russia, and Berlin, Budapest, Milan and Pau Russian fairs, at Nijni Novgorod.

## BAGS! == BAGS!

DISTRIBUTORS and BILL POSTERS.

SEND FOR CIRCULAR.

R. A. HUMPHRYS,

1015-1022 Ridge Ave., PHILAD. LP. IA. PA.

## 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. D. KITTREDGE. Subscription One Dollar a year.

Accountics' Association,  
Wool Exchange, New York.

## JOHN B. RINDFLEISCH, TRADE PRESS

AND AD. WRITER.

14 So. Water Street, CLEVELAND, OHIO.

## ATTLEBORO, MASS.

ABEL W. GILSON,

Billposter and Distributor. 12 Holman St.

## DAYTON, OHIO,

The richest, most energetic and staid city in America.

## BILLPOSTING DISTRIBUTING OR TACKING

Done better than the best by the Old Established Firm of

## WOLF BROS. CITY AND COUNTRY.

Plenty of space at all times, MEMBERS of the GOOD WORK Association ONLY. Deal with us direct and not through any bulldozing association

## CHAS. T. SIVALLS

Billposter and General Outdoor Advertiser....

## HOUSTON, TEXAS, Population 72,000.

Houston is the Greatest Railroad and Manufacturing Center of Texas. All Work Guaranteed.





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

ALBANY, N. Y.—Medical Society of the State of New York. Jan. 30 to Feb. 1, 1900. T. C. Curtis, M. D., secy., Albany, N. Y.
ALEXANDRIA, VA.—F. & A. M. Grand Lodge. Dec. 13. G. W. Carrington, Richmond, Va.
ALLENTOWN, PA.—State Music Teachers' Association. Dec. 27 and 28. C. A. Marks, Allentown.
AMES, IOWA—Improved Stock Breeders' Association. Dec. 13, 1899. W. M. McFadden, West Liberty, Iowa.
ANDERSON, IND.—State Convention Y. M. C. A. Nov. 23 to 26.
ANDOVER, O.—Beekeeper's Association of Ohio, Pennsylvania and New York. Jan. 10 and 11, 1900. Ed. Jolly, Franklin, Pa.
ANN ARBOR, MICH.—Michigan Schoolmasters' Club. Dec. 1 and 2. James H. Harris, secy., Bay City Mich., Principal of High School.
ASHVILLE, N. C.—B. Y. P. U. State Convention. Dec. 6 and 7. C. S. Blackwell, Wilmington.
ATLANTA, GA.—Train Dispatchers of America. June 14, 1900. J. F. Mackie, Stewart Ave., Chicago.
ATLANTIC CITY, N. J.—Grand Lodge of Elks, July 12, 1900.
ATLANTIC CITY, N. J.—State Sanitary Association. Dec. 8 and 9. James A. Exton, M. D., Arlington, N. J.
AUGUSTA, ME.—Patrons of Husbandry, State Grange. Dec. 19 to 21. E. H. Libby, Durgo, Me., secy.
AURORA, ILL.—Ancient Order Hibernians. 1900. Daniel McGlynn, secy., St. Louis.
BALTIMORE, MD.—State Horticultural Society. Dec. 6 and 7. D. G. Johnson, College Park, Md.
BALTIMORE, MD.—Grand Lodge, A. O. U. W. Third Tuesday in March. Res. A. E. Colbert, Manf. Record Bldg., Baltimore, grand recorder.
BALTIMORE, MD.—Independent Order of Free Sons of Israel. 1902.
BALTIMORE, MD.—Shield of Honor of Maryland. Feb. 3, 1900. W. J. Cunningham, secy., 205 E. Fayette street, Baltimore, Md.
BALTIMORE, MD.—Catholic Benevolent Legion. Feb. 3, 1900. Thos. Foley Hilsky, secy., 100 W. Fayette street, Baltimore, Md.
BAY CITY, MICH.—Knights of the Grip. State Convention. Dec. 27 and 28. Geo. H. Randall, West Bay City, secy.
BEATRICE, NEB.—Head Camp, Woodmen of the World. Second Tuesday, February, 1901. E. I. Spencer, Wichita, Kan., secy.
BENTON, MASS.—Sigma Alpha Epsilon Fraternity. Dec. 27 to 30, 1900. Howard P. Nash, Northport, L. I., N. Y., secy.
BLANCHARD, LA.—Texas Fox Hunters' Association. Dec. 11. D. J. Pope, Marshall, Tex.
BOSTON, MASS.—American Historical Association. Dec. 27 to 29, 1899. Herbert B. Adams, John Hopkins University, Baltimore, Md., secy.
BOSTON, MASS.—F. & A. M. Grand Lodge. Dec. 21. John H. Borsay, 45 North Anderson st.
BOSTON, MASS.—American Railway Accounting Officers. May 30, 1900. J. E. Quirk, Toronto, Can.
BOSTON, MASS.—American Surgical Association. May 1 to 3, 1900. Herbert Burrell, 22 Newbury St., Boston.
BOSTON, MASS.—A. O. H. National Convention. May 14, 1900. James Sullivan, Race St., Philadelphia, Pa.
BOSTON, MASS.—State Teachers' Association. Dec. 1 and 2. A. G. Boyden, secy., Bridgewater, Mass.
BOSTON, MASS.—Knights and Ladies of Honor, Grand Lodge. May 9, 1900. Sam Hathaway, 228 Tremont st., Boston, Mass.
BOSTON, MASS.—U. A. M. State Council. Feb. 22, 1900. Chas. C. Littlefield, secy., 43 Milk street, Boston.
BOSTON, MASS.—Ancient Order of Hibernians. July, 1900. James O. Sullivan, Philadelphia, Pa., nat. secy.
BOSTON, MASS.—State Council Knights of Columbus. Feb. 6, 1900. Wm. J. O'Brien, secy., 597 Washington street, Boston.
BRATTLEBORO, VT.—Vermont Dairymen's Association. Jan. 9 to 11, 1900.
BRUNSWICK, ME.—Maine Ornithological Society. Dec. 30, 1899. L. W. Robbins, Gardiner, Me., secy.
CAMBRIDGE, IND.—State Dairy Association. Dec. 7 and 8. H. Van Norman, LaFayette, Ind.
CEDAR RAPIDS, IA.—American Poultry Association. Jan. 15 to 20, 1900. H. A. Bridge, Columbus, O., secy.
CEDAR RAPIDS, IA.—Iowa Engineering Society. Jan. 17 and 18. E. P. Boynton, secy.
CEDARVILLE, O.—Reformed Presbyterian National Conference. May 30, 1900. Rev. F. Foster, secy., 311 W. 29th St., New York City.
CEDARVILLE, O.—American Polled Jersey Cattle Association. Dec. 6.
CHARLESTON, S. C.—Annual Communication of M. W. Grand Lodge of Ancient Free Masons of South Carolina. Dec. 12. Chas. Inglesby, secy.
CHICAGO, ILL.—Educational Association. Dec. 27 to 30. E. E. Gaylor, Beverly, Mass.
CHICAGO, ILL.—Bohemian Catholic Central Union. Sept. 26, 1900. Frank Lindler, 56 Jewett st., Cleveland, O., secy.
CHICAGO, ILL.—National Duroc-Jersey Record Association. Jan. 2, 1900. Robt. J. Evans, secy., El Paso, Ill.

CHICAGO, ILL.—American Shetland Pony Club. Dec. 18, 1899. Mr. M. Levering, Lafayette, Ind.
CHICAGO, ILL.—American Maize Propaganda Annual Meeting. Feb. 8, 1900. B. W. Snow, secy., Marquette Bldg., Chicago.
CINCINNATI, O.—National Convention B. Y. P. U. July 12 to 15, 1900. Rev. E. E. Chivers, 321 Dearborn st., Chicago.
CINCINNATI, O.—Union of American Hebrew Congregations. Jan. 15, 1901. Lipman Levy, secy., Cincinnati, O.
CLEVELAND, O.—National Retail Grocers' Association. Jan. 15 to 18. A. M. Crawford, Chicago, Ill., secy.
CLEVELAND, O.—State Dairy Union. Dec. 5. F. A. Shanahan, Huron St., Cleveland.
CLEVELAND, O.—Royal Templars of Temperance. Jan. 30, 1900. Geo. M. Caldwell, 57 Tennis st., Cleveland, O., secy.
COLUMBUS, O.—Ohio State Poultry Association. Jan. 18 to 23. Chas. McClure, secy., New London, O.
COLUMBUS, O.—Ohio State Hotel Association. Dec. 13 and 14, '99. F. Melville Lewis, secy., Cleveland, O.
COLUMBUS, O.—Ohio Association of Presidents and Secretaries of Fairs. Jan. 10, 1900. Geo. W. Carey, secy., Lebanon, O.
COLUMBUS, O.—State Dental Society. Dec. 5 to 7. Dr. Henry Barnes, 145 New England Bldg., Cleveland, O.
COLUMBUS, O.—Ohio State Hotel Association. Dec. 13 and 14. F. Melville Lewis, secy., 35 Burt St., Cleveland, O.
COLUMBUS, O.—State Music Teachers' Association. Dec. 27 to 29. Otto Engwerson, 26 S. 3d st., Columbus, secy.
COLUMBUS, O.—American Chester White Record Association. Jan. 19, 1900. Carl Freigau, secy., Dayton, O.
COLUMBUS, O.—Ohio Jersey Cattle Club. Jan. 10, 1900. A. T. Dempsey, secy.
CURLAND, N. Y.—New York State Dairymen's Association. Dec. 19. W. W. Hall, secy., Gouverneur, N. Y.
DALLAS, TEX.—Southwestern Poultry Association. About Dec. 12 to 18. H. M. Skelton, secy., Dallas, Tex.
DAY, MD.—Grand Lodge I. O. G. T. Dec. 6 and 7. L. D. Russell, secy., N. Stricker St., Baltimore.
DAYTON, O.—State Federation of Labor. Dec. 7. August Smith, Toledo, O.
DAYTON, O.—Ohio Poland China Record Co. Jan. 23, 24, 1900. Carl Freigau, secy., Dayton, O.
DAYTON, O.—County Commissioners' State Association. Jan. 9, 1900. J. C. Hauser, Sandusky, O., secy.
DENVER, COLO.—State Horticultural Convention. Nov. 28 to 30. Martha Shute, Denver, secy.
DENVER, COLO.—I. O. G. T. Grand Lodge. Dec. 12. J. H. Merritt, secy., Alcott, Col.
DES MOINES, IA.—Western Surgical and Gynecological Society. Dec. 27 and 28. Geo. L. Simmons, secy., 61 Market st., Chicago, Ill.
DES MOINES, IOWA.—National Congress of Mothers. May 23, 1900. Mrs. Vesta Cassidy, Forest Glen, Md.
DES MOINES, IA.—State Traveling Men's Association. Dec. 2. F. E. Haley, secy., Des Moines, Ia.
DES MOINES, IOWA.—Iowa Miller's Association. Jan. 16, 1900. J. C. Van Meter, secy., DeSoto, Iowa.
DES MOINES, IOWA.—Marble and Granite Dealers' Association. Jan. 17, 1900. E. H. Prior, secy., Postville, Iowa.
DES MOINES, IOWA.—Brotherhood of Locomotive Firemen. September, 1900. F. W. Arnold, Peoria, Ill., secy.
DETROIT, MICH.—The National Lincoln Breeders' Association. Dec. 20. H. A. Daniels, secy., Elva, Mich.
DETROIT, MICH.—Lake Carriers' Association. Jan. 16, 1900. Chas. H. Keep, secy., Buffalo, N. Y.
DETROIT, MICH.—Michigan Dairymen's Association. Feb. 6 to 8, 1900. S. J. Wilson, secy., Flint, Mich.
DETROIT, MICH.—National Saddlery Association Convention. July 12 to 14, 1900. John B. Denyer, St. Louis, Mo.
DETROIT, MICH.—Supreme Lodge K. of P. Aug. 21, 1900. R. L. C. White, secy., Nashville, Tenn.
DETROIT, MICH.—American Federation of Labor. Dec. 11.
DETROIT, MICH.—Republican State League. Feb. 22, 1900. Burt D. Cady, secy., Port Huron, Mich.
DETROIT, MICH.—R. A. M. Grand Lodge. Jan. 16 and 17, 1900. Grand Lodge, Jan. 23 and 24. J. S. Conover, secy., Coldwater, Mich.
DETROIT, MICH.—F. and A. M. Grand Lodge. Jan. 23, 1900. Frank T. Lodge, Port Huron, Mich., secy.
DOVER, DEL.—Grand Lodge, A. O. U. W. Feb. 13, 1900. Chas. E. Woods, Wilmington, Del., secy.
DULUTH, MINN.—Minnesota Retail Hardware Association. Feb. 14, 1900. J. W. "Har" Minneapolis, Minn., secy.
DURHAM, N. C.—Jr. O. U. A. M. State Council. Feb. 20, 1900. P. S. Preaton, secy., Box 275, Salem, N. C.
EAGLE, WIS.—State Sheep Breeders' and Wool Growers' Association. Jan. 16. J. N. Crawford, Mukwonago, Wis.
EAST PROVIDENCE, R. I.—Patrons of Husbandry, State Grange. Dec. 12 and 13. J. A. Tillmohast, Kingston, R. I.
EMPORIA, KAS.—Democratic Editorial Fraternity of Kansas. Feb. 8, 1900. W. P. Morrison, secy., Sterling, Kas.
FRANKFORT, IND.—Supreme Lodge of Moose, February, (second Tuesday), 1900. M. G. Kelly, Crawfordsville, Ind., secy.
FRREDERICK CITY, MD.—United Brethren Church of United States and Europe Centennial Celebration. 1901.
FREMONT, NEB.—Nebraska Dairymen's Association. Dec. 19 to 21. F. H. Vaughn, secy.
FT WORTH, TEX.—Fat Stock Show. March 13, 1900. D. O. Lively, secy.
FT WORTH, TEX.—National Stock Breeders' Association. January 16, 1900.
FT WORTH, TEX.—State Real Estate Association. Jan. 16 and 17, 1900. T. J. Skaggs, secy.

FULTON, ILL.—Supreme Lodge Mystic Workers of World. March 13 and 14, 1900. Edward Jackson, Fulton.
GRAND FOLKS, N. D.—State Educational Association. Dec. 27 to 29. George Martin, secy., St. Thomas, N. D.
GRAND RAPIDS, IOWA.—Association. Jan. 20, 1900.
GUELPH, CAN.—Ontario Agricultural and Experimental Union. Dec. 6 to 8. C. A. Zaritz, secy., Agricultural College, Guelph, Canada.
HARRISBURG, PA.—I. O. O. F. Grand Encampment Annual Session. May 14, 1900. James B. Nicholson, Odd Fellows' Temple, Philadelphia, Pa.
HARTFORD, CONN.—F. & A. M. Grand Lodge of Connecticut. Jan. 17, 1900. John H. Barlow, secy.
HARTFORD, CONN.—State Dairymen's Association. Jan. 15 to 20.
HELENA, MONT.—Montana Teachers' Association. Dec. 27 to 29. J. E. Klock, secy.
HOUSTON, TEX.—F. & A. M. Grand Lodge. Dec. 5. John Watson, Houston.
HUMBOLDT, IA.—Grand Lodge of Iowa I. O. G. T. Third Tuesday in August, 1900. B. T. Green, Hawarden, Ia.
INDIANAPOLIS, IND.—American Essex Association. Jan. 2 to 7, 1900. F. M. Srout, McLean, Ill., secy.
INDIANAPOLIS, IND.—State Wool Growers' Association. Jan. 2, 1900. J. W. Robe, secy., Greencastle, Ind.
ITHACA, N. Y.—American Economic Association. Dec. 26 to 29. Walter T. Willcox, secy., Ithaca, N. Y.
JACKSONVILLE, FLA.—F. & A. M. Grand Lodge of Florida. Jan. 16, 1900. W. P. Webster, secy.
JEFFERSON CITY, MO.—Missouri State School Board Association. Dec. 27 to 30. Speed Mosby, secy., Jefferson City, Mo.
JEFFERSONVILLE, IND.—Grand Lodge of Indiana, K. of H. Feb. 3d Tues., 1900. J. W. Jacobs, secy., Jeffersonville, Ind.
JOHNSBURG, VT.—Patrons of Husbandry State Grange. Dec. 12 to 14. D. D. Howe, Burlington, Vt.
JOLIET, ILL.—Patrons of Husbandry, State Grange. Dec. 12. Robt. Eaton, Joliet, secy.
KALAMAZOO, MICH.—State Building and Loan Association. Dec. 14. T. A. Goulden, Port Huron.
KEARNEY, NEB.—State Camp Modern Woodmen of America, Bi-ennial Meeting. Second Wednesday in 1901. W. A. Forsyth, secy., Loomis, Neb.
LA CROSSE, WIS.—Y. P. C. U. of Universalist Church. Dec. 30 to Jan. 2. Miss Ludlow, Monroe, Wis., secy.
LANSING, MICH.—State Farmers' Clubs Federation. Dec. 12 and 13. A. B. Cook, Owosso, Mich., secy.
LANSING, MICH.—State Merino Sheep Breeders. Dec. 19. E. M. Ball, Hamburg, Mich.
LAWRENCE, KAN.—Northwestern Kansas Teachers' Association. Nov. 30 to Dec. 2. M. E. Dolphin, Leavenworth, Kan.
LE SUER, MINN.—Minnesota Dairymen's Association. Dec. 12 to 14. Robt. Chumore, Pratt, Minn.
LEWISTON, ME.—State Dairy Exhibition. Dec. 6 and 7. Col. F. M. Drew, secy.
LINCOLN, NEB.—State Conference of Charities and Corrections. Feb. 7, 1900. A. W. Clark, secy., 506 South 15th st., Omaha, Neb.
LINCOLN, NEB.—Nebraska Press Association. Jan. 23 and 24, 1900. F. N. Merwill, secy., Beaver City, Neb.
LINCOLN, NEB.—State Teachers' Association. Dec. 26 to 29.
LINCOLN, NEB.—State Historical Society. Jan. 9, 1900. Prof. H. W. Caldwell, secy.
LOCKHAVEN, PA.—Patrons of Husbandry (State). Dec. 12 to 15. J. A. Herr, Cedar Springs, Pa.
LOKAN, IA.—S. W. Iowa Horticultural Society. Dec. 14, 1899. W. M. Bomberger, Harlan, Ia., secy.
LONDON, ENGLAND—Salvation Army Congress. July, 1900. Commissioner Howard, 101 Queen Victoria st., London, E. C., Eng.
LONDON, ONT., CAN.—American Leicester Breeders' Association. Dec. 12 to 15. A. J. Temple, secy., Cameron.
LOS ANGELES, CAL.—Roadmasters' Convention. Nov. 13, 1900. J. B. Dickson, secy., Sterling, Ill.

