

# THE BILLBOARD

Vol. IX., No. 5.

CINCINNATI, JUNE 1, 1897.

PRICE 10 CENTS  
PER YEAR, \$100.

## AT THE BEGINNING.

By CHARLES AUSTIN BATES.

"A thing well begun is half done." That's an old saw, but, like many old saws, it has a sharp wisdom tooth. Proverbs are usually the condensed expressions of an observant person's experience.

Many failures in business might be traced to a wrong beginning. So many men go into business in the way they would accept "a pig in a poke." It is simply "business," and if success comes, they take it that it is all chance or luck, something for which no account may be given. If failure comes, it is accepted in the same feeble-minded manner. There is something pitiable in the blind trust often displayed in business methods.

The man opening a new business should be able to look at himself and his venture in the perspective, and not a distant perspective. If he is about to introduce a new article of food, let him ask himself: "What would I think of an ad for something similar? What qualities would be most likely to appeal to me? Where would I be most likely to see the ad?" In ninety-nine cases out of a hundred the answers would be: "I'm always on a still hunt for something to make and keep myself and my family healthy. These qualities, vouchered for in a new food, are what all men and women are on the lookout for. I'd be much more likely to see and remember a large and attractive poster than a plain black and white talk in a newspaper."

Not to cry down newspaper advertising, but there is time and place for it. It is not the beginning, not the foundation. It is the keystone of the arch, the mansard roof, or the tower that pierces the clouds.

People read newspapers for so many other things than the advertisements. True, the Sunday papers have come to be a necessity to the thrifty housewife; and, when it comes to a matter of economy, what woman is to be left uncounted?

The needs of women and their idea of thrift, of taking the high tide in their household affairs that leads to making one dollar do the work of two, have instituted the bargain day, the bargain counter and the five and ten-cent stores. Sunday's advertisements are good investments for all concerned.

But week-day papers are read hurriedly for the sake of Wall street news, for what Congress is doing with the tariff, for base and foot-ball notes, for the races, for the latest society gossip and to follow the Lexow investigations and murder trials.

When that is done, then the man, on his way to business, is sure to notice the billboards.

The woman, out for marketing, perplexed with the triple daily problem: "What shall I buy for luncheon, dinner and breakfast-to-morrow morning?" will hail with satisfaction the broad grin of Aunt Jemima, who is in town again, the prim, capped and aproned woman with her cocoa, or the smirking little epienne with his soup.

Besides the habitual readers of newspapers who do not read advertisements every day, but who read billboards without loss of time or effort, there are multitudes of persons who only take up a newspaper by accident. They are not accustomed to reading. They will give as much credence to the romantic syndicate serial story as they do to the market reports—more, for the reports of prices are

as an unknown language. They are not read at all. These people are attracted to billboards. They never pass them without knowing every panel. They note the prancing steeds of Buffalo Bill's Congress of Rough Riders, and every nerve tingles. They smile sympathetically, and feel a strong impulse to shove the plate of smoking flap-jacks within reach of the crying youngster, and they sniver with the short-shirted boy whose mother did not use Wool Soap.

Next to this method of obtaining publicity is the house-to-house distribution. People complain sometimes that their stoops, verandas and lawns are strewn with circulars and dodgers; that their let-

ter boxes are filled with the literature of aggressive advertisers. These complaints have a foundation of reason. This method of advertising may degenerate into a nuisance, and the advertisers' money prove worse than thrown away. He may by this means turn people away instead of drawing them to his house.

But let him, instead of scraps of paper mottled with printers' ink, distribute samples of his goods. It may be stove polish, it may be infants' food, it may be baking or soap powder. Every woman is glad to know of something that will make her housework easier, her children healthier. She is glad to try samples. Several breakfast cereals have been advertised first in this way. It was known

by sample long before the newspapers and magazines told their readers where to find it. The article was well distributed, the demand was established, a good foundation was laid.

A notable example of this sort of advertising is Quaker Oats. The little packages were left with thousands of families, and the broad-brimmed, benevolent, elderly man came walking towards us on the billboards. It was a long time before he reached the newspapers and magazines. When he did, thousands of children already knew him personally and were ready to declare: "Oh, we have his oats every morning."

Another successful article is Gold Dust

samples see it. Very many people who first saw the same picture on the billboards will conclude that "if this thing gets into the high class monthlies it must be good for something," and so they buy.

If a man sends out posters for a certain territory, he may very easily satisfy himself that the posters are up. He may be certain that they are seen. If there are no returns, he may conclude that there is no need of his wares; that they are superfluous.

But, for all the multitudes of varieties of foods and drinks already in the market, there is always room for more. No matter if the different weaves of wearing apparel were multiplied by ten, a new one might be introduced if the right methods were taken. A fair reason must be shown why one thing is better, if only a little better, than its predecessors. Next in importance, is the time and place of telling the story. Tell it where people can hear it. Place your pictures where the busy, hurrying throngs of men and women may see them. There is so much to see and hear nowadays, sightseers have grown capricious. You must cater to their convenience, study their moods, show them something attractive. Above all, your samples must bear witness to your pictures and your print.

Success in business is no fairy story, no miracle. It is a matter of satisfactory results following right methods. It is a matter that well begun is half done.

In the current *Profitable Advertising* the publishers of the *Ladies' Home Journal* occupy a page to tell the public little else than that: "171,325 subscribers to the *Ladies' Home Journal* expired with the December, 1896, number." Wonder if they did not mean subscriptions instead?—*Book and News Dealer* (San Francisco.)

## POSTPONED.

### International Convention.

At a conference between President P. F. Schaefer and the executive committee of the International Bill Posting Association, it was decided to postpone the St. Louis convention from July 6th until July 27th. Numerous protests have been received from members all over the country stating that owing to the proximity of the Fourth of July they would not be able to attend the meeting. Great pressure was brought to bear on President Schaefer, and he finally called the executive committee together with the above result. The members of the committee deemed it advisable to have as large an attendance as possible, and resolved on that account not to allow anything to interfere with the convenience of members. The convention will be held at the Southern Hotel, St. Louis, Mo., July 26, 27 and 28.

*The Bill Poster* published in London, Eng., devotes over two pages of its May issue to a review of Ringling Bros. Route Book. The same issue contains a reprint of one of Sam W. Hoke's BILLBOARD articles.



JOHN F. HENNEGAN.

### What Will Draw?

That is the question of every advertiser. Doubtless, each one answers it by his own experience, or by his own taste. It is the lack both of taste and judgment that makes bad advertising.

While well-worded, well illustrated ads may fail to make the impression that a coarse picture and disagreeably suggestive words do, yet they never repel. The advertising pages of newspapers and magazines, and the acres of billboards, are essentially educators. There is nothing made up of paper and printers' ink that is more criticized. But where there is so much competition, and the competitors hail from every walk in life, representing every business of civilization, there must be great variety. A man who writes his own ads shows his character in them just as he does in the business itself.

The success or failure of different methods will be the one strong argument for continuing or discarding them. It is only a short time since that the enigmatical letters M. I. S. T. stared at us from magazine pages, newspapers, billboards, old barrels stranded in the streets and alleys, and every conceivable place that would hold them. There was a charm about them when it became known that the proprietor of the simple compound represented by "Mist" was growing rich.

Then sprang up many imitators. There was seen for awhile an owl anchored on the sea with the hyphenated letters, thus, O-W-L. That was plain, but who did not know the bird of wisdom? Gradually it developed that these initials were but the end of the string that led into the maze of wonderful things effected by a new medicine—"Ocean Wave Lume." If it had not come after "Mist," it might have succeeded. If it had been skillfully advertised, perhaps—but there's no use of saying if this or that had been done. It did not catch the breeze.

There is nothing that ailing humanity dotes on more than its pains and aches. Medicines will always have a market, but they are plentiful, and a new one must, in one way or another, substantiate its claim to merit. There is needed great skill in introducing it to the public. The advertiser of medicines must, above all, be dignified, respectful, and yet confidential. He must show reason for his faith in his nostrums. He must give a plausible story of the discovery of the wonders developed by certain mixtures. He must tell his story in a sympathetic way. If his medicine is for women, he may assume the fatherly tone—the deeply respectful air.

Probably testimonials are of more value to the advertiser of medicines than they are to any one else. Many dealers in pianos issue periodically lists of more or less distinguished buyers. This, no doubt, has its weight. Many a family would be willing to pay more for an inferior instrument for the privilege of saying the same name was used by the occupant of the White House, or even of the "big man" of the country town where they live.

There is nothing more attractive in a newspaper ad than prices. A long list of goods, either millinery, dress goods, house-furnishings, musical instruments or provisions are almost nothing without prices. The fashion that some dealers have of saying, "All purchasers at our house this week of \$10.00 worth and over will be given 40 per cent off," is not enticing. To about every third person who reads this ad it means nothing. To many it is a confidence game. They say: "That may be so, but what are your prices? The 40 per cent may be added to the usual price for the occasion." The better way is, after a description or a cut of the goods, to say what is the selling price and what reduction may be expected on a certain day, and for a stated time.

This is the great charm of the Sunday papers—the long, wide columns with lists of goods named and described, with prices attached. These are the pages that interest women. These pages are saved and blue-penciled.

Women, as the stewards of the household, realize the necessity of looking out for the flood tide of renewed prices. They are accustomed to thinking of the innumerable small things required for the finishing of dinners, as well as garments. The cost of the year is but one item.

Each column of advertisements of the Sunday paper is carefully scanned. Possibly the department stores will, one or all, have a cheap sale of groceries. The housekeeping allowance may become tributary to some other branch of the family exchequer. If there are bargains in shoes or dress-makers' supplies, they must be looked after. These two items are such ceaseless drains on the purse. It is such an unspeakable relief when there is a plentiful supply of both to be had at low prices. The family may dine six days out of seven on corned beef and cabbage instead of capon and French peas, but not one may run barefoot, and who does not know the insatiability of the dressmaker?

In nine houses out of ten this is the mission of the Sunday paper—to tell of the next week's bargains. The literary matter is an incidental consideration. The pictorial features amuse the children, but there are so many pictures nowadays, they are but glanced at. The news, unless unusually startling, is the small dust. There is a paper full of news from all over the world six days in the week. On the seventh, which is the Sabbath, etc., the pages looked for are those that give the store news—the long lists of articles that every family must have, with their inviting prices.

The fashion of some advertisers prefacing some list by a confidential remark is very catchy. Like this: "Our silk lover rather lost his head—bought too much. Prices were *zero down*, and the silks in pattern, coloring and quality were simply irresistible. Now the department is crowded. We must get rid of them. This is your advantage. You may see silks here that at other places sell for 55 cents; we say 49 cents." Then comes the long list. The trick of stopping at the nine, leaving off the tenth cent, was a stroke of genius. Forty nine cents sounds much cheaper than fifty cents or a half dollar.

If an advertiser can invent a neat, easily-remembered phrase, it is a great stroke of business. The question, "Do you see that hump?" sold the DeLong hook-and-eye more than any merit in the article ever did. Any woman who would use a second card of the meddlesome, uncompromising things must be either a lunatic or a dressmaker who gets a royalty.

Another happy thought was the assurance of the hand-camera man, that all the purchaser need do was to "press the button."

One of the most "fet-ting" things ever put on a billboard in New York was done by Siegel & Cooper last fall, when they were getting their big store ready for business. On the street floor there is a colossal statue of a woman standing in the center of a big pond. The pond is fed by many jets of water. There are gold fish, water plants and all that goes to make up an attractive center piece at the end of a wide aisle that runs through the middle of the huge store.

A picture was made of this expensive ornament, with the words, "Meet me at the Fountain," set in quotation marks. It had a wonderfully inviting and confidential effect. People said it to each other and laughed. Little children took it up, and held meetings by the fountain on the billboards. They played at being at Siegel & Cooper's. Owing to this and other effective advertising so many people met at the Fountain on opening day that the doors had to be closed against the crowds. And to this day crowds are still meeting "at the Fountain."

MARGARET HOLMES BATES.

It is reported that a bill poster, who recently drank a pint of yeast in mistake for bitter milk, rose three hours earlier than usual next morning. *The Bill Poster*, London, Eng.

### JULY.

#### A Month of Conventions.

During the month of July there will be three conventions. The first is that of the Associated Bill Posters' Association, at Atlantic City, N. J., July 13-16. This is the oldest association in America, and despite repeated and frequent defections, is still generally regarded as the most influential. It lost its subordinate organizations in Minnesota, Illinois and Wisconsin over a year ago, and the Indiana association has gone by the board this spring, twenty-three members having gone over to the International.

This is largely the result of high-handed methods and intolerance on the part of those in control of the organization. They have attempted to lay down rules and laws for the government of the bill posters in the smaller towns without allowing them a voice in the enactment of those laws. As a result the small town bill poster has rebelled, and how beating and bulldozing has failed to whip him into line.

It behooves the members of this organization to curb the ardor of their impetuous leaders or there will not be a vestige of membership left in the course of a few years. If the small towns are not represented at the convention legislation affecting them should not be touched upon.

There is a serious breach or schism in this organization. Mr. Stahlbrodt has stacked up against Mr. Campbell, principally because the latter has seen fit to deliver a few truisms and outline a sensible policy for the Association to pursue. Stahlbrodt fired his first gun at the New York State convention in rescinding the action of a year previous making the *Bill Poster* the official organ.

The moment a man climbs out of the ravine of his own immediate interests and mounts to where he can take a general view of the field, he is bound if he is honest to do and say exactly what Mr. Campbell has done and said, and that is advocate an open association.

Mr. Stahlbrodt opposes it from motives of policy, and a pitiful, mean, avaricious policy it is, too. Despite the fact that he is in daily touch with an open association—the New York City Association, and knows it works like a charm he maliciously misrepresents it to bill posters at large.

He leads his followers to believe that it advocates and invites opposition when in fact it is the one and only means of restricting it. He has one argument that never fails to stampede the mithering. Striking an attitude, he asks them: "Do you want to share the work of your town with another bill poster or do you want it all? That settles it. They want it all and bill goes argument, reason, even indignation—all swallowed up in greed.

The pin-headed fools lose sight of the fact that merely keeping the other man out of the Association does not give them all the work. They fail to see that keeping him out prolongs a fight, when taking him in would terminate it. It is useless to point them to the fact that the feature of the A. B. P. A. has not done away with one single case of opposition in all the years that it has been in operation. The fact that there are more cases of opposition to-day, than ever, goes for naught if they want it all. The expensive, brainless lights go on. Those engaged in them continue to suffer pecuniarily, and the business at large suffers by reason of the discredit thus brought upon it.

Mr. Campbell is a man of very forceful personality, but he is going against great odds if he carries this issue into the convention. If a bill poster cannot see beyond the end of his own nose it is useless to ask him to view the truth on the horizon.

We do not think the Association will be declared open. Neither do we anticipate that amalgamation will be considered. The convention is held in the East, in Mr. Stahlbrodt's own territory, and although Campbell routed him utterly at

Detroit the last time they clashed, it would seem that this time the lion of Rochester had all the best of it.

Still while we may not hope for this evidence of enterprise and progress, there are some things that we can reasonably count upon.

In the first place the absurdly ridiculous title ought to be changed. It is foolishly redundant and tautologous.

Honnelly, of Boston, disguises it whenever he can by terming it the American Bill Posters' Association. A very good name, too, by the way. Even if the final word was made plural, making it grammatically correct, it would still be unwieldy and a pleasure. Change it. We have no suggestions to make. Anything at all will be better.

Secondly, the grandiloquent motto should also be changed. We have yet to see a man of intelligence read it for the first time without a shout of derision. That hurts bill posting and demoralizes the Association.

Thirdly, a new classification of services should be made admitting "selected and protected" service as distinguished from "protected rim of boards."

These are crying needs. There are others, but they are comparatively insignificant.

The convention of the International Association of Distributors at Cincinnati will interest a great many bill posters also. Coming as it does right between the conventions of the two big bill posting associations it interferes with neither and ought to benefit from both. At this writing there is every indication of a large attendance. Several advertising managers will be in attendance, notably Robinson, of Binghamton, and Hayes of Philadelphia. Much business of importance will be transacted, and the delegates are assured of a good time.

Mr. Stenbrenner has secured a special rate on all railroads provided the attendance reaches one hundred and Manager Lake Hunt, of the Hotel Lundy, where the convention will be held, makes a special rate to the delegates.

We have been pretty freely criticised for supporting this organization on the ground that it, too, is a close association. In answer we have to say that it is the only real association of distributors in the field. When we say real, we mean projected by distributors and operated by distributors in the interests of distributors.

If another real association were started tomorrow and operated on open lines we would renounce the International and support the new one, because then, there would be a better one in existence. As it is, the International Association of Distributors is the best, and hence we give it our unqualified endorsement and support.

The International Bill Posting Association's convention at the Southern Hotel, St. Louis, July 27 and 28 also promises to be largely attended. This organization has grown wonderfully during the past year and now numbers 418, exclusive of agents and show printers.

Unfortunately, there is dissension in the ranks of this Association also. Many members are dissatisfied with the way the affairs of the organization have been handled. They charge, and apparently not without foundation, that there has been gross mismanagement. The president, the vice president and the secretary are at loggerheads, and harmony is in hiding afar off.

What is needed principally is a new set of officers who have the time and inclination to do something. The presidency was virtually forced upon Mr. Schaefer at Chicago, and he accepted it only under protest and much against his will. He is very busy, and the demands on his time made by his numerous private interests render it impossible for him to give the affairs of the Association the attention they require.

The secretary is on the road most of the time, and he too cannot discharge the duties of his office as he should.

In selecting their successors the members should try and hit upon men who have the interests of the Association at heart and the leisure and inclination to look after the affairs of the Association and to discharge the obligations of their office.

This is all that the International Bill Posting Association needs at present. Harmony will follow such a course and the organization will continue to flourish as a green bay tree.

The Value of Good Billboards.

BY SAM W. HYOMER.

I have said enough to fill a big book about the value to the craft of good, well built, well kept billboards.

And I have said some considerable about the value of blanking in every ad in your boards: so much indeed that I hesitate to expect the customary check from BILLBOARD for this damnable reiteration on the same subject.

But some things have been happening right here in New York recently that will serve to illustrate my little talk and act as an excuse for this article.

As is well known the billboards in New York are way above the average in many respects, in fact the New Yorker will tell you that they are not only above the average but that they trot in a class that is all their own.

Well, some months ago Hyomer a catarrh cure, put on Van Heuren's boards 200 12 sheets (2,400 sheets) at a cost of \$1.75 per month; at the same time they put out 85 13 sheets on the L road platform at a cost of \$2.00 per month. (Nearly as much money for 85 sheets as for 2,400 sheets.)

Well that might have been all on account of the superior seductiveness of the L road solicitor, says the advocate of the billboard.

But be that as it may, Mr. Hyomer took considerable pains to go around town and inspect his posters, both on the L platforms and on the regular billboards, and he always found those on the L in good shape, and he never found them nearly so well cared for on the billboards.

On the L, they were on a board to themselves, separated a few inches from the next board; on the billboards they were jammed up against other posters.

On the L, they were all surrounded with a strip of clean white paper; on the billboards they were surrounded with a dirty ragged lot of frayed edges of other people's posters that had been on the boards before them; and that the bill poster thought unnecessary to remove or cover over.

On the L, road an inspector covered the road every day, and repairs were made on every sheet within an hour after repairs were needed; on the billboards rains may come and paper may go, but until the advertiser makes a kick renewing is seldom thought of. (At least that I am told was Mr. Hyomer's experience.)

RESULT—Hyomer has contracted with the L road for 170 1 sheet spaces at four months throughout the hullest season in New York at a cost of ONE THOUSAND DOLLARS A MONTH.

Another instance. The New York Journal has been a good patron of the billboards since coming into possession of its present owner. It has also been a good customer of the L platforms, on which it probably has expended ten times the money it has put into New York City billboards.

But I have noticed during the last few weeks that a number of the billboards are being built into great big picture frames with gold Florentine molding, a yard wide, all around where the poster is to go, and that this frame is being occupied by the Journal posters. I am told that the average price paid for these spaces (room for a 24 sheet stand) is about \$5 per week each, ranging from \$1.50 to \$10.

I believe the time is almost ripe for the

bill poster to demand that each stand be blanked in, the space used for such blanking to be paid for by the advertiser. But to put this in operation it will first be necessary to do this blanking for a few weeks or months at the bill posters' own expense to show the advertiser how different his paper stands out when posted this way.

And by the time that becomes customary, stripping will be done every time a new sheet of paper is posted.

Now I hear some of you saying: "Yes, catch Hoke paying for any of these extra touches?" Well, Hoke is not spending his own money, but as soon as he finds a bill poster doing these things he is certainly going to try to get that man all the business possible, and as good prices as is possible to obtain.



CHAS. F. BRYAN.

The newly elected President of The Chicago Bill Posters Association.

MORE LETTER FORMS.

Dear Sir, in mind that every letter you receive deserves an answer. Furthermore, the answer should be sent off the same day and not put off until tomorrow or the day after or next week. Delay in answering business communications is unnecessary and discourteous.

It may be excused only when, angered over a letter, you are tempted to write a hot reply. Under these circumstances it is better to sleep on the matter before writing.

NO. 1.—LETTER OF ACKNOWLEDGMENT.

Dear Sir, your letter of the \_\_\_\_\_ 1897, regarding \_\_\_\_\_, has been received. The paper will be given the very best showing. Please note that it is dated \_\_\_\_\_ on which date we will forward bill for the service rendered. Sincerely yours, \_\_\_\_\_

You have no doubt what a source of comfort the above letter will be to your client or agent. It shows him you are giving minute and careful attention to his interests, and proves at the same time that you are interested. Always acknowledge the receipt of consignments.

NO. 14.—DELAYS.

Dear Sir, or, Gentlemen: We fully expected to get your paper up \_\_\_\_\_, but the weather was against us. Just as soon as it settles we will put it out. Regretting the unavoidable delay, we are Very truly yours, \_\_\_\_\_

If you have written a client or an agent that his paper will go up on a certain day, and you find that you cannot fulfill your promise, write him at once in the above strain and tell him why. Do not let him find it out himself, or let some outsider report the fact. You yourself should be the first to tell him, and he will thank you. Let some one else inform him, and the circumstance is likely to engender distrust, misgivings and suspicions. Be the first to tell him. Write him the very day that you promised to have the paper up.

NO. 15.—DELAY BY DESIGN.

We wrote you on the \_\_\_\_\_ that your paper would go up to-day, but since then upon mature and careful consideration, we are going to take the liberty of holding off until \_\_\_\_\_ on which date \_\_\_\_\_ of our most prominent and desirable patrons will be available. As this course on our part is pursued purely in your interests we trust that it will meet with your approval. Assuring you of our sincere appreciation of your patronage, we have the honor to be Yours most respectfully, \_\_\_\_\_

If you find yourself with more work on your hands than you can swing, you will find the above form a good "stall." It lets the agent down easy, and instead of cutting down the wrath of God on your devoted head he will merely curse his own fate, while his fancy turns to thoughts of suicide.

NO. 16.—LISTS.

Dear Sir, or, Gentlemen: The posting of your work was completed to-day, and in accordance with contract we enclose you herewith list of stations showing the location of your stands. We will give the paper our most careful attention, renewing promptly when necessary during the life of the showing, which expires \_\_\_\_\_. The paper is ready for inspection at any time up to that date. Respectfully, \_\_\_\_\_

Never send a list until the paper is all up, and never send it without a letter something like the above. Bear in mind that a showing commences when the last stand is posted, and not before.

NO. 17.—COLLECTIONS BILLS.

Never send a bill without an accompanying letter. Many reputable houses are guilty of this discourtesy. The practice had its rise years ago when the postal authorities allowed naked bills to go through the mails for one cent. There may have been some excuse for it then, but to-day there is absolutely none.

I enclose please find bill for service rendered, which, according to our agreement, terminates to-day. The paper has worn well, and we trust that accruing results will prove entirely satisfactory. Of the renewal paper we used \_\_\_\_\_ which leaves \_\_\_\_\_ remaining on hand subject to your order. This we will forward as soon as you send disposition. Thanking you for your consideration, and soliciting your further favor, we remain, Yours truly, \_\_\_\_\_

No matter what time in the month a bill is rendered, if it is not paid by the first to the fifth of the month following

you are warranted in sending a statement of account.

NO. 18.—STATEMENT.

We hand you herewith a statement of account. It is our custom to mail each of our customers one on or about the first of the month, whether by the terms of our agreement such accounts are due or not. Kindly examine and compare it with your books, and for such amount as may be due please mail us your check. Your compliance will greatly oblige Yours respectfully, \_\_\_\_\_

It is customary to wait two weeks after a statement is mailed, at the expiration of which, if the account remains unpaid, it is advisable to draw on the party for the amount due.

NO. 19.—DRAFT.

Our account against you, amounting to \$\_\_\_\_\_, as per statement rendered you on \_\_\_\_\_ inst., remains unpaid. As it is past due, we have this day drawn on you for the amount at \_\_\_\_\_ days' sight. Kindly honor the draft, and greatly oblige Yours truly, \_\_\_\_\_

If the draft does not bring the money it will be returned, and upon receipt of it the following letter should be mailed:

NO. 20.—D'EN.

Our draft on you for \$\_\_\_\_\_ has been returned unpaid. As this account is long past due, we must insist that you immediately send us your check for the amount. Send it by return mail. Yours respectfully, \_\_\_\_\_

If the check does not come by return mail, wait two or three days and then fire away again in the following strain:

NO. 21.

As we have had no reply to our last letter, sent you on the \_\_\_\_\_ inst., we will once more, and for the last time, request that you send us your check to balance this account. If we do not hear from you by the \_\_\_\_\_, we will hand the account to our attorneys for collection and report your delinquency to the secretary of our association. Trusting you will not compel us to adopt harsh measures in effecting this collection, we are, as ever, Yours respectfully, \_\_\_\_\_

If that letter does not land him, he is a son-of-a-gun.

It is best, however, before resorting to law to have another and final shy at him. Wait a week or ten days, and then go at him like this:

NO. 22.—LAST RESORT

We are good-natured and long-suffering, but you have finally exhausted our patience. This little account of ours should have been paid long since. You know it. Now we have drawn on you at sight to-day, and instructed the bank, in case you do not protect our draft, to turn it over to their attorneys for collection. We shall wait until the \_\_\_\_\_ inst., by which time, if you have not settled, we will report your name for the black list. Yours respectfully, \_\_\_\_\_

This series of letter forms will be completed in our next issue. If any of our subscribers are in need of any special forms which have not appeared heretofore, and will advise us in confidence of what is needed, we will endeavor to supply the form in our July issue.



Mr. Theo. M. Evans, formerly with The O. J. Gude Co., and Mr. Burdette S. Wallace, formerly with A. Van Buren & Co., are now connected with Gillam & Shaughnessy. It would seem from this move that the Messrs. Gillam and Shaughnessy are going after poster advertising in earnest.

The boycott, which was instituted against THE BILLBOARD in January, 1896, had a last echo during May. L. N. Scott, of St. Paul, and Alex Harbison, of Indianapolis, refused to pay for papers sent them after their subscriptions expired. This reminds us that Stahlbrodt, Scott and Harbison are the only members of the A. B. P. A. who obeyed the boycott order to the letter, every other member either ignored or evaded it.

We clip the following from that exceptionally bright and useful publication, *The Ad-Writer*, of St. Louis:

Sam W. Hoke, advertising adept and poster promoter, has issued a warning to all ad experts who feel disposed to use the dollar mark in their names. He even threatens to have the law on them if they persist in infringing upon this peculiar right of his.

Let Sam have his little dollar mark, and by this sign let him conquer. Who steals Sam's putzle swipes a good thing, but he who filches from him his seductive trade-mark is a stranger to shame and should be summarily dealt with.

The Thompson Bill Posting Co. has hobbled up again. This time it is at Milwaukee, but expressly and repeatedly stipulates that it does no business in Milwaukee. From letters received we see a strong resemblance in the chirography to a Thompson, who used to be located at Waukesha, where he owned a badly damaged board. Fortified with this, and a membership in the A. P. C. A., he wrote badly spelled, threatening letters to advertisers, in which he called down the wrath of God and Bob Ingersoll on all who refused to patronize him.

The Thompson Bill Posting Co. claim a lot of little inconsequential towns and Waukesha. They may or may not have the little towns, but they have not got Waukesha. Cad. F. Mevis covers that point, and does it well.

When THE BILLBOARD first came out there were just two agencies that made a business of soliciting business for bill posters, viz: Gude and Houghtaling. No better evidence of the powerful influence we have exerted is needed than the list of agents as it stands today, viz:

The O. J. Gude Co., 113 W. Broadway, New York; Sam W. Hoke, 107 W. 25th st., New York; C. S. Houghtaling, 3 Park Place, New York; W. B. Lowden, 44 Duane st., New York; Arthur M. Plato, 13 Astor Place, New York; Gillam & Shaughnessy, Temple Court, New York; Edward A. Stahlbrodt, Cable Building, New York; Van Buren & Co., 128 4th ave, New York; Reagan & Clark, 23 Ann st., New York; Hood & Campbell, 280 Madison st., Chicago; P. F. Schaefer, 395 W. Harrison st., Chicago; W. E. Fulford, First National Bank Building, Chicago; P. G. Stout, Ozark Building, St. Louis, Mo.; Paris & Whelan, Chemical Building, St. Louis, Mo.; California Ad-Sign Co., San Francisco, Cal.; Seibe & Green, San Francisco, Cal.

