# BILLBOARD ADVERTISING



MORRIS HARWICH.

June, 1896.

### Classified Advertisements.

### BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 255, for one insertion, 60c, for three insertions. 75c, for four insersions, 81.00 for six insertions. Larger cards, 10c, per agate line

Corsicana, Texas. Pop. 10270 L. C. Revare, City Bill Poster and D 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 I7. 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 Biil Posters. Distributing and Advertising Agents. Work promptly and properly exseuted. FORT WAYNE, 1ND. C. B. Woodworth, Manager.

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

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

DENVER, COLO.

The Curran Bill Posting & Distributing Coowns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pieblo, 40,000; Colorado Springs, Colorado City and Maniton, 20,000.

Lima, Ohie. Pep. 20,000.

W. C. Tirrin, City Bill Poster and Distri-buter. Work promptly done.

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

Memphis, Tenn.

Van Benren & Co., Bill Posters and Distributers, 224 Second street.

Milford, Mass.

Poputation, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoin-ing towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

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

Palatka, Fla.

W.S. Nugent, Bill Poster and Distributor

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

Waukegan, Ill.

G Runey & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35.000. n6

Tueson, Arizona, 2,000 ft. of boards WM. RE1D. Box, 148.

Springfield, Onie, H. H. Tyner Licensed City Bill Poster and Distributer.

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 an control all bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON. Manager, P. O. Drawer 28

Dietz and Giendeuniug, Blli Posters, 6nd

Lu Verne, Minn. Pop. 3,000.

Dana M. Baer, Bill Poster and Distributor, a6

a60.

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.

When you write, mention Billboard Advertising.

### Classified Advertisements

### BILL POSTERS' DIRECTORY.

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

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

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

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

R. W. STORRS, De Funiak Springs, Fla.

an cover all West Florida outside of Pen-acola in any manner desired.

### 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 housesty 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.

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

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

Boise, Idaho, Spaulding & Gordon, Reliable Distributers and Sigu Tackers. We pay rent for our locatious and can guarantee.

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

Chicage, Ills. J. A. Clough,

Contracts solicited for the distribution all legitimate advertising matter in (cago and suburban towns.

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

Dowagiae, Mieh. The Mich. Adv. Bureau Wm. J. Kryder, Pre

Easton, Md.

The Adv. Dist. Bureau, posts and distributes bills, sigos and circulats, and all classes of advertising matter. John R. Thompson, Manager. Box 118.

Fredonia, N. Y.

John H. Case, Distributor, Box 1097.

Grand Rapids, Mich.

George M. Leonard, Reliable Distributer

Marinette, Wis. Menominee, Mich. Pop. 15.312— Adjoining—Pop. 12,524 Win. H. Earle, Marmette, Wis. Reliable Distributor. Your contracts solicited m6

Newport, Ky.

G. H. Ottling & Son, Bill Posters and Distributors, 608 York street.

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

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

Paducah, Kentucky.

H. JOSEPH HARTH,
Brit Poster and Distributor, Member International Distributors Asf'n of N. A. 16

W. H. Bathgate Advertising and Distribu-ting Agency. Bill posting, signs tacked, no

Richmond Hill, L. I.

Circulars distributed honestly in Queens County by L. Bangert.

When you write, mention Billboard Advertising

### Classified Advertisements

### DISTRIBUTORS' DIRECTORY.

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

Selkirk, Ohio.

C. P. Roberts, Reiiable Distributor.

Pittsburg, Pa.

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

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

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

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

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

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

Menomonie, Wis. Flint & Thompson,

Circular Distributors. References furnished. Rates seut on application. 46

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

### EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Dis-play 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 Vanderbiit Bldg ork, N. Y. C. L. Rose, N. Y.

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

Day, Chas. H., Whitneyville, 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., 1251-2 W. 3d. Los Angeles, Cal. Scarboro, Jed., 45 Arbuckle Bldg, Brooklyn, N. Y. Star Ad. Writing Bureau, Evening Star Bldg, Washington, D. C. Stewart, W. C., 4114 Flm 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., Memphls, Tenn. George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Build'g, New York City. Broadway Advertising Co., Hugh J., Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co., 381/2 Marietta Street, Atlanta, Ga.

Aiso Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubu-

mond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ja.
O. J. Mulford, Hammond Building, Detroit, Mich.
Western Adv. Co., 316 Union Trust Building,
St. Louis, Mo.
Sam, P. Ferree, 231 Broadway, New York City
Manhattan E. R. Advertising Co., 33 Murray St.,
New York City.
M. Wineburgh, Times Bldg., N. V.
M. Wineburgh, Fr. Boston, Mass.
M. Wineburgh, Fr., 164 Bank St., Cleveland O.
Wyndham Robertson, Dallas, Tex
The Acton-Burrows Co., Toronto, Ont.

Send 24 ets. in stamps to Hennegan & Co., 117 East Eighth Street, Cineinnati,O., and receive in return a handsome leather bound Date Book Best ever published.

When you write, mentlor Billboard Advertising,

### POSTER PRINTERS

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$2.00 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, 1406th 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 Denaldson Lithe. Co., Cin'ti, O.

I ne Denailoson Litne. 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

Forbes' Litho Co., 181 Devonshire, Boston Francisc & Valentine, 517 Clay, San Francisco Free Press Sh. w 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., 40 Monroe, Chicago

Gt. AmdEng & Print Co., 57 Beekman, New York Great Western Printing Co., 51 Market, St Louis Greve I itho Co. The, Milwaukie, Wis Haber, P. 3., Fond-du-la-, Wis Hasselman Printing Co., Indianapolis, 1nd Hatch, C. R. & H. H., Nashville, Tann

Hennegan & Ce, Cincinnati, Ohio. Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 625 Sansom, Philadelphia

Journal Job Comes, Commons, O. Ledger Job Office, 605 Sansoni, Philadelphia Libbie Shew Print, Bos on, Mass. Lick Show Print, Fort Smith, Art Liebler & Masss, 224 Centre, New York Manberret's Printing House, New Orleans, La Metropolitan Printing Co. 222 W. 26th, New York Miner Litho Co. The H. C. 342 west 14th st New York, Morgan, W. J. & Co., St. Clair, Eleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., thicago Orcut Litho. Co. Chicago Pioneer Printing Co., 214 Jefferson, Seattle, Wash Planet Show Print, Chatham, Ont., Cauadd. Richardson & Foos, 112 4th Ave. New York Riverside Printing Co., 216 3rd, Milwaukee, Wis United States Printing Co., Cincinnati 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, \$7,00 per year Deplay advertisements not exceeding 7 lines, 252, 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.

The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st.
Cincinnati, O.
The John Chapmin Sons Co., 19 Longworth st.
Dilt's Advertising Service. 312 Coleman st.
Ph' Morton, 333 west Pith st.
Cilicago, Lles.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bonr & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Conrt
Thos. Cussack, Blue Island ave. and Throop st.
Clevelland, O.
Bryan & Co., High and Middle Sts.
Denver, Col.
The Curran Bill Posting and Advertising Co.
Detroit, Mich.
Walker & Co., 43 Rowland st.
Kalamazoo, Mich.—J. R. Mee arthy & Co.
Lexington, Ky.
L. H. Ramsey & Co., 137 east Main st.
Louisville, Ky.—Heverin Bros.
Newark, N. J.—Newark Bill Posting Co.
New York. N. Y.
Theo. J. Gude Co., 113 - 115 w. Broadway

New YORK, N. Y.

TheO. J. Gude Co., 113-115 w. Broadway
C. S. Houghtaling, No. 3 Park Place
I. P. LaTour, 1718 Broadway
8am W. Hoke, 87 Nassau st.
Unexcelled Advertising Co., 46 Vesey street
Colyers System Advertising Service, 113 and
115 west Broadway
DMAILA. NEB.

Colyers System Advertising Service, 113 and 115 west Broadway
OMAHA, NEB.
Thos Mulvihili, 1512 Harney st.
OSHKOSH, WIS.—John E. Williams.
PHILADELPHIA, PA.
American Advertising Sign Co., 1336 Race st.
Win. Johnson,
PITTSHURGH, PA.
G. G. O'Brien.
PRAIRIE CITY, 10WA,—W. S. Parker
SAN FRANCISCO, CAL.
Arthur M. Plato.
S. 1 Stone, 566 Commercial st.
SCRANTON, PA.—Reese & Long Adv. Co.
ST. LOUIS, Mo.
W. F. Williamson, 113-115 N. 6th street
Hulest & Stont Adv. Sign Co.
R. J. Gunning.
TORONTO, CAN.—Toronto Bill Posting Co.
The Acton Burrows Co.

The Acton Burrows Co.
Vancouver, Can. The Acton Burrows Co.
Winnipeg, Can, The Acton Burrows Co.

When you write, mention Billboard Advertising

# RILLBOARD

ADVOCATING MODERN METHODS OF ADVERTISING.

Vol., V., No. 6.

CINCINNATI, JUNE 1, 1896.

### 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

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

fore," said my friend, "and I understand. The simple truth of the matter is that this is the fag-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."

He had no sooner pronounced these words than I began to feel a weird and words than I began to feer 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.

vanced it almost to the grade of an art, or a humanity.
"But 1 see nothing here," I said, musningly," 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 persnasively."
"I anticipated some such objection

snasively."

"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—"

lisher—"

"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 without infringing upon the delicate and shrinking modesty which is the distin-guishing ornament of the literary spirit?"

Something like that. But you under-

stand it?"
"Perhaps a Reentgen 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, interesting the

impatiently impatiently
"You think so because you are in that
line. If yon 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 bookadvertising, because it is the most vital
of human interests."
"Tell me," said my friend, "do you
read the advertisements of the brokes of

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

II.

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

I have often wondered," he said, "at the enormous expansion of advertising, and doubted whether it is not mostly wastand 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 respend to the multifar reads the advertisements and cares to look at them. They respond to the multifarious wants of the whole community. You have before you teliving 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 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 profler 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

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

"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 contemn 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 known clothing-house, concerning the seasons wear, I read them with a measure of satisfaction. The advertising expert—"

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."

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 saving that."

saying that,"

"Wot?"

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

"But in a wof," said my friend, instantly adopting it, "Mr. Bates insimuates that the fashion of payment tempts von 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 mis-He would have been incapable placed. 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 shock-ing the reader, like 'Baby one solid Sore,' for an eczema cure.

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 greed; 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 competicongested 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 saccasm.

imaginable sarcasm.

HI.