BALLOONS BALLOONS Gas, Hochet or Whistling. WE HAVE ALL FRESH STOCK. OTHER GAS BALLOONS are made of the best French rubber in three colors, red, blue and green, and inflate full size, warranted best quality 4-piece rubber.
No. Per Gross
a60. Assorted colors \$ 3 75
a65. Assorted colors 4 00
1. White Rattan Switches 40.
60. Fancy covered whips 1 50
WHISTLING BALLOONS. Gross in Box. Per Gross
No. Per Gross
45. Assorted colors \$ 2 00
55. Assorted colors 2 25
60. Assorted colors 2 75
58. McGinty 3 25
100. Serpents 3 25
We also carry full lines of Walking Canes, Cheap Jewelry, Pocket Knives, Pickup Prizes, etc. and make up selected lots for \$5, \$10, \$20 and up. Catalogue mailed on application.
COE, YONGE & CO., 6th and St. Charles St., ST. LOUIS, MO.

IT WILL PAY YOUR RENT. Our Automatic Musical Slot Picture Machines MAKE LARGE INCOMES For Saloons, Hotels, Pavilions, Drug Stores, Parks, Gardens, Etc. Send 2 stamps for 32 p. illustrated catalogue. AMERICAN AUTO MACHINE CO., 131 Liberty St., NEW YORK CITY.

ITHACA MICH. BILLS POSTED. SAMPLES PUT OUT. POP. 2,500. SIGNS NAILED UP. CIRCULARS DISTRIBUTED. WORK GUARANTEED.

THE LOUTHAN AD AGENCY will place all kinds of Ad Matter in 12 Counties in Tennessee and Kentucky. Prompt and effective service at reasonable rates. J. M. LOUTHAN, Mgr. WESTMORELAND, TENN.

ALLEN'S PRESS CLIPPING BUREAU Deals in all kinds of NEWSPAPER INFORMATION. Advance reports on all contract work. Main office, 510 Montgomery street. SAN FRANCISCO.

Every Distributor SHOULD USE THE WALLACE BAG. It is in use in every State in the Union, and is guaranteed to be the strongest and most durable on the market. Sample bag \$1.25; 6 for \$7.00. Send for circular. WALLACE BAG CO., Oswego, N. Y.

AGENTS, STREETMEN, FAKIRS, Pan-American Sparks! Whirlwind sellers. Drop of water lights it. Sample and terms, 10c. CONDRY & JONES, 28 Elizabeth St., UTICA, N. Y.

GAINESVILLE, GA. HUNT'S NEW OPERA HOUSE. Open dates in '00-'1000. Also plenty of billboard for advertising anything for any length of time. J. H. HUNT.

MOST ATTRACTIVE STYLE 8c, 10c, 15c and 20c BADGES POSSIBLE TO PRODUCE. ADVERTISING BUTTONS. WRITE The M. C. LILLEY CO. (Badges) COLUMBUS, O.

Q. NERVIONE, 66 N Franklin St., CHICAGO, ILL. Toy Manufacturer, Wholesaler of Rubber Toy BALLOONS. Finest Assortment of Fresh Rubber Goods: Hydrogen Inflating Machines, Illuminating Gas Bellows, Whistling Balloons, Whips, Novelties, etc. We solicit your correspondence.

CONFETTI, SERPENTINA, PERFUME TUBES AND CARNIVAL NOVELTIES. AMERICAN CONFETTI CO., SIOUX CITY, IA.

DUISVILLE, KY.—Kentucky Educational Association. Dec. 27 to 29. J. M. N. Downes, secy., Bellevue, Newport, Ky., Post Office.

DUISVILLE, KY.—National Saddle Horse Breeders' Association. April 7, 1900. I. B. Nail, secy., Louisville.

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

DUISVILLE, KY.—State Swine Breeders' Association. Dec. 12. M. W. Neal, 514 3d st., Louisville.

DUISVILLE, KY.—Grand Encampment, Knights Templar. August, (fourth Tuesday), 1901. Reuben H. Lloyd, San Francisco, Cal., Grand Master.

ADISON, WIS.—State Bee Keepers' Association. Feb. 8 and 9, 1900. N. E. France, secy., Platteville, Wis.

AHONEY CITY, PA.—Reformed Brotherhood of Andrew and Philip. November, 1900. W. O. Anderson, secy., 519 Presatman street, Baltimore, Md.

ANKATO, MINN.—Minnesota Valley Medical Association. Dec. 5. Dr. C. F. Warner, secy.

APHERSON, KAN.—State Academy of Science. Dec. 28 to 30. D. E. Lutz, Chapman, Kan.

EMPHIS, TENN.—Southern Educational Association. Dec. 27 to 29. P. B. Claxton, secy., Greensboro, N. C.

IDDLEBURY, VT.—State Merino Sheep Breeders' Association. Jan. 24, 1900. L. A. Skiff, Middlebury, secy.

ILWAUKEE, WIS.—Carnival of Nations. Dec. 14 to 24. Mrs. Katherine Baxter, secy.

ILWAUKEE, WIS.—Painters and Decorators' National Association. Dec. 4, 1899. W. C. Reese, Lafayette, Ind., secy.

ILWAUKEE, WIS.—Gun Club, State Tournament. Dec. 31 and Jan. 1. P. Himmelstein, secy.

ILWAUKEE, WIS.—Northwestern Electrical Association. Jan. 17 to 19. Thos. R. Mercein, 85 Michigan st., Milwaukee.

ILWAUKEE, WIS.—National Building Trades Council. Dec. 13. Edward Carroll, secy., Chicago, Ill.

ILWAUKEE, WIS.—General Federation of Women's Clubs. Biennial Meeting. May, 1900. Mrs. Emma A. Fox, 21 Bagley ave., Detroit, Mich., secy.

ILWAUKEE, WIS.—Wisconsin Retail Hardware Association. Feb. 1st Wed., 1900. C. Peck, secy., Berlin, Wis.

ILWAUKEE, WIS.—Grand Chapter Arch Masons. Feb. 21, 1900. J. W. Ladin, secy., Milwaukee, Wis.

MINNEAPOLIS, MINN.—State Horticultural and Forestry Association. Dec. 5. A. W. Latham, 207 Kasota Block, Minneapolis.

MINNEAPOLIS, MINN.—State Convention O. D. H. S. Jan. 25, 1900. Herman Cirler, secy., Box 444, Minneapolis, Minn.

OLINE, ILL.—Illinois Society of Engineers and Surveyors. Jan. 24 to 26, 1900. Jacob A. Harmon, secy., Peoria, Ill.

ONTGOMERY, ALA.—Grand Chapter, R. A. M. Dec. 4. H. Clay Armstrong, secy.

MOUNT VERNON—Anniversary Celebration of Washington's Death Day, by Masonic Fraternity. (Estimated attendance, 10,000). Dec. 14, 1899.

NASHVILLE, TENN.—A. O. U. W. Grand Lodge. Sept. 20, 1900. J. H. Thompson, 414 1/2 Union st., Nashville, Tenn., secy.

NASHVILLE, TENN.—Annotated High Priests Grand Convention. Jan. 26, 1900. Bradford G. Rice, secy.

NASHVILLE, TENN.—I. O. R. M. Grand Council. Jan. 23, 1900. G. W. Davis, 209 N. Cherry st., Nashville, Tenn., secy.

NASHVILLE, TENN.—Tennessee Master Plumbers' Association. June, 1900. Fred. Fox, Jr., secy., 80 Cherry St., Chattanooga, Tenn.

NASHVILLE, TENN.—Women's Press Club of Tennessee. Nov. 7 and 8. Elizabeth Fry Page, secy., 910 S. Addison Ave., Nashville, Tenn.

NEWARK, N. J.—New Jersey Baptist Convention. Oct. 31, Nov. 1, Charles A. Cook, secy., Bloomfield, N. J.

NEWARK, O.—State Horticultural Society. Dec. 12 to 15, 1900. W. W. Farnsworth, Waterville, O.

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

NEW HAVEN, CT.—American Psychological Association, Archaeological Institute of America and American Morphological Societies. Dec. 26 to 29. Prof. Bashford, New Haven, Ct., dean.

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

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

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

NEW YORK CITY—National Reform Association. Dec. 5, 1899. Rev. R. C. Wylie, Pittsburg, Pa.

NEW YORK CITY—Head Masters' Association. Dec. 27 and 28. E. G. Coy, Lakeville, Ct., secy.

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

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

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

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

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

NEW YORK CITY—American Guernsey Cattle Club. Dec. 13. W. H. Caldwell, secy., Peterboro, N. H.

NEW YORK CITY—Modern Language Association. Dec. 27 to 29. M. D. Learned, Philadelphia, Pa., secy.

OGDEN, UTAH—State Teachers' Association. Dec. 27 and 29. Elizabeth M. Orth, Adam ave., Ogden, secy.

OLATHIE, KAN.—Patrons of Husbandry, State Grange. Dec. 12. Geo. Black, secy.

ORMOND, FLA.—Y. P. S. C. E. Convention (District). Dec. 1 to 4. Miss Jennie Tupper, Melbourne, Fla.

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

PARIS, FRANCE—National Editorial Association. 1900.

PETERSBORO, N. H.—New Hampshire State Dairymen's Association. Dec. 5 to 9. J. L. Gerrish, secy.

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

PHILADELPHIA, PA.—National School of Dental Technicians' Association. Dec. 28 to 30. Geo. H. Wilson, 44 Euclid ave., Cleveland, O., secy.

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

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

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

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

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

PRINCETON, MO.—State Horticultural Society. Dec. 5 to 8. L. A. Goodman, Westport, Mo.

PROVIDENCE, R. I.—Horsehoopers' Union of U. S. and Canada. May 15, 1900. Roody Kenchan, Denver, Col.

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

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

RICHMOND, IND.—Y. P. S. C. E. State Convention. Nov. 30 to Dec. 3. Jennie Masson, 2013 Ash St., Indianapolis.

ROCHESTER, N. Y.—State American Merino Sheep Breeders' Association. Dec. 5 and 6. J. Horatio Eaul, secy., Skaneateles, N. Y.

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

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

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

ROCKPORT, ILL.—State Swine Breeders' Association. Dec. 6 to 8. F. H. Shulet, Rockport, Ill.

SAGINAW, MICH.—Biennial Convention Journeymen Barbers October, 1900. W. E. Klapezky, Box 685, secy., Syracuse, N. Y.

SALT LAKE CITY, UTAH.—I. O. F. Grand Encampment. April, 1900. Ed. W. Loder, Salt Lake City, Utah, secy. (Box 1100.)

SALT LAKE CITY, UTAH.—State Teachers' Association. Dec. 27 to 29. Elizabeth M. Orth, 2331 Adams Ave., Ogden, Utah, secy.

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

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

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

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

SAN FRANCISCO, CAL.—Travelers' Protective Association. Dec. 29, 1899. J. J. Baumgartner, Front st., San Francisco.

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

SAN JOSE, CAL.—State Pomological Society. Dec. 5 to 8. B. M. Lelong, secy., Sacramento, Cal.

SAN JOSE CAL.—State Horticultural Society. Dec. 12 to 15. W. J. Wickson, 414 Day st., San Francisco.

SANTA FE, N. MEX.—State Educational Association. Dec. 28 to 30. C. L. Herrick, Albuquerque, N. M., secy.

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

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

SEATTLE, WASH.—State Teachers' Association. Dec. 20 to 25. O. S. Jones, Seattle.

SEDALIA, MO.—Horse Breeders' Association. Dec. 5 to 12. J. R. Shippey, secy., Columbia, Mo.

SEDALIA, MO.—Missouri Swine Breeders' Association. Dec. 6 to 8, 1899. F. H. Schuler, Rockport, Mo., secy.

SPRINGFIELD, ILL.—Illinois State Horticultural Society. Dec. 25 to 28, 1899. L. R. Bryant, secy., Princeton, Ill.

SPRINGFIELD, MO.—State Convention, Y. P. S. C. E. Dec. 8 to 10, 1899. Miss Lillian Dieter, 516 E. 4th st., Sedalia, Mo., secy.

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

ST. JOHNSBURG, VT.—Patrons of Husbandry, State Grange. Dec. 12 to 14. D. D. Howe, Burlington, Vt., secy.

ST. JOSEPH, MICH.—County Medical Society of Michigan. Dec. 12 to 14. Dr. John Bell, Benton Harbor, Mich.

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

ST. LOUIS, MO.—Knights of Khorassan, Zulena Temple. Dec. 2. H. W. Belding, St. Louis.

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

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

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

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

ST. PAUL, MINN.—Sons of American Revolution. Dec. 26. Edwin Chittenden, Pioneer Press Building, St. Paul, Minn.

ST. PAUL, MINN.—Educational Convention. Dec. 26 to 28. W. G. Smith, secy., Minneapolis, Minn.

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

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

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

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

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

SYRACUSE, N. Y.—School Commissioners' and State Superintendents' Association. Dec. 27 to 29, 1899. Cora A. Davis, secy., Whitesboro, N. Y.

SYRACUSE, N. Y.—State Fish, Game and Forest League. Annual meetings, Tuesday after first Monday in Dec. Ernest G. Gould, secy., Seneca Falls, N. Y.

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

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

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

TOLEDO, O.—American Rambouillet Sheep Breeders' Association. Dec. 19, 1899. E. V. Burnham, Woodstock, O., secy.

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

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

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

TOPEKA, KAN.—Scottish Rite Masons. Nov. 21 to 24. Homer C. Bowman, Topeka.

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

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

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

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

TRENTON, N. J.—Grand Lodge Knights of Pythias. Feb. 21, 22, 1900. Geo. E. Pierson, secy., Woodbury, N. J.

TRENTON, N. J.—Patrons of Husbandry, State Grange. December, 1899. E. Brad-dock, Medford, N. J., secy.

**THE GRIFFITH ADVERTISING SERVICE,**  
Renders the only reliable and guaranteed  
**BILLPOSTING, SIGN TACKING and DISTRIBUTING SERVICE**  
— IN —  
**GREENSBORO, N. C.**  
S. E. States B. P. A. and I. A. of D. membership.

A Merry Christmas and Happy New Year to all Craftsmen of the Brush and Bag.

**Office, 225 1/2 S. Elm St.**

Mr. W. W. Workman, with Barnum & Bailey for years, has taken an interest and will have charge of outdoor work. This insures the best possible service for the advertisers.

**Advertisers' and Publishers' Klondike**

If you want to increase your business and bank account, give us a trial of mailing your advertising matter. Perhaps you spend hundreds of \$\$\$ every month for advertising in papers that are not worth the wrapper that brings them. We mail from 10,000 to 15,000 circulars to all parts of the United States and Canada, to agents and mail order buyers, every month, and we guarantee good results. We also distribute advertising matter in Greater New York only at reasonable rates. Good work guaranteed or money refunded.

**SPECIAL OFFER.**—Will mail 10,000 circulars for \$7.00, \$1.00 cash with shipment and balance in 90 days. This gives you a chance to see how thoroughly our work is done. Soliciting a trial order from you, we remain yours for business.

**CARLOS NOVELTY AND MAILING AGENCY,**  
58 Morrell Street, Brooklyn, N. Y.

Names and addresses, \$2.00 per 1,000.  
A Merry Christmas and Happy New Year to brother distributors and mailers

**THE MANHATTAN PRESS-CLIPPING BUREAU.**  
**ARTHUR CASSOT, Manager.**  
NEW YORK. LONDON.  
(Knickerbocker Building.)  
Cor. 5th Ave. and 14th St., New York.

Will supply you with all personal reference and clippings on any subject from all the papers and periodicals published here and abroad. Our large staff of readers can gather for you more valuable material on any current subject than you can get in a life-time.

**TERMS:** 100 clippings, \$5.00; 250 clippings, \$12.00; 500 clippings, \$22.00; 1,000 clippings, \$40.00.

**WE CLIP**

15,000 Newspapers and Periodicals every week

**Thinkers Students Writers Public Men Business Men**

and ANYONE wishing to collect clippings on any subject, — business pointers, material for lectures, sermons or debates, — should read our booklet, "The Uses of Press Clippings." Sent to any address.

**Consolidated Press Clipping Co.**  
159 La Salle Street, CHICAGO

**NOTICE TO ADVERTISERS!**

We are I. A. of D. members, and are now ready to distribute any number or kinds of Circulars. Samples or Booklets. New Year's Calendars, Almanacs, etc., from house-to-house at reasonable rates. I also Tack Up Signs in public places at all rates. Work done by men only. Firms desiring such work done should send their matter at once. A perfect service in every particular is guaranteed and best reference. Address,

**W.M. F. MOSHER,**  
98 Chapin St., CANANDAIGUA, N. Y.

**The Frank Mead Amusement Co.**

The Largest Company in New England catering to Summer Parks and Fairs. Send for Summer and Fall Descriptive and Illustrated Catalogue.

Established 1895. 37 Tremont Street, Boston, Mass.

