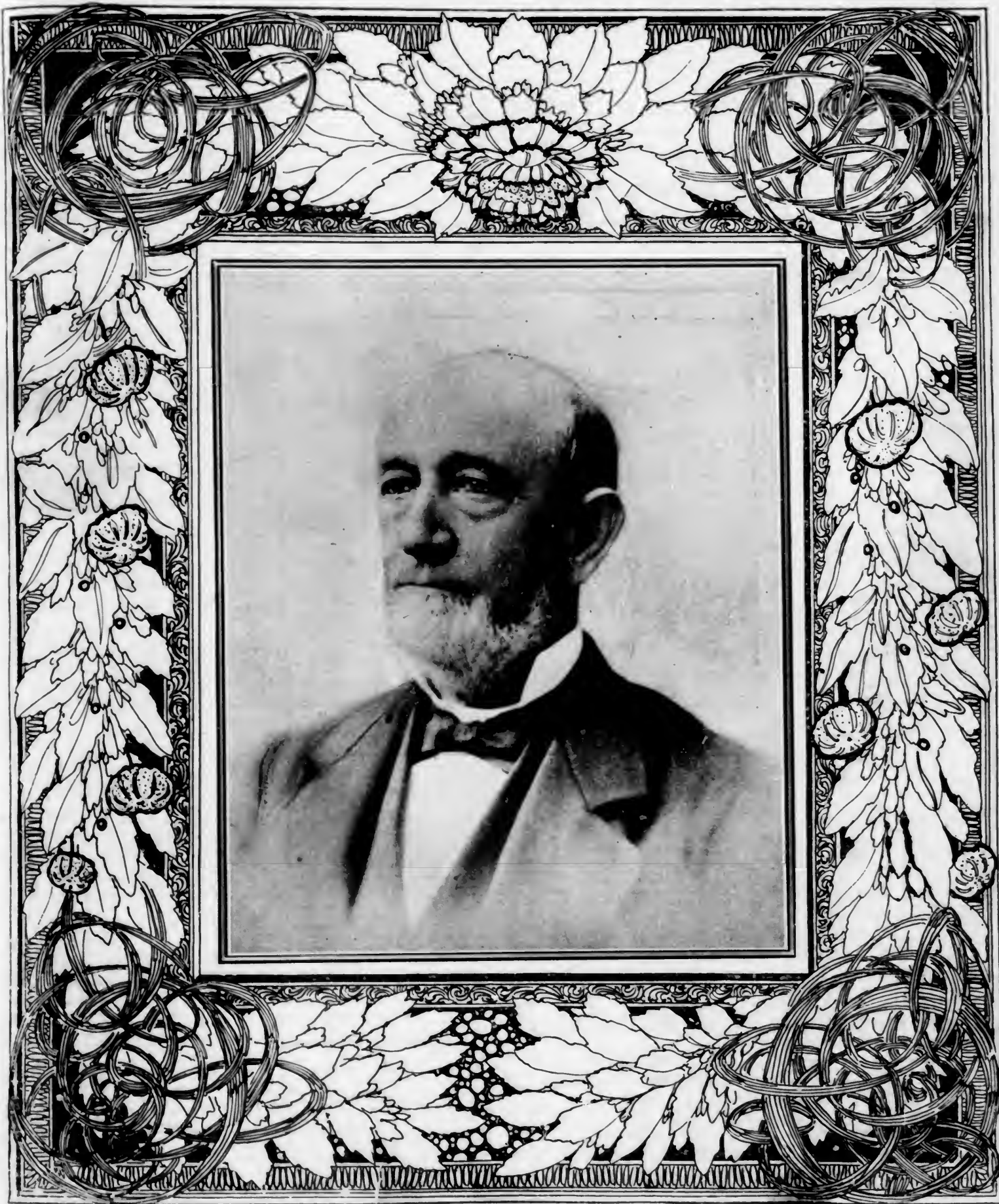


THE BILLBOARD

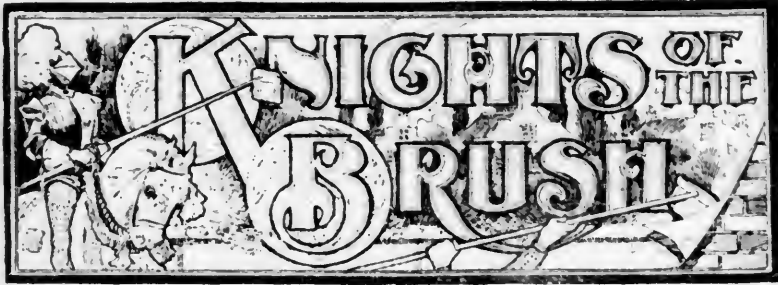
Vol. XIII, No. 6.

CINCINNATI, SATURDAY, FEBRUARY 9, 1901.

Price, 10 Cents.
Per Year, \$4.00.



GEORGE F. BAILEY,
The Oldest Living Showman in America.



Levyne's Letter.

To the Editor of "The Billboard:"

Dear Sir—A lesson was taught me the other day, that showed me the difference in size between a thousand-pound cannon ball and a dum-dum bullet. R. J. Gunning came in town, and remained here for two days. At the end of that time he quietly folded his tent and departed to Chicago, having in his inside pocket contracts amounting to over \$50,000. R. J. was the cannon ball, while we were the dum-dum bullets, and very dumb at that. In this world, prestige is everything. It is the very weight of this prestige that carries a man up the road of success. Everyone knows that Mr. Gunning has tramped many a mile of that successful road, whilst the others of lesser lights, who can perhaps lay his case just as well before an advertiser, yet that prestige is wanting, and is mostly received with the word "No!" Well, good luck to Mr. Gunning, and may he continue to succeed in his undertakings.

Now for a word of bill posting. I received a communication from a "bill poster" the other day, stating that he had given up the butter and cheese business, and gone into that of bill posting, and wrote me, requesting my aid, for some paper to be posted. He stated that he had 2,000 feet of boards, but failed to tell me how he ever got it into his cranium to go into a business that was so absolutely dissimilar to the one he had sold out. In reply to that letter, my advice to him was, to sell out his plant and take a position with some good bill poster and learn the business by hard application for two years, and then get his plant, for the more a man knows of bill posting, the more he realizes how ignorant he is of the business, and for a man to give up the butter and cheese business and break into the bill posting business and expect to make a success of it, shows that he either has a prodigious amount of gall, or is absolutely ignorant of the calling.

Mr. C. K. Hager has a son who is in the Philippines, and writes some very interesting letters to his father. I did not know that Mr. Hager had a son of this age, for by Charles' looks I somehow connected him with the age of thirty-five. When I asked Mr. Hager if, when his son returned, he would break him into the bill posting business, he held up his hands in holy horror and said, "No! I would rather give up chewing tobacco!"

I see that Ike Monk is making himself rather conspicuous in St. Louis. He is booking a great many Midway attractions and vaudeville shows, and by the way his pockets bulge out with the "long green," would suppose that he is making a barrel of money.

Our castler, Mr. P. J. McAliney, was laid up a week with the "grip," but is now back at his desk. Asking "Mack" why he took sick, he replied, "Don't you think I want to be in style?" Mr. C. E. Osterman, stenographer for the St. Louis Bill Posting Company, is so adept at his calling that he took a letter in shorthand, wrote another on the machine and answered the phone all at the same time. If this is not believed, you can write Mr. Hager for confirmation of same. Yours truly, M. L. LEVYNE.

Measuring Billboards.

License Inspector Henry Maloon, of Oakland, Cal., is again in a quandary. Ever since he was instructed to verify the statement of Owens, Varney & Green regarding the height of their signs he has been lying awake nights and during the day-time he has been trying to draw out a solution as to how he is going to verify that statement.

In accordance with the celebrated bill board, fence, house and street car advertising ordinance, Maloon has suddenly experienced a painful multiplicity of duties. As it was, he had been worked nearly to the verge of mental and physical collapse, watching that the liquor license ordinance he not violated, and now, to measure the signs about him, oh, horrors! because some reach as high as the Babylonian tower and some are hid in the bowels of the earth, and some there are that the pestiferous teredo is munching away by degrees.

But measure them he must, and hence, in order to comply with the strict letter of the law, Inspector Maloon to-day filed the following demand on Zach Taylor Gilpin, the city treasurer and ex-officio tax collector, for tools, contrivances and outfit, both material and spiritual, that he might discharge his new duties of enforcing the bill board ordinance: One pair opera glasses, one surveying transit and level; one six-foot and one ten-foot rule; a surveying chain and 75 foot steel tape; a pair of extension stilts thirty feet; one sledge hammer; one chemical engine to purify the tone of pictures on some of the signs; a pair of pole climbers; one hook and ladder truck; one gallon of arnica for sprains, etc.; one pair of gum boots for West Oakland marshes; a submarine boat for estuary; one

fence; one pair of binoculars; one talking machine to answer questions from property owners; one sewer flusher to turn on Inspector and crew on return to City Hall; a spiritual medium to divulge true owners of property.

"Owing to the depleted condition of the Urgent Necessity Fund," concludes the requisition, "I have attempted to cut down my demand as small as possible. With these implements I fervently hope and pray to be able to perform the work before Jan. 1, 1902."

Severe on Bill Posters.

If a bill introduced by Assemblyman Prince in the New York Legislature the other day becomes a law, it will be hard on the bill posters of New York, especially those in the big cities. The bill is intended to prevent the placing of fences on roofs for the display of advertisements other than for the business of the lessee of the building on which the



Seven Notables, on Hanging Rock.

fence is built. No fence higher than four feet is to be erected on the top of a building. The bill also prevents the erection on the ground of fences higher than ten feet. The bill applies to the Boroughs of Manhattan, Brooklyn and the Bronx. An infraction of the provisions of the proposed law is to constitute a misdemeanor, and be punishable by a fine of \$200 or by imprisonment in jail for thirty days. As the bill posters of the metropolis have to depend almost entirely on public showings, it will be a severe hardship on them.

The measure is unjust, unreasonable, and its scope and provisions clearly indicate the genuine qualities of its author, Mr. Prince. When the lawmakers are fully informed as to the injustice of the bill, as they undoubtedly will be by Messrs. Gude, Pratt and others, they will hardly have the meanness to pass it, but big fellows in New York now have something to keep them busy. That they will use every effort and will effectually prevent the general ruin of their business is not to be doubted.

