THE BILLBOARD

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The Visit of American Bill-posting Delegate to Ireland.

From The Billposter, London, England, (September issue.)

Mr W. R. Lowden who was elected to represent American bill posters at our annual meeting at Dublin, was at the last moment unable, owing to pressure of business engagements, to come, consequently, Mr. Isaac M. Monk, of Peoria, Illinois, U. S. A., who was second on the poll was invited to attend in his stead. At the time that Mr. Monk received the intelligence he was some 1,700 miles west of New York. Nevertheless, with characteristic energy and promptitude within a space of three or four hours he was on his way. Unfortunately, the boat he had intended to catch, and which would have landed him at Queenstown, had left some twenty minutes or half an hour before he reached the wharf. He was therefore compelled to avail himself of the Londonderry boat. Mr. Monk experienced further delay owing to fog and icebergs, so that he only succeeded in reaching Londonderry on the evening of the 15th of August. On arriving in Dublin he learned that the party would be back at Bray on their return towards home after the excursion. Accordingly, he proceeded to Bray, where he was met by Mr David Allen Jr., Mr. Rogers, (the President) and several members of the committee, and was invited to partake of Messrs. David Allen & Sons' hospitality, in the shape of an a report of the proceedings as which will be found in another column.

At 9 o'clock in the evening, Mr. Monk was entertained by the committee of the Shelbourne Hotel, Dublin, at a sumptuous repast, which had been ordered by telegram from Bray. There were present Mr. J. O. Rogers, President; Mr. Joe Bruton, Vice President; Mr. Rackley, late President; Mr. Orime, Manchester; Mr. F. H. Simpson, Cardiff; Mr. Alderman Sheldon, Bradford; Mr. R. A. Jackson, Liverpool; Mr. Joshua Sheldon, Leeds; Mr. J. McArthur, Dundee; Mr. Councillor W. R. McMillan, Greenock; Mr. David Allen, Jr., Dublin; Mr. Horace Long, London; Mr. Johnson, Leicester; Mr. W. Robinson, Nottingham; Mr. Hartley, Brighouse, and Messrs. Robinson, Halifax.

After the toasts, Mr. Monk, in the course of his remarks, imparted some very interesting information as to the working of the American Bill Posting Association, the rules for admission appearing to be rather more stringent than our own. He also furnished particulars as to conditions under which the American bill poster worked, also as to size of posters and hoardings. Altogether, a very enjoyable evening was spent. We regret to learn, however, that Mr. Monk will not be able to make any prolonged stay on this side, as his business engagements necessitate his leaving Queenstown on the 25th inst., but in order that he may learn as much of the nature of our bill posting details as possible in the short time at his command, he proposes to visit the following towns, namely, Liverpool, Blackburn, Glasgow, Manchester and, possibly London, on which last he will have the advantage of the company of Mr. Alderman Sheldon, who at the instance of the committee, has kindly consented to attend him.

The following is an outline of the tour: On Friday, Aug. 19, Mr. Monk and Alderman John Sheldon visited Belfast, and were shown round the city by Mr. Prent, of the Irish Bill Posting Company, afterwards being entertained at luncheon at the Grand Central Hotel, where the following gentlemen, among others, were present: Mr. Wardman, Theatre Royal, Mr. Moullot, Opera House; Mr. S. C. Allen, of Gould Allen & Sons, Glasgow, was next visited, where they were met at the station by Mr. John Gibson, and were shown around the city, being entertained in the evening to dinner at the St. Enoch Hotel by the bill posters of Glasgow, Mr. Gibson occupying the chair, supported by Mrs. Macdonald, Mr. Beith, Mr. Adamson, Mr. John Locke, and others. They then journeyed to Liverpool, arriving on Sunday morning. Here Mr. Monk and Mr. Sheldon were met and shown around by Mr. R. A. Jackson. On Monday Blackburn and Blackpool were visited, the travellers being shown around the former by Mr. Smelley, and the latter by Mr. Harrop, of the Tower. Mr. Sergison, of the Grand Theatre and Mr. Hudson, of the Empire Palace, Blackpool, was described by Mr. Monk as a "go-ahead" watering place. On Tuesday, Manchester was reached, where Messrs. Crooke and Orime did the honors of the city and entertained the party to luncheon at the Victoria Hotel.

The following is a short account of the proceedings at the Adelphi Hotel, Liverpool. It was suggested among the master bill-posters of Liverpool and the district that before he left England, Mr. Monk should be suitably entertained to dinner, and a number of gentlemen very heartily took up the project and carried out the arrangements to a gratifying and successful issue. Those who acted as hosts on the occasion included Mr. Adamis, Mr. Jackson, the new Liverpool Bill Posting Company, Messrs. Williams, Dearden & Currie, the Birkenhead Bill Posting Company, the Bootle Bill Posting Company, and the Suburban Bill Posting Company. An excellent dinner was provided at the Adelphi Hotel on Tuesday, and the pleasant proceedings were presided over by Dr. Macvie, Chairman of the Bootle, Waterloo, and Ormskirk present being Alderman Sheldon, Bradford, Mr. Rattery, Cheshire Lines Railway, Mr. J. Alderson representing Messrs. Thomas Cook & Son, Mr. Tully, Grand Theatre, Mr. Atkinson, Metropole Theatre, Mr. Cook, Empire Theatre, Mr. Kiernan, Tivoli Palace; Mr. Harris, Finchers, Star Theatre, Mr. O. H. Hill, late Court Theatre; Mr. John Currie, Mr. Fletcher, Mr. Johnson, Mr. Jos. Grime and Mr. Orime, jr., Manchester, Councillor W. Brown, Bootle; Mr. J. W. Jones, Muncaster Theatre and Mr. A. E. Richardson. After dinner the usual loyal toasts were proposed by the Chairman and duly honored. Mr. Harris Finchers proposed "Success to the United Bill Posters Association," in felicitous terms, to which Mr. Grime, Manchester, suitably responded. Mr. Richardson, Bootle Bill Posting Company, was entrusted with the toast of the evening, "Our American Brothers," and in a humorous and happy manner he made several apt remarks, concluding by referring in kind terms to the guest of the evening. In responding Mr. Monk touched upon matters of special interest in the bill posters both in England and America. Alderman Sheldon proposed "Our Musical and Dramatic Brothers." Messrs. Kiernan and Tully suitably responded. Mr. Orime, jr., submitted "Our Clients," which was acknowledged by Messrs. Rattery, Alderson and Kelly. "Our Suburban Patrons" was proposed by Mr. Fletcher, of Birkenhead, and in responding to this toast, Mr. J. W. Jones offered, on behalf of Messrs. Pennington, to entertain the members of the United Bill Posters Association on the occasion of their annual meeting to be held in Liverpool next August. Musical selections were rendered during the evening by several friends, and at the close of the proceedings a hearty vote of thanks was accorded to Dr. Macvie for so ably presiding. Regret was expressed that Mr. Harry Pennington was unable to attend, owing to his being at present in Switzerland.

Mr. Monk sailed from Liverpool on Thursday, the 25th of August, 1898, in the steamship "New England" for Boston. Many members of the trade assembled on the landing stage to wish him bon voyage.

Our readers will be glad to learn that Mr. Monk has expressed himself as delighted with the reception he has met with in the United Kingdom, a statement confirmed by himself in the following letter, addressed to Mr. R. A. Jackson, of Liverpool:

"My Dear Jackson,—Got here in good time, and got fixed up all in good style. Hope I will get home all right. I can't forget you all, nothing but very pleasant memories. Yours respectfully, ISAAC M. MONK.

"Terra Beata, Ind.

S. s. 'New England.'

Queenstown, Aug. 26, 1898."

The following excerpt from the proceedings of the convention published in the same paper, describes Mr. Monk's introduction to the convention:

Mr. J. O. Rogers said: "Ladies and Gentlemen—I am pleased to announce that the ambassador from America has arrived. I am not sure whether every one present thoroughly understands how the American bill posters have arranged his attendance with us. Therefore, in begin, I think it would be better for me, as I have taken considerable interest in watching this particularly interesting visit, to give you a little information on the subject. The American 'Billboard,' which is a journal representing the interest of American bill posting, issued some time ago an advertisement, saying they would pay the expenses of a representative of the American bill posters in visit the United Billposters' meeting in Great Britain. Coupons were printed in each general bill is published monthly, and the members of the association had a right to vote for the proper man to represent America. The name of the gentleman elected was Mr. Lowden. Unfortunately that gentleman was very busy, and unable to come, but the representative with us this evening is a very good substitute, and I must say that if all the members of the American Association are as jolly good fellows as he seems to be, I, for one, would not mind being a member of the American Association as well as of the British one. Mr. Monk has handed me a letter which was given Mr. Lowden by the Billboard Publishing Company, and with your permission, I will read that letter. It is addressed to the United Bill Posters' Association, Great Britain.

"United Bill Posters' Association of Great Britain:

"Greeting.—The bearer of these credentials, Mr. Isaac M. Monk, of Peoria, Illinois, U. S. A., has been chosen an ambassador in your annual convention, vice Mr. W. R. Lowden, detained by pressing business engagements, inasmuch as his election took place under our auspices, we recommend him to your good success with the assurance that he is a fair sample of the kind of bill posters that we grow in America.

"Trusting that we may have the honor of entertaining a British bill poster at our annual meeting in Milwaukee next year, we have the honor to be

"Yours very truly,

"The Billboard Publishing Company,

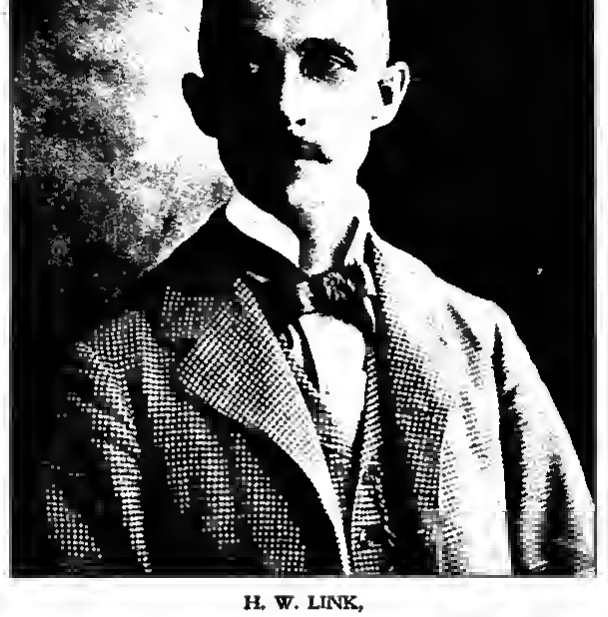
"Cincinnati, O., U. S. A.

"Aug. 4, 1898."

Mr. J. O. Rogers, continuing, said: "Now, I regret to state that our time is short, and I cut out any all I would like to do this American toast, but I want you to show Mr. Monk that you thoroughly appreciate the honor the American fraternity has done us in sending him over to see our organization. Unfortunately Mr. Monk gets but a poor idea of the functions which have attended our meetings, but it was not his fault he was not able to be with us yesterday. I will not say any more, but will ask you to drink with me the health of "the Associated Bill Posters of America and Canada," coupled with the name of Mr. Monk." (Applause.)

The toast was drunk amid a scene of great enthusiasm. Repeated cheers were given for the American fraternity. The members joined heartily in the singing of "He's a Jolly Good Fellow."

Mr. Isaac M. Monk said: "I have to make an apology to you for any shortcomings that may occur in this my speech. As this is the first I have ever made in public, and after being ten days on sea, I am not in proper form for showing to the best advantage. However I am delighted to get here, and am glad to meet you all. This is the largest gathering of bill posters that I have ever attended. I have seen nothing like it in the States. In the first place, we have not so many members in the States as you have here present to-day, so you can imagine to circumstances we have to contend with in a country as large as the United States, and with our meetings held in the city in a central spot. We have 150 members only, all told, and of course they are not all present at any of the meetings. You can therefore understand my surprise in seeing so many of you gathered from so small an area as compared with the United States and Canada. I must say in my short visit in Ireland, I notice you are not behind in bill posting, and are far ahead of us in metal signs, and your posters look as well and better than ours, and are better put up. I also observe that you use blacking. Very few firms use it in our country, and some of your American brethren have forgotten to use it altogether. Up to about five years ago in the United States, mostly any person was considered good enough to be a bill poster, but in recent years the trade has been certified on upon a higher business scale, and it is becoming better every day. I don't know that I can say much more, but I can say thank you enough. Last night I was so disappointed in being unable to get here in time for the other functions. As you are aware, I was not the first delegate selected, and so my selection was unfitted to me until three days before the time—then having 1,700 miles to travel to get to New York (the shipping port), you will understand how impossible it was for me to be in attendance rather. However, I got here the best way I could, and got off at Moville yesterday, arriving in Dublin at 10 o'clock last night. I could not then find any of you—of course it was nobody's fault; it was not even my own. I thank you, one and all, and hope you will send a representative to the next meeting of our society in America, and you may depend upon it, we will treat them right, if you will let us know how and when they are coming, and on present any delay or misunderstanding similar to that which has occurred in my case. (Loud applause.)



H. W. LINK,

Agent, Pawnee Bill's Historic Wild West.

Wilshire's Trust.

Mr Wilshire still continues to receive accounts to his plan to amalgamate all the bill posting plants of the country into one company, and his mail is daily laden with inquiries. Mr. Wilshire has very sensibly decided not to push or hurry matters. He has outlined the scheme thoroughly and placed it before the plant-owners of America. It is now for them to put it through when they feel ready. As for Mr Wilshire, he has returned to his home in Los Angeles, Cal., and proposes to remain there until the advantages of his proposal have been thoroughly discussed and assimilated by his conferees in the bill posting business.

In the meantime, he will answer all inquiries and furnish all plans, details, etc., to inquirers.

Fiske Bros., of Worcester, Mass., have moved into their new offices, which, according to the Worcester Spy of Sept. 14, are admirably arranged for the conduct of their business. L. B. Fiske has been engaged in bill posting in Worcester since 1865. His brother has been associated with him since 1885.

BILL POSTERS DEPARTMENT

SLOCOMB'S SON

A Santiago Hero—Contracted Camp Fever in Cuba—Almost Died at Montauk, but His Father Took Him Home and Nursed Him Back to Life.

In our June issue we chronicled the fact that E. M. Slocomb, jr., son of E. M. Slocomb, manager of the Newark Bill Posting Co., and enlisted in the Second Massachusetts Regiment.

The sequel is found in the following clipping from the Newark Sunday Call of Sept. 1:

"Among the many Newark soldiers home on furlough is a young man who has had a bitter experience of camp life. He was in the fights in Santiago, and he came out of three unscathed, only to fall sick afterward. He is Corporal Edward M. Slocomb, of 270 High street.

Corporal Slocomb is a son of Mr. E. M. Slocomb, the head of the Newark Bill Posting Company. The young man is a student of the University of Pennsylvania, and is twenty years of age. Last May he was visiting his brother, who is now Postmaster at Greenfield, Mass., and when the Second Regiment of that State went to the front he went with it as Corporal of Company I. His regiment took part in nearly all the fights outside of Santiago and the young Corporal and some thrilling experiences at El Caney. It was in this fight that the First Lieutenant of his company was shot, and shortly afterward died in the young Newarker's arms.

He gives a thrilling description of the night attack on his poor crowded up the hill of El Caney. Every time they fired at the enemy the fire of their old-fashioned Springfield rifles served as beacon lights for Spanish bullets. One bullet struck the stock of Corporal Slocomb's gun, glanced off and grazed the breast of his comrade.

"It was not until hostilities had ceased that young Slocomb became sick. He was afflicted with camp fever and came north a week ago on one of the transports that unburdened the afflicted load of humanity at Montauk Point. The young soldier and a vigorous constitution and while he was a very sick man he managed to keep out of the hospital. He was placed in the detention quarters at Montauk. His father visited that place on Wednesday and asked to see his son. A tent was pointed out to him as that of his son.

"Mr Slocomb said: 'I lifted up the flap and looked in, and saw a bearded and emaciated man whom I would never have recognized as my son. I was going in search further when a guard called me back and told me that the man I had just looked at was my boy. He was in a weak condition and just about able to stand. I determined to take him home, but off the furlough I could obtain was for five days. I dressed the boy and we were waiting for the furlough papers to be drawn up when General Wheeler and Secretary Alger came along. The latter noticed how weak the boy was; he was able to stand up and salute, and that was about all. The Secretary of War asked some questions and when he found out that a furlough of only five days had been granted, he said: "Give him thirty days' furlough." He insisted upon the papers being made out then and there, and made General Wheeler sign them to avoid further delay. He also told the officers to allow all sick men who were able and had relatives close at hand to go off on thirty days furlough.'

The young soldier suffered a relapse when he arrived home, and has been delirious at times. In his delirium he goes through the scenes of the fight. Dr Thomas F. Lowerse, of Hill street, is attending him. The patient is suffering from a form of malaria and other troubles, due to the hardships of camp life. He was somewhat easier last evening, but is allowed to have no visitors."

Writing under date of Sept. 10, E. M. Slocomb, sr., says: "Yes, the boy will pull through. He is still weak, but gaining steadily, although slowly."

Slocomb's many friends throughout the country will rejoice to learn of his son's convalescence.

The Late Moses Wolf.

On another page we present a portrait of the late Moses Wolf, of Dayton, O., whose sudden and shocking death was chronicled in our last issue. He was born in the Grand Dukedom of Baden, Germany, Oct. 15, 1836. He came to America in 1856 and engaged in bill posting in 1883.

He was struck by a train on the C., C., C & St. L. R. R. Wednesday, Aug. 10, and died of his injuries Tuesday, Aug. 17, 1898.

His brother William survives him and continues the business.

Newspaper Spitework.

The phenomenal prosperity of Dreiskens, Scott, Sherer, et. al., together with the recent stump to the demand for newspaper advertising, excited the cupidity, spite, malice, and envy of the Minneapolis papers to such a degree that they endeavored to inaugurate a crusade against bill boards and billeline. They lashed themselves into all manner of fine frenzies and conniptions without effect. All their noise came to naught.

It brought out a sensible review from the Sunday Times, however that is well worth printing in full. Lack of space, though, prevents us quoting from it, except in the briefest possible manner, viz.:

"Several of our esteemed twin city contemporaries have been conducting a crusade lately against the innocent bill boards which serve at least two desirable purposes; they are pretty good advertising mediums and they conceal from the public a number of vacant lots overgrown with offensive weeds and the receptacles of cinders and ashes, tin cans and refuse of various sorts. Moreover, some of the bill boards are rather artistic and ornamental.

"Why should our contemporaries wage so fierce a crusade against the harmless bill board, when there are so many far more grievous nuisances which should be made the targets for the big guns? Take, for example, the plastering of the inside of the street cars with offensive pills and tape-worm and similar advertisements, and the persistence of traffickers of all kinds upon the streets with their wares and their hucksterings, and this complacency has made the crusade against any of these evils and impositions appear almost like a persecution. * * * *

"Why roll at the bill board as an offense to good taste when there are a hundred other real nuisances which we tolerate with meekness. * * * *

"To people who are really refined they are less directly annoying and offensive than the jangling halls of milk wagons, the earthquake rumbling of ice wagons, and discordant yells of fruit peddlers and unearthly, nerve-piercing shriek of the fish-horn, the whistle of the belated idiot going home at 2 or 3 o'clock in the morning and leaving behind him a lurid wake of profanity, as he rends the silence of the night with his shrill and diabolical rendition of "Parade Ally" or "Oft in the Stilly Night," or some other old thing, the screech of lonesomeness whistles engaged in what appears to be a regular early morning contest for supremacy in the realm of noise, the thunder of monstrous trucks that pour along the thoroughfares gliding on the array, the army of leather-lunged bucketers filling the air with uninstallable yawps, and all the other sounds of pandemonium—crunching, shrieking, jangling and roaring noises that have arisen since the world began and all concentrated on though in one mighty effort to wake the dead.

"There is no more reason that the public should be afflicted with this anarchy of sound than there is that the business of trafficking in meat and fish, or in vegetables and fruit, should be permitted on the sidewalks of some of the most crowded streets; than why dealers in boots and shoes or dry goods should be allowed to overflow in the same way with their traffic. Room enough will be found indoors just as soon as it is demonstrated that the sidewalks can no longer be occupied by market stands and peanut roasters, but must be kept free for the convenient use of the public in passing along the street."

They Don't Advertise Enough.

I have been reading with a great deal of interest the various articles that have appeared from time to time in "The Billboard" concerning the village bill poster, his successes and fizzles—mostly fizzles.

The causes of his failures have been laid to many things—poor service, prices too high, town too small, etc.—but it seems to me, that none have struck the key-note of his failure. My opinion is that he doesn't advertise enough. Don't advertise at all in nine cases out of ten. But he thinks Mr. National Advertiser ought to place his paper with him. Oh yes! Advertising pays—for the other fellow, but when you mention the idea of his spending $4 or $5 a month to push his plant with, he wilts.

He has a plant in a good town, gives good service, but has hardly enough work to keep him alive. Perhaps on his boards he has some foreign paper, that has been sent him by some persistent advertising agent, who, after some five or six letters, succeeded in finding there was a bill poster in the town, and that he posted bills. This bill poster goes plodding along, month after month, and never thinks of coming out of the woods and "bullein" at the patent medicine man, the tobacco man, or the gentleman who sells chewing gum, and telling him that he is on earth, and owns a plant that is giving good service, his prices, his capacity—all the strong points of his business, if he has any besides the paste.

Our small bill poster will say he can't afford it, times are too hard. Bravens, man, you will never better times, if you don't have some push about you. Don't you find the names of your successful bill posters among the advertising columns of your trade papers? You may be sure they were not always so large and powerful. They started with perhaps no more than you have. But you can count on it, that they spoke right out in meeting, and told Mr Advertiser their business, and their address. And to-day you point them out as successful man in your line of business.

But don't think that advertising is going to do it all. No not by any means. You must have something to back your advertising up. A good plant, good service, and business methods enough to at least answer a letter within three weeks from time received.

And another thing—don't expect that one issue of your ad. will bring the pro rates to your wallet. You all know that old saw about 'constant dropping, etc.

Try it, my friend. Advertise! If you can't write a good bright ad., hire some ad-writer who can. Good-business bringing, straight-from-the-shoulder talks, and inside of a year your business will be doubled. Here's food for thought, think it over, and act.

ROY McCLORY.

Boston Boobies.

Unable to successfully cope with the evil pass system, a few managers in the Hub have undertaken to get along without the bill boards. The Dramatic Mirror says:

"The managers of the leading theatres in Boston have made an agreement to restrict the use of printing this season. The parties to it are John B. Schoeffel, manager of the Tremont Theatre, Eugene Tompkins, manager of the Boston and Park Theatres, and Isaac H. Rich, manager of the Hollis Street Theatre and Boston Museum.

"The agreement was made in January last and goes into effect with the opening of the present season. Under its terms stands of printing are abolished entirely. No lithographs or other window printing are used, and lithograph passes are prohibited. Each theatre in the association is limited to 200 three-sheet boards in the city of Boston, and not more than four seats a month can be given for any three-sheet board privilege. Photographs and frames may be exhibited in windows. Half-sheets to the number of ten may be displayed in hotels, railway stations, at ticket agencies, etc., but indoors only.

"In the course of a season, if this compact is strictly lived up to, there will be saved to the Boston managers and the companies playing at their theatres at least $40,000. There has been little objection than far, and the great majority of those looked during the season have expressed their hearty approval of it.

"The result will be followed with the keenest interest, and if it is satisfactory the abolition of printing will extend undoubtedly to the first-class theatres in other large cities. Even greater than the saving in actual outlay for material and posting will be the enormous gain in shutting off the army that gets into the theatres on lithograph passes, the bulk of which fall into the hands of the scalpers and are sold at cut rates.

"It has been estimated that in former seasons twenty thousand persons a week have secured admission on three passes. The putting off of pretty bad this number will undoubtedly serve to create a material increase of paying playgoers."

The saving of $40,000 that is mentioned in the clipping is very likely to turn out quite the most expensive saving that the managers ever made.

The firm of Callahan & Durkee, of Pittsfield, Mass., was dissolved Sept. 3. Mr. Callahan will continue the bill posting and Mr. Durykee the trucking.

COMFORT FOR CAMPBELL

The English Official Organ Is a Loser, Also.

The following excerpt from the proceedings of the United Bill Posters' Association of Great Britain shows that their paper, The Bill Poster, the official organ of the organization and published by the association, is operated at a loss, like its American namesake:

"Then there is an item against The Billposter. The receipts in that account were $800, and the payments were $1,100, which represents a loss of about $300 for one year on the working of that journal. That loss could very easily be turned into a profit if every member of the association subscribed to the journal, and sent occasional advertisements to it. We do not give an exceptionally good number every month, but there is no doubt that in every number there is certain information which should be in the possession of every member of the association. There is a credit item of $75, which does not appear in the statement of amount of receipts, because it is not part of either. Shortly after the resignation of your late Secretary, (Mr. Bennett), your committee instructed the auditors to report on the accounts for the past three years. They did so, and discovered a deficiency of $275. Mr. Bennett has sent a cheque for that amount, which was just received this morning, and consequently does not appear in the balance-sheet. We are therefore out losers by the irregularities in the accounts of our late Secretary."

We were surprised to discover this condition of affairs. The paper is well edited and deserves support. If the British bill posters do not support their official organ, the question naturally arises, What chance has our official organ got to become self-supporting?

Iowa State Billposters.

The second annual meeting of the Iowa State Bill Posters' Association met at the Hotel Pilgrim, Marshalltown, Sept. 7. It was fairly well attended. The association was found to be in good condition financially and otherwise. The membership is now 36.

After the discussion of several items of interest and adoption of various reports, the following officers were unanimously re-elected, viz.: A. R. Beall, President, Sioux City, Iowa; Jas. T. Coffee, Treasurer, Dubuque, Iowa; I. C. Speers, Secretary, Marshalltown, Iowa; C. F. Brown, of Waterloo, was unanimously elected Vice President. The balance of the day was spent in a letting and right-selling. The place of the next meeting is to be designated by the President one month before it is called.

I. C. SPEARS Secretary

[Editor's Note—Mr. Speers entertained the visiting delegates with dinner following the adjournment.]

Another Iowa Association.

(Special Correspondence.)

Keokuk Iowa, Sept. 4, 1898.

In obedience to a call authorized by A. Weber, of New Orleans, La., President of the International Bill Posting Association, a number of bill posters met in this city at the office of A. A. Bland & Son to form a State bill posting association. Mr. Weber made the Chairman and stated the object of the meeting. Mr. Alton of Fort Madison, proposed that a State association be formed, and on motion the proposition carried, and the following officers were elected: A. A. Bland, President, Elliott Alton of Fort Madison, Secretary, and Elbert Payton, of Centerville, Treasurer. The object of the organization is the mutual protection of bill posters and advertisers. Mr. Alton and Mr. Bland were made a committee to draft a constitution and by-laws. The association adjourned to meet in Fort Madison at the Ehlinger Opera House at 2 o'clock, Oct. 5, 1898.

A BIG ONE IN INDIANAPOLIS.

LICENSE IS INVALID.

Supreme Court of South Dakota Renders a Decision Important to Billposters and Distributers.

(Special Correspondence.)
Pierre, S. D., Sept. 6, 1898.

Among the opinions handed down by the Supreme Court at its late sitting was one in which the validity of the license law passed at the last session of the Legislature was passed upon.

After citing the act, the Court holds that the law is a violation of the Interstate Commerce act, on it attempts to regulate commerce between States, a function of the Government which is granted to Congress alone. In support of this, the Court says:

"While the license fee is apparently imposed regardless of the amount of business transacted, the irresistible effect of the law as applied to this case is to regulate commerce between States by compelling a Minneapolis firm to pay in advance for the privilege of attempting to procure customers in one of the remotes of the State. Decisions too numerous to justify citation, holding that interstate and foreign traffic is entirely exempt from such a tax, regardless of the method of imposition, are grounded upon the doctrine that a State has no power under the constitution to burden such commerce either by way of a direct tax upon the subject matter or by requiring those engaged in the occupation of soliciting orders or advertising the commodities of some person residing within another State, to pay a license for such privilege.

"We find that commerce among the States consists of traffic between their inhabitants, and includes the purchase and sale of commodities through the agency of persons employed to solicit orders by the use of samples, etc., and the power to license and regulate such hawkers in Congress exclusively. Our conclusion therefore is that the complaint under consideration as applied by the Court below to plaintiff in judgment appealed from is reversed with the direction that the accused be discharged."