**The Bill Poster**

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

**THE CURRAN COMPANY,**  
CITY BILLPOSTERS AND DISTRIBUTORS

Own all billboards and use uniformed distributors. Denver, Pueblo, Colo. Springs, and surrounding towns.  
**General Office, Denver, Col.**



# THE BILLBOARD

LENTON, N. J.—National Women's Indian Association, Dec. 6 and 7. Mrs. A. S. Quinton, Arch st., Philadelphia.

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

UNION, PA.—Pennsylvania State Dairymen's Association, Dec. 5 and 6.

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

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

WASHINGTON, D. C.—American Women Suffrage Association, Feb. 8 to 11, 1900. Rachel Avery, 1483 52d st., Philadelphia, Pa.

WASHINGTON, D. C.—National Association of Master House Patrons, Feb. 6 to 8, 1900. Joel Kennedy, secy., 941 Linn st., Cincinnati, O.

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

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

WATERHURY, Vt.—Grand Commandery, Knights Templars, March 20, 1900. Eli Birdsly, Meriden, Ct., secy.

WEST CHESTER, Pa.—Pennsylvania Dairy Union, Dec. 5 and 6. J. C. McClintock, Box 92, Meadville, Pa.

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

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

WILLIAMSPORT, PA.—Pennsylvania State Farmers' Alliance & Industrial Union, Dec. 13 to 15, 1899. D. M. Omwake, Five Forks, Pa., secy.

WILLIAMSPORT, PA.—Pennsylvania State Farmers' Alliance & Industrial Union, Dec. 13 to 15. Louisa Bricker, Cogan Station, Pa., secy.

WINCHESTER, VA.—Grand Lodge K. of P. of Virginia, Feb. 27, 1900. Walter A. Edwards, 256 Holt St., Norfolk, Va.

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

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

WOODBINE, MD.—Dual Grand Lodge, I. O. G. T. of Maryland, Dec. 6. Lewis D. Russell, secy., 428 W. Stricker st., Baltimore, Md.

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

YONKINGTOWN, D.—Western Reserve Elstodford Dec. 25. John L. Davis, secy.

ZANESVILLE, O.—Patrons of Husbandry, State Grange, Dec. 6. J. W. Elson, Adamsville, O.

BATTLE CREEK, MICH.—Michigan Fanciers' Association, Dec. 12 to 15. Geo. Hamm, secy.

BEADING, MICH.—Sisk City Poultry Association, Dec. 18 to 22. Leonard Smith, secy.

BELLEFONTAINE, O.—Central Ohio Poultry Association, Nov. 28 to Dec. 2. C. C. Harshfield, secy.

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

BELLEVILLE, KAS.—Republic County Poultry Show, Dec. 6 to 8. J. E. Caswell, Belleville.

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

BLOOMINGBURG, O.—Poultry and Pet Stock Association, Dec. 26 to 30. W. F. Jefferson, secy.

BLOOMINGTON, ILL.—Bloomington Poultry Association, Dec. 11 to 16. F. C. Luettig, secy.

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

BROCKTON, MASS.—Brockton Poultry Association, Nov. 29 to Dec. 1. W. L. Puffer, secy.

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

CAREY, O.—Fancy Poultry Breeders' Club, Nov. 27 to Dec. 1. V. C. Lytle, secy.

CARLISLE, ILL.—Carlisle Poultry Club, Jan. 30 to Feb. 2. Perry Duckies, secy.

CEDAR RAPIDS, IA.—Western Poultry Fanciers Association, Jan. 4 to 9, 1900. Chas. H. Ployter, secy.

CHARLOTTE, MICH.—Charlotte Fanciers Association, Nov. 28 to Dec. 2. F. M. Grier, secy.

CHARLOTTE, N. C.—Charlotte Poultry Association, Jan. 10 to 12. W. M. Barringer, secy.

CHICAGO, ILL.—National Fanciers' Association, Jan. 22 to 27, 1900. Fred. L. Kimmey, secy.

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

CLINTON, MASS.—Clinton Poultry Association, Dec. 5 to 8. E. G. Burdett, secy.

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

COFFEYVILLE, KAN.—Southern Kansas Poultry and Pet Stock Association, Dec. 11 to 14. Sealy Brown, secy., Coffeyville.

COLORADO SPRINGS, CO.—Pikes Peak Poultry Show, Jan. 8 to 13. P. H. Edwards, 645 E. Cinnamont st.

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

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

CRESTLINE, O.—Fanciers' Association, Dec. 12 to 16. E. R. Warden, secy.

CRETE, NEB.—Blue Valley Poultry Association, Dec. 11 to 15. C. B. Perry, secy.

DALLAS, TEX.—Southwestern Poultry, Pigeon and Pet Stock Association, Dec. 12 to 15. A. Branshaw, secy.

DANVILLE, ILL.—Vermilion County Poultry Association, Dec. 28 to 31. A. L. Rice, secy.

DAVID CITY, NEB.—Dec. 11 to 14. Butler County Poultry Association. Theo. Hewes, judge.

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

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

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

EAST PALESTINE, O.—East Palestine Poultry and Pet Stock Club, Jan. 23 to 26. D. J. Lambert, judge, H. G. Paxon, secy.

EL DORADO, KAN.—Butler County Fancy Poultry and Pet Stock Association, Dec. 26 to 30. C. H. Patterson, secy.

ELGIN, ILL.—Elgin Poultry Association, Dec. 25 to 28. W. J. Turner, secy.

ELLSWORTH, WIS.—Dec. 5 to 8. Wisconsin Poultry Association. S. A. Brown, secy.

ELMIRA, N. Y.—Dec. 4 to 8. Judd H. Johnson, secy.

ENID, OKLA.—Jan. 3 to 5, 1900.

ERIE, PA.—N. W. Pennsylvania Poultry Association, Jan. 4 to 10, 1900. A. E. Blethen, secy.

EVERETT—County Poultry and Pet Stock Association, Dec. 28 to 30.

FALL RIVER, MASS.—Dec. 13 to 16.—John Crowther, secy.

FREDONIA, N. Y.—Chautauqua County Poultry and Pigeon Association, Dec. 11 to 15. P. R. Hartram, secy.

FREDONIA, N. Y.—Chautauqua County Poultry and Pigeon Association, Dec. 11 to 15. P. R. Hartram, secy.

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

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

FT. SMITH, ARK.—State Poultry and Pet Stock Association, Dec. 18 to 23. H. B. Mizell, Pine Bluff, Ark., secy.

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

GALENA, ILL.—Galena Poultry Association, Dec. 27 to 30. F. J. Hoeltling, secy.

GALENA, ILL.—Galena Poultry Association, Dec. 27 to 30. F. J. Hoeltling, secy.

GARDEN CITY, KAN.—Poultry Association Show, Jan. 11 to 14, 1900. S. A. Parsons, secy.

GENEVA, O.—The Geneva Poultry, Pigeon and Pet Stock Association, Dec. 21 to 26, 1899. D. D. Haines, pres.; C. P. Holt, secy.; J. W. Carter, solicitor.

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

GIRARD, ILL.—Poultry Association, Dec. 5 to 8. A. H. Shanner, judge; I. S. Huber, secy., Girard.

GUSHEN, IND.—Jan. 4 to 9, 1900. Georgetown Poultry Association. D. H. Bowen, secy.

HAMILTON, O.—Butler County Poultry and Pigeon Association, Nov. 23 to Dec. 4. W. W. Stevenson, secy.

HARPER, KAS.—Harper Poultry Association Show, Dec. 6 to 9. J. C. Curran, Harper, Kns.

HAYERHILL, MASS.—Merrimac Valley Poultry and Pet Stock Association, Dec. 12 to 16. Geo. I. Davis, 10 Arlington st., secy.

HEBRON, NEB.—Thoyer County Poultry Club, Dec. 2. D. J. Richard, secy.

HOUSTON, TEX.—South Texas Poultry and Pet Stock Show, Dec. 11 to 16. C. C. Chandler, 2117 State st., Houston, secy.

INDIANAPOLIS, IND.—Indiana State Poultry Association, Dec. 11 to 16. J. C. Tarkington, secy.

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

IOWA FALLS, IA.—Iowa Falls Poultry Association, Dec. 18 to 23. W. Cutting, secy.

JACKSON, MICH.—Jackson Poultry Farmers' Association, Dec. 13 to 22. W. H. Eaton, secy.

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

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

JACKSONVILLE, ILL.—Central Illinois Poultry Association, Dec. 12 to 14. C. T. Heimlich, judge.

JOHNSTOWN, N. Y.—Dec. 6 to 9. H. J. Quilbot, secy.

KALAMAZOO, MICH.—Southwestern Michigan Poultry Show, Dec. 26 to 29. E. W. Yossburg, secy.

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

KEOTA, IA.—State Poultry Association, Dec. 26 to 30. W. L. Holmes, secy.

KIRKSVILLE, MO.—Northern Missouri Poultry and Pet Stock Association, Dec. 4 to 8. E. M. Dunham, secy., La Platte, Mo.

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

LA DUGA, IND.—Indiana Fanciers' Association, Poultry Show, Dec. 4 to 8. A. M. Owen, Racoon, Ind.

LA MOUILLE, ILL.—La Moille Poultry, Pigeon and Pet Stock Association, Dec. 5 to 8. C. W. O. Pugh, secy.

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

LANSING, MICH.—Central Michigan Poultry and Pet Stock Association, Dec. 4 to 9. Jas. C. Welch, secy.

LANVILLE—Lanville Poultry and Pet Stock Association, Dec. 5 to 8. C. W. Ough, secy.

LEAVENWORTH, KAS.—Poultry and Pet Stock Show, Jan. 29 and Feb. 1, 1900. E. S. Singer, secy.

LEBANON, MO.—Laclede County Poultry Show, Dec. 26 to 30. G. H. Hinds, secy.

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

LINCOLN, ILL.—Logan County Poultry, Pigeon and Pet Stock Association, Dec. 12 to 16. H. C. Alexander, box 87, secy.

LONG PINE, NEB.—The Elkhorn Valley Poultry Association, Dec. 29 and 30. H. B. Smith, secy.

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

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

MACOMB, ILL.—McDonough County Poultry Association, Dec. 25 to 29. Miss M. E. Eddy, secy.

MACON, MO.—North Missouri Association, Dec. 4 to 8. E. M. Durham, La Plata, Mo., secy.

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

MANHATTAN, KAN.—Manhattan Poultry Association Show, Dec. 6 to 12. H. M. Hunsford, secy.

MARSHALLTOWN, IA.—Poultry Association, Dec. 26 to 30. H. C. Hansen, secy.

MASON CITY, IA.—Cerro Gordo Poultry Association, Dec. 12 to 15. John D. Reeler, secy.

**SCHENECTADY, N. Y.,**

Has proved to be a profitable field for ADVERTISERS, and especially to MY patrons.

Why? Because their advertising has been done right. DISTRIBUTING is my business, and I am making a success of it.

**HARRY P. MILLER,**  
611 Chapel St., SCHENECTADY, N. Y.  
I. A. D. Member.

If you don't Toot your own Horn, She'll never Toot!

**DILLON & FOGLE,**  
**CROSS ROADS BILLPOSTING CO.**

Posts Bills, Tacks Signs, Distributes Sample Circulars, etc., and Paint Signs, in 195 town 6 counties, traveling over 1,000 miles of road 55,000 circulars necessary for this part.

Send for Circulars and Price.

**DILLON & FOGLE X ROADS B. P. CO.**  
NORMAL, ILLINOIS.

**GOOD SERVICE**

Is what you get at our place in

**BILLPOSTING and DISTRIBUTING**

Prices are \$5.00 per 1,000 for distributing; per sheet for 30 days' on good boards, in a good town and a good Billposter to do the work.

REFERENCE—Any business house in town. Address.

**PARKE COUNTY ADV. AGENCY**  
(EMMETT LITTLETON, OWNER.)  
ROCKVILLE, IND.

**NOTICE**

To Fair Secretaries, Managers of Summer Resorts, picnics, carnivals, Fourth of July celebration, political meeting and all outdoor entertainments, we have twenty-five balloons working the year round, and employ only competent lady and gentlemen aeronauts, and can furnish high first class balloon ascensions, with or without the parachute descent, with trapeze performance, and any other attraction and feature in connection with balloon ascensions. Always open time. Write for terms and circulars giving different features. Address all communications by wire or letter to

**BALDWIN & CARROW,**  
Managers of Consolidated Balloon and Parachute Co.,  
LYONS, MICH.

**MIDLAND ADVERTISING CO.,**  
JOSEPH REID, Manager.  
**LICENSED DISTRIBUTORS,**  
Members I. A. of D.  
14 E. Missouri Ave., KANSAS CITY, MO.  
P. O. Box 232.

**COSTUMES.**

Theatrical costumes, wigs, beards, grease paints, tights, trimmings and accessories for all plays, operas, Mardi Gras celebrations, etc. for sale or hire. Costumes made to order a specialty.

**THE W. B. BECK & SONS CO.,**  
Cincinnati, Ohio.

**Reliable Distributors**  
SPRINGFIELD, OHIO.  
**H. H. TYNER & CO.**  
Special attention to  
**Sign Tacking and Sampling.**

For Coupon Book and Strip

**TICKETS**

WRITE C. F. ANSELL.  
140-142 Monroe St. CHICAGO.

**HARRY B. BUSSING,**  
NORWALK, CONN.  
CITY BILLPOSTER.  
Population 30,000. Write for Estimates on Billposting, Sign Tacking and Distributing All Work Guaranteed.

**MASON CITY, ILL.**  
EDW. F. CARSON,  
Billposter and Sign Tacker. Patronage solicited.  
Member I. B. P. A.

**WE CONTRACT** for all kinds of Advertising.  
Bill Posting, Card Tacking and Distributing

**IN BOISE** And Suburban Districts.

We do all the Theatrical Bill Posting and Distributing.

**BOISE, IDAHO.**

**The Capital Bill Posting Co.**

JAMES A. PINNEY, MANAGER.  
Address all Communications Care Columbia Theatre.

We Own, Lease and Control all of Protected and Better Located Bill-Boards, Stands, Bulletin Boards, Three-Sheet Boards, and Posting Privileges in Boise.

**LIST OF FAIRS.**

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

Copyrighted 1899. All rights reserved.

**ALABAMA.**

MOBILE, ALA.—Carnival. Shrove Tuesday, W. K. P. Wilson, chairman executive committee; Edw. Macartney, treas.; A. B. Kennedy, Mobile Carnival Association, secy.

**CALIFORNIA.**

SAN JOSE, CAL.—Golden Jubilee of State Government, Dec. 20, 1899. A. P. Murgotten, San Jose, Cal., secy.

**GEORGIA.**

BRUNSWICK, GA.—Southeastern Fair Association, Nov. 25 to Dec. 2. H. H. Harvey, secy.

CORDELE, GA.—Mardi Gras and Street Carnival. V. J. Erhart, director.

**ILLINOIS.**

DELAVAN, ILL.—The Twenty-second Annual Fair of the Tazewell County Agricultural Board, Aug. 28 to 31, 1900. J. W. Crabb, pres.; J. O. Jones, secy.

**LOUISIANA.**

SHREVEPORT, LA.—Eiks' Street Fair and Midway, Dec. 4 to 10.

**NEW JERSEY.**

PATERSON, N. J.—Second Grand German Fair, Feb. 5 to 10, 1900. Eugene Gruenberg, secy., 112 Broadway, Patterson.

**Poultry Shows.**

ADAMS, MASS.—Adams Poultry Association Exhibit, Dec. 7 to 9, 1899. Dr. Wilder, secy.

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

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

ATHOHA, ILL.—Poultry, Pigeon and Pet Stock Association, Dec. 26 to 29.

ASTIN, TEX.—Dec. 12 to 15.—C. B. Brigrance, secy.

AURORA, VT.—Granite City Poultry and Pet Stock Show, Dec. 26 to 28. A. M. Smith, 19 Pleasant st., Barre.

THE BILLBOARD.

COOK, NEB.—McCook Poultry Association show. Dec. 15 to 17. J. S. Le Hew, McCook, Neb.

PHIPSON, KAN.—McPherson County Poultry and Pet Stock Show. Nov. 28 to Dec. 2. H. J. Harnly, secy., McPherson.

SADVILLE, PA.—Meadville Fanciers Club. Dec. 19 to 26. H. L. Lamb, secy., Cambridge Springs, Pa.

SMITHS, TENN.—Mississippi Valley Poultry Association. Dec. 18 to 23. G. A. Seyforth, secy.

AMISBURG, O.—Miami Poultry Association. Dec. 4 to 9. S. B. Groby, secy.

LFORD, MASS.—Milford Poultry Association. Dec. 12 to 14. W. H. Pyne, secy.

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

LWAUKKEE, WIS.—Milwaukee Feathered Stock Association. Dec. 20 to 26. John H. Pregel, Box 57, Station D, cor. secy.

NNEAPOLIS, KAN.—Ottawa County Poultry Association. Dec. 20 to 23. L. A. Henry, secy.

P. PULASKI, ILL.—Mt. Pulaski Feathered Stock Association. Dec. 19 to 24. W. J. Lincoln, secy.

ACOMB, ILL.—McDonough County Poultry Association. Dec. 25 to 30. Miss Marie Edle, secy.

ASHVILLE, ILL.—Egyptian Poultry Association. Dec. 12 to 15. A. S. Muller, secy.

EW ALBANY, IND.—Southern Indiana Poultry and Pet Stock Association. Jan. 3 to 13, 1900. Frank Heck, secy.

EW BEDFORD, MASS.—New Bedford Poultry Association. Dec. 5 to 9. J. W. Owen, secy.

EWBURG, N. Y.—Wallkill Valley Poultry Pigeon and Pet Stock Association. Dec. 27 to 29. H. W. Millsbaugh, Box 191, Walden, N. Y., secy.

EWTON, KAN.—Harvey County Poultry Association. Dec. 4 to 9. R. R. Hobbie, secy., Newton

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

ICHOLASVILLE, KY.—Blue Grass Poultry Association. Dec. 12 to 15. W. S. Hendren, secy.

