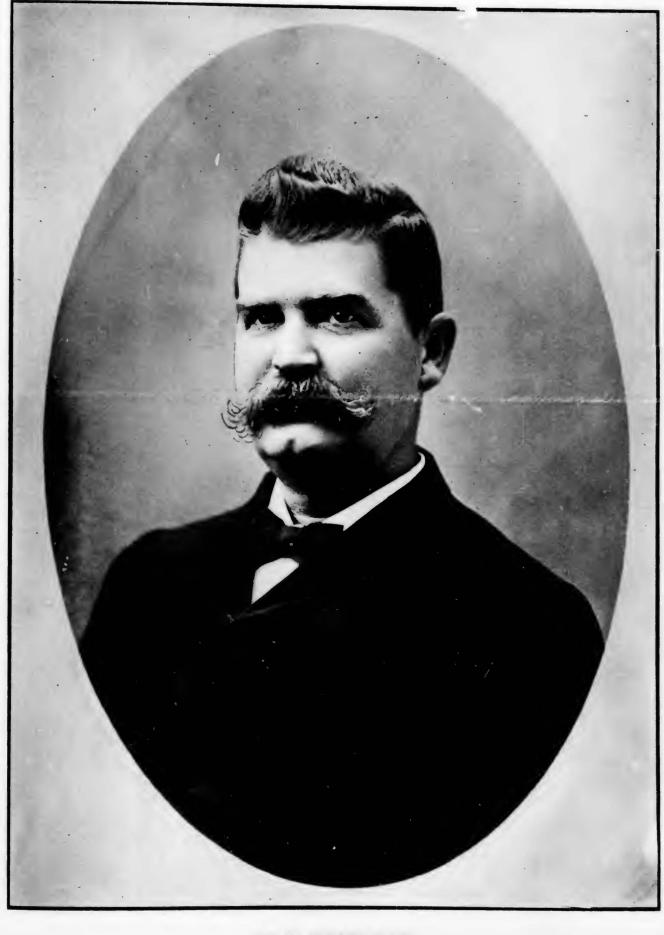
# THE BILLBOARD

Vol. XII, No. 3.

CINCINNATI, JANUARY I, 1900.

PRICE 10 CENTS



W. E. FRANKLIN,

General Agent for the Great Wallace Shows.



#### TOPICS BY THE WAY.

Protected by JCHN B. RINDFLEISCH.

Cleveland, O., Dec. 24, 1899.

Cleveland, O., Dec. 24, 1899. Clerical objections to the more realistic In fill hoard advertising are not well taken, ince it is not the bill boards, but the stage oards that bring out the really obnoxious ratures. It is true, the bill board acts as magnet and feeds the susceptible mind, but to the pure-minded all things are pure. Honioit qui mally penne, Is as true of the sugsestive theatrical poster as any other medium fist-called questionable impair to drift. The heaters would be filled without the risque oster as attraction. The medern craves the uggestive and sensational, hence the demonstration of the art dramatic. You can obtrion the character of the poster without test reforming the character of the plays and ersonae dramatis, and, better still, the human mind In general.

e spite feace may be made more attract-by painting it over with advertisements.

i itinerant billipardist removed all the st No Bills' injunctions from a fence, and plastered the remaining space with bills, was duly hauled up, but proved to the sattion of the court that no such signs were ble. There being no witnesses that he resed the sign, he was discharged.

creasing revenue may ultimately induce hone and telegraphic companies to lease poles, or go into the advertising busi-themselves. The modern tendency to orthing go to waste will sconer or later e home in this direction also.

e idea of city stere waste franchises Is iniy timely. These waste receptacles d be conveniently placed along the side-curbs. They would furnish a new field e ad. exploiter, and ideally serve the un-matically distributed gutter-dodger.

few wagon manufacturers have under-n to sell the farm-wagon pivileges them-es, making it plausible to the farmer that thus buys at a certain discount. Well, he farmers are "easy picking."

the duestion of placing express and moving tens in traffic-congested cities has always n a sore one. A hillhaordist now offers huild a shed in a central location, equip with a perfect call-service, providing the permits him to use the exterior of the dirg for advertising purposes without nehise fees. The offer locks practical, and uid meet little opposition.

sis a new method to carry on vehicular ad-tising, it is suggested to construct a trail-board over the wheels, thus practically losing them. The boards would thus serve wo-fold purpose—as a mud-guard and ad-tising board. Of course, the idea must carried out so as not to interfere with motions of the wheels. A stout canvass y be a good substitute.

hay be a good sufficient.

Interior street ear advertising is now being enerally accepted as a current medium, here is now a man who suggests a lateral ame on the outside of the cars below the sof, which may be made so ornamental as of to dislammonize the view. These signs as be illuminant or not, as per carrying out lidea. They may be placed under glass or a material proof against the rawages of the eather. The illuminating idea, however, imsess most.

most.

Ilboardist has undertaken to supply all and expression who apply, with sterin llas free of charge. These umbrelias repies are of a water-proof material, of lacquered white and black, the advertists imprinted thereon in corresponding

the advertising cap has gone somewhat out use since the tobacco companies have gone it of the campaign husiness. Few other armfacturers ever us of them as extensively, its place, an enterprising distributor offers newspaper has to newshops which is weath-proof throughout and has compartments for me hand other things. The newsless approve the hag, for those offered by the newspaces "do not keep out the wet."

ens "do not keep out the wet."

A manufacturer has come out with a dinner ail, in the shape of a field flask, the lower alf to be need for selfes, the upper for iquids. It is noomy enough to hold the average white man's dinner, and y I looks neat nd compact. It is provided with a strap and deyele attachments. There is no ad on the urcheniere, as it may be called, it can nly be obtained in iteres selling a certain it ie, and every one knows what that artile is. The device is fully protected by putent ights.

The bletter advertisement business is now a perfect as the railroad folder service; in act, it's become part of the latter service.

Calcudar or almanae advertising is not early so popular as a few years ago, the in-mance and patent medicine factors alone verdoing the thing. The desadence is chiefly ue to the flood of cheap productions of no

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

purposes.

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

on shares.

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

Theater entrances cught to be portlessed over the sidewalks to distinguish them from the common facade line.

the common facade line.

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

North Adams, Mass. has a new electribust.

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

#### Boycotters and Intimidators Enjoined.

Enjoined.

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

All of our readers are probably acquainted with the origin of the difficulty, which arose from the fact that the "Sun" decided to convert the office into an "open," or "non-mion" one. The reupon the members of the union abandoned their positions, and have since engaged in a boyect on the "Sun" Company, which has been carried on up to the time Justice Bookstaver, in a special term of the Supreme Court, granted an injunction perding the trial of the "Sun's" action against the striking printers and effice. The prayer for relief covered the tollowing points, restraining the officers of the various labor organizations from advising or requesting advertising, customers to desist or refrain from advertising in the papers named, and, second, from resorting to any species of threats, in-timidation, force or fraud for such purposes, or procuring other persons so to do, and from preventing any requests, giving any advice or resenting a nay requests, giving any advice or resenting any requests, giving any advice or resenting to any species of persuasion, threats, intimidation, force or fraud to bring about such result; from "picketing" the establishment of the relatiff or any of its binarch effices, and by request, advice, persuasion, intimidation, threat, force, fraud or of familiar and fourth, from, in any other manner or by any other means, interfering with the plain iff.

#### NOTES.

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

Whitmier & Filbrick Co."

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

Mr. C. G. Gillum is no longer in the bill

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

nected with the Salida Opera House.

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

Willy Lowden and Alex. Clark, of the New York Will Posting Co., were enjoying a splendid spread at the Astor House, when who should walk in on them but Barney Llius, O. J. Gude and Sam Pratt. The flow of soul and good fellowship which resulted from the religit. Which party stood for the lion and which for the lamb, deponent sayeth not.

There is a bill tosters' union in Huffalo.

There is a bill poeters' union in fluffalo, which numbers twenty members. They hold a chatter from the American Federation of Labor.

Mr. F. C. Zehrung, of Lincoln, Neb., states that he has bought out the plant which was formerly managed by Mr. W. I. Spear. This leaves the Zehrung City Bill Pesting Uo, with no opposition. They now have 8,000 feet of bill beards in choice locations and 60,000 to read them.

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

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

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

Ing

Nelsonville, in the Hocking Valicy, was recently visited by two enterprising men, who went to advertise their "Olympia" brand of whisky. During the night they covered bill beards in town with immense posters setting forth the ments of the liquor. The advertisements for "Rolled Oats," "Tobacco," "Medicines," etc., were blidden from view. The town bill poster had then arrested, but the matter was compremised, and the original ads, replaced. By that time, however, every-body in that part of the country knew all about "Olympia."

The indemnent which Mrs. Elichers, admin-

The judgment which Mrs. Flicheri, adulnistratik of the estate of her decrased husband, George H. Flitchett, observed against the officers of the American Bill Posting Us. of Brooklyn, has been reversed by the supreme court, hecause the evidence was defecting

. A new trial was granted, however, with ve to apply for an amendment of the comnlaint

The Rochester IIII Posting Company has een having its troubles with the City Coun-il over big bill boards on North St. Paul street, for which tivey did not secure permis-ion, from the Common Council, to build.

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

was about their turn to howl.

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

Mitchell, Ind., is a thriving little town at

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

#### A Billposters' Trick.

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

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

"Then, some time when the room was full of people tills might be a hotel office, or perhaps a bar-room-you tossed the bills up, and there was weight enough in the dollar to drive the tack into the ceiling far enough to drive the tack into the ceiling far enough to drive the tack into the ceiling far enough to drive the tack into the ceiling far enough to drive the tack into the ceiling far enough to drive the tack into the ceiling far enough to drive the tack into the ceiling far enough to drive the tack into the ceiling far enough to drive the tack into the selling far enough to drive the tack into the selling far enough to drive the tack into the selling far enough to drive the tack into the selling far enough to drive the tack into the selling far enough to drive the tack into the selling far enough to drive people wendid see it fall. The bills would le seen, fastened up there somehow, most of the people wendid to know low, and opening out with the lower bill hanging so you could read it.

"This was not the greatest thing lo bill."

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

#### Strike at Buffalo.

The bill posters' union No. 4ll, the mem-hership of which is composed of the bill post-ers in the employ of Whitmer & Filintex, recently decided to institute a strike, and the members spreed to stick together and not return to work until all grievances were re-dressed.

recently decided to institute a strike, and the members spreed to stick tegether and not return to work until all gulevaness were redressed.

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

The regular employes had complained several times about being compelled to work on Saturday nights at posting the announcements of coming attractions before the theaters and places of anusement, and one Saturday nights of anusement, and one Saturday night show up, according to the und atrangement.

On Monday the illustion was explained to Mr. Filbrick, who met the men in the work com and teld them to state their grievance. They said that they wanted him to employ regularly the two men who had been disclused, so that they would not have to work was a necessity, three "sniping the dambs" could not be done before 8 o'clock at night. The men would not listen to reason, so they were disclusively and of the to reason, so they were disclusively and of the to reason, so they were disclusively and of the to reason, so they were disclusively intensel to take up the work of posting, in the midst of which he was discovered by some of his friends, among whom was Mr. If F McGarrie, This gentleman, after wothing operations for a few minutes, of for sheets a stand quicker than Filbrick and the collect was held that afternoon, with nady Nirschel-who holds. "The Hilbrard as the champion hill poster of America as the champion hill poster of America as the context consisted of the posting of 60 sheets. The netural time of the two condentries and severteen seconds, mid for McGarrie, when interviewed, give as a reason for bis defent that he had falled to irain properly.



R. P. CRAWFORD AT HOME SULLIVAN, IND.

#### TIPS.

Sen-Sen Gum, Rochester, N. Y. Pettijohn's Breakfast Food, O. J. Gude Co., Notice Cigar Co., Cinelnnati, O.

J. Reynolds Tobacco Ce., Winston, N. C.
Jackson Square Cigar, New Orleans, La.
Giruce Cigar, New York City.

J. S. Hill & Co., Cinelnnati, O.
Hueman's Pepsin Gum, Cleveland, O.
Harker Collar, Troy, N. Y.
Johnni Hoff's Malt Extract, New York City,
Quaker Oats, Gude, N. Y.
Red Cross Cough Drops, Chicago, Hill Postgto.

g t'u.
Mexander Gordon, New York,
15offee, Melanghiln, Chicago, III.
Star Tobacce, Liggett & Myers, St. Louis,
5jends Oats, Muscathe, la.
111d Virginia Cheroots, American Tobacco

only Virginia e therodor, Newark, N. J.
Mennen's Talcum Powder, Newark, N. J.
teorge Monto & Cu., tobasco, Detroit, Mich.
Prickly Ash Bitters, St. Louis, Mo.
Prickly Ash Bitters, St. Louis, Mo.
Pricker & Co., (Uncle Jerry Flour), Chleago.
Poiar Bear, Luhrman & Wilburn, Cincin-

Four Bear, Luminan & Wildern, Chiefi, D.
Iir Pearce, Buffalo, N. Y.
tine Night Corn Cure, Baltimore, Md.
Fritz Bros., Cheinnatl, O.
Spillman & Ellis, Covington, Ky.
I. 11 Zelin, Philadelphia, Pa.
Aunt Jemima Pancake Flour, St. Joseph,

Aunt Jemima Pancake Frod., N. Mo.

L. Steinberg & Co., Newark, N. J.
Desnoyer Stoe Co., St. Louis, Mo.
11530 Coffee Co., Columbus, O.
Sam. W. Hoke, New York City, Hewberry
and Henry George Cigars.
Eaker Cecoo, Horchester, Mass.
Alexander Gordon, Degroit, Mich.
Hoas Bros., Cinclineati, O.
Go., Joffee, Cinclineati, O.
Sprague, Warner & Co., (Cruno), Chicago,
Unicago Great Western.
E. T. Ratterman & Co., Cincinnati, O.

#### San Francisco.

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

Honolulu, H. I., U. S. A., is their latest acquisition. They have purchased the leases for most of the valuable space for advertising there, and early in the year 1800 Siebe & Green, "everywhere seen," will deorate the teps of sizn beards in that city.

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

The large Influx of people to the islands since they came hot of the possession of our Government.

ulu ready to be put in place, thus insuring style and accuracy in the matter painted on the boards.

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

Siche & Green must be heartily congratulated upon securing this privilege, which is a tribute to their energy and far-sightedness, Added to this, we receive the news that Siche & Green heve invaded San Joss, which town is now controlled by the Mercantile Bill basting trumpany. This courseny and the local merchants became alarmed at the involon, saying that it would be the means of making San Josse merely a suburb of San Fratisiso, thus driving them out of business. These merchants were instrumental in having an ordinance passed by the Common Pouncil, which fixes a heerse on posting, tacking, painting, etc., of \$75 per quarter, violation of which ordinance shall be punish-side by a fine of not less than \$100 or by unprisonment not exceeding thirty days. Another ordinances do not apply to any advertising firm already located in San Jose.

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

The ordinance can not stend the test of the courts, hessuase it is a clear case of "distrumination against one portion of a business community that will not affect another, and therefore is illegal. Whether or not the ordinance stands, Siche & Green entered profest, even and the ordinance was an unwarranted attack upon themselves, and that they had been legislated against through the influence of another corporation.

The ordinance can not stend the test of the courts, heaving it in all experience has laught us to say that where they go, they stay,

#### A Warm Ball in New York.

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

#### Private Joe's Book.

Joseph D. McManus, a sketch of whose campaign in the Philippine war was published in our Christmas number, has written a book relating his experiences. The volume is entitled "A Scidier's Life in the Philippines." It will contain about 200 pages, and is scheduled to come out about the ist of February. Autegraph copies will cost \$1. It will be a book of short stories, sketches, etc., and will give his opinion and estimate of the life of the American solder in the Philippines and the habits and dispositions of those with whem he is thrown in contact. Many happy and pleasant experiences will be related, as will also many that were not quite so joyous. On the return of Mr. McManus from our new porsessions, he was urged by his friends—among whom were R. J. Gunning, O. J. Gude, Thomas Murphy, Col. Burr Robbins, Geo. Siebe and others from the bill posting world—to publish his experiences. He finally consented, and hus already received enough orders to pay for the first edition. Anyone who desires to get a copy of the first edition should send in his subscription to Mr. McManus in person, care Schlitz Hotel, Milwaukee.

should Manus wauker.

#### NOTES-Cont'd.

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

Sheehan, J. Bushy and D. Myers, Trustees; D. Buckley, H. Myers and A. Rulland, Com-mittee on Candddates; J. Holmes, Delegate; P. Curry, co-delegate.

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

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

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

been worrying the "Seapa" societies.

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

Three meanings of the word "post" are:

no small loss to the theatrical managers.

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

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

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

Editor of "The Hillboard:"

There Sir We have been very busy this month in spite of our competitor. If he only knew it, he is deing us lots of good. Following is a partial list of what we have done this month. 3,000 memorandum books for J. II. Zielen & Co.; 200 signs and posted 350 one-thests for this same firm; 2,000 pieces for Ir. Chamhetlain & Co.; 4,001 samples for E. E. Sutherland Mcd. Co.; also, posted 10 twenty-four-sheet stands for California Fig Syrup Co. Have made several new contracts, and as-

twenty-four-sheet stands for California Fig Syrup Co. Have made several new contracts, and assisted several traveling men. "Seven Barks" almanaes were distributed here lately, service good. The following have also heen distributed in our city: Sirect & Smith Tip Top Weekly (might have had better service), Kenton Baking Powder, Health Food Co. (ten and fifteen sumplies in a grocerty, no house-to-louse work. Crown Baking Powder received a very bad service,

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

Hering I have not takn too much of your valuable space, and wishing success to "The liftibund" and my brother distributors and bill poeters. I am, yours respectfully,

Newark, D. E. O. BURROUGHS.



Advertisements under this heading will published at the uniform rate of 10 cents line per issue or \$1 00 per year

Boaton Job Print. Co., 4 Alden, Boston, Mass. Brooklyn Daily Eagle Job P. Co., Byn, N. Y. Calhoun Printing Co., Hartford, Conn. Caivert Litho Co., Detroit, Mich. Central City Show Print. Co., Jackson, Mick Central Lith. & Eng. Co., 140 6th Ave., N. Y. Correspondent Show Printing Co., Piqua, O. Donaidson Lith. Co., Newport, Ky Erie Show Printing Co., Erie, Pa. Enterprise Show Print, Cleveland, O. Forbes Lith. Co., 181 Devonabire, Boston, Mass. Free Press Show Print, Co., Detroit, Mich. Great Am. Eng. & Print. Co., 57 Beekman, N. Y. Great W. Print. Co., 51 Market, St. Louis, Mo. Greve Litho. Co., The, Milwaukee, Wis. Haber, P. B., Fond-du-Lac, Wis. Hennegan & Co., 127 E. 8th St., Cin'ti, O. Morgan, W. J. & Co., St. C. and Wod, Cdeve, O. Morrison Show Print, Detroit, Mich. National P. & Eng. Co., 346-8 Wabash, Chi, Eli. Pioneer Print. Co., 214 Jefferson, Seattle, Wash, Union and Advertiser Co., Rochester, N. Y.

Grignard Lithographing Company ho incorporated at Jersey City, N. J., thographing and printing. The capit The Grignard Lithographing Company not been incorporated at Jersey City, N. J., ', do lithographing and printing. The captestock is \$125,000, and the incorporators at stock is \$125,000, and the incorporators at Alber Grignard, Marie Grignard, Isaac, 'Potter, George P. Miner, all of New Yoy City, and Henry Crowther, Ridgewood, N. of The office is at 83 Montgomery street, Jersi City.

Fire recently visited the Lonisville Little graphing Company, and resulted in a loss about \$2,500, which was fully covered by paramete.

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

\$75,000 reserved, and no stock for sale.

The following demand was made by the Lonis Press Feeders' and Assistants' Uril No. 43: "Journeymen cylinder press feede on all presses 24 by 36 and over, \$12 a week Conditional members, \$8 per week. Pring prefeders, \$7.50 per week. Nine hours to cestitute a day's work, six days a week's won Time and one-half for overtime. Houthle the for Sundays and all legal holidays. Nis scale \$13 per week. Five nights, ten hot per night, shall constitute a week's won The journeymen press feeders have been passed and were offered \$11 by the employed but the men beld out for \$11.50. Finally the matter was left to arbitration. A represent tive of each side was chosen, who were to deide upon a third person, whose decision we to be final.

The method and details of a new systematic present the second of the

cide upon a third person, whose decision we to be final.

The method and details of a new system of lithographic printing has just been declosed by a series of fitty-one patents best under the following names: Paul G. Fraufelder, Wm. H. McEntee, Claude A. O. Resell, Edward lifet and The American Litt graphic Company, of New York City. To system is a modification of the zine plate system, or zincography, which was tried solition, and principal items: I. A zinc surface, form by electro-deposition thy electrotyping. A method of adapting such zinc surfaces tubes that can be slid on and off printic cylinders. HI A method of registering transfers on zinc surfaces, so that in multi-cofered printing the machinery will auti-matically register colors. IV. A method multi-color printing by which a series colors can be printed from a roll, or freshingle sheets, without waiting for the dry of the ink. V. New and novel methods inking from air-tight fountains, suppiled tubes, nider air pressure. VI A means deling poster printing in colors in one impression by supplying the color in minute spetter printers will be interested in tarticle which a solition and the color in minute spetters.

Poster printers will be interested in terricle which appears in another column critica, "Posters not Copyrightable,"

The Donaldson Lithograph Company overcowded with orders. The mammoth of the soft the big Buffalo Bill Shows, The Grewing Show, The Sells-Forepaugh Show Criwine Bill's Shows, Nickle Plate Showers, are capable of taxing even the wondered of the specify of the world.

The 11s att Co. and the Siebert Lithogra-Co, hoth of New York City, have combine

Co, both of New York City, have combined. Uncle Sam is going to be a big printer by fote he gets through. The new Governmen Printing Office will cost about \$2,000,000, at it is said that even after its completion will not be large enough to meet the deman upon it. The new building will be eight stort in height, and its floor space will be abounce a res. The floors will sustain a load \$5,000,000 pounds.

The building will be constructed in such substantial manner that nearly the entlesses of the various floors will be obtained it will be clearly elevators. The building where it injuring its stability in any degree. A cess to the various floors will be obtained it welve electric elevators. The building whe lighted with 7,000 incandessent lights, refrigerating plant will furnish cold filter, water on every floor for drinking purposes. large crematory will destroy all the refurmaterial, and will aid in heating water, etc.



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



#### TIPS.

haner & Miller, Ann Arbor, Mich, ennedy & Kergan, Detroit, Mich, offee and Spice Co., Columbus, O. ster Brug & Chemical Co., Hoston, Mass he Guarantee Medical Co., Hot Springs,

onter and Spice Co., Columbus, O.
otter Brug & Chemical Co., Hoston, Masshe Guarantee Medical Co., Hot Springs,
L. & G. Corset Co., New York City,
r. Khick & Co., Cinchunati, O.
Pfeiffer Mannfacturing Co., St. Louis,
R. Feil & Co., Cleveland, O.
rank O. Reddish, Le Ray, N. Y.
Lil. Comstock, Morristown, N. Y.
En Mourow & Co., Springfield, O.
Lil. Hill Co., Detroit, Mich.
overly Plase r. Works, Southville, Mass.
kton Crical Co., Akron, O.
ema Kure Co., Harrisburg, Pa.
P. Urban & Sons, Drugs, Allegheny, Pa.
usceatine Oat M. al. Co., Muscatine, Ct.
Hisbury Milling Co., Minneapolis, Minn.
uffy Mait Widsky Co., Roche, ter, N. Y.
arlstadt Med. Co.
G. Veetr & Co., Cleveland, O.
o. nig Medicine Co., Chicago,
an Camp Ceokery, Indianapolis, Ind.
ondon Masufacturing Co., Minneapolis,
after mon Ch. mical Co., St. Louis, Mo.
H. Ford Co., Wyandotte, Mich.
Hison Brug Co., Lexington, Ky.
cida Spice & Brug Co., Marietta, O.
andin's Wizard Oil Co., Chicago.
he Glebe Remedy Co., New York,
r. N. C. Davis,
ilch Consumption Cure,
Innra Brug Co., Columbus, O.
yeia E., Linkham, Lyan, Mass,
r. Kilmer's Swamp Root, Binghamton,
L. Heed, Lowell, Mass,
r. Kilmer's Swamp Root,
Binghamton,
L. Hied, Lowell, Mass,
r. Miles, Elkhant, Ind.
r Slaop Ravine, Wis.
sitcher Med. Co., Chatanooga,
Jaceb's Institute, Phicago, Ill.
surch & Co., N. Y. City
do t Paenical Co., Chicago,
r Chase, Pl'Hed Iphia,
cra & Hunk, Lio Nassau st., New York,
C. Hublinger & Co., Kockuk, Ia,
r. W. S. Burkhart, Cincinnati,
avid new Medical Institute, Chicago,
we bedds Co., Buffalo, N. Y.
actanooga Med. Co., Chattanooga,
W. Brant Co., Albion, Mich,
he J. Milbourn, Feton Rapids, Mich,
b. tral Puh. Co., Battle Creek, Mich,
b. tral Puh. Co.