"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 effect-

its energy and even increasing its effect-

"Perhaps," I said, "some silent electri-cal process will be contrived, so that the attractions of a new line of dress goods or the fascination of a spring or fall open-ing 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

ness 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 merchess 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 wof-smith in some such dream," said my friend, "Why don't you turn it to ac-

You know that isn't my line; I must "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 ont of the possibility of existence. Most of the adsmithing is now employed in pursuading people that such things are useful, beantiful, and pure. But in my civilization they shall not even be suffered to be made, much less forsted upon the community by adsmiths."

"I see what you mean," said my friend;

"I see what you mean," said my friend; and he sighed gently. "I had much bet-ter 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 occassions 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

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 persistance 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 gotton 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 flaring poster on a dead wall, enter-tain 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. 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

many bili 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 su-preme over all pertaining to the "show shop."

It is calculated that there is enough paper posted in Chicago annually to encir-cle 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 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 own bits, and they have a system perman 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 start-ling wonders gathered from the four cor-ners of the earth. Other advertisers ners of the earth. Other advertisers depend upon bill posting companies, but the circuses, with their army of advance men, simply bury everything in sight un-der 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.

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 peo-ple went wild over their work. They blocked the streets while the knights of the bright slopped 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 paties was with wonder. It 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 spead by any of the large circuses during the seaany of the rarge circuses during the season costs a sing 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

### 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 twenry 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 phenominal 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. Neele of the Russell and Morgan Co., of Cincinnati, has not severed his connection with that concern after all. His employers refused to accept his resig nation, thus clearly demonstrating the fact that they know a good thing when they have it.

Harry Anderson, manager of the En quirer Job Printing Co., Cincinnati, has issued a calender that is a real novelty if ever there was one. This concern has also achieved the distinction of having turned out a three slicet discriptive 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

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, slie 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 illthat 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.

\$am W. Hoke has removed to 107 W. 28th Street, near Sixth Ave., New York.

Some miscreant tore down the large billboards on East Market Street, belonging to Oplinger & Butkiewicz, at Nanticoke, Po., 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 sth. 18%.

Rditor 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 Associa-tion for a number of years. Refore the internal dissentions and eternal quarreling commenced, dissentions and eternal quarrening 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 Inter-state

Very truly yours, CHAMBERLIN, HARHVOT & 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 post-The same are to be posted "as chance may 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, 156 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 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 our regular commission, to a town where seven cents is the regular schedule rate.

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 conscientionsly violate our agreement with the associated Association by accepting even its work at such inadequate prices.

Very truly yours, CHAMBIRLIN, BARHVOT & 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." l'pon 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 comformity 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

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

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 get

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 Stalilbrodt, 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 CON-VENTION,

Held at Buffalo, Monday, May 11.

The regular semi-annual convention of the New York State Bill Posters' Associa tion 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.

### 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: I. 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.

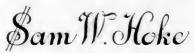
The annual convention of the Michigan Bill Posters' Association will be held at Port Huron, Thursday, June 2. Although nothing of importance is booked for special consideration, the meeting promises to be largely attended. The association will as usual elect two delegates to the associated convention, 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 inceting to declare themselves.

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



107 West 28th St., NEW YORK.

BILLS POSTED ANYWHERE. ADS PAINTED ANYWHERE.

### **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
American Chemical Co	
Albaster, II	London, Ont
American Indicator Co	
Averill, A W	
Allen, W A, Adv Agency	New York
American Correspond'ce	Club, Clarksburg W Va
Aphro Medicine Co	Portland, Ore
Am Home Journal	Bridgewater, Conn
Agnew, Mr	
Alliance Hotel Company.	Chicago
Allen & Co	
Auker, F Boes, Wm	
Bech, F D	
Brinkerhoff, N M	Bloomville, ()
Boyne, Harry	
Bradley, F. R	
Bronson Publishing Co	
Birkholz, Prof	
Bussell & Co	
Biuford, R.E	
Bapter, Charles II	
Bell Toilet Manufacturing	
Bow Electrical Co	
Bennett, P F Brandt, R, Co	
Blair Brothers	
Barnhart, Lou	
Boell, Arnold	
Blade, Dr Philip	
Barrett, George	
Benetine Medical Co	
Britt, L P	
Butler Manufacturing Co.	Chicago
Buffalo Adv Agency	Buffalo
Colburn, L. S	Oberlin, O
Cannon, TS	Sidney O
Carpenter Fan Co	Newaygo, Mich
Crawford, J S	
Corwin, H C	
Chapin, S J	
Cooper, A K	Winona, Minn
Chiles, J W	
Childs Advertising Agend Capital News Exchange.	
Campbell, W.S	
Caton Medical Company.	Boston, Mass
Crowe, S W, Dr	
Concord Chemical Co Canadian Music Publishi	
Clark Medical Co	
Chicago Gen Supply Co	Chicago
Calmus, G M	
Cline Mfg Co	
Chic Eye and Ear Hospit	alChicago
Cal Land and Water Ex.	
Crosley, J S & W G Chicago Silk Co	
Cripple Creeck Abstract	
Davidson, H P	
Daniels, J H	Distance Nº C
Holl, M	St Martin, Minn
	St Martin, Minn Renova, Pa
Diamond Jack Co Dulin, Wm Donahue, T L	St Martin, Minn Renova, Pa Avoca, Ia Webster, Col
Diamond Jack Co Dulin, Wm Donahue, T L Dewuse, H H	St Martin, Minn Renova, Pa Avoca, Ia Webster, Col
Dalin, M	St Martin, MinnRenova, Pa
Diamond Jack Co Dulin, Wm Donahue, T L Dewuse, H H	St Martin, MinnRenova, PaWebster, ColPiqua, O icago, formerly AtlantaMinneapolis
Dollin, M	St Martin, Minn
Doll, M	St Martin, Minn Renova, Pa Avoca, Ia Webster, Col Piqua, O icago, formerly Atlanta Minueapolis Decatur, Ill CoChicago
Dollin, M	St Martin, Minn  Renova, Pa  Avoca, Ia  Webster, Col  Piqua, O icago, formerly Atlanta  Minneapolis  Decatur, Ill  Collicago  South Bend, Ind  Chicago
Double, M	St Martin, Minn Renova, Pa Avoca, Ia Webster, Col Piqua, O icago, formerly Atlanta Decatur, III O——Chicago South Bend, Ind Chicago Cleveland, O New York
Doll, M. Diamond Jack Co Dulin, Wm Donahue, T L Dewuse, H H. Dabie, AurthurCh Dawson, John & Co Decatur Shaft Supt Co DeForrest L'd and Impo Dale, B, Med Co Dumont, Dr R. Dowd, Dr Frank Dunlap, Robert W Darrow, George	St Martin, Minn Renova, Pa Avoca, Ia Webster, Col Piqua, O icago, formerly Atlanta Minneapolis Decatur, Ill O Chicago South Bend, Ind Chicago Cleveland, O New York Denver
Double, M	St Martin, Minn  Renova, Pa  Avoca, Ia  Webster, Col  Piqua, O icago, formerly Atlanta  Minneapolis  Decatur, III O  Chicago  Chicago  Cleveland, O  New York  Denver  Waterloo, Ia

Oummill, W.B	Chicago
Eureka Adv Agency Bir	nghampton, N Y
ER Elliott	Knighton, Ind
Hectropoise Treatment Co	
Ehrbates & Son	Cleveland O
Edward & Lord	
Edna M & M Co Electro Zone Co	Wichita, Kan
Electro Pub. Co	Chicago
Eyler & Co Emp Med Co	
Fish, H R	Lake Mills, Wis
Fenner, Dr	Fredonia, N Y
Franklin A Smith Feurth, Joe J	
Frick, J J	Sherman, Tex
Faber, Frank Foster Bros	
Freedman, S	Los Angeles, Cal
Ferguson, I., & Co	
Fontaine, Dr A Ford Pill Co	
Fremont Bus College	Fremont, Neb
Graham, R HColo	rado Springs, Col
Gillette, H H	
Glen Gordon	
Globe Med CoGregg, W. W	
Gates School of Telegraphy	Minneapolis
Gum Elastic Roofing Co Griffith, Dr C, Remedy Co	
Gallaway, A	
German Pub Co	New York
Gouillard, W II, & Co Hall, T S	Coriuth Miss
Henry, Frank M	Boone, Ia
Harris John B Hilgers, John	Fort Payne, Ala
Howard, W B	Paris, Tex
Hannond, G W	
Hawkins, S D Howe, Mr and Mrs J B	
Higbee & Hayerman	Winona, Minn
Hanlieter, Rev G S Hall's Specific Co	
Hollingsworth, Dr M	
Hunter & Co Hove, John I'	
Hove John I'	
Heinrich, Franz	Dibley, Minn Huron, S.D.
Heinrich, Franz Hulett, A B Hard, R N	Dibley, Minn Huron, S D Tushkaloma, I T
Heinrich, Franz Hulett, A B Hard, R N Hahneman Specific Co, 231 Bro	Dibley, Minn 
Heinrich, Franz Hulett, A B Hard, R N Hard, R N Hahneman Specific Co, 231 Bro Heinter, Mrs N Hewett & Hosin, U S Press As	Dibley, Minn
Heinrich, Franz Hulett, A B Hard, R N Hahneman Specific Co, 231 Bro Heinter, Mrs N Hewett & Hosin, U S Press As: Humane Bit Co	Dibley, Minn
Heinrich, Franz Hulett, A B Hard, R N Hahneman Specific Co, 231 Bro Heinter, Mrs N Hewett & Hosin, U S Press As: Humane Bit Co Hartsell Furn and Refining Co Hoxie Bros	Dibley, Minn
Heinrich, Franz Hulett, A B Hard, R N	Dibley, Minn
Heinrich, Franz Hulett, A B Hard, R N Hahnenian Specific Co, 231 Bro Heinter, Mrs N Hewett & Hosin, U S Press As: Humane Bit Co Hartsell Furn and Refining Co Hoxie Bros Hall, Dr Win Hocker, W II Howard King Elec Co	Dibley, Minn Huron, S.D. Tushkaloma, I.T. adway, New York St Louis St Louis New York Newark, N.J. Boston New York New York New York
Heinrich, Franz Hulett, A B Hard, R N Hahneman Specific Co, 231 Bro Heinter, Mrs N Hewett & Hosin, U S Press As: Humane Bit Co Hartsell Furn and Refining Co Hoxic Bros Hall, Dr Win Hocker, W H Howard King Elec Co	Dibley, Minn Huron, S.D. Tushkaloma, I.T. adway, New York St. Louis Sn
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Heinrich, Franz Hulett, A B Hard, R N Hahnenan Specific Co, 231 Bro Heinter, Mrs N Hewett & Hosin, U S Press As: Humane Bit Co Hartsell Furn and Refining Co Hoxie Bros Hall, Dr Wm Hocker, W II Howard King Elec Co Hall Homestead Co Hieskins & Shepardson Honsehold Circle Co Heim, G M	Dibley, Minn Huron, S.D. Tushkaloma, I.T. adway, New York St. Louis New York New York New York New York Chicago San Antonio, Tex Chicago Rochester, N.Y. Grand Island, Neb Chicago Chicago Chicago Chicago Chicago Chicago Chicago Chicago
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Meesc, William A	Moline, Ill
Murray, J. F. New York and Addi	son Hill, N Y
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Turford, M A	Schenectady NA
Thomas & Co	42125
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Terre llaute Toilet Co	Terre Hante Ind
Todd, A S	Sterling 111
United States AdvertIsing Age	ncy New York
Ulrich, Louis F	Sau Autonio Tex
Union Electric Co	Cleveland
Vul Gum Suspender Co	Chicago
Van Deberger Mfg Co	Chicago
Wilcox, S R	Lapeer, Mich
Welsh, George II	Boone, la
Warren, W.F	Chleago
Walter, Dr Yman P	Chicago
Wilhelm, J S	··· York Pa
Wingeley, George F	
Weart & Co	Philadelphia
Wyatt, Geo W	Brook ly n
World Pub Co	Washington Ja
Wight, George	Chicayo
Wubb, Dr J	Cleveland
Western News Pub Co	
	The second section is