AKLAND, CAL.—Oakland Poultry Association. Dec. 6 to 9. C. G. Hinds, Alameda, Cal.

AKLAND CITY, IND.—Oakland City Poultry and Pet Stock Association. Dec. 18 to 22. Ben. H. Myers, judge.

FALLON, ILL.—O'Fallon Poultry Association. Dec. 5 to 8. Benj. S. Myers, judge.

KLAHOMA CITY, OKLA.—State Poultry Association. Dec. 26 to 30. L. F. Laverty, secy., Guthrie, Okla.

NEIDA, N. Y.—Poultry and Pet Stock Association. Dec. 13 to 16. John Loomis, Oneida, secy.

WOSSO, MICH.—Poultry Association. Dec. 14 to 16. C. P. Reynolds, secy.

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

ALMYRA, ILL.—Palmyra Poultry Club. Dec. 20 to 25. Scott Eter, secy.

AXTON, ILL.—Central Eastern Illinois Poultry Association. Dec. 19 to 22. E. B. Pltney, secy.

EABODY, MASS.—Essex County Poultry Association. Jan. 2 to 5. Arthur Elliott, secy.

ETOSKY, MICH.—Northern Michigan Poultry Association. Dec. 6 to 9. A. M. Coburn, secy.

HILADELPHIA, PA.—Keystone Poultry & Pet Stock Association. Nov. 28 to Dec. 2. J. Emlen Smith, secy.

OLO, MO.—Northwest Missouri Poultry Association. Dec. 11 to 15. R. V. Gien, secy.

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

ORTLAND, MICH.—Poultry Club. Dec. 26 to 30. F. C. Hathaway, secy.

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

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

UEBLO, COL.—Pueblo Poultry Association. Jan. 15 to 21. D. T. Helmlich, secy.

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

READING, PA.—Berks County Poultry and Pigeon Show. Dec. 27 to 30. H. F. Degom, 116 S. 5th st., Reading, secy.

RICHMOND, MO.—Ray County Poultry and Pet Stock Association. Nov. 22 to 25. Jas. M. Deacy, secy.

RIVERSIDE, CAL.—Poultry Show. Dec. 12 to 14. C. A. Post, secy., Riverside.

ROACHDALE, IND.—Indiana Farmers' Association. Dec. 4 to 9. A. M. Owen, secy., Raccoon, Ind.

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

LOCK ISLAND, ILL.—Western Illinois Poultry and Pet Stock Association. Nov. 28 to Dec. 2. C. F. Kammerer, secy.

SALINA, KAN.—Saline County Poultry, Pigeon and Pet Stock Association. Dec. 19 to 23. W. C. Sherrill, secy.

AN DIEGO, CAL.—Second Annual Show San Diego County Poultry Association. Dec. 19 to 22. Wm. H. Gray, secy.; S. L. Roberts, judge.

HARON, PA.—Fanciers Club. Jan. 17 to 19. P. H. Alderman, secy.

HELLY, N. C.—Shelby Poultry Association. Dec. 1 to 5. R. T. Simmon, secy.

HDNEY, IA.—Southwestern Poultry Association. Fourth Annual Show. Dec. 26 to 29. A. B. Waterman, Sidney.

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

OUTH FRAMINGHAM, MASS.—Middlesex Poultry Fanciers' Association. Dec. 5 to 8.

PARTANBURG, S. C.—Spartanburg Poultry Show. Dec. 27 to 30. F. B. Thackston.

T. CLAIRSVILLE, O.—Belmont County Farmers' Association. Dec. 19 to 23. J. W. Riley, secy.

TOCKTON, KAN.—Stockton Poultry Association. Dec. 20 to 23. N. N. Nehr, secy.

ST. LOUIS, MO.—St. Louis Fanciers' Association. Jan. 1 to 4, 1900. John A. Francesco, secy.

SYCAMORE, O.—Sycamore Poultry and Pet Stock Association. Dec. 12 to 15. E. A. St. John, secy.

SYRACUSE, N. Y.—Central New York Fanciers' Association. Jan. 12 to 17, 1900. H. C. Foxton, 416 Hamilton st.

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

TIPTON, IND.—Tipton Poultry and Pet Stock Association. Dec. 18 to 23. J. M. Hoover, secy.

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

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

TORONTO, CAN.—Toronto Poultry Association. Dec. 18 to 22. Dr. A. W. Bell, 506 Ontario st., Toronto, secy.

TORRINGTON, MASS.—Dec. 5 to 7. F. M. Leach, secy.

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

WAXAHACHE, TEX.—Ellis County Poultry Association Show. Dec. 21 to 23.

WALDEN, N. Y.—Wallkill Valley Poultry and Pet Pigeon Association. Dec. 27 and 28. Hector Willsbaugh, secy.

WASHINGTON, N. J.—Fanciers Association of New Jersey. Dec. 22 to 26. Chas. Nixon, secy.

WAUPACA, WIS.—Wisconsin Poultry Association. Dec. 25 to 31. W. H. Laabs, secy.

WAUSEON, O.—Fulton County Poultry Association. Dec. 18 to 22. D. C. Teeters, secy.

WAWAPACA, WIS.—Jan. 8 to 13.

WAYNE, MICH.—Wayne Poultry Association. Dec. 19 to 23. Geo. W. Brewer, secy.

WELLINGTON, O.—Wellington Poultry Club. Dec. 8 and 9, 1899. C. L. Warren, secy.

WENONA, ILL.—Wenona Poultry Association. Dec. 18 to 22. Otis Montgomery, secy.

WEST CHESTER, PA.—West Chester Poultry and Pet Stock Association. Dec. 13 to 16. Edward S. Hickman, Cheyney, Pa., secy.

WESTERLY, R. I.—Rhode Island Poultry Association. Dec. 5 to 8. H. S. Babcock, secy.

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

WOODSTOCK, VT.—Vermont Poultry and Pet Stock Association. Jan. 2 to 5. John S. Eaton, secy.

WOOSTER, O.—Central Ohio Poultry, Pigeon and Pet Stock Association. Dec. 26 to 30. Chas. F. Palmer, secy.

WORCESTER, MASS.—Worcester Fur and Feather Club. Dec. 11 to 16. J. I. Lawrence, secy.

YPSILANTI, MICH.—Ypsilanti Poultry Association. Dec. 28 to 31. W. B. Meanwell, secy.

Expositions.

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

LONDON, ENG.—EARL'S COURT.—Women's International Exposition. 1900. Imre Kiralfy, manager.

PARIS, FRANCE.—Paris Universal Exposition. April 15, 1900, to April 15, 1901.

ST. LOUIS, MO.—World's International Exposition. 1903.

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

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

Dog Shows.

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

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

PHILADELPHIA, PA.—Dog Show Association. Nov. 15 to 18. M. A. Viti, secy.

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

G. W. SPITLER,  
CITY BILLPOSTER,  
RENSELAER, IND.

Sign Tacking and Distributing. All work listed, protected and guaranteed for 30, 60 and 90 days. Population 3,000. Prices reasonable.

Open for Engagements at Parks, Fairs, Expositions, etc. Write for terms Atlantic City, N. J.



Wanted at All Times. Novelties Lady Palmist. Now booking for 1900

H. C. CROSSLEY, IRONTON, OHIO.  
DISTRIBUTOR AND SAMPLER.

Member of I. A. D. and W. A. Molton Distributing Agency; also registered with the Feister Printing Co.

HELENA BILLPOSTING CO.,  
—LICENSED—  
Sign Tackers and Distributors,

HELENA, MONT. (Box 1034.)

BILLPOSTING AND DISTRIBUTING  
SIGN TACKING.

1 work in 12 towns; do my own work.  
Addresses collected.  
Box 985. H. C. BROWN, Claremont, N. H.

GENTLEMEN! Do you want faithful work done? If so, apply to Robert H. Coblin for Distributing and Sign Tacking in New Bedford, Fair Haven and Dartmouth. Personal attention is given to service, and all work is guaranteed.  
310 Middle St., NEW BEDFORD, MASS.

Up-to-Date Hustler.  
Chas. E. Butler,  
—Circuit—  
Billposter, Distributor and General Advertiser  
BRUNSWICK, MD.

Controls forty-mile circuit with fifty-six towns in, running from 200 to 12,000 population. Satisfaction guaranteed.

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

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

SIGNS And Novelties for wide-awake advertisers. Tin, Iron or Water-proof for fence displays. Cardboard, Paper or Glass for inside use. Fans, Hats, Caps, Rulers, Pencils & Sketches furnished.  
Chas. Test Taylor, 269 Dearborn, Chi

Why not put Moberly, Mo., on your List?

POPULATION 12,000.  
Surrounded by fine agricultural country. Also headquarters Western Division of Wabash Railroad. Home of 1000 Wabash employes, mechanics, engineers, conductors, etc., and several hundred miners, all working full time.

Posting and Distributing will bring Good Returns.

Guarantee my work in either line satisfactory. Inspection invited.  
P. S.—Test of Reference given if required.  
P. HALLORAN, City Bill Poster and Distributor.

Bill Posters' Paste Brushes.

The most practical Brush made. Copper wired and protected corners.  
Improved Light Weight Block.  
VERY STRONG, WITH SAFETY SCREWS

GRAY RUSSIAN BRISTLES.  
Quaker City, 9-inch, \$24.00 per dozen, \$2.50 each.  
Excelsior, 9-inch, \$30.00 per dozen, \$3.00 each.  
Extra Extra, 9-inch, for circus use, \$39.00 per dozen, \$3.75 each.

BLACK CHINA BRISTLES.  
No. 1, Royal, 9-inch, \$21.00 per dozen, \$2.25 each.  
No. 2, Royal, 9-inch, \$27.00 per dozen, \$2.50 each.  
No. 3, Royal, 9-inch, \$30.00 per dozen, \$3.00 each.  
8-foot Curved Handles, 50 cents each.

ELDER & JENKS, Brush Makers:  
127 North 5th St., Philadelphia, Pa., U. S. A.



DES MOINES, IOWA

POPULATION 80,000.

ESTABLISHED 1873.

W. W. MOORE,  
LICENSED CITY BILLPOSTER

DISTRIBUTOR AND SIGN TACKER.

Has over 6,000 feet of billboards, most of the boards 100 to 275 feet long, has one continuous board 850 feet long, 12 feet high, in a first-class location WHO CAN BEAT IT? Continually erecting boards

W. W. MOORE.  
SMELSER & GARVIN,

WHITING, IND.,

Billposters and Distributors.

Members I. A. D. and I. S. B. P. A.

Five Railroads, - - Two Street Car Lines.

HENRY DIECK,  
HOUSE-TO-HOUSE DISTRIBUTING.

SEYMOUR, IND.

Member I. A. D.

THE KEY WEST ADVERTISING AGENCY  
BILLPOSTING, DISTRIBUTING,

Sampling and General Advertising Agency.

O. CHARLES BALL, Mgr.

109 Fitzpatrick Street. - - - KEY WEST, FLA

NEW MAN! NEW BOARDS!

GOOD WORK AND GOOD PRICES.

GEO. DASH, (Box 272) Pocatello, Idaho.

ROBT. HAMILTON,  
CITY BILLPOSTER and DISTRIBUTOR

FOWLER, IND. Population 2,500.

All work done promptly and satisfactorily.  
2,000 feet of boards.

McPHERSON BROS.  
—Distributors for—  
MATTOON AND CHARLESTON, ILL.  
Work guaranteed by the I. A. of D

CARD PLAYERS, stop losing. Use marked cards. They get the money fast. Sample deck by mail 25 cts. Full particulars and sample card for stamp. Address, JOHN L. HOLLIS, Dept. C, Swanton, Ohio.



To get all Canada  
Have us do your posting.  
Every contract fulfilled.

Save expense and time,  
The entire Dominion covered.

Locations are selected  
And we tell  
What quantity to put out,  
Regardless of Bill Posters'  
Enticing for more.  
No pay, if not right.  
Can not beat our checking.  
Every sheet listed.

As for Montreal,  
Doubtless you have heard  
Doc. Ware looks after that city.

Control the best locations  
Only on car lines.

Who is the firm?  
Look up the side.

References and lists and sizes of  
locations sent to reliable firms.  
Correspondence solicited.  
Objectional posters not wanted  
at any price.

**ARTHUR WARE,**

Proprietor and Manager,

8 St. James St., MONTREAL.

**DO YOU**

want some actually good work  
done in the writing of your ad-  
vertisements, circulars, catalogues  
booklets?

I aim at GOOD work for a few  
GOOD firms. Write:

**ARTHUR E. SWETT,**

HAMILTON AVE.,

CHICAGO.

**Menomonie, WISCONSIN.** Population 7,000

Advertisers don't overlook this town! It will  
pay you to consult W. S. Schmidt, City Bill Pos-  
ter and Distributor. Eight years of experience.  
All work given prompt attention.

WRITE FOR TERMS.

A Merry Xmas & A Prosperous New Year to all

**ENGLAND BROS.**

Bill Posters and Distributors,  
ZANESVILLE, O.

Population 35,000. Work done by men only.

**McLean's Advertising** and Distributing Co.  
Quick and Reliable Service.

DAYTON, WASH.—Pop. 3,500.

We wish you all A Merry Christmas.

WORK FIRST-CLASS. PRICES REASONABLE.

**GEORGE PROTZMAN,**

City Bill Poster, Distributing, Tacking

Bills posted with neatness and dispatch.  
Orders by mail promptly attended to.  
Controls all advertising space in city.

Office, 202 Main St., opp. McClellan Hotel,  
Residence, 626 Rose St.,

**ROSEBURG, OREGON.**

SEND Your Distributing, Sign Tacking, etc.  
to NELSON MATHESON, FLINT, MICH.  
Registered by Felster Printing Co., Will A.  
Molton, W. D. Redington.

**BOISE,  
IDAHO.**

DISTRIBUTING. SIGN TACKING.

**Spaulding  
Bill Posting and Distributing  
Co.,** R. G. SPAULDING,  
Manager.

Associated Bill Posters of U. S. and Canada.  
International Association of Distributors.

Write for Estimates.

Ever to be relied upon for Good Service  
at Reasonable Prices, is why the

**Vansyckle Advertising Co.**

ARE THE **ONLY** PERMANENT

Long Distance 'Phone  
New Co. 72.

Distributors in INDIANAPOLIS AND  
MUNCIE, INDIANA.

**New York**

**Alhambra**

INTERNATIONAL  
ARTISTS'  
JOURNAL

DEVOTED TO

Vaudeville, Circus, Minstrels,  
Museum, etc.

Printed in  
English, French and German.

Send 10 cents in stamps for copy, to...

**S. ULTMANN,**

232 East 96th Street, NEW YORK, N. Y.

**ULTMANN AND TONELL,**

International  
Theatrical Exchange,

232 EAST 96TH STREET,

NEW YORK, N. Y., U. S. A.

**Reul & Degenhardt,** BILL POSTERS AND  
DISTRIBUTORS,  
MENDOTA, ILLINOIS.

Territory including 14 Towns with a population of 25,000.

**Washington, D.**

Distributing, Sampling, Sign Tacking

**M. H. GAFI**

648 PICKFORD PLACE, N.

Patrons' references on application.

**SACRAMENTO, CAL.** Population 37,

GENTLEMEN Do you want faithful  
done? If so, apply to PRICHARD & WOOD  
Distributing and Sign Tacking Particu-  
larly given to all work and all work guar-  
teed, and reference given if required. Men  
of the Will A. Molton Distributing Agency  
PRICHARD & WOOD, 1119 Fifth

WANT AGENTS to sell a line of LAI-  
and GENTLEMEN'S

**POCKET HANDKERCHIEFS**

I have them 30c a dozen and up.

J. D. JOHNSTON,  
Newport, R.

**UNION ADVERTISING C**

**BELLEFONTAINE, O.,**

Does **DISTRIBUTING AND TACKI**

Of All Kinds.

Makes a specialty of country towns and coun-  
work. Cover all towns in Logan and U  
Counties.

**BILLPOSTER AND DISTRIBUTOR** In  
center of great pine forest. Work prom-  
and properly executed. Merry Christmas  
Happy New Year to friends, brother billpos-  
and all. FRED G STUART, Billposter,  
L. B. 305. (Pop. 1,500.) KALKASKA, MI

**CALVERT, TEXA**

I do all kinds of.....

Distributing and Sign Tacki

—AND—

**BILLPOSTING.**

I own all billboards and guarantee all wor

**J. P. CASSIMIR**

Manager Opera Ho

**CALDWELL, KAS**

Population, 3,500.

**BILLPOSTER, DISTRIBUTOR and TACK**

Work guaranteed.

**CLYDE R. VAN METE**

**LAKE MILLS, WIS.**

The beautiful and popular Summer Res-  
should be on your list when posting Wiscons-  
All kinds of Posting and Sign Tacking do  
Full showing guaranteed Member State B  
posters' Association.

**C. E. DAVIS,**

2 Main St., Lake Mills, WI

**E. O. BURROUGHS,** Up-to-Date Distr

City and Country Billposter. I cover a circuit  
34 towns. Get my rates before placing ei  
where. The only guaranteed service in Newar  
Member I. A. of D.

**E. O. BURROUGHS,**

P. O. Box 26. No. 3 South Park, NEWARK.

**ALLEN G. STONE,**

"THE HUSTLER.

Madison County's

**RELIABLE DISTRIBUTOR**

ONEIDA, N. Y.

IF SICK, state disease. Send 50 cents and  
well SURE in 1 to 10 days. No medicine,  
faith cure. New method. AL CHARLTON  
Kelseyville, Lake County, California.

**GENERAL ADVERTISING.**

Sampling, Distributing, Sign Tacking, B  
tail Deliveries, Window Displays, in Ne  
Haven County and Litchfield County,  
special towns if wanted. Perfect work  
valuable to advertisers. Try me for yo  
interest. Business good here.

Well, boys, wish you A Merry Christmas and  
Happy New Year

**J. A. NEEF,**

Box 1058. WATERBURY, CON.