#### PITTSBURG LETTER.

pittsburg letter.

for of "The Billboard:"
few insignih and creatures have made ensions of bileving that the L. A. of D. in organization run by one man. Now, in a member of this much accused and about association, and I say new and that any person or persons who make a statement rell lies absolutely.

ow, for a man of such intelligence C? as icy to make a statement of this kind, is nige, to say the least, weeder It his friline to secure the sorship influenced him in this matter?

we for the sake of argument, let it be for a moment that it is run by one man, merfectly satisfied to allow this "one." or any other, to run an organization. I held membership in, if said organizawill benefit me as much as the I A. of cast. teck this agency when the former or had been running it for several months, revenue only, and had driven most all the incess away from it that he had ever confield. To-day this agency is doing all the ributing that is done in this section by and all of its former patrons, with one pion. Of course this has been made possibly giving a service that is unexcelled, it was the I. A. of D. that again attracted e people who had been driven away from by reason of ill treatment. In this office bundant doenmentary evidence to sustain fully establish this position. Who would he willing to have a "one man." or "any organization," put him in a position to case his business from practically nother only entered from me mbership in the I. A. of Any man who says that it is run by enan," is "cither a knave or a fool," is perhaps both.

m't worry, Brother Reid, because they ecopied our Constitution; "imitation is sincerest flattery," you know, and perstey the row, is perhaps both.

m't worry, Brother Reid, because they ecopied our Constitution; "imitation is sincerest flattery," you know, and perstey they had not the hrains to construct one heir own. S'Long Annie Runey, "there's ions in it-on paper," but with the largest stop ever constructed you will fail to them clscwhere.

and by "The Billboard," boys, for it is din

me, and by "The Billboard," boys, for it is ding by us, and has always stood for h and justice as against oppression and

the "Champion" Steinbrenner; adow never grow less. Confusion

s cuemics, re's to Reid, the grand old man of the of D. May he be happy and prosperous, re's to all of the "boys," and, yes, Brid-shake, old boy. May you all be pros-

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

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

Editor "The Billboard.

Editor "The Billboard."

Dear Sir-On receipt of the November issue of "Billboard." I read the comments of both Mr. Reid and Mr. Steinbrenner relative to the shus east at the 1. A. of D., by the publishers of "Bill-Poster-Display Advertising." Tho e gentlemen have put some very pertinent questions to Messers. Runey and Stahlbredt, which I think those gentlemen will find quite dilhenl( to answer without admitting they are

that an adverliser had to send his own men-out in order to get his distributing ma(ter-jut out at all with any degree of certainty, to say nothing of having it put inder the deors or into letter boxes, and if put out at all, was thrown in the yards or scattered over the streets. Why I have seen many a let of nice booklets scattered over the floors of bill rooms throughout the commry that it it is quite likely advertisers had paid for bing distributed.

There has been a radical change since the

of bill rooms throughout the country that in its quite likely advertisers had prid for bing distributed.

There has been a radical change since the organization of the l. A. of ll. Now an advertiser can send his distributing matter to a member of the l. A. of ll., and can depend on getting it put out according to contract or being paid for any that may be wasted. Now, such a system is a revelation to the advertiser who has been getting swindled for years by unprincipled distributors who we not hones enough to even put the matter out. Let alone do the work as they agreed to. I met the Chleago member, Mr. Clough, on the street a few days since, and he had just time to speak to me and to say he was so very busy that he did not have time to be even sociable. He told me he had four or five large contracts on hand, and that he would be kept busy for several weeks with what orders he had on hand, yet he expected more shipments any day. Now, how do you account for Mr. Clough getting so much distributing work to do. I can tell you. Any advertiser can depend on getting just what Mr. Clough agrees to give him, and every advertiser is given the very best service possible. That is the secret of Mr. Clough's business, and he is fully entitled to

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

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

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

#### S. M. Bond, Williamsport, Pa.

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

the leading advertisers throughout the variety.

For the past four years Mr. Houd has worked miceasingly to build up an honest distributing business, and he is new reaping the benefit of his labor. The business men of the city recommend him very highly, and he is known to be an honest, conselentions main. All persons having distributing to do in Williamspert, Pa., will do well to have Mr. Bord leok after their interests.

#### NOTES.

E. S. Robitsen, who held the L. A. of D. franchiss at Chillicule, O., died at his hone on Dec. 22.

W. P. Tririll, of Lima, writes that his distributing department hus done exceedingly well this last year, having placed 50,000 more pieces than he did in 1898.

We are in receipt of a most convenient and desitable combined note book, atlas and guide from Mr. R. D. Leonard, of the Leonard Advertising Agency, Beston, Mass. The beek is well cal ulated to get close to the hearts, memories and pockets of the advertises.

Accepting Aschey, Beston, Mass. The beek is well cal ulated to get close to the hearts, memories and pockets of the advertises.

L. F. Streyer, who fermerly held the 1 A. of 1) franchise at Roch ster, N. V., has given up the distributing business, in order to engage in a nore lucrative business.

Mr. J. V. Patrice, distributor and sign tacker at Brockten, Mars., gets om a little circular, which is headed in this way:

TO ADVERTISERS

who can let afford to have their matter wasted, frown away or destroyed, and who, listed if frying to see how cheap they can get their distributing, sampling and sign tooking done, wender after have faithful and thorough service, and the most families reached for the money expended and amount of pieces used, this little sheet is respectfully ad ressed.

Bryan & Co. have been award d the 1. A. of D. Itanelesse for Dayton, O., which fown was left variant by the returing of Jas. McConnon. In the folder entired "Proper Distribution," issued by Dilion & Fogle, the Cross Road Lill Posters and Dustributors, of Normal, III they state that they cover McLean, Tazewell, Woodford, Lavingsteine, froque is and Ford Countres, travel I foo unites of selected public roads, weak in 125 towns, 5,500 square unless of terrory, with the residence him at Macon, Ga., by Mr. F. H., Powers.

To O Protriman, Roseburg, Ore., was sixtysix years eld on Dec. 7 last, but the still gets around as lively as ever. There must be something in the outdoor life of distributors that they can be and hearty.

#### New I. A. of D. Members.

The following names have been added to the roll of the 1. A. of 11. shace Dec. 1;
11. C. Rush & Co. Olney, III.
Davis & Kashlock, Brennen, Ind.
Nchon Matteson, Plint, Mich.
D. A. Osborne, St. Juseph, Mich.
Chas. Vaniel. Great Bend, Kan.
Ernest M. Love, Tillin, O.
11. G. Houscheider, Roseburg, Ore,
L. E. Van Ronk, Centralia, Wash,
Win. Roerelet, Ean Claire, Wis.
C. M. Haughey, Mason City, III.
John H. Harmon, Galelon, Pa.
Jas. G. Stickney, Tallapooza, Ga.
1. S. Worcester, Lawrence, Mars.
Jas. T. Center, Nevada, Ia.
II. T. MeCrum, Fort Worth, Tex.
Frank J. Fisk, Rochester, N. Y.
D. A. Osborne, Sturgis, Mich.
Jas. Doubldson, Alma, Mich.
Biyan & Co., Dayton, O.
R. L. Allen, Dows, Ia.

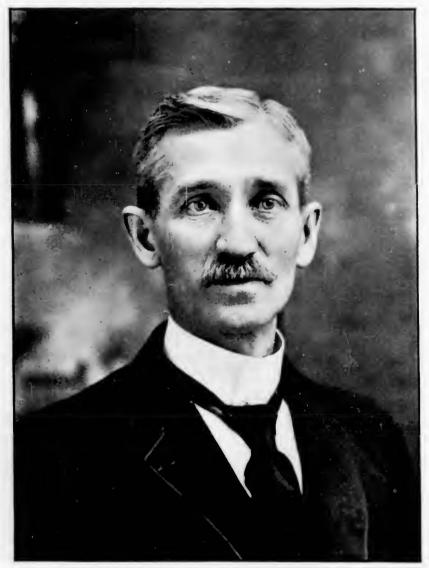
#### A Warning.

Editor of "The Hillboard" Dear Sir Through your columns we wish to warn Brms doing distributing in Bremen against giving their work to Geo. Snyder. He distributed several thousand circulars for the Boston Medical institute of Chicago, III., and we found a market basket full bidden in the office on the Fair Grounds. Also, some of them had been torn and thrown along the road from the Fair Grounds to the town. Yours respectfully.

DAVIS & KNORLOCK.

Bremen, Ind.

Bremen, Ind.



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

of sincere in their claims, that in attempting

to sincere in their claims, that in attempting to organize a rival association they have only the welfare of their members and the interests of advertisers at heart.

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

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

every piece of distributing matter he gets.

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

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

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

#### Who 'Tis Items.

Who Tis Items.

The gall of some people is large changh to which a freight train. The Secretary of LA, of the related several instances to which I will endcayor to give in his own enace. Several days ago I received a self-ittom a party asking me to write him cay for a soliciting circular. The letter seed by saying, 'Business is good with us arise were doing well. We may surprise you seno day by applying for membership in the LA of It. If this is not nerve, then I don't know what you would call it. The Secretary also states that he receives letters daily asking for information on different subjects, and the teaths of the writers fail to enclose a stains. In the future all such letters will be thrown in the waste basket without notice. If the information is not worth a stainp, it is not worth anything. Others fail to give state, only or any address whatever, and it is needless to say they never receive a reply Others ask for spechal favors. For instance, 'Order me lon letter heads and envelopes.' Go and see such and such a party and tell them this also that,' when they might just as well have written the party themselves. The Secretary is befreely willing to assist all the mem lets where possible, but when it is just as easy for them to address a party direct, he will not attend to the matter. Some even send him money to pay certain bills for them in the future all such money will be returned the above wants it understoed that he has no omastion with "The Hillboard" Publishing Company, or any other firm in Cinchinati, When parties wish to remit to them, they are requested to do so direct. He also states that lea has another class of correspondents, who, after some one else in their city has joined the I.A. of D., write and say. "We are entitled to that franchise, We are the only reliable people here. By giving this other party the fratchise, you are putting competition in the field against us and by so doing are taking the bread and butter from our families. These sume parties have been asked to join the lusiness

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





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

you are trusting them. Drop in on them un-awares, or give them any test you can think of, and if found dishonest, dispense with their services. The writer several years ago was working eight men, and finding one of them dishonest, he discharged the whole crew. This, in his opinior, was the only way to cradicate the cyth. If you find any of your men geing wrong, try it. Then you are sure that the others will not practice the trick learned of the other fellow.

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

A certain party not over a hundred miles from 18 troit, helding the L. A. of D. franchise for lds city, is offering same for sale, We wish distributors to understand that no individual can sell or transfer his or her L. A. of D. franchise to any one without the consent of the Executive Committee, Let this be a warning to any one thinking of purchasing semething from some one clee who does not own it. All franchises of the L. A. of D. belong to the association and not to the individual members. In other words, they are not transferable.

We have received circulars from the following distributors W. M. Munson, Mitchell, Ind., J. E. McVarthy, Kalamazoo, Mi. h., J. M., Inshen, Terre Haute, Ind., all of which are good and should command the attention of the advertiser. Mr. Dishon also encloses a card giving list of dring dealers, both whelesale and retail which is quite a convenience to advertisers who wish to call the attention of druggists to their especial line, We believe this idea is original with Mr. 10 shor.

#### Patent Medicines may no longer be thrown about Streets.

The 'patent medicine ordinance, which place in the select branch last June by Mr Clement, has at last become a law. It was sent to the Mayor after having received a passing vetone the common branch over two works ago and was yesterfary sent back to the city Clerk, having become a law by the statute of limitations. The Mayor did not place his surgature to the measure, but as it was in his leads over the required ten days, it will be efforced as a law as soon as the legal forms have been gone through with by the entry.

The measure will be published for the first time to day. The ordinance does not allow any distribute he whatever of samples of patent module. The ordinance wishes to though the tewn at their pleasure or whenever a dum manufacturer wished to extensively advertise some new nostrone, with powders and small leatiles of liquid. The ordinance will jut a stop to this entirely. Under the rew order of things the poisons can not be threwn on the streets and in doorways where they fall into the hands of little cliffer stong dense on the system.

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

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

#### A Knocker Knocked.

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

Arbor, Mich., Dec. 5, 1899.

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

ANN ARBOR DISTRIBUTING AGENCY.

ANN ARBOR DISTRIBUTING AGENCY.

ANN ARBOR DISTRIBUTING AGENCY. In writing the foregoing letter, 1 had no persoral showledge of the facts stated in the letter, but wrote upon what I supposed to be good anthority. I have since learned, however, that the information I received was incorrect, and that the churge made against the International Idistributing Agency and Mr. Strong, its agent here, was incorrect. I therefore desire to retract it and to say to you that I have no reason to suppose or believe that Mr. Strong is not doing his work properly and correctly.

Beging this may correct any error or mistake that has been made, and save any further treuble in the matter, I remain, very respectfully yours.

C. It. HARE, Mgr.

C II. HARE, Mgr., Ann Arbor Distributing Agency

#### Bert McCartney, McDonald, Pa.

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

#### C. O. Schenck, Dayton, Ohio.

In the above we present to our readers a peture of Mr. C. O. Schenck, the advertising agent of the Park Theater. Bayton, O. Mr. Schenck lass a wide reputation as a distributor, and tiere are very few half shows that do not knew C. O. Schenck. He has been one of the leading distributors of Dayton, as he has handled all of the advertising matter for the Did Music Half and the Grand Opera House, now known as the Victoria Theater.

#### Distribution of Medicines Prohibited.

#### Careless Work Causes Trouble at Lima, Ohio, ..

Through an accident resulting from the accidence of a traveling distributor, sampling of medicines has been stopped in Linus, Original to might have the work done cheaply the same than he engaged two boys, who did not know the nature of the samples they were placing, no the importance of giving them to adults only He left the boys, and they found it easier to throw the samples in the yards and on the porches than place them in accordance with his instructions

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

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

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

"Sec. 1. That it shall be unlawful for any person or persons to distribute, as samples, specimens, or otherwise, any drug or medicino, at any residence, or on any public lightways within the corporate limits of said city.

"Sec. 2. That any person or persons vlolated ing any of the provisions of Section 1 of this ordinance shall be deemed guilty of a mistemeanor, and upon conviction thereof, shall be fined in any sum not less than tendollars (\$25,50), or be imprisoned in the city prison not less than two (2) days, nor more than ten (10) days.

"Sec. 3. That this ordinance shall take effect and be in force from and after its pass-faxe and due publication.

"Pussed December 4, 1899.

"J. W. ROWLANDS, "President of the Council. of C. E. Lynch, City Clerk."

It is believed that the ordinance can not

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

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

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

#### It Is Steam Power.

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



#### HE BILLBOARD.

Published First of Every Mouth, at East Eighth Street, Cincinnati, O., U.S.A. Address all communications

the editorial or business departments to THE BILLBOARD FUBLISHING CO.

Subscription. \$1.00 Per Year, In Advance

#### ADVERTISING RATES

Advertisements will be published at the union rate of ten cents per agate line; no dis-unt for time or space. Copy for advertise-ents must reach us on or before the twentyth of the month. Our lerms are cash

th of the month. Our lettus are cash. The Billboard is sold in London at Low's Exange, 57 (having (ross, and at American Adetsing Newspaper elgency, Itafaigar Builditsing Newspaper elgency, Itafaigar Builditsing Newspaper elgency. Itafaigar Builditsing Northumberland Ave, W. C. In Paris, at entanos, 37 sivence de l'Opera The trade supiced by the American News (o, and its branches Kemittane should be made by postoffice or exvess money order, or registered letter addressed made payable to The Billboard Pub. Co. The editor an not undertake to return unsolicited anuscript; correspondents should keep copy. When it is necessary to wire us the instructions of copy for advertisements, great sawing in the ritter of telegraph tolls may be had by ecourse to e Donaldson Cipher Code.

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

#### The New Year Has Begun.

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

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

We believe that the object of a ade paper should be, not alone to inrm the members of the profession of ets, events and matters in general ferring to the trade, and to give sugstions that may be of use and value them, but also to further their Inrests by making those who have alings with the trade, acquainted ith the doings of the latter.

A trade paper which only circulates nong the members of the trade, erefore does not completely fultill mission. The advertising, to do any col, must extend outside of the limed circle of the trade. It must reach ose who either have dealings with e unde or expect to have such dealgs in the future. According to this eory, the contents of a trade paper ould not only be interesting to the lverifsers, but also to the readers of e advertisements-that is, the paous of the trade.

Although this has been the aim of is paper in the past, our efforts in ie future in this respect will be more conounced than ever. We will withrt abridging trade interests, endeavor make our paper acceptable to a lde eircle of readers.

The advent of "street falrs" into the ass of business enterprises, which dectively may be called expositions, as called forth more discussion and mment, both favorable and adverse. ian any movement in the show world

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

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

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

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

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

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

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

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

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

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

The past year has been the most encouraging, the most prosperous and the most successful peroid in the history of the development of poster ad-

vertising.

The advertisers who at the present time firmly believe in the efficiety of bill postling, and are its loval supporters, are numbered in the thousands, During the past twelve months hundreds of tirms have been added to the list of active billboard advertisers, while but few, very few, have been the advocates of this medium who have censed posting to try other methods, This general tendency of partiality towards bill posting has not been withont his good effects upon the system, or its benefits to the bill posters.

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

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

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

#### A New Association.

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

For the last few months there has been hispering throughout the bill posting world that an association composed of bili posting now running in opposition to the Associated iiiii Posters members (and maybe others) were to band themselves together for the furtherance of the bill posting interests. These rumors have spread enormously Many bill posters who have heard of the movement any particulars, have written to "The Illi board" for information, which until the pres ent time was impossible for the paper to give. aithough nothing deficile concerning the line movement found out by the bill posters in general enough is known at present by linese most insurprise from injuring their health to cause many of them much joy and a number of others considerable anxlety.

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

The men whose names are associated with

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

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

Hut we are saying too much concerning why there should be another association, when the purpose of this article is merely to announce that there is a new association. That the association will have a big field in which to work, can be seen from the fact that opposition plants are now being conducted independently in San Francisco, Kansas City, Cincinnati, New Orleans, New York, and many other large cities. With all these, or a majority of these as centers, logether with the him-fresh of small towns where there are opposited. An advertiser may be discriminated against

New Orients, New York, and many others these as centers, logether with the hundreds of small towns where there are opposition plants or unaffliated plants, a service can be offered which would suit any ad-

#### Notes From New York.

Sam W. Hoke was a "Hillboard" caller Christmas week, and although he talked a great deal, the inspority of what be said was dislinetly understood not to be for publication. We presume, however, that he will not object to the publication of bis statement that business with him never was better, and that future prospects for the Fifth Avenue Hill Posting Establishment is very bright. He reports that at the time of his leaving New York, the New York Bill Posting Company's imprint boards had not yet appeared on the lops of the old Reagan, Clark and Munson billboards, but at the same time these boards seemed to be well filled with paper.

these boards seemed to be well filled with paper.

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

Mr. Hoke was lond in his praises of Sam Pratt's Suhurban Hill Posting enterprises, such as the Newark Hill Posting Co., the Elizabeh Bill Posting Cu., and all their ramifications in his thirty or forty towns surrounding Newark.

Tounding Newark.

Hoke is now placing paper throughout America for the following articles: Jav-Mar-Mu Unifiee, is and 8 sheets; Henry George Cigars, is, 4s, 8s, and 16s; George W. Child's Cigars, ali sizes of paper from 1s to 2ls; Gioria Cigars, 8-sheets.

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

announced.
identally, Sam W. paid for his ad. In
lhoard," and had some money ieft, which
a to indicate that "Billboard" advertis-



The Billboard "
Lar Sir Business is fline here, and I have but all I can do. I find that I am getting we instoners each season, and at the seme retaining all of the old ones.

Have now on the boards paper for Dr. N. I bavis and Shilch Consumption Cure, because a great deal of level paper. Have distinct in the paset few weeks for the following firms. Dr. N. U bavis, Shilch Consumption Fire, Beaut of levels, Shilch Consumption Fire, Ferina Drug Co., and Lydia knam. Early in the fall, I had a very passent call from Mrs. E. H. Bebau, representative of Dr. Kilmer's Swamp Root Co., In chanton, N. Y. She left me a lot of matter for two distributions.

I am going to rebuild some of my boards and will also erect some new ones. Although I min the opera house and consequently lave a large amount of show paper, I never allow it to conflict with my commercial work, and when necessary I can get all the humber I gestre, and can also obtain good locations, Yours fer business,

Laranne, Wyo

rs for busine rainle, Wyo

Editor of 'The Hillboard'

Pour Sir—It is a long time since we have written you, and in that period we have distributed the following: 4,000 booklets for C. I flood & Co., Lowell, Masse, 2,500 for Dr. Miles Medical Co., Ekhart, Ind., and am watting for the Sen-Sen Gum poeters. We are exposing work from the following firms. Peruna Tung Co., Columbus, O.; Lydin E. Prikham Med. Co., Lynn, Masse, Have signed contract with the Dr. Shoop Med. Co., of Rache. Wis. Wishing you a happy New Year, we are, Ituly yours,

VALLE & fittos.

VALLE & Ithos.

Brownsville, Texas.

Brownsville, Texas.

Editor of "The Billboard".

Dear Sir- We have distributed the followling 21.090 almanues for the Thatcher Med.

Co. Plattancoga, Tenn.; 2,500 almanues for
Street & Smith, New York City, 5,000 booklets for Lydia E. Pinkham, Lynn, Mass.; 2,500
almanues for Broad & Co., Lowell, Mass.; 2,500
almanues for W. H. Comstock, 2,500 almanues
for Peruna Inug Co., Columbus, D., 5,000
looklets for St. Jaroba Institute, Chicago,
ld., 800 samples for Church & Pe., of New
York City, and tacked 25 signs for Pabst
Chemical Co., Chicago, Ill.

Guthrie Okla.

Chembral IV., Chiengo, III.

Guthrie Dela.

Editor of The Billboard."

Ioar Sir-Please send the Obl Rehable for aiether year, for which you will find money order for same. In the past month we have distributed work for the following firms: Perma long Co., Columbins, O., Dr. Chasse Co., Philadelphia, Pa.-by the way, this is the fifth distribution we have made for this firm this year., Beers & Hawk, 150 Nassau Street, New York, We are expecting work-very day from the J. C. Hubinger Co., Keokuk, Ia., Very truly yours,

JAS, H. CLAXTON & Co.

Halbstead, Pa.

Editor of "The Hillboard:"

Tear Sir In the past few weeks I have distributed samples for Br. W. S. Burkhart, Crimmati, O., Dr. Miles Med. Co., Elkhart, Ind., and Isoks for Br. Chase Co., Philadelphia, Pa., and Br. Shoop, Racine, Wis.

Am expecting work from the Providence Medical Institute, Chicago, Ill., The Dodds Co., Buffalo, N. Y; The Chattanosga Medical Co., Chattanosga, Tenn. Truly yours, Carthage, Mo., W. A. LOWREY.

Carthage, Mo.

Editor of "The Billbeard"

I tear Sir-I never say much about my would be competitors" because I have none. There is no such person as Geo. Castiner in Newcastle doing hill posting. He sold out to Mr. Jacob Genkinger. The latter gentleman and myself control the city. I wish to state through your columns that I am a member of the L.A. of D. and not one of the I.D. A.'s. Respectfully yours.

J. G. LOVING. the L.A. of D. and Respectfully yours. Newcastle, Pa.

Newcastle, Pa.

Editor of "The Billibeard"

Itear Sir Veur Becember number is a splendid paper The distribution in Pontassens along rather slow. It is either all work rame. I have just Bulshed some work for the Dr Chuse Co., Philadelphia, Pa.

A few days ago quite a number of beys ame here from betroit to distribute. I wish the advertisers employing them would follow them and see how their work is put out. I met one man and asked how much he was paid for his work, and he said, one dellar a day and carfare. He had 2,000 for the houses, and he told me he expected to get them all out. Now, I know that this is linguished, if a man puts out from 700 to 800 a day he is dedug a very good day's work. How box, will it be before the advertisers are invinced that if they want good returns they feat pay good prices to bave their samples distributed? This is a good field for advertising, and I hope the day is not far distributed that if they want good returns they feat pay the day of the day is not far distributed This is a good food for advertising, and I hope the day is not far distributed. This is a good food for advertising, and I hope the day is not far distributed. The Billibourd S. J BURGESS Follows of The Billibourd The B

Indiae, shell.

S. J. HURGESS

Falter of "The Billioure."

Dear Sir Our copy of the Becember Issue came sufely to band, and world say that I black it a very landsome copy. I notice that some one from our city has reported the fir W. S. Birkhart's distribution of pills. At the time of this distribution I was workness on circulars for Peruna Winter Lectures on circulars for Peruna Winter Lectures on Cutarrit, and notless a crippled main coming down the street with a satchel full of the packages. He was casting them on the floor of the business houses and handing them to the people on the street.

Garfield Tea is now meeting with the same face. Dr. Miles' Medicine Co. had a distribution made here early in the fall and I can find any quantity of them in corners of yards. Buse just limited a 20,000 distribution for P. I. Hood & Co. Ir. Morse Indian Root P. I. Hood & Co. Ir. Morse Indian Root Chinartees are being distributed by a representative. I suppose, and two megro boys. You may limit these altrastance everywhere and S. S. Houting the Enemy was distributed the same way. Wishing you are may brether distributers a harply New Year. I am, respectfully yours, Atlanta Ga. JOSEPH S. ALFORD.

Alloca Ga JOSEPH S. ALFORD.

Editor of "The Billboard"
Dear Su 1 am pleased to report the following work J. W. Brant Co., Albion, Mich., 2,000 pieces. Clastianeoga Med. Co., Chattareoga, Tern., 2500, two batches from Dr. Miles Med. Co. Elkhart, Ind.; obe sample of At? Fam Pills and the other booklets, making a total of 7,000. Br. Chasse Co., Philacellen, Pa., 2500. Saturday Evening Post docali. 2000 sample copies, John J. Milbourn, Eaton Rapids, Micr., 2,500 pieces.

