

THE BILLBOARD

Vol. XIII, No. 3.

CINCINNATI, SATURDAY, MAY 19, 1900.

PRICE 10 CENTS
PER YEAR \$4.00

Inspection of Hoardings.

To the casual observer it would seem that after a bill poster had gotten his work up, namely, had given the advertiser the showing he is entitled to, according to contract, his work with the advertiser, or what is more often the case, the middlemen, then ceased, except for the mere mulling in of lists and bill. But this is not exactly so. The condition of the weather plays no inconsiderable part during the period of the showing, and then the question of renewal enters into the transaction and becomes a matter of some import.

A first class listed and protected display is what the big advertisers invariably bargain for, and it is the duty of the bill poster to be in a position to give his customers precisely what the contracts call for, in spite of any contingencies that may arise. That day has long since passed when the bill poster simply daubed the sheets upon the boards, or at least as many of them as he could, and then let the showing take care of itself.

Business methods are now in vogue, and all bill posters who have the interests of the craft at heart and are deeply concerned about its future are bending their energies towards a strict and accurate fulfillment of these methods. Yet there are many obstacles to be overcome, many kinks to be straightened out, before the advertisers cease complaining. Every honest and experienced bill poster must admit that one of the most serious drawbacks to the business is the lack of a proper system of inspection. Too much emphasis can not be impressed upon this point, and it does seem rather remarkable that, notwithstanding the many meetings held by those who pose as leaders of the craft, this subject apparently has never been introduced for consideration.

What can be more damaging to the business than for an advertiser to receive a report stating that the bill poster had failed to perform his duty, and that, for instance, stands could not be found on certain locations, as listed, while others were torn down, damaged or destroyed almost beyond recognition. And what is worse for the bill poster than that this information should be false, unjust or malicious, furnished to the advertiser by some incompetent or negligent inspector. Yet such a happening is not an uncommon thing, and vigorous efforts can not be too quickly made to suppress it, for the integrity of the bill poster is at stake, as well as his business methods calling for honorable dealing, which it has taken years to establish. The only real remedy for this nefarious condition, it seems, would be the adoption of a perfected system of inspection. This remedy rests principally in the hands of bill posters themselves, and should not be entrusted exclusively to advertisers, or even middlemen. Of course, all who are interested in the matter should have a voice in bringing such a system into shape, but as the bill poster is the chief sufferer from an adverse and unjust report, it is very clear that he should have considerable to say about the manner in which inspection is done.

At the present time the advertiser usually reserves to himself the right of inspecting, although the middleman sometimes takes this burden upon himself. The advertiser generally calls upon his traveling salesmen to look after this duty, but in some instances he hires an outside agency for the purpose. This agency in most cases nowadays is the American District Telegraph Company, and the nature of the work which this concern is capable of performing is best illustrated by an example. Last week a well-known bill poster in a large Western city called the attention of "The Billboard" to the following facts:

The manufacturers of Heallo Soap, who have been sending out a great deal of stand work during the past few months, shipped a liberal quantity of these stands to the bill poster in question. He took pains to give as fine a showing as could be desired, and mailed his list promptly to the firm. In the

course of a month or more Mr. Mallory, one of the managers of the soap concern, visited the city where the bill poster, who is a prominent member of the Associated Bill Posters, is engaged in business. After making local inquiries as to the reliability and uprightness of the bill posting company, which were met with more than satisfactory replies, he called upon the bill poster and produced for his edification the report of an inspection of the Heallo work which had been made by the A. D. T. Company. The bill poster looked it over and was chagrined to find that the report was anything but complimentary. In fact, it was practically libelous and constituted as detrimental and damaging a document as any that could be circulated against

his firm, or the bill posting craft at large. According to the report, which it was afterwards discovered had been made out on the authority of messenger boys who were sent forth on their bicycles to do the inspecting, about seventy-five of the stands were in execrable shape, damaged and partly destroyed, while quite a few were said to be missing. After the bill poster's anger had cooled down, he insisted that he was entitled to fair play in the matter, and to that end he readily convinced Mallory that the only thing that remained to be done was that both should start forth without delay on a tour of inspection of the hoardings. Although the manager was pressed for time, he deferred to the bill poster's request and spent the whole day

threatened to bring suit for damages, while Manager Mallory positively states that the A. D. T. messengers will never be called upon to inspect another Heallo showing. This incident is a fair sample of the modern method of inspection. A change from this custom is not only desirable, but even imperative. Let us study ways and means whereby a sensible and fair-minded system can be brought into existence. Let us appeal to the "brains of the bill posting business," if necessary, which are said to be lodged in the narrow precincts of Manhattan Island and which, at present, are engaged in exploiting schemes of Utopian promise. Let these men put their endowments and energies to a practical purpose, and with the assistance of their fellow-members throughout the country, let us hope that a system of inspection, suitable alike to advertiser and bill poster, will be quickly evolved. Newspaper have a way of keying their advertisements so that no caprice of ill chance or unfair criticism can be indulged. Let bill poster assemble and put a similar system of inspection into operation. And let this be done as quickly as possible.

A Pioneer Passes Away.

William O. Reagan, second vice president of the New York Bill Posting Company, died at his home in New York City on Sunday, May 6. Death was due to a complication of paralysis and hemorrhage, from which the disease was a sufferer since 1872. During his lifetime he had been attacked by no less than six strokes of paralysis.

Mr. Reagan was 62 years of age, and he took the honor of being the pioneer bill poster of New York City. In 1876 he joined hands with Alex. Clark, under the firm name of Reagan & Clark, which continued until Dec. 1, 1899, when they consolidated with Harry Munson and O. J. Gude and incorporated the New York Bill Posting Company. Mr. Reagan was one of the directors of the New York Bill Posting Company, as well as second vice president. He was also a director of the Paterson Bill Posting Company, of Paterson, N. J.

He was a Grand Army man, and belonged to Anderson Williams Post, G. A. R. He went to the front with the Ellsworth Zouaves, and was with Ellsworth when the latter was shot. He participated in the battle of Bull Run, and was caught in a hay stack and sentenced to be shot, but on account of his identity with the F. & A. M. was given a chance to escape. His funeral took place Sunday, May 13, the interment being at Woodlawn.

How About This, Sam?

What will the members of the Associate Bill Posters have to say when they are confronted with positive evidence that the New York Bill Posting Company, 4 Murray street, New York City, is shipping paper to opposition bill posting firms throughout the country? Mr. O. J. Gude is vice president of the big New York bill posting plant, and one of its ruling spirits; moreover, he is one of the most prominent members of the Associate Bill Posters. How can the gang and its following reconcile these facts when they peruse the following interesting letter?

Inter-State Bill Posting & Advertising Co., 312 Walnut street, Kansas City, Mo.

Gentlemen—We shipped you by express prepaid, one package containing thirty-five 3-sheets, of which post twenty-five for six weeks, reserving the extra ten for renewal. This is for a first-class hotel in New York City, and our clients ask for the very best locations that you have, and request that you place them on separate theater 3-sheet boards. As the theatrical season is about over, we trust that you will follow his instructions and so place them in the central locations and main line of travel, and if results follow from this advertising and you are careful placing of same you may be favored with subsequent orders of this character. Send list as soon as posted to this office. Yours truly,

NEW YORK BILL POSTING CO.,
New York City.

The humor of this letter lies in the fact that the Inter-State plant was sold out about six weeks ago, but this doesn't alter the gravity of the case.



CHARLES BERNARD,
Secretary of the South-Eastern Billposters' Association,
and Proprietor of the Savannah, Ga., and
Charleston, S. C., Plants.



When Pratt Dictates to Gude.

They say that sawed-off Sammy,
That sleek and artful mite,
Just started up that project
To help him in the fight
Which threatens Greater Gotham
Not very long from now;
'Twill be a lively rumpus,
A blooming, big bow-wow.

But the weather will be chilly,
And stormy, rough and rude,
And gold-brick games seem silly,
When Pratt dictates to Gude.

To Meet in Chicago.

A number of prominent Western bill posters will meet in Chicago the latter part of this week, probably Friday or Saturday, in response to the call issued by Charles K. Hager, of St. Louis. The purpose of this meeting will be to exchange views and discuss the alleged merits and benefits supposed to be in store for all those who have signed what is known as the Protective scheme, projected by the Eastern clique. It is impossible to give an actual forecast of the results of this meeting, but it is known positively that at least a half-dozen of the leading Western cities will not put any money into the scheme under any circumstances.

This of course means that Fitch will be compelled to remove a few names from his listed and protected window showing. Whether any of the Eastern gangsters will attend the Chicago meeting for the purpose of whipping recalcitrant members into line is not definitely known, but it can hardly be expected that they would let such an excellent opportunity glide by to show their strength, were it not for the fact that perfect harmony, it is whispered, by no means exists among the bosses themselves. However, the ultimate success of the project depends in a great measure upon the Chicago meeting, and the eyes of the New York gangsters will be strained in that direction for a few days at least.

Ohio State Convention.

Just twenty-three members of the Ohio State Bill Posters' Association were assembled in a room of the City Hall at Xenia, O., when President Phil Oliver rapped the meeting to order at 1:45 o'clock in the afternoon, May 8. Reading of the minutes of the last meeting was dispensed with.

Among those in attendance were the following: President Phil Oliver, of Findlay; Vice President Charles A. Hood, of Delphos; Secretary W. C. Tirrill, of Lima; Treasurer H. H. Tynes, of Springfield; Al and Charles Bryan, of Cleveland; Burrell B. Chapman, of Cincinnati; S. E. Riblet, of Galion; M. J. Kuhn, of Hamilton; C. O. Miller, of Miami; Chas. B. Rodgers, of Sidney; R. W. Ludwick, of Portsmouth; G. E. Pense, of Urbana; Chas. L. McClellan, of Xenia; S. D. Hunter, of Steubenville; Hixson Brothers, of Piqua; Sandusky Bill Posting Company and Columbus Bill Posting Company.

From the very opening of the meeting the Bryan influence—an echo of the Eastern gangsters—began to assert itself in a dominating and bulldozing way. This influence shaped all things pertaining to the meeting to its own way of liking, save one very important matter—and the convention, which was advertised to last two days, was railroaded through in a hurried and high-handed manner. There was only one session, and that lasted about four hours.

The only real exciting thing that occurred throughout the proceedings cropped up during the reading of Secretary Tirrill's report. Then it was that the Bryans made the only blunder of the day, when they attempted to have a resolution passed censuring the president and secretary for authorizing the advertising of the official call of the State meeting in "The Billboard." These efforts were bitter and vindictive, but they failed, and the Bryans accordingly were disappointed and chagrined beyond measure.

A lengthy communication was read, from General Manager F. E. Fitch, of the new Protective company, which contained nothing strikingly new. It provoked hardly a murmur, and no action was taken in regard to it.

During the time allotted to the discussion of trade topics, the representatives of certain tobacco firms were raked over the coals. The matter of the opposition in Cincinnati was not even touched upon. In fact, all questions of great importance were carefully avoided, and the meeting, on the whole, was one of those tame and innocuous affairs, which hardly leave an impress on the memory.

The officers elected for the ensuing year are as follows: President, Charles A. Hood, Delphos; Secretary, Charles L. McClellan, Xenia; Treasurer, S. E. Riblet, Galion.

South African Letter.

Cape Town, April 11, 1909.

To the Editor of "The Billboard":
Dear Sir—Enclosed please find postal order for two years' subscriptions to your much esteemed paper.

We regret to say that owing to the war in this country, trade is absolutely at a standstill, and more especially in our bill posting department.

Everyone is hopeful of a speedy settlement of hostilities, which will mean much prosperity, and will place this country on a proper footing.

American merchants and manufacturers will do well to watch events closely, and they would do well to commence advertising at the present time, as it means the first in will score, the country possessing so many possibilities.

From the enclosed circular you will notice we have the patronage of the War Department of the British Imperial Government, and have received the appointment of sole advertising contractors. Wishing you every success, yours faithfully,

E. G. GLASS,
Proprietor South African Advertising Co.

Levyne's Letter.

To the Editor of "The Billboard":

Dear Sir—Knowing the interest you take in the welfare of all bill posters, I take your paper as a medium of expressing my thanks to my bill posting friends, whose co-operation and hospitality. And as each season passes by I note with gratification the closeness existing between me—as a post-salesman—and they as bill posters.

As a rule, I find the bill posters a hard-working lot of business men, and all they seem to want is to be let alone. As one expressed himself, "We are getting ruel to death." I find the best service in cities of about 50,000 population, and more actual profit in consideration of the investment comes out of a plant of that size than in larger cities. As a large National advertiser said, "Tis just the happy medium."

What most attracted my attention this season was the knowledge of the customers to the inner points of the business, and which I can only attribute to the bill poster.

The hane of the bill poster's life is a three-sheet to be placed on a four-sheet high board, the bill poster to buy only four-sheet high paper.

As a salesman who covers such vast territory I have had abundant facility to become acquainted with so many bill posters that I can see the service grow from season to season, and this education I find among the merchants must be placed to the credit of the bill posters more than to the paper salesman.

I would like to make a trip with my old friend, John Moore, once again to see how his eyes would open at the improvement even in the short time he has been away.

The greatest improvement I find is in the cities of 15,000 to 75,000 population. The very largest cities seem to have stood plumb still. Say, it just popped into my head why Mr. Pratt is working on his 40 or 100 cities plan.

And now, bill posters, wishing you a prosperous year, and once again thanking you for your past assistance, promising you to call again in the fall with "4-high" paper, I remain your truly,

M. L. LEVYNE.

More Trouble for Wilshire.

To the Editor of "The Billboard":

Dear Sir—Some time ago this city passed an ordinance aimed against bill posting, which was so absurdly unconstitutional that even the little, humble police court threw it out as invalid. On the spur of the moment the city appealed to the Superior Court, but later repented their foolishness, and repealed the ordinance, having come to the conclusion that it was invalid, and then passed another ordinance which, although equally unconstitutional, is not quite such an exhibition of aldermanic stupidity as the first one. However, Judge Smith, of the Superior Court, a superior joker, has just declared, much to the astonishment of the aldermen, that their old, abandoned ordinance was quite the right thing, after all, and has intimated that they were too hasty in repealing it. He also went beyond himself, and even advised them that the present ordinance is also quite unconstitutional, and let them know that if ever he has a chance at it he will sustain it.

Incidentally, I was fined \$25 for violating the old repealed ordinance. I will not pay this fine, because the city can not fine me for violation of an ordinance which has been repealed before I had a chance of appealing to the Supreme Court. However, this is a quibble

and unimportant as to the main question of the constitutionality of such ordinances.

I am momentarily expecting a decision from the police court upon the constitutionality of the new ordinance. It is possible at view of the Superior Court Judge's (conservative) decision that the police judge will order, to that decision and hold the new ordinance void. I will then be freed, and upon refusing to pay, will be thrown into jail, and from there I will be taken out on a writ of habeas corpus to either the Supreme Court or the Superior Court, as I may elect. I could go into some other Judge than Smith in the Superior Court, but inasmuch as local prejudices color former decisions, I will probably go to the Supreme Court. However, I have no doubt that almost any other Judge of the Superior Court would decide in my favor. Of course, on habeas corpus I can choose my Judge. The reason this case got before Smith was owing to its being an appeal case from the justice court, which will not be the case with the next one, as I shall not appeal, but get out my writ.

That decision in the Rochester (N. Y.) case against the bill posters there, and which is now in the Court of Appeals in New York, backs up the courts here to decide against me. It will be a good thing when Roche finally wins out, as I have not the least doubt will be the ultimate result there.

In the meanwhile, my business continues at the old stand, with no interruption of trade. In fact, I am getting more business than I ever had before, and no doubt much due to the advertising so freely bestowed upon me by the newspapers.

Faithfully yours,
H. G. WILSHIRE.

Los Angeles, Cal., May 19, 1909.

Hood Purchases Tirrill's Plant.

Delphos, O., May 11, 1909.

To the Editor of "The Billboard":

I wish to inform my friends that on May 10 I bought the fine bill posting plant and everything included with it at Lima, O., owned by W. C. Tirrill & Co., and have taken charge at once. This gives me two of the best plants in the State outside of the large cities.

As I do nothing else but attend to the advertising business, giving it my personal attention, I am prepared to give national advertisers a run for their money.

Speaking of the Ohio Bill Posters' Association, of which I had the honor of being elected President, I had all others in the United States, having more members in good standing and a reputation for service that is second to none.

CHARLES A. HOOD.

Clean Up the Waste Paper.

"The Billboard" has always been a stickler for cleanliness in bill posting. Not only should the hoardings be kept in shipshape condition, but it is the duty of the bill poster to see that the ground adjacent is also kept free from masses of torn and littered paper, which is sometimes washed off after severe storms. Bill posters should give particular attention to this matter, if for no other reason than to prevent newspapers from indulging in unenvied rhapsodies like the following editorial screed which appeared in the St. Paul Dispatch of May 7 issue:

"If the people demand bill boards, and apparently they do, or they would not permit their public highways to become piled high with billboards for transient advertising, they might at least insist that these boards be limited in advertising to some what generous proportions of the board itself. Instead of that, the prairie lots on the outskirts and the city streets further down town are permitted to become whirling masses of advertisements, which the wind blows wherever it lists, and every man knows where it comes and whither it should, according to ordinance, go, but no one insists on that disposition. The pictures are posted up for a week and a day, and serve their purpose. Then they are scraped down in great, irregular masses, to make way for their successors, and if the bill board is raised a few inches from the ground it offers so convenient and enticing a graveyard for these tattered and torn ladies and gentlemen of the stage, the fashions and cosmetics, that they are straightway thrust beneath, and this undertaker's work is done. There may be some follower who is supposed to cart away all this pesty mass of microbe-bearing and disease-breeding material, but he certainly fails to find a not inconsiderable part. With the high winds of recent days there has been an epidemic of waste paper raging about the streets, and its counterfeit presentiments enables one to diagnose the case exactly. It is due, as is typhoid fever and bad government, to the indifference and negligence of the people. They see that ordinances and statutes are placed upon the books, and think the books will look after the execution. Thanks to the housewives of the municipality, the down-town streets are kept as clear from flying papers as thoughtless human nature can be persuaded; but further out there is still ample evidence that in the matter of municipal cleanliness we are barbarians. The paper should go, if bill boards do not."