Send to me your Paper for Biz. at OSAGE  
**THE ALL AROUND HUSTLER.**

My Motto—A place for every bill and eve  
bill in its place. My terms—Strictly cash, wit  
paper prepaid. Reference—Mitchell Coun  
Bank.

**F. B. RUMSEY,**

Osage, Iowa

**DANIELSON, CONN.**

1876—E. S. CARPENTER—1895

City Billposter and Distributor.

All work faithfully done.

REFERENCE—Any business man in town.

Office: 5 Music Hall Block, - - DANIELSON, CON

BILLPOSTERS' DIRECTORY.

Revised and corrected every month.

Names and addresses of billposters are inserted in the directory at the rate of one dollar per twelve months—provided they do not cover over one line.

**ALABAMA.**  
 Boston—L. G. Jones.  
 Birmingham—Felder & Co., 1801 1/2 Second Ave.  
 Birmingham—Theiss & Smith, Box 286.  
 Montgomery—Valentine Bros.  
 Montgomery—D. W. Taylor.  
 Montgomery—Mrs. Geo. Tisdale.  
 Montgomery—G. F. McDonald.  
 Mobile—Mobile Bill Posting Co.  
 Mobile—H. B. Elmore.

**ARKANSAS.**  
 Adelphi—Myl Greene.  
 Anna—J. H. Grove, City Bill Poster.  
 Cicello—E. M. Gardner, Bill Poster.  
 Fort—John Claridge.  
 Bluff—Chas. Senyard.  
 Tipton—Collier & Kleiner.  
 Arkansas—Lemly Bros.

**CALIFORNIA.**  
 Berkeley—E. R. Crain.  
 Paso de Roble—Harry Gear.  
 Eureka—Eureka Bill Posting Co.  
 Humboldt—H. P. Co.; H. Lund, mgr.  
 Los Angeles—Wilshire Posting Co.  
 Los Angeles—P. L. Grace.  
 Los Angeles—Wm. E. Daunt.  
 Los Angeles—Chas. F. Clentford.  
 Los Angeles—T. M. Towne.  
 Los Angeles—John R. Widener.  
 Los Angeles—Bluff—W. D. Crandall.  
 Los Angeles—Wood City—George West.  
 Los Angeles—City—O. H. Bullene.  
 Los Angeles—La Barbara—W. J. Stafford, 116 De la Puente street.  
 Los Angeles—Francisco—Owens & Varney, cor. Market and 10th streets.  
 Los Angeles—Francisco—Slebe & Green, 11th and Market streets.  
 Los Angeles—San Diego Bill Posting Co., Fred. F. Stultz, Manager.  
 Los Angeles—La Cruz—L. A. Daniels.  
 Los Angeles—La Maria—Geo. W. Brown.  
 Los Angeles—Ora—John Ore.  
 Los Angeles—Ora—A. H. Frontiss.  
 Los Angeles—Ora—M. D. Neld.  
 Los Angeles—Ora—Dietz & Glendinning.

**COLORADO.**  
 Denver—John B. Ledou, L. Box 395.  
 Colorado Springs—The Curran Co., care Elk Hotel.  
 Colorado Springs—Creek and Victor—Quinn Bill Posting Co.  
 Colorado Springs—The Colorado Bill Posting Co.  
 Colorado Springs—The Curran Co., 123 Lawrence st.  
 Colorado Springs—Collins—Fort Collins Bill Posting and Distributing Co.  
 Colorado Springs—Junct.—The Haskell Bill Posting Co.  
 Colorado Springs—The Curran Co., 114 Santa Fe Ave.  
 Colorado Springs—da—C. G. Gillum, Bill Poster.

**CONNECTICUT.**  
 Danbury—Fred. A. Shear.  
 Danbury—Walk and South Norwalk—Harry B. Busing, City Bill Poster.  
 Danbury—Haven—New Haven Bill Posting Co.  
 Danbury—nam—L. M. Keith.

**DELAWARE.**  
 Dover—S. P. Fields.

**FLORIDA.**  
 Jacksonville—J. B. Gordon Hall.  
 Jacksonville—City—Lewis F. Thompson.

**GEORGIA.**  
 Atlanta—H. J. Rowe.  
 Atlanta—Gusta—C. R. Rowland, City Bill Poster.  
 Atlanta—Rollton—Kuns & Perry.  
 Atlanta—Ganton—W. T. Reid, Jr.  
 Atlanta—Ganton—Len. C. Baldwin.  
 Atlanta—Gedgeville—W. M. Smith.  
 Atlanta—Ganton—E. H. Bowman Co.  
 Atlanta—Ganton—annah—Chas. Bernard, Licensed City Bill Poster.

**ATTICA—Charles E. Finck.**  
 Batesville—Batesville Advertising Co.  
 Brookston—James W. Brown, Bill Poster.  
 Bloomington—Bloomington Bill Posting Co.  
 Cannelton—E. E. Cumming.  
 Crown Point—Chas. E. Smith, Bill Poster.  
 Danville—J. V. Cook, Bill Poster and Dist.  
 Elwood—James Borst.  
 Evansville—Evansville Bill Posting Co.  
 Fort Wayne—Fort Wayne City Bill Posting Co., C. B. Woodworth, Manager.  
 Fort Wayne—Temple Bill Posting Co.  
 Fowler—Robert Hamilton.  
 Frankfort—Wm. T. Freas, City Bill Poster.  
 Frankfort—Henry Wolf.  
 Goshen—Chas. Kurtz, Box 746.  
 Greensburg—Fred. Seitz & Sons.  
 Greencastle—J. W. Cooper.  
 Hartford City—C. W. Abbott.  
 Huntington—Ed. Harter.  
 Kokomo—H. E. Henderson.  
 Lafayette—Lafayette Bill Posting Co.  
 Lafayette—Opera House Bill Posting Co.  
 La Grange—F. D. Ruick.  
 Lebanon—Stacy Darnell.  
 Liberty—Jas. R. Wilson.  
 Logansport—Chas. E. Schlegel.  
 Madison—Murphy & Rhoton, City Bill Posters.  
 Mitchell—W. M. Munson, Jr.  
 Oakland City—O. M. Stone.  
 Peru—Chas. W. Stutesman.  
 Portland—Geo. D. Sebring.  
 Rensselaer—George W. Splitter.  
 Rockport—Robert M. Smith.  
 Rockville—Parke Co. Adv. Agency, E. Littleton, Manager.  
 Rushville—Jas. H. Carr & Son, Lock Box 44.  
 Seymour—W. A. Carter & Son.  
 Union City—Ed. R. Thurston.  
 Valparaiso—W. H. Drullinger.  
 Vincennes—Vincennes Bill Posting Co.  
 Wabash—Harter Bros.  
 Waterloo—Fred. J. Rickard.  
 Whiting—Smelzer & Garvin.  
 Worthington—J. E. Calland.

**INDIAN TERRITORY.**  
 South McAlester—J. A. Maddox.

**IOWA.**  
 Algona—Jas. A. Orr, Bill Poster.  
 Bloomfield—Lon F. Smith, Box 203.  
 Burlington—Chamberlin, Harrington & Co.  
 Calmar—Gilbert N. Olson.  
 Council Bluffs—C. W. Nichols, 16 N. Main st.  
 Des Moines—W. W. Moore (licensed Dist. and S. T.)  
 Denison—B. D. Stevers.  
 Dows—R. L. Allen, Box 151.  
 Eldon—Wilson G. Taylor, Box 531.  
 Ft. Madison—Elliott Alton.  
 Grinnell—Geo. R. Clifton, Jr., 1020 West st.  
 Harlan—Amasa Crosiar.  
 Indianola—J. S. Martin.  
 Newton—Arthur Lister.  
 Jefferson—H. A. White.  
 Le Mars—Wm. O. Light.  
 Nevada—Story County Advertising Co.  
 New Hampton—R. K. Garver.  
 Osceola—S. B. Delk.  
 Osceola—F. W. Doss, City Bill Poster.  
 Shenandoah—C. L. Hoover.  
 Tipton—Grant E. Ingham.

**KANSAS.**  
 Abilene—John M. Looker.  
 Coffeyville—Hollinger & Tibbils.  
 Garnett—F. L. Mahan, City Bill Poster.  
 Great Bend—Chas. Vancil, Bill Poster and Distributor. Owns all boards in city.  
 Great Bend—Mayers Bros.  
 Harper—J. H. Thompson.  
 Hutchinson—Kansas Bill Posting Co., Hoops & Meyer.  
 Junction City—Herman Delker.  
 Kinsley—J. O. Harney, Bill Poster and Distributor.  
 Lawrence—J. D. Bowersock.  
 Marysville—R. A. Wald.  
 Parsons—Howard Graves, L. B. 124.

**KENTUCKY.**  
 Allentown—Walter B. Carvell & Co.  
 Bardstown—Joseph Applegate.  
 Danville—Boyle Nichols.  
 Madisonville—J. E. Mullennix.  
 Newport—Otting & Son.  
 Owensboro—Owensboro Bill Posting Co., J. G. Burch.  
 Richmond—The Richmond Bill Posting Co.  
 Shelbyville—T. S. Baxter & Son, Box 336.  
 Winchester—Perry Bros.

**LOUISIANA.**  
 Alexandria—F. H. Carnahan.  
 Lake Charles—The A. H. Waitt Adv. Co.  
 Morgan City—P. B. Ghirardi.  
 Shreveport—Ed. Seaman.  
 Thibodaux—American Bill Posting Co.

**MAINE.**  
 Dexter—Chas. F. Edgerly.  
 Eastport—Jas. A. Muldoon.  
 Ellsworth—Ellsworth Bill Posting Co.  
 Mechanic Falls—Jordan Advertising Co.  
 Rockland—C. D. Chaples.  
 Waterville—S. H. Chase.

**MARYLAND.**  
 Brunswick—Chas. E. Butler.  
 Easton—John R. Thompson.

**MASSACHUSETTS.**  
 Clinton—Geo. S. Gibson.  
 Danvers—W. W. Wakefield.  
 Gloucester—Richard Connors.  
 Haverhill—J. F. West.  
 Leominster—Leominster Adv. & Bill Posting Co.  
 Lynn—City Bill Posting Co., Dodge & Harrison, Managers.  
 Middleboro—E. H. Blake.  
 Palmer—Newell S. Taylor, Box 534.  
 Taunton—Taunton B. P. Co., 45 Cohannet st.  
 Westboro—F. H. Sandra Bill Posting Co.  
 Worcester—Wilton Bill Posting Co.  
 Worcester—Fiske Bros., 43 Waldo st.

**MISSISSIPPI.**  
 Canton—Green Coleman.  
 Jackson—Joe Brown.  
 Natchez—F. G. Pelletier.  
 Meridian—L. D. Hoffer, Licensed City Bill Poster.  
 Starkville—W. D. Cochran.  
 Vicksburg—James McQuiggan.  
 Yazoo City—D. Wolderstein.

**MISSOURI.**  
 Boonville—Frank Gordan.  
 Brunswick—Price Edwin.  
 Carthage—Carthage Bill Posting Co.  
 Centralia—Rodemyre & Woods.  
 Chillicothe—Z. B. Myers.  
 Desoto—Leon Herrick.  
 Fulton—C. O'Heirne.  
 Hannibal—J. B. Price.  
 Kirksville—Wm. Allen Smith.  
 Macon—Fred. C. Parker.  
 Marcelline—C. F. Long.  
 Mexico—Hatton & Glendenin.  
 Moberly—P. Haloran, 223 Clarke st.  
 Odessa—Jim Waddle.  
 Moberly—P. Haloran, 223 Clarke st.  
 Rich Hill—Newman Gosoom.  
 St. Charles—City Bill Poster, J. N. Mittelberger, Manager.  
 St. Louis—The Merchants' B. P. Co., W. F. Williamson, prep., 210 N. 7th st.  
 Stanberry—J. H. Patterson, Box 301.  
 Webb City—Webb City and Cartersville Advertising Co.

**NEBRASKA.**  
 Broken Bow—E. R. Purcell.  
 Central City—H. C. Martin.  
 Chadron—R. W. Gaylord.  
 Columbus—John Winkelman.  
 Fremont—M. M. Irwin.  
 Fremont—U. S. Watts.  
 Lincoln—F. C. Zehrung, member A. B. P. of the U. S. and Canada.  
 LINCOLN—W. I. Spere, City Bill Poster.  
 Nebraska City—Carl Morton.  
 Nebraska City—J. Wier & Son.  
 North Platte—Warren Lloyd.  
 Superior—H. Bossemeyer.  
 Tilden—J. W. Russell, Box 58.  
 Wymore—Henry Anderson.  
 York—Gus A. Stapleton.

**NEW HAMPSHIRE.**  
 Exeter—Jas. D. P. Wingate.  
 Laconia—J. F. Harriman, City Bill Poster and Distributor.  
 Meredith—Jerry M. Mayo.

**NEW JERSEY.**  
 Atlantic City—Empire B. P. Co., 1811 Atlantic ave. Address Philadelphia.  
 Camden N. J.—Temple B. P. Co., Temple Building. Address Philadelphia.

**NEW YORK.**  
 Albany—Albany B. P. & Adv. Co., 35 Beaver.  
 Baldwinsville—Jas. E. Cunningham, Box 189.  
 Brooklyn—American Bill Posting Co.  
 Elmira—E. L. Johnson, Mgr. Globe Theater.  
 Fulton and Oswego Falls—Wm. Cook.  
 Glens Falls—A. M. Cheesbro, 91 South st.  
 Gloversville—Olin S. Sutliff.  
 Jamaica—Chas. Wood.  
 Johnstown—Olin S. Sutliff.  
 Lockport—Staats Bill Posting and Distributing Co.  
 Lowville—C. D. V. Carter.  
 Little Falls—Norris & Kingsbury.  
 Matteawan—W. S. Dibble.  
 Middletown—Thos. Kain, 88 South st.  
 Mount Vernon—P. J. Ring.  
 New York City—H. Munson, 4 Murray st.  
 New York City—Reagan & Clark, 21 Ann st.  
 New York—A. Van Beuren, 123 4th ave.  
 Norwich—G. F. Breed.  
 Olean—Olean Bill Posting Co.  
 Oswego—Joe A. Wallace.  
 Schenectady—C. R. Benedict.  
 Saratoga Springs—Bill Posting Co.—A. Eddy.  
 Troy—W. J. McAllister & Son, 416 River st.  
 Yonkers—W. L. Mildrum, 12 Warurton av.

**NORTH CAROLINA.**  
 Asheville—Asheville Advertising Agency.  
 Lumberton—Geo. G. French.  
 Reidsville—R. M. B. Ellington.  
 Wilmington—S. A. Schloss.  
 Winston—Wm. T. Pfohl.

**NORTH DAKOTA.**  
 Valley City—Smith Decorating Co.  
 Wabpeton—B. M. Buckminster.

**OHIO.**  
 Ada—S. W. Rayl, Bill Poster and Distributor.  
 Akron—Bryan & Co., 125 Main st.  
 Bellair—Filton Bill Posting Co.  
 Bluffton—Alven E. Temple.  
 Bowling Green—The American Co.  
 Bowling Green—Commercial Bill Posting Co.  
 A. H. Yonker, Manager.  
 Bradner—The Am. Co. (Bowling Green, O.)  
 Bucyrus—Frank R. Myers.  
 Butler—W. L. Hissong.  
 Canal Dover—John H. Fox & Bro.  
 Canal Dover—The Tuscarawas Distributing Sign Writing and Bill Posting Co.  
 Chicago—Louis Simmermacher.  
 Circleville—Baughman Bros.  
 Cleveland—Bryan & Co., High and Middle sts.  
 Columbus—Miller Bros., 53 West Town st.  
 Coshocton—Frank P. Hagana.  
 Crestline—W. J. Carney.  
 Custar—The American Co. (Bowling Green.)  
 Cygnets—The American Co. (Bowling Green.)  
 Defiance—J. P. Elser.  
 Leipsic—J. S. Peach.  
 Hoytville—The American Co. (Bowling Green.)  
 Lima—W. C. Tirrill.  
 Lisbon—Edgar D. Liechtenstein.  
 Logan—F. A. Koppes.  
 Marietta—Koerner & Thomas.  
 Merrill—The American Co. (Bowling Green.)  
 Middletown—E. O. Barnat.  
 Milton—The American Co. (Bowling Green.)  
 Mt. Vernon—L. N. Houghton.  
 Nelsonville—W. S. Runton.  
 New Philadelphia—S. W. Scott.  
 Norwalk—J. M. Harkness.  
 Pemberville—The Amer. Co. (Bowling Green.)  
 Perrysburg—The Amer. Co. (Bowling Green.)  
 Portage—The American Co. (Bowling Green.)  
 Portsmouth—R. W. Ledwick.  
 Prairie Depot—The Am. Co. (Bowling Green.)  
 Rising Sun—The Am. Co. (Bowling Green.)  
 Rudolph—The Am. Co. (Bowling Green, O.)  
 South Charlestown—F. M. Heaton.  
 Springfield—H. H. Tyner & Co.  
 Steubenville—Samuel D. Sumter.

1869—ESTABLISHED—1869.

Under the Present Management, Notice we are Growing Old— BUT ARE UP-TO-DATE.

THIS OUR BANNER YEAR.  
**Taunton Bill Posting Co.**

BILL POSTERS AND DISTRIBUTORS.

We Post and Distribute Everything.— City Proper and Surrounding Villages.

WE REACH THE PEOPLE.

Members I. A. of Distributors, also on THE FEISTER LIST. A. B. WHITE, MANAGER.

Address all letters to: TAUNTON BILL POSTING CO., - - - TAUNTON, MASS.

**PASTE.**

PROGRESSIVE BILLPOSTERS ALL BUY OUR "Q" PASTE, made especially for their use, because far BETTER than home-made, more convenient and certainly CHEAPER. Will not sour and will keep for an indefinite length of time. On receipt of \$1.50 will ship you a sample barrel holding over 250 pounds, by reducing with cold water as needed. Many billposters act as our agents and control local paper hangers' trade as well as others, and why not you? If interested at all write us. THE INDIANAPOLIS PASTE CO. INDIANAPOLIS, IND.