Am expecting work from the Central Publishing Co., Battle Creek, Mich.; also, W. H. Crinsto & Merristown, N. Y.; John Morrow & Co. Springfield, D. The W. H. Hill Co., Instead of Mich., Instrumental Co., Ins

First, Mich

Editor of The Billboard Dear Sir Have distributed 20,000 pieces for Novetty Plaster Works, 10,000 for Dr. Miles Mid. Co., 17 deliveries in Waterbury, Waterwille, Union City Advertisers, I am the only cistributor in this city new. The L. E. Pinklam Co. had some distributing put out here, but the majority was sent through the mails. The W. H. Comstock Co. has received the worst service I have soon in years. Their representative came here and hired two small boys, instructing them to leave two booklets in each house. This was done on one street, while on the next they left three in each bouse, throwing them on the verarda floor. Some advertisers expect good results, but they will not pay to lave their work put out in the proper mature.

Editor of The Billboard C.

Some advertisers expect good results, but they will not pay to have their work put out in the proper mainer.

Waterbury, Fonn.

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

Ituring the last few weeks we have put out work tor the following firms: Hobacker & Bros. tleval). I. Aarons tlocal: Foster-Milburn Co., Buffalo, N. Y.: Peruna Brug Co., Columbus, D., Akron Cersal Co., Akron, D. (Paul & Guilett, of Pittsburg, are agents for the above firms in their production, "Mother's Rolled Dats", Nema Kure Co., Harrisburg Pat. J. P. Urhan & Son, Drugs, Allecheny, Pat. J. B. Urhan & Son, Drugs, Allecheny, Pat. J. B. Urhan & Son, Drugs, Allecheny, Pat. J. B. Urhan & Son, Muscatine, La. The Hr. Classe Co., Philadelphia, Pat. Philadelphia, Pat. Philadelphia, Pat. Physhury Milling Co., Minneapolis, Minn, ten scheet stands and a miscellaneous lot of matter for distribution.

Since bes. I we have distributed, and now lave on hand. E. Dunn, E. H. Turner (local), Youghneeheny Light, Heat & Power Co. (to.), No. 1979 Malt Whisky Co., Rochester, N. Y. J. C. Hubinger Co., Krokuk, Ia.

We are also advised of two shipments of admatter. One of our druggists received accumunification at few weeks ago from an advertiser. Popuesting him to have their matter distributed as \$1.50 per thousand. The communication was turned over to us and we replied, saying that we would do the work fer \$2 per thousand, and do it right, lut if they wanted their almanaes put out as they were the last two seasons, we would do it for \$100 per thousand. The communication at a distributor can not make merely the fact that when they allow their matter to be distributed at less than \$2 per thousand. Just here but me mention an instance bearing on this point, at l

Editor of "The Billboard"

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

Also have L0 sheets on boards for the Real Widow Brown. Wishing "The Billboard" and all my brother bill posters and distributors a happy New Year, I am, yours for bushness, L. A. DITKSON. Princeton, Ky.

Princeton, Ky.

Editor of "The Billboard"

Dear Sir- Keep my name in the distributors directory for another year, for "The Billboard," together with the l. A. of D., has been encessful in bringing me a goodly number of the best advertisers in the country, and I would not "kiek" if price was couble the amount. I never knew the full worth of an advertisement until I had given same a fair trial in "The Billboard." I extend my best wishes for the continued success of "The Billboard" for 1900. I also extend my best wishes to the prosperity of all members of the International Association of Distributors for 1900. Yours truly.

Frankfort, Ky. GEO. W. RECUK,

Frankfort, Ky. GEO. W. RECUK.
Editor of "The Billboard:"
Dear Sir Work here, with the exception of the theatrical posting is very light, as it likely will be until the spring trade opens up. We have posted this week, 40 eight-sheets sen-Sen paper from E. A. Stahlbrodt, New York: 8 eight-sheets Pancake Flour, from Unicago Bill Posting Co., and 550 one-sheets for the Porto Rico Cigar Co., Cincinnati, O. Have done distributing for J. G. Vetter & Co., Cleveland; Koenig Medicine Co., Checkand; Koenig Medicine Co., Checkand, Koenig Medicine Co., Checkand, Respectfully. E. R. ENDLY & CD. Marsfield, O.

Manyfield, O.

Editor of "The Billboard."

Ivar Sir—To give yeu an idea of what is going on in Williamsport, Pa., I enclose you my report. I distributed 15,000 for C. I. Hood & Co., 8,000 for the Br. Chase Co., Philadelphia, Pa; 5,000 for the Boeton Med. Institute; 8,000 for the Lydia E. Pinkham Med. Co.; 5,000 for the Lydia E. Pinkham Med. Co.; 5,000 for Pertua Drug Mfg. Co.; 8,000 for Dr. Miles Medical Co., 8,000 samples on the road from the Kondon Mfg. Co.; also, same number from the Lydia E. Pinkham Co. for special delivery in January, 1800.

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

I take pride in knowing that work placed.

Mr towell is a generous, and to distributor.

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

Williamsport, Pa. Member I. A. of D. Editor of "The Billboard:"

16 ar Sir—I bave Just posted some 24-sheet stands for the R. J. Reynolds Tobacco Co., Winston, N. C.; also some local work. Have distributed L.500 booklets for Dr. Miles Medical Co., Elkhart, Ind.; 1,000 booklets for Will A. Molton. Posted the paper for the Brunswock Fair. Put out samples of Kage's Cordial of Cod Liver Oil, prepared by the Kathermon Chemical Co., St. Louis, Mo., and I have L000 booklets for the Chattanooga Med. Co., Chattanooga, Tenn. I am now a member of the Southeastern States Bill Posters' Association. Wishing my brother bill posters a happy New Year, I am, yours truly, Fitzgerald, Ga.

A. H. JONES.

Editor of "The Hillboard:"

Dear Sir-We have arranged the dates of cur fair for 1900 for July 31, Aug. 1, 2, and 4-5-ur days in all, and intend to make the coming fair even hetter than the one held last year, which surpassed any we have yet held. 16,000 people attended on one day last year, and there was a large attendance on the other days. Four hundred members of the National Editorial Association of America were present on the last day. We attribute our large attendance to the fact that the exhibits were more numerous than in any previous year.

our large accounts.

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

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

Editor of "The Billhoard;"
Dear Sir—in my distributing department I have put out the following: 4,000 for Boston Medical Institute, Chicago, III.; 1,000 Schaner & Miller, Ann Arbor, Mish.; 14,250 (four distributions) Hood & Co., Lowell, Mass.; 9,000 Drs. Kenwedy & Kergan, Detroit, Mich.; 4,000 Ohio Coffee & Spice Co., Columbus, O.; 9,000 Providence Med. Institute, Chicago, III.;

2,000 Lydia E. Pinkham Med. Co., Lynn Mass.; 2,500 Peruna Drug Co., Columins, D. 5,000 Kondon Mfg. Co., Minneapolis, Minn. 5,500 Dr. Kilmer & Co., Einghamton, N. Y. 5,500 Dr. Kilmer & Co., Einghamton, N. Y. 5,500 for W. H. Comsteck Co., Morristown; N. Y.; 12,750 (five distributions) Dr. Chas Co., Philadelphia, Pa.; E.,000 miscellancous-unaking a total of 104,700 pieces distributes during the year.

In my posting department I have poster first the pushness for all there is in It. I am thinking of joining the I. A. of D. The national advertisers appreciate my work, as I am getting new contracts every week. I make specialty of carrying the towns of Milan Dundee, Britton, Tesunsch, Cliston, Manchester, Saline, Dexter, Chelsea, Wayne, Plymouth, Northville, Belleville and Willis, taking 5,500 pieces.

Hepnag for a binsy spring, I remain, your for business.

Milan, Mich.

Editor of "The Billboard:"

Dear Sir-1 find much pleasure in reading your very valuable paper, and would not be without it for anything. It certainly merit the support of all distributors. tur husines in the part year has been fairly good; we have distributed 77,000 pieces more in that tim than in the previous year. This is due to strictly honest and reliable service. Wishin, "The Billboard" and my brother distributor a happy New Year, I am, yours very truly, Burlington, Ia.

A. E. DREIER.

Editor of "The Billboard:"
Hear Sir—I submit herewith my annual report. This has been a great year with me and I expect to double same in 1800. Previous to the time I took up the work here, it was almost impossible for the advertisers to have their work put out as it should be, but that is all past now, and all matter sent to me it, put out according to instructions. Please leed me say to you that I owe a great deal of mistocress to "The Hillboard" and the I. A. o. It. The association is honorable in all of its dealings, both with the advertiser and distributor, and I hope it will continue to grow until its good effect is felt by every distributor and advertiser throughout the United States.

As for "The Billboard," I could not ge

utor and advertiser throughout the United States.

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

Sherman, Tex.

Sherman, Tex.

Sherman, Tex.

J. LONG.

Sherman, Tex.

Editor of "The Hillboard:"
Dear Sir—The following is a list of the work put out by me since October: 2,000 dodg ers for the Republican Executive Committee 2,400 books for C. I. Hood & Co. Lowell Mass.; 2,000 kId-ne-olds books, and tacked hive hanners for the John Morrow Co., Spring field, O. (through Molton's Agnecy), 2,000 books, and put up hangers in all the grocety of the J. B. Ford Co., Wyan dotte, Meh. treecleved this also from Molton's Agnety); 2,500 books, and put up hangers in all the grocety stores, for the J. B. Ford Co., Wyan dotte, Meh. treecleved this also from Molton's Agency); 2,500 books for Hr. Miles, Elkhart Ind.; 2,800 headache tablets for the Wilson's Drug Co., Lexington, Ky.; 2,500 almanacs for Peruna Drug Co., Columbus, O.; 2,500 sam ples tiliver cure) for the Dr. Chase Co., Phila delphia, Pa.; 3,300 Kay's Headache Powder, at Ironton, Coal Grove and Hanging Rock O., and Rusself, Ky., for the India Spice & Orug Co., Marietta, O.; 2,500 Ladies' Hirthday Almanacs for the Chattanooga Medicine, Co., Chattanooga, Tenn.; 2,500 Seven Itarks' Almanacs for Lyman Brown, New York City 2,500 song books for Hamilin's Wizard Oll Co. (Chicago, Ill.; 1,500 pumphlets for J. A. Rogers, Ironton, O., advertising the "Walk-Overshoe" for men and "Queen Quality" for wombefore.

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

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

Ironton, O. H. C. CROSSLEY.

Ironton, O. H. C. CROSSLEY.

Editor of "The Billboard:"

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

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

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

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

If a little of the O. J. Gude gray matter was, divided among the bill posters and sign advertisers throughout the country their paths would be among roses instead of thorns.

With best wishes for "The Billiboard," I am, yours, etc., D. C. HUMPHRYS.



#### **ASSOCIATION**

#### f American Advertisers Meet-Organization Effected and Officers Elected.

(Special Correspondence.)

Effected and Officers Elected.

(Special Correspondence.)

In January 21, 1898, a number of repretatives of well-known manufacturers and ral advertisers met in New York, and dissed the advisability of forming a union of crican advertisers, for the promotion of it common interests, especially to secure its of the circulation of newspapers and todicals. At this time Mr. A. Cressy Mormand Mr. Fredetick L. Perine, representing the expectively, Scott & Browne and Hall & ked, were appointed a committee of two, consider thoroughly the whole question to get the opinion of other advertisers and out. This consultree soon developed a committee of two, consider thoroughly the whole question of get the opinion of other advertisers and out. This consultree soon developed a recomprehensive scheme, namely, the orization of an association which should with all matters of importance to addisers. A call for a convention was issued over fifty general advertisers, for June 5, the Hotel Netherland, New York. Repretatives from over half of those notified rended, and many—in fact, most—of the othwere heard from through letters of apparal. In these preliminary ealls, adverres at a distance from New York were not unded, since it was too much to expect that y would attend the preliminary meetings also come to the main meeting, at which ermanent organization was to be effected. I this preliminary meeting it was voted the Chairman appoint a Committee on and Scope, which was to be made up of officers and three other gentlemen, who is to be manded by the Chairman. The office for the temporary organization were ted as follows: Chairman, Frederick L. inc; Secretary, A. C. Morrison: Treasurer, comus Ward. The other gentlemen who is appointed to act upon the committee closeph Leeming, of Thomas Leeming & Gorthe meeting was called for Dec. II, on the date the meeting was called for Dec. II, on the date the meeting was held. The folium from the prehiman serior of the serior of the serior of the serior of the committee.

Equation of the serior of t

Shirt & Collar Co., Yale & Towne, Scourene Co.

Brims signifying their desire to beembers were:
Aver Co., Eastman Kodak Co., Pond's
Co., Lydia E. Pinkham Medicine Co.,
& Co., Johnson & Johnson, Walter
ney Co., Proeter & Gamble Co., Walcer & Co., Bradfield Regulator Co.,
of Wheat Co., E. R. Durkee & Co.,
lanson Co., H.-O. Co., Lyon & Healy,
Volte

#### NAME.

s organization shall be known as the lation of American Advertisers, OBJECTS,

Sociation of American Advertisers.

OBJECTS.

It shall bring together those who are directresponsible for the advertising policies of 
somembers, that they may, by mutual interrange of ideas and by co-operation, advance 
to interests of the memobiship.

It shall develop a means of ascertaining 
certaitly the circulation of publications 
hich accept advertising; secure better serve in poster, display, errect ear, outdoor and 
incial advertising; perfect a system of ecoomical and certain house-to-house distribuce; assist in obtairing a reduction in the 
tal rates on circulars and packages; furrer the equitable adjustment of all questions 
lating to express and freight rates and the 
assification of advertising matter; promote 
fective advertising for the development of 
strade to foreign markets; correct customs 
buses; secure adequate protection of traderarks, trade-mames and copyrights; and take 
rich other active means for advancing the inrests of general advertisers as may properly 
one before such an association.

MEMBERSHIP.

#### MEMBERSHIP.

MEMBERSHIP.

Membership shall be limited to general adertisers who manufacture or control prodects which are recognized standards in the arkets of the United States. Enrollment rail be in the name of the firm and its prodects. Each member shall be entitled to one one. Applications for membership shall be afterred to a sub-committee of five on memership, and approved by the board of control

hefore being submitted to the association for election. Three negative vetes shall dis-OFFICERS

OFFICERS.

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

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

BUES.

Membership dues shall be \$100 avable.

DUES

DUES.

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

#### MEETINGS

MEETINGS.

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

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

RULES OF ORDER.

#### RULES OF ORDER.

Cushing's Matural shall be the guide for pro-cedure at all meetings.

#### AMENDMENTS.

AMENDMENTS.

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

both notice and copy of the amendments have been mailed by the Secretary to the member-

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

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

Frederick L. Perine, President; E. G. Wyckeff, Vice President; A. Cressy Morrison, Recording Secretary, Mr. Leeming, Treasurer, A leard of control was formed which is constanted by the officers and Il K. Welch, J. B. Williams Co.; W. Henry Maule, Maule Steeps J. M. Bugby, Walter Baker & Co.; Jehn P. Beyrolds, Walter Lowerey & Co., for a term of one year, and A. E. Rose, J. C. Ayer Co., Dr. V. Mott Pierce, World Dispansary Med. Association, E. P. Mower, American Cercal Co.; Hon, T. L. Woodfuff, Maltine Co., for two years.

Atter discussions upon many points of interest, especially upon the purpose of the organization and the Post cheque plan, the meeting was adjourned to meet in January

#### Adapted Proverbs.

Dare to advertise, the what you seem to be, the what you seem to be, theview your past advertisements. A good ad, will shine forever. Be atways at telsure to advertise, Victory increases by advertising. Fortune succeeds by advertising. A little ad, brings much dust. Fools make a mock at advertising. As you advertise, so shall you profit. A good bargain will tempt a saint. A man is known by the medium he uses. Hetter to advertise late than never. Constant advertising prevents fallure. Defile not your ads, with lies.

sing. After-wit is everybody's wit. Defer not when thou intendest to advertise

You must make your ads, fit your purse. He that will steal an ad, will steal a bet-r thing. Confide tot in advertisers who have once de-

grammar does not spoil a deed, but

False grammar does not spoil a deed, but it does an ad.

Nothing is more beautiful in advertising than truth.

than truth.

One man's fault is another man's lesson.

Constancy in advertising is the fountain of fortune. Advertisements ought to follow, not precede thought.

Advertisements are like ...n-dials—no one looks on them if they are in the shade.

#### Advertising Notes.

Advertising Notes.

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

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

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

Certain classes may be best reached by dis-

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

whole public, use posters.

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

The L. E. Waterman Company, manufactured.

Impossible.

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

The Johann Hoff Malt Extract posters are

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

Cubanola Cigars are being extensively advertised throughout the United States.

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

by a length.

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

is hound to attract much attention and create much comment.

Mr. D. H. Hayes, manager of a flour mill at Little Rock. Ark., is the perpetrator of a reat advertising scheme, in which he introduced the brand of flour made by his mill into the homes of many families. It is to the shape of a scented and neatty worded letter, with a sample piece of ribbon, to the head of the family, from "Clara," and has been opened, but not read (2) by his better half. The letter admonishes her "Dear" not of forget to buy the ribbon, and particularly, "Dear," insist on having Wave Crest Flour when you order the groceries," With an obtuse or overly jesious wife, "dear" is liable to have a rather sultry time. Practically the same scheme has been brought to light through the city post-office at Newport News, Va. A number of men there received letters post-marked Cits intait and addressed in a feminine hand. Each letter bad been opened and in the lower corner was written the words, "Opened, but not read." Inside upon these paper, written in a clear, womanty hand, was an affectionate epistle which wound up on the second page by resonmending a Cincipiant whisky. A number of persons complained that their mail was being opened—the very object of the dodge—some threatening to carry the matter to headquarters. In consequence, the whisky is ressirting.

On the first floor of the Court House at Deliance, O. a regulation clock has been placed.

considerable amount of advertising.

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

twelve advertisements.

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

"tom Paul," is being introduced.

At a county fair in Hilhols an ascension was bired by a liquor firm to take along with him slarge number of sample bottles of their standard wine. Intring the ascension be would throw these bottles out, each bottle having priviously been autoched in a diminutive parachite. Eager crowds were below, awaiting the arrival of the bottles, and a "free for all was hadinged in when they came within reach. This great scramble of course caused excitement, and it was not long before every person on the ground knew what it was that was being thrown from the balloon and what firm was furnishing the samples.

The Freeman Perfume Campany, of Cinela-

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



This Board Speaks for Itself.

to l'onselidated Rallway Advertising Com-v has been incorporated at Memphis, in, with a capital stock of \$200,000. The sporaters are it. G. Collier, J. C. Ramsey, M. Collier, of Memphis; A. D. Newby, of state, Tenu., and J. P. Mahon, of Chleago.

to shorter a business amounteem be the longer will be the list of a playe time to read it.

so have time to read it.

A other Infants' food is in the field, it is
intactured by the Wagner Food Co., 157
radway. New York, and is starting its adstrising in the papers.
Faust lifetd," a Mocha and Java mixture
, de by the C. F. Itlanke Tea & Coffee Co.,
f. st. Louis, is to be extensively advertised,
special worth of publicity has been contracted
for through an agency.
The J. C. Ayer Co., of Lowell, Mass., will

r through an agent y.

The J. U. Ayer Co., of Lowell, Mass., wherety advertise a new halr tonic calley motione. Papers will probably be used, this runnered that W. W. Smith, of Lelight, will hereafter place the Peruna ac

vettbilk.

Here is an advertisement from an old copy of an English provincial journal. Wanted for a suber family, a man of light weight, who fears the Lord and can drive a pair of lorses. He must occasionally wait at table, join the Lousehold in prayer, look after the horses and read a chapter of the libbe. He must, God willing, arise at 7 o'clock in the mortling, and obey his traster and mistress in all lawful commands, if he can dress han, sing psalms, and play at cribbage, the mere agreeable. Wages, Io guineas a year.

F. A. Mills, music publisher, of New York,

sing pasing, and play at crimbage, the mere agreeable. Wages, 15 guinesis a year.

F. A. Mills, music publisher, of New York, loston and Uhleago, who handles the popular compositions of Kerry Mills, is advertising Kerry a latest cake walk march, entitled "impositions of basics," if the sends out sample copies to musical editors of papers and magazines, and in this way receives free reading natices. It is claimed that the advance sale at this piece has reached the unprecedented number of 265,000 copies.

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

the same. New York and other Eastern States have a law which provides that any person adver-tising by written announcements in any news-pajer, book, periodical, or other jublication, by bills, signs or cards, goods which he has jot in stock, or represents goods to be other than they are, or offers them at prices which he does not sell them, shall be deemed guilty of a misdemeaner.

than they are, or offers them at prices which lee does not sell to m, shall be deemed kuilty of a misdementer.

In the tars the ads, seem to be much the same. The old advertisers present the largest and best cards. The J. J. Ayer Company is using double space, their peculiar style is still in evidence. Carters pills are there with the same old ad. The fainthar lichiz pickle is to be seen, but The Smelr Company has double space, pushing their catsup. Antistik and Nearsilk are both the only substitutes for silk worth having. "Hedane "says, Lassk flere, Dout I be Poolish," and Funk & Wagnalls' cards, telling about their literary digest, are very cleverly worded. S. H. & W. Skirt Hinding lass the same coil of their brush edge" and Nublan Black Luniuss still attract attention. Quaker Outs and Priends Oats of the national advertisers comes Sapollo- which "scours land and see."

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

The Enterprise Printing Obs. of Cleveland. Observed we all the bowser are not as specific as they should be to assure good results.

This office is in receipt of one of the Pope Manufacturing Co. a desk calendais, advertisers in their contributions.

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

userin girt.

The Gunning System of Advertising Is sain made plain in their circular about blacer Dats. The circular advertises both to American Co. and the Gunning system, thus performing a double purpose

Stinset, the magazine published by the selection of the Southern P. Company is a very creditable work. If the both being an excellent advertisement, or tains some good reading matter. The Truth caletslar for 1800 is truly work of art. The one on the wall of or othe locks especially nice.

the locks especially utce. The booklet sent out by the Ranning Adver. Sig Agency, St Paul, Minn, is filled with the of their various departments. From these one can get an idea of the lumense meant of business they carry.

Moder the ad-writer, of Des Momes, I tys. An ad. is the truth told with type yield business."

The lest argument that can be advanced in ever of poster advertising is the result ob-sized from well placed paper.

Beoklits are good trade-pullers, if they a ood, but inattructive booklets are increly aste of money.

It von will netice, the advertiser who gly the bill boards to try other mediums. It proverblal cat, always comes back

Pitts Anthoptic Invigorator is a new remedy the field. It is made at Thomson, Ga. adds and posters will be used to liting it into

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

The L. Gerstle Co., of Plesttanooga, Tenn. amous for their St. Joseph's remedies, will se two-sheet pasters to beom their Femal

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

Lincoln Proprietary Po , of Ft. Wayne, Ind , re Interested in poster advertising this

three. Usuada is to be covered thoroughly by The Jonzo D. Elies Company, Washington, D. C. hey carry "Our Native Herbs." Posters will

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

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

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

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

Merchants who mark their goods \$5 w \$10, have long ago been put down by public as deliberate hars

Motse: Sterlie & Po., of the Manufacturins Pletinarists, of Mt Vertion, Ill., advertise Merse's Pain Anodyne Electric Liniment, Red Liver Pills and Storer's Eye Suhre

Great taith is put in the properly worded and printed poster by the Kinney Medical Fo. of Les Mikeles, Cal., who handle a theumatic and kidney remedy.

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

#### Posters at Church Doors.

A curious difficulty has arisen in Buckling-hamshire in reference to the usage of church and clapt doors as notice boards. Generally speaking, in the past, the announcements lave been such as have not been regarded as objectionable; but, by order of the County Council, large posters have been displayed relative to the centrol of ussecured bulls, and stating that such animals must be leathrough the streets or any public place without a ting, a rope, and a pole being attached to their noses. Indignation has been aroused and at Perm, near Amersham, the Parlsh Council have had the question under consideration, and have resolved to rommunicate with the local government board in the matter. Publicity,

#### Distinctive Colors.

Just at present some very extensive advertishing is being done in the East, which curbodies a novel and striking idea, not often employed namely, the use of a pronounced and distinctive color in the work. The same plat has been successfully adopted in other directions, the result invariably being a bold and effective advertisement. For instance, we increase advertisement. For instance, we increase advertisement. For instance, we have clearly passes a peculiar green-colored label on every package that goes out of his store, the result that his goods are as easily distinguished from those of other stores as a telegraph blank is from a pile of other papers. It is also pointed out that it is a good plan to adept a certain distinctive color for bills cravelepes, etc., as colored stationery conditions one to pick a certain bill or letter out of a rife with great case, thereby saving consid rable time. Philadelph a "Record"



SMELSER & GARVIN, Whiting, Ind.

The E. E. Sutherland Medicine Co., of Padusah Ky, who used the cars quite extensively last year to advertise their Dr Bell's Cough Syrup and who also prepares Walker's Totre are considering posters as a medium.

The Pepsin Syrup Co., Monticello, III., at big advertisers. They like the idea of postin first rate, and before long will probably t found among the enthusiasts.

Much can be learned from the failure of an advertisement to bring the expected results. There is a reason for the failure, and once you find out that reason you have acquired that which will enable you to build a successful advertisement.

Much is heard about the mail order busi-tiess belog such a good business to have. Certainly it is good to have, but having it is where most people run amuck.

Certainly it is good to have, but having it is where most people run annock.

The difference in advertising. It is the man who gets cut of the beaten path that makes success of course we understand that saying. The different, and deing it are a long way from the same thing Yet this does het keep us from recording the truth.

Lames T. Rogan Co., Hoone, lowa, who manufacture a rhomastism remedy, are getting pites on posters.

T. H. Smith, of Evnthiana, Kv., who advertises a remedy for Hright's disease, is thinking of giving posters a trial.

W. F. McBurney, of Los Angeles, Cal, anticipates getting up a three-sleet, advertising M. Hurney's Kidney and Itladder Cure.