Chicago.

The R. J. Gunning Company is now just completing the painting of the State of Iowa for "Hull Durham" tobacco. Every important market of that State has been covered and their principal points of vantage covered by mammoth reproductions of the "Hull" conjointly with the business building department the campaign has been a very successful one—"Durham" has forced to the front, and is literally in almost every smoker's pipe of that State.

Many new ads are appearing on Gunning's bulletin boards, notable among which are those for the

"Blind Camera" Company of Springfield, Mass.
"Robert Mantel" Cigar of T. J. Dunn & Co., Philadelphia.
"Big Bird Starch" of the Oswego Starch Factory, Oswego, N. Y.
"Panther" of the Knowlton Danline Company, Chicago.
"Aurora" of the Murine Company, Chicago.
"Edelweiss Beer" of the Schenck Brewing Company, Chicago.

In addition to the above the company has put up a large display about 100 bulletin signs for "Tallwanda." "Blind" advertising has been used in the exploitation of this article, supply the name and a catch-line—direct reading matter on each appearing simultaneously in all parts of the city. The phrases are unique, bright and original, and stirred up a great deal of comment. It is now being followed up by a permanent sign telling the strong features of the "Tallwanda" water.

WILL H. KARNES.

Detroit Doings.

Strauss, Pritz & Co., Cincinnati, O., are using a twelve-sheet poster, advertising the famous "Lewis 66" whisky on our boards. This is the first town in the United States that they have billed, and results thus far have been very satisfactory. Paul Jones whisky is also being billed heavily, and H. N. Martin & Sons are pushing the anti-trust tobacco, "Worth Navy," in Detroit and throughout Michigan. They also are new people on the bill boards, and more than pleased with results.

H. W. WALKER.

Awaiting the Decision.

We are in receipt of many letters from bill posters who are members of the Associated Bill Posters, stating that they would like very much to run their advertisements regularly in "The Billboard," but in view of the board established last October by the directors of the organization they prefer to avoid trouble with their arbitrary rulers. But just as soon as the matter is settled by the United States Circuit Court they will be with us again, strong as ever.

"The Billboard" enjoys popularity among the masses, and is widely read. The large advertisers peruse its columns closely.

The policy of "The Billboard" is to try to do no single man or clique of men. We supply go after the news and print it regardless of fear or favor, and we have abundant evidence that thousands eagerly read our journal through every week.

Cincinnati Fall Festival.

Cincinnati is making energetic efforts and displaying surprising enthusiasm in the preparations that are now well under way for the great Fall Festival, which will be held during the latter half of September.

This festival will be advertised like a circus. There will be innumerable three-sheet and all sizes of work, up to twenty-four sheets in size. Nobody within 100 miles of Cincinnati will have any excuse for not knowing that Cincinnati has on her holiday clothes during the ten days between September 19 and 29. It has been determined to get out a booklet, giving in detail the program, as proposed and which is now under revision. Manager Ziegler has received bids and offers of corporations from other cities, but the association has determined that all this work shall be left in Cincinnati. Some magnificent designs have been received from the Donaldson Lithographic Company, the Henderson Lithographic Company, the Equiper Job Print, the Russell & Morgan Company, Hennegan and others. The pictorial and descriptive work is to be divided equally among all Cincinnati's great concerns. The designs for the illuminated program are particularly gorgeous, and they will be carried out to the letter.

Athens, Tenn., Affairs.

To the Editor of "The Billboard":

Dear Sir—My work for the past month has been phenomenal. Have had more than I could do, and was forced to strengthen my force and build new boards. The census license in this State is so heavy that few citizens can make money, and being something of a politician myself, I am making a great effort to get the taxes reduced. Any hard lick you can hit our tax law and the legislature in general will be greatly appreciated by the bill posters of Tennessee. I would be glad if you would state that I have started this movement, and request bill posters in Tennessee who are interested in the movement to correspond with me.

I have just completed large contracts for the Continental Tobacco Co., New York; New Spencer Med. Co., Chattanooga; I hold contract for all Tennessee for these companies: Dr. Shoon Med. Co.; Chattanooga Med. Co.; Pargard Special Co., Atlanta; Coca Cola Co., Atlanta; Pencil Co., Nashville; Hatch & Med. Co., Chattanooga; Perma Co., Columbus; Chattanooga Carnival; Athens City Directory, and others.

There is a good opening here for a client, as it has been five years since we have had a good one.

I wish "The Billboard" the top of success,
O. M. WEST,
Mgr. West Bill Posting Co.

"The Billboard" Directories.

Once more we call the attention of bill posters and distributors to the importance of having their names appear in our weekly lists of directories, which will start with the issue of June 2. For the sum of \$1 your name will thereby appear before the advertisers of the whole country for fifty-two times during the year. All men in the advertising business know that it pays to advertise themselves, and this is the reason why we ask you to put your name in, simply because it will pay you to do so. We do not seek your advertisement merely as a favor or because of loyalty to our cause, but because it is an excellent business investment. Let your light shine before men, and let advertisers know that you are in business. No journal devoted to the interests of proper and paying publicity is more closely scanned by the large advertisers than the "Weekly Billboard." We have a multitude of flattering letters to substantiate this statement. Our directories are in constant use by these big advertisers; the men whose names appear in these lists will tell you so, and they know by fruitful experience. A few have written that they can not afford to keep their names in weekly, but this argument is a very weak one. If our directories can bring more than four dollars' worth of work which a bill poster or distributor would not otherwise get, then the bargain in itself is an excellent one, but then our directories are sure to bring more than ten-fold the amount invested, and that is as good a bargain as anyone can desire. By all means, have your name in from the start.

Not Jim Dishon's Men.

With the opening of spring and the advertising season, says the Terre Haute Express, property-owners and citizens in general are making complaint of the promiscuous distribution of dodgers and boys and men tramping over lawns surrounding residences. The city has an anti-dodger ordinance, but so far there has been little effort to enforce it, and in consequence of this lack of interest on the part of city officials, the yards or residences have become strewn with papers and greatly damaged by the distributors walking over the grass. The men who disregard the dodger ordinance are not the distributors employed by J. M. Dishon, the city bill poster, as he insists on his men placing every bill in the letter boxes, and especially warns his men against walking on lawns.

"I watch my men closely," said Mr. Dishon, "and if I am satisfied that my men are regarding the throwing of dodgers in yards and tramping over the lawns have been ignored, the man is discharged. My men have been informed in order that they may be identified, and I will be glad if any person who can catch them violating the ordinance will notify me. I am just as anxious as residents to insist on my distributors placing dodgers in the letter boxes and keeping off the grass. Bill posting and distributing is my business, and I believe it is necessary for the success of my business that all laws and ordinances should be obeyed. I would not allow a man or boy to throw a bill in my yard or walk over my lawn, consequently I insist on my men respecting other people's property the same as my own. If bills are thrown in yards it is not my men, and I want the public to know it. Many property-owners have made complaints to me within the past few days, but on investigation it was shown that I had nothing to do with the men who were violating the law."

Waterbury, Conn., News.

I have second shipment under way from Mr. Miles Med. Co. since January. About cross-road advertising I will say it costs from \$5 to \$10 per thousand to reach small villages in my section. I know it, and have been told so by firms who have tried small villages. I could mail advertisements to said villages at less expense; to about twenty to thirty-eight small manufacturing towns and farming districts, if advertisers desire this service. I take good care of same. Local barbers have been well supplied with Peruna books. Pinkham booklets distributed in center of city twice. On one street about noon I have seen the man throw from eight to twelve pieces on the veranda floors. Of course this saves a great amount of work for that distributor, and keeps him from going to the outskirts. These two firms do not seem to care about their advertising matter, or else do not want to pay anything to have their work done properly. Dr. Chase, Philadelphia, made two distributions here. They have a new man each time. Smith's Green Mountain Renovator has a sign in drug store, size of bass drum; glass signs in front, with advertisement on same, red glass.

Kingling Bros' Circus has been here. They had a fine parade. Paws-Sells Bros' show here May 17, and New Haven May 19. We have had two ten-cent side-shows in town for over two months. J. A. NEFFE.

The Amazons Again.

Dorcy, Conn., May 11—The Woman's Club of Dorcy, Shelton and Ansonia has instituted another reform by attacking the handbill nuisance, which it is determined to abate. At its last meeting, Mrs. James R. Mason, chairman of the Civic Committee, took the matter in hand and secured the club's permission to pass copies of the following petition among the members for the purpose of obtaining signatures: "The distribution of circulars and

handbills having become a public nuisance and a great annoyance to the householders of the associated communities, the undersigned citizens do hereby appeal to all merchants, managers and agents of D. R. Y., Shelton and Ansonia and neighboring towns to cease this mode of advertising." As many of the merchants have already signed the petition, the presumption is that the nuisance will soon cease.

The new woman is certainly a wonder. What next?

An Advertising Bombshell.

An Italian inventor has recently invented what he calls an advertising bombshell. The bombs are made of paper-mache, and are designed, consisted of two members adapted to screw into each other, leaving a space for the explosives and a space for the handbills, a fuse considering the unique distributing device. The idea is to send this bomb up in the air in rocket fashion and then have it explode, when, instead of a shower of toy balloons, mice, cats, elephants, dice, flowers, etc., descending, as is usual in Japanese day fireworks, a shower of hand bills would be scattered broadcast over the streets.

Leads to Obscurity.

Some one has discovered that there is a peculiar harbinger of comparative obscurity hovering over the doubtful honor of having a cigar named after you, if you happen to be a stage player. Jessie Bartlett Davis was stung with perfect happiness four years ago when she received a box of Perfect's bearing her name on the cover—and now she is in retirement. Robert Mantell thought it an excellent advertising device to have his portrait pasted on every cigar and newspaper of the country as the trade mark of a cigar, but now he is certainly on the decline.

thmus of Tehuantepec. Their intentions are to send their circulars broadcast throughout the United States and to every part of the globe where people are interested in the cultivation of tropical products.

"Philadelphia merchants are mighty candid advertisers," says the advertising man. "I've always known that fact, but I never saw it so strikingly illustrated as I did in the Philadelphia papers recently. I picked up one of the leading papers there and read over the bargains the big stores had to offer, and in the middle of one advertisement, under the head of 'Hats' I found this: 'What do you get when you buy a \$4.00 hat at other stores?—stuck. Same here, \$3.50.' Of course I thought it was a break, but I got the other papers and I found the same thing in every one of them."

TIPS.

The following is a list of probable early spring distributing advertisers:

- Akron Cereal Co., Akron, O.
- J. W. Brant Co., Albion, N. Y.
- Wakelam-Brown Drug Co., Baltimore, Md.
- Dr. Klimer Co., Binghamton, N. Y.
- Dis. F. E. & J. A. Geege, Boston, Mass.
- Potter Drug & Chemical Co., Boston, Mass.
- C. L. Graves & Son, Boston, Mass.
- E. C. Cowdry Co., Boston, Mass.
- Foster-McBurn Co., Buffalo, N. Y.
- Gerhard Mennen Chem. Co., Buffalo, N. Y.
- Dr. Pierce, Buffalo, N. Y.
- Hutton Remedy Co., Buffalo, N. Y.
- Newbro Drug Co., Butte, Mont.
- Pope's Med. Co., Charlotte, Mich.
- New Apensen Med. Co., Chattanooga, Tenn.
- Thatcher Med. Co., Chattanooga, Tenn.
- New Spencer Med. Co., Chattanooga, Tenn.
- Chattanooga Med. Co., Chattanooga, Tenn.
- Provident Medical Institute, Chicago.
- Pabst Chemical Co., Chicago, Ill.
- Hanson's Ready Recovery Co., Chicago, Ill.
- Boston Med. Institute, Chicago, Ill.



One of The Minnesota Advertising Company's Bulletins.

and is successful only in small cities. Agnes Booth also had her name on a cigar wrapper, and she is now living in retirement in Boston. Lillian Russell made up her mind to have a cigar named after her—and behold, she is now a burlesque actress at Weber & Fields' music hall, and the public sees her no more.

Time to Callers.

A business man of Sterling, Ill., is the originator of a novel advertising card. It is in the form of business rules, and gives the length of time a business man should devote to callers. Among other rules are: Peddlers, one-fourth second; friends who want us to go to lunch, thirty minutes; friends who wish to give an order, thirty minutes; friends who want to talk lumber, all day; friends who want to borrow over \$50, no time at all. Reporters are allowed ten seconds. The last rule is subject to amendment, in case the merchant has some important news to impart.

Tallahassee, Ga., is rejoicing over a brand new set of bill boards. James G. Stickney is the owner of the plant. He is a member of the I. A. of D.

Every member of the Associated Bill Posters who possesses a spark of manhood knows that he has a right to a voice in the choice of the Board of Directors, and will fight for that right.

The management of the Interceanic Road, whose headquarters are in the City of Mexico, have decided to introduce a new style of advertising in that country. They will use a recent article published in the "Two Republics" as a circular, describing the many advantages in the close connection made by their road with the Alvarado Road at Vera Cruz, thereby facilitating travel to the Is-

- Roy Med. Institute, Chicago, Ill.
- Dr. W. S. Burkhart, Cincinnati, O.
- Coffee & Spice Co., Columbus, O.
- Acme Chemical Co., New Orleans, La.
- Peruna Drug Co., Columbus, O.
- Dr. Harter Medical Co., Dayton, O.
- The Sprague Pub. Co., Detroit, Mich.
- Kennedy & Keigan, Detroit, Mich.
- Dr. Miles Med. Co., Elkhart, Ind.
- The Cooking Club Pub. Co., Goshen, Ind.
- La Harpe Pattern Co., Grand Rapids, Mich.
- The Guarantee Medical Co., Hot Springs, Ark.
- Van Camp Co., Indianapolis, Ind.
- Dr. N. C. Davis, Indianapolis, Ind.
- I. C. Huhinger & Co., Keokuk, Ia.
- Allen Olmstead, LeRoy, N. Y.
- S. C. Wells & Co., Le Roy, N. Y.
- Frank O. Reddish, Le Roy, N. Y.
- Wilson Drug Co., Lexington, Ky.
- Bright's Chemical Co., Little Falls, N. Y.
- C. I. Hood & Co., Lowell, Mass.
- L. E. Pinkham Med. Co., Lynn, Mass.
- Sterling Remedy Co., Mineral Springs, Ind.
- W. H. Comstock, Morristown, N. Y.
- Kendon Mfg. Co., Minneapolis, Minn.
- India Spice & Drug Co., Marietta, O.
- Abbey Effervescent Salt Co., New York.
- Dr. Radway & Co., New York City.
- Humphreys Med. Co., New York City.
- Seely, Fitch & Co., New York City.
- A. M. Blumberg & Co., New York City.
- Tarrant & Co., New York City.
- R. & G. Corset Co., New York City.
- Health Food Co., New York City.
- N. Y. Condensed Milk Co., New York City.
- Sam W. Hoke, New York City.
- Dr. Chase Co., Philadelphia, Pa.
- Fels & Co., Philadelphia, Pa.
- Dr. Bosanko Co., Philadelphia, Pa.
- Hand Medicine Co., Philadelphia, Pa.
- Dr. C. I. Shoop, Racine, Wis.
- Miller Drug Co., St. Louis, Mo.
- Koska Mfg. Co., South Bend, Ind.
- Novelty Plaster Works, Southville, Mass.
- Dr. B. J. Kay, Saratoga Springs, N. Y.
- Raver Med. Co., Toledo, O.
- Cheney Med. Co., Toledo, O.
- Merchants' Association, Williamsport, Pa.
- I. B. Ford Co., Wyandotte, Mich.

NOTES.

Guy W. Hart is the bill poster at Lake Oaessa, Mich., and, according to L. I. accounts, is an enterprising hustler.

There is much speculation as to the reason why Balie Carroll so suddenly dropped out of sight and sound. Guess the gang could explain.

J. B. Nevin, manager of the opera house, Rome, Ga., writes that he will institute an opposition bill posting and distributing plant in that city.

The following clipping is from "The Citizen," of Athens, Tenn., and is a positive proof that advertising in the smaller towns brings its results:

We have received the May number of "The American Printer." It is one of the handsomest of the illustrated monthlies, and does great credit to the publisher, Mr. J. Clyde Oswald.

One of the best bill posting lists that has ever come under the observation of "The Billboard" is that issued by the Los Angeles Bill Posting Company of Los Angeles, California.

Lewis N. Morton, writes that he has started a bill posting plant at Shawnee, Okla., a good town of 8,000 population. Shawnee's population existence only four years ago, and was without a regular bill poster until Mr. Morton started in.

