

# BILLBOARD

## ADVERTISING

A  
Magazine  
for  
Business Men  
who  
think.



MORRIS HARWICH.

June, 1896.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c. for four insertions, \$1.00 for six insertions. Larger cards, 10c. peragate line

Corcicana, Texas. Pop. 10270 L. C. Revare, City Bill Poster and Distributor. Satisfaction guaranteed—try me. 1000 running feet Bill Boards and good walls

Asheville, N. C. "The Land of the Sky." Resident population, 15,000; visiting population, 7,000 Asheville Advertising Agency, P. O. Box 17. Licensed City Bill Posters, Tackers and Distributors. Also control all Street Car Advertising in city.

Winona, Minn., Henry Werner, City Bill Poster and Distributor.

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

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.

Joliet, Ill., DeLong & Biederman, Bill Posters and Distributors.

Boone, Iowa, Population 9,000 d6 J. J. Kirby, City Bill Poster and Distributor

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, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000. tf

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

Manchester, N. H. Frank P. Celby, City Bill Poster, Distributor and Baggage Transfer. Address 30 Manchester st.

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

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. 20 years' experience in this city Baggage and scenery truck express. fe-12

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

Palatka, Fla. u6 W. S. Nugent, Bill Poster and Distributor

South Framingham, Mass. aja W. H. Trowbridge, Bill Poster. Five towns

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

Tucson, Arizona, 2,000 ft. of boards WM. REID. Box, 148. d12

Springfield, Ohio, H. H. Tyner Licensed City Bill Poster and Distributor.

Sioux City, Iowa, pop. 40,000, Posters, Distributor and Tackers. We do all kinds of advertising & guarantee work Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. P. A.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posting Co. own and control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON, Manager, P. O. Drawer 28

Woodland, Cal. Dietz and Glendeunig, Bill Posters. 6no

Lu Verne, Minn. Pop. 3,000. Dana M. Baer, Bill Poster and Distributor, Box 490. a6

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.

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

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Stavanger, Minn. Ole Holm, County & City Bill Poster & Distributor †

Waukon, Iowa. Pop. 3,000. Wm. S. Hart & Co. control all space, including Opera House and Fair Grounds Good work anywhere in N. E. Iowa. a6

Effingham, Ill. H. I. Vance, City Bill Poster and General Distributor Member N. D. A. a3

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distributor and General Advertiser.

R. W. STORRS, De Funiak Springs, Fla. Can cover all West Florida outside of Pensacola in any manner desired. tf

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space

Peru, Ind. Chas. W. Stutesman, Licensed City Bill Poster and Distributor.

Dayton, Wash. Day's Advertising Co., Licensed Bill Posters, Sign Tackers, and Distributors. Mailing Lists. Reference furnished. myst

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

Denat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of all kinds of Advert sign Matter.

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

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

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

W. E. Patton, Corinth, Miss. Bill Poster and Distributor. Reference furnished. Box 79 n6

Dowagiac, Mich. J The Mich. Adv. Bureau Wm. J. Kryder, Pre

Easton, Md. The Adv. Dist. Bureau, posts and distributes bills, signs and circulars, and all classes of advertising matter. John H. Thompson, Manager. Box 118. d6

Fredonia, N. Y. John H. Case, Distributor. Box 1057. d6

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

Marquette, Wis. Menominee, Mich. Pop. 15,312—Adjoining—Pop. 12,524 Wm. H. Earle, Marquette, Wis. Reliable Distributor. Your contracts solicited m6

Newport, Ky. G. H. Otting & Son, Bill Posters and Distributors, 608 York street.

New Orleans, C. H. Young & Co., 408 Carondelet St. General Distributors. Unlimited reference. Honest work. d6

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hamburg

Paducah, Kentucky. H. JOSEPH HARTH, Bill Poster and Distributor. Member International Distributors Ass'n of N. A. j6

Portage, Wis. W. H. Bathgate Advertising and Distributing Agency. Bill posting, signs tacked. n6

Richmond Hill, L. I. Circulars distributed honestly in Queens County by L. Baugert. u6

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DISTRIBUTORS' DIRECTORY.

Williamsport, Pa. S. M. Bond, Distributor.

Selkirk, Ohio. C. P. Roberts, Reliable Distributor. j3

Pittsburg, Pa. The "Twin Cities" Distributing Agency are the "Greater Pittsburg" Distributors. Pop. 600,000. Members National Distributors' Association. Office, 6 Sixth St., Pittsburg Branch, Allegheny. J. T. Hudson, mgr. tf

Kerrsville, Tex., Geo. A. Harrison, Box 90. Circulars distributed and signs nailed up in Kerr and adjacent counties

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county. a3

Greenpoint, L. I. Pop. 160,000. F. Loweree, 58 Clay, Reliable Distributor †

Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Advertiser.

Butler, Ohio. M. M. Spohn, Circulars distributed and signs nailed up in Richland and adjacent Co's. \$1.75 per m. †

Menomonee, Wis. Flint & Thompson, Circular distributors. References furnished. Rates sent on application. a6

Rochester, N. Y. The J. E. Stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand bill to a circus program. No botch work.

EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Bates, Charles Austin, 1413-1415 Vanderbilt Bldg. New York, N. Y. Barless, C. J., Rose, N. Y.

Bond, of Boston, 116 Central Street. Curran, R. L., 111 West 34th st., New York, N. Y.

Day, Chas. H., Whitteville, Conn. Fowler, Nath. C., Tribune Building, N. Y. Marston, Geo. W., Portsmouth, N. H. Moses, Bert M., Box 283, Brooklyn, N. Y.

Newitt, J. C., Stimson Bldg., Los Angeles, Cal. Patterson, Will J., 125 1/2 W. 3d Los Angeles, Cal. Scarborough, Jed, 45 Arbuckle Bldg., Brooklyn, N. Y. Star Ad. Writing Bureau, Evening star Bldg., Washington, D. C.

Stewart, W. C., 414 Elm Ave., Philadelphia, Pa. Ward, Artemas, Lincoln Bldg., Union Sq., N. Y. Wilder & Co., 621 Market St., San Francisco, Cal.

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line. Advertisements amounting to \$1.50 and over, include a year's subscription free

Barron G. Collier, Times Bldg., N. Y. Cole Bldg., Memphis, Tenn. George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg., New York City.

Broadway Advertising Co., Hugh J. Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co., 38 1/2 Marietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia.

O. J. Milford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.

Sam. P. Ferree, 231 Broadway, New York City. Manhattan E. K. Advertising Co., 33 Murray st., New York City.

M. Wineburgh, Times Bldg., N. Y. M. Wineburgh, r. r. Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex. The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Henne-gan & Co., 117 East Eighth Street, Cincinnati, O., and receive in return a handsome leather bound Date Book Best ever published.

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POSTER PRINTERS

Advertisements under this head \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line. Advertisements amounting to \$1.50 and over include a year's subscription, free.

Calhoun Printing Co., Hartford, Conn Calvert Litho Co., Detroit, Mich Cameron Show Printing Co., 57 Ann, New York Central City Show Printing Co., Jackson, Mich Central Litho and Eng Co., 140 6th ave., New York Central Show Printing Co., 143 Monroe, Chicago Correspondent Show Printing Co., Piqua, Ohio Courier Printing Co., Brantford, Ontario Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co., Buffalo, N. Y. Cox's Sons, John, Gay and Pratt, Baltimore

The Donaldson Litho. Co., Cin'ti, O. Richner & Co., Baltimore Empire Show Printing Co., 73-75 Plymouth Place, Chicago

Forbes' Litho Co., 181 Devonshire, Boston Francis & Valentine, 517 Clay, San Francisco

Free Press Show Print., Detroit. Fox, Richard K., Franklin and Dover, New York Gribler Litho Co., Chicago. Gillin Show Print, 132 West 14th, New York

Goes' Litho Co., 140 Monroe, Chicago Gt. Am. Eng & Print Co., 57 Beekman, New York Great Western Printing Co., 511 Market, St Louis Greve Litho Co., The, Milwaukee, Wis Haber, P. S., Fond-du-lac, Wis Hasselman Printing Co., Indianapolis, Ind Hatch, C. R. & H. H., Nashville, Tenn

Hennegar & Co., Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sanson, Philadelphia

Libbie Show Print, Bos'on, Mass. Lick Show Print, Fort Smith, Ark Ljebler & Maass, 224 Centre, New York Manberret's Printing House, New Orleans, La Metropolitan Printing Co., 222 W. 20th, New York Miner Litho Co. The H. C., 342 west 14th st New York

Morgan, W. J. & Co., St. Clair, Cleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago Orcutt Litho Co., Chicago Pioneer Printing Co., 214 Jefferson, Seattle, Wash Planet Show Print, Chatham, Ont., Canada Richardson & Foss, 112 4th Ave., New York Riverside Printing Co., 216 3rd, Milwaukee, Wis United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I Winterburn Show Print., 166 Clark, Chicago

MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St. Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. Thos. A. Skidmore, 640 Halsey st.

CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st. Bill's Advertising Service, 312 Coleman st. Ph. Morton, 333 west Fifth st.

CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Bour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court Thos. Cusack, Blue Island ave. and Throop st. CLEVELAND, O. Bryan & Co., High and Middle Sts.

DESKER, COL. The Curran Bill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.—J. E. McArthur & Co. LEXINGTON, KY. I. H. Ranney & Co., 137 east Main st. LOUISVILLE, KY.—Heverlin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. The O. J. Gude Co., 113-115 w. Broadway C. S. Houghtaling, No. 3 Park Place L. E. LaTour, 1718 Broadway Sam W. Hoke, 87 Nassau st. Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway

OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSHKOSH, WIS.—John E. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson, PITTSBURGH, PA. G. G. O'Brien. PRAIRIE CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. Arthur M. Plato. S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. P. Williamson, 113-115 N 6th street Hubert & Stott Adv. Sign Co. R. J. Gunning. TORONTO, CAN.—Toronto Bill Posting Co. The Acton Billows Co. VANCOUVER, CAN.—The Acton Billows Co. WINNIPEG, CAN.—The Acton Billows Co.

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# BILLBOARD

ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. V., No. 6.

CINCINNATI, JUNE 1, 1896.

PRICE 10 CENTS  
PER YEAR, \$1.00

HOWELLS.

THE SAGE OF HARPERS.

He discusses advertising, Charles Austin Bates and Mr. Bates' latest book.

The other day, that friend of mine who professes all the intimacy of a bad conscience with many of my thoughts and convictions, came in with a bulky book under his arm, and said, "I see by a guilty look in your eye that you are meaning to write about Spring."

"I am not," I retorted, "and if it were, it would be because none of the new things have been said yet about spring, and because spring is never an old story, any more than youth or love."

"I have heard something like that before," said my friend, "and I understand. The simple truth of the matter is that this is the rag-end of the season, and you have run low in your subjects. Now, take my advice, and don't write about Spring; it will make everybody hate you, and will do no good. Write about advertising." He tapped the book under his arm significantly. "Here is a theme for you."

I.

He had no sooner pronounced these words than I began to feel a weird and potent fascination in his suggestion. I took the book from him, and looked it eagerly through. It was called "Good Advertising," and it was written by one of the experts in the business, who have advanced it almost to the grade of an art, or a humanity.

"But I see nothing here," I said, musingly, "which would enable a self-respecting author to come to the help of his publisher in giving due hold upon the public interest these charming characteristics of his book which no one else can feel so penetratingly or celebrate so persuasively."

"I anticipated some such objection from you," said my friend. "You will admit that there is everything else, here?"

"Everything but the most essential thing. You know how we all feel about it: the bitter disappointment, the heart-sickening sense of insufficiency that the advertised praises of our books give us poor authors. The effect is far worse than that of the reviews, for the reviewer is not your ally and co-partner, while your publisher—"

"I see what you mean," said my friend, "but you must have patience. If Mr. Charles Austin Bates can write so luminously of advertising in other respects, I am sure he will yet be able to cast a satisfactory light upon your problem. The question is, I believe, how to translate into irresistible terms all that fond and exultant regard which a writer feels for his book, all his pervasive appreciation of its singular beauty, unique value, and utter charm, and transfer it to the print, without infringing upon the delicate and shrinking modesty which is the distinguishing ornament of the literary spirit?"

Something like that. But you understand it?"

"Perhaps a Roentgen ray might be got to do it," said my friend, thoughtfully, "or perhaps Mr. Bates may bring his mind to bear upon it yet. He seems to have considered every kind of advertising except book-advertising."

"The most important of all!" I cried, impatiently.

"You think so because you are in that line. If you were in the line of varnish, or bicycles, or soap, or typewriters, or extract of beef or of malt—"

"Still I should be interested in book-advertising, because it is the most vital of human interests."

"Tell me," said my friend, "do you read the advertisements of the books of rival authors?"

"Brother authors," I corrected him.

"Well, brother authors."

I said, No, candidly, I did not; and I forebore to add that I thought them little better than a waste of the publishers' money.

II.

My friend did not pursue his inquiry to my personal disadvantage, but seemed to prefer a more general philosophy of the matter.

"I have often wondered," he said, "at the enormous expansion of advertising, and doubted whether it is not mostly wasted. But Mr. Bates, here, has suggested a brilliant fact which I was unwittingly groping for. When you take up a Sunday paper—I shuddered, and my friend smiled intelligence—"you are simply appalled at the miles of announcements of all sorts. Who can possibly read them? Who cares even to look at them? But if you want something in particular—to furnish a house, or buy a suburban place, or take a steamer for Europe, or go to the theatre—then you find out at once who reads the advertisements and cares to look at them. They respond to the multifarious wants of the whole community. You have before you the living operation of that law of demand and supply which it has always been such a bore to hear about. As often happens, the supply seems to come before the demand; but that's only an appearance. You wanted something, and you found an offer to meet your want."

"Then you don't believe that the offer to meet your want suggested it?"

"I see that Mr. Bates believes something of the kind. We may be full of all sorts of unconscious wants which merely need the vivifying influence of an advertisement to make them spring into active being; but I have a feeling that the money paid for advertising which appeals to potential wants is largely thrown away. You must want a thing, or think you want it; otherwise you resent the proffer of it as a kind of impertinence."

"There are some kinds of advertisements, all the same, that I read without the slightest interest in the subject matter. Simply the beauty of the style attracts me."

"I know. But does it ever move you to get what you don't want?"

"Never; and I should be glad to know what Mr. Bates thinks of that sort of advertising: the literary, or dramatic, or humorous, or quaint?"

"He doesn't condemn it, quite. But I think he feels that it may have had its day. Do you still read of such advertisements with your early zest?"

"No; the zest for nearly everything goes. I don't care so much for Tourguenief as I used. Still, if I come upon the jaunty and laconic suggestions of a certain well-known clothing-house, concerning the seasons wear, I read them with a measure of satisfaction. The advertising expert—"

"Mr. Bates calls him the adsmith."

"Delightful! Ad is a loathly little word, but we must come to it. It's as legitimate as lunch. But as I was saying, the adsmith seems to have caught the American business tone as perfectly as any of our novelists have caught the American social tone."

"Yes," said my friend, "and he seems to have prospered as richly by it. You know some of those chaps make \$15,000 or \$20,000 by adsmithing. They have put their art quite on a level with fiction pecuniarily."

"Perhaps it is a branch of fiction."

"No; they claim that it is pure fact. Mr. Bates discourages the slightest admixture of fable. The truth, clearly and simply expressed, is the best in an ad."

"It is best in a wof, too. I am always saying that."

"Wof?"

"Well, work of fiction. It's another new word, like lunch or ad."

"But in a wof," said my friend, instantly adopting it, "Mr. Bates insinuates that the fashion of payment tempts you to verbosity, while in an ad the conditions oblige you to the greatest possible succinctness. In one case you are paid by the word; in the other you pay by the word. That is where the adsmith stands upon higher moral ground than the wofsmith."

"I should think Mr. Bates might have written a recent article in The —, reproaching fiction with its unhallowed gains."

"If you mean that for a sneer, it is misplaced. He would have been incapable of it. Mr. Bates is no more the friend of honesty in adsmithing than he is of propriety. He deprecates jocosity in apothecaries and undertakers, not only as bad taste, but as bad business; and he is as severe as any one could be upon ads that seize the attention by disgusting or shocking the reader, like 'Baby one solid Sore,' for an eczema cure."

"He is to be praised for that, and for the other thing; and I shouldn't have minded his criticising the greedy wofsmith. I hope he attacks the use of display type, which make our newspapers look like the poster-plastered fences around vacant lots. In New York there is only one paper whose advertisements are not typographically a shock to the nerves."

"Well," said my friend, "he attacks foolish and ineffective display."

"It is all foolish and ineffective. It is like a crowd of people trying to make

themselves heard by shouting each at the top of his voice. A paper full of display advertisements is an image of our whole congested and delirious state of competition; but even in competitive conditions it is unnecessary, and it is futile. Compare any New York paper but one with the London papers, and you will see what I mean. Of course I refer to the ad pages; the rest of our exception is as offensive with pictures and scare-heads as all the rest. I wish Mr. Bates could revise his opinions and condemn all display in ads."

"I dare say he will when he knows what you think," said my friend, with imaginable sarcasm.

III.

"I wish," I went on, "that he would give us some philosophy of the prodigious increase of advertising within the last twenty-five years, and some conjecture as to the end of it all. Evidently, it can't keep on increasing at the present rate. If it does, there will presently be no room in the world for things; it will be filled up with the advertisements of things."

"Before that time, perhaps," suggested my friend, "adsmithing will have become so fine and potent an art that advertising will be reduced in bulk, while keeping all its energy and even increasing its effectiveness."

"Perhaps," I said, "some silent electrical process will be contrived, so that the attractions of a new line of dress goods or the fascination of a spring or fall opening may be imparted to a lady's consciousness without even the agency of words. All other facts of commercial and industrial interest could be dealt with in the same way. A fine thrill could be made to go from the last new book through the whole community, so that people would not willingly rest till they had it. Yes, one can see an indefinite future for advertising in that way. The adsmith may be the supreme artist of the twentieth century. He may assemble in his grasp, and employ at will, all the arts and sciences."

"Yes," said my friend, with a sort of fall in his voice, "that is very well. But what is to become of the race when it is penetrated at every pore with a sense of the world's demand and supply?"

"Oh, that is another affair. I was merely imagining the possible resources of invention in providing for the increase of advertising while guarding the integrity of the planet. I think, very likely, if the thing keeps on, we shall all go mad; but then we shall none of us be able to criticise the others. Or possibly the thing may work its own cure. You know the ingenuity of the political economists in justifying the egotism to which conditions appeal. They do not deny that these foster greed and rapacity in merciless degree but they contend that when the wealth-winner drops off gorged there is a kind of miracle wrought, and good comes of it all. I never could see how; but if it is true, why shouldn't a sort of ultimate immunity come back to us from the very excess and invasion of the appeals now made to us, and destined to be made to us still more by the adsmith? Come, isn't there hope in that?"

"I see a great opportunity for the wofsmith in some such dream," said my friend. "Why don't you turn it to account?"

"You know that isn't my line; I must leave that sort of wofsmithing to the romantic novelist. Besides, I have my well-known panacea for all the ills our state is heir to, in a civilization which shall legislate foolish, and vicious, and ugly, and adulterate things out of the possibility of existence. Most of the adsmithing is now employed in persuading people that such things are useful, beautiful, and pure. But in *my* civilization they shall not even be suffered to be made, much less foisted upon the community by adsmiths."

"I see what you mean," said my friend; and he sighed gently. "I had much better let you write about Spring."

### SOLICITING.

One encounters here and there a bill poster who will tell you that he cannot solicit. If pressed for his reasons for believing himself incapable of this line of work, he will invariably tell you that he is either not a good talker or that he is poor at argument. It will be found too, that he has tried it on one or possibly several occasions and met with so little success that he is convinced that either he is hopelessly incompetent or that his local trade is unalterably opposed to the billboards. Consequently, he has calmly made up his mind that what can't be cured must be endured, and quietly settled down to make the best of the situation.

In pursuing this course, such men are deliberately allowing a golden chance to strengthen their hold upon the town, to slip through their fingers. There was a time when all that was necessary for a bill poster to do in order to enjoy immunity from opposition was to cultivate the good will of the theatre manager. That time has gone.

We know of a town, a small one too, where the local bill poster has five local merchants on the boards. They are there the year round, and the lightest advertiser of the lot pays him more weekly than the theatre.

The bill poster who does not solicit his local trade is unjust to himself, nay worse, he is openly inviting opposition. Besides, there is no excuse for his indifference and lassitude.

It is a mistake to suppose that a solicitor has need of any special attributes or particular gifts. The best solicitors extant are those of few words who combine quiet and systematic persistence with never failing good humor. It is eternally sticking at it that brings success.

The designs of commercial posters now issued by the various printing houses throughout the country, are so apt and catchy that they need only to be shown. They almost sell themselves.

The printers allow liberal commissions, and a live man can earn in this wise alone from twenty-five to forty dollars a week, to say nothing of the increased earning capacity of his boards.

We have direct knowledge of a bill poster whose commissions from printers alone in one week, amounted to \$102.00.

Surely instances like this make it worth trying. The sooner this matter is taken up in earnest the sooner will employing bill posters be able to discard the brush for the desk and pen, and it is perhaps

needless for us to observe that you can purchase the brawn and muscle required to wield the former at a less cost per week than you can secure the brains to direct the latter.