A Cincinnati Ordinance.

After considerable talk and the submission of various amendments, the board of legislation of Cincinnati has passed a bill board ordinance.

It provides that no bill, sign or advertising board other than a sign to let, to lease or to sell may be erected on any lot without permission from the building inspector. All such signboards must be substantially built, to the satisfaction of the building inspector, a permit for which must first be taken out. For every eight-sheet board, 7 by 10 feet or smaller, a license fee of \$5 will be charged,

and for every board of larger dimensions a fee of \$10 will be charged. The ordinance further provides that no pictures or reading matter shall be pasted without the consent of the chief of police, and a violation of the ordinance is made punishable by a fine of \$25 and imprisonment for thirty days for each offense.

The John Chapman Company is satisfied with the ordinance. While the tax is quite heavy, it will at least give them protection from wild-cat competitors and permit them to do business in a legitimate way.

Colfax, Wash.

To the Editor of "The Billboard:"

Dear Sir—I was the first to erect permanent bill boards in Colfax, and I have again become the bill poster, having bought out Mr. Harry Hulm on the 1st inst., to whom I had sold my plant in September, 1899.

Since again acquiring the business, I have put up some new boards, and have now a capacity of about 1,000 sheets.

I am also the manager of the Colfax Opera House, real estate dealer, insurance agent, and carry on a commercial brokerage, and as to my business standing I refer to any bank or business man in Colfax. Advertisers who wish to entrust their work with me can do so with confidence, for the work will be done promptly and thoroughly.

I do not need a lot of extra paper for renewing, as my paste is well made, and the paper put up to stay. I have put up some Beeman Chewing Gum for sixty days, and the paper looked well at the end of three months. I also make a rule never to cover dead paper, if it looks well, and I have room enough for the new without doing so. Finally, I try to treat others as I wish to be treated. Yours truly, GEO. H. LENNOX.

Colfax, Wash.

Campbell, the great executive head of the American Posting Company, of Chicago, and Bill Boyd, the circus contractor. This picture serves to remind them of some very happy hours they passed together.

Situation Unchanged.

There have been no new developments in the proposed consolidation of bill posting interests in New York City. It is reported in "The Billboard" that the matter is now up to Mr. A. Van Beuren. The deal is liable to take place at any time.

Daubs.

C. H. Henckley is manager of the John (Ill.) Bill Posting Company.

Ruby Star Five-cent Cigar is to be posted next week in Boonton, N. J.

Paterson Bill Posting Company is posting Diamond Jack's Big Indian medicine.

Wm. Workman the bill poster at Burlington, N. C., will embark in the industrial business, Feb. 20.

Geo. Pence, of Thomasville, Ga., is said to have one of the best bill board plants in the South.

The promoters of the new Empire Bill Posting plant in Louisville are very reticent about what they intend to do.

Bill posters in Iowa, Wisconsin, Indiana and Illinois write McCarthy, Franks & Dresser, Jacksonville, Ill., for one-sheets, chance may offer.

Fred Corbett says that bill posting is very slack at Emporia, Kan. He is trying to get his local people interested in commercial advertising on the boards.

T. Morris Towne, the bill poster and distributor at Orange, Cal., writes that he has sold out his business to L. C. Shadel, who will conduct it on the same lines as Mr. Towne has done.

Dan W. J. Horn, bill poster at Springfield, Ill., says business is picking up, and that he is having a new look, which will be something unique in the line of advertising the bill posting business.

Lester Lowry, bill poster at Memphis, Mo., writes to say that business was dull the last month, but the year 1900 was very good. Both in distributing and posting. He had an especially good run of local work.

In Cincinnati hereafter bill boards may be erected only with the consent of the building inspector, and no sign objectionable to the chief of police may be placed on them under penalty of a fine of \$25 or thirty days in the work-house.

Terrell Bros. still have all the best of it at Paducah. Their boards are covered with Bull Durham, Dr. Pierce and Sweet Caporal, and their recent closed a contract with Truckly Ash Bitters. The opposition has some new boards here and there, and in good locations, too, but in point of numbers or size they simply do not compare with Terrell Bros.

A number of the big fellows in the association, including Campbell, Schaffer, Bryan, Ramsey and several others, had arranged for a private car to take them to San Francisco to attend the national convention of the Associated Bill Posters in July. Now that the convention is almost certain to go to Buffalo, it is plain that a big time will have to be abandoned.

This is the time of the year when bill posters should seek to interest their local brewers to use the bill boards. No other article can be advertised on the boards with such good effect as beer. Its use is universal. A little talk now and then to the local brewer will finally land him. Stock posters suitable to advertise Hook or other brands of beer may be had from various printing houses.

Although the Empire Bill Posting Company has been incorporated in Louisville, and the Whallon Brothers are practically behind it, Mr. Ramsey is not at all disturbed. He believes that the so-called opposition will hardly make much of a showing. The record of Mr. Ramsey for fair dealing has been fully established, while the work of the other company would be to a great degree experimental.

Judging from the remarks of his fellow political associates, H. Gaylord Wildfire, the eccentric millionaire bill poster, is not particularly strong in their confidence. At a recent meeting of the Social Labor Party, H. J. Schade said:

"H. Gaylord Wildfire is the monumental freak of Los Angeles. There is no sort of doubt about it. He is an egotist in the extreme sense of the word. Any man who posts his own picture on a bill board, with a smaller picture of the candidate for president under it, when he is only a candidate for Congress, can do no good for the Socialist party. He does more harm."

Please mention "The Billboard" when answering ads.

BILLPOSTERS' PASTE BRUSHES.

The most desirable & lasting brush made. Keating's brands

"DONALDSON" "UNEXCELLED"

This brush is manufactured expressly for us, and is fully warranted. It is the cheapest and best brush ever made. It is made of the finest materials, and is guaranteed to last for years. It is the best brush ever made, and is the only one that is worth the money.

Send the money with the order. Note sent C. G. D. The Donaldson Brush Co., Newport, Ky.



The Local Advertisers Need Education.

(By W. H. Steinbrenner, Distributor, Cincinnati, O.)

Many local merchants imagine that an advertisement, no matter how poorly printed, what kind of paper is used or how the announcement is written, will answer for house-to-house distribution. This is a mistake.

When arranging advertising for distribution, the same care and pains should be taken as is bestowed on posters, street car cards or newspaper space. If more attention were paid to the quality of paper, style of writing, the advertisement and manner in which same is set up and printed, the results would be much more satisfactory.

A circular is of little advertising value unless it is folded and enclosed in an envelope, on which should be printed some strong line to attract attention. A folder is much better than an ordinary circular, and a booklet will be found the best of all.

But what's the use of going to the trouble and expense of arranging and having printed an attractive circular, folder or booklet, if it is placed in the care of some inexperienced or unreliable person? What's the use of all this trouble when you neglect the most important part, i. e., to employ an honest, professional distributor? In the majority of cases, where all other conditions were favorable, failures can be traced directly to not having entrusted the advertising matter to persons who make a business of house-to-house distributing. Would you employ a blacksmith to put a main spring in your watch? Of course not. Then why employ a man who knows nothing about the business to do your distributing? You would be showing about as poor judgment in the latter as in the former case.

Another thing, Mr. Local Merchant: You are making a mistake by trying to beat down the price quoted. No honest distributor will charge too much. You are not conducting your business for glory or for the convenience of your customers, are you? It's the almighty dollar you are after, that's what the distributor is working for. If you want a good, first-class service, \$2.00 per thousand is not one cent too much on the entire investment will be much greater than if you got a cheaper service. Some merchants resort to the method of sending for a professional distributor, and obtain all the information they can, then use it to instruct cheap help, or some one that knows nothing at all about distributing. Such methods are very unbusinesslike, and any one guilty of this track deserves just what they usually get, that is, poor, if any, results at all.

As an example of how matter is wasted by persons unacquainted with the business, and in order that others may profit by an advertiser's experience, the following actual occurrence is related:

A short time since a new store opened up in Richmond, Ind., and Mr. John S. Seaman, distributor of that place, solicited their distributing, readily receiving the promise of the work. A few days later, while Mr. Seaman was out doing other distributing, he noticed this firm's advertising matter distributed, two and three pieces being thrown in each yard. He also found a bunch of thirty-five pieces behind a telegraph pole, and others scattered along the sidewalks. Mr. Seaman called up the manager by telephone, and the following conversation took place:

"Hello, Mr. New Store!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"

"This is Seaman, the distributor."
"Well, what is it, Mr. Seaman?"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"

"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"

"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"

"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"

"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"

"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"

"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"
"Hello!"

to some happy-go-lucky person, who has no reputation at stake? If you pursue this course, it will be to your sorrow, and you will be the loser.

Why is it that the national advertisers are always looking for the professional distributor? Why is it that the large edition printer has become interested in this individual, and has gone to the expense of compiling a Distributors' Directory, containing the names and addresses of over 3,000 persons engaged in this business? Why? Because they (large edition printers) fully realize that by getting a thorough, up-to-date, reliable man in every city, and then using their influence with the national advertisers to patronize this particular man, it will increase the demand for goods advertised, which will encourage the advertisers to order larger editions of his booklets, and that means more work for the printer, more work for the distributor and still more business and larger profits for the advertiser.

Death Knell of the Dodger Business.

By a recent bill enacted by the Philadelphia city council, the death knell of the sixteenth century, or dodger, as it is more familiarly called, was sounded, causing a gasping of teeth among printers and advertisers alike. This ordinance called a halt on the distribution of circulars and handbills, and the man who got the bulk of his business by this method of advertising waxed warm under his collar. It meant dollars out for the printer who furnished the circulars. The merchants who found the circular a good medium through which to reach customers were forced by necessity to call the public's attention to what they had in stock. Legitimate newspaper advertising was too expensive; the mail was equally as costly. Storekeepers looked at their idle clerks, printers eyed their presses now motionless; and then a combination of the whole got around the thing—temporarily, at least. As a result, there have sprung up in many parts of the city miniature newspapers with virtually the same claims as the big city dailies—and the same circular advertising. Verily, this is a thinking age!