If THE BILLBOARD had done nothing else but this, it would have merited the unqualified endorsement of bill posters; but it has accomplished much—very much good besides. Furthermore, it is going to keep right at it in the future.

A great deal of rot is being written about the so-called passing of the one-sheet poster just now. The "Birl on the Twig" of *Profitable Advertising* is a conspicuous offender in this respect. According to this worthy its usefulness is over. He relegates it to the L. roads and small towns, stating that stands are the only posters worthy of consideration in cities. Now, this sort of talk is all sheer nonsense. The one-sheet is just as strong and effective today as it ever was. On boards, flush with the sidewalk, it has far more potentiality with pedestrians on the high side of the street than a large stand, because it can be seen in its entirety. No large stand can, unless the spectator walks to the curb, in order to bring all the parts within the range of vision, and this is something that pedestrians are not given to doing. The three-sheet, too, is good for the same reason, and there are more hoarls on the street level that it can be displayed on than there are for stands. One-sheets are to the advertiser what infantry is to the general and they will be abandoned just about as soon as small arms—not before.

**Purely Personal.**

Mr. Al. Bryan, President of the A. B. P. A. was a BILLBOARD caller May 24th—Geo. Knox, the popular bill poster, of Meadville, Pa. writes: "I have read with interest your article on the license question in April number of BILLBOARD, and wish to congratulate you on the able manner in which you deal with that subject. I would rather take the money it costs and spend it in improving my plant and in trying to make myself known to the advertisers throughout the country, than give it to the city for privilege of stopping a few advertisers from doing their own work. I know as soon as these advertisers find that they can get reliable work done by the local distributor, he will not send a man on the road to do it, but give it to the billposter of the town, at least that is my experience so far.

I would like to say a good word for "THE BILLBOARD," and I think that no bill poster can invest a dollar in anything that will give him greater returns than this paper. I think all ought to take it, especially the smaller towns, as it not only helps to educate them for their business, but keeps them in touch with the rest of the advertising world.

Besides—Why here I am writing a long letter when I only intended to send an ad.—(On the boards—syrup of Figs. Wallace Circus, clothing and shoe firms, to go up this month. Coca-Cola and the usual lot of local work.—They need a fool-killer in Rochester. Some fool clerk of point has had an ordinance passed which prohibits the erection of billboards over six feet in height. The cheerful ass who evolved this brilliant idea ought to be compelled by ordinance to live in rooms in which he could not stand upright all the rest of his days. The following is from the *Rochester Democrat*.

Robert West was assigned before Judge Krust in police court yesterday afternoon on the charge of violating the ordinance relating to bill posting. The case has been adjourned several times. When brought up yesterday afternoon, Attorney Fanning, who appeared for the defendant, asked for another adjournment to give him time to prepare and submit a brief. Mr. Foreman of the city attorney's office, made objections, but the court granted Mr. Fanning's motion. When the brief is ready the case will come up again.

Mr. West is connected with the Rochester Bill Posting Company. An affidavit signed by Officer Dennis McCarthy, who is retained at the office of the city attorney to see that ordinances are not violated, states that on the 24th of April West caused to be set up a billboard on Lake avenue, between White and Spencer streets, that was more than six feet in height. This, he alleges, is a violation of the ordinance, which states that all boards erected for bill posting purposes shall not be more than six feet in height. The affidavit further states that bills were posted on this board showing clearly the purpose for which they were designed.

Mr. Fanning states yesterday afternoon before the case was adjourned that if the ordinance was enforced to the letter it would mean the utter ruin of their business. He stated that a billboard six feet or less in height was no good for advertising purposes. He declared that the ordinance was unlawful, and said he would be able in time to show the court why it was.

As it now stands, in order to build their boards more than six feet in height, the company is obliged in each instance to secure the consent of the common council, as well as that of all the

property owners for 80 feet each side of the boards. Officer McCarthy in his affidavit sets forth that the company has not complied with the ordinance in either of these respects.—W. H. Warner, city bill poster, of Albany, Oregon, wrote for a copy of THE BILLBOARD last month, stating that he had never seen the paper. That reminds us rather forcibly that fame is fleeting.

Stuebenville, O., May 11.—The Bill Posters' association of Ohio held their annual convention here today, and besides transacting business pertaining to the craft elected as officers: President, C. F. Bryan, Cleveland, vice president, S. E. Riblet, Gallion, secretary, W. C. Truitt, Lima, treasurer, P. B. Oliver, Findlay delegates to the national convention, S. E. Riblet, Gallion, C. J. Vogel, Stuebenville, H. L. Fulton, Bellair. Sidney will be the next place of meeting.

The following members attended the New York State Bill Posters' Association at the Glens Hotel, Rochester, N. Y., May 10: C. M. Whitmer, Buffalo, E. Vine, Jamestown, Norman A. Seymour, Mt. Morris, Edward A. Stahlbrodt, Rochester, L. W. Eaton, Auburn, George Castner, Syracuse, Joe A. Wallace, Oswego, W. J. McAllister, Troy, J. Ballard Carroll, Albany, H. A. Skinner, Little Falls was dropped from membership on account of non-payment of dues. The following firms were admitted to membership: E. Carter & Son, Rondout, Norris & Kingsbury, Little Falls, Earl G. Wheeler, Amsterdam. The application of Cook & Youngs, Fulton, was upon motion, laid over until our next annual meeting, to be held in November.

Judd Hartzell, of La Harpe, Ills., will start a service at that point shortly.—The brochure that Chas. W. Stutesman, of Fern, Ind., encloses with his letter is neat, effective and complete.—C. Stivers, is the bill poster at Brainerd, Minn. cents per sheet for thirty days showing listed and protected service. Paper which becomes torn through bad weather is replaced free of charge, when same is furnished by advertisers. The business is conducted on business principles and the firm have ample capital at their command. In future an advertiser will do well to put Hartford on his list in billing New England.—John C. Reeves, of Mechanicsville, N. Y., is a typical old-time bill poster. He owns the Grand Central Hotel, a hall interest in the opera house, and all the boards in Mechanicsville. He doesn't care for commercial work, but boasts that if any one wants posting done they have got to see him. He used to belong to the New York association, but quit them because they did not send him any work. He is a relic of a class, which, happily, is fast passing out of existence.—Fred. C. Parker, of Macon, Mo., also controls Clarence and Berter Mrs. Joseph Goldsmith has succeeded the firm of Goldsmith & McAlley at Frederickburg, Va.—C. A. Solomon, of Solon, Mo., city bill poster, Charlton, Ia., designs and paints stands in water color.—E. M. Moreland, of Somerset Centre, Mich. has back copies of THE BILLBOARD, some of which are rare. He offers them for sale.—Victor Janney, of Marshall, Ills., writes "that era of prosperity has not struck this part of the country yet and never will under a gold standard and high protection for a few."—Thomas Shannon now has an exclusive franchise at Lancaster, O.—J. M. Fogelson, of Shelby, owns his own boards at that point.—C. M. Murphy, of Montpelier, Ind., advises as follows: "Your paper is very valuable to the bill poster and advertisers and each member of that business is not in it unless he has it each month."—E. Smith, of Battle Creek, Mich., although a news dealer, sends us a fine subscription. Appreciation like Mr. Smith evinces warms the publishers heart.—Geo. De Fontaine has the boards at Ft. Paso, Texas.—J. A. Stepleton, of York, Neb., owns all the boards in that city.—Murdoch & Co., of Waverly, N. Y., want a good display of paper on their boards for the occasion of the Central New York Volunteer Firemen's convention to be held at that place Aug. 3-5, 20,000 to 30,000 visitors will be present on the day of the parade.

—J. F. Toberman of New Braunfels, Tex., writes, as follows, viz: "The more I read BILLBOARD the better I like it. I have on hand now—Syrup of Figs, Ruff Tobacco and Little Joker Tobacco and 800 folders, and I have a lot coming from the American Tobacco Co. Hoping THE BILLBOARD will prosper and the bill posters will have lots of work this year. I am etc.—Jesse B. Mitchell, of Pueblo, Colo., writes: "We are still in existence and expect to stay."—Col. Joe Blakeslee, of New Haven Conn., says, "I have my hands full at present."—Moxley & Shoemaker are the successors to Lloyd Moxley (deceased) Washington, D. C.—Samuel Lamphorn, of Whitehall N. Y., has subscribed for THE BILLBOARD.—Von Lunen & Co. of Memphis, Tenn., write: "Business here big—every foot of our 70,000 feet is covered. All work now coming in is obliged to wait till May 21 and from present appearances, will have our boards full in June."—C. G. Miller, of Miamisburg, was a BILLBOARD caller May 6. John Powell of Lawrenceburg, Ind., dropped in May 6.—A. B. Peir, manager, of Virginia Opera House, at Guelph, Canada, also owns the boards.—W. H. Holmes, of St. Clair, Pa., controls seven live-to-wins aggregating 35,000 population.—The Malbury Durham Cheroff Co.,

of Durham, N. C., are also bill posters. Mr. Harrison Haynes Hubbard recently mentioned some quiet combinations, but nothing so odd as this. The Malbury Co. is a mammoth concern. It has a capacity of 15,000,000 cigarettes a year.—A. C. Cottle, of Marion, Iowa, says business is rather quiet.—Edward H. Grizard, of Columbus, Ga., seems to be making a success.—Karl Stussy, city bill poster at Eau Claire, Wis., has added a new wagon to his plant.—Cord A. Trice, of Mount Meigs, posts Lewiston, Auburn, Mechanics Falls, Oxford, Norway and South Street, Me.—P. G. Martin, of 212 Walnut street, Trinidad, Colo., is making inquiry in regard to bill posting, etc.—G. H. Demerett, of Dover, N. H., is reaching out after more business.—W. S. Sargent, of Palatka, Fla. writes that THE BILLBOARD is worth a great deal more than the subscription price.—The John Donnelly Son's Co., of Boston, send us their list of locations. It takes 84 pages to enumerate them. The book is handsomely illustrated with half tone drawings.—The certificate of incorporation of the East St. Louis Bill Posting Co., capital \$2,500, Clark I., Whitney Frank McCasland and M. H. Luff incorporators, was filed in the County Recorder's office at Belleville, Ills. May 11.—We clip the following from the Cheboygan (Mich.) Tribune of May 22: "John L. Houck has men at work rebuilding his billboards that blew down Sunday.—The following is from the Toledo (Ohio) Commercial: "Mr. James Doyle, who has been connected with the Valentine theater as advertising agent, but will this summer have charge of the Casino advertising, is beginning his work already. He is billing all the surrounding towns, and has a force of fifteen men at work. Mr. Doyle has had much experience in his line of work, and the management of the Casino made no mistake in securing him for the position he will fill. He has succeeded in a business where hustling is an essential to success, and his friends wish him luck."—We acknowledge the receipt of letters from the following bill posters during May. Lack of space prevents our quoting from them: J. F. Clark, Conway Ark., John Kuhn, Hamilton, D. Thomas Heller & Co., Frankfort, Ky., F. A. Shear, Danbury Conn., S. M. Bond, Williamsport, Pa., E. E. Stoltzman, Rhineland, Wis.; Crittenden & Co., Central, Ills.; I. E. Tieman, Belleville, Ills.; Frank L. Blanchard, Ticonderoga, N. Y.; W. E. Brown, Purcell, I. T.; John L. Marsh, Van Courty, Wash.; James H. Young, Rochester, N. H.; Thos. P. Day, Wilmington, N. C.; Fiske Bros., Worcester, Mass.; John Cron, Fargo, N. D.; J. F. Toberman, New Braunfels, Tex.; C. A. Hoel, Delphos, O.; E. Gilmore, Keene, N. H.; E. L. Martling, Wichita, Kas.; Caroline Clayton, Magara Falls, N. Y.; Warren & Austin, Effingham, Ills.; George Cramer, Carlisle, Pa.; Owensboro Bill Posting Co., Owensboro, Ky.; Chas. A. Oliver, Lebanon Pa.; A. J. Turner, Carlisle, Ills.; Peek & Lee, Franklin Ind.; J. F. McNay, Hot Springs, N. Dak.; P. F. Schaefer, Chicago, Ills.; P. G. Stout, St. Louis, Mo.; Jas. J. Waters, Jamestown, N. Y.; McArthur & Son, Dundee, Scotland; George M. Brush, Petaluma, Cal.

From the Cripple Creek (Colo.) Herald of May 15, we quote the following highly significant paragraphs: "Frank P. McLaughlin is in jail at Colorado Springs, where he ought to have been long ago. As a bill poster he was a failure. Many have cause to know him to their sorrow. Some men are born honest, but this specimen of the genus homo does not belong to that class. And this.—The Quinn Bill Posting Company which is now composed of Joseph A. Quinn and Otto C. Floto, has at last succeeded in crushing all opposition out of the Cripple Creek district. They own and control all boards and spaces in the sixteen towns surrounding the greatest gold camp on earth. Since the 1st of the month they have posted about 8,200 sheets of paper and distributed over 75,000 dodgers and samples. Some of the advertisers they have done work for this month are: Ringling Bros' circus, Walter L. Main, Grand opera house, Star Tobacco Co., Seal of North Carolina, American Tobacco Co., Syrup of Figs, White Cat cigar, Fontella, Dextette, Harper's whisky, Rocky Mountain News and others.—This firm can now post 3,000 boards of paper on its boards without using a single wall or "clank."—W. L. Hissong, of Butler, O., is treasurer of the great Fourth of July celebration at that point.—F. A. Vennay, who originated the phrase "Where 'n' hell is Temple?" has sold out to T. J. Darling & Co., as witness the following from the latter: "Having acquired the interests of Messrs. F. A. Vennay & Co. in the opera house and billboard privileges of this city we would thank you to apply the unexpired portion of that firm's subscription to your publication on our account, and if you will kindly notify us at expiration we will be pleased to renew the same, as we certainly do not desire to be without your valuable journal. We would also like information in regard to transferring Mr. F. A. Vennay's membership in the I. B. P. A. to us, as we wish to ally ourselves with that organization by all means.—The following is from Edwin A. Baskell, of Grand Junction, Colo.: "Our prospects throughout this section (the Grand Valley) are of the brightest. At this writing everything indicates that we will have the largest fruit crop of peaches, apples, pears and other small fruits ever raised in this section. Besides, our stock raisers are getting good prices for their cattle, and take Colorado as a whole, she will weather the hard times better than many other states, even if we cannot obtain free silver. My boards are covered with Walter L. Main circus paper. They are here on the job. During the past month have done posting for the Rocky Mountain News, Peet's Silk Soap, Grand Junction Dry Goods Co., Horseshoe Tobacco, Battle Ax Tobacco, besides distributing for Park Floral Co., Denver, Ballard's Snow Emblem and several of our local firms.—Besides I do all the posting and distributing for the D. & R. G. Ry. Co. M. Ry. and R. G. W. Ry. I also have orders from the Grand Junction Dry Goods Co., Whitehead Furniture Co., Sterling Bicycle, and good prospects of receiving orders from the Star and the American Tobacco Co.'s and the Grand Junction Soap Mfg.

**WHOOOP!  
HIT HIM AGAIN!**

The May issue of *The Bill Poster* is before us, and we have lifted a form in order to insert this brief review. The paper, always a marvel of typographical excellence, seems this month, if possible, more beautiful than ever. It is in the radical, unequivocal and pronounced editorial comment, though, that we are chiefly interested.

No one who knows Mr. Campbell could think for a moment that he lacked the courage of his convictions, consequently the bold and fearless manner in which he throws down the gauntlet in the issue of the day will occasion little or no surprise. Those are brave words of his. They embody the honest results of cool, careful and close observation, and deliberate and calm reflection.

He has thought the matter out, reached the truth and with eager zeal rushes into the thickest of the fray. With characteristic impetuosity he lays about him vigorously. His blows have steam behind them, and he lands them thick and fast.

The issue is defined with clearness and force. Mr. McManus has presented it so simply and plainly that the dullest mind can grasp it. We are gratified beyond measure. The war will now be carried into Egypt. The issue will be fought out on its merits.

Mr. Campbell will attract to his standard the brains and intelligence of the craft. Every man who supports the sophistry of Stahlbrodt thereby stamps himself an ignoramus and an ass.

It promises to be a battle royal, a battle in which truth and progress are arrayed against stupidity and dense ignorance. We are with *The Bill Poster*, which like a modern great gun thunders lustily. It is well handled, too. Mr. Campbell loads it with most mighty charges which McManus aims with rare skill and precision.

Here's more power to both of them.

**CHICAGO.**

**Notes From the Windy City.**

Humphrey bill Senators are wroth and vowing vengeance. Cook county solons whose names have adorned billboards in connection with suggestive dollar marks, and as having voted for the Humphrey bills, have a movement on foot to bring to account those who have ventured to so profane their names.

It is threatened that as soon as the responsibility is definitely fixed libel proceedings will be instituted—at least that is what some of the placarded Senators say.

Competent lawyers, it is asserted, have given the opinion that a clear case of libel lies against those who have inspired and circulated the posters, that while it is true that indirect charges of libelery have been made in the posters yet there can be no mistake as to their obvious intent.

The billboard row between the American Bill Posting Co. and the residents of Fifty-fifth street and Wentworth avenue has been satisfactorily adjusted. By the terms of the compromise the board will run across the center of the lot instead of facing both the boulevard and Wentworth avenue. By this means the Wentworth avenue people will not be deprived of their boulevard view. The protest developed the fact that the board had been erected without a permit. The compromise avoids the necessity of wrecking the board, which would have been done had not a satisfactory solution of the difficulty been arrived at.

The non-partisan judicial committee is going to run a billboard and button campaign. It has been decided that the people have recently had such a surfeit of speechmaking they could not be induced to attend any more meetings, especially at this time of the year, and when there is no great amount of enthusiasm. So in lieu of the usual campaign methods it is proposed to

have the billboards of the city plastered with great colored posters so that he who runs, or rides by on the street cars, the suburban and elevated trains, may read. These flaming sheets will set forth briefly and succinctly just why the old judges should all be re-elected.

The poster exhibit of the Quadrangle Club of the University of Chicago May 12 to 15 was a distinct success. The posters shown were selected with care from one of the largest private collections in the United States, that of Ned Arden Flood, of Meadville, Pa., and included the best examples of American, French, English and Japanese posters which have been issued.

The earth is not big enough for the Chicago advertiser, and he proposes to annex the air by sending up captive balloons, from which is suspended a framework sign, carrying enormous letters which may be read at a great distance.

The famous anti-sniping ordinance which grew out of the opposition fight of a year ago is as follows, viz:

**ARTICLE II.—BILL POSTING.**

167. Where Prohibited—Penalty—Prima Facie Evidence of Violation. No person shall paste, post, paint, print, nail or otherwise fasten any hand bill, sign, poster, advertisement or notice of any kind whatsoever or cause the same to be done on any curbstone, flagstone, or any other portion or part of any sidewalk or street, or upon any tree, lamp-post, hitching post, telegraph pole, telephone pole, hydrant, bridge pier, or upon any structure within the limits of any street in the city of Chicago, except such as may be required by the ordinances of the city of Chicago, without the express consent of the City

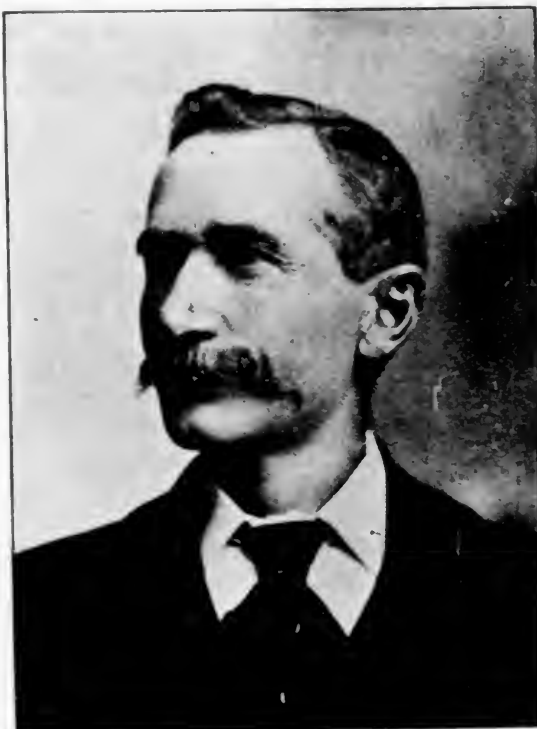
diseases, or diseases peculiar to females, venereal disease or diseases of the genitive organs, or nervous debility, impotence, sterility or barrenness, gonorrhoea, gleet, stricture, syphilis, affection of the prostate gland, abortion or miscarriage, or articles or means of preventing conception, under a penalty of not less than twenty-five dollars nor more than fifty dollars for each and every violation of this section.

169. Obscene or Immoral Pictures—Penalty. No person, firm or corporation, carrying on the business of bill posting, shall, within the limits of the city of Chicago, post or cause to be posted, so that the same can be seen from the streets, alleys or other public places of said city, any advertisement containing pictures or illustrations of an obscene or immoral character, under a penalty of not less than twenty-five dollars nor more than two hundred dollars for each and every offense.

170. Revocation. It shall be the duty of the mayor to revoke the license of any bill poster who may violate any of the provisions of this chapter, in addition to the penalties therein provided.

THE CHIEF.

Here is a brochure that is a 'business bringer.' If bill posters were more given to 'the cold facts, straight from the shoulder' style of talk that we find here, business would be booming in short order. Read it. It tells an advertiser exactly what he wants to know. It bristles with compact information. There is not a particle of wind or useless verbiage in it. It advertises Scranton. It advertises Reese



G. H. OTTING.

Council, and no person shall paste, post, paint, print, nail or otherwise fasten any hand bill, sign, poster, advertisement or notice of any kind or cause the same to be done, upon any private wall, window, door, gate, fence, advertising board or sign, or upon any other private structure or building, unless he is the owner thereof, without the consent in writing of the owner of such wall, window, door, fence, gate, advertising board or sign, or other private building or structure, under the penalty of not less than ten dollars nor more than one hundred dollars for each and every offense. And when any hand bill, sign, poster, advertisement or notice of any kind shall be found pasted, posted, painted, printed, nailed or otherwise fastened on any curbstone, flagstone or any other portion of any part of any sidewalk, or upon any tree, lamp-post, hitching post, telegraph pole, telephone pole, hydrant, bridge pier, or upon any private wall, window, door, gate, fence, advertising board or sign, or other private building or structure in any way advertising any person, firm or corporation, the finding of such hand bill, sign, poster, advertisement or notice shall be prima facie evidence that it was pasted, posted, painted, printed, nailed or otherwise fastened, contrary to the provisions of this section, by the person, firm or corporation therein advertised.

168. Medical Advertisements—Prohibited—Penalty. No person, firm or corporation shall post or cause to be posted on any advertising wagon or upon or in any place within the city of Chicago where the same can be seen from streets, alleys or other public places of the city, any advertisement, hand bill, or notice of any character whatsoever, giving or purporting to give information from whom or where medicine or remedies of whatever kind may be obtained for the cure, prevention or treatment of uterine

and Long. It creates confidence in their judgment, discernment and ability at a glance.

**Scranton, "The Electric City"**

Situated in the Lackawanna Valley, the heart of the vast anthracite coal fields of America, the inland metropolis of the state of Pennsylvania, the Chicago of the East, 750 feet above the level of the sea and only four hours from its shore. Scranton enjoys the undisputed distinction of being the most healthful and thriving city in the Keystone State.

Ten railroads diverging from its limits, give it unsurpassed transportation facilities. A large suburban population is directly connected with the city proper by several lines of electric railways, which stretch out to every town and hamlet within twenty miles. The inhabitants of these suburban towns do their trading here. Scranton is the industrial center of a large and progressive part of the state.

Scranton is the fourth city in the state of Pennsylvania.

115 miles from New York 155 miles from Philadelphia

Its incorporate limits embrace 12,000 acres.

141 miles of streets

20 miles of electric car lines within city limits

75 miles of electric car lines extending beyond the city limits

The streets are illuminated by over 700 arc lights, and is the best lighted city in the United States.

It has an inexhaustible supply of pure water, with a water works capacity of 35,000,000 gallons per day.

Population, 105,000, increase in ten years of 30,000.

Assessed valuation, \$10,000,000.  
27 public school buildings Value, \$1,225,000.  
Six public libraries.  
Four colleges.  
Nine banks of exchange.  
Seventy churches.  
125 incorporated manufacturing establishments, representing \$25,000,000 invested capital, not including coal mines.  
Employees in mines, mills and factories, 20,000.  
Its streets are wide and well paved, and lined on either side with handsome residences and business blocks.  
Living is cheap, taxes are low, climate is healthful.  
It has the cheapest fuel known, costing manufacturers less than \$4 per horse power per year, working days of 24 hours each.  
The most beautiful drive to be found in Pennsylvania extend from Scranton to Elmhurst, a distance of a little over seven miles.  
And we are the only bill posters in this thriving city.  
REESE & LONG.

**NEW YORK.**

**A Few Glimpses of Gotham.**

Beefalo Bull removes his hordes,  
Shows no longer hum;  
A bliz is on the billboards  
And biz is on the bum.

Commercial work is at last getting a show; and there is plenty of space for all, though there are many applicants.

Admiral Cigarette has a new poster. And it's a dream.

North Beach, Ulmer Park, Glen Island and other resorts like Coney Island are using the billboards heavily.

Sparkling Kolafra has a large poster, 20-sheet. It is a handsome affair, and should prove effective.

Wool Soap and Scotch Oats are again on the boards, using Munson's exclusively.

The New York *Journal* has rented boards by the year, and is having frames of metal, two-feet wide, built around their space, and the frames are painted in gold leaf, making a very attractive sign.

The Girl-From-Paris Cigar has a three-sheet that's out o' sight. The Met. Job Print did it. It's the warmest thing that ever happened.

Several brewers are getting out posters, or at least thinking of it seriously. They are beginning to see that Pabst came to town a year ago with posters, and that Pabst beer is as staple here now as it is in Milwaukee.

At the tail end of the season the Casino and the Bijou theaters concluded to adjust their differences with the billboards (in other words, pay their bills), and are back on the boards once more.

The Columbia Bicycle eight sheet, made from A. Rome's design, which took third prize last year, is about the most beautiful thing ever put onto the boards. It was executed by Knapp, and I understand Rome did the stone work. I continue to meet people who can't understand why this design wasn't awarded first prize.

It is reported that the Gillin Printing Co. has sued the Singer Sewing Machine Co. for "adapting" certain portions of Gillin's sketches, submitted in competition.

**A FABLE.**

"I won't do your posting," the Billsticker said.  
"You've walked on my dignity, scorned my swelled head."

"You *won't* do my work?" the solicitor said.  
"You *can't*, is the way your remark should have read."

Your Charley box yawneeth, your boards are a sight.  
My clients want posting that's somewhere near right."

KNICKERBOCKER BLOOM.

**G. H. OTTING.**

We present this month a good portrait of Mr. G. H. Otting, senior, member of the firm of Otting & Son, bill posters at Newport, Ky. Mr. Otting was born at Hanover, Feb. 15, 1837. His parents emigrated to this country in 1842, coming to Cincinnati. As Mr. Otting has lived here since he was five years old, he may be fairly said to be American bred, despite his foreign birth and extraction. Mr. Otting lived in the Queen City until he was nineteen years of age, when he took up his residence in Newport, where, in 1852, he embarked in the business of cigar making. He continued in this business, prosecuting it with great success until 1870, when he was compelled to abandon it on account of his health.

Physicians told him that he must take up some out door occupation, so after casting about, he concluded to go into bill posting. When he first started he also carried the Kentucky *State Journal* as a side issue. For fifteen years he fought opposition, but finally downed it all. He stands exceedingly well in the community which has known him so long and so favorably. Everybody speaks of his integrity in the highest terms. For two terms he was city assessor, which proves the confidence his fellow citizens had in him.

The firm of Otting & Son is well managed and ably conducted. It is a credit to the craft at large. They do bill posting that is positively artistic. Their boards are always well balanced and clean cut. They cover Newport, Bellevue, Dayton, Cite Brilliant, Fort Thomas, Clifton Heights, Ingalls Park, Inverness, Cold Springs, Alexandria, California and Melbourne, in fact all of Campbell Co., including in all 75,000 population.

# THE BILLBOARD.

PUBLISHED MONTHLY AT

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

Address all communications

For the editorial or business departments to

THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES.

Advertisements will be published at the uniform rate of ten cents per agate line 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 *Local's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Kreiano's, 17 Avenue de l'Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office 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 wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Dupont-Cipher Code.

JUNE, 1897.