The World's Pure Co., of Bouver, Col., are impressed with poster advertising, and probably will rry that medium.

The Major Fennett Co., of 461 Pear Street, New Verk, are getting estimates on posters, with a view of advertising their leather and rubber coments and their hund gline.

Ka'lyy elime' is the name of an anticeptic monterwise by the Ka'lyyand Comman. 129.

runer cements and their liquid glite.

'Kalypeline' is the name of an anticeptic
manutactured by the Kalyptol Company, 122
and 124 Market Street, San Francisco, Cal
Quite an extensive advertising campaign is
being planned for it.

use posters for their local advertising may in the future extend their adver-

Digestry Norintoricating Reer is the name of a new drink, which Arthur F. Hutchings, of Aldrich SI lby County, Ala., is pushing forward. Cards and novelties will probably be need.

be use? The Laghting Medicine Co., of Museatine, lower marificatine a remedy called the Pronect Cine and Poor Kilber, who have done considerable advertising but have not tried posters, will shortly give them a trial.

#### A Matter of Selection.

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

Give a fresh turn to the old

Here is the quintessence of successful advertising for the retailer.

Stitring incidents in the most successful

Stirring incidents in the most successful plays staged to-day, are derived from old half-forgetien dramas, stories, or incidents of author times.

An entrent climes.

An entrent climes of isotay was but recently accused of plagiatism, because a scount found Lis serion centained the same setsiments invibed in hieroglyphics upon stores of ancent Egypt.

Twentieth century ideas are ideas of agesgore. There is nothing absolutely new under the sum. Thinks may be new to us, but our thoughts, our likes, our loves, our passions, were those of our accestors—sew to us, but our thoughts, our likes, our loves, our passions, were those of our accestors—sew to us, but our thoughts, our likes, our loves, our passions, were those of our accestors—sew to us, but our thoughts, our likes, our loves, our passions, were those of our accestors—sew to us new to the night of the world.

A few years sheet, I was doing some insurance advertising for a local agent, when I existinated, as I supposed, the phrase—"Right if I write it." While runninging in an "Did Curiosity Shep," on the Bowery recently, I glameed over a stack of old papers published in 1872, and biheld my originally phrase beliefy displayed as a healther to an advertisement.

The man who sits clowe to write an adventisement.

The man who sits clowe to write an adventise of the results would accepted the passes.

The man is a hundred can tell a good ad. here be rees it

when be rees !!
It requires just as much laber to write a peor ad as to write a good one.
It is more essential that you be able to select a good ad, then to write either. Wm. Huston in the "Optical Journal."

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

#### How Callers Are Received.

E, T. KEVSER.

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

Walking a few steps down a marble-pay corridor, I was about to knock at the pea —I mean oxidized bronze gates, when I peedved a beautiful youth In costly raim training a Gatling gun on me with one has while with the other he pushed toward mestiver salver out the end of an ebony rod. "Halt and give the countersign," observite youth, in a menaring tops.

the youth, in a menaring tone, "Give the what?" I queried, in a shak

voice. "Fill out the card," he explained, pity

"Fill out the card," he explained, pity my ignorance,

Thus enlightened, I noticed, nestling in corner of the salver, a card of heaviest brishoard decorated with a coat of arms a edged with gold. On the card were print the toilowing questions:

1. What is your name?

2. How old are you?

3. What is your weight?

4 Are you suffering from any contaging times a contagination of the property of the

morning?

7. Phase state your reasons for using the brand.

morning?

7. Please state your reasons for using the brand.

8. How much are you worth?
Please specify how much in rear a how much in personal property.

9. How much could you probably borrow to the could you probably borrow to the following and the property.

19. What do you wish to see me about, and way?

19. Keeping a wary eye upon the attendant who was carelessly playing with the lock meanism of the Gailing. I filled out the hoforn tion eard to the best of my recellection, at lumbly dropped it back in the tray.

The youth disappeared through a door what and as the Turkish curtain fell behind him sank on a divan of Russlan leather, overcoby the magnificence which surrounded what and read the following embossed placards the hand-painted walls.

"Advectising Solicitors received between the country of the property of t

the C or.

Itut again the salver advanced in my dirtion.

Five dollars and ninety-eight ceats

tion.
"Five dollars and ninety-eight ec: ts wear and tear on the furniture, please," said, training the Gailling once more upon Tearing my pocket-book from my clot I fire wit over the rail and fled.

1 hid saved my watch and lost forty-minutes.—Fame.

#### Mail Order Business.

A great many business men complain the people who should patronize their stores so their croses to adjacent effices, or buy from the large mail-order houses. There is nother stores seem away for things which are properly vertised. The only way to offset such a telency is by letting the people know that 5 have the goods for which these mail-ord houses ask a price that will enable them make a profit. Let them know you could so your customers for less monsy than wo be charged for the same article if order by mail or express, after they have paid transportation charges. No business mould prevent all the people of his town friending goods from the mail-order housent many of the business men tould marially decrease the volume of this busin that went cuiside of their town, if they only the croses they have the prices they ask and the reasons they have the city houses. It is because of excellence with instances they have mill-order people of a locality to send for goods is by conscientious, excellent advertising these mail-order people can in the people of a locality to send for goods is by conscientious, excellent advertising these mail-order people can in the people of a locality to send for goods is by conscientious, excellent advertising these mail-order people can in the people of a locality to send for goods is by conscientious, excellent advertising these mail-order people can in the people of a locality to send for goods is by conscientious, excellent advertising these mail-order people can in the people of a locality to send for goods is by conscientious, excellent advertising these mail-order people can in the people of a locality to send for goods.

#### Messrs. Smelser and Garvin

We are publishing in our columns to physics of Messes. Smelser & Garvin, the legosters and describitions at Whiting, is They have at present 600 running feet boards and are building more. Owing to bursent demands for space, they can not expect demands for space, they can not expect to be found in the State. They syoning and enterprishing, and are very popular among the agents and traveling men.

Within the past few years a corps of salled advertising experts have springs twho think they know a helyalot about thusiness, but aside from having mastered that that no business can succeed without a vertising in one form or another, they are much in the dark as the rest of us. It is utterly impossible for a man to preddet results of a certain advertisement as to extreme the search of the sea dry with a sieve. Bost and Sh Recorder.

#### AN IMPORTANT DECISION

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

Ou June 10th last, the Courier Lithograph o., of Buffalo, N. Y., Instituted a suit against the Donaidson Lithograph Co., of Newpore, y., for infriugment of certain copyrighted reus posters. The case reached a hearing of the United States Circuit Court at Coverigiou, Ky., December 12th, and resuited in pronounced and sweeping victory for the onaidsons.

igtou, Ky., December 12th, and resuited in prinounced and sweeping victory for the onadsons.
Poster printers in general will he interested the details, which were as follows, viz., Ju 1898. The Courier Co. executed certain osters for B. E. Wallace, proprietor of the reat Wallace Shows. The posters in question of the control of the work what is technically known as special work," that is to ray, they were degreed to advertise certain acts and features it the Wallace Shows, and were made at ite order and after ideas furnished by Mr. E. Wallace After the sketches were approved, the outier Co. undertook to copyright them of where to seeme an undue advantage on future ders of reproductions in electrotypes made on the copyrighted designs for use in newalter advertising, and used said cuts without indrance from the Courier Co. during the unindrance from the Courier Co. during the uninder of the season, despite the fact that will for the designing was withheld from the Courier Co., and no notice of copyright preared on the electrotypes. The enterprising Donaldson Co., however, cured the Waitace Show contract for 1899, and all of the copyrighted posters were resigned, but the electrotypes used during the cuis were setutinized, and no notice of opyright appearing on them, they were used ordered by the formaldsons.

The Courier Co. selzed some 23,000 copies these programmes, and sued for \$23,000.00, one doddlar per copy, the penalty prescribed vistatut.

Without hearing any testimony of the demand or even allowing defendant's course.

one dollar per copy, the penalty prescribed statute statute (cithout hearing any testimony of the dedant or even allowing defendant's counser bresent argument, ludge Evans, who occided the beuch, instructed the jury to find the defeudant. The verdict carries with damages, which the Donaldson's will refer from the Courier Co. The change was too lengthy to be given in I in these columns, but its main features to about an as follows, viz.: A poster Is an vertisement, and hence a utensil and not work of art" within the meaning of the

other words, the copyright law, in the on of the court, was passed to encourage and designers in the production of all 'works of art.' A poster, therefore, not be an original work of art, because s designed to advertise something in ase, an act) which had been previously ived and originated in the mind's eye showman.

showman rths working under the orders and at ection of some one else, can not he sam originating within the meaning of the

the connection it was observed but not that the act itself might be copyrighted he berson that conceived it, but not the risement of the act ere was much resolving among showmed meiniatl over the triumph of the Donacu-the firm is deservedly popular, and the dent established is regarded as possessmuch value to showmen. The action was generally considered a malicious suit, the outcome as a well deserved boomets.

In wallace himself was ready and willing stiffy that the ideas were his, and that me of designing sketches, etc., were figured the price that he paid for the first end the price that he paid for considered the gns his, and his right to order reproducts from whom he chose, unquestionable, her showmen held that the government, ase the plaintiff had been sustained, would ending itself to the restriction of compening trade

#### About Ourselves—By Others.

few of the bouquets we have received

A few of the bounets we have received tety:
Enclosed please find necessary amount to sure your most valued paper reaching megalarly during 1890. "The Biliboard' is a lost welcome eatler each month, and I am ways shaxious to look it over, as I find a cest many interesting communications from y friends among the bill posters and disinutes, as well as much valuable information that I could not possibly get from any her source. When speaking of a paper blished in the interests of bill poster, distibutor and advertiser, I know of none that twist the field as thoroughly as "The Bill-rard" or one that is more fair and honorale, statements to the centrary by jealous ands notwithstanding, and I am sure your retige or circulation will not suffer to any eat extent through any mallelous or unarianted assertions from a source where fishness and unfairness predominates. Your Christmas number was truly a work art and yon have no doubt received many implimentary letters from advertisers and theories, commending you on your enterise. Wishing you continued success and ecompliments of the season, I am, yours try truly.

1. R. TALBEERT.

se. Wishing you continued success as compliments of the season, I am, you compliments of the season, I am, you then you have been to be a success as the season of the season. y truiy. hicago, 111.

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

does truth—almighty though it may he—al-ways prevail, but with the little foresigh-vouchsafed me, I am confident that corrup-tion will not prevail this time. Wishing you the success that you most certainly deserve I beg to sign myself your admirer and up-holder.

J. T. McMANAMA.

Physhurp Pa Pittsburg Pa

We have found your paper all you claime for it, and more. Kindly continue our sul scription for another year FRED. D. GRAY.

Pair (sville, Olito,

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

Enclosed please find \$1.00 for the continua-tion of my subscription to "The Hillboard." I would be lost without your valuable paper and only wish that you could issue twice a month, instead of once..

F. A. KOPPE.

Logan, Ohio,

Enclosed find post-office order for \$1.00 to pay my subscription to "The Biliboard." Could not do business without it, and don't want to miss one copy. Wishing you success for 1988, we are, yours truly.

LECKIE BILL POSTING CO., Dowagiac, Mich. W. L. Leckie, Mgr.

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

Des Moines, Iowa.

#### The Magazines for 1900.

THE CENTURY.

THE CENTURY.

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

#### SURHUNER'S.

Scribner's Magazine will contain article of great interest, contributed by well-known ilterary stars, such as the War in the Trans want, the Paris Exposition, College Lafe, Our durman and the Soudan, Greenland, and many others of wide and cosmopolitan interests.

#### HARPER'S.

HARPER'S.

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

#### THE COSMOPOLITAN.

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

INFADENCE

PEARSON'S.

Pearson's Magazine was originally an En-

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

"The Eiliboard" Christmas number is fine in every sense of the world, and is bristling with good things for the advertisers, hill posters and distributors. They should all start the New Year by subscribing for "The Billboard," They will lind it money well spent.

Cartisle Pa. WM. MELOY & CO.

Siliboard. WM. MELOT a subspent.
Carlisle, Pa.
I have just received your Xmas number.
It is a fine production in both cover and reading matter, but for that matter every number is good, and I could not do without it.

GEO PROTZMAN.

A novel poster was seen by a recent so-journer in Nova Scotia. It was printed on fough paper with red pahs, in a children hand, and was tacked to a telegraph pole in a consplencial position: "There will be a correct and fair in Mrs. Parson's sitting room to-day, July Iwenty, at Iwo o'clock sharp. Admission—Adults, live cents children two cents; bables, two for a cent.—Youth's Companion.

The Manufacturing Club of Uneinnati, of which Mr Wiborg, of the Auit & Wiborg link Company is president, is agitating the question of holding an exposition in this elty next year. The Luci norn and the prominent merchants have declared themselves as in favor of the plan, and are withing to support the movement, but as yet acthing definite has been accomplished.

giish publication, but has become theroughly Americandzed, the promoters being American born and bred—it promises to be exceedingly attractive and excellently illustrated.

#### McCLURE'S.

McClure's, the magazine so popular through its high-class fiction features, will be found to contain in the issues for 1981 many articles on practical topics and scientific subjects. The leading brilliant literatories who will contribute to the field of fiction are Mark Twair, Bret Harte, Robert Barr, Hamlin Garland and Anthony Hepe.

THE CRITIC.

A series of essays on the literature of the nineteenth century, written by Prof. Lewls E. Gates, of Harvard, will appear in the forthcoming issue of The Uritic, and other articles by John Jay Chepman and John Interiorishs. Clara Morris will contribute auto-hierarchical content. onghs. Cl

#### ai papers. YOUTH'S COMPANION.

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

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

#### ST. NICHOLAS.

St. Nicholas,

St. Nicholas will publish a number of long stories, each complete in a single number, as an attraction for 1809. Among them will be "Happy Piekanlundes," by Ruth McEnery Stuart; "The Kid," by Rizabeth Custer, widow of General Custer, "From Pier to Pyramid," by Mary Mapes Bodge, the editor of St. Nickolas, "A Hoy of Galatta," by Samuel U. Scoville, Jr., a story of an athletic contest of ancient times by the author of "The Making of a Mascot;" "Uhristmas in the Home Station," by Anna E. Rogers, author of many stories of United States naval life abroad, "The Doubful Member," by the late Mary E. Bradiey.

TRUTH.

#### TRUTH

TRUTH.

The prospectus for Truth is most proming, as it is to be fuil of interesting contluctions, and the illustrations up to the standard, and it is an acknowledged fact if Truth is pictorially and typographically work of att

FRANK LESLIE'S.

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

#### AINSLEE'S.

All Sleet's Magazine is to contain sketches of Kentucky life by 11pte Read. This is to be one of the treats that this popular magazine has in store for its readers, healdes articles that cover international interests.

#### CASPER WHITNEY'S NEW MAGAZINE.

CASPER WHITNEY'S NEW MAGAZINE.

Mr. Casper Whitney, whose work as a general correspendent and as a brilliant supporter of all that is best in American sport in Happer's Weekly have been widely appreciated, is to retire from that journal on January I. Mr. Whitney is to have a magazine of his cwn, or, rather, to use his own words, will found a home for the literature of the "free-people," as Khding happily calls them, which will include a tonly the publication of books on sport, travel and adventure, but a mouthly magazine devoted to the same subjects, and when the season advances, a weekly paper to cover current comment, news, criticism, etc. Mr. Whitneys magazine will indonbtedly be one of the most interesting creations of the new season.

LAMES HOME JOURNAL.

#### LADIES HOME JOURNAL.

LADIES HOME JOURNAL.

The laddes home Journal has atranged a pregramme for the forthcoming year that promises to cripes anything that that popular morthly has ever attempted and patrons of magazines know what that means. Among the leading contributions will be a series on the theater, in which Frankin Fyles will give descriptions of the play, the players and the theater, their means and management, their thals and tribulations. A pictorial feature will be one hundred illustrations of the most interesting and picturesque places in America by Ludler L. Holden. A. B. Frost has been recurred to give a series of pictures of country folk that will be among the best that this pepular artist has ever produced.

#### DAN R. ROBINSON.

lian R Robinson, whose portrait appears in this issue though a man of long and wide experience in the show fusiness, is comparatively a new comer in the firmament of star agents. It is only within the last few years that he has devoted houself to advance work, but his success has been so marked and the work has proved so congenial that it is safe to say that he will devote himself to it entirely in the future. His ability in his new field first attracted general attention when he was ahead of the Sipe & Itlake show. He demonstrated then that he not only possessed sound judgment, but remarkable executive ability as well.

Last year, with the Hentrys, he strengthened his claims of managerial favor by many trilliant advertisements. He proved himself an excellent judge of country, a splendid tailroad contractor and an Indefatigable worker.

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

#### W. E. FRANKLIN.

William Fmory Franklin, well and lavorably known irom ocean to ocean as the genial agent of the great Wallace shows, is the subject of our frontispiece this mouth. He enjoys the reputation of being one of the most aggressive and thorough billies in the show tusiness. His work last season ahead of the Wallace Shows demonstrated conclusively the advantages of heavy billing both in and out of opiosition Colonel Pranklin has a wonderlin knowledge of country and railroads, in fact, he is the ideal general agent a fact which is further attested by the salary he draws—the largest, it is said, ever paid to a circusagent. Although a very exacting man, he is a prime favorite with his lientenants in the advance force, and is held in high est em by all of his Iriends and associates without exception.

The Illinois Press Association will hold its amount meeting at the Lexington Hetel, this cago, during the first week of Pebruary, Phas. Patreson, of "Newspagerdom," New York, has been invited to deliver an address on "display advertising," illustrated by a stereopticon.

The lowe Press Association elected the following officers for the ensuing year at its meeting, field in Des Molnes, Ia.



#### About The Big Expositions.

Extracts from President McKinley's Message to Congress.

#### Philadelphia Export Exposition.

Philadelphia Export Exposition.

i. a cordance with an act of Congress approved by 21, 1895, and under the auspiess of the Philadelphia Commercial Musseum, a most interesting and valuable exposition of products and manufactures especially adapted to export trade was held in Philadelphia from the 1th of September to the 1st of Desember, 1896. The representative character of the exhibits and the widespread interest manifested in the special objects of the undertaking afford renewed encouragement to those who look confidently to the steady growth of our character exportation of manufactured goods, which has been the most remarkable fact in the scenomic development of this United States in recent years. A feature of this exposition which is likely to become a permanent and increasing utility to our industries is the collection of samples of merchandise produced in various countries with special is the collection of samples of merchandise produced in various countries with special deference to particular markets, providing partical object lessons to United States man-afacturers as to qualities, styles and prices of goods such as meet the special demands of consumers and may be exported with advan-

oneumers and may be exported with advantage. In connection with the exposition an international commercial congress was held, upon invitation of the Philadelphia Commercial Mussian transmitted by the Department of State to the various foreign governments for an exchange of information and opinions with the view to the promotion of international trade. This invitation met with general and cordial a septance, and the congress, which began its vesions at the exposition on the 13th of October, proved to be of great practical importance from the fact that it developed a general resognition of the interdependence of nations in trade and a most gratifying spirit of a commodation with reference to the gradual removal of existing impediments to recipre al relations without Injury to the industrial inference of either party.

#### Paris Exposition.

Paris Exposition.

The death of President Faure in February act called forth some shiever expressions of sympathy which befit the relations of two requience as closely allied by unbroken histories as are the United States and France. Preparations for the representations of the united States at the World's exposition, to be held Paris next year continues on an claborate ad comprehensive scale, thanks to the general superopration provided by tongress and to the friendly interest the French Government has shown in furthering a typical exhibit of American progress.

There has been allotted to the United States a considerable addition of space, which, while acting our country in the first rank among exhibits a considerable addition of space, which, while acting our country in the first rank among exhibits. The efforts of the Commissioner General are ably directed toward a strictly representative display of all that most characterically marks American achievement in the visitive aris and most adequately show it the excellence of our natural productions. In this age of keen rivalry among nations in mastery in commerce, the doctrine of evidence are the prostitive in the results they have a subject of the Commissioner General mastery in commerce, the doctrine of evidence as they are positive in the results they have endeavor and constant advance in the eventual and the subject of the constituent to accidental conditions.

The present extraordinary petus in every line of exportation, and the sunding increase in the volume and value four share in the world's markets, may not attributed to accidental conditions.

The reasons are not far to seek. They like the ends in the world in markets, may not attributed to accidental conditions.

The reasons are not far to seek. They like the ends in every new device whereby the stored, and a marconfident will, he an open unit of the start. The American exhibit at Parisculle, and I am confident will, he an open unite, whose lessons of skillfully directed deaver, unfaitering energy and

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

strate electricise as an American hational institute of our countrymen resorting to Paris for study.

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

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

#### Pan-American Exposition.

Pan-American Exposition.

The act to encourage the holding of the lan-American Exposition at the Niagara frontier within the County of Erle or Niagara, in the State of New York, in the year 19c1, was approved on March 3, 1859.

This exposition, which will be held in the city of Buffalo, in the near vicinity of the great Niagara Cataract, and within a day's journey of which reside 40,000,000 of our people, will be confined entirely to the Western Hemsphere. Satisfactory assurances have already been given by the diplomatic representatives of Great Hritain, Mexico, the Central and South American republics and most of the States of the United States, that these countiles and States will make a unique, interesting and instructive exhibit, peculiarly illustrative of their material progress during the century which is about to close. The law provides an appropriation of \$50,000 for the purpose of making an exhibition at the exposition by the floveriment of the United States from its Executive Departments and from its Smitheodian Institution and National Museum, the United States Commission of Fish and Fisheries, the Department of Labor and the Bureau of American Republics. To secure a complete and harmonious arrangement of this Government exhibit a Board of Management is a salready been created and charged with the selection, purchase, preparation, transportation, arrangement and safe keeping of the articles and materials to be exhibited. The beard has been organized and has already entered upon the performance of its duties as provided for by law.

I have every reason to hope and helieve that this exposition will tend to cement more firmily the coordial relations between the nations on this continent.

#### Fair Managers' Meeting.

The artinal convertion of the American Association of Pairs and Expositions was held in Chicago, Nov. 21 and 22. The purpose of the convention was the discussion of matters pertaining to the management of fairs and expositions and the consideration of new propositions for the besterment and enlargement of the work. The first session was largely given to the usual preliminary business in the way of efficial reports, admission of members, etc. The session was devoted to the program, which consisted of papers and addresses under the following titles. "The little-tice of the Fair and Exposition in Promoting the Horse Industry," by II wade, of Toronto Exposition, and Registrar of the Shorthorn three-ders' Association; "Adverting the Fair," by E. W. Randall, Serietary of the Minnesota State Fair; "The Relation of the Fair to the Radways," by J. Irving Pearce, of Chicago, "The Proper Condition of Shew Admissis," by A. J. Loveloy, of the Illineis State Fair. "The Secretary of the American Trotting Association. In the selection of dates for the State fairs.

Secretary of the American Trotting Association.

In the selection of dates for the State fairs in 1969, the result was as follows
Easts to Circuit New York, Aug. 27 to Sept. 1, Ohio, Sept. 3 to 8, Indiana, Sept. 17 to 22; Illinois, Sept. 24 to 29, St. Louis, t.t. 1 to 6. Western Circuit lowa, Aug. 24 to Sept. 1; Mintess ta and Nebraska Sept. 3 to 8, Wisconsin, Sept. 10 to 15, thence to Indiana and Illinois, Toronto, Ont., Sept. 3 to 15, Illinois, Toronto, Ont., Sept. 3 to 15, Illinois were clerted as follows: President, A. J. Lovejoy Rossow, Ill., Vice. President, W. F. Harriman, Hampton, Ia.; Treasurer, Wim. M. Liggett, St. Anthony Park, Minn.; Secretary, James W. Fleruing, Columbus, O.

#### Live Stock Show.

As a result of recent action in Chicago by the breeders' organizations, an international Live Stock Exposition is assured. Dec. I to 5, inclusive, age the dates set for the display, and among the main features will be the fol-

A grand breeders' prize exhibition of cat-logs and sheep, with Guily sales of all

tie, logs and sheep, with Guily sales of all bireds.

2. A great fat stock show, surpassing even the renowned annual Smithfield shows of England, in which the royalry and arbito ray of that country take such pride as exhibitors and interested visitors.

3. A fine display of draft horses and horses for general use, not as a society show, hut as a utility show.

1. An exhibition of dressed means and meat ford products of all kinds, and refrigerator appliances for preserving the same.

3. Animal by-products, showing the complete utilization of all parts of the slaughtered animals not directly used as meat foods.

4. An exhibition of packing-house methods and appliances, and tovernment inspection of meats.

ecats.
7. Transportation appliances and methodouble unspection of live animals, sheep doing, etc.

ping, etc.

9. Slaughter tests, to determine the results of different methods of preparation for market, and effects of different foods.

10. Meetings of preeders' and stockmen's associations, with able papers and discussions by the foremost representatives of the live stock interests of the world.

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

#### A Memory of The Centennial.

In the December number of "The National

In the December number of "The National Magazine," a writer gives some remindscences of the Centennial at Philadelphia in 1878, and says:

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

#### Fair Notes.

Imring the week following Jan. 20, a cycle and automobile show will he held at Madison Square Garden, New York City. It will be the first opportunity that has been presented to see a full line of motor vehicles under one recor. A large number of makers have applied for space, and there is every indication that the fifth annual exhibition, conducted by the company formerly known as the National Exhibition Company, will surpass all others. Space has been limited to those products that with he of interest to the cycle and motor vehicle trade. All the concerns which are now a part of the American Hicycle Company have contracted for space, which will of course force the independent makers to participate on a large scale. It is acknowedged that the automobile just of the show will be the largest of its kind ever held. The show is under the management of Frank W. Sanger. We are in receipt of the Rules and Preutum List of the seventh annual exhibition of the Vermont State Poultry and Pet Stock Association—the show to be held at Woodstock, Vt., Jan. 2, 3, 4 and 5, Rule I reads: "The premiums of this association are open to the world," and they are worth going after, too, In all probability there will be no trotting and pacing meetings at Louisville in 1900.

werld," and they are worth going after, too, and pacing meetings at Louisville In 1900. The loss to the Louisville Fair and Driving Association on the fall meeting was in the neighborhead of \$20,000. The blame for this loss has been laid at the door of the two or three-heat plan which Louisville was persuaded to try. These kind of races, especially when the heats are not hroken, are not nearly as satisfactory as to divide the money at the end of the fifth heat, according to the rank in the summary. in the summary.

n the summary.