THE BILLBOARD

Timn—J. R. Lewis.  
Toledo—Bryan & Co., 613 St. Clair st.  
Uhrichville—Twin City B. Post. Co., Box D.  
Van Wert—Smith & Whites, 603 Park Place.  
Wellington—L. W. Ely.  
Weston—The American Co. (Bawling Green.)  
Washington C. H.—Smith & Vincat.  
Zanesville—R. D. Schults.  
Zaneville—England Bros., 31 N. Fifth st.

OKLAHOMA TERRITORY

Guthrie—Okla. Adv. & Dist. Agency, Box 266.  
Guthrie—G. W. Foster, Lock Box 266.  
Kingfisher—Northup Bill Posting & Distributing Co.

OREGON

Ashland—Chas. H. Gillette.  
Astoria—T. S. Simpson & Son.  
Baker City—W. Newell.  
Portland—N. W. B. P. & D. Co., 346 Morrison.  
Salem—Salem B. P. Co.

PENNSYLVANIA

Ashland—Frank H. Walte.  
Bethlehem—South and West Bethlehem—Graham Bill Posting & Distributing Co.  
Butler—H. J. Dougherty & Sons.  
Carlisle—Geo. Cramer, 133 W. Pomfret st.  
Connellsville—R. G. Curran.  
Cambridge Springs—H. W. Wilber & Co.  
Emlenton—W. L. Pierce.  
Greensburg—R. G. Curran.  
Greenville—J. S. Laird.  
Hanover—J. Percy Barnits.  
Harrisburg—Markley & Appall.  
Johnstown—A. Adair.  
Johnstown—Flood City Bill Posting Co.  
Lebanon—Chas. A. Oliver.  
Lykens—H. B. Matter.  
Manfield—The W. D. Husted Adv. Co.  
Minersville—Minersville Adv. Co., L. B. 231.  
McDonald—Bert M. McCartney.  
Meadville—Geo. Knox.  
Milton—A. J. Blair.  
New Castle—The J. G. Loving City Bill Posting Co.  
Philadelphia—American B. P. Co. (Ltd.), 814 Walnut st.  
Pittston—Pittston B. P. Co.  
Scranton—Reese & Long.  
Sunbury—Sunbury Bill Posting Co., J. T. Cameron, Manager.  
Washington—A. B. Means, 31 W. Chestnut st.  
Washburn—A. H. Dartt & Co.  
Wilkesbarre—Wilkesbarre Bill Posting Co.  
Williamsport—Geo. H. Hubb.

RHODE ISLAND

Providence—Old Colony B. P. Co.

SOUTH CAROLINA

Charleston—Charleston Bill Posting Co., Fuller & Bernard, Props.  
Charleston—Chas. W. Keogh.  
Columbia—R. S. Marks & Co., 1425 Gates st.  
Georgetown—R. Chas. Griggs.

SOUTH DAKOTA

Madison—Louis H. Willhite.  
Madison—F. D. Flitts.  
Sioux Falls—Sioux Falls B. P. Co.

TENNESSEE

Athens—O. M. West Bill Posting Co.  
Bristol—Border City Bill Posting Co., Oliver Taylor, Manager.  
Covington—Howard N. Holsouser, Box 457.  
Jellico—Thos. Bell.  
Knoxville—Southern B. P. Co.  
Memphis—Van Beuren & Co., successors to Memphis B. P. Co., R. S. Douglas, prop.  
Pulaski—Pulaski Bill Posting Co.  
PULASKI—A. M. Notgrass.  
Union City—Oscar R. Crews.  
Westmoreland—J. M. Louthan.

TEXAS

Arlene—J. F. Moore.  
Baestrop—Chas. P. Ziegenhals.  
Beaumont—Welcome Rollins.  
Belton—D. F. Gray.  
Brownsville—Vale & Bros Adv. Co.  
Brownwood—Hiram H. Thomas.  
Bryan—John B. Mize.  
Galveston—James Hooks.  
Clarksville—Chas. O. Gaines.  
Cuero—Richard Harris, Box 33.  
Dallas—Geo. Robinson.  
Flintonia—The Moore B. P. & Adv. Co.  
Galveston—Paul Gallia.  
Galveston—J. E. Howard, 617 Postoffice st.  
Hillsboro—J. S. Phillips.  
Houston—C. T. Sivals, Box 206.  
Lampasas—Jim Mace.  
Laredo—Eugene Sloan.  
Marlin—Ike Jacobs.  
McKinney—Burnett & Goodin, Box 201.  
San Angelo—Sam. Smith, Box 132.  
Sherman—J. Long, 117 East Side Squares.  
Smithville—D. E. Colp.  
Texarkana—Lemly Bros.  
Waco—Louia Sternkorb, 112 S. 4th st.  
Whitewright—Niler Lewis.

VERMONT

Burlington—B. B. P. Co.; Mrs. W. K. Walker.  
Newport—E. H. Norris.  
Springfield—George H. Stilea.

VIRGINIA

Alexandria—J. M. Hill & Co.  
Bedford City—Wm. W. Hayden.  
Culpeper—J. C. Williams.  
Franklin—Ross L. Leary.  
Roanoke—City Bill Posters.  
Staunton—Wm. Glenn.

WASHINGTON

Chehalis—City B. P. & Dist. Co., Box 324.  
Colfax—Geo. H. Lennox.  
Dayton—Day's Advertising Co.; Geo. E. Day, Manager.  
Pullman—M. T. Chapman.  
Puyallup—Geo. M. Acly.  
Snohomish—W. P. Shaforth.

WEST VIRGINIA

Huntington—Wm. A. Russell.  
Morgantown—M. J. Sonneborn.  
Wellburg—A. B. Noland, Box 232.

WISCONSIN

Chippewa Falls—C. G. Sherman, C. B. Poster.  
Elkhorn—Hyron E. Hutton.  
Ft. Atkinson—Chas. B. Rogers.  
Janesville—Peter L. Myera.  
Kaukauna—J. D. Lawe.  
Menominee—The Schwehm B. P. & Adv. Co.  
Menominee—W. S. Schmidt.  
Oshkosh—J. E. Williams.

Richland Centre—J. H. Coates.  
Sturgeon Bay—Bernard Hahn.  
Wausau—C. S. Cone.  
Waterloo—John Leaver.

WYOMING

Laramie—H. E. Root, City B. P., opera house.  
Sheridan—B. C. LeRoy, 99 1/2 N. Main st.

CANADA

Glencoe—John Foy.  
Montreal—St. Lawrence Adv. Co., 3 St. James.  
Niagara Falls, Ont.—N. Falls B. P. & D. Ag.  
Pitcon—H. J. Graham.  
St. Johns—J. Bouchard.  
Sherbrooke, Que.—F. H. Leech.  
Vancouver, C. A.—A. F. Morris, manager, 10 Lefevre Block.  
Windsor—Windsor B. P. & Dist. Co., Box 37.  
D. C. Benjamin, Manager.

HAWAII ISLAND

Honolulu—Will Prestidge.

CHAS. WOOD,  
OLD-TIME BILLPOSTER,  
JAMAICA, L. I. (Greater New York).

Wishes all A Merry Christmas and A Happy New Year.

1 Work 5 Cities  
Frankfort, Ky., Georgetown, Ky.,  
Shelbyville, Ky., Lawrenceburg, Ky.,  
and Midway, Ky.

All my routes thoroughly systemized. Work competent, sober men. Registered in Feister's Directory. Member I. A. D. All correspondence cheerfully answered.

GEO. W. REOCK,  
334 Conway St., FRANKFORT, KY.

The  
**Very Idea**

is just what every advertiser is seeking. Subscribers to

**PUBLICITY**

the popular English monthly advertising periodical, contains cream of all the most practical ideas originated in every quarter of globe, and, therefore, you can do better than get it. Only 50¢ for a full year's subscription....

MORISON'S ADVERTISING AGENCY  
HULL, ENGLAND.

Established 1870.  
CHAS. WOOD, Billposter, Distributor, Jamaica, L. I.  
1000 three-sheet boards, 150 stands. Population Jamaica and suburbs, 35,000. Rates: post 3 cents per sheet, distributing, per 1000, \$2.00.

J. F. WEST,  
Billposting and Distributor  
In all its branches. Orders solicited.  
Haverhill, - - - Mass.

HONESTLY distribute Circulars, Samples, etc., and Tack Up Signs, covering Blooming and Normal thoroughly. Population 30,000 don't compete as to price, but for service I order the best and the price is reasonable. Members I. A. of D. and Molton. M. W. COOPER, Bloomington, Ind.

R. R. GARVER,  
The BILLPOSTER  
NEW HAMPTON, IA.

Pop. 3,000 You will find the best boards here  
5000 6x9 Circulars printed to order for \$3.  
Magnet Job Print, Box 4, Mt. Juliet, Tenn.

W. H. BONNEY,  
BILLPOSTER and DISTRIBUTOR  
PENACOOK, N. H.

PALATKA, FLA. Pop. 4,000. H. L. MILLER  
Billposter and Distributor. Best of references. Owns all boards.

W. M. MELOY & CO  
Distributors and Mailers.  
Contractors for all kinds of advertising matter, such as Samples, Books, Sign Tacking, etc. Give us a trial. Write for estimates. Member of I. A. of D. and Will A. Molton's Agency.  
W. M. MELOY & CO.,  
Box 49, CARLISLE, PA.

E. M. BRACYS, Distributor, No. 80 Peoria St., OGDENSBURG, N. Y.  
Member of Feister's List.

READY  
To do all kinds of Billposting, Pass Book Bills, Distributing Samples, Sign Tacking, etc., in Mineral County, W. Virginia, and Allegheny County, Maryland.

JOHN J. JENKINS, PIEDMONT, W. VA.  
W. SUMMERHAYES, Tama, Iowa, Distributor and Sign Tacker. Names and addresses furnished. Box 405.

Merry Xmas to One and All  
From the Philippines to Maine,  
Is the wish of your fellow Billposter,  
E. R. CRAIN  
BAKERSFIELD, CAL.  
Long live the billboards. E. R.

Brother Billposters and Distributors throughout the World: I wish you a very Merry Christmas. Fraternally yours, FRED. C. PARKER, City Billposter, Macon, Mo.

C. W. NICHOLS, COUNCIL BLUFFS,  
CITY BILLPOSTER,  
Distributor and Sign Tacker  
Population, 30,000.  
4,000 lineal feet of boards. Member I. S. B. A., I. A. of D. and I. D. A. Also controls fourteen surrounding towns, with a population 20,000. Your business solicited.  
Office, 16 North Main Street

**STEINBRENNER'S**  
DISTRIBUTING SERVICE. ©©©

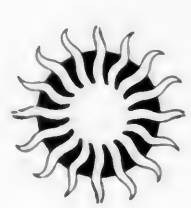
Whenever you want to cover Cincinnati or any of its Ohio Suburbs, send the matter to STEINBRENNER, 519 Main Street.

Steinbrenner employs good, faithful, steady men.

Steinbrenner personally inspects the work of his men, and exercises constant supervision over them.

Steinbrenner is the I. A. of D. man. His services guaranteed.

Steinbrenner is a crank—a crank on good work.



== GIVE IT TO ==  
**Steinbrenner,** 519 Main Street,  
....CINCINNATI....



**PORTABLE PHOTOGRAPH MACHINE.**

Persons with small capital can make money. Others have, Why not you?

PRICE ONLY \$75.00.

Or will lease with privilege of purchasing.

WRITE FOR FULL PARTICULARS.

National Photograph Machine Co.  
82 and 87 BEAVER STREET,  
NEW YORK.

GEO. H. LENNOX.  
BILLPOSTER AND DISTRIBUTOR  
COLFAX, WASH.  
Owns and controls over 6,000 square feet of First-Class Boards.  
GIVE ME A TRIAL.

THE BILLBOARD

LIST OF  
**Distributors**  
MEMBERS OF THE  
**I. A. of D.**

This list is open to all members in good standing. Names inserted for \$1.00 a year.

- ALABAMA.**  
Birmingham—Sheldon McMurray, 1412 5th av.  
Montgomery—G. F. McDonald, city bill poster
- ARIZONA.**  
Phoenix—The Phoenix Billposting Co., 104 N. Center st.
- ARKANSAS.**  
Way—J. F. Clark, Box 92  
Etle Rock—R. L. Thompson, 113 W. 2d st
- CALIFORNIA.**  
Berkeley—W. H. Mathews, 636 2d st  
Los Angeles—F. W. Sablich.  
Oakland—William B. Porter, 408 10th st  
Santa Cruz—L. A. Davis, 9 Locust st  
SANTA MONICA—Los Angeles B. P. Co., 636 Broadway, Los Angeles, Cal.  
San Francisco—Owens & Varney, cor. Market and Tenth sts
- COLORADO.**  
Denver—John B. Ledan.  
Colorado Springs—Curran B. P. Co., 1728 Lawrence street  
Denver—Curran Co., 1728 Lawrence st.  
Cheble—The Curran Co., 114 Santa Fe av
- CONNECTICUT.**  
New Haven—New Haven B. P. Co., 140 Meadow st  
Newark—J. F. Duxton.
- FLORIDA.**  
Jacksonville—E. F. Curtis, 536 Riverside av.  
Naccola—John L. Smart.

- GEORGIA.**  
Americus—Chas. Lingo, 105 Forsyth st.  
Atlanta—Edw. Bridger, 608 Temple Court.  
Augusta—Chas. R. Rowland, 303 Jackson st.  
Columbus—Edw. Bridger, 608 Temple Court, Atlanta.  
Savannah—J. E. Campos, 220 Whitaker St.
- ILLINOIS.**  
Aurora—B. Marvin & Son.  
Belleville—L. E. Tiemann, 508 S. High st.  
Carlinville, Macoupin County—A. J. Turner.  
Centralia—Jos. E. Hefter, 100 E. Broadway.  
Chicago—John A. Clough, 42 River st.  
Danville—Frank P. Myers.  
Decatur—William Mutton, 826 Calfax st.  
Edwardsville—Geo. W. Kellermann, 109 Second st.  
Evanston, Cook County—American Bill Posting & Dist. Co. Address 280 Madison st.  
Highland Park—G. Ranney & Son. (Waukegan)  
Lincoln—W. K. Maxwell, 113 Kickapoo st.  
Mattson—F. G. McPherson, 1200 Richmond Ave.  
Moline—R. H. Taylor, care Windsor Hotel.  
Pontiac—Lee Collins, 112 E. Reynolds st.  
Rochelle—Chas. A. Hlzer.  
Waukegan—G. Runey & Son.
- IDAHO.**  
Boise—R. G. Spaulding, 126 E. Bannock st.
- INDIANA.**  
Batesville—Batesville Advertising Co.  
Bloomington—L. E. Krenger, 100 College ave.  
Columbus—Walter Doup.  
Corydon—Wm. Roose, jr.  
Crawfordsville—H. M. McIntire, 704 Fremont st.  
Elkhart—D. B. Carpenter, 525 S. Main st.  
Evansville—Evansville Distributing Co., 317 Upper First st.  
Ft. Wayne—W. H. Case, 24 N. Miner st.  
Frankfort—Chas. Goodpastor.  
Goshen—Chas. Krutz, 210 S. 7th st.  
Greencastle—John W. Cooper, 24 & 26 S. Ind.  
Hartford City—Chas. W. Abbott, Box 165.  
Indianapolis—Geo. W. Vansyckle, 114 S. Ills.  
Jeffersonville—L. H. Ramsey, Lexington, Ky.  
Kokomo—H. E. Henderson, 42 N. Main st.  
LaFayette—LaFayette Bill Post. & Dist. Co.  
LaPorte—W. C. Miller, 629 Main st.  
Chicago.  
Lebanon—James S. Selver, W. North st.  
Logansport—Chas. Schlegel, 215 6th st.  
Madison—James A. O'Donnell, Box 644.  
Marion—John L. Wood, 920 S. Branson st.  
Mitchell—W. M. Munson, jr.  
Muncie—Geo. W. Vansyckle, Room 3, P. O. Bldg.  
Peru—Chas. W. Stutesman, P. O. Box 114.

- Rockport—Robt. M. Smith, 700 Elm st.  
Shelbyville—T. F. Chafee & Son.  
Terre Haute—Jas. M. Dishon, 29 S. 5th st.  
Union City—Ed. R. Johnston, 124 N. Walnut st.  
Wabash—Harter Bros., Market st.
- INDIAN TERRITORY.**  
Furcell—G. W. Brown.
- IOWA.**  
Burlington—A. E. Drier, 1211 Summer street.  
Cedar Rapids—W. S. Bye, 720 S. 5th st.  
Clinton—H. F. Sanger, 511 S. 2d st.  
Council Bluffs—C. W. Nichols, 16 N. Main st.  
Des Moines—Chas. W. Orris, 1552 E. Des Moines st.  
Dubuque—A. Leonard, 850 Locust st.  
LeMars—Wm. O. Light.  
Sloux City—A. B. Beall.  
Winterset, Madison County—Arthur Gordon.
- KANSAS.**  
Atchison—I. G. Shaffer, 316 Commercial st.  
Junction City—Herman Delker  
Leavenworth—C. B. Hathaway, 1012 Osage st.  
Newton—L. L. Dickey Adv. Co.  
Parsons—Howard Graves, Lock Box 124.  
Wichita—E. L. Martling, ngr. Opera House.
- KENTUCKY.**  
Frankfort—Geo. W. Reock, 334 Conway st.  
Henderson—Jas. L. Lambert, jr., 216 2d.  
Lebanon—R. L. Nesbitt.  
Lexington—L. H. Ramsey, 122 E. Main st.  
Louisville—Falls City B. P. Co., 122 E. Main st.  
Lexington.  
Newport—G. H. Otting & Son, 608 York st.  
Owensboro—Owensboro Bill Posting Co.  
Paducah—H. J. Harth, 621 N. 5th st.
- LOUISIANA.**  
Alexandria—T. N. Carnahan, Box 386.  
Baton Rouge—Alfred O. Deville, 516 Main st.  
New Orleans—J. Gartlok, 633 Commercial Pl.  
Shreveport—Ed. H. Seaman.
- MAINE.**  
Bangor—Thomas W. Burr, 47 Hammond.  
Bath—Edwin L. Emmons, 33 Lincoln st.  
Mechanic Falls—Jordan Adv. Co., 62 Elm st.
- MARYLAND.**  
Baltimore—John H. Jones, 238 S. Mount st.  
cor. McHenry st.
- MASSACHUSETTS.**  
Attleboro—Abel W. Gilson, 32 Holman st.  
Beverly—Luther Cahoon, 44 Cabot st.  
Boston—J. Donnelly's Sons, 7 Knapp st.  
Brockton—W. F. Gurney, 12 Elbridge Place.  
Fall River—Chas. A. Page, 1101 Plymouth av.  
New Bedford—A. E. Hathaway, 100 Pleasant.  
Newburyport—W. A. & S. M. Noyes, 39 Pleasant st.