Write at once for samples. Write every printer that makes a specialty of commercial posters, familiarize yourself with their prices and make a start without further delay. Then go a step farther, write all the theatrical printers for their catalogues, study them carefully, and file them away for further reference. You will then be able to put your hand on anything you require in the way of posters. If an amateur minstrel performance is gotten up in your locality, or a dance, or a benefit performance, an excursion, or anything at all you will be able to obtain the necessary printing for the projectors. In an incredibly short time you will be regarded as an authority not only on bill posting but upon poster printing as well. This will result in a greatly augmented income and at the same time render it practically impossible for a rival bill poster to get a foot hold in opposition to you; for you will own the town.

### CHICAGO BILL POSTING.

Few people, in glancing in a casual way at a glaring poster on a dead wall, entertain the least idea of the expenditure in labor and money that the paper represents.

In the first place, no one is expected to look at a poster in any other but a casual manner, and for that reason the expert designer and really clever advertiser puts very little printing matter on his work, and brings that little out so bold and striking that it is well nigh impossible to avoid reading it. As for pictorial posters, they always attract sufficient attention, if the subject is striking and is produced in glaring colors.

It is not that the paper spread on the dead walls and bill boards of Chicago is not clever and artistic work that it fails to attract more than passing attention, but rather because it is spread with such profusion that it becomes too common to the eye to awaken much interest from the ordinary mortal. But with the bill poster or showman it is different.

Their greatest joy is the discovery of something new and artistic in that line, and tired as they must grow of handling the stuff daily, it is doubtful if there are many bill rooms in local theatres that are not papered with pretty lithographs.

It is the same with the advertising cars of circuses; they are lined with lithos of other companies, usually pictures of dizzy soubrettes or dramatic scenes. Even opera house managers are wont to have a few favorite lithos hung about their snug and secluded retreat, where they reign supreme over all pertaining to the "show shop."

It is calculated that there is enough paper posted in Chicago annually to encircle the globe. The immense outlay that this represents can be understood when it is known that the stuff costs from two and three cents to seven and eight cents a sheet. A sheet is a bolt twice the size of an ordinary newspaper page, and even the largest "stands," as the big bills are called, are made in sheets which are matched together by the bill poster when he puts it up. Every stand is so folded when it leaves the lithographers that each succeeding sheet is ready to his hand. This fact, and the wonderful dexterity attained by bill posters, accounts for the startling speed with which they can hide an old fence under a big "twenty four sheet" extolling the wonders to be seen in some coming attraction.

Circus billing runs in "stands" from fifteen sheets to forty, and sometimes even more. Unlike theatrical or commercial advertisers, the circus people post their

own bills, and they have a system peculiar to themselves. Instead of posting by the sheet they have the big posters matched together and rolled up so that each "stand" is one big piece. A crew of eight or ten men will tackle a wall and in an almost incredible period will have it completely covered with flaming pictures of the startling wonders gathered from the four corners of the earth. Other advertisers depend upon bill posting companies, but the circuses, with their army of advance men, simply bury everything in sight under their paper, and when the show leaves its winter quarters the advance cars that pulled out fifteen or twenty days before, have left a trail of lithographing half way across the continent.

To the European mind the American bill poster is a wonder and an object to be studied. Several years ago, when a big American show went to London, the people went wild over their work. They blocked the streets while the knights of the brush stopped paste over everything and cheered wildly when the billers covered an immense fence in a few moments. The Londoners had never seen any such work before, and when the bill posters left they entertained a rather exalted idea of the enterprise and hustling ability of the Yankees.

Through the rural districts in this country the circus bill posters excite nearly as much admiration as the circus camps in a large town, but the billers drive through the country for nearly a hundred miles round about and decorate all the old barns, while the natives gaze with wonder. It is a hard job to post bills during a blow of wind, but there are few gales that can stop a circus gang. The paper spread by any of the large circuses during the season costs a snug fortune, but it must be done to draw crowds; and year after year, the advance gangs cover all the old fences, barns and sheds of the land, just as energetically as ever.—*Exchange.*

The Chicago Bill Posting Co., covers all the points of vantage in Chicago. Mr. P. F. Schaefer, manager of this concern is one of the shrewdest advertising experts in the country.

### FRONTISPIECE.

Morris Harwick, whose portrait adorns our first page this month, is the well known Chicago representative of the Donaldson Litho. Co., of Cincinnati. Mr. Harwick is twenty six years of age. He was born in Germany, and has traveled extensively in Europe. He is an expert engraver, and an artist of splendid ability, having plied his vocation in England, France, and Germany.

His intention when he reached America, some three years ago, was to pursue his artistic career further, but the possibilities of poster advertising impressed him so strongly that he abandoned the brush and has since devoted himself to preaching the doctrine of the potent billboards. He speaks five languages fluently, and is a prince of good fellows.

The output of the Donaldson Litho. Co., in his territory, is controlled by him absolutely, and he is virtually sole agent of that company in Chicago, and the Northwest. It is said that he draws a handsome salary, besides having an interest in the profits of all business in his territory.

The Newark Bill Posting Co. has one of the best letter heads we have ever seen. If there was more stationery of this kind utilized by the craft at large, it would help business in general.

If pressed for time, use posters. Their action is almost instantaneous.

### Printing House Gossip.

Items of news or comment for this department are solicited.

The Dean Printing Co., of Grand Rapids, Mich., are the latest to enter the poster field. They recently executed a handsome poster for the Richardson Silk Co., of Belding, Mich.

One man cannot make an association, and that is the only reason the Show Printers Association is not a success. Thos. S. Dando did a phenomenal amount of work to make this organization a success, and had he been accorded one tenth part of the support he deserved, he would have accomplished his aims.

E. C. Neale of the Russell and Morgan Co., of Cincinnati, has not severed his connection with that concern after all. His employers refused to accept his resignation, thus clearly demonstrating the fact that they know a good thing when they have it.

Harry Anderson, manager of the Enquirer Job Printing Co., Cincinnati, has issued a calendar that is a real novelty if ever there was one. This concern has also achieved the distinction of having turned out a three sheet descriptive poster which approaches the ideal as nearly as any poster can. It advertises the opening of a Cincinnati suburban resort. The only text on it is "Lagoon opens Thursday May 21" and the taste and discretion exercised in the display of the terse legend is admirable.

At the annual meeting of the stockholders of The Great American Engraving & Printing Co., held at their office New York City, on May 16, the following directors were elected for the ensuing year. T. R. Dawley, R. E. Roylance, and L. D. Thompson. T. R. Dawley was re-elected president and manager, and R. E. Roylance secretary and treasurer.

### HERE AND THERE.

Mrs. J. Ballard Carroll has been in poor health for over half a year. May 11th, she accompanied her husband to Buffalo where he attended the semi-annual convention of the New York State Bill Posters Association. Mrs. Carroll was in hopes that the trip would benefit her health but she became worse, in fact, so seriously ill that Mr. Carroll had to leave her with friends in Rochester, she being unable to undertake the trip home. Both Mr. and Mrs. Carroll have the sympathy of a large circle of friends.

Sam W. Hoke has removed to 107 W. 25th Street, near Sixth Ave., New York.

Some miscreant tore down the large billboards on East Market Street, belonging to Oplinger & Butkiewicz, at Nanticoke, Pa., May 5th.

It is said that J. Garlick of New Orleans, went down in the political landslide which struck that city recently.

The Kansas Bill Posting Co., L. M. Crawford, manager, owns and controls all boards in Leavenworth, Topeka and Wichita, also in St. Joseph, Mo. All communications should be addressed to the headquarters at Topeka.



**AND EDDIE ALSO.**

The self-appointed "Moses" who would lead the American Bill Posters out of the wilderness of low prices, roundly scolded.

The following correspondence sent us by Chamberlin, Barhydt & Co., of Burlington, Ia., explains itself. No comment on our part is necessary. The arraignment is simple, direct and unanswerable.

Burlington, Iowa, May 8th, 1896.  
 Editor BILLBOARD ADVERTISING.  
 Your letter of the 7th received. We are glad to assist in giving anything a show. The Interstate is young, and we hope the hustle will develop in a reasonable time.

We enclose you copy which you may insert in your June issue.

We have belonged to the Associated Association for a number of years. Before the internal dissensions and eternal quarreling commenced, it was undoubtedly of benefit to the members. Of late, however, they seem to be dead, not sleeping. We received a little shipment of paper from them a few days since. We enclose their letter, and our reply in duplicate on the back. We trust that we shall never feel inclined to write anything of this sort to the Interstate.

Very truly yours,  
 CHAMBERLIN, BARHYDT & CO.

New York, May 2nd, 1896.

Mr. D. F. CLINE, Burlington, Iowa.  
 Dear Sir—I have expressed you, prepaid, two hundred one-sheet "Glove-Fitting" corset posters. The same are to be posted "as chance may offer," and you are to post one hundred upon arrival, and in fifteen days from date of first posting the balance.

Price for same is three cents per sheet, less my regular commission.

Enclose you O. K. blank which you will please sign yourself, also have some leading dry-goods merchant of your city sign it, then return to me with your bill.

Thanking you to give this your prompt attention, and thereby encourage the advertiser to continue advertising through our medium, I am

Very truly yours,  
 EDWARD A. STAHLBRODT.

Burlington, Iowa, May 4th, 1896.

EDWARD A. STAHLBRODT, Esq.,  
 621 Broadway, New York City

Dear Sir:—Just in receipt of letter, and also by express, package of two hundred one-sheet "Glove-Fitting Corset" posters, both of these addressed to Mr. D. F. Cline a party entirely foreign to this city, but who formerly was in business in Peoria, although he sold out there nearly a year ago, and is now an ordinary bill poster with the Ringling Bros' Circus. However, this hardly surprises us, as it would seem that the officer of the Association has very little time to devote to anything except fighting those soliciting advertising agents, who really do the bill posters in general the most good. The Association may be an excellent thing for its members in a few of the largest cities, but this is the very first expression of its continued existence that we have seen, and even in this case it is so ridiculous as to be a matter of amusement. The idea of all the high tariff talk indulged in by the Association, and then to send out "thirty days guaranteed" work at three cents a sheet, less your regular commission, to a town where seven cents is the regular schedule rate. The matter is here, subject to your order, or that of Mr. Cline, to whom it is addressed.

We thank you for what may possibly be your good intentions, but where Gude, Hote, and others pay us from five to seven cents a sheet for posting, we really cannot conscientiously violate our agreement with the associated Association by accepting even its work at such inadequate prices.

Very truly yours,  
 CHAMBERLIN, BARHYDT & CO.

The Passaic Advertising Co., of Passaic, N. J., had an experience similar to the above with the same party. Upon receipt of the paper they wrote to J. Ballard Carroll, asking that gentleman for a definition of the phrase "As chance may

offer." Mr. Carroll replied as follows, viz: "As chance may offer, means, take 1000 sheets of paper and divide them up in lots of 250 per week giving them a four weeks' showing, not guaranteeing any length of time for the display." Upon receipt of this letter, the Passaic Advertising Co., advised Mr. Stahlbrodt of Mr. Carroll's decision. The latter immediately replied. "In answer to your favor of May 16, beg to state that I am quite surprised at the letter written you by Secretary Carroll, and that under no circumstances can I pay the prices you demand for posting the paper sent you . . . you may rest assured that I fully understand the association prices and that I at all times offer work in conformity therewith. It sometimes happens that I receive more on some work than on others, and I do the best I can for the bill posters at all times."

Bill posters in general will obtain a clear idea of the merits of the case by giving Mr. Stahlbrodt's contract a little careful study. We append it herewith.

**BILL POSTERS REPORT., OR O. K. SHEET FOR POSTING.**

We (Bill Posting Co.) do hereby subscribe our name in testimony that we have faithfully performed the services as required of us according to contract entered into with Edward A. Stahlbrodt, 621 Broadway, New York City, for posting 200 one-sheet "Glove-Fitting Corset" posters. The above was posted as chance may offer, and guaranteed for twenty days.

Signed..... Bill Poster.  
 .....have seen the posters displayed as above referred to, and believe the service to have been faithfully and judiciously rendered.  
 Signed..... Merchant.

The correspondence is reproduced verbatim. We rise to remark, "Who is attempting to 'jolly' now?" We would also like to know purely out of curiosity.

- 1.—What does Mr. Carroll think of the uncalled for affront offered him?
- 2.—What sort of service are the Glove-Fitting Corset people paying for?
- 3.—What sort of service are they getting?

Will some kind and generous authority please enlighten us.

A prominent member of the Michigan Bill Posters' Association writes as follows: "We must elect Geo. Leonard president of the A. B. P. A. I think he stands a good chance to get there. I am of the same opinion as you. There must be something done at the next meeting or our name is Dennis. I have written various parties in other states and they all seem to think as I do. As for the Michigan State Bill Posters' Association, it got along better when we were running along by ourselves, before we got a charter from the A. B. P. A., and for all the good it does the bill posters of Michigan we might as well get out and go it alone again. We receive no benefit from them whatever."

A member of the Inter-state Bill Posters' Association sends us the following:—"I do not think the members of the Interstate should pay any commissions to Stahlbrodt, and I am going to propose a measure to this effect at our Chicago convention. I do not think we ought to boycott him, but I do think that we ought to refuse him any commissions. He has persistently fought us. He has refused to recognize us and has insulted and affront-

ed us every chance he got. I say that retaliation is in order. Now that the A. B. P. A. is bankrupt and busted, he needs us and we have a chance to get back at him. Wonder how he would like a good stiff dose of his own medicine?"

**NEW YORK BILL POSTERS' ASSOCIATION.**

REGULAR SEMI-ANNUAL CONVENTION,  
 Held at Buffalo, Monday, May 11.

The regular semi-annual convention of the New York State Bill Posters' Association was held Monday, May 11, at the Stafford House, Buffalo. Accounts of business transacted are very meagre according to reports in the Buffalo papers, this feature of the convention being dismissed with a few words. The *Buffalo Express* says: "The work of the convention related to routine business." Two delegates were elected to attend the convention at Cleveland, O., viz.: Edward A. Stahlbrodt, of Rochester, and Norman A. Seymour, of Mt. Morris. Just why Mr. Stahlbrodt should have had himself elected a delegate is not quite plain. He is a member of the A. B. P. A., and entitled to a voice in the proceedings of the national organization without the powers of a delegate. Under the circumstances it would seem that he ought to have given away in favor of some member of the State Association who was not a member of the A. B. P. A. Most of the members present left for home the same night, but some few remained over, and visited the home and vineyards of Mr. Whitmier on the following day. After the convention had adjourned, some one gave out the report that it had subscribed \$5,000 with which to fight the opposition at Albany, N. Y. Up to the time of our going to press, this report could neither be affirmed nor denied. We are not inclined to give it credence or even serious consideration.

Mr. Carroll himself knows nothing of it. Owing to the serious illness of his wife, he did not reach Buffalo until after 5 p. m., and finding that the convention had already adjourned, he took the next train back, and in thirty minutes was on his way to Rochester to rejoin his wife.

Whoever gave out the list of members in attendance was a most facile and masterly liar. Over half of those reported to have been present, have assured us they were not.

**ILLINOIS.**

This association exists in name only; no meeting has yet been called, and it is not likely that any will take place.

- |             |              |                |           |
|-------------|--------------|----------------|-----------|
| Buffalo.    | Chicago.     | St. Louis.     | Denver.   |
| Detroit.    | Boston.      | San Francisco. | Brooklyn. |
| Providence. | New Orleans. | Baltimore.     |           |

*Sam W. Hoke*

107 West 28th St., NEW YORK.

**BILLS POSTED ANYWHERE.  
 ADS PAINTED ANYWHERE.**

**PENNSYLVANIA.**

The Pennsylvania Bill Posters' Association held its annual meeting in the Grand Opera House. The following members were present: John D. Mishler, Reading; J. W. Worman, Allentown; J. Silverstine, Honesdale; J. O. Hearn, Carbondale; John G. Reese, Scranton; R. E. Hankry, Bittston; G. W. Hammersley, Hazleton; M. H. Burgunder, Wilkesbarre. The following officers were elected, viz.: Pres., John D. Mishler, Vice-Pres., J. W. Worman; Treas., M. H. Burgunder; Sec'y, John G. Reese. New members were elected to membership from the following towns, viz.: York, Lebanon, Altoona, and Lancaster.

Sanford H. Robison, of the American Bill Posting Co., Philadelphia, was too busy to attend, a circumstance that he regrets. Neither Erie nor Pittsburg were represented. Pres. John D. Mishler assures us that the association is all right, and that means that it is.

We are indebted to Sec'y Reese for a correct list of those present.

**THE OHIO BILL POSTERS.**

The regular annual convention of the Ohio Bill Posters' Association has been postponed. It will be held at Cleveland, Monday, July 13, one day ahead of the A. B. P. A.

**MICHIGAN.**

The annual convention of the Michigan Bill Posters' Association will be held at Port Huron, Thursday, June 2. Although nothing of importance is booked for special consideration, the meeting promises to be largely attended. The association will as usual elect two delegates to the associated convention, and it goes without saying that they will be instructed for Leonard and the liberal ticket.

**THE INTER-STATE.**

The Inter-State Bill Posters' Association continues to enjoy a steady and healthy growth. During the month of May it added seven new members, two of whom, Beal, of Sioux City, and the Western Bill Posting Co., of Salt Lake City, left the A. B. P. A. to unite with its younger and more progressive rival.

The Inter-State now has twice the number of members that the A. B. P. A. can boast of (members in good standing), and it will only be a matter of a few months now before the victory of the new movement will be generally conceded. Many important members of the A. B. P. A. are wavering, and are only waiting for the outcome of the Cleveland meeting to declare themselves.

## ADVERTISERS

### Who Are Using Posters and Circulars.

#### BILL POSTERS and DISTRIBUTORS SHOULD COMMUNICATE WITH THEM WITHOUT DELAY.

Atkinson & Co ..... Chicago  
 Allen, G S ..... Portland, Mich  
 Andrew, C N ..... Buffalo, Wyo  
 American Chemical Co ..... Minneapolis  
 Albaster, H ..... London, Ont  
 American Indicator Co ..... Lawrence, Mass  
 Averill, A W ..... Winona, Minn  
 Ale and Beef Company ..... New York  
 Allen, W A, Adv Agency ..... New York  
 American Correspondence Club, Clarksburg W Va  
 Aphro Medicine Co ..... Portland, Ore  
 Am Home Journal ..... Bridgewater, Conn  
 Andrews, F W ..... Elmira, N Y  
 Agnew, M ..... Chicago  
 Alliance Hotel Company ..... Chicago  
 Allen & Co ..... Chicago  
 Auker, F ..... Jersey City, N J  
 Boes, Wm ..... Brooklyn, N Y  
 Bech, F D ..... Brilliant, O  
 Brinkerhoff, N M ..... Bloomville, O  
 Boyne, Harry ..... Rosehill, Kansas  
 Bradley, E R ..... Houston, Texas  
 Barringer, M A ..... Chicago  
 Bronson Publishing Co ..... New York  
 Birkholz, Prof ..... Chicago  
 Bussell & Co ..... Toronto  
 Binford, R E ..... Nashville, Tenn  
 Brookside Poultry Yards ..... Centreville, N Y  
 Bapier, Charles H ..... Terre Haute, Ind  
 Bell Toilet Manufacturing Co ..... Chicago  
 Bow Electrical Co ..... New York and Phila  
 Bennett, P F ..... Parkville, I. I, N Y  
 Brandt, R, Co ..... Chester, Ill  
 Blair Brothers ..... Aurora, Ill  
 Barnhart, Lou ..... Chicago  
 Baker, A B ..... Indianapolis  
 Boell, Arnold ..... Hastings, Minn  
 Blade, Dr Philip ..... New Albany, Ind  
 Barrett, George ..... Denver  
 Benetite Medical Co ..... Detroit, Mich  
 Bronson Drug Co ..... Chicago  
 Britt, L P ..... New York  
 Butler Manufacturing Co ..... Chicago  
 Buffalo Adv Agency ..... Buffalo  
 Colburn, L S ..... Oberlin, O  
 Crutchley, Fred ..... New York  
 Cannon, T S ..... Sidney, O  
 Carpenter Fan Co ..... Newaygo, Mich  
 Crawford, J S ..... Kingston, New Mexico  
 Corwin, H C ..... Topeka, Kansas  
 Clark, Samuel ..... Washington, D C  
 Chapin, S J ..... Grand Forks, N D  
 Cooper, A K ..... Winona, Minn  
 Chiles, J W ..... Rockford, Ill  
 Childs Advertising Agency ..... New York  
 Capital News Exchange ..... Washington D C  
 Campbell, W S ..... Minneapolis  
 Caton Medical Company ..... Boston, Mass  
 Crowe, S W, Dr ..... New York  
 Concord Chemical Co ..... Topeka, Kansas  
 Canadian Music Publishing Co ..... Toronto  
 Clark Medical Co ..... Chicago  
 Chicago Gen Supply Co ..... Chicago  
 Calmus, G M ..... Minneapolis  
 Cameron, J R ..... Omaha  
 Cline Mfg Co ..... Chicago  
 Chic Eye and Ear Hospital ..... Chicago  
 Cal Land and Water Ex ..... Dayton, O  
 Crosley, J S & W G ..... Greenville, Mich  
 Chicago Silk Co ..... Chicago  
 Cripple Creek Abstract Co ..... Cripple Creek, Col  
 Davidson, H P ..... Highland Park Ill  
 Daniels, J H ..... Dunn, N C  
 Holl, M ..... St Martin, Minn  
 Diamond Jack Co ..... Renova, Pa  
 Dulin, Wm ..... Avoca, Ia  
 Donahue, T L ..... Webster, Col  
 Dewese, H H ..... Piqua, O  
 Dabie, Arthur ..... Chicago, formerly Atlanta  
 Dawson, John & Co ..... Minneapolis  
 Decatur Shaft Supt Co ..... Decatur, Ill  
 DeForrest L'd and Imp Co ..... Chicago  
 Dale, B, Med Co ..... South Bend, Ind  
 Dinnont, Dr R ..... Chicago  
 Dowd, Dr Frank ..... Cleveland, O  
 Dunlap, Robert W ..... New York  
 Darrow, George ..... Denver  
 Davis, Will ..... Waterloo, Ia  
 David, H ..... Guthrie, Okla