DOES advertising create demand? We put the query to the advertising manager of a well-known daily the other day. "Bah!" he said; "which got here first, the chicken or the egg?" But the question may not be thus lightly dismissed. Mr. Bates claims that advertising does not create demand. He contends that it merely directs attention to where an existing demand may be supplied. He backs up his assertion by pointing out the fact that no matter what may be advertised the demand was there beforehand, else the advertisement was futile. Point to a entirely new brand of breakfast food which has been successfully introduced by advertising, and he will tell you that there was a demand for breakfast food existing prior to the advent of that particular brand. Argue that a hundred years ago there was no demand for telephones, and he will meet you with the assertion that there was a demand for something or other that would facilitate communication and annihilate distance.

It will be seen, therefore, that Mr. Bates' problem is an interesting one. Furthermore, the most cursory consideration must demonstrate that its proper solution is of vital importance to advertisers.

Let us see if science can aid us to reach a solution. Assuming the affirmative, we have, "Advertising creates demand." We do not perceive the truth of this proposition intuitively, and metaphysics will not help us. Obviously, the solution must be reached by discursive process; hence we must needs invoke the aid of logic.

\*\*\*

IN logical demonstration it is of the utmost importance that error does not creep into the premises. What, then, is advertising? Refer, if you will, to the Standard or the Century, but it is better to seek the definition by logical process.

Our primary knowledge is of single advertisements. They are of all kinds and every description, ranging from the "want ad" in a daily paper to an exhibit at an exposition; from a business card to the "hue and cry" sent after a criminal; from a poster to a hand bill.

From this conglomerate mass, our general notion of advertising is derived. The operation involved is in logic termed abstraction and generalization. By abstraction we separate from each an attribute common to others. By generalization we put together in classes advertisements having this common attribute. The classes thus formed we subject to the same process, and we keep on higher and higher until we embrace all advertisements in one general notion. Now, having formed our notion, let us define it. Logic requires that we bring out a distinguishing attribute of the thing defined. When this is done, there is always a true definition. When this is not done, there is no proper definition. What, then, is the distinguishing attribute? It is "acquainting" or "making known." No matter what the advertisement, or where you see it, you will find it exercising this function, making known. Therefore, advertising may be defined as "making known." In like manner, the definition of demand is found to be a desire to obtain.

\*\*\*

THE processes of abstraction and generalization, described in reaching the definitions, are simple and elementary exercises of discursive thought. The further consideration of the proposition, however, is one of ratiocination, not so easily described. Fortunately, it is not necessary to follow the process closely, for the average reader would likely find the technicalities difficult, abstruse and involved. Suffice it to say, that syllogistic analysis proves that advertising (not *does*, but) *may* create demand. Summarized briefly (and loosely) the argument is as follows, viz: A person cannot desire to obtain that of which he has no knowledge. It is psychically impossible. But we know people do want or desire to obtain things; therefore, they must have knowledge of the things desired. Demand implies *want*, but not necessarily *need*. One may want something without really needing it, and the want may be aroused (or created) by merely exhibiting the object; as instance, showing a glittering trinket to a baby. Then, again, need may exist in a latent state. That is, we may have need of something without being aware of it. Still, while need may be dormant, desire never is. We cannot desire anything unless by the imaging power of the mind. We have first mentally pictured it to ourselves. This latter we cannot do without having previous knowledge of the object

or some of its attributes, for phantasm is an exercise of the memory or the imagination, and the latter is merely the reproduction of old forms in new dispositions.

We cannot know anything that is not made known to us. We sometimes want things of which we have knowledge. Advertising is making known. Therefore, advertising *sometimes* creates demand.

\*\*\*

PROBLEMS like the one Mr. Bates propounds are well calculated to give the superficial thinker an idea of what a large and deep science advertising really is. Some three years ago the writer, saturated with much reading of the then existing advertising papers and fortified with some considerable personal experience, commenced work on what he termed *Advertities*. There was no text book that treated advertising purely as a science, and *Advertities* was to meet the long felt want. With Logic for a propaedeutic and a vast array of facts, the work started off swimmingly, and progress was made at such a rate that THE BILLBOARD was hurriedly launched in order that the new gospel might be spread abroad. Somehow, though, when the paper was ready for the first installment, the latter was not ready for the paper.

It needed revision—just a few finishing touches—so Vol. 1, No. 1, appeared without it. When the time for the second issue rolled around, although the revision had been prosecuted with great vigor, the MSS was not in shape, and so it has been every month for nearly three years. In that time its original ambitious scope has dwindled amazingly.

\*\*\*

IN our next issue we hope to commence publishing the result of these observations, inquiries and investigations. So far as it goes it is a science. It is knowledge arranged, correlated or systematized. We believe, too, that it goes far enough to prove of real worth and utility to any one interested in advertising.

It unfolds the fundamental principles which underlie all advertising, and enunciates the regulating laws involved in its working.

It has its own rules of evidence, precisely like every advanced science, and they are competent to determine for it what is truth in its particular field.

In these days, when there is so much largeness and, at the same time, so much looseness of thinking on this important subject, it would seem that it is fitted in some degree to give greater accuracy than accrues from empirical observation and experience.

This is what has been attempted in the treatise, possibly with only partial success in the execution, but, it is confi-

dently believed, in the right method. It will be termed *Nosology*, not only because the name is apt, but by reason of the necessity of distinguishing it from advertising, which is applied, practical, while *Nosology* is—well quite a different thing altogether.

## ROYAL BAKING POWDER.

In view of the fact that the Royal Baking Powder Co. is contemplating an extensive trial of the billboards, the following paragraph from *Printers' Ink* is interesting:

It is an interesting fact that the advertisements of the Royal Baking Powder Co. have not appeared in the Chicago Daily News or in the Ladies' Home Journal for years, and the reason why is simply that these two publications refuse to allow an agent's commission to anybody who is not an advertising agent, and the Royal Baking Powder people will not place their advertisements in any paper that will not allow them the agent's commission. These two publications are, it is believed, the only ones in America that will not grant a large advertiser the agent's commission when he insists upon it.

The bill posters of the country will soon be confronted with this problem, and they might as well commence thinking it over at once. The question is, what good have the Chicago Daily News and the Ladies' Home Journal accomplished by denying themselves the business of the Royal? We must answer, absolutely none. Their course has not benefited the advertising agents of the country, nor has their example influenced other publications.

Either one of these publications would give the customary commission to an advertising agent, even though all the business he sent them in the course of a year amounted to less than a tenth of what they would receive from the Royal people.

Not only that, but they will, and frequently do, grant credit to advertising agents whose responsibility is, to say the least, questionable; and these agents get the commission which is denied the Royal people, who are unquestionable responsible.

Furthermore, the News and Ladies' Home Journal grant commissions to agents who are notoriously slow pay, and deny it to the Royal people, who are exceptionally prompt.

The Royal Baking Powder Co. contends that its advertising department is in fact an advertising agency. They affirm that it handles more business per year than ninety-nine out of every hundred regular advertising agents, and is better pay than the most of them.

As they apportion their own paper, plan their own circuits, and work out the details, they claim that they are doing everything that an advertising agent does, and hence are entitled to the commission.

Any bill poster who refuses the commission need not cajole himself into the belief that he is aiding the agents, for Royal business never flies, and never will, be placed through an agent. We have instructed the jury. What will the verdict be?

## "Et. Tu Brute."

We clip the following paragraph from the proceedings of the New York State Bill Posters' association, held May 10, at the Globe Hotel, Rochester:

The following was offered by Mr. J. Ballard Carroll:

Be it Resolved, That the action taken by the New York State Bill Posters' association in making the *Bill Poster* its official organ, be and the same is hereby rescinded." Adopted.

## FAME.

Some men are born to greatness, and some the same attain. Some have it thrust upon them, too it's claimed, and then, again, some reach the heights of greatness when they advertise the pills. From which they've luckily escaped by taking some one's pills.

—Chicago Record.

## MAKING IT PAY.

BY HARRISON HAYNES HUBBARD

I have always known that THE BILLBOARD had a pretty good circulation. I get about the country quite a bit, and I find it almost everywhere, but I did not fully realize what a circulation meant until now. I very rashly promised in last month's issue to answer any queries from country bill posters that were sent me to Cincinnati. As a result, I find myself assailed from all points of the compass. I have received up to this writing (May 20) over six hundred letters, and, of course, am unable to cope with such a big lot of correspondence. I have tried to answer as many as possible, but, of course, five-sixths of them will have to go unanswered. I simply cannot find the time to reply to them. Any person, therefore, who has written me will please accept this explanation in lieu of an apology.

Please understand that I would like to answer each and every letter. I should enjoy it hugely if I had the time, but I have not. Just imagine yourself confronted with the task of answering six hundred letters, in addition to your customary work, and you will understand why I cannot undertake to do it.

The letters I have received cover a wide range of subjects, but many of them are in regard to the same thing. For instance, I suppose I have received fully a hundred inquiries regarding license. The following examples their general tenor:

COVINGTON, TENN., May 2, 1907.  
MR. H. H. HAYNES, ESQ., Cincinnati, Ohio.  
Dear Sir—In the May issue of BILLBOARD I noticed your valuable article on "Hints for Country Bill Posters." It helps us out wonderfully. Covington has a population of 3,000, county 25,000. Please let me hear from you on these subjects through mail.

Will license keep out the traveling men? What I mean is this, are they bound to give the licensed bill poster their work or take out license themselves if they want give it to the bill poster?

Does the law protect the bill poster or any one distributing, etc., except a bill poster that has a license?

Please give me your idea on licensed bill posters. I am the city bill poster and general advertising agent. Your friend,  
H. N. HOLSHAUSER

I would refer all bill posters who, like Mr. Holshauser, want to know the real inwardness of the license question to the article under that heading in the April issue of THE BILLBOARD.

The editor has handled the subject thoroughly and accurately.

I had a license ordinance enacted when I first went into the business, and I have regretted it ever since. When I was struggling to build up a good service it used to make me hot to have a traveling agent blow into town and scatter almanacs, booklets and handbills broadcast.

It seemed to me that inasmuch as I was making such an earnest effort to do the work thoroughly and honestly, and as every bit of patronage meant so much to me, that any means I could adopt to that end would be justifiable. I kept thinking it over, and finally one day a very fresh and energetic gentleman arrived with a lurid assortment of tin signs.

He started in early and he worked late, and covered the town faithfully, even going out each road leading into town quite a ways.

When he reached the hotel that evening I went out and inspected his work, making an attempt to count it. I judged that he must have gotten out between five and six hundred. With a sigh over the six dollars that he had beaten me out of, I returned to the hotel.

The next morning the fresh young man was gone. He left on an early morning train, but he left trouble behind him. It soon became evident that, not satisfied with his day's work, he had labored far into the night.

Every board I had in the town was covered with his handwork, and he had left evidences of his industry in the foyer of the postoffice, on awning frames, tree boxes and even church doors, and those of some few private residences. Oh he was a peach!

Well, that settled it. I was mad all the way through. Before I got the first board

cleared up I invested in a brush and a gallon of asphaltum, and hired a man to go around and paint out every blessed sign that he could find. The next evening I had the license put through.

Well, it worked all right for awhile. As long as the depredations of the vandal mentioned above were fresh in mind the marshal used to nail every advertising agent on sight, and he either paid the license or turned the work over to me.

I did not altogether like the working of the scheme. It was too much like a hold-up to suit me, but I needed the work, and justified the means on that score.

Well, to make a long story short, one day an agent came along who flatly refused to pay the license. He was working for the American Tobacco Co., and telegraphed his house for his instructions. He told the marshal that he would not pay the license, told him why and showed him the law, but desisted until he received word from headquarters. It came in the shape of a wire, which read:

"Go ahead."

The marshal also received one about the same time:

"If you molest our agent, you do it at your peril, and we will hold you and your bondsmen personally responsible."

The agent was not interfered with. The marshal consulted the city attorney, and he gave it as his opinion that no license could be collected.

From that day to this no advertising agent has been interfered with, but I have gone right on paying twenty-five dollars a year, and had quite a lively fight some few months since to keep council from raising the tax to fifty dollars.

Not long since a new man was elected city marshal, and he made me a proposition to hold up every agent that came to town for half the amount I received for work thus gotten.

I told him that I did not care to make money that way.

I believe the whole scheme is wrong. I think—in fact, I know—that advertisers would far rather patronize local bill posters than put men on the road. The trouble is, that there are so many towns unprovided with a bill poster.

They have suffered, too, from careless and inefficient work from old school bill posters, but the expense of traveling men is a burden they will gladly lay aside as soon as they can get the service.

Every time an advertiser runs up against a bill poster's license, he immediately concludes that it is an attempt on the bill poster's part to compel patronage without deserving it. I know it was so in my case in numerous instances, and I believe the license, on the whole, has worked me more injury than it has done me good.

My advice is, if you have no license do not try to get one. Give good service and advertise the fact. Let advertisers know it, and when they give you a trial prove it to their entire satisfaction.

I have also had a large number of inquiries in regard to associations. Many bill posters want me to advise them which to join, the International or the Associated. To be perfectly candid, I cannot indorse either one. Theoretically, the International is the best of the two. It also makes a pretense of operating especially in the interests of the country bill poster, but, as far as I have been able to see, that is all it does do. In other words, it does not get beyond the pretense. To my notion, it needs a thorough shaking up. It wants an executive committee and some officers who will really do something. This organization is on the right track, but the engineer and conductor are not sure that they have the right-of-way.

The Associated really has been of benefit in numerous ways, especially to its members in the large towns, but it never has, and never will be, of any benefit to country bill posters as long as it is operated on the lines at present followed.

Both of these organizations hold annual meetings in July, at which great things are promised. I would advise all bill posters to await the outcome of these meetings before uniting with either.

Regarding associations of distributors, I would state that while ostensibly there are many, in reality there is but one, and that is the International Association of Distributors, of which Mr. W. H. Steinbrenner, of Cincinnati, is secretary, and Mr. Clough, of Chicago, president. All the rest are the roughest kind of fakes, and not a few of them downright swindles.

I wish the editor of THE BILLBOARD would keep the following list of firms standing and publish them every month as a safeguard for real distributors. They will save both time and money by having nothing to do with them:

American Co-operative Advertising Co., 417 Sixth ave., New York  
American Advertising and Supply Co., 20 Church street, New York  
The Globe Advertising and Distributing Bureau, New York  
American Distributing Bureau, New York  
United States Distributing Bureau, Boylston Building, Chicago  
United Manufacturers' and Publishers' Advertising Co., 95 Remsen street, Cohoes, N. Y.  
The United States Mutual Advertisers' Association, 112 Dearborn street, Chicago, Ill.  
The American Advertisers' Association P. O. Drawer 2863 Philadelphia Pa.  
The Standard Advertising Association, 120 Marietta street, Atlanta Ga.  
Circular Advertising Association, Kansas City, Missouri  
Agents: Herald Corps, Girard and Frankford aves., Philadelphia, Pa.  
Union Distributing Co., 94-96 Fifth ave. Chicago, Ill.  
G. Ed. Harrison, (A. 6) Baltimore, Md.

Pay no attention to any communications, letters or circulars that you may receive from any of the above firms. Any one who joins them stamps himself a rank sucker.

The National Distributors' Association of Philadelphia, run by the Congdon man, of whom THE BILLBOARD has had considerable to say, is hardly any better. While the association is not fraudulent in itself, it is run principally to float several side schemes of Congdon's, and is not of any benefit to its members.

There is another. It is operated by Will A. Molton, of Cleveland, O., but I do not understand it. It is not a mutual organization; in fact, I do not know that it is an organization at all. Mr. Molton speaks of "our members" in his bright little monthly, but there does not appear to be any officers or organization, and no clearly defined policy. The only thing that I can say about it is, that Will A. Molton himself is a first class distributor who stands high in the estimation of advertisers. He does not seem to be making much headway with his plan, and he is creating more or less confusion. It would seem that the best thing he could do, both for himself and distributors at large, would be to unite with the International Association of Distributors.

Many requests for advice have also reached me. Most of the letters want points on how to solicit their local trade. I am going to devote all of my space in the July issue to this question. I have made a success of this line of work myself, and I believe I can give any bill poster in the business cards and spades and beat him out at it. I shall explain my methods and detail my experiences in full.

In the meantime, I want to observe that I have met very few bill posters who could talk advertising fluently. All, or nearly all, are first-class off-hand talkers on general subjects, but get them on advertising and their arguments soon run out.

This proves that they are not well read on advertising. I have prepared a complete list of the advertising papers, which I give below, and would suggest that all bill posters who want local trade prepare themselves to talk advertising by diligent reading of one or more of the following journals:

*Brains* (weekly); 10 cents per copy; \$4.00 per year, in advance. Published at 141 to 155 East Twenty-fifth street, New York City, by Brains Publishing Co.

*Printers' Ink* (weekly); 10 cents per copy; \$5.00 per year, in advance. Published at 10 Spruce street, New York City, by Geo. P. Rowell & Co.

*Art in Advertising* (monthly); 10 cents per copy; \$1.00 per year. Published at

156 Fifth avenue, New York City, by H. C. Brown.

*Profitable Advertising* (monthly); 10 cents per copy; \$1.00 per year. Published at 13 School street, Boston, Mass., by Kate E. Griswold.

*Advertising World* (monthly); 10 cents per copy; 75 cents per year. Published at Columbus, Ohio, by the Harper Illustrating Syndicate, 100 North High street.

*Fame* (monthly); 10 cents per copy; \$1.00 per annum. Published at Lincoln Building, Union Square, New York City, by Artemus Ward.

*Advertising Schemes* (weekly); 10 cents per copy; \$5.00 per year. Published at Manchester, N. H., by W. M. Kendall.

*Advertising Experience* (monthly); 10 cents per copy; \$1.00 per year. Published at 321 Dearborn street, Chicago, Ill., by Irving G. McColl.

*Newspaper Ink* (weekly); 5 cents per copy; \$2.00 per year. Published at Suite 607, Chemical Building, St. Louis, Mo., by Frank Leake.

*Push* (monthly); 5 cents per copy; 50 cents per year. Published at Springfield, Ohio, by Marco Morrow

*The Ad-Writer* (monthly); 10 cents per copy; \$1.00 per year. Published at 519 Olive street, St. Louis, by H. H. Paramore.

*Advertising* (monthly); 3 cents a copy; 25 cents a year. Published at 315 Walnut street, Cincinnati, O., by The Procter & Collier Co.

*Our Owl*. Published at Philadelphia, Pa., by the Advertisers' Agency.

*Up-to-Date Ideas* (monthly); 5 cents per copy; 50 cents per year. Published at Grand Island, Neb., P. O. Box 3.

*Up-to-Date Distributor* (monthly); 10 cents per copy; \$1.00 per year. Published at Room 9, No. 84 Public Square, Cleveland, O., by Will A. Molton.

*Our Advertiser* (monthly). Published at Middletown, N. Y., by Thos. Kane.

*The Bill Poster* (monthly); 10 cents per copy; \$1.00 per year. Published at 280 Madison street, Chicago, by R. C. Campbell.

*The Bill Poster* (monthly); 5 cents per copy; 50 cents per year. Published at 61 Chancery Lane, London, England. J. J. Bennell, editor.

*Advertisers' Guide* (monthly); 3 cents per copy; 25 cents per year. Published at New Market, N. J., by Stanley Day.

*The Publishers' Guide* (monthly); \$1.00 per year. Published at 391 Minnesota street, St. Paul, Minn., by W. F. Williams.

Chas. Austin Bates' *Criticism* (monthly); 10 cents per copy; \$1.00 per year. Published at 15-17 Beekman street, New York City, by the Holmes Publishing Co.

*National Advertiser* (weekly); 10 cents per copy; \$5.00 per year. Address *National Advertiser*, New York City.

*The Ad Age* (monthly); 3 cents per copy; 25 cents per year. Address *The Ad-Age*, Boston.

*American Advertiser* (monthly); 20 cents per copy; \$2.00 per year. Published at 325 Dearborn street, Chicago, Ill., by Morgan Bates.

*The Advertising Manufacturer* (monthly); 10 cents per copy; \$1.00 per year. 315 Dearborn street, Chicago.

*Advertisers' Herald* (monthly); 5 cents per copy; 50 cents per year. Published at Greenfield, O., by Albert Cannon.

*Ad-Sense* (monthly); 10 cents per copy; \$1.00 per year. 79 Fifth ave., Chicago.

*Ads* (monthly); 10 cents per copy; \$1.00 per year. Address *Ads*, San Francisco, Cal.

The aldermen of Everett have been made a committee to sit in judgment on any theatrical poster which is to be displayed in that city. As some of our aldermen are about to start on their spring vacations, it is suggested that the city auditor might be designated as the official committee on fine arts for Fitchburg, especially theatrical posters of female dancers whose dresses begin too late and end too soon.

THE BILLBOARD one year for a dollar. Subscribe now.

## WHAT THE DISTRIBUTORS ARE DOING

### LEFEBVRE'S BUDGET.

[Address all communications to Donat Lefebvre, Manchester, N. H.]

Mead & Baker, of Richmond, Va., have just issued a neat little booklet, called "How to Preserve the Teeth." It is handsomely printed, on splendid paper and the text is clear, forcible and convincing. A distributor delights to handle matter like this because he knows he can get returns for his client.

The E. E. Sutherland Medicine Co., of Paducah, Ky., are reported to be highly enthusiastic over the results of their distributing thus far.

David & Co., of Clarksburg, W. Va., advise us that a prominent advertiser recommended them to the Cohoes fake.

P. J. King, of Mount Vernon, N. Y., covers thirteen towns in that vicinity.

Mr. H. T. Hayes, advertising agent of the Dr. Chase Co., of Philadelphia, was a BILLBOARD caller May 11. He is an enthusiast on scientific distributing, and as he once carried the sack himself he may be considered a judge. Mr. Hayes expressed himself as more than pleased at the service received from members of the I. A. of D. and predicts a great future for the organization.

The Dr. Chase Co. distributes 15,000,000 booklets annually, covering their territory every sixty days. Mr. Hayes will attend the I. A. of D. convention in July.

Mr. Campbell, advertising manager of the Dr. Dodds Co., of Buffalo, N. Y., and Mr. Sutherland, of Paducah, Ky., will attend the convention of the I. A. of D. at Cincinnati.

Mr. W. H. Steinbrenner is now in position to make collections for members. If you cannot effect them send them to him. He will give them the liveliest kind of a chase. He will only handle collections for members of the I. A. of D. He cannot undertake the business of outsiders.

Put the Agents' Employment Co., of Kalamazoo, on the scheme list. Rank fake.

The Co-operative Salesmen's Co., 520 Granite Building, St. Louis, Mo., have launched a new scheme. They have a car fitted up, which carries a corps of solicitors, distributors advertising matter and samples of such wares as they are advertising. They stop at every city, town and village on a given railroad, and after distributors have thoroughly worked the town, the solicitors are turned loose on the merchants. They exhibit samples and take orders on the principle of "strike while the iron is hot." The system is said to introduce new goods with great rapidity.

The advertising manager of a house that puts out ten millions of circulars annually writes as follows: "I have detected a marked and steady improvement in the methods of distributors all over the country since the advent of THE BILLBOARD. I believe you have done more for distributors and bill posters than any other one influence of the day. I want to say, too, that I read the paper with keen interest myself. In my estimation, the distributor who cannot get suggestions from it must be dull, indeed."

[The distributor or bill poster who can not get ten times the value of the sub-

scription price out of every number of THE BILLBOARD is too slow for the business.]

The attention of distributors is invited to a letter in our monthly experience meeting (Letters to the Editor). It is interesting, and zealous members of the I. A. of D. will be gratified to learn that Mr. Redington is anxious to second their efforts in establishing and maintaining an organization that will provide a stable and reliable service throughout the country. Mr. Redington has been grossly imposed upon by a fake association with headquarters at Cohoes, N. Y. This has led him to misuse his influence on divers occasions, if we are to credit many letters (some of recent date) received from distributors.

He is coming to the Cincinnati meeting, however, and can fully satisfy himself on that occasion that the International Association of Distributors is all that it claims to be, viz., a bona fide mutual association of zealous, earnest, practical distributors.

The Star Ointment Co., of Tyrone, Pa., is working the old gag—offering \$3.00 per 1000 to any distributor who will send them 15 cents for a box of their ointment. They do say there is a sucker born every minute, and the Star Ointment people evidently believe in the saying.

Manager Luke Hunt, of the Hotel Emery, offers a special rate to distributors attending the Cincinnati convention—75 cents per day, double, and \$1.00 per day, single. Nice, pleasant, cool rooms right in the hotel where the convention takes place.

Secretary Steinbrenner has arranged for special rates on all railroads. This will largely augment the attendance.

Don't forget the date: Cincinnati, July 20-24.

Delegates from the North and East will probably be able to buy tickets to Nashville with stopover privilege at Cincinnati. This will enable them to attend both the convention and the Tennessee Centennial Exposition.

Every real distributor ought to attend the convention of the International Association of Distributors at Cincinnati July 20-24.

TIPS—Menner Chemical Co., Newark, N. J.; Dr. Spinney & Co., 292 Wood ave., Detroit, Mich.; British Columbia Mining Agency, 202 Woodward ave., Detroit, Mich.; Huronia Chemical Co., Port Huron, Mich.; Diamond Bitters Co., Detroit, Mich.; Clark & Champagne, 618 Chamber of Commerce, Detroit, Mich.

Williams, Davis, Brooks Co., Detroit, Mich., will shortly advertise "Bryant's Root Beer." Distributors in Eastern States, New York and Pennsylvania, should address them at once.

Try, also, Bayer Med Co., 1706 Adams street, Toledo, O.; Stuart Chemical Co., Marshall, Mich.; Raibert Pine Tar Tablet Co., Cincinnati, O.; Bellevue Med. Inst., 112 Monroe street, Chicago (G. E. Robinson is adv. manager); Peerless Brush Co., 345 Third street, Brooklyn; Kuapp Root Beer Co., 168 Duane street, New York; Butterick Pattern Co., New York; Trix Mfg. Co., Rochester, N. Y.; P. Neustrader Co., 161 Pearl street, New York City; Pabst Chemical Co., Chicago; Johnson & Johnson, New Brunswick, N. J.

The following are advertising for "distributors." It should be "for your stamps." Thereby, for every one you do not write to, you are saving postage and paper:

C. A. Reel Co., Hardwick, Vt.; G. Ed. Harrison, Baltimore, Md.; Mystery Pnb. Co., Woodbury, Vt.; S. A. A., 282 Piedmont avenue, Atlanta, Ga.; Commercial Adv. Assn., Lippincott Building, Philadelphia.

Many of the boys will recognize H. L. Kramer, of Mineral Springs, Ind., as the hustler for the Sterling Remedy Co. of that city. He has a new fad, and it's a good one, too. He is an advocate of "fasting." I mean just what I say, and so does he mean it, for he is willing to wager \$10,000 that his friend, Corp. Tanner, will live forty days without eating a particle of food, and drinking only one pint of mineral water every day. (I'm wondering if Mr. Kramer will not spring a new brand of water discovered by himself on the public later on.) The offer is an open one, and any one can try for the ten thousand.

California Syrup of Figs had a very poor distribution here lately. From four to eight to a door seemed to be the usual number. It was a "kid service." We thought Mr. Underhill understood a good service.

Dr. Kennedy Co., Roundout, N. Y., newspapers put out here. Service fair.

Dr. Kilmer's agent was here, and the work was done very good. No books seem to have been wasted. But the Littlefield Drug Co., alias the Constitutional Syrup Co., also got the agent to use his boys and have "his little stamps" printed on the books. This being detrimental to other druggists who may want to keep "Swamp Root."

The Kohler Chemical Co., Baltimore, Md., got the same service, and the little stamp was used again. And then these firms will be wondering why their goods don't sell in this place, notwithstanding the distribution they make. Let them understand that no druggist will recommend or buy their goods if they persist in allowing one druggist to stamp his name on the advertising matter put out. Let the distribution be done for the benefit of all—not for a "lonely druggist." This kind of service is hurtful, and the advertisers should be told of the facts.

Every advertising agent of the large advertisers in the United States and Canada are invited and requested to attend the meeting of the International Association of Distributors, to be held at Cincinnati, Ohio, July 20-24, 1897. It is to their interest to do so, and, no doubt, every one attending will surely be more than pleased with their reception. A cordial invitation is extended to all. Come, friends, let us all meet there—Cincinnati, July 20-24, 1897.