# DISTRIBUTING.

### FROM HOUSE TO HOUSE.

It has been demonstrated that next to posters, the placing of a well written pain phlet 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 houseto 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 auxillary to the billboards. Extended aurgument 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 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, 1866.

Pittsburg, Pa., May 6th, 1856.

JAMES H. HENNEGAN, Esq.,

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

Yours respectfully,

J. T. Hubson,

Manager Twin Citles Distributing Agency.

### Letters to the Editor.

Toronto, Ont , May 13, 150. BULLIONARD ADVERTISING CO.

Cincinnati, O. wallemen Voms of the 2d inst, to hand. As egards 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 ssociated 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 "tuter state" every success, as well as its official organ.

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

Dayton, Wash., May 7, 1866.

PERSONAL ADVERTISING.

Cincinnati, O Cincinnati, O

Dear Str.—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,

BAYTON BILL POSTING CO.
R. McCleary, Sec y

Coshocton, O., May 9, 1896.

BILLBOARD ADVERTISING,

Cincinnati, O.

Vour paper and letter received this morning, and an extremely thanklul that you published my letter relating to the Syrup of Figs work. Von will doubtless understand that bill posters in towns of this population has not enough space at times to satisfy all advertisers, and when I lound that I could not post all of Mr II R Talbett's paper, I so informed him, but kept several good locations for him, which I could have used to gyod advantage, and thought when Mr Crane came the second time that 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, 186. BILLBOARD ADVERTISING.

Cincinnati, O.

tientlemen - The Dayton Bill Posting Co consists of a few letter heads, like the enclosed, a small brush, and two loys—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, Vours truly, that & Culver Advirtising Co.

Per GEO S. UAV

Champaign, Ill., March 11, 1896.

C. E. RUNEY, ESQ.

Dear Sir-Your favor duly to hand, and in reply would state that my name appears in Campbell' sheet without my consent, and will write them r. Vours truly, SULDEN NVE. to take it out at once

Trluidad, Colo., May 4, 96.

Editor BILLBOARD ADVERTISING.
A great many advertisers think possibly that then they bill Denver, Colorado Springs and l'ueblo, that they have covered the state of Colo ralo. Itut 'tis not so, my deluded friend. Le me tell you, if you leave out the prosperous city of Trinidal 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

nishing up the town to-day. Show here May ith. Liggett & Meyers send their regular mount (filteen 8 sheet stands) Sweet Moments, Spooner Comedy Co., week of May 17. Weather beautiful and business lair Corn bread and

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

TAYLOR RILL POSTING CO

Chatham, Out , Way ; 18/

Cinciunati, O.

Dear Ser—In reply to your favor re Canadian tiill Posters' Association, I beg to say that such an association was formed at Loudon, on the 3d of April last. The object of our association is the promotion of bill posting and all out door We are not subordinate to either the As ociated or Inter state Association, but are totally independent and do not lavor 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 pur-pose 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. 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 ca do this we intend to regulate our prices accord-

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, prest; A. E. Root, London vice-pres't W. W. Scane, Chatham, sec'v, and Walter Stocker, Peterboro, treas.

Our association is growing rapidly and very soon we expect to have every bill poster in Vours truly,

### The Other Side of the License Question.

I note in your last issue of BILLBOARD ADVER-I note in your last issue of BILLHOARD ADVER-TISING, a communication signed "No License." which calls for a reply. The writer of the arti-cle 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, t 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 and do for its If. 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 post-ing, what has induced it more than the price paid for the service. An advertiser wilt 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 200 to 500 sheets. Does the bill poster refuse? No, he takes the paper and all right. Does he do it? Who is the cause of the dumping into the "charlic 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 ome skeptical advertiser start up a small plant of his own in some town, and see. Well, if he refuses, Mr Agent goes to Charlie Dubb, who works in a stable, but who does posting on barns, etc., when he gets it, and pays him so for put ting 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. tiere is a case from actual facts, which will illustrate more fully the worth of a liceuse, which, by the way, cannot be made exclusive except asmuch as the price can be made so high that

none but the bill poster can pay it. In a lown not far from Philadelphia there is a bill posting plant, maintained at an expense of possibly \$6,000 a year—It has wagous 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 quaranteed. 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 13 years of age, chaps who will not work no rattend school. Mr. Carpenter, seeing the prosperity of the legimate concern, conceives the id-a that he can get some of the wealth that is flying around so invests \$1 \$1, or \$5 in advertising in different trade papers, Linn Truth, Herald, the agents' BILLBOARD ADVERTISING, being so the periodicals, that they are general advertising agents; then takes the agency for some "metal polish," "patent soap," etc., and is then a lull-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? Ves.; so does the man with a flea down his back, but he linstles 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 who are suckers enough to patronize just such concerns. Why? Simply because the full Posting Co want 5200 per thousand and the car penter slows 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. Heal and George Jepson substituted for those of Deal & Turnbull and A. It Auderson. He has not, however, scratched off the name of Mr Anderson. Some City (Inco) Journal.

The increase of business of the Wankegan Pump Co, and Runey & sons bill posting and circular discribiting 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, - Hankegan Herald.

### SIOUX CITY.

The Sioux City Bill Posting Co., of which A. R. tteall is president, now has a rival and competi-tor. E. R. Itawley has paid the required annual license of \$75 and has filed with the city clerk his official bond in the sam of \$10,000 with t., Anderson, John A. Hinsey, David Mould, Deal & Turnbull and A. H. Anderson as sureties For nearly four years the bill posting and di-tributing 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 thrown thock 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 herein 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 canvas for job work at present,"

The firm of Burton & Lambert, of Richmond, 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. Voung 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 and afterwards entered the hotel business clerking in several of the princi al 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 ls 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. Houghtaking 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., handled advertising for The Faultless Chips Chewing Gum, The Stearns Bicycle Co., of Syracuse, N. Y., Liggett & Myers Sweet Moments Cigarettes, renewal, The Big G for Evans & Co., of Cincinnati. Pasting 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.

BILLBOARD ADVERTISING CO.,

JAMES H. HENNEGAN, Manager.

Subscription, \$1,00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uni-form 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 al Low's Exchange, 57 Charing Cross, and al American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Brelano's, 17 Avenue del Opera. The Trade supplied by all News Companies, Remitlance should be made by cheque, post-office or express money order, or registered letter.

The Editor cannot undertake to return unsolicited manuscript.

manuscript.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolts may be had by recourse to the Pomaldson 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 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 slight. ly; 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 discription too extended. The space at your command is practically unlimited, and there is no untoward environment, no horde of competing advertisements surrounding you, all clammoring 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 prepared 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, publicity is the greatest moral factor and force in our public life."-l'illiers.

### 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 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.

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

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 those of the Empire Bill Posting Co., and ignored the Indianapolis Bill Posting Co., owned by Dickson & Talbott. 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 & Talbott to force the Forepaugh show, in '93, to pay exorbitant rents for posting privileges, and which the shows resented by billing themselves ever since. ever since.

Vansyckle & Hole have distributed

vansyckie & 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 every lefters. eral use this season than ever before. 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 im-pression as hundreds of pages of text.

### SOUTH AFRICA.

Cape Town, South Africs, April 29, 184. 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 eurol me as a constant subscriber and forward them regularly, and letting me know what amount I am to remit to cover cost of subscrip 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 coun try 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 sm 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 them selves here and without doubt, at the present time there is immense scope. I have been fa vored with the work of some American firms, amongst them being Ayer's Sarsaparilla, Dr. Morses' Indian Root Pills, Dr. Williams' Pink Pills, and others, and have pleasure in stating that from all I have received flattering testimon-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 feel 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

Yours obediently,

ERNEST G. GLASS, Proprietor South African Advertising Co.

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

### FOR BILL POSTERS.

New York, May 9, 18/1.

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 sub

scribe 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, \$AM W. HOKE

SHITELOTS RETSOPL LIBERT, the great Hungarian bill poster of Buda-Pesht, who has achieved such great distinction and wide notice for the manner in which he wide notice for the manner in which he advertised the Millenium Exposition throughout Continental Europe, has au-nounced his intention of visiting Engnounced 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 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 how 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 indee of that however and hore.

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 zery, zery 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. Modern Advertising.

### SIGN ADVERTISING vs. NEWSPAPER ADVERTISING.

By sign advertising we mean all mural advertising, all out-door displays, whether 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 many 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 Printer's sentatives, are, or course, very one same We have particular reference to Printers' Ink, which is run exclusively in the interest of The Geo, I'. Rowell Newspaper Directory or Advertising Co. We all 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 similegy 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 the man on the outside to see the Little Schoolmaster snatch a moment from the exceeding eareful murshalling 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 buy, and his \$100 for the informer. It keeps him hustling to keep them from "playing hookey" and coming up short on the exam. 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

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 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

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 coning 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 youn 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 ninetenths 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 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 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! 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 away. Use the right style of letters to bill the space nicely, and watch this fact particularly, that all styles of letters won'! 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 IIIs 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, eracker boxes, candy boxes—watch EVERYTHING that has letters on it and study them. Get than 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 occa-sions..