H. W. Link.

The phenomenal success of the Pawnee Bill Historic Wild West Shows during the present season has brought into prominence an agent of more than ordinary ability. He is Mr. H. W. Link, the subject of our frontispiece. Mr. Link is deserving of the very highest commendation for the exceptional manner in which he has billed Major Lillie's attraction and the skill manner in which he has routed it and handled its advance force. Moreover, he has demonstrated that he is a good judge of roughly, for his show has always been in the right territory at the right time.

Mr. Link was born at Battle Creek, Mich., July 4, 1859. His first experience in the show business was obtained under the veteran Charles White, at the old Coliseum, Detroit, Mich., during the season of '73 and '79.

The following seasons found him in the employ of W. J. Gilmore, at the Grand Central, and the following year he divided between the old Garden Theatre and the Park Theatre in the same city.

During the summer of 1882 he obtained his first experience in the circus business with Col. Geo. W. Hall's Shows. He was a success from the start, and the following summer found him ahead of Geo. De Haven's Shows.

In '84 he went back to Col. Hall and in '85 was again with De Haven.

In '86 he joined the Taylor Shows, at Creston, Iowa, and the following season went ahead of Hall & Dingley.

During the winter of '87 and '88 he was in advance of the Boston Comic Opera Co.

The summer of '88 he put in ahead of the Howes London Shows, and at the end of the season went ahead of Sidell Bros. Minstrels.

The following summer he was general agent of Howes London Shows, and in 1890 was general agent of L. H. French's Shows, which that year was booked by Col. Burr Robbins.

In 1891 in conjunction with E. D. Colvin he managed Pete Peterson's Swedish comedy. It was not sufficiently resurrected and in 1892 he went ahead of Sells & Rentfrews Circus.

In 1893 he was with Bob Hunting, in 1894 with L. W. Washburn, and in 1895 with Pawnee Bill.

During the winter of '95 he was very ill and his illness precluded his going on the road in 1896. He went to Michigan recovered his health and in 1897 was ahead of The McMahon Shows.

The present season he has distinguished himself ahead of the Pawnee Bill Shows, and his work has been of the very highest order. He is careful, far-seeing and an indefatigable worker.

Imperialism

and other national questions of public importance are now before the American people.

"Public Opinion" is the only journal in the United States that gives all sides of all questions. The fall elections are almost upon us, and they will be unusually interesting this year as an index of the attitude of the country toward the present administration and its policies. "Public Opinion" reports the action of all State conventions and gives press comment on all elections. In addition to this, the departments of Foreign Affairs, Social Questions, Science, Letters and Art, and Business and Finance give a weekly digest of the best current contributions on these subjects. The subscription price is $2.50 a year, $1.25 for six months. We have made a special rate for trial subscriptions of 25 cents for three months. Sample copies and cards for mailing sent on request. The Public Opinion Co., 17 Astor Place, N. Y.

DETROIT.

Walker Waxing Wealthy.

During September the writer had the pleasure of visiting Detroit. At the time Walker's boards were full to overflowing. A call at the new offices revealed the fact that the firm was carrying 24,876 sheets of lion paper.

The firm most is evidence on the boards were Battle Ax and Spear Head, although the Banner Cigar Co., Star Cigar Co., Brown Bros. and Alexander Gordon also had good showings.

All four of the theatres were using large amounts of space, but the Wonderland was far and away ahead of the rest.

Mr. Walker has spent the greater part of the summer at his villa on the "Flats." The opposition firm started by Jim Henry, Fred. McCoy and Jim Little has not made any headway. A week ahead the city failed to reveal any conspicuous boards, and it is said that they have less than a thousand feet all told.

THE LATE MOSES WOLF,
Of Dayton, Ohio.

The journeymen bill posters of Detroit have unionized, and it is a good thing, as it prevents sulping by boys.

Walker revealed an interesting fact in course of conversation, viz., the actual cost of posting paper, excluding rentals. He has kept a tabulated statement of the number of sheets posted during the past year and also wages paid to his men, expense of teams, cost of paste, etc. He finds the actual cost is 91 cents per 100 sheets, or, in round figures, 9-10 of a cent per sheet.

Verily, bill posters would grow rich rapidly if it was not for those troublesome rents. Walker, however, is doing very nicely as it is.

BOSTON.

Union Posters Complain to Police of Work Done in Violation of the Law.

An effort is to be made by the Bill Posters' Union to have the policemen of the city arrest all violators of the Sunday law who post theatre bills on Sunday.

A committee of the union called on Superintendent Eldridge Sept. 13, and told him that men were engaged in posting theatre bills from midnight Saturday night until late in the day Sunday. The committee averred that bill posting is not a public necessity, and is clearly a violation of the law relating to Sabbath work.

After the call it was hinted that Superintendent Eldridge wanted the bill posters to swear out warrants against the Sunday bill posters. This the complainants refused to do, saying that the police are appointed to enforce the law.

The little yellow labels of the Bill Posters' Union of Boston were seen on all prominent thoroughfares of Boston Labor Day morning for the first time this season. Fellow unionists, see that your posting is done by union bill posters.

Manager John B. Schoeffel, of the Tremont Theatre, ex-Alderman John H. Lee and Superintendent Eldridge called at police headquarters Sept. 10 to see if something could not be done to prevent alleged mutilation of theatrical posters on bill boards about town, said to have been done by members of a political mechanics' guild, which has some kind of a dispute with the theatre in question, and also others, it is said, in this city.

The police board was busy, and did not grant the delegation a hearing. The gentlemen then sought out a Judge and stated the facts of the case to him. He took the matter under advisement. Sept. 16 the Judge issued warrants for two of the miscreants.

J. F. Clark, of Conway, Ark., writes that business has been dull, but is now improving.

Eighth Annual Session of the Minnesota Billposters.

(Special Correspondence.)

The Minnesota Bill Posters met in eighth annual session at the National Hotel, Minneapolis, Sept. 8, with President L. N. Scott, of St. Paul in the chair. The meeting was brief and was marked by no business of interest to people outside of the trade. The various members of the association in attendance discussed the matter of rates at some length, and there was a decided inclination evidenced to make the rate uniform throughout the State. Bill posting has of late years come to be regarded as no small factor in the advertising world, and this fact was noted with no small amount of congratulation and pride by the members of the association.

The old officers were all re-elected, as follows: President, L. N. Scott, St. Paul; Vice President, Mike Dreissner, Minneapolis; Secretary and Treasurer, C. H. Grisbler, Mankato. Among those present were also C. E. White, Faribault; A. D. Goodman, Wausau; C. B. Hood, Chicago; J. M. Bisson, Minneapolis; T. H. Carroll, Anoka, and J. A. Austin, Montevideo. An early adjournment was had in permit the members of the convention to attend the State Fair.

Chapman's boards were so full on they said he during G. A. R. week. Cincinnati's population was increased fifty thousand during the encampment.

Billposters' Notes.

The attack on Mrs. Mulvihill's service at Omaha, which recently appeared in the official organ of the Associated Bill Posters, was, to say the least, not very pretty.

Opinions on the merits of Mrs. Mulvihill's management may vary. It may be that many persons hold that a woman should not attempt to handle a business, that the very fact that she is a wife and a mother incapacitates her for a business career. But in Mrs. Mulvihill's case all of these opinions would be neither here nor there. She is a member of the association. When misfortune overtook her husband and he was stricken in mind and body, she was compelled to become the breadwinner. She has done the best she could, and is entitled to the respect of every member of the A. B. P. and every man possessing any of the finer feelings will want to see her protected from further affronts.

Every year since "The Billboard" was first inaugurated has seen an increasing number of commercial decos on the boards. As theatrical companies and circuses are hilling heavier than ever, it must be conceded that "The Billboard" has benefited bill posters materially and substantially. It has brought them more business than they need to have. It has preached the doctrine of the poster to advertisers so tirelessly that much of the money that formerly went entirely to newspapers is now spent for posting.

The Sunday Times-Herald, of Chicago, published Aug. 28 a cartoon of so-called unsightly bill boards, and about a column of cloug abounding in invective. "Chicago is made hideous by bill boards. Chicago is a nightmare of weird, dirty posters," etc. As the newspapers in Chicago use more bill board space than any other mercantile concerns, we are moved to remark, "Consistency, thy name is newspaper woman. Thou art henceforth a newspaper publisher."

Geo. Castner advertises that he has acquired boards in the following cities, viz.: Syracuse, N. Y., Binghamton, N. Y., Elmira, N. Y., Oswego, N. Y., Watertown, N. Y., Jamestown, N. Y., Homer, N. Y., Cortland, N. Y., Fulton, N. Y., Olean, N. Y., Newcastle, Pa. Members of all State and National Associations. Also members of the International Association of Distributers. He is wrong about Newcastle. J. G. Loving is the I. A. D. member at that point, and has filed charges of unfraternal conduct against Castner.

The Webb City and Carterville Advertising Company (Missouri) has undergone a change of management. L. A. Fullen replaces C. O. Lemmons as manager. They report having posted during the last month 15 eight-sheets and 100 one-sheets for Liggett & My ers, 18 twelve-sheets, 16 three-sheets and 20 one-sheets for the Drummond Tobacco Company, also, 60 one-sheets for Little's Liquid Sulphur.

In a neat little brochure of a size to be enclosed in a No. 6 envelope, Mr. F. Walker, of Fargo, N. D., has shown some half-dozen pictures of his more prominent bill boards, and devotes considerable space to a clear, concise and well-written description of Fargo and Moorhead, their resources and advantages.

We can not quote extensively from the booklet, but the following opening paragraph will give as Fr's of its snappy style:

"This important branch of Commercial Business has grown to such proportions, and has proved of such inestimable value to the Manufacturer, Wholesaler and Distributor, that it needs no argument on our part to convince you of its desirability, and such is not the object of this pamphlet. We wish, however, to lay before you the peculiar advantages we can afford to those who are advertising their wares through the bill board medium. First, let us tell you a thing or two about our city."

How the Trade Journal Helps.

Consider the advantage of reaching the man you want when he is particularly disposed to your favor.

Nothing is so bad as approaching a man at the wrong time.

When a man is reading his trade journal he is interested in his business. His mind is turned toward you. When he finds your ad between the pages of his trade journal it fits in with his thoughts about his business. If you sell anything he can use this is the time to talk to him about it. He will meet you half way. Everything he has been reading in his trade journal has been leading him up to this point. In no other way will your ad be so sure to strike him at just the right time.

You can know what he is thinking about when he is reading his trade journal. You can know that he is thinking about something that will make him more or less predisposed toward what you have to say. This is the best time to strike. If your advertisement were anywhere else than in the pages of the "Trade Journal," he would not see it at this time and you would lose part of the interest that the journal has prepared for you.

Trade journal space is centrally valuable space. It only needs proper treatment to yield proper returns. It is read only by men who are interested in what you have to sell. These men will see your ad at a time when they are thinking about their business. If there is any use in their business for your business, you have the golden opportunity—it is for you to use it.

Letters to the Editor
A Monthly Experience Meeting—An Open Court

Pueblo, Col., Sept. 10, 1898.

Editor "The Billboard":

Please publish the following plain statement of facts

"To Members of I. A. of D.:

"Dear Sirs.—This is to certify that in the disposing of the bill posting business of the Pueblo Bill Posting Company from G. W. Johnson to J. G. Brayton and, later, in the sale of the bill posting business of the Pueblo Bill Posting and Sign Company from J. G. Brayton to the Curran Company, the distributing business of Jesse B. Mitchell was not intentionally disposed of in either transaction. If there be any bill of sale that includes the above-mentioned distributing business among its articles, it is so included without our knowledge or consent.

"JOHN G. BRAYTON,
"GEO. W. JOHNSON."

The foregoing statement should set me right in the estimation of the members of the I. A. of D. Both the gentlemen who sign it are reliable. JESSE MITCHELL.

Editor "The Billboard":

September number is at hand, and I find it full of interesting items which are well worth any now's eventog of reading, and adds much to the pleasure one derives from his favorite journal. "The Billboard" has certainly improved since I first saw a copy. May it continue and its "bank balance grow long."

I am very much taken with the war cry of the Ardmore denizen of the wild and woolly West. He certainly comes on the jump and hits the nail on the head square, awakening a ray of sympathy from many a poor isolated member. It is true few isolated members derive much benefit from the amount paid in, but they do derive some. There is no question about that. Many members get some work simply because they are members of an association, because it does just what they preach—"advertise" them, and as a general thing an association tries to get the best men possible, they are then stamped as the best posty at that point.

Naturally, advertisers give their preference and sometimes, sorry to say, their confidence is misplaced. Then, again, with an association there are men who work in somehow or other who should not be there. It is so in every large body of men, and on that account I am loath to accept his sweeping assertion that the I. B. P. A. is an Association of Asses, though I have no doubt but that it has its share.

I am a strong believer in organization, even if little benefit be derived from it at first. It helps many and may help me more later on. I remember perfectly well when I first joined a little "sucker"-catcher and voted myself an entire "Association of Asses" to man, but joined them, and, strange to relate, all added see but one, besides being a stepping-stone to a better association. I will say, though, that I was caught for only one ten-cent box of ointment in my embryo state as a distributor.

I would like to be a member of the I. B. P. A., A. B. P. and especially the I. A. of D., but it seems that I can not, as all the large cities where one can support them are already taken, and the only way I can do is to travel.

Did you ever notice the interest taken in posting and advertising matter in these little crossroads settlements and villages? If not, just go out to one of 25 to 100 people, post up one or two one-sheet or two-sheet posters, take at least three special medicine circulars, samples also—if you can, a sample of soap—one of powders, a story paper, etc., leave them at the houses, then go and post your bills. Next Sunday evening come back on a visit. You will find that every person has some "ailment just like so-and-so in' one or the other patent medicine circulars, soap and powders have their supporters, while every one has some criticism on your poster. The young lady of the house has finished the paper, and all want you to send them the next number. Try it; you will be astonished. Up North, you do not have the many, very many small country towns that we have here in the South, you have many more railroads, but try it in some small place not often worked, and see.

I are Pontiac, Mich., "finished a job for Dr. C. I. Sharp a little while ago. He came up to my price of $2 per thousand," etc. The only comment that I wish to make is, if there is any one who can make an honest house-to-house distribution at less than $1.50 to $2 per thousand on small orders and make a living I would like to buy a receipt, and as for F. W. Newman, of Albany, distributing at $1 to $1.25 per thousand, he reminds me very much of a Crank in some large city that had a Bonanza, who claimed that during certain weeks paper started at certain angles went certain distances in a radius of eight miles, so he was going to arrange with the Meteorological people to get advance tips of such winds, establish a clear distributing agency in the center of the city, and do away with the ordinary human distributor and sling the advertising to the winds, where no doubt some of Mr. F. W. Newman's $1 per thousand matter goes.

I notice Dr. Miles Medical Co., Dr. Burkhart, Chattanooga Medical Co., and others take a great deal of interest to distributors and the association.

Hope I have not tired you out.

"COUNTY SUCKER."

Editor "The Billboard":

"All has been same time since we sent you any communication from "this neck n' woods," so thought would let you know we are alive, business has been very quiet with us throughout the early summer, but now that the war seems to be over it commences to pick up. Foley & Co., of Chicago, gave us 850 sheets in July, made up of three-sheet, eight-sheet and 24-sheet stands, also 1,000 W. P. signs for tacking. We covered the county with same. They are a fine firm to do business with, and treated us like gentlemen. For the past two weeks we have been very busy advertising the great Mansfield Fair, that comes off Sept. 27 to 30. It calls to gather a great concourse of people. They spare no expense in advertising it well. We have had two wagons and four men at work for them. They use everything from a one-eighth sheet up to 24-sheet pictorial, and cover everything in sight like a cyclone. They have a grand array of special attractions, among which are the celebrated "Hassow Midgets," "Lotto & Delto, in the trick house act," "Lunetaro, Japanese Magician and wonder worker," "Coliman' Donkey Circus," besides three day baseball tournament. With the "Midgets" comes twenty-eight 24-sheet sheets of beautiful pictorial paper; they advertise into five counties, besides covering railroad routes for 100 miles out. With good weather a safe estimate places the crowd for third day at least 20,000. During a severe storm on the 6th inst. one of our contracting men had bill posters was wrecked and one man killed instantly and the other badly injured. I only delayed one short time, we having the third wagon ready and on the road within twenty-four hours.

We joined the International Association of Distributors in July, and believe it will be of great assistance to us. We confess that we have already begun to see returns from it; it is certainly a good thing and we hope the time will come when every heard distributor in the land is a member.

We have just received 6,000 circulars for distribution from Dr. Chase Co., Philadelphia; have on the road 2,000 booklets from Boston Medical Institute Chicago, 3,000 booklets from Lydia E. Pinkham Co. for second distribution; also 2,000 pieces free Dr. Miles Medical Co., Elkhart, Ind.; have done their work for two years, and their inspector expressed himself as well pleased with our work. When here a short time ago giving us more territory. We have had posters from two firms and 3rd Cross stove posters from another firm, all local that we are working on now, and are about to close a contract for posting 1,000 sheets for another firm of national advertisers. They are beginning to see the benefit of our well-defined "country routes." Are pleased in only the good feeling now existing between "The Billboard" and the Billboard Display Advertising, and am sure it will bring good results to the craft. We have never had the pleasure of receiving a circular from Mr. Wilshire but would be pleased to have one. Possibly an might want to come under the cloak, if it is to include all.

In mentioning work, did not mention the 700 sheets we have received from Opera House during August and September. Our Mr. H. M. Griggs is the local manager. Thanking you for favors shown to us, we are,

Yours very truly,
THE W. D. HUSTED ADV. CO.

Flint, Mich., Sept. 12, 1898.

Editor "The Billboard":

I have just completed a distribution for J. C. Ayer Co., Lowell, Mass. Have 1,100 Hood's Farm to put out at the county fair to be held here Sept. 20. Also at present distributing samples of Sozio for the Michigan Chemical Co., Detroit, Mich. Have just signed contracts with the Dr. Miles Medical Co., the Lydia Pinkham Co. I gave a privilege to the Silver Yeast Co., Detroit, Mich., and to Yeast Foam to distribute samples. Business has been very dull for the last few months, but is getting better. Wishing "The Billboard" success, I am, respectfully,

NELSON MATTESON

Winona, Minn., Sept. 19, 1898.

Editor "The Billboard":

As you have not heard a word from me for some time, you may think he me not at business, but must tell you I am still in it at least the past month. As our street fair takes place soon, I have been busy putting up bills for both city merchants and out-of-town advertisers. Fullerton paper is now up: 20 eight-sheet stands from A. Van Brazen & Co., for Mount's Food, 10 eight-sheets and 5 twelve-sheets for Bath Ax Co., 10 eight-sheets from Ben W. Hake, for Banquet Hall Cigar, 8 eight-sheets for Singer Manufacturing Co., 4 twenty-eight-sheets and 10 eight-sheet stands for Beaman Chemical Co., 25 twelve-sheets, 25 two-sheets and 20 one-sheets for Drummond Tobacco Co., St. Louis, 8 fifteen-sheet stands for Wisconsin Business University, 45 one-sheets for Hauert & Blake, Irving also have 10 eight-sheets for same firm, to go up before the fair. Have more paper on hand, which will keep one busy for at least a week. Yours truly,

HENRY WERNER.

Logan, O., Sept. 5, 1898.

Editor "The Billboard":

For genuine push and get-there energy, "The Billboard" is certainly in the lead, and I will contribute my mite toward helping push a good thing along, as enclosed please find money order on Uncle Sam for one dollar for inserting my address in your list of members at the I. A. of D.

It is my opinion that any member who does not take advantage of your offer and at such an insignificant cost, does not know a good thing when he sees it.

I have only been in the bill posting and distributing business about eight months, but have had about all the work my boards could stand. Distributing has been fair, and is improving. Very truly yours,

F. A. KOPPE.

Barry, Ill., Aug. 20, 1898.

Editor "The Billboard":

In looking over your paper and seeing so much from other bill posters, thought I would tell you what we have been doing. Business has been very good with us. There is only one trouble with "The Billboard"—it does not come often enough. No first-class bill poster can do without it. We have man of the best bill posting plants in the State. We bill and distribute in twenty-five different towns. We have fifty 4x12, twenty-eight 4x3, 231 three-sheet, 856 one-sheet stands. All we have worked for are well pleased with our work, and "The Billboard" did it all for us. Very truly yours,

BROWN & NICOL.

Marshall, Ill., Sept. 8, 1898.

Editor "The Billboard":

Enclosed find my subscription for coming year. I have had my boards looking nice this season, and was compelled to put up 200 feet of boards two feet high, besides a number of three and one-sheets. I will bet money that I have more boards then any town of this size in the State. I have had two good shipments of paper from Houghtaling and Stalbrodt, of New York.

Have on the boards now Horse Shoe Tobacco, Scalping Knife Tobacco, Longley Hat. This is the third time I have had the Longley Hat on my boards for a local merchant. First posting I put up was twenty sheets, the last 50 two-sheets. Doesn't that speak well for me and my boards? Also have Indiana State Fair, Martinsville Fair, Terre Haute Races and local races. Ringling Bros. did a splendid business here the 24 of September, and, best of all our merchants had all they could do.

Thanking you for post kindness, and wishing success to "The Billboard," I am, very truly yours, VICTOR JANNEY.

Meridian, Miss., Sept. 9, 1898.

Editor "The Billboard":

It has been quite a while since I have written to you. I have the following paper on my boards at present: Prickly Ash Bitters, 400 sheets; Drummond Tobacco Co., 25 twelve-sheets and 25 two-sheets, Battle Ax, 10 twelve-sheets and 50 two-sheets, Dr. Burkhart, 100 one-sheets. I have contracted with O. J. Gude and others for work later on, and have made quite a number of contracts for the fall and winter. The fall fairs are Oct. 31 to Nov. 5, and will be the only real fair to be given in Mississippi. Everything will be wide open on the grounds, people in all branches of business are invited to attend. Privileges are at a very low price. The new State license on bill posting is coming to be a good thing in this State. Mississippi will soon be in good shape in the bill posting business as soon as they can freeze out a few more tinhorns in smaller towns. In other words, niggers who run hang 100 one-sheets in belt on hour and do it for something to eat. Since I started here, I have cleaned up the whole business all around me. Boys in the western part of the State are working hard on the same thing. Speaking of marvels to the South, you can get a good marvel in any city for an reasonable price as any other city in the world of its size. My city is lined with boards, and I have a number of boards stored away for use when a circus comes or I have need of a quantity of extra ones. I have 316 one sheet boards and 50 right-sheets. These I can fasten together and make any size needed.

With best wishes, I am, very truly yours,

L. D. HOFFER.

Galva, Ill., Aug. 25, 1898.

Editor "The Billboard":

Not having written you before, I will now try to give you an idea of what we are doing in our little city. Business in the rural and hamlets of this line has been first-class so far this season, although we just started in May. We have also entered into the posting business, something that has not been tried here before, and we never been had one board of any size, and that would hold only a twenty sheet stand. We start with four 48-foot and one 96-foot, also a few nine-twelve and sixteen-sheet boards, all in the ten feet high, made of shiplap siding or fence flooring, with four-foot bulletin on top of the whole. A few days ago one of the snipe posters of this town received a large number of Chicago Record one-sheets and sent his twelve-year-old son out to post them. Taking a bucket of paste he went out and tacked one three-sheet and shoved the rest under the sidewalk. We have put a stop to this, "The Billboard," and will are its column as our advertising medium to the near future. Very truly yours,

F. M. BROWN & SON.

Editor "The Billboard":

Last year I attended the State fair. I went with the intention of attending two days but came away after being on the grounds four or five hours. The reason I did not stay longer was because there were so many things without any label or tag giving their names, especially was this the case in the vegetable department, also in the sheep and swine department. Now, it seems to me the State Board or its superintendents should require everything to be properly labeled, especially so in the fruit, vegetable and live stock departments as part of the people at least go to the State fair to learn something as well as for recreation. M. J. R.

Des Moines, Iowa, Sept. 21, 1898.

Editor "The Billboard":

Your valuable paper for September came duly to hand and the convention proceedings were the more appreciated for being late.

I wish to say that I think a great deal of the I. A. of D. and would like to be a member of that association, but as it has not reached my section I am of the opinion that it "needs fixing—broadening out."

A man fills out a blank stating his age and a few less important facts; three men that an honest man (only really honest) can believe him honest, and endorses the opinion that he will faithfully discharge all business obligations. These are the qualifications for membership in the I. A. of D. pure and simple. No attention is paid to capital, experience or ability.

It does not suffice that a man be honest. He must also possess a successful distributing business, must possess education, energy and business ability.

I have received in the past year hundreds of letters from distributors (many members of the I. A. of D.) fully one-third of which could not be read by an expert, and the composition of which would disgust an imbecile.

How many times do you think of in which the I. A. of D. franchise is held by persons content with an occasional job while the easily progressive wide-awake (and in the end successful) distributor is denied admission? It places many good people in an unpleasant position to say the least.

I offer no remedy but it does seem to me that the I. A. of D. should be an open association, (there is no inconvenience in open, honest competition), or another should be organized for the same purpose, upon the same principles, but upon a firm foundation. I hope every person—the victims of such circumstances as I have outlined—will write me a personal letter that we may see how many such unfortunate persons there are, and what can be done to further their interests. Very truly, FRANK V. DRAPER.

Editor "The Billboard":

Many months ago I sent some paper to the Ocean Bill Posting Co., after writing numerous letters to them, I received a reply some months after the shipment, reading as follows:

Ocean N. Y., March 29, 1898.

Sam W. Hake, New York City.

Dear Sir—Some time ago you shipped us some posters to be put out for the Lis Cigar, for Campos, of Rochester, N. Y. We gave your letter containing the amount of work to be done and the instructions to our bill poster, and by some hook or crook he has lost it. Will you kindly inform us how much you owe us for this work? This is rather a queer way to do, but it is the only remedy we have left. An early answer will greatly oblige. Yours truly,

OLEAN BILL POSTING CO.

I immediately took up the matter with the advertisers, inasmuch as my contract with the advertisers specifically specified that I was to give an immediate and correct notification of the meeting of all posting, and that I agreed to make no charge for any work where he could not receive ample proof that the work had been done, I refused to settle for the alleged bill posting. I am in-day in receipt of the following letter from the Olean Bill Posting Co.:

Olean, N. Y., Sept. 10, 1898.

Sam W. Hake, New York City.

Dear Sir—We have positive proof that you had your pay for the job of posting "Lis" Cigars in this city, work done by us. Unless you send us a remittance for the work at once we shall post you to all the papers and will also take judgment against you. Let us hear from you at once, and save further trouble. Yours truly,

OLEAN BILL POSTING CO.

As the Olean Bill Posting Co. threatens to post me in all the papers, I take great pleasure in saving them the expense by publishing the matter myself.

In this connection I wish to say that I and all advertisers are having trouble of a similar nature every week from careless bill posters. That and that to some instances the carelessness in casualty renders it absolutely necessary that the advertiser should use caution in all his dealings, and it is for this reason that I agree with my clients to show them absolute proof at the beginning of each posting, and that I agree to make no charge for proof that is submitted one, two, three or four months later, when it is impossible for the advertiser to verify the reports, or to take proper advantage of the posting.

I endeavor in every way, to impress upon bill posters the fact that unless the proof paper is not sufficient, that the advertiser needs the information so that he may then advantage of the posting and cop all possible benefits therefrom.

I am happy to note that the majority of bill posters are rapidly learning these matters, and are endeavoring in every way to cooperate with the advertiser and contractor, and that each posting is so highly pleasing as to bring the bill poster many renewal orders.

I am confident that one of the best things done by the association at its last meeting was its resolution in regard to the date of sending in lists, and in which it decides that the bill poster who fails in send the list within three days shall forfeit the amount of the bill. Just as soon as the bill posters learn that this rule was made as much for their benefit as for the advertiser, and that it was not made from a feeling of enmity toward them, or from any expectation of taking advantage of them just as soon will bill posting come in something like its proper position in the advertising world. Yours very truly,

SAM W. HOKE.

Aurora, Mo., Sept. 13, 1898.

Editor "The Billboard":

Dear Sir—I beg leave to acknowledge receipt of "The Billboard" for this month.

I will say that I have closely examined it, and find it all right in aim and object, viz., promoting interest of bill posters and circular distributors, distributors of sample packages and the nailing up of signs, etc. I have been a distributor of samples and advertising literature and a nailer-up of signs at Aurora, Mo., for about five years. I represent in this business several of the most extensive advertisers in the United States. We enter into written contracts as to modes of doing this business and the amount of pay for it. For the year and I have never lost a single patron, nor a cent of money for my work in five years.