A Race for a Franchise.

The International Association of Distributors recently announced that they desired a member in towns where not represented. The responses have been very numerous, and Mr. Steinbrenner informs us that they will show a large increase in membership before the next convention.

One instance of the anxiety of men who understand the value of a franchise was that of Shelbyville, Ill., where two men had a race for the franchise, as shown by the following telegrams:

Shelbyville, Ill., Jan. 21, 1901.
W. H. Steinbrenner, Cincinnati, O.:
Mailed you my membership this morning.
3:43 a. m. COL. C. GOWDY.

Shelbyville, Ill., Jan. 21, 1901.
W. H. Steinbrenner, Cincinnati, O.:
Mailed you my membership this morning.
3:43 a. m. COL. C. GOWDY.

Special delivery letters from both parties were received next day together with money orders and application blanks, etc.

Mr. Steinbrenner immediately set about investigating the standing of both firms, and will give the franchise to the best man.

The same thing happened about the St. Louis franchise. Other towns have had several applicants, and in all cases the best man wins.

Samplings.

Dr. Chase is distributing pamphlets in Paterson. (Their own men doing the work.) I send by separate cover the Paterson Bill Posting Co. prospectus and list of locations. A very neat affair.

The Feister Printing Company has shipped to Charles Bernard of Savannah, Ga., 350,000 Peruna Drug Company's books for distribution through that section of the South.

On Jan. 22 Quaker Oats had a large streamer (reading "Eat Quaker Oats") hung to the breeze at Paterson, N. J., high in the air (about 1,500 feet up), attached to a string of five red kites, which attracted considerable attention, as well as compliment on the cleverness of the thing.

Distributors' Tips.

The following is a revised and up-to-date list of reliable firms who are constantly sending out samples and circulars for distribution. Every first-class distributor should have his name on their list:

- ARKANSAS. The Guarantee Medical Co., Hot Springs. CALIFORNIA. California Fig Syrup Co., 392 Church street, San Francisco.

- CONNECTICUT. Sawyer Medical Co., 138 Middle street, Bridgeport. Prof. F. C. Fowler, Moodus. Kickapoo Medical Co., New Haven. DISTRICT OF COLUMBIA. A. O. Bliss & Co., 37 B street, N.W., Washington. M. A. Winter Co., 614 Eleventh street, Washington. GEORGIA. Swift's Specific Co., Atlanta. ILLINOIS. German-American Med. Co., Kankakee. Green-May Medical Co., Bloomington. H. E. Bucklin & Co., 295 Michigan avenue, Chicago. J. P. Dieter Co., 163 West Washington street, Chicago. M. A. McLaughlin Co., corner Quincy and State streets, Chicago. A. Bryant & Son, Princeton. E. G. De Witt & Co., 206 LaSalle avenue, Chicago. Roy Medical Institute, Chicago. Providence Medical Institute, Chicago. Home Novelty Mfg. Co., Chicago, Ill. O. M. Boos, Chicago, Ill. Pan-American Advertising Exchange, Chicago, Ill. Pabst Chemical Co., Chicago. Hanson's Ready Recovery Co., Chicago. Boston Medical Institute, Chicago. INDIANA. Sterling Remedy Co., Indiana Mineral Springs. Dr. Miles' Medical Co., Elkhart. Indianapolis Brewing Co., Indianapolis. The Cooking Club Publishing Co., Goshen. Van Camp Co., Indianapolis. Dr. N. C. Davis, Indianapolis. Anti-Trust Baking Powder Co., Indianapolis. IOWA. I. C. Hubinger & Co., Keokuk. KANSAS. The W. W. Gavitt Co., Topeka. KENTUCKY. Wilson Drug Co., Lexington. LOUISIANA. Acme Chemical Co., New Orleans. MAINE. Dr. Thomson Medicine Co., Calais. Gould & Whipple, Portland. MARYLAND. Denton Novelty Co., Denton, Md. Emerson Drug Co., 311 W. Fayette street, Baltimore. A. O. Pison, 1327 W. Baltimore street, Baltimore. Nelaton Remedy Co., 11 E. German street, Baltimore. Victor Remedy Co., Frederick. Wuikelman-Brown Drug Co., Baltimore. Chas. A. Vogeler Co., 300 W. Lombard, Baltimore. MASSACHUSETTS. Wm. Aiden, Boston, Mass. Lydia E. Pinkham Medical Co., Lynn. J. C. Ayer & Co., Lowell. Chas. I. Hood & Co., Lowell. Novelty Plaster Works, Tottenville. Drs. F. E. & J. A. Greene, Boston. Potter Drug and Chemical Co., Boston. C. L. Graves & Son, Boston. E. C. Cowdry Co., Boston. MICHIGAN. J. W. Brant Co., Albion. Pope's Medical Co., Charlotte. Postum Cereal Co., Battle Creek. Cooney Medical Co., Detroit. The Sprague Publishing Co., Detroit. Drs. Kennedy & Kergan, 148 Shelby street, Detroit. Hayes & Coon, 24 Gratiot avenue, Detroit. Dr. A. B. Spinney & Co., Elizabeth and Woodward avenue, Detroit. Williams, Davis, Brooks & Co., 26 Congress street, Detroit. J. D. Bean & Co., Edwardsburg. Stuart Co., Marshall. La Harpe Pattern Co., Grand Rapids. I. B. Ford Co., Wyandotte. Dr. Goldberg, 291 Woodward avenue, Detroit. MINNESOTA. Kondon Manufacturing Co., Minneapolis. Pillsbury-Washburn Flour Mills Co., Minneapolis. MISSOURI. Ozark Cure Co., Springfield, Mo. Miller Drug Co., St. Louis. Liggett & Myers Tobacco Co., St. Louis. Anheuser-Busch Brewing Association, St. Louis. MONTANA. Newbro Drug Co., Butte. NEBRASKA. Curative Remedy Co., Lincoln. C. F. Erickson, Omaha, Neb. NEW JERSEY. Geo. G. Green, Woodbury. NEW YORK. Star Novelty Co., Bay Shore, N. Y. Dr. Kiltner & Co., Binghamton. Garfield Tea Co., 11 Sterling Place, Brooklyn. W. H. Comstock, Morristown. Gerhard Mennen Chemical Co., Buffalo. Hutton Remedy Co., Buffalo. Dodd's Medical Co., 658 Ellcott Square, Buffalo. Foster, Milburn & Co., 293 Michigan street, Buffalo. Dr. R. V. Pierce, 633 Main street, Buffalo. Dr. Fenner, Fredonia, N. Y. R. T. Booth Co., Ithaca. Dr. D. Kennedy Corporation, Kingston. Genesee Pure Food Co., Leroy. Allen Olmsted, Leroy. S. C. Wells & Co., Leroy. Frank O. Reddish, Leroy. F. R. Wait & Co., LeRoy, N. Y. J. W. Gramiaux, LeRoy, N. Y. BRIGHT'S CHEMICAL CO., Little Falls. American Tobacco Co., 111 Fifth avenue, New York City. B. T. Babbitt, 82 Washington street, New York City. Colgate & Co., 55 John street, New York City. F. E. & J. A. Greene, 35 W. Fourteenth street, New York City. Frederick Boyer, 36 Maiden Lane, New York City. Humphrey's Homeopathic Medicine Co., 113 Williams street, New York City. Geo. W. Munro, 23 Vanderwater street, New York City. Pond's Extract Co., 76 Fifth avenue, New York City. Abbey Effervescent Salt Co., New York. Dr. Radway & Co., New York City. Seely & Co., New York City. A. M. Bliniger & Co., New York City. Tarrant & Co., New York City. R. & G. Corset Co., New York City. Health Food Co., New York City. New York Condensed Milk Co., New York City. Sam W. Hoke, New York City. Animal World, 248 W. 14th st., New York City, N. Y. Geo. Skaller & Co., New York City, N. Y. Eagle Watch Mfg. Co., Maiden Lane, N. Y. Diamond Drug Co., New York City, N. Y. J. N. Gardner, 43 Leonard st., New York City, N. Y. The Jones Co., 49 Columbus av., New York City, N. Y. Major Cement Co., New York City, N. Y. Pan-American Drug Co., New York City, N. Y. Collins & Reese, 159 Nassau st., New York City, N. Y. J. L. Prescott & Co., 90 West Broadway, New York City. Jan. Pyle & Son, 436 Greenwich street, New York City. Scott & Browne, corner Pearl and Rose streets, New York City. Seville Packing Co., 77 Hudson street, New York City. Tarrant & Co., 100 Warren street, New York City. Dr. Louis Weigert Co., 136 Liberty street, New York City. The Velvet Silver Soap Co., 81 Nostrand avenue, Brooklyn. Dr. Williams' Medical Co., Schenectady. A. N. Wright & Co., Syracuse. Merrell-Soule Co., Syracuse. Dr. B. J. Kay, Saratoga Springs. W. B. Jones & Co., Silver Creek, N. Y. Franklin Manufacturing Co., 191 Burr street, Rochester. OHIO. Hilsinger, Sheffer & Co., Cincinnati, O. Jacob Hilsinger, Cincinnati, O. Wm. McCabe, Kelsey, O. R. Prestzger & Bro., Dayton. Drs. Hayes & Clark, Ashland. Dr. W. S. Burkhart, 121 E. Seventh street, Cincinnati. Golden Specific Co., Glenn Building, Cincinnati. India Spice and Drug Co., Marietta. Coffee and Spice Co., Columbus. Peruna Drug Co., Columbus. Dr. Harter Medical Co., Dayton. Akron Cereal Co., Akron. Peruna Drug Manufacturing Co., 241 West Fourth street, Cincinnati. Bayer Medicine Co., 1706 Adams street, Toledo. Cheney Medicine Co., 1212 Adams street, Toledo. PENNSYLVANIA. Climax Liniment Co., Titusville. Miller Soap Works, Lancaster. Dr. Chase Co., 224 N. Tenth, Philadelphia. Dobbins Soap Manufacturing Co., 119 South Fourth, Philadelphia. Dr. David Jayne & Sons, 242 Chestnut street, Philadelphia. H. H. Munyon's Remedy Co., 1505 Arch street, Philadelphia. Fels & Co., Philadelphia. Dr. Rosanko Co., Philadelphia. Hand Medicine Co., Philadelphia. Merchants' Association, Williamsport. P. C. Tomson & Co., 25 Washington avenue, Philadelphia. Hostetter & Co., 59 Water street, Pittsburg. Japanese Pile Cure Co., Philadelphia, Pa. Elts Drug Co., Philadelphia, Pa. Scandia Music Co., Winburne, Pa. J. H. Zellin & Co., 306 Cherry street, Philadelphia. TENNESSEE. Thatcher Medical Co., Chattanooga. New Spencer Medical Co., Chattanooga. Chattanooga Medical Co., Chattanooga. VERMONT. Wells, Richardson & Co., Burlington. WISCONSIN. Pabst Brewing Co., 917 Chestnut street, Milwaukee. Dr. Shoop Family Medicine Co., Racine. NEBRASKA. LINCOLN.....Gen'l Office, Angle, Beck & Co. GRAND ISLAND....." " " " HASTINGS....." " " " BEATRICE....." " " " NEBRASKA CITY....." " " " FREMONT....." " " " FAIRBURY....." " " " PLATSMOUTH....." " " " KARNEY....." " " " YORK....." " " " Please mention "The Billboard" when answering ads. MAGNETIC TACK HAMMERS! Just the thing for tacking tin and card board signs. Every distributor should have one. Prices, with triple extension handle, 32 inches long, each, \$2.00; double extension handle, 42 inches long, each, \$2.25. Send the money with the order. None sent C. O. THE DONALDSON LITHO. CO., Newport, Ky.