### MR. BICYCLE MANUFACTURER.

Your wares are distinctly Road wares 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 war in predicts. bicycle riders are not magazine readers. Yet they all pass the billboards and road

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 1,th, Secretary Litzgerald and President Hartman were the only (A.B. P. A.) members present at the big meeting that they had expected in Milwauker on that date, as called for two weeks previous, with two hundred invitations extended

titions 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 unto 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.

Vours sincerely,

CLIMAY PLUG.

CLIMAN PLUG.

BILLBOARD ADVERTISING, Cincinnati, O.

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 lof of paper in
March, and when our inspector called there in
May, he found the paper carefully stored awty
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. I lease 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?

Inter-State Association?

QUAKER MEAL Co.

1. Do not know. 2. C. E. Runey and Chas. 11.
Kittredge, both of Waukegan, Ills.

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

The convention is near at hand, and nomina-tions or suggestions are in order; 1 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

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 feet 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.

sured.

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. HOKE.



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 Bill-BOARD ADVERTISING takes up all matters relating to fairs from the standpoint of the secretary. It is the secretaries' organ 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

running a successful fair inflancially 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 topies 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

peen. In the fair business there is a held 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; hist 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 sub divisions use a still smaller type, which will give the book an air of symmetry throughout. The premium list of the Iowa State Fair

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 Num-"Department" "Class" and "Prize Num-ber" for the different portions of the pae-

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 at-traction here is where you can get that

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. One of the new features in fair circles is

successful.

Our next issue will contain an interest-article entitled "How to publish a cata-logue 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

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. the public.

Every State in the union ought to have 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 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 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 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 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 num-ber 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 motocycles.

### FAIR NOTES.

WALLS, MERCANTILE AND FAIR PROMO-TION SYSTEM.

This is a most commendable system or scheme for increasing the attendance and consequently the gate receipts of fairs. 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, see'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.

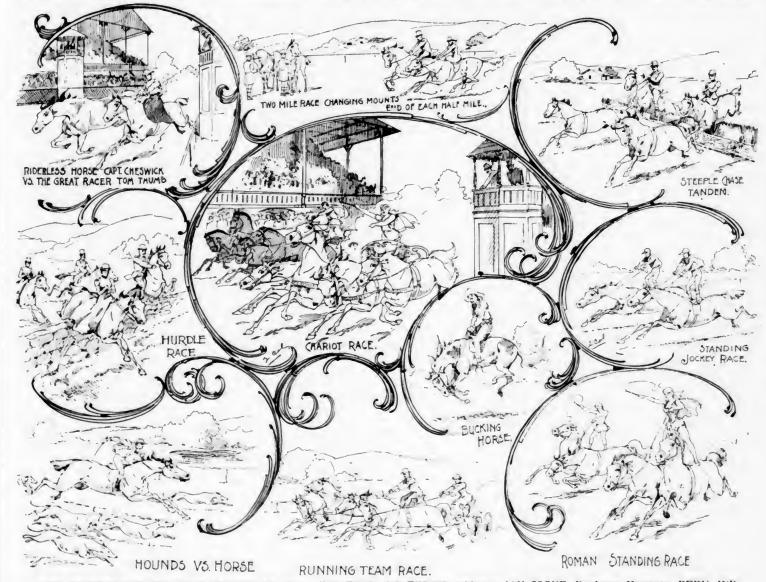
Chas. Porter, secretary of the Lake Prarie District Fair, at Pella, Iowa, is meeting with much success in securing premiums, and prospects are very good.

M. Logan, secretary of the Shelbyj. M. Logan, secretary of the Sheny-ville (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. Finch is president, and F. W Smith general manager.

THE OREATEST 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:

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, \$84,880.08.
Dallas, Texas, Expo. 16 days; receipts, \$97,623.48; disbursements, \$72,912.30.

At a meeting of the farmers held at the Court liouse 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 american our links and the second of the fair will appear in our links and the second of the fair will appear in our links and the second of the fair will appear in our links and the second of the fair will appear in our links and the second of the seco this fair will appear in our July number.

The Donglass Co. (Minn.) Fair Association has greatly increased their premium list and amount appropriated for prizes. There is a movement on foot 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 motocycles 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 commessioners by Governor Drake

C. B. Irvine is secretary of the Oregon State Fair, at Salem, Oregon Minden, Neb., is confident of an unusually success ful 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 \$\frac{1}{2}\infty \text{Oregon} \text{in programming and pursual} \text{The Great Texas} 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 Lincolu Falls, Sull Co., Pa., until Sept. 25. Address H. J. Hill, manager and secretary of the Great Toronto Fair and Exposition, at S2 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

Washington State Fair Commission of North Vakima, 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, Ishpening, Mich., Sept. 2-4, Hancock, Mich., Sept. 9-11, Ashland, Wis., Sept. 16-18, Ironwood, Mich., Sept. 23-25, Dulnth, 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 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 annoug 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. MO" A GREAT ACT FOR PAIRS, PARKS, CONCERTS, ETC. 63

Don't Forget. tiet the Above Original Act, not inferior copies WILL DELAVOYE, Representative, P. O. Box 2830, New York City.



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. Rosters and dates are published absolutely free of charge.

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### CALIFORNIA.

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

### CONNECTICUT.

Branford Branford Agl Soc Geo C Fields pres, J A Fond sec Bristol Bristol Fair Corp Sept 30 Ad Wilton pres, A I, Morse treas, Milo I, Norton sec Collinsville Sept 9-10 E H Hough sec Daubury Daubury Fair Oct 5-10 G M Rundle

Danbury Pair Oct 5-10 G M Rundle sec
Guilford Guilford Agl Soc Sept 30 Wm S
Leete pres, Wm A Dudley sec
Meriden. State Agricultural Fair.
Norwich New London Co Agl Soc Sept 22-24
James A Bill pres, G L Hewitt sec
Rockville. Holland Co Fair, Sept 15-17
Stafford Springs Stafford Springs Agl Soc Oct
6-8 C B Gary sec
Suffield Suffield Agl Soc Sept 22-24 Waldo S
S Knox pres, J A Haskins treas, E Hunneway
sec

sec Wallingford Wallingford Agl Soc Sept 17-18 Geo Jones see
Willimantic Willimantic Fair Sep 29 to Oct 1
J II Gray supt

### DELAWARE.

Delaware State Fair Sep 22-25 John B

### · ILLINOIS.

Wharton sec ;

ILLINOIS.

Alledo. Sept 22-25 W II Graham, secy
Anna Union county Aug 25-28
Atlanta Logan county Sept 1-4
Avon. Sept 13-18 Julian Churchill, secy
Belvidere Bopne county Sept 1-1
Belleville St. Clair county Aug 25-28
Bushnell Bushnell Fair Assn. Sep John R
Camp pres, James Cole treas, Louis Kaiser sec
Cam 17go Douglas county Sept 1-4
Cambridge Henry county Sept 1-4
Cambridge Henry county Sept 1-4
Camp ont. Adams Co Fair, Sept, 7-11 E E B
Sawyer, secy
Carmi White county Sept 1-5
Carrollton Green county Oct 13-16
Carthage Hancock county Aug 31-Sept 4
Cattlin. Vermilion Co. Agricultural and Mechanical Association Fair, Aug 18-21. T A Taylor,
President; G S Fleming, Secretary; H H
Kidd, Treasurer
Champaign Champaign county Aug 25-28
Charleston Coles county Sept 8-12
Clinton Dewitt county Aug 24-28
Danvers McLean county Sept 8-12
Clinton Dewitt county Aug 24-28
Danvier Vermillion county Sept 8-12
Delavan Tazewell county Sept 8-11
Delavan Tazewell Sept 8-12
Delavan Tazewell Sept 8-12
Delavan Tazewell Sept 8-12
Delavan Tazewell Sept 8-12

Homer Champaign county Aug 11-14
Hoopeston Hoopeston Fair Sep 29 to Oct 2
Dale Wallace sec
Jacksonville Morgan county Aug 11-14
Jerseyville Jersey county Oct 5-9
Joliet Will county Sept 8-12
Jonesboro Union county Sept 8-11
Joslin Rock Island county Aug 25-28
Kankakee. County Fair, Sept 14-18
T C Schoberg, pres't; Len Small, sec'y
Kewanee Henry county Sept 14-18
Knoxville Knox county Sept 14-18
Knoxville Knox county Sept 12-225
LaHarpe Hancock county Aug 21-29
LeRoy LeRoy Fair and Agl Assn Sep 1-4 Jno
Haig sec

LaHarpe Hancock county Aug 21-29
LeRoy LeRoy Fair and Agl Assn Sep 1-4
Jno
Haig sec
Libertyville Lake Co Agl So Sep 15-18
Warren
M Heath sec
Macombe McDonough Fair Assn Aug 17-21
R
H Hainline sec
Marion Williamson county Sept 22-25
McLeansboro Hamilton county Aug 25-28
Mendota LaSalle county Aug 4-7
Momnouth Warren county Sept 8-11
Monticello Platt county Aug 17-21
Motrison Whiteside county Sept 1-4
Mt Vernon Agl So Fair Sep Jesse A Dees
pres, S H Natson treas, Fred F Watson sec
Mt. Carroll. Carroll Co Fair, Aug 25-28
Go F
Buckner, Prest; Go C Kenyon. Secty
Mt. Sterling Brown county Aug 17-21
Newton Jasper county Sept 22-26
Oregon Ogle county Sept 22-25
Paris. Edgar Co. Fair, Aug 31-Sept 4
Geo H
McCord, secy
Pana Pana Union Agl Board Aug 25-29
Lon
Roley sec
Petersburg Menard county Sept 1-4

McCoru, see,
Pana Pana Union Agl Board Aug 25-29
Roley see
Petersburg Menard county Sept 1-4
Pinck neyville Perry county Oct 6-9
Princeton Bureau county Sept 8-11
Rochelle Agl and Mech Assn Sep 8-11 Francis E Dresser sec ock Creek Hardin county Sept 22