- Taunton—A. B. White, 45 Cohasset st.  
Uxbridge—Wm. W. Ramsey, Box 363.
- MICHIGAN.**  
Albion—W. C. Eslow.  
Alpena—R. Nolan, 123 White st.  
Ann Arbor—Charles Strong, 123 E. Ann st.  
Battle Creek—E. R. Smith, 6 E. Main.  
Bay City—C. J. Bloomfield, 211 5th av.  
Beaton Harbor—Fye & Shaff, 289 High st.  
Cheboygan—A. J. Finn, 54 Duncan av.  
Grand Rapids—Geo. M. Leonard, 17 Huron.  
Ithaca—James Donaldson.  
Jackson—Stevenson & Solomon, 115 Mill st.  
Kalamazoo—J. E. McCarthy, 108 Portage st.  
Manistee—Mrs. J. W. Tennant.  
Muskegon—Peter P. Steketee, 38 E. Walton st.  
Pontiac—Samuel J. Burgess, 68 Green st.  
Port Huron—Bennett Bill Posting Co., 909 Military.  
Saginaw—E. D. Moore, 334 N. 7th st.
- MINNESOTA.**  
Austin—P. H. Zender & Co., 406 Mill st.  
Duluth—J. W. Palmer.
- MISSISSIPPI.**  
Corinth—W. E. Patton, Box 164.
- MISSOURI.**  
DeSoto—John Linsley Downer.  
Kansas City—Joseph Reid, 14 E. Missouri av.  
St. Joseph—A. J. Avery, Tootle Theatre.  
St. Louis—The Voll & Wolf Adv. Co.
- NEBRASKA.**  
Fremont—U. S. Watts.  
Lincoln—F. C. Zehrunge, 1145 O st.
- NEW JERSEY.**  
Camden—Temple Bill Posting Co., 814 Walnut st., Philadelphia, Pa.  
Hackensack—Hackensack Bill Posting Co.  
Hoboken—Hoboken Bill Posting Co., 61 Newark st.  
Jersey City—J. F. O'Mealla, 27 Montgomery.  
Newark—E. M. Slocumb, 369 Market st.  
Patterson—Patterson Bill Post. Co., 5 Rambo.  
Red Bank—L. O. Summersett, 5 Central av.  
Trenton—Bayard Van Fleet, 123 E. State st.
- NEW MEXICO.**  
East Las Vegas—Chas. Tamme.
- NEW YORK.**  
Albany—Albany Bill Post. & Dist. Co., 35 Beaver st.  
Batavia—Albert R. Perry, 39 Jackson st.  
Binghamton—Abbott & Casner  
Brooklyn—The American Bill P. & Dist. Co.  
Buffalo—Whitmer & Filbrick, 200 Wash'n st.  
Canandaigua—Wm. P. Mosher, 98 Chapin st.  
Cortland—Wallace Bros.

The **International Association of Distributors**  
Known far and wide as  
The **I. A. OF D.**

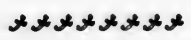
A man must be a man, and a mighty good man at that, before he can join the I. A. of D. The records of applicants are scrutinized closely, if a man has a single black mark against him he can't get in.

The I. A. of D. endorsement means something. It means that a member has been weighed in the balance and not found wanting. It means that you can safely trust him with your work.

OVER AND ABOVE ALL

**"The Association Holds You Safe."**

Firmly established, honestly administered, and with ample resources behind its guarantee, it offers to the advertisers the services of the only distributors in all America who are thoroughly reliable, legitimate and recognized.



Small, insignificant and mongrel imitations of the I. A. of D. are continually springing up. Advertisers should not be misled. The "real thing" is the I. A. of D. Remember the "of."

Jos. A. Reid, President. O. P. Fairchild, Treasurer. W. H. Steinbrenner, Secretary, Cincinnati.



Elmira—Chas. F. Berry, 160 Sullivan st.  
 Fulton—Wm. Cook, Lock Box 41.  
 Gloverville—Olin S. Suttill, 42 Orchard st.  
 Hiwassee Falls—A. M. Chesebro, 91 South st.  
 Jamestown—Caster & Co.  
 Lockport—Starr's Bill Post. & Dist. Co.  
 Little Falls—Thos. Kalm, 83 South st.  
 Middletown—Thos. Kalm, 83 South st.  
 Mount Vernon—Starr Bros., 352 Franklin ave.  
 New York—Harry Munson, 4 Murray st.  
 Niagara Falls—Mrs. C. Clayton, 21 Thomas.  
 Olean—The Olean Bill Posting Co., Tower Bldg.  
 Oneonta—A. L. Caulkins.  
 Oswego—Jos. A. Wallace.  
 Rochester—J. E. Stroyer, 278 E. Main st.  
 Rome—A. W. Joplin, 116 First st.  
 Salamanca—C. R. Gibson.  
 Schenectady—Harry F. Miller, 611 Chapel st.  
 Syracuse—Geo. C. Castner, 221 Montgomery st.  
 Saratoga Springs—E. L. Williams, 25 W. Circular.  
 Tonawanda—Whitmer & Filbrick.  
 Whitehall—S. Lamphron, Box 132.  
 Yonkers—W. L. Mildrum & Co.

NEVADA.  
 Virginia City—John H. Dunlap, Box 24.  
 NORTH CAROLINA.  
 Elizabeth City—R. E. Black, Box 28.  
 Greensboro—Dr. J. W. Griffith.  
 OHIO.  
 Akron—Brvan & Co., 125 S. Main.  
 Bellefontaine—The Union Adv. Co., 116 S. Main.  
 Bowling Green—A. H. Yonker, 18 W. Wooster.  
 Bucyrus—F. R. Myers, 236 N. Spring st.  
 Canton—M. C. Harber, Grand Opera House.  
 Cincinnati—W. H. Steinhilber, 619 Main st.  
 Circleville—Baughman Bros.  
 Columbus—F. Altman & Son, 540 E. Main st.  
 Conneaut—A. C. Phillips, Main st.  
 Cleveland—Bryan & Co., 17-19 High st.  
 Dayton—Jas. B. McCounon, 209 Howard st.  
 Delaware—Geo. D. McGuire, 169 S. Franklin st.  
 Delphos—Chas. A. Hood.  
 Findlay—P. B. Oliver.  
 Hamilton—Geo. W. Riely, Box 231.  
 Ironton—H. C. Crossley, 109 N. 5th st.  
 Kenton—Jos. C. Warvel, 323 E. Franklin st.  
 Lima—W. C. Tirrell & Co., 216 W. Market st.  
 Logan—F. A. Koppe.  
 Mansfield—E. R. Endley & Co., 232 W. 4th st.  
 Marysville—C. L. Lane.  
 Martin's Ferry—A. W. Rader, 9th St. and Alley C. Wheeling, W. Va.  
 Middletown—Buckles & Barnet.  
 Mt. Vernon—Haymes Bros., Public Square.  
 Newark—Burroughs & McFarland, Box 296.  
 Portsmouth—R. W. Lodwick, 118 W. 3d st.  
 Sidney—Chas. P. Rodgers, 550 Main st.  
 Springfield—H. H. Tyner, 22 N. Race st.  
 Toledo—Bryan & Co., 513 St. Clair st.  
 Troy—G. A. Brannon, 9 W. Main st.  
 Wooster—Geo. Kettler, 38 W. Larwill st.  
 Zanesville—England Bros., 21 N. 5th st.

OREGON.  
 Corvallis—G. W. Bigham, Main st., Box 135.  
 McMinnville—G. F. Bangasser & Co., Box 38.  
 Portland—John T. Williams, 345 Morrison.  
 OKLAHOMA TERRITORY.  
 El Reno—W. I. Goff.  
 Guthrie—G. W. Foster, (Lock Box 266).  
 Kingsfisher—Wm. A. Northrup, 313 S. Main st.  
 PENNSYLVANIA.  
 Allegheny—Twin Cities Dist. Agcy., Pittsburg.  
 Allentown—N. E. Workman, 532 Hamilton st.  
 Beaver Falls—C. Edgar Myers, 1123 7th av.  
 Bradford—M. K. Walker, 130 Mechanic st.  
 Carbondale—J. O'Hearn, 15 Main st.  
 Carlisle—Wm. M. Meloy, Box 49.  
 Conneville—Clowes Adv. & Dist. Co.  
 Doylestown—Richard S. Heffner.  
 Dunmore—Weese & Long.  
 Easton—F. H. Waiser, Bank and Pine sts.  
 Franklin—Alexander Bradley, 4 1/2th st.  
 Greenville—Jas. L. Laird, 42 Mercer st.  
 Hallstead—James S. Claxton & Co.  
 Harrisburg—Arthur C. Young, 18 N. Third st.  
 Indiana—Harry K. Apple, 709 Philadelphia st.  
 Lancaster—Howard M. Rodera, 137 Church st.  
 Lancaster—H. M. Soders.  
 McDonald, Wash. Co.—The 3 Mace Co.  
 Mansfield—W. D. Husted Adv. Co., 67 Main st.  
 Natrona—E. L. Russell.  
 Oil City—H. A. Taylor, Blizzard Block.  
 Philadelphia—American Billposting Co., 814 Walnut st.  
 Pittsburg—Twin Cities Dist. Agency.  
 Pittston—R. E. Hanke, 15 S. Main st.  
 Pottstown—J. E. Amole.  
 Pottsville—Chas. L. Weiss, 40 E. Bacon st.  
 Reading—Reading Distributing Co.  
 Scranton—Reese & Long, 315 Lindou st.  
 Wilkesbarre—M. H. Burgunder.  
 Williamsport—S. M. Bond, Cherry and Rural.

RHODE ISLAND.  
 Pawtucket—J. E. McMahon, 43 Summer st.  
 Providence—New England Bulletin Sign Co., 99 Banigan Bldg.  
 SOUTH CAROLINA.  
 Charleston—Bernard Advertising Service.  
 Sumter—Young & Berry.  
 SOUTH DAKOTA.  
 Madison—Louis H. Whiteite.  
 TENNESSEE.  
 Chattanooga—H. S. Holmes, 16 E. 7th st.  
 Covington—H. N. Holshouser, L. B. 467.  
 Jellico—Thos. Bell, Box 78.  
 Memphis—Van Buren & Co., successors to Memphis B. P. Co., R. S. Douglas, prop.  
 Nashville—Jas. I. Hill, 168 N. Cherry st.  
 Union City—Oscar R. Crews.

TEXAS.  
 Beaumont—Welcome Rollins, Box 274.  
 Brownsville—Vall & Bro. Adv. Co.  
 Galveston—J. P. Castler, Main st.  
 Galveston—J. E. Howard, Box 134.  
 Sherman—J. Long, 117 East Side Square.  
 VIRGINIA.  
 Alexandria—C. D. Wright, Washington, D. C.  
 Charlottesville—F. I. Fash, 210 N. 4th st.  
 Newport News—Henry H. Harper.  
 Portsmouth—S. C. Draper, 905 Washington st.  
 Roanoke—W. L. Robertsou, Box 297.  
 Staunton—J. H. Bell.  
 Winchester—Cornellus Gibbens, Lock Box 64.  
 WEST VIRGINIA.  
 Clarksburg—W. L. Dixon, Pike and 3d sts.  
 Martinsburg—F. C. Baker, 246 Queen st.  
 Parkersburg—Parkerburg Adv. Co., 5th and Avery sts.  
 Wheeling—A. W. Rader, 9th st. and Alley C.

WISCONSIN.  
 Appleton—Wm. R. Cadman, Box 67.  
 Fond du Lac—P. B. Haber.

Janesville—Peter L. Myers.  
 La Crosse—Aug. Erickson & Co., 331 Pearl st.  
 Menomonee—The Schwahn B. P. & Adv. Co.  
 Milwaukee—Walter D. Dixon, 657 29th st., Box 23, Sta. B.  
 Oshkosh—J. E. Williams, 24 High st.  
 Racine—W. C. Tieds, 325 Main st.  
 Richland Center—J. A. Coates.  
 Sheboygan—E. J. Kempf, 731 Penn. av.  
 Waterloo—Jno. Leaver, 24 Monroe st.  
 West Superior—J. W. Palmer, 2002 Ohio av.  
 WYOMING.  
 Laramie—H. E. Root, Opera House.  
 WASHINGTON.  
 Colfax—Geo. H. Lenoax.  
 North Yakima—Bryson & Hauser, Box 611.



**BUBB**  
 POSTS BILLS AND DISTRIBUTES CIRCULARS AT  
**WILLIAMSPORT, PENN'A**

Bill Posters' and Distributors'  
**BAGS**  
 Like cut, \$1 each; unlettered, 75c each.  
 Sent C. O. D.  
**INDIANAPOLIS BAG CO.,**  
 M. I. VANSYCKLE, Mgr.  
 858 Indianapolis Ave., INDIANAPOLIS, IND.

**CARRY YOUR PASTE IN YOUR POCKET.**  
 Hoyt's Powdered Paste is prepared in 5 seconds by adding cold water. Makes strong, white, tacky paste. Absolutely NON-LUMPING. Contains no Acid. A 200-pound barrel—costs \$10.00—makes 10 barrels mixed. Also half-barrels and 50 pound packages. Shipped on trial and approval. Send for Bill Posters' grade.

**ARTHUR S. HOYT,**  
 136 CHAMBERS STREET, NEW YORK, N. Y.  
**ADVERTISERS ATTENTION!** When in need of First-Class Distributing Write to, or send your Advertising Matter to  
**The Standard Bill Posting Co., Pekin, Ill.**  
**CHAS. L. MORGENSTERN, MANAGER.**  
 WE GUARANTEE the only reliable Posting Service in the City. The finest tongue and grooved lumber—no old barns and daubs when you use Our Service.

**SELDON NYE, - City Bill Poster and Distributor,**  
 201 W. Park Street, CHAMPAIGN AND URBANA, ILL.  
 Population of Twin Cities, Champaign, 10,000, Urbana, 7,000.  
 I am better prepared than ever to do all kinds of Bill Posting and Distributing. I have been in business here for upward of 25 years, and this alone should be a guarantee to the advertising public. I have 1,000 running feet of boards in the best locations of the Twin Cities. My references are all reliable merchants of Champaign and Urbana.  
 All distributing strictly done under my personal supervision.

**SPECIAL OFFER**  
 —TO—  
**ADVERTISERS AND ADVERTISING AGENTS.**

To the firms signing contracts with us—before January 15th, 1900—for work, we will make them a special rate of \$1.25 per thousand pieces (our regular rate is \$1.50 per M.), just to convince them that  
**OUR SERVICE IS THE BEST.**

We employ experienced men, and they are under the constant supervision of an experienced foreman. Our specialty is: "putting 1000 pieces into 1000 homes." We put all matter inside of the houses of whenever possible. We never throw any on the stoops, or in the yards. We distribute for one firm only at a time. We notify all druggists of the work being done. We have had six years' experience at the business. We have pleased others, we can please you. Results tell. Try us.

**WE REFER YOU TO:**  
 The Dr. Chase Co., Philadelphia, Pa.  
 Dr. Taft Bros., Rochester, N. Y.  
 The J. W. Brant Co., Albion, Mich.  
 Kirby Chemical Co., Grand Haven, Mich.  
 The J. H. Whitehurst Co., Baltimore, Md.  
 The India Wash Comp. Co., Detroit, Mich.  
 The W. A. Molton Co., Cleveland, O.  
 And many others.

**50,000 PIECES REQUIRED.**  
 Main Office: 126 Sullivan Avenue.  
 Branch Office: 132 Shelby Street.  
**BONDY DISTRIBUTING AGENCY,**  
 M. A. BONDY, Prop. and Mgr.  
**DETROIT, MICH. "The Convention City."**

LIST OF  
**Distributors**  
 OF  
 UNITED STATES  
 AND  
 CANADA.

This List is Open to All. Any distributors name inserted for \$1.00 a year.