Robt. J. Wilson, the advertiser and distributor at Kewanee, Ill., notifies us that he has received his certificate of membership in the I. A. of D. He says work this year has been very good, and he contemplates starting a bill posting plant.

J. Wier, of the firm of J. Wier & Son, city bill posters and distributors, Nebraska City, Neb., writes to inform us of the death of his daughter-in-law, which occurred on May 4. She was 28 years of age, and had been ill for several months.

According to an exchange, the advertisements on the cars, omnibuses and tickets of the London County Council tramways brought in nearly \$10,000 during 1899. Of this the Council netted about \$20,000, the balance going in commissions.

W. H. Steinbrenner, the well-known Cincinnati distributor, has recovered from his recent illness. He reports that the annual convention of the I. A. of D., scheduled to be held at Kansas City, will very likely be changed to Detroit or Milwaukee and postponed till August.

By order of the street committee of the village council of Painesville, O., tin and cardboard signs advertising plug tobacco, yeast, soap, etc., are being torn down from telegraph and telephone poles. More than 2,000 have already been removed. The act is taken under a hitherto unenforced ordinance.

R. W. Lodwick, the bill poster and distributor at Portsmouth, O., was a "Billboard" caller on May 9. He is a hustling young fellow, who succeeded in knocking his opposition out of business about a year ago. His plant is strictly up to date, and he reports that both his bill posting and distributing departments are continually increasing the volume of business.

"The West Bill Posting Company, of this city, has come to the front in that line of advertising. They have just completed a contract with the Star Tobacco Company for all towns between Knoxville and Chattanooga, and the elegant displays on their board have attracted much attention. This is one of the largest advertising companies in East Tennessee. Manager West says he has posted over 10,000 sheets this month."

Al Bryan has held many important official posts in his day, and has exhibited considerable executive ability in the discharge of his duties, but no position has ever weighed him down, he declares, with so much responsibility, worry and insomnia as the directorship of the Eastern Cigar's white elephant journal, which was handed over to him at a recent meeting during his absence and without his asking. Al, moreover, says that his position as director of the International Distributors' Association is also very trying and onerous.

According to the "Berkeley Gazette," of Berkeley, Cal., the slightly bill board has at last made its debut in Berkeley. It has selected the most conspicuous corner in the city. Passing to and from Berkeley Station the traveler will soon see emblazoned on green signs, in red letters "Borrow Money From Uncle Bill," "A Long Sweet Puff," or at "The Dewey Next Week." It is veritably an age of show. The business world expects a man to display his sign and make himself known. The American child learns its letters at the early age of three or four years. One-third of life is perhaps spent in reading, and every advantage possible is given the young student an opportunity to learn. Bill-posting agencies recognize that striking colors add attractiveness to the sign, and, accordingly, following the first law of color, sight and sensation, display their signs in bold colors.

Moline, Ill., Matters.

News in this section is very scarce. The reason is because I am too busy to pay any attention to anything but work. I have put out upward of 70,000 booklets and samples so far this season, and have correspondence for several thousand more. My bill boards (of which there are 1,700 running feet) are fairly well filled, and I have plenty of paper on the way to fill them. I am satisfied this will be the banner season for outdoor advertising, and I can cheerfully state that I attribute part of my success to the advertisement I ran in "The Billboard." You are all right. Very truly yours, R. H. TAYLOR.

THE BILLBOARD.

Published Weekly at

27 East Eighth Street, Cincinnati, Ohio, U. S. A.

Address all communications

to the editorial or business departments to

THE BILLBOARD PUBLISHING CO.

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

ADVERTISING RATES:

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

The Billboard is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Fremont'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 manuscript; correspondents should keep copy.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher Code.

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

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Saturday, May 19, 1900.

OPPOSITION

Opposition has been the problem which has bothered the Associated Bill Posters more than all other trade questions combined, for the simple reason that in spite of the most rigid regulations it has never ceased to exist in certain forms and in various localities. Those who are most experienced and conversant with the subject freely declare that there is only one sure way of driving an opposing element out of the business, and that is for a bill poster to fight his own battle by starving an opponent out and keeping the work off his boards at any cost.

The only requirements for success in such a contest are a thorough knowledge of the business, full confidence of the local commercial community, coupled with tact and a limited amount of capital. Against this composite and co-operating force, no amount of aggressiveness, backed by abundant bank-rolls, can eventually triumph.

It is well-known that many oppositions have failed disastrously in the past, not because of insufficient finance, but owing to the lack of practical and detailed knowledge of the modern system of bill posting. Without this knowledge, which can only be acquired by time and experience, there can be no success, and this fact is fully realized by the leading representatives of the craft.

One of the greatest latter-day bill posting fights took place last summer, and although this contest was a comparative brief one. The amount of ill dog tenacity and dare-devil defiance displayed by the respective gladiators was so maddening and foolhardy that when the smoke and din of battle had cleared away it was found that the casualty list included an aggregate loss of something more than 50,000, about evenly divided. Yet this stupendous clash might have waxed much longer and still hotter had not

one of the field officers literally got down on his knees and begged his associates of the East to hasten to his support and save his firm from annihilation. These men of the East put the whole machinery of their organized force into action, and then responded. Their efforts were not in vain, for they succeeded in bringing about a condition of peace, it is true, but was it not at the humiliating sacrifice of a one-sided compromise? And even at that the surface-condition of peace obtained can not conceal the old scars and aching wounds, and from those apparently serene skies it would not be surprising to behold a thunderbolt dart suddenly forth at some future date.

In San Francisco, up to within a few months ago, a bitter fight was in progress for about three years, and at the finish the accumulated losses, it is estimated, were considerably in excess of \$200,000. But from out that pile of charred ruins the phoenix of a magnificent out-door advertising service arose, and the Golden Gate city can to-day boast of a plant second to none in America. It can also justly claim a triumvirate of proprietors who are as brainy, accomplished and energetic as any to be found elsewhere in this line of business.

At the present time New York City appears to be in a rather sullen mood, and unless all signs should fail and the predictions of the soothsayers prove erroneous, something, which can not be classified as a mere skirmish, will likely transpire before the October ale begins to circulate. Many bill posters are under the impression that this struggle will be a sort of an underground affair until the rallying wind-up, while some are shortsighted enough to believe that loving-cup at Atlantic City may be an effective means of reconciling the opposing forces. Loving-cups have been called into service in the past, but their cementing influence was found to be about as ephemeral as the sparkling effervescence they contained. At all events New York will continue to be the cynosure of all eyes, until some outbreak occurs or some understanding is reached.

ATLANTIC CITY.

By the way, the Atlantic City convention is near enough at hand to cause bill posters to begin to don their thinking caps. This resort by the seashore with its famous board-walk recalls many pleasant reminiscences to the fraternity. Three years have glided by since the Associated Bill Posters assembled there, and some of the events that took place at that time involuntarily flash across our minds to-day. For instance, it will be remembered how Gude arrived in pompous style, just a day late, with an attack of gout and a colored lackey in livery. Nor will it be forgotten how Stahlbrodt made a fruitless attempt to have the editor of the official

organ banished from the convention hall. And that wind-jamming stool-pigeon from up the state. Who could forget him? Let's see; where did he come from? Some village on the outskirts of Buffalo, with a population of about—well, Rukey is familiar with such things. How he did pose and push his chest out! And, under secret instructions from Stahlbrodt, how he did sport throughout the various sessions, until he became a veritable bore. Wonder if he's going to monopolize the floor this year. Then, again, there was our esteemed friend, Eddie Donnelly, who met with an outside attraction about the middle of the meeting and never showed at a session thereafter. And the hall to which Sam Robison first welcomed the visitors should not be left in the background of reflections; nor Hote's beaming bunch of dangerous smiles and still more risky stories. Shall these fascinating scenes and episodes be reproduced this year? Wait, and we shall see.

Favorite Songs of Prominent Craftsmen.

- Charlie Hager—"We've All Been There Before, Many a Time."
- Fred Fitch—"Oh! It's Easy; Dead Easy."
- Bob Gunning—"When the Robbins Nest Again."
- Sam Pratt—"Won't You Come and Play With Me?"
- Ballie Carroll—"Do They Miss Me at All; do they miss me?"
- Bob Campbell—"Oh! I'm the Bogie Man."
- Charlie Bryan—"There's Only One Gang in All This World for Me."
- Sam Hoke—"You Can't Lose Me, Charlie."
- Hurr Robbins—"I'm Monarch of All I Survey."
- George Leonard—"Whistle, and I'll Come to Ye, My Lads."
- Oscar Gude—"When This Cruel War Is Over."
- Tom Chapman—"I'm Happy 'cause Ma Honey's Come to Town."
- Barney Link—"The Cows Are in the Clover."
- Frank Fitzgerald—"On the Sidewalks of New York."
- Mike Breslauer—"Over the Hill to the Court House."
- Tom Murphy—"Push Dem Clouds Away."
- Al Bryan—"Put Me Off at Tokio."
- Charlie Houghtaling—"Just Tell 'Em That You Saw Me."
- Jim O'Mealla—"Say Au Revolt, Hut Not Good-by."
- Sam Robison—"There'll Be a Hot Time in the Old Town."
- Jim Curran—"Rag Time Melodies."
- Ed Stahlbrodt—"Will You Walk Into My Parlor?"

They Say —

Reports from all sections of the country show that an immense amount of distributing matter is being placed.

Walker Co., of Detroit, have built up an excellent plant and are carrying a fine line of work, both local and national.

That Charlie Bryan's motto seems to be, "The Eastern gang can do no wrong." Charlie knows how to carry out instructions.

That the gangsters expect to remain in power another year yet, although a strenuous effort will be made to defeat them at Atlantic City.

The cheapness of the bill board method of advertising and the prominent publicity thereby obtained are its strongest recommendations.

The New York Bill Posting Company is sending out to a number of large cities some attractive three-sheets, advertising the Plaza Hotel, of New York.

That many bill posters are still prone to couple the name of Campbell with that of C. H. Hood in connection with the latter's collectorship fiasco in Chicago.

That Lou Ramsey is gradually but surely extending his interests throughout the State of Kentucky. Wonder if Lou is as great a baseball fan as he used to be?

Numerous bill posters are authority for the statement that the Kansas City Bill Posting Company is the slowest firm in the business in answering correspondence.

The appearance of the bill boards in several large cities would indicate that many of the prominent railroad lines have at last adopted poster advertising in earnest.

That Jim Curran will have more than the usual number of kicks to register when he comes East this summer. Jim says, with a grudging chuckle, that he's in real earnest this time.

That neither side in the New York struggle has shown any indication of an attack of polar propros or frapped underpinnings as yet. Campbell ought to be there with his milk-white plume.

That many of the cities set down in Fitch's list as having paid up a certain amount to the Protective Company have not in reality contributed a single penny, nor do they intend to do so.

That Old Hote laughed leeringly up his left sleeve when he heard the report that Gude and Stahlbrodt were contemplating another permanent reconciliation act by forming a partnership.

That Charlie Hager is simply sawing wood in a serious, silent way. For the benefit of Frank Fitzgerald and a few others who have much difficulty in telling him "how it ought to be," Charlie has purchased an ear trumpet.

A number of the leading distillers of the country have become regular patrons of the bill boards in the past few years, and, according to reports, the results secured by this method of advertising has proved abundantly satisfactory.

That the venerable O. P. Fairchild, of Covington, Ky., attended the Ohio State convention for the chief purpose of gaining further information regarding the Eastern combination project. But he found nothing there to expand his knowledge in the matter.

That W. C. Tirrill, of Lima, O., is deserving of much credit for the able manner in which he served his state organization for several years in the capacity of secretary. Not only is Tirrill a great hustler, but he is also exceedingly popular and widely known.

That Colonel Burr Robbins simply looks on and smiles inwardly. Only a few of us know where the Colonel has just emerged from when he struts down Madison street on certain afternoons with a jaunty air, a clean-shaven face and a highly polished pair of boots.

That the clam-like silence and menial humbleness of Henry H. Tyler at the Ohio State Convention was a perfect revelation to his confederates. Henry surprised every one by voting solidly with the Bryan gang on every point. Can it be possible that Stahlbrodt has frowned him into line.

That George Rife, with that same perennial air of contentment and smiling self-satisfaction, paced along as leisurely as of yore. Wonder why Sam Robison hasn't attempted to steal Baltimore before this? Hey, George? You know the covetous glances he once cast towards Washington.

A certain well-known Ohio bill poster has a stack of the gangsters' official organs in his office, from which the wrappers have never been removed. They represent the accumulation of months. "I quit reading it a year ago," he explains, "for I never found anything in it worth while."

That Tom Murphy, of Brooklyn, would like to know why Bob Campbell, of Chicago, failed to keep the promises he made at the Waldorf-Astoria Hotel in New York last March. Tom ought to get a few pointers from Gus Dreutzer, of the Riverside Printing Company, in regard to Campbell's promises.

That George Leonard has a hee-a-buzzing. Probably that's the reason why he was present at the Wisconsin State convention, and is making similar other trips. Well, George is a first-class fellow, even if he is closely allied with the gangsters, and we wish him no disappointment. Geographically, he is far enough away from the curve & twist manufacturers to be an acceptable candidate.

That when "Roaring Robert" was in control of "The Billposter," in Chicago, he had the temerity to permit his name to be presented as an applicant for membership in the Peas Club of Chicago. Shade of Horace Greeley, Charlie Duna and Joe Medill! The "Roarer," as an editor, is just as amusing as Hobbie as a business man. But then he was advised to withdraw his name before being black-balled, and skulkingly did so.

That the most amusing and excitable incident to mark the proceedings of the Ohio State convention was the attempt on the part of the Hyman to pass a resolution of censure against President Oliver and Secretary Tirrill for advertising the State call in "The Billboard" in preference to Stahlbrodt's sheet. Both officers explained this action on the ground that they wanted the bill posters of Ohio to know that a convention was to be held, and that "The Billboard" was the only means of imparting that information. Then Charlie Bryan, in a spirit of rancor, introduced the censoring resolution, while Al Brentbliss jumped to his feet and seconded it. But it met with the fate it deserved—it was defeated.

One of the most prominent officials of the Associated Bill Posters and a director of the official band organ, wrote the following to the editor of "The Billboard" under date of May 10:

"You ask me to give our advertisement to your paper, and I most willingly would do so if I could see myself clear out of it. Any information I can give you at any time don't be bashful in writing. As to my opinion of the so-called official organ, I don't think it is worth ten cents a year as far as the bill posters are concerned."

TENT SHOWS.

The Circus Season.

Now the merry circus season spreadeth o'er the land;
Mark the flaming posters looming up on every hand;
Maiden with the six-foot tresses;
Trapeze girls in scanty dresses;
Dancers from unknown wildernesses;
Girl who lion fierce caresses;
Birds that no known land possesses;
Calliope that nerves distresses;
Clown who ancient jokes expresses;
Farmer who at shell game guesses;
Procession that with pomp progresses;
All of which our wealth assesses.
See the people throng the sidewalks when they hear the band.

Note the fearless bareback rider dashing 'round the ring;
See the ancient dame from a lofty trapeze swing;
See the red lemonade a-flowing;
Mark the last year's peanuts going;
Scent the jungle zephyrs blowing;
Hear the sacred white bull lowing;
See the strong man make a show of
That a half-ton weight he's throwing.
Mark the rural lad, all-knowing;
Hear the scores of babes crowing;
Watch the cowboy's lasso-throwing;
And the baby lion growling;
Crane your neck and strain your eyes at every wondrous thing.

Hear the small boy's fervent pleading to attend the show;
Pater says the kid needs guarding—so he'll also go;
Even mater gets excited
When the big white tent is sighted,
Hints until she is invited;
Pink shirt-waisted girls delighted,
Stirgy dad is much affrighted;
Urchin's face with joy is lighted,
Skies with rain clouds are benighted,
Hopes of sunshine always brighted,
Every other thing is slighted
When the circus has alighted;
Night as well pull down the shades and lock the door, and so.

—Colorado Springs Gazette.

Sells-Gray Shows.

If there is any one show in America about which more curiosity is manifested than another it is the Sells-Gray show, which opened at Elwood, Ind., May 5. Every one in the business knows Will Sells, and all are keenly interested in his venture.

The show made Aurora, Ind., May 12, and the Cincinnati contingent was present in force. Among the visitors were Dan R. Robinson and wife, Jas. Hamilton and wife, Rud Hynka, Chas. Arnold, Mike Mueller, Mrs. Nobby Clark and many others.

The weather was all that could be desired, but the show was not seen to the best advantage. An accident to one of the cars had spilled a lot of stinkers, only four of which had been recovered, and the accident, coupled with extremely bad weather for four days previous, had resulted in many of the workmen deserting. As a consequence they were slow in getting up.

Barnum has the canvas

There are six cages in the menagerie, but these are supplemented by three tableaux wagons and a water buffalo, and the arrangement of the candy stands does away with all suggestion of bareness, and conveys an impression that is satisfactory to the average visitor.

The tops are by Murray, the menagerie being a 65 with two 30-foot middle pieces, and the big top 110 (which lays out 103), with two 50-foot middle pieces.

The ring performance, however, is great, and proved not only a great surprise, but a source of wonder to all present. It is a safe bet to assert that it is the best offered by any ten-car show on the road. "Stick" Davenport is riding in great form. Rose Marretta is at her best, and her protegee, Miss Edna, is certainly a wonder. A great many marvelous things have been said about this young lady's riding lately, some of which have seemed at times to have been overdrawn or at least overenthusiastic.