I do, and personally, superintend this work all the lines visiting every family in our town of about 5,000 population.

Let us co-operate together for our central good and for the good at those who place work in our hands. Let us get together in a close union, and be ready and willing to aid each other by answering letters of rendering any aid necessary to promote the interests of the union and those for whom we work.

I am a member of several distributing associations, and expect to join others and work for the interest of "The Billboard."

Our town being a mining town, out closely or compactly built, is a little hard to canvass, but I am used to it. I am the only professional distributor in this town. I am a boy. Yes, an old boy of 62 years. Have seen the elephant and would have looked at him again in Cuba, Porto Rico or Manila. If the United States Government would have received me.

Iam ready to answer all letters upon the subject of distributing, nailing up signs or posting bills. I will send money soon for one year's subscription to defray "Bill's" expenses. Long may he live and coach may he prosper. S. MARTIN.

SIGN PAINTERS AND SIGN MANUFACTURERS — SIGNS — SIGN PAINTERS AND SIGN MANUFACTURERS

A DEPARTMENT CONDUCTED BY R. M. HOMSHER.

SIGN PAINTING IN ALL ITS BRANCHES.

Surface Preparations- Fillers.

CHAPTER I. PART I.

There are so many distinct divisions or branches of the sign painter's art, that, in undertaking to write a series of articles on the subject, one hardly knows with which to begin. But as the surface comes first in the manual manipulation of a sign, we will begin with it.

While there are so many kinds of surfaces—tin, steel, various kinds of wood, stone, etc—that in some instances would require special treatment that would be a benefit to the learner, we shall only deal with them in a general way. As respecting wooden surfaces, the best sign painters agree that the outside cut of a tree—commonly called the heart, giving as a reason that because of its being more exposed in its growth that it is the toughest and better seasoned. This is not the true reason, however, it is because it is younger, and for some reason yet unexplained the sap-wood of a tree will decay quicker than the heart when left in its natural state but when scarfed and oiled or covered with paint, will last longer than the heart.

In the first place, the sign painter should have some alcohol shellac. This is made by dissolving gum shellac in alcohol to a consistency that it will spread easily and will cover the pores of the wood. Its use in sign painting is confined to filling the pores and for hiding knots and preventing sappy places from showing, and for mixing colors. It is usually mixed in the proportion of one-quarter pound of shellac to one pint of alcohol. Powdered sealing-wax, one-half to one and one-half ounces of alcohol, makes a very good substitute. It should be made stronger than this, that is, more shellac should be used when wanted to kill knots. Make your own shellac so then you can rely on it. Keep it excluded from the air. A self-sealing bottle can be an excellent receptacle for any paint mixtures that are liable to evaporate.

In preparing a board for a good job of sign painting, give a couple of coats of shellac, using pretty thin the most thinly over the knots and sappy places. The best way of all to kill knots, however, is to burn them out with an auger to the depth of about a quarter of an inch and fill the holes with stiff hard drying putty, made as follows: Take fine whiting and beat up to a working consistency in one third drying oil and two-thirds japan dryer; work it into these holes and into all other inequalities with a square pointed putty knife. When this is done, give a good stiff coat of white lead with a sufficient dryer added to make it dry in a reasonable time. Now, if you wish a very smooth job, rub down with lump pumice stone and water in lieu of sand-paper. On over it sign is, when dry, and putty up all deficiencies with a putty made of white lead and common store putty, half and half. Put a little more japan in your paint and give it another coat and pumice-stone or sand it when it is ready for the grained coat of color. The above is an old way, but a good one.

Since the advent of oil binds or filers, this method is out of date on account of its being so raw, more than of anything else. It is usually the case now, that a cheap filler is given the board, and then grounded out with ready mixed paint and let go at that.

There is a filler known as Dens filler, or umber, when mixed with white lead in the proportion of one-third filler and two-thirds lead, will give a good surface for enamel, when sanded, in one coat. This rubs smoother with sand-paper than any other filler that has yet been discovered.

It is often the sign painter has to contend with tar spots. These may be removed by first scraping them well and covering with a couple of coats of strong glue size.

Most of the surfaces for cheap sign work is prepared with glue size. Soak the glue in cold water over night and melt in hot water, using only a sufficient quantity of water to fetch it to a working consistency. Glue size is all right when the boards are not exposed to a position where it will draw dampness. The glue will then soften up and the paint will scale off.

Helpful Hints to Sign Painters.

By Allen E. Harbaugh, Mill Run, Pa.

SOME BAD SIGNS.

John Plowman said: "When pigs fly they fly with their tails turned." This is illustrated not many miles away by a pig-headed painter with manuscriptless called guide-boards. These painting right hand are lettered orderly, but those indicating opposite are "jabberwocky"—requiring a mirror to reverse the disorder which was produced by a too literal obedience, and was made to read the way the horse goes. Our patience was tested deciphering legends like "KOTLLUC OT SELIM 4." Another: "TNIOP LARENIM OT SELIM 4." By spelling backward long enough you may arrive at the right town.

Strolling recently through some of the less frequented streets where cheap (?) rates for boarding and lodging seem in vogue, may be seen a sign appearing like this: "Boarding and Longing." It is appropriate only for a cow-mill.

Another sign announced, "Pise a Kakes." We refrained as we did not wish to be "pizened." Better to place the word "cakes" first.

Would you believe there could be truth in a notice like this? "A Good Cow for Sail." Cows just don't "sail," neither do they swim well.

Neatly executed lithographic work lately received at the office of the Chandlerville (Pa.) Gazette, heralding "The Carrier," was returned at once and payment refused, with only these words: "We don't keep horses!"

THEY TOOK IT FOR GRANTED.

A traveling sign-writer was recently serving two clients, working for Mr. Grant by contract and for Mr. Dunn by the day. The astonished native gazing at the bulletins would ask the private consideration by saying: "How are you doing the work?" The inly curious invariably received this one reply: "It is Granted by the job and Dunn by the day." Philo see mud that.

HOW A REBUS SAVED A BULLETIN.—A bulletin in a near town was neatly completed when a man claiming a third of the wall spaced and threatened to erase one-third of the sign. He was hostile to "bloaters, the Phenomenon," limiting him indicate his boundary over the face of the painting, he drew a line perpendicularly between the letters "F" and "O." At once it was seen that to kill "a mouse(s)" without any tail, would be to brand our employer as a "thief" blind of an eye. Showing Mr. Kicker such a result, he not only saw the point, but trouble ahead, and relented. For so doing, a small sign was then painted for him, which pleased him so well he thereafter protected the bulletin against any defacement. Diplomacy is better than blows.

TO PREVENT COLORS RUNNING.—Having everything seemingly well mixed, once a black background for oil work crawled over the anointed white letters. This was mopped by adding to the black paint a little of a mixture of one part of Japan dryer with three parts spirits of turpentine, and having the raine rather stiff. Cleaning the letters which first had been put upon the old dry paint on the wall then a little of the same liquids added to the white lead paint, the letters were retouched, then a retouching of black over the background settled the trouble and produced a good result.

TO PREVENT LETTERS SHRINKING.—While lettering upon a background of ready-mixed rubber paint, the letters after a few moments, spread like water upon glass and vanished entirely. We doctored the black lettering paint with lap and turpe, with no result, then added varnish and failed. Finally labeling a good brush, a blast was breathed from the open mouth over the immediate part to be lettered, and at once began lettering, repeating the operation until done. The letters remained firmly in their proper places. While no great exertion, like a bellows, is required it is more convenient to breathe at times than to carry a green-goods grocery—that is, to have a potato or an onion at hand.

HOW A COUNTRY PAINTER "GOT THERE."—An awkward-looking country painter set forth in boom a three days' contract at a country town. When nearly there, he returned home to rest. Shortly he made a new start a-foot and got there while decorations were going up all over the town. He was totally a stranger, carrying neither a letter of introduction or references—nothing, excepting a few sample cards of his own work. Seeing a man with a dish of color and a brush enter a restaurant, the countryman did in to see the motion, which to his sense seemed awkward, so the town artist was engaged in a futile attempt to get the "hang of the thing" to his described upon numerous large sheets of card-board. During these efforts, the vest-pocket samples were quietly handed over the counter. The young man over there grinned and examined, and with an exchange of knowing looks Mr. Artist was shown the samples. Without a word, he laid down his string and pencil and departed. The stranger was invited to "catch on," and is

ALLEN E. HARBAUGH,

Secretary National Sign Painters Alliance.

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Lamp black is the soot collected from burning matter, except coal and carbons. The best lamp black is calcined is lore using.

RED JACKET

VERMILION

Outwears all other Vermilion.
Just What You Want
Send for Sample.

BILLINGS, TAYLOR & CO.

Cleveland, Ohio.

Sign Painters' Alliance.

We have received innumerable letters from sign painters like the following:

Boston, Mass., Sept. 6, 1898.

Editor "The Billboard":

I read in current issue of "The Billboard" concerning of an organization to be formed under the name of the National Sign-Painters' Alliance. I would be greatly obliged for further particulars regarding same, or names of promoters that I may correspond. I think such an association would benefit the trade. Very respectfully, C. H. BUCK.

While the scope and nature of the proposed organization have not yet been definitely determined, we can outline its more salient features.

In the first place it will be as its name indicates, an "alliance" of sign painters, in other words an association which will endeavor to benefit its members on the basis of mutual aid.

It will endeavor in so far as it can to unify painters on all grades and kinds of sign work.

It will devise ways and means for the protection of tenant spaces, walls, bulletins and signs.

It will have a collection department and a system of espionage to protect its members from dead-beats.

It will have an officer or officers who will keep the members posted on what is doing in the world and road side, fence and rock field, and by judicious tips and pointers procure job work.

As the preliminaries have not yet been definitely open it can not be said whether it will be an open or close association, but anyone looking for further detailed information is invited to write the members of the committee on arrangements, viz.:

R. H. Forgrave, Pickettington, O., Chairman; W. F. Williamson, St. Louis, Mo.; Fred D. Jones, Chicago, Ill.; C. O. O'Brien, Pittsburg, Pa.; A. E. Harbaugh, Mill Run, Pa., Secretary.

The first meeting will be held in Cincinnati Feb. 6, 1899. As the National Association of Master House Painters convenes in the same city on the same date, a large attendance is expected.

In a recent letter R. H. Forgrave says: "I have been asking the proposed Sign Painters' Alliance considerable thought for the past few days, and have concluded there is a good field for a model association. My conclusions are based on the fact that it will be more an "Order of Instruction" than anything else. I conclude, or at least I hope, it will not get into the management of a clique for the maintenance of their own material advancement, tending to an instinctive end, like so many other trades and labor associations that have preceded. I promise to aid it all I can."

Sign Sense.

In connection with all of the preliminary work above mentioned it would be well to begin some strong but done display advertising. This is one of the most important kinds of advertising you can do. It is the permanent kind that you should keep constantly before the people, so that they can not forget your goods. Dailies are too expensive for continuous large advertising. In my estimation, and on small advertisements would be that it would be well to drop them after the goods are once thoroughly introduced, and to keep up a strong out-door display.

Painted signs and wall displays are better, as a rule, than any other kind of out-door display, because of their enduring qualities.

It is said by some that when a painted sign becomes old, people cease to notice it or at least to take interest in it. This is not so, judging from my experience. Of course, people become familiar with it, but so familiar that simply a glance is enough to make them think of the advertised article again. It is said also that people living near a railroad never hear the train go it passes. This may be so, but they know, almost unconsciously, that a train has gone by. The same principle may be applied to the method by which the large outdoor display operates on the minds of the people. The sign is simply a reminder. It forms a mental habit by constantly recalling to the mind the article it advertises. It usually presupposes some previous knowledge of the article, gained from other sources. If it is not within its province to give details, but it should give enough details to keep the character so well as the name of the goods before the public.—E. B. Mower, in Advertising Experience.

INK FOR SHOW CARDS.—Take four or five ounces of white wax and one and one-half white soap. Melt and mix thoroughly and add one-half ounce lamp black. Heat this mixture and add an ounce of spirit shellac. It is said that with this ink the finest to the heaviest lines may be drawn without danger of spreading.

Sign and Sign Painters.

Do not try to get your lettering too large. Leave a good broad space between borders and between lines and give plenty of room between letters. This is the secret of why a hand-painted sign looks better than a type-printed one, and for the same reason why a block-printed poster looks better than a type-printed poster. Type, generally speaking, is made to get the greatest number of letters into a given space, much to the detriment, too, of the general appearance of the printed matter. An extended, roomy-looking letter, with good space between lines, is much more effective than large, closely crowded type on the same space.

Care should be taken to get strong contrasts between lettering and ground, and at the same time not sacrifice harmony.

A very pleasing effect is had in a cheap sign by a black letter on a straw or light yellow ground with dull orange shading. Do not get the orange too bright, as it is not so good as a more subdued tone, say "russet-orange."

A "new" sign painter is too prone to ornament and embellish. To such we would like to say that a poorly lettered job looks still more "pasty" if an attempt is made by inexperienced hands to cover the defects in the lettering by various "dides" and "whirligigs." Let scrolling and ornamenting alone, son. If you can not make a good letter, you will make a worse scroll, and the tool ensemble would give the mace a spasm.

In "bringing up" work from the raw surface, whether it be metal or wood, the best results are to be had by making the preliminary coatings of paint flat, or partially so. Especially in this time for signs that are to be lettered in gold or silver leaf. If the lettering is to be done in dark colors on a light ground, make the last coat gloss only, as it is a well-demonstrated fact that a gloss coat "glosses" better over flat undercoats.

Allen E. Harbaugh.

On another page of this issue we print a portrait of Allen E. Harbaugh, of Mill Run, Pa., recently appointed Secretary of the Committee of Arrangements of the National Sign Painters' Alliance.

Mr. Harbaugh was born in Springfield, Fayette County, Pa., July 7, 1849, and is therefore forty-nine years of age. He is a sign painter of great talent and ability, and a writer of great force and character. In early life he was a journalist, filling his first assignment at sixteen years of age. He is an artist, too, of rare attainments, being equally at home in portraiture, landscapes or animals. He embarked regularly in sign painting for the first time in 1871, and has followed it steadily ever since.

Just at present he is devoting himself principally to bulletin fence and rock painting in three counties adjacent to Connellville. His work has obtained much attention. His methods are decidedly original. He searches out the principle and grasping it, the thought is assimilated and filters through the microbic of his mind, nature is reproduced, and reflected as in a mirror under the magical touch of brush or pen. He was married in 1877 and has three sons and two daughters. He is almost constantly busy at his painting and art work. His ardent admirers call him the "poet-artist," as he has the happy faculty of reaching the heart and sweeping the chords in unison.

Quite recently he wrote and published a pioneer history of the township, in which he resides, and it obtained wide attention in that locality.

Notes.

SODA PAINT.—Dissolve one-half pound of soda lye in rain water, preferably in the sun. Previously stir in 5 pounds of starch in cold water (as soft as possible) and pour the dissolved soda slowly and carefully into this. The starch is rendered thick thereby, and when it has attained a transparent gelatinous appearance, stop pouring in the lye. Then allow the starch to stand for awhile.

The above is said to make a cheap and lasting filler. Possibly its therapeutic would recommend it to sign painters as a substitute for cheap work. The nature of the mixture indicates that it should be excluded from the air. This reminds me that shellac dissolved in soda lye (not soda) makes an excellent covering for grease spots.

Brunswick Size for gilding is made by taking equal parts of common molasses (such as found in stores), and the yolk of an egg, well mixed. The places to be gilded are coated with this. It is almost the color of gold and can coal is generally sufficient. The way this size is made in this country is by mixing yolks of eggs with glycerine by shaking the glycerine and egg together. It is understood, of course, that these sizes must be used thin and indoors. The thinner is warm water, added to the size, warmed somewhat.

A lead pencil in the hands of a small boy is the curse of bill posters. On a huge sign board on Grand Avenue is an advertisement of a scorching match with two lean hounds hot on the trail of a bounding rabbit, who is always just a little ahead—enough to be out of danger. Some youngster has written this scrawl underneath: making Sir Bunny explain his own prowess: "I eat —— breakfast food."—Los Angeles Call.

Aluminum silver bronze possesses a very handsome soft lustre, which, unfortunately, vanishes partly in the air. Aluminum silver leaf, however, has been found in far preferable to silver. There is no doubt that the painter will yet owe many an improvement to the aluminum metal.—Painters Magazine.

We want photographs of odd signs and signs of queer design.

Sign by Gus H. Shepherd, City Billposter, Ventura, Cal.

Aluminum gold bronze consists of 5 to 10 parts aluminum and 90 to 95 parts copper, and gives a durable gold-like bronze. With copper and zinc cheaper alloys are obtained. Mixtures of aluminum with ordinary gold bronze are also offered for sale, but these are less recommended than those prepared from the molten alloy.

A good way to lay off letters on glass is to first smear whiting and water on the opposite side to which the letters are to appear, then with a sharp stick mark out the letters on the whiting. These outlines may be easily followed on the other side. Afterwards wash off the whiting.

There are many methods of making sizes for outside work. The one that has been in vogue for years is to take a small quantity of boiled oil, litharge and red lead. Set aside and shake often until bleached, then draw off in a bottle. Thin with turpentine.

We want photographs of good signs, odd signs and big signs. Whenever you have done anything that you are proud of, have it photographed and send us a copy. We will reproduce it in these columns, and give you full credit for its execution.

Detroit has a School of Sign Painting. It is located at 69 Woodward Av.

A cheap restaurant in the East End of London displays before its patrons a card on which is written this advice: "Do not tip the waiter. He makes more than the owner and has half a day off."—Tid Bits.

President O'Mealia will call the next meeting of the Executive Committee for the second week of November, probably about the seventh or eighth of the month.

Charges against the Omaha member have been filed, and, it is understood, pressed. It is hoped that no drastic action will be taken. Mrs. Mulvihill wants to do right, and tries hard to give good service. It is help and advice she needs more than censure.

We learn with considerable pleasure that the United Billposters' Association of Great Britain is considering the advisability of sending an ambassador to attend our convention at Milwaukee next July. He will be entertained in great style.

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H. W. Walker, Detroit, Mich.

"Over a million dollars invested!" Ow! Wough! What a lue. Talk about the circulation claims of the newspapers, some of our billposters are not so slow.

Horticultural Building, Trans-Mississippi International Exposition, Omaha, Neb.

Advertisers will pay I. A. of D. members more for their service than they will independent or unattached members. This fact is proved daily. The idea that possesses some members and makes them believe sign they are compelled to undersell every inexperienced and idle boy who possesses a sack and a letter head is all wrong.

The way to do is to figure carefully on the weight, bulk and instructions. Ask a fair price and then give a thorough service. Every time you can advance your prices. It will enable you to improve your service.

The Soliciting Secretary of the International Association of Distributors sends out a valuable list of tips monthly, but it goes to association members only.

Any distributor can advertise in "The Billboard" whether he be a member of the association or not.

W. H. Steinbrenner put out 150,000 pieces the week of the G. A. R. Encampment. Advertisers are beginning to follow the big conventions closely.

With this issue we commence the publication of a standing list of the members of the International Association of Distributors. It is arranged alphabetically by States and cities, and will prove a great convenience to advertisers and the officers of the association.

Members are charged one dollar per year for their names in this list, provided their names and address take up but one line. If they take more than one line and not over two lines, the charge is two dollars, three lines, three dollars, etc.

The charge of one dollar per line is for twelve months' advertising, or a whole year, and it's a good advertising and will work the money.

Watch the trade conventions in your city. Many a manufacturer will send you work for distribution in the convention hall if you notify him in time.

Next year, if your town has a fair or a street fair, apprise all manufacturers of agricultural implements, fertilizers, harvesters, etc., and publishers of agricultural papers. It will pay if you tell them far enough ahead.

The I. A. of D. member at Newcastle, Pa., is J. G. Loving.

The Cincinnati Police Department went into the distributing business just before the big G. A. R. Encampment. One of the following circulars was delivered by each policeman to every householder on his beat.

ATTENTION!

Read the Contents of this Circular Carefully and Act Accordingly.

The Grand Army of the Republic will hold its Annual Encampment in this city commencing Sept. 5 and ending Sept. 10. In addition to our population a large number of people will come to Cincinnati to witness the parade, etc., etc. An usual space such occasions, professional thieves from all parts of the country will come here and endeavor to ply their vocation. To prevent this as much as possible, His Honor, the Mayor directs that the Police Department use every means in his power to give the people its fullest protection. This can be better accomplished by the co-operation of citizens. I would therefore respectfully recommend to the people who intend to witness the parade, that upon that day they close their houses carefully and secure their valuables, such as jewelry and money so that any attempt made to enter the premises will prove unsuccessful. It would be better if some one was left in take charge of the premises during the day of the parade, especially in the outlying districts. I would also especially recommend to the people that they take as little money as possible and no jewelry and watches with them when they witness the parade and to report promptly to this headquarters, or the nearest Police Station, any theft committed, or the movements of suspicious persons.

This department is fully prepared to meet any emergency, but with the co-operation of our people, a great deal more may be accomplished. By order of

GUSTAV TAFEL, Mayor.
PHIL. BEITSCH, Supt. of Police.

Every Buckeye was also presented with one of the following cards, and verbally warned to comply with the order:

Notice to Owners and Drivers of Hacks. This card must be exhibited in each adult person before a bargain is made for the hire of their vehicle under penalty of the law. Number of coach—, name of owner—, name of driver, ——. Rates of fare for adult passengers, each 50 cents; children under ten years, free. Each person may without additional charge have conveyed a trunk and for each additional trunk, 25 cents. All other articles occupying a seat weighing over thirty pounds, 25 cents. By order of Gustav Tafel, Mayor, Philip Geitscher, Superintendent of Police.

The Dr. Chase Co. of Philadelphia, Pa., have decided that owing to bad crop drought and the unfavorable outlook in California, they will not break into the Pacific Coast territory this year. It may be that next fall, if times improve in the West, they will add the coast to their territory.

One I. A. of D. member may not invade the territory of another on pain of expulsion from the association.

The Prickly Ash Bitters Co. of St. Louis, are sending out booklets. Distributors should write them.

E. DEL VALLE,
Brownsville, Texas.

The Larkin Soap Co., of Buffalo, N. Y., is using the services of distributors. Write them.

E. del Valle.

The subject of this brief sketch enjoys the distinction of being the only member of the International Association of Distributors who owns a franchise situated in Mexico. He is general manager of Valle Bros. Advertising Co., of Brownsville, Texas, and Matamoros, Mexico. He is a Mexican by birth and first saw the light at Matamoros in 1878. He embarked in the distributing business in 1895, and has been successful. At Brownsville he also owns the bill posting plant. He enjoys excellent standing locally and all his partners speak very highly of his service.

Besides the towns mentioned above, he also distributes in Ft. Jacobs, Hidalgo, Cuero, Yoakum, Corpus Christi and Beeville, all in Texas.

Short Talks on Advertising, by Chas. Austin Petrie, has made its appearance. It is printed on good paper, poorly bound, and the text is not up to Bates' usual standard. The illustrations, however, are excellent.

It was rumored last month that Van Beuren & Co. of Memphis had consolidated with H. S. Douglas, of the same city. Investigation, however, proved that there was no truth in the rumors.

Murphy's Acknowledgement.

I take this method of sincerely thanking my friends for the many courtesies extended to me during my recent trip to the West. While in Buffalo, I was agreably entertained by Geo. Bilestine and John A. Gadsil. They made the occasion one long to be remembered by me. At Cleveland, O., Charles F. Bryan made my visit extremely pleasant. In Chicago, Robert C. Campbell and his family gave me proof of such genuine home-like hospitality that made my visit there a delight. In Milwaukee, Pat Shannon of the Riverside Printing Company, and his family made the days go by most agreeably. And last, but not least, Frank A. Fitzgerald of the Cream City Bill Posting Company, made a splendid finish to one of the most agreeable trips I ever experienced. To each and all of these I offer hearty and sincere thanks.

THOMAS J. MURPHY.

Providence.

C. C. Ames, proprietor of the Old Colony Billposting Co., has purchased the boards of Chas. F. Haskins, and now controls Providence.

On another page of this issue we reproduce a portrait of the late Moses Wolf, bill poster, of Dayton, O., notice of whose death appeared in our September issue.

The quarantine is raising Cain with the Memphis bill posters. The city is quarantined against the world. No shows are allowed to enter the city.

Additional Associated Billposters' News.

The Billboard is the recognized and accepted authority on billposting, distributing, sign painting and exhibiting in America.

At the forthcoming meeting of the Executive Committee, in November, the new seal of the organization and the new certificate will be formally adopted. It is hardly likely that the charges preferred by Bryan & Co. against the American of Pittsburg will be pressed.

The Association is growing at a most satisfactory rate.

At the last meeting of the Executive Committee official attorneys presented a bill for $100 for attending the Buffalo meeting. There was a great kick, but it was promptly paid. Perhaps the bill for $300 which has been owing The Billboard for over three years will now be paid.

It has been ignored, side tracked, pigeon holed and tabled so often, though, that there is no telling what is yet in store for it.

It is a legitimate, honest debt of the association, and it would be interesting to know why many debts contracted since it became due have been paid, while it was persistently ignored.

Every member should keep in mind the resolution adopted at Buffalo, viz:

Resolved, that the members of this Association be requested to furnish a list of locations on all contracts calling for a "listed and protected" time display, and mail such list to the firm or agent sending out the work within three days after the date of posting. The penalty for failure to comply with the same will be a forfeiture of the amount of the bill.

A list is designed to afford an advertiser an opportunity of checking up a display during the life of said display. It is of no use whatever if sent after the paper is dead, or when the showing is about to expire. Three days is plenty of time. Any billposter who wishes to comply with the rule can do so without inconvenience.

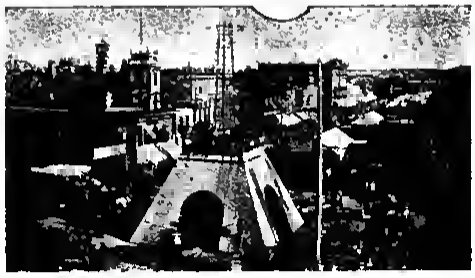
Those who do not will forfeit one or two bills, and then they, too, will find it comparatively easy to obey the mandate.

The Billboard is in receipt of inquiries almost daily from billposters, who contemplate joining the association, and who want to know what the expense will be. The dues are as follows:

Cities of 1,900 to 15,000, $2.50.
Cities of 15,000 to 25,000, $5.00.
Cities of 25,000 to 50,000, $10.00.
Cities of 50,000 to 100,000, $15.00.
Cities of 100,000 to 500,000, $25.00.
Cities of 500,000 to 1,000,000, $50.00.
Cities of over 1,000,000, $75.00.

J. Ballard Carroll, secretary, 35 Beaver street, Albany, N. Y., will furnish application blanks and detailed information, upon application.

The billposters' paste brush manufactured by Rennous, Kleinle & Co., of Baltimore, Md., is a great favorite. R. C. Campbell, of Chicago, recommends it very highly.



Cadillac Free Street Fair.

THE BILLBOARD.

PUBLISHED MONTHLY AT
117 East Eighth Street, Cincinnati, O., U. S. A.
Address all communications
For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, $1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line, copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising 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 Brentano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches.

Remittance should be made by cheque, postoffice or express money order, or registered letter addressed and made payable to The Billboard Pub Co.

The editor cannot undertake to return unsolicited manuscripts, correspondents should keep copy.

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

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

OCTOBER, 1898.

When the crops begin to move, the operation has heretofore not only necessitated the Western banks withdrawing their deposits in the East, but has always compelled them to borrow additional funds.

Ordinarily, the Western banks not only require all of their outstanding monies, but draw upon New York, Boston and Philadelphia for $30,000,000, in order to move the crops.

This year, though, the banks of the West and South are handling the crops almost entirely on their own money. Scarcely $3,000,000 of Eastern money has been needed.

When it is considered that this is one of the greatest crops in the history of the country, the fact that the Western and Southern banks are able to handle it almost unaided must be taken as actual evidence of prosperity.

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Newspaper advertising has not been as dull in thirty years as it has been during the last three months. This is a fact. Authorities and experts on every hand are a unit in voicing this one sentiment. It is significant, in fact, highly significant, therefore, when it is known that bill posting has been good. All of the poster printing houses have been more than ordinarily busy, and the demand for space among the bill posters has been greater than in any previous year.