ALABAMA.  
 Clayton—B. F. Valentine.  
 ARKANSAS.  
 Hot Springs—A. W. Thomas, 224 1/2 Central.  
 CALIFORNIA.  
 El Paso del Robles—Harry Gear.  
 Los Angeles—Los Angeles Bill Posting Co.  
 Los Angeles—Wilshire Posting Co.  
 Salida—Phin. B. Davis, Box 266.  
 COLORADO.  
 Denver—Colorado Bill Posting Co., 1013 1/2 street.  
 Leadville—John Colman, 204 W. 7th st.  
 CONNECTICUT.  
 New Hartford—Arthur Cadoret.  
 Meriden—H. L. Redman, 168 Liberty.  
 DELAWARE.  
 Wilmington—Wilmington Dis. Co., 824 Orange.  
 DISTRICT OF COLUMBIA.  
 Washington—M. H. Gaff, 646 Pickford Place.  
 GEORGIA.  
 Savannah—Chas. Bernard, Box 92.  
 ILLINOIS.  
 Lincoln—Houser Adv. Co., 610 Broadway.  
 Pekin—Standard Bill Posting Co.  
 St. Charles—E. Ladue, Lock Box 214.  
 INDIANA.  
 Elwood—O. H. Toney & Son.  
 Hammond—Frank E. Gero.  
 LaFayette—Opera House B. P. Co.  
 New Albany—R. K. Brown.  
 Portland—Geo. D. Sebring.  
 KANSAS.  
 Abilene—J. M. Looker, Box 984.  
 Atchison—Atchison Adv. and Dist. Co., Lock Box 138.  
 KENTUCKY.  
 Bellevue—Otting & Son. (Add Newport, Ky).  
 Otting—Otting & Son. (Add Newport, Ky).  
 LOUISIANA.  
 Donaldsonville—Landry & Israel, Box 231.  
 New Orleans—W. J. Brodie, 117 Decatur st.  
 MAINE.  
 Ellsworth—Ellsworth Bill Posting Co.  
 MARYLAND.  
 Baltimore—John J. Sterner, 1741 E. Lombard.  
 Easton—John R. Thompson.  
 MASSACHUSETTS.  
 Boston—R. D. Leonard, 223 Tremont st.  
 Lowell—Chas. L. Lowe, 201 Middlesex st.  
 Worcester—E. H. Smalling, 115 Austin street.  
 MICHIGAN.  
 Detroit—Bondy Dist. Agency, 126 Sullivan.  
 Detroit—Henry Doska & Co., 221 Wilkins.  
 Hancock—Jas. W. Troyer, Box 197.  
 Lapeer—Cal M. Gillette, Box 826.  
 Otsego—Frank M. Denel.  
 MISSISSIPPI.  
 Yazoo City—H. C. Hnick.  
 MISSOURI.  
 New Madrid—R. J. Waters.  
 NEBRASKA.  
 Fremont—M. M. Irwin.  
 Fremont—Jos. F. Stein, 317 Main st.  
 Lincoln—A. Proctor, 1526 N. street.  
 NEW HAMPSHIRE.  
 Dover—Lewis A. Hanson.  
 NEW YORK.  
 Hudson—Robert M. Terry, 305 Warren st.  
 Onelda—Allen G. Stone.  
 Saratoga Springs—Conlan Bill Posting Co.  
 Utica—C. Herman Schrader, 63 Neilson st.  
 NORTH DAKOTA.  
 Wahpeton—B. M. Buckminster.  
 OHIO.  
 Bryan—Paul B. Elder.  
 Columbus—Central Ohio Distributing Agency.  
 Coshocton—Frank P. Hagans.  
 London—W. F. Kelley.  
 Ft. Isabel—A. W. Simon.  
 Urbana—C. O. Taylor, 125 E. Court st.  
 OKLAHOMA TERRITORY.  
 Clayton—E. F. Waltman.  
 Guthrie—G. W. Foster, L. B. 266.  
 PENNSYLVANIA.  
 Carlisle—Geo. Cramer, 133 W. Pomfret st.  
 Emlenton—W. L. Pierce, 110 Main st.  
 Johnstown—Geo. E. Updegrave & Co.  
 Lebanon—Chas. A. Oliver.  
 Millersburg—Roscoe C. Hinkle.  
 Minersville—Robert S. Kear.  
 Natrona—G. W. Blake. (Member I. A. D.).  
 Punksutawney—G. W. Moore & Co., Box 1.  
 Reading—Wm. D. Cooke.  
 Titusville—J. H. Thomas, 130 N. Brown st.  
 Williamsport—Geo. H. Bubb.  
 WILLIAMSPORT, PA.—GRO. H. BUBB, CH. BILLPOSTER AND GEN'L. OUT-DO. ADV. AGENT FOR ALL LYCOMING.  
 SOUTH CAROLINA.  
 Beaufort—N. Brady.  
 Columbia—R. S. Marks & Co., 1425 Gates.  
 Sumter—R. M. Jones.  
 TENNESSEE.  
 Columbia—Jas. Y. Helm.  
 Pulaski—A. M. Noigrass.  
 TEXAS.  
 Houston—Thos. F. O'Leary, 801 Capitol av.  
 VERMONT.  
 Bennington—Henry Dietel, 225 1/2 Depot st.  
 Burlington—P. H. Ward, 161 Maple st.  
 Wall's River—O. C. Croxford.  
 VERMONT.  
 Barry—James Marlon & Co.  
 WISCONSIN.  
 Watertown—F. C. Volckmann, Box 184.  
 CANADA.  
 A. F. Morris, manager, 10 Lefevre Block.  
 Vancouver, B. C.  
 Montreal—C. J. T. Thomas, Box 1129.



# C. W. STUTESMAN,

Renders the only exclusive and guaranteed Bill Posting and Distributing Service in

## PERU, - IND.

# R. NOLAN,

The Only Alpena City Bill Poster and Distributor,

## ALPENA, MICH.

### LEON W. WASHBURN'S GREAT SOUTHERN MINSTREL CO.

Has the greatest variety, and more special printing and stand work than any other minstrel organization. We are the originators and promoters of every novelty known in advertising, and have the most artistic and novel designs to announce our arrival in all the principal cities throughout the land. P. S. - Billposters, Take Notice.

WHEN YOU DO Distributing, Sampling, Sign Tacking and Special Advertising

### PLACE

your orders in experienced hands. If it is worth doing at all, it's worth doing right.

Go to those who do Distributing and Sign Tacking exclusively and who know how to properly handle it.

There are others, but we are the only Reliable and Guaranteed Distributors in this territory, and we devote our entire time to maintain our supremacy. Address:

## Edw. B. Bridger's Advertising Agency,

LICENSED ADVERTISERS, ATLANTA, GA.

ATLANTA, ADJACENT TOWNS, COLUMBUS, Ga.

### ADVERTISING MATTER

Of all kinds, also tacking up of Tin Signs in town or country judiciously attended to by

E. D. JACKSON,

332 S. Clay Ave., JACKSONVILLE, ILL

### ADVERTISERS

Send your address for my rates in

### CLASSIFIED DISTRIBUTING

(Mason City, pop. 1895, 2,176.)

C. M. HAUGHEY,

Member I. A. of D. C. 502. MASON CITY ILL.

### TAYLOR

The BILLPOSTER and DISTRIBUTOR.

312 1/2 Block, OIL CITY, PA. Member of I. A. of D. Pop. 20,000.

### ...PULASKI...

### BILLPOSTING AND ADVERTISING CO.,

Billposters and International Distributors of all classes of advertising matter, and advertising contractors.

"HONEST SERVICE,"

Address, Neal L. Suggs, Mgr., 5th and Main Sts., PULASKI, TENN.

WANTED—A position as traveling advertiser and distributor for a reliable medical firm or institution, by a gentleman of middle age, having several years experience in house-to-house distributing for large firms. Best of reference given. C. R. GARRETT, Box 157, parts, Wis.

### A. W. THOMAS,

HOT SPRINGS, ARK.

First-Class Distributor

Reference if necessary. Box 166.

### SAVANNAH, Population 65,000.

### J. E. CAMPOS,

LICENSED FOR

HOUSE-TO-HOUSE DISTRIBUTING, Sampling, Sign Tacking, Etc.

OFFICE: 220 WHITAKER STREET, SAVANNAH, GA.

GEO. I. CALDWELL Distributor, Sampler and Sign Tacker. Honest service guaranteed. Charges moderate. 2421 N. Colorado Street, Philadelphia, Pa.

"A Merry Christmas and A Happy New Year to All."

### THE SCHWEHM BILLPOSTING and ADVERTISING CO. MENOMONIE, WISCONSIN.

Billposting, Distributing, Sampling, Card and Sign Tacking. We work all of DUNN county, part of PEPIN, PIERCE and ST. CROIX counties and good country routes.

Write for estimates for Menomonie or our full territory.

Members of The Associated Billposters of the United States and Canada, The Wisconsin State Billposters' Ass'n, The International Ass'n of Distributors, The International Distributors' Ass'n.

### ROBERT LUTHER, CITY BILLPOSTER, WHITE HALL, ILL.

Give good service in posting bills and distributing. Gives the best of reference and a guaranteed service, or "chance may offer." You pay for what you want and get what you pay for.

### MITCHELL, SOUTH DAKOTA.

EARL R. DAVIS,

### BILLPOSTER.

## WORK AND LOCATION EXCELLENT

(Statement made by one of the largest Advertisers in the country.)

If in want of some, Address:

### J. F. HARRIMAN,

City Bill Poster and Distributor,

506 Main Street,

Box H.

LACONIA, N. H.

GET A LIVE ALLIGATOR IN YOUR TOWN

### AND CREATE A SENSATION.

It will bring a big crowd to your store if properly placed, and make you the most talked-of man in the county. PERFECTLY HARMLESS, EASILY KEPT, delivered safely, prepaid, by express anywhere.

Baby size.....\$1.25 18 inch.....\$2.00  
24-inch.....2.75 Large size for exhibitors.

Send for Booklet giving full particulars. MYERS, The Alligator man, 617-619 Camp St., New Orleans, La.

Population 96,000

### Distributing Department of Northwest Bill Posting Co.,

H. F. TODD, MANAGER.

PORTLAND, OREGON.

This department is distinctly apart from our posting plant, and all communications must be addressed to Mr. Todd.

Gentlemen:—Do you want faithful work done? If so, apply to

### J. F. CLARK,

For Distributing and Sign Tacking, ) ... Covers ... ( Eight Towns. (

MEMBER OF THE I. A. OF D.

Box 92. CONWAY, ARK.

Population of BANGOR and BREWER 30,000.

### THOMAS W. BURR, BANGOR, MAINE,

Own all Bill Boards in both Cities.

Bill Posting, Sign Tacking, Distributing.

Bangor is a Great Railroad Centre for Eastern Maine

## A. E. DREIER

BURLINGTON, IOWA,

For an Honest Service, try him.

Member

International Association of Distributors.

### ADVERTISER

and DISTRIBUTOR.

### G. F. BREED, BILLPOSTER AND DISTRIBUTOR,

No. 27 Cortland Street.

Lock Box 84 NORWICH, N. Y

#2-Billing in the country a specialty.

### MORGAN & BRO.,

CITY LICENSED

Billposters, Card & Sign Tacking and Distributing

First class work Guaranteed

Lock Box 67. SALISBURY, N. C.

●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●



**THERE IS MONEY IN THE PASTE TRADE!**

and the BILLPOSTER should supply the entire demand in his town.

**OUR MACHINE MAKES PASTE, THE BEST PASTE AND MAKES IT CHEAP.**

With one of our Machines, you can defy competition, and make a good profit. If you will drop us a card, we will tell you all about it.

**J. H. DAY & CO.**  
1144 R. Harrison Ave. Cincinnati, O.



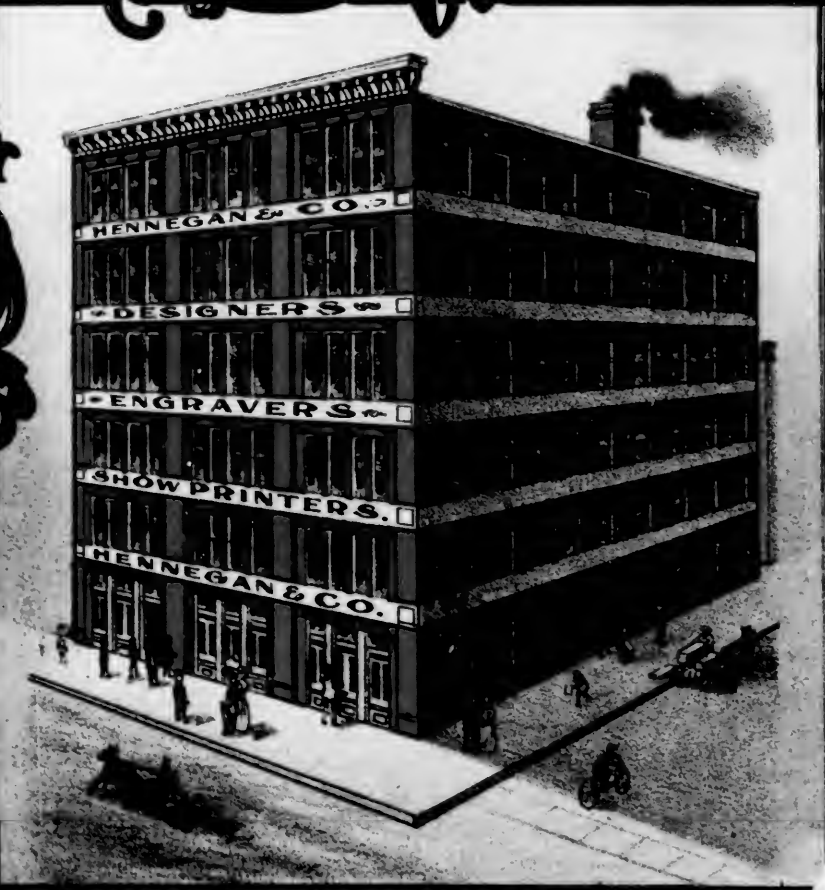
NOTHING SUCCEEDS LIKE SUCCESS!



1884

# HENNEGAN & CO. POSTER MAKERS

1900



127 E-EIGHTH STREET  
CINCINNATI, OHIO

STOCK POSTERS  
SPECIAL POSTERS  
BLOCK POSTERS  
TYPE POSTERS

QUICK SHIPMENTS - LOW PRICES

EXPERT WORKMEN

DESIGNERS

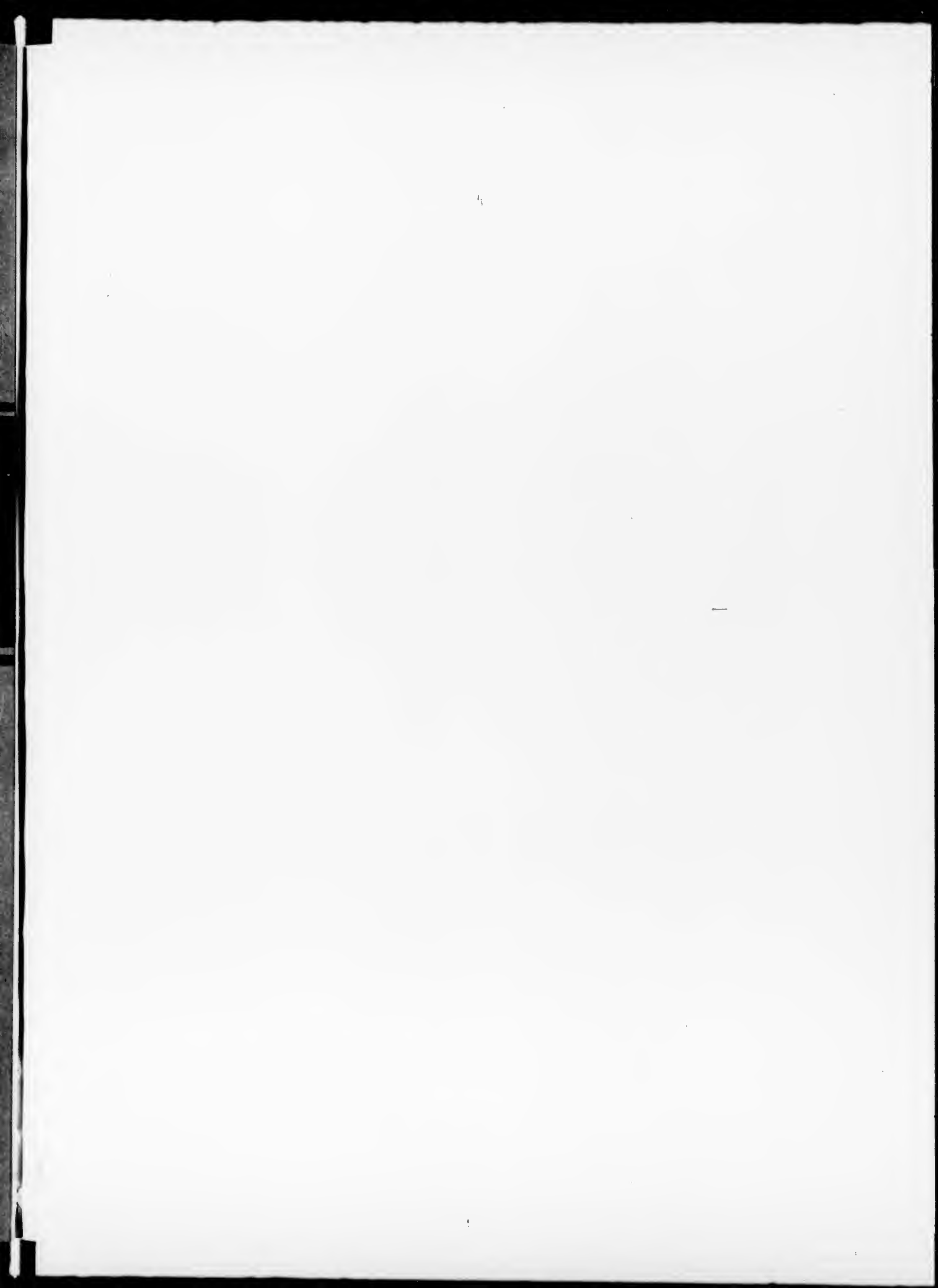
THIS PRINT ON A PAPER OF PERMANENCE DURABILITY AND RESISTANCE

# THE DONALDSON LITHO. CO.



Newport, Kentucky, is a suburb of Cincinnati, O. Newport is the home of The Donaldson Litho. Co., poster makers and large edition printers of booklets, almanacs, etc. Newport enjoys all of Cincinnati's shipping facilities without its gloom and soot.





**LACKING-MISSING  
MUTILATED  
ON FILM FILE**

When any of the material lacking, missing, or mutilated is microfilmed it will normally be found in its bibliographic sequence. If not, see the end of the reel concerned or a supplementary reel.

**Vol. XII #3  
Jan. 1, 1900**