THE BILLBOARD.

Published Weekly at
127 East Eighth Street, Cincinnati, Ohio, U. S. A.
Address all communications

For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, \$4.00 a year; 6 mos., \$2.00; 3 mos., \$1.00, in advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; no discount for time or space. Copy for advertisements must reach us before noon on Saturday previous to week of issue. Our terms are cash.

The Billboard is sold in London at Law's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris at Brentano's, 57 Ave. de l'Opera. The travel supplied by the American News Co. and its branches.

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

The editor can not be held responsible for unsolicited manuscripts; correspondents should be prompt. When it is necessary to return the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

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

Saturday, February 9th, 1901.

Mrs. Carrie Nation, the strong-armed Kansas woman, who has gone into the business of destroying saloon property, has become so notorious that she would prove a big attraction for the side show with a circus next season. It would be necessary, however, for the manager to keep her far away from the privilege car.

* * *

It is essential to the success of any fair or carnival that the arrangement for it and the engagement of the people should be made several months before the event is to take place. By so doing the management are assured of the pick of the best attractions, while the tardy promoters must take what is left. Once more we urge upon fair managers that they determine upon the dates for their annual exhibitions as soon as possible. Every concessionaire, promoter and follower of these enterprises reads "The Billboard," and we would modestly suggest to the fair managers that the quickest and surest mode to get what they want in the way of material and attractions is to advertise with us.

* * *

And now the Brooklyn Times is going out of the show printing business. It has advertised all its stock and plant for sale at very low figures. There are many more show printers in the country who would like to quit business if they could. They realize they are the biggest "suckers" in the world, because of their habit of extending credit promiscuously to parties who do not deserve it. Their losses have been something enormous. The shelves of many show printers throughout the country are teeming with dead stock, not only unpaid for, but in many cases there is not a possible chance of selling it at any price. The ordinary merchant would not

think of giving credit to people that many show printers trust implicitly. Isn't it high time that the printers wake up and organize to conduct the business not only legitimately but profitably?

* * *

While "The Billboard" is entirely indifferent as to whether the Jeffries-Rublin boxing match takes place or not, because that is not in our line of business, we feel it our duty to state what is apparent to every one—that politics is the great factor in obstructing the contest. The worthy Governor of Ohio, Judge Nash, wants to be re-elected this fall, and the brilliant Foraker is very anxious to succeed himself in the United States Senate. These gentlemen believe that if the fight is permitted, it will arouse the wrath of the goody-good people in the rural districts, and the rustic preachers will indulge in bitter invective against the immorality and lawlessness of the Republican party. The Democratic politicians want the fight to take place, but the Republican politicians will prevent it if they can. This is a simple and truthful statement of the situation of affairs at the present time. The outcome is very uncertain, but a good deal of ill feeling has been aroused, which will require time to smooth over and restore peace and harmony among the respective factions. Mayor Fleischmann is between two fires, but he seems to have the courage to stand by his promise, thus commanding the admiration of one side and the respect of the other.

* * *

That the suggestion of "The Billboard" to the Pan-American Exposition management that they give a grand military band contest was a wise one, is shown by the intense rivalry among the leading bands of the country to secure engagements to play at the big show. It is said that more than fifty bands, each of which claims to be the best in the country, has put in a bid, at figures ranging from \$1,000 to \$3,000 a week, according to the number of men in the organization. So far as can be learned, the engagement of only four or five bands has been announced. Sousa, who commands his own price, has the time between June 10 and July 10, four weeks, at \$5,000 a week. It is asserted, but not officially, that the Chicago Marine Band, Innes, the Fifty-first Iowa, which accompanied the Hawk-eye troops to the Philippines, have already been booked. The policy of the exposition management is not to give any band more than two weeks, hoping in this way to have variety and arouse local interest. The two grand Cincinnati bands, Weber and Beilstedt, are both applicants for time; one and

possibly both of them will be heard at some period of the exposition. The suggested band contest would surely be a big success, if the prizes offered were sufficient to tempt the biggest and best bands to compete. There is more interest in military band music in this country to-day than there has ever been before. The town of a thousand inhabitants or more which does not boast of its own band is not considered up to date. The Pan-American people, as stated in last week's "Billboard," have officially notified us of their intention to fully consider the band contest proposition. Every lover of good music will say, push it along.

Frontispiece.

The veteran ex-circus proprietor, George F. Bailey, who is now living in his eighty-third year, is supposed to be the oldest circus manager living. He was born in North Salem, Westchester County, N. Y., on Oct. 29, 1818. When a boy he began life in a country store. When a young man he joined what was then called the Original and First Flat Foot Party, June, Titus and Angevine.

He afterwards joined Aaron Turner, who ran a pioneer circus of early years, and married the only daughter of Mr. Turner. Mr. Turner had two sons, Nap and Tim, who were great riders. Mr. Bailey became Mr. Turner's partner, and after the death of Mr. Turner and his two sons, bought the show. When he became the partner of Mr. Turner, they had no band-wagon, and when he ordered one made Mr. Turner thought it such an extravagant idea that it would break the show. After he had bought the show and become sole proprietor, he put a menagerie with the show, and it was known as Geo. F. Bailey's Great American Show, and in the sixties he formed partnership with what was known as the Flat Foot Party, which consisted of Sands, Nathans, Smith, Quick and June. They had two shows, one in the East and one in the West. Mr. Geo. Bailey has the name and fame of exhibiting the first hippopotamus in America, and he has often told the story of how the animal was driven through the country by eight horses, traveling in one season overland from Danbury, Conn., to St. Louis, and never missing a performance.

In the fall of 1875 he and his surviving partners, June and Nathans, bought out Coup & Castello, who were partners with P. T. Barnum, the firm then known as P. T. Barnum's Greatest Show on Earth. Geo. F. Bailey, manager; John Nathans, director, and Lewis June, general agent. They traveled as Mr. Barnum's partners for five years, and ran what was considered in those days the largest show on earth.

At the close of the season of 1880 they sold their interest to Mr. P. T. Barnum, since which time Mr. Geo. F. Bailey has been living in retirement, and has spent much time traveling through Europe. When in America he seldom stays in one place a great while. He spends some of his time during the winter in Atlantic City, and the balance of the year in New York City and Colfax Springs, Ia., and at present he is spending the winter at New Mexico. When last seen on Broadway, New York, he looked hale and hearty, and loves to talk about the years spent in the circus business. He is the only surviving member of the Flat Foot Party.

LETTER BOX

Our readers and subscribers in all lines are invited to avail themselves of "The Billboard's" new mail scheme. We have an experienced clerk in charge of this department. He keeps track of people and forwards their mail wherever possible, the moment it is received, thus avoiding delay. Letters are only advertised when we do not know the whereabouts of the persons to whom they are addressed. Letters advertised for four weeks and uncalled for will be returned to the post-office. Circulars, postal cards and newspapers excluded. Letters are forwarded without expense.

ADVERTISED LETTER LIST.

Wm. Kibble.	Mr. Lockhart.
L. W. Washburn.	C. F. Miller.
F. H. Cooke.	John F. Palmer.
Kloss Baving.	Wm. Ribble.
E. H. Boone.	Dan R. Robinson.
W. E. Ferguson.	Wm. Powley.
Joe Frank.	D. Saunders.
The Great Gautier.	Joe Schmiech.
H. T. Glick.	Walter Sheridan.
S. Gordon.	San Spaire Co.
Red Halney.	Parson Taylor.
Fred. Hart.	Arthur Warner.
G. W. Hubbard.	Harry Welsh.
Chas. Johnson.	N. E. Whelan (4).
Louis Kalbfeld (2).	C. E. White.
A. Less.	Geo. F. Williams.
Frank Dalton.	

Comments.

A Toronto firm advertised that, on receipt of \$1 it would send, securely sealed, a beautifully bound book of 400 pages, full of good things; every sport should have one; the most wonderful book ever written; French and English translation; prohibited in some countries. Supposing they were on the track of a racy literary tidbit, the police sent a dollar and received a copy of the Bible. As the Dominion authorities are not desirous of checking the spread of the gospel, no arrests were made.

A number of Washington (D. C.) grocers were notified by the police that the selling of a brand of oatmeal put up by a Western cereal company is a violation of the lottery law. With each package is a coupon containing one of the letters that go to spell the name of the brand, and an offer is printed on each coupon, stating that a ten-set of fifty-six pieces valued at \$8, will be presented to any one returning to the company a full set of coupons spelling the name of the manufacturing concern. Complaint has been made to Detective Watson, who is in charge of lottery and policy matters, that one of the letters in the combination is always missing, although the dealers say they have bought large quantities of the cereal in the hopes of securing the needed letter to complete the set.

