

THE BILLBOARD

Vol. XII, No. 4.

CINCINNATI, FEBRUARY 1, 1900.

PRICE 10 CENTS.
PER YEAR, \$1.00.



T. J. R. CLARK,

Proprietor of The Interstate Billposting Co., Kansas City, Mo.
the new Billposters' Association.

Organizer of

which it would appear that a bill board resembles a laundry and differs from a saloon...

The ordinance, therefore, also differs from the not unusual case, where discretion is lodged by law in public officers or bodies to grant or withhold licenses to keep taverns...

If possible, this is even more true of a bill board than a laundry; a person suffering from a loathsome disease and filthy is not a proper person to conduct a laundry, but it is hard to see that such a person injures the public any more by erecting a bill board...

For the foregoing reasons, we consider that the ordinance is plainly invalid, and the several condemnments interposed to the several complainants must be sustained, and the defendant discharged.

WELBORN S. BURNETT, HUNSAKER & FREEMAN, Attorneys for Defendant.

Where Circuses are Wintering.

We receive so many inquiries for the addresses of circuses just at this season of the year that we have prepared the following list, alphabetically arranged. None but tents shows that carry their own corps of bill posters, programmers, etc., have been listed.

- Am. Street Fair Co., 1432 Bway, New York
Adell's Dog and Pony Show, Ft. Recovery, O
Ament's Big City Show, Muscatine, Ia
Acum's (Frank) Southern Shows, ...
Barlow Bros.' Shows, Syracuse, Ind
Blake & Bishop, Buchanan, Mich
Buckman Bros., Des Moines, Ia
Bourgeois Bros., Augusta, O
Bailey & Sons, Houston, Tex
Barium & Bailey, Olympia, London, Eng
Buffalo Bill's Wild West, Bridgeport, Ct
Buckskin Bill's Wild West, Paducah, Ky
Barber Bros., Portsmouth, O
Cooper & Co. (J. R. W. Hennessy), Tampa, Fla
Clark Bros., Atoka, Ind
Carlier's Wild West, Lynn, Mass
Cullins Bros., Concordia, Kan
Campbell Bros., Fairbury, Neb
Conklin's, 412 Sewall st., Hoboken
Clark's, M. L., Alexandria, La
Dewine (Andrew) Shows, Medina, N. Y
Davis (E. P.) Shows, Kalamazoo, Mich
Dock's Sam., Ft. Loudon, Pa
Ely's, Geo. S., Metropolis City, Ill
Exposition Circuit Co. (street fairs), Canton, O
Ewers Bros., West Point, Ia
Forcough-Sells Bros., Columbus, O
Gentry's Dugs and Ponies (show), Bloomington, Ind
Gollmar Bros., Baraboo, Wis
Goedrich, Jas., Weston, W. Va
Gibb's Olympic, Wapakoneta, O
Grey, Jas. H., Windsor Hotel, St. Paul, Minn
Gaskill, Frank W., (street fairs), Canton, O
Great Syndicate Shows, Kansas City, Mo
Grant, (Colorado), Denver, Col
Haag's, Le Compté, La
Hall's, Geo. W., Jr., Evansville, Wis
Harris' Nickle Plate, Chicago, Ill
Happy Bob Robinson, Lancaster, O
Houston's, Winchester, Ind
Hall & Long's, Elkhart, Ind
Hagenbeck's, Carl., 346 Wabash av., Chicago
Jones' Wild West, Weston, W. Va
Julian, Wm., Havana, Ill
Kemp Sisters' Wild West, (parks and fairs), El Paso, Ill
King & Ziemer, 8025 Van Buren st., St. Louis
Kennedy Bros., Bloomington, Ill
Lambrieger's, Gus., Orville, O
La Place, Mons., Lower Salem, O
Lemen Bros., Argentine, Kan
Lee, Frank H., 273 Minn' Spg. av., Pawtucket, R. I
Lowande's, Tony, Santiago, Cuba
Lowande's, Mariano, Havana, Cuba
McDonald's, Walter, Abilene, Kan
Main's, Walter L., Geneva, O
McCormick Bros., Gallipolis, O
McGregor & Co., Detroit, Mich
Norris & Rowe's, Oakland, Cal
Perrin's, Dave W., Eaton Rapids, Mich
Pawnee Bill's Wild West, Chester, Pa
Preecott & Co.'s, Rockland, Me
Perry & Pressly, Webster City, Ia
Riggs' Wild West, University Pl., N. York
Reed's, A. H., Vernon, Ind
Ringling Bros., Baraboo, Wis
Robinson's, Jehn., Terrace Park, O
Rice's Dog and Pony Show, New Albany, Ind
Reno's Oriental Shows, Aurora, Neb
Stewart's, Capt., Ft. Wayne, Ind
Sautelle's, Sig., Homer, N. Y
Sun Bros., 3,297 Miller st., Phila., Pa
St. Julian Bros., Bluefield, W. Va
Schaffer & Cook Bros., Portsmouth, O
Sella-La Pearl (Wm. Sella), Peru, Ind
Smith's, Frank E., Kansas City, Mo
Smith's, E. G., Sycamore, Pa
Schell's, O. Q., Little Sioux, Ia
Sipe's, Geo. W., Kckmo, Ind
Spark's, John H. (two shows), En route
Stang Bros., Burlington, Wis
Shipman's, J. W., Syracuse, N. Y
Thomas & Pearl's, Yellow Creek, Pa
Tuttle's Olympic, Linesville, Pa
Trout & Foster's, 430 Penn av., Elmira, N.Y
Welsh Bros., Lancaster, Pa
Ward's Shows, Plymouth, Mass
Wallace Shows, Peru, Ind
Williams, W. O., Gallatin, Tenn
Wintermute Bros., Hebron, Wis
Wetter's, Albert M., Massillon, O

What the Boards are Carrying.

- Continental Tobacco Co., Sen-Sen Co., Rochester, N. Y.
Anger Chemical Co., Boston, Mass.
Kerry Watson Co., Montreal, Can.
John Murphy Co., Montreal, Can.
Dr. Morine, Quebec, P. Q.
Hires Root Beer Co., Philadelphia, Pa.
Hodds Medicine Co., Buffalo, N. Y.
Pillsbury Milling Co., Minneapolis, Minn.
Prickly Ash Bitters Co., St. Louis, Mo.
A. K. Hawks, Brownwood, Texas.
Barker Cigar, Troy, N. Y.
Red Cross Cough Drops, B. P. Co., Chicago.
Pettijohn's Breakfast Food, O. J. Gude Co., New York.
Mennen's Talcum Powder, Newark, N. J.
Porto Rico Cigar Co., Cincinnati, O.
Singer Machine Co., New York City.
Muscatine Cat Meal Co., Muscatine, Iowa.
R. J. Reynolds Tobacco Co., Winston, N. C.
Quaker Oats, Gude, New York.
Star Tobacco, St. Louis, Mo.
Beeman's Pepsin Gum, Cleveland, O.
I. H. Zein, Millard Hill, Pa.
Baker Cocoa, Dorchester, Mass.
Sprague, Warner & Co., Chicago, Ill.
Polar Bear, Cincinnati, O.
Jackson Square Cigar, New Orleans, La.
Coffee, McLaughlin, Chicago, Ill.
Dr. Pearce, Buffalo, N. Y.
George Monto & Son, Detroit, Mich.
J. S. Hill & Co., Cincinnati, O.
Spillman & Ellis, Covington, Ky.
Alexander Gordon, Detroit, Mich.
Polser & Co. (Uncle Jerry Flour), Chicago.
Sam W. Heke (Dewberry and Henry George Cigars), New York City.
George Joffe, Cincinnati, O.
Lease, Candy Manufacturer, Cincinnati, O.
Red Raven Water, Hamarville, Pa.
Sterling Remedy Co., Mineral Spgs., Ind.

Billposters' Notes.

The Nitra-Bu Pharmaceutical Co., Zanesville, O., manufacturers of Nitra-Bu, expect to put another line on the market shortly, which they will advertise on the bill boards.

The Reynolds Tobacco Co., Bristol, Tenn., are getting estimates on lithographed posters.

The Metropolitan Savings & Loan Association, of Newark, N. J., is probably the first financial institution in this country to advertise with posters. They will post the entire country heavily. Bill posters will please address F. W. Stover, assistant secretary, cor. Market and Wash sts., Newark, N. J.

The new bill posters' association is going to have one good effect - the small-town members of the association will find that they are in demand. They will also find that their requests and demands will obtain some consideration and attention.

Chas. E. Bardwell, Holyoke, Mass., will advertise Lardwell's Root Beer even fully on the bill boards during the spring and early summer. He is preparing his lists now, as he intends to deal direct with bill posters.

The Associated Bill Posters will always be under gang rule until the members at large are allowed to choose the board of directors by ballot.

A correspondent writes as follows: "I get a dollar's worth of information out of every number of 'The Billboard.' It is valuable information of the substantial sort. I mean year tips. I can turn that kind of information into money, and what is more to the point, I do turn it into money every month. I would not be without 'The Billboard' if the price was ten times as high as it is. Your paper is the greatest and best friend the bill posters of this country ever had."

It is said Bernheim Bros., of Louisville, Ky., are in the market for 50,000 eight-sheets and 50,000 three-sheets. This will give them as good a showing in their territory as Virginia Cherokees had.

Up to this time Red Raven Aperlent Water has been advertised by means of bulletins. Some posters have been used, and they brought such excellent results that a very heavy campaign has been arranged. Bill posters should address G. O. McC. Kuntz, Jr., Hamarville, Allegheny County, Pa.

Denman & Co., of San Luis Obispo, Cal., have sold their plant to Mr. L. W. Booker, who will now conduct the business.

Control your town by selling all the posters it uses as well as by posting them. Secure the agency of some large printing house and thereby give your customers good posters. A country office can not, as a rule, do work that is even passably decent.

The Batesville (Ind.) Advertising Company uses as a circular to advertisers a copy of the ordinance licensing bill posters, distributors and sign advertisers. It is a good idea, and helps out their folder in great shape.

The slogan for Atlantic City is, "We'll elect our own directors, or we'll know the reason why."

Is a Lobster a Fish?

The closing year of the century controversy has given way to the new subject of debate: "Is a lobster a fish?" Why not get Stahlbrodt to declare himself and thus settle the matter at once?

SIoux CITY PLAY HOUSE.

The Grand Opera House at Sioux City, of which A. B. Beall, the well-known bill poster, is manager, was thrown open to the public Monday, Sept. 24, 1889. It has now been in use for nineteen years. It is to-day one of the grandest, most up-to-date and commodious playhouses in the Northwest. The seating capacity is 1,500, and there is not a single seat in the house that does not command an excellent view of the stage. The stage is 75 by 42 feet, with a 60-foot grid-iron, thus making the stage of a capacity sufficient to accommodate any production on the road. The building covers a block of ground 240 by 75 feet, and the property originally cost \$250,000. Mr. Beall has succeeded in securing for his theatre a line of the very best attractions on the road, and he has been very highly complimented by the papers in his city upon the manner in which he has conducted the affairs of the opera house and for what he has done for the theater-going people in Sioux City.



A. B. BEALL'S GRAND OPERA HOUSE, SIOUX CITY, IOWA.

C. P. Ansel is the manager of the "American Bill Posting Company," at Thibodaux, La. He is establishing agencies at Franklin, Morgan City, New Orleans and Napoleonville.

L. E. Troman, the bill poster at Belleville, Ill., has been given charge of the advertising of the Free Street Fair, to be held there this season. Last year's fair was a success, and we venture to assert that if this year's show is not a success it will not be because it has not been advertised properly.

W. D. Husted, of Mansfield, Pa., has bought out his partner, Mr. Griggs, and is now sole owner of the W. D. Husted Advertising Company. He intends to give much personal attention to the business this coming year, in order to build up his plant to the highest possible standard.

G. M. Leonard, of Grand Rapids, and Peter P. Steketee have formed the firm of Steketee & Leonard, bill posters and distributors, at Muskegon, Mich. Mr. Steketee has been located at Muskegon for about twenty years, and already has an established business. The new firm, therefore, owns a large number of bill boards. Mr. Steketee will have entire charge of the firm's business, and will open an office in the central business district of the town.

The moment the members of the Associated Bill Posters decide to elect their own directors, the power of the gang is gone. Good representative men will come to the front. Men like Curran, Bernard, Robinson, Fitzgerald, Stoops, Murphy, Hagar and many more just as able will be heard from.

Mr. J. T. Campbell, of New York, has recently been appointed Southern manager for the Continental Tobacco Company. The territory of which he is in charge embraces the States of Virginia, North Carolina, South Carolina, Tennessee, and Georgia. His headquarters will be at Atlanta.

George H. Bubb will soon take a business trip throughout the Middle West, and will call on all the big advertisers West and place before them his new plan of advertising all towns in the central part of Pennsylvania. Mr. Bubb will publish his plan in the next issue of "The Billboard."

We are in receipt of one of Rand, McNally's Atlases of Two Wars, containing, in large scale, detailed maps of the scenes of trouble in Africa and Luzon. A new edition will be ready about the first week in February. It is a most valuable book, and contains the latest statistics, and what is of more interest to our readers, is to be sold at a very reasonable price.

A bill has been introduced in the New York legislature providing that no elevated railroad company in any city of 1,000,000 or more population shall exercise any rights except such as were expressly granted in the special statute by which such company was organized. The bill provides in detail that no elevated railway shall lease, let, bargain, or give any other corporation, or person, any of its buildings, stations, fixtures, coaches, cars or other property owned, occupied, or used by it in its business, or any part or portions, for advertising purposes. It is just another one of those freak bills which every now and then are presented to State Legislatures.