Dummill, W B ..... Chicago  
 Elder & Co ..... Chicago  
 Eureka Adv Agency ..... Binghamton, N Y  
 E R Elliott ..... Knighton, Ind  
 Electropoise Treatment Co ..... Philadelphia  
 Eta Med Co ..... Philadelphia  
 Ehrbates & Son ..... Cleveland O  
 Edward & Lord ..... Greeley, Col  
 Edna M & M Co ..... Denver  
 Electro Zone Co ..... Wichita, Kan  
 Electro Pub. Co ..... Chicago  
 Elyer & Co ..... Chicago  
 Emp Med Co ..... Boston  
 Fish, H R ..... Lake Mills, Wis  
 Fenner, Dr ..... Fredonia, N Y  
 Franklin A Smith ..... New York  
 Feurth, Joe J ..... Marshalltown, Ia  
 Frick, J J ..... Sherman, Tex  
 Faber, Frank ..... Portland, Ore  
 Foster Bros ..... Allegan, Mich  
 Freedman, S ..... Los Angeles, Cal  
 Ferguson, L, & Co ..... Elwood, Ind  
 Fontaine, Dr A ..... New York  
 Ford Pill Co ..... Toronto  
 Fremont Bus College ..... Fremont, Neb  
 Graham, R H ..... Colorado Springs, Col  
 Green, C P ..... Mendota, Ill  
 Gillette, H H ..... Argyle, Minn  
 Glen Gordon ..... Zionville, Ind  
 Globe Med Co ..... Tacoma  
 Gregg, W W ..... Chicago  
 Gates School of Telegraphy ..... Minneapolis  
 Gum Elastic Roofing Co ..... New York  
 Griffith, Dr C, Remedy Co ..... New York  
 Galloway, A ..... Rochester, N Y  
 German Pub Co ..... New York  
 Gouillard, W H, & Co ..... Boston  
 Hall, T S ..... Corinth, Miss  
 Henry, Frank M ..... Boone, Ia  
 Harris, John B ..... Fort Payne, Ala  
 Hilgers, John ..... Shakopee, Minn  
 Howard, W B ..... Paris, Tex  
 Hannond, G W ..... Pittsburgh, Kan  
 Hawkins, S D ..... St Francis, Ark  
 Howe, Mr and Mrs J B ..... Kentland, Kan  
 Higbee & Hayerman ..... Winona, Minn  
 Hauhter, Rev G S ..... Lebanon, Ore  
 Hall's Specific Co ..... New York  
 Hollingsworth, Dr M ..... Chicago  
 Hunter & Co ..... Hinsdale, N Ill  
 Hove, John P ..... Chicago  
 Heinrich, Franz ..... Dibley, Minn  
 Hulett, A B ..... Huron, S D  
 Hard, R N ..... Tushkaloma, I T  
 Hahneman Specific Co, 231 Broadway, New York  
 Heinter, Mrs N ..... St Louis  
 Hewett & Hosin, U S Press Assn ..... New York  
 Humane Bit Co ..... Newark, N J  
 Hartsell Furn and Refining Co, East St Louis, Ill  
 Hoxie Bros ..... Boston  
 Hall, Dr Wm ..... New York  
 Hoeker, W H ..... New York  
 Howard King Elec Co ..... New York  
 Hall Homestead Co ..... Chicago  
 Hic, C B ..... San Antonio, Tex  
 Heskins & Shepardson ..... Chicago  
 Household Circle Co ..... Rochester, N Y  
 Heim, G M ..... Grand Island, Neb  
 Hall's Paper Co ..... Chicago  
 Ideal Pub Co ..... Albany, N Y  
 Indept Horse Co ..... Fort Collins, Col  
 Imperial Gold Cure ..... Aberdeen, S D  
 Im Paint and Roofing Co ..... New York  
 Johnson, N D ..... Webster, Col  
 Jones, Herbert A ..... Dundee, N Y  
 Jack, And, & Son ..... Manistee, Mich  
 Jenkins, J G ..... Oswego, N Y  
 Judd, Dr C B ..... Detroit  
 Kail, A M ..... Cordova, Neb  
 Kresteller Bros ..... Brooklyn  
 Keoch & Son, A ..... Detroit, Minn  
 Kelso, W C ..... Huntingsburg, Ind  
 Kraft & Radcliffe ..... Chicago  
 Killian, Adam ..... Winona, Minn  
 Klenk, F H ..... New York  
 Lee, Fling ..... Benson, Minn  
 La Crane, H ..... Lancaster, Pa  
 Larrimer & Co ..... Baltimore  
 Landsberg Silvius, Ins and Adv Agt, New York  
 Ladd, Alfred W ..... New York  
 Leuther, Conrad ..... River Falls, Wis  
 Listol Chemical Co ..... New York  
 Lester, Leroy ..... Chicago  
 Ledward, E G ..... Sioux Falls, S D  
 Loudon Med Co ..... Tiffin, O  
 Leverette Co ..... Boston  
 Loebach, G ..... Boston  
 Mulholland, Isaac ..... Colby, Kan  
 Mann, J A ..... Lansing, Mich  
 Mathews, Frank ..... Davenport, Ia  
 Moeler, C ..... New York  
 Menses, Bernhard ..... Chicago  
 Miller, Addison ..... New York

Mathews, Elmer ..... Sedan, Kan  
 Mack, S & D A ..... Warren, Minn  
 Meyers, J W ..... Odell, Neb  
 Morse, S J ..... Waupun, Wis  
 Minser, D H ..... Chicago  
 Miller, R A ..... Heron Lake, Minn  
 Meese, William A ..... Moline, Ill  
 Murray, J F, New York and Addison Hill, N Y  
 Metropolitan News Co ..... Boston  
 Milburne Adv Agency ..... Boston  
 Mail Safe Dep Watch Co ..... New York  
 Memorial Pub Co ..... Chambersburg, Pa  
 Mann, I C ..... Sunnyside, Nev  
 Mid-Continent Med Co ..... Fairbury, Neb  
 Max Lint Co ..... Mt Clements, Mich  
 Miner, J H ..... Meriden, Miss  
 Musical Guide Co ..... Cincinnati  
 Madrid Med Co ..... Chicago  
 Mother Med Co ..... Chicago  
 Minnesota Stationery Co ..... Minneapolis  
 Muscatine Cattle Co ..... Trinidad, Col  
 Miss Land, Loan and Inv Co ..... Chicago  
 Mex and Tex Land and Cattle Co, El Paso, Tex  
 Mahony, A ..... Omaha  
 Miller, C E ..... Cincinnati  
 Cash and F E Miller ..... Canton, O  
 Marey, James R ..... Chicago  
 Miller, Mildred ..... South Bend, Ind  
 McKee, Ralph R ..... New York  
 McMillan, D J & Co ..... South Washington, D C  
 McKinnon, J G & Co ..... Cowarts, Ala  
 McConnell, Mattie ..... Kenton, O  
 North, Joseph ..... Cedar Falls, Ia  
 Nelson, Dr Thord ..... Canby, Minn  
 Null, S H & S E ..... West Grove, Pa  
 Nelson, N P, Adv Agency ..... Chicago  
 Neilson & Co ..... Chicago  
 N Y Noding Co ..... New York  
 National Book Concern, 134 Van Buren St, E Chic  
 Neil, John W ..... Baltimore  
 National Oil Co ..... Cleveland  
 Niagara Adv Agency ..... Avon, N Y  
 Nichols, C Duff ..... New York  
 Norman Claim Agency ..... Washington, D C  
 Nolan, C D ..... Cleveland  
 O'Connor, John ..... Vermillion, S D  
 Osterholm, A ..... Chicago  
 Ohio Watch Tool Co ..... Piqua, O  
 Owen, M R ..... Chicago  
 Omaha C C Co ..... Omaha  
 Ohio Chemical Co ..... Lima, O  
 Ozias, B S ..... Columbus, Tenn  
 Poepe, Frank ..... Grand Rapids, Minn  
 Posten, Chas D ..... Phoenix, Ariz  
 Peter & Alston ..... Omaha  
 Pager, Jas & Co ..... So Omaha, Neb  
 Punctureless Fire Armor Co ..... Hagerstown, Pa  
 Philip, M E ..... Binghamton, N Y  
 Porter, Mr ..... Chicago  
 Pope, A L ..... St Louis  
 Perkins & Co ..... Chicago  
 Paul, George J ..... Omaha  
 Park Remedy Co ..... Boston  
 Pond Lilly Co ..... Detroit  
 Parson & Yeager ..... Crouse Creek, Utah  
 Patent Telephone Indicator ..... Chicago  
 Park City Novelty Co ..... Bridgeport, Conn  
 Pager, James & Co ..... So Omaha, Neb  
 Page, Charles L ..... Chicago  
 Pettlet, Dr B B ..... San Antonio, Tex  
 Queen Chemical Co ..... Cincinnati  
 Rogue River Lumberman Mfg Co  
 Grant's Pass, Ore  
 Rogers, B E ..... Lake Bluff, Ill  
 Rice, Dr C N ..... Louisville, Ky  
 Re, Dr N ..... Mt Forrest, Ill  
 Robert, J B ..... Memphis  
 Risedolph Agriculturist Wks, Kinderhook, N Y  
 Reform Dress Cutting Co ..... Elmira, N Y  
 Rathmeyer Spec Co ..... Oketa, Kan  
 Requa Mfg Co ..... New York  
 Red Star Mfg Co ..... New York  
 Rudy, Martin ..... Lancaster, Pa  
 Russell & Russell ..... Chicago  
 Renner Mfg Co ..... Chicago  
 Robert, Dr M M ..... Chicago  
 Robinson, J H ..... Chicago  
 Reuter, H A ..... Chicago  
 Rea, Dr D P ..... Chicago  
 Rex Pub Co ..... Chicago  
 Reed, William ..... Portland, Ore  
 Seedtime & Harvest Pub Co ..... Laplume, Pa  
 Smith, Franklin A ..... New York  
 Smith, Oliver A ..... Pontiac, Clarkston, Mich  
 Sterling Silver Plate Co ..... New York  
 Sheffield, N M ..... Tribune Bldg, N Y  
 Sylvan Remedy Co ..... Peoria, Ill  
 Skokum Root Hair Grower Co ..... New York  
 Sellers Medical Co ..... Pittsburgh  
 Sonard Adv Co ..... San Francisco  
 Skokogon Chemical Co ..... Burlington, Ia  
 Simmons, Dr ..... Chicago  
 Stewart, F S & Co ..... Chicago

Smith, Dunkley Co ..... Kalamazoo, Mich  
 Scheible, Otto ..... Cleveland  
 Sterns, J ..... Cleveland  
 Smith, S ..... Cleveland  
 Shackelford, J A ..... Logansport, Ind  
 Strickler, J S ..... Sterling, Ill  
 Thomas, R V ..... Courts, Ala  
 Turford, M A ..... Schenectady, N Y  
 Thomas & Co ..... Boston  
 Tilet Pub Co ..... New Haven, Conn  
 Terre Haute Toilet Co ..... Terre Haute, Ind  
 Todd, A S ..... Sterling, Ill  
 United States Advertising Agency ..... New York  
 Ulrich, Louis F ..... San Antonio, Tex  
 Union Electric Co ..... Cleveland  
 Vul Gum Suspender Co ..... Chicago  
 Van Deberger Mfg Co ..... Chicago  
 Wilcox, S R ..... Lapeer, Mich  
 Welsh, George H ..... Boone, Ia  
 Warren, W E ..... Chicago  
 Walter, Dr Yuan P ..... Chicago  
 Wilhelm, J S ..... York, Pa  
 Wingeley, George F ..... Toronto  
 Weart & Co ..... Philadelphia  
 Wyatt, Geo W ..... Brooklyn  
 World Pub Co ..... Washington, Ia  
 Wight, George ..... Chicago  
 Wubb, Dr J ..... Cleveland  
 Western News Pub Co ..... Chicago

## DISTRIBUTING.

### FROM HOUSE TO HOUSE.

It has been demonstrated that next to posters, the placing of a well written pamphlet or circular directly in the hands of those you desire to reach as probable patrons, is decidedly the most satisfactory method that can be utilized. The heavy expense entailed in advertising through the press—usually from \$2 to \$5 per line—precludes giving details which must be supplied through other and more direct channels. Mailing circulars to addresses obtained for such purpose entails a cost of \$10 to \$20 per thousand, and incurs a heavy loss through matter thus mailed indiscriminately falling into the hands of children, "postal card fiends" and numerous others who could be of no possible benefit to the advertiser. The economy and advantage over all methods of advertising must be conceded to house-to-house distribution or any desired form of putting out advertising matter possible, permitting discrimination as to sex, wealth or occupation of those whom the advertiser desires to reach. Especially is this method valuable when used as an auxiliary to the billboards. Extended argument or description is not possible on posters, but there is room galore for it on circulars, pamphlets and booklets. Make them attractive, that is let them be well written and printed artistically on good paper, and they will go the rounds of the family before being thrown aside.

The expense of distributing matter of this nature in cities (exclusive of printing and binding) seldom exceeds \$2.00 per thousand.

W. H. Steinbrenner, the plucky and hustling Cincinnati distributor is entitled to much credit for his tireless work in the interests of the I. A. of D. He will certainly succeed in ultimately placing this organization on a successful basis

Pittsburg, Pa., May 6th, 1896.

JAMES H. HENNEGAN, Esq.,

Dear Sir—B. A. not yet to hand. If I don't get it regular, it seems like a broken cog. I need it, can't do without it. It keeps me in touch with large advertisers. Kindly favor me with it per return mail. I am,

Yours respectfully,

J. T. HUDSON,

Manager Twin Cities Distributing Agency.



Letters to the Editor.

Toronto, Ont., May 11, 1896.  
BILLBOARD ADVERTISING CO.  
Cincinnati, O.

Gentlemen—Yours of the 2d inst. to hand. As regards the Canadian Association, may say it is independent and is not subordinate to any other association. Will send you copy of Constitution and By-Laws as soon as printed. The tone of the meeting was against the methods of the Associated Bill Posters' Association, but it was barely mentioned. The opinion was to have the bill posters of Canada work as a unit for the betterment of their own condition.

Thanking you very much for your interest in us and wishing in return the "Inter-state" every success, as well as its official organ.

I am, truly yours,  
G. N. PARKER.

Dayton, Wash., May 7, 1896.  
BILLBOARD ADVERTISING,  
Cincinnati, O.

Dear Sir—We want to tell you that your paper is a "hot one." The only fault is that it doesn't come often enough. We have a good business here, we own the best boards and give the best service and the best results. We will place an ad with you in the near future.

Yours truly,  
DAYTON BILL POSTING CO.  
R. McCLEARY, Secy

Coshocton, O., May 9, 1896.  
BILLBOARD ADVERTISING,  
Cincinnati, O.

Your paper and letter received this morning, and am extremely thankful that you published my letter relating to the Syrup of Figs work. You will doubtless understand that bill posters in towns of this population has not enough space at times to satisfy all advertisers, and when I found that I could not post all of Mr. H. R. Talbot's paper, I so informed him, but kept several good locations for him, which I could have used to good advantage, and thought when Mr. Crane came the second time that he should have had sense enough to understand the situation. This matter will be taken before the Ohio Bill Posters' Association meeting, to be held at Cleveland in July. I only ask for justice and nothing else. Once more thanking you for your interest in this matter, I am,

Yours fraternally,  
FRANK P. HAGANS.

Dayton, Wash., May 3, 1896.  
BILLBOARD ADVERTISING,  
Cincinnati, O.

Gentlemen—The Dayton Bill Posting Co consists of a few letter heads, like the enclosed, a small brush, and two boys—nothing more. One of the boys, Mr. McClary is only sixteen years old and the other not more than twenty, and as they do not own or control any of the billboards in this city we thought it best to advise you in the matter.

Hoping we have done our duty, we remain,  
Yours truly,  
DAY & CULVER ADVERTISING CO.  
Per GEO. S. DAY.

Champaign, Ill., March 11, 1896.  
C. R. RENEY, Esq.

Dear Sir—Your favor duly to hand, and in reply would state that my name appears in Campbell's sheet without my consent, and will write them to take it out at once.

Yours truly,  
SELDEN NYE.

Trinidad, Colo., May 4, '96.  
Editor BILLBOARD ADVERTISING.

A great many advertisers think possibly that when they bill Denver, Colorado Springs and Pueblo, that they have covered the state of Colorado. But 'tis not so, my deluded friend. Let me tell you, if you leave out the prosperous city of Trinidad and surrounding coal camps, you leave out one of the very best towns and bill boards in the state. The Taylor Bill Posting Co. is right in line.

Car No. 4 of the "Great Wallace Shows" is finishing up the town to-day. Show here May 11th. Liggett & Meyers send their regular amount (fifteen sheet stands) Sweet Moments, Spooner Comedy Co., week of May 17. Weather beautiful and business fair. Corn bread and

bacon in the house, and I am not running for office. As a politician I am n. g., but as a bill poster I am all right.

TAYLOR BILL POSTING CO.

Chatham, Ont., May 1, 1896.  
Editor BILLBOARD ADVERTISING,  
Cincinnati, O.

Dear Sir—In reply to your favor re Canadian Bill Posters' Association, I beg to say that such an association was formed at London, on the 3d of April last. The object of our association is the promotion of bill posting and all outdoor advertising. We are not subordinate to either the Associated or Inter-state Association, but are totally independent and do not favor either organization. The matter was discussed at our meeting and we concluded that it would be more beneficial to us to be independent. We are not in favor of any boycotting methods, nor do we presume to dictate to the advertiser as to what bill poster he shall use. We formed for the purpose of protecting ourselves and the advertiser, and we simply recommend our members to the advertiser, believing that they can give the best service; but if we find in any town that an opposition man can give better service than the member of our association, the member is notified that unless he can give service equal to or better than the opposition, his name will be dropped from the list of members and the opposition man taken in, if he desires to come. We have put our prices very low to start on, our object being to convince the advertiser that we can give him first-class service for little money, and when we have convinced him that we can do this we intend to regulate our prices accordingly.

I will be glad to give you any other information or answer any other questions which you may desire to ask at any time.

The officers of the association are:— Joseph Firstbrook, Toronto, pres't; A. E. Root, London, vice-pres't; W. W. Scane, Chatham, sec'y, and Walter Stocker, Peterboro, treas.

Our association is growing rapidly and very soon we expect to have every bill poster in Canada.

Yours truly,  
W. W. SCANE.

The Other Side of the License Question.

I note in your last issue of BILLBOARD ADVERTISING, a communication signed "No License," which calls for a reply. The writer of the article should have signed it, so that it could be judged as to the value of the assertions made. Coming as they do, from a man who is not a bill poster, nor is he friendly to one, judging only from his letter, I would say his knowledge of the value of a license is limited, both as to cause and effect. To illustrate, all advertisers, large or small, are looking for the best returns for their money; the great kick against bill posting as a medium has been its unreliability, owing to mismanagement and trickery.

First, as to mismanagement. License or no license, a badly managed plant will soon show and do for its ill. There are hundreds of bright, clever men, who are looking for such a town, and are willing to give the present incumbent a run for his money. As to trickery in bill posting, what has induced it more than the price paid for the service. An advertiser will send a man to the town, Warner's Sife Cure will do for an example, and ask to have their paper posted for 3c. 30 days. Now Mr. Billposter says, my price is 4c. 5c. 6c. or 9c. Oh, no, we can only pay 3c, and will put out 20 to 500 sheets. Does the bill poster refuse? No, he takes the paper and says all right. Does he do it? Who is the cause of the dumping into the "charlie box" of from 50 to 150 of the sheets? Why simply because the bill poster wants a fair price for his service. The Good Book says "the laborer is worthy of his hire." Does he get it at 3c 30 days? Let some skeptical advertiser start up a small plant of his own in some town, and see. Well, if he refuses, Mr. Agent goes to Charlie Dabb, who works in a stable, but who does posting on barns, etc., when he gets it, and pays him 3c for putting out his paper. What redress has the man who wanted to give service for his money. Give him a license and help him maintain a plant to the benefit of the advertiser as well as himself. Here is a case from actual facts, which will illustrate more fully the worth of a license, which, by the way, cannot be made exclusive except inasmuch as the price can be made so high that

none but the bill poster can pay it. In a town not far from Philadelphia there is a bill posting plant, maintained at an expense of possibly \$2,000 a year. It has wagons worth \$200 to \$250 each with which the distributing and bill posting is done, it keeps a force of men employed at a mechanics scale of wages, and will give an advertiser service (for revenue only), which is guaranteed. In the same town is a man who is a carpenter, and is employed by a lumber company in their yards. He has two sons, 14 and 15 years of age, chaps who will not work nor attend school. Mr. Carpenter, seeing the prosperity of the legitimate concern, conceives the idea that he can get some of the wealth that is flying around, so invests \$2, \$3, or \$5 in advertising in different trade papers, *Living Truth*, *Herald*, the agents' friend, *BILLBOARD ADVERTISING*, being some of the periodicals, that they are general advertising agents; then takes the agency for some "metal polish," "patent soap," etc., and is then a bill-fledged distributor—the boys doing the work. What is the bill posting and distributing plant going to do in such a case? Maintain a dignified silence? Yes; so does the man with a flea down his back, but he hustles to remove the festive bug. How can the legitimate concern get at the imposter except by a license? There are some advertisers (with due respect to those who are not) who are suckers enough to patronize just such concerns. Why? Simply because the Bill Posting Co. want 22.00 per thousand and the carpenter's boys can do it for \$1.00 just as good.