### Purely Personal.

Haynes, of Ironton, is going out of the business. He and his son are going into the publishing business. They will start with a monthly at first, and gradually bring it down to a weekly as fast as business warrants.—There is one important salient fact that we want to impress upon the minds of distributors, and that is that THE BILLBOARD reaches advertisers. The paper is read by more advertisers every month than by bill posters, distributors, sign painters and fair managers combined. It is a good advertising medium for distributors. There is none better.—J. H. Bell, of Stanton, Va., still continues in the poultry and egg business, but is gradually devoting more time to distributing.—We are indebted to the Middletown Advertising Co. for interesting fair news in another column.—The W. S. Meek Co., of Wheeling, W. Va., want a list of advertisers who distribute.—S. C. Draper, of Portsmouth, Va., will give the I. A. of D. shortly.—Clarence Hale apologizes to us for kicking so often about the non receipt of papers. He states that the postmaster found the missing numbers when he cleaned house.—French & Co., of Paulding, O., is a new one.—Stewart Adams, of Dover, N. J., is O. K.—Geo. W. Vansyckle, of Indianapolis, was a BILLBOARD caller May 16th.—Ramp & Gilger will do well to put the name of the state they are located in on their

business card. Every person does not know where Shamokin is.—H. Joseph Harth, of Paducah, reports business poor.—Howard N. Holsinger, of Covington, Tenn., writes as follows, viz: Your valuable paper at hand, every issue is worth its weight in gold. I have put out 200 signs Coca-Cola Co., Atlanta, Ga., 100 for Tinsley Tob, of Louisiana, Mo., distributed 2,000 circulars for local dealers, posted some local work I am agent for Donaldson Litho Co. Firms here, Church & Co. and Pearline.—E. H. Norris, of Newport, Va., is well spoken of. He is a poultry fancier, and does quite a business in single comb brown Leghorns, and barred Plymouth Rocks.—Muldoo, of East Port, Me., is making his plans to attend the convention.—Cecil A. Trice manages the Eastern Adv. Co. at Minot, Me.—Jno. H. Jones, of Baltimore, writes "I want to say right here that advertisers need not write me hereafter to do work for a song. I don't intend to do it. I am no boy. I think I have got my growth. I will be forty-five years old the 14th of this month. Honest work for honest money."—J. F. Tolerman, of New Braunfels, Tex., says "The Magic Yeast man was here a short time ago and did some very poor sampling. So far I have been able to find but one card up."—Wm. Clowes, manager of Clowes Adv. & Dist'g. Co., of Connettsville, Pa., writes us as follows, viz: "Mrs. Cottlions, the (live) newsdealer here, called my attention to your publication, and we are taking it from her regularly. In fact, we could not do without it. We are taking four other journals of the same nature, but we prize yours more highly than any of the others, (this I say without flattery). We are young yet in the business, and the prospects are good. We carry out the full part of our circular letter, and hope to gain the confidence of all who place business with us.—The Oklahoma Adv. & Dist'g. Co., of Guthrie, Okla., are hustlers. There is a vim and go about them that clings to their very letters. It is apparent in their business-like terseness. They are short, sharp, crisp and direct.—Eugene Butterfield, No. 6 Carpet Corp. Lowell, Mass., is up against the Co-Operative Adv. Co. of New York.

An interesting letter from W. E. Patton, of Corinth, Miss., is crowded out of this issue. Our correspondents will understand that with our ever-growing list of friends this is bound to happen now and then. When it does, it must not be considered discourteous. We want letters and news, and we will print them whenever we possibly can.—Thos. Kain's paper changes its name this month, and comes out as *The Distributor*. As it fearlessly espouses the cause of the I. A. of D., we have great pleasure in extending the new-come a cordial greeting. Here is long life and prosperity to *The Distributor* and its doughty publisher.—THE BILLBOARD will be sent you one year for a dollar. Send your subscription now.—R. P. Crawford, at Sullivan, Ind., is going to embark in the business shortly.—Lack of space prevents our quoting at length from letters received during May from the following distributors: The W. S. Meek Co., 1212 Chapline st., Wheeling, W. Va.; W. F. Hoey, Baker City, Oregon; Mark A. Bondy, 17 Winder st., Detroit, Mich.; James B. McCoun, 721 E. 2nd st., Dayton, O.; Jno. H. Jones, Baltimore, Md.; O. Boothby, Dixon, Ill.; A. H. Darr, & Co., Wellsboro, Pa.; Victor Janney, Marshall, Ill.; C. H. Young & Co., New Orleans, La.; Frank P. Myers, Danville, Ill.; Phillip's Adv. Agency, Portland, Me.; T. J. Wylie, Nogales, Ariz.; E. H. Carwithen, Charlestown, W. Va.; Thos. Mikesell, Wauseon, O.; Ilor Rios, St. Catherine, Ont.; Geo. E. Day, Dayton, Wash.; Stockton Adv. Co., North Cramer Hill, N. J.; H. Mayne, Paris, Tenn.; Geo. Cramer, Carlisle, Pa.; R. P. Crawford, Sullivan, Ind.; E. Spencer, Machias, Me.; Frank Killam, Los Gatos, Cal.; Geo. Karn, Guelph, Ont.; W. E. Cheney, Milford, Mass.; W. I. Ruling, Mixia, Tex.; Jas. Burrows, Owen Sound, Ont.; National Distributing Association, Detroit, Mich.; H. S. Townsend, Port Chester, N. Y.; J. S. Martin, Des Moines, Iowa; A. E. Allen, Jamestown, N. Y.; J. T. Williams, Portland, Oregon; H. Jos. Harth, Paducah, Ky.; R. K. Carver, New Hampton, Iowa; J. A. Muldoon, Eastport, Me.; I. H. Asher, Forest, O.—McAlister, of Troy, has lost the work of Pink Pills and Dr. Chase by reason of careless and indifferent service.—Vandyke, of Louisville, is reported derelict.—Frank N. Killam, of Los Gatos, Cal., writes as follows, viz: "I will start soon and make a house to house canvass of three or four counties in California. Population about 175,000. I have my headquarters in Los Gatos and take enough matter to last two or three weeks with me in my wagon and make a thorough canvass."—A fraud order has been issued against Chase & Co., 417 Third Avenue, New York (information due to the kindness of the National Distributing Co., Detroit).—McCormick Bros. have a model brochure for enclosing with letters of solicitation. It is a regular business getter. McCormick Bros. operate the Herald Distributing Agency at Manchester, Iowa.—H. H. Harper, of Alexandria, Va., is up against the co-operation of New York. Tell him, some of you fellows, tell him gently and kindly. We have not the heart.

McArthur, Son & Co., of Dundee, Scotland, bill posters, poster mongers and advertising experts sends us a catalogue of The Dundee Cycle Show, April 26th to May 1st. It (the catalogue) was published by McArthur, Son & Co., is nicely compiled, well printed and filled with advertisements.

The reduction in the Canadian duty on poster has already resulted in much new business for bill posters in that country.



## Signs & Sign Painters

Address all communications for this department to  
R. H. FORGRAVE, Pickerington, O.

Sign painters, as far as practicable, should do bill posting, particularly in towns where either will not support itself. Charley Forgrave, one of Forepaugh's and Sells Bros. bill posters, told me this spring that a town of 2000 ought to pay a sign painter and bill poster at least \$50 per month, if the business be properly conducted. Now, how many sign painters in towns of this size make that much when following the business of sign painting also? How many make half that much the year round? Very few. He further says there are hundreds of towns of this size and larger throughout the United States that have not the semblance of a bulletin board in them. We see no reason why sign painters should not take hold of this work in towns where there is no regular bill poster.

White script letters on glass are usually made with tube flake white. Aluminum bronze makes a showy script letter, and will wear better than flake white.

Etching on glass is much easier done than is generally supposed. First cut in the letters with asphaltum varnish, leaving the letters clean and clear. Build a wall around the edge with beeswax. Pour on fluoric acid, enough to cover. Allow it to stand for about an hour. Pour the acid back in the bottle for future use, and rinse clean with water. Remove the wax, wash off the asphaltum with turpentine, and the parts not covered with asphaltum will appear in etching. Fluoric acid is made by dissolving as much fluor spar in sulphuric acid as it will cut. Put in gutta percha or a lead bottle, as it dissolves glass.

**TO SIZE MUSLIN FOR LETTERING.**—Slack a little lime in hot water and mix with skim milk, about half and half. Strain, and dip the muslin in it. When dry, it is insoluble in water, and will last as long as the cloth lasts. Try it, you will use no other.

**ANOTHER SIZE.**—Dissolve one ounce of melted white wax in a quart of turpentine by degrees, and put on warm with a brush. Make it thin. Paint slips on to this like grease. Glue and starch sizes are out of date.

To make quick drying, hard putty, mix white lead with equal parts of rubbing varnish and gold size. Keep under water when not in use.

When cleaning off an old sign, keep it wet with benzine or gasoline while you are sandpapering. Your sandpaper will not gum, and it will cut three times faster than without the benzine or gasoline.

A cheap paint for advertising signs may be made of skim milk, quick lime and Portland cement. Quick lime renders it insoluble in water. No danger of it washing off any more than oil paint.

**TO MAKE JAPAN DRYER.**—Into one gallon of linseed oil put three fourths pound of gum shillac, one-half pound each of litharge, burned umber and red lead and six ounces of sugar of lead. Boil together for four hours, or until all the ingredients are dissolved. Remove from the fire and add one gallon of spirits of turpentine, and you will have a dryer you can depend on under any and all conditions.

**CELLULOSE PAINT.**—Ten per cent. solution of ordinary wood pulp, to which should be added some sort of dryer, such as an acid, salt of lead or manganese. This paint is said to become insoluble and ab-

solutely inalterable. It is very adhesive and does not scale like varnish.

The following recipe for luminous paint is taken from the *Western Druggist*, which says that it is all right: Three parts of dammar varnish to one of luminous calcium sulphide, for outside use. For inside use, fifty parts of white gelatin, fifty parts of glycerine, 200 parts of water and 150 parts of luminous col. sul-

**To Mix Dry Lamp Black With Other Paint.**—First mix the dry lamp black to the consistency of paste in turps; allow it to stand over night. Add a little oil; mix well, and you will have no trouble in stirring it into other paints. The stiffer it is the better it will mix.

When painting signs that are intended to stay up for a short time only, the paint should be made to go on as easily as possible. We do not recommend coal oil as beneficial to paint, but it will make it flow on more easily than turps and will wear a reasonable length of time.

All sign painters should keep some genuine gum asphaltum in stock. Beware of the coal tar imitations. Get the hard lump—you can tell it. It shows a brilliant surface when broken, and breaks with a conchoidal fracture. It is one of the most useful products the sign painter can have. Besides its use for etching on glass, it is used for backing up glass signs and in all variety of work where rapidity is desired.

Asphaltum marking paint for fast work is made by dissolving it in turpentine to a thin fluid. Dries quickly and will not spread.

Asphaltum varnish is made by dissolving it in turpentine and adding good linseed oil, boiled. You may make it as thick as the work requires. Asphaltum is easily dissolved. It boils at 212 Fahr., the temperature of boiling water.

The finer white lead is, the more color it requires to tint it. This is a good comparison test for fineness.

Glue can be dissolved in oil by first soaking it in water, then by a gentle heat the oil will dissolve it. This makes an excellent filler for preparing rough boards for signs.

We have lately received several inquiries in reference to hand books for sign painters. The following are sold by the *Western Painter*, 85 Fifth ave., Chicago, and the *Painters' Magazine*, 84 Williams street, New York City:

Illustrations of Sign Writing, price, 50c; Sign, Carriage and Decorative Painting, price 50c; Copley's Plain and Ornamental Alphabets, price, \$2.50; The Standard Sign Writer, price \$2.00; Land's Fancy Alphabets, price, \$1.00; Sign Writing and Glass Embossing, price 75c; Art Ornament and Modern Sign Writer, price \$2.50.

This last book the *Western Painter* gives as a premium for one year's subscription for \$1.50. It cannot be bought any where else for less than \$2.50. It is the latest book on sign writing. The engravings are made from copies of hand-painted signs, while most of the others are gotten up with regular printers' type.

**Varnish for Cardboard Signs.**—Take 3 parts of white shellac and dissolve in 50 parts of ether; add 15 parts of dry white lead; shake repeatedly and filter through fine cloth.

Another.—Dissolve 5 parts of white glue, previously soaked in water, in 100 parts of warm water; spread this solution on the paper. After it is dry, soak for an hour in ten per cent solution of acetate of alumina; again dry, and give it a final glaze. Both are said to be absolutely waterproof.

A jonquil tint is made by mixing yellow and pink with white lead.

Water colors work best over a coat of hard oil.

A cheap filler for rough boards may be made of corn starch and cheap varnish. Thin with turps until a working consistency is reached.

Why do you pay such an exorbitant price for your liquid glue when it is so easily made? Fill a bottle about half full of finely broken white glue; fill with alcohol and water, half and half; let stand for several days, when the glue will dissolve and you will have a first-class liquid glue that will last for years. Keep well corked.

Light always comes from above; therefore, all shading should be on the bottom of the letter. It makes no difference which side is shaded. Sign painters usually prefer the left side on account of less angles. A dividing line should always be placed between the body of the letter and the shading. This is done usually in white or black.

Letter forming, where you have two or three letters to go by, is an easy matter if you will but follow the rule that the stems are all of the same width and the embellishments, if any, occupy the same relative position on each letter. Allowance should be made for wide and narrow letters, such as M, W and I. N is a very good letter to begin with when forming an alphabet. Make A a little wider and M and W wider still than A. Make all the rest of the letters the same width as N, except I.

**BILLBOARD** purposes to make this department the best that has ever been published on sign painting. It purposes to give many new and valuable recipes never before published. No antiquated methods, without they are exceptionally good, goes with **THE BILLBOARD**. Now is the time to subscribe, so as to get the full benefit.

### Answers to Correspondents.

H. J. M.—Water sizes for gilding on glass are made in various ways. Some use the white of an egg, others dissolve a little honey or white glue in water. Pure gelatine, however, is the best of all. The trouble usually arises from using the size too thick. Make it almost as thin as water. Isinglass makes an excellent size.

E. J. M.—The answer to your first question you will find in the note on luminous paints. You will get more satisfactory results by using the prepared article. It takes only a little to show luminously. The dry powder, in bulk, will only show surface lumination. It is said the luminous condition only affects to the depth of 1-64 of an inch.

By raised letters, we presume you mean embossing. Embossed work, as done in sign factories, is done by means of a press. Paper pulp is used to some extent; plaster-of-paris and putty is also used. Aluminum letters would be excellent for this work, as they are as light as cardboard. Attach them with a cement made of dry keg lead and a quick drying varnish. For a complete method of embossing, I will refer you to the book entitled, "Sign Writing and Glass Embossing." This gives a description of all the tools used.

Chas. H. B.—Wants to know how to paint the wheels of his advertising wagons with aluminum bronze. Carriage painting is out of the line of sign painting, but as he is a bill poster, and others may want to do the same, we answer it. First paint the wheels and gear with four coats of white lead, with a little zinc white added to give it hardness. Rub each coat slightly with fine sandpaper. For the fifth and last coat make a size of keg lead and heavy gear varnish, and thin with turps. Apply, and when nearly dry rub on the bronze with a rag. Polish by rubbing it with a dry, soft cotton rag, or a piece of

chamois. You may do signs in the same manner, except they do not need so many coats of lead. The size is all that is needed on glass.

R. W. C.—Can do no better than refer you to the *Art Ornament and Up-to-Date Sign Writer for Designs*. John R. Conner put out a book on sign painting once that was a hummer, but I understand it is out of print. Possibly you may get a copy of *Painting and Decorating*, 217 Broadway, New York City.

John C.—For writing white script on glass, take tube flake white; use turpentine dip.

**NOTE.**—We have all the references necessary to answer any question in the paint or paste line, and will cheerfully do so. Nearly all correspondents desire a personal answer, but some forget an important item—that is, a *two cent stamp*. We think, if we spend our time in answering your letters personally, it is worth the postage.

### Luminous Paints.

There appears to be quite an interest manifested in luminous paints by sign painters all over the country; hence, we give the complete method of its manufacture, but would first advise using the prepared product, which any dealer can procure for you of Bullock & Crenshaw, Philadelphia. It is put up in pound packages, and costs \$2.50 per pound. So far as we know, Balwin's patent luminous paint is the only one on the market now, and is sold by the above-named company.

In the first place, there is a varnish made by melting Zanzibar or Kaurie gum copal slowly over a charcoal fire; 15 parts of this is dissolved in about 60 parts of best French turpentine, and filtered. This is mixed with 25 parts of pure linseed oil. No varnish will do that contains lead or manganese, which all of our ordinary varnishes do, as the lead or manganese destroys the luminosity of the sulphide of lime. A pure and lasting luminous paint is now made by mixing 40 parts of this special varnish with 6 parts of sulphate of barium, 6 parts of prepared carbonate of lime, 12 parts of sulphide of zinc and 36 parts of good luminous calcium sulphide (sulphide of lime). This is then ground fine on a stone, or in a stone mill. Iron mills will not do. This makes white luminous paint.

Calcium sulphide is made by heating in a close vessel a mixture of 3 parts of oyster shells and 1 part sublimed sulphur. The shells are first cleaned, then heated for half an hour, cooled off and pulverized. The white portion is separated from the gray and covered with a paste made of beer and sand, with alternate layers of powdered sulphur. First a layer of the powder, then a layer of paste, then a layer of sulphur, and so on. It is heated for an hour, then cooled and the white powder sifted out and ground in gum water.

### Purely Personal.

We acknowledge the receipt of letters from the following sign painters, but owing to the lack of space we are unable to publish them:

Sundahl & Ritter Moline Ill.; F. E. Munroe, Oswego, N. Y.; E. H. Ingham, St. Charles, Minn.; Harnois & Kendrick, Butte, Mont.; J. F. Clark, Conway, Ark.; J. E. Williams, Oshkosh, Wis.; Seibe & Green, San Francisco, Cal.; R. J. Gunning & Co., Chicago, Ill.; Ransom H. Tyler, Upper Sandusky, O.; Wm. B. Palmer, Milford, Conn.; V. S. Shaw, Salem, Mass.; Jas. Wilde, White City, Kas.; Allen E. Harbough, Mill Run, Pa.; Chas. Day, Huntington, Ind.; Jeff Leiter, Gallion, O.; J. W. Rhymsieine, Selins Grove, Pa.; Thos. Drennen, Low Point, Ill.; Elmer Snyder, 2801 Berks street, Philadelphia, Pa.; F. L. Church, Pomeroy, O.; C. M. Blydenburg, Riverhead, L. I., N. Y.; John Walton, Sheldon, Iowa; P. H. Zender, Ansin, Minn.; H. E. Root, Laramie, Wyo.; Arno E. Auske, Lacon, Ill.; F. E. Dana, Warren, R. I.; M. Murphy, Havre de Grace, Ind.; Wm. Burke, Jacksonville, Ill.; H. C. Rogers, Midway, Ky.—M. Watkins, of Denver, Col., is going to establish a bulletin plant either in Kansas City, Omaha or Salt Lake City.—Henry C. Crosby, of Paterson, N. J., renews his subscription to **THE BILLBOARD**.—The G. F. Chittum Co., of Chicago, are located at Room 5, 62 Dearborn street.—Franklin Johnson, of Lonsdale, Pa., is a sign painter who also posts bills.

LIST OF FAIRS 1897

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. Rosters and dates are published absolutely Free of Charge. Copyrighted 1897. All rights reserved.

ARKANSAS.

Monticello Monticello Fair Oct 13 to 16 J J Whitaker sec Pine Bluff Pine Bluff Fair Oct 19 to 22

CONNECTICUT.

Bristol Bristol Fair Sept 20-30 Ard Welton pres E F Gaylord supt races Milo L Morton sec Danbury Danbury Fair Oct 4 to 9 S H Rundle pres G M Rundle sec J W Bacon treas Guilford Guilford Agr Society Sept 20 A C Brewer pres George B Spencer treas A H Phelps sec Meriden Meriden Agr Society Sept 15 to 17 G W Fairchild sec No state fair in 1897 Norwich New London county Agr Society Sept 21 to 23 Theodore W Verrington sec Wallingford Wallingford Agr Society Sept 8 to 9 Geo J Jones sec Winsted Winsted Agr Corporation W T Hulbert pres E M Platt sec

ILLINOIS.

Aledo Mercer county Agr Society Sept 21 to 24 John Brady pres W H Graham sec Anna Union county Fair Aug 31 to Sept 3 Atlanta Logan county Fair Sept 7 to 10 Avon The Avon Fair Sept 14 to 17 J P Johnson pres Julian Churchill sec Bevelville St Clair county Fair assn Sept 7 to 10 Louis F Eidman pres Mascoutah August Barthel sec Itzerville Boone county Fair Sept 7 to 10 Benton Franklin county Fair Sept 14 to 17 Bushnell McDonough county Aug 31 to Sept 3 Camargo Douglas county Fair Sept 7 to 10 Cambridge Cambridge Fair Sept 20 to 24 Jas Follock sec Camp Point Adams county Aug 30 to Sept 4 Carmi White county Agr Fair Sept 7 to 11 R L Organ sec Carrollton Green county Oct 12 to 15 Carthage Hancock county Fair Sept 6 to 10 Catlin Vermilion county Aug 17 to 21 Centralia Centralia Fair assn No fair in 1897 S A Frazier sec Champaign Champaign county Fair Sept 1 to 3 Charleston Coles county Fair Sept 14 to 18 Clinton De Witt county Aug 30 to Sept 3 Danville Vermilion county Aug 17 to 20 Delavan Tazewell county Aug 31 to Sept 3 Elmwood Elmwood Fair Aug 24 to 27 W J Smith pres C F Graham treas C A Snyder sec El Paso Woodford county Sept 13 to 17 Fairbury Livingston county Sept 6 to 10 Farper City De Witt county Sept 7 to 10 Freeport Northern Illinois Agr assn Sept 7 to 10 H F Aspinwall pres Jas R Conley sec Galea Galea Fair Sept 28 to Oct 1 George S Avery pres Wm Barnes treas Frank Bostwick sec Griggsville Pike county Aug 3 to 6 J F Hatch sec Homer Champaign county Aug 24 to 27 Hoopston Vermilion county Aug 24 to 28 Indianola Vermilion county Sept 7 to 10 Jacksonville Morgan county Aug 17 to 20 Jonesboro Union county Sept 14 to 17 Joslin Rock Island county Sept 14 to 17 Kankakee Kankakee county Sept 13 to 17 Kewanee Henry county Sept 13 to 17 La Harpe Hancock county Aug 23 to 27 Geo F Otto pres Judd Hartzell sec LeRoy McLean county Sept 14 to 17 Libertyville Lake county Sept 14 to 17 Macomb McDonough county Aug 16 to 20 Marion Marion Fair C M Kern treas W H Bundy sec Mendota LaSalle county July 13 to 16 Monmouth Warren county Sept 7 to 10 Monticello Pratt county Aug 16 to 20 Morrison Whiteside county Sept 7 to 10 Mt Vernon Jefferson county Fair Sept 6 to 10 Geo W Evans pres S H Watson treas Fred P Watson sec Mt Carroll Carroll county Aug 31 to Sept 3 G F Bucher pres Geo C Kenyon sec Mt Sterling Brown county Aug 10 to 20 Newton Jasper county Sept 21 to 25 Oregon Ogle county Sept 7 to 10 Pana Pana Union Agr Society Aug 31 to Sept 4 Lon Roley sec Paris Edgar county Sept 6 to 10 S H McCord pres W C Stemons supt of privileges Geo H McCord sec Pinckneyville Perry county Oct 5 to 8 Princeton Bureau county Sept 6 to 9 Rochelle Ogle county Sept 21 to 24 Rockford Winnebago county Aug 20 to Sept 3 Rushville Schuyler county Aug 9 to 13 Sandwich DeKalb county Sept 14 to 17 Saybrook McLean county Aug 24 to 27 Shelbyville Shelby county Sept 7 to 11 Springfield Illinois State Fair Sept 27 to Oct 2 W C Garrard sec Sullivan Monticello county Agr assn Aug 30 to Sept 4 R M Pedro pres J C Fleming sec Vienna Johnson county Fair W S Wymore pres W C Simpson sec Warren The Warren Fair Sept 14 to 17 J L Graham pres S A Clark sec Watska Iroquois county Sept 7 to 10 Watson Effingham county Sept 14 to 17 Wheaton Dupage county Aug 31 to Sept 3 Woodstock McHenry county Aug 24 to 27 Yorkville Kendall county Sept 7 to 10

INDIANA.

Anderson Fourth of July celebration J W Knight pres E T Brickley sec I E May treas Bainbridge Putnam county Fair Aug 2 to 6 J C Bridger pres G W Starr treas A R Allison sec Boswell Warren Agr Society Sept 7 to 10 Henry Robertson pres H W Dimmich treas W H McKnight sec Bourbon Bourbon Fair Oct 5 to 8 J W Edison sec Bremen Bremen Fair Sept 22 to 25 John Huff pres I L D Seiler treas Henry H Miller sec Chrisney Spencer county Agr society Aug 30 to Sept 4 J C Haines pres P C Jolly sec Clay City Race meeting July 2 and 3 Fair Sept 6 to 11 W H Gair pres W C Duncan sec Covington F W F Agr assn Sept 14 to 17 W T Ward sec Crawfordsville Montgomery county Agr assn Sept 6 to 10 W W Morgan sec Crown Point Lake county Fair Sept 7 to 10 A A Bbler sec Elwood Aug 30 to Sept 3 V E Evans sec Flora Carroll county Fair assn Sept 20 to 25 W E Callane sec Frankfort Clinton county Agr society Aug 23 to 27 James A Hedgecock pres C R Spence treas M H Belknap sec Geo Weaver general supt Franklin Johnson county Agricultural Horticultural and Park Assn Aug 31 to Sept 4 S W Duncan pres W S Young sec Greenfield Hancock county Agr society Aug 23 to 27 Chas Downing pres Elbert Tyner sec Hagerstown Aug 9 to 14 Huntington Tipton County Fair assn Sept 13 to 18 E W Pickhardt pres Daniel Renteria sec Indianapolis Indiana State Fair Sept 13 to 17 Chas F Kennedy sec Kendallville Eastern Indiana Agr assn Sept 27 to Oct 1 N B Newman pres John Mitchell treas J S Conlogue sec Kokomo Sept 6 to 10 Lalayette Aug 30 to Sept 3 Laporte Laporte county Fair Sept 21 to 24 J Vene Dorland sec Lawrenceburg Lawrenceburg Agr society Aug 24 to 28 Harry Nowlen sec Lebanon Boone county Agr assn Aug 16 to 20 W A Buatin pres C W Scott sec Middletown Aug 3 to 7 Muncie Aug 23 to 25 Newcastle Aug 16 to 21 Newport Western Indiana race track and Fair assn Sept 27 to Oct 2 C M Ward pres H V Nixon treas B S Aiken sec Northwestern Indiana Fair Circuit W A Banks pres Laporte A A Bbler sec Crown Point Plymouth Marshall county Fair Aug 31 to Sept 3 S N Stevens sec Portland Jay county A H I Joint Stock Co Fair Sept 27 to Oct 1 James A Graves sec Princeton Princeton Fair Sept 6 to 11 J W Johnson pres S V Straine sec Riley Riley Agr Society Sept 13 to 17 G H Butler pres Wm Clark sec and treas Rochester Fulton county Fair assn Sept 29 to Oct 2 Ed Mercer sec Rockport Spencer county Fair Assn Aug 24 to 28 B F Bridges pres C M Partridge sec Rushville Rush county Fair assn Aug 31 to Sept 3 W L King sec Salem Washington county Fair Aug 31 to Sept 3 H C Hobbs pres A Lanning treas E W Menaugh sec T M London general supt Shelbyville Shelby county Fair Sept 7 to 11 W F Wray pres C E Amsden sec Sheridan Hamilton county Fair Aug 9 to 14 John S Kircheval pres W W Cowgill sec South Bend St Joseph county Fair Sept 27 to Oct 1 A W Byers sec Swayzee Swayzee Tri-County Agr Society Aug 17 to 20 G W McManaman pres E C King sec Terre Haute 3rd annual Aug 30 to Sept 3 W T Beauchamp pres W D Duncan sec Valparaiso Porter county Fair Sept 14 to 17 E S Beach sec W C Letherman speed ring Warren Warren tri county Fair Sept 7 to 11 S C Roush pres Geo F Morgan treas G M Fleming sec

IOWA.