Greensboro Letter.

NOTES.



TIPS.

The following is a list of probably carrying distributing advertisers:

- Abbey Effervescent Salt Co., New York.
- S. C. Wells & Co., Le Roy, N. Y.
- Sterling Remedy Co., Mineral Springs, Ind.
- L. E. Pinkham Med. Co., Lynn, Mass.
- Dr. Chase Co., Philadelphia, Pa.
- Chas. F. Dare & Son, Vineland, N. J.
- Peruna Drug Co., Columbus, O.
- Dr. C. I. Shoop, Racine, Wis.
- T. I. Hood & Co., Lowell, Mass.
- Dr. Miles Med. Co., Elkhart, Ind.
- Dr. W. S. Burkhart, Cincinnati, O.
- W. H. Comstock, Morristown, N. Y.
- Kondon Mfg. Co., Minneapolis, Minn.
- Merchants' Association, Williamsport, Pa.
- Koch Brewing Co., Williamsport, Pa.
- Roy Med. Institute, Chicago, Ill.
- Hanson's Ready Recovery Co., Chicago, Ill.
- Mitterman Invention Co., Chicago, Ill.
- Washington Med. Institute, Chicago, Ill.
- Seabury & Johnson, New York.
- Chattanooga Med. Co., Chattanooga, Tenn.
- Boston Med. Institute, Chicago, Ill.
- Van Camp Co., Indianapolis, Ind.
- D. Jacques & Co., Omaha, Neb.
- La Harpe Pattern Co., Grand Rapids, Mich.
- Fels & Co., Philadelphia, Pa.
- Newbro Drug Co., Butte, Mont.
- Bright's Chemical Co., Little Falls, N. Y.
- Hutton Remedy Co., Buffalo, N. Y.
- Dr. Radway & Co., New York City.
- Dr. Bosanko Co., Philadelphia, Pa.
- Dr. B. J. Kay, Saratoga Springs, N. Y.
- Humphreys Med. Co., New York City.
- Dr. N. C. Davis, Indianapolis, Ind.
- Plant Chemical Co., Philadelphia, Pa.
- The Central Pub. Co., Battle Creek, Mich.
- Wilson Drug Co., Lexington, Ky.
- The Sprague Pub. Co., Detroit, Mich.
- Hand Medicine Co., Philadelphia, Pa.
- Seely, Fitch & Co., New York City.
- Dr. Pierce, Buffalo, N. Y.
- Bayer Med. Co., Toledo, O.
- A. M. Bininger & Co., New York City.
- Acme Chemical Co., New Orleans, La.
- Foster-Milburn Co., Buffalo, N. Y.
- Dr. Klimer Co., Binghamton, N. Y.
- New Spencer Med. Co., Chattanooga, Tenn.
- Heller-Merz Co., New York City.
- R. T. Booth & Co., New York City.
- Tarrant & Co., New York City.
- Dis. F. E. & J. A. Greene, Boston, Mass.
- I. B. Ford Co., Wyandotte, Mich.
- Schaner & Miller, Ann Harbor, Mich.
- India Spice & Drug Co., Maricetta, O.
- Church & Co., New York City.
- I. C. Hubinger & Co., Keokuk, Ia.
- Central Pub. Co., Battle Creek, Mich.
- Coffee & Spice Co., Columbus, O.
- Frank O. Reddish, Le Roy, N. Y.
- Koenig Medicine Co., Chicago, Ill.
- Novelty Plaster Works, Southville, Mass.
- I. P. Urban & Sons, Drugs, Allegheny, Pa.
- The Guarantee Medical Co., Hot Springs, Ark.
- Fabst Chemical Co., Chicago, Ill.
- Church & Co., New York City.
- Thatcher Med. Co., Chattanooga, Tenn.
- S. R. Felt & Co., Cleveland, O.
- Beers & Hawk, New York.
- Duffy Malt Whisky Co., Rochester, N. Y.
- Potter Drug & Chemical Co., Boston, Mass.
- J. W. Brant Co., Albion, N. Y.
- Kennedy & Keegan, Detroit, Mich.
- Akron Cereal Co., Akron, O.
- R. & G. Corset Co., New York City.
- Providence Medical Institute, Chicago.
- John J. Meibourn, Eaton Rapids, Mich.

Savannah Letter.

Editor of "The Billboard":
 Dear Sir—An item which may interest the traveling advertisement agents, if no one else, is the fact that a new ordinance has been passed by the City Dads requiring a license to the amount of \$40 from each and every person found posting bills, distributing, tacking signs or engaged in the usual outdoor methods of advertising. The chief of police has issued a rigid order that all persons seen posting, distributing, etc., be promptly brought in to court unless they show license certificate of employment from a person

holding license. So far, Mr. J. E. Campos and myself are the only ones to pay the license and in view of the fact that in the past the very low license and lack of police protection has made this city a reputation for being an "easy thing" for a certain class of advertisers who have educated themselves to believe that it is cheaper to have their own man hire a gang of inexperienced "kids" or negro men, who have no reputations at stake and strow the city with valuable advertising matter, than to give the work to an experienced local man who knows the city and has a reputation for doing honest work at a fair price, we have prepared a schedule of prices, a system of regulations for transacting business with all classes of advertisers and their representatives, which will insure fair and equitable treatment to all parties. A careful study of the situation and a desire to harmonize and make our business mutually profitable, as well as entirely satisfactory to the advertiser, has prompted us to arrange a plan which we have now in operation, by which it matters not which of the firms an advertiser visits first, there is but one price quoted for any kind of service, and that is made as reasonable as good service will permit.

My rapidly increasing business in contracting work for the several bill posting plants in which I am interested and the small-town service throughout the Southeast which is growing into so much favor, recently made it advisable for me to place my distributing and sign-tacking under management which would not require my personal attention. I have contracted with J. E. Campos to handle all work in the distributing and sign-tacking department, thereby securing a service which we jointly guarantee satisfactory, or no pay asked for the work.

A contract just closed makes me the official advertising distributor of the Georgia & Alabama Railroad for 1909. I place a man on the line at once who will work, station to station, Savannah to Montgomery and Columbus to Albany, handling posting and distributing.

Savannah, Ga. CHAS. BERNARD.

Editor of "The Billboard":

Dear Sir—it is an old saying, "What is worth going at all is worth doing well." I believe this to be true in every branch of industry. I owe what success I have had in the advertising business to my careful methods I adopt at the beginning of closely following instructions and seeing that every piece of matter was put where it would tell, and work for the interest of my patron. It has been something over a year since I began a distributing business. I had hardly embarked in the business before I learned from many of the advertisers that they had not been doing any advertising in this city, on account of the poor service they had gotten from those to whom they had trusted their business. It seemed to be hard to convince many of them that I had embarked in the business with "Good, honest service" my motto. At last I have been successful in securing the work of some of the largest advertisers in the country. For this I feel flattered in so soon gaining the confidence of those who had, you might say, been robbed here heretofore. You might as well say robbed, Mr. Editor, I consider any man who fails to place every piece of advertising matter sent him as per instructions and to the best advantage of his patrons, a robber. Just as well go into his pocket and take his coin for the matter costs money, and is as same as money to those sending them. I have been so much encouraged and have liked the advertising business so well, I decided to build a bill posting plant, and in this fate has been with me. Although I met the same obstruction as in the distributing, I have so far been able to secure work from a number of the bill board advertisers and have assurances from a great number that when they cover this territory they will do business with me. I hold the franchise for this city in the S. E. I. P. A. and the I. A. of D., and the influence of these organizations has been worth much to me, and I shall at all times uphold the saying, "Where there is union, there is strength." The South is the most productive field to-day for the advertisers and just as soon as those who have heretofore been abusers of the confidence bestowed on them by the unsuspecting advertiser, is routed out, and good, honest men take their places, just so soon will the tide turn to the South. I am glad to say the association influences are fast putting the dishonest ones out of business, and when this is done, then it will be that advertising in the homes and on the bill boards will be adopted by all business men who have anything to sell, without a fear that they are paying for something they are not getting.

Patron me, Mr. Editor, for taking so much of your valuable space. Wishing all the craft a happy and prosperous New Year, I remain, yours truly,
 J. W. GRIFFITH.
 Greensboro, N. C.



H. J. LINDENMUTH, Reading, Pa.

It will be noticed that the column of our Distributors' Department, headed "Who 'Tis Items" does not appear this month. This is not because the writer is dead, or even sick, but because he recently made an extended combined business and pleasure trip. He was absent from his office so long that on returning he had no time to get out the items. This, of course, leaves the department somewhat incomplete, but we beg the indulgence of our friends, and promise faithfully to have Who 'Tis again with us next month.

W. E. Wilson, of Grove City, Mo., who is employed as an advertising man by the Northwestern Yeast Company of Chicago, recently got into trouble at Detroit for tacking a sign where it was not wanted. He placed a sign upon a saloon and started to walk away, jubilant over the good position secured, when he was hailed by the proprietor and commanded to remove the sign. This he started to do when the saloonist took the hammer from him and struck him upon the chin with it. Three stitches were required to patch up the laceration which resulted. There is a lesson to be learned from this short story, and it will be readily seen and understood by our readers.

The Nitra-Bu Pharmaceutical Company, Zanesville, O., is sampling physicians only Nitra-Bu is a diuretic powder used in kidney and bladder troubles.

Chas. E. Bardwell, druggist, Holyoke, Mass., will distribute a folder from house to house in the spring, advertising his root beer.

Charges have been preferred against W. Foster, of Guthrie, Okla., by the Thatcher Medical Company, of Chattanooga, Tenn. They claim that paper was sent him, which he did not put out. He nevertheless sent in a bill in full. The Secretary of the I. A. of D. requests us to announce that Foster's services are no longer guaranteed by the association. If the claim of the Thatcher Medical Company is, upon investigation, found to be just, the I. A. of D. will make good all losses suffered by that company.

Geo. Kellermann, manager of the Edwardsville Advertising Company, writes that on account of other business he is compelled to discontinue the work of distributing. He holds the I. A. of D. franchise for Edwardsville, Ill.

The Marshall Medicine Company, 417 E. 15th St., Kansas City, Mo., has ordered 2,500,000 each of their books advertising H-patience, in English and German. The printer commences delivery Feb. 1. All communications should be addressed to the firm.

The Fischer Distributing Agency, of which Mr. G. E. Fischer is manager, received a fine notice in the December number of the Omaha Druggist. Quite a long list of the agency's regular customers was given. The notice, together with a half-tone portrait of Mr. Fischer, filled half a page.

Dr. T. B. Smith, Cynthia, Ky., is writing to distributors, asking rates on a circular.

Bernhelm Bros., of Louisville, Ky., are advertising their famous E. L. Harper Whisky with one of the finest booklets ever issued.

Street & Smith's Traveler was in Omaha about the first of the year and endeavored to have his work done by reliable men, and offered \$1.25 per thousand for the work. Needless to say that the proposition was declined. The work was then given to one Osborne, who hired boys to do the work. They of course knew nothing about the right way to distribute and cared less, so they simply scattered the matter around.

E. O. Burroughs, of Newark, O., will in all probability leave there in the spring to open a bill posting and distributing agency in another town.

H. J. Lindenmuth, Reading, Pa.

H. J. Lindenmuth, whose portrait we are presenting in this issue, is an enthusiast over the I. A. of D., the good it has done him, and the principles of the association. His home is at Reading, Pa., where he conducts a distributing agency. In the right way. He is a most genial fellow, and has a host of friends among his fellow-distributors. He was in attendance at the I. A. of D. convention at Cincinnati last July and contributed a big share of life and joy to the occasion. Mr. Lindenmuth is by no means a boy, yet, as he himself tells, he is rather large for his age.

Not a Fake, but Near It.

Some time since we received a letter from one of our readers who is a distributor. He inclosed a circular from the Boone Advertising Company, of Corydon, Ind., with the words "Another Fake Concern" written in lead pencil across its face. On examination, we find that the scheme is not a fake in the sense that they are trying to obtain money without giving anything in return. Nevertheless, the circular is meant to catch men who are on the lookout for something easy. The scheme is as follows: The applicant fills out a blank, agreeing to handle all business entrusted to him in a prompt and satisfactory manner and inclosing \$2.50, sends it to the company, for which he receives a paper called "Distributors' Guide" once a month for a year. Also, membership in the company, he to give the company 10 per cent on all work they get him. It is not a case of getting nothing for your money, for you get the "Guide," and in addition to that you get the "Hooks,"

Fig Syrup Facts.

Previous to 1885, there was a young man, native of Hardestown, Ky., in the drug store of Geo. A. Newman, at Fifth and Walnut streets, Louisville, by the name of Richard Queen, popularly known as "Dick Queen."

In 1885 Mr. Queen was seized with the West-ern fever, and, taking his savings, amounting to \$2,000, more or less, he went to Reno, Nev., where he opened a drug store. Here, in order to make an extra dollar or two, and because he thought he had found a good thing, he began to put up a formula of Dr. Baldwin's of that town which he called California Fig Syrup. He spent all the money he had in booming the syrup, but the boom did not materialize sufficiently, and late in 1886 he went back to Louisville to talk with his old employer, Mr. Newman. Mr. Queen never talked so earnestly in his life, but it was not until February of 1887 that Mr. Newman could be convinced that there was any virtue in California Fig Syrup as a business venture, whatever it may have been as a therapeutic agent. Then he let Mr. Queen have \$5,000 as a loan, on condition that he received twenty cents a dozen royalty on all the syrup sold. Mr. Queen at once went forth to place his syrup on the market, the place of manufacture being in Mr. Newman's cellar, and the force employed consisting of two boys, who turned out three to four dozen bottles a day. Within sixty days Queen had spent every cent of the money, chiefly in advertising, his first contract being for \$1,200 worth in the street cars of St. Louis, the balance into newspapers. Having arrived at the end of his string, he returned to Mr. Newman, who declined to put up any more money until there were some developments from that already expended. So Mr. Queen waited around, praying for the required developments, and it was not long until the power of the advertisements began to show the orders into the Louisville drug store. Then Mr. Newman put up some more money, and Mr. Queen spent it; and so it went for a year, until Mr. Newman had \$52,000 in the business.