Asking the same privilege as "No License," I withhold my name, but subscribe myself  
LICENSE.

E. R. Hawley has returned his bond as bill poster with the names of H. R. Deal and George Jepson substituted for those of Deal & Turnbull and A. B. Anderson. He has not, however, scratched off the name of Mr. Anderson.—*Sioux City (Iowa) Journal*.

The increase of business of the Waukegan Pump Co. and Runey & sons' bill posting and circular distributing work has been such that Mr. C. E. Runey has abandoned the lucrative position on the road as traveling salesman which he has held for some years, and returned last night to devote his entire attention to the work at home, at least through the present rush or until other arrangements can be made for its complete management. Not only does he abandon the position he has so long held but he has also refused several very tempting offers of larger salary that have lately been tendered by other firms.—*Waukegan Herald*.

SIoux CITY.

The Sioux City Bill Posting Co., of which A. B. Deall is president, now has a rival and competitor. E. R. Hawley has paid the required annual license of \$75 and has filed with the city clerk his official bond in the sum of \$10,000 with L. Anderson, John A. Hinsey, David Mould, Deal & Turnbull and A. B. Anderson as sureties. For nearly four years the bill posting and distributing business has been in the hands of the Sioux City Bill Posting Co., and until now no one has attempted to break in and share the profits of this business. Mr. Hawley has established his headquarters in the Brown block and will at once commence operations.—*Sioux City Journal*.

The following letter to the Donaldson Lithographing Co. shows the bill poster in a new light:

"I herewith acknowledge receipt of price list and sample posters. Our town now has two dailies and four weekly papers, each running a job department, although they can not do any poster work. It is a scratch for them to exist, and I would not cavvas for job work at present."

The firm of Burtou & Lambert, of Richwood, Va., has been dissolved. J. E. Lambert continues the business at 13 S. Twelfth St.

The name of the Price Advertising Co. has been changed to The Toronto Bill Posting Co.



WILLIAM ELY PATTON

Was born in (Tishomingo Co.) now Alcorn Co., Miss., in 1855. Attended the common schools of the various places where he lived. His father moved to the Indian Territory in 1850 where his mother died in 1864. His father then moved to Fort Smith, Arkansas, where he died in 1870. Young Patton entered the printing office there and served an apprenticeship, working in all branches, from devil to editor and proprietor. The last work he did in that line being in the composing room of the *Nashville American* in 1888, when his health became bad. Came home, and afterwards entered the hotel business, clerking in several of the principal hotels in the state for six years. Came back to Corinth in May, 1893, became manager of Mitchell's Opera House, and entered bill posting and distributing and has tried to give all customers good service. Is second assistant secretary of International Association of Distributors.

Albert Weber, of New Orleans, writes as follows, viz: "I hope to have the pleasure of meeting you at the Inter-state Bill Posters' Convention in Chicago next July, when C. S. Houghtaling and myself will give you the history of how we started the first bill posters' association in America. We originated it one Sunday morning over twenty-five years ago. We are both members of the only association in existence now, the Inter-State, and while the original has passed away its history may yet prove interesting."

Messrs. McIntyre and Carlin, proprietors of the Capital City Bill Posting Company, had the largest bill board covered to-day that was ever covered by any circus visiting this city. Said board, which is located at the corner of Philip and Hamilton streets, is 196 feet long and 20 feet high. The entire board was covered to-day by the No. 2 Car of Walter L. Main's Show, in charge of Archie L. Sands, and holds 586 sheets of paper. These gentlemen deserve lots of credit as well as success, which will no doubt follow them, as they are both clever young men and hustlers.—*Albany (N. Y.) Argus*.

George H. Bubb, Williamsport, Pa., hauled advertising for The Faultless Chews Chewing Gum, The Stearus Bicycle Co., of Syracuse, N. Y., Liggett & Myers Sweet Moments Cigarettes, renewal, The Big G for Evans & Co., of Cincinnati, Posting and distributing for The J. P. Minter Co., of Chicago, the past month. He also has other contracts from large firms. Dr. Sim, the leading dentist here, has placed an order with the Donaldson Litho Co. for five-hundred two-sheets.

# Billboard Advertising

PUBLISHED MONTHLY AT

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

BY

BILLBOARD ADVERTISING CO.,

**JAMES H. HENNEGAN, Manager.**

Subscription, \$1.00 Per Year, In Advance.

## ADVERTISING RATES:

Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies.

Remittance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscripts.

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

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

JUNE 1, 1896.

It has been claimed that this journal is unduly biased, that it is prejudiced against newspapers and periodical publications as advertising mediums. All such charges are utterly absurd. This class of advertising is valuable, and frequently highly efficient. No one has a more lively appreciation of its efficacy, when properly conducted, than have we. We do contend, however, that while there are many publications that can be utilized profitably by the advertiser, there are many, many times that number in which space, while not utterly worthless, is still sold at much more than its real value.

Out of over twenty thousand publications in the United States and Canada, but twelve hundred and fifty actually have a circulation exceeding five thousand copies. Half of the remainder manage to exist by misrepresenting their circulations, and the value of space in the other half, even when sold on its merits, and at the lowest possible figure at which it can be produced in such small editions, is exceedingly questionable.

Returning to the twelve hundred and fifty first mentioned, we find that many of these are not above suspicion in the matter of misrepresentation, and that many more, especially newspapers, are so cheap, that they are bought, glanced at merely, and thrown away.

In the Sunday newspapers and cheap magazines, those of recognized worth and standing, an ordinary card is almost entirely lost in the mass of advertisements which they carry.

Still the fact remains that space in publications, even when sold at a much higher rate than the publisher is justified in exacting, frequently pays. When rightly bought, and properly used, it always does. To assert the contrary, would be folly.

\* \* \*

At the same time, the tyro should never attempt to place advertising direct with publishers in general. The shrewdest agents, possessed of wide and varied experience, and familiar with all the tricks and twists of the trade, find it difficult to keep pace with the machinations

of the unscrupulous among them, and their name is legion. It's different with bill posting, and while we do not say that experienced agents cannot invest appropriations to better advantage than the uninitiated, we do contend that anyone dealing direct with bill posters, can and will get exactly what he pays for, and that, too, in ninety-nine cases out of a hundred. A single poster that cannot be accounted for when the list is checked up by the inspector, is promptly allowed for. They are never drowned in a flood of other advertisements, they are never skipped, in fact, they cannot be avoided; for they confront one everywhere. They are persistent, potent, and powerful. They tell their story in the twinkling of an eye, and they repeat it tirelessly all day long, until it is fairly dinned into the most obtuse mind.

Some posters, those that are particularly good, fairly shriek at you from every billboard that you pass, and oftentimes the virtues, prices, or merits of the particular wares it lauds, are indelibly impressed upon the public mind in the course of a single day.

\* \* \*

Of course, when we speak of posters, we necessarily include their first cousins, mural signs, painted bulletins, and street car advertisements. Effective posters of special design cannot be produced in small editions, except at a very high cost. Consequently, when a single city, or one particular section of a city, is to be covered, it often happens that wall signs and painted bulletins are the cheaper, especially when the display is for extended periods. The principal is the same in both. Choice lies merely in the cost. Street car advertisements differ but slightly; for while they are not so large and domineering, they have a longer and better chance to work on the beholder.

\* \* \*

HOUSE-TO-HOUSE distribution is a radically different method; but it is none the less valuable. A poster must be brief. If description is utilized, a name, a fact, a price, or at the very most a single short, sharp statement that he who runs may read, is all that may be used. But in distributing no argument is too long, no description too extended. The space at your command is practically unlimited, and there is no untoward environment, no horde of competing advertisements surrounding you, all clamoring for a hearing, distracting the attention, and destroying the impression before it is fairly formed. There is no doubt about the circulation either. Be it folder, pamphlet, book or what you will, if it is well written, well printed, and well illustrated, it will produce the very highest and enduring quality of publicity.

\* \* \*

WHEN it comes to fairs and expositions, we have the acme of all advertising efficacy in an exhibit of the thing itself. The poster may present its pictorial counterpart, and the pamphlet talk entertainingly of its merits; but no matter how artistic or ingenious either may be, the impression they leave pales into insignificance beside that formed by viewing the real thing. If a food, it is pre-

pared and cooked before your eyes, and tasted then and there. If a process, the whole method of manufacture may be observed from start to finish. If a machine or implement, it is operated while you watch it. The time is fast approaching when men will make a business of developing this splendid avenue of publicity. They will devote themselves exclusively to it, will make a business of it in fact, and with experience will get the cost down to a point that will render its recognition and general adoption inevitable.

"Whatever the temptation, whatever the influence or pressure, whatever the government itself, whatever the consequences or personal sacrifice, never suppress the news. Always tell the truth, always take the humane and moral side, always remember that right feeling is the vital spark of strong writing, and that publicity, publicity is the greatest moral force and force in our public life."—*Villiers*.

## INDIANAPOLIS.

Some time ago, the Insectolene Co., of Cincinnati, sent several thousand posters to one W. H. Bullen, manager of the Indianapolis Advertising Co., to bill this city. As the paper did not go up as it should, the Insectolene people came up here to investigate the matter, and found that the so-called Indianapolis Advertising Co. was a "fake," that no such firm existed, had no office whatever, and not a sheet of the paper had ever been posted. By writing to the firm, and misrepresenting matters, this Bullen had gotten the paper, and was trying to induce one of the local bill-posting firms to post it for him at a very low price.

The owners of the paper, after coming here for the purpose, obtained the paper and had it posted by the Indianapolis Bill Posting Co., who are also posting Sweet Moments, Beeman's Gum, Warner's Corsets, Thompson's Glove Fitting Corsets, etc.

Such a fellow as this Bullen is a detriment to the craft, and should be properly exposed to protect the advertiser. He has been the means of "queering" quite a bit of business that used to come this way.

Buffalo Bill's Wild West, which exhibited here May 8-9, billed themselves entirely on boards erected by themselves, and those of the Empire Bill Posting Co., and ignored the Indianapolis Bill Posting Co., owned by Dickson & Talbot. The show did an immense business, and turned the people away. The ignoring of the Indianapolis Co. for several years past by all the large-tented exhibitions visiting here, was the result of an attempt on the part of Dickson & Talbot to force the Forepaugh show, in '93, to pay exorbitant rents for posting privileges, and which the shows resented by billing themselves ever since.

Vansyckle & Hole have distributed 30,000 pieces for C. I. Hood & Co., Lowell, Mass.; 30,000 for the Insectolene Co., Cincinnati, O.; 20,000 for Hearsey Bicycles of this city; and 30,000 for the Chas. E. Hires Co., "Hires' Rootbeer," Philadelphia, Pa., and it is still coming their way.

The boards are covered by stock lithographed posters, advertising various local firms, and some fine work made by the Donaldson Lithographing Co., advertising the coming races here. The stock poster seems to be coming into more general use this season than ever before. It is a good thing when properly used.

The above charges against Bullen, or the so-called Indianapolis Advertising Co., have been substantiated and confirmed by the Insectolene Co.—*Editor*.

A pictorial poster, properly designed and executed, speaks volumes at a single glance. It leaves as permanent an impression as hundreds of pages of text.

## SOUTH AFRICA.

Cape Town, South Africa, April 20, 1896.

Editor BILLBOARD ADVERTISING,

Gentlemen—I have been favored with a copy of your March issue, which I have read with much pleasure, and will esteem it a favor if you will enroll me as a constant subscriber and forward them regularly, and letting me know what amount I am to remit to cover cost of subscription and postage. Although, there are many new ideas to be got from your journal, I would like to say that in this country we are not far behind our American cousins. When I arrived in this country from Australia, (in which country I was born) I recognized that there was a good field open, as advertising was then in its infancy. After months of solid, hard work in educating people up to it, I am glad to say that the business is now thoroughly established right throughout South Africa. I am glad to see a good many American firms establishing themselves here and without doubt, at the present time there is immense scope. I have been favored with the work of some American firms, amongst them being Ayer's Sarsaparilla, Dr. Morse's Indian Root Pills, Dr. Williams' Pink Pills, and others, and have pleasure in stating that from all I have received flattering testimonials. I am desirous of obtaining reliable representation in the states, and ask you to be good enough to recommend a firm. I enclose you one of my circulars, and although, I make a special feature of poster work having thousands of feet of boards throughout the country. I undertake every form of advertising at prices that will allow for faithful work. I am writing some firms advertising in your journal and in every case will mention "BILLBOARD ADVERTISING" and I shall be pleased to supply reliable information as a guide to advertisers at any time should you require it.

Wishing you the success you deserve, I beg to remain.

Yours obediently,

ERNEST G. GLASS,

Proprietor South African Advertising Co.

P. S.—Apart from our own boards, walls, etc., we can quote rates for Posters, Plates, etc., on every railway and tramway in South Africa.

## FOR BILL POSTERS.

New York, May 9, 1896.

BILLBOARD ADVERTISING,

I take pleasure in sending you one copy of the March issue.

It is scratched up somewhat, but is better than the one I keep for my file. It may interest you to know that the ad of Harry Stoops in that issue set Harburger Homan & Co. to thinking. Their paper is now on Stoops' boards.

If the bill posters of America would each subscribe for BILLBOARD ADVERTISING to be sent regularly to every merchant in their respective towns, and then run a small ad of their own, the posting business would boom as it never has boomed before.

Yours truly,  
JAM W. HOKE

SHITELOTS RETSOPL LIBEIT, the great Hungarian bill poster of Buda-Pesht, who has achieved such great distinction and wide notice for the manner in which he advertised the Millenium Exposition throughout Continental Europe, has announced his intention of visiting England and America during the coming summer. It is said that he is of a very eccentric disposition and possessed of great wealth. Through royal patent, granted by the crown, he controls the exclusive bill posting privileges in all towns throughout Austria-Hungary. Although a Magyar by birth, he speaks seven languages fluently, doubtless acquired while connected with a strolling circus in his early years. He has palatial offices in Vienna and Buda-Pesht, but makes his headquarters in Vienna. Owing to the fact that he insists upon making and signing all contracts personally, the demands on his time are very great. No one can see him without first writing for an appointment, and it frequently happens that the meeting is set days and even weeks ahead.





**SALUTATORY.**

In making our bow to the readers of this journal as manager of Sign Writers' Department, we do so with the full knowledge before us that what we shall have to say will be read by many who know a great deal more about it than we do. Also that there are others younger in the business than "ourself" who will be benefitted by what we shall have to say and by the interchange of ideas pertaining to this department, which we hereby invite, and please take notice—

That what we have to offer in the way of advice or criticism applies only to those who need it and not to older or more experienced men than ourselves. We ask advice, criticism and interchange of ideas from all sources, and will be glad to use such communications when we think they will be beneficial to the readers of this magazine. Also state that we propose to be the judge of that, however, and hope none will feel slighted if we do not see fit to use their ideas. We know exactly "where we are at," and that we are old enough to know we are not too smart to learn. We are not slow to adopt another's ideas, if they are better than ours, and, by the way, we find very, very many better, but, we want to be the judge, and not have them forced on us. With these few remarks as a preface, we don our robes of office and assume the "Pen" of this department fully feeling our new-born greatness as a "Fellow" in the great guild of modern educators in this peculiar field—Modern Advertising.

**SIGN ADVERTISING vs. NEWSPAPER ADVERTISING.**

By sign advertising we mean all mural advertising, all out-door displays, whether painted signs or posters. By the last-named we mean all periodical publications, whether in newspaper, pamphlet or book form. The arguments put forth by most of the advocates of newspaper notoriety, principally these same newspapers themselves or their official representatives, are, of course, very one-sided. We have particular reference to *Printers' Ink*, which is run exclusively in the interest of The Geo. P. Rowell Newspaper Directory or Advertising Co. We all admit this is a good thing in its way, but it not being *our* way, but the Geo. P. R. A. Co.'s way, and no other way, we think it goes a little out of its way to whack at other ways of advertising. It has numbers of times thrown little smudgy dabs of printers' ink at bill posters and distributors, and it is somewhat amusing to the man on the outside to see the Little Schoolmaster snatch a moment from the exceeding careful marshalling of his forces for dress parade before the advertisers of the country, to whack some other means of publicity on the head. He's a spunky little fellow is the Little Schoolmaster, but it keeps him "on the jump" to keep his crowd in proper shape for inspection, with his sugar plum for the "good boy" and chastening rod for the bad boy, and his \$100 for the informer. It keeps him hustling to keep them from "playing hooky" and coming up short on the exam.

I think the bill posting fraternity will show up equally as well, considering all points, as the other crowds. What do

you think of it, boys? We are of the opinion that when our side has had the time to educate our customers up to it that newspaper advertising has had, we will "stack" up all right with them.

Remember, the idea of newspaper ads is hereditary with most men. It's the only kind of ad they ever thought of because their father advertised that way, and it was *born* in them. It takes time and strong medicine to eradicate hereditary taints, but we have the stuff. No one, who is at all "posted" will deny the tendency among large advertisers to place more and more of their appropriations for advertising on the boards. They are beginning to find out *our* way is the best paying way, and we are no joker when we say that it is the coming way. A good poster or a well painted, well displayed sign comes nearer reaching all classes than does the news ad. It costs a little more, but, oh my, it pays so much more, and its effect is so much more lasting.

You may read the newspapers, but do you read the ads, all of them? Do your neighbors all read the newspapers? Do you suppose they read the ads? But ask your neighbor's wife or children who has the biggest signs on display? what posters adorn the boards at the present time? and unless they be babies of idiots "16 to 1" they can tell you. And let me tell you, brother, if you have the *home* end of the *business poster about your business*, your goods or services are just about nine-tenths sold already. Mr. News-ad is getting hoary; he was born some time ago; and while he is good in certain ways with certain people for certain things, there is coming on a lusty youth whose name is "Mural Advertising," who can "knock the chips off his head" and dare him to the scratch without fear, for the crowd will be "wid 'em." See?

**BUM SIGN PAINTERS**

Are often the bane of the Sign Painters in the smaller towns. But, brother, very often it is your fault. Push your business energetically, maintain its dignity and your integrity, and when Meandering Mike comes along he won't have a "go" at you. We are supposing that you know your business, of course; but if such is not the case, and Mr. Mike *does*, it's going to be bad for you, and as much as we

hate it, we can't help you. It may be possible you were not cut out for a Sign Painter, and that your talents are in the mortar-making way; if that's the case, you ought to follow your bent, and not tempt Providence or a mob by inflicting alleged "signs" on the long-suffering people. You see, Sign Painters are born, not made, and if you were born a hod carrier, for fitness' sake get at it, and make room for some man who is fitted to the work.

**DON'T SACRIFICE QUALITY TO QUANTITY.**

Don't sacrifice quality of work and effectiveness to *quantity* of matter, just because some customer wants you to do it. If a man brings you what would make a column "nonpareil" set in type and instructs you to put it on a road sign four by six feet, don't you do it. You risk an argument with him, and perhaps you can educate him to the fact that a tersely-told tale is the best. Figure on it! eliminate! cut out! condense! and if you can get it down to four words, even if not quite grammatically correct, and maybe a little "slangy," it will be more satisfactory to all. But make your four words loud; make it holler at the reader; make it sizzle and brand his brain; make them fill your space smoothly, not crowding. Give space between your words and between your lines, as well as letters, so it won't "run together" on a man a little distance away. Use the right style of letters to bill the space nicely, and watch this fact particularly, that all styles of letters *won't fit all places*. We are taking it for granted that you have them down in your "knot," and not on, say, "Every Man His Own Sign Painter," or "Sign Writing Made Easy," or "The Sign Painter's Manual," or somebody's "Letter Patterns." Watch the new posters, watch the newspapers, magazines, packing cases, cracker boxes, candy boxes—watch EVERYTHING that has letters on it and study them. Get them in your pate, and then if your fingers have the skill they ought to have, you will have a style handy for all occasions.

**MR. BICYCLE MANUFACTURER.**

Your wares are distinctly Road wares. Our boards and bulletins are of a truth *Road signs*. Riders of yours are Passers of ours. It seems to us that *our way* is most peculiarly the way for you to come with your ads. Many bicycle riders are magazine readers. Most magazine readers are bicycle riders. But what a crowd of bicycle riders are not magazine readers. Yet they all pass the billboards and road signs.

We present a splendid cut of one of the Huiest-Stout Sign Company's locations in St. Louis. These enterprising young men are reaching out further and further every day, and their business is constantly growing in volume.

**WISCONSIN ASSOCIATION.**

BILLBOARD ADVERTISING, Cincinnati, O.