Rockford Winnebago Co Agl So Sep 1-4 T E
Buckbee pres, Geo W Collins v-pres, C O Upton treas, J B Whitehead sec
Rushville Schuyier Co Agl Soc Ang 10-14 John
D Horton pres, John W Goodwiu treas, Mark
Bogue sec
Salem Marion county Sept 15-18
Sandwich Sandwich Fair Assn Sep 14-18 E
Randall sec
Saybrook McLean county Sept 7-11
Sullivan Moultin Co Fair Aug 31 to Sep 4
Thomas Monroe pres, G W Yaughan sec
Shawneedown Aug 18-21 Norton Doherty pres,
A C Millspaugh sec
Shelbyville Shelby county Sept 1-5
Springfield Illinois State Fair Sep 28 to Oct 3
J N Judy pres, John Bunn treas, R C Garrard
Section 1 Residence of Lordinary Sept 1-5
Springfield Illinois State Fair Sep 28 to Oct 3
J N Judy pres, John Bunn treas, R C Garrard
Section 1 Residence of Lordinary Sept 1-5
Springfield Plantage Section 1 Residence of Lordinary Sept 1-5
Springfield Illinois State Fair Sep 28 to Oct 3
J N Judy pres, John Bunn treas, R C Garrard
Section 1 Residence of Lordinary Sept 1-5
Springfield Plantage Section 1 Residence of Lordinary Sept 1-5
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Springfield Plantage Section 1 Residence of Lordinary Section 1 Residence of Lord

J.S. Judy pres, John Bunn treas, R. C. Garrard sec
Warren Union Agl So of JoDaviess, Stephenson and LaFayette Counties Sep 15-18 Rob Hawley pres, E.C. Slothower v-pres, C.F. Taylor treas, S. A. Clark sec
Watseka. Iroquois Co. Agricultural Association Fair, Sept 1-4. Il C. Lovett, President; L. F. Watson, Secretary
Watson Effingham Co. Fair. Sept 16-19 Wm. Abraham sec
Woodstock. McHenry Co. Fair, Aug. 25-28 G. B. Richards, secy
Wyoming Stark county. Aug. 25-28
Vorkville. Kendall county. Sept. 1-4

### INDIANA.

INDIANA.

Angola Steuben Co Aglassn Oct 6-9 AM Parsell pres, II L Ilutson sec
Bainbridge, Putnam County Fair, July 27-31.

A R Ailison, sec'y.
Bedford Aug 3-7
Bloomington. Aug 10-14
Boonville Warrick Co Fair Sept 28 to Oct 3
W Taylor sec
Boswell Benton. Warren Fair Sep 9-11 Henry
Robertson pres, N II Knight sec
Bourbon Bourbon Fair Assn Oct 6-9 Jac
Pritsch pres, J W Eidson sec
Bremen Bremen Agl Soc Sept 29 to Oct 1 John
Huff pres, John R Dietrich treas, Henry H
Miller sec
Columbus Aug 17-22
Columbus Aug 17-22
Columbus Aug 17-22
Corvdon Harrison Co Fair Aug 24-28 H
Wright sec
Covington Covington F W & V Agl Assn Aug
31 to Sept 4 W T Ward sec
Chrisney Spencer Co Agl and Ind Fair Aug 31
to Sept 4 W T Ward sec
Crawfordsville Montgomery Co Fair Sep 7-11
N B Waugh pres, W N Morgan sec
Crown Point Lake Co Agl So Sep 8-11 Earnst
Hixson pres, F E Cooper treas, A A Bibler sec
Elwood Aug 25-29
Evanswille Tri-State Fair Sept 14-18 R L
Akin sec
Flora. Carroll Co Fair, Sept 20-25 J T Gillam,
prest; C E Nobes, treas; J O Ferrier, secy
Frankfort Clinton Co Fair Assn Aug 25-28
J Heavilon sec
Franklin Johnson Co Agl II and P Assn Aug
25-20 S W Dungan pres, W S Young sec
Fort Wayne Aug 10-15
Greenfield Greenfield Fair Sept 7-11 E Tyner
sec

25-29 S W Dungan pres, W S Young sec Fort Wayne Aug 10-15 Greenfield Greenfield Fair Sept 7-11 E Tyner

Huntington Co Agl So Sep 8-12 Huntington

Huntington Huntington Co Agl So Sep 8-12
Adam I, Beck sec
Huntingburgh Dubois Co Fair and Expo Sep
14-19 E.R Brundick pres. D Reutepohler sec
Hagerstown Wayne Co Fair Aug 8-7 John
Bowman pres, Knode Forter treas, F II Baldridge sec
Indianapolis Indiana State Fair Sept 14-19
W W Hamilton pres, E J Robison treas, Chas
F Kennedy sec
Kendaliville, Sept. 28, Oct. 2. Nathan Roberts,
Pres.; John Mitchell, Treas.; J. S. Conlogue,
Secy.

Pres.; John Secy.
Lebanon, Aug 17-21
LaGrange LaGrange Fair Assn Sep 22-25 L
N Rowe sec
Ligonier Noble Co Fair Oct6-9 Orlando Kimmell pres, John II Green treas, J II Hoffman

mell pres, John II Green treas, J II Hoffman
LaFayette Tippecanoe Co Fair Assn Aug 31 to
Sep 4 V I. Blackstock see
LaPorte LaPorte Co Agl Assn Sep 22-25 V H
Banks pres, J Vene Borland see
Lawrenceburg Lawrenceburg Agl Assn Aug
18-22 A F. Nowlin pres, J S Darman see
Lebanon Lebanon Ind Fair Aug 17-21 II W
Marvin pres, E G Earnell see
Linton Linton Fair Sep 7-11 S A Maxwell
pres, V J Hamilton see
Madison Aug 11-14
Marmont Maxeukuckee Agl Assn Aug 18-22
H H Cuiver pres, II J Meredith treas, Geo
Nearpass see
Marion Grant Co Agl Soc Aug 25-29 II G Hamaker see
Middletown Henry, Madison and Delaware
Co Agr So July 28-31 F A Wisehart see
Morocco N C Agl So C N Hanger pres, II H
Parkey see, Frank Davis asset see
Muncie Muncle Pair Aug 18-21 Wm II Wood
pres, M S Claypool see

Muncie Muncie Fair Ang 18-21 Wm II Wood pres, M & Claypool sec New Castle Ang 11-14 New Harmony Posey Co Fair Sept 29 to Oct 2 Era Stephens sec North Vernon Jennings Co Fair Aug 4-7 Fred H Nauer sec

North Manchester North Manchester Tri-Co Fair Sept 22-25 D Ginther pres, J P Noftzger treas, B F Clemans sec Northwesteru Indiana Fair Circuit La Porte July 2-4, Crown Point Sept 5-11, Valparaiso Sept 15-15, La Porte Sept 22-25 W A Banks pres, A A Bibler sec, Crown Point New Carlisle Farmers' Union Fair Assn Oct 30, Sept 1, 2 1 N Miller pres, W II Deacon treas, D S Scoffern sec Oakland Oakland City Fair Ang 24-29 W R Harris sec Osgood July 28-31 Paoli, Orange Co. Fair Association, Sept. 6-12

Osgood July 28-31
Paoli Orange Co. Fair Association, Sept. 9-12.
A W Bruner, pres't; H F Davidson, secy.
Peru Sept 1-5 Juo A Deibert sec
Petersburgh Pike Co Fair Aug 31 to Sept 5
Plymouth Marshall Co Agl and Indl Assn Aug
25-28 M W Simons pres, S N Stevens sec
Poplar Grove Poplar Grove Pist Fair Sept 14-18
W W Smith pres, A D Wood sec, Carroll
Portland Jay Co A H & I Joint Stock Co
Sept 28 to Oct 2 John Schmuck pres, William
Green supt, James F Graves sec
Princeton Gibson Co Fair and Expos Sept
7-12 S Vet Strain sec
Reminigton Reminigton Fair Assn Aug 25-28

7-12 S Vet Strain sec
Remington Remington Fair Assn Aug 25-28
Christian Hensler pres, J J Porter privit man,
Jasper Guy sec
Rochester Sept 30 to Oct 3
Rockport Rockport, Indiana, Fair Aug 18-22
B F Bridges pres, C M Partridge sec
Rushville Rush Co Fair Assn Aug 26-28 W O
Walton pres, T A Jones vice-pres, Samuel
Abercrombie treas, Alvan Moor supt, W I,
King sec
Salem Washington Co Fair Sept 1-4 F, W
Menaugh sec

Salem Washington Co Fair Sept 1-4 E W Menaugh sec
Shelbyville. Shelby Co Fair, Sept 1-5 John W Vamaoy, prest; Henry Doble, treas; E E Stroup, secy
Sheridan. Aug 10-14
South Bend South Bend Fair Assn Sept 21-25
A W Byers sec
Sullivan Sullivan Co Agl Soc Sept 7-12 Thos
J Mann pres, Amos Goodwin treas, J M Lang
sec

J Mann pres, Amos Goodwin treas, J M Lang sec
Terre Haute Terre Haute Fair Association
Fair days Aug 10-14 Running May 18-23 W T
Beaucha pres, W II Duncan sec
Tipton Tipton Ind Fair Aug 3-8 E B Martindale sec
Valparaiso Porter Co Agl Soc Sept 15-18 E S
Beach sec
Vincennes Knox Co A&M So Oct 12-17 Jos H
Barr pres, Edward Watson treas, James W
Emison sec

Emison see
Warren Warren Tri-Co Fair Sept 1-5 J W
Beard pres, Geo F Morgad treas, Grant M
Fleming see, Willard Pulley asst see
Waterloo N E Indiana Agl Assn Sept 1-4 R N
Crooks pres, M Kiplinger see
Winchester Randolph Co Fair Sept 22-25 Thomas Mullen pres, D E Hoffman see

### IOWA.

winchester Kandolph Co Fair Sept 22-25 Thomas Mullen pres, D E Hoffman sec

IOWA.