Matters moved along swimmingly with the California Fig Syrup Company, which had been organized, Mr. Queen looking after the advertising and Mr. Newman acting as general Eastern agent and financier, and in 1893 high-water mark was reached, when the advertising for the year amounted to \$429,000, and the sales reached \$1,500,000, or about 6,000,000 bottles, that is, 50,000 dozen, on which Mr. Newman received his twenty cents a dozen royalty, not to mention his share in the business. In that year, Mr. Queen's profits were \$117,000. The stock of the company went from ten cents a share, organization basis, to \$1.50 a share. Mr. Newman owned 200,000 shares of the million issued, at \$1. Mr. Queen has 600,000 shares, and the balance was held in small lots. Mr. Newman has probably made a half-million out of it, and Mr. Queen became a millionaire within ten years.

Mr. Queen is one of the shrewdest of advertisers, and as an example of it, the organization of the Golden Gate Advertising Bureau, is cited. Mr. Queen had moved his headquarters to the Pacific Coast, and as his advertising grew to great proportions, and commissions to agents became a big item, he concluded to reap the benefits himself, so he organized the Golden Gate Bureau, and went after advertising like any other agent. Naturally he threw the business of the Fig Company to the Golden Gate Bureau, and the profits in 1895 were in the neighborhood of \$200,000, on one agent's commission of ten per cent. This was practically so much saved to the company.

Mr. Queen lives in San Francisco, where he is completing a residence on Nob Hill, to cost \$150,000, and the California Fig Syrup has settled down to a regular exhibition of what good advertising will do for a good thing. W. J. Lampton, in "Fame."

His Trade Paper.

From the Saturday Evening Post.

"I was in a hardware store the other day, and noticed several up-to-date innovations that were somewhat out of keeping with my previous knowledge of the proprietor. 'How did you happen to think of that?' I asked, pointing to an attractive showcard.

"Oh!" said he, laughing, "I didn't think of it at all; that's one of George's hobbies."

"That is an excellent hobby," I said, "where did George get the idea?"

"Oh, he got it out of his trade paper. Nothing would do but I must get that paper, and now it's George's Bible; he looks up all the new ideas and I let him go ahead."

"Well, they are good ideas, you find they help trade, don't you?"

"Yes, that's so, they're all right, George is a good boy."

I thought as I walked away that George would be a partner there before many years. A clerk who studies his trade paper and avails himself of every hint to gain business will not be a clerk forever.

A traveling salesman was telling me of his experience with a clerk who reads. He said: "I had just taken Mr. B.'s order for a nice line of my goods, and good quantities of each size, when his clerk came in. Mr. B. said: 'Tom, I am getting a line of — see if this is your idea of quantities.' I opened my book and showed Tom the order as I had written it down. He suggested one change which his employer at once ordered to have made, and then Tom asked what the discount was. I said 50 per cent. He left us without a word and went to the desk, turned over some papers for a minute or two, and then brought a trade journal to Mr. B. They looked it over together and Mr. B. said to me: 'See here, these goods are quoted at sixty-and-five per cent. discount, if you can't give me the bottom price I don't want them.' I had to come down as gracefully as I could, for I wanted the order. That's what we get from these trade journals that quote bottom prices to Tom, Dick and Harry."

I fancied that I could also hear Mr. B. saying to his clerk: "That's right, Tom; post yourself up as to prices, and keep a sharp lookout for the extra five per cent."

Mich.; Humphreys Homeopathic Med. Co., New York, N. Y.; Harris Emery Co., Des Moines, Ia.; Utica Clothing Store, Des Moines, Ia.; Geo. T. Kelley & Co., Des Moines, Ia.; M. J. Olson, Des Moines, Ia.; J. E. Grak Co., Des Moines, Ia.; Buckstader & Wilkins, Des Moines, Ia.; Garfield Clothing Store, Des Moines, Ia.

E. R. Williamson, of South Bend, Ind., notifies the trade in his town by sending out one-cent private mailing cards, containing the following notice: "Dear Sir: We are distributing in your immediate neighborhood — advertising —. You should look over your stock and prepare yourself for the demand for the above which our distribution is sure to create. E. R. WILLIAMSON, Date, ————— Manager."

"Trade supplied by ———."

It is a good idea to inform the local dealers that you are about to make a distribution, and distributors could do this without practically any expense, for instead of mailing the cards they could be delivered at the same time that the samples are being put out.

Pasted on the Windows.

It is astonishing to what a point enthusiasm will carry individuals. They had a street fair at Marlette, Mich., last summer, and in advertising it, the bill posters pasted bills all over the front windows of the stores on the leading streets. The town was a mass of street fair advertising. As late as the 1st of December, some of the bills were still sticking on the store windows. That street fair was well advertised, to the people of that town at least. —Advertising World.



C. H. BURT, Beloit, Kans.

Charley Burt, as he is known in Beloit, Kan., has been connected with the show business in one capacity or another, almost all of his life. His father was a show man, and took Charley with him wherever he went. In this way he learned much about the value of bill board advertising. In the early seventies Mr. Burt was working on a salary in Denver, when he decided to go into the bill posting business for himself. His start consisted in the erection of six three-sheet boards which he constructed from the sides of boxes. But he built this plant up, until he sold it for \$2,000. In 1879 he went to Beloit and has ever since owned boards in that town. Mr. Burt owns a small farm just outside of the city limits of Beloit, where he raises chickens and hogs, and has his cattle and horses. Mr. Burt is much interested in his farm, but he writes that he is always ready with the paste brush to give good service or to pay.

A Little More System.

James J. Ward, of Newport News, Va., tells us of an idea which he intends to carry out in connection with his office, a plan which would be of immense value to distributors in general, were they all to faithfully carry it out. He proposes to keep a register in his office, in which every advertising agent is to sign his name and address and for what firm he travels. At the end of each month the list will be copied and forwarded, together with notes concerning the service expected, prices demanded, etc., to "The Billboard," to be published for the benefit of his brother distributors. In this way the readers of "The Billboard" could keep in touch with each other and with the advertisers in a systematic manner. The Letters to the Editor, of course, answer this purpose, but a little more system and regularity on the part of the bill posters and distributors would not be amiss.

Not New, but Good.

If all business men understood the advantage of bill board publicity, and would go after it in a manner that would insure it being profitable, there would be little need of discussing points of color or display. It is astonishing what good can be accomplished by a combination of services. Take, for instance, the syndicate designs offered by a number of the poster makers, or can often be obtained by the retail men in buying from the jobber. Also, the stock posters, displaying a suit of clothes, or special article of furniture, or, in fact, a specialty in any line. Perhaps this will cover one sheet, or three sheets, as the retailer may select them. He can, with the assistance of the local sign painter, make a very attractive and decorative display by covering a large bill board with white paper, pasting on the special design which he has purchased from a line of stock posters, and let the local man then put in some decorative lettering in such colors as may be deemed most attractive, and perhaps quote some special prices, which would unquestionably interest the passer-by and attract attention, because of its very ingeniousness. A further advantage might be obtained by making a permanent bill board display for the entire season, calling attention to special goods on which the merchant was then making a run. The dry goods man, the clothier, the shoe man, the grocery man, the jeweler, the milliner, the druggist, no matter what the line, could make a permanent general design, and each week, or at stated periods, could change the special attractions by pasting on new stock pictures, which he could buy of the poster makers or buy from the manufacturer, and always have a very attractive, and certainly not a very expensive bill board display. He could further make this means valuable by having the sign painter get him up some attractive effects in

the way of prices on special goods. These he could put in spaces he would arrange for at the beginning of the season, and could change them from week to week, as the condition of his stock or the season itself might dictate. It would be worth the expense to try an experiment of this kind with two or three boards. The merchant in a city of from five to twenty-five thousand would be able to feel the pulse of the people through such bill board displays. It would help make the bill-boards more attractive, and would enable business men to get that sort of publicity which has come to be regarded as valuable for the wide-awake business men. —Advertising World.

Advertising as an Art.

Written expressly for "THE BILLBOARD."

Advertising has become an art. Work of this nature can no longer be given into the hands of an immature artisan, since it requires the skilled gift of a finished artist.

Compare the cartoons made a few years ago with the striking pictures of our days, which present to the world in pleasing and forcible style the articles to be advertised. It was at one time a reflection upon the taste and excellence of the artist to put to practical use the gift of his art, and, in consequence, the cartoons presented were but poor specimens of drawing or color, executed by inferior talent. Now the artist not only gives his best efforts to merchandise cartoons, but he signs his name to the pictures thus used. This has raised the standard of work so that it has risen beyond mediocrity, and has made it possible for only artists to turn out work of this nature.

The advertiser demands an original conception of his idea, a perfect execution in technique, and a striking whole, that arrests the attention of the public, and explains its own meaning. "Know from the picture the article advertised," said a well known New York advertising manager. Liberal sums are paid for satisfactory work of this nature, and much competition ensues, bringing into force the combined efforts of artists and lithographers.

It has become a lucrative branch to the artist, with satisfactory results to the advertiser. Advertising is a paying investment, and the more unique the means of bringing the advertised article into public prominence, the more sure the popularity of the article.

Public advertising in conveyances must be pleasing and original to be appreciated by the masses. At one time high art was not considered necessary, so the "idea" was prominent. Now the "idea" must retain its prominence, and also be expressed in refined skillful mediums, only possible by the professional, who is fitted by proper training and natural gift. Originality is the greatest problem of to-day, and is the hardest to find.

The advertisers are looking for something new. The public is ever on the alert to appreciate a novelty. Firms are recognized by their varied forms of advertisements, or their "same old thing" appearing year after year in magazines, etc.

A recent prize offered for an original advertisement resulted in an international competition. The offer of the prize was a wide spread advertisement, and the accepted work of art eagerly awaited by an interested public. The firm was well repaid for the generous sum offered as a prize, since it will reap its own reward.

It is said that an unadvertised article is a drag on the market—an impossibility to dispose of as a gift. With capital to start an original form of advertising, the outlay in time pays for itself, since it brings into demand the article advertised. Poor cartoons are becoming more rare each year, and the results of picture advertising are being felt by the firms more surely in the profits afforded through its medium.

For this reason if nothing more the standard is sure to continue to improve and the demands for originality, the object sought by the advertiser, in addition to perfection of endowment in the artist employed. E. A. N.

The American flag has its uses in peace as every hand. It is a grand and inspiring thing to see on a battle anniversary, or an admiral's visit, the too dull city streets alive and vibrant with the colors we love so well; to see the commerce of the great metropolises bow to the spirit of the occasion, and volve its appreciation of protection afforded to its interests by sea as well as on land, in flags of all sizes. Display can not profane the flag, but exalts the one who makes a use of it, whether it be to brighten the darkest corner of a city alley or is an advertisement. The flag is excellent brightening for earth's sombre places. The ray of sunshine falling upon the head of the murderer is unpolished still. Nature's colors are displayed even in "waste places," so called. Let us then applaud whoever in America, whatever his race or calling, displays the flag. Such use can be no desecration of the splendid colors whose folds are ample enough to shelter all. —From the January number of "The National Magazine."

THE BILLBOARD.

Published First of Every Month, at

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

Address all communications

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

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; no discount for time or space. Copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

The Billboard is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trajalgat Buildings, Northumberland Ave., W. C. In Paris, at Brentano's, 37 Avenue de l'Opera. The trade 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 undertake to return unsolicited manuscripts; correspondents should keep copy. When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by reverse to the Donaldson Cipher Code.

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

FEBRUARY 1900.

The many friends and patrons of "The Billboard" will be glad to learn that the company which publishes the paper has been incorporated. The necessary articles and certificate have been forwarded to the Secretary of the State of Ohio, properly signed and sworn to, and have been returned in duplicate to this office, with the Secretary's signature and the State seal thereupon.

All the stability enjoyed by stock companies in which the capital stock has been subscribed this company now has. The privileges and advantages which belong only to full-fledged corporations are now ours. Whatever change may take place in the management of the company, as a result of the incorporation, will be duly announced. But our readers and subscribers may rest assured that the present policy of the paper will be maintained in every particular.

The paper will continue to be published regularly in the best interest of Bill Posters and Distributors—consequently the Advertisers. The Fair men will not be neglected, nor will any department suffer in the least. In the past, the paper has at all times, acted impartially and without prejudice. Has played no favorites. Has protected those who deserved protection, and has, we are glad to say, time after time exposed frauds and impostors and brought to light the deep-laid, nefarious plans of schemers and unprincipled men.

"The Billboard" has always been, and ever will remain, in the straight and narrow path. It can not be bulldozed, neither can it be beaten. It is strong in its might and is conscious of its power. It has grown in strength and endurance through its incorporation, and will be able to wield a more powerful sword and carry a more effective shield, with which to fight the

enemies to the causes which it has espoused.

Throughout the country, in every line of business, commercial or professional, the general tendency for the past year or more has been to join interests, for mutual protection and benefit.

In some cases the alliance has been necessary in order to protect the manufacturers against the unjust methods employed by the trusts controlling the raw material. In other instances the combination has been brought about by several firms in the same business, in order to put a stop to murderous competition.