On May 14th, Secretary Fitzgerald and President Hartman were the only A. B. P. A. members present at the big meeting that they had expected in Milwaukee on that date, as called for two weeks previous, with two hundred invitations extended.

Treasurer Kempf, the Inter-State's member, was on hand to turn over the cash on hand to his successor, but as there wasn't a quorum, he still has the money, and stands ready to shuffle the responsibility off into anyone who cares to hold the position. The meeting was called to expel members who dared to think, and to elect a delegate-at-large to help nominate Geo. M. Leonard to the position worthy of his calling.

The meeting was a flat failure, and shows the position the boys take relative to the two associations.

Yours sincerely,

CLIMAX PLUG.

BILLBOARD ADVERTISING, Cincinnati, O.

*Gentlemen*—Can you tell us why the A. B. P. A. list such men as Adam Myers, of Stevens Point, Wis., as their member for years, when the facts are he does not own a board, and never did, and claims he hasn't been a member, nor paid any dues for years? We sent him a lot of paper in March, and when our inspector called there in May, he found the paper carefully stored away in his garret for winter's use.

This is not only one case, but there are a good many more.

Yours truly,

ADVERTISER.

THE HUSTLER ADVERTISING CO., Fort Wayne, Ind.

We shall be pleased to vouch for your distributing service at any time, as we consider it the best in Northern Indiana.

Yours truly,

WILLIAMS BROS., Manufacturers "9 o'clock Tea," Per F. W. CLARK, Adv. Mgr.

Editor of BILLBOARD ADVERTISING.

Your May issue was a corker. Please answer the following questions in June issue:

1. Who is the secretary of the Illinois Bill Posters' Association?

2. Who are the traveling inspectors of the Inter-State Association?

QUAKER MEAL CO.

1. Do not know. 2. C. E. Runey and Chas. H. Kittredge, both of Waukegan, Ills.

**Sam W. Hoke Nominates Harry Munson for President of the Inter-state.**

The convention is near at hand, and nominations or suggestions are in order; I therefore arise to suggest the name of one of the biggest and best billposters in the United States for president.

Harry Munson is the man, and it would take the entire issue of BILLBOARD ADVERTISING to say all that could be said in his favor.

Harry Munson has the best billposting plant in America, with possibly one exception. I have never measured his lumber, but I believe that he has more boards and more *feel* than any other billposter in America. And his boards almost invariably look good.

Harry Munson is a prince of good fellows; he is popular with advertisers and with other billposters.

The name of Harry Munson at the head of the Inter-State would be a tower of strength, and would undoubtedly cause a rush of new members, at least duplicating if not surpassing the wonderful growth of the organization in the past.

With Harry Munson's name at its head the confidence of the advertisers of America is assured.

Think over this matter boys, and come to the convention prepared to work and vote for the best man in the Association (or any other association, for the matter of that).

SAM W. HOKK.



A HUIEST-STOUT SIGN COMPANY'S (ST. LOUIS) BILLBOARD.



The columns of this department are devoted to the interests of the fair manager as such, to fair management as a science. There are plenty of papers in the country which treat of fair matters from the standpoint of the breeder of live stock or from the standpoint of the exhibitor, but BILLBOARD ADVERTISING takes up all matters relating to fairs from the standpoint of the secretary. It is the secretaries' organ and therefore will open its columns to all matter which will aid the secretary in running a successful fair financially and otherwise.

It is the dollars and cents that the secretary is interested in. It is the perfection of system in labors connected with the fair, new methods, advertising and kindred topics that engross his attention and which this paper proposes to furnish.

Fair management is an undeveloped art, a science but little understood, principally because secretaries hold their positions for so short a time, being scarcely initiated into the proper methods of running a fair before they are turned down and some green hand placed at the helm to re-learn the business and in turn to be prematurely turned down, as his predecessor has been. In the fair business there is a field for system and intelligent labor, wider perhaps than in any other line of work.

A fair paper is needed, it has been the want of secretaries for the last decade. Here it is. Secretaries give it your support. Subscribe for it and contribute to its success. Help it and it will help you.

The premium list of the Iowa State Fair is received. In size it is a model to be followed, being six by three and one-fourth inches, and is therefore very handy for use. Typographically there is room for improvement. The arrangement in the live stock departments is very poor indeed, inexcusably so in fact. Take any one breed, Holsteins for instance, logically the Holstein breed should form one class and one only yet here it is made into six classes. An "exhibitors herd" is a portion of a class not a class and should be set in the same style of type as for instance "bull three years old or over" yet in this premium list we have "exhibitor's herd" called a class and set in the same style of type as the word "Holstein." Type is made for a purpose. In getting up of a premium list the following is a good idea to bear in mind: for main divisions use large type, for subdivisions use smaller type and for subdivisions of the subdivisions use a still smaller type, which will give the book an air of symmetry throughout.

Iowa will this year publish a catalogue of stock exhibits, being the first state to follow the pace set by the New York and Wisconsin State Fairs in this regard. In this she is to be commended and also in the changing of the wording in her premium list to conform to the rule made last fall by the Eastern and Western Fair Managers Association adopting the words "Department" "Class" and "Prize Number" for the different portions of the premium list.

What the special attraction men want is to get in touch with the fair managers. What the fair managers want is to get in touch with the special attraction men. BILLBOARD ADVERTISING is the medium through which each may speak their

wants and have them satisfactorily answered. If you want a circuit here is where you can get it. If you want an attraction here is where you can get that too.

The premium lists for the Nebraska, Iowa, Minnesota and Ohio State Fairs are already in circulation. Premium lists ought to be gotten out early, as a rule they should be in circulation before planting begins in order to let the farmers be able to plant with reference to making a show at the fair in the fall.

The best way to breed new ideas in any line of business is to swap lies with those who chance to be in the same line of business that you are in. The best way to run a successful fair is to learn how other people run successful fairs, and why some people run unsuccessful ones.

One of the new features in fair circles is the issuance of catalogues of exhibits. This is an old idea in England and in Canada, but has not been very generally adopted in this country, although a catalogue of exhibits properly gotten out forms one of the most potent educational factors in connection with the fair and is at the same time a very valuable advertising medium, far surpassing the premium list as a popular medium.

The getting out of a catalogue of stock exhibits is attended with unusual difficulties and requires a highly perfected system of entry blanks etc., in order to be successful.

Our next issue will contain an interesting article entitled "How to publish a catalogue of stock exhibits" which will take this matter up in detail and prove very valuable reading to secretaries who are contemplating to be up with the time in this respect this fall.

Nebraska has a novel and effectual way of advertising her State Fair in the issuance of the State Fair Bulletin published monthly and sent out to 25,000 people.

No State Fair can be properly advertised without the use of lithograph hangers or posters, but the publication of a monthly bulletin by any fair association pays for itself and forms a most valuable advertising medium to be used in connection with posters, as it enables the association to better place the details of the fair, its attractions and management, before the public.

Every State in the union ought to have a Fair Managers Association. If there is not one in your state begin to organize one. Don't give it any high flown name simply call it the Illinois Fair Managers Association for instance. Everything else in the world seems to be organized. It is time for the fair managers of the country to organize. Those contemplating starting organizations might do well to correspond with BILLBOARD ADVERTISING and get constitutions of similar organizations.

Now that the fair managers of the country are to have an organ of their own, one of the first things to do is to have one common language in the premium lists, so we can understand each other. It will be remembered that at the meeting of the Eastern and Western Fair Managers Asso-



The above map showing the location of Wisconsin Fairs, shows what can be done in the way of presenting to the public, to exhibitors and to concessionaires particularly, accurate data enabling them to early lay out their routes with proper regard

to economy in time and respect to distance. A special effort was made in Wisconsin this year to get the dates of her fairs out to the public early. A concessionaire can by consulting this map figure out several very desirable circuits.

ciation held in Chicago last fall, certain words were recommended to be used by all fairs in their premium lists. All fairs that have not already printed their premium lists are urged to use them and discontinue the use of any other for the expression of these divisions. An illustration of the recommended wording is as follows: There is a cattle "Department," a "Holstein" Class, and a bull calf "Prize Number." The time must soon come when the word class will convey the same meaning in each of the 2500 or more fairs in the country. The recognized use of the word "Class" among breeders and fair managers of reputation signifies a breed when used in connection with live stock, and any other use of the word is clearly out of line with the best authority. The sooner we get over this "confusion of tongues" in our business the more intelligently we can understand each other and the sooner fair management will be reduced to a science.

**QUESTIONS AND ANSWERS.**

Just as a "Kick Off." Here are some of the matters that will receive attention in our next issue.

How do you manage the Helpers Ticket problem?

Who ought to come into the gate free? Ought the fakirs to pay in advance, and if so, why?

How do you advertise your county fair? How do you advertise your state fair?

Send answers for publication to the manager of this department. Correspondence is invited. For publication in July number mail answers before June 19th.

The column will be open to inquiries and answers of secretaries. If there is any question that worries you drop a line to BILLBOARD ADVERTISING. We will publish the inquiry and invite answers from practical fair managers to it.

The Carthage Fair (Cincinnati, O.) will have an exhibition of motorcycles.

**FAIR NOTES.**

**WALLS, MERCANTILE AND FAIR PROMOTION SYSTEM.**

This is a most commendable system or scheme for increasing the attendance and consequently the gate receipts of fairs. It seems, from a cursory examination, to be entirely feasible and practical. It was originated and is controlled by P.T. Wall, of Gallipolis, O., who will furnish terms and details to interested parties on application.

Manufacturers of Foods can secure space for exhibits free of charge at the Gallipolis Fair.

M. B. Hall, sec'y of the Fayette Co. Fair Company, (Washington C. H., O.) sends us the speed program of the fall meeting, August 11-14 inclusive. It is very interesting.

Space for exhibitors is free at the West Virginia State Fair, at Wheeling, Sept. 7-11. Applications should be addressed to George Hook, secretary.

The Columbus (Ohio) Fair will give races and exhibitions at night.

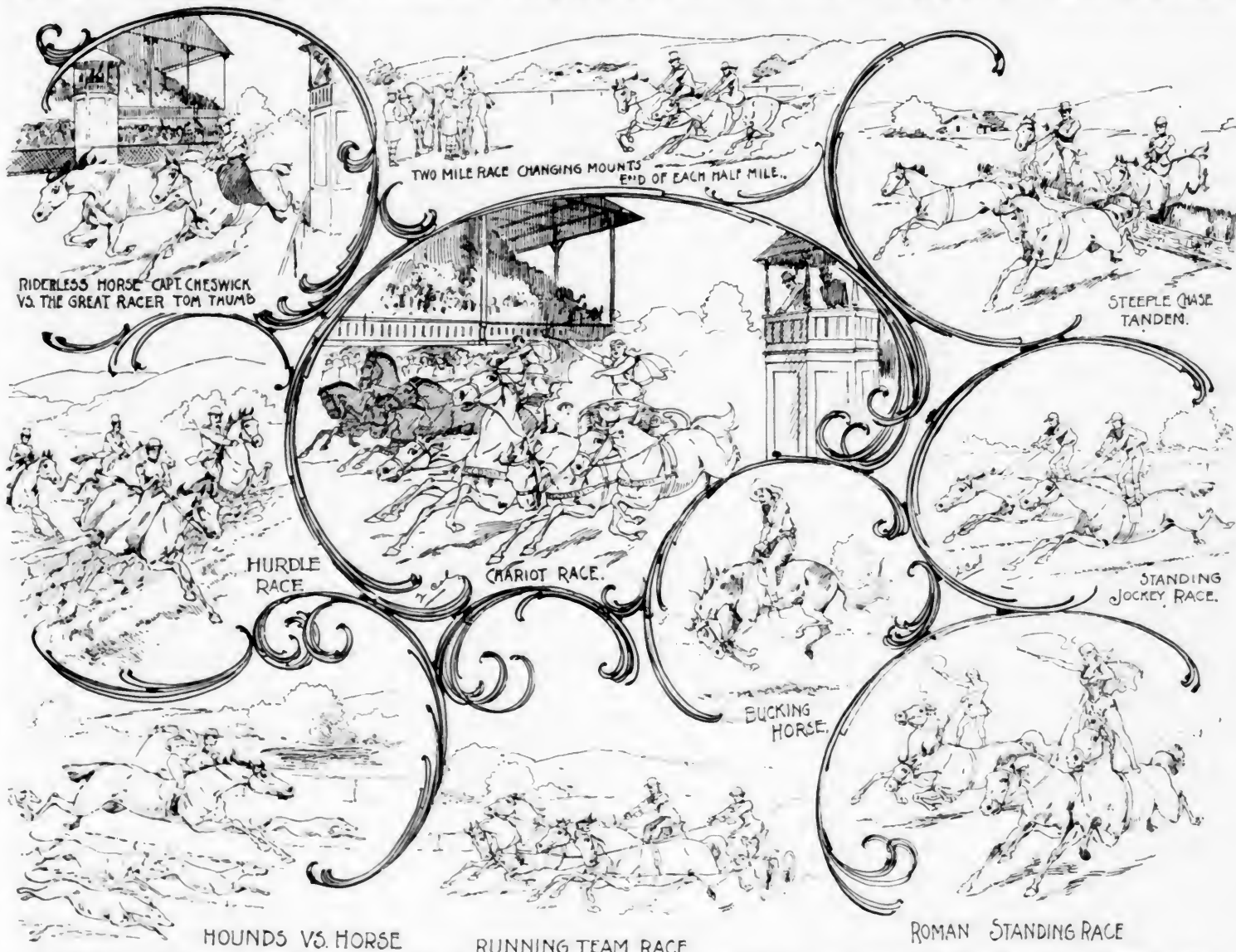
Chas. Porter, secretary of the Lake Prairie District Fair, at Pella, Iowa, is meeting with much success in securing premiums, and prospects are very good.

J. M. Logan, secretary of the Shelbyville (Ky.) Fair, writes that they will have the best fair in the state this year. No trotting or racing, just an old fashioned fair, but a corker.

Spokane, Wash., will have a fruit fair during the first week of October next. John A. Finck is president, and F. W. Smith general manager.



THE GREATEST OF ALL SPECIAL ATTRACTIONS!  
**Cook's Royal Roman Hippodrome and Equine Paradox.**



NOW BOOKING FOR THE FAIR SEASON OF 1896. FOR TIME AND TERMS, Address, JAY COOKE, Business Manager, PERU, IND.

**ADDITIONAL FAIR NEWS.**

Last season the greatest fairs, excepting of course, the Atlanta Exposition, were as follows, viz:

- St. Louis Exposition, 45 days; receipts, \$105,927.18; disbursements, \$72,164.00.
- Toronto Exposition, 13 days; receipts, \$86,639.10; disbursements, \$54,880.08.
- Dallas, Texas, Expo. 16 days; receipts, \$97,623.48; disbursements, \$72,912.30.

At a meeting of the farmers held at the Court house at Marshalltown, Ia., May 23, it was unanimously decided to hold a fair next September. Several years ago, on account of repeated failures, the fair was discontinued. We hope that the new attempt will fare better. The dates of this fair will appear in our July number.

The Douglass Co. (Minn.) Fair Association has greatly increased their premium list and amount appropriated for prizes. There is a movement on foot looking to the acquirement of the driving park for a fair ground.

The New York State Fair, at Syracuse, will have an exhibit of horseless carriages or motorcycles as they are called.

Burlington's (Iowa) Semi-Centennial bids fair to rank among the big events of the year. Messrs. W. C. McArthur and George C. Henry have been appointed commissioners by Governor Drake

C. B. Irvine is secretary of the Oregon State Fair, at Salem, Oregon. Minden, Neb., is confident of an unusually successful and interesting meeting. The programme of Green County Agricultural Society's forty-second annual fair at Monroe, Wis., is full of interest. The Great Texas State Fair, at Dallas, Texas, offers \$75,000.00 in premiums and purses for the season of 1896. Sydney Smith is general manager. His address is Dallas, Tex. J. L. Hoagland, secretary of the Forksville, Pa., Fair, should be addressed at Lincoln Falls, Sull Co., Pa., until Sept. 25. Address H. J. Hill, manager and secretary of the Great Toronto Fair and Exposition, at 82 King St., Toronto. Milo L. Norton, secretary Bristol (Conn.) Fair, writes us that a cat show will be one of the features of their fair this season.

Washington State Fair Commission of North Yakima, Washington, offers \$7000.00 in purses and premiums. John Reed is secretary. Edwin F. Smith, is secretary of The California State Fair. It is held Sept. 1-19, at Sacramento.

**A NEW CIRCUIT.**—It starts at Port Huron, Mich., Aug. 11-13, Alpena, Mich., Aug. 19-21, Sault St. Marie, Mich., Aug. 26-28, Ishpeming, Mich., Sept. 2-4, Hancock, Mich., Sept. 9-11, Ashland, Wis., Sept. 16-18, Ironwood, Mich., Sept. 23-25, Duluth, Minn., Sept. 30 to Oct. 2. Address all communications to R. J. Spencer, Ashland, Wis.

McIntosh, (Minn.) combines a fair, a race meeting and a fourth of July celebration in one.

Dr. S. D. Bugg, has again been elected secretary of the Limestone Co. Fair Association, held at Groesbeck, Tex. He writes as follows: "BILLBOARD comes regularly every month and is appreciated as much as any publication I receive."

**TACOMA WASHINGTON.**

A meeting of the directors of the Pierce County Agricultural and Industrial association was held Wednesday to close up a five-year lease on 240 acres of land in school section 36, where the association will hold fairs for the next five years. The grounds surround and include the old Morgan racetrack. The premium list is now in the hands of the printers. Within 15 days 5000 copies of it will be distributed among farmers, merchants and manufacturers. Farmers who wish to make exhibits visit President A. C. Young's office every day, making inquiries about the fair. State Dairy Commissioner Thompson has reported to Mr. Young that 42 dairies will make exhibits. President Young says exhibits will be received from all parts of the state. The week of September 14 to 20 has been decided upon as the date for this year's fair.—Tacoma Ledger.

If you would insure a successful outcome for this year's meeting, use posters liberally and keep the free list down to the very lowest possible notch.

**DELAVOYE & FRITS,**

The Original CLOWN AND POLICEMAN  
 TRICK HOUSE ACT.



"A GREAT ACT FOR FAIRS, PARKS, CONCERTS, ETC." Address, Don't Forget. Get the Above Original Act, not inferior copies. WILL DELAVOYE, Representative, P. O. Box 2836, New York City.

LIST OF FAIRS. 1896

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 in the event of any change.

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CALIFORNIA.

Sacramento California State Fair Sept 1-19 Edwin F. Smith sec

CONNECTICUT.

Branchford Branford Agl Soc Geo C Fields pres, J A Pond sec
Bristol Bristol Fair Corp Sept 30 Ad Wilton pres, A L Morse treas, Milo I. Norton sec

DELAWARE.

Dover Delaware State Fair Sept 22-25 John B Wharton sec

ILLINOIS.

Alledo. Sept 22-25 W H Graham, secy
Anna Union county Aug 25-28
Atlanta Logan county Sept 1-4

Rockford Winnebago Co Agl So Sept 1-4 T E Buckbee pres, Geo W Collins v-pres, C O Upton treas, J B Whitehead sec
Rushville Schuyler Co Agl Soc Aug 10-14 John D Horton pres, John W Goodwin treas, Mark Bogus sec

INDIANA.

Angola Steuben Co Agl Assn Oct 6-9 A M Parcell pres, H L Hutson sec
Bainbridge Putnam County Fair, July 27-31. A R Allison, sec'y.
Bedford Aug 3-7

North Manchester North Manchester Tri-Co Fair Sept 22-25 D Ginter pres, J P Nofztger treas, B F Clemans sec
Northwestern Indiana Fair Circuit La Porte July 2-4, Crown Point Sept 8-11, Valparaiso Sept 15-18, La Porte Sept 22-25 W A Banks pres, A A Bibler sec, Crown Point

IOWA.

Afton Union county fair Assn Sept 15-18 J T Beebe pres, T F Shrub treas, O E Davis sec
Algona Kossuth county Agl So Sept 16-18 J W Wadsworth pres, E P Keith v-pres, Harvey Ingham treas, E B Butler sec

Harlan Shelby county fair Assn Aug 25-28 U P Wyland pres, M K Campbell treas, W T Shepherd sec
Holstein Sept 15-18 W. F. Hutton sec
Humboldt Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy
Ida Grove. Ida Co. Fair, Sept 22-24 A Preston, secy

KANSAS.

Burlington. Coffey Co Agricultural Association Sept 14-18
Fredonia. Fredonia Agricultural Association Fair, Aug. 25-28, inclusive C H Pierce, pres't; J H Edwards, sec'y

KENTUCKY.

Alexandria Aug 25-29 Geo R White pres, John Todd treas, J J Wright sec
Curdsville Blenckdale Fair July 28 to Aug 2 R T Smith sec



Shelbyville Shelby Co Agl and Mech Assn Aug 25-29 T J Dolan pres, J M Logan sec

Rockville Montgomery Co Fair Sept 1-4 Wm Dorsey pres, John J Higgins treas, John E Muncester sec, Norbeck

Rockport Atechison county agl and mech assn Aug 25-28 Miles Sickerler pres, J W Raines treas J W Young sec

Norwich Chenango county agl society, Sep 1-4 S A Jones pres

MAINE.

Bridgeton. Farmers and Mechanics' Fair Second week in Sept Gray Aug 24-27 Wm P Haskell pres, J W Stevens sec-treas

Allegan Allegan county fair Sept 22-25 Chas S Miner pres, T S Updyke sec

NEBRASKA.