General MacArthur has ordered the deportation to the United States of George T. Rice, editor of the "Daily Bulletin," a marine journal. Rice will sail on the Pennsylvania next Monday. The order characterizes him as a "dangerous incendiary and a menace to the military situation." Rice's offense was the publication of allegations that Lieut. Commander William Bruenereuther, captain of the port, had charged excessive pilotage and insurance fees, a percentage of which he had kept for himself. The report of Major Mills, inspector general, who investigated the allegations, completely exonerated the captain of the port and indicted the editor and the merchant who had given him information, and who had been misled by figuring the rates upon the net instead of the gross tonnage, the latter being specified under the Spanish law.

Rice was summoned to the office of the governor general's military secretary, and was called upon to promise that he would publish no more such articles. He declined to give such a pledge, but insisted that the article was truthful, and took up a defiant attitude when threatened with deportation. The deportation order was then issued, and Rice is now awaiting the departure of the Pennsylvania. When seen in jail, he reiterated his statement that the charges were true, and declared that in any event the severity of the sentence was unwarranted. Rice came originally from Red Wing, Minn., and was formerly a member of the Minnesota Volunteers.—Chicago Times-Herald.

More "Billboard" Correspondents

Since the last list of correspondents was published, credential cards have been issued as follows:

L. G. Nelson, Pipestone, Minn.
Philip Kendall, Indianapolis, Ind.
Wm. J. McCullough, Davenport, Ia.
Fred. H. Munroe, Muscatine, Ia.
C. L. Lane, Bellefontaine, O.
T. S. Crilley, Toledo, O.
A. H. Jones, Fitzgerald, Ga.
John P. Church, New York City, N. Y.
Charles Bernard, Savannah, Ga.
C. DeGarmo Gray, Kansas City, Kas.
Hermann A. Wenige, Detroit, Mich.
Frank Foster, Keokuk, Ia.

Notice to Correspondents.

"The Billboard" desires to have more correspondents in all cities and towns where there is an opera house. All applicants for the position must be intelligent, capable and be able to give satisfactory recommendations as to character and ability. Moreover, they must be yearly subscribers to "The Billboard." We urge upon our present corps of correspondents to send us only spot news, short, gossipy items about individuals, and avoid all the stereotyped forms which make other papers of this class so stupid and unreadable. All communications should reach this office not later than Friday to secure insertion the following week.

Gasoline Barred.

The last session of the Ohio Legislature passed a bill prohibiting the use of gasoline for public or private illumination, on account of the danger of handling it. All traveling shows use gasoline to light their property after night, and the serious question arises, What will the shows which come into Ohio this year do? What substitute will they be able to offer? It would be a tremendous expense and almost impracticable to string electric wires. Coal-oil does not give a sufficient light. It is possible that some inventive genius may arrange a scheme by which circus tents may be lighted by gas, but the difficulty here would be in transporting the plant from place to place. The situation is an interesting one, and calls for the attention of the traveling show people.

Please mention "The Billboard" when answering ads.

New Plays and Sketches Copyrighted.

Washington, D. C., Jan. 21—(Special).—Jerusha's "City Visit," a sketch in one act written and copyrighted by Jennie West, West Superior, Wis.

War in Earnest.

As intimated in "The Billboard" some time ago, the clash between the vaudeville managers and the performers who are organized under the name of the White Rats has not long been postponed.

It has been unanimously agreed by the members assembled at a regular meeting of the White Rats Society, that all engagements hereafter made to take place after the date of June 24, 1903, at any vaudeville theater, hall, park or place of vaudeville entertainment in the United States of America or Canada, be booked exclusively through the White Rats Vaudeville Agency.

The result of this proclamation will be to bring matters to an issue at the close of the present theatrical season. The membership in the White Rats has reached 600, and in this number is included the flower of the profession. Nearly all the high-priced stars are in the White Rats, and unless an understanding can be reached with the vaudeville syndicate, there will be a merry time of it next fall.

Davenport, Iowa.

Chas. T. Kindt, the resident manager of the Chamberlain-Kindt Company, is in receipt of a communication from your representative, Mr. M. L. LeVyne, in which he states that he would be in Davenport shortly.

Since bill posting has grown to such importance in the business world our local advertisers have not been allowed to overlook this very important medium, by this firm.

The Iowa Posting Service, which is controlled by this firm, has also gone into the bulletin printing business; they are receiving orders from many of the big firms of the country.

Given at noon was an appetizer and packed the house. Coming: "My Friend From India," Feb. 2; Jefferson's company in "Rip Van Winkle," Feb. 3; "That Girl From Maxims," Feb. 6; Olin Skinner, Feb. 7; "Knobs of Tennessee," Feb. 10.

WM. J. McCULLOUGH.

Davenport, Ia.

Aurora, Missouri.

To the Editor of "The Billboard": Dear Sir—With the advent of spring, and beautiful weather for the past two weeks, comes that feeling that everyone experiences when winter weather seems a thing of the past.

There has really been "nothing doing" in Aurora in the bill posting line, for the past two months, and when I closed two very nice contracts last week it made me feel pretty good.

At Minor's Opera House, of which I am manager, "Why Smith Left Home" gave a performance the 23d, that could not easily be improved upon.

Another Theater Burned.

The total destruction by fire the night of Jan. 31 of the old Coates Opera House, Kansas City, caused an aggregate loss of \$150,000. The building was valued at \$75,000, the furnishings at \$5,000 and the property of the Walker Whiteside company, which had just begun a week's engagement, was valued at \$25,000.

Mr. Whiteside lost, in addition to his trunks and properties, several valuable manuscripts of plays that were to have been produced shortly.

Many Shows Closing.

The reports from all the one-night-stand towns in every part of the country are discouraging to traveling combinations. Every day comes the news of some show being compelled to close.

It has been the history of the theatrical business that there is always a fall-off in public interest immediately after the holidays, but this year it has been more widespread than usual.

"Naughty Anthony," closed Feb. 2. "Hearts Are Trumps" closed on Jan. 26. "A Child of Fortune" closed on Jan. 26. "A Terrible Time," at Anderson, Ind., Jan. 18.

Steve Brodie Dead.

Steve Brodie, actor, bridge jumper and pugilist promoter, died at the White House, San Antonio, Tex., at 10:15 o'clock Thursday night.

The end had been expected the whole of today, for he lost consciousness early in the morning. The remains were immediately taken to Shelly's undertaking establishment and prepared for burial. They were shipped

to New York for interment in that city, the scene of many of his triumphs.

Brodie has been failing rapidly the past three weeks. His condition grew much worse about a week ago, when a spell of inclement weather set in which helped the disease make deep inroads into his constitution.

When he first went to San Antonio, about six weeks ago, Brodie was very hopeful of regaining his health, but ill luck seemed to follow him.

Gossip.

Mahara's Minstrels made a big hit at Muscatine, Ia., last week.

John Hogan, manager for L. J. Carter's attractions in Chicago, has been spending ten days in New York.

Otis Sinner is playing "Prince Karl," the pretty comedy in which Mansfield scored such a success, and is making a hit in Western towns.

Theater managers should follow our fair dates in looking for next season. Go where the crowds go. It means success. You will find new dates in every issue.

The engagement of William H. Crane as David Harum terminated on Feb. 2 at the Garrick Theater in New York. The dramatization of Westcott's novel proved a great success. He had a successful run of 167 performances.

Little Lotta, who for many years was the most popular soubrette on the American stage, and who is the richest musical woman in the world, has been seriously ill for several weeks. At last account she was improving, but is not yet out of danger.

Sunbury, Pa., is soon to have a new opera house. It is one of the best show towns along the Susquehanna River. The new place of amusement will be known as the Chestnut Street Opera House, and it is backed by men of wealth and influence.

M. E. Rice, manager of the "Two Merry Tramps" company, has bought the opera house at Parkersburg, W. Va. This has been Rice's most successful season in years.

Composer Verdi lived to a ripe old age, thus furnishing another exception to the shortness of life among musical geniuses. Schubert died at 31, Mozart at 35, Mendelssohn at 38, Weber at 40 and the great Beethoven at 56.

Mme. Helen Modjeska, the Polish actress, wants a Polish national theater for her countrymen in Chicago. She has sent a letter to Polish newspapers, appealing to the Poles to found the theater to help perpetuate their language and identity here, and points to the German theaters in several cities throughout the country and the Bohemian theater in Chicago as illustrations of the benefits to those nationalities.

E. G. Via, correspondent of "The Billboard" at Huntington, W. Va., writes that the shows are doing well there. The Patriotic Concert Company will give a performance Thursday, Feb. 7, at the Marshall Auditorium, while the Davis Opera House will be dark the week of Feb. 4.

The two weeks' engagement of Sarah Bernhardt and Constant Coquelin, the eminent French artists, which closed at Chicago Saturday night, proved a financial failure of considerable proportions. There has been much speculation in theatrical circles as to the cause of this, but the general opinion prevails that the small attendance was due principally to the high scale of prices charged.

Vaudeville.

Every manager of a burlesque house in America reads "The Billboard" every week.

O'Brien and Herold are playing on Kohl & Castle's circuit. They have played a successful season through the East on Keith's circuit, and are doing well here. Dave is banking his money.

Vaudeville performers and managers are invited to send us news of their successes. "The Billboard" is the most widely copied paper in its class, and it is a safe bet that every notice you send us will be copied wide and far by other papers.

Fred Taber, 20, and Bonnie Maie Carpenter, known on the stage as "Little Bonnie My," 15, were married in Chicago last Tuesday night. The child-bride is a member of the vaudeville team of De Haven and May, juvenile singers, dancers and cake-walkers.

THE STAG

Cafe and Restaurant.

E. W. BAYLIS, Proprietor.

418 and 426 Vine Street.

CINCINNATI.

The Most Popular Theatrical Place in the City.

When in Chicago, be sure and stop at the CONTINENTAL HOTEL.

Only American Hotel for \$2 per day in the city. Cor. Wabash Avenue and Madison Street.

HOTEL RAND CINCINNATI, OHIO. European Plan. Professional Headquarters.

STROSS' HOTEL, Home for Professional People, 24-26 W. TWELFTH ST., CINCINNATI, OHIO.