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

draw their patronage.

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

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

The Alabama State Pair this fall offered prizes for the two best weeklies in the State.

Twenty-two papers entered the contest, which was held under the anspices of the Hirming to ham Press Club. The Committee of Award gave the first prize to the Opeleika Industria discovery, and the second to the Pratt City Heracald.

It is reported that George Pangalo's company, backed by Buffalo capitalists, has subscribed \$75,000 for the Midway privilege at the Pan-American Exposition. Ben Yakar who is also supposed to be backed by capitalists of Buffalo, is also a bidder. Pangalowill, in all probability, get the concession.

will, in all probability, get the concession.

The International Motor Carriage Exposition held at Berlin last fall included for different models and types of motor carriage for one passenger or more; thirteen exhibit ors showed motor wagons for freight; twenty six numbers covered exhibits of motor cycle, and trait carris belonging thereto; six time exhibited motors and parts of the same; two-showed only springs and whereas for motor carriages; lifty-one firms exhibited various miscellateous parts, fixtures and materials for motor carriages not included in the preceding classes, and five exhibitors displayed the literature, drawings, maps and models which the new science of automobilism has thus fadeveloped.

The exhibition protor was models, to the firm of the children protor was models.

developed.

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

The Smottmann's Show for 1900 will be held.

which firm has acquired certain patents of the American company.

The Spottsmen's Show for 1900 will be held in Boston, Mass., Feb. 22 to March 10, Infectusive, under the auspices of the Massachu setts Sportsmen's Association. The successful exhibit of this exhibition in 1888 market a new era in sporting interests, and lover; of all kinds of exercise, and to the great gent reral public which seeks to be entertained, as well as Instructed. In addition to the many varieties of live fish, which only the larges aquariums afford, Inchan customs exemplified, etc., the management hus arranged for a full program of water and gymnastic sports directed by leading exponents, which will, with many other notable features, form alexhibition long to be remembered. The advertising for this exhibition throughout New England will be under the able supervision of Mr. R. D. Leonard, proprietor of the R. D. Leonard Advertising Agency, of Boston Mr. Leccard also has entire charge of the coming exhibition of the Hoston Poulity Association. That both shows will be successful can not be doubted.

ful can not be doubted.

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

The dates of the Western Manitoba bis

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

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

held within her gates.

The Phoenix (Atiz.) Cowboy and Indian Carrival opened Dec. 4 and continued for five days. \$6,500 had been subscribed by the merchants of the city. Add to this the money resulting from privileges, etc., and you wilk see that the coln supply was ample. The crowds were tremendous, and the entertainments superh. The officers who worked staithfully for the success of the carrival number of congratulated. They were: S. M. McGowan, Director General, S. J. Michelson, Sterretary; L. E. Hoffman, Corresponding Secretary, and S. Oberfelder, Treasurer.

The trustees of the Chamber of Commerce.

retary, and S. Oberfelder, Treasurer.

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

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

dustries, to all visitors.

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



1899, BY PAN-AMERICAN EXPOSITION CO.

#### HORTICULTURE GROUP.

#### Pan American Exposition.

the Board of Architects of the Pan Ameri-Exposition, which will be held at Buffalo Y., on the Niagara Frontier during the

Exposition, which will be held at Buffalo, V., on the Niagara Frontier during the uniform months of 1901, is composed of eight uniform three residents of New York, two Boston and three of the eity of Buffalo, the architects of the ribree buildings hereth are: Mr. Walter took, of the firm of bb, Cook & Willard, of New York; designs, Stadium, the screen in from of the raily station, and the Entrance of the Midy; all of these forming the Plaza. Messrs. bb, Cook & Willard are the architects of New York Life Buildings in St. Paul, antreal, Minneapolis and Kansas City. They now building a new residence for Andrew rangle on Fifth Avenue, New York. Mr. ok is President of the New York Chapter Architects, and was the only American on commission which met at Antwerp and n Francisco to decide the competition for ins for the University of California. Mr. ck studied under Vaudremer. 4r. R. S. Peabody is a member of the firm Peabedy & Stearns, of Boston, who were architects of Machirery Hall at the old; Fair They built the Union League of Building in New York and the Old of Church in Boston, Mr. Peabody studied Dumais' atelier. He has designed the Horlat's Fair They built the Union League of Building in New York and the Old of Green & Wicks, of Buffalo. Among it works are the new Buffalo Savings are life in the Syracuse University Builds at Syracuse, N. Y. They are the demers of the Machinery and Transportation Building is designed in a trace of

as at Syracuse, A. I. They are the demers of the Machinery and Transportation
d Electricity Buildings of the Pan Amerln Exposition.
The Machinery and Transportation Building, 5000 by 350 feet, faces on the Mall. This
idding is deslend in a type of Spanish
raiscance, with initial inspiration in the
ssion Buildings found in Mexico and Calinia, supplemented by later examinations
Renaissance work in Spain, medified to
it the conditions of the exposition with its
y and festive surroundings.
An early traveler writes: "The mission
idding is in the form of a hollow square,
ong the front of which a galiery extends,
e edifice, a single story high, is raised a
a feet above the ground. In the interior is
court adorned by a fountain and planted
th trees. For the crection of the buildings,
ge beams were transported from the mounins, and the Indian taught to burn lime,
t stone and make brick and tile."
Brielly stated, the Machinery and Transreation Buildings form a hollow square,
th arcades on all sides. In the interior is a
urt 100 by 200 feet, adorned by a long pool
water, with a fountain surrounded with
rubs and flowers, arristically pianted. This
ect of water, with its calm reflection and
atmosphere of quiet restfulness forms one
the many little coases planned for the reshment of the weary sightseer.
I we add to the traveler's description that
e roofs are of red tile, the walls of cement,
e work is more ornamented, the structure
vered with glowing colors, we have briefly
correct description of this building.
The facades present an arcaded effect corsponding in appearance to mission cloisters;
e caves, with great overhangs, add to the
crurescue. Each facade is broken by an
nortant architectural feature, and each corr flanked with low pavilions, the design
ting large, plain surfaces for color, while
e eaves give deep shadows.
The loggas, balconies, pavilions and other
aces are to be ornamented with shruhs,

are color scheme is made up in reds and liows, light in tint. The loggas, balconies, pavilions and other aces are to be ornamented with shruhs, nes and flowers, blending with the coloring the building.

the building. The openings are grilled with specimens of rought-fron "pejas," or grill sercens, such are seen in examples of Spanlsh architected of the sixteenth century. The building has numerous entrances, the Incipal consoling in the center of the four rades. Once inside the structures, the size III be appreciated. All the towers, pavilions, and other proper aces are to be hrilliantly illuminated and ade gay with banners and flags.

HORTICULTURE, GRAPHIC ARTS AND FORESTRY.

The three buildings for Hortleulture, aphic Arts and Forestry, of which Messis, abody & Stearns are the architects, form a turresque group at the end of the West

The largest of these, the Horticulture Euriding, stands between the other two on an axis with the Garden. The Forestry Building is on the north side, the Graphic Arts on the south, adjoining the lake. Areades contact the three buildings, forming in front a semi-circular court. Between the areades the ground rises slightly to the level of the Feurtain of the Seasons.

The area of the Horticultural Building is 45,000 square feet. The Graphic Arts and Forestry Buildings each cover 30,000 square feet, and are similar in design. In plan, the Horticultural Building is square, with central lantern, rising to a helght of 240 feet at the intersection of the four arms of a Greek cross, which includes in its angles four small domes on the center of each facade is a deeply-recessed arched entrance.

The Graphic Arts and Forestry Buildings have four corner towers, and on the east facade a vaulted logical of three arches forms the main entrance. Above the red roofs of Spanish tile, numerous lanterns, pinnacles and Venetian flagpeles, from which float gay-

self has been given to Messrs. Babb, Cook & Willard, of New York, and the style adopted a very free version of Spanish architecture has suggested the name of the Plaza, which has been given it. The central portion of this square is occupied by a tetrace only very slightly raised above the surface of the square, and surrounding a sunken garden, in the middle of which is a band-stand. The tetrace, as well as the garden itself, will afferd a large space for listeners who attend the concerts which it is proposed to give.

Outside, and at the north of the Plaza, is the railway and trolley station, from which it is supposed the greater number of visitors will enter the exhibition grounds. The railway station itself is masked by a colonnade flanked at either end by two colossal arches, one for those entering the exposition, and the other for those leaving it. This colonnade bounds the Plaza on the north. It is surrounded by a trellis, which it is proposed to cover with vines of vatious sorts.

The west side of the Plaza is bounded by a building which is to serve as a large restau-

### MACHINERY AND TRANSPORTATION BUILDING.

ly-colored banners, add a festive picturesquences to the sky-line.

The broad, white wall surfaces are ornamented with colored bas-reliefs. Arabesques of twining vines of fruits and flowers, among the branches of which are children and birds, decorate the numerous pilasters of the facades and areades. Above the eastern entrance of the Horticultural Building are two colored compositions representing Ceres, the goddess of the harvest, bearing in her arms a sheaf of golden wheat, ther charlot is drawn by three lions ied by Flora and Primavera.

drawn by three nons not a,

vera.

The decoration of the Graphic Aris and Forestry Buildings is chiefly confined to the
vautted critings of thelr logglas, where the
brilliantly colored decorations remind one of
the famous example of the Vilia Madama.

#### THE PLAZA

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

rant. The public passes through the lower arches of this huilding, which are open, in order to reach that portion of the exposition which is to be called Vanity Pair, and which corresponds with the Midway Plaisance at Chicago. The restaurant building lise if is two stoties high, and is about 350 feet long. On the cast side of the Plaza is a building closely resembling the restaurant, which serves principally as the entrance to the Stadhum, or Athletic Field, airhough portions are also used for exhibition purposes. This also has two stories, the upper stery being a large, open gallery, from which views of the Haza can the one side, and the Stadhum on the other, are afforded.

Finally, the search side of the Plaza is bounded by the Electrical Tower, one designing of which has been given to Mr. Howard. The Stadium, or Athletic Field, has been in all its defails, a careful rudy. It resembles in a general way that creeted at Athens a few years ago, although this one can be, of course, only a temporary structure. It will contain excity 25,000 spectators, and is intended as a model of what It is hoped may be executed some day in permanent form. It

has a quarter-mile running track and a sufticlently large space in the inside of this forany of the arbitetic games, Great attention
has been paid to having a large number of
aishes to reach the seats, and, in addition to
the principal cutrantee on the west, there are
provided seven large exits. These exits are
made of sufficient breadth and height to adult. In core of need, the largest vehicles or
thosts, as it is proposed to use the Stadium
for certain pageants. Exhibits of automotibles
in operation, judging of horses, live stock, agtheir and machinety, read machinery, etc.
No exhibitor has ever baid such a splendid
arcta in which such exhibits can be displayed,
and the Atlletic Carnival to which the Sudmin is particularly devoted is expected to be
exist of the most increasing features of the
exhibition. The space under the seats is to
be used for exhibition purposes, and is in
itself the equivalent of a very large building.
The total length of the Stadium, including
the building which ferms the extrance, is
about \$70 feet, and the breadth about \$70 feet,

the building which forms the entrance, is about 870 feet, and the breadth about 500 feet.

#### Kansas City Carnival.

The cloring year has been very prolific in street fair and out door expositions. There has been more fairs and expositions held during 1899 than has ever been known in the history of America. Every town, eity or han let held them with excuses and without. As a rule, public celebrations are held for the jurpose of celebrating rome event, but this year, traditions were thrown to the winds, and the energy of the American merchant in desiting to sell his goods readily displayed itself through the latest advertising movelry that of fairs and expositions. The street exposition is the acme of artistic outdoor advertising. America.

Among the many citles that held street expositions, Kaiasas City. Mo., is the largest city at the prevent, writing to hold a street exposition. It heads the list as the largest number of square feet covered by booths, the greatest number of live exhibits, the greatest number of ally visitors and the largest midway ever given in a street exposition.

The receipts received by the merchants and

outside of an inter-national exposition, the largest number of dally visitors and the largest midway ever given in a street exposition.

The receipts received by the merchants and the actes were enormous. In all previous years, the visitors returned to their homes at tight. This year, however, they remained for days at a time, and many nights during the exposition it was impossible to obtain a room in a hotel or lodging house. The weather during the fair was all that could be desired. The life tors of the Karnivai Krewe, under whose auspices the street exposition was held, ate a body of broad-initieded gentlemen. They give a great deal of credit to Col Dectarmothas, the well-know fair promoter, and are exceedingly grateful to blim. They proudly turnish statistics from the banks and merchants, slawing that nearly two miffions of dollars in eash were brought into and left in the city in exchange for the attractions offered.

The paraces of a Karnival nature, were more original and contained a greater number of floats than ever before. The reason of this was that col Gray, who was lifrectur of Annusements at Nice and Morto Carlo for a number of years, gladly gave the merchants of Kansas City the advantage of his many years of experience in Karnivals there.

The pinnacle of success was achieved when the first Thrand Bal Masque, which closed the festivities and the exposition was held Convection Itel was the chosen place. It was a subscription ball, and the elice of seciety not only of Kansas City, but of all the surrounding towns within a radius of 200 miles were present. The fun and froile lasted util 2 a m. when the theatrica) companies playing in the city, started the Grand March from the roof garden to the main floor, making a circuitous tour of the great building Matthew's & Rulger's celebrated Farce Comecy Company is discussed the context.

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



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# THE BILLBOARD.



Palace of Ceramics and Glass.



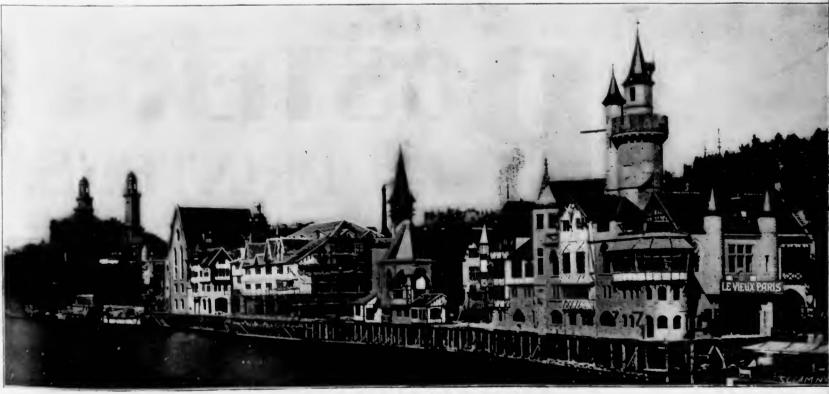
Side of Grand Palace of Fine Arts.



Present Condition of Esplanade des Invalides.



Parace of Mines and Metallurgy . Champ de Mars.



Ancient Paris on the Northern Banks of the Seine.

#### A World's Fair in Rome.

vement ou foot in Italy to hold a World's ir in the Eternal City in the year 1910, the shall eclipse everything shown in this e before, even the Paris Exposition of 1969, til then it is expected to have all the blic billidings finished, which could not be objected for a lack of capital; the new bridg; was the Tiber will also he finished, and veral new bridges are projected. A new and Opera House will also he hullt, and egigantic memorial to King Victor Emanor; the Capitol IIIII, which will also be lished by that time, is expected to prove of the greatest attractions for victors, is expected to raise the money needed by scription.

#### Fair Notes.

he Amelcan Street Fair and Exhibition Co., the offices at 1432 Broadway, New York, is mane of a new concern organized to protestreet fairs and carnivals.

In Wednesday night, December 22d, the leago Athletic Association gave a full-ged circus. Many circus performers who re wintering in Chicago were secured, and circus was announced by regular bona circus was announced by regular bona circus was announced by regular bona circus posters. Although it was an in-raffair, it was an immense success, and smore like a real circus than many of tented shows.

he Commercial Club, of Lewiston, Idaho, ently passed resolutions, which were in stance as follows: That a fair be held but Oct. 15, 1900; that the expenses be desed by donations from county, city, busiss men and privileges; that grounds hend, exhibits secured, premiums offered; tamusements he provided, etc. The board tently means business, and have taken an Jy start, which argues well for the success the undertaking.

the indertaking.

he Los Angeles Industrial Exposition is be held at Hazard's Pavilion, from Feb. 20 March 13, 1900, inclusive. Besides the texand manufactured products of the city, re will he a citrus fair and an exhibit of mineral resources of Southern California, ne of the novel features of the Portiand e.) Exposition was the war museum for benefit of the fund being raised to erect nonument to the memory of the Oregon unteers who lost their lives in the service their country. The receipts resulting from

the experiment amounted to \$1,112.45. The following is the financial result of the I899 exposition, compared to that of I898:

Expenses,																								.15
Expenses,	15	9	9			٠											•			1	25	. 4	80	.34
Decrease			٠.																	\$		9	46	.81
Admission	t	le	k	e-t		S	a	16	*			13	35	18	١.					\$	7-7	.0	Hi8	.30
Admission	t	ic	k	et		P	a	le	93	,	3	13	19	19			 				15	,6	26	.25
Decrease			٠.																	\$	6	4	42	.30
Concession	s.		18	98																3	1		38	.40
Concession	ıs,		18	90	)													,			1	. 5	4:	.34
Increase																	 			\$		1	03	.94

#### NOTICE TO ADVERTISERS!

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P. O. BURROUGHS,
P. O. Box 296 No. 3 South Park, Newark, O.

F. ALTMAN & SON, Ohio Columbus.

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

Columbus, Ohio.

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

R. H. BACON,
Proprietor of Otto's Cure and Eucon's Celery King,

# New \*\*\*\*

INTERNATIONAL ARTISTS' JOURNAL

Vaudeville, Circus, Minstrels, Museum, etc. 20.30.30

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HENNEGAN & Co.,

== 127 E. Eighth Street, CINCINNATI. O.

#### conventions. Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are tikely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc.
The list is carefully revised and corrected monthly.

KRITON, O.-Ohto Letter Carriers' Association. Feb. 22. Melville Johnson, Columbins ALBANY, N. Y.-McLical Society of the State of New York. Jan. 30 to Feb. 1, 1900. T. Curtis, M. D., seey., Albany, N. Y. ANIROYER, O.-Beekceper's Association of Ohio, Pennsylvania and New York. Jan. 10 and 11, 1900. Ed. Jolly, Franklin, Pa. ATLANTA, GA.-Train Dispatchers of America. June 14, 1900. J. F. Mackie, Stewart Ave., Chicago

4 5<del>644 56664466666</del> 5<del>66</del>4 4<sup>4</sup>

ATLANTA, GA.—Train Dispatchers of America. June 14, 1909. J. F. Mackle, Stewart Ave., Chleago
ATLANTIC CITY, N. J.—Grand Lodge of Elka, July 12, 1900
AURORA, ILL.—Ancient Order Hiberplans. 1900. Daniel McGlynn, seey., St. Louis.
BALTIMORE, MD.—Grand Lodge, A. O. U. W. Third Tuesday in March, 1900. A. F. tolbert, Manf. Record Bildg., Baltimore, grand recorder.
IALTIMORE, MD.—Grand Lodge of Maryland, Independent Order Mechanics, March 19. Elmer Bernbard, 639 and 632 W. Baltimore, St. Baltimore, Md.
IALTIMORE, MD.—National Association of Master Plumbers. June, 1900. Chas. L. Ityrne, 1308. Cottage Grove av., Chleago, Ill. BALTIMORE, MD.—American Bowling Congress. Jan. 9. Sam Karpf, New York City, Sery.

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

BALTIMORE, MD.—Shield of Honor of Maryland. Feb. 3, 1900. W. J. Cunningham, seey. 206 E. Fayatte street, Baltimore, Md. BALTIMORE, MD.—Catbolle Benevolent Legion. Feb. 3, 1900. Thos. Foley Hisky, seey., 100, W. Fayette street, Baltimore, Md. BATON 1tOUGE, LA.—Louislana Sunday School Association. April 24, 25 and 26, Mrs. A. M. Mayo, Lake Charles, La., corand statistical seey.; Rev. R. P. Howell, Zwelle La., recording seey.

School Association. April 24, 25 and 26.
Mrs. A. M. Mayo, Lake Charles, La., cor.
ard statistical secy.; Rev. R. P. Howeil,
Zwelle La., recording secy.
BEATRICE, NEB.—Head Camp, Woodmen of
the World. Second Tuesday, February,
1901. E. I. Spencer, Wichita, Kan., secy.
1937. MASS.—Coopers' International
I mon of N. A. Det. S. James A. Cable,
542 Elitzaleth av. Kan.as City, Kan.
19370N, MASS.—Grand Lodge, N. E. O. P.
March 14. E. S. Hinekley, I Somerset St.,
Itoom II, Boston.
10370N, MASS.—Massachusetts Master
House Painters and Decorators Jan. II.
William E. Wall, I Morgan St., Somerville, Mass.
BOSTON, MASS.—American Rallway Accounting Officers, May 30, 1900. J. E.
Quiek, Toronto, Can
10370N, MASS.—American Surgical Associstion. May I to 3, 1800. Herbert Burrelt,
22 Newbury St., Boston
10370N, MASS.—A. O. H. National Convention. May I, 1900. James Sullivan, Race
St. Philadelphia, Pa
BOSTON, MASS.—Knights and Ladles of
Honor, Grand Lodge. May 9, 1900. Sam
103870N, MASS.—O. U. A. M. State Council
Feb. 22, 1900. Chas. C. Littlefield, secy., 43
Milk street, Boston.
BOSTON, MASS.—Ancient Order of Hibernians. July, 1900. James O. Sullivan, Philadelphia, Pa., nat. secy.
BOSTON, MASS.—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.
BitaTTLEHORO, VT.—Vermont Dalrymens'
Association. Jan. 9 to 11, 1900.
BUFFALO, N. Y.—Knights of Honor, June
12. H. F. Nelson, 816 Oilve st., St. Louis,
Mo., secy.
CEDAR RAPIDS, IA.—American Poultry Association. Jan. 15 to 20, 1900. II. A. Bridge.

Mo. secy.

CEDAR RaPIDS, IA.—American Poultry Association. Jan. 15 to 20, 1900. II. A. Bridge, Columbus, O., secy.

CEDAR I.A. JS, IA.—Iowa Engineering Society Jan. 17 and 18. E. P. Boynton, secy.

CEDARVILLE. O.—Reformed Presbyterian National Conference. May 30, 1900. Rev. F. Foster, secy., 341 W. 29th St., New York City.

City ENTRAL CITY, COL. Piencers' Associa-tion Reunion. Jan 11. Jesse P. Waterman.

tentral City, sery.

Lentral City, sery.

HATTANDOGA, TENN. State Council, Jr.

H. V. A. M. May 15. Albert B. Adams,
Ciattanooga, Tenn.

CHICAGO, ILL.—Bohemian Catholic Central
Palon. Sept. 26, 1900. Frank Lindelar, 56.

Jewett at. Claveland. O., secy.

HICAGO, H.L. Grand Ledge, D. D. H. der
V. ST. Sept. 5. Ulus. Lamber, 107 Somers.

Decakten. N. Y.

CHICAGO, H.L., Grand Lodge, D. D. H. der V. ST. Sept 5. Chus. Lanber, 167 Somers J. Brooklyn, N. Y.

CHICAGO, H.L., National Duroc-Jersey Record Association. Jan. 2, 1900. Robt. J. Evans, seey., El Paso, III.

HICAGO, H.L. Steam and Dredge Engirers, Brotherheod of America. Jan. 2, T. C. Dedan, 39 Dearborn et.

HICAGO, H.L. G. A. R., National Encamposett Aug. 28 to Sept. I. Thomas J. Stewart Phylad Iphia, Pa., seey.

HICAGO, H.L.—American Maize Propaganda Annual Meeting. Feb. 8, 1900. B. W. Show, seey, Marquette Bidg., Chicago.

INCINNATI, O. National Convention of Chirfs of Police of United States and Canobe Mays. Harvey D. Carr., Grand Rapds, Mich., seey.

NCINNATI, O.—National Convention B. Y.

L. T. July 12 to E., 1900. Rev. E. E. Chivers, 324 Dearborn St., Chicago.

INCINNATI, O.—Western Paper Box Mig. Vissociation. Jan. 18 and 39. R. H. Urane, 15. Main st., Clincinnati.

CINCINNATI, O.—Union of American Hebrew Congregations. Jan. 15, 1901. Lipman Levy, seey., Cincinnati, O.

CLEVELAND, O.—The Traveling Engineers' Association. Sept. 11. W. O. Thompson, Eikhart, Ind.
CLEVELAND, O—United Lumber Dealers.
Jan. 23 and 24. Frank E. Kimball, Elyria,

Jan. 23 and 24. Frank E. Kimball, Elyria, O., seey.
CLEVELAND, O.—National Retail Grocers' Association, Jan. 16 to 18. A. M. Crawford, thirago, Ill., seey.
CLEVELAND, O.—Royal Templars of Temperance, Jan. 30, 1900. Geo. M. Caldwell, 57 Tennis st., Cleveland, O., seey.
CLINTON, 1A.—lowa Master Plumbers' Association. Jan. 9 and 19. John E. Allen, 518 E. Wainut st., Des Molnes, Ia., seey.
COLUMBUS, O.—Ohlo State Poultry Association. Jan. 18 to 23. Chas. McClure, seey., New London, O.
COLUMBUS, O.—State Board of Commerce. Jan. 10. II. A. Griffin, Cleveland, seey., COLUMBUS, O.—The Order of the United Commercial Travelers of Anserica. June 29 and 39. Chas. B. Flags, Columbus.
COLUMBUS, O.—State School Board Association. Jan. 24 and 25. J. M. Weaver, Dayton, O.

ton, O. t'OLUMBI'S, O -Ohlo Wool Growers' Asseriation, Jan. 19. C. S. Chapman, Mary

ton, O.