Afton Union county fair Assn Sep 15-18 J T
Beebe pres, T F Shrub treas, O E Davis sec
Algona Kossuth county Agi So Sep 16-18 J W
Wadsworth pres, E P Keith v-pres, Harvey
Ingham treas, E B Butler sec
Allison Butler county fair Assn Sep 14-17 G
M Craig pres, G Hazlett sec
Alta Aug 26-28 C E Cameron sec
Anamosa Aug 19-21 E. R. Moore sec
Arlington Sept 15-18 H S Palmer sec
Atlantic Aug 31 to Sept 3 A Gardner sec
Adulantic Aug 31 to Sept 3 A Gardner sec
Adulantic Aug 31 to Sept 14-17 C A Marlin sec
Battie Creek Sept 22-24 Andrew Preston sec
Bedford Sept 23-0ct 1 H L Pierce
Briscoe Briscoe Fair Aug 31 to Sep 4 T J Hall
pres, E J Frederick treas, C C Calkins sec
Belle Plaine Big Four Fair Assn Sep 8-11 W
J Guinn pres J C Milner sec
Bloomfield. Davis Co Agricultural Society Fair,
Sept 15-18 J C Brouhard, secy
Boone Aug 4-6 John Keating sec
Britt Sept 15-17 George P Hardwick sec
Carroll. Aug 18-22 A L Wright, prest; R E
Coburn, treas; H A Junod, secy
Cascade Sept 8-11 J H Weber sec
Centerville Sept b-11 S W Lane sec
Central City Wapsie Valley fair Sep 1-4 J C
Gritman pres, P G Henderson v-pres, Fred
McLeod treas, E M Sawyer sec
Charles City Floyd county Agl and Mech Assn
Sep 16-18 N B Towner pres, Robt Lindon vpres, E Wenler treas, C M Carr sec
Chariton Sept 13-18 W M Housholder sec
Clarinda Sept 1-4 W L Lundy sec
Columbus Junction, District Fair, Aug. 25-29,
R F Mc onnell, Secretary
Cornelia Wright county fair Sep 22-25 P R
Henry pres, J A Elliet v-pres, F L Dow treas
T A Davenport Sec
Corydon Sept 14-17 H E Westrope sec
Corydon Sept 14-18 H K Evans sec
Corydon Sept 14-17 H E Westrope sec
Corydon Sept 14-18 H K Evans sec
Corydon Sept 14-19 H K Evans sec
Corydon Sept 14-19 H E Westrope sec
Corydon C E

DeWitt. Clinton Co Pan, Sept 1979 E. Chilattiansen, secy.
Decorah Winnisheik county fair Assn Bedford Sep 29-0ct 1 Il L Pierce sec Dentson C T Cassadi sec Des Moines Iowa State Agl So Sep 4-11 John Evans press, G D Ellyson treas, F L Fowler sec Elkader Sept 8-11 John G Hempel sec Elkader Sept 8-11 John G Hempel sec Eldora. Hardin Co Fair, Sept 1-4 J W Peisen, serv

Eldora. Hardin Co Fair, Sept 1-4 J W Peisen, seey
Eldon Big Four fair Sep 1-4 W G Crow pres, Mark Hilles treas, H R Baker sec
Emmetsburg Sept 2-4 T S Crosse sec
Fairfax Aug 25-28 E H Knickerlocker sec
Fairfax Aug 25-28 E H Knickerlocker sec
Fairfield Sept 15-18 L J Marcy sec
Fonda Sept 1-4 Jos Mallison sec
Forest City Sept 9-11 Chas S Chase sec
Ft Madison Sept 22-25 John Walljasper sec
Greenfield. Adair Co Pair Association, Sept
28-Oct 1 Ernest Funke, prest; A J Gibbs, sec
Grinnell Sept 21-24 D S Beardsley sec
Grundy Center Sept 1-3 R W Sayre sec
Hampton Franklin county Agl So Sep 15-18
D Vought sec

Harlan Shelby county fair Assn Ang 15-28 (1) 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

secy Independence Sept 22-25 A H Farwell sec Indianola Sept 22-25 Carl Anderson sec lowa City Aug 24-27 Glen McCrory sec Jefferson Sept 22-25 D L Howard sec Keosanqua Aug 25-28 T C Jackson sec Knoxville Aug 25-28 T G Gilson sec Leon Sept 22-25 M F McEniry sec Leon Sept 15-18 Marion Woodard sec Lineville Sept 8-11 T J Lovett sec Malcom Poweshick Co Agl Soc Aug 25-28 J W Jones pres, W J Johnson treas, James Nowak sec

Jones pres, W. J. Johnson treas, James Nowak sec Malvern Sept 22-24. I J. Swain sec Malvern Sept 15-18. Peter Boardway sec Manchester Sept 15-18. Peter Boardway sec Mapleton Maple Valley fair Sep 23-26. A Lamb pres, Ed Quick treas, J. B. Jerome sec Maquoketa. Jackson county fair Sep 1-4. Adam Ringlep sec Marenso Iowa county Agl So. Sep 1-4. II. A. Brown pres, C. C. Haas treas, D. M. Rowland sec Mason City. Sept 21-23. C. H. Tenney sec Mechanicsville. Mechanicsville. Agricultural Society Fair, Sept 15-18. A. F. Fairchild, secy Menlo. Oct 6-9. A. H. Grisell sec. Milton Milton Dist fair. Sep 8-11. G. V. Bell pres. E. C. Holland v-press, J. D. Rowland treas, H. C. Hill sec.

Mitton Distrair Sep 8-11 G V Bell pres
E C Holland v-press, J D Rowland treas, H C
Hill sec
Missouri Valley Harrison county fair Sep 21-24
H B Cox pres, G F James v-pres, B H Carlisle
treas, A B Hosbrook sec
Monticello Aug 25-28 G E Bishop sec
Monticello Aug 25-28 G E Bishop sec
Monticello Aug 25-28 G E Bishop sec
New Hampton Sept 2-4 P Malcolu see
New Sharon Sept 15-17 Chas Freligh sec
Newton Jasper county fair Sep 14-17 SG Russell sec
National. Clayton Co Agricultural Society Fair,
Sept 8-11 J C Hempel, secy, Elkader, Ia
Nevada Sept 10-18 W O Payne sec
Odebolt Sept 22-23 W N Oursler sec
Odebolt Sept 15-17 L, L Sawyer sec
Orange City Sect 16-18 F J Lohr sec
Osago Sept 16-15 W C Moss sec
Osago Sept 16-15 W C Moss sec
Ottunwa. The Great Ottunwa Fair, Angust
11-14. C O Taylor, pres't; Ben S Benson, sec'y.
Oulerville Appanoose county Agl So Sep 8-11
W G Clark pres, James Merritttreas. S W
Lane sec
Pella Lake Prairie Dist fair Sep 20 to Oct 2

Lane sec ella Lake Prairie Dist fair Sep 29 to Oct 2 Chas DeCook pres, C Rhynsburger treas, Chas

Chas DeCook pres, C Rhynsburger treas, Chas Porter sec
Perry Sept 28 to Oct 1 J T Davis sec
Rhodes. Eden District Agricultural Society
Fair, Sept 15-17 H M Weeks, secy
Rockweil City Sept 14-17 F B Ramige sec
Ruthven. Lake District Fair Association Fair,
Sept 14-17 Fremont Teed, secy
Sac City Aug 31 Sept 3 Jas W. Wilson sec
Salem Sept 29 to Oct 2 A S Crew sec
Seymour Sept 21-25 L. C. Young sec
Shelby Sept 23-24 Roy Linn sec
Sionx City Sioux City Fair Sep 11-19
Strawberry Point Aug 25-28 H A Harrington
sec

sec Sutherland Sept 2-4 L J Price sec Tipton Sept 1-4 J Sweinhart sec Toledo Sept 2-8 to A G Smith sec Traer Sept 16-18 C A Fratt sec Victor. Victor District Fair Association Fair, Sept 15-17 II W Auger, secy Villisca Villisca Vinou Fair Assn Sep S-11 D W Jackson pres, J N Neil treas, T L Ingram sec

W Jackson pres, J N Neil treas, T L Jugram sec vinton Sept 22-25 L A Mitchell sec Wapello Sept 15-18 Oscar Hale sec Washington Sept 15-18 Oscar Hale sec Washington Sept 15-18 Oscar Hale sec Washington Sept 17-11 J S Giasglow sec Waukon. Allamkee Fair, Sept 22-25 C M Bowman, prest; Capt Win S Hart, seep Webster City. Hamilton Co Fair Association Fair, Sept 22-25 W G Bale, seey West Branch Aug 19-21 I T Enlow sec West Liberty Aug 31 to Sept 3 W S Luse sec West Point West Point Disk Agl So Sep 22-25 Win R Trimpe pres, John Walljasper sec West Union Fayette Co Sept 1-4 L Fair sec Whatcheer. Whatchen District Fair Association, Sept 25-Oct 1 T C Legoe, secy Wilton Junction Sept 22-25 J M Rider sec Winfield Sept 1-4 E C Hinkle sec

Burlington. Coffey Co Agricultural Associatio = Sept 14-18 Sept 14-18 Predonia. Predonia Agricultural Association Fair, Aug. 25-28, inclusive C II Pierce, pres't; J II Edwards, sec'y Garnett. Anderson Co Agricultural Association,

KANSAS.

Garnett. Anderson Co Agricultural Association Sept 8-12
Mound City. Linn Co Agricultural Association,

Ola. Allen Co Agricultural Association Sept. 12
Mound City. Linn Co Agricultural Association,
Oct 6-9
lolathe. Johnson Co Agricultural Association
Aug 25-28
Ottawa. Franklin Co Agricultural Association,
Sept 22-26 Chas II Ridgway, secy
Paola Miami Co Agricultural Association Sept
2p-Oct 2 JP Donahoe pres, GP Leavitt sec
Seneca Nemaha fair assin Sept 8-11 JJ Knepp
pres, J. A Gilcrist treas, John Stowell sec

# KENTUCKY.

Alexandria Ang 25-29 Geo R White pres, John Todd treas, J J Wright sec Curdsville Ellendale Fair July 28 to Aug 2 R T Smith sec Lebanon Marion Co Fair and Trotting Assu

Curdsville Ellendale Fair July 28 to Aug 2 R T Smith sec Lebanon Marion Co Fair and Trotting Assn Aug 25-27 Sam T Spaiding sec, T H Clelland pres Paducah Paducah Fair and Exposition Co Fair and Races Sept 22-25 Races July 3 and 4 Jas M Lang pres, Aiex Kirkland sec Paris Bourlon Co Agi So Sept Geo Alexander pres, T E Ashbrook sec

Shelbyville Shelby Co Agi and Mech Assn. Ang 25-29. T. J. Bolan pres, J. M. Logan sec. Uniontown: Fulon Co Fair. Aug 4-8. J.V. Givens pres, W. A. Berry sec. Winchester. July 29 to Aug 1. A. Renick pres, Joe B. Ramsey trens, W. H. Garner sec. Williamsburg. Whitley Co. Fair. Assn. Sept. 2-4. Nick Daniel pres, Walker Mason sec.