Elegant Rooms. Free Baths. Splendid Table. Nice Lunch after the Show.

JEFFERSON HOTEL, Nos. 915, 917, 919 Walnut St., Cincinnati, O. Our bar is stocked with the best. The Old Veteran, I. M. DOUGLAS, Superintendent.

KOLB'S HOTEL, American and European Plans. Convenient to Theaters. 537-539 Walnut St., CINCINNATI, O.

Please mention "The Billboard" when answering ads.

HIS BEST KNOWLEDGE AND BELIEF. "Now, sir," said the cross-examining counsel, "do you, on your oath, swear that this is not your handwriting?"

CINCINNATI THEATERS.

WALNUT—MAT. THURSDAY and SATURDAY. Standing Room Only. Ovation extended to Wm. H. West's Big Minstrel Jubilee.

COLUMBIA | Matinee EVERY DAY. All Seats 25c. The Marvelous DeHills.

James Thornton, Robertus & Wilfredo, Dupont & Loshian, Conway & Leland, Hilda Thomas & Co., Elizabeth Murray, William Cahill Davies, Sisson and Wallace—The Biograph.

HECK'S Wander World and Theater Vine St., near Sixth. DAILY 1 to 10 P. M. The \$10,000 Feature MILE VALENTIA'S Mountain Lions & Panthers Performing.

PEOPLE'S THEATER. Week of February 2. THE JOLLY GRASS WIDOWS. THE REAL THING, BOYS. Matinees Monday, Tuesday, Thursday, Saturday. Next Week—May Howard Burlesque Co.

HEUCK'S OPERA HOUSE. Hoyt's "A TRIP TO CHINATOWN." Matinees Tuesday, Thursday, Saturday. This coupon and 10c secures lady reserved seat to any matinee this week for "A Trip to Chinatown." Next Week—Selma Herman in "A Young Wife."

LYCEUM THEATER. Week of February 2d. Lincoln J. Carter's "CHATTANOOGA." Matinees Daily. Lady with or without this coupon can secure reserved seat to Dress Circle or Balcony for 10c to any matinee this week for Chattanooga. Next Week—Two Little Vagabonds.

About a Circus Bill Poster.

(Written for "The Billboard.")
BY R. M. HARVEY.

Taking chairs from the office to the front of the hotel, the opposition brigade of six men had arranged themselves as usual, with their backs to the street and their feet upon the curbstone, where they were in position to hear and to be heard, as well as to admire the occasional group of society folks as they passed by on the way to the theater.

Coming out of the hotel, I noticed the boys enjoying their first rest of the day, and a long day it had been. We had all been called at 4 o'clock that morning, and had been hard at work ever since. It was a case of opposition, and our brigade did not propose to allow the banner of the "highest class circus in the world" to be trailed in the dust by any similar organization, not even by the "ten big combined."

I did not say anything further to this loyal band than to remind them that I would leave a 4 o'clock call for the next morning, as it was the intention to accomplish some very effective work before the people were astir. As I turned from them, Martin Fey left his seat and followed me. His face bore an anxious look, and in his hand he held a letter which he twitched nervously. Without a word he gave it to me to read. It was from his sister, and told of the death of his infant son at birth and of the serious condition and perchance the fatal illness of his wife, Helen. This letter had been delayed, having been forwarded from place to place in its chase after Martin, until that day it reached him, having been forwarded the last time from Richmond to Newport News. It was the absence of news concerning the happenings of the days intervening between the day the letter was written and the date of its receipt that was so annoying. It was the thought of the possibility that his wife might have already been laid away in mother earth or that her cold hands were even then resting upon her still breast, in his distant home, that caused the stamp of anxiety to be so strangely visible upon Martin's high brow.

After he had sent a telegram of inquiry to his home, a thousand miles distant in the West, Martin, the strong man of our brigade, wrote a tender letter to Helen, perhaps the longest and the best he had ever written to her. He was the last to bed that Thursday night, and the first to arise the next morning. He helped with the early morning work, and after breakfast he repaired promptly to the livery stable, preparatory to making the route assigned to him for the day.

It was 8 o'clock before the negro driver and Martin were started for the country to make the route up the railroad. It was not a long route, but the sandy road made it a very tedious one. The daubs were small and far between. All went well until they arrived at the second little hamlet named on the route slip. Here Martin espied an old daub, an eight-by-four-sheet stand upon the side of a blacksmith shop. While the driver tied the team and went after water with which to thin the dope, Martin went to the house of the blacksmith. Going to the back door, he called the man out, and they soon had the wall contract signed and the order for the tickets delivered, but as he stepped from the porch, Martin discovered that he was undone. He had seen a little family circle at the dinner table; the young blacksmith, his younger wife and the sparkling eyes of the four-months-old babe, as it lay peacefully in the crib near the mother. The scene was a familiar one to Martin. It was such an one as he had frequently pictured in his imagination, as being what the future contained for him and his wife. It reminded him of his blasted hopes. He was to be deprived of the pleasant domestic life allotted to the village blacksmith.

In some way unknown to Martin the eight-by-four-sheet stand was finally posted, though the seven-sheet streamer was not run straight, the bottom of the stand was not blanked, the slips were left off of the three-sheet dates and the one-sheet "warning" was not posted. Notwithstanding, the youngsters of the place, chaperoned by two dingies, were admiring the circus pictures in their usual gleeful way, they soon found this bill poster did not talk as much as others had done at that same spot; that he did not talk glibly, if at all, and they further realized that their prattle was not heard by him.

Throwing out the water, the jolly darkey and the heavy-hearted bill poster drove to the third town, seven miles distant, where they put up two small stands and three six-sheet banners. Although they returned to Newport News over the same road, it seemed as if they would never get "home," and the nearer "home" they reached, the more impatient Martin became, and the more ungenial was the poor driver.

Although Martin was confident of finding a telegram at the Lexington hotel upon his return, he was not so certain as to the contents of that telegram. He could not believe that Helen was dead, and he could scarcely hope for more cheerful news. He had performed his work well (with the exception of the second town) that day, because of his steadfast and persistent resolution so to do, but as he hastened to the hotel without changing his clothes, he suddenly learned that his nerves had been on a fearful tension all day, and as he took the expected telegram from my hand, he looked as if he was ready to collapse.

"I am doing nicely; you need not come home," was the message of glad tidings as unfolded by the telegram.

The reader will never know what it cost that devoted wife and disappointed mother, who so longed for the fond caress and the consoling sympathy of her husband, to say, "you need not come home." She was a heroine. Facing a long winter, perhaps without any income, and with doctor bills to meet, Helen knew that the longer Martin's season was on the road the better it would

be for them financially, and the sooner they would be free from debt. Martin did not go home for several weeks, but the next day after he had received this telegram he gave vent to his exuberant joy by doing the banzer railroad route of the season.

Circus Winter Quarters.

The following list gives the winter quarters of the various tent shows, circuses and Wild West combinations. In many instances, (but not all), the address given is also the permanent address. The list is revised and corrected weekly.

Frank Adams En route
Adell's Dog & Pony Show Ft. Recovery, O
Ament's Big City Show Muscatine, Ia
Tony Ashton's Show London, Ind
Bailey Twin Sisters' Urbana, O
Barber Bros. Portsmouth, O
Barlow's Show Syracuse, Ind
Barnum & Bailey Vienna, Austria
Barr Bros.' Shows Easton, Pa
Beyerle's Burk Tom Shows Lincoln, Neb
Matt. Bollinger Havre de Grace, Md
Bonheur Bros. Augusta, O. T
Bowler & Dyson St. Joseph, Mo
Mollie Bailey & Sons Houston, Tex
Buchanan Bros. Des Moines, Ia
Buckskin Bill's Wild West Paducah, Ky
Buffalo Bill's Wild West Bridgeport, Ct

Callahan (Prof.) Tom Shows Olatie, Kan
Campbell Bros. Fairburg, Neb
Clark El route
Clark Bros. Houston, Tex
Clark's, M. L. Alexandria, La
Cooper & Co. En route
Conklin, Pete, 412 Sewell st., W. Hoboken, N. J.
Craft Dog & Pony Shows Fondá, Ia
Cullins Bros.' Concordia, Kan

Darling Pony Show Marshall, Mo
Davis Bros.' Shows Fork Church, N. C
Davis (E. F.) Shows Kalamazoo, Mich
Dock's Sam Ft. Loudon, Pa
Ely's, Geo. S. Metropolis City, Ill
Forepaugh-Sells Bros.' Shows Columbus, O

Gentry's No. 1 Houston, Tex
Gentry's No. 2 Macon, Ga
Gentry's No. 3 Houston, Tex
Gentry's No. 4 Houston, Tex
Gibb's Olympic Wapakoneta, O
Gillmeyer (Wm. H.) Ardmore, Pa
Gollmar Bros. Baraboo, Wis
Goodrich, Huffman & Southey, Bridgeport, Ct
Gray, Jas. H. Luverne, Minn
Great American Shows Chicago, Ill
Great Syndicate Shows Kansas City, Mo
Grant's Shows Oswego, Kan

Haag's Shows La Comta, La
Hall & Long's Sturgis, Mich
Hall's, Geo. W., Jr. Evansville, Wis
Happy Bob Robinson Lancaster, O
Hargreave's Shows Chester, Pa
Harrington Combined Shows Evansville, Ind
Harris "Nicke" Plate Chicago, Ill
Harris, John McKeesport, Pa
Hearn's Mammoth R. R. Shows Phila., Pa
Hill J. Howell Care Zoo, Indianapolis, Ind
Hoffman's Shows South Bend, Ind
Huston's Shows Winchester, Ind

Indian Bill's Wild West Jacksonville, Fla
Jaillet's Bonanzo Show Osterburg, Pa
Kemp Sisters' Wild West El Paso, Ill
Thos. W. Kehoe Station M, Chicago, Ill
Kennedy Bros. Bloomington, Ill
Kinneman's Marion, Ind

Lambrigger's, Gus Orville, O
Langley's Shows, 218 Dorphan st., Mobile, Ala
La Place, Mons. Byesville, O
Chas. Lee's London Shows Wilkesbarre, Pa
Lemen Bros.' Argentine, Kan
Lee, Frank H. Pawtucket, R. I
Lindsey's (L. L.) Dr. D. & P. Shows, Marshall, Mo