Such has been the fact in the bill posting business. Change after change has been announced in the make-up of the advertising plants of the big cities throughout the country. The four last changes have taken place in the cities of Chicago, St. Louis, New York and San Francisco, respectively, and in each instance matters for the bill posters have been greatly simplified.

Whether or not the combinations are for the general good of the display-advertising business, and the general advertisers, or whether they are merely of benefit to the proprietors of the plants included in the combine, is a question which it is not our purpose to answer in this short paragraph. However, there are two sides to the question, neither of which is without its loyal supporters.

As regards the subject of combinations will come the presentation of a few facts concerning the largest combinations of bill posters in existence—namely, the Associated Bill Posters of United States and Canada.

That the association has done much for bill posters and the entire bill posting system can not be disputed. No one acquainted with the history of the growth and progress of this medium will deny that fact.

But what is also an unshrinkable truth—one which will be freely admitted by all excepting those interested and at fault—is, that the government of the association has, in many respects, been absolutely bad. Orders have been promulgated and rules and regulations formed, the spirit of which the majority of the members were not in sympathy or accord. How is it that one man, or set of men, can vent their personal enmity and malice and attempt to satisfy their greed and avarice, to the detriment of the business, absolutely contrary to the interests of the members? These things are possible, because the power is not in the hands of the members or of their representatives. Are the delegates to the United States Congress or the members of the House of Representatives appointed by the President or

any other one person? No. They are elected by the people; every man entitled to a vote has that privilege and every man's vote counts.

So it should be in the Bill Posters' Association. The law making body, the executive body, of the association should be elected by the members. Until the time comes when the directors shall be elected by ballot, the best and the highest interests of the membership will be sacrificed for the forwarding of selfish and individual aims.

The desire of every street fair or county fair Secretary is to make his show a success. By this we mean a financial success. No matter how well the exhibitors are satisfied; no matter how many patrons enthuse over the educational advantages offered; no matter how glowing the press accounts of the attractiveness and the success of the exhibition, the Secretary has a very bitter pill to swallow, if, on closing the books, a balance is not found upon the right side of the ledger.

How to bring about a surplus instead of a deficit, is then the question. In answer, different plans and suggestions might be given, each to suit fairs in different locations having different surroundings, among the different classes of people, and with different amounts of money with which to meet expenses.

We do, however, know of one remedy which can be applied to all classes and conditions of expositions; and in giving it we believe we are giving advice which could be followed profitably by all. Each according to his size take as large a dose of advertising as possible. Do not be afraid to spend your money on good advertising, for it will come back with interest.

Commence early. Get out your stands, your assorted posters, your cloth streamers, banners, and fence stringers, your cards and dodgers, in time. Apprise every person in the district that there is to be a fair. Furnish the newspapers with reading notices and advertisements. Then, lastly, make your show as attractive as possible, and live up to every promise you have made. Fairs conducted on these lines are the ones which take place as regularly as clockwork, year after year, and never know the meaning of the word failure.

New Bill Posters' Association.

A new bill posters' association was formed last month. The movement has been foreshadowed in "The Billboard" for the past three months. The name of the new organization is The American Bill Posters' Alliance. Dr. J. T. R. Clark, proprietor of the Interstate Bill Posting Company, of Kansas City, Mo., is the Secretary of the new association.

He is a thoroughly capable business man, of good financial standing. Besides prosperous bill posting plants in Kansas City and surrounding towns, he is interested in numerous other business ventures. His scheme of or-

ganization is a new one, and a peculiar one. He desires little or no publicity. His aims are intensely practical. He believes in acts, not talk. He brings before the bill poster a simple business proposition possessing immense advantages. All that a bill poster has to do is to accept the proposition and then—hold his tongue.

It is said that there were but seven plants represented at the first meeting, at which the organization was perfected, Jan. 4 and 5. Hardly three weeks later the membership had grown to thirty-two plants.

We have been favored with the prospectus of the new association, but may not publish it, at least not at this time. For obvious reasons we can not offer any comment, either.

We are permitted to state, though, that two organizers are on the road and that almost every day they jointly add two or three names to the roll of members.

There is a financial feature to the scheme and an element of the secret society. The fact that a bill poster belongs to another bill posters' association does not prevent him from, nor interfere with, his becoming a member of the American Bill Posters' Alliance.

The latter is a close, mutually protective, benevolent secret society, consisting of no one but bill posters. Solicitors are barred from membership. In plain words, it is an association of bill posters, run by bill posters exclusively for bill posters.

The small-town bill poster gets a run for his money in the new organization. He gets real help and this help is worth more than he pays for it in the shape of initiation fees and dues.

The attitude of the new association is not hostile towards solicitors; neither is it friendly. It simply does not know or recognize them. The matter of commissions is left entirely to the individual members. They can pay them or not, just as they choose.

The association bids fair to accomplish much good.

Rivals No More.

The consolidation of the rival firms of Owens & Varney and Siebe & Green, of San Francisco to form The California Bill Posting Company, put an end to the most intense and bitter bill posters' war in progress throughout the entire country.

The fight practically began four years ago when Siebe & Green entered the field in opposition to the California Ad. Sign Company, which was finally succeeded by Owens & Varney, and the war, up to the time of the consolidation, increased rather than diminished in fury. Lately the competition for locations became so fierce that choice lots were to be secured only at enormous prices. The absurdly high rentals asked by real estate men and property owners for the positions desired rendered it impossible to conduct either one of the firms so that the income would amount to more than the expenditure. It is said that the losses of the two firms during the last two years aggregated \$272,000. But now things are different. Fancy prices for lots will be paid no more. The property owners will have to take what they can get for the use of their ground or get nothing at all. Few will be those who refuse to lease the boards on their property if reasonable prices are offered them.

The new company has a capital of a quarter of a million, and among the plants included in the combine are San Francisco, Oakland, San Rafael, San Jose, Alameda, Petaluma and Honolulu. The California Bill Posting Company is composed of the following members: Thomas Varney, L. D. Owens, Fred, and George Siebe and J. C. Green, all five of whom are equally interested in the business.

Just who will be the officers of the company has not been definitely decided, but it is understood that Mr. Green will be the advertising manager, and that the inside work will be in charge of Mr. George Siebe and Len Owens.

The new company has a monopoly, since there is no other plant in San Francisco, and it would not be possible for any one unless possessed of the riches of Croesus to enter into competition with them. Notwithstanding that fact, their prices for posting, painting and distributing will remain unchanged, and the advertisers will be given the best possible service.

Good advertising is telling the truth about what you have to sell. Tell it with all the force your own faith in what you are saying will inspire. Deal in small words and short sentences. Keep right in the middle of nature's well-trodden path all the time. This will keep you with the common people and them with you. Success must follow.—Typographic and Plate Maker.

THE BILLBOARD.

EXCHANGES.

Suppose there is a fire at midnight. The bill poster arrives on the scene soon after the firemen, and while they subdue the flames he buttonholes the owner of the burning building or the tenants. If the blaze is confined to the store-room on the ground floor, the bill poster talks with the proprietor and usually to some end. An hour after the fire is out, he will be hearding up the show windows, and by the time the city is awake the boards will be covered with gayly colored bills advertising anything from pills to a popular play. Let a shopkeeper move. Before half his goods are gone the bill poster will have spotted him and laid his plans. The first night the store-room is vacant the bill poster will put in his appearance and unless a policeman interferes he will decorate its front with a selection of invitations to buy a dozen kinds of patent medicines.

A wagon breaks down late in the evening and the weary driver, unhitching his horses, goes home intending to return in the morning prepared to put it to rights. The bill poster, ever on the watch, hastens to his shop and moves up a new lot of paste, while his assistant lays out a choice assortment of small bills. That night they make the broken-down wagon look like the lion cage of a one-ring circus, and the driver returning in the morning swears when he views the invitations to buy one of Blank's best business suits for \$1. Some night a servant girl, tired out with the day's washing, forgets to take in the family ash can. Before she is asleep the bill poster has sighted the can. Usually he has his paste and bills ready for just such a chance, and it takes him next to no time to decorate the can, changing its appearance so much that the kitchen cat, coming home in the early hours, seeing it, concludes that she has missed her bearings and moves on down the street to be lost.

There is an explosion somewhere in town. The boss bill poster hears of it and is off for the scene post haste. Arriving there, he makes his way through the crowd and observes in which direction most eyes are pointed. If the persons in the crowd are looking toward a dead wall he is delighted. He hunts up the man who owns it, rents it, or has access to it and makes a bargain with him. Then he hurries up his men and before interest has been lost in the explosion he has a choice selection of bills on the wall. *New York Evening Sun.*

Poster advertising is making rapid progress in these last days of the nineteenth century.

Years ago, when the business was not as well understood as it is at present, very few advertisers outside of theaters utilized this branch of publicity.

Now that the business is established on a business basis, the returns are valuable, and poster advertising pays.

Naturally, newspapers will not admit this fact, but advertisers who have tried it know, and the very fact that a number of the largest advertisers use bill boards when not in newspapers is an evidence that poster advertising pays. *The Adviser.*

A suburban resident of Delaware County is as mad as a March hare, and a sign board did it all. He was driving home one dark night last week, and when the way seemed so dark he became uncertain whether or not he was on the right road. He stopped his team



L. S. DICKSON, Princeton, Ky.,
Billposter and Distributor.

at a cross road, clambered out of the wagon, crawled up on a fence and struck a match to read the sign board which he could dimly see outlined. At the peril of his neck he deciphered the sign by the glare of the brimstone, and nearly toppled off the fence when he saw these words: "When in doubt go to Smith's for cod liver oil." *Philadelphia Record.*

The following history of the end of the Charles H. Vogeler Company, manufacturers of St. Jacob's Oil, is given by Printers' Ink and credited to a contemporary:

Mr. and Mrs. Devries have filed a joint deed of trust conveying to Henry S. Dulaney, as trustee, all the property of the Charles H. Vogeler Company. The trustee has filed a bond for \$300,000. It is believed that the assets of the company are about \$150,000. A rough estimate places the liabilities between \$175,000 and \$200,000. Included in the deed of trust is the antedated contract between Mr. and Mrs. Devries, binding them to protect the company and to place their entire property in trust for the benefit of its creditors should such a step become necessary. This agreement was executed March 28, 1887. Mr. Dulaney is directed to make an immediate sale,

Trade publications give useful information and lists of new advertisers. It is estimated that over \$300,000,000 are spent annually in the United States for advertising, and that appropriation will annually increase. The man who does not advertise does not as a rule stay in business long. Any successful business man will tell you that advertising is as legitimate an expense as rent, light, heat or labor, and that a certain sum brings better returns invested thus than in any other way. *D. A. Meyer, Newspaperdom.*

A number of proprietary concerns use space in the various medical papers in connection with the newspaper and other forms of advertising.

This is done to keep in touch with the physicians, and oftentimes is a profitable investment.

On the other hand, a statement made by a physician not long since is valuable because it throws light on a matter heretofore either concealed or not generally known.

This physician was asked what he thought of a certain baby food, and his reply was: "Oh, that concern advertises in newspapers now, and physicians will no longer prescribe it." When pressed for an explanation of this remarkable utterance, he could give none except to say that advertising in newspapers killed an advertiser in the opinion of physicians.

As long as the advertising was confined to medical journals the advertiser was all right, but when he desired to reach the public and

tenantless buildings at a small rental, the owners gladly hailing the few dollars per month as so much clear gain. Then he by his new possession cleaned, cut off the carpet with curtains and put in an attractive display of vehicles, with a liberal allowance of price cards and signs directing people to his store. As a result, he has a four-fold opportunity of catching the prospective customer's eye when the town is crowded at the very novelty of the scheme is of itself an excellent publicity-binger. *Ad Sense.*

Facts and Fallacies.

Gleaned by ALLEN E. HARFAUGH, Mill Run, Pa.

A man with an idea. Taking his cue from the Kodaks language, "You press the button, we'll do the rest," a West rn undertaker nailed up this sign, "You klick the buckle, I'll do the rest."

Pulled His Stakes.—Recently this sign appeared in a Pennsylvania town: "B. F. West, Broker, New York Stocks and Chicago Grain." A wag suggested that it meant "Big Fish Water intended to ensnare 'Successors.'"

A Cool Bath.—A few doors above this, the "Old Reliable Druggist" displayed the window sign, "Soda Water, 5 cents; Ice Cream, 10 cents," with this admonition: "Try—only inside." "To be taken inwardly, of course, how else?" queried an observer. The jeweler next door, to whom the remark was addressed, declared "people insist upon washing their feet with the articles."

A Sure Winner.—A combined barber and dram shop had this unpunctuated language on a sign over the door: "What do you thin I'll shave you for nothing and give you drink." The meaning was, "What! do you think I'll shave you for nothing, and give you a drink?"

Unkin of Pawnbroker Sign.—Three golden balls were used by Lombard merchants who emigrated to London from Italy and set up the first pawnbroker establishments, adopting the "three golden pills" to be borne on the arms of the Lombard corporation from the armorial bearings of the Medici family, of which the Lombards were prominent members.

A Sharp Trick.—Ordered by an Oriental ruler to build a mausoleum, the architect, subject, decided to rob him of fame. Instead of that of his royal master, he secretly changed his own name, then adroitly covering this with stucco, he carved the name and prunes of his sovereign. The fraud was successful. His Majesty was delighted and gratified. After his death the stucco fell and revealed the name of the shrewd subject, whose name and skill was perpetuated instead of the master.

He Was Not in the Business.—An illustration of the result of the lack of clear enunciation on the part of a speaker preaching the funeral sermon over the remains of a prominent citizen in the West: The orator in his rhetorical flight of vision meant to convey these ideas: "I can see his panting spirit sign among the chaste stars. * * * and methinks I see his noble linaments imprinted on every rock, tree and fence in this county, with whose history he was so closely connected. Instead of these glowing words, the local paper the next week had it: "I can see his spanking spirit's eye among the chaste stars. * * * and methinks I see his noble linament imprinted on every rock, tree and fence in the county."