Adel Dallas county Fair Aug 30 to Sept 3 J W Russell pres M A Loehr sec Afton Union county Fair Sept 28 to Oct 1 O E Davis sec L M Walker pres Algona Kossuth county Fair Sept 28 to Oct 1 J W Wadsworth pres E B Butler sec Allison Butler county Fair Sept 7 to 9 H C Brown pres I J Rogers sec Alta Buena Vista county Fair Aug 25 to 27 M Adams pres C E Cameron sec Anamosa Anamosa district Fair Aug 17 to 20 E R Moore sec D B Segworth pres Arlington Fayette county Fair Aug 24 to 27 R N Hibbard sec Atlantic Cass county Fair Aug 30 to Sept 2 S W W Straight sec Audubon Audubon county Fair Sept 6 to 9 Rold Heider-son pres C A Marlin sec Bedford Taylor county Fair Sept 1 to 3 W F Evans pres H L Pierce sec Belle Plain Big Four Fair Assn Aug 10 to Sept 2 W J Guinn pres J C Milner sec J M Moore advertising agent Bloomfield Davis county Fair Aug 24 to 27 W T Slagle pres J C Blowhard sec Boone Boone district Fair Aug 3 to 5 John Keating pres John Birmingham sec

Briscol Adams Cass and Montgomery Fair Oct 4 to 7 T I Hall pres C C Calkins sec Britl Hancock county Fair Sept 14 to 16 M B Saip pres Thos A Way sec Carroll Carroll county Fair and Driving Park assn Aug 17 to 20 H A Junod sec A L Wright pres Cascade Cascade Driving Park and Fair Ground assn Aug 30 to Sept 3 W A Fairburn pres Chas L Kay treas J H Klinker sec Central City Wapsie Valley Fair Aug 31 to Sept 3 J P Bowdish pres Fred McLeod treas E M Sawyer sec Chariton Lucas county Fair Sept 28 to Oct 1 G J Stewart pres W M Householder sec Charles City Floyd county Fair Sept 14 to 17 H N Ervay pres C M Carr sec Clarinda Page county Fair Aug 31 to Sept 3 Milt Knox pres W L Lumdy sec Columbus City Columbus Junction District Fair Aug 24 to 27 W H Letts pres R S Johnston sec Corydon Wayne county Fair Sept 6 to 10 J N Davison pres H K Evans sec Cresco Howard county Fair Sept 7 to 11 C D Nichols pres J C Webster sec Danbury Danbury District Fair Sept 2 to 4 J B Sauter sec Davenport Davenport Fair and Expo Sept 6 to 10 P W McManis sec Decorah Winnebago county Fair Aug 31 to Sept 3 H S Coffeen sec Denison Crawford county Fair Sept 1 to 4 S B Grek pres C F Cassidy sec Des Moines Ia Iowa State Agr Society Sept 10 to 15 W W Field pres Odebolt P L Fowler sec DeWitt Clinton county Agr Society Sept 14 to 17 Geo D Staggs pres C Christiansen sec I S Harrington treas Donnellson Lee county Fair Sept 14 to 17 E P Armknecht sec John Hoffner pres Eldora Hardin county Fair Aug 31 to Sept 3 H F Carter pres J W Veisen sec Eldon Eldon Big Four District Fair Sept 7 to 10 W G Crow pres H K Baker sec Emmetsburg Palo Alto county Fair Sept 1 to 3 Dr J C Davies pres Lewis Stuehmer sec Fairfax Prairie Valley Fair Assn Aug 24 to 27 Henry M Shank pres E H Knickerrocher sec Fairfield Jefferson county Fair Aug 31 to Sept 3 S K West pres L J Marcy sec Fond du Lac District Fair assn Aug 31 to Sept 3 E Kay pres R Wright sec Forest City Winnebago county Fair Sept 6 to 8 P F Koto pres H M Hanson sec Greenfield Adair county Fair Sept 7 to 10 Ernest Funk pres W L Freeman sec Grinnell Poweshiek Central Aug 17 to 19 Dr E W Clark pres J E Van Evera sec Grundy Centre Grundy county Fair Sept 7 to 9 Fred J Frost pres C W Reynolds sec Guthrie Centre Guthrie county Fair Oct 4 to 8 P D Ege pres W H Cahal sec Hampton Franklin county Fair Sept 7 to 10 David Muir pres David Vought sec Harlan Shelby county Fair assn Aug 24 to 27 L H Pickard pres W T Shepherd sec Holstein Holstein District Fair Sept 6 to 9 J Weinert pres W F Hutton sec Humboldt Humboldt county Fair Sept 27 to 24 A A McKittrick pres A M Adams sec Ida Grove Ida county Fair Sept 22 to 23 Hon D Nicell pres Andrew Preston sec Independence Buchanan county Fair Sept 7 to 10 J J Dunlap pres A H Farwell sec Indianola Warren county Fair J T Wallace pres Carl Anderson sec Iowa City Johnson county Fair Aug 23 to 26 J C Schrader pres A W Bradley sec Jefferson Green county Agr Fair D L Howard sec Keosauqua Van Buren county Fair Aug 25 to 27 Geo C Duffield pres W E Davis sec Knoxville Marion county Fair Aug 24 to 27 Walter Elliott pres T C Gibson sec Lenox Lenox District Fair Sept 28 to Oct 1 M F Brown pres M F McEniry sec Lineville Lineville District Fair assn Sept 21 to 24 W B Wasson pres T J Lovett sec Malcom Poweshiek Central Fair Aug 24 to 27 M H Meiger pres James Nowak sec Malvern Mills county Fair Sept 21 to 23 J M Kline pres J J Swain sec Manchester Delaware county Fair Aug 31 to Sept 3 W D Hogan pres B E Miles sec Mapleton Maple Valley Fair Assn Aug 30 to Sept 2 John Carhart pres J E Jerome sec Magnoketa Jackson county Fair Sept 7 to 10 Hon A Hurst pres Adam Ringlip sec Marcus Cherokee county Fair Sept 1 to 3 H M Ferrin pres H B Robeson sec Marengo Iowa county Fair Sept 20 to 24 Ellis Hakes pres D M Rowland sec Mechanicsville District Fair Aug 24 to 27 J J Mershon sec Milton Milton District Fair Aug 31 to Sept 3 Geo W Bell pres H C Hill sec Monticello Jones county Fair Aug 24 to 27 E F Hicks pres G E Bishop sec Mount Air Ringgold county Fair Sept 7 to 10 J W Scott pres Clyde Dunning sec New Hampton Chickasaw county Fair Sept 1 to 3 G W Bigelow pres P Malcom sec New Sharon New Sharon District Fair Sidney Harper pres Chas Frengligh sec Newton Jasper county Fair Sept 6 to 10 S G Russell sec H B Parsons pres National Clayton county Fair Sept 7 to 10 John E Carlet pres F M Adams sec Nevada Story county Fair Aug 24 to 26 Frank H Greenawalt sec Northwood Worth county Fair Sept 8 to 10 Nels Theoson pres Bert Hamilton sec Odebolt Central West Iowa District Fair W J Summerville pres W N Oursler sec Ogden Boone county Fair Sept 21 to 24 S T Steelsmith pres J H Bade sec Orange City Sioux county Fair Sept 22 to 24 F J Lohr sec Osage Mitchell county Fair Sept 2 to 4 W L Eaton pres W C Moss sec Oskaloosa Mahaska county Fair Sept 6 to 9 Geo S Pine pres I T Shaugle sec Ottumwa Wapello county Fair Aug 16 to 19 Ben S Benson sec Oxford Oxford District Fair James Sherlock pres F W Sies sec

Pella Lake Prairie District Fair Sept 28 to Oct 1 John DeCook pres Chas Porter sec Perry Perry District Fair Sept 27 to 30 Allen Breed pres J T Davis sec Rhodes Eden District Agr Society Fair Sept 21 to 23 W A Nichols pres Thomas Watts sec Salem Salem and Hillsboro District Fair Sept 7 to 10 Joel Jones pres Enoch Berry sec Seymour Seymour District Agr Society Sept 13 to 17 J T Lowry pres R K Lowry sec Shelby Shelby District Fair Sept 7 to 9 Roy Linn pres H E Clapp sec Sibley Osceola county Fair Sept 14 to 16 T S Redmond sec Strawberry Point Strawberry Point District Fair Aug 24 to 27 J C Henniken pres H W Scofield sec Sutherland O'Brien county Fair Sept 1 to 3 W S Hitchings pres L J Price sec Tipton Tipton Fair assn Aug 31 to Sept 3 J E Moffit pres J Sweinhart sec Toledo Tama county Fair Sept 28 to Oct 1 W G Malin pres A G Smith sec Traer Traer District Fair Aug 31 to Sept 2 S H West pres J B Hennis sec Victor Victor District Fair Sept 6 to 8 H B Connelly pres S T Allison sec Villisca Villisca Union Fair Sept 6 to 9 H W Jackson pres F L Ingman sec Vinton Benton county Fair Sept 7 to 10 J W Hite pres J A Mitchell sec Wapello Leola co Agr Socy Sept 7 to 10 N W McKay sec Washington Washington county Fair Aug 10 to Sept 2 C R Wells pres J D Glasgow sec Waukon Allamakee co Agr Society Sept 22 to 25 C M Bennam pres J E Baxter vice pres J E Duffy treas Wm S Hart sec Webster City Hamilton county Fair Sept 7 to 10 J W Adams pres I M Greenwood sec West Branch Cedar county Fair Aug 18 to 20 C H Farall pres A A Madison sec West Liberty West Liberty Fair Sept 6 to 9 Albert Whiteacre pres W H Shipman sec West Union Arlington Agr Society Aug 31 to Sept 3 G H Harnall pres L L Fair sec What Cheer What Cheer District Fair assn Sept 27 to 30 E R Hatcher pres T C Legoe sec Wilton Junction The Wilton Fair Sept 21 to 23 J M Rider sec Winfield Eastern Iowa District Fair Aug 31 to Sept 3 Theo Russell pres E C Hinkle sec Winterset Madison county Fair Sept 28 to Oct 1 W A Forbes pres C A Lee sec

KANSAS.

Burlington Coffey county Fair Sept 13 to 17 W J Armstrong pres M E Grimes treas J F Woodford sec Clay Centre Clay county Fair D H Myers pres Walter Puckey sec Iola Allen county Agr Society A L Taylor pres Lute I Northrup treas H L Henderson sec Olathe Johnson county Fair Aug 24 to 27 W T Pugh sec Paola Miami county Agr Society Sept 28 to Oct 1 J F Bradbury pres T L Ware treas W J Carpenter sec

KENTUCKY.

Alexandria Campbell county Agr Society Aug 24 to 28 F M White pres J J Wright sec Ellendale Ellendale Fair Aug 2 to 7 W T Raper pres Curdsville R T Smith sec Sorgho Lawrenceburg Lawrenceburg Fair Aug 17 to 20 J W Gaines sec Paducah Paducah Fair and Expo assn Sept 7 to 10 Races July 5 and 6 James M Lang pres Alex Kirkland sec Richmond Madison county Fair assn July 20 to 25 S A Deatherage sec Shelbyville Shelby County Agr and Mec assn Aug 24 to 27 T J Doonan pres Shannon Reid treas J M Logan sec Uniontown Union county Fair Oct 5 to 9 J W Proctor pres W A Berry sec Williamsburg Whitley County Fair assn Sept 1 to 3 Walker Mason pres Nick Daniel sec

MAINE.

Gray Gray Park assn Aug 24 to 26 Wm P Haskell pres J W Stevens sec Hartland East Somerset Agr society Sept 7 to 9 P W Thompson pres S H Goodwin sec

MARYLAND.

Frederick City The Frederick Fair Oct 10 to 22 Harry C Keefer sec Hagerslow Oct 12 to 15 Rockville Montgomery co Fair Aug 31 to Sep 2 John E Muncaster sec Norbeck Timonium Maryland State Fair in conjunction with Baltimore county fair Sept 14 to 17 H C Longrecker sec Towson Md Upper Marlboro Aug 17 to 20

MASSACHUSETTS.

Amesbury Amesbury and Salisbury Agr society Fair Sept 28 to 30 A H Fielden sec C W Woods pres Newbury Amherst Hampshire county Fair Sept 28 and 29 Herbert Sabin sec Geo P Smith pres Sunderland Athol Worcester Northwest Fair Oct 5 and 6 J H Humphrey sec B W Spooner pres Barnstable Barnstable county Fair Aug 31 to Sept 2 J M Hutchins sec John Simpkins pres Yatmouth Barre Worcester county West Sept 30 and Oct 1 Matthew Walker sec Geo Mixer pres Hardwick Braintree Braintree county Fair Sept 15 to 17 E W Boise sec Geo Emmons pres Boston Massachusetts Horticultural Fair Sept 1 to 3 and Oct 1 Robert Manning sec Francis H Appleton pres Peabody Bridgewater Plymouth county Fair Sept 15 to 17 Geo M Hooper sec I N Sutter pres Brocton Brocton Fair Oct 6 to 9 Hon H W Robinson pres E M Thompson treas Ira Cope land sec Charlemont Deerfield Valley Fair Sept 16 and 17 S W Hawkes sec C R Leavitt pres

THE BILLBOARD

Cumington Hillside Fair Sept 28 and 29 W G Atkins W Cumington sec S W Clark pres
Fitchburg Worcester North Fair Sept 21 and 22 John H White sec Lunenburg J L Harrington pres Lunenburg
Harrington Middlesex South Fair Sept 14 to 16 Geo C Hades sec S Framingham Geo L Whitney pres
Great Barrington Housatonic county Fair Sept 20 and 30 Frank H Briggs sec C A Benedict pres Egremont
Greenfield Franklin county Fair Sept 23 and 24 F N Thompson sec A A Smith pres Colrain
Hingham Hingham county Fair Sept 28 and 29 Wm H Thomas sec E L Ripley pres
Lancaster Worcester East Sept 16 and 17 W A Kilbourn sec South Lancaster John E Thayer pres
Lowell Middlesex North Sept 16 to 18 E T Rowell sec A C Vernon pres
Marshfield Marshfield county Fair Aug 25 to 27 Francis Collamore sec North Pembroke Walter Hall pres
Middlefield Highland county Fair Sept 8 and 9 John T Bryan sec Jonathan McElwain pres Nantucket Nantucket Agr society Sept 1 and 2 J F Murphy sec Thos G Macy pres
North Attleborough Manufacturers Agr Fair Aug 31 and Sept 1 Wm H Pond sec W H Riley pres
North Adams Hoosac Valley Fair Sept 22 and 23 Geo F Adams sec W B Plunkett pres
Northampton Hampshire Franklin and Hampden Fairs Oct 6 and 7 S S Warner sec H C Conimus pres Hadley
Orford Oxford Fair Sept 21 and 22 W H H Thurston sec J W Stockwell pres Sutton Palmer Eastern Hampshire Fair Sept 21 and 22 F D Barton sec A B Norcross sec Monson
Peabody Essex Fair Sept 21 to 23 Francis H Appleton sec Chas S Sargent pres Brookline
Pittsfield Berkshire Fair Sept 14 to 16 Chas H Wright sec F A Palmer pres Stockbridge
South Weymouth Weymouth Fair Sept 7 to 25 H Wilbur Dyer sec B F Poole pres Rockland
Spencer Spencer Fair Sept 21 and 24 F R Watson sec T J Conis pres
Sturbridge Worcester South Fair Sept 16 and 17 E V Corey sec A R Chamberlain pres Taunton Bristol co fair Sept 21 to 23 Gertrude Williams sec W C Baylis pres
Uxbridge Blackstone Valley Fair Sept 28 and 29 Augustus Story sec Saml B Fair pres West Tunstun Martha S Vineyard Fair Sept 21 and 22 R E Hillman sec Edgartown H G Morton pres
Worcester Massachusetts State Grange Fair Aug 31 to Sept 3 John R Bowker sec W C Jewett pres

MICHIGAN.

Ann Arbor Washtenaw County Fair assn Sept 28 to Oct 1 E E Leland pres R C McAllister sec
Dowagiac Dowagiac Union Fair Sept 28 to Oct 1 Samuel Johnson sec
Hillsdale Annual Hillsdale Fair Sept 26 to Oct 1 C W Terwilliger sec
Ionia Ionia Dist Fair Assn Luther E Hall pres W L Peck treas Chas A Cornell sec

MINNESOTA.

Hamline State Agr Socy Sept 6 to 11 Hutchinson McLeod county Agr Society Sept 15 to 17 H C Lyon pres J F Slover sec
St Paul State Fair Sept 6 to 11 Ed Weaver pres Mankato A R Moffatt treas Mankato E W Randall sec Hamline
Winona Winona Spring Fair May 26 and 27

MISSOURI.

Belton Belton Fair assn Aug 17 to 20 W A Hill sec
Cape Girardeau Southeastern District Agr Socy Oct 12 to 16 E H Engelmann sec
Carrollton Carroll county Fair assn Aug 24 to 27 R P Queen sec
Holden Holden Fair Aug 10 to 13 Thomas D Kennedy sec
Mattland Nodaway Valley Dist Fair assn Aug 12 to 20 Ed L Hart sec
Rich Hill Rich Hill Fair assn Aug 17 to 30 S T Broadus sec
St Louis St Louis Fair assn Oct 4 to 6 Robert Anis sec
Washington Franklin County A & M assn Sept 8 to 11 Louis F Pines sec

NEBRASKA.

Ainsworth Brown county Sept 30 to Oct 2 D D Carpenter pres C F Barnes sec
Auburn Nemaha county Sept 28 to Oct 1 Wm Watson pres C F Neal sec
Aurora Hamilton county Sept 14 to 17 T A McKay pres L W Shuman sec
Beaver City Furnas county Sept 28 to Oct 1 O W Clark pres T T Nickerson sec
Blair Washington county Agr society Sept 14 to 16 A C Jones pres C T Farnham sec
Broken Bow Custer county Sept 28 to Oct 1 L H Jewett pres E K Furell sec
Chadron Hawes county Agr society Sept 6 to 11 W W Wilson pres Wm Wilson treas B E Pittman sec Chas Mann general supt
Clay Centre Clay county Fair Sept 28 to Oct 1 R W Campbell pres W J Gardiner treas L F Fryar sec B H Dunn general supt
Columbus Platte county Sept 29 to Oct 1 L H North pres Gus Beecher sec
David City Butler county Sept 21 to 24 E Sholes pres E G Hall sec
Fairbury Jefferson county Sept 7 to 10 J Helvey pres W W Watson sec
Franklin Franklin county Sept 28 to 30 H M Warriner pres A Blackledge sec
Fremont Dodge county Sept 28 to 30 W H Mead pres W H Haven sec
Grand Island Hall county Fair Sept 28 to Oct 1 D H Vantine sec
Harrington Cedar county Sept 15 to 17 A B Gable pres Z M Baird sec
Indianola Red Willow county Sept 14 to 17 W S Fitch pres McCook W A McCord sec

Kearney Buffalo county Sept 14 to 17 E J Hubbell pres J E Showe sec
Madison Madison county Sept 25 to Oct 1 A McGehee pres A C Tyne sec
Minden Kearney county Sept 7 to 10 L M Copeland pres E R Trough sec
Omaha Nebraska State Fair Sept 17 to 24 Milton Doolittle pres North Platte Robt W Furnas sec Brownville
Plattsmouth Cass county Agr society Sept 14 to 18 J H Becker pres C D Cummings sec
Salem Richardson county Sept 8 to Oct 1 V Arnold pres Verdon N N Allen sec
Tekamah Burr county Sept 8 to 10 E C Houston pres G W Green sec
Wahoo Saunders county Sept 21 to 24 N B Beigrow pres L W Gilchrist sec
Wilber Saline county Fair Sept 11 to 16 Geo H Ross pres E Ballard treas S D Davis sec
York York county Fair Sept 13 to 16 W N Redder pres Leo S Cook sec

NEW HAMPSHIRE.

Rochester Rochester Fair Sept 21 to 24 Hon I W Springfield pres A S Parsley sec
Tilton New Hampshire Grange Fair Sept 14 to 16 W B Stinson pres Dunbarton T G Taylor treas Saubornton G H Wadleigh sec

NEW JERSEY.

Trenton Great inter-state Fair Sept 27 to Oct 1 Jno Guild Main head sec
Waverly Park N J State Fair Sept 6 to 10 Wm R Thompkins pres P T Quinn sec

NEW YORK.

Batavia Genesee county Agr Society Sept 20 to 23 Jos N Parker pres Elba C D Harris treas Elba A E Brown sec
Brookfield Brookfield Agr Society Sept 21 to 23 W A Grant sec
Cambridge Cambridge Fair Aug 31 to Sept 3 John I Pratt Jr sec
Delhi Delaware county Agr Society Aug 31 to Sept 2 R P McIntosh sec
Dryden Dryden Fair Sept 21 to 23 S G Lupton pres J B Wilson sec
Elmyra Chemung county Fair Aug 30 to Sept 3 Geo McCann sec
Fondri Montour county Agr society Sept 6 to 10 J D Snow pres Palatine Bridge Wm Wiles treas Fultonville J R Martin sec
Mincola I I Queen's County Agr Society June 16 to 17 and Sept 21 to 25 Thos H Bacon Jericho L I sec
Orangeburgh Rockland County A & H Society Sept 21 to 24 C Irving Hopier pres Edward Fair sec
Riverhead Suffolk county Agr society Sept 25 to 30 Sylvester M Foster sec
Rochester Western New York Agr Society Sept 13 to 17 J H Sherman pres E S Burr sec
Syracuse New York State Fair Aug 23 to 28 Jas R Docharty sec
Syracuse State Agr Socy Aug 23 to 28 Benj F Tracy pres W Judson Smith treas and genl mgr Theodore H Coleman sec
Westport Essex county Agr society Sept 14 to 16 W A Tucker pres C E Stevens sec
Watertown Jefferson co Agr Socy Sept 7 to 10 W R Skeels sec

NORTH CAROLINA.

Burlington The Alamance Fair Oct — S H Webb sec
Fayetteville Fayetteville Fair Not fixed J J Lawrence sec
Maxton Border Exposition Oct 30 and 31 W B Hawkins sec
Raleigh state Fair Oct 18 to 23 John Nichols sec Bennahan Cameron pres
Rocky Mount Rocky Mount Fair Oct 27 to 29 W S Wilkinson sec Richard H Battle pres

OHIO.

Ada Tri-County Fair Aug 31 to Sept 3 A N Rice sec
Akron Summit county Fair Oct 5 to 8 L S Elbright pres Geo W Brewster treas Albert Hale sec Mogadore
Ashland Ashland Fair Aug 31 to Sept 3 R J Simonon pres J Cohn treas A W Fritzing sec
Athens Athens county Fair Aug 24 to 26 N W Baker pres Winfield S Scott treas H M Hurdfield sec
Bellefontaine Logan county Fair Sept 28 to Oct 1 L H Pool pres DeGraff Chas R Rogers treas DeGraff Bauner M Johnson sec
Berea West Cuyahoga Fair Sept 14 to 16 Wm Biddolph pres Dover W J Poots treas Strongsville C H Rusby sec
Boston (Owensville P O) Clermont county Fair Sept 6 to 10 Bennett Ithuymer pres Locust Corner J O Rapp treas Owensville John Rowan sec Blowville
Bowling Green Wood county Fair Frank Powell pres Perysburg E B Beverstock sec Tontogany J O Avey sec Weston
Buxton Crawford county Fair Sept 21 to 24 E B Monnett pres M J Monnett treas B Beal sec
Burton Geauga county Fair Sept 14 to 17 Chas Hall pres East Claridon H C Tuttle treas P W Parmelee sec
Cadiz Harrison county Fair Sept 29 to Oct 1 A B McCarre pres Saml Hamilton treas J C Glover sec
Canal Dover Tuscarawas county Fair Sept 21 to 24 H W Streib sec
Canfield Mahoning county Fair Sept 28 to 30 S H L Jackson pres Vongstown S A Fogg treas J H Ruhlman sec Vongstown
Canton Stark county Fair Sept 28 to Oct 1 C M Welty pres North Industry H A Wise treas J H Lehman sec
Carrollton Carroll county Fair Sept 28 to Oct 1 Jas A Lee pres Harlem Springs Thos J Saltzman treas C A Toney sec
Carthage Hamilton county Fair Aug 17 to 20 Chas G Mitchell pres Wyoming Wm H Blair treas Madisonville D L Sampson sec Silverton

Celina Mercer county Fair Aug 17 to 20 S H Weaver pres Early J M Winter treas C W Halfhill sec Mercer
Chagrin Falls Cuyahoga county Fair Sept 7 to 10 L R Dunham pres Newburg Wm Rodgers treas Geo R Huggett sec
Chillicothe Rose county Fair Aug 3 to 6 Clark W Story pres Theo Spetnagle treas H W Woodrow sec
Circleville Pickaway breeders' assn Summer meeting July 20 to 23 W E Morris pres W S Smith treas A J Grigsby sec
Columbus Ohio State Fair Aug 30 to Sept 3 J T Robinson pres Rockaway J C Bower treas Columbus W W Miller sec Columbus
Coshocton Coshocton county Fair Oct 12 to 15 Ed M Hamilton pres Corwin McCoy treas Robt Boyd sec
Croton Hartford Central Fair Sept 7 to 10 Homer Green pres Johnstown J Coleman treas L C Clark sec
East Liverpool Aug 31 to Sept 3 A W Stevenson sec
Eaton Preble county Fair Sept 27 to Oct 1 J C Anderson pres Camden C F Brooke Jr treas Henry H Barr sec
Elyria Lorain county Fair Sept 21 to 24 J L Reed pres North Ridgeville J E Williard treas W R Johnston sec
Findlay Hancock county Fair Sept 22 to 25 W A Williamson pres Mt Cory J G Hull treas J J Cole sec
Fostoria Northwestern Ohio Fair assn Races June 25 to July 2 Fair Aug 17 to 20 N Saltzman pres C Germon treas Geo W Cunningham sec
Fremont Sandusky county Fair Sept 21 to 24 Wm J Smith pres A C Plagwitz treas Jas A Smith sec
Georgetown Brown county Fair Oct 5 to 8 V K Thompson pres Ben R Whitman treas J W Hedrick sec Russellville
Greenville Darke county Fair Aug 23 to 27 J M Brown pres Delisle Ed Ammon treas Gordon F M Kildon sec
Hicksville Hicksville Fair Sept 7 to 10 J M Ainsworth sec J E Colru sec
Hillsboro Highland county Fair S P Scott pres W H Holey treas H L Wiggins sec No Fair in 1897
Jefferson Ashtabula county Fair Sept 21 to 24 W H Brown pres Geneva L M Cornwell treas Chas C Babcock sec
Kenton Hardin county Fair Sept 7 to 10 W F Hufford pres Ada A M Rice treas F H Kummel sec
Kinsman Kinsman Stock and Agr Co H J Wain pres E H Edwell treas H J Tolos sec Lancaster Fairfield county Fair Oct 13 to 16 F J Barr pres Amanda C R Whitley treas W T McClenaghan sec
Lebanon Warren county Fair Sept 14 to 17 Huse Bone pres F M Cunningham treas Geo W Carey sec
Lima Allen county Fair Sept 14 to 17 Henry C Adgate pres E W Eusten treas Elida T H Bowersock sec
London Madison county Fair Sept 7 to 10 Chas A Wilson pres Summertford M L Rea treas E B Panckae sec
Mansfield Richland county Fair Sept 7 to 10 W H Gifford sec
Marietta Washington county Fair Sept 14 to 17 F G Best pres J H McConnell treas J C Brennan sec
Marion Marion county Fair Sept 28 to Oct 1 Albert Ohorn pres S N Titus treas J E Waddell sec
Marysville Union county Fair Sept 28 to Oct 1 John E Dodge pres New California C S Chapman treas E W Porter sec
McConnellsville Morgan county Fair Sept 1 to 3 John G Walker pres J W McElhinny treas M E Danford sec
Mchenriesburg No Fair in 1897 E S Barr sec
Medina Medina county Fair Sept 7 to 9 E S Russell pres LeRoy A T Spitzer treas Hiram Goodwin sec
Millersburg Holmes county Fair Sept 28 to Oct 1 A W Logsdon pres W G Rudy treas G F Gilbert sec
Montpelier Montpelier Fair Sept 21 to 24 J C Holloway pres A P Rothenberger treas C C Lattanner sec
Mt Gilead Morrow county Fair Oct 5 to 8 C D Russell pres J G Russell treas G J Miller sec Mt Sterling O Mt Sterling Fair Co W R Richards pres T J Burger sec
Napoleon Napoleon Fair Aug 31 to Sept 3 H C Grancher pres R H Heller treas J L Halter sec
Newark Licking county Fair Aug 24 to 27 H N Sigler pres Homer A J Crilly treas Ad C Seymour sec
New Bremen New Bremen Tri-County Fair Aug 31 to Sept 3 Fred Wiemeyer sec
New Comerstown Central Ohio Dist Fair Oct 5 to 8 Henry Hess pres Albert Wolfe treas Thos P Leland sec
New Lexington Perry county Fair Sept 14 to 17 T J Tracey pres Patrick Coyle treas Chas C Chapplear sec
New London New London Fair assn Running meeting June 10 and 11 Trotting meeting Aug 12 and 13 C C Post pres H G Carter Jr sec
Orrville Central Ohio Fair Co Sept 14 to 17 R E Faristy pres E P Williams treas Proctor E Leas sec
Ottawa Putnam county Fair Oct 5 to 8 A L Paul pres C H Rice treas A P Sandles sec
Paulding Paulding county Fair Sept 11 to 17 J S Slager pres W B Jackson treas George P Hardy sec
Port Clinton Ottawa county Fair Aug 25 to 27 G W Sloan pres F W Camper treas J J Ineichen sec
Proctorville Lawrence county Fair Sept 8 to 10 J P Eaton pres Laitelle J W Rucker treas W W Reckard sec
Ravenna Portage county Fair Sept 15 to 24 C R Doolittle pres Streetsboro C H Laubert treas Lafayette Smith sec
Richwood Richwood Tri-County Fair Oct 12 to 15 L H Bechtel pres York Robt Smith treas J E Robinson sec

Rock Springs Meigs county Fair Sept 14 to 17 P B Stanberry pres Pomeroy John McQuigg treas Pomeroy H C Flsh sec Pomeroy
Salem Salem Fair and Expo Co Sept 7 to 9 Sandusky Erie county Fair Sept 21 to 24 C W Taylor pres Geo R Prout treas John T Mack sec
Sidney Shelby county Fair Sept 21 to 24 H Gantier pres E F Duncan treas J E Russell sec
Smithfield Jefferson county Fair Sept 22 to 24 J S Vale pres Chas McKinney treas J O Hayne sec
Smyrna Stillwater Union Industrial Assn Sept 14 to 16 D K Bethel pres L W Fisher sec
Springfield Clark county Fair Aug 24 to 27 E W Kanders pres Lawrenceville J H Garlough treas Pitehin Wm Jenkins sec 8th
St Clairsville Belmont county Fair Sept 1 to 3 A C Barrah pres E G Amos treas T C Ayres sec
Toledo Tri-State Fair Aug 24 to 27 T B Tucker sec
Troy Miami county Fair Sept 27 to Oct 1 T S Scott pres Joan A McCurdy treas W I Tenney sec
Upper Sandusky Wyandot county Fair Sept 7 to 10 S R Gillett pres Carey Henry Kear treas Oscar Billhardt sec
Urbana Champaign county Fair Aug 17 to 20 C H Ganson pres H T Wilson treas J W Crowl sec
Van Wert Van Wert county Fair Sept 7 to 10 J S Stuckey pres E R Galloway treas H D Swartout sec
Wapakoneta Auglaize county Fair Sept 28 to Oct 1 J T Van Horn pres New Hampshire Frank Kigdon treas Findopolis M J Crawford sec
Warren Trumbull county Fair Aug 21 to Sept 3 S F Bartlett pres H D Morgan treas James L Kennedy sec
Washington Guernsey county Fair Sept 28 to Oct 1 A S Clark pres Cambridge R S Frame treas V H Craig sec
Washington Ch Fayette county Fair Aug 10 to 13 R H Millikin pres H D Pursell treas N R Hall sec
Wauseon Fulton county Fair Sept 21 to 24 L G Ely pres Fayette G W Howard treas Wm Werg Thos Mikessell sec
Westerville Central Ohio Tri-County Fair Aug 16 to 20 G W Mecker pres J R Seeley treas Columbus Burr Lunabury sec
West Union Adams county Fair Sept 7 to 10 W K Coleman pres Henry Scott treas T W Ellison sec
Woodfield Monroe county Fair Aug 31 to Sept 2 W C Mooney pres and treas George P Borr sec
Wooster Wayne county Fair Aug 21 to 27 E G Elbright pres Shreve W A Wilson treas I N Kinney sec
Nevia Greene county Fair Aug 17 to 20 J W Pollock pres Cedarville P L Magruder treas R R Griev sec
Youngstown Youngstown Fair Sept 7 to 10 Zanesville Muskingum county Fair Sept 7 to 10 S A Baldwin pres J E Tanner treas J D Mercer sec

OREGON.