COLUMBIUS, O.—Ohio Wool Growers' Assoriation. Jan. 19. C. S. Chapman, Marysville, O.

COLUMBIUS, O.—Ohio Association of Presidents and Secretaries of Fairs. Jan. 10, 1900. Geo. W. Carey, secy., Lebanon, O.

COLUMBIUS, O.—Ilorse Breeders' Association. Jan. 16. S. Taylor, Pleasant Corners, O.

COLUMBUS, O.—American Chester White Record Association. Jan. 19. 1900. Carl Freigau, secy., Dayton, O.

COLUMBUS, O.—Ohio Jersey Cattle Club. Jan. 10, 1900. A. T. Dempsey, secy.

DAYTON, O.—Ohio Poland China Record Co. Jan. 23, 24, 1900. Carl Freigau, secy., Dayton, O.

DAYTON, O.—State Municipal League. Jan. 16 to 18. Dr. S. O. Griffin, Columbus, O.

DAYTON, O.—County Commissioners' State Association. Jan. 9, 1900. J. C. Hauser, Sandusky, O., secy
DES MOINES, IOWA.—National Congress of Mothers. May 23, 1900. Mrs. Vesta Cassidy, Forest Glen, Md

DES MOINES, IOWA.—Iowa Miller's Association. Jan. 16, 1900. J. C. Van Meter, secy., DeSoto, lewa.

DES MOINES, IOWA.—Marble and Granite Dealers' Association. Jan. 17, 1900. E. H. Prior, secy., Postville, Iowa.

IES MOINES, IOWA.—Brotherhood of Locomotive Firemen. September, 1900. F. W. Arnold, Peorla, Ill., secy.

DES MOINES, IOWA.—Brotherhood of Locomotive Firemen. September, 1900. F. W. Arnold, Peorla, Ill., secy.

DES MOINES, IOWA.—Brotherhood of Locomotive Firemen. September, 1900. F. W. Arnold, Peorla, Ill., secy.

DETROIT, MICIL—Lake Carriers' Association. Jan. 16, 1900. Chas. H. Keep, secy., Buffalo N. Y.

DETROIT, MICIL—Glass Hottle Blowers' Association. Jan. 16, 1900. Chas. H. Keep, secy., DETROIT, MICIL—Glass Hottle Blowers' Association of On North America. May 21. J. V. Hierry, Quincy, Ill., secy.

DETROIT, MICIL—Glass Hottle Blowers' Association of Conted States and Canada. July S. Win Lanner, Rooms 330 and 831, Witherspean Bldg., Philadelphia, Pa.

DETROIT, MICIL—Grand Lodge, Switchmen's Union of North America. May 21. J. E. Tipton, Chamber of Commerce, Kanyas City, Kan, grand secy, and treas.

DETROIT, MICIL—Grand Lodge, Switchmen's Union of North America. May

DETROIT, MICH—National Brick Manufacturers tonvention. Feb. 7 to 10. T. A. Racidali, Indianapolis, Ind.
DEROIT, MICH.—Michigan Dairymens' Association Feb. 6 to 8, 1900. S. J. Wilson, seey. Flint. Mich.
DETROIT MICH.—National Association Master Blacksmiths. Sept. 4 to 6. A. L. Woodworth, Linna, O.
DETROIT, MICH.—Knights of Khorassah.
Aug. 27 il W. Belding, St. Louis, Mo.
DETROIT, MICH.—National Saddlery Association Convention. July 12 to 14, 1900. John II. Denver, St. Louis, Mo.
DETROIT, MICH.—Supreme Lodge K. of P. Aug. 21, 1900. R. L. C. White, seey., Nashville, Tenn.

Aug. 21, 1900. R. L. C. wille, Tenn.
DETROIT, MICH.—Republican State League
DETROIT, MICH.—Republican State League
Deb. 22, 1900. Burt D. Cady, seey., Port
Peb. 22, 1900.

Feb. 22, 1900. Burt D. Cauy, seey, 15th Huron, Mich. DETROIT, MICH.—R. A. M. Grand Lodge, Jan. 16 and 17, 1900. Grand Lodge, Jan. 23 and 24. J. S. Conover, seey, Coldwater,

Jan. 16 and 17, 1200.

23 and 24. J. S. Conover, secy., Columnated Mich.

DETROIT, MICH -F. and A. M. Grand Lodge, Jan. 23, 1909. Frank T. Lodge, Port Iluron, Mich, secy 100 VER, DEL. Kent County Protective Association. Jan. 23. H. C. Collison, Dover, DOVEIt, DEL.—Grand Lodge, A. O. U. W. Feb. 13, 1800. Chas. E. Woods, Wilmington, Mal. Sec. Y. —Minnesota Retail Hard-

Feb. 13, 1900. Chas. E. Woods, Wilmington, Bel., seevy.
DULUTH, MINN.—Minnesota Retall Hardware Association. Feb. 14, 1900. J. W. Clar! Minneapolls, Minn., seey
DURHAM, N. C.—Jr. O. U. A. M., State Council. Feb. 20, 1900. P. S. Preston, seey.
Box 275, Salem, N. C.
EAGLE, WIS. State Sheep Breeders' and Weol Growers' Association. Jan. 16. J. N. Crawfold, Mukwonago, Wis.
ELMHRA. N. V.—Southern Musonic Relief Association. Jan. 9. S. M. Beers, Masonic Temple, Elmira.

Wool throwers' Association. Jan. 16. J. N. Crawford, Mirkwonago, Wis. ELMIRA, N. V.—Southern Masonic Relief Association. Jan. 19. S. M. Beers, Masonic Temple, Elmira.

EMPORIA, KAS.—Democratic Editorial Fraternity of Kansas. Feb. 8, 1900. W. P. Morrison, secy., Sterling, Kas.

FARGO, N. DAK.—Tri-State Gruin Growers' Convention Jan. 23 to 26. J. Il Worst, Fargo, N. Duk.

FLINT, MICH.—The American Tamworth Swine Revord Association. Feb. S. E. M. Ball Humburg, Mich., secy.

FRANKFORT, IND.—Supreme Lodge of Moose. February, (second Tuesday), 1900. M. G. Kelly, Crawfordsville, Ind., secy., FREDERICK CITY, MD.—United Brethen Church of United States and Europe Centagalal Calebration. 1901.

FT WORTH, TEX.—Fat Stock Show. March 13, 1900. D. O. Lively, secy.

TWORTH, TEX.—State Real Estale Association Jan. 16 and 15, 1900. T. J. Skaggs, sery.

ULTON, ILL.—Supreme Lodge Mystlc Workers of World. March 13 and 14, 1909. Edward Jackson, Fulton. FULTON.

GALVESTON, TEX.-1. O. O. F. Grand Lodge, Feb. 5. G. C. Fahm, Dallas, Tex., grand secy.

GRAND RAPIDS, IOWA- --- Association, Jan. 20, 1900.

GRAND RAPIDS, IOWA——— Association, Jan. 29, 1990.

\*\*HARRISHURG, PA.—I. O. O. F. Grand Encampment Annual Session. May 14, 1990. James B. Nicholson, Odd Fellows' Temple, Philadelphia, Pa.

\*\*HARTFORD, CT.—Civil Engineers' and Surveyors' Association. Jan. 9. E. D. Graves, Actna Building, Hartford.

\*\*HARTFORTH, CT.—Connecticut Horticulture Society, County Bldg. Jan. 2. W. T. Garner, St. New Britain av., Hartford.

\*\*HARTFORD, CT.—New England Tobacco Growers' Association. Jan. 8. S. C. Hardin, Glastonbury, Ct., secy.

\*\*HARTFORD, CT.—Connecticut Letter Carriers' Association. Feb. 22. It. M. Burtough, Bridgepott, Ct., secy.

\*\*HARTFORD, CONN.—F. & A. M. Grand Lodge of Connecticut. Jan. 17, 1900. John H. Barlow, secy.

\*\*HARTFORD, CUNN.—State Dairymen's Association. Jan. 15 to 20.

\*\*HUMBOLDT, IA.—Grand Lodge of lowa 1.

O. G. T. Third Tuesday in August, 190c. B. T. Green, Hawarden, Ia

\*\*NDIANAPOLIS, IND.—United Mine Workers of America. Jan. 15. W. C. Pearce, secy.

\*\*NDIANAPOLIS, IND.—Indiana Lumbermen's

secy.
INDIANAPOLIS, IND.—Indiana Lumbermen's
Association. Jan. 16 and 17. R. K. Wiliman, Hartford City, Ind.
INDIANAPOLIS, IND.—Indiana Republican
Press Association. Jan. 25 and 26. W. B.
Campbell, Anderson, Ind., secy.

INDIANAPOLIS, IND.—Indiana Republican Press Association. Jan. 25 and 26. W. B. Campbell, Anderson, Ind., secy.
INDIANAPOLIS, IND.—American Essex Association. Jan. 2 to 7, 1900. F. M. Srout, McLean, Ill., accy.
INDIANAPOLIS, IND.—State Wool Growers' Association. Jan. 2, 1900. J. W. Robe, secy., Greencastel, Ind.
INDIANOLA, IA.—Shorthorn Breeders' Association. Jan. 8, Il. T. Metcalf, secy.
INGERSOLL, ONT., CAN.—Ontario Cheese and Eutter Makers' Association. Jan. 16 to 18. W. W. Brown, Attercliffe, Ont., secy.
JACKSONVILLE, FLA.—The Florida State Dental Society. May 1, 2 and 3. Dr. Carroll II. Frink, Fernandina, Fla.
JACKSONVILLE, FLA.—The Florida State Dental Society. May 1, 2 and 3. Dr. Carroll II. Frink, Fernandina, Fla.
JACKSONVILLE, FLA.—F. & A. M. Grand Lodge. Jan. 16. W. P. Webster, secy.
JACKSON, TENN.—State Federation of Labor. Jan. 8. E. F. Grace, care Labor Journal, Memphis.
JEFFERSONVILLE, IND.—Grand Lodge of

Clark, Secy., Neb.
LINCOLN, NEB.—Nebraska Press Association. Jan. 23 and 24, 1900. F. N. Merwill, secy., Beaver City, Neb.
LINCOLN, NEB.—National Buttermakers' Association. Feb. 19 to 23. E. Ludendorf.

Association.

Elgin, III.

LINCOLN, NEB.—State Historical Society.

Jan. 9,1900. Prof. H. W. Caldwell, secy.

LITTLE ROCK, ARK.—Arkaness Dental Association. Jan. 2. W. H. Burkley, D.D.,

sociation. Jan. 2. W. H. Burkley, D.D., socy.

LONDON, ENGLAND—Salvation Army Congress. July, 1900. Commissioner Howard, 101 Queen Victoria st., London, E. C., Eng. LOS ANGELES, C.AL.—Roadmasters' Convention. Nov. 13, 1900. J. B. Dickson, secy., Sterling, Ill.

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

LOUISVILLE, KY.—A. O. U. W. Grand Lodge. February (second Tueeday), 1300. J. G. Walker, secy., Room 9, Norton Building, Louisville, Ky.

LOUISVILLE, KY.—Grand Encampment, Knighta Templar. August, (fourth Tuesday), 1901. Reuben H. Lloyd, San Francisco, Cai., Grand Master.

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

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

MANCHESTER, N. II.—State Press Association. Jan. 17. S. C. Gould, Manchester, secy.

MARTINSBURG, W. V.A.—State Bar Associa-

MARTINSBURG, W VA.-State Bar Associa-tion, Jun. 3 and 4. T. M. Garvin, Wheel-

tion. Jan. 3 and 4. T. M. Garvin, Wheeling, W Va.

MERIDIAN, MISS. Masonic Convention, K.
T. Grand Commandery; R. S. M., Grand
Council: R. A. M., Grand Chapter; F. &
A. M., Grand Lodge, Feb. 19 to 22. J. L.
Prower, Jackson, Miss.

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

MILWAUKEE, WIS.—Northwestern Electrical Association. Jan. 17 to 19. Thos. Is Mercen, 85 Michigan st., Milwaukee. MILWAUKEE, WIS.—National Association characteristics. May 8. E. C. Moseley, Washington, D. C., secy. MILWAUKEE, WIS.—Supreme Court, United Order of Foresters. July 9. S. W. Den Inson, Hathaway Bidge. Milwaukee. MILWAUKEE, WIS.—General Federation of Women's Clubs. Blennial Meeting. May 1900. Mrs. Emma A. Fox, 21 Bagley ave. Detroit, Mich., secy. MILWAUKEE, WIS.—Wisconsin Retail Hard, ware Association. Feb., 1st Wed., 1900. C. Peck, secy., Berlin, Wis. MILWAUKEE, WIS.—Grand Chapter Arch Masons. Feb. 21, 1900. J. W. Laflin, secy. Milwaukee, Wis. MINN.—Northwestern Lumber Association. Jan. 16 to 18. W. G. 1101, 185, 907 Lumber Exchange. MINNEAPOLIS, MINN.—State Conventor O. D. H. S. Jan. 25, 1900. Herman Circler, secy., Box 444, Minneapolis, Minn. MOLINE, ILL.—Hillinois Society of Engineeriand Surveyors. Jan. 24 to 26, 1900. Jacot A. Harmon, secy.. Peorla, Ill. NASHVILLE, TENN.—Royal and Select Massurers, Grand Council. Jan. 22. J. W. Crutchen, Nashville, secy. NASHVILLE, TENN.—Royal and Select Massurers, Grand Council. Jan. 22. J. W. Grand Lodge. Sept. 20, 1900. J. H. Thompson, 4114 Union at., Nashville, TENN.— Annointed High Priests Grand Counciln. Jan. 26, 1900. Bradford G. Rice, secy. NASHVILLE, TENN.—I. O. R. M. Grand Council. Jan. 23, 1900. G. W. Davis, 305

NASHVILLE, TENN. — Annointed High Priests Grand Convention. Jan. 26, 1990-Bradford G. Rice, seey.

NASHVILLE, TENN.—I. O. R. M. Grand Council. Jan. 23, 1990-G. W. Davis, 305 N. Cherry st., Nashville, Tenn., secy.

NASHVILLE, TENN.—Tennesee Mastes Plumbers' Association. June, 1990. Fred. Fox. Jr., secy., 80 Cherry St., Chattanooga. Tenn

Tenn
NASHVILLE, TENN.—State Sunday School
Association. March 28 to 30. Rev. Geo. O
Bachman, Room 56, Noel Bidg, Nashville
seey.

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, AMERICAN CONFETTI CO., SIOUX CITY, I

NEWARK, N. J.-State Lumbermen's Asso-clation. Jan. 16. Jas. M. Reilly, 764 Brood

St., Newark.

NEW CASTLE, PA.—Grand Lodge, A. O. U.

W. September, 1900. O. K. Gardner, 2201

Wylle ave., Pittsburg, Pa.

NEW HAVEN, CT.—State Editorial Associa-

NEW IHAVEN, CT.—State Editorial Association. Jan. 15. E. S. Ela, Manchester, Ct. NEW HAVEN, CONN.—State Lumber Deajers' Association. Feb. 14, 1900. Louis C. Mansfield, secy., New Haven, Con. NEW HAVEN, CONN.—Knights of Columbus. March 6, 1900. Daniel J. Colwell, Poli Building, New Haven Conn., secy. NEW ORLEANS, LA.—State Council, Catholic Knights of America. Feb. 2, 1901. Chas. A. Fricke, secy., 823 Lowerline street, New Orleans, La.
NEW YORK, N. Y.—Dutch Belted Cattle Association of America. Feb. 8, 1900. H. B. Richards, Easton, Pa.
NEW YORK, N. Y.—American Paper Association. Feb. 14 and 15, 1900. C. W. Rantonly, 101 Times Building, New York City, NEW YORK, N. Y.—National Sportsmens' Association. March 1, 1900. J. A. Dresset, New York City.

NEW YORK, N. Y.—National Sportsmens'
Association. March 1, 1900. J. A. Dresset,
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, seey., 322 Potter Building, New
York City.
NEW YORK, N. Y.—American Heating and
Ventilating Engineers' Association. Jan. 23
to 25. W. M. Mackay, Box 1818, New York
NEW YORK, N. Y.—District Grand Lodge
No. 1, Independent Order Free Sons of Israel, Lexington Opera House. Feb. 11. I.
H. Goldsmith, 791 Lexington av., N. Y.
NEW YORK, N. Y.—National Convention,
Ladics' Loyal Orange Association. July 18.
Christena Millian, Saugus, Mass.
NORFOLK, NEB.—State Firenen's Association. Jan. 16 to 18. ft. T. Hite, Grand
Island, Neb.

Christena Milligan, Saugus, Mass.
NORFOLK, NEB.—State Firemen's Association. Jan. 16 to 18. It. T. Hite, Grand Island, Neb.
OGDEN, UTAII—F & A. M., Grand Lodge, Jan. 16. Christopher Hiele, Box 780, Salt Lake City, Utah.
OLD POINT COMFORT, VA.—National Dental Faculty Association. July 17. Dr. Emma P. Chase, Washington av., St. Louis, Mo. OMAHA, NEB.—Implement Dealers' Association of Western Iowa and Nebraska. Jan. 19 to 12. J. A. McLaughlin, Craig, Neb.
OTTAWA, ILL.—Hillinois Clay Workers' Association, Jan. 9 and 10. G. C. Stoll, Wheaton, Ill., seey.
PALATKA, FLA.—Florida State Federation of Women's Clubs. Jan. 11 and 12. Mrs. E. A. Hill, Orange City, Fla.
PALATKA, FLA.—I. O. R. M. State Council. Feb. 13, 1900. Duncan Stewart, St. Augustine, Fla.

PALATKA, FLA.—1. O. M.
Feb. 13, 1900. Duncan Stewart, St. Augustine, Fla.
PARIS, FRANCE—National Editorial Association, 1900.
PERU, IND.—High Court of Indiana, I. O. F.
Feb. 23, 24, 1901. W. W. Wilson, secy.,
Logansport, Ind.
PHILADELPHIIA, PA.—State Lumbermen's
Association. Jan. 9, 1900. T. J. Snowden,

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

of Musicians. June 5. Jacob Schmatz, Main st., Cincinnett, O. PHILADELPHIA, PA.—Traveling Men's Club. Feb. 22, 1900. Fred. Morgenthaler, aecy., Harrisburg, Pa. PITTSBURG, PA.—State Horticultural So-ciety. Jan. 16 and 17. M. C. Dunlevey, Car-

negie, Pa.

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

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

PORTLAND, URE.—Stale Republican League.

\*oula, Mont., secy.
 PORTLAND, ORE.—Stale Republican League.
 Feb. 6. II. L. Wells, Portland, secy.
 PORT TOWNSEND, WASH.—Grand Camp Native Sons of Washington. Jan. 9, 1900.
 A. Francis Learned, secy.
 PRINCETON, ILL.—State Firemen's Association. Jan. 9 and 10. Walter E. Price, Champaign, Ill.
 PROVIDENCE, R. 1.—Grand Ledge, I. O. O. F., of Mr. 11.—Feb. 6. Wm. II.—Mosley, 86
 Weybasset st, Providence.

INVIDENCE, R. I.—Grand Ledge, I. O. O. F., of R. I. Feb. 6. Wm. H. Mosley, 86 Weybasset st, Providence.
PROVIDENCE, R. I.—Horseshoers' Union of U. S. and Canada. May 15, 1900. Roady Kenehan, Denver, Col.
QUINCY, HLL.—Hilirols Supervisors and County Clerks' Convention. Jan. 9 to 11.
Henry Riniker, Edwardswille, III.
RACINE, WIS.—Danish Brotherhood in America. Oct. 1, 1902. Viggo A. Danielson, Sta. G, 885 N. Campbell ave., Chicago, III., secy.
RALEIGH, N. C.—A. F. and A. M. County Control of the Control of the County County Control of the County Cou

son, Sta. G, 885 N. Campbell ave., Chicago, Ill., secy.
RALEIGH, N. C.—A. F. and A. M. Grand Lodge of North Carolina. Jan. 13, 1900. John C. Drewry, secy.
RICHMOND, VA.—American Medico-Psychological Association. May 1 to t. C. B. Burr, M.D., Flint, Mich., secy.
RICHMOND, VA.—Daughters of America. Oct. 2. Julia Tipton, Dennison, O. RICHMOND, VA.—Order United American Mechanics. Sept. 10 to 13, John Server, 1343 Arch st., Philadelphila.
ROCHESTER, N. Y.—Bricklayers and Plasterers Union. Jan. 8 to 13, 1900. Chas. Haveran, secy., 109 Evergreen st., Rochester, N. Y.—Grand Lodge A. O. U.

ter, N. Y.
ROCHESTER, N. Y.—Grand Lodge, A. O. U.
W. First Tuesday in March, 1999, A. C.
Harwick, 808 Mutual Life Bldg., Buffalo, N.

Y., seev.

ROCHESTER, N. Y.—National Clothlers' Association, Jan. 22, 1900. S. H. Launchelmer, seev. Equitable Bidg., Baltimore, Md.

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

N. Y.
ALT LAKE CITY, UTAH.—I. O. O. F.
Grand Encampment. April, 1900. Ed. W.
Loder, Salt Lake City, Utah, secy. (Box

1106.)

SAN ANTONIO, TEX.—National Railroad Postal Clerks' Association. June 7, 1990. Geo. A. Woods, seey., Portsmouth, N. II. SAN ANTONIO, TEX.—Live Stock Association. Jan. 23 to 25. Vaires P. Brown, seey, SAN ANTONIO, TEX.—Railway Trackmen of America. Dec. 3, 1900. John T. Wilson, G. C., St. Louis, Mo.

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

SAN FITANCISCO-I, O. B. B., Lodge 4. Feb. 18. T. J. Ascheim, 121 Eddy st., secy.

SAN FRANCISCO, CAL.—Protestant Episco-pal Church Couvention. October, 1901. Rev. C. L. Hutchins, Concord, Mass., secy.

Rev. C. L. Hutchins, Concord, Mass., secy. SAVANNAH, GA.—Southeastern States Bill Posters' Association. May 21, 1900. Chas. Bernard, secy., Savannah, Ga. SCRANTON, PA.—United Brotherhood of Carpenters & Joiners. Sept. 18, 1900. P. J. McGuire, Box 884, Philadelphia, Pa., secy.

treas.

STANTON, NEB.—Nebraska Saengerbund.

1900. F. Raabe, secy.

STAUNTON, VA.—Virginla Horticultural Society. Jan. 16. Sam Brooks, Charlotteville,

Va.
T. JOSEFH, MO.—Knights of Maccabees of Missouri. May (second Tuesday), 1901. A. Sigger, secy., 1820 Front avenue, Kansas City, Mo.
T. LOUIS, MO.—Stipulated Premium Life Insurance Underwriters' Association. May 23 to 25, 1900. Miss E. H. Titus, Elkharı, Ind.

d. LOUIS, MO.—Itetail Dealers' Association ST. LOUIS, MO.—Retail Dealers' Association of Vehicles and Implements of United States, Oct. 3. J. R. Wright, Domphan, Mo. ST. LOUIS, MO.—D. O. K. K., Zulema Temple, Jan. 13. 11. W. Belding, St. Louis, Mo. ST. LOUIS, M.—Missouri Retail Hardware and Stove Dealers' Association. Feb. 13, 1990.

and Stove Dealers' Association. Fee. 1900.

3T. LOUIS, MO.—Royal Arcanum Grand Council. Feb. 20, 1900. Chas. B. Cox, secy., 309 Holland Building, St. Louis, Mo.

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

ST. PAUL. MINN.—F. & A. M., Grand Lodge. Jan. 17. T. Montgomery, Newspaper Row, Second Story.

St. Paul, seey.
St. PAUL, MINN.—State Veterinary Med.
Association. Jan. II and 12. M. II. Iteynoids, St. Anthony Park, Minn.
St. PAUL, MINN.—State Turn Bezirk. Jan.
20 and 21. II. J. Radrbuch, 65 E. 5th st., St.

20 and 21. II. J. Radrbuch, 65 E. 5th st., St. Paul.
ST. PAUL, MINN.-I. O. O. F. Feb. 3rd Wed., 1900. A. E. Renillard, secy., 501 S. 5th street, Minneapolis, Minn.
STREATOR, ILL.-Catholic Knights of America State Council. Aug. 21, 1900. John E. Mahoney, secy., Farmer City, III.
STREATOR, ILL.-W. R. C. K. of A. Third Tuesday, August, 1900. Col. J. J. Doheny, Effingham, III., secy.
STREATOR, ILL.-Blennial Council, C. K. of A. Third Tuesday, August, 1900. John E. Mahoney, Farmer City, III., secy.
SWEETWATER, TENN.-Tennesee Dairymens' Association. Jan. 25, 1900.
TABLE ROCK, NEB.-State Horticultural Society, Jan 9 to 11, 1900. C. II. Barnard, secy.