What is the natural inference? There is one, and one only. Newspaper space could not be made to pay, and advertisers cut it off. Bill board space continued to pay, and advertisers continued to use it. Right there is the conclusion, and all the argument and explanation on earth will not alter it.

***

We probably hear from more distributors monthly than any other one concern in the United States. Our correspondence in this way is enormous. As far as we are able to judge, the houses who advertise through distributors have increased their appropriations, if anything. At any rate, they have not cut them down.

Here is another significant fact. Contrast these conditions with those existing in newspaper circles, and you will get an idea of the relative value of the two mediums.

House-to-house work is certain. It pays every time. Newspaper space pays now and then, and almost as often it does not pay.

Experienced and knowing advertisers have cut down their appropriations for newspapers, but they are spending a little more than usual on house-to-house work.

***

Ad-signs and painted bulletins, together with mural signs, continue to find unabated favor. While the publishers are complaining bitterly, the bulletin men are industriously building additional boards and hasting for more dead walls. Ad-signs have never enjoyed finer favor than they have experienced in the last few months.

This unexampled prosperity of the sign men has been so obvious that it has excited the cupidity and roused the spleen of the publishers. In several cities this has led the newspaper men into attempting to inaugurate crusades against signs. The motive ascribed was usually the unsightliness of the signs.

In reality, it was naught but the envy of the publishers.

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The first call for this year's convention of the American Association of Fairs and Expositions appears in this issue. It will take place at the Hotel Mitford, Omaha, Oct. 25 and 26. This meeting is as important one. Especially is it important to county and district fair associations.

At this meeting the scope of the organization is to be extended. Hereafter, minor fair associations will be eligible for membership. With this end in view, a sweeping invitation is extended to all the fair associations of America to send a delegate.

It is desired that all societies be represented. Indications point to a very large attendance, partially due, no doubt, to the opportunity of attending the Omaha Exposition, but owing largely also to a lively interest in the outcome of the meeting.

PALMER COX.

His Invention of the Brownies Denied.

Allen E. Harbaugh makes a mistake when he says that "Palmer Cox, the poet-artist of New York, invented and peopled the world with the irresistible and ubiquitous Brownies." Cox assuredly was not their inventor but he has wonderfully illustrated their character and traits. And in this he has also very finely illustrated the truth of that other fact so well expressed by Mr. Harbaugh, that "it is one thing to discover the X-rays, and quite another to make the X-rays." The Brownies belong to the folk-lore of Scotland. And an "shrewd Yankee" can "patent the gas his own invention," though he may employ them for substantial results. Full seventy years ago the writer was amused while listening to the wonderful feats of the Brownies, and the illustrations of the day are in perfect accord therewith.

ALEXANDER DICK.

BOYCOTT

THE PARIS EXPOSITION.

Americans returning from abroad announce that the slights, affronts and indignities which are offered to Americans in France are simply unbearable.

They begin with the proprietor of the hotel and extend clear on down to the porter. Americans are insulted in the cafes and American women have been deliberately crowded off the sidewalks by Parisian gentlemen(?).

Under the circumstances, the wild scramble for places on the Paris Exposition Commission by American politicians and the demand for space by American manufacturers is both unwise and uncommendable.

Feeling runs so high among the French that advertising by exhibit can not hope to be profitable in the face of such violent prejudice.

The anti-American sentiment of France should be met in America promptly by an anti-French sentiment. Let us retaliate, and at once.

Let us begin on the Paris Exposition. We can make our determination out purpose felt there quicker than anywhere else. We can follow it up, if necessary, but let us make a beginning promptly. Boycott the Paris Exposition.

LITTLE ROCK.

BUSINESS IS BOOMING IN THE ARKANSAS CAPITAL.

The Little Rock Advertising Company, under the efficient and pushing management of R. L. Thompson, is thriving. This concern now controls the billboards of Little Rock absolutely. They have built many new ones all to good locations, and they are constructed largely of matched flooring. Their service is excellent, and it will not be long before they will have one of the very best plants in the west. There is no better service in the south even now.

BUTTE.

KENDRICK SKIPS.

The City Billposting Co. is without a manager. Kendrick has skipped. He has deserted his wife and gone to Honolulu, so it is reported. It is also said that he leaves behind him a big string of debts and obligations. The City Billposting Co. which he organized, will be continued by Mr. McGuire. Harnois is not shedding any tears over Kendrick's unceremonious departure.

Sam W. Hoke says that the statement in Profitable Advertising that he had secured a contract for the Pillsbury Flour posters is incorrect. He has never had any dealings with the Pillsbury people.

The New York State Editorial Association is not making much headway in its onslaught on street car advertising. There are some of the exceptions well taken, and others that are not. Their efforts will fail, and perhaps it is well they should. In these days, many publications are dependent for their existence upon advertisements and—second-class postage rates.

There is no reason why a man's price list, business card or circular should be carried and delivered at second-class rates simply because it is in the form of an advertisement in a publication.

This question is likely to come up to the post office almost any day, and the ill-advised efforts of the New York State Editorial Association, directed against street car advertising, is likely to prove a boomerang by hastening matters.

"Why is a merchant who does not advertise like a man in a row-boat?" asked the student. "Keeps going backward," guessed his friend. "No, he is trying to get along without sales," said the student.—Spokane Spokesman-Review.

Large posters advertising the Sunday editions of the New York Journal and World serve as daily illustrations of the superior "git up and git" of foreign newspaper peddlers. I don't know but the papers which have agreed to advertise only through the columns of the public press are troubled with a tinge of regret when they see it. Personally, if I were running a paper, I shouldn't cut myself off from the use of any good method of getting valuable publicity. Anyway, it is true that there is nothing which so fills the heart with a deadly longing to do a certain thing as to simply agree not to do it.—Fame.

From the Ad Field.

The Proprietary Association of America, which is composed of the proprietary medicine manufacturers, will hold its sixteenth annual meeting in St. Louis Oct. 17. The meeting is expected to be unusually interesting.

Joseph B. Kathrens, advertising manager of the Pabst Brewing Co., is Chairman of the Committee on Membership, V. Mott Pierce, M. D., of Buffalo, is Chairman of the Committee on Legislation, Thomas F. Muir, of Tarrant & Co., New York, is Chairman of the Committee on Trade Marks, H. L. Rammer, of the Sterling Remedy Co., is Chairman of the Committee on Infringements, and A. York, is Chairman of the Committee on Advertising.

It is said that C. L. Doughty, Cincinnati, who recently left the Parvin & Doughty Agency, as stated in these columns, will send out the advertising for "Modene" and the Evans Chemical Company.

The Young Plaiter Company, 242 Main street, Dansville, N. Y., is reported as the name of a concern which is disposed to do some profitable advertising.

A man known as F. V. Vanderburg, who formerly conducted an alleged "business college" at Omaha and was driven from that city by the post office authorities, recently made his appearance under a new name at Sioux City, Iowa.

He has been arrested by the post office inspectors on charges of new misdeeds at Sioux City, and publishers should be on guard against his future operations.

Marine Co., (eye water), Masonic Temple, Chicago, Ill., will use poems and booklets. The company is a new one.

It is reported that Payson & Foster, a brokerage firm at 52 Broadway, New York, are likely to use space.

New Western advertisers recently announced include W. K. Cowan, Chicago, and the "Military World" store, in that city.—The Fourth Estate.

Funny Advertisements.

Cautiously worded advertisements, which are funny without intent, are common in the London papers, it would seem. A contemporary recently offered a prize for the best collection of such announcements, and the following is the result:

"Actual rule now on. Don't go elsewhere to be cheated—come in here."

"A lady wants to sell her piano, as she is going abroad in a strong iron frame."

"For Sale—A planoforte, the property of a musician with carved legs."

"Wanted—A room by two gentlemen about thirty feet long and twenty feet broad."

"Lost—A collie dog by a man on Saturday evening answering to Jim with a brass collar around his neck and a muzzle."

"Wanted—By a respectable girl her passage to New York willing to take care of children and a good waiter."

"Mr. Brown furrier begs to announce that he will make up gowns, capes, etc., for ladies out of their own skins."

"Bulldog for sale, will eat anything, very fond of children."

"Wanted—An organist and a boy to blow the same."

"Wanted—A boy to be partly outside and partly behind the counter."

"Wanted—For the summer, a cottage for a small family with good drainage."

"Lost—Near Highgate archway, an umbrella belonging to a gentleman with a bent rib and a bone handle."

"Widow in comfortable circumstances wishes to marry two sons."

"To be disposed of, a mail phaeton, the property of a gentleman with a moveable headpiece as good as new."

"The last is a copy of an inscription painted on a board which adorns a fence in Kent:

"Notis—If any man or woman's cows gets into these hom otes, his or her tail will be cut off as the case may be."—Manchester Guardian.

Wide-awake people are the ones most influenced by advertising—progressive people who are not afraid of a new thing or a new idea; people who believe in the papers they read because they have learned to rely on it. Depend upon this. If the editorials carry weight, the ads will pay. Put your trust and your money in that part of a paper.—Chas. Austin Bates.

Teaching the Dealer Ad Sense.

(From Ad Sense.)

This story is told of a little negro gamin who picked up a rather large cigar in front of a store recently. He brushed off the ashes and blew away the sand and dirt from the coveted article, and then going into the store, he said to the proprietor:

"Boss, gimme a match, please, sah."

"Matches are not here to give away, but to sell," said the "boss," measuring a look of interest severely.

"Dey is, eh?"

"That's what they are."

"Well, how much is dey er bun?"

"One cent."

The gamin tilted the stump in one corner of his mouth, held in the hand of his pantaloons with one hand, ran the other hand in his pocket and pulled forth a copper.

"Dumme a box." And he laid down a cent. He got the box, struck a match, lit the stump as well that it poured forth volumes of smoke, and then handing the box back to the proprietor, assumed a look of interest severely and said:

"Put dat box on de shelf, an' de nex' time a gentman comes in hyar an' ax you for a match you gin him one outen my box."

IKE IN IRELAND.

A Short Sketch of Our Delegate's Visit to the Annual Meeting of the Bill Poster's Association.

Held in Dublin, Ireland, August 16th and 17th, 1898—Illustrated with views of British Billboards and Hoardings.

ISAAC M. MONK.

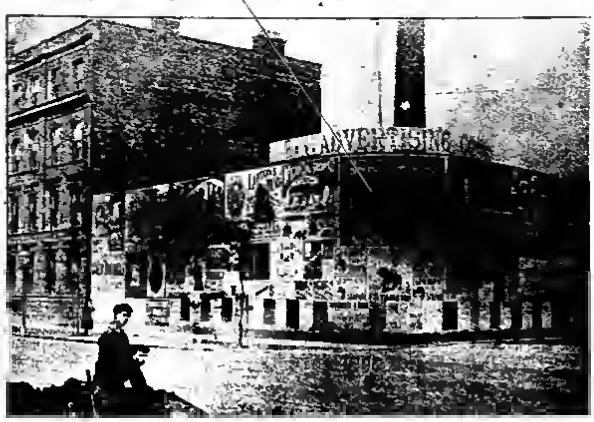
To begin with, on about four hours' notice, your delegate, Mr. Isaac Monk, in pursuance with your telegram announcing the fact that through urgent business arrangements, Mr. W. D. Lowden, the first choice of American bill posters, would be unable to attend the annual convention of bill posters held at the aforesaid place, and after a hurried get-ready and a few little hustles such as are characteristic of the Yankee, I left Terre Haute, Ind., at 4:31 on the world famed Knickerbocker, Aug. 4, 1898, arriving in New York at the Grand Central Station at 7.45 p. m., Aug. 5. The trip from Terre Haute to New York was made without any particular event happening to mar the monotony of ordinary railroad travel. Arriving at the Waldorf-Astoria, Mr. Monk found that the "Billboard" Publishing Co., of Cincinnati, O., had made all necessary arrangements for the voyage across the ocean, over the famous Cunard Line, steamship Lucania, but, owing to a slight delay in the arrival of the train at the Grand Central Station, it was found that connections could not be made, as the Lucania had already sailed, so your representative was compelled to consult the time-table of the outgoing steamships, and finding that the Anchor Line steamship Anchoria would leave at 12 o'clock, engaged passage on the same, and by a little quick maneuvering, managed to get on the boat in good time. Before leaving, however, Mr. W. D. Lowden arrived at the wharf and bid your representative good-bye and God-speed and a happy journey and a wish to express his regrets to the members of the British Association that he was unable to attend, but hoping that they would accept me in his stead.

We left New York with old Father Sun shining brightly. It was indeed a jolly party, not an overly large cabin list, and while the Anchoria is the smallest boat in the Atlantic service, she is a thoroughly well-built vessel, and outside of her reputation as a roller is as sea-worthy as any in the service. We passed out of the harbor with a smooth sea, and had a very pleasant trip, outside of a few icebergs and some fog. A more genial lot of passengers it has never been my lot to meet. All jolly, good-natured fellows, and a more genial list of officers no ship can boast of. The Captain, steward and the purser, all old sea dogs, and as jovial and pleasant as it is possible to be. Outside of some heavy sea and no very heavy squalls, we touched Moville, Ireland, in just ten days from leaving New York: after bidding them all good-bye and they all wishing me God-speed, I left the steamer and started for Londonderry, arriving there at 12:50 with just barely time to get my trunk through the Custom House and catch the train for Dublin, which is a six hours' ride. Arriving at Dublin, a bit late, I boarded a jaunting car and was driven direct to the Shelbourne Hotel, only to find every available room in the house already occupied. The good-natured clerk, however, told me not to be disheartened, as nearly all the rooms in the Dublin hotels were already engaged and occupied, as next week occurred the Royal Dublin Horse Fair, which, of course, is the really great society event of the season in Great Britain. From there I went to the Hotel Metropol, with no better luck. Finally, after trying six or seven hotels, I found one where the clerk politely informed me I could stay one night only. The rooms were all engaged from that time on until after the Horse Fair, so here at the Gresham Hotel I put in my first night in Dublin. After getting things straightened around a bit, the next morning I went over to the office of the Irish Bill Posting Co., at 40 Gra at Brunswick street. I arrived only to find out that all the delegates had just started for a day's outing by rail and jaunting cars through the beautiful scenery which surrounds Dublin, but, however, by my taking a train I could meet them all at Bray, which is about twenty miles from Dublin, which I, of course, agreed to do at once, as the train would leave in about an hour. I started back to the hotel, and on the way I met Mr. B. McGlade, a bill poster and advertising contractor of 14 Hawkins, near the Theatre Royal. He was delighted to meet me, and offered every assistance in his power, and also accompanied me to Bray. Arriving at Bray, I was surprised to find a large delegation at the station, for during the time between my visit to the office of the Irish Bill Posting Association at Dublin, their very genial manager had telegraphed to Mr. David Allen, Jr., that I had arrived, and would meet them at Bray. Of course I was greatly surprised at the crowd at the station, as I expected that I would slip in unannounced and surprise them all, but found them all waiting for me. It was indeed an agreeable surprise, after the long ocean voyage, a tedious journey by rail, only to get into Dublin about two hours late for the convention dinner, which generally closes all business meetings of this or other kinds in Great Britain, and then to be so warmly welcomed by people who hardly knew whether the American ambassador would reach them or not. After a very hearty hand-shaking and exchange of courtesies, I was escorted to the smoking-room of the International Hotel, where a rather informal reception was held, at which they determined to make my visit as pleasant as possible. It being nearly 5 o'clock, dinner was ordered for 5:30. After a little jaunt around the Beach, which abounds in beautiful scenery, we returned to the hotel just in time for dinner. It was indeed a great pleasure to meet so many new-found friends. Mr. Alderman Sheldon, of Bradford; Mr. J. O. Rogers, of Belfast, and Mr. David Allen, Jr., took it upon themselves to introduce me to the bill posters and their wives already assembled. It was indeed one of the pleasantest events of my life. After toast to the Queen and the Royal family, then the President of the United States, then your representative, and then the American Bill Posters' Association, which were all heartily given and warmly responded to, Mr. J. O. Rogers addressed the members and extended me a formal welcome in a happy little address. Concluding which, he said:

"I will ask you to drink with me the health of "the Associated Bill Posters of America and Canada," coupled with the name of Mr. Monk." (Applause.)

The toast was drunk amid a scene of great enthusiasm. Repeated cheers were given for the American fraternity. The members joined heartily in the singing of "He's a Jolly Good Fellow," which your humble servant responded to as best he could, after which a very delightful repast was served. We afterwards returned to Dublin, via Harcourt Street Station. Arriving in Dublin, we went direct to the Shelbourne Hotel, where another and more lengthy banquet awaited me, for the committee had made all necessary arrangements for a splendid banquet at 9 o'clock. After a short ride around on the jaunting car and a peep into two or three of the theatres, we returned to the Shelbourne on time. I was again introduced to the entire Executive Committee of the United Bill Posters' Association of Great Britain, and several theatrical

A Hoarding on Donegall Quay, Belfast, Ireland.



A Hoarding in Bedford Street, Belfast, Ireland.

A gable on Howard st., Belfast.

managers, who had found time to be present at this, the first international meeting of its kind in the world. There were present at this sumptuous repast the entire Executive Committee, excepting Mr. Walter Hill, of London.

Mr. J.O. Rodgers, President; Mr. Jos. Bruton, Vice President; Mr. Rockley, late President; Mr. Grime, Manchester; Mr. F. H. Simpson, Cardiff; Mr. Alderman Sheldon, Leeds; Mr. J. McArthur, Dundee; Mr. Joshua Sheldon, Leeds; Mr. R. A. Jackson, Liverpool; Mr. Councillor W. B. McMillan, Greenock; Mr. David Allen, Jr., Dublin; Mr. Horam Long, London; Mr. Johnson, Leicester; Mr. W. Robinson, Nottingham; Mr. Hartley, Brighouse; Messrs. Robinson, Halifax. After the toasts, I was again called upon to make a few remarks, in which I gave them a general outline of our method of doing business in the States, and altogether a very pleasant evening was spent. I informed them of my desire to return as quickly as possible, and they decided to appoint Mr. Alderman Sheldon as my traveling companion for the few days that I had to devote to sight-seeing.

The following is an outline of the tour. On Friday, the 19th, we visited Belfast and were shown around the city by Mr. Prout, of the Irish Bill Posting Co., afterwards being entertained at luncheon at the Grand Central Hotel with the following gentlemen, among others, present: Mr. Wardman, of the Theatre Royal; Mr. Moulitt, of the Opera House; Mr. S. C. Allen, of David Allen & Sons, after which we were driven to the lithographing and printing works of David Allen & Sons, one of the most extensive concerns of its kind in the Old World. After which, Mr Prout again took us in hand and gave a three hours' spin around Belfast, leaving at 4 o'clock on the steamer Adder for Glasgow. Arriving there at 9 o'clock, we were met at the station by Mr. John Gibson, of Robert Peith Sons' Co., bill posters. The evening was spent at the Empire Palace Theatre, through the courtesy of the acting manager, W. H. Howard. At 10 o'clock the next morning Mr. Gibson was on hand and drove us around Glasgow, showing us all points of interest, and also incidentally the largest bill board in the world, being 600 feet long and 74 feet high, which I think all my American brethren will agree with me as being entitled to be so called. Back to the Stenoch Hotel, we were again entertained by a dinner, Mr. Gibson occupying the chair, supported by Mes. McDonald, Mr. Adamson, Mrs. John Locke and others; after which, biddling them all good-bye, we journeyed to Liverpool. Here we were met by Mr. R. A. Jackson, who was one of the best fellows you ever met, and who did all in his power to make us perfectly at home. On Monday, Blackburn and Black Pool were visited. Mr. Smalley, of Blackburn, honored us with a luncheon at the hotel, after which we went to Blackpool, which, by the way, as an amusement resort, is second to none I have ever visited, not excepting Coney Island. The location is delightful, with a large list of amusement places. It certainly outclasses everything in that line. The doors of everything were open to us. Mr. T. Sergenson, Manager of the Grand Theater, as in every other instance, delegated himself as a committee of one to show us through his theatre, as did Manager Huddleston, of the Empire; also, Manager Hariff, of the Tower; Manager Brighton, of the Winter Garden, and the Empress Ball Room, which is the most magnificent ball room in the world. The beautiful winter gardens, with its grand pavilion, hall, fernery and palm house, the handsomest billiard room in Europe, grand buffee, grill room, Indian jungle, the Indian lounge, conservatory, Italian gardens, Oriental lounge. The splendor of these marvelously filled up apartments is the talk of the entire globe. After a very pleasant afternoon, back to Liverpool. Tuesday we were the guests of Messrs. Crookes & Grime, of 81 Lever street, Piccadilly, Manchester. Here we saw the largest bill posting plant in the world, having over 2,000 different locations and employing over 150 bill posters, capitalized for $2,500,000. Manchester is in the center of a very thickly populated district. Of course, to us Americans, this sounds fabulous, but Manchester, like the rest of Great Britain cities, is an old city. Here we see a saloon which has held a continuous liquor license for 547 years, during which time its doors have never been closed. Manchester is a wonderful place, and Mr. Grimes is a wonderful fellow. After showing us around, all arrangements had been made, for a very pleasant banquet at the Victoria Hotel, after which we journeyed back to Liverpool, only to find arrangements already made for another banquet at the Adelphia Hotel.

And so ended ten of the happiest days I have ever spent. As my passage had been secured on the steamship New England, leaving the next morning at 10 o'clock, I was soon to bid farewell to those who had made it so very pleasant for me. Nearly all of them were down at the wharf the next morning when the great big ocean liner left and we could see them waving handkerchiefs in the fond adieu. I, myself, feel very highly flattered at the reception tendered me everywhere, as everybody did everything in their power to make it pleasant for me. Hon. Alderman Sheldon is one of the best traveling companions it has yet been my lot to meet, and oftentimes now I smile as I think of some of his island sayings. Others deserving especial mention are: Mr. R. A. Jackson, of Liverpool; Mr. J. O. Rogers, of Belfast; Messrs. Grimes & Son, of Manchester; Mr. Smalley, of Blackford; Mr. Joshua Sheldon, of Leeds, and Mr. Prout, of Belfast; also Mr. David Allen, Jr., Mr. S. C. Allen and Mr. Fred. Worden. Also, Mrs. Jackson, Mr. Gibson and Mr. Beith, of Glasgow. These people did everything in their power to make things pleasant for me, and they certainly did it. I only hope that at some future time I will have the honor of returning the courtesy.

Now, speaking of my observations, I think the Old World is a bit ahead of us in some things: their bill posters all use short-handled brushes, and work on ladders. Their sheets of paper are not so large as ours, and they put it up much more carefully. You will see by the illustrations herewith submitted, of photographs in various cities, that there are no ragged ends. They blank everything in, which a great many of our bill posters are doing now. Bill posting is a great business over there, while we have but very few large bill board advertisers; they have hundreds. Nearly every merchant or tradesman uses bill posters of some sort there, and theatrical work only forms a very small part of the posting done. Railroad and steamship companies depend entirely on outside display work to advertise their business. Nearly every brand of cigarettes and tobacco sold in Great Britain is exclusively advertised on the bill boards, to say nothing of the various brands of tea, matches, ink, whiskies, ales, porters, condensed milk, sauces and ketchups, and in fact nearly every manufactured article. Their bill boards or hoardings, as they call them, are truly metropolitan, not for the most part well and strongly built. The Irish Bill Posting Co. have boards twenty-six feet high and 280 feet long, and considered to be the finest permanent hoarding in Ireland. They also have branches at Londonderry, Moville, Port Rush, and Coleraine, Ballymena, Omagh, Portadown, Largan, Strabene, Larne, with general offices at Dublin. Mr. J. O. Rogers is the manager, who, with a very efficient corps of assistants, has been very successful. Their price for posting is higher than ours, as their sheets are only about one-fourth the size of ours, what we call a quarter-sheet they call a crown; what we call a half-sheet, they call a demy; our ordinary one-sheet, a royal. They also put a great deal more matter on their type sheets than we do. They do not post paper stuck together like we do, and they cut it apart and post it in smaller pieces. As you will understand, it is usually a damper climate than ours, with more rain. Paper has to be put up in the best possible manner to stay. They use the same kind of paste that we do, but they do a great deal more snipping, or, as they call it, fly posting. They use, however, beginning to see the advantage of having as little matter as possible on large stands, this being introduced by American amusement enterprises, who, when they make tours of Great Britain, use American printed paper. One sees a good many familiar pieces of paper on the boards, prominent among which are Quaker Oats, Curtiss Bros. Blue Label Ketchup, Nestles' Food, Singer Sewing Machines, etc. The advertisers of Great Britain use a great many enameled signs. The exterior of all railway stations is literally covered with the same, as are the tram cars, or as we call them, street cars; signs being displayed inside and out, which makes them present a very animated appearance. I think a good many of our American advertisers could benefit by a similar trip like the one I have just taken, as the English manufacturers certainly believe that outdoor advertising is a sure cure for dull business.

Now, after a very pleasant voyage back on the steamship New England, arriving in Boston Friday, Sept. 2, just in time to come into the harbor with the warships which were returning to Boston, headed by the Massachusetts, with Gov. Wolcott and Mayor Quincy on board, it was certainly a triumphant ending to this hurried tour to the Old World. Imagine how proud I felt on hearing that the war had been satisfactorily settled and peace declared, pending the negotiations for a surrender; to see the grand United States once more. Everything that could float was draped with flags and we went out to meet the battle ships. Every whistle was blowing; every bell was ringing; every building decked to the gayest of gay bunting, and everybody in holiday attire. It was certainly a sight never to be forgotten. Arriving at the wharf, and getting as quickly as possible down to the city, I dropped around to see Mr. Edward Downley, Boston's popular bill poster, who was delighted to see me, and entertained me with a dinner at the Hotel Touraine, Boston's new palatial hostelry. An evening spent jaunting around the theatres, and then to New York via the N. Y., N. H. & H. R. R., leaving New York at the Grand Central Station, via the New York Central & Hudson River Lines—a delightful trip indeed. Back again, safe and sound on the evening of Sept. 4, being gone just exactly thirty days, leaving friends never to be forgotten; but still, at the same time, glad to get back, and with nothing but pleasant memories of those who were connected with the United Bill Posters' Association in Great Britain and those who made it possible for me to do the honor to represent them. Yours respectfully,

ISAAC M. MONE.

A gable in Bradford, England, 60 feet high.

A Big Billboard in Ormeau Avenue, Belfast, Ireland.

In Coleraine, Ireland.

Fair Department

OMAHA.

The Annual Convention.

The annual convention of the American Association of Fairs and Expositions will be held at Omaha, Neb., Oct. 25 and 26, agreeable to resolution adopted at the last convention, held at Milwaukee, Wis. The convention will convene at 10 o'clock a. m., Oct 25, at the Millard. The purpose of the meeting is to discuss matters pertaining to fair and exposition management, in general, and to further the interests of agricultural and the mechanical arts. The combined experience of the different delegates will enable the association to crystallize the best thought, the most economical management and the crisp rules for recommending back to the individual members or fair organizations. Uniformity in rules is one of the essential objects sought.

The members of the association are earnestly requested and urged to send as full delegations as possible to the forthcoming convention. Fairs and exposition organizations not holding membership are also earnestly invited to be represented and to identify themselves with the association. Discussion will be open and free to all interested, and a large representation from the different fair and exposition organizations of the United States and Canada, will result in much good to each one represented.

The convention is held during the latter part of the Trans-Mississippi International Exposition, and much of unusual interest will occur in that connection. It is hoped that every large fair will use the propriety of being represented.

A dated program is announced, in which some very interesting and important topics are included.

ROBT. W. FURNAS, President, Brownville, Neb.
JAS. W. FLEMING, Secretary, Columbus, O.

Notice.—Organizations sending representatives, please notify the Secretary at Columbus, O., and if possible at this time, give names and post office address.

The headquarters will be at "The Millard."

OCT 25—10 O'CLOCK A. M.

1. Call to order by toe President.
2. Call of roll of members.
3. Reading of minutes of last convention
4. Annual address of the President, Robt. W. Furnas.
5. Report of the Secretary.
6. Report of the Treasurer.
7. Unfinished business.
8. Communications from the President.
9. Communications from the Secretary.
10. Report from Executive Committee.
11. Report from Committee on Transportation.
12. Admission of members.