Auburn Nemaha county Sept 22-25 C F Neal sec

Newburgh Orange county agl so Sep 15-18 Augustus Denniston pres, Harry M Waring treas, D A Morrison, Montgomery, sec

MASSACHUSETTS.

Amherst Hampshire county Sep 29-30 Geo P Smith pres, Herbert Sabiu sec-treas

Grand Rapids. State Fair, Sept. 7-11 Henry Pralick, Sec'y, Grand Rapids.

Fairbury, Jefferson county Sept 15-18 W W Watson sec

Watertown. Jefferson Co Agricultural Association, Sept 8-11 J Sterling Sill, pres, Adams Centre; Frank M Parker, treas, Dillin; W R Skeels, secy

MINNESOTA.

Alexandria Douglas county Sept 22-25 W F Jordan

Blainwell. Union Agl So Sept 15-19 Benson Swift Co Agl So Sept 17-19 B N Johnson pres, H N Stone treas, J V Clark sec

Stanton Stanton county Sept 29-30 H F Stephens sec

Raleigh North Carolina state agl assn Oct 20-21 Cameron pres, John Nichols sec

NEW HAMPSHIRE.

Bristol Bristol Agl Assu Sept 1-3 John F Phillips pres, Smith D Fellows treas, Fred H Ackerman sec

Blainwell. Union Agl So Sept 15-19 Benson Swift Co Agl So Sept 17-19 B N Johnson pres, H N Stone treas, J V Clark sec

Bristol Bristol Agl Assu Sept 1-3 John F Phillips pres, Smith D Fellows treas, Fred H Ackerman sec

Akron Summit Co Fair Sept 29, 30 and Oct 1, 2 Albert Hale sec

NEW JERSEY.

Mount Holly Burlington county agl so Sept 22-25 H C Rison sec

Blainwell. Union Agl So Sept 15-19 Benson Swift Co Agl So Sept 17-19 B N Johnson pres, H N Stone treas, J V Clark sec

Mount Holly Burlington county agl so Sept 22-25 H C Rison sec

Bellevue Bellevue Fair Co Oct 6-9 G S Lanterman pres, J W Close treas, Gns Dangeleser sec

NEW YORK.

Albion. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas

Blainwell. Union Agl So Sept 15-19 Benson Swift Co Agl So Sept 17-19 B N Johnson pres, H N Stone treas, J V Clark sec

Albion. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas

Carrollton. Carroll Co Fair, Sept 22-25 C A Toppe, secy

MARYLAND.

Easton. Talbot Co. Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Harrington, Pres't; M M Higgins, Sec'y

Blainwell. Union Agl So Sept 15-19 Benson Swift Co Agl So Sept 17-19 B N Johnson pres, H N Stone treas, J V Clark sec

Albion. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas

Carrollton. Carroll Co Fair, Sept 22-25 C A Toppe, secy

Easton. Talbot Co. Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Harrington, Pres't; M M Higgins, Sec'y

Belton. Belton Agricultural Association Aug 18-19

Albion. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas

Carrollton. Carroll Co Fair, Sept 22-25 C A Toppe, secy

Kinsman Aug 24-28 H J Forbes sec  
 Lancaster Fairfield county fair Oct 13-17 T J Barr pres, A I Vorys treas, W T McClenaghan sec  
 Lebanon Warren county fair Sept 8-11 Huse Bone pres, F M Cunningham treas, Geo W Carey sec  
 Lima Allen county fair Sep 8-11 Henry C Adgate pres, A D Miller treas, Muer A Atmurt sec  
 Lisbon Columbiana county fair, Sep 15-17 J F McQueen pres, B N Brown treas, E F Moore sec  
 London Madison Co Fair Sept 8-11 E B Pan- cake sec  
 McConnellsville Morgan county fair Sept 1-4 John G Walker pres, J W McElhiney treas, M E Dunford sec  
 Mansfield. Sept 29-Oct 2 Newton Charles, secy  
 Marion, Marion county fair Sept 29-Oct 2 Albert Osborn pres, S N Titus treas, J R Waddell sec  
 Marietta Washington county fair Sept 2-4 F G Best pres, J H McConnell treas, J C Breunig sec  
 Marysville Union Co Fair Sept 22-25 O E Lincoln pres, J J Watts treas, E W Porter sec  
 Mechanicsburg Central Ohio Fair Aug 4-7 F S Barr sec  
 Medina Medina county agl so Sept 8-10 F A Brauch pres, A T Spitzer treas, Hiram Goodwin sec  
 Millersburg Holmes county fair Sep 29 Oct 2 G F Gilbert sec  
 Montpelier Montpelier union agl so Sept 22, 25 F M Eord sec  
 Mt. Gilead Morrow county fair Oct 6-9 W O Thuma pres, J M Moody treas, O J Miller sec  
 Napoleon Henry county fair Sept 15-18 H C Groeschner pres, R B Heller treas, J L Halter sec  
 Napoleon Napoleon Fair Sept 15-18 J L Halter sec  
 Newark Licking county fair Aug 25-28 C W Martin pres, A J Crilly treas, Ad C Seymour sec  
 New Bremen Sept 1-4  
 New Lexington Perry county fair Sept 15-18 A R Wilson pres, E S Martin treas, Jas E Carran sec  
 Norwalk Licking Co Agricultural Society Fair, Aug 25-28 Ad C Seymour, secy  
 Orrville. The Great Central Ohio Fair, Oct 6-9 Proctor H Leas, secy  
 Ottawa Putnam Co Fair, Oct 6-10 B F Seitz, pres; A P Sandles, secy  
 Paulding Paulding county fair Sept 15-18 J L Sager pres, Floyd Atwill treas, F M Bashore sec  
 Pomeroy Rock Springs Fair Assn Sept 1-3 H F Knight pres, Edw L Keiser sec  
 Portsmouth Ohio valley agl so July 28-31 Theo Doty pres, Floyd L Smith treas, Edgar F Draper sec  
 Proctorville Lawrence county fair Sept 9-11 M L Whitley pres, C J Reynolds treas W W Reckard sec  
 Ravenna Portage county fair Sept 15-17 C C Gardner pres, Chas A Lambert treas, Lafayette Smith sec  
 Richwood Tri-county fair Oct 13-16 J E Robinson sec  
 Salem The Salem Fair and Exposition Co. Annual Fair, Sept. 8, 9, 10. Race Meeting July 3-4.  
 Sandusky Sept 22-25 S C Prout pres, C B Wilcox treas, Jno T Mack sec  
 Sarahsville Noble county fair Sept 16-18 W S Spriggs pres, C L Hillyer treas, Arthur McWilliams sec  
 Sidney Shelby Co Fair Sept 22-25 J E Russell sec  
 Smithfield Jefferson county agl so fair Sept 23-25 A L Sutherland pres, J O Hayne sec  
 Springfield Clark Co Fair Aug 25-28 Wm Jenkins sec, Seth  
 Toledo Sept 21-26  
 Troy Miami county fair Sept 28-30, Oct 1-2 W I Tenney sec  
 Upper Sandusky Wyandott county fair Oct 5-8 S B Gillet pres, Henry Kear treas, Oscar Bilhardt sec  
 Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Secy  
 Van Wert Sept 8-11  
 Warren Trumbull county fair Sept 8-11 S F Bartlett pres, O D Morgan treas, Jas L Kennedy sec  
 Washington Guernsey county fair Sept 29 Oct 2 Maj J W Moore pres, R S Framet treas, V D Craig sec  
 Washington C H Fayette county fair Aug 11-14 L C Mallow pres, H D Purcell treas, N B Hall sec  
 Wauseon. Fulton Co Fair, Sept 22-25 Thos Mikesell, secy  
 West Union. West Union Fair, Sept 8-11 T W Ellison, secy  
 Wapakoneta Auglaize Co Fair Sept 22-25 M J Crawford sec  
 Wooster Wayne county fair Sept 1-4 A Cunningham pres, W A Wilson treas, I N Kinney sec  
 Xenia Greene county fair Aug 11-14 R R Grieve sec  
 Zanesville Muskingum county fair Sept 8-11 S A Baldwin pres, Jas E Tanner treas, J D Mercer sec

OREGON.

Salem Oregon State Fair Oct 7-15 C B Irvine sec

PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept. 21-25 W K Mohr, secy  
 Belle Vernon Oct 6-8 J S Jones sec  
 Bethlehem Great Inter-state Fair Sept 15-18 J Walter Lovatt pres, Geo H Young treas, H A Groman sec  
 Bloomsburg Columbia Co Agl Horticultural Assn Oct 13-17 John S Mensch pres, James C Brown treas, A N Yost sec  
 Burgetstown. Arion Agricultural Association Fair, Oct 6-8 Hugh Lee, pres; Wm Melvin, secy, South Burgetstown, Pa

Cambridge. Central Crawford Co. Agricultural Society Fair, Sept. 23-25. Chas D Eckles, pres't; Albert S Faber, sec'y; John R Cease, treas.  
 Carlisle Cumberland Co Agl Assn Sept 29 to Oct 2 Chas H Mullin pres, John Stock treas, W H McCrea sec  
 Carmichaels Oct 7-8 J C Kerr pres, Ewing Bailey treas, L W Gwynn sec  
 Cochranon Cochranon Agl So Sept 16-18 Hugh Smith pres, Jess Moore treas, John H Adams sec  
 Forkville Sullivan Co Agl Soc Sept 30 to Oct 2 M R Block pres, E S Little treas, JI Hoagland sec  
 Hartington. Sept. 8-10. S J Young, sec'y.  
 Kittanning Aug 18-23 T McConnell sec  
 Kultztown. Keystone Co Agl & Hor Soc Fair, Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa J D Warner, Treas; J P Hines, Sec'y  
 Leighton Carlon county industrial so Sept 29 Oct 2 H Miller pres, V Schwarz treas, C W Bower sec  
 Milton Milton driving park and fair assn Oct 6-9 W A Dean pres, M H Barr treas, H W Chamberlain sec  
 Mercer Mercer central agl assn Sept 29-Oct 1 Jno P Orr sec  
 New Castle Lawrence county agl so Aug 25-28 A L Martins c  
 Parkers' Landing Parker agr assn Sept 8-11 G A Neidle sec  
 Reading Berks Co Agl and Hort Soc Sept 15-18 James McGowan pres, Milford N Ritter treas, Cyrus T Fox sec  
 Stroudsburg Monroe county agl so Sept 8-12 J H Shull pres, R B Keller treas, T C Brown sec  
 Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24 R J McClure, Pres't, Sandy Lake, Pa; R P Cann Treas; J P Hines, Sec'y  
 Titusville D C V Agl Assn Sept 8-11 C M Hayes sec  
 Washington Western Penn Agl Assn Sept 16-18 Geo M Cameron pres, Jas K Mitchell treas, Julius LeMoynes sec  
 Westfield Cowanesque Valley Agl Soc Sept 15-18 Charles C Williams sec

RHODE ISLAND.

Cranston Rhode Island state fair assn Sept 7-11 F E Perkins pres, E H Potter treas, W W Dexter sec  
 Woonsocket Sept 15-17 Col John W Ellis pres, John R Boyden sec

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldreg Pres't; J J Fleming, Treas; B S Thomas' Sec'y, Hurricane Switch, Tenn  
 Dyersburg Dyer Co Fair Assn Oct 8-12 T C Gordon sec  
 Murfreesboro Rutherford county fair assn Oct 1-3 W K Jarratt sec, T W Cox treas, J C Culum sec

TEXAS.

Beton. Bell Co Fair Association Fair, July 21-25 Ben D Lee, pres't; L K Tarver, secy  
 Corsicana Oct 6-9 F C Hand sec  
 Dallas Texas State Fair and Dallas Exp Oct 10-25 J T Trenzaut pres, C A Cour sec  
 Galveston Texas Coast Fair Oct 27-31 R T Wheeler pres, Joseph Lobit treas, F W Maley sec  
 Hillsboro Hill Co Fair Oct 28-30 Taylor Taylor Fair Assn May 6-8 Mrs J J Hayslip pres, A J McCarty sec  
 Victoria Southwest Texas Fair Oct 6-10 L D Heatou pres, D H Regan treas, L N Hofer sec

VERMONT.

Barre Washington and Orange Counties Fair (open to the world), at Granite City Trotting Park, August 18-21 J Dunlop Smith, pres't; Herbert A Rugg, sec'y  
 Brandon. Brandon Fair Association Fair, Sept 16-17  
 Fair Haven Western Vermont agl so Sept 22-25 Sept 22-25 E Bussey pres, H K Sheldon sec R C Reed treas  
 Rutland. Rutland Co. Agricultural Society Fair, Sept. 8-11. G T Chaffey, pres't; F A Field, sec'y.  
 Woodstock. Windsor Co Agr Soc Fair, Sept 22-24 J E Montague, Pres't; H C Lockwood, Treas; John S Eaton, Sec'y  
 Waterbury. Winoski Valley Agricultural Association, Sept 8-10, E G Hooker, Sec'y

VIRGINIA.

Leesburg Loudoun Co L St Exh Assn Aug 25 27 H C Sellman sec  
 Richmond Virginia state agl and mech so Oct 13-16 J S Watkins pres, W G Owens sec  
 Staunton Sept 8-11 G A Mowry pres, Heberker sec  
 Suffolk Suffolk fair and agl assn Oct 20-24 G W Nurney pres, J Walter Hosier sec

WEST VIRGINIA.

Clarksburg Sept 3-5  
 New Martinsville Sept 1-4 S R Martin sec  
 Wheeling. Exposition and State Fair, Sept 7-17, Geo Hook, Sec'y

WASHINGTON.

North Yakima Wash State Fair Comm Sept 28 to Oct 3 A B Weed pres, Fred Parker treas, John Reed sec  
 Spokane Fruit Fair Assn Oct 1-3 John A Finch pres, E W Smith genl mgr  
 Tacoma Peirce Co Agl and Indl Soc Sept 14 20 A C Young pres

WISCONSIN.

Amherst Portage county agl so Sept 15-17 John Een sec  
 Antigo Langlade county agl so Sept 14-16 John McGrier sec  
 Appleton Appleton Track and Driving Park Sept 1-4 M F Barreau

Arcadia Arcadia Agl & D P assn Aug 25-2 F C Richmond sec  
 Ashland Ashland Co Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y  
 Augusta Eau Claire county agl assn Sept 8-11 A G Cox sec  
 Baraboo Sauk county agl so Sept 29-Oct 2 J S Hall sec  
 Beaver Dam Dodge county agl so Sept 29-Oct 2 C W Harvey sec  
 Black River Falls Jackson county agl so Sept 1-4 F F Dolderholz sec  
 Bloomington Blakes Prairie Agricultural Society Fair, Sept 9-11 W H Glasier, secy  
 Boscobel Boscobel D P assn Sept 1-4 Jud P Walker sec  
 Cedarburg Ozaukee county agl so Oct 1-3 D E McGinley, sec  
 Chetek Barron Co Fair, Sept 9-11 Jos E Cartwright secy  
 Chilton Calumet county agl so Sept 7-9 L D Dorschell sec  
 Chippewa Falls Northwestern Wis agl and ind assn Sept 12-19 Jesse K Sharp secy  
 Cumberland Quaberland Agl and Driving Park Assn Sept 2-4 H S Constock  
 Darlington, Aug 25-28, James Haskin, Pres't; David Schrieter, Treas; Geo F West, Sec'y  
 Dodgeville Iowa county agl so Aug 18-21 J M Reese sec  
 Durand Pepin county agl so Sept 23-25 J J Morgan, sec  
 Elkhoru Walworth county agl so Sept 29-Oct 2 S Mitchell sec  
 Ellsworth Pierce county fair Sept 23-25 J C Dennison sec  
 Fenimore Trotting Meeting Sept 23-25 Wm Rogers pres  
 Fond du Lac Fond du Lac Kite Park Sept 8-12 D W McKenna sec  
 Friendship Adams county agl so Sept 21-23 E Knight sec  
 Galesville. Trempeleau County Agricultural Society, August 18-21 F. G. Davis, secy.  
 Glenwood St. Croix Western Wisconsin Sept 9-11 D H Syme  
 Graustburg. Burnett Co Agricultural Society Fair, Sept 9-11  
 Green Bay Brown county Sept 8-11 D W Flatley

Hortonville Outagamie county agl so Sept 22-25 H T Buck sec  
 Hudson St Croix county agr so Sept 16-18 H F Dinsmore, sec  
 Jamesville Rock county Sept 15-18 D W Watt sec  
 Jefferson Jefferson county agl so Sept 15-18 J L Kenney sec  
 Jonesville. \$25.00 Trotting and Pacing Meeting, July 21-25  
 Kewaunee Juneau county Sept 16-19 Adolph Ebel  
 Lancaster. Grant County Agricultural Association Fair, Sept 16-18 Delos Abrams, pres't, T A Burr, secy  
 Lodi Lodi union agr so Sept 9-11 A H Hinds sec  
 Manitowoc Manitowoc county agl so Sept 9-12 C H Sedgwick sec  
 Mauston Juneau county agl so Sept 8-10 I C Baldwin sec  
 Menominee. Dunn County Agricultural Association Fair, Sept 15-17 Henry Miller, pres't; J B Chickering, treas; Geo Galloway, secy  
 Merrillan Merrillan D P & A assn Aug 25-28 A D Merrill sec  
 Milwaukee, Wisconsin State Fair, Sept 21-26 T J Fleming, secy, Madison, Wis  
 Mineral Point Southwestern Wisconsin fair Sept 8-11 W H Bennett sec  
 Mondovi Buffalo county agl so Aug 26-28 Alex Leees sec  
 Monroe Green county agl so Sept 2-5 R A Etter pres, Frank Smock sec  
 Neillsville Clark county agr so Sept 1-4 C M Bradford sec  
 New London Waupaca, New London Fair and Racing Sept 15-18 Geo Werner  
 Oshkosh. Oshkosh Fair Association Race Meeting, June 25-28 Fair and Exposition, Sept 9-12 John Laabs, Pres't; Geo Hilton, Treas; C E Angell, Sec'y.  
 Phillips. Price Co Agricultural Society Fair, Sept 17-19 John T Ruff, secy  
 Fond du Lac Fond du Lac Kite Park Sept 8-12 D W McKenna  
 Portage Columbia county Sept 15-17 Kennedy Scott of Rio  
 Rhinelander Oneida county Sept 7-9 A M Rogers sec  
 Richland Center Richland county agl assn Sept 29-Oct 2 J G Bunnell sec  
 Rio Columbia county agl so Sept 15-17 Kennedy Scott sec  
 Seymour Seymour Fair and Driving Park Sept 10-12 H J Van Varen  
 Shawano Shawano county Sept 28-30 Louis C Bold  
 St Croix Falls Polk county fair so Sept 23-25 Fred Hudson sec  
 Stevens Point Cen Wis Agl Mech & Scientific assn Aug 25-27 Geo E Oster sec  
 Society Fair, Aug 25-28 S E Houghton, pres't; A J Kellman, treas; F G Davis, secy  
 Tonah. Monroe county agl so Sept 22-24 M Z Hineman sec  
 Viroqua Vernon county agl so Sept 15 18 F W Alexander sec  
 Waukesha Waukesha county agl so Aug 25-28 G F H Barber sec  
 Wausau Marathon county agl so Sept 17-19 E B Thayer sec  
 Wautoma Waushara county agl so Sept 23-25 W Berry sec  
 Weyauwega Waupaca county Sept 22-25 A L Hutchinsou  
 West Superior Douglas county agl so Sept 29 Oct 1 Jas S Bishop sec  
 West Bend Washington county agl so Sept 26-28 Joseph Ott sec  
 West Salem Lacrosse county agl so Sept 29 Oct 1 O S Simon sec  
 Whitehall Trempeleau county Ind Agl and D P assn Sept 1-4 F A George pres, R N Trowbridge treas, H H Scott sec

CANADA.

Almonte, Ont North Lanark agl so Sept 29-Oct 1 A Wilson pres, Jas Robertson treas, W P McEwen, sec  
 Belleville, Ont Bay of Quinte Dist Exhibition Sept 15, 18 W N Ponton pres, J M Hurley sec  
 Goderich, Ont Great Northwestern Exhibition Sept 22-24 James Mitchell sec  
 London, Ont. Western Fair of 1896, Sept 10-19 Thos A Browne, secy  
 Montreal Provincial Exh Sept 10-19 S C Stevenson Mgr  
 Ottawa Central Canada Exh Sept 17-26 E M Mahon sec  
 Peterborough, Ont Central Exhibition Sept 21-23 Geo B Elliott pres, W J Green sec  
 Sherbrooke, Que Great Eastern Exhibition Aug 31-Sept 5 H R Fraser sec  
 Stanstead, Que Stanstead fair Aug 19-20 H E Channel sec  
 St John N B St John Exh Assn Sept 22 to Oct 2 Chas A Everitt sec  
 Vankleek Hill, Ont Prescott county agl so Sept 15-17 Dennis Hurley pres, F W Thistlewaite sec

Expositions.