Lorretta Corry, Pa
Long Bros.' Shows Natchez, Miss
Louis' Crescent Shows Trumbull, O
Lowande's, Tony Havana, Cuba
Lowande's, Marthino Havana, Cuba
Lowery Bros.' Shows Shenandoah, Pa
Lu Rell's Great Sensation Washington, La

Main (Walter L.) Shows Geneva, O
Marrietta Shows Algiers, La
McCormick Bros. Gallipolis, O
W. E. McCurdy, (minstrel) Marshall, Mo
McDonald's, Walter Abilene, Kan
Morr's & Doherty Kansas City, Mo
Orton Miles Centropolis, Mo
M. B. Mondy Liberal, Mo
J. C. Murray 414 S. 5th st., Atchison, Kan

Nal's United Shows Beloit, Kan
Norris & Rowe's Oakland, Cal

Pawnee Bill's Wild West Litchfield, Ill
Perrin's, Dave W. Eaton Rapids, Mich
Perry & Pressly Webster City, Ia
Prescott & Co.'s Rockland, Me
Price & Honeywell Wilkesbarre, Pa

Raymond's Shows (Nat.) South Bend, Ind
Reed's, A. H. Vernon, Ind
G. W. Rehn Danville, Harper Co., Kan
Rhoda Royal Shows Geneva, O
Rice's Dog and Pony Show New Albany, Ind
Ring Bros.' Royal Shows Brooklyn, N. Y
Ringling Bros.' Baraboo, Wis
Robinson's, John Terrace Park, O
Royer Bros.' Shows Pottstown, Pa

Sautelle's, Sig. Homer, N. Y
Sells & Gray Savannah, Ga
Setchell's, O. Q. Little Sioux, Ia
Schaffer & Spry Bros. Portsmouth, O
Schiller Bros. & Orr Kansas City, Mo
Shott Bros.' Bluefield, W. Va

Silver Bros.' Shows Kokomo, Ind
Sipe's, Geo. W. Kokomo, Ind
E. G. Smith Fyan, Pa

Spaun's R. R. Shows Port Jervis, N. Y
Spark's, John H. En route
Stang Bros. Burlington, Wis
Don C. Stevenson Galveston, Tex
Stewart's, Capt. Ft. Wayne, Ind
St. Julian Bros.' Shows Westmont, N. J
Sun Bros.' Norfolk, Va
F. J. Taylor Creston, Ia
Tedrow & Gettle Nelsonville, O
Teets Bros.' Shows Huntington, W. Va
Trout & Foster's 430 Penn av., Elmira, N. Y
Tuttle, Louis I. Box 1,498, Paterson, N. J
Tuttle's Olympic Linesville, Pa
VanAmberg & Gallagher Medina, N. Y
Wallace Shows Peru, Ind
Ward's Shows Plymouth, Mass
Welsh Bros. Lancaster, Pa
Whitney's Minstrels Bennington, Vt
Whitney Shows Attica, O
Williams' Vaudeville Circus Nashville, Tenn
Wintermute Bros.' Hebron, Wis
W. E. Winston Pacific Grove, Cal
Wixom Bros.' Bancroft, Mich
James Zanone Nashville, Tenn
Zeimer Show St. Louis, Mo

Our readers will confer a great favor by bringing any errors or omissions in the above list to our notice. We revise the list carefully every week, making every effort to keep it reliable and correct. In writing to any of the above addresses, please state that you saw it in "The Billboard."

Circus Men all Stop at
HOTEL EMERY, CINCINNATI, OHIO.
Steam heat, electric light and large committee rooms. Everything first-class and up-to-date. Rates \$1 per day and upwards. Arcade entrance.
MARION L. TYSON, Manager

Best Service. Reasonable Prices
HOTEL EMERY RESTAURANT.
J. G. TESTERA, - - - Proprietor.

S. F. TAYLOR,
SIDE SHOW PAINTINGS
265 West Randolph Street,
Chicago. - - Illinois.

WANTED—Partner to take one-half interest in money making show business. Write at once for full particulars. Address S. Box 44, Fenner, N. Y.

WANTED—ILLUSION—I want to buy or get instructions how to build the Flying Lady or Magneta; also want machine for making waffles on the street. N. H. CLARK, 118 1/2 Broadway, Oklahoma City, O. T.

CIRCUS CANVAS
Second-hand. Good Condition.
50 ft. Round Top, with 30 ft. middle; 60-ft Round Top with 30 ft. middle; 60-ft Round Top, with 2-30 ft. middle; 100-ft Round Top, with 2-50 ft. middle. Large tents for rent.
C. J. BAKER, Kansas City, Mo.

AT LIBERTY—Lithographer and printer. Meet, sober and not afraid of work. Address, CARL K. ST. CLAIR, Box 529, Ashland, Ky.

MURRAY & CO.
329-333 SOUTH CANAL ST. CHICAGO ILLINOIS
MANUFACTURERS OF
CIRCUS CANVASES,
Poles and Stakes, SEATS, Flags, Etc.
Agents for **KIDD'S PATENT CIRCUS LIGHTS.**
Please mention "The Billboard" when answering ads.

Theatrical and Circus Window Work.

Embossed Show Cards, Letter Heads, Catalogue Covers, Etc.
Photographs, Trunk and Lobby Frames, Flashlights.
STANDARD EMBOSSING CO., Of Chicago.
GLASOTYPE PHOTO CO., Of New York.
ADVERTISING NOVELTIES.
JOHN P. CHURCH, Manager.
Western Office: 334 Dearborn Street, Chicago.
Eastern Office: 1358 Broadway, New York.

People Wishing Engagements with the
Walter L. Main Circus,

Address—All advance people, Ed. G. Knapp, Geneva, O.; all privilege people, Wm. J. Doris, 23 Fairview Place, "Flatbush," Brooklyn, N. Y.; Musicians, L. J. Chaubertin, 322 Bellefontaine ave., Lock Haven, Pa.; Grooms, Jockeys and Drivers, Robert Abrams, Geneva, O.; Trainers, Jack Kent, Frenchtown, N. J., until April 1, then Geneva, O.; Canvasmen, Ed. Kennedy, Portage, Wis., until May 1, then Geneva, O.; Animal Men, Arthur Spencer, Geneva, O.; Boss Property Men, Circus Performers, Rough Riders and Ballet Girls, R. H. Dockrill, 422 Wabash ave., Chicago, Ill., until February 20th, then Geneva, O.; Bosses, Blacksmiths, Harnessmakers, Mechanics of all kinds, and others, address Dan Fitzgerald, Superintendent, Geneva, O.
N. B.—All gentlemen engaged must seat people. We advance fares or loan money to no one, no matter what the circumstances are, and we allow no vacations during the summer season.

Peck & Behrens,
TAILORS,

84 Dearborn Street,
CHICAGO, ILL.

Acknowledged Leaders

FOR
THE PROFESSION.

MAINE.

AUBURN, ME.—Grand Army of the Republic Encampment. Feb. 19 and 20, 1901. Edward C. Sweet, Portland, Me., secy.

MARYLAND.

ANNAPOLIS, MD.—Independent Order Mechanics Grand Lodge, March 18, 1901. Elmer Bernhard, 630 W. Baltimore st., Baltimore, Md., secy.

MASSACHUSETTS.

BOSTON, MASS.—Daughters of Veterans State Convention. Feb. 12 and 13, 1901. M. Elizabeth Kimball, Boston, Mass., secy.

MEXICO.

CITY OF MEXICO, MEX.—Pan-American Conference. Oct. 22, 1901.

MICHIGAN.

ANN ARBOR, MICH.—Y. M. C. A. State Convention. Feb. 21 to 24, 1901. A. G. Copeland, Kalamazoo, Mich., secy.

MINNESOTA.

HASTINGS, MINN.—State Farmers' Institute. Feb. 11 and 12, 1901.

MINNEAPOLIS, MINN.—State Retail Hardware Association. February, 1901. Thos. McCracken, Minneapolis, Minn.

MISSISSIPPI.

GREENWOOD, MISS.—B. Y. P. U. State Convention. May 5, 1901. Rev. W. H. Jennings, Okolona, Miss., secy.

MISSOURI.

BOONEVILLE, MO.—Central Missouri Horticultural Association. March 2, 1901. C. C. Bell, Booneville, Mo., secy.

MONTANA.

KALISPELL, MONT.—State Horticultural Society. Feb. 21 to 23, 1901. C. H. Edwards, Missoula Plains, Mont.

NEBRASKA.

KEARNEY, NEB.—Modern Woodmen of America, State Camp. Feb. 13 to 14, 1901. G. T. Ford, Kearney, Neb., secy.

NEW HAMPSHIRE.

CONCORD, N. H.—G. A. R. Grand Encampment. April 3 and 4, 1901. Adjutant-General Battles, Concord, N. H., secy.

NEW JERSEY.

CAMDEN, N. J.—L. O. R. G. State Convention. March 19, 1901. Geo. W. Cattell, Woodbury, N. J., secy.

ELIZABETH, N. J.—Sons of Veterans' State Encampment. May 1 and 2, 1901. Garret Voorhees, Jersey City, N. J., secy.

NEW YORK.

ALBANY, N. Y.—M. W. of A. State Convention. Feb. 13, 1901. Harry Franklin, 89 Washington av., Albany, N. Y., secy.

NORTH CAROLINA.

ASHEVILLE, N. C.—American Association of General Passenger and Ticket Agents. Oct. 15, 1901. J. J. Smith, Cleveland, O., secy.

NORTH DAKOTA.

FARGO, N. D.—I. O. O. F. Grand Encampment. Feb. 12, 1901. H. J. Rowe, Casselton, N. D., secy.

CINCINNATI, O.—National Box and Box Shook Manufacturers' Association of U. S. Feb. 21 to 23, 1901.

OKLAHOMA.

WOODWARD, OKLA.—Oklahoma Live Stock Association. Feb. 12 to 14, 1901. W. E. Bolton, Woodward, Okla.

OREGON.

PENDLETON, ORE.—Pacific Northwest Wool Growers' Association. March, 1901. Frank R. Gooding, Shoshone, Idaho, secy.