CARLETON SPRAGUE.

One of the Younger Officers of the Pan American Exposition.

publicly or privately, of all the property owned by Mr. and Mrs. Devries. The estate includes the Vogeler Company's stock of medicine, and the trade marks, formulae, etc.

One reason given for the decline in the sales of St. Jacob's Oil is the public enlightenment upon the nature of rheumatism, a disease in the treatment of which the liniment was largely used. It is now known that rheumatism originating in imperfect digestion must be treated from the inside of the body, and that at best applications to the skin give only temporary relief. Men familiar with the proprietary medicine say the failure of the Vogeler Company is due to the lack of good management to the diminution of advertising and to the multiplication of heads of departments.

In regard to the advertising done by the company it is said that in 1882 \$200,000 was expended, and this outlay has been gradually decreased, until to-day not over \$50,000 a year is paid out for advertising purposes. For the past six years no daily publications have been used, the remedies of the company have only been given publicity in country weeklies and the German press.

When the late Charles Vogeler was at the head of affairs he paid great attention to the advertising with the result that a fortune came into the coffers of the company each year. Many striking devices were employed to make known the merits of the products of the company. Among these were the painting of figures of St. Jacob holding a bottle of oil, on the hillside and rocks throughout the United States; a duplicate of the famous obelisk now in Central Park was made and placed at the intersection of Howard and Liberty Streets, Baltimore, where it commanded for years to attract the attention of residents and tourists. A new policy in this regard was begun when Mr. Vogeler died, and the plan of retrenchment in advertising expenses continued.

increase his business, the advertiser was all wrong.

The question now arises: In what relation does a physician stand to a medical paper and to an advertiser?

Why should the fact of an advertiser dropping out of medical journals and taking up secular (?) mediums have any effect on the physician, and why should he cease using it in his practice? It certainly does not affect the qualities of the article to advertise it in newspapers.

Physicians themselves are the greatest advertisers wherever they have an opportunity. Why do they object to others making a valuable article known? *The Adviser.*

Some say that it was care that killed the cat. Others contend that it was curiosity. More likely it was carelessness. It is carelessness that ruins most merchants who go to smash. They have an idea that stock in the store is worth first cost and hold on to it to sell at original profits. The merchant who succeeds is the one who goes through his stock and gets rid of all the stuff that is likely to grow unsalable, or gets rid of stock that is stale but liable to get ship-worn. People will take it off your hands if you tell them the truth about it, and that you would rather lose a little money now than more later on. Make your afternath sales strong, don't carry over your stock if there is a possible chance of selling it or giving it away. Do like a fireworks dealer, who shoots off all his left-over fireworks on the 5th of July. *American Advertiser.*

An enterprising carriage dealer in Central Ohio rents windows in empty stores, using them to display his goods. His own windows are small and he is able to show but a limited portion of his bulky stock to advantage, until he finds even this a highly profitable form of advertising and about a year ago he went about town and leased three windows in



BENJAMIN MILES, Huntington, Ind.

Cincinnati Poultry Show.

A Big Exposition.

A Complete Success Both in Exhibits and Attendance.

To be held in the Original Exposition City.

The second annual show of the Cincinnati Poultry Association closed last week. The show was held in the big Wehman Building, opposite the Post Office—the same place where Cincinnati's dog show was held last year. The location is a splendid one for an exhibition, since almost every car line in the city either passes the door or goes past a corner not two hundred feet away.

The exhibition itself was a splendid one, and included many fine specimens of Asiatic, American, Hamburgs, Spanish, Polish, French, Dorkins and games; also many kinds of bantams and miscellaneous breeds. Turkeys of all kinds imaginable were there, as were also a marvelous variety of pigeons, ducks and geese. For many, however, the most interesting part of the show were the many kinds of rabbits, cats, mice, etc.—all of which were seen in strong displays. The judges of the poultry were: P. H. Scudder, of Long Head, N. Y.; H. N. Pierce, of Indianapolis, and S. B. Lane, of Spiceland, Ind. Their work was exceedingly satisfactory, as was also the judging of Thomas W. Tuggle, of Lexington, Ky., in the pigeon exhibit, and that of D. S. C. Liggett, of Blancheville, O., in the pet stock department.

The attendance throughout was steady and the total number who visited the fair was almost four times that of last year. Many entire classes from the public schools visited the show, the educational advantages of which were very great.

Secretary Brooks and Superintendent Barnes are both very well pleased with the results of their efforts, and that there will be a third annual show we have not the slightest doubt.

Souvenirs at New York Cycle Show.

(Special Correspondence.)

Although the cycle fad among the folk of the metropolis is a thing of the past, it has been replaced by one in which all are equally interested—namely, the motor vehicle craze, or, as it is more familiarly called, the auto-craze. Judging by the attention and great interest manifested in the automobile and cycle show which opened at Madison Square Garden Saturday night, Jan. 29, society has completely transferred its attentions. The show itself opened successfully. Every space was sold before the show opened its doors, and a more representative body of exhibitors was never before seen at any show.

One feature of the show which deserves special mention is the way in which the several exhibitors advertised their products. A marked return to the souvenir craze, which was so popular two or three years ago, was in evidence. Almost every concern of prominence distributed advertising novelties. Carnations, pocketbooks, card cases, stamp books, pen knives, spoons, buttons, scarves, watch chains and, in fact, every conceivable thing that could be of service as an advertisement were given away.



PROGRAM.

Ohio Fair Managers' Association.

The third annual meeting of the Ohio Fair Managers' Association will take place at the court house, Lima, O., Wednesday and Thursday, Feb. 21 and 22, and great effort is being made to make this the most successful meeting ever held in Ohio.

This association has in the last few years grown wonderfully. Very few, indeed, are the fairs which do not send a representative to the meetings, for the members have found that by clubbing their orders, supplies and advertising can be procured at a great saving. The program, which should be of great interest to any one who is in any way connected with fairs, is as follows:

PROGRAM.

- (Wednesday, 10 a. m., Court Room.)
- Welcome Address.....D. J. Cahle, Lima
- Response.....Agnew Welsh, Ada
- Should regularly organized County Agricultural Societies receive financial aid from the County?.....J. E. Russell, Sidney
- Discussion—A. E. Schaffler, Wapakoneta.
- Debate—Should County and District Fairs confine their exhibits to County or District?
- Affirm—Wm. Pussler, Hume
- Deny—C. W. Halfhill, Mercer.
- Fair Organization.....
- Jas. W. Fleming, Columbus
- Discussion—E. W. Porter, Marysville.
- What recognition shall be given to the Speed Department?.....
- E. L. Groves, McComb
- Discussion—W. S. Haskell, Bowling Green.
- Practical Benefits of Fairs and Expositions.....H. J. Hill, Toronto, Canada (Evening Session, 8 p. m.)
- A fine evening's entertainment will be furnished by the Public Schools of Lima, and in the direction of the Superintendent, C. C. Hiller.
- Forty minutes' discussion of Fair matters a general.
- (Thursday, 9 a. m.)
- Impositions and Frauds practiced by Exhibitors.....L. N. Crauer, Celina
- Discussion—Ed. Ammon, Gordon.
- Importance of the Press in booming the Fair.....Geo. D. Kinder, Ottawa
- Discussion—Hon. E. B. Gilland, Van Wert.
- Does the Poultry Department receive the proper recognition?.....
- Wm. Demand, Findlay
- This topic will also be discussed by the editors of some of the best Poultry Journals in the country.
- The Influence and Benefit of the Educational feature in connection with the Fair.....Hon. L. B. Bonebrake, State School Commissioner, Columbus
- Hon. C. C. Miller, ex-State School Commissioner, Lima
- Prof. J. P. Sharky, ex-State School Examiner, Van Wert
- Would uniform rules and classification be beneficial to Fairs?.....
- L. B. Good, Rimer.
- Hon. L. G. Ely, Fayette.
- J. M. Ainsworth, Hillsville.
- The abuses of the Pass System.....
- Geo. W. Carey, Lebanon.
- T. C. Maher, Greenville.
- "The Light Harness Horse".....
- J. H. Stimmer, Secretary American Trotting Association, Chicago, Ill.

The Pan-American Exposition Building.

The court of the Machinery and Transportation Building of the Pan American Exposition, which will be held at Buffalo, N. Y., on the Niagara frontier, during the summer months of the year 1901, presents an interesting treatment of cloister work. The Machinery and Transportation Building itself forms a hollow square, with this court in its center. It is 200 feet long and 100 feet wide, the east and west ends opening respectively to the great entrances from the Grand Canal and the Court of the Fountains, while the great exhibiting rooms of the Mall side of the building and the two exhibition rooms and great entrance court from the Court of the Fountains side of the building, lie on either side. Along each side of this court, and extending the entire length, are roof-covered roads under which the visitor may find rest in the comfortable benches.

The pool itself is 175 feet long and 27 feet wide. It is placed in the center of the court. The bank is sodded and planted on all sides, forming a pleasing frame or border effect;

the water is low, so as to receive the reflection of the growth around the pool.

The fountain is an important feature, placed in the center of the pool, and giving life to the scene and freshness to the atmosphere. Throughout the court are pleasant walks and paths, bordered with low-growing shrubbery and plants, and at intervals at axis-points with the arcades, rare plants are placed in great vases, making a truly architectural landscape effect. The entire scheme gives the effect of an admirable enclosure of a mission cloister, and is planned as one of the many little oases for the refreshment of the weary sightseer.

Sale of the Main Shows.

The auction sale of the Walter L. Main circus and menagerie, which took place at Geneva, O., Jan. 24, 25 and 26, drew together one of the greatest concourses of showmen ever seen in America. Twenty-two shows were represented. The bidding was lively and spirited and the property brought excellent values.

It was nearly all sold. A few unimportant items had to be passed, but the desirable stuff, such as parade wagons, cars, ponies and especially the animals, were sold out clean. The sales footed up \$48,312, and Mr. Main estimates that the property still on hand is worth about \$7,000.

Among the more eager bidders were Geo. Charters, of the Greater Exposition Circuit Co., Canton, O.; Col. Frank W. Gaskill, Canton Carnival Co., Canton, O., and Bostock & Tarrari, of Baltimore, Md., all street fair promoters. This would indicate that the street fair is going to be more popular than ever this year.

A most interesting and scientific exhibition is the Deep Sea Diving Novelty presented by Capt. Louis Soreho at parks and exhibitions. He appeared at the Greater American Exposition at Omaha and conducted the water shows given at the exposition lagoon and which were the means of attracting great crowds to the grounds. Capt. Soreho will appear this season at all the leading parks, summer resorts and exhibitions throughout the country.



THE COURT
MACHINERY AND TRANSPORTATION BUILDING
PAN-AMERICAN EXPOSITION BUFFALO, N. Y.

Money Needed.

Toledo May Lose the Ohio Centennial Exposition.

The project of celebrating, in 1902, the one-hundredth anniversary of the admission of Ohio into the Union seems likely to be abandoned by the city of Toledo. The directors of the enterprise have for over a year been trying to raise \$500,000 by subscription, which amount is necessary before appropriations from the Government and State are available.

However, later news tells us that Hon. Charles P. Griffin, of Lucas, and others of prominence in the Legislature who have Toledo's interests at heart with regard to the proposed Ohio Centennial Exposition, have agreed upon a new plan to secure the much-wanted money upon which the fate of the project hangs.

New York State Fair Agitation.

The State Fair at Syracuse has for the past two years not been as successful as it might have been. Particularly was this the case with the last fall fair. Many reasons have been volunteered as to why this is the case.

Petition for a National Park.

The following is the substance of a memorial to Congress from the Appalachian National Park Association: To the Senate and the House of Representatives of the United States of America: The petition of the Appalachian National Park Association respectfully shews: That your petitioner is an organization composed of citizens from many States in the Union, and was formed for the purpose of bringing to the attention of the Congress of the United States the desirability of establishing a National Park at some place in the Southern Appalachian region.

Oklahoma Fair Men Meet.

In answer to a call made by the Secretary of the Garfield County Fair Association, the representatives of the several fair associations of Oklahoma Territory met at Oklahoma City on Jan. 8 and perfected plans and arrangements for the forming of an organization to be known as the Oklahoma Racing and Fair Circuit. Its members are as follows: The Garfield County Fair Association, at Enid; the Kingfisher County Fair Association, at Hennessy; the El Reno Fair Association, at El Reno; Kramer's Driving and Base Ball Park, at Oklahoma City; the Oklahoma State Fair Association at Guthrie; the Noble County Fair and Trotting Association, at Perry; and the Kay County Fair Association, at Newkirk.

Meeting Indiana Fair Managers.

At the meeting of the Indiana Association of Fair Managers, of which Mr. H. L. Nowlin is President and W. M. Blackstock, Secretary, many subjects of great interest to fair managers were discussed and many interesting speeches were delivered. This united exchange of ideas between those connected with the fairs lends a powerful influence over the policy of the managements of these exhibitions.

Buffalo Bill Must Have Indians.

It was recently announced that the Indian department had withdrawn from the Indians the privilege given of appearing in public exhibitions. This action caused much consternation among the circus people, and especially among the Wild West show managers.

Paris Exposition Notes.

The display of automobiles at the Paris Exposition will be a brilliant one. The sum of 100,000 francs has been allotted to that department. This money will be expended for tracks, stands and for prizes. These prizes will be given in addition to medals and diplomas awarded by the exposition to the winner of four races which have been arranged and of the best winged competitive tests for various types of leafless vehicles.