Society, Jan 5 W., Street Steep, Street Steep, Street Steep, Street Steep, Street Steep, Street Stre

1903.
TULEDO, O.-Cider Makers and Kindred Interests. Jan. 10 and 11. Jas. A. Patterson,

TÜLEDO, O.—Cider Makers and Kindred Interests. Jan. 10 and 11. Jas. A. Patterson, Savannah, O.
TÖLEDO, O.—International Sunday-School Convention. Jan. 25 to 27, 1990. Rev. E. M. Ferguson, seey. Trenton, N. J.
TÖPEKA, KAN.—Kansas State Historical Society. Jan. 16, 1990. Franklin G. Adams, seey. Topeka, Kan.
TÖPEKA, KAS.—F. & A. M. Grand Lodge. Feb., 3d Wed., 1990. A. K. Wilson, seey.
TÖPEKA, KAN.—Kansas Grain Dealers' Association. Jan. 15. E. J. Smiley, Concordia, Kan.

TOPEKA, KAN.—National Aid Association, sociation, Jan. 15. E. J. Sunney, cordia, Kan.

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

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

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

Masons. Feb. 12, 1808.
Salina, Kas.
TOPEKA, KAS.—National Conference of Charities and Corrections. May 18 to 24, 1990. Hastings II. Hart, 115 Monroe st., Chi-

cago, secy, Can. The Most Illustrious Grand Council of Royal and Select Masters of Kausas. Feb. 19, 1900. Wm. W. Shaner, grand recorder.

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

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

ronto, Ont.

TORONTA, CAN.—Canadian Conference of Charlties and Correction. June, 1909. A. M. Rosebrugh, M. D., 62 Queen St., East. Toronto, Canada.

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

Go, Rechtel, seey.

TRENTON, N. J. F. & A. M., Grand Lodg
of New Jersey. Jan. 24. Thomas Redwaycl

TRENTON, N. J.—Grand Lodge Knights of Pythias. Feb. 21, 22, 1900. Geo. E. Pierson, secy., Woodbury, N. J. TRINIDAD, COL.—Arkansas Valley Press As-sociation. March 15, 1900. D. W. Barisley, secy., Rocky Ford, Col.

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UNION HILL, N. J.—Order of True Friends. Oct. 2, 1900. Morgan R. Clark, secy., 163 Metropolitan av., Brooklyn, N. Y. UTICA, N. Y.—Utea Eistedfodd, Jan. 1, 1900. W. W. George, 52 Spring st., Utica, N. Y.

secy.

WASHINGTON, D. C.—American Women Suffrage Association. Feb. 8 to 11, 1900. Rachael Avery, 1483-52d st., Philadelphia, Pa. WASHINGTON, D. C.—National Association of Master House Painters. Feb. 6 to 8, 1900. Jeel Kennedy, secy. 944 Linn st., Cincinnati, O. WASHINGTON, D. C.—National Marine Engineers, Benefit Association. Jan. 22 to 27.

ers' Benefit Association. Jan. 22 to 27 Uhler, 1609 Brown st., Philadelphia

SCEY.
WASHINGTON, D. C.—American Protologic Society. May 1 and 2. William M. Beach, 515 Penn av., Pittsburg, Pa.
WASHINGTON, D. C.—American Surgical Society. May 1 to 3. Herbert F. Bunell, M. D., 22 Newbury st., Boston, Mass.
WASHINGTON, D. C.—Shriners Imperial Council. June 5 to 7, 1900. Benj. Bowell, conv. Boston Mass.

WASHINGTON, D. C. Sans of Revolution recy., Boston, Mass.
WASHINGTON, D. C.—Sons of Revolution Triennial Session. April 19, 1902. James Mortlmer, Montgomery, N. Y., secy.
WATERBURY, CT.—Grand Commandery, Knights Templars. March 20, 1909. Eli Birdsey, Meriden, Ct., secy.
WILEBLING, W. VA.—National Tobacco Workers' Union of America. September, (fourth Monday), 1900. E. Lewis Evans, 422 Granite Block St. Louis, Mo., secv.
WHITE RIVER JUNCTION, VT.—Dartmouth Interscholastic Athletic Association. Feb. 9, 1900. W. C. Peikey, secy.
WILLIMANTIC, CT.—A. D. U. W. Past Masters' Association. Jan. 23. Walter Leigh, New Haven, Ct.

WILLIMANTIC, CT.—A. D. U. W. Past Masters' Association. Jan. 23. Walter Lelkh. New Haven, Ct. WINCHESTER, VA.—Grand Lodke K. of P. of Virginla. Feb. 27, 1900. Walter A. Edwards. 356 Holt St., Norfolk, Va. WINNIPEG, MAN. CAN.—Manltoba Veterlnary Association. About Feb. 10, 1900. W. I. Illinman, V. S., secy., Winnipeg. WINONA, MINN.—Minnesota Retail Growers' Association. Feb. 2t to 23. J. F. Gerlicher, Winona, Minn.

Association, Feb. 2t to 23. J. F. Gerlicher, Winona, Minn, WINONA MINN, -Itetail Grocers' and Mer-clants' Association, Feb. 20 to 23. J. T.

Claims: Association, Feb. 20 to 23 J. 1. Itowan, secy. WINDNA, MINN.—State Bee Keepers' Asso-ciation, Jan. 23, 1900. C. A. Gile, Winona,

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

# LIST OF FAIRS.

This list is revised and corrected month-ly. 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 abso-lutely Free of Charge.

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#### ALABAMA.

MOBILE, ALA.—Carnival. Shrove Tuesday. W. K. P. Wilson, chairman executive com-mittee; Edw. Macartney, treas; A. B. Ken-nedy, Mobile Carnival Association, secy.

#### GEORGIA

CORDELE, GA.-Mardl Gras and Street Carnival. V. J. Erhart, director.

#### ILLINOIS.

DELAVAN, ILL.—The Twenty-second Annual Fair of the Tazewell County Agricultura Board. Aug. 28 to 31, 1900. J. W. Crabi, pres.; J. O. Jones, secy

#### NEW JERSEY.

PATEITSON, N. J.—Second Grand Germ Fair, Feb. 5 to 10, 1900. Eugene Grud berg, seey., 112 Broadway, Patterson.

## Poultry Shows.

ALBANY, ORE. State Poultry Show Jan. 22 to 26. F. Femrick, Portland, Ore, secy

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

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

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

Jan. 2 to 6. G. H. Dodge, Belolt, BELVIDERE, H.L.-Northern Illinois Pout-try Association. Jan. 15 to 20, 1900. H. R.

BLACKWELL, O. T.—Poultry Show. Jan. 17 to 20, 1900. Geo. M. Carson, secy. BOSTON, MASS. National Wyandotte Club Show. Jan. 18. C. S. Mattison, S. Shaftsbury, Vt., secy.

BOSTON, MASS.—Poultry Show, Jan 17 22. A. R. Sharp, seey., Tannion, Ma BRISTOL, CT. Bristel Poultry Show, J. 23 to 25. W. H. Card, seey.

BUNKER IIII.I., IND Bunker Hill Poultry Association Show. Jan. II to 16, S. E. New

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ANTON. O.-Canton Poultry Association. liec. 28 to Jan. 1, 1900. U. S. Danner, seep, VICLINVILLE, ILL. - Carlinville Poultry Plub. Jan. 30 to Feb. z. Perry Duckles,

Sery. EDAR FALLS, IA. Colar Valley Poultry Association Show. Jan. 2 to 6. II. W. Con-

EDAR RAPIDS, 1A.—Western Poultry Fan-

Hart Association. Jan. 4 to 9, 1900. Chas. It Playter, seey. HARLOTTE, N. C.—Charlotte Poultry Association. Jan. 10 to 12. W. M. Barringer,

(HI AGO, ILL. Game and Game Bandam 1 into 8 National Exhibition, Jan. 22 to 27, 1 i Pract, 170 Adams 8t., Chicago CHICAGO, ILL.—National Fanciers' Association, Jan. 22 to 27, 1900. Fred. L. Kim-

Association. Jan. 3 to 8, 1900. F. D. Scharle, secy. 96 Hart st. FAST PALESTINE, O. East Palestine Poultry and Pet Stock Club. Jan. 23 to 26. D. Lambert, judge, II G. Paxon, secy. FXID, OKLA.—Jan. 3 to 5, 1900. ERIE, PA.—N. W. Pennsylvania Poultry Association. Jan. 4 to 10, 1900. A. E. Blethon, secy.

sociation. Jan. 4 to 10, 1900. A. E. Ble-thon, secy FREMONT, O. Sandusky County Poultry and Pet Stock Show. Jan. 24 to 25. P. F.

and Pct Stock Show.

Michael, secy.

PKEMONT, O.—Jan. 24 to 27. Sanducky Co.

Poultry and Pct Stock Association. P. F.

Michael, secy.

FRIEND, NEB.—State Poultry Association

Show, Jan. 15 to 29, 1880. E. A. Pegler.

Show, Jan. 15 to 20, 1900. E. A. Pegler, sery, Box 403, Lincoln. FT WORTH, TEX -Ft. Worth Poultry and Pet Stock Association. Jan. 21 to 23. J. A. Randall, secy. GMIHEN UITY, KAS-Poultry Association Show, Jan. 11 to 13, 1900. S. A. Parsons,

GEORGETOWN, 1LL.—Georgetown Poultry Association, Jan. 2 to 6. D. II. Bowen,

GOSHEN, IND.-Jan. 4 to 9, 1900. Georgetown Poultry Association. D. H. Bowen,

town Poultry Association. D. H. Bowen, seey.

IENRY, H.L.—Hilmols Valley Poultry Association Show Jan 30 to Feb 2. Jas. M. McNabb. Mt. Palatine, III., seey.

IOWA CITY, IOWA.—Poultry and Pet Stock Association. Jan. 23 to 26, 1990. B. A. Wickham, seey.

JEPPERSON, IA—Poultry Show. Sept. 13 to 15, 1990. D. H. Grimall, press.; P. D. Brown, sery.

JEPFERISON CITY, MO—Jefferson City Poscon and P. S. Show. Jan. 3 to 5, 1990. R. M. Brown, seey.

KANSAS CITY, MO.—Poultry, Pigeon and Pet Stock Show. Jan. 17 to 22, 1990. R. F. Strain, 1613½ Main st.

KOKOMO, IND.—Northern Central Indiana Poultry Association. Jan. 1 to 6, 1990. D. J. Lambert, judge; E. D. Leland, seey, Lanark, III.

LEVENWIRTH, KAS—Poultry and Pet Stock Show. Jan. 29 and Feb. I. 1990. E. S. Singer, seey.

LE MARK, ILL—Hilmols Fanciers' Association. Jan. 1 to 6, 1990. D. J. Lambert, judge; E. D. Leland, seey, Lanark, III.

LEVENWIRTH, KAS—Poultry and Pet Stock Show. Jan. 29 and Feb. I. 1990. E. S. Singer, seey.

LE MARS, IA—Plymouth County Poultry

S Singer, sery
LE MARS, IA—Plymouth County Poultry
Association. Jan. 1 to 6. G. A. C. Clark,

LENDX, MASS. Berkshire County Poultry, Poscen and Pet Stock Show Jan, 2 to 4.

Pigeen and Pet Stock Show Jan, 2 to 4.

1. II. Peters, sery

LONISVILLE, KY.—Kantucky State Association. Jan, 22 to 27, 1900. F. G. Hogan, seey., 425 W. Main st.

LOS GRATOS, CAL.—Los Gratos Poultry Club. Jan, 10 to 13. C. II. Vodden, seey.

MADISON SQUARE GARDEN, NEW YORK.

New York Poultry and Pigeon Association, Jan, 30 to Feb. 3. II. V. Crawford, seey.

MANCHESTER, N. II.—Poultry Association St. W. Jan 2 to 5. W. II. Sanford, seey.

MILFORD, N. II. Milford Poultry and Pet Stock Association, Jan. 9 to 11. F. II. Burns, seey.

MILEOROP, S. H. SHOW, Stock Association, Jan. 9 to 11. F. D. Burns, seey.

MINTREAL, OUE. Poultry Show Jan. 17 to 22. J. P. Cullen, seey.

NEW ALHANY, IND.—Southern Indiana Poultry and Pet Stock Association. Jan. 8 to 13, 1900. Frank Heek, seey.

New WHATCOM, WASH.—Northeast Poultry Vesschitton Show Jun. 31 to Feb 2. Mey Van Wyck, seey.

NEW YORK—New York Poultry, Pigeon and Pet Stock Association. Jan. 3 to Feb. 2. 11 V. Crawford, seey. Montclair, N. J.

PAMESVILLE, U.—Painesville Poultry and Pet Stock Association. Jan. 2 to 5. H. Z. Brainard, seey.

Itrainard, seey
IEARODY, MASS.—Essex County Poultry Association. Jan. 2 to 5. Arthur Elliott, seep-POLYTE, KAS - Pract County Poultry Association, Jain. 2 to 5. Arthur Elliott, seey, Police Hutton, Mich. - Port Huron Poultry, Pigeon and Pet Stock Association. Jan. 16 to 18. Il C. Kileta, seey, PICOTT, KAS - Pract Poult y Association Snow. Jan. 17 to 20, 1900, N. K. Fretz, e.y.

NCETON, ILL.—North Central Illinois ultry Association. Jan. 15 to 19. E. W. own, A. II. Currier, W. G. Warwick,

Judges.
Pl'EliLO, COL.—Pueblo Poultry Association.
Jan. 15 to 21. D. T. Heimlich, secy.

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

ROCHESTER, N. Y .- Jan. 5 to 11, 1900. W.

SHARON, PA.-Fanciers Club. Jan. 17 to 19. F. H. Alderman. SHBLEY, H.L. Shley Pontry Association St. w. Jan. 1 to 6. John Hirdickle, secy.

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

Show Jan. 25 to seey.

SPOKANE, WASH, Spokane Poultry Association Show, Jan. 23 to 26. John L. Mercall.

LOUIS, MO.-St. Louis Fanciers' Associ-ion. Jan. 1 to 4, 1900. John A. Francesco,

secy.
St. PAI L. MINN. State Poultry Slaw. Feb. 5.to 10. 11 F. Hudster, St. Paul.
SYBACUSE, N. Y. Central New York Fanciers. Association. Jan. 12 to 17, 1990. 11.
C. Foxton. 46: Hamilton st.

C. Posten, 46 Hamilton st.

TACOMA, WASH.—Tacoma Poultry Association. Jan. 8 to 22. Chas. C. Johns, seey.,
Berlin Building.

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

TOPEKA, KAN.—Kansas State Poultry Association. Jan. 8 to 13. J. W. F. Hughes,
seey.

Secy.

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

F.NIONTOWN, PA.-Poultry Show. Jan. 25 to 27. D. J. Lambert, judge, Chas. D. Connor, Secy.

to 2: D. Lambert, judge, Chas D. Conhor, sery.

WACO. TEX.—Texas State Poultry, Pigeon
and Pet Stock Association. Jan. 9 to 13,
1800 Harry A. F. Pudig, Waco, Tex., secy.

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

WAWAPACA, WIS.—Jan 3 to 13.

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

WICHITA, KAN.—Associated Fanciers of the
Arkantaus Valicy, Jan. 2 to 6. Mrs. II P.
Swirdfiger, secy.

WINDNA, MINN.—Winona Interstate Poultry
Association. Jan. 27. Ifenry Hess, secy.

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

#### Expositions.

BUFFALO, N. Y.—Pan American Exposition. May 1 to Nov. 1, 1901. John G. Milburn, fres.; Edwin Fleming, secy. CHICAGO, ILL.—Furniture Exposition. Jan. 1 to Feb. 15. C. F. Manahan, 359 Wabash

av., t'hicago LONDON, ENG., EARL'S COURT.-Women's International Exposition, 1900. Imre Ki-

International Exposition, 1900, Indie As-ralfy, manager.
LOS ANGELES CAL.—Industrial Exposition, Feb. 20 to March 13, 1900,
NEW ORLEANS, LA—Louisiana Industrial Exposition April 14 to May 6, C. L. Brack-ett, 807 Common st., New Orleans, director NEW YORK CITY Typegraphical Exposi-tion—May 2 to June 2.

NEW YOLK CITY Typegraphical Exposi-tion. May 2 to June 2.

PARIS, FRANCE—Parls Universal Exposi-tion. April 15, 1900, to April 15, 1901.

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

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

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

## Dog Shows.

KDKOMO, 1N11—18eg Slaw, Jan. 13 to 17. E. E. Sarders, sec.). 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, seey.

PHOVIDENCE. R. I—State Kennel Club Shuw. Jan. 10 and 11 J W. Bond, 25 Westminster st. Providence.

SHARON, PA — Fanciers Club. Jan. 17 to 19.

1900 F H. Aldeman, seey.

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#### Additional Shows.

BOSTON, MASS, Sportsmen's Show Feb. 22 to March by R. D. Leonard, adv. mgr. CHICAGO, H.L.—International Live Stork Exhibition, Dec. 1 to 8, 1909. R. Z. Herrick,

Chleago, seey, NEW YORK CITY Cycle and Automobile Shew Jan 20, W. M. Brewster, Philadel-

PHILADELPHIA, PA.-Food Show Jan. 15.

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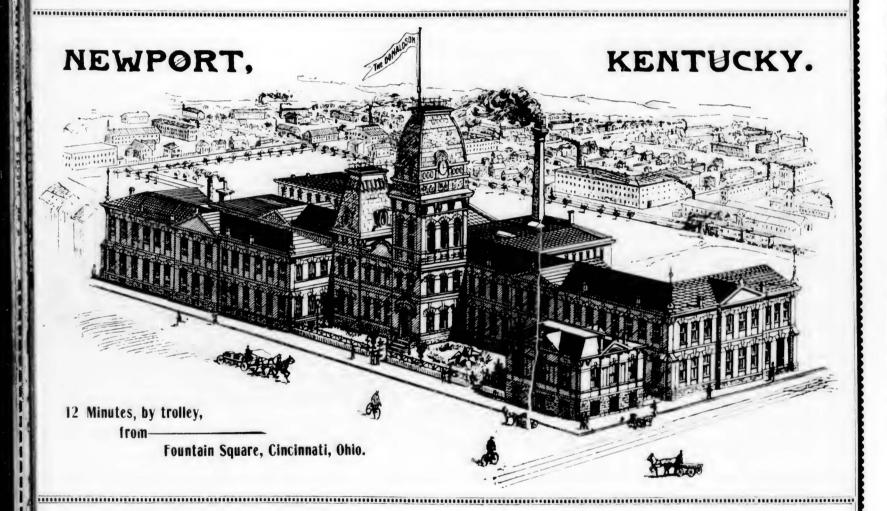
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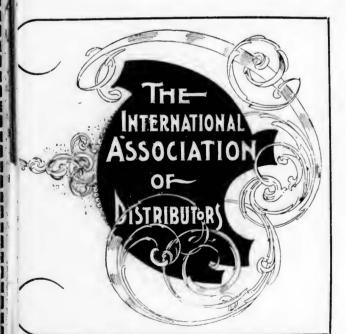
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Dayton—Otting & Son. (Add. Newport, Ky.)

LOUISIANA

Donaldsonvilic—Landry & Israel. Box 231.

New Orleans—W. J. Brodie, 117 Decatur st.

MAINK.

Ellsworth—Eilsworth Bill Posting Co.

MARYLAND.

Baltimore—John J. Sterner, 1741 E. Lombard.

Easton—John R. Thompson.

MASSACHUSETTS.

Boston—R. D. Leonard, 228 Tremont st.

Lowell—Chas. L. Lowe, 201 Middleer st.

Worcester—E. H. Smalling, 115 Austin street.

MICHIGAN.

Detroit—Henry Doska & Co., 221 Wilkins st.

Hancock—Jas. W. Troyer. Box 197.

Lapcer—Cal M. Gillette, Box 256.

Otsego—Frank M. Denel.

MISSISSIPPI.

Yazoo City—II. C. Hinick

MISSOURI.

Chilicothe—Z. B. Myers, 423 E. Jackson st.

New Madrid—R. J. Waters.

NBBRASKA.

Fremont—M. M. Irwin.

Fremont—M. M. Irwin.

Fremont—Jos. F. Stein, 217 Main st.

Lincoln—A. Proctor, 1526 N. street.

NRW MAMPSHIRE.

Dover—Lewis A. Hanson.

NRW YORK

Hudson—Robert M. Terry, 305 Warren st.

Oneida—Allen G. Stone.

Oewego—Joe. A. Wallace.

Saratoga Springs—Coulan Bill Posting Co.

Utica—C. Herman Schrader, 63 Nellson st.

NORTH DAKOTA.

Wahpeton—B. M. Buckminster.

Conbacton—Frank P. Hagaas.

NORTH DAKOTA.

Wahpeton—B. M. Buckminster.
OBIO.

Bryan—Paul B. Elder.
Columbus—Central Ohio Distributing Agency.
Coshecton—Frank P. Hagans.
London—W. F. Kelley.
Pt. Isabel—A. W. Simon.
Urbans—C. O. Tayler, 135 E. Court st.
OKLAHOMA TERRITORY.
Clayton—E. E. Waltman.
Guthrle—G. W. Foster, L. B. 286.
PENNBYLVANIA.

Carlisio—Geo. Cramer, 133 W. Pomfret st.
Emienton—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. (Mømber I. A. D.)
Punssulawney—G. W. Moore & Co., Box 164
Reading—Wm. D. Cooke.
Titusville—I. H. Tabomas, 130 N. Brown et.
Williamsport—Geo. H. Bubb.
WILLIAMSPORT, PA.—GHO H. BUBB. CITY
BILLFOSTER AND GEN'L OUT-DOOR
ADV. AGENT FOR ALI, LYCOMING CO.
SOUTH CAROLINA.
Reaufort—N. Brady.
Columbia—R. S. Marks & Co., 1425 Gates st.
Sumter—R. M. Jones.
TENNESSER.
Columbia—Jas. Y. Helm.
Pulask!—A. M. Notgrass.
THXAS.
Houston—Thos. F. O'Leary, 501 Capitol av.
VERMONT.
Bennington—Henry Diletel, 2254 Depot st.
Aurlington—P. H. Warts-field.

VERMONT.

Rennington—Henry Dietel, 225½ Depot st. Murlington—P. H. Ward, 181 Maple st. Walt's River—O. C. Croxford.

Barre—Central Vermont B. P. Co. Burlington—Central Vermont B. P. Co. Montpeller—Central Vermont B. P. Co. St. Albans—Central Vermont B. P. Co. St. Albans—Central Vermont B. P. Co. Waterbury—Central Vermont B. P. Co. Waterbury—Central Vermont II. P. Co. WisCONSIN.

Lake Geneva W. H. Parmaiee.

WISCONSIN.
Lake Geneva W. H. Parmaiee.
Watertown—F. C. Volckmann, Box 184.
CANADA.
A. F. Morris, manager, 10 Lefeuvre Biock.
Vancouver, B. C.
Montreal—C. J. T. Thomas, Box 1129.

## BILLPOSTERS' DIRECTORY.

Revised and corrected every month

(Names and addresses of hillposters are inserted in the directory at the rate of one dollar per year-twelve months-provided they do not occupy over one line.

ALABAMA.

Anniston—L. G. Jones.

Birmingham—Felder & Co., 1801½ Second Ave.

Birmingham—Theiss & Smith. Box 286.

Clayton—Valentine Broe.

Gresnsboro—D. W. Tsylor.

Montgomery—Mrs. Geo. Tisdale.

Montgomery—Mrs. Geo. Tisdale.

Montgomery—G. F. McDonald.

MOBILE—Mobile Bill Posting Co.

Sheffield—H. B. Elmore.

ARKANSAS.

Arkadelphia—Myai Greene.

Marianna—J. H. Grove, City Bill Poster.

Monticelio—E. M. Gardner, Bill Poster.

Newport—John Claridge.

Pine Bluff—Chas. Senyard.

Stuttgart—Collier & Kleiner.

Texarkana—Lemiy Bros.

CALIFORNIA.

Stuttgart—Collier & Kleiner,
Texarkana—Lemiy Bros.

CALIFORNIA.

Bakersfield—E. R. Crain.

Bl Paso de Roble—Harry Gear,
Eureka—Eureka Bili Posting Co.
Eureka—Humbold B. P. Co.; H. Lund, mgr.
Los Angeles—Wilshire Posting Co.
Madera—P. L. Grace.
Modesta—Wm. E. Daunt.
Monterey—Chas. F. Clenford.
Orange—T. M. Towne
Oroville—John R. Widener.
Red Bluff—W. D. Crandali.
Redwood City—George West.
Balinas City—O. H. Bullene.
Bants Barbara—W. J. Stafford, 116 De la
Guerre street.
San Francisco—Owens & Varney, cor. Market
and 10th streets.

San Francisco—Siebe & Green, 11th and Market streets.

San Francisco—Siebe & Green, litti and state ket streets.
San Diego—San Diego Bill Posting Co., Fred.
F. Stultz, Manager.
Santa Cruz—L. A. Daniels.
Santa Maria—Geo. W. Brown.
Pmora—John Ore.
rruckee—A. H. Prentiss.
Tallejo—M. D. Neild.
Weodiand—Dietz & Glendinning.
COLORADO.

COLORADO.
Aspen-John B. Ledou, L. Box 395.
Colorado Springs-The Curran Co., care Elk

Aspen—John B. Ledou, L. Box 395.
Golorado Springs—The Curran Co., care Elk
Hotel.
Crippie Creek and Victor—Quinn Bill Posting Co.
Denver—The Colorado Bill Posting Co.
Denver—The Curran Co., 1728 Lawrence st.
Fort Collins—Fort Collins Bill Posting and
Distributing Co.
Grand Junct.—The Haskeii Bill Posting Co.
Pueblo—The Curran Co., 114 Santa Fe Ave.
Balida—C. G. Gillum, Bill Poster.
CONNECTICUT.
Danhury—Fred. A. Shear.
Norwalk and South Norwalk—Harry B. Bussing, City Bill Poster.
New Haven—New Haven Bill Posting Co.
Putnsm—L. M. Keith.
DELAWARE.
Seaford—S. P. Fields.
FLORIDA.
Fernsndina—J. B. Gordon Hall.
Lake City—Lewis F. Thompson.
GEORGIA.