2 O'CLOCK P. M.

1. What can we do to establish uniformity in rules of admission? (Address by H. J. Hill, Manager and Secretary Toronto Exposition.)
   Discussion of subject.
2. Should live stock sales be inaugurated under association management? (Address by J. W. Fleming, Assistant Secretary Ohio State Fair.)
   Discussion of subject.
3. The rights of exhibitors. (Address by William M. Liggett, Minnesota State Fair.)
   Discussion of subject.
4. What is the best system of dairy tests? (Address by S. C. Bassett, Nebraska State Fair.)
   Discussion of subject.

OCT 26—10 A. M.

1. The fair, the farmer and the community at large. (Address by S. H. Ellis, Ohio State Fair.)
   Discussion of subject.
2. What privileges should be granted on fair grounds and how they should be controlled. (Address by Chas. Downing, President Indiana State Fair.)
   Discussion of subject.
3. How can we reduce the issue of supplementaries, and would it be wise to abolish the system? (Address by John M. True, Wisconsin Board of Agriculture.)
   Discussion of subject.

2 P. M.

1. Miscellaneous and new business.
2. Report of Committee on Program.
3. Report of Committee on Dates.
4. Election of officers.
5. Selection of place and date of next meeting.

Judges at Fairs.

Mr J. T. Morris, of Warren County, Iowa makes the following timely suggestions with respect to the important question of meeting good live-stock judges to place ribbons of the fairs.

I would like to urge upon intending exhibitors the importance of inducing fair managers to secure the services of competent and reliable expert judges in the live stock rings. Most of the leading fair associations are up in the times in this respect, but some county and district fairs are still behind. Last year I visited a number of county and district fairs, and in some instances the society had employed experts, so-called, who fell very far short of being experts. They were college students who offered their services cheap, the society offer paying as more than their traveling expenses. Most of the managers wanted to make a saving to the society, while if they had secured competent judges, they would probably have had to pay for their services. It is all right for fair associations to economize, but it is poor policy to jeopardize the interests of exhibitors for the sake of a small saving to the society. I have all due respect for the students and for the colleges from which they come. They are all right in their place. Of late, in some of the colleges, efforts have been made to teach stock judging. The students are called together and prizes are offered for the best judging of live stock, and then a fat horse or cow is run out, and perhaps for a pastime, as much as anything else, they proceed to judge it. Nine out of ten of the boys would prefer a football game or a bicycle race. The fact is, a young man can not gain the competency that should be possessed by an expert judge by taking a college course. It requires a man who has had a long experience as a breeder, dealer and feeder of stock, one who has been at both end of the string, both as a purchaser and a seller. It is true that a good judge can point out many good characteristics, but there are a thousand and one little important things that one can hardly teach to another and that can only be learned by years of practical experience. Some may think that almost any kind of judge will do at a county fair or a "pumpkin show," as it is sometimes called. It does not make any difference however, even if it be only a pumpkin show, the judge should at least know a Yankee pumpkin from a gourd, and there should be just as much competency in a judge of a county fair as at a State fair. As a rule, exhibitors are not thoroughly versed in the points of good stock, and they go to the fair as much to learn whether they are failing into any mistakes in their breeding as for any other purpose. If the animals they show are superior or inferior, they want to know it, and to know at what points and why, and if they do not find it not at the fair, attendance is not profitable to them, as they hoped. More encouragement should be given by fair managers in farm stock, such as draft, coach and driving horses, cattle, swine and sheep, with a little less attention to racing. Better fairs would thus be built up, and it would be better for the country at large. Managers will spare no pains to secure the services of a good starting judge to start the races, but they are often quite negligent in securing competent judges to award premiums. Often the starter awards the premiums as well, and while, in nine cases out of ten, he is all right as a starter, he is not competent to make awards."

The matter referred to is a timely one, for a fair association misses its chance, for earlsiness if it fails to make the show as largely educational as possible, and to do this, judges who understand what they are about, who know animals thoroughly and well and who, upon occasion, are able to give reasons for faith that is within them, should be employed. They should be men who can detect faults and recognize points of excellence, and who are able to give due weight to each fault or blemish and each excellence neither under-valuing or over-valuing them relatively to the balance of the animal. The larger the practical experience a judge has had, the greater will be his ability to judge, other things being equal. In some of the colleges of the country great pains are taken to teach students of live stock what constitutes a good animal, and how it should be judged. This systematic teaching is productive of good results, and while it may not and does not at once make a full fledged expert judge, it gives an excellent skeleton on which to hand after-acquired experience in the handling of domestic animals. So far as we have been able to observe, the students who become competitors for prizes in the stock-judging courses, such for instance, as the Guilvie foundation at the Wisconsin Agricultural College and some others, are earnest and energetic young men who may, perhaps, have a fondness for football, but only in its place and not to the detriment of the more serious duties of life. This is not saying that the course they take makes them at once expert judges, fully competent to place the ribbons to everybody's satisfaction at fairs, for practice must go hand in hand with science in order to do this. But it does mean that the courses do them a great deal of good and will probably make good judges out of them eventually.

In this connection it might not be amiss to recall some work that was done of the Waukesha County Fair in Wisconsin. Recognizing the fact that live stock fairs did not possess the educational value that they ought to have, and did not teach exhibitors and others interested as much about what constitutes a good animal of its kind as they ought to teach, Mr George McKerrow, Superintendent of the Wisconsin Farmers' Institutes, held three short institute sessions at the fair named, and used the prize-winning animals in the fair stock rings as texts for brief lectures on the subject of judging, telling the reasons why each point was a defect or an excellence, as the case might be, and, in short, letting those who were interested in the subject see just how the mind of a competent judge worked when engaged in determining the question of how a lot of premiums should be distributed. We last year commended this work at the Waukesha fair as worthy of imitation everywhere. We have since seen no reason to withdraw such commendation, and believe the value of fairs, as far as live stock is concerned, would be increased many-fold if the practice of holding such sessions were general.

Howard W. Sexton is now receiving bids for the material and work of constructing a large exhibition hall, a stable for trotting horses and three stables for cattle, for use in the coming fair at Oxford Lake, Anniston, Ala.

The Paris (Ky.) fair grounds and trotting track are soon to be sold at auction. Annual meetings have been held on these grounds for fifty-six years, and the Paris Fair Association was the oldest one in the United States. Paris will hold street fairs in the future. The initial one this season was a great success.

At the New York State Fair two colts, aged three and four months, pulled a wagon and driver one-quarter of a mile in thirty nine seconds. While the feat excites the admiration of some horsemen and shows what can be accomplished with colts, others object, alleging that cruelty must have been practiced to break the steeds to harness.

TOLEDO, 1903,

Will Celebrate With a Big Exposition and Numerous Conventions.

The people of Toledo, O., have decided to have an exposition in 1903 to commemorate the anniversary of the organization of the State of Ohio. This they intend, whether the State Legislature aids them or not. They have already gone to work on the conventions and have secured many for that year.

They made a special effort to get the G. A. R., and have virtually succeeded. Toledo is deserving of much credit.

The Trans-Mississippi Exposition is booming with a big B, says a correspondent. All the showmen and concessionaires seem satisfied.

A Word on Fairs.

There has always been a disposition among certain manufacturers to hill off the fairs. Some would have a grievance against the management; their experience one year had been unsatisfactory on account of it being a bad year, or something or another had gone wrong, but they would come back in line, and the exhibits at the fairs this year will probably average bigger and better than ever before. The season has been good and the dealers and farmers are prosperous and happy. The best fairs will stand for all time, for many reasons. They afford the best opportunity for the renewal of old acquaintances and the forming of new ones between manufacturers, jobbers, traveling salesmen and farmers. At a big fair a farmer or dealer can examine more implements and vehicles in a single day at a nominal expense than he could by traveling over the country for weeks at a large outlay. Besides, he can see many machines in actual operation.

The agricultural implement and vehicle display has always been the chief attraction at many fairs, even to the women and children. The towering wind-mill, the buzzing machinery and beauty of the displays come in for a large share of the attraction of the fair sex. There are convenient of all descriptions handed out by handsome and pleasant salesmen, and the souvenir hunter finds time spent to the emplement and vehicle row most agreeable and productive of the best results.—Farm Machinery.

France gets enormous trade from America, but the latter gets little from France.

England buys more than ten times as much of our exports. The British colonies alone buy more than three times as much. France sympathizes with Spain.

France insults American tourists. France is permeated with anti-American sentiment. Let France go to hell and take the Paris Exposition with her.

Join the American Association of Fairs and Expositions.

"There is no such thing as certainty in this life," exclaimed the melancholy man.

"Ain't there?" responded Farmer Cornfeed, contemptuously. "I guess you didn't never play games with any of these men that goes around to county fairs?"

Government Building, Trans-Mississippi International Exposition, at Omaha, Neb.

MINNESOTA.

Where Fairs Thrive—Apportionment of State Grant to County Associations.

Thirty-eight agricultural societies have qualified for a share of the $14,000 State appropriation, and will receive $354.54 each. Last year the division was $306. The requirements are an association with at least twenty-five members and a fair at which a sizeable amount is given in premiums. Some of the societies have $300 or $400 members and the premium lists range from $150 to $519, the latter at Garden City, Blue Earth.

The fair associations are as follows: Aitkin, Blue Earth, Brown, Carlton, Carver, Chippewa, Cottonwood, Dakota, Douglas, Dodge, Faribault, Fillmore, Goodhue, Grant, Houston, Isanti, Itasca, Jackson, Kandiyohi, Kittson, Lac qui Parle, Le Sueur, Martin, McLeod, Meeker, Mille Lacs, Mower, Norman, Nobles, Pipestone, Pope, Redwood, Renville, Rice, Sibley, Steele, Stearns, St. Louis, Swift, Wadena, Waseca, Watonwan, Winona, Wright, Murray Shell Prairie of Hubbard, Thirteen Towns of Polk at Fosston, Southern Minnesota of Rochester, State Poultry Association at St. Paul, Hennepin Poultry Association and the State Butter and Cheese Association.

The Texas State Fair.

Probably the one enterprise in the whole history of Dallas developed as great a surprise even to its projectors themselves, and has brought, and continues to bring, such lasting and material benefits to the city of Dallas, as well as the State at large, as the present Texas State Fair.

Its organization was perfected in the early part of 1886, with J. B. Simpson as President and Sydney Smith as Secretary. Its first entertainment was given Oct. 26, 1886, and lasted ten days, its thirteenth annual entertainment will be given Oct. 1, 1898, and will last sixteen days, with G. H. Gaston, President, R. E. Cabell, Vice President, J. B. Adoue, Treasurer and Sydney Smith, Secretary and General Manager.

Unlike most other institutions of its class, it had no small beginning, but opened out with its first entertainment in 1886 as a full-fledged, complete State fair, and although it is now conceded to be the largest combined fair, exposition and race meet in the United States, there are people who claim its first efforts have never yet been eclipsed.

During the past thirteen years of its existence, it has paid out an average of $70,000 each year in premiums, purses and attractions, and more than $250,000 in buildings and general improvements, and its record shows that it has entertained nearly 1,000,000 visitors.

Its grounds, 150 acres, are enclosed with a light board fence some 11,000 feet in length, within which it has a one mile trotting and a seven-eighths mile running track, both of which are second to none in the land. It has five miles of gravel drives and walks, and the grounds are abundantly supplied with water through some one thousand feet of service pipe.

Its Exposition Building has 70,000 square feet of floor space, its Pioneer Hall has 20,000 feet, equipped with better capacity of 275 horse power, and its Machinery Hall has 30,000 square feet.

Its poultry department will accommodate 3,000 birds, its cattle department, over 500 head of cattle; its exhibition horse department, over 300 head of horses, and its swine department more than 750 head of hogs.

Its grand stand will seat some 5,000 people, and its race department has 120 box-stalls for race horses.

Its Music Hall has 3,300 opera chairs, besides the galleries, and its Ladies' and Art Department Halls are 50 feet wide and 400 feet in length. And last, but not least, it has five hotels run by the different churches in the city.

The privilege row is 26 feet wide and 700 feet long, and five bars were sold upon it and properly run.

The coming fair and exposition will be its banner entertainment, and no pains or money will be spared to procure every species of attraction for the amusement and entertainment of all classes of its visitors.

Its race purses aggregate some $20,000, its attraction list equally as much, and its premiums to the live stock department are larger than those of any other fair in the United States.

Among the many new features for the coming entertainment will be a miniature ostrich farm, with birds of all ages; a bench show, under the rules of the American Kennel Club, where dogs up to men ranging in size from the Skye terrier to the great Dane, and at prices as high as $10,000. Under the management of the Texas Coursing Club, lovers of this class of sports can witness the contests between the fleetest greyhounds and the wildest jacks.

Len Small, Secretary of the Kankakee (Ill.) Fair, sends us the following ruling by the Commissioner of Internal Revenue: "It has been decided that companies giving theatricals or shows of any kind and charging admission, at county fairs, must pay a war revenue tax. When the county fair association has the shows under its complete management and control it must pay a $150 license for, covering all the shows, but if the complete management and control is not vested in the association, the management of each show must take out a license."

It was a notable show at Columbus, O., in this year of 1898. The show of live stock was never better. There was noticeable among the stockmen a feeling of courage and cheerfulness that reminds one of old times.

J. W. Gaines, Secretary of the Lawrenceburg (Ky.) Fair, writes us that though this was their twenty-fifth annual exhibition, it was the greatest success they had ever experienced.

Street Fairs.

Reports from various parts of the country indicate that the street fair plan of drawing trade is to be adopted on a large scale this fall by merchants. Started in a modest way in some small towns, the scope and plan has broadened until the "street fair" this year will be a combination of the carnival given by many cities, the industrial exposition and the old-time county fair.

The street fair has for its foundation the business enterprise of merchants in the towns and smaller cities, who fill their streets with booths for the display—not for the sale—of goods; then hire entertainers to give free exhibitions to draw the crowds.

Ordinarily, the main street of the town is selected as the place of making a display, so that each leading merchant may have a booth in front of his own store. The time selected for the fair is as soon after harvest as possible, the natural season for relaxation.

Any feat of daring or exhibition of skill that can be accomplished out of doors to advantage is appropriate for an attraction at a street fair, and it is a poor street fair that has not at least one high rope walker, and one "daring aeronaut" with a balloon, a parachute, and a thrilling leap to the earth. Then there are always a few strolling musicians, who wander about the booths and play or sing wherever any more ready to listen.

Clowns and acrobats are popular additions to any street fair coterie of entertainers. Nothing pleases the children more, unless it may be a few trained animals that are always in evidence and as a rule, everything is free and beyond criticism, and intended in put the beholders in a pleasant frame of mind. The merchants in towns where street fairs have been held have found that even after a big harvest and a high price for his crops the ordinary farmer will part with his dollars in trade a little more readily if something is at hand to keep him on a broad grip or in a confidential chuckle.

Does it pay? It would seem so from the fact that all the towns that tried it last year are planning to do the same this year, and in most cases on a larger scale. Among the places at which street fairs will be held this year are Terre Haute, Ind., and the plans for display and entertainment are most elaborate. An idea of the extent of the plans may be gathered from the fact that Main street, which is the principal street of the city, will be filled for a distance of six blocks on both sides of the street car tracks by booths and displays, leaving the car tracks and the sidewalks for the accommodation of traffic. It is intended to have at least one juggler, musician, clown, or entertainer of some sort at every corner all day.

In cases where the street fair has entirely superseded the agricultural fair, as it has in some places it offers a field for the rivalry of farmers in the excellence of their products, stalls being arranged for agricultural exhibits, and valuable prizes given to those making the best showing, so that a procession of prize winners in the form of various kinds of fat stock, bedecked in gay ribbons and led by their proud owners, would not be counted out of place even at a street fair of the most modern sort. Both Manson, Ill., and Grand Rapids, Mich., held such reinstitutions last year, and propose to repeat them this year. Any interested reader who may desire further information as to expense, plans and results can doubtless obtain it from some merchant or official in them cities. Under whatever name they may be held, "Harvest Festivals," "Carnivals of Fun" or plain "Street Fairs," the general idea is to draw the surrounding population to the town and thereby increase the trade of the local merchants.—Chicago Apparel Gazette.

Rush to Exhibit in Paris.

The United States Commissioner to the Paris Exposition has received at his office in the Equitable Building in this city more than 300 applications for space from Americans who want to exhibit, and the total number of applications at the New York and Chicago offices exceeds 600. The large number of applications caused some dismay to the commissioner, because of the comparatively small space that this country has secured at the exposition. Only 150,000 square feet have been allotted to the United States thus far and enough have applied for space to make a World's Fair of themselves. Commissioner Peck, in view of the number of applications, will go to Paris shortly, and he hopes to secure 600,000 square feet, instead of 150,000. The rim in prominence of everything American owing to our victories in the war leads the commissioner to believe that he will be able to secure much more space than was originally awarded this country. That an increase is needed is shown by the fact that among the applications thus far received ten electrical companies have asked for more than 75,000 square feet, or more than half the available space. An agricultural company has also asked for more than half the space allotted. It was said at the office of the commissioner that a lot of applications would be rejected. A special commission, whose duty it will be to award space and pass on applications, will be appointed in about four months. It has already been suggested by the commissioner that exhibitors should combine in some way in order to make the best possible use of the limited space, and a number have agreed to do so. In one case twenty-seven hundred traders have put their exhibits in charge of one agent. It is expected that there will be more than 2,000 exhibits.—New York Sun.

J. N. Fisk, Esq., originator of the American street fair, was a "Billboard" caller Sept. 1. Mr. Fisk had just returned from Paris, Ky., where his latest effort had proved a big success.

Every county and district fair association in the United States and Canada should send a delegate to Omaha Oct. 25 and 26.

Columbus, O., Sept. 29.—It is announced that the total receipts for the late State Fair were $36,879.40. The expenditures are not exactly known as yet, but it is certain that a fair balance of several thousand will certain.

The McHenry County Fair, of Woodstock, Ill., cleared over a thousand dollars at its recent meeting. The receipts were $5,300, and they would easily have reached $6,000 if it had not rained. The surplus will be devoted to the improvement of the grounds and buildings.

The Tampa Agricultural, acing and Fair Association, of Tampa, Fla., was incorporated Aug. 29.

The Clinton County Fair, of Frankfort, Ind., issued one of the finest premium lists that has reached our desk this year.

The West Mississippi Exposition of Vicksburg, came to naught last year owing to the yellow fever scare and stringent quarantine regulations, and seems likely to meet the same experience this year. The expense is enormous and the outlook decidedly discouraging.

Rain spoiled the fair at Dormansville, N. Y., Sept. 7, beginning at 11 a. m. and continuing throughout the remainder of the day.

"At the County Fair" is the title of a profusely illustrated article by Maribe McCulloch Williams in Aimee's Magazine for September. The illustrations are very good, indeed, but the text is of little value.

The exposition buildings at Tacoma, Washington, were destroyed by fire.

There is a letter at this office for W. E. Fouler.

Poster Printers

H. J. Anderson, of the Enquirer Show Printing Co., of Cincinnati, is President of the Cincinnati Typothetae.

Leon Finn, a Frenchman, has patented a new lithographic plate which is manufactured from a paste formed of crushed lithographic stone albumen, zinc and potassium alliate. After being molded, the plates are grained with the sand blast.

Wm. M. Donaldson, President of the Donaldson Lithographing Co., was nominated for Congress Aug. 27 by the Republican Party of the Sixth Congressional District of Kentucky. Mr. Donaldson has been a resident of Campbell County, Ky., all his life, and is well known and supposed to run very strong.

The latest press put in by Hennegan & Co. prints a sheet 44x60 inches in size and rolls off 1,500 impressions an hour with no exertion or time whatever.

Hennegan & Co. are about crowded out of their present quarters. They have grown so rapidly that the building will not hold them any longer. There is a chance that they will occupy the premises at 177 E. Eighth street, formerly used by the Donaldson Litho. Co.

The Herald Litho. Co., Erie, Pa., is a new one and their work is good, especially the white sheet for Soda Mint Chewing Gum.

The Donaldson Litho. Co., of Cincinnati, is now ensconced in its new buildings but retains offices down town at the old number, 177 E. Eighth street.

Agriculture Building, Trans-Mississippi International Exposition, at Omaha, Neb.

LIST OF 1898 FAIRS.

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

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ALABAMA.

ANNISTON—Oxford Lake Northeast Alabama Fair Association. Oct. 18 to 22. W. F Higgins, pres.; Dr. T. W. Ayers, secy.; Geo. W. Eichelberger, treas.

ARKANSAS.

CLARKSVILLE, ARK.—Johnson County Fair. Oct 11 to 14. W. R. Rogers, pres.; J. W. Coffman, secy.

PINE BLUFF—Arkansas State Fair. Oct. 18 to 21.

CALIFORNIA.

LOS ANGELES—District Agricultural Association No. 6. Oct. 6 to 16. John C Lynch, San Francisco, pres.; Henry T. Fleishman, treas., Lewis Thorne, secy., 226 S. Spring st.

CONNECTICUT

DANBURY—Danbury Agricultural Society. Oct. 3 to 7. G. W. Randle, secy.

BARKINTON—Marwinton Agricultural Society. Oct. 4. Thos. Q. Hogan, pres.; Patrick Hogan, jr., treas.; A. W. Hunil, secy.

MERIDEN—Meridan Agricultural Society.

STAFFORD SPRINGS—Stafford Spring Agricultural Society Oct. 5 to 7. C. E. Dennis, pres.; H. S. Abell, treas.; Chas. F. Beckwith, secy.

WLCOTT—Wolcott County Fair. Oct. 11.

FLORIDA.

LAKE CITY—Florida Tobacco Fair Association. October F. B. Moodie, pres.; Thos. S. Chalker, treas.; B. Butler, Thompson, secy.

GEORGIA.

ANGUSTA—Nov 28

HAWKINSVILLE—Nov. 11.

LAWRENCEVILLE—Gwinnett Fair Association Nov 1 to 4. W. E. Simmons, pres.; W. G McNelley, secy.

MACON—Carnival Association. Oct. 11 to 14. S A. Wakelham, pres.; M. H. Taylo, treas.; M. F. Calloway, secy.

MARIETTA—Cobb County Fair Association, Oct. 11 to 14. W. L. Richardson, pres.; John L. Manning, secy.

ROME—Oct. 18

THOMASVILLE—South Georgia Agricultural and Mechanical Fair Association. Oct. M. Judge H. W. Hopkins, pres.

VALDOSTA—Nov. 6.

WAYCROSS—Waycross Fair Association. Nov. 1 to 5. L. Johnson, pres.; Warren Lott, treas.; W. W. Sharpe, secy

WOODBINE, GA.—Camden County Agricultural Society Oct. 24 to 29. Mr Rose, pres.

IDAHO.

BOISE—The Idaho Inter-Mountain Fair Association Oct. 8 to 6. E W. Johnson, pres.; J. H. Anderson, treas.; W. B. Walker, secy.

SALUBRIA—Washington County Fair Association, Oct 13 to 15. I R. Smith, pres., B. E. Wilson, treas. and secy.

ILLINOIS.

CARROLLTON—Greene County Fair Association. Oct. 11 to 14. C. W. Holnback, Bankbridge, pres.; B. C. Hodges, treas.; S. E. Simpson, secy.

EDWARDSVILLE—Madison County Farmers Institute and Street Fair. Oct. 13 to 15. John Stole, pres.; H. C. Berke, jr., secy

GALENA—Galena Fair Association Oct. 27 to M. W. T Hodson, pres., W. Barnes, treas. Frank Beatwick, secy.

GOLCONDA—Pope County Agricultural Association Oct. 4 to 8. John D Smith, pres., Edward R. Clark, treas; Barcey Phelps, secy

MATTOON—Mattoon Free Street Fair. Oct. 2 to 8. Frank Kern pres; S M Owings, treas John McNutt secy

MURPHYSBORO—Jackson County Fair Oct 11 to 14 P H Eisenmayer, pres., Willard Wall, treas., J. J. Penny, secy.

PINCKNEYVILLE—Perry County Fair Oct. 4 to 7 Matthew Rule, pres.; T. L. Wallace, treas. R J Rushing, secy

SALEM—Marion County Agricultural Board Oct 11 to 14 John W. Latimer pres T S Marshall, treas; H T Sweney secy

SPRINGFIELD—State Fair. Sept. 26 to Oct. 1. J. Irving Pearce, Chicago, pres.; D. H. Brainerd, treas; W. C Garrard, secy.

INDIANA.

ANGOLA—Steuben County Agricultural Association Oct. 4 to 7 Hiram H Van Auken, pres.; Orville Goodale, secy

BLOOMINGTON—Big Bloomington Fair. Sept. 26 to Oct 1.

BOONVILLE — Boonville Fair Association, Sept. 26 to Oct. 1 Clamor Pelzer, pres, A. L. Butler, treas; S W. Taylor, secy

BOURBON—Bourbon Fair Association Oct. 4 to 7. Geo D. Ettinger, pres., L. Johnson treas; J. W. Eidson, secy.

DELPHI—Street Fair. Sept. 26 to Oct. 1. Sem Hall, secy

ROCHESTER — Fulton County Agricultural and Mechanical Association. Sept. 28 to Oct 1 John W. Black, pres; A C. Copeland, treas, Val Zimmerman, secy.

TERRE HAUTE IND—Street Fair. Oct. 12 to 15. A. Z. Foster, pres.; C. C. Ockey, secy

VINCENNES—Knox County Agricultural and Horticultural Association. Oct. 4 to 8. Isaac Lyons, pres; Geo. McCoy, treas.; John Burbe, secy.

IOWA.

AFTON—Union County Fair Oct. 4 to 7 M B. Coltman, pres.; T. F. Shunk, treas.; H. F Armitage, secy

NORTHWOOD—North County Fair. Sept. 61 and Oct. 1.

KANSAS.

SALINA—Saline County A., H & M. Association Oct 4 to 7. Thos. Anderson, pres; H. B. Wallace, secy.

KENTUCKY.

GREENVILLE—County Fair. Sept. 26 to Oct 1.

GUTHRIE—Guthrie Fair Association. Oct. 18 to 22. Geo Snadon secy

HENDERSON—Stock and Agricultural Fair. Oct. 11 to 16. T. W Priest, pres., Jacob Zimbro, jr., secy.

LODISVILLE—Louisville Driving and Fair Association. Sept. 26 to Oct. 1 Frank P. Kenney, secy.

OWENSBORO—Davies County Fair. Oct 4 to 6 J H. Hickman, pres.; F T Watkins, treas J. W. Carlee, secy.

PADUCAH—Paducah Fair and Exposition Association Oct. 11 to 14. Jos. M Lang, pres., American-German National Bank, treas.; Alex. Kirkland, secy.

LOUISIANA.

ALEXANDRIA—Fair Oct. 4 to 6. Fred Seip, pres A. Wettemark, Jr., treas.; S S Beatner, secy.

BATON ROUGE, LA.—Fair Oct. 11 to 16.

MAINE.

ACTON—Shapleigh and Acton Counties Fair Oct. 5 to 7 Frank C. Staples, pres., Willie Staples, treas; Fred. K Bodwell, secy

MADISON—Agricultural Fair, Oct 5 to 8. Orlando Walker, pres., J. M Hilton, vice pres; J. F. Wilbee, secy; C. A. Wilber, treas.

MADISON BRIDGE—Somerset County Fair. Oct. 6 and 8. J. F Wilbur, secy.

TOPSHAM—Sagadahoc Agricultural and Horticultural Society. Oct. 11 to 13. W B. Kendall, pres., Bowdonham, L.B. Smith, treas., Brunswick; W. S. Rogers, secy.

MARYLAND.

BEL AIR—Hartford County Agricultural and Mechanical Association. Octobehr 12 to 14. Jas. W McNabb secy.

FREDERICK CITY—Frederick County Agricultural Society. Oct. 11 to 14. Chas. W Hargett, pres; D. V. Stouffer, treas., Harry C Keefer, secy.

HAGERSTOWN—The Great Hagerstown Fair. Oct. 18 to 21 John W. Stonebraker, pres; John D. Brewer, treas.; P. A. Witmer, secy.

MASSACHUSETTS.

BROCTON—Brockton Fair. Oct 4 to 8 Hap. H. W. Robinson, pres.; E. M. Thompson, treas. Basile Sanford, secy.

NORTH AMPTON—Hampshire, Franklin and Hampdan. Oct. 5 and 6.

MICHIGAN.

ALLEGAN—Allegan County Agricultural Society Oct 4 to 7 Ezra Brackett, secy.

ARMADA—Macomb County Fair Oct. 5 to 7.

BRIGHTON—Brighton Market Fair Association. Oct. 11 to 14. B. A. Ross, Milford, pres.; G. J. Basiche, treas.; C. E. Hanrmann, secy.