FAIR NOTES.

A facetious correspondent, writing of the officers of the Union Agricultural Society, of Tullahoma, N. Y., observes: "J. T. Howe, the President is a merchant prince, Vice-President J. G. Conde is a gentleman farmer, H. A. Mosher, Treasurer, is a Methodist, while Secretary Myron Boardman is a graceless scamp much given to practical jokes."

The Carnival Association of St. Paul, Minn., has decided to build an Ice Palace, and will erect one at the foot of Capitol Hill. The palace will have a frontage of 250 feet and the ceiling tower will be 100 feet high.

The old Winchester Fair, West Union, O., is a thing of the past. The grounds are to be transformed into a poultry farm.

At a meeting of the Indiana State Board of Agriculture a discussion was held upon "The Indiana State Fair and Reciprocal Relations of Managers and the Citizens of Indianapolis." E. B. Martindale, who led the discussion, severely criticized the street car service, and said that the board should demand better facilities from the company.

Fair managers of California, Oregon, Washington, Idaho, and British Columbia will hold a meeting at Salem, Ore., Feb. 6, to arrange for a fair circuit throughout these States. It is desired that the dates be arranged so that exhibitors can attend the fairs at Sacramento, Salem, North Yakima, Spokane, Boise, New Westminster and other points that may be decided upon.

Early this month a winter carnival will be held at Roseland, N. C. The program will include curling, coasting, snow-shoe skating and ski racing, hockey matches, fancy skating, a grand masquerade carnival and a ball. The following are officers of the association: President, Mayor A. S. Goodrich; Vice President, Mr. C. C. Labonde; Treasurer, A. B. Mackenzie; Secretary, Mr. H. W. C. Jackson.

San Diego expects to give a water carnival during the week of Feb. 22, providing Admiral Kautz and the Pacific squadron are there at that time. Admiral Kautz has already agreed to do everything in his power to make the carnival a success.

Fair Secretaries—As soon as your dates are definitely fixed, send them to "The Billboard." This month is the month of the citrus fairs in California. This year the exhibits will probably surpass those of any previous year.

The building erected in Cincinnati for the International Sausagefest last June seats 14,000 people and cost over \$90,000. It would make an ideal place in which to hold a national political convention.

The official catalogue of the Paris Exposition, it is reported, is to be in marked contrast to those of the last International Exposition. It will be an excellent example of French publishing and yet will not be expensive. It will be composed of eighteen volumes, one for each general classified group.

A poster and with angels' wings and red drapery is proclaiming in scariet ornamental letters that an industrial, mining and citrus exhibition will be held in Los Angeles from Feb. 11 to March 12. The poster represents a young, heroic woman, standing with a wreath in her right hand, which is extended upward to a tree, in her left hand she holds a lighted torch, resting on the ground; lemons and oranges lie at her feet, with an orchard and wheat of industry in the background and a steam mill and mining scene in a medallion at the right.

A report recently submitted by the Treasurer of the Pan American Exposition showed the following financial standing of the company: Received from subscribers, \$635,001; interest from banks, \$2,734; photographic contributions, \$2,000; total, \$640,735. Disbursements, \$274,213; balance on hand, \$366,522.

The Alleghany County Agricultural Society will hold its annual fair Sept. 11, 12 and 13. The officers of the association for 1901 are: President E. S. Hart; Vice President Chas. Lounsbury; Secretary H. E. Hudly; Treasurer P. H. Jackson.

The dates for the next Ohio State Fair were recently set for Sept. 3 to 8. These dates will probably remain unchanged. The West Virginia national auxiliary to the Blue and Gray Legion sent a communication to the Washington asking Mrs. Peter Palmer be appointed Director of the American Woman's Department at the Paris Exposition, and it has been announced that their request has been granted by President McKinley.

Probably the biggest regatta in the country during the coming year will be one which will be held under the auspices of the Columbia Yacht Club, on July 4. All the yacht clubs of all the Great Lakes and the members of the Inland Yachting Association have been invited to participate in the great races.

Mrs. H. C. McCall Travis is the manager of the Omaha Exposition Midway Carnival, and is well known throughout the country as a professional organizer and manager of flower parades. Mrs. Travis conducted the flower parades at the Omaha Exposition, at New Orleans, Milwaukee, Saratoga Springs and other places.

The Ohio State Dairyman's Association appointed a committee of three to arrange for an exhibit of dairy products at its next meeting, which will be held this month at Townsend Hall, Ohio State University, Columbus, O. The committee consists of Prof. Thos. E. Hart, Eben F. Smith and E. M. Wilson.

The Republican convention will be held at Philadelphia on Tuesday, June 19. Chicago, St. Louis and New York were Philadelphia's next prominent rivals.

St. Louis proposes to tear down her big exposition building and will erect a public library costing a million and one-half dollars.

The Carbon County Industrial Society of Leighton, has elected the following officers for the new year: President, Henry Miller; Treasurer, C. E. Brinkman; Secretary, C. W. Bower; Directors, C. W. Ober, C. E. Brinkman, I. B. Seidel, E. J. Ober, W. H. Ober, D. Ebbert and W. E. Ash.

Achille Philion and his wife sailed on January 4 for a three months' pleasure trip to Europe. He has signed with Col. Frank Kautz for thirty weeks, beginning May 7. This takes him through an entire season without a vacant date.

St. Louis has followed the example set by Philadelphia and Buffalo. Every letter which now leaves St. Louis bears an announcement of the Louisiana Purchase World's Fair. The other proposed exhibitions will no doubt be in line before long.

Sept. 12 to 29 are the dates decided upon by the Nova Scotia provincial exhibition commission for this year's show. Hon. J. W. Longley is again President and Mr. J. E. Wood has been appointed manager, which position is now a permanent and a salaried one.

The Ohio State Fair will probably be held Sept. 3 to 8, at Columbus, O.

A pure food exposition was held in Youngstown, O., Jan. 29. Mansfield, Lima and Toledo follow in the order named. Henry Touges is the manager.

The dates for the spring meeting of the Ontario Jockey Club have been fixed for Thursday, May 21, to Saturday, June 2, covering a period of nine days. The Queen's Plate will be run on the opening day, which is Her Majesty's birthday.

A plant for generating electricity with which to charge the accumulators of electric automobiles, is being built and will be ready at the proper time. A unique feature of the races will be their reproduction by electrically-moved miniature automobiles. The exact relative positions of the contestants at all times will be given. The news will be brought by means of optical and wireless telegraphy.

A Cycle Show in Germany.

By J. GRANT CRAMER.

When a cycle show is held in the United States, promoters and exhibitors do all in their power to make it attractive to the general public. The manufacturers and dealers meet, do business and exchange ideas, but at the same time the people are by no means forgotten; information is gladly given them; they circulate freely throughout the show and have every opportunity to compare the various makes of cycles and sundries. In Germany it is entirely different. An air of deep mystery broods over the show; the exhibits are carefully protected from the vulgar gaze of the cycling public, who are rigidly excluded from the show, or "Palmeradmeese," as it is called.

Last year the German cycle show was held in Leipzig—the third largest city in Germany and in commercial importance taking the precedence over Berlin. When I entered the Crystal Palace, a guff "What do you want?" greeted me. "I want to buy a ticket to the cycle show," I replied. "Go upstairs to the office." Entering the office, I saw two or three men and a woman seated at a long table, they looked at me as if I were some queer animal, and finally the woman came slowly towards me and asked what I wanted. Hearing my reply, she asked for a "legitimate" or some identification. I showed my passport that was worthless. Was I "in the cycle business?" If not, I could not visit the show under any circumstances. L. A. W. Bulleth.

HARTFORD, CONN.—State Promotional Society, Feb. 14 and 15, 1909. H. C. Miles, Hartford, Conn., secy.

MADISON, WIS.—State Bar Association, Feb. 13 and 14. Cornelius T. Haring, Box 325, Milwaukee, Wis.

NEW YORK, N. Y.—Dutch Banded Cattle Association of America, Feb. 8, 1909. H. B. Richards, Easton, Pa.

PROVIDENCE, R. I.—National Federation of Textile Operatives of America, Second Monday and Tuesday in April. Albert Hibbert, Box 735, Fall River, Mass.

JEFFERSONVILLE, IND.—Grand Lodge of Indiana, K of H, Feb. 24 Tues., 1909. J. W. Jacobs, secy., Jeffersonville, Ind.

MILWAUKEE, WIS.—General Federation of Women's Clubs, Biennial Meeting, May, 1909. Mrs. Emma A. Fox, 21 Bagley ave., Detroit, Mich., secy.

PHILADELPHIA, PA.—Philadelphia State Veterinary Medical Association, Veterinary Department, U. of Pa., Philadelphia, March 6 and 7. W. S. Rhoads, D.V.S., Lansdowne, Pa.

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KANSAS CITY, MO.—Central Shorthorn Breeders Association of America, Feb. 9 and 10, 1909. W. P. Brush, Station A, Kansas City, Mo.

MINNEAPOLIS, MINN.—Minneapolis State Homeopathic Institute, Third Tuesday, Wednesday and Thursday of May, 1909. Henry C. Aldrich, 313 Medical Bldg., Minneapolis, Minn., secy.

PITTSBURG, PA.—International Astronomical Congress, May, 1909. C. W. Scovill, secy. Plains, Mont.—Montana Horticultural Society, Feb. 21 to 23. C. H. Edwards, Missoula, Mont., secy.

THE MANHATTAN PRESS-CLIPPING BUREAU. ARTHUR CASSOT, Manager. NEW YORK. LONDON. (Knickerbocker Building.)

LONDON, ENGLAND.—Salvation Army Congress, July, 1909. Commissioner Howard, 101 Queen Victoria st., London, E. C., Eng.

NEW CASTLE, PA.—Grand Lodge, A. O. U. W., September, 1909. O. K. Gardner, 2201 Welle ave., Pittsburg, Pa.

NEW ORLEANS, LA.—Church Club Conference, Feb. 23, 1909. Taylor E. Brown, Chicago, Ill.

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2 " " SPRING HAT Posters,	7 " " RUNNING RACE Posters,
2 " " STRAW HAT Posters,	6 " " TROTTING RACE Posters,
2 " " SPRING MILLINERY Posters	3 " " BASE BALL Posters.



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Billposters will please note that our new posters for Elks' Benefits, Elks' Minstrels, Elks' Circuses, Parks and Pleasure Resorts, Railroad and River Excursions, Picnics, Outings, etc., will be ready March 15th.

Poultry Shows.

EFFERSON, IA.—Poultry Show. Sept. 13 to 15, 1900. D. H. Gilmall, pres.; P. O. Brown, secy.
 MADISON SQUARE GARDEN, NEW YORK.—New York Poultry and Pigeon Association. Jan. 30 to Feb. 3. H. V. Crawford, secy.
 NEW WHATCOM, WASH.—Northeast Poultry Association Show. Jan. 21 to Feb. 3. Alex. Van Wyck, secy.
 PITTSBURG, PA.—Pittsburg Fanciers' Club Exhibition. Feb. 26 to March 3. J. B. Foster, Allegheny, Pa., secy.
 ST. PAUL, MINN.—State Poultry Show. Feb. 5 to 10. H. F. Huebster, St. Paul.
 ANCOUVELE, B. C.—Poultry and Pig Stock Association Show. Feb. 5 to 10. J. C. Dixon, Box 176, Vancouver, B. C., secy.

Expositions.

BUFFALO, N. Y.—Pan American Exposition. May 1 to Nov. 1, 1901. John G. Milburn, pres.; Edwin Fleming, secy.
 CHICAGO, ILL.—Furniture Exposition. Jan. 1 to Feb. 15. C. F. Manahan, 370 Wabash av., Chicago.
 LONDON, ENG., EARL'S COURT.—Women's International Exposition. 1900. Imre Kiralfy, 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. Brackett, 807 Common st., New Orleans, director.
 NEW YORK CITY.—Typographical Exposition. May 2 to June 2.
 PARIS, FRANCE.—Paris Universal Exposition. April 15, 1900, to April 15, 1901.
 ST. LOUIS, MO.—World's International Exposition. 1903.
 CLEVELAND, O.—Ohio Centennial Exposition. May, 1902.
 VALDOSTA, GA.—Valdosta Exposition. Oct. 20 to Nov. 2, 1900. A. Moore, Valdosta, Ga., mgr.
 WASHINGTON, D. C.—Federal Government in District of Columbia Exposition. May, 1900.

Pure Food Shows.

PATERSON, N. J.—Pure Food Show. March 3 to 16. Mr. A. G. Haight, 188 Straight st., Paterson, N. J., mgr.
 PITTSBURG, PA.—Pittsburg Pure Food Show. Feb. 12 to March 10, 1900. I. M. Barrett, Liberty Market Bldg., Pittsburg, Pa.
 SPRINGFIELD, ILL.—Pure Food Show. Feb. 8 to 22.

Races.

LAKE SHORE, IND.—May 10 to 26.
 LANTONIA, KY.—May 21 to June 16 (probable)
 LITTLE ROCK, ARK.—March 26 to April 7.
 LOUISVILLE, KY.—New Louisville Jockey Club. May 3 to 19.
 LOUISVILLE, KY.—May 3 to 19.
 MEMPHIS, TENN.—April 5 to 27.
 NASHVILLE, TENN.—April 28 to May 5.
 NEWPORT, KY.—April 28 to May 19.
 ST. LOUIS, MO.—May 12 to August 24.
 TORONTO, CAN.—The Ontario Jockey Club. May 21 to Saturday, June 2, 1900. W. P. Fraze, Toronto, Can., secy.

Dog Shows.