Since witnessing her act, however, we are able to state unequivocally that it is the most finished, graceful and daring lady principle act in America. The ease with which she throws somersaults and the lack of effort with which she regains her balance and easy poise are unequalled. Description or adulation, however, are of no value in conveying the many merits of her turn. It must be seen to be either understood or appreciated.

"Stick" Davenport is also entitled to unbounded praise. His riding this year is far and away above the average. He has improved most wonderfully.

The clown band is another pleasing feature of the performance, and Harry Tyler's high diving dog, "Charlie," is fairly entitled to recognition as such also. This dog climbs a perpendicular ladder of 40 rounds to a platform right under the hood of the canvas and jumps to a net. His work is all done "lovely," barking and with tail wagging. He enjoys it and requires no orders or cues from Tyler from the time he starts up the ladder.

The seating capacity, as we said before, was rather limited, but this has been rem-

edied ere this. The blues are ten tiers high and the reserves eight tiers high.

There are two side shows, one the regulation museum, the other a hooche-coochee joint generally uptown.

The concert is fairly good, as concerts go. Bunk Allen and John Barton have all the privileges. John Talbert does the fixing. Genial Nobby Clark is selling belts. John Hummel is manager in the absence of Mr. Sell, who is performed obliged to jump on the advance frequently.

Shorty Green has the stock, and it is all good stock, too. It was nearly all furnished by Gray, who, by the way, has had several seasons' experience in a small way, and bids fair to develop into a very able showman.

There are ten cars, and, resplendent in new paint, they make a very brave appearance.

Mr. Sells is deserving of great credit. Every one who knows the disadvantages under which he labored, and the difficulties that he had to encounter, will acknowledge that he has accomplished wonders.

He has succeeded in organizing a show that will make money if it is kept in the towns in which it belongs and it gets its share of good weather.

Troubles at Newport, Ky.

For a short time during the evening performance of W. H. Harris' Nickel Plate Shows at Newport, Ky., May 7, it looked as if all kinds of trouble was brewing. The circus was playing to capacity, and people were being turned away in crowds, when a fight started between some white and colored circus employes, in which the tough element of the town, who were refused admittance to the show, took a hand and boarded the tents with stones. Just as a small crowd was impeding a mad dog, a big New England, made its appearance and created additional disturbance. The police finally dispersed the mad dog and scattered the rioters, but the concert at the close of the circus had to be dispersed with, and the management refunded the money to all those who had purchased concert tickets.

George Beck has one of the nicest, cleanest shows on the road, and is getting all kinds of money with it.

Doc. Colvin's Troubles.

There was a wild scene and almost a panic on the German steamer "Isis" on board of which a consignment of camels for the Zoo has just arrived. Among the other animals, which are from the Hagenbergs in Hamburg, Germany, was a large panther, which escaped from its cage, which was located between decks forward of the bridge. Before the steamer landed the panther got out of its cage in some way, and efforts to catch it proved fruitless. The passengers became frightened, and it became necessary for the captain to shoot and kill the animal. In addition to the camels for the Cincinnati Zoo there were ten elephants, six Royal Bengal tigers, three ostriches, 100 monkeys. The consignment of camels includes five fine specimens. They will reach the Zoo Monday.

—Cincinnati Times-Star.

Turned them Away.

Buckskin Bill's Wild West turned 2,000 people away at the night show at Memphis, Tenn., Wednesday, May 10. They got roasted in the papers for not carrying more seating capacity, although they had up fifty-six lengths of seats. The crowds were so dense that no one could see the show to advantage, hence the newspaper criticisms. Whitey Laikin now has the steer (146 head), and Jack Pfeifferberger has the canvas, and the show is now handled with ease and certainty. George Fisher is the twenty-four-hour man.

J. A. Robinson Dead.

James A. Robinson, formerly a contracting agent for circuses, died at Philadelphia May 6. For several years he was in the employ of John O'Brien, afterward enlisting under the banner of the late Adam Forepaugh, with whom he remained as long as he cared to travel, having inherited a considerable fortune. In 1891 he was made the local manager of John A. Forepaugh's Temple Theater, Baltimore, and in 1892 was connected with the Forepaugh Theater, Philadelphia.

Notes.

Lemen Brothers played Attica, Ind., May 14.

The Taylor Shows make Hamburg, Iowa, shortly.

The M. L. Clark Show will be in Atkins, Arkansas.

Dr. H. D. Rucker opens his tenting season at Defiance, O.

B. B. & H. Circus opened the season well at Antigo, Wis., May 12.

The Buckskin Hill Show opened to big business at Paducah, Ky., May 5.

The circus pantomime, "Persia," will play Vienna till the end of June.

Athens, Tenn., wants a circus. None has showed there for five years.

William Sloman has signed as contracting agent with Buckskin Bill's Wild West.

The Wallace Show has a window and board showing in Wilkesbarre and Scranton that is simply wonderful!

J. A. W. Jones, at present with the Rice & Davis Shows, will open with Indian Bill's Historic Wild West shortly.

Dan S. Vernon is handling Cowslip Farm in the capacity of business manager. It is a play on the order of "Way Down East."

Spaul's Railroad Show opened at Port Jervis, N. Y., May 14 for one week to good business. Mr. Gordon Wrighter is manager.

Albert L. Blodgett, formerly in advance of W. H. Harris' Nickel Plate Shows, is now the manager of the New Haven Bill Posting Company.

Tom Hanley will put out a small circus without riding shortly. He is organizing at North Adams, Mass., and may be addressed at that point, care of the Wilson Theater.

Charles H. Day met the man who put him in the circus business at the Ringlings at New Haven, Conn. If Charles H. is "the old circus man," for sake's alive how old is Mike Coyle?

Dr. John E. Healy, who once conducted a circus at the Aquarium, New York City, is largely interested in real estate at New Haven, Conn. His former partner, Charles H. Bellow, is president of the Kikapoo Indian Medicine Company.

The final hearing of the case of the Donaldson Lithographing Company against J. H. La Pearl occurred at Canandaigua, N. Y., May 9. Judgment was rendered in favor of the Donaldsons. La Pearl did not appear, and his attorney threw up the case.

The Frank T. Bostock Midway Carnival Company showed at the National Ball Park, Washington, D. C., May 8, and did good business there for the remainder of the week. Harrison's New and Ancient South (under canvas) also played Washington at the same time.

The following performers are with the W. H. Harris Nickel Plate Shows: The St. Leon Family, aerobats; Emma Latas, slack wire; the Smiths, flying trapeze; Al Orton, bareback; the Conklins, limber-limb aerobats; Barney Shay, clown; Pete Jenkins and Claude Orton.

The Forepaugh-Sells Show goes 100 per cent better under canvas than it did in the garden, despite the fact that there are well, several less people in the dressing room. The difference is not only noticeable, but is truly remarkable. The performance as now given is full of ginger, dash and go, and the entertainment pleasing in every detail.

The Tennessee bill posters are beginning to realize that the heavy circus tax in their State means a loss in dollars and cents to them. There is some talk of legislation to reduce the tax. It is about time that the people of other States, also, began to see the tax question in its proper light, not only the bill posters, but citizens in many other branches of business as well.

Thomas H. Davis, the theatrical manager, was at one time a circus agent after the manner of his brothers, "Jumbo" and Charles. Tom is now also the publisher of a literary home journal, and the only one in the country giving a bottle of whisky with every fifty-cent subscription, and, as an offset to the booze premium, will shortly present John Kernell as a lecturer on temperance. Mr. Davis is versatile as well as enterprising.

Circus Routes.

B. B. & H. SHOWS—Whittemberg, Wis., May 15; Sigerton, Wis., May 15; Marion, Wis., May 17; Clintonville, Wis., May 18; Shawano, Wis., May 19.

BARNUM & BAILEY—Running at Hamburg, Germany.

RUFFALO BILL'S WILD WEST—Philadelphia, Pa., May 14-19.

CLARK'S, M. L., CIRCUS—Coal Hill, Ky., May 19; Paris, May 20; Greenwood, May 22.

BOWNIE'S, ANDREW, NEW RAILROAD SHOWS—Medina, N. Y., May 19.

FOREPAUGH & SELLS, SHOWS—Holyoke, Mass., May 16; Waterbury, Conn., May 17; Bridgeport, Conn., May 18; New Haven, Conn., May 19.

GOLMAR BROS., WAGON SHOW—Viroqua, Wis., May 16; Cashtown, Wis., May 17; Sparta, Wis., May 18.

HARRIS' NICKLE PLATE SHOWS—Covington, Va., May 16; Clifton Forge, Va., May 17; Craig City, Va., May 18; Lexington, Va., May 19.

LOWERY BROS., NEW OLYMPIA SHOWS—Mahoney City, Pa., May 14-15; Hazleton, Pa., May 16-17.

MCDONALD'S, WALTER J., SHOWS—Nelson, Neb., May 16; Edgar, Neb., May 17; Clay Center, Neb., May 18; Howard, Neb., May 19.

REED'S EUROPEAN SHOWS—Walesborough, Ind., May 15; Jonesville, Ind., May 16; Waymansville, Ind., May 17; Free Town, Ind., May 18; Kurtz, Ind., May 19.

RICE & DAVIS SHOW—Gallitzin, Pa., May 12; Selly, Pa., May 14; Portage, Pa., May 15; South Fork, Pa., May 16; Altoona, Pa., May 18.

RINGLING BROS.' SHOWS—Salem, Mass., May 16; Haverhill, Mass., May 17; Manchester, N. H., May 18; Lowell, Mass., May 19; Pittsfield, Mass., May 20.

SPANN'S RAILROAD SHOWS—Port Jervis, N. Y., May 14-20; Middletown, N. Y., May 21-26.

TAYLOR'S, F. J., SHOWS—Panama, La., May 15; Woodbine, La., May 16; Logan, La., May 17; Persia, La., May 18; Neola, La., May 19.

WALLACE SHOWS—Akron O., May 14; Youngstown, O., May 15; Sharon, Pa., May 16; McKeesport, Pa., May 17; Braddock, Pa., May 18; Jeannette, Pa., May 19.

WELSH BROS.' SHOWS—Allentown, Pa., May 15, 16; South Bethlehem, Pa., May 17; Easton, Pa., May 18, 19.

In Advance of a Circus.

Advertising contributes so importantly to the success of a circus that, from the general advance agent and special press representative to the meanest bill poster, the work actually employs more men than the arena performers in the "arena" when the "show" is "on the road," says the "New York Evening Post." One of the largest traveling circuses now in this country spends more than \$200,000 in a season of 200 days, and employs 80 men for a much longer time for nothing but to announce its coming and boom its attractions. In this circus's roster of performers in the rings for last season there were 75 names. The number of "people" with the "show," of course, was very much larger. From the traveling proprietor to the cook, and including the canvasser, the sleeping-car quarters, the sideshow "orators," the blacksmiths, and the smallest groom, who does what he is told and sleeps when and where he can, there were 627 employees. Nevertheless, the proportion of advertising agents is surprisingly large.

There are three kinds of advertising—newspaper, bill board and "freak." The bill board announcement of the coming of the circus is the first. To advertise the circus referred to, no less than 2,400,000 lithograph "sheets" were posted on bill boards and dead walls, and hung in shop windows, through a season of 215 days—an average of 1,200 a day. The lithograph bill of a circus in a year is one of the largest items of expense the proprietors are put to. It cost the proprietors of one circus more than \$100,000 to "paper" the "show" for appearance in 104 cities and towns. This sum was the cost of printing alone, the whole cost of transportation, posting and distribution was considerably more. For that season, according to the proprietor himself, there were ordered from the printers about 1,200,000 sheets of "pictorial matter," 700,000 copies of two "illustrated pamphlets," and 1,200,000 "folders."

The circus has four advertising cars, to distribute this "paper" and keep it "moving" and "fresh." Three of them go over the same route at intervals of one week to the very day; the fourth is an "emergency" car, to meet unexpected circumstances. The first advance car leaves the winter quarters, fully stocked with bills, three or four weeks ahead of the show. It has a gorgeous exterior, and is always stalled in a conspicuous place in the railroad yard. If the chief agent knows his business it carries a general advance agent to oversee the work, a contracting press agent to arrange for advertising space in the newspapers, and a "boss" bill poster and his "gang." All this work is inspected by the second advance car, which arrives a week later.

It is the duty of the men on his car to "cover" the "excursion" routes—that is to say, the towns within a radius of fifty miles not "covered" by the general advance agent in the first car. They not only put up the paper, but interest the newspapers and arrange for and advertise the excursions to the show town on the show day. The third car arrives in the week following to freshen the "paper" which the other two have posted.

The emergency car is a very important factor in the advertising. It is sent any distance at any time where it may appear to the managers that a wedge should be driven in. If, for instance, wind of the intention of an opposition circus to appear at any point on the route comes to the proprietor, the emergency car is immediately dispatched to that point. They are sometimes sent over queer routes, now attached to a cattle train, and again to a through express.

"The first work 'in advance' of a circus, however," said Frank O. Miller, an advance agent, "is done when the route is being laid out, months before the start is made from winter quarters. Men are sent out to discover the business conditions in the territory through which it is planned to take the show. Where the crops are poor, or where any exceptional circumstances have arisen to keep the people poor, the show never goes. This first advance work is very important, and it takes an intelligent, careful man to do it. The last advertising is done on the morning when the show enters the town, by three or four press agents, whose duty it is to look after the newspaper men, see to the distribution of the final announcements, and provide for notices of the afternoon show in the evening papers. The men in this work must be keen, companionable fellows; their duty is not so easy as it would appear, and they are busy the whole day long."

The "fake" advertising, by which is meant a sensational plan to attract attention to the circus, is done whenever the opportunity arises. The agent who can conceive the schemes is a valuable man and draws a good salary. The "elephant's bath" is a favorite device. It is well advertised that the elephants are to be taken to the river at a certain hour, and as surely as the hour comes the townspeople crowd the banks. One circus nearly lost a huge beast at Topeka, Kan., last year; the animal got in soft sand, and was nearly drowned—all of which was excellent advertising, in that it gave the local reporters something to write about.

"The old-fashioned advance agent is disappearing," said James De Wolf, another agent. "The new men are men of business from the ground up, who can make a good contract quickly and interest a man of good manners. Most of the work is done with newspaper editors and reporters, who can see through an affectation of good fellowship as quickly as most men. The proprietor of the circus I am with, though he is liberal, frowns on 'expenses' for drink, and is simply for the reason that that way of doing business is not the best way. Time was, no doubt, when the circus man could buy a drink and get a paragraph. It can't be done now, however."

FAIR DEPARTMENT

Will Have A Celebration.

WORTHINGTON, Minn., May 14.—(Special.)—Worthington will have a grand Fourth of July celebration this year. There has not been a celebration here for four years, and the citizens are enthusiastic over it. A large amount of money will be raised to provide for entertainment and suitable prizes.

Postponed.

ST. LOUIS, Mo., May 11.—(Special.)—The St. Louis Fair Association has postponed until next Thursday, May 17, the opening of this season's race meet. The opening was to have been to-day, but the big strike of car-bike prevented. The inaugural will be run Thursday, however, strike or no strike, and the Mound City Stake will be decided on Friday, and Debutante on Saturday.

Lake Park Springs.

Lake Park Springs, the park at Nevada, Mo., is one of the finest pleasure resorts of the Middle West. It is situated one mile from the city, and an electric car line, just completed, makes easy access to the park. Lake Park Springs contains 120 acres of land, has four fine medicinal springs and a large auditorium, for which attractions will be wanted. Harry C. Moore is proprietor.

Circleville, O. to Celebrate.

At a special meeting of the Circleville Athletic Club, held recently, it was decided that a large Fourth of July celebration be given this year. Whether the amusement will be in the nature of a street fair and carnival, horse races or a country circus to be held at the fair grounds has not yet been arranged, but every effort will be made to surpass if possible the fête of last year, which was no doubt one of the grandest Fourth's in the history of Circleville. The plans are in the hands of the following competent committee, who will have charge of all the arrangements: Dr. A. W. Holman, chairman; Irvin F. Snyder, Jr., W. G. Corner, George R. Haswell and Howard Sweetman.

Agricultural Department's Work.

The exhibit at the Paris Exposition, which is expected to prove the greatest commercial value to the United States, is that prepared under the special direction of the Agricultural Department. The Paris Exposition has been taken advantage of by the agriculturists of this country to make a great bid for European trade. Everything possible has been done to show the excellence of American cereals and agricultural products. The Paris Exposition will present a splendid opportunity to make all Europe acquainted with this country as a grain and fruit producer. The Agricultural Department has gone into the present exhibition with the sole idea of helping the farming and export interests, and it is believed as a result a large demand will be created for our goods abroad.

Peru in Line.

The committee having in charge the arrangements for a grand Fourth of July celebration in Peru, Ind., this year is putting forth every effort to make the event the most successful held here in a number of years. Features of the celebration will be military drills and sham battles, and already favorable letters have been received from captains of National Guards in neighboring cities. Much depends on the amount of funds that can be secured. John G. Krieg is chairman of the committee, and Carl Kurz is secretary. MIDWAY AT BALLAS.

The B. P. O. Elks of Dallas, Tex., will give a big Midway carnival May 28. It will be a very elaborate affair, and the tree attractions will be of the best. Hassen Ben Ali will be in charge.

West Virginia Fair.