CASS CITY—Fair. Oct. 4 to 7. A. M. Ale, secy

CENTERVILLE—St. Joseph County Agricultural Society Oct. 4 to 7. W. F Peck, secy

CHARLOTTE—Eaton County Agricultural Society. Oct. 4 to 7. Jas. H. Gallery, Eaton Rapids, pres., Jas. H. Brown treas.; Geo. A. Perry secy

FOWLERVILLE—Fowlerville Agricultural Society Oct. 4 to 7. B A. Bush, pres.; D. C. Carr, secy.

HART—Oceana County Agricultural Society. Oct 4 to 7 A. B. Sonter, Shelby, pres.; W. N. Sayles, secy

HASTINGS—Barry County Fair Oct 11 to 14. A F Sylvester, pres., Irving, G W. Bird, treas., Bedford, R. M Bates, secy

IMLAY CITY—Lapeer County Agricultural Association Oct 4 to 6. T B. Keyworth, pres., Walter Hoskin, treas., Frank Rathsburg secy.

IONIA—County Fair Oct 4 to 7.

KALAMAZOO—Street Fair Oct 4 to 7. B S Rankin, pres J. W. Fulford, treas, C. G. Towsend, secy

MINNESOTA.

CURRIE—Murray County Agricultural Society Oct. 4 and 7. W. H Mellen pres.; A. Currie, Sr., treas.; Neil Cutre, secy.

ST. VINCENT—St. Vincent Union Industrial Association. October. Chas. Clow, pres., Hecholdt, A. Gamble, treas.; W. G. Deacon, secy.

WINONA—Winona Street Fair Association Oct 5 to 7 F S Mead, pres Wm G. Reade, treas. John Hose secy.

MISSISSIPPI.

MERIDIAN, MISS.—East Mississippi & West Alabama Fair Association Oct. 31 to Nov. 5. C. M Rubush pres H G. Meyer, treas E. J. Gallagher, secy

NATCHEZ—Natchez Fair Association. Oct. 17 to 22 R. I Metcalfe secy

VICKSBURG—West Mississippi Agricultural Mechanical and Live Stock Exposition. Oct 24 to 29. Patrick Henry, pres., J. A Conway, treas.; Frank H Andrews, secy.

MISSOURI.

CAPE GIRARDEAU—Cape Girardeau Fair & Park Association. Oct 11 to 15. G C. Thielenlaz, pres; E. H Engelman, secy

KENNETT—Oct. 19 to 21. Lee Shelton, secy

MEXICO—Street Fair October

POPLAR BLUFF—Butler County Agricultural and Mechanical Association. Oct. 11 to 14. W. A. Randall, pres.; T. F. Ray, treas.; A. Mast, secy.

SPRINGFIELD—Green City Fair Sept. 26 to Oct 1. W. A. Denpin, secy.

SPRINGFIELD—Oct. 4 to 7. H. F. Denton, secy.

ST. LOUIS—State Fair. Oct. 3 to 6. Robt. Aull, pres., W. M. Lockwood, treas.; Jas. A. Murphy, secy.

NEBRASKA.

BERTRAND—Phelps County Agricultural Society. Oct. 4 to 7. C. C. Gibbons, pres.; A. J Sandstrom, treas.; F P. McCormick, secy.

NEW MEXICO.

ALBUQUERQUE—Territorial Fair Association. Oct. 4 to 8 J E Saint, secy.

NEW YORK.

BROCKPORT—Brockport Union Agricultural Society. Sept. 26 to Oct. 1. Elias Garrison, pres.; Robt. C. Hull, treas., Geo. B. Harman, secy.

DUNDEE—Dundee Fair Association. Oct. 4 to 6. Andrew Harpendine, pres.; O. J. Watson, treas., O. J. Bigelow, secy.

HEMLOCK—Hemlock Lake Union Agricultural Society. Oct. 4 and 6. R. R. Short, secy.

LUMBERTON—Robeson County Fair. Nov. 2 to 4 Geo. R McLeod, pres., Frank treas., Indian Fields; P. R. whitbeck, Indian Fields, N. Y. secy

WHITE PLAINS—Society of Agriculture and Horticulture of Westchester County. Sept. 28 to Oct. 1. Jas. Hopkins, pres., Armonk; Joseph B. Lee, treas.; Edwin B. Long, secy.

NORTH CAROLINA.

LUMBERTON—Robeson County Fair. Oct. 31 to N. Geo. B. McLeod, pres.; Frank Gough, secy

FAYETTEVILLE—Cumberland County Agricultural Society. November. Walter Watson, pres., G. W. Lawrence, treas.; G. W. Lawrence, secy.

RALEIGH—North Carolina Agricultural State Fair. Oct. 24 to 29. John L. Cunningham, pres., Cunningham; John Nichols, treas.; John Nichols, secy.

ROCKY MOUNT, S. C.—Rocky Mount Fair Association Nov. 2 to 4. J. M. Sharrod, pres., J. L. Arrington, secy.-treas.

WINSTON—Piedmont Tobacco Fair Association Nov 2 to 4 A. B Cornell pres, T. L. Vaughes, treas.; G. E. Webb, secy.

OHIO.

ADA—Ada Tri-County Fair. Oct. 4-7. John P Copner, pres.; M. E. Cunningham, treas., Agnew Welsh, secy.

AKRON—Summit County Agricultural Society Oct. 4-7. M L. Sprankle, pres., G. W Brewster, treas.; Albert Hale, secy.

BELLEFONTAINE—Logan County Agricultural Association Oct. 4-7 David Puson, Lopensville, pres., C. L. Rogers, Degraff, treas., E. Fai Chamberlain, secy

BOWLING GREEN—Wood County Agricultural Society. Sept. 26 to Oct. 1. Moses A. Mathias, Custer, pres.; B. B. Bowmastock, treas., W S Mackell, Bowling Green, secy.

CADIZ—Harrison County Agricultural Society. Oct. 4-7. G. C. Tipton, pres., S. R. Hacellion treas.; J. G. Millikin, secy.

COSHOCTON—Coshocton Agricultural Association. Oct. 11 to 14 Ed. M Hanlon, pres., Corwin McCoy, treas.; Robt. Boyd, secy.

DAYTON—County Fair. Oct. 4 to 7 J Mc. Lain Smith, pres., Samuel Wampler, treas.; W J Ferguson, secy

FINDLAY—Hancock County Agricultural Society, Oct. 12 to 15 W. A. Williamson, Mt. Cory pres. Geo. P. Jones, treas.; M. C. Green Mt Blanchard, secy.

FREMONT—Sandusky County Fair Oct. 4 to 7 W. J. Smith, pres., Wm. Gabel, treas., J. Overmyer, secy.

GROSCHETOWN—Harn County Fair. Oct. 4 to 7. V. K. Thompson, pres., Ben B. Whitemun, treas., J. W. Hedrick, Russellville, secy.

GREENSBURG—Greensburg Street Fair Oct. 4 to 8.

HAMILTON—Butler County Fair. Oct. 3 to 7 J A Slade pres. L. M. Larsh, treas., LANCASTER—Fairfield County Agricultural Society. Oct. 14 to M. Daniel Aramtey, pres; C B. Whiley, treas.; W. T. McClenahan, secy.

MARYSVILLE—Union County Agricultural Society. Oct. 4 to 7. Dr. T. H. Shields, pres. Watkins, C. S. Chapman, treas.; E. W. Porter, secy.

MT GILEAD—Morrow County Agricultural Society Oct. 4 to 7 C. D. Russell, pres., T G. Russell treas., O. J Miller secy

NEW COMERSTOWN—C. O. D Fair. Oct. 3 to 7 E L. Shoemaker, secy.

OTTAWA—Putnam County Fair Oct. 4 to 6. A. L. Paul, pres.; C. H. Rice, treas., A. F. Sandles secy

RANDOLPH—Portagelin Fair Sept. 26 to Oct. 1

RICHWOOD—Tri-County Fair. Oct. 11 to 14. J H Beckhol, pres, Robt. Smith, treas.; J. E. Robinson, secy.

RUSSELLVILLE—Grangers' Fair, Oct. 12. Dorr & Sampson, Ripley, O., managers, A. C Miller, secy.

UPPER SANDUSKY—Wyandot Agricultural Society. Oct. 4 to 7. B. R. Larcomb, pres.; Henry Kerr, treas.; Oscar Billhardt, secy.

ZANESVILLE—Street Fair. 3d week June, 1899.

OKLAHOMA.

GUTHRIE—The Oklahoma State Fair Association. Oct. 4 to 6. W. H. Cayle, pres.; W. H. Gray, treas.; F. H. Greer, secy.

OKLAHOMA CITY—Free Street Fair. Oct. 10 to 15. E B. Brown, secy., W. W Storm, pres., A. J. Henthorn, treas.

OREGON.

LA GRANDE—District Agricultural Society. Oct 10 to 17 Ben Brown, pres.; Fred. J. Holmes, secy.

THE DALLES—Second Eastern Oregon District Fair Oct. 18 to 22. J. O Mack, secy.

PENNSYLVANIA.

BLOOMSBURG—Columbia County Agricultural Society. Oct. 13 to 15. B. W. Smith, pres., Millinville; Jas. C. Brown, treas.; A. N. Yost, secy.

BURGETTSTOWN—Union Agricultural Association Oct. 4 to 6. W. W. Fyles, pres.; Dinsmore; W. B. Linn, treas.; Wm. Melvin, secy., E. Burgettstown.

FORKSVILLE—Sullivan County Fair. Oct. 4 to 6.

HUGHRSVILLE—Muncy Valley Farmers' Club Sept. 26 to Oct. 1.

MILTON—Milton Driving Park and Fair Association. Oct. 4 to 7 I A. Eschbach, pres., M. H. Barr, treas; Edwin Paul, secy.

MONTROSE—Susquehanna County Agricultural Society. Oct. 4 and 6. W. A. Tiffworth secy.

NAZARETH—Northaempton County Agricultural Society Oct. 4 to 7. Frank T. Gernet, pres.; J. S. Rainheimer, treas.; J. J. Mann secy.

READING—Berks County Agricultural and Horticultural Society. Oct. 4 to 7. Cyrus T. Fox, secy.

SOUTH CAROLINA.

CHERAW—Cheraw County Agricultural Association. Nov. 28 to M. R. C. Watson, pres.; J. F. McIntyre, treas., T. S. Gregory, secy

COLUMBIA—State Agricultural and Mechanical Society of South Carolina. Nov. 7 to 11. T. J. Cunninghaec, Chester, pres; Geo. H. Muggins, treas.; Thos. H. Halloway, Pomaria, secy.

LEXINGTON C. H.—Lexington County Fair. Oct. 26 to M.

WOODRUFF, S. C.—Woodruff FaFir. Oct. 27 and 28. L. H Irby, secy.

WOODRUFF, R C.—Woodruff Stock Show. Oct 27 and 28

TENNESSEE.

BRISTOL—Carnival and Street Fair. Oct. 3 to 7.

BROWNSVILLE—Haywood County Fair Association. Oct. 11 to M. W. B. Holbrook, secy.

CLARKSVILLE—Montgomery County Fair. Oct. 12 to 15.

DYERSBURG—Dyer County Fair Association, Oct. 11 to 15. T. C. Gordon, pres.; J. H. Dabney, secy.

TEXAS.

BROWNWOOD—Brown County Stock Fair. Nov. 11 and 12. C. H. Woodard, pres.; Will H. Mayes, secy.

BROWNWOOD—Grand Harvest Carnival. Oct. 4 to 6. Brook Smith, pres.; Will H. Mayes, manager, Prof Carl Vincin, secy.

DALLAS—Texas State Fair and Dallas Exposition Association. Oct. 1 to 16. H. M. Gaston, pres.; J. B. Adams, treas.; Sydney Smith, secy.

DALLAS—Afro-American Fair. Oct. 4 to M. Prof N. W. Harlies, pres.

GROESBECK—Limestone County Fair Association. Nov. 9 to M. D. V. McClintic, pres.; M. H. Clark, treas.; S. D. Bugg, secy.

HOUSTON—Afro-American Fair and Interstate Exposition. Sept. 1 to Nov. 26 Bishop A. Grant, pres.; F. I. Richardson, secy.

JACKSBORO—Jack County Fair Association. Sept. 26 to Oct. 1. W. R. Green, pres.; Eli Stark, treas., H. A Wills, secy.

MASQUEZ—Leon County Stock and Agricultural Fair. Oct. 26 to 28. W. E. Powell, pres.; F. M. Amos, treas.; Dr. E. G. Bogan, secy.

PALESTINE—East Texas Fair and Driving Park Association Nov. 19 to 18. J. W. Ozmont, pres., W. C. Gorman, treas.; Thos. Hall, Box 38, secy.

VICTORIA—Southern Texas Fair Association, Nov. 8 to 11 L. D. Heaton, pres.; Thos. Bahler, treas.; L. N. Hofer, secy.

Q. NERVIONE

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VIRGINIA.

KILMARNOCK—Chesapeake County Fair. Nov. 3 to 5.

NORFOLK—Virginia State Fair and Agricultural Association. Oct. 4 to 8. John Marriner, pres.; R. S. Cromwell, treas.; W. E. Dillon, secy.

WINCHESTER—Shenandoah Valley Agricultural Society. Oct. 11 to 14. C. B. Rouse, 449 Broadway, New York City, pres.; P. C. Grane, treas.; R. G. Hollis, secy.

WASHINGTON.

COLFAX, WASHINGTON—Whitman County Fruit & Agricultural Fair. Oct. 26 to 29. Ben. Bergsunder, pres.; A. J. Davis, treas.; Dec. H. Lennox, secy.

MT. VERNON—Skagit County Horticultural Society. Oct. 3 to 8. Capt. D. F. Decatur, pres.; B. K. Matlock, secy.-treas.

NORTH YAKIMA—Washington State Fair Association. Sept. 26 to Oct. 1. J. M. Baxter, pres.; Wm. Lee, sr., treas.; Dr. T. E. Gunn, secy.

SPOKANE—Spokane Fruit Fair. Oct. 4 to 16. John A. Flash, pres.; Howell W. Peel, treas.; H. Bolster, secy. and manager.

WISCONSIN.

ELLSWORTH—Oct. 4 to 8. E. S. Doolittle, secy.

JEFFERSON—Oct. 4 to 7. J. L. Kearney, secy.

SEYMOUR—Seymour Fair and Driving Park Association. Sept. 29 to Oct. 1. Peter Tubbs, pres.; Wm. Michalstetter, treas.; H. J. Van Vlron, secy.

WEST BEND—Oct. 4 to 6. Jos. Ott, secy.

CANADA.

BEAUTIFUL PLAINS, (Neepawa)—Oct. 13 and 14.

CRYSTAL CITY—Oct. 1.

DAUPHIN—Oct. 8.

DUFFERIN, (Carman)—Oct. 8 and 7.

ELKHORN—Oct. 2 to 8.

GILBERT PLAINS—Oct. 1.

GLENWOOD, (Souris)—Oct. 12 and 13.

KILDONAN—Oct. 4 and 5.

MARKHAM, ONT.—East Riding of York and Markham Agricultural Society. Oct. 6 to 7. G. E. Vanzant, pres.; W. H. Hall, secy. and treas.

MINNEDOSA, MAN.—Minnedosa Electoral Division Agricultural Society. Oct. 8. T. A. Cuddy, secy.-treas.

NEW WESTMINSTER, B. C.—Provincial and International Exposition of the Royal Agricultural and Industrial Society of British Columbia. Oct. 5 to 13.

NEEPAWA, MAN.—Beautiful Plains Agricultural Society. Oct. 11 and 12. G. S. McGregor, pres.; J. Wemyss, secy.-treas.

NORFOLK, (Austin)—Oct. 5.

OTTERVILLE—South Oxford and South Norwich Exhibition. Oct. 7 and 8. Alex. McFarlane, secy.

PETERSBOROUGH, ONT.—Peterborough Central Exposition. Sept. 29 to Oct. 1. Geo. W. Fitzgerald, pres.; W. J. Green, secy. and treas., Box 184.

PILOT MOUND—Exhibition. Oct. 4 and 5. T. Steadman, secy.-treas.

RAPID CITY—Oct. 7.

ROCKTON CANADA—"World's" Fair. Oct. 11 and 12.

ROCKWOOD—Rockwood Fair. Oct. 11 and 12.

SAULT STE. MARIE, ONT.—Annual Sale Exhibition. Oct. 4 and 5. Wm. Brown, secy.

SELKIRK—St. Andrews Agricultural Society. Oct. 5 and 6. Dec. Kingsley, pres.; F. R. Glenwood, secy.-treas.

SIMCOE, ONT.—Norfolk Union Fair. Oct. 12 to 16. D. S. Palmerton, pres.; J. Thos. Murphy, secy. and treas.

STAYNER, ONT.—Stayner Industrial Association. Oct. 6 to 8. W. E. Sanders, pres.; J. Wilson, treas.; Archie Hill, secy.

ST. ANDREWS, (Selkirk)—Oct. 5 and 6.

SUTTON, CANADA—Sutton Fair. Oct. 13 and 14.

TILSONBURG, ONT.—Oct. 4 to 8. D. T. Smith, pres.; Thos. Brown, secy.

TURTLE MOUNTAIN, (Belleevain)—Oct. 19 and 14.

VIRDEN—Dennis County Fair. Oct. 11 and 12. A. O. McDougall, secy.-treas.

WOODBRIDGE, ONT.—Woodbridge Fair. Oct. 18 and 19. Thos. F. Wallace, secy.

WOODSTOCK.—North Riding of Oxford, Blandford and East Oxford Agricultural Society. Oct. 3 to 8. A. R. Patullo, pres.;

Horse Shows.

BROCKTON, MASS.—Brockton Fair Association Horse Show. Oct. 5 and 7. F. M. Ware, manager.

LOS ANGELES, CAL.—Horse Show. January 1899.

NEW YORK CITY—National Horse Show Association, Madison Square Garden. November.

OMAHA, NEB.—Live Stock Show. Oct. 6 to 20.

ST. LOUIS, MO.—St. Louis Horse Show. Oct. 31 to Nov. 8. John E. Gentry, manager.

Food Shows.

PHILADELPHIA, PA.—Food Exposition. Armory of Second Regiment. Wm. Smedley, secy., 145 Tenth st. Nov. 7 to 11.

Dog Shows.

BRAINTREE, VT.—New England Kennel Club. Oct. 14 and 15.

DALLAS, TEX.—Bench Show. Texas State Fair Association. Sydney Smith, secy. Oct. 1 to 16.

Poultry Shows.

ASHLAND, O.—Ashland Poultry Association. H. A. Mykrantz, secy. Dec. 28 to 31.

ASHLEY, O.—Ashley Poultry & Pet Stock Association. W. T. Linn, secy. Nov. 21 to 26.

AURORA, O.—Hamilton County Poultry Show. Dec. 26 to 17.

AUSTIN, TEX.—Austin Poultry and Pet Stock Association. Wm. H. Saige, secy. Jan. 10 to 13, 1899.

AVON, ILL.—Military Tract Poultry Association. Geo. R. Simmons, secy. Nov. 29 to Dec. 2.

BARRE, VT.—Granite City Poultry, Pigeon & Pet Stock Association. C. W. McMillan, jr., secy. Dec. 27 to 29.

BELLEFONTAINE, O.—Poultry Show. Robt. Roberts, secy. Dec. 19 to 24.

BENNINGTON, KAS.—Ottawa County Poultry Association. Mrs. D. Calliater, secy. Nov. 29 to 30.

BELOIT, KAS.—Mitchell County Poultry Association. A. Whitney, secy. Dec. 8 to 10.

BIRMINGHAM, ALA.—Dec. 1898. J. H. McCaffrey, pres.

BLOOMINGBURG, O.—Bloomingburg Poultry Association. Earl Shaw, secy. Dec. 12 to 17.

BLOOMINGTON, ILL.—Bloomington Poultry Association. J. R. White, secy. Dec. 26 to 29.

BLUFFTON, O.—Consolidated Poultry and Pet Stock Association. D. J. Kohls, secy. Dec. 26 to Jan. 8.

BOONVILLE, IND.—Southwestern Indiana Poultry Club. W. J. Hargrave, secy. Jan. 4 to 7, 1899.

BOSTON, MASS.—Boston Poultry Association. Arthur R. Sharp, secy., Taunton, Mass. Jan. 19 to 21, 1899.

BROCKTON, MASS.—Brockton Poultry Association. W. H. Adams, secy. Nov. 26 to Dec. 8.

BUNKER HILL, IND.—Bunker Hill Poultry Association. S. M. Newby, secy. Dec. 7 to 10.

BUFFALO, N. Y.—Buffalo Poultry Association. Jan. 2 to 7, 1898. B. C. Pease, secy.

CANTON, O.—Canton Poultry and Pigeon Association. J. H. Loeton, secy. Jan. 6 to 6, 1899.

CAINESVILLE, MO.—Cainesville Poultry Association. Mrs. R. O. Woodward, secy. Nov. 14 to 18.

CARO, MICH.—Dec. 26 to 27. F. H. Watson, secy.

CAREY, O.—Carey Fancy Breeders' Club. W. S. Payne, secy. Jan. 16 to 20, 1898.

CEDAR FALLS, IA.—Cedar Falls Poultry Association. H. W. Conrad, secy. Dec. 13 to 17.

CEDAR RAPIDS, IA.—Western Poultry Fanciers' Association. C. H. Playter, secy. Jan. 16 to 21, 1899.

CHICAGO, ILL.—Illinois State Poultry Association and National Fanciers' Association. Jan. 8 to 14, 1898.

CLEVELAND, O.—Northern Ohio Poultry and Pet Stock Association. L. R. Hunt, secy. Dec. 7 to 16.

CLINTON, MASS.—Clinton Poultry Association. E. J. Harris, secy. Dec. 12 to 16.

CLINTON, MO.—S. W. Missouri Poultry Association. Dr. S. T. Neill, secy. Oct. 5 to 8.

COLORADO SPRINGS, COL.—Pike's Peak Poultry Association. Ed. D. Frock, secy. Dec. 26 to 31.

COLUMBUS, O.—Poultry and Pet Stock Show. J. C. Rowe, secy. Feb. 1899.

COTTONWOOD FALLS, KAS.—Chase County P. Association. C. M. Rose, secy. Dec. 27 to Jan. 1.

CRESTLINE, O.—Crestline Fanciers' Association. Nov. 26 to 29.

CRETE, NEB.—Blue Valley Poultry Association. Geo. H. Trout, secy. Jan. 3 to 6, 1899.

DALLAS, TEX.—Texas State Fair Association. Sydney Smith, secy. Oct. 1 to 16.

DANBURY, CONN.—Jan. 4 to 6, 1899. Fred. Berman, secy.

DAVENPORT, IOWA—State Poultry Show. J. Y. Yeas, secy. Jan. 2 to 7, 1899.

DENVER, COL.—Colorado State Poultry Association. Chas. A. Watson, secy. Jan. 20 to 21, 1899.

DETROIT, MICH.—Michigan State Poultry and Pigeon Association. F. W. McKenzie, secy., Concord, Mich. Jan. 4 to 10, 1899.

DIXON, ILL.—Dixon Poultry Association. H. V. Bardwell, secy. Dec. 6 to 10.

DOWAGIAC, MICH.—Cass County Poultry, Pigeon & Pet Stock Association. M. B. Allsey, secy. Dec. 13 to 16.

ELDORADO, KAS.—Butler County Poultry Association. C. H. Pattison, secy. Dec. 26 to 31.

ELMIRA, N. Y.—Elmira Poultry Association. E. W. Andrews, secy. Jan. 17 to 21, 1899.

ERIE, ILL.—Whiteside County Poultry Association. C. W. McCall, secy. Dec. 19 to 24.

ESSEX, MASS.—Essex County Poultry Association. A. W. Tyler, secy. Jan. 2 to 6, 1899.

FALL RIVER, MASS.—Poultry Show. John Crowther, secy. Dec. 7 to 10.

FITCHBURG, MASS.—Fitchburg Poultry and Pet Stock Association. Edw. R. Curtis, secy. Dec. 26 to 24.

FORT PLAIN, N. Y.—Mohawk Valley Poultry and Pet Stock Association. Dec. 11 to 14. J. H. Fisher, secy.

GARDEN CITY, KAS.—Garden City Poultry and Pet Stock Association. Sept. 12 to 16. A. S. Parson, secy.

GLASCO, KAS.—Glasco Poultry Association. M. E. Potts, secy. Jan. 6 to 7, 1899.

GRAND RIDGE, ILL.—Grand Ridge Poultry Association. T. E. McMullen, secy. Jan. 3 to 6.

GREELEY, COL.—Pendre Valley Poultry Association. C. R. Buckley, secy. Dec. 26 to 29.

HAGERSTOWN, MD.—Oct. 30 to 31. John L. Cost, supt.

HAMILTON, VA.—Old Virginia Poultry & Pigeon Association. R. J. N. Reid, secy. Nov. 1 to 4.

HAMPTON, IA.—Northern Iowa Poultry Association. C. W. Brotherton, secy. Nov. 23 to 26.

HARTFORD, CONN.—Poultry Show. F. M. Merriam, secy. Dec. 6 to 10.

HAVERHILL, MASS.—Merrimac Valley Poultry Association. Dec. 6. Greenman, secy. Dec. 20 to 31.

HENRY, ILL.—Illinois Valley Poultry Association. R. Preece Burt, secy. Jan. 31 to Feb. 3.

HUTCHISON, KAN.—Hutchison Poultry Association. Dec. C. Heits, secy. Dec. 20 to 24.

HOOPESTON, ILL.—Hoopeston Poultry Association. F. H. Ayres, secy. Dec. 12 to 17.

INDIANAPOLIS, IND.—State Poultry Association. Thos. W. Pottage, secy. Jan. 9 to 14, 1899.

INDEPENDENCE, MO.—Independence Poultry Association. Wm. Bostain, secy. Nov. 30 to Dec. 3.

JACKSONVILLE, ILL.—Central Illinois Poultry Association. Chas. Reynolds, secy. Dec. 19 to 24.

JOHNSTOWN, N. Y.—Adirondack Poultry and Pet Stock Club. Nov. 28 to 31. H. J. Quilliet, secy.

KALAMAZOO, MICH.—Kalamazoo Poultry Association. Nov. 28 to Dec. 2. C. W. King, secy.

KINGFISHER, OKLAHOMA—Central Oklahoma Poultry Association. H. P. Stephenson, secy. Jan. 11 to 21.

KINGSTON, MO.—Northwest Missouri Poultry Association. R. V. Gleon, secy. Nov. 24 to 27.

KEOTA, IA.—Keota Fanciers' Association. W. S. Gregory, secy. Nov. 16 to 18.

LA SALLE, ILL.—Poultry, Pigeon & Pet Stock Association. E. A. Reed, secy. Dec. 6 to 9.

LANSING, MICH.—Central Michigan Poultry, Pigeon & Pet Stock Association. Chas. H. Crane, secy. Dec. 26 to 29.

LA PLATA, MO.—Northern Missouri Poultry Association. E. H. Durham, secy. Nov. 23 to Dec. 8.

LE MARS, IA.—Plymouth County Poultry and Pet Stock Association. G. A. C. Clark, secy. Jan. 24 to 27, 1899.

LINCOLN, ILL.—Logan County Poultry and Pet Stock Association. Jan. 19 to 14, 1899. E. A. Hickman, secy.

LINCOLN, NEB.—Nebraska State Poultry Association. E. A. Pegler, secy. Jan. 15 to 21, 1899.

LITTLE ROCK, ARK.—Arkansas State Poultry Association. W. H. Westbrook, Pine Bluff, Ark. secy. Jan. 10 to 14, 1899.

LOGANSPORT, IND.—North Central Indiana P. Association. Sol. D. Brant, secy. Jan. 19 to 21.

LOUISVILLE, KY.—Kentucky State Poultry Association. W. J. Dreier, secy. Jan. 26 to 31, 1898.

LOUISVILLE, KY.—Poultry Show. W. H. Adams, secy. Nov. 30 to Dec. 2.

MACOMB, ILL.—McDonough County Poultry Association. Chas. W. Griffin, secy. Dec. 12 to 17.

MANHATTAN, KAS.—Manhattan Poultry Association. S. J. Norton, secy. Dec. 1 to 8.

MASON CITY, IOWA—Cerro Gordo County Poultry & Pet Stock Association. John D. Recier, secy.

McCOOK, NEB.—McCook Poultry Association. J. E. Le New, secy. Feb. 4 to 9, 1899.