BOSTON, MASS.—New England Kennel Club. April 3 to 6, 1900.
 CHICAGO, ILL.—Mascoutah Kennel Club. March 7 to 10, 1900.
 NEW YORK CITY.—Westminster Kennel Club. Feb. 20 to 23, 1900. James Mortimer, supt.

Additional Shows.

BOSTON, MASS.—Sportsmen's Show. Feb. 22 to March 19. R. D. Leonard, adv. mgr.
 CHICAGO, ILL.—International Live Stock Exhibition. Dec. 1 to 8, 1900. R. Z. Herriek, Chicago, secy.
 NEW BEDFORD, MASS.—Bicycle Show. February.
 PHILADELPHIA, PA.—State Horticultural Society Flower Show. March 29 to 23, 1900. James M. Rhodes, Ardmore, Pa., pres.

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 Extra Extra, 9-inch, for circus use, \$42.00 per dozen, \$3.75 each.
BLACK CHINA BRISTLES.
 No. 1, Royal, 9-inch, \$27.50 per dozen, \$2.50 each.
 No. 2, Royal, 9-inch, \$32.50 per dozen, \$3.00 each.
 No. 3, Royal, 9-inch, \$34.50 per dozen, \$3.50 each.
 8-foot Curved Handles, 50 cents each.

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PRICES—8 in., \$2.75 ea.; 9 in., \$3.00 ea.; 10 in., \$3.25 ea.

THE DONALDSON BRUSH is manufactured especially for us, and is fully warranted. It is the cheapest GOOD brush you can find anywhere.

PRICES—8 in., \$2.25 ea., 9 in., \$2.75 ea.; 10 in., \$3.00 ea.

SEND YOUR ORDERS TO

The Donaldson Litho. Co.,
 CINCINNATI, OHIO.

Sole Western Agents for the Celebrated Wire Bound Brush.

Bill Posters' Distributors

WAGON OR CART

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

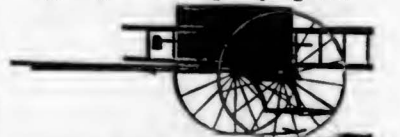
Bill Posters' Push Cart.

Great for small towns and short routes to cities. The style of our carts goes from among the bill posters of England, where it is regarded as a great convenience and is well adapted to the peculiarities of all other countries. It is equipped with large, heavy-duty wheels and a strong frame. The seats are lined with cloth, and the one which carries the water is provided with a pump.



\$24.50 EACH.

Bill Posters' Pony Cart.



\$44.50

Bill Posters' Wagons.



A—\$90.00. B—\$100.00. C—\$130.00.

JOHN H. MICHAEL,

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

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

GENTLEMEN! Do you want faithful work done? If so, apply to **Robert M. Coble** for Distributing and Sign Tacking in New Bedford, Fair Haven and Dartmouth. Personal attention is given to service, and all work is guaranteed.

310 Middle St., NEW BEDFORD, MASS.

PHOTOGRAPHS COPIED. Cabinet and kodak printing at my prices. Stamp and locket pictures made from any photo as low as 65c a hundred. Address, E. F. N. K., Lee St. Copying House, Hagerstown, Md.

J. O. SINGLEY, OPELIKA, ALA.
 POPULATION 6,000

The ONLY licensed Bill Poster, Distributor & Sign Tacker in the CITY....

Dollars in your Pocket! Legitimate, honorable business. No canvassing nor recipe fakes. Particulars for stamps. General Agent 169 R. Colden, Ill.

E. M. BRACY, Distributor No. 30 Ford St., Ogdensburg, N. Y. Sign Tacking and work guaranteed. Member I. A. D.

HARRY B. BUSSING, NORWALK, CONN.
CITY BILLPOSTER.

Population 20,000 Write for Estimates on Bill posting, Sign Tacking and Distributing.

Hennegan & Co.

POSTER PRINTERS,

127 East Eighth Street,

CINCINNATI, O.

Our line of
stock pictorial posters is the most
unique in the country, and comprises many
eye catchers which can be used for almost any business.



NOT
THE
LARGEST,

BUT
THE
BEST

Among our new ones are posters for Jewelers,
Opticians, Laundries, Haberdashers, Newspapers, Etc.
New line of advertising matter for Street

...and...
Agricultural Fairs.

Posters for billing home talent entertainments

New and up-to-date.

SPECIAL BLOCK POSTERS

OF HIGHEST GRADE,

Write for New Catalogue.

AT LOWEST PRICES.

BILLPOSTERS' DIRECTORY.

Revised and corrected every month.

(Names and addresses of billposters 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., 1801 1/2 Second Ave.

ARKANSAS. Arkadelphia—Myal Greene. Marianna—J. H. Grove, City Bill Poster.

CALIFORNIA. Bakersfield—E. R. Crain. El Paso de Roble—Harry Gear.

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

IOWA. Bloomfield—Lon F. Smith, Box 203. Calmar—Gilbert N. Olson.

KANSAS. Abilene—John M. Looker. Coffeyville—Hollinger & Tibbitts.

KENTUCKY. Attenville—Walter B. Carvell & Co. Bardstown—Joseph Applegate.

LOUISIANA. Alexandria—F. H. Caraban. Morgan City—P. B. Gibrardi.

MAINE. Dexter—Chas. F. Edgerly. Eastport—Jas. A. Muldoon.

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

MASSACHUSETTS. Clinton—Geo. S. Gibson. Danvers—W. W. Wakefield.

MICHIGAN. Allegan—T. E. Streeter. Alpena—R. Nolan.

MINNESOTA. Austin—P. H. Zender & Son. Brainerd—J. B. Stinehour.

MISSISSIPPI. Canton—Green Coleman. Jackson—Joe Brown.

MISSOURI. Boonville—Frank Gordon. Brunswick—Price Ewing.

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

NEW YORK. Albany—Albany B. P. & Adv. Co., 35 Beaver.

NEW MEXICO. Las Vegas—Chas. Tamme, Box 34.

NORTH CAROLINA. Asheville—Asheville Advertising Agency.

NORTH DAKOTA. Valley City—Smith Decorating Co.

OHIO. Ada—S. W. Rayl, Bill Poster and Distributor.

NEW HAMPSHIRE. Exeter—Jas. D. P. Wingate.

NEW JERSEY. Atlantic City—Empire B. P. Co., 1811 Atlantic Ave.

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Dowagiac—Leckie Bill Posting Co., W. T. Leckie, Manager.

East Tawas—H. C. Bristol. Fenton—L. S. Field, City Bill Poster.

Flint—H. A. Thayer Adv. Co., member M. S. B. P. Ass'n and I. A. D. J. H. Waites, Executor Estate.

Gladstone—James McWilliams. Greenville—Wm. H. George.

Hart—Fred. N. Harris, Jr. Ithaca—James Donaldson.

Kalamazoo—B. A. Bush, City Bill Poster. Kalkaska—Fred. G. Stuart, Lock Box 306.

Lapeer—Cal M. Gillette, Box 826. Marine City—Hunt & Perrin.

Milan—The W. B. Sedman B. P. & D. Co. Otsco—Frank M. Deuel.

Paw Paw—H. E. Sherman, Bill Poster. Paw Huron—Bennett Bill Posting Co.

Sault Ste. Marie—Jas. W. Troyer, 222 Douglass St. Sturgis—D. A. Osborn.

MINNESOTA. Austin—P. H. Zender & Son.

MISSISSIPPI. Canton—Green Coleman.

MISSOURI. Boonville—Frank Gordon.

NEBRASKA. Broken Bow—E. R. Purcell.

NEW HAMPSHIRE. Exeter—Jas. D. P. Wingate.

NEW JERSEY. Atlantic City—Empire B. P. Co., 1811 Atlantic Ave.

NEW YORK. Albany—Albany B. P. & Adv. Co., 35 Beaver.

NEW YORK (cont.). Albany (cont.).

Clayton—Wm. H. Jacobs. Hackensack—Hackensack Bill Posting Co.

Hoboken—Hoboken Bill Posting Co. Jersey City—J. F. O'Meara.

Newark—Newark Bill Posting Co. Paterson—Paterson Bill Posting Co.

Plainfield—A. L. Force. Red Bank—M. P. Sherman, 5 Broad St.

NEW MEXICO. Las Vegas—Chas. Tamme, Box 34.

NORTH CAROLINA. Asheville—Asheville Advertising Agency.

NORTH DAKOTA. Valley City—Smith Decorating Co.

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NEW BILL POSTERS' BRUSH.



MEXICAN CACTUS FIBRE SUBSTITUTE FOR RUSSIAN BRISTLES.

The new brush is destined to supplant the old. Don't be the last to get in the procession.

It's light. Spreads the paste perfectly. MOST DURABLE yet found. COSTS LESS than the old style.

ARGUMENTS IN FAVOR OF THE NEW BRUSH.

TWO GRADES—PRICES:

8 in., \$2.00 and \$2.50. 9 in., \$2.50 and \$2.75. 10 in., \$2.75 and \$3.00.

TRY ONE!

Send your orders to THE DONALDSON LITHOGRAPHING CO., CINCINNATI, OHIO.

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 J. R. Lewis.
 Bryan & Co. 513 St. Clair st.
 Springfield—Twin City B. Post. Co., Box D.
 West—Smith & Whites, 403 Park Place.
 St. Louis—L. W. Ely.
 St. Louis—The American Co. (Bowling Green).
 St. Louis—C. H. Smith & Vincent.
 St. Louis—R. D. Schultz.
 St. Louis—England Bros., 31 N. Fifth st.
OKLAHOMA TERRITORY
 Guthrie—G. W. Foster, Lock Box 265.
 Kingfisher—Northrup Bill Posting & Distributing Co.

OREGON
 Ashland—Chas. H. Gillette.
 Astoria—T. S. Simpson & Son.
 Baker City—W. Newell.
 Astoria—G. P. Baugasser & Co.
 Portland—N. W. B. P. & D. Co., 500 Morrison.
 Salem—Salem B. P. Co.

PENNSYLVANIA
 Ashland—Frank H. Walte.
 Bethlehem, South and West Bethlehem—Gru-man Bill Posting & Distributing Co.
 Butler—H. J. Dougherty & Sons.
 Carlisle—Geo. Cramer, 133 W. Pomfret st.
 Conneville—R. G. Curran.
 Cambridge Springs—H. W. Wilber & Co.
 Emlenton—W. L. Pierce.
 Greensburg—R. G. Curran.
 Greenville—J. S. Laird.
 Hanover—J. Percy Barnitz.
 Harrisburg—Markley & Appell.
 Johnstown—A. Adair.
 Johnstown—Flood City Bill Posting Co.
 Lebanon—Chas. A. Ollver.
 Lykens—H. B. Matter.
 Mansfield—The W. D. Husted Adv. Co.
 Minersville—Minersville Adv. Co., L. B. 231.
 McDonald—Bert M. McCartney.
 Meadville—Geo. Knox.
 Milton—A. J. Blair.
 New Castle—The J. G. Loving City Bill Posting Co.
 Philadelphia—American B. P. Co. (Ltd.), 814 Walnut st.

Pittston—Pittston B. P. Co.
 Scranton—Reese & Long.
 Sunbury—Sunbury Bill Posting Co., J. T. Cameron, Manager.

Washington—A. H. Means, 31 W. Chestnut st.
 Wellsboro—A. H. Dartt & Co.
 Wilkesbarre—Wilkesbarre Bill Posting Co.
 Williamsport—Geo. H. Rubb.

RHODE ISLAND
 Providence—Old Colony B. P. Co.

SOUTH CAROLINA
 Charleston—Charleston Bill Posting Co., Fuller & Bernard, Props.
 Charleston—Chas. W. Keogh.
 Columbia—R. S. Marks & Co., 1425 Gates at Georgetown—R. Chas. Griggs.

SOUTH DAKOTA
 Madison—Louis H. Willhite.
 Madison—F. D. Flitta.
 Sioux Falls—Sioux Falls B. P. Co.

TENNESSEE
 Athens—O. M. West Bill Posting Co.
 Bristol—Border City Bill Posting Co., Oliver Taylor, Manager.
 Covington—Howard N. Holsbouser, Box 457.
 Jellico—Thos. Bell.
 Knoxville—Southern B. P. Co.
 Memphis—Van Beuren & Co., successors to Memphis B. P. Co., R. S. Douglas, prop.
 Pulaski—Pulaski Bill Posting Co.
 PULASKI—A. M. Notgrass.
 Union City—Oscar R. Crews.
 Westmoreland—J. M. Louthan.

TEXAS
 Abilene—J. F. Moore.
 Bastrop—Chas. P. Ziegenhals.
 Beaumont—Welcome Rollins.
 Belton—D. F. Gray.
 Brownsville—Valle & Bros. Adv. Co.
 Brownwood—Hiram H. Thomas.
 Bryan—John B. Mike.
 Calvert—James Hooks.
 Clarksville—Chas. O. Gaines.
 Cuero—Richard Harris, Box 33.
 Dallas—Geo. Robinson.
 Eltonia—The Moore B. P. & Adv. Co.
 Gainesville—Paul Gallia.
 Galveston—J. E. Howard, 617 Postoffice st.
 Hillsboro—J. S. Phillips.
 Houston—C. T. Sivals, Box 204.
 Lampasas—Jim Mace.
 Laredo—Eugene Sloan.
 Marlin—Ike Jacobs.
 McKinney—Burnett & Goodin, Box 201.
 San Angelo—Sam Smith, Box 182.
 Sherman—J. Long, 117 East Side Square.
 Smithville—D. E. Colp.
 Texarkana—Lemly Bros.
 Waco—Louia Sternkorb, H2 S. 4th st.
 Whitewright—Niler Lewis.