To the Editor of "The Billboard." The West Virginia State Fair, to be held this year during the week of September 19, will be a departure from the former ones, inasmuch as new features and new ideas will be used as inducements to attract the country brethren and the city chaps within the

gates. Of course, the many rural exhibits which have always marked so successfully the fairs in this city, will be kept up to the same high standard, and if an increased premium list can do it, this particular end of the show will be larger and better than ever. Larger purses will have the desired effect of making the track performances exciting and interesting.

One of the new things to be introduced will be the night sessions, at which a special program will be rendered in racing and general amusements. For these Secretary George Hook is casting his weather eye over the available material, and promises the best outdoor amusements money can buy when the time comes. He has also arranged to give the Midway features increased space this year, and the night sessions will make them mighty popular. The grounds and buildings will be made as light as hundreds of electric lights can make them. The association will put in a fully equipped electric plant for use during this and future fairs. The merchants of Wheeling have decided to hold another "Merchants' Day" this year, that of last season having proven such a success. Instead of one, there will be two days of entertainment, and the most elaborate fireworks display ever seen in the city is contemplated. The time has been set for September 12 and 13 during fair week.

M. A. McNABB.

NOTES.

Read "The Billboard" and keep in front. Redding, Cal., has selected September 25 for its fair.

The first horse show ever held in Montreal was a great success.

Elks' Street Fair and Carnival, Wilmington, Del., June 18 to 23.

Make your dates from "The Billboard" lists. They are reliable.

The Mt. Gretna Fair at Lebanon, Pa., is essentially a live stock fair.

The Bath (N. Y.) Fair will be held this year from September 25 to 28.

"The Billboard" is the official organ of the great outdoor amusement world.

Roosevelt's Rough Riders will hold a reunion at Guthrie, Okla., July 1 to 5.

The Elks' big Street Fair at Birmingham, Ala., opened successfully on May 14.

October 15 to 20 are the dates settled upon for the Montgomery (Ala.) Street Fair.

The Hopkinsville Elks' Fair will be held at Hopkinsville, Ky., September 25 to 29.

The Elks of Winchester, Ky., will hold a street fair July 3 to 5. W. H. Garner is secretary.

There will be a Midsummer Pythian Carnival at Rochester, Ind. Val. Zimmerman is secretary.

Fred. T. Cummins, 453 Elliott Square, Buffalo, is now booking Midway shows for Crystal Beach.

Now, if President Pratt rules the roost, what authority has President O'Mealla got in the chicken-coop?

The premium list for the McHenry (Ill.) County Fair of 1900 will be ready for distribution early in June.

The tenth annual reunion of the United Confederate Veterans will be held in Louisville from May 20 to June 3.

The prizes offered by the Philadelphia Horse Show Association are very liberal, and a strong entry list is looked for.

The Elks of Dallas, Tex., will hold a street fair from May 23 to June 3. J. F. Zang is chairman of the entertainment committee.

Jacob Zimbro, Jr., secretary of the great Tri-County Fair at Henderson, Ky., writes that it will be the best advertised fair in the State.

The West Virginia and State Fair will be held at Wheeling September 10 to 14. Mr. George Hook, of Wheeling, is engaging the attractions.

The Casino Theater of Fairview Park, Dayton, O., opens May 29. Mr. G. A. Henderson, manager, is now closing engagements for the summer season.

The International Exhibition Company will have the management of the National Firemen's Exhibition at Kansas City, Mo., during the week of July 1.

Fair and park managers, if you want attractions, and good ones, advertise in "The Billboard." It is the great medium. A word to the wise is sufficient.

Percy A. Fenmore, secretary of the Houghton (Mich.) Street Fair and Carnival, is now booking attractions for the celebration, which occurs July 2 to 7.

Clyffeside Park, at Ashland, Ky., has out several hundred one-sheet letters from Donaldson print, and a large number of twenty-sheet painted stands from Carleton Snow front, of Omaha, Neb.

The executive committee in charge of the Elks' Street Fair to be held May 21 to 26 at Scranton, Pa., has opened up headquarters at 125 Penn. avenue, where applications for booth space can be made.

Contracts are being closed rapidly with cities in the above mentioned States. Mr. Percy J. Mundy is general manager of the aggregation. They met with success at Augusta, Ga., and Charleston, S. C.

Marysville, Cal., will hold a fair August 21 to 25. The following were appointed: D. P. Donahue, chairman of the committee on races; J. C. White, chairman of executive committee. Good purses will be given.

The Geiman Village will be on the canal bank, and a palm garden is suggested for the restaurant in machinery hall. A Midway Plaisance will be arranged without objectionable features, to extend along the canal.

An American building has been snipped across the Atlantic for exhibition purposes for the first time. The building thus honored is the American Forestry Building, which was sent to the Paris Exposition in segments.

At a meeting of the Snohomish County (Wash.) Agricultural Association, held at Everett, it was decided to hold a racing meet on the grounds of the association July 3 to 6. The regular annual fair will be held September 5 to 8.

An international exposition of agricultural implements, machinery and products will be held at Odense, Denmark, beginning June 20. Among the exhibits admissible will be packing-house products, fertilizers and cotton-seed products.

The Southwestern Nebraska Fair Circuit will be as follows: Indianola, Neb., Sept. 11 to 14; Stockville, Sept. 18 to 21; Elwood, Sept. 25 to 28; Bertrand, Oct. 2 to 5. Liberal premiums are offered. W. A. McCool, of Indianola, Neb., is secretary.

The engineers, conductors, firemen and brakemen who run on the roads entering Indianapolis are making preparations for the grand Fourth of July celebration and demonstration on the State Fair grounds. A splendid program is being arranged.

The West Penobscot Agricultural Society's fair, to be held at Exeter, Me., September 25 to 27, is going to be better than ever this year. All the classes will be as complete as possible, and special attractions will be given more attention than ever. F. E. Jewett is secretary.

The International Advertisers' exhibition promoted by the Crystal Palace Company opened April 28, and will continue until May 26. One of the principal features will be designs for posters, etc., for which there will be twenty-four classes, suitable for nearly every purpose.

Sinclairville, N. Y.; Phillips, Me.; Sheridan, Wyo.; Terre Haute, Ind.; Oregon, Ill.; Boston, Mass.; Rosford, Minn.; Sterling, Ill.; Indianapolis, Ind.; Brunswick, Ga.; Tacoma, Wash.; Denton, Ill.; Madison, Ind. (sham battle); Fairhaven, Wash.; Guthrie, Okla.; Hanford, Cal.

The International Exhibition Company is in negotiation with the committee of the Knights of Pythias of Portland, Me., to organize and manage a street fair carnival for the benefit of their order. There are 130 lodges interested in the venture, and promises to be an overwhelming success.

The Globe Celeste, an attraction outside of the Paris Exposition grounds, is connected with them by a foot bridge in the Chamars de Mars. This bridge collapsed on April 21, killing several and injuring many. The bridge had been condemned in the morning, and its use was forbidden.

Both the Wheeling (W. Va.) and Mozart Parks owned for the season Sunday, April 29. Ideal weather caused the attendance at both resorts to be very large. Secretary Conrad Hirsch, of Wheeling Park, and W. C. Handlan, Jr., of Mozart Park, both promise a good line of attractions during the heated term.

Calumet (Mich.) citizens are planning for a big time at the U. P. Firemen's tournament. The time set for the meet is August 8, 9 and 10. The committee decided to have

the same rules govern which were in vogue at the Marquette tournament last year. Sault Ste. Marie and Ishpeming are making strong bids for the tournament in 1901.

The Cincinnati Fall Festival Association has secured the services of Bert L. Baldwin, Cincinnati electrician, as chairman of the Committee on Electrical Display. He will arrange the floats. The fireworks committee is planning an elaborate display from canal boats moving from Brighton to Sycamore street, and a big central demonstration in Washington Park.

President McKinley will be in Canton July 1, and preparations are being made by the citizens for a big celebration. Invitations have been sent to Governors Roosevelt and Nash and Senators Hanna and Foraker. Admiral Dewey and other distinguished men. A program is being arranged, and includes a civic parade in the forenoon and a military parade in the afternoon.

The proposition is being considered by a number of people of Santa Monica, Cal., to hold, during the coming summer, a carnival of outdoor sports, to last two weeks, during which time there will be the usual tennis tournament, a golf tournament and a race meet on the Ocean Park track. This ought to prove to be an attractive feature of the summer holiday at Santa Monica.

A big street fair is now an assured thing at Williamsport, Pa. It will be held the week of June 21, and the Canton Carnival Company will manage the affair. More than fifty booths will be erected, and two of the chief features will be a large street parade and a huge electrical fountain. Special trains will be run from all directions, and many visitors will be attracted to Williamsport during the week.

Clyffeside Park, Ashland, Ky., opened May 11. Many improvements have been made, including a new theater, new walks, new athletic and base ball grounds, new electric lighting, etc. New boats have been added to those already on the lake. Athletic performances will be given there, off and on, in addition to the theater, which will have vaudeville and comic opera attractions. J. W. Mayo is manager of the park.

At a recent meeting of the New Mexican Territorial Fair Association, W. T. McCright, editor of the Albuquerque Daily Citizen, was elected president. Mr. McCright held the same position last year, and he supported by an excellent executive committee, made a success of the fair. Over \$500 was expended for amusements alone, and this amount, and probably more, will be used this year. The dates set for the fair are September 18 to 22.

The Industrial Exhibition Association of Toronto, Canada, will hold its twelfth annual dog show in connection with its exhibition September 4 to 6. The following gentlemen comprise the committee: George H. Goodrich, chairman; John G. Kent, Geo. E. Swetnam, W. K. McNaught, A. A. McDonald, J. Lorne Campbell, A. R. J. Stone, A. B. Saville, H. B. Rossman, J. O. Orr, M. D. Collette and superintendent W. P. Fraser, of the Ontario Jockey Club, East Toronto.

A Fourth of July celebration is being prepared to be held at Rock Springs Park, Alto, Ill., by the Knights of Pythias Lodge of Alto and Red Cross Lodge, of St. Louis. The picnic will be made a big event, and invitations to all the Knights of Pythias lodges in the vicinity of Alto have been sent. Competitive drills, to be participated in by uniform rank lodges, will be part of the attraction, and a grand display of fireworks at night will be given by the street railway company.

M. J. Morley, contracting agent for the Oriental Midway Carnival Company has closed contracts with the Commercial Club of Topeka, Kan., to place their ten shows at Topeka's Street Fair and Carnival. Mr. Morley has excelled the famous jump of Ringling Bros' Circus by jumping his Midway company from Savannah, Ga., to Topeka, Kan. for the same reasons. He found Midway companies in the South thicker than watermelons in Georgia. It is this way, he is the first in the field and the best territory in the country for street fairs, Kansas, Iowa, Minnesota and Wisconsin.



Scene in Lake Park Springs, Nevada, Mo.

THE BILLBOARD

LIST OF FAIRS.

This list is revised and corrected weekly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely free of charge.

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CALIFORNIA.

FERNDALE, CAL.—Ferndale Fair Association. Sept. 4 to 8, 1900. E. B. Carr, Fern- dale, Cal., pres.; W. H. Roberts, Ferndale, Cal., secy.
SACRAMENTO, CAL.—California State Agri- cultural Society. Sept. 3 to 15. A. B. Sprickles, San Francisco, Cal., pres.; Peter J. Shields, Sacramento, Cal., secy.
WILLOW, CAL.—Agricultural Association. July 30 to Aug. 4, 1900.

COLORADO.

GLENWOOD, COLO.—Farmers' Club District Fair. Sept. 19 to 22. C. B. Sewell, pres.; Carlisle, C. D. Fuller, secy.; L. R. Willets, Board.

CONNECTICUT.

BRANFORD, CONN.—The Branford Agri- cultural and Horticultural Society. Sept. 18 to 20. E. Doolittle, pres.; J. P. Callahan, secy.; W. R. Foote, treas.
DANBURY, CONN.—Danbury Agricultural Society. Oct. 1 to 6, 1900. S. H. Rundau, pres.; J. W. Bacon, treas.; G. M. Rundau, secy.
HARTFORD, CONN.—Union Agricultural Society. Sept. 18 and 19. C. J. Wakeley, pres.; S. L. Palmer, Shelton, Conn., secy.
NANTUCKET, CONN.—Beacon Valley Grange Agricultural Society. Sept. 18 and 19. T. S. Truesdell, pres.; F. M. Cander, secy.; E. A. Hotchkiss, treas.
NEWTOWN, CONN.—The Newtown Agri- cultural Fair Company. Sept. 25 to 27, 1900. T. E. Platt, Redding Ridge, Conn., pres.; S. J. Bedford, Newtown, Conn., vice pres.; H. G. Curtis, Sandy Hook, treas.; P. H. McCarthy, Newtown, Conn., secy.
NORWICH, CONN.—New London County Agri- cultural Society. Sept. 3 to 5. J. A. Hill, pres.; T. W. Yennington, secy.; C. W. Hill, treas.

GEORGIA.

ATLANTA, GA.—Southern Interstate Fair. Oct. 19 to 27. T. H. Martin.
ATLANTA, GA.—Masonic Fair Association. May, 1900. J. L. Mayson, pres.; Mrs. J. S. Doby, vice pres.; H. M. Wood, treas.; Por- ter King, secy.

ILLINOIS.

ALDO, ILL.—Marew County Agricultural Society. Sept. 18, 19, 20 and 21, 1900. G. W. Williams, Box 346, Aldo, Ill., secy.
ATLANTA, ILL.—Atlanta Union Fair. Sept. 4 to 7, 1900. Ed. Scudbeck, McLean, Ill., pres.; J. P. Hieronymus, Atlanta, Ill., vice pres.; W. B. Stroud, Jr., Atlanta, Ill., secy.
AVON, ILL.—Avon Fair and Improvement As- sociation. Sept. 4 to 7, 1900. G. W. Shuck- l, Avon, Ill., pres.; E. C. Woods, Avon, Ill., vice pres.; Julian Churchill, Avon, Ill., secy.
BATAVIA, ILL.—Kane County Fair. Aug. 28 to 31, 1900. H. T. Hunter, secy.
BELLEVILLE, ILL.—Boone County Agri- cultural Society. Sept. 4 to 7. John Hannah, pres.; W. B. Swall, treas.; M. D. Perkins, secy.
BUSHNELL, ILL.—The Bushnell Fair Asso- ciation. Aug. 28 to 31, 1900. C. C. Chan, Bushnell, Ill., pres.; James Cole, Bushnell, Ill., treas.; J. H. Johnson, Bushnell, Ill., secy.
CAMBRIDGE, ILL.—The Forty-third Annual Fair of the Henry County Agricultural So- cety. Aug. 29 to 24, 1900. L. J. Wilkinson, pres.; Theo. Heltenstern, secy.
CARMI, ILL.—White County Agricultural Fair. Sept. 4 to 7, 1900. Elva Silbert, Carmi, Ill., pres.; J. W. McHenry, Carmi, Ill., vice pres.; R. L. Organ, Carmi, Ill., secy.
CHAMPAIGN, ILL.—Champaign County Agri- cultural Board. Aug. 28 to 31, 1900. H. H. Harris, pres.; J. M. Clark, treas.; J. N. Deers, secy.
CLINTON, ILL.—DeWitt County Agri- cultural and Mechanical Association. Aug. 6 to 10. J. Fuller, pres.; Thos. Ewing, treas.; F. McCuddy, secy.
DELAVAN, ILL.—The Twenty-second Annual Fair of the Tazewell County Agricultural Board. Aug. 28 to 31, 1900. J. W. Crabb, pres.; I. G. Jones, secy.
ELMWOOD, ILL.—The Elmwood Fair Asso- ciation, tenth annual fair. Aug. 21 to 24. M. R. Sturtevant, secy.
EL PASO, ILL.—The Twentieth Annual Fair, Woodford County Agricultural Board. Sept. 10 to 14. E. A. Childs, pres.; Geo. R. Cur- tiss, secy.
FAIRBURY, ILL.—Fairbury Union Agri- cultural Board. Sept. 3 to 7. R. E. Straight, pres.; A. D. Westerwelt, secy.; L. H. Downing, treas.
FRIBERT, ILL.—Northern Illinois Agri- cultural Association. Sept. 11 to 14. J. E. Tazant, Ridott, Ill., pres.; W. H. Foll, Froport, Ill., secy.
GALENA, ILL.—Jot. Daviess County Agri- cultural Society. Sept. 25 to 28, 1900. Wm. T. Hodson, Galena, Ill., pres.; H. B. Chetlain, Galena, Ill., vice pres.; John J. Gray, Ga- lena, Ill., treas.; Wm. Harner, Galena, Ill., secy.
GRIGGSVILLE, ILL.—Illinois Valley Fair Association. Aug. 7 to 10. C. M. Simmons, pres.; J. S. Felmeley, treas.; J. F. Hatch, secy.
HOPESTON, ILL.—Hoopeson District Agri- cultural Society. Twenty-fifth Annual Fair. Aug. 20 to 24. Dale Wallace, secy.