Salem State Fair Sept 30 to Oct 8 D H Looney pres Jefferson A Bush treas G H Gabrielson sec

PENNSYLVANIA.

Allentown The Allentown Fair Sept 20 to 24 Jeremiah Roth pres A W DeLong treas W K Mohr sec
Beaver June 22 to 24 and Sept 14 to 17 John T Taylor pres J S Martin treas D S Barrag sec
Bethlehem Bethlehem county Agr society Sept 13 to 15 J Walter Lovett pres Geo H Young treas H A Groman sec
Bloomsburg Columbia county Agr society Oct 13 to 16 R W Smith pres J C Brown treas A N Vost sec
Burlington Union Agr Society Oct 5 and 6 Cambridge Springs Cambridge Fair Sept 21 to 24 Clark D Eckels pres H W Canfield treas Albert S Faber sec
Carnishels Sept 29 and 30 L W Gwynn sec
Carrolltown Cambria county Agr assn Sept 21 to 24 H J Krummacker pres A Eckenrode treas J V Mancher sec
Centre Hall Entertainment and Exhibition of the Patrons of Husbandry Sept 13 to 18 Leonard Rhone chairman
Cochranton Cochranton Agr society Sept 12 to 17 Geo W Swoom pres John H Adams sec
Coneauntville Crawford county Fair Sept 7 to 10 M W Oliver pres J E Rupert treas F L Lord sec
Dayton Dayton Agr and Mechanical Assn Sept 28 to Oct 1 W C Marshall sec
Edinboro Edinboro Agr Fair Sept 14 to 17 E E Price pres A A Torry treas H L Cooper sec
Greensburg Westmoreland Agr assn Jos Jamison pres W E Houtzer sec
Greenville Greenville Agr Society Sept 14 to 16 Till Reiss sec
Hanover Sept 7 to 10 R M Wirt pres M O Smith sec
Harford Harford Agr society Sept 29 and 30 G R Kessige pres E M Watson treas E E Jones sec
Hockessin Mill Creek Valley Agr Society Aug 23 to 25 H W Nelson pres R M Swaney sec
Indiana Indiana county Agr society Sept 14 to 17 M F Jamison pres G W Gilbert treas G J Tait sec
Johnstown Penna State Fair Sept 6 to 11 Summer meeting July 1 to 3 T J Connor pres Geo H Brown treas H G Barchy sec
Kittanning Kittanning Agr Assn Aug 24 to 27 G K Brown pres Thos McConnell sec
Kutztown Keystone Agr society Sept 28 to Oct 1 J K Heffner pres Monterey J B Esser sec
Lehighon Carbon county Ind Society Sept 28 to Oct 1 Henry Miller pres C W Bower sec
Litz Warwick Driving Park Assn Sept 1 to 5 Mansfield Smythe Park assn Sept 21 to 24 C S Ross pres W D Husted treas J A Elliott sec
Mercer Mercer Central Agr assn Sept 28 to 30 John T Crill pres Jas B Grubb treas John P Orr sec

# SOME OF THE POSTERS

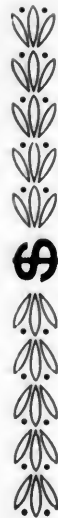


Talk about the House that Jack Built—here are a few of the Posters that Hoke Built.  
 Here are a few of the Posters that Sam W. Hoke Designed.  
 Here are a few of the Posters that Sam W. Hoke Printed or Lithographed.  
 Here are a few of the Posters that Sam W. Hoke Posted and is posting to-day.  
 Here are a few Posters that reach from the Atlantic to the Pacific, from Canada to the Gulf.  
 With only two exceptions, all the posters shown on these two hundred feet of billboards were designed, engraved, lithographed, or printed, and placed on the billboards throughout the Union by Sam W. Hoke. And there is NO exaggeration here. All but two bear Sam W.'s imprint.  
 Address,

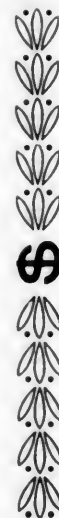
*Sam W. Hoke*

Long-Distance Bill Poster,  
 107 West 28th St., New York.

Telephone Connection.



Say—Don't make any mistake in the address, 107 West 28th St., New York—Sec.



If all the posters that Sam W. Hoke has put out since January, 1897, were placed side by side, they would extend seven times around the globe.

# ERS THAT HOKE BUILT



## A GOOD IDEA---A RATTLING GOOD IDEA.

You go to Sam W. Hoke when you want to do bill posting. He's the man that does the business, and does it right. He's the man that gets the bill poster's best boards for his clients. He's the man that guarantees to his clients the best service to be had. He's the man that guarantees to the bill poster prompt pay when the work is done.

And that matter of prompt pay—that is why he is able to get such good service for the advertiser—at least that's one of the whys.

Address

*Sam W. Hoke*

Long-Distance Bill Poster,

107 West 28th St., New York.

Telephone Connection.

CAUTION—See that the "S" is blown in the bottle; none other is genuine.



(This business is closely related to the circus business, and a LITTLE exaggeration is in order. You will pardon this little, won't you? Thanks.)

the globe.

Montrose Susquehanna county Agr society R S Scarle pres R B Sittle treas W A Titsworth sec  
 Mt Greta Mt Greta A M & J Exposition Aug 16 to 22 J H Redsecker pres Lebanon S P Heilman M D sec Heilman Dale  
 Nazareth Northampton county Agr society Oct 5 to 8 Frank T Gernet pres John K Reimheimer treas John J Maus sec  
 New Castle New Castle Fair Sept 1 to 4 Saml E McCreary pres H W Grigsby sec  
 Newport Perry county Agr Society Sept 21 to 24 F A Fry sec  
 Orwigsburg Orwigsburg Agricultural and Horticultural Society Aug 31 to Sept 3 John T Shoener pres Heister S Albright treas Andrew C Fisenhuth sec  
 Parkers Landing Sept 14 to 17 Elias Ritts pres Isaac Miller sec  
 Pittston Luzerne county Agr society Sept 21 to 24 A O Farham pres J R Ehret sec  
 Reading Pa Berks Co Agr Soc Sept 7-10 James McGowan pres, Cyrus T Fox sec  
 South Bergetstown Union Agr Assn Oct 5 to 7 Hugh Lee pres Wm Melvin secy  
 Stronburg Monroe county Agr society Sept 7 to 11 J H Shull pres W S Dutoit treas T C Brown sec  
 Stoneboro Mercer county Agr society Geo H Fowler sec A S Reed pres Grove City  
 Titusville O C V Agr Assn No Fair in 1897 C M Hayes sec  
 Tunkhannock Wyoming county Agr society Sept 15 to 17 S R Burgess pres W N Reynolds sec  
 Warren Warren county Fair Sept 14 to 17 W Cowan sec  
 Washington Western Pa Agr Assn Sept 5 to 17 Wm A Gabby pres James S Forsythe treas Julius LeMoine sec  
 Waynesburg Fair Assn J T Rogers pres T S Crags sec  
 Westfield Cowanesque Valley Agr society Sept 14 to 17 Dr James Masten pres C C Williams sec  
 York York county Agr society Oct 4 to 8 John H Wogan pres McWolf Pa Edw Chapin sec

**RHODE ISLAND.**

Narragansett Park Rhode Island State Fair Sept 6 to 10 Fred E Perkins pres Earl H Potter treas Walter W Dexter sec R A Harrington supt amusements  
 Kingston Washington county Fair  
 River Point Kent county Agr society  
 Woonsocket Woonsocket Agr Hort and Ind society Aug 24 to 25 John W Ellis pres John R Boylen sec and treas

**SOUTH DAKOTA.**

Sturgis The Black Hills Expo Co Sept 23 to 26 John Scollard pres Harry Bunting treas A M Anderson sec

**TENNESSEE.**

Brownsville Haywood County Amusement Club July 5 W R Holbrook  
 Dyersburg Dyers county Fair July 4 Oct 6 to 9 T C Gordon pres A R Woolen treas J H Du Rose sec

**TEXAS.**

Dallas State Fair and Expo Oct 16 to 31 L M Kneply pres Sydney Smith sec and mgr J B Adome treas  
 New Braunfels Comal county Fair assn Oct 11 Landa pres F Simon sec

**VERMONT.**

Brandon Brandon Fair Oct 5 and 6 H R C Watson pres E F Howd sec  
 Rutland Rutland county Fair Sept 14 to 16 Geo T Choffee pres Fred A Field sec and treas  
 Waterbury Winooski Valley Agr Assn Sept 7 to 10 G E Moody pres Geo W Atkins treas E G Hooker sec

**VIRGINIA.**

Leesburg Leesburg Fair Aug 25 and 26 Geo W Holmes pres M S Purcell treas H C Sellman sec  
 Staunton Not fixed G A Mowry pres Heber Ker sec and treas

**WEST VIRGINIA.**

Clarksburg Clarksburg Fair Sept 7 to 9 C L Hickman pres M M Thompson sec  
 Pennsboro Ritchie county Agr Assn Sept 14 to 17 L P Wilson pres Dr G P Sigler treas Will A Strickler sec  
 Wheeling State Fair Sept 6 to 10 A Reymann pres Geo Hook sec and treas

**WISCONSIN.**

Amherst Portage county Agr society Sept 14 to 16 J F Webster sec  
 Antigo Langlade county Agr Soc Sept 2 to 4 John McGreer sec  
 Appleton Fox River Fair and Driving Assn Aug 30 to Sep 3 M F Barreau  
 Arcadia Arcadia Agr & D P Assn Aug 24 to 27 F C Richmond sec  
 Ashland Ashland county Agr Soc Sept 14 to 17 R F Spencer sec  
 Augusta Eau Claire county Fair Sept 7 to 10 A G Cox sec  
 Baraboo Sauk county Fair Sept 28 to Oct 1 J S Hall sec  
 Beaver Dam Dodge county fair Sep 28 to Oct 1 C W Harvey sec  
 Bloomington Blake's Pyairie Agr society Sept 9 to 11 John Carey pres H C Enke treas W H Glaster sec  
 Boscopel Boscopel Agr and D Assn Sept 1 to 3 F C Muffley sec  
 Cedarburg Ozaukee County Agr Society Sept 28 to Oct 1 W H Rintelman pres D E McGinley sec  
 Chetek Barron county Agr Soc Sept 7 to 9 Joseph E Cartright sec  
 Chilton Calumet county Fair Sept 6 to 8 L D Dorschell sec

Chippewa Falls Chippewa county Agr Society Aug 31 to Sept 3 Jesse R Sharp sec  
 Cumberland Cumberland Agr & D P Assn Sep 14 to 17 H S Cumstock sec  
 Darlington Latayette County Agr Society Aug 24 to 27 Geo F West sec  
 Dodgeville Iowa County Agr Society Aug 24 to 27 J B Hoskins pres G W Muudy sec  
 Duluth Sept 22 to 25  
 Durand Pepin Co Agr society Fair and races Sept 29 to Oct 1 J J Morgan sec  
 Elkhorn Walworth county Agr Soc Sept 28 to Oct 1 Geo L Harrington sec  
 Ellsworth Pierce county Fair Sept 22 to 24 E S Doolittle sec  
 Fennimore Fennimore Fair & D P Assn Aug 25 to 27 John Rogers sec Race meeting July 5-6  
 Fond du Lac Kite Park Fair Assn Sept 7 to 11 H D Barkle sec  
 Galesville Trempealeau county Agr society Aug 17 to 20 F G Davis sec  
 Hortonville Agr Society H O Diestler sec  
 Hudson St Croix county Agr Soc Sept 15 to 17 Frank Maguire sec  
 Ironwood Sept 9 to 11  
 Lancaster 42d Annual Fair Grant co Agr Soc Sept 15 to 17 D Abrams pres T A Burr sec  
 Manitowoc Industrial and Agr Assn Sept 7 to 10 Dr E R Flack sec  
 Mauston Juneau county Agr Soc Aug 31 to Sep 2 T C Baldwin sec  
 Menomonee Dunn county fair Sep 20 to 24 G Gallaway sec  
 Milwaukee Wisconsin State Fair Sep 20 to 25 T J Fleming sec Madison  
 Mineral Point Southwestern Wisconsin Fair Field Day July 5 Fair Aug 17 to 20 Geo G Cox pres W H Bennett sec  
 Monroe Green county Agr Soc Sept 1 to 4 Frank Smock sec  
 Phillips Price county Agr Soc Sept 9 to 11 Fred W Ruff sec  
 Portage Columbia county agr society Sep 14 to 17 Kennedy Scott sec Rio  
 Rhinelander Oneida county Agr Soc Sept 6 to 8 F E Parker sec  
 Richland Center Richland county Agr Soc Sep 21 to 24 J G Binell sec  
 Seneca Crawford county Agr Soc Sept 21 to 23 Fergus Mills sec  
 Seymour Fair and Driving Park Assn Sept 6 to 8 A J Van Buren sec  
 Sparta Monroe county Agr Soc Aug 24 to 27 Reeve sec  
 Superior Sept 28 to 30  
 Tomah Eastern Monroe county Agr Soc Sep 7 to 9 M L Himerman sec  
 Viroqua Vernon county Agr Soc Sept 14 to 17 F W Alexander sec  
 Wantoma Waushara county Fair Sept 28 to 30 Gilbert Tennant pres J W Jeffers treas W H Terray sec  
 Wausau Harathon county Agr Soc Aug 30 to Sept 1 L K Wright sec  
 Waukesha Waukesha county Agr Soc Aug 24 to 27 Frank W Harland sec  
 West Salem La Crosse county Agr Soc Sept 21 to 23 F H A Nye sec  
 West Bend Washington county Agr Soc Sep 27 to 29 Joseph Ott sec  
 West Superior Douglas county Agr Soc Sep 28 to 30 Fred M Williams sec  
 Weyauwega Waupaca county Agr Assn Sept 21 to 24 W C Crane pres A L Hutchinson sec  
 Whitehall Trempealeau county Agr Ind and Driving Park Assn Sept 28 to 30 H H Scott sec

**CANADA.**

Almonte North Lanark Sept 28 to 30 W P McEwen sec Almonte  
 Beachburg North Renfrew Fair Sept 30 and Oct 1 John Brown sec Beachburg  
 Belleville Ont Itay of Quinte District Fair Sept 14 to 17 J M Hurley sec Belleville Ont  
 Bowmanville West Durham and Darlington Agr society Sept 16 and 17 R Windatt sec Bowmanville  
 Brampton County of Peel Agr society Sept 28 and 29 Henry Roberts sec Brampton  
 Brantford Southern Fair Sept 21 to 24 George Hately sec Brantford  
 Cayuga Haldimand county Fair Sept 28 and 29 J W Sheppard sec Cayuga  
 Chatham Champlain Fair Sept 21 to 24 A E Ham sec Chatham  
 Collingwood Great Northern Sept 21 to 24 J W Archer sec Collingwood  
 Drumbo Blenheim Agr society Sept 28 and 29 Tom S Teller sec Drumbo  
 Durham South Grey Sept 28 and 29 Arch McKenzie sec Durham  
 Fergus Centre Wellington Sept 23 and 24 J J Craig sec Fergus  
 Flesherton East Grey Agr society Sept 16 and 17 R J Sprale sec Flesherton  
 Goderich Ont Great Northwestern Exhibition Sept 21 to 23 Jas Mitchell sec  
 Guelph Central Exhibition Sept 25 to 30 Wm Laidlaw sec Guelph  
 Halifax N S Nova Scotia Provincial Fair Sept 28 to Oct 2 James W Power sec  
 Lachute Que County of Argenteuil Exhibition Sept 28 and 29 G J Walker sec Lachute Que  
 Lindsay Central Fair Sept 23 to 25 Jas Keith sec Lindsay  
 London Ont Western Fair Sept 9 to 18 Thos A Browne sec London Ont  
 Markham Ont E K of York and Markham Agr Societies Oct 6 to 8 W H Hall sec  
 Milverton Mornington Agr society Sept 16 and 17 W M Appel sec Milverton  
 Montreal Que Montreal Expo Aug 19 to 28 S C Stevenson sec Montreal Que  
 Morrisburg Ont Dundas county Fair Sept 7 to 9 Geo F Bradford sec Morrisburg Ont  
 Napanee Lennox Agr Fair Sept 20 and 21 E Ming sec Napanee  
 Ottawa Ont Central Canada Sept 17 to 25 E McMahon sec Ottawa  
 Otterville South Norwich Oct 1 and 2 Alex McFarlane sec Otterville  
 Owen Sound North Grey Agr society Sept 14 to 16 A G Mackay sec Owen Sound Ont  
 Paris North Brant Oct 5 and 6 H C O'Neil sec Paris

Perth South Lanark Fair Sept 15th to 17 J G Campbell sec Perth  
 Petersborough Central Exhibition Sept 21 to 23 W J Green sec Petersborough  
 Prescott Prescott Fair Sept 21 to 24 T R Melville sec Prescott  
 Renfrew South Renfrew Sept 16 and 17 Robt McLaren sec Renfrew  
 Richmond Ont County Carleton Agr society Sept 13 to 15 Wm McElroy sec Richmond Ont  
 Rockton World's Fair Oct 12 and 13 David Bell sec Rockton  
 Rock Island Que Staustead Fair Aug 18 and 19 E P Ball sec Rock Island Que  
 Sault Ste Marie East Algoma Oct 5 to 7 Wm Brown sec Sault Ste Marie  
 Sherbrooke Que Great Eastern Exhibition Aug 30 to Sept 4 H R Fraser sec Sherbrooke Que  
 Simcoe North York Union Fair Oct 12 to 14 J Thos Murphy sec Simcoe  
 Stayner North Simcoe Oct 5 to 7 Arch Hill sec Stayner  
 Stratford North Perth Agr Society Sept 23 and 24 John Brown sec Stratford  
 St Johns N B Exhibition Assn Sept 14 to 24 Chas A Everett sec St Johns N B  
 Three Rivers Que St Lawrence Valley Sept 7 to 11 J A Frigon sec Three Rivers Que  
 Tilsonburg South Oxford Union Sept 28 and 29 Alex McFarlane sec Otterville  
 Toronto Ont Victorian-Era Expo and Ind Fair Aug 30 to Sept 11 H J Hill sec Toronto Ont  
 Van Kleeck Hill County of Prescott Agr society Sept 14 to 16 Fred W Thistlewaite sec Van Kleeck Hill  
 Wallacestown West Elgin Fair Sept 30 and Oct 1 Alex McCallum sec Wallacestown  
 Walkerton Ont Northern Exhibition Sept 15 and 16 W S Gould sec Walkerton Ont  
 Wellesley Wellesley and North East Hope Sept 11 and 12 Geo Bellinger sec Wellesley Ont  
 Whitby Ontario and Durham Sept 27 to 29 Jos White sec Whitby  
 Winnipeg Man Winnipeg Exhibition July 19 to Aug 21 F W Heubich sec Winnipeg Man  
 Woodbridge Woodbridge Fair Oct 19 and 20 Thos F Wallace sec Woodbridge  
 Woodstock North Riding of Oxford Sept 22 and 23 R E Sawtelle sec Woodstock  
 Varkham East Riding of York Agr society Sept 6 to 8 W H Hall sec Varkham

**Horse Shows.**

Newport R I Newport Horse Show Assn Aug 23 to 28  
 Kansas City Mo Third Annual Horse Show Sep 7 to 13 Fairmount Park A E Ashbrook sec 620 Wyandotte st

**Expositions.**

New York N Y Inter Art Expositions of U S at Lenox Lyceum April to May 4  
 Nashville, Tenn. 1897. May 1 to Oct. 31  
 Winnipeg Man Winnipeg Industrial Exhibition July 16 to 24 F W Bentbach mgr  
 Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

**Races.**

Latonia Jockey Club Ky May 24 to June 26  
 Colorado Springs Col May 31 to June 3  
 Gravesend L I Brooklyn Jockey Club Spring meeting May 31 to June 19 Fall meeting Sept 14 to Oct 2  
 Waterbury Conn June 1 to 4  
 Meadville Pa June 1 to 4  
 Piquette Ohio June 1 to 4  
 Readville Mass June 1 to 4  
 Reading Pa June 2 to 4  
 Hamilton Ont June 3 to 4  
 New Hamburg Ont June 3 to 4  
 Litzitz Pa June 7  
 Denver Col June 8 to 12  
 Montreal Ont June 8 to 10  
 Carnegie Pa June 8 to 11  
 Sidney Ohio June 8 to 11  
 Medford Mass (Com Park) June 8 to 11  
 Morden Man June 9 to 10  
 New York June 8 to 11  
 Stratford Ont June 8 to 10  
 Portland Me Rigby June 8 to 11  
 Alton Pa June 9 to 11  
 Greta Man June 15 to 16  
 Sauborn Ia June 15 to 17  
 Lima Ohio June 15 to 17  
 Trichville O June 15 to 17  
 Rockport D June 15 to 17  
 Medford Mass June 15 to 18  
 Port Huron Mich June 15 to 18  
 Mineola N Y June 16 to 17  
 Crystal N B June 21 to 22  
 Bethlehem Pa June 16 to 18  
 Lincoln Neb June 16 to 18  
 McKee's Rocks Pa June 17 to 20  
 Dayton O June 21 to 25  
 Napoleon O June 21 to 25  
 St Joseph Mo June 22 to 25  
 Newburg O June 22 to 24  
 Aylmer Ont June 22 to 24  
 Sheephead Bay L I Coney Island Jockey Club summer meeting June 22 to July 10 Autumn meeting Aug 24 to Sept 11  
 Warren Pa June 22 to 25  
 Saugus Mass June 22 to 25  
 Wilkesbarre Pa June 23 to 25  
 Woodstock Ill June 25 to 26  
 Park River N D June 25 to 26  
 Anaconda Mont June 26 to July 2  
 St Thomas Ont June 26 to July 1  
 Columbus O June 28 to July 2  
 Readville Mass June 29 to July 3  
 Postville Ohio June 29 to July 3  
 Bolton Kan June 30 to July 3  
 Elwood Ind July 1 to 3  
 Grimsby Ont July 1  
 St Thomas N D July 2 to 3  
 Fort Erie Canada Fort Erie Jockey Club June 29 to July 3 and 5  
 Peoria Ill 1st meeting June 29 to July 2 2d meeting Aug 10 to 11 W L Slagel sec  
 Bradford Pa June 29 to July 2

Detroit Mich Highland Park June 30 to July 3  
 Warren O Oak Grove D C June 30 to July 3  
 Battle Creek Mich June 30 to July 3  
 Omaha Neb June 30 to July 3  
 Anaconda Mont June 30 to July 24  
 Sumner Ia July 2 to 3  
 Nashua Ia July 2 to 3  
 Elk Point S D July 2 to 11  
 Toronto Kas July 3 to 5  
 Litzitz Pa July 5  
 Fond du Lac Wis July 7 to 8  
 Des Moines Ia July 7 to 9  
 Youngstown O July 7 to 7  
 St Marys Pa July 7 to 7  
 Hartford Conn July 8  
 Hutto N D July 8 to 9  
 Fennimore Wis July 8 to 9  
 Erie Pa July 8 to 9  
 Peoria Ill July 8 to 9  
 Portland Me Rigby July 8 to 9  
 La Salle Ill July 8 to 9 M Cummings sec  
 Medford Mass (Com Park) July 8 to 9  
 Waterbury Conn July 8 to 9  
 Saugus Mass (Com Park) July 8 to 9  
 Tiffin O July 8 to 9  
 Windsor Ont July 8 to 9  
 Brighton Beach Nineteenth annual meeting of the Brighton Beach Racing Assn July 8 to Aug 21  
 New Castle Pa July 9 to 11  
 Trafton F D July 12 to 14  
 Petrolia Ont July 12 to 14  
 Rockport O July 14 to 16  
 Medford Mass July 14 to 16  
 Mendota Ill July 14 to 16 Geo H Madden sec  
 Detroit Mich G Circuit July 19 to 24  
 Ottumwa Ill July 14 to 16  
 Winchester Ky July 13 to 16  
 Saugus Mass July 8 to 21  
 Wingham Ont July 20 to 22  
 Providence R I July 20 to 23  
 Circleville O July 20 to 23  
 Aurora Ill July 20 to 21 C C Hackney sec  
 Akron O July 21 to 23  
 Cleveland O Circuit July 20 to 31  
 Versailles Ky July 20 to 24  
 Brantford Ont July 27 to 29  
 Bradford Pa July 27 to 29  
 Aqueduct L I Queens county Jockey Club Summer meeting July 29 to 31 Fall meeting Oct 4 to 11  
 Butte Mont July 27 to Aug 28  
 Saratoga Springs N Y Saratoga Assn July 28 to Aug 21  
 Providence R I July 27 to 28  
 McKee's Pa July 27 to 28  
 Quincy Ill July 27 28 29  
 Richmond Ky July 27 to 31  
 Salem Ill July 28 to 30  
 Battle Creek Mich July 28 to Aug 1  
 Tilsonburg Ont Aug 1 to 5  
 Griggsville Ill Aug 3 to 6  
 Bainbridge Ind Aug 1 to 6  
 Henry Ill Aug 1 to 6 C A Camp sec  
 Middletown Ind Aug 3 to 7  
 Youngstown O Aug 2 to 6  
 Dover N H Aug 2 to 6  
 Columbus O Grand Circuit Aug 3 to 6  
 Boone Ia Aug 3 to 5  
 Danville Ky Aug 3 to 7  
 Joliet Ill Ingalls Aug 3 to 7  
 Brighton Beach L I Brighton Beach Assn First meeting July 6 to 24 second meeting Aug 6 to 13 Concord N H Aug 6 to 11  
 Old Orchard Me Aug 6 to 12  
 Rushville Ill Aug 6 to 13  
 Hagerstown Ind Aug 6 to 14  
 Welland Ont Aug 6 to 11  
 Peoria Ill Lake View Aug 10 to 13  
 Hedrick Ia Aug 10 to 11  
 Mexico Mo Aug 10 to 11  
 Warren D Oak Grove D C Aug 10 to 13  
 Webster City Ia Aug 10 to 13  
 Lebanon Ky Aug 10 to 14  
 Erie Pa Aug 10 to 15  
 Ottumwa Ia Aug 10 to 15  
 Portland Me Rigby Aug 10 to 11  
 Macomb Ill Aug 12 to 9  
 Canton D Aug 12 to 15  
 Port Huron Mich Aug 12 to 20  
 Loganport Ind Aug 12 to 20  
 Kich Hill Mo Aug 12 to 20  
 Carroll Ia Aug 17 to 20  
 Medford Mass Aug 17 to 20  
 Wellington O Aug 18 to 20  
 Independence Ia Aug 18 to 20  
 Orleans Pa Grand Circuit Aug 18 to 20  
 Trumbull O Aug 18 to 20  
 Moberley Mo Aug 18 to 20  
 Rutland Vt Aug 18 to 20  
 Troy N Y Aug 18 to 21  
 Hardstown Ky Aug 18 to 21  
 Combsy Ont Aug 18 to 19  
 McKee's Rocks Pa Aug 21 to 24  
 Ballston N Y Aug 21 to 28  
 Newcastle Ind Aug 21 to 28  
 Syracuse N Y State Fair Aug 23 to 27  
 Toledo O Aug 23 to 27  
 Margaretville N Y Aug 23 to 28  
 Orangeville Ont Aug 23 to 25  
 Newburg O Aug 24 to 26  
 Alpena Mich Aug 24 to 26  
 Arcadia Wis Aug 24 to 28  
 Columbus Junction Ia Aug 24 to 27  
 Fredonia Kan Aug 24 to 27  
 Rutland Vt Aug 24 to 27  
 Woodstock Ill Aug 24 to 27  
 White River Junction Vt Aug 24 to 27  
 Belle Vernon Pa Aug 24 to 27  
 Fairfax Ia Aug 24 to 27  
 Harlan Ia Aug 24 to 27  
 Brookfield Mo Aug 24 to 27  
 Springfield Ill Aug 24 to 27  
 Bellevue D Aug 24 to 27  
 Cathartic Ia Aug 24 to 27  
 Elizabethton Ky Aug 24 to 27  
 Kittanning Pa Aug 24 to 27  
 Readville Mass Grand Circuit Aug 24 to 28  
 Paul Mich Aug 24 to 28  
 Frontierville Wis Aug 25 to 27  
 Alta Ia Aug 25 to 28  
 Lebanon Ind Aug 25 to 28  
 Carrollton Mo Aug 25 to 27  
 Toledo Mo Aug 25 to 27  
 Greenfield Ind Aug 25 to 27  
 Newark O Aug 24 to 27

and Vt Aug 17 to 19
Superior Minn Sept 28 to 30
Schoharie N.Y. Sept 27 to 30
Baltimore Md. Ind. Sept 27 to Oct 1

Carnegie Pa Sept 28 to 30
Superior Minn Sept 28 to 30
Schoharie N.Y. Sept 27 to 30
Baltimore Md. Ind. Sept 27 to Oct 1

Kansas City Mo Convention of the Ancient Order of Pyramids July 16 to 19
Kansas City Mo Priests of Pallas Parade J.P. Loomis pres L.B. Cross sec
Kansas City Mo National Assn of Credit Men June 9 to 11

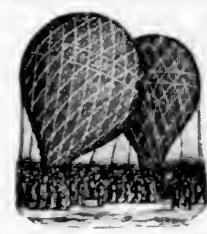
Titusville Pa The Titusville Poultry Assn Dec 14 to 17
Topeka Kas Western Pigeon Club Dec 14 to 21
F.M. Gilbert J. M.F. Haukila sec

Dog Shows.