MEMPHIS, TENN.—Mississippi Valley Poultry Association. Jan. 8 to 7, 1899. C. E. Barry, 194 24 st., secy.

MEXICO, MO.—Missouri S. P. Association. Emma Y. Foster, Boreland, Mo., secy. Dec. 13 to 17.

MIAMISBURG, O.—Nov. 29 to Dec. 3. Anthony Hersom.

MILFORD, MASS.—Norfolk County Poultry Association. W. A. Fyne, secy. Dec. 12 to 16.

MILFORD, N. H.—Milford Poultry and Pet Stock Association. E. S. Burns, secy. Jan. 10 to 13, 1899.

MILLBROOK, O.—Dec. 26 to 24, 1898. C. F. Palmer, secy.

MONTGOMERY CITY, MO.—Montgomery City Poultry Association. Miss Lou Barker, secy. Nov. 17 to 19.

NASHVILLE, TENN.—Nashville Poultry Association. J. M. Hopkins, secy. Jan. 10 to 14.

NEW ALBANY, IND.—Southern Indiana Poultry Association. Frank Heck, secy. Jan. 6 to 7.

NEWBURG, N. Y.—Wallkill Valley Poultry, Pigeon and Pet Stock Association. W. G. Mieturn, secy., Warwick, N. Y. Jan. 17 to 19, 1899.

NEW HAVEN, CONN.—New Haven Poultry Association. H. S. Kirkwood, secy. Dec. 28 to 31.

NEW LONDON, CONN.—Eastern Connecticut Poultry Association. C. R. Smith, secy. Dec. 14 to 17.

NEW ORLEANS, LA.—Louisiana P. & S. Association. Dec. A. Eyrich, box 714 sta. C., New Orleans, La., secy. Feb. 11 to 15, 1899.

NEW YORK, N. Y.—New York Poultry and Pigeon Association. H. V. Crawford, secy., Montclair, N. J. Jan. 31, Feb. 4, 1899.

NORTH MANCHESTER, IND.—North Manchester Poultry Association. Jan. 8 to 14.

NORTH YAKIMA, WASH.—Poultry Show. Harry H. Collier, secy. Sept. 26 to Oct. 1.

OAKLAND, CAL.—Oakland Poultry Association. F. A. Boswell, secy., Lorin, Cal. Dec. 5 to 11.

OKLAHOMA CITY, O. T.—Oklahoma State Poultry Association. Jan. 2 to 6, 1899. L. P. Leverty, secy., Guthrie, O. T.

OMAHA, NEB.—Nebraska Poultry Association. E. A. Pegler, secy., Lincoln, Neb. Sept. 26 to Oct. 1.

OSKALOOSA, IA.—Iowa State Poultry Association. C. C. Harris, secy. Jan. 6 to 7, 1899.

OTTAWA, KAS.—Franklin County Poultry & Pet Stock Association. L. L. Porter, secy. Jan. 17 to 20.

OXFORD, O.—Oxford Poultry Association. Harry D. Gatts, secy. Dec. 5 to 8.

PAINESVILLE, O.—Painesville Poultry, Pigeon and Pet Stock Association. Jan. 23 to 26, 1899. C. W. Hatten, secy.

PALMYRA, ILL.—Palmyra P. Club. R. A. Rice, secy. Dec. 26 to 24.

PAXTON, ILL.—Central Eastern Illinois Poultry Association. S. R. Pitney, secy. Nov. 23 to Dec. 2.

PEORIA, ILL.—Peoria Feathered Stock Association. V. Dewein, secy. Dec. 26 to Jan. 8.

PORTLAND, MICH.—Portland P. & P. S. Association. J. C. Hathaway, secy. Nov. 23 to Dec. 2. Dec. 6 to 10.

PRINCETON, ILL.—Northern Central Illinois Poultry Association. Dec. 26 to 31. S. S. Smith, secy.

PROPHETSTOWN, ILL.—Rock River Poultry Association. D. L. Woodard, secy. Dec. 6 to 10.

PROVIDENCE, R. I.—Rhode Island Poultry Association. H. S. Babcock, secy. Dec. 14 to 17.

RIVER POINT, R. I.—Rhode Island Poultry Association. H. S. Babcock, secy. Dec. 14 to 17.

ROACHDALE, IND.—Indiana Fanciers' Association. D. H. Harshberger, secy. Dec. 20 to 24.

ROCKINGHAM, VT.—Connecticut River Valley Poultry Association. Nat. L. Divall, secy. Dec. 26 to 31.

ROCHESTER, N. Y.—Rochester Fanciers' Club. W. O. Ingle, secy. Jan. 6 to 13, 1899.

ROCKFORD, ILL.—Northern Illinois Poultry Association. H. S. Crandall, secy. Dec. 26 to 31.

ROCK ISLAND, ILL.—Western Illinois Poultry & Pet Stock Association. Chas. F. Kammerer, secy.

SEDGWICK, KAS.—Harvey County P. Association. W. H. Congdon, secy. Dec. 5 to 10.

SIBLEY, ILL.—Sibley Poultry Association. W. R. Harvey, secy. Jan. 4 to 6, 1899.

SOUTH BEND, IND.—South Bend Poultry and Pigeon Association. Fred F. Willis, secy. Dec. 19 to 24.

SOUTH FRAMINGHAM, MASS.—Middlesex Poultry Fanciers' Association. C. H. R. Chagin, secy. Dec. 6 to 9.

SPOKANE, WASH.—Spokane Poultry Association. John L. Mercer, secy. Jan. 26 to 28, 1899.

SPRINGFIELD, ILL.—Sangamon County Poultry, Pigeon and Pet Stock Association. Jan. 24 to 31, 1899. Ward O. Murray, secy.

SPRINGFIELD, O.—Springfield Fanciers' Association. W. H. Holman, secy. Dec. 26 to 31.

ST. CLAIRSVILLE, O.—Poultry Show. J. W. Riley, secy. Dec. 20 to 24.

ST. LOUIS, MO.—Poultry Show. Henry Steinmeyer, pres. Dec. 12 to 17.

STOCKTON, KAS.—Rooks County Poultry Association. N. H. Neher, secy. Jan. 6 to 8, 1899.

SUNBURY, O.—Delaware County Poultry Association. A. R. Letts, secy. Dec. 6 to 8.

SYCAMORE, OHIO—Sycamore Poultry Association. Dec. 14 to 17. Earl R. Williams, secy.

TACOMA, WASH.—Poultry Show. Jan. 31 to Feb. 4, 1899. C. C. Johns, secy.

TACOMA, WASH.—State Fair Poultry Show. Harry H. Collier, secy.

THORNTON, IND.—Indiana Central Poultry Association. H. W. Haller, secy. Dec. 19 to 24.

TOLEDO, O.—Toledo Fanciers' Association. E. C. Shepherd, secy. Dec. 26 to 31.

TOPEKA, KAS.—Kansas State Poultry Association. J. W. F. Hughes, secy. Jan. 9 to 14.

TORONTO, ONT. CAN.—Poultry Show. Jan. 8 to 15, 1899.

TROY, N. Y.—Hudson Valley Poultry, Pigeon and Pet Stock Association. Dec. 5 to 8. W. T. Lord, secy.

UTICA, N. Y.—Poultry Association. W. J. E. Williams, secy. Holland Patent, N. Y. Jan. 20 to 21.

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VILLISCA, IA.—Midway Poultry Association. J. Ewing, secy. Nov. 21 to 24.
WASHINGTON COURT HOUSE, O.—Southern Ohio P. Association. W. R. Dalby, secy. Feb 7 to 11, 1899.
WASHINGTON, D. C.—National Poultry and Pigeon Association. Geo. E. Howard, secy. Jan. 10 to 14, 1899.
WAUPACA, WIS.—Central Wisconsin Poultry Association. January, 1899. W. H. Clausen, pres.
WENONA, ILL.—Wenona Poultry Association. L. D. Brown, secy. Dec. 5 to 8.
WEST CHESTER, PA.—West Chester Poultry and Pigeon Association. E. S. Hickman, secy., Cheyney, Pa. Dec. 14 to 17.
WEST LIBERTY, IA.—West Liberty Poultry Association. A. H. Floyd, secy. Dec. 12 to 15.
WICHITA, KAS.—Arkansas Valley Poultry AssociaCon. Mrs. M. P. Swerdleger, secy. Dec. 23 to 28.
WILMOT, O.—Poultry Show. Dec. 19 to 23. W. H. Ball, Beach City, O., secy.
WINONA, MINN.—Winona PouRry Association. Henry Hess, secy. Jan. 24 to 28, 1899.
WOOSTER, O.—Dec. 25 to 28, 1898. C. F. Polmer, secy.
WORCESTER, MASS.—Central Massachusetts Poultry Club. C. A. Ballou, secy. Jan. 6 to 6, 1899.
XENIA, O.—Southwestern Ohio Poultry and Pigeon Association. A. G. Spahr, secy. Dec. 26 to 29.
YOUNGSTOWN, O.—Youngstown Poultry, Pigeon and Pet Stock Association. E. N. Simon, secy. Dec. 26 to 29.
YPSILANTI MICH.—Ypsilanti Poultry Association. Dec. 25 to 31, 1898. Geo. M. Gaudy, secy.
ZANESVILLE, O.—Muskingum Valley Poultry Association. Dec. 7 to 10. C. U. Shryock, secy.

Expositions.

CINCINNATI, O.—Pure Food Exposition. Nov. 7 to 27 1898. Cincinnati Retail Grocers' Association office, 70-71 Mitchell Bldg. Cincinnati, O.
DALLAS, TEX.—Dallas Exposition Association. Sydney Smith, secy. Oct. 1 to 15.
GREENSBORO, N. C.—Industrial & County Exhibit. Aug. 1 to 4, 1899. M. J. Blum, secy.
LONDON, ENG.—Earl's Court. Imre Kiralfy's Universal Exhibition. May to October, 1899.
MILWAUKEE, WIS.—Industrial Exposition. Sept. 18 to Oct. 8.
NIAGARA FALLS, N. Y.—Pan-American Exposition, 1899. R. C. Hill, secy.
OAKLAND, CAL.—Oakland Exposition. Nov. 12 to Dec 3, 1898. George Roeth, Oakland, Cal. secy; J. W. Nelson, pres.
OMAHA, NEB.—Trans-Mississippi and International Exposition. June 1-Nov. 26, 1898.
PETERBORO, CANADA—Peterboro Central Exhibition. W. J. Green, Box 181, secy. Sept. 27 to 30.
PHILADELPHIA, PA.—Exposition of American Manufacturers', 1899. Dr. Wm. Pepper, chairman.
PITTSBURG, PA.—Exposition, Sept. 7 to Oct. 22.
SAN FRANCISCO, CAL.—Semi-Centennial Exposition. Winter, 1898.
WINSTON, N. C.—Tobacco Exhibition. November, first week.

Races.

BELLEFONTAINE, O.—Oct. 4 to 7.
BLOOMSBURG, PA.—Oct. 10 to 15.
BURGETTSTOWN, PA.—Oct. 4 to 6.
CLEVELAND, O.—Valley Racing Association. Oct. 11 to 13.
CORSICANA, TEXAS—Oct. 25 to 29. T. D. Hightower, secy.
DALLAS, TEX.—Texas State Fair Association. Sydney Smith, secy. Oct. 1 to 15.
DANBURY, CONN.—Oct. 3 to 8.
DAYTON, O.—Oct. 4 to 7.
FREEPORT, ILL.—Trotting Association. Oct. 4 to 7.
GALESBURG, ILL.—Four Weeks' Meeting. Oct. 3 to 31. C. W. Williams, Galesburg, Ill., secy.
GROESBECK, TEXAS—Nov. 8 to 12. R. D. Bugg, secy.
HAGERSTOWN, MD.—Oct. 10 to 22.
HOT SPRINGS, ARK.—Winter Racing Circuit. December, 1898.
HOUSTON, TEXAS—Oct. 31 to Nov. 5. W. R. Poste, secy.
LA ORANO, ORE.—District Agricultural Society. Oct. 11 to 17.
LEXINGTON, KY.—Trotting Horse Breeders' Association. Oct. 4 to 15.
LOUISVILLE, KY.—Races. Sept. 31 to Oct. 1.
MARYSVILLE, O.—Oct. 4 to 7.
MINEOLA, L. I.—Queens County Jockey Club. April 25 to May 3, Aug. 25 to 2a, Oct. 24 to Nov. 6.
MT. OILEAD, O.—Oct. 4 to 7.
NASHVILLE, TENN.—Tennessee Breeders' Association. April 27 to May 6, 1899. J. W. Burswares, secy.
OTTAWA, ONT., CANADA—Central Canada Turf Club. Oct. 3 to 8.
OWENSBORO, KY.—Tri-State Racing Circuit. Oct. 4 to 7.
OWENSBORO KY.—Oct. 4 to 8.
PADUCAH, KY.—Paducah Fair and Exposition Association. Alex. Kirkland, secy. July 21 and 22, and Oct. 11 to 14
PALESTINE, TEXAS—Nov. 28 to 12. Thos. Hall, secy.
PROVIDENCE, R. I.—Oct. 2 to 7.
RICHWOOD, O.—Oct. 14 to 16.
SPRINGFIELD, ILL. (R. F.)—Sept. 31 to Oct. 1.
SPRINGFIELD, MO.—Oct. 4 to 7.
TORONTO, CAN.—Woodbine Park Races. Sept. 24 to Oct. 1.
VINCENNES, IND.—Oct. 3 to 6.
WAPOKONETA, O.—Oct. 4 to 7.
WESTCHESTER, N. Y.—Westchester Racing Association. May 7 to 28, Oct. 1 to 22.
WESTCHESTER, N. Y.—Westchester Racing Association. National Stallion Race of $30,000. H. O. Crickmore, 173 Fifth av., New York City. Spring, 1900.

CONVENCIONS,

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason form a valuable guide to advertisers, showmen, street men, general passenger agents, etc. The list is carefully revised and corrected monthly

ASHEVILLE, N. C.—National Liquor Dealers' Protective Association. Oct. 10 to 15.
ATLANTA, GA.—American Library Association 1898. Henry J. Carr, Public Library, Scranton, Pa., secy.
ATLANTIC CITY, N. J.—Pharmaceutical Association. May, 1899. Frank C. Stutsien, Elizabeth, N. J.
AURORA, ILL.—Ancient Order Hiberians. 1899. Daniel McGlynn, secy., St. Louis.
BALTIMORE, MD.—Independent Order of Free Sons of Israel. 1902.
BALTIMORE, MD.—International Brotherhood of St. Andrew. Sept. 26 to Oct. 2. M. Bobbitt, secy., Raleigh, N. C.
BALTIMORE, MD.—Supreme Council of Chosen Friends. 3d Tuesday Sept., 1899. S. K. Wagner, supreme secy., Phila., Pa.
BANGOR, ME.—Knights of Pythias. Oct. 8 and 9.
BANGOR, ME.—Maine Musical Festival. Oct. 6 to 8.
BATON ROUGE, LA.—Louisiana Press Association. April or May, 1899. L. B. Scott, Crowley, La., secy.
BINGHAMTON, N. Y.—New York State Association of School Commissioners and Superintendents. November, 1898. Miss Cora A. Davis, secy., Whitesboro, N. Y.
BIRMINGHAM, ALA.—Pharmaceutical Association. May, '26. F. C. Caudidus, Mobile, secy.
BOSTON, MASS.—Ancient Order of Hibernians. July, 1899. James O. Sullivan, Philadelphia, Pa. nat. secy.
BOSTON, MASS.—State W. C. T. U. Meeting. Oct. 12 to 14. Mrs. R. R. Baker, 171 Tremont st., Boston, secy.
BOSTON, MASS.—Republican State Convention. Oct. 4.
BOSTON, MASS.—Mechanics' Fair. Oct. 10, 1898.
BOSTON, MASS.—Massachusetts Charitable Mechanical Association. October and November.
BOSTON, MASS.—United States Military Corps & Old-Timer Telegraphers Association 1899. J. E. Pettit, Chicago, Ill., secy.
DETROIT, MICH.—Sons of Veterans. 1898.
DETROIT, MICH.—Stationary Engineers' National Union. October, 1899. F. F. Doyle, Chicago, Ill., secy.
BOSTON, MASS.—American Street Railway Association. September or October.
BOWLING GREEN, KY.—Fox Hunters' National Association. Nov. 15, 1899.
BRADFORD, PA.—Pennsylvania Bill Posters' Association. May 15 and 16, 1899. John G. Reese, Scranton, Pa., secy.
BRATTLEBORO, VT.—Vermont State Federation of Women's Clubs. Oct. 5, 1898.
BUFFALO, N. Y.—Bookbinders' and Newsdealers' National Association. 1899. F. R. Sampson, N. Y. City, secy.
BURLINGTON, VT.—High Court, Catholic Order of Foresters. June, 1899. John M. Vorse, Burlington, Vt., secy.
CAYUGA ISLAND, near Niagara Falls)—Pan American Exposition. May 1 to Nov. 1. Hon. W. Caryl Ely, Director; R. C. Hill, secy. Buffalo, N. Y.
CELERON, CKATAUQUA LAKE—Photographers' Association of America. July, 1899. Geo. E. Sperry, Toledo, O., secy.
CHESTER, PA.—State Federation of Women's Clubs. Mrs. Horace Brock, of Lebanon, Pa., pres. November.
CHICAGO, ILL.—Peace Carnival. Oct. 3 to 15.
CHICAGO, ILL.—National Association of Embalmers. First week, September, 1899. Frank A. Cook, Paris, Ill. secy.
CHICAGO, ILL.—State Federation of Women's Clubs. October, 1899. Mrs. V. B. Bash, Pegria, Ill., secy.
CINCINNATI, O.—Wholesale Saddlery Association. Oct. 27 to 29. John B. Denver, St. Louis, Mo., secy.
CINCINNATI, O.—National Charities and Correction Congress. May, 1898.
CINCINNATI, O.—National Association of Stove Manufacturers. May, 1898.
CINCINNATI, O.—National Association of Lumber Dealers. Nov. 3, 1898. A. R. Vinnege, Chicago, Ill.
CINCINNATI, O.—Annual Convention of Master Horseshoers. Oct. 11, 1898. W. J. Moore, secy., Pittsburg, Pa.
CINCINNATI, O.—Triennial Meeting General Grand Chapter, September, 1898.
CINCINNATI, O.—Saengerfest Jubilee. 1899.
CINCINNATI, O.—National Association Master House Painters & Decorators of United States. Feb. 7, 1899. Joel Kennedy, Cincinnati, O., secy.-treas.
CINCINNATI, O.—National Alliance, Theatrical Stage Employes of United States and Canada. June 19, 1899. Lee W. Hart, gen'l secy.-treas.
CINCINNATI, O.—Biennial Convention of Bavarian Societies of North America. 1899. Valentine Blicpleitz, secy., Buffalo, N. Y.
CINCINNATI, O.—G. A. R. Volunteer Firemen's Life Association. Feb. 25, 1899.
CIRCLEVILLE, O.—I. O. O. F. Convention. July, 1898. C. H. Tyner, Columbus, O., secy.
CLINTON, IOWA—Knights & Ladies of Golden Crescent Dec 2. E. P. Frick, Clinton, Iowa, secy.
COLUMBIA, MO.—Missouri Press Association. Dec 8 and 9, 1898.
COLUMBUS, O.—Masonic Grand Lodge. October, 1898.
COLUMBUS, O.—American Medical Association 1899. Dr. Joseph M. Matthews, pres., Louisville, Ky.
COLUMBUS, O.—State ConvenCon Brotherhood of St. Andrew. Nov. 5 and 8.
COLUMBUS, O.—State Confederation of Federation of Women's Clubs. October, 1898. Mrs. Enoch Calloway, La Grange, Ga.
CONCORD, N. H.—Patrons of Husbandry National Grange. John Trimble M4 F st., Washington, D. C., secy. November, 1898.
DALLAS, TEX.—Texas Farmers' Congress. Oct. 7. J. H. Connell, College Station, Tex., Director.
DALLAS, TEX.—Texas State Swine Breeders' Association. Oct. 4, 1898. A. A. Pittuck, secy.
DECATUR, ILL.—Corn Festival. Oct. 25 to 28.
DECATUR, ILL.—Federation of Labor. Oct. 27, 1898.
DECORAH, IOWA—Norwegian-Danish Press Association June, 1898. E. Lorensen, Minneapolis, Minn., secy.
DENVER, COL.—Railroad Commissioners. 1899.
DENVER, COL.—Cancatenation Order of the Hoo-Hoo. Sept. 9, 1899. J. H. Baird, Nashville, Tenn., scrivenatar.
DENVER, COL.—Negro Press Association. August, 1899. Mrs. F. J. Jackson, Kansas City, Kas., secy.
DETROIT, MICH.—National Evangelization Union. 1899. Rev. F. Mason, secy., North New York.
DETROIT, MICH.—Amalgamated Association of Iron and Steel Workers. May, 1899. John Williams, Pittsburg, Pa., secy. and treas.
DETROIT, MICH.—National Insurance Commissioners' AssociaCon. Sept. 1 or 2, 1899. John M. Pattison, Cincinnati, O., pres.
DETROIT, MICH.—Society of American Florists. W. J. Stewart, Boston, Mass., secy. Aug. 15, 1899.
DETROIT, MICH.—Postmasters' Convention. Oct. 6 to 8.
DETROIT, MICH.—Supreme Grand Lodge, I. O. O. F. September, 1899.
DETROIT, MICH.—National Canned Goods Packers' Association, Western Canned Goods Packers' Association, Canning Machinery and Supplies Association. February, 1899.
DETROIT, MICH.—National Pythian Press Association. October, 1899
DUBLIN, GA.—Georgia Weekly Press Association. July, 1899 W. A. Shackleford, Lexington, Ga., secy.
DURHAM, N. C.—Pharmaceutical Association. May, 1899. H. R. Horne, Fayetteville, N. C.
EUREKA, KAS.—Emporia District Epworth League August, 1899. G. L. Darby, Howard Kas secy.
FREDERICK CITY, MD.—United Brethren Church of United States and Europe Centennial Celebration. 1901.
FT. WAYNE, IND.—North Indiana Teachers' Association. April, 1899. W. C. Bellman, Hammond, Ind., secy.
FT. WORTH, TEXAS—Farmers' National Congress. John M. Stahl, 618 Leaulley ave. Chicago, Ill., secy. Dec. 4 to 14, 1898.
GAINESVILLE, GA.—Chatauqua Convention. July 4 to 20, 1899. H W. Von Hoose, Gainesville Ga.
GRAND RAPIDS, MICH.—State Firemen's Convention 1899 Geo. L. Gray, secy. and treas; La Peer, Mich.
GRAND RAPIDS, MICH.—Pythian Grand Lodge. 1899.
GRANO RAPIDS, MICH.—Carnival of Fun Oct. 25 to 28. Col. M. A. Aldrich, general director.
GRAND RAPIDS, MICH.—I. O. G. T. Grand Lodge Aug. 23, 1899 28. R. Curtis, Big Rapids, Mich secy.
GREELET, COL.—State Federation of Clubs. Oct. 11 and 12.
GREENSBORO N. C.—North Carolina State Firemen's Association. July or August, 1899.
GREENSBORO, N. C.—North Carolina State Firemen's Association Aug. 1 to 5, 1899 Dr. J. W. Griffith, Greensboro, N. C., secy.
GREENSCORO, N. C.—State Firemen's Tournament. Aug. 1 to 4, 1899.
GUELPH, ONT., CANADA—Cheese & Butter Association of Western Ontario. Jan. 11 to 13, 1899.
HARRISBURG, PA.—Traveling Men's Club. February, 1899. Fred L. Morganthaler, secy.
HAMILTON, N. Y.—Mystic Order of Veiled Prophets. October, 1899. Sidney D. Smith, Hamilton, N. Y., secy.
HARRIS LITHIA SPRINGS, S. C.—South Carolina Press Association. June, 1899. C. C. Langston Anderson, S. C., secy.
HARRISBURG, PA.—Y. P. S. C. E. State Convention. Oct. 4 to 9 Miss Mary C. Crawf, Harrisburg, Pa., secy.
BENNINGTON, VT.—State Firemen's Association 1899.
HOLYOKE MASS.—Pharmaceutical Society. June, 1899 Jas. F. Guerin, Worcester, secy.
HOT SURINGS, ARK.—Pharmaceutical Association. May 9, 1898. John R. Bond, Jr., Little Rock, secy.
INDIANAPOLIS, IND.—National Laymen's Convention M. E. Church. October, 1898.
INDIANAPOLIS, IND.—National Convention Epworth Leagues. 1899.
INOIANAPOLIS IND.—International Bill Posters' Association of the United States and Canada. July, 1899.
INOIANAPOLIS, IND.—Pharmaceutical Association. Feb., '99.
INOIANAPOLIS, IND.—National Prison Congress. October, 1898. Rev. John E. Milligan, Allegheny, Pa., secy.
JEFFERSON CITY, MO.—Pharmaceutical Association. June 6, 1899. H. E. Whelpley, St. Louis, secy.
JOHNSTOWN, PA.—Industrial Convention. Oct. 17
KANSAS CITY, KAS.—Missouri & Kansas Short-Hers Breeders' Association. Feb 15, 1899 Will Cenirr, Sedalia, Mo., secy.
KANSAS CITY, MO.—American Federation of Labor. December, 1898. Frank Morrison, secy.
KANSAS CITY, MO.—Missouri and Kansas Short-Horn Breeders' Association. Feb. 15, 1899. W. B. Broth, secy., Station A, Kansas City, Mo.
KANSAS CITY, MO.—Missouri Assistant Shooting Association Washington Park Gun Club, of Kansas City. Walter Drum, secy., Kansas City, Mo. 1899.
KANSAS CITY, MO.—National Building Trades Council, 1898. W. H. Steinhiss, secy., St. Louis, Mo.
KINGSTON, ONT., CANADA—Cheese & Butter Association of Eastern Ontario Jan. 10 to 12, 1899. E. C. Murphy, Elgin, Ill., secy.
LAFAYETTE, IND.—Indiana State Deert of aCtholic Order of Foresters. August, 1899.
LANCASTER, PA.—State Convention, Grand Lodge, K. of P. Aug. 16, 1899 Milton C. Tyson, Lebanon, Pa., secy.
LAWRENCE KAN.—Pharmaceutical Society. May, 1899. F. A. Spaw, Topeka, secy.
LEBANON, PA.—Firemen's Convention and Tournament. Oct. 3 to 8.
LINCOLN, NEB.—Nebraska State Horticultural Society Jan. 10, 1899. C. H. Barnard Table Rock, Neb., secy
LIVERPOOL, ENGLAND—United Bill Posters Association August, 1899.
LOGANSPORT, IND.—Seventy-third Indiana Regiment of Civil War Veterans. 1899.
LOS ANGELES, CAL.—Women's Christian Temperance Union. November
LOUISVILLE, KY.—A. F. & A. M. Convention. 1898. Charles E. DuMo, national pres., Terre Haute, Ind.; Louis T. Le Easume, secy., St. Louis.
LOUISVILLE, KY.—Louisville Columbarian Association. W. H. Adams, secy. Nov 20 to Dec. 3.
LOS ANGELES CAL.—Independent Order of Foresters, Supreme Court. 1899
MACON, GA.—Grand Lodge of Masons. Oct. 25. W. A. Wellhin, secy.
MACON, GA.—Diamond Jubilee Carnival. October.
MANCHESTER, N. H.—Christian Endeavor Reunion. Oct. 2 to 5. Frank W. Lund, Nashua, N. H. secy.
MARQUETTE, MICH.—Firemen's Convention. Louis Vertach, chief, Houghton, Mich Aug. 2 to 5, 1899
MATSVILLE, KY.—Grand Encampment, Odd Fellows. May, 1899.
MEXICO, MO.—State Industrial Exposition. Dec. 10 to 17, 1899.
MILWAUKEE, WIS.—National Hardware Association. Nov 16, 1898.
MILWAUKEE, WIS.—Associated Bill Posters of United States. July 4, 1899
MILWAUKEE, WIS.—National Brotherhood of Locomotive Engineers. 1899.
MILWAUKEE, WIS.—Western Gas Association. 1899.
MILWAUKEE, WIS.—National Blacksmiths. January, 1899.
MOUNT VERNON—Anniversary Celebration at Washington's Death Day, by Masonic Fraternity (Estimated attendance, 10,000). Dec. 14, 1899
NEW HAVEN, CONN.—National Electrotypers' Association. September, 1899. J. H. Ferguson New York City, secy.
NEW HAVEN, CONN.—United Typothetae of America 1899. J. Sterns Cushing, Norwood, Mass., secy.
NEW ORLEANS, LA.—Brotherhood of R. R. Trainmen. May, 1899.
NEW ORLEANS, LA.—National Association of Master Plumbers. 1899
NEW YORK CITY—Eastern Retail Butchers' Association Aug 1 to 5, 1899 F. J. Wallace, Meriden, Conn., secy.
NEW YORK CITY—Ayrshire Breeders' Association. January, 1899. C. M. Winslow, Brandon, Vt., secy.
NEW YORK CITY—National Sanitary Association. Thos. E. Neal, (Board of Health Office), Atlanta, Ga., secy. December, 1898.
NEW YORK CITY—Knights of Labor of America. Walter T. Veege, 138 Ross st., Brooklyn, N. Y. Oct. 10 to 20
NEW YORK—Grocers' Exhibition. October. J. W Callahan Managing Director.
NEW YORK CITY—Society of the Cincinnati. May, 1899.
NIAGARA FALLS—Pan-American Exposition. May 1 to Nov. 1, 1899. R. C. Hill, secy., Buffalo, N. Y.
NIAGARA FALLS, N. Y.—United States League of Local Building and Loan Associations. July 26, 1899. H. F. Cellarius, Cincinnati, O., secy.
NORTH ADAMS, MASS.—Federation of Labor. Aug. '99.
OBLAHOMA CITY, OKLA.—Pharmaceutical AssociaCon. 1898. Edwin DeBarr, Guthrie Okla., secy.
OLYMPIA, WASH.—Chrysanthemum Carnival. November, 1899. Mayor Geo. B. Lane, treas.
OMAHA, NEB.—United States Bee Keepers' Union. Oct.
OMAHA, NEB.—Supreme Council, Ancient and Accepted Scottish Rite, Southern and Western Masonic Jurisdiction. October, 1898.
OMAHA, NEB.—National Eclectic Convention. 1898.
OMAHA, NEB.—National Road Parliament. 1899.
OMAHA, NEB.—Surgical and Gynecological Association. Dec. 26 to 29. O. H. Simmons, secy., Lincoln, Neb.
OMAHA, NEB.—American Association of Fairs. Oct. 26 to 28. Robt. W. Furnass, Brownsville Neb., secy
OMAHA, NEB.—American Maize Propaganda. E. W. Snow, secy., Chicago, Ill. October.
OMAHA NEB.—National Council of Women. May Wright Sewall, pres., Indianapolis. Oct. 24 to 29.
OMAHA, NEB.—Liberal Congress of Religions. Rev. Jenkins L. Jones, 3909 Langley ave, Chicago, Ill. Oct. 24 to 28.