LA HARPE, ILL.—La Harpe Fair Association. Aug. 30 to 24, 1900. E. A. Wilcox, Durham, Ill., pres.; Geo. Coulson, La Harpe, Ill., vice pres.; John R. Roberts, La Harpe, Ill., secy.; C. H. Ingraham, La Harpe, Ill., treas.
LE ROY, ILL.—Le Roy Fair and Agricultural Association. Aug. 21 to 27, 1900. John Bare- more, Hawnes, Ill., pres.; Ed. Langdon, Le Roy, Ill., secy.
LIBERTYVILLE, ILL.—Lake County Agri- cultural Society. Sept. 11 to 14, 1900. Wm. E. Miller, Libertyville, Ill., pres.; E. W. Parkhurst, Libertyville, Ill., treas.; O. E. Churchill, Libertyville, Ill., secy.
MACOMB, ILL.—McDonough Stock Agri- cultural Association. Aug. 13 to 17, 1900. W. O. Hainsell, pres.; A. K. Lodge, vice pres.; Geo. Gadd, treas.; F. R. Kyle, secy.
MARION, ILL.—Williamson County Agri- cultural Association. Sept. 18 to 21. Joab Goodall, pres.; W. H. Bundy, secy.; C. M. Kern, treas.
MONTICELLO, ILL.—Platt County Agri- cultural Society. Aug. 13 to 17, 1900. Wm. H. Kratz, Monticello, Ill., pres.; C. V. Lodge, Monticello, Ill., vice pres.; C. A. Tatman, Monticello, Ill., treas., mgr. and secy.
MT. CARROLL, ILL.—Carroll County Agri- cultural Board. Aug. 21 to 24. G. M. Wherritt, pres.; A. A. Foster, treas.; Geo. C. Kanyon, secy.
MURPHYSBORO, ILL.—Jackson County Fair Association. Sept. 25 to 28. P. H. Eison- mayer, pres.; Willard Wall, treas.; J. J. Penny, secy.
QUINCY, ILL.—Baldwin Park Driving Asso- ciation. July 17 to 24. T. S. Baldwin, mgr.
ROCKFORD, ILL.—Winnebago County Agri- cultural Society. Sept. 3 to 7, 1900. A. J. Lovejoy, Rocke, Ill., pres.; E. S. Barthol- omew, Rockford, Ill., vice pres.; Chandler Stan, Rockford, Ill., treas.; J. P. Whitehead, Rockford, Ill., mgr. and secy.
RUSHVILLE, ILL.—Schuyler County Agri- cultural Association. Sept. 3 to 7, 1900. Chas. M. Doyle, Rushville, pres.; J. E. Thompson, Rushville, vice pres.; A. H. Clarke, Rush- ville, treas.; Jas. S. Cowen, Rushville, mgr.; Howard E. Dyson, Rushville, secy.
SAYBROOK, ILL.—McLean County Fair As- sociation. Aug. 21 to 21, 1900. W. W. Dur- law, Saybrook, Ill., pres.; John Bouchean, Saybrook, Ill., vice pres.; C. P. Easterbrook, Saybrook, Ill., secy.; James Ruglers, Say- brook, Ill., treas.; Jas. McKamey, Saybrook, Ill., mgr.
SPRINGFIELD, ILL.—Illinois State Fair. Sept. 24 to 29, 1900. W. C. Garrard, secy.
SWANSEETOWN, ILL.—Gallatin County Agri- cultural Board. Aug. 28 to Sept. 1, 1900. Charles Canell, Swanseetown, Ill., pres.; J. E. Lawler, Equality, Ill., vice pres.; John McKellogg, Swanseetown, Ill., treas.; Mar- tin Deberry, Swanseetown, Ill., mgr.; Marsh Wisheart, Swanseetown, Ill., secy.
WARREN, ILL.—Union Agricultural Society. Sept. 4 to 7, 1900. W. L. Gale, secy.
WATSEKA, ILL.—Watska Fair. Sept. 4 to 7, 1900. H. H. Hotelling, pres.; Thos. John, vice pres.; L. D. Watson, treas.
WATSON, ILL.—Bfingham County Agri- cultural Board. Sept. 11 to 11, 1900. Wm. Veelker, Altamont, Ill., pres.; W. M. Ab- raham, Watson, Ill., treas.; L. P. Mantz, Eldertown, Ill., secy.
WHEATON, ILL.—Dupage County Agri- cultural Society. Sept. 5 to 8, 1900. John Christi, Wheaton, Ill., pres.; Wm. W. Steven, Wheaton, Ill., treas.; N. E. Matter, Wheaton, Ill., secy.
WOODSTOCK, ILL.—McHenry County Fair. Aug. 25 to 31. M. Zimjeman, pres.; A. S. Wright, secy.

INDIANA.

ANDERSON, IND.—Madison County Fair. Sept. 4 to 8. T. B. Orr, pres.; C. K. Mc- Cullough, secy.
ANGOLA, IND.—Steuben County Fair. Oct. 9 to 12. Emmett A. Bratton, pres.; A. W. Goodale.
BAINBRIDGE, IND.—Putnam County Fair. Aug. 13 to 17. J. C. Bridges, pres.; A. R. Allison, secy.
BLDGINGTON, IND.—Monroe County Fair. Sept. 12 to 15. Ben Kirby, pres.; Geo. P. Campbell, secy.
BOONVILLE, IND.—Warrick County Fair. Sept. 10 to 15. Clamor Felzer, pres.; J. F. Richardson, secy.
BOSWELL, IND.—Benton County Fair. Aug. 27 to 31. Hiram Bright, pres.; W. H. Mc- Knight, secy.
BOURBON, IND.—Bourbon Fair Association. Oct. 2 to 5, 1900. Robert Erwin, Bourbon, Ind., pres.; L. Johnson, Bourbon, Ind., treas.; B. W. Parks, Bourbon, Ind., secy.
BREMEN, IND.—Twelfth Annual Fair. Oct. 9 to 12, 1900. Bremen Agricultural Society. John Huff, pres.; John T. Weiss, treas.; Edward Heckman, secy.
BRIDGETON, IND.—Parke County Fair. Aug. 27 to 31. J. W. Adams, pres.; F. M. Miller, secy.
CHIDSEY, IND.—Spencer County Fair. Aug. 29 to 25. J. C. Haines, Lake, Ind., pres.; J. P. Chrisney, Chrisney, Ind., secy.; F. Jones, Pigeon, Ind., treas.
COLUMBUS, IND.—Bartholomew County Fair. Sept. 11 to 14. A. B. Reeves, pres.; Ed. Redman Jr., secy.
CORYDON, IND.—Harrison County Agri- cultural Society. Aug. 27 to 31. J. W. Mc- Kinster, pres.; J. C. Sieg, treas.; E. S. Tuell, secy.
COVINGTON, IND.—Fountain County Fair. Aug. 21 to 24. Col. J. McMannony, pres.; W. T. Ward, secy.
CRAWFORDSVILLE, IND.—Montgomery County Fair. Sept. 10 to 15. J. L. Davis, pres.; W. F. Hulet, secy.
CROWN POINT, IND.—Lake County Agri- cultural Society. Aug. 28 to 31. A. A. Biber, secy.; Crown Point, Ind.
EAST ENTERPRISE, IND.—Switzerland and Ohio Counties Agricultural Society. Aug. 28 to 31. R. W. Galbreath, North, Ind., pres.; E. L. Turner, Bear Branch, treas.; J. R. Elder, Bear Branch, secy.
ELWOOD, IND.—Elwood Driving Park and Fair Association. Aug. 21 to 24. N. J. Leisure, pres.; Frank E. DeHoritz, secy.; Jos. A. DeHoritz, treas.

EVANSVILLE, IND.—Tri-State Fair. Sept. 17 to 21. W. M. Akin, pres.; W. L. Sworn- stadt, treas.; R. L. Akin, secy.
FAIRMOUNT, IND.—Fairmount Fair. Aug. 6 to 10. Henry Davis, pres.; Wm. Lucas, secy.; J. B. Wright, treas.
FLORA, IND.—Flora Agricultural and Hor- ticultural Association. Sept. 19 to 14, 1900. J. T. Gilliam, pres.; Wm. R. Myer, treas.; Wm. H. Lesh, secy.
FRANCESVILLE, IND.—Francesville Street Fair Association. Oct. 2 to 5. E. D. Knotts, pres.; Guy D. Brewer, secy.; J. W. Burgett, treas.
FRANKFORD, IND.—Clinton County Fair. Aug. 27 to 31. J. C. Shanklin, pres.; Jos. Heavilon, secy.
FRANKLIN, IND.—Johnson County Agri- cultural, Horticultural and Park Association. Aug. 25 to Sept. 1. Wm. A. Bridges, Tra- talgar, pres.; Wm. S. Young, secy.; Samuel Harris, treas.
GREENFIELD, IND.—Hancock County Agri- cultural Association. Aug. 11 to 17. Wm. A. Justice, Eden, Ind., pres.; Charles Down- ing, secy.; W. C. Barnard, treas.
HAGERSTOWN, IND.—Wayne County Fair Association. July 31 to Aug. 5. L. M. Perce, pres.; L. S. Bowman, secy.; Knobe Porter, treas.
HUNTINGBURG, IND.—The Fourteenth An- nual Dubois County Fair. Sept. 19 to 15, 1900. H. C. Rothert, secy.
INDIANAPOLIS, IND.—Indiana State Fair. Sept. 17 to 21, 1900. Aaron Jones, pres.; Chas. Downing, Indianapolis, Ind., secy.
KENDALLVILLE, IND.—Noble County Fair. Sept. 21 to 25. O. F. Johnston, pres.; G. P. Alexander, secy.
KENTLAND, IND.—Newton County Fair. Sept. 4 to 7. David Weldon, pres.; H. A. Struhl, secy.
LAFAYETTE, IND.—Tippecanoe County Fair. Sept. 3 to 7. Jas. Murdock, pres.; W. M. Blackstock, secy.
LA PORTE, IND.—La Porte County Agri- cultural Society. Sept. 11 to 14. J. Vene- bernard, La Porte, Ind., secy.
LAWRENCEBURG, IND.—Lawrenceburg Fair Association. Aug. 21 to 25. Wm. H. O'Brien, Lawrenceburg, Ind.; Victor Ob- stin, Lawrenceburg, Ind.; H. L. Nowlin, Guilford, Ind.
LEBANON, IND.—Boone County Fair. Aug. 29 to 25. G. W. Campbell, pres.; Riley Hauser, secy.
LIBERTY, IND.—Union County Fair. Sept. 1. M. C. Keffer, pres.; H. F. McMahan, secy.
LOGANSPOUT, IND.—Cass County Fair. July 31 to Aug. 2. J. A. Brown, pres.; J. T. Tomlinson, secy.
MADISON, IND.—Jefferson County Fair. Aug. 14 to 17. C. R. Johnson, pres.; C. R. John- son, Jr., secy.
MARENGO, IND.—Crawford County Fair. Sept. 3 to 7. J. E. Feltzer, pres.; Sherman W. Stewart, secy.
MIDDLETOWN, IND.—Henry County Fair. July 21 to 28. A. S. Miller, pres.; F. A. Wischart, secy.
MUNCIE, IND.—Muncie, Ind., Fair. Aug. 14 to 17, 1900. Wm. H. Wood, Muncie, Ind., pres.; C. H. Anthony, Muncie, Ind., vice pres.; B. C. Bowman, Muncie, Ind., treas.; E. J. Claypool, Muncie, Ind., mgr.; M. S. Claypool, Muncie, Ind., secy.
NEW ALBANY, IND.—Floyd County Live Stock and Driving Association. Aug. 29 to 25. George W. Strack, pres.; Louis Strack, secy.; Edward Sloemer, treas.; Henry W. Pawcett, mgr.
NEW CARLSLE, IND.—St. Joseph County Agricultural Society. Sept. 19 to 21. L. C. Esbert, pres.; A. H. Compton, secy.
NEWCASTLE, IND.—Henry County Fair. Aug. 7 to 11. Robert A. Smith, pres.; W. L. Risk, secy.
NEW HARMONY, IND.—Posey County Agri- cultural Society. Aug. 22 to 25, 1900. Alfred Ribyre, New Harmony, Ind., pres.; Henry Bailey, New Harmony, Ind., vice pres.; W. W. Robb, New Harmony, Ind., treas.; Geo. C. Taylor, New Harmony, Ind., mgr.; Geo. C. Taylor, New Harmony, Ind., secy.
NEWTON, IND.—Fountain County Fair. Aug. 30 and 31. Geo. Duncan, pres.; Horace Gray, secy.
NORTH VERNON, IND.—Jennings County Fair. Aug. 7 to 10. A. A. Tripp, pres.; F. H. Nauer, secy.
OAKLAND CITY, IND.—Gibson County Fair. Sept. 3 to 6. R. B. Richardson, pres.; W. R. Harris, secy.
OSGOOD, IND.—Ripley County Fair. July 31 to Aug. 3. J. C. Gilliland, pres.; Chas. W. Gray, secy.
POPLAR GROVE, IND.—Howard County Fair. Sept. 3 to 7. Luther McDowell, pres.; A. D. Wood, secy.
PRINCETON, IND.—Gibson County Fair. Sept. 3 to 8. S. H. Hargrave, pres.; S. Vet Strain, secy.
REMINGTON, IND.—Jasper County Fair. Aug. 28 to 31. Christian Heister, pres.; Jasper Guy, secy.
PORTLAND, IND.—Jay County Fair. Sept. 21 to 28. John Smuck, pres.; C. O. Hardy, secy.
RICHMOND, IND.—Wayne County Fair. Sept. 19 to 14. W. W. Zimmerman, pres.; Joe Stevenson, secy.
ROCHESTER, IND.—The Fulton County Agri- cultural and Mechanical Association. Sept. 12 to 15. N. A. McClung, pres.; J. Dawson, treas.; F. F. Moore, secy.
ROCKPORT, IND.—The Rockport Fair Asso- ciation. Aug. 14 to 18. B. F. Bridges, pres.; Jas. A. Payne, secy.; T. E. Snyder, treas.

RUSHVILLE, IND.—The Rush County Association. Aug. 28 to 31. R. N. Hin- man, pres.; W. L. King, secy.; A. B. Hin- man, treas.
SHELBYVILLE, IND.—Shelby County J. Stock Agricultural Association. Sept. 8, 1900. Sidney Conger, Flat Rock Isl- pres.; Geo. H. Dunn, Shelbyville, treas. E. Amason, Shelbyville, secy.
SPRUNCA, IND.—Brown County Fair. S. 11 to 15. J. B. Craven, pres.; Samuel W. er, secy.
STENDALLVILLE, IND.—Eastern Indi- Agricultural Association. Sept. 21 to O. F. Johnston, pres.; G. P. Alexan- secy.; John Mitchell, treas.
SWAYZEE, IND.—The Swayzee Tri-Cou- Agricultural Association, Aug. 14 to 17, 1 Wm. Hartley, pres.; E. C. King, secy.
TERRE HAUTE, IND.—Vigo County F- Sept. 21 to 29. W. P. Hams, pres.; Chas- Duffin, secy.
TIPTON, IND.—Tipton County Fair. Sep- to 14. Jas. N. Waugh, pres.; B. F. R- secy.
VALPARAISO, IND.—Porter County Agri- cultural Society. Sept. 4 to 7. J. W. Hallac- Valparaiso, Ind., secy.
VINNENNES, IND.—The Knox County A- cultural and Mechanical Society. Oct. 1 15. M. J. Niblack, pres.; J. M. Ho- secy.; H. A. Fonks, treas.
WINCHESTER, IND.—Third Annual Gr- Aug. 29 to 21. A. C. Greer, pr- Perry Leavell, secy.

IOWA.

ALGONA, IA.—Kossuth County Agricul- tural Society. Sept. 25 to 28, 1900. C. A. Lev- Algona, Ia., pres.; E. P. Keith, Algona, vice pres.; W. H. Bailey, Algona, Ia., tre- G. F. Peck, Algona, Ia., secy.
ATLANTIC, IA.—Agricultural Society of C- county. Sept. 3 to 6, 1900. C. R. H. Atlantic, Ia., pres.; J. B. James, Atlan- Ia., vice pres.; S. Straight, Atlantic, secy.; F. H. Crombin, Atlantic, Ia., trea- ALHUBON, IA.—Audubon County Agri- cultural Society. Sept. 18 to 21. G. W. Hoop- pres.; R. C. Spencer, secy.; H. W. Wilts treas.
AVOCA, IA.—The Pottawattamie County F- Association of Avoca, Ia. Sept. 11 to 1900. G. Diederick, Avoca, Ill., pres.; G. H. H. Avoca, Ia., vice pres.; J. Jinks, Avoca, Ia., treas.; Board of Dir- tors, mgrs.; Roscoe Barton, Avoca, secy.

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THE BILLBOARD.

ALLE PLAINE, IA.—Big Four District Association. Sept. 11 to 14, 1900. Sally Werhelm, Belle Plaine, Ia., pres.; L. T. Sweet, Belle Plaine, Ia., treas.; C. Washburn, Belle Plaine, Ia., secy.

ARMADA, MICH.—Armada Agricultural Society. Oct. 3 to 5. John McKay, Romeo, Mich., pres.; R. V. Edwards, Armada, Mich., treas.; A. J. Freeman, Armada, Mich., secy.

ARMADA, MICH.—Huron County Agricultural Society. Sept. 25 to 28. John Hunt, Virona Mills, Mich., pres.; Geo. W. Clark, secy.; C. E. Thompson, treas.

ARMADA, MICH.—Huron County Agricultural Society. Sept. 25 to 28. John Hunt, Virona Mills, Mich., pres.; Geo. W. Clark, secy.; C. E. Thompson, treas.

MICHIGAN.