Morris Man Manitoia Field Trials Club Sept 6
Jno Wooten sec
Newton N.C. Eastern Field Trials Club Nov 15
S.C. Bradley sec

Food Shows.

Topeka Kas Mechanics' Fair Aug 17 to Sept 18
J.H. Gilmore supt



Space on Balloons To Let.

I have ten balloons working all season, U. S. and Can. at all large Celebrations, Race Meets and Fairs, and if you want a space on a balloon, where from 25,000 to 100,000 people witness same, write for terms.

Aeronaut Leo Stevens,
370 8th Ave., New York City.

Fair Grounds Privileges. Paducah, Ky., 1897.

Races, July 5th and 6th
Fair and Races, Sept. 7 to 10.
Address:
Secretary Paducah Fair Association,
For Programs and particulars
No Gambling allowed.
All kinds of other privileges for sale at reasonable charge. Apply early.
Good place for side shows, Flying Swings, Advertising schemes and novelties.
Large fence along Electric Car Line for advertising.

NOTICE.

Great Feature Attraction For Fairs and Expositions,

Sie Hassan Ben Ali's

FAMOUS TROUPE OF....
Beni Zoug Zoug Arabs,
Strongest and the Most Sensational Exhibition in Modern Times.

Managers' Address: SIE HASSAN BEN ALI,
10 Union Square, New York City.

Attention, All Parks, Summer Resorts

FAIRS, Expositions, etc., who want outdoor attractions; can furnish you all the leading American and European Attractions at very reasonable rates. Write me before closing contract Address H. G. BARCLAY, International Artists and Musical Exchange, Johnstown, Pa

Societies, Agents, Streetmen Everywhere

Largest line of novelties in the world for Conventions, Fairs and Summer Resorts. Badges, Medallions, Medals, Buttons, Rosettes and Shamrocks. Photographs (cabinet size) \$3.00 per 100.—\$25.00 per 1,000, best quality. Novelties in watch charms. Queen of England Jubilee Flags, buttons badges and photos. Decorations, flags of all nations lanterns and shields. "Little Brown Jug" Ladies bicycle purse and jewelry bag. Bicycle sundries. Send for catalogue. Free sample given with each catalogue. W. F. Miller & Co., 23 Duane Street, New York.

CONVENTIONS, Fetes, Celebrations, Etc.

Under this heading we publish list of large dates of all notable events, which are likely to attract large numbers of people to any one party, society and for this reason possess important value to advertisers, showmen, business general passenger agents, etc. The list is carefully revised and corrected monthly.

Atlanta City N.J. Seventh Annual Convention of the Associated Mill Posters Association, July 28-30. J. Ballard Carroll, sec'y, Albany N.Y.
Berlin Ont. Berlin Diamond Jubilee Celebration and Band Entertainment, July 21 and 22.
Boston Mass. Hotel Men's Mutual Benefit Assn of the United States and Canada Convention June 9.



There is weeping and wailing and gnashing of teeth among the fakirs, concessionaires and showmen at Nashville. From letters received we learn that the paid admissions on the first day barely reached 10,000, and have scarcely topped 2,500 any day since up to this writing, (May 8.)

The show was anything but complete when it was opened.

The general opinion is that in point of attractions and attractiveness, it lays away over Atlanta, and the citizens of Nashville are hoping that this will pull the attendance up to a paying point. If Nashville, like Atlanta, proves a financial failure, what may be expected of Omaha next year? It has less people within the zone of the hundred mile radius than either.

The great trouble with these affairs is that they are handled by men of no experience.

If Nashville had picked out, say Walter Cooper appointed him director general, and heeded his advice, the fair would have been a success from the start. His experience at Atlanta would have saved Nashville thousands and thousands of dollars.

But no, green and untried men as usual, have been thrust into places of trying responsibility, and as a consequence, the Nashville Centennial, like all other affairs of the kind, will be simply an experiment.

Just about the time its managers have learned how to run things successfully, the fair will come to a close. The managers will gain a lot of experience, which will be worthless, because other cities, which will hold fairs, will not avail themselves of it, preferring, like Nashville, to have green men. True, it might be available should the experiment be repeated in Nashville, but then Centennial celebrations are a long ways apart.

When, oh when, will the fair manager of experience have his innings.

#### WISCONSIN.

A complete report of the Wisconsin State Fair Association is made part of the Donaldson Lithographing Co.'s catalogue of fair posters. A sample copy will be mailed to any officer of a Fair Association who makes application for one. Address the Donaldson Litho. Co., Cincinnati, O.

Aeronaut Leo Stevens may be addressed at 370 8th ave, New York. Fair managers, who want a balloon ascension for a feature or special attraction performed by a man on whom they can rely, will do well to write to him early. He rarely has any open dates in the fall.

Bill posters everywhere complain of the niggardly consignment of paper sent them by the Tennessee Centennial. They say it is utterly impossible to give a decent showing.

We are very anxious to have our fair list complete in our July issue. Secretaries will favor us greatly if they will send us dates of neighboring fairs that do not appear in this issue. Please, also examine your dates as they appear herein, and if any mistake advise us.

Of all advertisements there is none so simple, direct forcible and powerful as the exhibition of the thing itself. Sup-

plement this with a card bearing the price and the name and address of the maker, and you have attained the very acme of advertising efficacy.

#### Nebraska.

State Fair at Omaha, Sep. 17-224

The fair for 1897 will be held on same grounds where held for years 1895 and 1896, adjoining the Omaha city limits on the west, and embrace 160 acres of land, enclosed with eight-foot woven wire fence of modern and most approved style for such use. The grounds, as to equipments and arrangements, have no superior in the world. They are reached direct by all the great Western railroads centering at Omaha, and by a double-track line of electric street railway, starting to and from the Fair Grounds and city of Omaha every five minutes. Runs from Council Bluffs, Iowa, will be made at short intervals. Regular steam railway passenger trains will run to and from the Fair Grounds, from Omaha and South Omaha, at short intervals. All transportation facilities to and from the Fair Grounds are full, perfect, and complete. All passengers, exhibits and other freights, unloaded and reloaded at main gates. An experienced and careful master of transportation will be in attendance at all hours, day and night. All exhibits will be reloaded and reshipped the day the fair closes. An inexhaustible supply of pure water in all parts of the grounds. All improvements are new, and with all modern conveniences and accommodations. One of the very best one-mile regulation speed tracks is now in prime condition. All railroad switching free to exhibitors, when in full car lots.

W. H. Harrison, general superintendent, will, on the Fair Grounds, direct exhibitors to their proper places.

For all concessions, apply to Charles A. Dunham, 1526 South 28th street, Omaha.

The American News Co. orders 6,000 copies of THE BILLBOARD for June. Indication now point to a probable sale of 8,000 copies on the stands during this month. As these are largely bought by advertisers, fair followers, horsemen, exhibitors, concessionaires and privilege men, fair managers can form some idea of the efficacy of our advertising columns.

T. F. Grinley, the aeronaut, now located at Carbon, Ind., writes us that he originated the "circular dropped from the clouds idea."

J. C. Poland (Montana Joe) is permanently located at 33½ Rathbone street, Jamestown, N. Y.

The Woods-Dysart Racing Motorcycle (horseless carriage) can be engaged as a special attraction. Address Paul L. Dysart, manager, 4714 Evans ave., Chicago.

We acknowledge the receipt of "Life and Adventures of Bronco John," (wild west for fairs) a neat and attractive book.

Peter Currier, of 508 Powell street, Philadelphia, manufactures rubber, gas and whistling balloons, toy whips, canes, etc., for fair followers, fakirs, etc.

Thurston Bro.'s Midway Show, 54 Mead street, Columbus, O. Great attraction for big fairs.

May Stewart, Merage act, and "Sapernick," dancing horse, 99 Adams street, Bridgeport, Conn.

Leo Stevens, aeronaut, 361 West 25th street, New York.

Sie Hassan Ben Ali's troop of Arab acrobats, is a splendid special attraction. They can be engaged. Address Sie Hassan Ben Ali, care of the Journalist's Club, Baltimore, Md.

H. G. Barclay, of Johnstown, Pa., furnishes special attractions for fairs.

Del Vaye and Frits are again looking their original production at fairs. It is called the Clown and Policeman trick-house act, and is a splendid special attraction.

The Aermoter Co., 12th and Rockwell streets, Chicago, will exhibit extensively at agricultural fairs this season.

Fair managers in need of fire-works or pyrotechnical exhibitions, will do well to write Harry M. Dey, Tyrone, Pa.

The Donaldson Litho. Co., of Cincinnati, sent out their samples of fair posters May 20. Every fair manager in the United States and Canada received a package. It took 1,113 packages to go round.

#### Michigan.

The prospects for the state Fair society holding a fair at Grand Rapids or anywhere else next fall are decidedly gloomy. The Lansing creditors refused to settle for nine cents on the dollar, and asked for fifteen cents, nine per cent payable at this time and six per cent after the close of the fair next fall. This offer the state fair officers did not feel warranted in accepting, and the negotiations are, therefore, at a standstill. If no settlement is made with the Lansing creditors, whose claims aggregate about \$8,000, no fair will be held, and the death knell of the society will be sounded.

#### Indiana.

The executive committee of the State Board of Agriculture was in session all day yesterday passing upon various matters in connection with this year's state fair. The committee is composed of President C. B. Harris of Gosport, Aaron Jones, of South Bend, Mason J. Niblack of Vincennes, J. L. Thompson, of Gas City, and Charles Downing, of Greenfield. Ex-Governor Matthews made his first appearance as a member of the board and participated in the work.

#### Purely Personal.

We are indebted to W. C. Garrard, secretary of the Illinois State Board of Agriculture, for an exceptionally complete list of Illinois fairs.

Harry Nowlan, secretary of the Lawrenceburg (Ind.) fair, is also secretary of the Indiana Swine Breeders' Association, and has charge of the swine exhibit at the state fair at Indianapolis Ind.—C. De Vos, secretary of the fair at Coopersville, Mich., is publisher of *The Observer*, a paper which has a larger circulation than any other paper published in Holland Co.

Brownsville, Tenn., will have a fair July 3 and 5. W. R. Holbrook is the secretary.

Every fair association should subscribe for THE BILLBOARD. It is the only paper in the world which devotes a department exclusively to fairs. Only a dollar a year but it is unfair to saddle even this sum on any one of the officers. Let the association pay for it.—C. W. Harvey, the hustling and enterprising secretary of the Dodge County fair, at Beaver Dam, writes as follows: "I enjoy reading your paper, and think it could be made of great value to fairs. I think we have no paper that is published to any great extent in the interest of state and county fairs. We want a paper that will advertise first class attractions, the same to be by reliable parties, and then only these responsible attractions could afford to pay more for their ads, and fairs would be willing to pay more for what use they made of such a paper. We want a paper that secretaries could and would publish an account of their fairs what had helped to make their fair a success or failure. This could and would be of great benefit to all fairs, and would be detrimental to none, for about all fairs are far enough from each other to be but little or no competition as regards securing attendance. The Dodge County fair is, without doubt, the greatest fair on earth of its age, made so by securing the best of everything and advertising the same in such a manner that the people all know it. We are great advertisers. We use all legitimate means to advertise our fair that can be thought of, from a postage stamp and card, to a forty-sheet stand. Our motto is to have a first-class fair, making it better every year. Then advertise it so people will know and believe it, and success is sure to follow. We want first-class attractions, first-class advertising matter, 'up to date,' first-class exhibits, and we want people that have got anything they wish to sell to come and try the great Dodge County fair, and we will have the people, but others must do the selling. No gambling of any kind allowed on the grounds."



#### JOHN F. HENNEGAN.

We present on our first page this month a splendid likeness of Mr. John F. Hennegan, of the firm of Hennegan & Co., the well-known printers of Cincinnati. Mr. Hennegan started his career as a printer, at the bottom of the ladder, with the Knissell-Morgan Co. He remained in the label press room of that famous concern a number of years. The firm of Hennegan & Co. has enjoyed a steady growth since it started, some twelve years ago, in a little 10x15 room, until to-day their establishment will compare favorably with the largest in the country. Their work goes to all parts of the world. Mr. Hennegan has a wide acquaintance among the theatrical profession, he himself being an actor of no little repute, having spent several seasons on the road with the best companies.

#### Personal Mention.

The sheet advertising the Pope Manufacturing Co.'s Columbia Bicycles from the press of Knapp & Co., New York, is about the finest poster of the season.—A representative of *Printer's Ink* recently interviewed Phillip J. Gifford, the advertising manager of Hahn & Co., a great department store in Newark, N. J. During the course of the interview Mr. Gifford observed: "Posters. We're great on posters, believe in them implicitly. Perhaps that's because we've been spoiled by the superlatively good work W. J. Morgan & Co., of Cleveland, O., have been giving us. Don't get me wound up on the subject or you'll rue it."—The Brunswick Photo. Co., of New Brunswick, N. J., and New York City, are using two different 20-sheet posters advertising Sparkling Kolofra. One is from the press of Truitt & Co., and the other from H. A. Thomas & Wylie. This latter is especially good.—K. M. Wood & Co., of San Francisco, Cal., recently executed an effective poster for the exposition at Los Angeles.—The Metropolitan Job Print, of New York, have subscribed for THE BILLBOARD. We now reach every poster printer of note in the world save only one.

In another column we reproduce an exceptionally able article on Poster Advertising by Fred Felton, manager of the Central City Show Printing Co., of Jackson, Mich.—T. R. Dawley says collections are very poor.—The Penn. Print and Pub. Co. advertise that no contracts made by their representatives are valid until approved by the manager, Jos. A. Esten.

The new stand advertising Monarch Bicycles bears the imprint of the Writers Lithographing Co., of Springfield, O. It is very effective.—H. Quintus Brooks is representing the Greer Lithographing Co. in New York. He is located at the New York Theatrical Exchange Broadway and Thirty Eighth street.—At last accounts Johns & Co. were still doing business at the same old stand but Elmore "Where is he?"—W. E. McClusky formerly connected with W. J. Morgan & Co., of Cleveland, O., has established a good trade in Illinois, Iowa, Missouri, Kansas and Nebraska. He is a first-class poster salesman.—L. C. Deuman formerly in charge of the New York branch of Johns & Co., of Cleveland has severed his connection with that house.—A. S. Proutis is treasurer of the Lansing Printing Co.—James Hogan Printing Co., of Norwalk, O.—James Hogan Printing Co. is the imprint on the Pasteurizing Chewing Gum stands. The paper used in these stands is the very worst we have seen years. It not only yellows in the sun but actually turns brown.

Fred Felton very aptly says it "billboard" why not "billposter"? We note that our English counterparts spell it that way and so henceforth will we.—P. H. Haber of Fond du Lac, Wis., is busy as usual.—The Correspondent Show Printing Co., of Piqua, O., are said to have secured large theatrical contracts recently.—We acknowledge receipt of letters from the following printers: Lack of space prevents our quoting from the Lansing Printing Co., Norwalk O.; C. H. V. Carter, Lowellville, N. Y.; Joe McCormick, Manchester, Iowa; Barr Bros., Salem, Oregon; Art Printing Co., Chicago, Ill.; Calvert Lithograph Co., Detroit, Mich.

We call the following from the New York Sun.

**SAID TO HAVE SWINDLED ELKS.**  
A Theatrical Printer Charged With Passing Worthless Checks.

Frank M. Edwards, who said he was a theatrical printer, with offices at 210 West Fourteenth street, was charged with being a fugitive from justice when he was arranged in Centre Street Court by Central Office Detectives Price and Donoghue yesterday. Price told Magistrate Brann that Edwards was wanted in Philadelphia for having passed a worthless check for \$25 on Eugene Lyons, a theatrical printer, of 121 North Fourth street. Warren Stetson & Co., of 51 Atlantic Avenue, Boston, were said by the detectives to be victims to the extent of \$175. Julius Cahn, of the Empire Theatre, who was in court, said that he had cashed a worthless check for Edwards for \$75 on March 12. "When I found the check was no good," said Mr. Cahn, "I wrote to the Great Western Printing Co. of St. Louis, whose agent he pretended to be. They answered that Edwards had no connection with them since the 1st of February. I also learned from St. Louis correspondents that Edwards, by working an Elk's plan, had swindled St. Louis Elks out of several thousand dollars. Magistrate Brann committed Edwards to the Tombs for thirty days to await the arrival of extradition papers from Philadelphia.



**LETTERS TO THE EDITOR.**

Under this heading the publishers invite a free and full discussion of any and all matters of interest to advertisers, bill posters, sign painters, sign painters and bill managers when couched in courteous language. Of course we do not necessarily endorse the views and opinions of our correspondents.

Chicago, May 12, 1927.  
 Editor THE BILLBOARD,  
 Cincinnati, O.  
 Dear Sir—We enclose you check for amount of bill. It is wonderful the inquiries we have had from the little ad we have in your publication. Keep the ad standing if we fail to send new copy. Yours respectfully,  
 CROSS PRINTING CO.

Trouwood, Mich. May 14, 1927.  
 Editor THE BILLBOARD,  
 Cincinnati, O.  
 Dear Sir—I have been an ardent admirer of THE BILLBOARD for the past three or four years, and read every line in it every month. I would not be without it. On the square, it is the best bill posters and distributors paper in the United States. Business is looking much better. I have distributed the following in the last month: 2,500 papers for Dr. Miles, 5,000 for home firms and posted paper for James H. Browne's Theater Co., Sam T. Jack, Edison's Projectoscope, Omega matoscope and for the two theaters across the state line in Hurley, Wis. Also, received some very handsome samples of posters from Ilene Gann & Co. Yours very truly,  
 CHARLES GARLAND  
 Theater and City Bill Poster.

Taunton, Mass., April 26, 1927.  
 Editor THE BILLBOARD,  
 Cincinnati, O.  
 Dear Sir—Yours of the 19th inst. came duly to hand. Owing in part to press of business, I neglected to write you earlier. My not writing, I assure you, was an oversight on my part, for as long as I continue in the business I intend to subscribe for your valuable paper. It is of general interest to all. No advertiser, distributor or bill poster throughout this broad land should be without it, for it is a bright, newsy sheet, from the first page to the last, and has made wonderful strides from the first issue. Gentlemen, allow me to congratulate you on your wonderful success. Long live THE BILLBOARD.  
 Enclosed please find \$1.00 in payment of an closed bill. Very truly yours,  
 A. B. WHITE,  
 Treasurer Taunton Bill Posting Co.

Binghamton, N. Y., April 27, 1927.  
 Editor THE BILLBOARD,  
 Cincinnati, O.  
 Dear Sir—An epoch has been reached in the history of advertising, showing most conclusively that perfection is still a long way in the future, and that, notwithstanding the struggles of the advertisers for supremacy, the system is still in its infancy. Especially is this the case in house-to-house distribution of advertising matter. While great strides have been made in the use of printing and attractiveness, the advertiser is yet hampered in the establishing of a satisfactory system by which he can place such matter before the public in a manner to bring satisfactory results.  
 He has tried local distributors, who have proven unsatisfactory for the reason they have little or no knowledge of the firm and no particular interest in the literature which they are distributing. Then he has sent out from the home office a force of men drilled in the business and giving satisfactory service but not bringing the desired results. Why? Because, like newspaper advertising, the thing is overdone. Halls, porches, yards are filled with advertising daily attractive and unattractive, expensive and cheap literature all mixed up, walked on, hacked about and finally scraped up a dirty, disgusting, nauseating mass of brains, consigned to the flames, made into ashes to fertilize the soil.

HOW TO REMEDY THE EVIL.  
 Suppose there was a fertile field, open for the public at large to sow and to reap from as each individual desired. All wish to work the entire field, one wishes a crop of grain, he sows the seed. Another wants a crop of corn, he plants the seed. Another wants a crop of potatoes, he also plants, and so on through the entire list of seeds and tubers until the same ground is seeded with dozens of varieties, each individual expecting to reap a beautiful crop from his own planting. What would the harvest be? Just so with the advertiser and the distribution, just so with the newspaper and its columns so crisscrossed with numerous varieties of advertising. Seed adapted seed not adapted, all sown in the same soil, no growth, no harvest. Let one advertiser have the field for his particular crop. Let him sow to day, reap to morrow, next day some other one, and so on until all had sown, all had harvested and reaped according to the number of tillers, over and over again. The results would be astonishing. In the largest newspaper mediums the ground could be covered a large number of times yearly each time with the assurance of a beautiful harvest. So with the distribution of advertising matter from house to house. Let the numerous heads of these departments meet in an assembly. Let them compare notes on the qualifications of the distributors known to each, select the best from each town. Let that distributor put out all the distributions, no two at the same time. Let him have the entire work so long as he gives satisfactory service, and let

his services be discontinued when proven unsatisfactory. All advertisers to pay the same per 100 or 500 in each town for the same service or for matter of similar size and weight. Invite the representatives of the distributing fraternity to meet with the advertisers, talk over the best plans, adopt the best ideas and put them into immediate execution.  
 I think this would be a step toward improvement.  
 Let the advertiser encourage good service by liberal patronage. Let the distributor educate and interest himself to prove himself worthy of that patronage. Let all work in harmony on the frictional parts, each strive his utmost to improve the service so far as he knows. Let representatives from both advertisers and distributors meet at least once a year talk over ways, means and methods, compare results, and there will be no rival organizations, but one grand association of men, and a vast improvement in the service in general.  
 Billboard work is growing in favor with advertisers. Don't leave out the bill poster.  
 I would like to hear from every advertising manager and from every bill poster and distributor regarding the subject at as early a date as possible. Every one has some idea, why not give others the benefit of it for the general good?  
 Yours truly,  
 W. D. REDINGTON,  
 Manager Distribution Department Dr. Kilmor & Co., Binghamton, N. Y.

**A HOT ONE.**  
 When a paper receives as many jollies as we do, a letter like this now and then is a good thing. It enables us to keep on wearing an ordinary size of hat.  
 Altoona, Pa., May 1, 1927.  
 Editor THE BILLBOARD,  
 Cincinnati, O.

Dear Sir—A card soliciting my subscription to your monthly publication, THE BILLBOARD, has reached my address. I observe that you have the poor taste to say in the most prominent place on your begging appeal that the bill poster who does not subscribe for your paper "must be either very poor or very ignorant," and also, that intelligent bill posters take it because "they want to support it." Well, I am neither very poor nor very ignorant, and yet I don't take your paper, and because I am ordinarily intelligent I have no yearning desire to "support it." I am intelligent enough to know that it wouldn't be safe to accept "tips" and "pointers" from a concern that hasn't sense enough to be polite when asking for assistance. Judged by the standard of your impudent card, your "helpful hints" and "suggestions" would hardly be of use to respectable bill posters, though, no doubt, acceptable to thieves and confidence men. The card is keyed to their tone. I have managed to get along comfortably for a number of years without the aid of THE BILLBOARD's tips and pointers, and at the same time have preserved my self-respect and enjoyed a clear conscience by avoiding vile literature of every kind. I will continue on that line and will be self-supporting, whether THE BILLBOARD is or not. As your publication would hardly make good toilet paper, it could be of no possible use to me.  
 Yours, in disgust,  
 MORRIS CONNOR,  
 Altoona Bill Poster.

Whether you ever read another issue or not, Morris, you will read this, and you will have to acknowledge that the preponderance of opinion is against you. Hundreds openly testify to their appreciation. You are alone in your opinion. We are forced to conclude that the fault lies at your end of the line. You are a good bill poster, Morris. We have ascertained that much, and it is enough to make us entirely willing to suppress the further results of our inquiries. Take as good care of Altoona in the future as you have in the past, and we will never collide again.

Napinee, May 7, 1927.  
 Editor THE BILLBOARD,  
 Cincinnati, O.  
 Dear Sir—The May BILLBOARD is very nice. I would miss it, if it did not come regularly to Napinee. Mr. Wallace, the Canadian agent for "Surprise" Soap, was in town and wished me to secure him a copy of your Christmas number. Will you kindly send me two or three copies of that number, also the bill, and I will remit the same to you. Mr. Wallace admired THE BILLBOARD very much. Awaiting THE BILLBOARD, I am, yours etc.,  
 J. J. MINCHINTON

Memphis, Tenn., May 11, 1927.  
 Editor THE BILLBOARD,  
 Cincinnati, O.  
 You may inform advertisers, through THE BILLBOARD, that in addition to the city license of \$50.00 that we now pay, the legislature at the last session passed a law imposing a tax on all persons posting, distributing, tacking, sampling, etc., of \$25.00, and the county a tax of \$50.00 per annum, making the whole tax \$75.00. This law took effect April 30, 1927.  
 VAN BUREN & CO.

Trinidad, Col., April 14, 1927.  
 Editor THE BILLBOARD,  
 Cincinnati, O.  
 Dear Sir—Enclosed please find one dollar for subscription to THE BILLBOARD. The old firm of the Taylor Bill Posting Co. was bought out by me the 27th of May, 1926, and as I have derived the benefit of THE BILLBOARD I enclose you one dollar, and wish you to continue sending your valuable journal to me. It is a newsy journal and is full of good things, and its coming is always anxiously awaited.  
 Yours truly,  
 K. W. FERGUSON,  
 City Bill Poster, 315 Commercial St., Trinidad, Col.

On the center page of this issue of BILLBOARD is shown a photograph of one of Harry Munson's big double deck boards entirely covered with Hoke posters. There are the following sizes of paper shown: George W. Childs Cigars, 24 sheets, 16 sheets (2 kinds), 8 sheets (2 kinds), 5-sheet streamer, 3 sheet, 1-sheet (2 kinds); Admiral Cigarette, 20 sheets, 16 sheets, 8-sheets, 4-sheets, 1-sheet; Dunlop Detachable Tire, 16 sheets, Hawes Hats, 16-sheets, 3 sheets; Saver Tonic, 3-sheets, 1-sheet; Gold Bond Cigar, 12-sheets; Citizen's Union, 1-sheet (2 kinds); Hyomei, 12 sheets, 1-sheet; Yellow Kid Cigarettes, 1-sheet; Gillies' Coffee, 3-sheets.  
 The size of the board is remarkably large, though it is by no means the largest billboard in the world. It is, however, undoubtedly the largest board ever covered with paper of one solicitor, with hardly a duplicate throughout. The board is located at Forty-Second street, adjoining the West Shore Railroad depot, New York City.