Baltimore, Md 1896. Indefinite  
 City of Mexico. International Exposition. Dedication as a National Exhibit, Apr Opens as an International Exposition Sept. 15.  
 Cleveland, O. Centennial Exposition commences, July 22.  
 Dallas, Tex. 1896. Oct. 12 to Nov. 18.  
 Milwaukee, Wis. Sept 12-Oct 17 John E Hansen, secretary and general manager  
 Montreal Montreal Exp Co Sept 10-19 S C Stevenson sec  
 Nashville, Tenn. 1896. Sept. 1 to Dec 24  
 Omaha, Neb Trans-Mississippi and International Exposition, June 1-Nov. 30, 1896  
 St Louis Mo. 1896. Indefinite.  
 Toronto, Canada. Canada's Great Exposition and Industrial Fair, Aug 31 to Sept 12 H J Hill, manager and secy

Conventions, etc.

Boston, Mass World's Food Fair, Oct 5-Nov 9.  
 Keokuk, Iowa Fourth of July Celebration  
 St. Paul, Minn. G. A. R. Reunion, Sept. 2-5.  
 St. Louis, Mo. National Republican Convention, June 16.  
 Minneapolis, Minn. K of P. Convention, Aug. 31-Sept 5.  
 Grand Rapids, Mich. United States Letter Carriers' National convention, Sept. Robert Milne, cor. sec'y.  
 Santa Cruz, Cal. Water Carnival, June.  
 Minneapolis, Minn. American Philatelic Association, Aug.  
 New London, Conn. Celebration of New London's 250th Anniversary, May 6-7.  
 Johnston, Pa. Firemen's State Convention, October, 1896.  
 Pittsburgh, Pa. National Prohibition Convention, May 27.  
 Lockport, N. Y. Firemen's State Convention, August  
 Buffalo, N. Y. National Educational Association Convention, July 7-11.  
 Beloit, Kas. Annual Encampment Kansas G. A. R., April 21.  
 Council Bluffs, Ia. Y. P. S. C. R. of Iowa State Convention, Aug. 25-27.  
 Milwaukee, Wis. National Republican League Convention in August.  
 Chicago, Ill. National Democratic Convention, July 7.  
 Pittsburg National Convention Brotherhood of St. Andrew, October 15-17.  
 Richmond, Va. United Confederate Veterans Reunion, June 30, July 2.  
 St. Louis, Mo. Fourteenth Annual Meeting Street Railway Association of U. S., Oct. 20.  
 Philadelphia. Wissahickon Heights Horse Show, May 26-30. Richard M. Cadwalader, Sec'y.  
 Boston, Mass. Bench Show New England Kennel Club, April 20-23.  
 Canandaigua, N. Y. State Convention Knights of Pythias, July, 1896.  
 Minneapolis, Minn. Philatelic Sons of America August.  
 Cedar Rapids, Ia. State Bicycle Meet, July 3 & 4  
 Cincinnati, O. July 8-10. Grand Lodge B P O E.  
 Louisville, Ky. J. A W Meet

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# RACES.

- Sioux City, Ia., May 27 to 30
- Johnstown, Pa., May 29 to 30
- Colorado Springs, Col., May 30 to June 1
- Columbus, O., June 1 to 5
- Concord, N. H., June 1 to 6
- Oswego, Mich., June 2 to 4
- Hickwood, N. Y., June 2 to 5
- Port Huron, Mich., June 2 to 5
- Hamburg, Ont., June 3 to 4
- New Hamburg, Ont., June 3 to 4
- Denver, Col., (Overland Park) June 6 to 13
- Stratford, Ont., June 9 to 11
- Sauborn, Ia., June 9 to 11
- Lancroft, Mich., June 9 to 11
- Cleveland, O., (South Cleveland Driving Park) June 9 to 12
- Sidney, O., June 9 to 12
- Medford, Mass., (Hick's track) June 9 to 12
- Omaha, Neb., June 9 to 13
- Tilsburg, Ont., June 16 to 18
- Ottumwa, Ia., June 16 to 18
- Medford, Mass., (Mystic Park) June 16 to 19
- Lima, O., June 16 to 19
- Lincoln, Neb., June 16 to 20
- Mincola, I. I., June 17 to 18
- New London, Wis., June 17 to 18
- Feulon, Mich., June 17 to 18
- Manchester, Ia., June 18 to 19
- Lake Geneva, Wis., June 20
- Saugus, Mass., June 22 to 26
- Holly, Mich., June 23 to 25
- St. Thomas, Ont., June 23 to 25
- Dubuque, Ia., June 23 to 26
- Bradford, Pa., June 23 to 26
- Oshkosh, Wis., June 23 to 26
- Red Oak, Ia., June 23 to 27
- Waverly, Ia., June 24 to 25
- Lake Geneva, Wis., June 27
- Chicago, (N.-W. A. T. & P. H. It.) June 27 to July 4
- Detroit, Mich., (Highland Park) June 30 to July 4
- Chicago, Ill., (Washington Park) June 30 to July 4
- Medford, Mass., (Hick's track) June 30 to July 4
- Concord, N. H., June 30 to July 4
- Cambridge City, Ind., June 30 to July 4
- Anaconda, Mont., June 30 to July 15
- Peoria, Ill., July 1 to 4
- Hamilton, Ont., July 1 to 4
- Sioux City, Ia., July 1 to 4
- Peoria, Ill., July 1 to 4
- Bloomington, Ill., July 1 to 4
- Oshkosh, Wis., July 1 to 4
- Johnstown, Pa., July 1 to 4
- St. Marys, Pa., July 2 to 4
- Youngstown, O., July 2 to 4
- Oskaloosa, Ia., July 2 to 4
- Canton, O., July 2 to 4
- Ottumwa, Ia., (mile track) July 4
- Lake Geneva, Wis., July 4
- Sumner, Ia., July 2 to 4
- Lik Point, S. D., July 3 to 4
- Alton, Ill., July 4 to 7
- Grand Rapids, Mich., July 6 to 10
- Joliet, Ill., (Ingall's Park) July 6 to 10
- Windsor, Ont., July 6 to 11
- Davenport, Ia., July 7 to 10
- Elkhart, Ind., July 7 to 10
- Warren, O., July 7 to 10
- Cleveland, O., (South Cleveland Driving Park) July 7 to 10
- Mendota, Ill., July 7 to 10
- Medford, Mass., (Mystic Park) July 7 to 10
- Lake Geneva, Wis., July 11 to 15
- Saugus, Mass., July 13 to 17
- Saginaw, Mich., July 13 to 18
- Sarnia, Ont., July 14 to 16
- Galesburg, Ill., July 14 to 17
- Aurora, Ill., (Illinois Valley Circuit) July 14 to 17
- Detroit, Mich., (Detroit Driving Club) July 15 to 25
- Butte, Mont., July 20 to Aug. 15
- Aylmer, Ont., July 21 to 23
- Roodhouse, Ill., July 21 to 24
- Circleville, O., July 21 to 24
- Ottawa, Ill., (Illinois Valley Circuit) July 21 to 24
- Joliet, Ill., (Riverside Park) July 21 to 24
- Streator, Ill., July 21 to 24
- Janesville, Wis., July 21 to 25
- Atchison, Kan., July 22 to 25
- Holton, Kan., July 22 to 25
- Coldwater, Mich., July 27 to 30
- Brantford, Ont., July 28 to 29
- La Salle, Ill., July 28 to 31
- Quincy, Ill., July 28 to 31
- Cleveland, O., (Cleveland Driving Park) July 27 to Aug. 1
- Columbus, O., Aug. 3 to 7
- Bainbridge, Ind., Aug. 3 to 7
- Concord, N. H., Aug. 3 to 8
- Wingham, Ont., Aug. 4 to 6
- Cleveland, O., (South Cleveland Driving Park) Aug. 4 to 7
- Mechanicsburg, O., Aug. 4 to 7
- Chillicothe, O., Aug. 4 to 7
- Hagerstown, Ind., Aug. 4 to 7
- Griggsville, Ill., Aug. 4 to 7
- Youngstown, O., Aug. 5 to 7
- Kushville, Ill., Aug. 10 to 14
- Bloomington, Ill., Aug. 10 to 14
- Sheridan, Ind., Aug. 10 to 14
- Fort Wayne, Ind., Aug. 10 to 15
- Webster City, Ia., Aug. 11 to 11
- Port Huron, Mich., Aug. 11 to 14
- Warren, O., Aug. 11 to 14
- Jacksonville, Ill., Aug. 11 to 14
- Medford, Mass., (Mystic Park) Aug. 11 to 14
- Macomb, Ill., Aug. 17 to 21
- Farmer City, Ill., Aug. 17 to 21
- Lebanon, Ind., Aug. 17 to 21
- Carroll, Ia., Aug. 18 to 21
- Deatur, Ill., Aug. 18 to 21
- Independence, Ia., Aug. 18 to 21
- Anamona, Ia., Aug. 18 to 21
- Rich Hill, Mo., Aug., 18 to 21
- Kittanning, Pa., Aug. 18 to 21
- Ottumwa, Ia., (mile track) Aug. 18 to 21
- Belton, Mo., Aug. 18 to 22
- Alpena, Mich., Aug. 19 to 21
- Galesburg, Ill., Aug. 24 to 25
- Boston, Mass., (New England Breeders) Aug. 25
- Park, Ill., Aug. 25 to 28
- Herrick, Ia., Aug. 25 to 28
- Wyaning, Ill., Aug. 25 to 28
- Fairfax, Ia., Aug. 25 to 28
- Champaign, Ill., Aug. 25 to 28
- Frankfort, Ind., Aug. 25 to 28
- Woodstock, Ill., Aug. 25 to 28
- Olathe, Kan., Aug. 25 to 29
- Newcastle, Ia., Aug. 25 to 29
- Trenton, Pa., Aug. 25 to 29
- Columbus Junction, Ia., Aug. 25 to 29
- Oskaloosa, Ia., Aug. 31 to Sept. 3
- Omaha, Neb., (1st Fair) Aug. 31 to Sept. 4
- Lafayette, Ind., Aug. 31 to Sept. 4
- Syracuse, N. Y., Aug. 31 to Sept. 4
- Omaha, Neb., Aug. 31 to Sept. 4
- Springfield, Mo., Aug. 31 to Sept. 5
- Rockville, Md., Sept. 1 to 4
- Elkhart, Ia., Sept. 1 to 4
- Elkhart, Ia., Sept. 1 to 4
- Waverly, N. J., Sept. 1 to 4
- Appleton, Wis., Sept. 1 to 4
- Le Roy, Ill., Sept. 1 to 4
- Youngstown, O., Sept. 1 to 4
- Buller, Pa., Sept. 1 to 4
- Tipton, Ia., Sept. 1 to 4
- Fonda, Ia., Sept. 1 to 4
- Garnett, Kas., Sept. 1 to 5
- Concord, N. H., Sept. 1 to 5
- Hookstown, Pa., Sept. 1 to 5
- Chanute, Kan., Sept. 1 to 5
- Marietta, O., Sept. 2 to 4
- Chilton, Wis., Sept. 7 to 9
- Wheeling, Pa., Sept. 7 to 11
- Columbus, O., Sept. 7 to 11
- Crawfordsville, Ind., Sept. 7 to 11
- Wheeling, W. Va., Sept. 7 to 11
- Nillisa, Ia., Sept. 8 to 11
- Cleveland, O., (South Cleveland Driving Park) Sept. 8 to 11
- Cascade, Ia., Sept. 8 to 11
- Hillsboro, Ill., Sept. 8 to 11
- Delavan, Ill., Sept. 8 to 11
- Mount Vernon, Ill., Sept. 8 to 11
- Medford, Mass., (Mystic Park) Sept. 8 to 11
- Rochester, Minn., (S. Minn. Fair Assn.) Sept. 8 to 12
- Somerville, N. J., Sept. 8 to 12
- Iola, Kan., Sept. 8 to 12
- Greensburg, Pa., Sept. 8 to 12
- Melan, Mo., Sept. 9 to 12
- Seymour, Wis., Sept. 10 to 12
- Sioux City, Ia., Sept. 11 to 19
- Detroit, Mich., (Detroit Driving Club) Sept. 12 to 19
- Burlington, Kan., Sept. 14 to 18
- Sandwich, Ill., Sept. 14 to 18
- Oshkosh, Wis., Sept. 14 to 18
- Evansville, Ind., Sept. 14 to 18
- Warren, Ill., Sept. 14 to 18
- Indianapolis, Ind., Sept. 14 to 19
- Greenville, Pa., Sept. 15 to 17
- Avon, Ill., Sept. 15 to 18
- New London, Wis., Sept. 15 to 18
- Reading, Pa., Sept. 15 to 18
- Bethlehem, Pa., Sept. 15 to 18
- Easton, Md., Sept. 15 to 18
- Holstein, Ia., Sept. 15 to 18
- Indiana, Pa., Sept. 15 to 19
- Washington, Pa., Sept. 15 to 19
- Orange City, Ia., Sept. 16 to 18
- Lancaster, Wis., Sept. 16 to 18
- Johnstown, Pa., Sept. 17 to 19
- Terre Haute, Ind., Sept. 21 to 25
- Allentown, Pa., Sept. 21 to 25
- Toledo, O., Sept. 21 to 25
- Dryden, N. Y., Sept. 22 to 24
- Stoneboro, Pa., Sept. 22 to 24
- Taunton, Mass., Sept. 22 to 24
- Cleveland, O., (Cleveland Driving Park) Sept. 22 to 25
- Chagrin Falls, O., Sept. 22 to 25
- Rochester, N. H., Sept. 22 to 25
- Centerville, Mich., Sept. 22 to 25
- Weyanwega, Wis., Sept. 22 to 25
- Wapakoneta, O., Sept. 22 to 25
- Carrollton, O., Sept. 22 to 25
- Lenox, Ia., Sept. 22 to 25
- Minneola, I. I., Sept. 22 to 26
- Ottawa, Kan., Sept. 22 to 26
- Beaver, Pa., Sept. 22 to 26
- Waynesburg, Pa., Sept. 22 to 26
- Fennimore, Wis., Sept. 22 to 25
- Boston, Mass., (New England Breeders) Sept. 28 to Oct. 3
- Springfield, Ill., Sept. 28 to Oct. 3
- Louisville, Ky., Sept. 28 to Oct. 3
- Carrollton, O., Sept. 29 to Oct. 2
- Chillicothe, Mo., Sept. 29 to Oct. 2
- Akron, O., Sept. 29 to Oct. 2
- Warren, O., Sept. 29 to Oct. 2
- Trenton, N. J., Sept. 29 to Oct. 2
- Millersburg, O., Sept. 29 to Oct. 2
- Paola, Kan., Sept. 29 to Oct. 2
- Carlisle, Pa., Sept. 29 to Oct. 2
- Burgessville, Pa., Sept. 29 to Oct. 3
- Patentown, Pa., Sept. 29 to Oct. 3
- Rochester, Ind., Oct. 1 to 3
- Concord, N. H., Oct. 4 to 10
- Mound City, Kan., Oct. 6 to 9
- Cleveland, O., (South Cleveland Driving Park) Oct. 6 to 9
- Kenton, O., Oct. 6 to 9
- Medford, Mass., (Mystic Park) Oct. 6 to 9
- Joliet, Ill., (Ingall's Park) Oct. 6 to 10
- Lexington, Ky., Oct. 6 to 16
- Portland, Ore., Oct. 7 to 14
- Johnstown, Pa., Oct. 8 to 19
- Richwood, O., Oct. 13 to 16
- Rushburg, Pa., Oct. 13 to 17
- Nashville, Tenn., Oct. 19 to 24



James A. Reilly in "User Max."

## Pictures

- \* \* Attract attention quicker, tell more in a small space and reach more people than ordinary printed typography.

## The Helleberg Photo-Graving Co.

- \* \* Make PICTURES of all sorts, for all purposes.
- \* \* Views, Buildings, Portraits, Catalogue Illustrations, Cards and Newspaper Cuts.

We do no Printing, Only Make the Cuts.

717 Sycamore St. CINCINNATI, O.

## Our New Uncle Sam One Sheet

Is just the thing for FOURTH OF JULY Celebrations. Send for Sample. All orders shipped promptly.

## STOCK LETTERS For Streamers and Stands

Our CAT One Sheet Makes a Great Ad. FOR FAIRS. SEND FOR SAMPLE, FREE.

## HENNEGAN & CO. CINCINNATI, O.

## West Superior, Wis. HARRY BRUNELL, The Only Licensed City Bill Poster.

I control all the prominent locations in town. TRY OUR MUSCLE.

E. SPRING, MANAGER.

### DISTRIBUTORS' CHAT.

The real annual meeting of the International Association of Distributors will take place at the Leland Hotel, July 24. The majority of the members having signified their intention of recognizing the deliberations and proceedings of this meeting as official.

Clarence E. Runey, who is an enthusiastic advocate of the principles upon which the International Association of Distributors is founded, has been writing large advertisers for expressions of opinion. The following letter is a fair sample of many received:

CLARENCE E. RONEY, Waukegan, Ill. Dear Sir—In reply to your letter will say I think it would be a great thing to have an organization of reliable distributors. The great trouble is in picking out those who are reliable and will do the work honestly. We are sure a great many firms would be glad to distribute books and other advertising matter if they were only sure the work would be honestly done. Now we find a great many people have given distributing up because they could not find reliable agents. Yours respectfully, THE KICKAPOO INDIAN MED. CO. Per Bigelow.

The Sen-Sen Co., of Rochester, N. Y., are distributing samples of their rentedy.

The Charles E. Hires Co., 117 and 119 Arch St., Philadelphia, are distributing booklets.

The Louis Dandelion Co., of Worcester, Mass., are putting out four-page newspapers.

## The Great Hanner Balloon Co.

FURNISH Special Attractions and Features for Fairs.

- Balloon Ascensions,
- Parachute Drops,
- Trapeze Performances,
- Slide for Life,
- Bicycle Acts,
- Tight Rope Performance,
- Tower Dive,
- Chariot Races,
- Roman Races.

Now booking the above for season of 1896. Satisfaction or no pay. Rain or shine. special posters and lithographs, which we furnish. Address.

Our artists are the champions in their respective lines and are featured with C. E. HANNER, Secretary, CINCINNATI, O.

We make prices to suit the times. Are prepared to figure on the entire attractions for Fairs. Very close terms for Circuits.

**AMERICAN AERONAUTICAL AND AMUSEMENT ASSOCIATION.**  
 OPEN AIR ATTRACTIONS OF ALL KINDS. BUILDERS OF HIGH GRADE  
**BALLOON PARAPHANALIA**  
 THE FAMOUS AERONAUTS AND ORIGINATORS,  
**GRAVES-LINSON.**  
 ON EARTH AT...

Record 500 ft. Ed. D. M. Morris  
 THE EXPLOSION  
 Edward Linson

Correspond with us. Address, Box 425, Kansas City, Mo., and Put-In-Bay, Ohio. Or Geo. Liman, Sole Eastern Agt., 104 E. 14th St., New York.

**WANTED.**—Advertisements for LeSueur County Agricultural Society Premium List. Two thousand books mailed direct to farmers and stock men. Pages 5x3 in. Prices: \$5.00 per page, \$3.00 for a half-page. Copy to reach the secretary by May 20. Books mailed June 1.  
 M. W. GRIGGS, Sec'y,  
 La Sueur, Minn.

**A Great Fair Attraction.**

**Kemp Sisters**

**Hippodrome and Wild West,**

**Congress of Fancy and Rough Riders and Crack Shots.**

G. P. KEMP,  
 Managing Proprietor,  
 Permanent Address, EL PASO, ILL.

**PRIVILEGES**  
 Parties desiring any of the privileges of the McIntosh Agricultural So. Fair will please write to  
 C. F. LANMAN, Sec'y,  
 McIntosh, Minn.

**Stevens Point, Wis.**  
**AUGUST 25-27, 1896.**

We want special attractions. We want bids for wheel, pool and other privileges.  
 GEO. E. OSTER, Sec'y.

**Entry Books and Account Books**  
 FOR  
**Fair Managers.**

My Books Fit the Business. Pull out of the rut and ride on the rail.

The old system was good enough in Noah's day, but there has been an idea or two even in this business since he was secretary of The First County Fair.

Send for Sample Leaves, \_\_\_\_\_  
 If you want to pay \$5.00 for a good thing.

*Arthur P. Bubbick*  
 Ass't Sec'y Wis. State Fair. MADISON, WIS.

**The Pickaway Breeders' Association Company.**  
**State Fair and Races--- Circleville, Ohio.**  
**July 21, 22, 23, and 24, 1896.**

W. E. MORRIS, Pres't. W. S. SMITH, Treas. A. J. GRIGSBY, Sec'y.  
**EXCELLENT RACES. LARGE PURSES.**

**NO FAIR** or Celebration is complete now a-days without a good balloon attraction. The people expect it, and will go to see it again and again. LIKE THE CIRCUS and the horse race it has come to stay.

But, how about balloon fakes, who, with their old rotten balloons, disappoint and disgust the people? O! there are lots of them. Mr. Secretary or Mr. Manager did you engage that kind last season? THERE ARE A FEW reputable and strictly reliable aeronauts if you know where to find them. THEY DO NOT COMPETE with the "bum" class, but their prices are right for GOOD HONEST WORK.