ARMADA, MICH.—Armada Agricultural Society. Oct. 3 to 5. John McKay, Romeo, Mich., pres.; R. V. Edwards, Armada, Mich., treas.; A. J. Freeman, Armada, Mich., secy.

HALE'S

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GRAND RAPIDS, MICH.—The Michigan State Fair, Sept. 21 to 28, 1900. M. P. Anderson, pres.; J. H. Hutterfield, secy.

MINNESOTA.

ALBERT LEA, MINN.—Albert Lea Street Fair Association, Sept. 25 to 28. T. V. Knutvold, pres.; C. A. Ransom, secy.

MISSOURI.

BOONVILLE, MO.—Cooper County Agricultural and Mechanical Association of Boonville, Aug. 7 to 10. H. T. Hudson, pres.

ROCKPORT, MO.—Thirteenth Annual Exhibition, Rockport Fair, Sept. 11 to 14. John H. Dopf, secy.

MONTANA.

BILLINGS, MONT.—Yellowstone Fair Association, Oct. 1 to 6. A. L. Babcock, pres.

NEBRASKA.

ALBION, NEB.—Boone County Agricultural Association, Sept. 19 to 21, 1900. H. C. Kessler, St. Edward, Neb., pres.

NEW HAMPSHIRE.

CONCORD, N. H.—Concord State Fair, Sept. 4 to 7. Committee: David E. Murphy, Lewis B. Hoit, George H. Moses.

NEW JERSEY.

TRENTON, N. J.—Interstate Fair Association, Sept. 24 to 28, 1900. Gen. Richard Donnelly, Trenton, N. J., pres.

NEW MEXICO.

ALBUQUERQUE, N. M.—New Mexico Territorial Fair Association, Sept. 15 to 22. W. V. McCreight, pres. and secy.

NEW YORK.

ALBANY, N. Y.—Albany County Agricultural Society and Exposition, Sept. 10 to 13, 1900. Robt. J. McCauley, Albany, N. Y., pres.

ELMIRA, N. Y.—Channing County Fair, Sept. 3 to 7, 1900. Geo. McCann, secy.

HAMBURG, N. Y.—Erie County Agricultural Society, Sept. 11 to 14, 1900. Clayton C. Taylor, Lawtons, N. Y., pres.

HORNELLSVILLE, N. Y.—Hornellsville Fair, Aug. 27 to 31, 1900. M. L. Gifford, secy.

JOHNSTOWN, N. Y.—Fulton County Agricultural Society, Sept. 3 to 6, 1900. James I. Younglove, Johnstown, N. Y., pres.

LITTLE VALLEY, N. Y.—Cattaraugus County Agricultural Society, Sept. 3 to 6, 1900. J. H. Wilson, secy.

LOCKPORT, N. Y.—Niagara County Agricultural Society, Sept. 19 to 22. Ruthven Kill, Orangeport, N. Y., pres.

MORRIS, N. Y.—Morris Fair Association, Oct. 2 to 4, 1900. T. O. Durso, New Lisbon, N. Y., pres.

NASSAU, N. Y.—Rensselaer County Agricultural and Liberal Arts Society, Sept. 11 to 14. W. D. Barnes, Bramard, N. Y., pres.

NEWARK VALLEY, N. Y.—Northern Tioga Agricultural Society, Aug. 28 to 30. Chas. H. Barues, pres.

OSWEGO FALLS, N. Y.—The Oswego County Agricultural Society, Sept. 15 to 21, 1900. W. W. Loomis, Oswego, N. Y., pres.

POTSDAM, N. Y.—Potsdam Agricultural & Horticultural Society, Sept. 18-21. Merritt Wheeler, Potsdam, N. Y., pres.

POUGHKEEPSIE, N. Y.—Dutchess County Agricultural Society, Sept. 11 to 14. R. W. Rives, New Hamburg, pres.

RICHFIELD SPRINGS, N. Y.—Richfield Springs Agricultural Society, Sept. 24 to 26. M. D. Towne, pres.

RIVERHEAD, L. I.—Suffolk County Agricultural Society, Sept. 18 to 21, 1900. Capt. William P. Dayton.

SANDY CREEK, N. Y.—S. C. R. O. & B. Agricultural Society, Aug. 28 to 31. John R. Allen, pres.

SYRACUSE, N. Y.—New York State Fair, Sept. 2 to 8. Timothy L. Woodruff, Brooklyn, pres.

TRUMANSBURG, N. Y.—Union Agricultural Society, Sept. 4 to 7, 1900. J. T. Howe, Trumansburg, N. Y., pres.

WALTON, N. Y.—Delaware Valley Agricultural Society, Sept. 4 to 7, 1900. Wesley Ellis, Walton, N. Y., pres.

WATERTOWN, N. Y.—Jefferson County Agricultural Society, Sept. 4 to 7. Hon. Walter Zimmerman, Brownville, pres.

WELLSVILLE, N. Y.—Wellsville Fair Association, Aug. 20 to 24. D. C. Ackerman, pres.

WEST PHOENIX, N. Y.—Phoenix Union Agricultural Society, Sept. 11 to 14, 1900. John O'Brien, Phoenix, N. Y., pres.

WESTPORT, N. Y.—Essex County Agricultural Society, Sept. 4 to 7. W. A. Tucker, Bonnet, N. Y., pres.

WHITE PLAINS, N. Y.—Fair, Sept. 24 to 29. James Hopkins, pres.

WHITINGS POINT, N. Y.—Boone County Agricultural Society, Sept. 4 to 7, 1900. P. M. Brown, Whitney's Point, N. Y., pres.

CANTON, N. Y.—St. Lawrence County Agricultural Society, Sept. 11 to 14, 1900. Leslie W. Russell, Canton, N. Y., pres.

CHATHAM, N. Y.—Columbia County Agricultural Society, Sept. 4 to 7. G. McClellan, pres.

COBLESKILL, N. Y.—Cobleskill Agricultural Society, Sept. 24 to 27, 1900. O. F. Nelson, Cobleskill, N. Y., pres.

CORTLAND, N. Y.—Cortland County Agricultural Society, Aug. 28 to 31, 1900. Frank H. Sears, pres.

DELIH, N. Y.—Delaware County Fair, Sept. 4 to 6. P. P. McIntosh, secy.

DRYDEN, N. Y.—Dryden Agricultural Society, Sept. 18 to 20, 1900. S. G. Lupton, Dryden, N. Y., pres.

NORTH CAROLINA.

FAYETTEVILLE, N. C.—Cumberland County Agricultural Society, November. Walter Watson, pres.

RALEIGH, N. C.—North Carolina State Agricultural Society, Oct. 22 to 27, 1900. Charles McNamee, Biltmore, N. C., pres.

WINSTON-SALEM, N. C.—Piedmont Park County, Horse Show and Fair, Oct. 30 to Nov. 3. J. L. Patterson, pres.

OHIO.

ADA, O.—The Ada Tri-County Fair Co., Aug. 28 to 31, 1900. Henry Young, Ada, O., pres.

AKRON, O.—Summit County Agricultural Society, Oct. 2 to 5. G. T. Stanford, Boston, O., pres.

ATHENS, O.—Athens County Fair, Sept. 25 to 27. C. H. Porter, secy.

BELLEFONTAINE, O.—The Logan County Agricultural Society, Oct. 2 to 5, 1900. Isaac C. Miller, Bellefontaine, O., pres.

OSWEGO FALLS, N. Y.—The Oswego County Agricultural Society, Sept. 15 to 21, 1900. W. W. Loomis, Oswego, N. Y., pres.

POTSDAM, N. Y.—Potsdam Agricultural & Horticultural Society, Sept. 18-21. Merritt Wheeler, Potsdam, N. Y., pres.

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WELLSVILLE, N. Y.—Wellsville Fair Association, Aug. 20 to 24. D. C. Ackerman, pres.

WEST PHOENIX, N. Y.—Phoenix Union Agricultural Society, Sept. 11 to 14, 1900. John O'Brien, Phoenix, N. Y., pres.

WESTPORT, N. Y.—Essex County Agricultural Society, Sept. 4 to 7. W. A. Tucker, Bonnet, N. Y., pres.

WHITE PLAINS, N. Y.—Fair, Sept. 24 to 29. James Hopkins, pres.

WHITINGS POINT, N. Y.—Boone County Agricultural Society, Sept. 4 to 7, 1900. P. M. Brown, Whitney's Point, N. Y., pres.

CANTON, N. Y.—St. Lawrence County Agricultural Society, Sept. 11 to 14, 1900. Leslie W. Russell, Canton, N. Y., pres.

CHATHAM, N. Y.—Columbia County Agricultural Society, Sept. 4 to 7. G. McClellan, pres.

COBLESKILL, N. Y.—Cobleskill Agricultural Society, Sept. 24 to 27, 1900. O. F. Nelson, Cobleskill, N. Y., pres.

CORTLAND, N. Y.—Cortland County Agricultural Society, Aug. 28 to 31, 1900. Frank H. Sears, pres.

DELIH, N. Y.—Delaware County Fair, Sept. 4 to 6. P. P. McIntosh, secy.

DRYDEN, N. Y.—Dryden Agricultural Society, Sept. 18 to 20, 1900. S. G. Lupton, Dryden, N. Y., pres.

ELMIRA, N. Y.—Channing County Fair, Sept. 3 to 7, 1900. Geo. McCann, secy.

HAMBURG, N. Y.—Erie County Agricultural Society, Sept. 11 to 14, 1900. Clayton C. Taylor, Lawtons, N. Y., pres.

HORNELLSVILLE, N. Y.—Hornellsville Fair, Aug. 27 to 31, 1900. M. L. Gifford, secy.

JOHNSTOWN, N. Y.—Fulton County Agricultural Society, Sept. 3 to 6, 1900. James I. Younglove, Johnstown, N. Y., pres.

THE DONALDSON LITHO. CO. NEWPORT, KENTUCKY. Posters Street Fairs, Running Races, Agricultural Fairs, Trotting Races, Bicycle Meets, 4th of July CELEBRATIONS, Carnivals, Excursions, Base Ball, Parks, Beaches. Remember DONALDSON'S, the Largest Poster Printery in the World. Newport, Ky., a suburb of Cincinnati.

Gentlemen.—Do you want faithful work done? If so, apply to J. F. CLARK, For Distributing and Sign Tacking, MEMBER OF THE I. A. OF D. Covers 13 Towns. Box 92, CONWAY, ARK. BILLPOSTER CUTS. Every Billposter wants a set of these MINIATURE CUTS to put on stationery and all kinds of printed matter.

AREA, O.—West Cuyahoga Agricultural Society. Sept. 25 to 27. Wm. Diddulph, Dover, O., pres.; W. J. Poots, Strongsville, treas.; O. R. Stone, Beers, secy.

MONTEPELLIER, O.—Fair. Sept. 11 to 11. C. R. Betts, pres.; C. C. Lattimer, secy.

Secretaries of Fairs, sent at once for our Special Catalogue and Price List of everything in need for properly advertise a Fair. Hennegan & Co., POSTER MAKERS, Eighth St., near Main, Cincinnati, Ohio. POSTERS FOR Fairs, 4th of July Celebrations, Picnics, Excursions, Summer Parks, etc.

CAMBRIDGE, PA.—Cambridge Fair. Aug. 28 to 31. Albert S. Faber, Cambridge Springs, secy.

TEXAS. ABILENE, TEX.—West Texas Fair Association. Sept. 25 to 29. T. S. Rollins, pres.; Henry James, treas.; J. H. Pickens, secy.

OKLAHOMA. ENID, OKLA.—Garfield County Fair Association. Aug. 14 to 17, 1900. R. Messall, Enid, Okla., pres.; H. H. Watkins, Enid, Okla., treas.; S. H. Allen, Enid, Okla., secy.

SPECIAL NOTICE. Billposters and Distributors! WANTED: In every city in America of 100,000 population or over the name of the largest building, such as Auditoriums and Conventions Halls, suitable for Winter Circus performances.

THE BILLBOARD.

VIRGINIA.

FREDERICKSBURG, VA.—Rappahannock Agricultural and Mechanical Society. Sept. 25 to 27, 1900. E. D. Cole, Fredericksburg, Va., pres.; S. J. Quinn, Fredericksburg, Va., treas. and secy.

WINCHESTER, VA.—The Shenandoah Valley Agricultural Society. Sept. 19 to 22, 1900. Charles Rouss, N. Y. City, pres.; E. G. Hollis, Winchester, secy.; Clark H. Purcell, Frederick, treas.

WEST VIRGINIA.

MIDDLEBORNE, W. VA.—The Tyler County Exposition and Fair Association. Aug. 28 to 31, 1900. M. H. Stealey, pres.; C. B. Riddle, secy.

NEW MARTINSVILLE, W. VA.—Wetzel County Fair Association. Aug. 21 to 24. Justus Eakin, pres.; R. E. McEldouney, secy.; S. J. Williams, treas.

SHEPHERDSTOWN, W. VA.—Morgan's Grove Fair Association. Sept. 4 to 7. A. S. Reynolds, pres.; G. T. Lieklider, treas.; R. S. M. Hoffman, secy.

WHEELING, W. VA.—West Virginia Exposition and State Fair. Sept. 10 to 14, 1900. Geo. Hook.

WISCONSIN.

AMHERST, WIS.—Portage County Agricultural Society. Sept. 11 to 14. G. W. Smith, pres.; A. J. Smith, secy.; J. C. Webster, treas.

ANTIGO, WIS.—Fair. Sept. 18 to 20. Fred. Hassgen.

ARCADIA, WIS.—Arcadia Agricultural and Driving Association. Aug. 29 to 31. N. Lehrbach, pres.; George Schmidt, treas.; George Mathys, secy.

BARABOO, WIS.—Fair. Sept. 25 to 28. S. A. Pelton, Reedsburg.

BERLIN, WIS.—Fair. Oct. 1 to 4. C. M. Wills.

BEAVER DAM, WIS.—Dodge County Fair Association. Sept. 24 to 28, 1900. W. A. Van Brant, Horicon, Wis., pres.; A. L. Wallace, Fox Lara, Wis., vice pres.; C. W. Harvey, Beaver Dam, secy.; H. B. Drak, Beaver Dam, Wis., treas.

BLOOMINGTON, WIS.—Blakes Prairie Agricultural Society. Sept. 5 to 7, 1900. C. W. Stone, pres.; S. Kitto, treas.; Lincoln Abraham, secy.

BOSCOBEL, WIS.—Fair. Oct. 3 to 5. F. C. Muffey.

CECILLIUM, WIS.—Ozaukee County Agricultural Society. Sept. 17 to 19, 1900. Wm. H. Rintleman, pres.; L. E. Schroeder, treas.; J. Dietrich, secy.

CHIPPEWA FALLS, WIS.—Northern Wisconsin State Fair. Sept. 11 to 14. J. R. Sharp, pres.; M. S. Bailey, secy.; W. W. Elmer, Chetek, Wis., treas.

DOUGEVILLE, WIS.—Fair. Sept. 18 to 21. W. J. Dacey.

DEKOR, WIS.—Pepin County Agricultural Society. Sept. 25 to 28, 1900. E. J. Ryan, pres.; W. B. Smith, treas.; J. Dorwin, secy.

ELKHORN, WIS.—Walworth County Agricultural Society. Sept. 18 to 21. W. H. Aldrich, pres.; G. L. Harrington, secy.

ELLSWORTH, WIS.—Fair. Sept. 19 to 21. E. S. Doolittle.

EVANSVILLE, WIS.—The Evansville Rock Co. Agricultural Association Fair. Sept. 4 to 7, 1900. W. D. Campbell, pres.; Geo. L. Pullen, treas.; F. Springer, secy.

FRIENDSHIP, WIS.—Adams County Agricultural Association. Sept. F. M. Fikins, Arkdale, Wis., pres.; L. N. Morse, Elk Springs, Wis., treas.; Geo. W. Bugham, secy.

GALESVILLE, WIS.—Fair. Sept. 3 to 6. A. A. Arnold.

GRANTSBURG, WIS.—Fair. Sept. 26 to 28. And A. Anderson.

GREEN BAY, WIS.—Fair. Sept. 3 to 5. A. Spuhler, secy.

HILLSBORO, WIS.—Fair. Sept. 18 to 21. A. N. Jones.

HORTONVILLE, WIS.—Fair. Sept. 25 to 27. H. T. Buck.

HUDSON, WIS.—Fair. Sept. 12 to 14. F. M. Warner.

JEFFERSON, WIS.—Fair. Oct. 2 to 5. J. L. Kearney.

LANCASTER, WIS.—Fair. Sept. 12 to 14. G. B. Wheeler.

Lodi, WIS.—Fair. Sept. 11 to 13. A. H. Hinds.

MADISON, WIS.—Fair. Sept. 18 to 21. Eugene Shepard.

MAUSTON, WIS.—Fair. Aug. 28 to 31. G. H. Ely, Mauston.

MENOMONEE, WIS.—Fair. Sept. 18 to 21. R. W. Cronk, Louisville.

MILWAUKEE, WIS.—State Fair. Sept. 10 to 14. John M. True, Madison.

MINERAL POINT, WIS.—Southwestern Wisconsin Fair Co. Aug. 21 to 24, 1900. Thos. Bracken, vice pres.; Philip Allen, treas.; W. H. Bennett, secy.

MONROE, WIS.—Fair. Sept. 5 to 8. B. G. Treat.

NEILLSVILLE, WIS.—Clark County Agricultural Society. Sept. 11 to 14. E. D. Webster, pres.; G. L. Redmond, treas.; H. H. Heath, secy.