GEORGIA.

Athens—H. J. Rowe.
Augusta—C. R. Rowland, City Bill Poster.
Carroliton—Kuns & Perry.
Batonton—W. T. Reid, Jr.
Madison—Len. C. Baldwin.
Milledgeville—W. M. Smith.
Newnan—E. H. Bowman Co.
Savannah—Chas. Bernard, Licensed City Bill
Poster.

IDAHO. Boise—Spaulding B. P. & Dist. Co.
Boise—Capitol B. P. Co., J. A. Pinney, mgr.
Lewiston—Ainey C. Eiliott.
Pocatello—Geo. Dash, Bex 272.
Wellser—Ed. R. Carlton.
Welser—W. W. Cowins.
ILLINOIS.

Wallace—Ed. R. Cariton.
Weiser—W. V. Cowins.

ILLINOIS.
Atlanta—Theo. Williams.
Belleville—L. E. Tiemann, Bill Poeter and
Distributor, 508 S. High street.
Belvidere—Fred. Wiffin.
Cairo—Gus Osterlob, City Bill Poeter.
Carhondale—J. B. Toler.
Cartnalia—Joseph E. Hefter.
Chicago—Chicago Bill Poeting Co.
Clinton—J. H. Saveley & Co., City Bill Posters and Distributors.
Chicago—The Gunning Poeting Service, 239
Wahash ave.
Egin—Fred. W. Jencks.
Farmer City—W. S. Young.
Freeport—Wahler Bill Poeting Plant.
Gaiesburg—O. J. Johnson.
Galva—F. M. Brown & Son.
Henry—Fred. S. Schaefer.
Jacksonville—Geo. W. Stark & Son.
Lacon—Arno E. Anske.
La Harpe—C. E. Hillier, Box 134.
Macomb—Fred. Smith, 433 N. Dudley st.
Marshall—Victor Janney.
Mattoon—McPherson Bros.
Metropolis—Wm. E. Ware.
Mound City—E. P. Easterday.
Mt. Sterling—George A. Fowler.
Olney—H. C. Rush & Co. Box \$6.
Orion—A. S. Dusenberry.
Ottawa—Ottawa Bill Poeting Co.
Pekin—Standard Bill Poeting Co.
Pekin—Standard Bill Poeting Co.
Poetin—Tazewell County Adv. Co.; Chas.
Diusdieker, mgr.
Petersburg—The Bishop Bill Poeting Co.
Pontiac—Lee Collins, 112 E. Reynolds street.
Sandwich—Waiter Bibbs.
Shelbyville—Col. C. Gowdy, City Bill Poeter.
Taylorville—O. G. Young.
TUSCOLA—F. C. Bassett.
Vienna—P. A. Johnson.
White Hall—Rebert K. Luther.
Winchester—Cyrus P. Reynolds, City Bill
Poster.

INDIANA.

INDIANA. Andersen-Wm. Funk, Bill Poster and Dis-tributer.

Attica—Charles E. Finfreck.
Batesvilic—Batesvilie Advertising Co.
Brockaton—James W. Brown. Bill Poster.
Bloomington—Bloomington Bill Posting Co.
Cannelton—B. E. Camming.
Crown Point—Chas. E. Smith.
Danvilie—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.
Frankfort—Wm. T. Freas, City Bill Poster.
Frankfort—Henry Wolf.
Goehen—Chas. Kurtz, Box 746.
Greensburg—Fred. Seitz & Sons.
Greencastie—J. W. Cooper.
Hartford City—C. W. Abbott.
Huntington—Ed. Harter
Kokomo—H. E. Henderson.
Lafayette—Lafayette Bill Posting Co.
La Grange—F. D. Ruick,
Lebanon—Stacy Darnell.
Liberty—Jas. R. Wilson.
Logansport—Chas. E. Schleiger.
Madison—Murphy & Rhoton, City Bill Posters.
Mitcheil—W. M. Munson, Jr.
Oakland City—O. M. Stone.
Peru—Chas. W. Stutesman.
Portland—Geo. D. Sebring.
Rennselaer—George W. Spitler.
Rockville—Parke Co. Adv. Agency, B. Littlston, Manager.
Rushville—Jas. H. Carr & Son, Lock Box 44.
Seymour—W. A. Carter & Son,
Union City—Ed. R. Thurston.
Vaiparaiso—W. H. Drullinger.
Vincennes—Vincennes Bill Posting Ce.
Wabash—Harter Bros.
Waterloo—Fred. J. Rickard.
Whiting—Smeizer & Garvin.
Worthington—J. E. Calland.
INDIAN TERRITORY.
South McAlester—J. A. Maddox.

INDIAN TERRITORY.
South McAlester—J. A. Maddox.

Algona—Jas. A. Orr. Bill Poeter.
Bloomfield—Lon F. Smith, Box 203.
Burlington—Chamberlin, Harrington & Co.
Calmar—Gilbert N. Olson.
Council Bluffs—C. W. Nichols, 16 N. Main st.
DesMoines—W. W. Moore (licensed Dist.
and S. T.)

Calmar—Giber Y. W. Nichols, 16 N. Main st. 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 181.
Eidon—Wilson G. Taylor, Box 581.
Ft. Madison—Elifott Alton.
Grinnell—Geo. R. Clifton, Jr., 1020 West st.
Harlan—Amasa Croslar.
Indianola—J. S. Martin.
Newton—Arthur Lister.
Jefferson—H. A. White.
Le Mars—Wm. O. Light.
Nevada—Story County Advertising Co.
New Hampton—R. R. Garver.
Osceola—S. B. Delk.
Osceola—F. W. Doss, City Bill Poster.
Shenandoah—C. L. Hoover.
Fipton—Grant E. Ingham.
KANSAS.

Fipton—Grant E. Ingham.

KANSAS.

Ahitene—John M. Looker.
Coffeyville—Hottinger & Tibbils.
Garnett—F. L. Mahan, City Bill Poeter.
Great Bend—Chas. Vancti, Bill Poeter and
Distributor. Owns all boards in city.
Great Bend—Mayers Bros.
Harper—J. H. Thompson.
Hutchinson—Kansas Bill Poeting Co., Hoope
& Meyer.

Hutchinson-Kansas Bill Posting Co.
& Meyer.
Junction City-Herman Delker.
Kinsiey-J. O. Harney.
Lawrence-J. D. Bowersock.
Marysville-R. A. Wald.
Parsons-Howard Graves. L. B. 124.

KENTUCKY.

Allenville-Walter B. Carvell & Co. Alledville—Matter B. Carvell & Co.
Bardstown—Joseph Applegate.
Danville—Boyle Nichols.
Madisonville—J. E. Mullennix.
Newport—Otting & Son.
Owensboro—Owensboro Bill Posting Co., J.

Newport—Utilps
Owensboro - Owensboro Bill Posting Co.
G. Burch.
Richmond—The Richmond Bill Posting Co.
Shelbyville—T. S. Baxter & Sen, Bex 196.
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.
Elisworth—Elisworth Bill Poeting Co.
Mechanic Falls—Jordan Advertising Co.
Rockland—C. D. Chaples.
Waterville—S. H. Chase.

MARYLAND.
Brunswick—Chas. E. Butler.
Easton—John R. Thompson.

Clinton—Geo. S. Gibson.

Danvers—W. W. Wakefield.
Gloucester—Richard Connors.
Haverhill—J. F. West.
Leominster—Leominster Adv. & Bili Posting

Co.
Lynn-City Bill Posting Ce., Dodge & Harrison, Managers.
Middleboro-E. H. Blake.
Palmer-Newell S. Taylor, Box 86.
Taunton-Taunton B. P. Co., 45 Cohannet st,
Westboro-F. H. Sandra Bill Posting Co.
Worcester-Wilton Bill Posting Co.
Worcester-Wilton Bill Posting Co.
Worcester-Fiske Bros., 43 Walde st.

Worcester—Fiske Bros., 43 W MICHIGAN. Allegan—T. E. Streeter. Alpena—R. Nolan. Belding—W. H. Fish. Cadiliac—Charles I. Spencer. Cheboygan—A. J. Finn. Detroit—Walker & Co. Durand—P. A. Rivett.

Dowagiac-Leckie Bill Poeting Co., W. T. Leckie, Manager.
East Tawas-H. C. Bristol. Fenton-L. S. Field, City Bill Poeter. Gladstone-James McWilliams.
Greenville-Wm. H. George.
Hart-Fred. N. Harrie, Jr.
ithaca-James Donaldson.
Kalamazoo-B. A. Bueb, City Bill Poeter.
Kalkaska-Fred. G. Stuart, Lock Box 305.
Lapeer- Cal M. Gillette, Box 826.
Marine City-Hunt & Perrin.
Milan-The W. B. Acama B. P. & D. Co.
Ousego-Frank M. Deuel.
Paw Paw-H. E. Sherman, Bill Poeter.
Port Huron-Bennett Bill Poeting Co.
Saut Ste. Marie-Jas. W. Troyer, 232 Douglass st.

lass et.
Sturgis-D. A. Osborn.
MINNESOTA. MINNESOTA.

Austin—P. H. Zender & Son.
Brainerd—J. B. Stinehour.
Fairmount—Warren Lewis.
Faribault—J. Fink Bill Posting Co.
Minneapolis—Breslauer Bill Posting Co.
Morris—J. W. G. Curtiss.
Northfield—F. J. Couper.
Owatonna—Auditorium Bill Posting Co., F.

Owatonna—Auditorium Bill Posting Co.,
M. Smersh, Manager.
Owatonna—H. H. Herrick.
Red Wing—J. C. Judge, City Bill Poster.
Redwood Falls—Frank L. Carpenter
Rochester—J. C. Judge, City Bill Poster.
St. Charles—E. H. Ingham.
St. Cloud—Davidson Advertising Co.
St. Peter—H. J. Ludeke, Jr.
Winnebago City—G. E. Waldren.

Winnebago City-O. E. Waldren.
MISSISSIPPI.
Canton-Green Coleman.
Jackson-Joe Brown.
Natchez-F. G. Pellettleri.
Meridian-L. D. Hoffer, Licensed City Bill
Poster.
Starkville-W. D. Cochran.
Vicksburg-James McQuiggan.
Yaxoo City-D. Wolerstein.
MISSOURI.

MISSOURI.

Boonville—Frank Gordan.
Brunswick—Price Ewing.
Carthage—Carthage Bill Poeting Co.
Centralia—Rodemyre & Woods.
Chillicothe—Z. B. Myere.
DeSoto—Leon Herrick.
Fulton—C. O'Beirne.
Hannibal—J. B. Price.
Kirksville—Wm. Allen Smith.
Macon—Fred. C. Parker.
Marceline—C. F. Long.
Mexico—Hatton & Clendenin.
Moberly—P. Hailoran, 223 Clarke et.
Odessa—Jim Waddle.
Rich Hill—Newman Gossom
St. Charles—City Bill Poster, J. N. Mittelberger, Manager.
St. Louis—The Merchanta' B. P. Co., W. F.
Williamson, prepr., 210 N. 7th st.
Stanberry—J. H. Patterson, Box 301.
Webb City—Webb City and Carterville Advertising Co.

NEBRASKA
Broken Bow—E. R. Purcell.
Central City—H. C. Martin.

NEBRASKA
Broken Bow—E. R. Purcell.
Central City—H. C. Martin.
Chadron—R. W. Gaylord.
Columbus—John Winkelman.
Fremont—M. M. Irwin.
Fremont—W. S. Watts.
Lincoln—F. C. Zehrung, member A. B. P. of
the U. S. and Canada.
Lincoln—Zehrung City Itili Posting Co.
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.

Exeter—Jas. D. P. Wingste.
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. Cisyton—Wm. H. Jacobs. Hackensack—Hackensack Bill Posting Co. Hoboken—Hoboken Bill Posting Co. Jersey City—J. F. O'Mealia. Newark—Newark Bill Posting Co. Paterson—Paterson Bill Posting Co. Pisinfield—A. L. Force. Red Bank—M. P. Sherman, 5 Broad st. NEW MEXICO

Las Vegas-Chas. Tamme, Box 34. NEW YORK

NEW YORK

Albany—Albany B. P. & Adv. Co., 35 Beaver.
Baldwinsvilic—Jas. E. Cunningham, Box 189.
Brooklyn—American Biil Posting Co.
Elmira—E. L. Johnson, Mgr. Globe Theater.
Fulton and Oswego Fails—Mm. Cook.
Glens Fails—A. M. Cheesehro, 91 South st.
Gloversvilic—Olin S. Sutliff.
Jamaica—Chas. Wood.
Johnstown—Olin S. Sutliff.
Lockport—Staats Bill Posting and Distributing Co.
Lockport—Staats Bill Posting and Distributing Co.
Little Fails—Norris & Kingsbury.
Matteawan—W. S. Dibhie.
Middletown—Tbos. Kain, 85 South st.
Mount Vernon—P. J. Ring.
New York City—Resgan & Clark, 21 Ann st.
New York—A. Van Beuren, 128 4th ave.
Norwich—G. F. Breed.
Olean—Olean Bill Fosting Co.
Schenectady—C. R. Bsnedict.
Saratoga Springs Bill Posting Co—A Eddy
Troy—W. J. McAllister & Son, 416 River st. Schenoctady—C. R. Banedict.
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. Eilington. Wilmington—S. A. Schloss. Winston—Wm. T. Pfohl.

NORTH DAKOTA.

Valley City-Smith Decorating Co. Wahpeton-B. M. Buckminster. OHIO

Valley City-Smith Decorating Ce.
Wahpeton-B. M. Buckminster.
OHIO

Ada-S. W. Rayl, Bill Poster and Distributor.
Akron-Bryan & Co., 125 Main st.
Bellaire-Fitton Bill Posting Co.
illuffton-Aiven E. Temple.
Bowling Green-The American Co.
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. Mysrs.
Butler-W. L. Hisseng.
Canal Dover-The Tuscarawas Distributing
Sign Writing and Bill Posting Co.
Canal Dover-The Tuscarawas Distributing
Sign Writing and Bill Posting Co.
Clicago-Louis Simmermacher.
Circleville-Baughman Bree.
Cleveland-Bryan & Co., Migh and Middle sts.
Columbus-Miller Bree., 33 West Town st.
Coshocton-Frank P. Hagana.
Creatine-W. J. Carney.
Cygnet-The American Co. (Bowling Green.)
Defiance-J. P. Eiser.
Leippie-J. S. Peach.
Hoytvilie-The American Co. (Bowling Green.)
Lima-W. C. Tirriil.
Lisbon-Edgar D. Liechteastine.
Logan-F. A. Koppe.
Marletta-Koerner & Thomas.
Mermill-The American Co. (Bowling Green.)
Middletown-E. O. Barnet.
Mitton-The American Co. (Bowling Green.)
Mr. Vernon-L. N. Headingtoa.
Nelsoavillo-W. S. Runlen.
New Philadelphia-S. W. Scott.
Norwak-J. M. Harknes.
Pembervillie-The Amer. Co. (Bowling Green.)
Perrysburg-The Amer. Co. (Bowling Green.)
Perrysburg-The Amer. Co. (Bowling Green.)
Perrysburg-The Amer. Co. (Bowling Green.)
Protrago-The Amer. Co. (Bowling Green.)
Rudelph-The Am. Co. (Bowling Green.)
Routh Charleston-F. M. Heaten.
Springfield-H. H. Tyner & Co.
Steubenville-Samuel D. Sumter.

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The new brush is destined to supplant the old. Don't be the last to get in the procession.

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Send your orders to \_\_\_\_

It's light. Spreads the paste perfectly. MOST DURABLE yet found. COSTS LESS than the old style.

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8-in., \$2.00 and \$2.50. 9-in., \$2.50 and \$2.75. 10-in., \$2.75 and \$3.00.

TRY ONE!

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Tiffin—J R. Lewis.

Toledo—Bryan & Co., 513 St. Clair et.

Toledo—Bryan & Co., 513 St. Clair et.

Uhrichaville—Twie City B. Pest. Ce., Bex D.

Van Wert—Smith & Whires, 568 Park Flace.

Weston—The American Co. (Bewing Green.)

Washington C. H.—Smith & Vinceat.

Zaneaville—R. D. Schults.

Zaneaville—England Bros., 21 N. Fifth et.

OKI, AHOMA FREITORY.

Gathele Okia Adv. & Dist. Agency, Box 266.

Gathele Okia Adv. & Dist. Agency, Box 266.

Gathele Okia Adv. & Dist. Agency, Box 266.

Gathele Okia Adv. & Dist. Okia Box 289.

Kiugāsher—Northup Bili Poeting & Distributing Co.

OREGON.

Arbland-Chas. II. Gillette.
Astoria-T. S. Simpsoe & See.
Baker Cily-W. Newell.
Portland-N.W. B. P. & D. Co., 346 Morrison.
Salem-Salem B. P. Co.
PKNNBYI, VANIA.

PKNNSYLVANIA.
Ashland-Frank H. Waite.
Bethlebem. South and West Bethlebem.—Greman Bill Posting & Distributing Co.
Butler-H. J. Dougherty & Sons.
Carlisio-Geo. Cramer, 133 W. Pomfret st.
Connelisville-R. G. Curran.
Cambridge Springs-H. W. Wilber & Co.
Emilenton-W. L. Pierce.
Greenburg-R. G. Curran.
Greenville-J. S. Laird.
L. Percy. Barnits. Emienton—W. L. Pierce.

Oreensburg—R. G. Curran.

Greenville—J. S. Laird.

Hanover—J. Percy Barnits.

Harrisburg—Markiey & Appell.

Johnstown—A. Adair.

Johnstown—Flood City Bill Posting Co.

Lebanon—Chas. A. Oliver.

Lykens—H. B. Matter.

Mansfield—The W. D. Husted Adv. Co.

Mineraville—Mineraville Adv. Co., L. B. 331.

McDonald—Bert M. McCartney.

Mesdville—Geo. Knoz.

Milton—A. J. Blair.

New Castle—The J. G. Loving City Bill

Posting Co.

Philadelphia—American B. P. Co. (Ltd.), 314

Walnut st.

Walnut st.

Cameron, Manager.

Washington—A. B. Means, 31 W. Chestnut st.

Wellsboro—A. H. Dartt & Co.

Wilkesbarre—Wilkesbarre Bill Posting Co.

Williamaport—Geo. II. Bubb.

RHODE ISLAND.

Providenc—Old Colony B. P. Co.

SOUTH CAROLINA.

Charleston—Charleston Bill Posting Co., Fuller & Bernard, Propre.
Charleston—Chas. W. Keogh.
Columbia—R. S. Marks & Co., 1425 Gates et Georgetown—R. Chas. Griggs.
SOUTH DAKOTA.

adison-Louis II. Willhite.
adison-F. D. Fitta.
oux Falis-Sioux Falis B. P. Co.
TENNESSER

TENNESSER

Athens - O M. West Bill Posting Co.
Bristol-Border City Bill Fosting Co., Offiver
Taylor, Msnager.
Covington-Howard N. Hoishouser, Box 457.
Jellico-Thos. Bell.
Knoxville-Southern B. P. Co.
Memphis-Van Beuren & Co., successors to
Memphis R. P. Co., R. S. Douglas, pron.
Pulaski-Pulaski Bill Posting Co.
Pulaski-Pulaski Bill Posting Co.
Pulaski-A M. Notgrass.
Union City-Oscar R. Crews.
Westmoreland-J. M. Louthan.
TEXAS.

Westmoreland—J. M. Louthan.
TEXAS.

Abilene—J. F. Monre.
Raatrop—Chaa. P. Ziegenbala.
Besumont—Welcome Roilina.
Beiton—D. F. Gray.
Brownaville—Valle & Broe. Adv. Ce.
Brownwood—Hiram H. Thomas.
Bryan—John B. Mike.
Calvert—James Hooks.
Clarkaville—Chas. O. Galnes.
Cuero—Richard Harris, Box 33.
Dallas—Geo. Robinaon.
Flatonia—The Moore B. P. & Adv. Co.
Galnesville—Paul Gallia.
Galveston—J. E. Howard, 617 Postoffice st.
Hillabero—J. S. Phillips.
Houston—C. T. Sivalis, Box 206.
Lampasas—Jim Mace.
Laredo—Eugene Sloan.
Marlin—He Jacobs
McKinney—Burnett & Goodin. Box 201.
San Angel—Sam. Smith, Box 182.
Sherman—J. Long, 117 East Side Square.
Smithville—D. E. Ceip.
Texarkana—Lemiy Bros.
Waco—Louis Sternkorb, 112 S. 4th st.
Whitswriet—Nilt—Lewis.

#### VERMONT.

Larre Central Vermont B P Co Burlington-B, B P, Co.; Mrs W, K Walker, Meetis hr - Central Vermont B, P, Co. Newport-E H, Norris, Springfield-George H, Stiles, Wab thury Central Vermont B, P, Co.

VIRGINIA.

Alexandria—J. M. Hill & Co. Redford City—Wm. W. Hayden. Culpeper—J. C. Williams. Franklin—Ross I. Leary. Roanoke—City Bill Posters. Staunton—Wm. Glenn.

Maunton—Wm. Glenn.

WASHINGTON.
Chehalls—City B. P. & Diet. Co., Box 334.
Colfax—Geo. H. Lennox.
Dayton—Day's Advertising Co.; Geo. E. Day.
Manager.
Pullinan—M. T. Chapman.
Puvallup—Geo. M. Acty.
Snokomish—W. P. Shaforth.

WEST VIRGINIA.
Huntington—Will A. Rusaell.
Morgantown—M. J. Sonneborn.
Lin Hunte. S. E. Stewart.
Wellaburg—A. B. Noland. Box 233.
Westling—A. W. Rader, 9th and Alley C.

WISCONSIN. WISCONSIN.

Chippewa Falls-C. G. Sherman, C. B. Poster. Elkhnrn-Hyron R. Button. Ft Atkinson-Chas. B. Rogers.

Janesvilie—Peter L. Myers.
Kaukauna—J. D. Lawe.
Menominee—The Schwehm B. P. & Adv. Co.
Menominee—W. S. Schmidt.
Oshkosh—J. E. Williams.
Richland Centre—J. H. Ceates.
Sturgeon Bay—Bernard Hahe.
Wausau—C. S. Cone.
Waterloo—Jehn Leaver.

WYOMING.

Laramie—H. E. Root, City B.P., opera house. Sheridan—B. C. LeRoy, 99% N. Main st. CANADA.

Charlottestown, P. E. 1.-P. E. I. Adv. Co.

Charlottestown, P. E. 1.—P. E. I. Adv. Co. Box 479.
Glenco-John Foy.
Montreal-St. Lawrence Add. Co., 8 St. James.
Nlagara Falla, Ont.—N. Falls B. P. & D. Ag.
Ottawa, One.—Alex Jacques, 116 Osgood st.
Picton-H. J. Graham.
St. Johns-J. Bouchard.
Sherbrooke, Que.—F. H. Leech.
Vancouver, C. A.—A. F. Morris, manager, 10
Lefeuvre Block.
Windsor-Windsor B. P. & Dist. Co. Dec. 27.

Windsor-Windsor B. P. & Dist. Co., Bez 27, D. C. Benjamin, Manager.

HAWAH ISLAND. Honolulu-Will Prestidge.

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Bill Posters≡Distributors

# GONORCART

of a wagon built by a village blockmer you could get a saddler to make you a let is the use whon you can go to a S liv of the very thing you want. We co shield for helf the price you will now a

#### Bill Posters' Push Cart.



S24.50 EACH.

Bill Posters' Pony Gart.



Light or mag and durable. This vehicle in bound to find form: N \$44.50 in the handlest string Magnathr. Has never teach over teach which the first teacher to the search teach over the search teacher than the search teacher

#### Bill Posters' Wagons.



A-\$90.00. B-\$100.00. C-130.00.

#### JOHN H. MICHAEL,

225, 227, 279 East 8th St, CINCINNATI, O.

We have just completed a new distributor's wagon, to a mervel of convenience and sility. Photos from to take tag purchasers.

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Beards, 2 new charactera free. Agents wanted, costumer iled. CHAS. E. MARSHALL, Mfr., Lockport, N. Y

#### 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.



MINIATURE CUTS to put on station ery and all kinds of printed matter ents for booklets, circulars, and aunounce we them designed and engraved, but for repaid, all six cuts, electros, ready to print cription to THE ADVERTISING WORLD. We to all the up-to-date billposters of America.

Advertising World, Columbus, Ohio.



ARE YOU ONE OF THEM? MAULIEWIBORG (O.

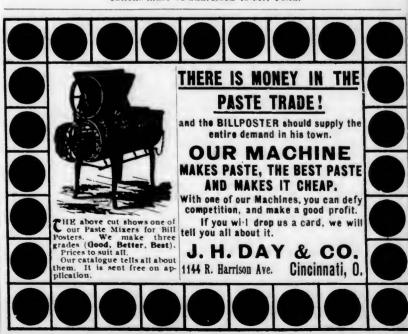
NEW YORK' ST. LOUIS.

Population 96,000

### Distributing Department of Northwest Bill Posting Co., H. F. TODD, MANAGER.

PORTLAND, OREGON.

This department is destinctly apart from our posting plant, and all communi cations must be addressed to Mr. Todd.



# 





# When a Business House

Wants to place fire insurance they send to their insurance broker. If they want to do any newspaper advertising they send for the newspaper ad agent. In this way they save time, trouble, annoyance and expense.

# For the Same Reasons Exactly

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

# I have Studied Billposting

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

# In "From the Beginning"

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

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

# Begin Right,

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



# \$am W. Hoke,

Long-Distance BILLPOSTER,

255 Fifth Ave., near 28th St.,

Telephone.

.....New York, N. Y.