VERMONT
 Burlington—Central Vermont B. P. Co.
 Burlington—B. P. Co.; Mrs. W. K. Walker.
 Montpelier—Central Vermont B. P. Co.
 Newport—E. H. Norris.
 Springfield—George H. Stiles.
 Waterbury—Central Vermont B. P. Co.

VIRGINIA
 Alexandria—J. M. Hill & Co.
 Bedford City—Wm. W. Hayden.
 Culpeper—J. C. Williams.
 Franklin—Ross L. Leary.
 Roanoke—City Bill Posters.
 Staunton—Wm. Glenn.

WASHINGTON
 Chehalis—City B. P. & Dist. Co., Box 324.
 Colfax—Geo. H. Lennox.
 Dayton—Day's Advertising Co.; Geo. E. Day, Manager.
 Pullman—M. T. Chapman.
 Puyallup—Geo. M. Aely.
 Skokomish—W. P. Shaforth.

WEST VIRGINIA
 Huntington—Will A. Russell.
 Morgantown—M. J. Sonneborn.
 Parkersburg—S. E. Stewart.
 Wellburg—A. B. Noland, Box 232.
 Wheeling—A. W. Baker, 9th and Alley 'C'

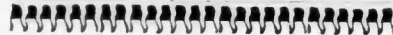
WISCONSIN
 Chippewa Falls—C. G. Sherman, C. D. Poster.
 Elkhorst—Byron E. Butten.
 Ft. Atkinson—Chas. B. Rogers.

Janeville—Peter L. Myers.
 Kaukauna—J. D. Lawe.
 Menominee—The Schwelm B. P. & Adv. Co.
 Menominee—W. S. Schmidt.
 Oshkosh—J. E. Williams.
 Richland Centre—J. H. Coates.
 Sturgeon Bay—Bernard Hahn.
 Wausau—C. S. Cone.
 Waterloo—John Learer.

WYOMING
 Laramie—H. E. Root, City B. P., opera house.
 Sheridan—B. C. LeRoy, 99 1/2 N. Main st.

CANADA
 Clitheroestown, P. E. I.—P. E. I. Adv. Co., Box 175.
 Glencoe—John Foy.
 Montreal—St. Lawrence Adv. Co., 8 St. James.
 Niagara Falls, Ont.—N. Falls B. P. & D. Ag.
 Ottawa, Ont.—Alex Jacques, 115 Osgood st.
 Pictou—H. J. Graham.
 St. Johns—J. Bouchard.
 Sherbrooke, Que.—F. H. Leech.
 Vancouver, C. A.—A. F. Morris, manager, 10 Lefevre Block.
 Windsor—Windsor B. P. & Dist. Co., Box 87.
 D. C. Benjamin, Manager.

HAWAII ISLAND
 Honolulu—Will Prestidge.



THE CINCINNATI PROCESS ENGRAVING CO.
Printing Plates
 By all processes
 614 Race St. Tel. 2722.
 CINCINNATI, OHIO.

JOINTED MAGNETIC HAMMERS
 Just the thing for Card Tackers.



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

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

SAVES CLIMBING.
SAVES WORK.
 Enables you to give your clients a first-class permanent service.

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

DONALDSON LITHO. CO., Sole Agents, CINCINNATI.
 Cash Must Accompany Order. None Sent C. O. D.

COSTUMES.

Theatrical costumes, wigs, beards, grease paints, trappings and accessories for all plays, operas, Mardi Gras celebrations, etc., for sale or hire. Costumes made to order a specialty.

THE W. BECK & SONS CO., Cincinnati, Ohio.

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

THE SOUTH IS OUR FIELD!

We mail all kinds of circulars at 10c per 100, 50c for 250, 1.000, 5c, to five people who read and answer advertisements. Give us a trial. This is all we ask.

RAPID MAILING CO., ALMOND, N. C.

Every Issue of THE OFFICE MAGAZINE,
 A O KITFREDGE, F. L. A., C. P. A., Editor.
 Contains information on office topics.
Worth Many Times Its Price Per Year.
 It publishes only practical articles on practical subjects by practical business men.
Sample Copy Free.
 Issued monthly, subscriptions for a year. Advertising rates on application.
ACCOUNTS ASSOCIATION, Publishers,
 301 Lancashire Bldg., New York City.

First-Class
ORIENTAL
 Performers (Arabs, etc.) in all branches like dancers, leapers, tumblers, etc., male and female, furnished at short notice for vaudeville houses, circuses, museums, entertainments, lodges, clubs, etc., at very low figures, by
ULTMAN & TONELL,
 1327 BROADWAY,
 NEW YORK
 WALTER D. DIXON, Distributor and Sign Tacker, 657 29th St., MILWAUKEE, Wis.

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.

BILLPOSTER CUTS.
 Every Billposter wants a set of these MINIATURE CUTS to put on stationery and all kinds of printed matter. They make most attractive embellishments for booklets, circulars, and announcements. It would cost about \$6.00 to have them designed and engraved, but for only 75 cents we will mail, prepaid, all six cuts, electrots, ready to print from, and credit you with a year's subscription to THE ADVERTISING WORLD. We do this to introduce our splendid journal to all the up-to-date billposters of America. Send to-day and be the first in your town to use them. Address,
Advertising World, Columbus, Ohio

THE LEADING SHOW PRINTERS (LITHOGRAPHIC OR BLOCK) IN THE UNITED STATES USE
THE AULT & WIBORG CO'S POSTER INKS
 ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI, NEW YORK, CHICAGO, ST. LOUIS.

Population 96,000
Distributing Department of Northwest Bill Posting Co.
 H. F. TODD, MANAGER.
 PORTLAND, OREGON.
 This department is distinctly apart from our posting plant, and all communications must be addressed to Mr. Todd.

THERE IS MONEY IN THE PASTE TRADE!
 and the BILLPOSTER should supply the entire demand in his town.
OUR MACHINE MAKES PASTE, THE BEST PASTE AND MAKES IT CHEAP.
 With one of our Machines, you can defy competition, and make a good profit. If you will drop us a card, we will tell you all about it.
J. H. DAY & CO.
 1144 R. Harrison Ave. Cincinnati, O.

THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best). Prices to suit all. Our catalogue tells all about them. It is sent free on application.

THE BILLBOARD

LIST OF
Distributors
MEMBERS OF THE
A. of D.

This list is open to all members in good standing. Names inserted for \$1.00 a year.

- ALABAMA.**
Birmingham—Sheldon McMurray, 1412 5th av.
Montgomery—G. F. McDonald, city bill poster
- ARIZONA.**
Phoenix—The Phoenix Billposting Co., 104 N. Center st.
- ARKANSAS.**
Conway—J. F. Clark, Box 92
- CALIFORNIA.**
Berkeley—W. H. Mathews, 636 2d st.
Los Angeles—F. W. Sablich.
Oakland—William B. Porter, 408 10th st.
Santa Cruz—L. A. Daniels, 9 Locust st.
SANTA MONICA—Los Angeles B. P. Co., 636 Broadway, Los Angeles, Cal.
San Francisco—Owens & Varney, cor. Market and Tenth sts.
- CANADA.**
Ottawa, Ont.—Alex. Jacques, 116 Osgood st.
- COLORADO.**
Denver—John B. Ledan.
Colorado Springs—Curran B. P. Co., Elk Hotel.
- CONNECTICUT.**
New Haven—New Haven B. P. Co., 140 Meadowbrookwalk—J. F. Buxton.
- FLORIDA.**
Jacksonville—Florida Distrib. Co., Box 53.
- GEORGIA.**
Merriam—Chas. Lingo, 105 Forsyth st.
Atlanta—Edw. Bridger, 608 Temple Court.

- Augusta—Chas. R. Rowland, 303 Jackson st.
Columbus—Edw. Bridger, 608 Temple Court, Atlanta.
Savannah—J. E. Campos, 220 Whitaker St.

ILLINOIS.

- Aurora—B. Marvin & Son.
Belleville—L. E. Tiemann, 508 S. High St.
Bloomington—M. W. Cooper, 318 Locust st.
Carlinville, Macoupin County—A. J. Turner.
Centralia—Jos. R. Heffer, 106 E. Broadway.
Chicago—John A. Clough, 42 River st.
Danville—Frank P. Myers.
Decatur—William Mutton, 826 Calfax st.
Evanston, Cook County—American Bill Posting & Dist. Co. Address 280 Madison st.
Highland Park—G. Runey & Son. (Waukegan)
Lincoln—W. K. Maxwell, 113 Kickapoo St.
Mattoon—F. G. McPherson, 1200 Richmond Ave.
Moline—R. H. Taylor, care Windsor Hotel.
Pontiac—Lee Collins, 112 E. Reynolds st.
Rockelle—Chas. A. Hizer.

IDAHO.

- Boise—R. G. Spaulding, 126 E. Bannock st

INDIANA.

- Batesville—Batesville Advertising Co.
Columbus—Walter Doup.
Elkhart—D. B. Carpenter, 525 S. Main st.
Evansville—Evansville Distributing Co., 317 Upper First st.
Ft. Wayne—W. H. Case, 24 N. Miner st.
Frankfort—Chas. Goodpaor.
Goshen—Chas. Krutz, 210 S. 7th st.
Greencastle—John W. Cooper, 24 & 26 S. Ind.
Hartford City—Chas. W. Abbott, Box 166.
Huntington—Benjamin Miles, 8 Everett st.
Indianapolis—Geo. W. Vansyckle, 114 S. Ills.
Jeffersonville—L. H. Ramsey, Lexington, Ky.
Kokomo—H. E. Henderson, 42 N. Main st.
LaFayette—LaFayette Bill Post. & Dist. Co.
LaPorte—W. C. Miller, 620 Main st.
Chicago.
Lebanon—James S. Selver, W. North st.
Logansport—Chas. Schieger, 215 6th st.
Madison—James A. O'Donnell, Box 644.
Marion—John L. Wood, 920 S. Branson st.
Mitchell—W. M. Munson, Jr.
Muncie—Geo. W. Vansyckle, Room 3, P. O. Bldg.
Peru—Chas. W. Stutesman, P. O. Box 114.
Rockport—Robt. M. Smith, 700 Elm st.
Shelbyville—T. F. Chafee & Son.
Terre Haute—Jas. M. Dishon, 29 S. 5th st.
Union City—Ed. R. Thuston, 124 N. Walnut st.

INDIAN TERRITORY.

- Furcell—G. W. Brown.

IOWA.

- Burlington—A. E. Dreier, 1211 Summer street.
Cedar Rapids—W. S. Bye, 720 S. 5th st.
Clinton—H. F. Sanger, 511 S. 2d st.
Council Bluffs—C. W. Nichols, 16 N. Main st.
Des Moines—Chas. W. Orris, 1552 E. Des Moines st.
Dubuque—A. Leonard, 850 Locust st.
LeMars—Wm. O. Light.
Sioux City—A. B. Beall.
Winterset, Madison County—Arthur Gordon.

KANSAS.

- Atchison—L. G. Shaffer, 316 Commercial st.
Junction City—Herman Delker.
Leavenworth—C. B. Hathaway, 1012 Osage st.
Newton—L. Dickey Adv. Co.
Parsons—Howard Graves, Lock Box 124.
Wichita—E. L. Martling, mgr., Opera House.

KENTUCKY.

- Frankfort—Geo. W. Reock, 334 Conway st.
Henderson—Jas. L. Lambert, Jr., 216 2d.
Lebanon—R. L. Nesbitt.
Lexington—L. H. Ramsey, 122 E. Main st.
Louisville—Falls City B. P. Co., 122 E. Main st.
Lexington.
Newport—G. H. Otting & Son, 608 York st.
Owensboro—Owensboro Bill Posting Co.

LOUISIANA.

- Alexandria—T. N. Carnahan, Box 386.
Baton Rouge—Alfred O. Deville, 516 Main st.
New Orleans—J. Garlick, 633 Commercial Pl.
Shreveport—Ed. H. Seaman.

MAINE.

- Bangor—Thomas W. Burr, 47 Hammond.
Bath—Edwin L. Emmons, 33 Lincoln st.
Mechanic Falls—Jordan Adv. Co., 62 Elm st.

MARYLAND.

- Baltimore—John H. Jones, 238 S. Mount st.
cor. McHenry st.

MASSACHUSETTS.

- Attleboro—Abel W. Gilson, 12 Holman st.
Beverly—Luther Cahoon, 44 Cabot st.
Boston—J. Donnelly's Sons, 7 Knapp st.
Brockton—W. F. Gurney, 12 Elbridge Place.
Fall River—Chas. A. Page, 1101 Plymouth av.
New Bedford—A. E. Hathaway, 100 Pleasant st.
Newburyport—W. A. & S. M. Noyes, 39 Pleasant st.
Taunton—A. B. White, 45 Cohasset st.
Uxbridge—Wm. W. Ramesy, Box 363.

MICHIGAN.

- Albion—W. C. Eslow.
Alpena—R. Nolan, 123 White st.
Ann Arbor—Charles Strong, 123 E. Ann st.
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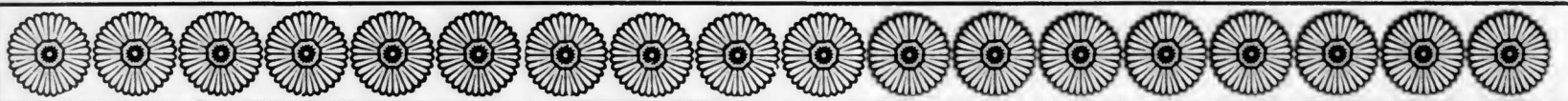
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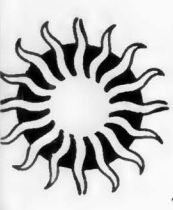
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**Vol. XII #5
March 1900**