NEW LONDON, WIS.—New London Agricultural and Industrial Association. Sept. 25 to 28, 1900. A. Roloff, pres.; E. H. Ramm, treas.; Henry Cannon, secy.

NEW LONDON, WIS.—Fair. Sept. 25 to 27. Henry Cannon.

NEW RICHMOND, WIS.—Fair. Sept. 19 to 21. O. J. Williams, pres.; J. W. McCoy, treas.; J. A. Hughes, secy.

PLYMOUTH, WIS.—Sheboygan County Agricultural Association. Sept. 4 to 6. Henry Wheeler, Sr., pres.; E. A. Dow, treas.; O. Cannon, secy.

PORTAGE, WIS.—Fair. Sept. 18 to 21. J. E. Jones.

PLYMOUTH, WIS.—Fair. Sept. 3 to 6. Otto Cannon.

RUINFELDER, WIS.—Fair. Sept. 11 to 14. W. C. Ogden.

RICE LAKE, WIS.—Fair. Sept. 18 to 20. E. N. Bowers.

RICHLAND CENTER, WIS.—Richland County Agricultural Society. Sept. 25 to 28, 1900. T. M. Beech, Richland, City, Wis., pres.; C. A. Matthews, Ithica, Wis., vice pres.; J. M. Keys, Richland Center, treas.; W. F. J. Fogo, Richland Center, secy.

SENECA, WIS.—Fair. Sept. 19 to 22. Jas. Fisher, Jr., Eastman.

SEYMOUR, WIS.—Fair. Sept. 27 to 29. H. J. VanVuren.

SHAWANO, WIS.—Shawano County Agricultural Society. Sept. 19 to 21. M. J. Wallroth, pres.; D. E. Wescott, secy.; F. O. Perry, treas.

SPARTA, WIS.—Sparta Driving and Agricultural Association. Sept. 11 to 14, 1900. F. W. Teaff, pres.; J. M. Fanning, treas.; J. P. Rice, secy.

SCHEPPOLE, WIS.—Douglas County Agricultural Society. Sept. 25 to 28, 1900. G. L. Herlick, West Superior, Wis., pres.; Nick Lucius, Solon Springs, Wis., vice pres.; E. L. Cass, West Superior, Wis., treas.; W. H. Webb, Superior, Wis., secy.

TOMAH, WIS.—Fair. Sept. 4 to 7. H. J. Skinner.

WAUTOMA, WIS.—Wausara County Agricultural Society. Sept. 29 to 31, 1900. Gilbert Tourant, Wautoma, Wis., pres.; Geo. P. Walbur, Wautoma, Wis., treas.; W. H. Burns, Wautoma, Wis., secy.

WEST BEND, WIS.—Fair. Sept. 19 to 21. W. P. Rlx.

WEST SALEM, WIS.—Fair. Sept. 25 to 28. F. H. A. Nye, secy.

WEYBEGIA, WIS.—Fair. Sept. 18 to 21. David Waller.

VIROQUA, WIS.—Vernon County Agricultural Society. Sept. 18 to 21. C. J. Smith, pres.; John W. Mills, Springville, Wis., treas.; F. W. Alexander, secy.

WAUSAU, WIS.—Marathon County Agricultural Society. Sept. 4 to 7. S. M. Quaw, pres.; G. Mueller, treas.; L. K. Wright, secy.

WAUKESHA, WIS.—Fair. Aug. 25 to 31. F. W. Harland.

CANADA.

ALMONTE, ONT.—North Lawark Agricultural Society. Sept. 25 to 27, 1900. John Forzythe, Cedar Hill, Ont., pres.; James Robertson, Almonte, Ont., treas.; Wm. D. McEwen, Almonte, Ont., secy.

AYLMER, ONT.—Aylmer's Great Fair, East Elgin County Fair Association. Sept. 15 to 20, 1900. D. H. Price, secy.-treas.; A. A. Leslie, pres.

BOWMANVILLE, ONT.—West Durham Agricultural Society. Sept. 13 and 14, 1900. W. E. Pollard, pres.; Albert E. Clements, Tyrone, Ont., vice pres.; W. F. Allen, Beach av., Bowmanville, Ont., treas.; M. A. James, Lock Drawer 7, Bowmanville, Ont., secy.

CITY OF CHATHAM, KENT, ONT.—Pen-sular Fair, West Kent Agricultural Society. Oct. 9 to 11. Jas. Chamblee, pres.; R. G. Fleming, treas.; Henry Robinson, secy.

COLLINGWOOD, ONT.—Great Northern Exhibition. Sept. 18 to 21. Chas. Lawrence, pres.; W. J. France, treas.; J. W. Archer, box 637, secy.

HALIFAX, CAN.—Nova Scotia Provincial Exhibition Commission. Sept. 12 to 20, 1900. Hon. J. W. Longley, Halifax, N. S., pres.; H. R. Clark, Halifax, N. S., treas.; J. E. Wood, Halifax, N. S., secy.

LONDON, ONT.—CANADA—The Western Fair Association. Sept. 6 to 15, 1900. St. Col. W. M. Gartsbone, pres.; D. Mackenzie, treas.; J. A. Nelles, secy.

MORDEN, CAN.—Morden Agricultural Society. Sept. 27 and 28, 1900. J. E. Hutchinson, pres.; J. Gilchrist, secy.-treas.

MORRISBURG, ONT.—Dundas County Fair. Aug. 29 and 30, 1900. J. Wesley Allison, Morrisburg, Ont., pres.; G. F. Bradford, Morrisburg, Ont., secy.

OTTAWA, ONT.—Central Canada Exhibition Association. Sept. 11 to 22, 1900. Wm. Hutcheson, M. P., pres.; E. McMahon, secy.

PAISLEY, ONT.—Centre Bruce Exhibition. Sept. 25 and 26. Geo. Chambers, pres.; F. E. Sheppard, secy.

PETERBOROUGH, ONT.—Peterborough Central Exhibition. Sept. 18 to 20. F. H. Doblin, pres.; W. J. Green, secy and treas.

PRESOTT, ONT.—South Grenville Agricultural Society. Sept. 18 and 20, 1900. G. T. Howard, Prescott, Ont., pres.; R. S. Throp, Prescott, Ont., vice pres.; T. R. Melville, Prescott, Ont., secy.

RICHMOND, CAN.—Carlton County Agricultural Society. Sept. 12 and 13, 1900. Hugh S. Conn, Ottawa, Ont., pres.; Wm. McElroy, Richmond, Ont., secy.

SAULT STE. MARIE, ONT.—East Algoma Agricultural Society. Oct. 2 and 3. J. Dawson, pres.; Wm. Brown, secy.-treas.

SHERBROOKE, QUEBEC—Canada's Great Eastern Exhibition. Sept. 3 to 8. Hon J. McIntosh, pres.; W. M. Tomlinson, treas. and secy.

SOURIS, MANITOBA—Glenwood Agricultural Society. Aug. 7 to 9. Capt. Wood, pres.; R. I. Crisp, secy.-treas.

THREE RIVERS, QUEBEC—Association Agricole Du District Des Trois Rivier s. Sept. 5 to 10, 1900. H. Caron, M. P. P., St. Leon, pres.; C. D. Hebert, Three Rivers, mgr.

TORONTO, CAN.—Canadas Great Exposition and Industrial Fair. Aug. 27 to Sept. 8, 1900. J. J. Withrow, Toronto, Can., pres.; Dr. A. Smith, Toronto, Can., vice pres.; J. Edwards, Toronto, Can., treas.; H. J. Hill, Toronto, Can., secy. and mgr.

WELLESLEY, ONT.—Wellesley and North-west Hope. Sept. 11 and 12, 1900. A. M. Fisher, Amherst, Ont., pres.; Geo. Bellinger, Wellesley, Ont., secy.

WOODBIDGE, ONT.—Woodbridge Fair. Oct. 17 and 18. Richard Willis, pres.; T. F. Wallace, secy.; N. C. Wallace, treas.

WOODSTOCK, ONT.—North Riding of Oxford, Hanford and East Oxford Agricultural Society. Sept. 26 to 28, 1900. Valentine Ficht, pres.; F. H. Dent, Woodstock, Ont., vice pres.; R. A. Lawtell, Woodstock, Ont., secy.

MANITOBA.

BRANDON, MAN.—Western Agricultural and Arts Association (Western Manitoba Big Fair. July 31 to Aug. 3, 1900. W. J. Lindsay, Brandon, Man., pres.; F. J. Clark, Brandon, Man., secy.-treas.

NEPTAWA, MANITOBA.—Beautiful Plains Agricultural Society. Aug. 7 and 8. G. S. MacGregor, pres.; John Wemyss, secy.

VERDIN, MAN.—County of Verdin Agricultural Society. July 19 and 20, 1900. Wm. Stephen, Verdin, Man., pres.; A. G. McDougall, secy.

Street Fairs and Carnivals.

BIRMINGHAM, ALA.—Bham Lodge, No. 79. B. P. O. Elks. May 11 to 19. C. E. Megle-moty, 4 tractor general; H. B. Gray, treas.; J. W. O'Neil, secy.

LUXORA, ARK.—Carnival and Free Street Fair. June 28 to 30. Will A. Smith, mgr., Lock Box 5.

LOVELAND, COL.—Northern Colorado Exposition and Street Fair. Last of September. W. C. Stiles, pres.; R. S. Cox, treas.; G. H. Fullerton, secy.

LOVELAND, COL.—Loveland Free Street Fair and Northern Colorado Exposition. Last of September. W. C. Stiles, pres.; G. H. Patterson, secy.; R. S. Cox, treas.

EAST HADAM, CONN.—Two Hundredth Anniversary of the Town. June 6.

DE FUNIAK SPRINGS, FLA.—De Funiak Street Fair Association. Sept. 28 and 29. W. L. Cawthon, pres.; W. T. May, vice pres.; R. W. Storrs, secy.-treas.

MACON, GA.—Macon Street Fair and Carnival. Sept. 26 to Oct. 5. W. H. Nesbitt.

VALDOSTA, GA.—Street Fair. June 20 to 22. D. N. Baldwin, mgr. Chas. Thompson, secy. and treas.

BELLEVILLE, ILL.—Street Fair Committee, Belleville Commercial Club. Sept. 19 to 15, 1900. Albert Hueke, Belleville, Ill., pres.; A. S. Halstead, Belleville, Ill., treas.; Chas. P. Eisenbich, Belleville, Ill., secy.

METROPOLIS, ILL.—Free Street Fair. Sept. 18 to 22, 1900. C. P. Treat, pres.; W. A. Fitch, treas.; Frank Adams, vice pres. and secy.

ALEXANDRIA, IND.—Knights of the Royal Arch, Grand Barbeque. John Steiner.

MARION, IND.—Elks Street Fair and Carnival. June 11 to 15. E. L. Kinneman, chairman.

MONTPELLIER, IND.—Montpellier Street Fair Association. Aug. 15 to 18. Harry A. Dedge, Montpellier, Ind., pres.; J. W. Crosbie, Montpellier, Ind., vice pres.; D. A. Bryson, Montpellier, Ind., treas.; C. L. Smith, Montpellier, Ind., mgr.; C. L. Smith, Montpellier, Ind., secy.

CECIL RAPIDS, IA.—Carnival and Street Fair. Oct. 1 to 6. Geo. K. Barton, pres.; C. L. Miller, treas.; Alex. Charles, secy.

LA PORTE CITY, IA.—Big Fourth of July Celebration. July 3 to 5. H. G. Conger, secy.

EDWARDSVILLE, ILL.—Madison County Centennial. Aug. 28 to 31. Major J. T. Crocker, pres.; H. P. Holz, treas.; H. C. Goike, secy.

EMPORIA, KAN.—Young Men's Business Association. Sept. 26 to 28. Wm. A. White, pres.; L. T. Heritage, treas.

EMPORIA, KAN.—Emporia Street Fair. Sept. 26 to 28. E. E. Fawcett, secy.

TOPEKA, KAN.—Home Products Exposition and Great Street Fair and Carnival. May 28 to June 2. W. H. Siter, secy.

WICHITA, KAN.—Carnival and Fall Festival (street fair). Oct. 1 to 6. H. C. Lockwood, secy.

ASHLAND, KY.—Street Fair and Merchants' Carnival. July 2 to 7. H. F. B. yan, pres.; S. L. Martin, secy.

WINCHESTER, KY.—Street Fair. July 3 to 5. W. H. Garner, secy.

BOSTON, MASS.—Elks' Carnival. Aug. 6 to 11, 1900. Combination Park.

HOUGHTON, MICH.—Street Fair and Carnival. July 2 to 7. Percy H. Fenimore, secy.

SLEEPY EYE, MINN.—The Sleepy Eye Street Fair Association. Last week in September, 1900. A. C. Von Hagen, pres.; J. P. Bertrand, treas.; H. G. Hays, secy.

CHARLOTTE, N. C.—Elks' Carnival and International Firemen's Tournament. May 21 to 26. M. A. Lyon, director general; P. L. McMahon, chief marshal; Maj. G. F. Rutzler, secy.-treas.

NEWARK, N. J.—Newark Industrial Street Fair and Carnival. May 28 to June 2. Fred. A. Thomas, director general; H. J. Conib, treas.; T. J. McManus, secy.

CHARLOTTE, N. C.—Elks' Carnival and International Firemen's Tournament. May 20 to 25. F. W. Gaskid, mgr.

CORNING, N. Y.—Free Street Fair. Harry Sternberg, manager.

ROCHESTER, N. Y.—Fair and Carnival. Aug. 15 to 18. J. E. Furlong, mgr.

WILLIAMSPORT, PA.—Street Fair. June 11 to 15. Geo. H. Hubb, mgr.

CHATTANOOGA, TENN.—Chattanooga Spring Festival and Street Fair Association. May 7 to 12, 1900. Geo. W. Ochs, Chattanooga, Tenn., pres.; W. A. Sadi, Chattanooga, Tenn., treas.; Bernard A. Loveman, Chattanooga, Tenn., secy.

MANCHESTER, TENN.—Manchester Street Fair. Oct. 6 and 7. J. E. Willis, treas.

TULLAHOMA, TENN.—Mid-Summer Festival. July 1 to 5. Beck Avdelleott, mgr.

DALLAS, TEX.—B. P. O. Elks' Midway Carnival. May 28.

PARIS, TEX.—Firemen's Carnival and Street Fair. May 24 to 26. Address 213 Webb st.

RICHMOND, VA.—Street Fair. May 14 to 1. H. D. Eichelberger, secy.; Geo. D. Benson, promoter.

FAIRMONT, W. VA.—Street Fair. June 5 to 25. Clyde Fleming, mgr.

Races.

BENNING, (WASHINGTON, D. C.)—Nov. 17 to 30.

BLUE GRASS RACING CIRCUIT—Georgetown, Princeton, Mo., pres.; R. E. Lowry, Seymour, Ia., secy. Harris, Mo., Aug. 29 to 31; Princeton, Mo., Aug. 27 to 31; Lineville, Ia., Sept. 3 to 7; Seymour, Ia., Sept. 10 to 14; Centerville, Ia., Sept. 17 to 21; Corydon, Ia., Sept. 21 to 25; Chariton, Ia., Oct. 1 to 5; Albia, Ia., Oct. 8 to 12; Lamoni, Ia., Oct. 15 to 19.

BRANFORD, CONN.—May 9 and 10, May 20 June 7, June 13 and 14, June 21, July 4 and 5, July 12, July 18 and 19, July 26, Aug. 2 and 3, Aug. 9, Aug. 15 and 16, Aug. 23 Sept. 3 and 4, Sept. 18 to 20, Oct. 17 and 18.

BRIGHTON BEACH, N. Y.—July 5 to Aug. 8.

BUFFALO, N. Y.—Buffalo Driving Club Grand Circuit Meet. Aug. 6 to 11. John H. Sage, secy.

CEDAR VALLEY, IOWA.—Dr. G. W. Fisher, La Porte, Ia., pres.; Leop. Levy Waverly, Ia., secy. Circuit: Cresco, Ia. June 6 and 7, C. A. L. Lewis, secy.; Decora, Ia., June 12 to 14, G. F. Baker, secy.; Waverly, Ia., June 19 to 21, E. H. Curtis, secy.; Cedar Rapids, June 26 to 28, J. W. Griffith, secy.; LaPorte, Ia., July 3 to 5, H. G. Conger, secy.; Marshalltown, Ia., July 10 to 12, J. S. Finkle, secy.

CENTRAL PENNSYLVANIA CIRCUIT—Williamsport, Sept. 11 to 14; Hughesville Sept. 18 to 21; Lewisburg, Sept. 25 to 28; Milton, Oct. 2 to 5; Bloomsburg, Oct. 9 to 12; Chicago, Ill.,—Washington Park. June 2 to July 21.

CHICO, CAL.—Aug. 13 to 18.

CIRCUIT OF THE UPPER OHIO VALLEY—Wheeling, W. Va., Sept. 10 to 14; Woodfield, Sept. 4 to 6; St. Clairsville, Sept. 5 to 7; Smyrna, Sept. 12 to 14; Moundsville Sept. 15 to 21; Smithfield, Sept. 26 to 28; New Martinsville, Aug. 21 to 23; Middlebourne Aug. 28 to 31; Cadiz, Oct. 2 to 4.

CLEVELAND, O.—July 23 to 27.

COLUMBUS, O.—July 20 to Aug. 3.

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