### MAINE.

Bridgeton. Farmers and Mechanics' Fair Second week in Sept Gray Aug 24-27 Wm P Haskell pres, J W Stevens sec-treas
Hartland East Somerset Agl So P W Thompson pres, S L Mayo treas, S H Goodwin, St Albans, sec. H L Williams assist sec Sept 8-10 Lewiston Maine State Agl So State Fair Aug 11 to Sept 4 S G Jerrard pres, E G Eveleth treas, if M Twitchell, Augusta, sec
Portland. New England Fair, Rigby Park, Aug. 17-21. F H Appleton, Pres't; E F Rowell, Sec'y; Warren Brown, Treas.

### MASSACHUSETTS.

MASSACH USET 13.

Mitherst Hampshire county Sep 25-26 Geo P.
Smith pres, Herbert Sabin sec-treas
Athol Worcester N W Agl and Mech So. Oct 6-7
B. W. Spooner pres, T. H. Goodspeed treas, J. H.
Humphrey sec.
Amesbury. Amesbury and Salisbury Agricultural Society Fair, Sept 22-24. C. W. Woods,
Pres't.; J. A. Davis, Treas; A. H. Fielden, Sec'y
Barnstable. Barnstable Co. Agricultural Society
Pair, Sept 8-10. Henry M. Hutchings, Sec y
Barre Worcester county West fair Oct 1-2. Geo
Mixter pres, Chas H. Follausby treas, Matthew
Walker sec.

Mixter pres, Chas II Forman, Walker sec Blandford Union county fair Sep 16-18 A L Stewart pres, A H Nye treas, E W Boise sec Boston Massachusetts Horticultural Oct 6-8 Francis H Appleton, pres, C E Richardson, treas, Roht Manning sec Bridgewater Plymouth county Sep 16-18 N F Ryder pres, H D Packard treas, Henry

Crane sec
Brockton agl so Sept 30 and Oct 1-3
If W Robinson pres, E M Thompson treas, Ira
Copeland sec
Charlemont Deerfield Valley Sep 17-18 C H
Leavitt pre, E F Haskins treas, S W Hawkes sec
Cummington Hilliside Agl so Sept 29-30 S W
Clark pres, R R Packard treas, Win G Atkins
sec

chburg Worcester North fair Sep 22-23 Jas Harrington pres, N.C. Upham treas, John W

Clark press, R. Packard treas, Win Gatkins see
Fitchburg Worcester North fair Sep 23-23. Jas L. Harrington press, N. C. Upham treas, John W. Ogden see
Framingham Middlesex South Sep 15-17. Isaac Damon press, H. L. Davenport trea, W. P. Mayo see South Framingham
Great Barrington Honsatonic county. Sep 20-to Dct. 2. C. B. Benedict press, O. C. Bidwell treas, Frank H. Briggs see
Greenfield Franklin county. Sep 24-25. A. A. Smith press, Win S. Allen sec-treas. Hingham Hingham county. Sep 20-50. E. L. Ripley press, Reuben Sprague treas, William H. Thomas see
Lancaster Worcester East fair Sep 17-18. John E. Thayer press, Lucius Field treas, W. A. Kilbourn see, South Lancaster
Lowell Middlesex North. Sep 17-19. A. C. Varmun press. S. Drewett treas, E. T. Rowell see
Marshfield Marshfield county. Sep 9-10. Walton Hall, press, Francis Collamore, sec-treas, North Pembroke
Middlefield Highland county. Sep 9-10. S. A. Kinox press, M. J. Smith treas, Jino T. Bryan see
Nantucket Nantucket agl so. Sept 23. Berbert 13. Worth press, Asa. C. Jones treas, Josiah F. Murphey see
North Adains. Hoosac Valley Agl. So. Sep 23-24. W. B. Plunkett press, Geo Z. Dean v-press, M. R. Ford treas, Geo F. Miller see
Northampton. Hampshire, Franklin and Hampden counties. Oct 7-8. H. C. Comins, press, D. J. Wright treas, S. S. Warmer see
Oxford. Oxford. Sep 22-23. A. R. Show press, W. H. H. Thurston see
Palmer. Eastern Hampden. Sep 22-23. A. D. Nor-cross press, F. D. Barton treas-see
Palmer Eastern Hampden. Sep 22-23. A. D. Nor-cross press, F. D. Barton treas-see
Palmer Eastern Hampden. Sep 22-23. A. D. Nor-cross press, F. D. Barton treas-see.
Palmer Eastern Hampden. Sep 22-24. M. D. Shalled Berkshire county fair. Sep 15-17. W. B. Barton press, J. W. Lewis treas, Frank h. Cande see.
South Lancaster, Mass; Lucius Field, Treas, C. H. Lancaster, Mass; Lucius Field, Treas, C. S. Stowell treas, H. Wilburt Dyer. Spencer. Farmers' and Mechanical Association Sep 24-25. In Pronty press, A. W. Cuttis treas, F. B. Watson see.
South Lancaster, Sep 17-18. A. B

Fowler pres, A. F. Foote, See 25-23. N. S. Shaler pres, Geo II Luce treas, B. T. Hillman sec, Rigartown.
Worcester Bay State Fair Sep 1-4. Hon J. D. W. French pres, John II Bowker sec.

### MARYLAND.

Easton. Talbot Co. Fair Association, Great Eastern Shore Fair, Sept. 18-18. Jos. B Har-rington, Prest'; M M Higgins, Secv Elkton Elkton fair Sept 8-11 John M Tucker sec and treas Frederick City. The Frederick fair Oct 13-16

c and treas derick City The Frederick fair Oct 13-16 nas N Hargett pres, D V Stanfler treas, Harry Keefer sec gerstown Oct 20-23 P A Witmer sec

Rockville Montgomery Co Fair Sept 1-4 Wm Dorsey pres, John J Higgins treas, John E Municaster sec, Norbeck Timonium Maryland State Fair in conjunction with Baltimore Co Fair Sept 1-4 Frederick von Kapf pres, Wm Il Bosley treas, H C Long-enecker sec Towson, Md Typer Martboro Prince George Co Agl Assn Sept 29 to Oct 2 Wm G Brooke sec

### MICHIGAN.

Allegan Allegan county fair Sept 22-25 Chas S Miner pres, T S Updyke sec Ann Arbor Washtenaw Co Agl and Hortic Soc Sept 22-25 T D Kearney sec Bad Axe Fair and Races Sept 22-25 Henry Haley pres, Mort T Burns treas, Joseph Fremont sec.

mont sec Coldwater Branch co agl so Sept 21-25 Wallace E Wright sec Coopersville. Sept 22-25 J B Watson, prest; E M Parker, treas; C De Vos, secy Dowagiac Cass Co Fair Sept 22-25 S Johnson

Dowagiac Casa Co Fair Sept 22-25 S Johnson sec
Grand Rapids. State Fair, Sept. 7-11 Henry
Fralick, See'y, Grand Rapids.
Hadley Dist Agland Hor So Sept 29-30
and Oct 1 Geo Davenport pres, J M Chalmers
treas, F A Smith sec
Hastings Barre Co Agl Soc Sept 22-25 L H
Everts sec
Halsdate Hilbsdale agl so Sept 28-0ct 2 Fred
S Smith pres, W & Branch sec
Ionia. Ionia District Fair Association, Sept 15-18
Luther Hall, prest; Reuben Gould, treas; Fred
Cutter, Jr, secy
Litchfield Union Agl So Oct 6-9 R W Freeman
pres, A J Lovejoy treas, L B Agard sec
Midland. Midland Co. Agricultural Society
Fair, Sept. 2-4. Thos B McCullough, pres't;
Jas G Culver, sec'y.

Midland. Midland Co. Agricultural Society
Fair, Sept. 2-4. Thos B McCullough, pres't;
Jas G Culver, see'y.
Mt Pleasant Isabella county agl so Sept 22-25
John T Landon pres, Arthur S Coutant see
Miskegon. Sept 15-18
Owosso Shiwassee Co Agl Assn. Sept 22-25
Edmund O Dewey see
Plymouth Plymouth Fair Assn. Sept 15-18. T
C Sherwood pres, F. D. Holloway see
Saglnaw Saginaw county fair. Sept 15-18. Geo
Davenport pres, Fred C Zimmerinann see
Washtenaw Co Agl and Kor So. Sept 22-25

### MINNESOTA.

Alexandria Douglas county Sept 22-25 W F

Alexandria Dougas county
Jordan
Blainwell, Union Agl So Sept 15-19
Benson Swift Co Agl So Sept 15-19
B N Johnson pres, H N Stone treas, J V Clark see
Bird Island Renville county Sept 16-18 O S Caledonia Houston county Sept 8-11 E P

Dorival
Carver Carver Co Fair Sept 25 and 26 Frank
Warner see
Chaska Chaska county Sept 24-26 M H Muyres
Duluth Donglas county Fair Sept 29-Oct 1
Duluth St. Louis county Fair Sept 29-Oct 1
Pairmont Martin county Sept 10-12 Edw F
Wade

Farmington Dakota Co Agl So Sept 9-11 P H Feeley pres, L P Fluke treas, T H Brownell

sec Fertile Polk and Norman county Fair Assn Sept 23-25. John Holten Hallock Kittson county Aug 24-25 E A Nelson Hamline Minn State Agl So. Sept. 9-14. Ed Weaver pres. B B Noffatt treas, E R Randall

sec Howard Lake Wright county Sept 8-10 () P

Hutchinson McLeod Co Agl So Sept 16-18 G R Cickrick pres, L A Ritter treas, Harry B Wake-field sec Donge Co Fair Assn Sept 15-18 Aug E

Kasson Donge Co Fair Assn Sept 17-18

Anderson Sec
Le Sueur Le Sueur Co Agl So Sept 16-18 CN
Cosgrove pres, L Quackenbush treas, M W
Grimes sec
Mclutosh McIntosh Agl Society July 3-4 J P
Johnson pres, S H Drew treas, C T Lonnan sec
Morris Stevens county Sept 18-19 D F Wheaton
New Clim Brown county Aug 28-30 Albert
Steinhauser
Owatonna Steele county Sept 16-18 J Frank
Dean

Steinhauser
Owatouna Steele county Sept 18-18
Dean
Pine City Pine county Sept 15-17 J D Vaughan
Pipestone Pipestone Agl So Sept 15-17 F T
Davies pres, N B Briggs treas, R Scarf sec
Princeton Mille Lacs county Sept 16-18 J W

havies pres, N B Briggs treas, N Scart sec Princeton Mille Lacs county Sept 16-18 J W Harteman Rochester So Minn Fair Assn Sept 8-12 A T Stebbins pres, T II Titus treas, T R Bear sec Slayton Murray county Agl and Mech Fair Assn Sept 28-24 W J McAllister St Paul State Fair and G A R Encampment Ann 11-Sept 5