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OMAHA, NEB.—Trans-Mississippi & International Exposition. June 1 to Nov. 30, 1898. Gurdon W. Wattles, Omaha, Neb., pres.; John A. Wakefield, Omaha, Neb., secy.

OMAHA, NEB.—National Household Economic Association. Miss Ellen F. Marshall, secy., 1232 W. 22d st., Chicago. Oct. 17.

OMAHA, NEB.—Grand Lodge, K. of P. Oct. 11. Will H. Love, Lincoln, Neb., secy.

OMAHA, NEB.—National Funeral Directors' Association. Oct. 12. Chas. W. Nully, Philadelphia, Pa., secy.

OMAHA, NEB.—Trans-Mississippi Fruit Festival Association. June 1 to Nov. 1. G. W. Hervey, secy.

OMAHA, NEB.—American Association of Farmers Institute Managers. October. F. W. Taylor, secy.

OTTAWA, ONT., CANADA—Allied Printing Crafts Union. June, 1898.

PARIS, FRANCE—National Editorial Association. 1900.

PASADENA, CAL.—Tournament of Roses. Jan. 1, 1899. M. H. Weight, Pasadena, Cal., pres.

PEORIA, ILL.—United Order of Plumbers of United States and Canada. September, 1898. W. J. Spencer, Chicago, secy.-treas.

PHILADELPHIA, PA.—Pharmaceutical Association. June, 28. J. A. Miller, secy., Harrisburg, Pa.

PHILADELPHIA, PA.—National Association of Agricultural Implement & Vehicle Manufacturers. Oct. 18 to 20.

PHILADELPHIA, PA.—National Peace Jubilee. October, 1898.

PHILADELPHIA, PA.—Grand Army of the Republic. 1898. Oct. Jas. A. Seaton, commander-in-chief.

PHILADELPHIA, PA.—National Army Nurses' Association. 1898. Miss Kate Scott, Pennsylvania, secy.

PHILADELPHIA, PA.—Women's Relief Corps. 1898. Mrs. Flo Jamieson Miller, Monticello Ill., cat. pres.

PHILADELPHIA, PA.—Ladies of the G. A. R. 1898. Mrs. Annie Baker, Chicago, Ill., secy.

PHILADELPHIA, PA.—Patriotic Order of America. Oct. 24, 1898. Thos. Harris, Philadelphia, Pa., secy.

PHILADELPHIA, PA.—Daughters of Veterans. 1898. Mrs. Vinne Bond Willis, of Massachusetts, secy.

PHILADELPHIA, PA.—California Volunteer Association. 1898. Capt. Geo. H. Potter, Providence, R. I., secy. and treas.

PHILADELPHIA, PA.—Veteran Signal Corps Association. 1898. C. W. D. Marsy, Boston, Mass., secy. and treas.

PHILADELPHIA, PA.—International Commercial Congress. June, 1898.

PIERRE, S. D.—South Dakota Editors' Association. January, 1899. J. P. Halliday, Iroquois, S. D., secy.

PITTSBURG, PA.—International Astronomical Congress. May, 1898. C. W. Scovil, secy.

PITTSBURG, PA.—Grand Encampment of Knights Templars. 2d Tuesday in October, 1898. W. E. Melish, Fr. Junior Warden.

PITTSBURG, PA.—Biennial Convention of the Knights and Ladies of Honor of Pennsylvania. 1898. Grand secy., Fred Toeleker, Philadelphia.

PORTLAND, ME.—Ladies' Loyal Orange Association. 1898. Jane Morrison, Syracuse, N. Y., supreme grand mistress, Annete Dean, Saginaw, Mich., secy.

PORTLAND, ME.—Maine Musical Festival. Oct. 10 to 12.

PORTLAND, ORE.—Pharmaceutical Association. Oct., 1898. A. W. Allen, secy.

PORTSMOUTH, O.—A. O. U. W. Grand Lodge. Aug. 22, 1898. Walter Pickens, G. R., of Toledo, O.

PUT-IN-BAY, O.—National Association of Photo-Engravers. 1898. C. C. Cargill, Grand Rapids, Mich., secy.

PUT-IN-BAY, O.—Master House Painters' & Decorators' Association. July, 1898. W. J. Albrecht, Toledo, O., secy.-treas.

RICHMOND, VA.—Association of Railway Superintendents of Bridges and Buildings. Oct. 12.

SAN FRANCISCO, CAL.—California Dairy Convention. Oct. 14 and 15.

SAN FRANCISCO, CAL.—Northern Baptist Convention. 1898.

SAN JACINTO, CAL.—Flower & Fruit Show. Oct. 27 and 28.

SCRANTON, PA.—Pennsylvania State Camp, Patriotic Order of America. July 11, 1898.

SHELBYVILLE, IND.—Southern Indiana Teachers' Association. March, 1898.

SIOUX FALLS, S. DAK.—National Creamery Butter Makers' Association. Jan. 22 to 28, 1898. E. Sudendorf, secy.

SPRINGFIELD, ILL.—Illinois Live Stock Breeders' Association. Nov. 15 to 17.

SPRINGFIELD, ILL.—Horse Breeders' Association. Nov. 15 to 17.

SPRINGFIELD, ILL.—Cattle Breeders' Association. Nov. 15 to 17.

SPRINGFIELD, ILL.—Swine Breeders' Association. Nov. 15 to 17.

SPRINGFIELD, ILL.—Illinois Sheep Breeders' Association. Nov. 16 to 18. John G.

SPRINGFIELD, MASS.—State Encampment G. A. R. 1898.

SPRINGFIELD, O.—Master Plumbers' Convention. 1898.

STANTON, NEB.—Nebraska Saengerbund. 1898. F. Raabe, secy.

ST. LOUIS, MO.—Independent Order of Red Men. March, 1898.

ST. LOUIS, MO.—Semi-Annual Meeting Western Insurance Association. March 8, 1898. J. A. Kelsey, of the Aachen & Munich, secy.

ST. LOUIS, MO.—Grand United Order of Odd Fellows. Geo. E. Temple, 2341 Washington st., secy. Oct. 4, 1898.

ST. LOUIS, MO.—Jewish Fair and Bazaar Autumn, '98.

ST. LOUIS, MO.—State Convention of Good Roads. Nov., '98.

ST. LOUIS, MO.—American Fire Chief's Association. Oct. 18. Harry A. Hills, Wyoming, O., secy.

ST. LOUIS, MO.—Proprietary Association of America. Oct. 17, 1898.

ST. LOUIS, MO.—United States Railway Mail Service Mutual Benefit Association. Oct. 2 to 5, 1898. J. M. Brown, Atlanta, Ga., secy.-treas.

ST. LOUIS, MO.—Wholesale Drug Association, National Convention. October. A. E. Merriam, Minneapolis, Minn., secy.

ST. LOUIS, MO.—Cattlemen of United States, Canada and Mexico. Autumn.

ST. LOUIS, MO.—Elks' Convention. 1900.

ST. PAUL, MINN.—Minnesota Retail Hardware Association. J. W. Clark, secy., Minneapolis, Minn. 1898.

SCRANTON, PA.—Letter Carriers' Association. Sept. 4, 1898. F. J. Cantwell, Brooklyn, N. Y., secy.

SYRACUSE, N. Y.—State S. P. C. A. Oct. 5 and 6.

SYRACUSE, N. Y.—Semi-Centennial. Oct. 11 to 17, 1898.

TERRE HAUTE, IND.—State G. A. R. Encampment. 1898.

TOLEDO, O.—Reunion, Army of Tennessee. October, 1898. Col. I. E. Bell, 1900 Collingwood av., secy.

TOLEDO, O.—Ohio Bill Posters' Association. May 8, 1898.

TOLEDO, O.—National Convention G. A. R. 1898.

TOLEDO, O.—Ancient Order of Hibernians. April, 1898.

TOPEKA, KAS.—State Dairy Convention. Nov. 16 to 18. P. S. Hurd, Meriden, Kas., secy.

TORONTO, ONT., CANADA—American Poultry Association. Jan. 5 to 14. A. E. Felch, Natick, Mass., asst. secy.

UNADILLA, N. Y.—Otsego County Firemen's Association. 1898. C. C. Fylaench, secy.

UTICA, N. Y.—State Convention of Y. P. S. C. E. October, 1898. A. R. Dewhurst, 108 Genesee st., Utica, N. Y., secy.

VANCEBURG, KY.—Junior Order of United American Mechanics. 1898.

WASHINGTON, D. C.—Episcopal Church Convention. October, 1898. Rev. Chas. L. Hutchins, Concord, Mass., secy.

WASHINGTON, D. C.—Knights of Malta Annual Convention. Oct. 17 to 21. Frank Gray, Broad and Arch sts., Philadelphia, Pa., secy.

WATERLOO, OA.—Catholic Order of Foresters. Aug. 24 and 25, 1898. J. M. Limbach, Cedar Rapids, Iowa, secy.

WHEELING, W. VA.—Reunion of the Society of the Army of West Virginia. September, 1898.

WILMINGTON, DEL.—National Local Preachers' Association. Oct. 1.

WORCESTER, MASS.—American Antiquarian Society. Chas. A. Chase, secy. October, 1898.

TONKERS, N. Y.—New York State Firemen's Convention. Aug. 8 to 29, 1898.

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GRAND ISLAND, NEBR.

Established 1823.

WM. H. WARNER & BRO.
MEDALISTS.
No. 424 N. 9th St., PHILADELPHIA, PA.
Medals in all metals struck to order for all purposes that may be desired. We want the address of all streetmen throughout the United States.

W. H. DONALDSON,

By appointment,

Official Solicitor and Agent

Of

The Associated Billposters,

Of the United States and Canada.

Is prepared to undertake the placing of posters in any city, town, or village in North America. Advertisers who utilize the billboards, can avoid the annoyance of correspondence, checking and all detail, by placing their posting through Donaldson.

CONSULTATION FREE.

Address,

W. H. DONALDSON,
127 East Eighth St.
CINCINNATI, O.

Put a Permanent Sign Over Your
BILLBOARDS

Marsland's Enameled Iron Signs

Are the Best.
They Last Forever.

SPECIAL PRICES TO THE TRADE. It will pay you to correspond with me in regard to Agency for the full line, including Street Names, House Numbers, Agency and Advertising Signs.

F. E. MARSLAND,
190 West Broadway, New York.

N. B.—Marsland Enameled Sign Co., Chicago, removed to above address

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YOU will get good results by advertising in
ST. ALBANS, W. VA.
It is the trading center and commercial outlet for four counties. Give your work to an honest, reliable man. Address, EDW. E. DOOMS.

Bill Posting and Circus Paste Brush.

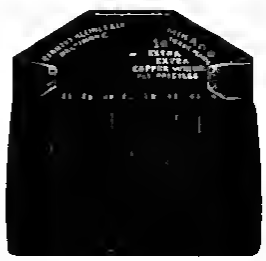
The Extra Mikado Brush is the best made; constructed of ALL Pure Black China Bristles imported by us for the purpose, and especially prepared under a formula known only to ourselves.

We guarantee that our CHINA BRISTLES are more elastic and more durable than any other; consequently our MIKADO Brush will wear longer AND DO BETTER WORK than any other brush made. ALL OUR MIKADOS ARE GUARANTEED. They are copper wired, with heavy metal edge protectors and are great paste holders. Used by Barnum, Forepaugh and other leading shows, and highly recommended by Mr. R. C. Campbell, Chicago. Send the price and get a sample.

All 9 Inches Wide.

No. 10, 4-0	5¾ in. long.	$28.00 per doz.	$2 50 each.
No. 10, 6-0	5¾ in. long, heavy.	$32 50 per doz.	$3.25 each.
No. 10, 7-0	5¾ in. long, ex. heavy	$34.00 per doz.	$3.50 each.
No. 10, 9-0	5¾ in. long, ex. ex. heavy.	$42 00 per doz.	$4 00 each.

RENNOUS, KLEINLE & CO., Sole Manufacturers, Baltimore, Md.



SAVANNAH, GA.

NEW AND UP-TO-DATE BILLBOARDS. Advertisers! Don't overlook the best city in the Southeast. You can get first-class billposting and distributing service in SAVANNAH, GA. **CHAS. BERNARD, City Billposter, 19 Congress St., East.** Member A. B. P. A.

PROFITABLE ADVERTISING!

The Advertiser's Trade Journal. Fully illustrated, bright, original up to date. Poster department. The handsomest publication of its kind. For being a sample copy if you mention THE BILLBOARD. ALEX. E. GRINWOLD, Ed. and Pub., 25 Sch ol Street, BOSTON, MASS.

ITHACA, MICH. Pop. 2,500.

JAS. OONALOSON,

Member I. A. of D.

Bills posted. Samples put out. Circulars distributed. Signs nailed up. Work guaranteed.

The Twin-City Bill Posting Co.,

WINSTON-SALEM, N. C.

TEN SURROUNDING TOWNS.

Population 30,000.

Bill Posting, Distributing, Sign Tacking and General Advertisers.

First-Class Services. All Work Guaranteed, Protected and Renewed.

W. T. PFOHL, Manager.

Office, 105½ West 5th St. WINSTON, N. C.

O. P. FAIRCHILD & CO.

BILL POSTERS AND DISTRIBUTORS

24 East Fifth Street,

COVINGTON, KY.

The E. L. Kinneman LICENSED BILLPOSTING CO. Marion, Ind.

Up-to-date Billposters, Distributors and General Out-door Advertisers. Control all Boards and Advertising Space in Marion, pop. 22,000; Jonesboro, 1,000; Gas City, 5,000; Fairmount, 4,000. Total 34,000. All boards on Electric, Pan Handle, Big Four and Clover Leaf Lines. Capacity 4,000 sheets.

H. K. APPLE, Bill Poster and General Advertiser. Satisfaction Guaranteed. Private space. Member National Association. This Association guarantees the work of all its members. Try them. 709 Philadelphia Street, INDIANA, PA.

J. GARLICK,

City Bill Poster, Distributor

AND ADVERTISING SIGN PAINTER,

633 Commercial Place,

New Orleans.

AKER & KENNEDY, Reliable Billposters and Distributors, Iron River, Wis. They cover Bayfield Douglas and Ashland Counties. Write them.

We take special pleasure in announcing that we have been elected to membership in the International Association of Distributors at Oconomowoc and

SCRANTON, PA.

and we will guarantee to uphold the dignity of the Association at all times. Our work can be depended on.

REESE & LONG.

PUEBLO, COLO. I am still distributing, still doing good work at the same old stand. JEGGE MITCHELL.

THE LEADING SHOW PRINTERS (LITHOGRAPHIC OR BLOCK) IN THE UNITED STATES USE

THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI · NEW YORK · CHICAGO · ST. LOUIS.

I DISTRIBUTE from house to house, and I tack signs. That is all I do.

I make a business of just those two things, and I contend that I do either much better than a firm that endeavors to do billposting, sign painting, distributing and sign tacking.

I can give my work closer attention because I have less to occupy my time.

My Address is

W. H. STEINBRENNER,

519 Main St., Cincinnati, O.

OAKLAND, CAL.

According to the census of 1890, had a population of 48,682. The police census of 1895, gave it 52,986. Experts now estimate it at 60,000. It is a good town. A residence town. A city of homes. I distribute Oakland. I have good references, and further more, I am a member of the International Association of Distributors and Will. A. Molton's Agency. Whenever you want to distribute Oakland, send the matter to

W. B. PORTER, 408 Tenth St., OAKLAND, CAL.

REMEMBER, RED BANK, N. J.

And don't fail to send your matter to L. O. Summerset, Manager of The Evans & Summerset Advertising Co. The honest distributors. Members I. A. of D. Remember the name, L. O. Summerset. BOX 803 RED BANK, N. J.

Bill Posters' Paste Brushes.

The most practical Brush made. Copper wired and protected corners.

Improved Light Weight Block.

VERY STRONG, WITH SAFETY SCREWS.

GRAY RUSSIAN BRISTLES.

Quaker City, 9-inch, $24.00 per dozen, $2.50 each.
Excelsior, 9-inch, $30.00 per dozen, $3.00 each.
Extra Extra, 9-inch, for circus use, $39.00 per dozen, $3.75 each.

BLACK CHINA BRISTLES.

No. 1, Royal, 9-inch, $21.00 per dozen, $2.25 each.
No. 2, Royal, 9-inch, $27.00 per dozen, $2.50 each.
No. 3, Royal, 9-inch, $30.00 per dozen, $3.00 each.
8-foot Curved Handles, 50 cents each.

ELDER & JENKINS, Brush Makers,

127 North 5th St., Philadelphia, Pa., U. S. A.

For Coupon Book and Strip ..... **Tickets**

WRITE C. F. ANSELL,

140-142 MONROE ST. CHICAGO.

J. H. HAYNES & SONS.

Sign Tacking, Sampling, Distributing. Cover 6 towns, population 19,000. Member I. A. of D. No boys—all men. 262 Mulberry Street,

IRONTON, O.

HARKNESS · BILL... POSTER.

New Boards. Locations the Best.

STOCKTON, CAL.

A SPECIAL OFFER

—OF—

Business

The Office Paper.

Send 15 Cents for a Three Months' Trial Subscription.

BUSINESS deals with Office Management, Routine and Methods, Accounting, Advertising, Economics in its relation to Finance, Transportation, Manufacturing, Commerce, Business Legislation, Credits and Collections. It is a paper every business man should have in his office.

SUBSCRIPTION $1.00 A YEAR.

BUSINESS PUBLISHING CO., 15 Astor Place, New York.

WARNING!

HONOR no drafts on us by a certain W. S. Westwood. Should he present any, detain him and wire us.

The BAKER-LEVY CHEMICAL CO.,

Chicago, Ill.

JIM BROWN, of BROOKSTON, IND., BILLPOSTER and DISTRIBUTOR.

All Work Guaranteed.

HUTCHINSON, KAS. Population, 10,000.

S. A. LOE, City Bill Poster, controls all the billboards. Bill posting, distributing and tacking solicited. Office, 102 Opera House Block.

DAYTON, O. MONTGOMERY COUNTY ADVERTISING CO.

Distributors, Sign Tackers and Gen'l Advertisers.

Members of the International Ass'n of Distributors. | JAS. B. McCONNON, Manager.

THE MANHATTAN PRESS-CLIPPING BUREAU.

ARTHUR CASSOT, Manager.

NEW YORK (Knickerbocker Building) LONDON.

Cor. 5th Ave. and 14th St., New York.

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

TERMS: 100 clippings, $5.00; 250 clippings, $10.00; 500 clippings, $22.00; 1,000 clippings, $40.00.

Notice to National Advertisers.

WE have recently joined the International Association of Distributors, and are prepared to cover Tioga County, Penn., and a few towns outside, embracing a population of 60,000, with house to house distribution (handed in), and sign tacking. Have the best facilities of any plant in Northern Pennsylvania for posting. Our COUNTRY ROUTES cover over 300 miles of principal roads, nearly 50 towns. Can give a guaranteed listed and protected 30 days' showing; prices and estimates, on amount of matter necessary to cover territory thoroughly, furnished on application.

THE W. D. HUSTED ADVERTISING CO.

References—Dun or Bradstreet, Ross & Williams, Bank, or any local merchant. 67 MAIN ST., MANSFIELD, PENN.

MEMPHIS, TENN.
VAN BEUREN & CO.,
Bill Posters and Distributors. 43 GAYOSO St.

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

TAMAQUA, PA. Pop. 8,000. Bill Poster, Distributor and Sign Tacker Geo. A. Jacobs. L. B. 446. Member I. A. of D. tf

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FRANK LITTLE & SON, Bill Poster and Distributor. PORTLAND, MICH. Pop. 2,000.

In offering the services of the

United Press News Bureau

We begin announce that we have succeeded to and united the several business interests heretofore conducted by the Register Press Clipping Bureau, the Press Cutting Co., the United Press Clipping Bureau, and the E. S. Morrison Press Clipping Bureau.

We are now occupying a space of eight large offices

With a carefully trained force of proficient readers.

And have an exchange that that thoroughly covers every section of the United States and Canada

We feel no hesitancy in asserting that we can fill any order entrusted to us.

Service equal to the best at a price as low as the lowest.

New customers we will serve on trial for two weeks, without charge, provided that if we get an order we charge from the start.

We solicit your patronage.

Respectfully,

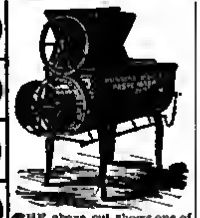
United Press News Bureau,
134 VAN BUREN ST.,
CHICAGO.

Wilmington Bill Posting and Distributing Co.,

WILMINGTON, DEL.
POPULATION OF CITY, 75,000.

JESSE K. SAYLIS, GEO. W. JACKSON, } PROPRIETORS

OFFICE: GRAND OPERA HOUSE.



THE BILLPOSTER

of a town ought to supply the town with all the paste it uses. This trade belongs to the billposter. It is his by right.

OUR MACHINE!!!

will enable you to do it. It will make the best paste so cheaply that you can drive all competition out of the market.

Take a Minute and a Postal—Write us and we will tell you all about it.

THE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best) Prices to suit all.

Our catalogue tells all about them. It is sent free on application.

J. H. DAY & CO.
1144 E. Harrison Ave. Cincinnati, O.

IT'S ALL RIGHT NOW.

Louisville, Ky.

THE WAR IS OVER.

THE FALLS CITY BILL POSTING CO.

Has absorbed the Heverin Bill Posting Co., and now controls all boards and posting stations in the metropolis of Kentucky.

REMEMBER THE GAIN

IF WE DO YOUR DISTRIBUTING.

The Owen Distributing Service

91 SHELBY ST., DETROIT, MICH.

Members I. A. of D.

DE VAUGHN BROS., DISTRIBUTORS,
McDONOUGH COUNTY, BUSHNELL, ILL.

NEWPORT KY. the metropolis of Campbell County and Dayton Bellevue and Bellmont and 7 minor cities Our Boards reach a gross population of 60,000. G. H. Ditling & Son York St., Newport, Ky. Member A. B. P. & I. A. D. Sole Licensed Bill Posters in Campbell County

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ACCOUNTICS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the reading papers and debates of all the Accountants' Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS.
ART OF BOOK-KEEPING.

ACCOUNTICS answers questions in higher accounting and book-keeping practice contains independent Reviews and Criticisms of books on Accounting et al Economic topics, fully illustrated, carefully printed, edited by A. O. KITTRIDGE. Subscription One Dollar a year.

Accountics' Association,
Wool Exchange, New York.

E. M. FRITZ
BILL POSTING AND DISTRIBUTING
OSKALOOSA, IOWA.

ST. PAUL AND MINNEAPOLIS DISTRIBUTING CO.
Samples and Advertising Matter Thoroughly Distributed. W. P. SMITH, Manager. Main Office, 14 East Third Street, St. Paul. tf

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drop a nickel in an envelope addressed The Ad Sense Company No. 1001 Washington Street Chicago and get a Sample Copy of Ad Sense a Journal of Advertising and Business Methods a Happy Combination of Sense and Good Printing

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CITY BILL POSTING CO.,
HARRY B. DUSSING, Manager.
NORWALK, CONN.

MIDLAND ADVERTISING CO.,
JOSEPH REID, Manager.
LICENSED DISTRIBUTORS,
Members I. A. of D.
617 Grand Ave., KANSAS CITY, MO.

JOHN T. WILLIAMS

SECRETARY AND MANAGER,
Northwestern Bill Posting Co.
H. F. TODD, ASSISTANT MANAGER.

MEMBER OF THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

346 MORRISON ST.,
POP. 90,000.

PORTLAND, ORE.

Use Hennegan's Stock Letter Stands to Boom the Holiday Trade.

THERE are printers and printers—good, bad, and indifferent—mostly the latter. For this reason business men have gotten the idea that printing is pretty much the same the world over. Nothing could be more erroneous. There is as much difference—as many grades in printing as there are in printers. If you want good printing—printing that is clean, sharp, and well ordered, write us about it.

HENNEGAN & CO.

QUICK PRINTING

Cincinnati, Ohio.

WE are well aware, too, that printers promises carry but little weight. The average printer will promise to deliver a job three, four, five, or six days earlier than he knows in his heart it will take to finish it. We do not. We will tell you just exactly the hour that your work will be completed. You will not get it one minute sooner, and by that same token, you will not have to wait a minute longer.

Hennegan's "Bargain Day Posters" will Increase Your Business

SUCCESSFUL BILLPOSTING

COSTS THE SAME AS THE OTHER KINDS, WHICH KIND WILL YOU TAKE?

THE newspaper advertiser has long since ceased trying to attend to the details himself; he has wisely placed the matter in the hands of some one of the hundred or more reputable advertising agencies.

These agencies are all right in their line, but they don't understand billposting.

I have studied billposting for years; I have placed billposting for some of the largest concerns in America.

I do nothing but billposting and poster printing.

I have placed billposting in nearly every town or city in America of 500 population and up.

I have personally inspected the plants of a large proportion of them.

There is not a billposter in America that does not know me, or of me. And they all know that an order from me is as good as the cash in hand—providing the work is done right.

Most of the people whose posting I have placed are still using the billboards, and still placing the work through my agency. I can't guarantee business success, but all the same, my clients are among the successful users of the billboards.

Any article that is used, or that could would or should be used by the general public, can be successfully advertised on the billboards alone. It can, in some instances, be advertised better, in combination with distributing circulars and samples. In some instances, it can be done best in connection with several other methods of advertising

I am prepared to take entire charge of your poster work, to design, lithograph or print the poster, and to ship it to the various points, and to place it upon the best locations of the best billboards belonging to the best billposters in any city in the United States.

Sam W. Hoke

Long Distance Billposter.

251 FIFTH AVENUE, N. E. Cor. 28th St.

Phone 2074-38.

NEW YORK CITY.

CAUTION.—Be sure you get Hoke, Sam Hoke, Sam W. Hoke. Refuse all substitutes and imitations.