Siebe & Green, of San Francisco, have bought the bill posting plant of the Al. Stillwell Co., incorporated, doing business in Oakland and Alameda counties.

**Allen's Press Clipping Bureau**  
 Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco; Union Block, Portland, Ore.; 105 East First Street, Los Angeles, Cal. Established 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico.

**PUT THIS ON YOUR LIST.**  
**Willis Jones & Co., Columbus, Miss.**  
**BILL POSTERS, SIGN PAINTERS, and General Advertisers**  
**Good, Prompt and Efficient Work, IF YOU WILL LET US.**  
 We own and control all boards and posting privileges, besides about 10,000 feet dead walls and bulletin boards for painted signs.  
 CORRESPONDENCE SOLICITED.

**Muslin Signs! Big Display at Small Cost!**  
 Brush lettered in bright weather-proof oil colors on best unbleached muslin. To order, sec. per square yard of surface. 8 yards or less mailed postpaid. Larger orders by express prepaid. Satisfaction guaranteed. Prompt work. G. F. Harding, Sign Artist since 1880. Wurtsboro, N. Y.

**WHY NOT?**  
 Give us a trial order of distributing. We employ honest men, cover all sections, and do not charge any more than others in the same business.  
**J. E. STROYER CO.,**  
 114 Weld St., Rochester, N. Y.  
 Members I. A. of D.

**Novelties, Tricks, Magic, Puzzles.**  
 Continually New Things Invented.  
 Send 12 Cents for  
**The Latest Funny Thing.**  
 A Box of Cuban Cigars, a great surprise for every man or woman handling that box.  
**Chas. Hesing, Importing Stationer,**  
 110 East Pearl St., Cincinnati, O.

**CHAMPION \$15 TYPEWRITERS.**  
 Six brand new machines, never used, \$11.25 each. Work equals \$100 machines in every respect. Send for catalog and sample work. Morgan, Rice & Co., 11 St., Springfield, Mass.

**SEE HERE!**  
 I distribute circulars. I will furnish all kinds of names. Write to me for terms. City population 6,000. PROF. R. M. JONES, SUMTER, S. C.

**Do You Use Circulars?**  
 We send ours to 1,000 or more new names (no directory names) each month with good results. Should be pleased to send yours (600 or smaller) with them for \$1.00 per thousand. Prepay all charges.  
 We will sell Three Copies Only of our lists for 30 cts. per 100 or \$2.00 per thousand.  
**D. W. McNEAL CO.,**  
 511 W. 67th Street, Chicago, Ills.

**Newport, Ky. G. H. Otting & Son,**  
 Own and control all boards. Good Service.

**Milford, Mass.**  
 Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 30 years' experience in this city. Ingenuity and scenery truck express. fe-12

**Parkersburg, W. Va., Pop. 15,000**  
 C. C. Lieuvroul, bill poster and distributor. Reference, any bank in city. Satisfaction guaranteed. 17

**What is worth doing at all, is worth doing well.**  
**JOHN H. JONES,**  
 Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population, 500,000. Dwellings, 85,000. Member I. A. of D.  
 Office, N. W. Cor. Mount & McHenry Sts.,  
**BALTIMORE, Md.**

If you are an up-to-date advertiser you want the latest and best advertising novelties. Before placing your order write  
**The Adv. Novelty Co., 32, 34 & 36 E. 3d St.**  
 CINCINNATI, OHIO.  
 Manufacturers of and dealers in Domestic and Imported Advertising Novelties, Cards, Calendars, Panels, Shapes, &c.

**Wheeling, W. Va.**  
 is the center of 100,000 population and is one of the largest manufacturing districts in the U. S. You can reach this territory through our Bill Posting and Distributing Agency.  
**The W. S. Meek Co.,**  
 WHEELING, W. VA.

**W. H. STEINBRENNER**  
 GIVES THE ONLY RELIABLE  
**DISTRIBUTING SERVICE IN CINCINNATI, O.**  
 Member I. A. of D. Room 609 Lincoln Inn Court

# 50,000 NAMES

**30,000 NEVER BEEN COPIED.**  
We have the only bonafide list of names of Oklahoma \$1.00 per 1,000, 50,000, 250,000, May and June only. Oklahoma Mailing & Distributing Agency, Box 200, Guthrie, D. T.

1891. "Everything comes to him who hustles while he waits." 1897.

## The Hustler Advertising Co.

Prompt personal service guaranteed at all times. **OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.** The only exclusive distributing service in city. **W. H. CASE, MANAGER.**

24 NORTH MINER STREET. FORT WAYNE, IND.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc. Playing Cards and Ivory Goods. Club Room Furniture, Faro and Poker Chips, Sporting Goods.

# OGDEN & CO.

Manufacturers of **Automatic Slot Machines,** Bonanza, Star, Carlo, Monte Carlo, Etc. New Designs Every Month. Largest Factory in U. S.

Automatic Game Devices at Lowest Prices. 185 Clark Street, CHICAGO, ILL.

## OWENSBORO BILL POSTING COMPANY,

OWENSBORO, KY.

LICENSED **CITY BILL POSTERS** DISTRIBUTING, SIGN TACKING AND SAMPLING.

25,000 square feet of Protected Boards. Association prices govern our charges. Population of City; 16,000; of County.

## The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

# CRITTENDEN & CO.

City Bill Posters and Distributors, **CENTRALIA, ILL.**

We own and control all boards in this city. Also make large and small contracts for all kinds of advertising. We cover a very large territory.

NOTHING EXCELS THE SERVICE RENDERED BY THE

# BINGHAMTON BILL POSTING COMPANY,

CONTRACTORS FOR **OUT-DOOR ADVERTISING IN ALL ITS BRANCHES.**

Special care given to House-to-House Distributing. Prompt Service by Reliable Men.

**P. M. COOLEY, Mgr., BINGHAMTON, N. Y.**

## THE AL. G. FIELD BIG MINSTRELS

For the season of 1897 and 98 will be quite the biggest organization that has ever toured the country. It was big last season, but this season it is almost twice as big as it was last year. This makes it imperative that I have a longer advance showing than local managers are inclined to give me. I want to bill three and four weeks ahead of my date. Bill posters will please send best rates. I also want to hear from suburban bill posters, as I will bill all suburban towns, also country routes and railroad excursions. Address, AL. G. FIELD, 563 E. Mound St., Columbus, D.

## Middletown Advertising Co.

THOMAS KAIN, Manager.

**Distributors AND GENERAL Advertisers**

**88 South St., MIDDLETOWN, N. Y.,**

Prompt Service Guaranteed. Correspondence Solicited. Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.

## FRANK M. DUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Fourbournais, total population, 15,000

## Mexican International R. R.

EAGLE PASS ROUTE.

The Short Standard Gauge Line between principal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER, Commercial Agent, Commerce Bldg., Cincinnati, O. C. K. DUNLAP, Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

## SIDNEY, OHIO, C. P. ROGERS

CITY BILL POSTER. Owns and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to

**YOUNGSTOWN, O. Box 153.** Send all circulars and samples for distribution throughout the Western Reserve to the Eastern Ohio Distributing Bureau.

HIGGINSVILLE, MO. Pop. 5,000 The Greatest Country on Earth.

**RIGG BROS.,** The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up-to-date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

## HENRY C. CROSBY ADVERTISING SIGNS

Romaine Building, PATERSON, N. J.

## L. A. DANIELS, City Bill Poster and Distributor, SANTA CRUZ, CAL.

POPULATION 8,000. Member International Bill Posters Association of United States and Canada

Memphis, Tenn. Van Buren & Co., Bill Posters and Distributors, 224 Second Street.

Oregon Sign Co., Bill Posters, Distributors and Sign Painters, Box 37, Oregon City, Oregon.

Hillsboro, Texas. Phillips Bros., City Bill Posters and Distributors.

Santa Fe, N. M., A. M. Dettelbach, Bill Poster, Tacker and Distributor for Santa Fe, Pecos and Rio Arriba Co's.

Belvidere, Ill. Fred. Willu, Bill Poster, 312 Casswell St.

Troy, Ill. F. C. Gates, Bill Poster and Distributor. Reference furnished.

Lu Verne, Minn. Pop. 3,000. Dana W. Baer, Bill Poster and Distributor, Box 490.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Wilmington, North Carolina. Population, 25,000. Thos. P. Day & Co., Bill Posters and Distributors.

Oswego, N. Y., F. E. Munroe. Bill poster, Distributor and Sign Painter.

Lima, Ohio. Pop. 20,000. W. C. Tirrell, City Bill Poster and Distributor. Work promptly done.

Fayetteville, N. C. Hawkins Bros., Bill Posters and Distributors. Lock Box 170.

Butte, Mont., W. E. Kendrick, Bill poster and sign advertiser. P. O. box 122.

Laramie, Wyo. H. E. Root, Mgr. Opera House and City Bill poster and distributor (held), 150 3/4 St.

Clarksburg, W. Va., Pop. 5,000. W. L. Deason, City Bill Poster and Distributor.

Waukon, Iowa. Wm. S. Hart & Co. Pop. 3,000. Control all space, including Opera House and Fair Grounds. Do not work anywhere in N. E. Iowa.

Po'keepsie, N. Y. 24 Mechanic St. M. F. Springer, The Honest King Bill Poster and Distributor.

Lorain, O., P. J. Smith, Bill Poster and Distributor.

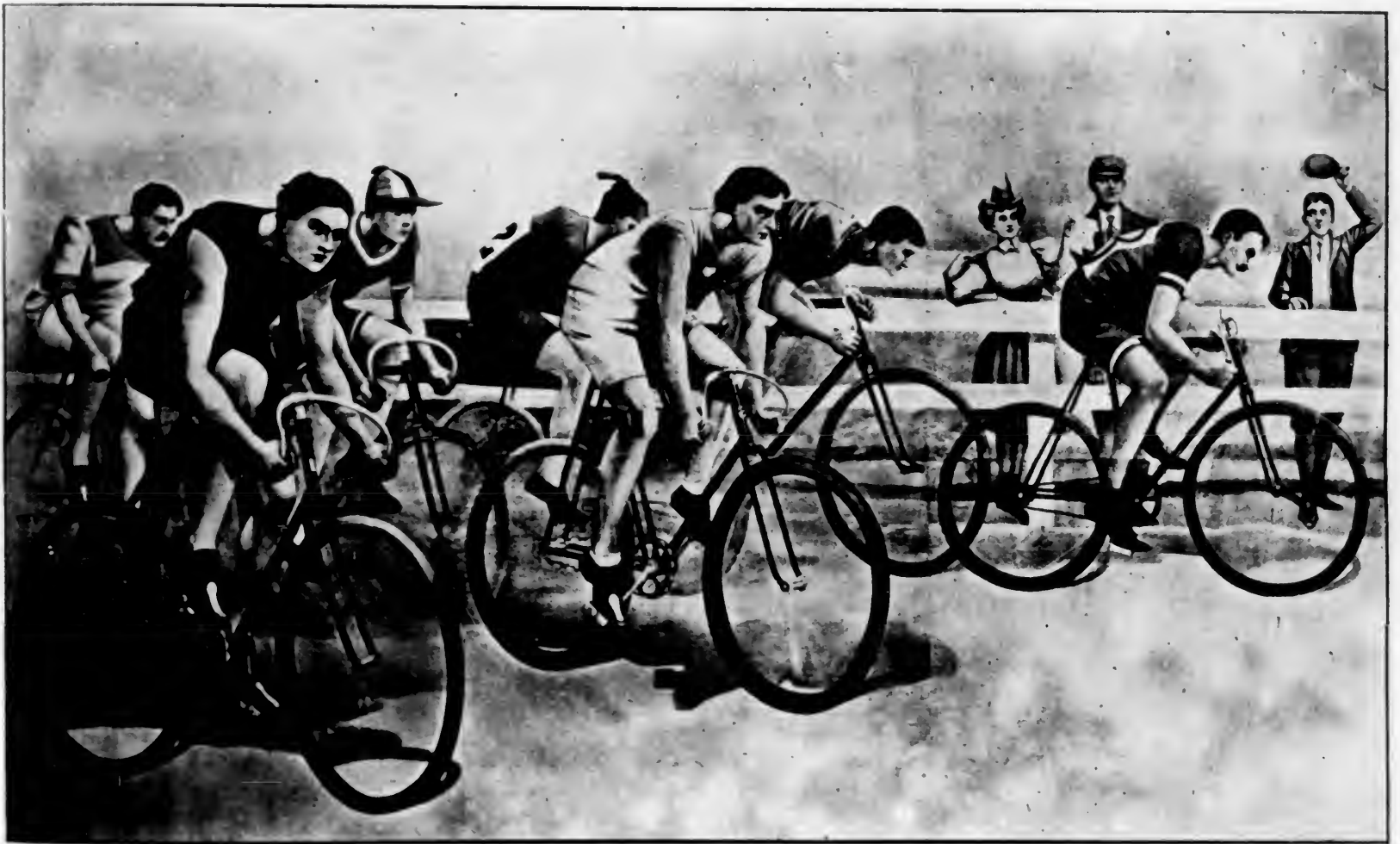
Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters, Distributing and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth, Manager.

Starett Show Printing Co., San Francisco, Cal.

Toronto, Can. City Bill Posting Co. G. N. Parker, Manager.

# Donaldson Posters

Are the best posters made in the whole world. There are other houses who make posters now and then, others who combine the making of posters with that of show cards, labels and stationery, and still others who try to make them. The Donaldson Lithographing Co. is the only house in the world that makes posters exclusively, mind you, exclusively, that is only posters—nothing but posters. Donaldson posters are printed from lithographic stone, (the real thing, imported from Solenhofen, in Bavaria) and not from zinc, aluminum, or other imitations. Donaldson posters are made from originals by the best artists, executed by the best lithographers, printed by pressmen who are artists, on Hoe presses, the best of their kind, with inks that are permanent, on paper made especially for posters. That is why Donaldson posters are the best posters in the whole world



The above is an illustration of our nine-sheet bicycle poster, No. 299. It measures seven feet high by ten and a half feet long. We sell it, cross lined, that is, with the name of the club, the date, the place of meeting, etc., at the following prices, viz:—

10 for	8 9.00	25 for	818.00	100 for	857.00
15 for	11.70	50 for	33.00	150 for	81.00
20 for	15.00	75 for	45.00	200 for	99.00

Bill posters and agents are respectfully requested to sell this bill from the above cut. If your patron insists on seeing a sample, he will have to pay for the privilege. It costs us (including express charges, which we prepay) 75 cents for each and every sample that we send out, and the size of the orders does not warrant the expense. We have just issued new one-sheet posters suitable for advertising Fourth of July Celebrations, Picnics, Railroad Excursions, Trolley Car Excursions, Traction Parks, Steamboat (western) and Steamer (eastern) Excursions, Base Ball, Flower Shows, etc., etc. Samples of any of these one-sheet lithographs are sent free of charge to agents and bill posters

# Donaldson Litho. Co. of Cin'ti, O.

# GREAT CLEARANCE SALE.

## POSTERS AT LESS THAN COST.

Commencing Tuesday, June 1st, and continuing thereafter until all are sold, we will offer the following remarkable bargains in Posters:

### 9500 "SAY" Posters, at the following exceptionally low prices:

25 for \$1.31, reduced from \$1.75	100 for \$3.19, reduced from \$4.25	500 for \$9.75, reduced from \$13.00
50 " 2.08 " " 2.75	200 " 5.08 " " 6.75	1000 " 15.00 " " 20.00

### 7000 "CAT" Posters. These prices are less than cost of production.

25 for \$1.31..... formerly \$1.75	100 for \$3.19..... formerly \$4.25	500 for \$ 9.75..... formerly \$13.00
50 " 2.08..... " 2.75	200 " 5.08..... " 6.75	1000 " 15.00..... " 20.00

### 6800 "FENCE" Posters, at the heretofore unheard-of prices of

25 for \$1.31, reduced from \$1.75	100 for \$3.19, reduced from \$4.25	500 for \$ 9.75 reduced from \$13.00
50 " 2.08 " " 2.75	200 " 5.08 " " 6.75	1000 " 15.00 " " 20.00

## Special for the FOURTH OF JULY.

One-sheet, showing Uncle Sam full length of bill with space for lettering on entire right side. Printed in red and blue. Good bill, especially for Holiday celebration. Prices, including printing on advertisement in one color:

25 posters..\$1.58	100 posters..\$3.83	500 posters..\$11.70
50 " .. 2.48	200 " .. 6.08	1000 " .. 18.00

### Descriptive Three-Sheets.

PRINTED IN RED, WHITE AND BLUE  
100 for \$9.25. Regular price, \$12.25.

You save \$3.00 by sending us your order. And \$3.00 is three dollars in these days. Why not save it?

**These prices are net cash with order.** No discounts of any kind to anyone. Remember, now, you must send the money with the order or you won't get the goods. **This is a Clearance Sale for cash.** We need the room and we also need the cash.

These Posters will not last long at these prices. Send your order in early.

# HENNEGAN & CO., Cincinnati.

We cross-line all of these posters free at the prices quoted; that is to say, we print such matter on them as you may desire without extra charge. Samples free.



**JOINTED**  
**Paste Brush Handles**

MADE EXPRESSLY FOR . . . . .  
Traveling Advertising Agents.

Will Fit Inside of a Bill Trunk. Great Convenience.  
**HANDY.**

**DURABLE.**  
**STRONG.**

**RIGID.**  
PRICE: 7 feet, 2 sections, \$1.25. 10 1/2 feet, 3 sections, \$1.75.

**DONALDSON LITHO. CO.,**  
**CINCINNATI.**

REMIT WITH ORDER. NONE SENT C. O. D.

**H. K. APPLE,** SUCCESSOR TO . . .  
**INDIANA SIGN CO.**  
SIGN WORK OF ALL KINDS TO ORDER.  
**BILL POSTING A SPECIALTY.**

10,000 Feet of Private Space at your disposal. Will rent spaces any length of time. Give him a trial. County work taken on application.

**INDIANA, PA.**

Established 1894. City Population, 350,000.

**NATIONAL DISTRIBUTING CO.**  
CIRCULAR DISTRIBUTORS AND SIGN TACKERS.  
**15 & 17 Winder St., DETROIT, MICH.**  
Terms reasonable. Send for price list.



**YOUR PORTRAIT.**

We will send *The Advertising World* (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Half-tone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. *The Advertising World* is an eight-page, five-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

**TRENTON, New Jersey**  
**The Trenton Bill Posting Co.**

Owms all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

W. M. R. WILLIAMSON, Manager.

**Waukegan, Ill.**

G. Runey & Son, Distributors, Bill Posters, etc. (Trenton 18 towns.) Pop. 35,000. n6

**DENVER, COLO.**

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 185,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000. t7

**Boston, Mass. Pop 500,000.**

Law & Board, Distributor 5 Heath St. n

**Kansas City, Mo. Pop. 300,000.**

Midland Advertising Co., Joseph Ford, Mgr. Distributing, Tackling. Reliable Men only. All towns in Jackson and Wyandotte Cos. Mem. International Ass'n of Distributors.

**Press Clippings**

Proposed events, fairs, conventions, etc. Other lines of items from the newspapers of the country. Send for particulars.

**N. E. Newspaper Bureau,**  
146 Franklin St., Boston.

**Mattapan, Mass. D. L. Cushing,**  
Central Distributor and Gen. Advertiser.

**Atlanta, Ga., 124 Haynes St.**  
Wm. Feby, Advertising Distributor. Signs tacked up in this and adjoining counties, \$1.00 per 1000 and up. d97

**FAIR MANAGERS**

We have six parties organized for the season of 1897. Each party has two capable and experienced aeronauts and two balloons. This guards against accidents and insures against disappointments. We can supply balloon ascensions with or without parachute drop. Balloon Races, lady or gentleman aeronauts, in fine, anything in aerostatics. Write for catalogue and terms.

**ADVERTISERS**

Head your circulars or booklets with the caption, "This Circular Was Dropped From the Clouds by The Hanner Balloon Co." and we will distribute them in that manner at the rate of \$10.00 for 150 lbs. The most novel and profitable method of advertising ever conceived. Address,

**The Hanner Balloon Co., Cincinnati, Ohio.**

**The Babbitt Entry and Record System.**

(For keeping track of Entries and Awards, and Money Received From and Paid To Exhibitors at FAIRS.)

DESIGNED IN 1896, AND IMPROVED IN 1897,  
—BY—

**A Man Who Knows His Business.**

Price \$5.00, (due when your fair is over.) Will send a set by express, collect, on approval to any Sec'y in U. S. or Canada, and it and the express back in case you do not like them.

*Arthur Babbitt*

Sec'y Wisconsin Fair Managers Association. Ass't Sec'y Wisconsin State Fair,  
**MADISON, WIS.**

**The Christmas Billboard, 1897.**

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, on December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per *Agate* line, with 20 per cent additional for specified position.

**LARGER ADVERTISEMENTS.**

Whole page	\$50.00
Half page	27.50
Quarter page	15.00
Eighth page	8.00

**LITHOGRAPHED PAGES.**

Page 2 of Cover, in 2 colors . . .	\$100.00
Page 3 of Cover, in 2 colors . . .	100.00
Page 4 of Cover, in 8 colors . . .	200.00
Double page center, in 8 colors . . .	300.00

No deviations will be made from these prices, and no discounts of any kind. Copy for Advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9 1/2 x 12 1/2.

Blaney, Wm E., Expert Ad Writer,  
Station T, Boston, Mass.

**John L. Smart,**

Only Exclusive Distributor in the City. Makes a specialty of Distributing Papers, Pamphlets, Circulars and Samples. Cards and Signs tacked up *where they will be read.* Estimates cheerfully furnished. No boys employed. Population of city, 16,000. Member International Association of Distributors.

JOHN L. SMART,  
14 East Intendencia Street,

**Pensacola, Florida.**

Chillicothe, Mo., Z B. Myers  
Bill Posters and Distributors. Reference furnished. Box 161. n97

W. E. Patton, Corinth, Miss.  
Bill Poster and Distributor. Reference furnished. Box 161. n97

Woodland, Cal.  
Hertz & Glendenning, Bill Posters. n97

**S. C. DRAPER,** Portsmouth, Va.

**CITY BILL POSTER, DISTRIBUTOR, SIGN TACKER.**

All New Boards. Work Done by Reliable Men

**Laconia, N. H. Pop. 15,000.**  
Folsom Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager. Owns all boards in the city and suburbs.

**Jacksonville, Ill., 807 S. Main St.,**  
Wm. Burke, member of and recommended by U. S. Dist. Bureau

**Evansville, Ind. 75,000. Licensed.**  
Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. n97

**THE MANHATTAN PRESS-CLIPPING BUREAU.**

NEW YORK. LONDON.

ARTHUR CASSOT, Manager,  
Knickerbocker Building,

No. 2 West 14th St., New York.

Supplies press clippings for Trade Journals, and on all subjects. Best facilities.

HON. CHAUNCEY M. DEPEW  
is one of our regular patrons.

HON. CALVIN S. BRICE:  
You have the best facilities of anyone in the field in your business.

Peru, Ind. Chas W. Stutesman,  
Licenses Bill Poster and Distributor.

Stavanger, Minn  
Ole Horn, Bill Poster and Distributor. n97

**Bangor, Me., and Neighboring Cities. Pop. 40,000.**  
Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. n97

Delaware, O. G. D. McGuire,  
City Bill Poster and Distributor.

**Philip B. Oliver,**  
**Licensed City BILL POSTER.**  
**AND DISTRIBUTOR.**

3,000 Feet of Board. 75 Three-Sheets.  
Special Attention Given to Commercial Work and Distributing.  
All Work Guaranteed.

**319 Cherry St., FINDLAY, O.**  
POPULATION 23,000.

**Winona, Minn. Pop. 25,000.**  
Winona Circular Dist. Co., 75 E. Second St. General Outdoor Advertisers, Sign Tackling a specialty. n

**Terre Haute, Ind.**  
James M. Dishon, Distributing, 29 South 5th St. n

# Nashville Distributing AND Advertising Co.

150 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. JAMES L. HILL, Mgr



## JOINTED MAGNETIC HAMMERS. JUST THE THING FOR CARD TACKERS.

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

SAVES CLIMBING. SAVES WORK.

Enables you to give your clients first-class permanent service.

PRICES:

36 in. handles, 2 sections, \$2 00. 42 in. handles, 3 sections, \$2 50

DONALDSON LITHO. CO., Sole Agents, CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C. O. D.

BILL POSTER, DISTRIBUTOR, THROUGHOUT ARKANSAS.

# J. F. CLARK, CONWAY, ARKANSAS.

RATES LOW. BOX 92.

## AGENTS WANTED

Either ladies or gentlemen, to sell our new

### HIGH-GRADE TOILET SOAPS AND PERFUMES,

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINTEAUX SOAP & CHEMICAL CO., 38 East Third St., CINCINNATI, O.

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:

Boise, Idaho, Elmo, Gordon & Co. Reliable Distributors and Sign Tackers. We pay rent for our locations and can guarantee.

A STATEMENT TO BE PROUD OF: WE HAVE PRINTED OVER 2,000,000



All Kinds of Printing and Engraving.

Waukesha Wis. Odwell F. Meigs City Bill Poster and Distributor 638 Main Street

## A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinhilber, 811 Vine, Cincinnati

## Herman Delker,

Bill Poster - - Distributor, JUNCTION CITY, KANSAS. Box 402.

Aurora, Ills. B. Marvin. Bill Poster and Distributor. Circuit, 16 towns. Pop. 60,000.

ESTABLISHED 1876.

## CHARLES W. YORK,

Bill Poster and Distributor.

HAVERHILL, MASS.

I make a specialty of Distributing. Reference if required.

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chicago and suburban towns.

## C. F. Bangasser & Co.

CITY BILL POSTERS AND DISTRIBUTORS, Signs Tacked and Signs Painted. Own all Bill Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON.

14 Counties in Northern Illinois. My service can't be excelled. Work done systematically and thoroughly by experienced help. Send sample for rates. B. O. BOUTBY, DIXON.

## I. H. ASIRE, BILL POSTER-DISTRIBUTOR.

My circular gives all details. A trial solicited. FOREST, OHIO.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Grillo, Locust Grove, Jackson, Fannin, Macon, Forsyth and Barnesville. Includes population of 175,000.

SEND FOR A COPY OF

# Business

The Office Paper

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing.

To read BUSINESS is a liberal commercial education in itself. The office of BUSINESS is to be in every office Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO., 11 ASTOR Place, New York.

Springdale, Arkansas. Circulars, samples, booklets, albums, etc., promptly and thoroughly distributed from house to house at reasonable rates. Address D. H. Whitener.

## ADVERTISING MANAGERS:

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle.

## Strike while the Iron is Hot!

We can reach all these people. Send us your booklets, samples, or circulars or any kind of advertising matter.

## D. J. Lefebvre Adv. Co.

RELIABLE DISTRIBUTORS. Box 483, Manchester, N. H. Keep Our Address For Future Reference.

Scranton, Pa., 654 Deacon St. J. H. Bellz, member I. A. of D., samples put out, circulars distributed, signs nailed up. Work is guaranteed. 200,000 people in Lackawanna County.

## Utah and California!

Are two of the most magnetic names in the roll of States, and the best way to reach them is over the

## RIO GRANDE WESTERN RAILWAY, "Great Salt Lake Route."

As the titles indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California, and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. G. W. for this reason, as well as for the magnificent scenery, super equipment and fast time. Write to F. A. WADLEIGH, General Passenger Agent, Salt Lake City, Utah, for particulars.

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Books. Lowest prices. Always on time. No mistakes 155 Washington Street, Chicago.

RUBBER STAMPS. Climax Stamp Works, box 106, Belgreen, Ala. Sample any wording—and set-linking paid, i.e.

CHILLICOTHE, ILL. CHARVAT BILL POSTING CO. HENRY CHARVAT, Manager. Seven Cities Covered. Population, 12,000. Correspondence Solicited.

Grand Rapids, Mich. George M. Leonard, Reliable Distributor

# Mail Order Dealers: Advertise in THE HORNET. 1,000 Circulation.

Oklahoma alone. 12 cents per year during May and June. 5 cents per line, 30 cents per inch. Press 25th. Vol. 1, THE HORNET, Box 260, Guthrie, O. T.



DO YOU INTEND TO ADVERTISE IN \_\_\_\_\_

**SAN FRANCISCO,  
OAKLAND,  
AND ALAMEDA CO.,  
\_\_\_\_\_ CALIFORNIA?**

# SIEBE & GREEN

OWN THE

## Bill Posting and Painted Sign PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

**SAN FRANCISCO,** 44,000 Lineal Feet Fencing,  
10 and 20 Feet High,  
350,000 Population.

.....

**OAKLAND,** 11,000 Lineal Feet Fencing,  
10 and 20 Feet High,  
60,000 Population.

.....

**ALAMEDA CO.,** 9,000 Lineal Feet Fencing,  
10 and 20 Feet High,  
150,000 Population.

.....