PENNSYLVANIA.

ALLENTOWN, PA.—Royal and Select Masters' Grand Council. Feb. 26, 1901. J. L. Lyte, Lancaster, Pa., secy.

Big Four The Buffalo Route to 1901 Pan-American Exposition Big Four Route in connection with Lake Shore & Michigan Southern and New York Central R.R. offers the finest equipped train service at frequent intervals to Buffalo from South & West.

Parks.

ARIZON, O.—Summit Park Lake; Menches...
ANNISTON, ALA.—Oxford Lake Park; How...
BIRMINGHAM, ALA.—Forest Park; J. A. Hen...
BOSTON, MASS.—Norumbega Park; Alberte, manager.

Poultry Shows.

FARGO, N. D.—North Dakota and Northern Minnesota Poultry Association Show. Jan. 30 to Feb. 21, 1901. Sam F. Grabb, Fargo, N. D., secy.
FARGO, N. D.—North Dakota Poultry Association. February, 1901.

Expositions.

BUFFALO, N. Y.—Pan-American Exposition. May 1 to Nov. 1, 1901. John G. Milburn, pres.; Edwin Fleming, secy.
CHARLESTON, S. C.—South Carolina Interstate and West Indian Exposition. Dec. 1, 1901, to June 1, 1902. Samuel Lapham, Charleston, S. C.

Dog Shows.

BALTIMORE, MD.—Baltimore Kennel Association. April, 1901. W. P. Riggs, Equitable Bldg., Baltimore, Md., secy.
BOSTON, MASS.—New England Kennel Club Show. April 2 to 5, 1901.

Trotting Races.

DU BOIS, PA.—Du Bois Driving Association. July 3, 4 and 5.

Food Shows.

COLUMBUS, O.—Third annual Food Show in the big Auditorium. Address Manager Food Show.

Grip at the Zoo.

Grip has found its way to the Cincinnati Zoo, and many of the smaller animals have lately been almost sneezing their heads off. As soon as attacked, they are removed to the hospital and tenderly cared for by Supt. Sol Stephan.

A Twentieth Century Fete.

Ever on the cul vive for something new—ambitious to create and not imitate—Henson, the originator of the street fair, and father of many novel and successful entertainment features, comes to the front, and opens the twentieth century with a fete, new, unique indeed, and surpassing in grandeur of conception and perfection of detail anything ever before offered the public.

This fete, celebrating the "capture of the slaves of the wicked dragon," is to supplant the carnival and street fair where worn out, and to reinforce these entertainments where still new and desirable. The idea of the ready built parade feature, with so many of the imported effects before impossible to this country will add still further to its drawing powers. That it will be a success is assured—Henson's success in entertainment lines is proverbial.

Street Men's Supply Headquarters.

If You Want to Succeed Like a Genuine Success, You should handle our Sellers, our Goods and our Novelties. We are the largest Street Men's House in the country. You miss a great opportunity if you don't get some of our sellers and money makers. Here is a small list of easy selling goods:

Table listing various goods and their prices, including Wallace Bros. Tea Spoons, Silverine Cuff Buttons, Engraved Gilt Cuff Buttons, etc.

Our complete Catalogue will be out about March. Don't fail to get one.

Terms Cash, or C. O. D. Deposit required.

N. SHURE CO.,

Importers and Jobbers, Jewelry, Notions and General Merchandise. 264-266 E. Madison St., Chicago, Ill.

INAUGURAL EXCURSIONS

TO Washington, D. C.

VIA B. & O. S-W.

ONE FARE ROUND TRIP

FROM ALL POINTS

March 1st, 2nd and 3rd.

Special Low Rates

MILITARY AND OTHER ORGANIZATIONS.

3—SOLID TRAINS DAILY—3

Modern Day Coaches, Pullman Drawing Room Sleepers, Observation Cars and Dining Cars.

For detailed information call on any Agent, or address, O. P. McCARTY, General Passenger Agent, Cincinnati, Ohio

AT LIBERTY

After May 1, Feagans' Family Ladies' Brass Band. Managers of Parks, Expositions, Chautauquas, Carnivals, etc., if you are looking for a good drawing card write. Up-to-date music and uniforms, silver-plated instruments. Address, J. R. FEAGANS, Petersburg, Ill.

Broken Brick-A-Bracs.

Mr. Major, the famous cement man of New York, explains some very interesting facts about Major's Cement. The multitudes who use this standard article know that it is many hundred per cent better than other cements for which similar claims are made, but a great many do not know why. The simple reason is that Mr. Major uses the best materials ever discovered and other manufacturers do not use them because they are too expensive and do not allow large profits. Mr. Major tells us that one of the elements of his cement costs \$1.75 a pound and another costs \$2.65 a gallon, while a large share of the so called cements and liquid glue upon the market are nothing more than sixteen cent glue, dissolved in water or citric acid and in some cases altered slightly in color and odor by the addition of cheap and useless materials. Major's cement retails at fifteen cents and twenty-five cents a bottle, and when a dealer tries to sell a substitute you can depend upon it that his only object is to make larger profit. The profit on Major's cement is as much as any dealer ought to make on any cement. And this is doubly true in view of the fact that each dealer gets his share of the benefit of Mr. Major's advertising which now amounts to over \$5000 a month throughout the country. Established in 1876. Insist on having Major's. Don't accept any off-hand advice from a druggist. If you are at all handy (and you will be likely to find that you are a good deal more so than you imagine) you can repair your rubber boots and family shoes and any other rubber and leather articles, with Major's Rubber Cement and with Major's Leather Cement. And you will be surprised at how many dollars a year you will thus save. If your druggist can't supply you, it will be forwarded by mail, either kind. Please mention "The Billboard" when answering ads.

WANTED! WANTED!

For the Zoo,

Milwaukee, Wis.

FRANK C. BOSTOCK, - - Director-General.

Trained Wild Animal Acts, Features, Novelties, Educated Dogs, Monks, Ponies, Seals, or any Animal Performance suitable for Steel Arena Exhibitions; Strong Acrobatic Acts, Troupe of Arabs.

Strong acts that are real head liners, will be given two or more weeks engagement. Like to hear from Woodward Seals. Explain act thoroughly, and state very lowest salary in first letter.

Address all Communications to.....
Messrs. FERRARI & LEVITT, The Zoo, Milwaukee, Wis.

**Our New Catalogue
Is Now Ready.** 

It lists the largest line of Stock or Syndicated Posters in the World. No matter what you are looking for, if it is a Poster, you will find it in this book of ours.

FREE FOR THE ASKING.

THE DONALDSON LITHO. CO.
NEWPORT, Opposite Cincinnati, KENTUCKY.

PATENTS GUARANTEED

Our fee returned if we fail. Any one sending sketch and description of any invention will promptly receive our opinion free concerning the patentability of same. "How to Obtain a Patent" sent upon request. Patents secured through us advertised for sale at our expense. Patents taken out through us receive special notice, without charge, in THE PATENT RECORD, an illustrated and widely circulated journal, consulted by Manufacturers and Investors. Send for sample copy FREE. Address,

VICTOR J. EVANS & CO.
(Patent Attorneys)
Evans Building, WASHINGTON, D. C.

WANTED—Ladies and gentlemen to introduce the "hottest" seller on earth. Dr. White's Electric Comb, patented 1899. Agents are coming money. Cures all forms of scalp ailments, headaches, etc., yet costs the same as an ordinary comb. Send for stamps for sample. D. N. ROSE, Gen'l Mgr., Decatur, Ill.

FOR SALE—Fifty-foot Round Top 8 ft. wall. Perfect condition. Erected twice; perfect condition.
BRCKER NOVELTY CO., Oak, Mich.



Gentlemen's 14k Gold Filled Fob Chain with Cat-Eye and Cameo Mountings, 6 inches long, by mail postpaid 60 cents.

SEA SHELL JEWELRY SEND FOR CATALOGUE.

Shells, Wire, Tools, Samples and Illustrated Instructions for making

Anyone can make a good living at this.
ROGERS, THURMAN & CO.,
Jewelers Wholesale Supply House,
115 Dearborn St., Chicago, Ill., U. S. A.

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

TEXAS STREET FAIRS.

Shows wanted of every description. Only meritorious attractions—no conchle shows. More money in Texas than ever before—everybody flush. Every Carnival better like a circus for a hundred miles. All we ask is a reasonable percentage from shows. We believe in live and let live. Every town billed three weeks in advance with Donaldson & Co.'s paper. No two shows alike. We have the three necessary requisites—capital brains and energy. Run on strictly business and honest principles. No show allowed that any lady cannot attend. These Carnivals are given for the benefit of merchants, as well as ourselves. When our circuit is complete and contracted for, then we will announce our opening. There will be no guess work. We will not say we have twenty booked—like others—when in reality they have only one.
F. R. BLITZ, Manager. **I. B. MORRIS, Houston, Texas.**

CONVENTION SOUVENIR Society and Advertising **BUTTONS**. All kinds; any size; any price. Special designs to order on short notice. Send for samples and prices. Capacity, 100,000 buttons daily.
ST. LOUIS BUTTON CO.,
St. Louis, Mo.

GEO. H. LENNOX, COLFAX, WASH.
—UP-TO-DATE—
BILLPOSTER AND DISTRIBUTOR.
Your patronage solicited.

The 

STREET FAIR

ISSUE

...of....

"THE BILLBOARD,"

Will be published

March the 19th.

And dated

March the 23rd.

This number will be a "SPECIAL." It will be handsomely illustrated throughout, and bound in a special lithographic cover made by the Russell & Morgan Co., of Cincinnati, O. It will be circulated all over the United States and Canada, with a view of stimulating interest in Street Fairs and Carnivals. It will reach on this occasion

- 412 Elks' Lodges (all west).
- 210 Red Men's Lodges (all west).
- 307 K. of P. Lodges (all west).
- 381 Hospitals (east and west).

- 1004 Mayors of Cities.
- 1212 Business Men's Clubs.
- 701 Orphan Asylums, etc.
- 280 Commercial Clubs, and many others.

No advance in Advertising Rates, but copy must reach us on or before noon, March 18th. First come, first served in the matter of preferred positions.