DON'T BE DECEIVED by big sounding names and red letter heads, but send for circulars and full particulars to  
**C. H. KABRICH, Sturgis, Mich.**

America's Famous Death Defying  
**AERONAUTS.**  
**LeROY SISTERS.**  
 Justly styled the Dauntless Queens of the Air



Now arranging dates with the leading Parks, Summer Resorts, Fairs, Celebrations, etc., for single and double

**BALLOON ASCENSIONS.**  
 Balloon Races, Sensational Night Ascensions, all with Parachute Leaps. The greatest drawing attraction in America. Notice to Managers: We furnish everything complete, take all chances on weather and property and guarantee every ascension as per agreement or don't ask a cent of your money. Furnish all kinds of printing. For terms and particulars, address

**LEROY SISTERS,**  
 BILLBOARD ADVERTISING, Cincinnati, O.

**THE NINETEENTH ANNUAL FAIR of PEPIN CO. AGRICULTURAL SOCIETY**

Will be held at Durand, Wis., Sept. 23, 24 & 25, 1896. We have the best half-mile track in the state, pleasant grounds, good accommodations all round, and always have a successful Fair.  
 P. J. RYAN, Pres't. J. J. MORGAN, Sec.



WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

# THE CHICAGO

P. F. SCHAEFER,  
Manager

Estimates cheerfully furnished.

Telephone Main  
4637

# BILL POSTING

Efficient and Prompt Service at all times.

Leading Theatres are our clients.

# COMPANY

INCOR-  
POR-  
ATED

Nos. 395-397 WEST HARRISON STREET.

Increasing Facilities Daily.

Work for the following Theatres: Auditorium, McVickers, Grand, Havlins, Marlowe, Columbia, Schiller, Haymarket.

Distributors and

General

Advertisers.

We have assumed absolute control of Illinois Central R. R. Bill Posting. The Greatest Suburban Road in the country.

Members of the Progressive and Only Inter-state Bill Posters' Protective Association.

213 N. EIGHTH STREET, ST. LOUIS, MO.  
BILL POSTERS, SIGN ADVERTISERS,  
HUEBNER-STOUT SIGN CO.  
WATCH US GROW.

ESTABLISHED 1864.

## ALBERT WEBER,

Licensed Bill Poster and Distributor,

My reference is my work, which speaks louder than words.

Office, 330 Camp Street, NEW ORLEANS, LA.

Bill Posting.  
Sign Advertising.  
Distributing.  
180,000 Square Feet of  
Billboards.

**KANSAS  
Bill Posting Co.**

WHY NOT  
Increase Your Trade?  
All our Posting, Sign  
Painting, Distributing,  
Sampling and Tacking  
done by special men  
who are trustworthy  
and experts in their  
line.

We own and control  
all the Principal and  
Best Boards in . . .

LEAVENWORTH, KAS. WICHITA, KAS.  
TOPEKA, KAS. ST. JOSEPH, MO.

And Do Work in all  
Intermediate Towns.

We paint all kinds of  
Bulletin, Barn and  
Fence Signs and Guar-  
antee same for one  
year.

GENERAL OFFICE,  
**TOPEKA, KAS.**  
L. M. CRAWFORD, Mgr.

WE GUARANTEE  
**75,000**  
READERS DAILY.  
Write for Estimates  
and Prices.

## SAY!

Mr. Advertiser, Let Us Give You Pointers!

We Post **NANTICOKE** Situated in the Heart of the Coal Regions.

We Contract **Distributing**  
For the United States.

**Oplinger & Butkiewicz,**  
**23 Broadway, NANTICOKE, PA.**

P. S.—There are millions of cripples who never enjoy the fresh air of the streets, they never see posters, then, how to reach them? Circulars! And the cheapest way is by contracting for the United States through us. We can guarantee you A No. 1 service, and you never have to bother your head as to who is doing the distributing, as that is our part of the contract.

Fairs and Farmers of Pennsylvania  
ALL THE FARMERS GO TO THE BLOOMSBURG FAIR.  
WE CONTROL THE DISTRIBUTION SITUATION.

IN '95 OVER  
**100,000**  
Paid Admissions.



We Gave Satis-  
faction in '95 and  
expect to in '96.



IN '96  
**150,000**  
EXPECTED.

# DONALDSON'S New Pictorial Posters.



\* The above cut is as good a half-tone as we could obtain in the limited time at our command. It does not do the bill any- \*  
 \* thing like justice, and will be made over at once. It is supposed to represent our new fifteen-sheet FURNITURE \*  
 \* POSTER. \* One of the best stands ever printed. \* It sells at sight. It measures six feet high and seventeen feet \*  
 \* long. Photographs free to agents and bill posters. Samples, \$1.00 Each. \* \* \* \* \*

Prices Cross-lined, that is to say, reading matter  
 printed across the top of the stand:

5 for \$10.00	20 for \$25.00	75 for \$ 75.00
10 for 15.00	25 for 30.00	100 for 95.00
15 for 19.30	50 for 55.00	150 for 135.00



Prices with Streamers, (a five-sheet streamer),  
 making a twenty sheet stand in all:

5 for \$12.00	20 for \$29.00	75 for \$ 81.00
10 for 18.00	25 for 34.50	100 for 102.00
15 for 23.00	50 for 60.00	150 for 145.00

We have also recently issued new designs in Posters for

Newspapers, Fairs, Races, Bicycle Races, Fourth of July Celebrations, Balloon Ascensions.

Samples Free to Agents, Bill Posters and Job Printers.

NOTE.—Our New Designs for the Fall, Winter and Holiday Trade will be ready on or about June 20.

## The Donaldson Litho Co.

CINCINNATI.



1896.

**THE DONALDSON GUIDE**

3d Edition now in process of compilation.

Will embrace every town of over four hundred fifty inhabitants in the United States and Canada, with a full and complete description of each.

- It gives the population of the town.
- It gives the population of the county.
- It gives the name of the bill poster.
- It gives his street address.
- It gives the name of the distributor.
- It gives his street address.
- It gives the name of the opera house.
- It gives the name of the local manager.
- It gives the names of the halls.
- It gives the names of their managers.
- It gives the names of the newspapers.
- It gives the names of the editors.
- It gives the date of publication.
- It gives the names of the dramatic critics.
- It gives the names of the dramatic correspondents.

It gives the name of a good attorney. It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued.

**GET YOUR NAME IN**

The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and show printers to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for this purpose by the publisher and can be had upon application.

**PUT AN AD IN**

It is to the interest of every bill poster and distributor to have his town properly represented and described. Let the advertiser know its resources and the number of people he can reach. Let the showman know the circus license and whether their is a desirable lot. Tell the theatrical manager what kind of theatres, opera houses, or halls you have.

**It will bring you business.**

Because it will be consulted almost daily by the advertisers, showmen and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put in an advertisement immediately following the description of it, stating the present population, together with such other advantages as it may possess. The advertising rates are very reasonable. Twenty-five cents per agate line for a year's advertising is in fact exceedingly low. At this rate a space of half inch single column comes to \$1.75, or an inch to \$3.50.

**ADS ARE CHEAP**

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Heretofore it has been given over almost entirely to managers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk it up. Enlist the interest of your local managers. In fact, aid it in any manner you can. It's a good thing, and if accorded the support it deserves will be a big thing for all parties interested.

**SEND FOR BLANKS**

The price of the Donaldson Guide is \$1.00 each, and it is worth many times its cost to those who need it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvas for subscriptions of advertisements, a copy of the current edition, of which a few are still on hand will be sent upon receipt of \$1.00. Address all communications or inquiries to the publisher.

**W. H. DONALDSON,**  
Cincinnati, Ohio.

THE LEADING SHOW PRINTERS  
(LITHOGRAPHIC OR BLOCK)  
IN THE UNITED STATES USE

**THE AULT & WIBORG CO'S**  
**POSTER INKS**

ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI:  
NEW YORK:  
CHICAGO:

**ELDER, JENKS & RABORG**



**'Excelsior'**  
**Circus Paste**  
—AND—  
**BILL POSTERS' BRUSHE'**

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush made. Will not come apart. Used and recommended by Barnum, Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch.  
Price \$30.00 per doz.  
\$3.25 Each.  
Extra Extra for Circuses.  
\$40.00 per Doz. \$4.00 Each.  
Sent C. O. D. to all parts of the Country  
**ELDER, JENKS & RABORG**  
Brush Manufacturers

127 N. Fifth Street, Cor. Cherry. PHILADELPHIA.

**ROOSEN**  
**INK WORKS**

MANUFACTURERS OF  
PRINTING AND  
LITHOGRAPHING  
INKS  
AND DRY COLORS.

**31 & 33**

**SOUTH FIFTH STREET,**  
**BROOKLYN, N. Y.**

CHEW GOOD TOBACCO.

**SHAKESPEARE**  
**PLUG TOBACCO**

CHAMPAGNE FLAVOR.

Is made from the best selected Kentucky Burley Leaf, wrapped in Gold Foil, and is just sweet enough to be good.  
Sent by mail in neat paper boxes,  
1 lb., \$1.00; 1/2 lb., 50c; 1/4 lb., 25c

IT'S AN ELEGANT CHEW.  
FALLS CITY TOBACCO WORKS,  
117 & 119 Bullitt St., Louisville, Ky.

**Let's Get Acquainted?**

Send for our Specimen Book: that will introduce us, but Don't forget to ask about our CHINESE BLACK.

"Just for fun, you know—not business—for, of course, you are 'perfectly suited' and would not change your ink for your father." Yes, we know, sounds natural.

**Eagle Printing Ink & Color Works**  
148-152 Monroe Street, Chicago.

To the first ten persons sending us orders for our inks, resulting from this ad in "Billboard Advertising," we will send a handsome present. So be sure and mention this paper.

**Printer's Ink Helps . . . . Advertisers!**

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now \$3 a year—sample copy, 10 cents.

10 Spruce Street, New York.

When you write, mention *Billboard Advertising*.

**DEAFNESS CURED**  
And MENSEN'S HEAD  
entirely overcome by  
Peck's Pat. Improved TUBULAR EAR CUSHIONS!  
Whispers, Conversation and Music heard, Comfortable, Self-Adjusting and Useful. Successful on all other Remedies fail. Not costly by  
J. T. SODY, 367 E. Broadway, Cor. 14th, New York.  
CALL OR WRITE FOR ILLUSTRATED BOOK OF PROOFS, FREE, NO AGENT.

**130,000 Surface Feet of Bill Boards**

ALL UNDER THE CONTROL OF

**Chamberlin, Barhydt & Co.**

BURLINGTON, IOWA.

We post what you pay for.  
You get a show for your money.

Absolute adherence to rigid business principles has established us as the leading

**Poster Posters**

Of the Mississippi Valley.

**Inter-state Prices.**

Our Boards are all new—built of milled lumber, painted tops and ends, with moulding and weather strips.

**Our Work Will Not Wash**

Or blow off of the boards, and a protected display means something.

**PEORIA, ILLINOIS.**

62,000 Population.

Has the finest equipment and plant in the West. Paper pasted there is money well spent. We also control plants in Davenport, Oskaloosa, Marshalltown, Quincy, Burlington, Fort Madison, constituting the Iowa and Illinois Circuit of Theatres.

# G. RUNEY & SONS,

Bill Posters, Distributors and Sign Contractors,

G. RUNEY AND SON WAUKEGAN, ILL., CIRCUIT 18 CITIES.



WE ARE NOT SUPERSTITIOUS  
BUT WE DO BELIEVE IN  
**SIGNS**  
TRY THE BILLBOARDS  
THEY WORK WONDERS

3000 RUNNING FEET OF BILLBOARDS  
50 NORTH CHICAGO 100 GRAYS LAKE  
50 LAKE BLUFF 100 LAKE VILLA  
75 LAKE FOREST 250 ANTIOCH  
75 FORT SHERIDAN 50 PIKEVILLE  
200 HIGHLAND PARK 250 RUSSELL  
50 DEERFIELD 150 WADSWORTH  
150 LIBERTYVILLE 250 GURNEE  
50 ROCKEFELLER 100 WARRENTON  
50 IVANHOE 1000 WAUKEGAN

BUY NEW YEARS PRESENTS  
FOR MEN & BOYS  
AT THE  
**MODEL**  
WAUKEGAN.  
VARIETY GREAT PRICES SMALL

J. LANYON & SON  
WAUKEGAN, ILL.  
THE NEW  
**HARDWARE STORE**  
EVERYTHING NEW.



## REFERENCES

SECURITY SAVINGS BANK  
BRADSTREET'S  
R. G. DUNN & CO.  
BILL BOARD ADVERTISING

ADVERTISE IN THE JOURNAL  
PUBLISHED MONTHLY BY G. RUNEY & SON.  
CIRCULATION 6000.

Licensed City Bill Posters.

Members of the Inter-state Bill Posters' Protective Association.

OWN AND CONTROL ALL BILLBOARDS AND DEAD WALLS IN

# WAUKEGAN, ILLS.

BESIDES A CIRCUIT OF EIGHTEEN ADJACENT CITIES.

## Merchant

You Stick to the People, and They will Stick to You, and  
the only way to do it in Nanticoke, is to



LET  
US  
STICK  
YOU



23 Broadway,

# Oplinger &

Nanticoke, Pa.

# Butkiewicz,

City Posters and Distributors,

We distribute Luzerne county.

We control the situation for '96 of the Bloomsburg Fair.

Includes the farming centre of Pennsylvania.

Over 100,000 People paid admissions in '95.

Send for circular.

## Why Not Post Boise City, Idaho?

Fifty Conventions will bring thousands of  
strangers to this city during the summer.

**Spaulding & Gordon,** Licensed City Bill Posters,

Will do your work properly. TRY US.

MY NEW ADDRESS IS

# 107 West 28th ST.

NEW YORK.

Sam W. Hoke

DISPLAY ADVERTISING.



**Burnitt**  
**BILL POSTER AND SIGN ADVERTISER**  
 ARDMORE  
 IND. TER.  
 Pop. 6500.

ONLY TO GIVE US A SHOWING FOR INTELLIGENCE AND HONESTY.

WE REALLY WANT YOUR WORK: WILL TRULY DO IT RIGHT:

A NEW AND GROWING COUNTRY. A VIRGIN SOIL FOR ADVERTISERS.

Designer of DESCRIPTIVE Posters  
 WRITE FOR PRICES

**BILL POSTERS' PASTE BRUSHES.**

The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

**The "Nonpareil"**

No good brush is cheaper than this brush.

**PRICES.**

8 Inch,	-	\$2.25 Each
9 "	-	\$2.75 "
10 "	-	\$3.00 "



**The "Unexcelled"**

No good brush is better than this brush.

**PRICES.**

8 Inch,	-	\$2.75 Each
9 "	-	\$3.00 "
10 "	-	\$3.25 "

**THE DONALDSON LITHOGRAPHING CO.**  
 CINCINNATI, OHIO.

**NEW LONDON, WIS. Pop. 5000**  
**J. C. HICKEY,**  
 CITY BILL POSTER AND DISTRIBUTOR.  
 Member of the Inter-State Bill Posters' Ass'n.

**WASHINGTON, PA.**  
**A. B. MEANS,**  
 BILL POSTER.  
 Owns and controls all the principal boards in town. Member Inter-State Bill Posters Protective Association

Do you collect Art Posters?  
 See **"THE POSTER"** Magazine.  
 Monthly. Illustrated. \$1 a year.  
 Send 10 cents for sample copy.  
**WILL M. CLEMENS,** Publisher.  
 P. O. Box 1716, New York.

**500 Fresh Gummed Addresses of Agents and others, all over the U. S. Just the thing for those doing a mailing business. Price 50 cents, silver, per copy. Address**  
**J. T. LUMPKINS, NEVA, VA.**

**MATTAPAN, BOSTON, MASS.**  
 ADVERTISERS SEND WORK TO  
**DAN'L L. CUSHING, 108 River st.**  
 Distributor and General Advertiser.

**1869 Taunton Bill Posting Co., 1896**  
**BILL POSTERS & DISTRIBUTORS,**  
 Best Boards. Best Stock. Best Workmen  
**A. B. WHITE, Mgr. and Treas.**  
 Office, 45 Cohannett St., Taunton, Mass.

**BELOIT, Population 8,000. JANESVILLE, Population 14,000.**

**Spencer Bill Posting Co**

Members INTER-STATE Bill Posters' Association and International Association of Distributors.

**BILL POSTING, 10,000 FEET OF BILLBOARDS.**  
**DISTRIBUTING, CIRCUIT, 25 TOWNS.**  
**GENERAL ADVERTISING.**

**E. DOCKSTADER, Manager. Office, No. 4 S. Jackson Street, JANESVILLE, WIS.**

**"The Bill Poster"**

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

**THE GREAT AMERICAN ENGRAVING & PRINTING CO.**

INCORPORATED—Established in 1857. Capital, \$50,000. Surplus, \$10,000.  
 This plant is entirely paid for, there is no porous or other plasters on it.

**T. R. DAWLEY, all know film, he has been around this corner 40 years, Pres. & Manager, Secretary and Treasurer.**  
**G. S. TAYLOR, Supl.**  
**JAMES H. GARVEY, a fusher, Supl.**  
**R. E. ROYLANCE, another fusher, Su**  
**perintending Engraver.**  
**L. D. TOMSONE, Supl. of Engraving Works.**  
**EDW. TOMSONE, Chief Artist and Superintendent of Drawing Department.**

RECENTLY REFITTED WITH NEW AND MODERN  
 TYPE  
 AND LATEST IMPROVED  
 NEW PRESSES.

NOT HOW CHEAP, BUT  
**How Good!**  
 PRICES  
**Must be Right.**

Running Night and Day when Required.

**EVERY BILL POSTER ADVERTISER**

WANTS AND NEEDS

**PROFITABLE ADVERTISING**

The Advertiser's Trade Journal of New England.  
 Full of ideas and suggestions for the Publicity Seeker.  
 Subscription Price, \$1.00 per year. Send for sample copy.

**KATE E. GRISWOLD,**  
 Editor and Publisher,  
 13 School Street, BOSTON MASS.

**SIDNEY, OHIO, C. P. ROGERS**  
 CITY BILL POSTER.  
 Owns and controls all billboards and dead walls in the city.  
 Also DISTRIBUTING carefully attended to.

**ELGIN, ILL. Population 25,000**  
**ELGIN BILL POSTING**  
**Advertising & Distributing Co.**  
 Only licensed Bill Poster in the city.  
**FRED W. JENCKS, Prop'r.**

**TRENTON, NEW JERSEY.**  
**The Trenton Bill Posting Co.**  
 Owns all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.  
**WM. R. WILLIAMSON, Manager.**

**1000 Circulars, size 9x12 or smaller**  
 Mailed in ten days for \$1. 100, 10c. silver. Small papers mailed for 2c. per 100. Satisfaction guaranteed. Address  
**J. T. LUMPKINS, NEVA, VA.**

**The Advertising Novelty Co.**  
 CINCINNATI, O.  
**W. D. HENDERSON, JR., Prop'r.**  
 Manufacturers and dealers in everything for Advertisers, including calendars, cards, novelties, blotters, foot rules, yard sticks, ink wells, thermometers, folders, hangers and clocks.

**HAVE YOU COVERED Our CIRCUIT?**  
 PATTERSON, 100,000 And NUTLEY,  
 PASSAIC, 20,000 WALLINGFORD  
 RUTHERFORD, 7,000 CARLSTADT,  
 GARFIELD, 2,000 FRANKLIN,  
 CLIFTON, 1,000 DELAWARE, N. J.  
**LODI.**  
 The service is perfect. Results will be satisfactory. Send on work for Distribution. Write to  
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**POPULATION, 75,000.** METROPOLIS OF SOUTHERN INDIANA.  
**EVANSVILLE BILL POSTING COMPANY**  
 POSTS BILLS, TACKS SIGNS. DISTRIBUTORS.  
 The Only Licensed Bill Posters and Distributors in the City.  
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 PRINTERS, POSTERS, MAILERS,  
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 Prompt Service by Reliable Men.

*J. M. Dishon and no other  
 Goes forth in haste,  
 With bills and paste  
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 Men are wise who advertise  
 In the present generation.*

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**Business**  
 A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

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A thorough, efficient and economical means of reaching the buyers of Cincinnati, Ohio. We are in a position not only to guarantee honest service but also a reasonable proportion of direct results.

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Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Process Co., Goshen, Ind. apl-3t

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By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

**It Costs Nothing!**

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Write name in black ink, and enclose the amount.

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Table showing price scales per sheet for different population ranges (1,000 to 5,000, 5,000 to 10,000, etc.) and sheet counts (3, 4, 5, 6, 8, 9, 12 sheets).

Write for free sample copy Inter-State Guide.

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Bill Posters and General Advertisers. Members of Inter-State Bill Posters Association.

## OWN

And control All Billboards and Dead Walls in the City of

# SAN FRANCISCO.

\* \* There are two classes of advertising: "Billboard" or wall advertising, and the other varieties. The first is CERTAIN—a safe investment, a plain business proposition; all the others are SPECULATIVE—bringing returns to-day, falling flat to-morrow. \* \*  
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**We Guarantee** Our Work—the only bill posting firm that does. We furnish accurate lists of work done, and guarantee space, time and location. Get your name up good and strong in the public eye. Here are some of the firms who talk daily to attentive thousands through our all-powerful signs—our great dynamite guns of publicity:

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 Orpheum Theatre.  
 The Examiner.  
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 Eagleson & Co.  
 H. Plageman & Co.  
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 Pabst Brewing Co.  
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 Stearns Bicycle Co.  
 Sterling Bicycle Co.  
 Majestic Bicycle Co.  
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Port Costa Mills.  
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 And hundreds of OTHERS.

*The Enquirer Job Printing Co.*  
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 AND GENERAL  
 JOB PRINTERS.**

\*  
 Poster  
 Work  
 Our  
 Specialty  
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ALL THE WORLD  
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