Aug 31 Sept 5 St. Peter Nicollet county Sept 9-11 J A Johnson Windom Cottonwood county Sept 23-25 L J

Robinson Winnebago City Faribault Co Agl and Joint Stock So Sept 24-26 J P Hines pres, H D Damon treas' M H Oliver sec

### MISSOURI.

Belton, Belton Agricultural Association Aug

18-12
Cape Girardeau South-eastern district agl so Oct 19-17 E H Engelmann sec Chillicothe Sept 20 to Oct 2 D T Shour sec Edina Knox Co Agl and Mech Soc Aug 25-28 J J Gacks sec Filton Callaway Co Agl and Mech Assu Sept 1-5 W H Vivion pres, D C McCue treas, J R Peun sec

1-5 W H Vivion pres, D C McChe treas, J R
Penn sec
Hamilton Hamilton Fair Ang 25-28 R W
Napier pres
Harris District Fair Assu Ang 24-28
D W H Watson sec
Kahoka Clark Co Agricultural and Mechanical
Association Fair, Sept 1-3. W M Boulware,
Pres't: Joseph Vandolnh, Secy
Milan Sullivan Co Fair Asso Sept 9-12 Cora
Long sec

Rockport Atchison county agl and mech assn Aug 25-28 Miles Sickler pres, J W Raines treas

Ang 25-28 Miles Sickler pres, J w Samuel J W Young see St Louis St Louis fair Oct 5-10 R Aull see Plate City Platte county agl, mech and stock assn Aug 25-29 Will Forman see Trenton. N M C A I Ass'u Fair. Sept 15-18 G W Smith, Pres't; W E Austin, Treas; Peter H Yakey, See'y Uniouville Sept 2-5 J A Hilferstine see

### NEBRASKA.

Auburn Nemaha county Sept 22-25 C F Neal Beatrice. Gage Co Society of Agriculture Fair,

Beaver City Furnas county Sept 29 to Oct 2 Bertrand Phelps county Sept 22-25 1 F Wolfe

sec Chadron Dawes Co Agl So Sept W W Wilson pres, Win Wilson treas, B F Pitman sec Columbus Platte county Sept 23-25 C B Tom-

itin sec in wood. Sept 15-18 Sept 15-18 W.W. Jefferson county Sept 15-18 W.W. Elmwood. Sept 15-18 Fairbury, Jefferson county Sept 15-18 W.W. Watson sec Fremont Dodge county Sept 27 to Oct 2 W.H.

laven sec and Island Hall county Sept 8-11 Geo F

Grand Island Hall county Sept 5.1.
Ryan see
Ryan see
Indianola Red Wallow Co Agl Soc Oct 6-9 R
Duckworth pres, J H Berge see
Lincoln Laneaster county agl so Sep 22-25 A
Greeuamyre pres, Wm M Clark v-pres, S R
Hall treas, Wm Foster, Saltillo, sec
Madison Madison county Sept 15-18 J L Rynearson sec

earson see
Minden Kearney Co Agl Soc Sept 15-19 L M
Copeland see
North Platte Oct 14-15
Omaha Nebraska State Pair Aug 27-Sept 5
Robt W Furnas, seey
Dsceola Polk county Sept 15-15 S II Moffett

Polit county Sept 15-18 S if Monett Sec Plattsmouth. Oct 6-9 Seward Seward county Sept 5-11 Thos II Wake sec Stanton Stanton county Sept 29-30 II F Stephens sec St John Exh and Annual Fair Assn Sept 22 to Oct 2 Chas A Everett mgr Syracuse. Sept 29-Oct 2 Tecumseh. Oct 13-16 Tekmah Burt county agl so Sep 16-18 E B Atkinson sec Wahoo Saunders county Sept 15-18 1, W Gilchrist sec York York county Sept 22-25 1, D Stilson sec

### NEW HAMPSHIRE.

Bristol Bristol Agl Assu Sept 1-3 John F Phillips pres Smith D Fellows treas, Fred H Ackerman sec
Rochester Rochester fair assn Sept 22-25 I W Springfield pres, A W Hayes treas, A S Parshley sec

### NEW JERSEY.

Mount Holly Burlington county agl so Sept 22-25 II C Risdon sec.
Treuton Inter-State Fair Sept 28 to 1)ct 2 Jno Guild Muirhead sec
Waverly N J State Agl Soc Sept 7-11 P T Onlinn sec

### NEW YORK.

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

ley, Fres t. L. L. Bessell, Treas
Ballston Spa Saratoga Co Agl Soc Aug 24-28
Geo C Valentine pres, Seymonr Rowley treas,
Frank I, Smith sec
Batavia Genessee Co Agl Soc Sept 21-24 A E.
Brown sec
Bath Steuben Co Agl Soc Sept 29 to Oct 2 A C.
Perculage sec

Brundage sec Brockport Union agl so Sep 24-26 Elias Gar-rison pres R C Hull treas, G II flarmon sec Cairo Greene Co Agl Soc Aug 25-27 A B Ste-

vens see Cambridge Cambridge Valley agl society and Stock Breeders Assu Jerome B Rice pres, H A Quatreas, John L Pratt jr sec Carmel Putnam county aglassn Aug 25-28 Geo R Cole sec Canandaigua. Ontario County Agricultural Society Fair, Sept. 28, 29, 30, Oct. 1. John B Hall, pres't; Wm H Warfield, sec'y; Jas S Hickey,

treas. Canton St Lawrence Co Agl Soc Sept 15-18 H E Seaver sec Chatham Columbia Co Agl Soc Sept \$11 W A

Chatham Collimbia Co Agi Soc Sept Sil WA
Dardess sec
Dryden. Dryden Fair, Sept 22-24 S G Lupton,
Fres't; J B Wilson, Sec'y
Elmira. Chemung Co Fair, Aug 31, Sept 4.
Frank Cassada, Fres't; Geo McCann, Sec'y
R J Young, Treas
Fonda Montgomery Co Agi Soc Sept 7-10 J B
Martin sec
Hornellsville Hornellsville Farmers' Club fair
and Races Aug 24-28 L A Waldo pres, Chas
Adsit treas, C K Mason sec
Haca. Tompkins Co Agricultural Society Sept
Sil A G Genung, secy
Jamestown Chath Co Fair Sept 1-4 O W Herrick sec

rick sec
Jamestown. Warren Co Fair, Sept 15-18
Johnstown Fulton Co Agl Soc Sept 2-5 Eugene

Moore sec Lowville Lewis Co Agricultural Association Fair, Sept 15:18 W J Milligan, Sec'y aud Treas Lyons Wayne county agi fair sep 17:10 W A Langdon pres. D E Snyder treas, A F Sheldon

me Franklin Co Agl Soc Sept 22-25 W J

Mallon sec Mincola, L. L. Queens county agl so June 17-18 and Sep 22.26 Thos Mott pres, Thos H Bacon treas, Jacob Hicks, (tld Westburg, Sec Newport, Newport Agricultural Society, Sept 8-10 Willard Ingham, prest; B F Petrie, Secy, Middleville, N Y

Norwich Chenaugo county agl society, Sep 1-4 S.A Jones pres Newburgh Drange county agl so Sep 15-18 Augustus Denniston pres, Harry M Waring treas, D.A Morrison, Montgomery, sec Nassan Remsselaer county fair Sep 22-25 Geo Witbeck sec

Witbeck sec
Oneonta Central New York fair Sep 14-17 W
L. Brown pres, H. M. Bard treas, L. L. Hunting-

ton sec
Plattsburgh Clinton Co Agl Soc Sept 8-11 W
T Burleigh sec
Poughkeepsie Dutchess county agl so Sep 22-25
Reginald Rives pres, C W Swift treas F R

Reginald Rives pres. C. W. Switz 1882. Bain sec iverhead. Suffolk County Agricultural Society Fair, Sept. 2g-30, Dct. 1. Sylvester M. Foster,

sec'y.

Rochester Western New York Fair Sep 28 to
Oct 3 H A Kingsley sec
Rome Oneida Co Agl Soc Sept 21-25 W D

Rome Oneida Co Agl Soc Sept 21-25 W D Recse sec Sidney Sidney Fair Assn Sept 9-10 R McKin

non sec Syracuse. State Fair, Aug 31 to Sept 5 Jas B Docharty sec Schoharie. Schoharie Agricultural Society Pair, Sept 28-30. Daniel W Jenkins, Pres t; John B Grant, Supt of Privileges; Frank K Grant, sec'y

sec'y Watertown. Jefferson Co Agricultural Associa-tion, Sept Su J Sterling Sill, prest, Adams Centre; Frank M Parker, treas, Dillin; W R Skeels, seey

Centre; Frank M Parker, treas, Dillin; W R Skeels, seey Westport. Essex Co Agricultural Society, Sept 15-17. W A Tucker, prest; A J Daniels, treas; C E Stevens, seey Watkins Schuyler county agl so Sep 29 to Oct 1 Al Hunter pres. Geo C Waite treas, Jas P Frost, Moutour Falls, see Warsaw Wyoming Co Agl Soc Sept 20-30 A A Luther pres, John Underhill treas, W R Crawford see Waterloo Seneca Co Agl Society Sept 29 to Oct 1 E Nugent see Whitneys Point, Broome Co Fair Sept 1-4 F E Allen see

### NORTH CAROLINA.

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

Akron Summit Co Fair Sept 29, 30 and Oct 1, 2 Albert Hale sec Ashland Ashland fair Sept 8-11 A W Fritz-

shland Ashtand ian inger sec thens Atheus county fair Aug 25-28 S F Wolfe pres, W F Scott trea, C S McDongall sec owling Green Wood county Fair Co Sept 29 Oct 3 A S Ropce pres, J G Hickox treas, W R

Oct 3 A S Ropee pres, J William Association, Noves see
Boston. Clermont Co Agricultural Association, Sept 3-11 E D Prather, prest, Felicity, O; John Rowan, seey, Blowville, O
Bucyrus Crawford county fair Sept 22-25 E B
Monnett pres, B Beal see
Burton Geauga county fair Sep 15-18 P W
Merriman pres, H C Tuttle treas, P W Parmelee see

Merriman pres, H C luttle treas, P W Parmelee sec
Bellefontaine Logan county fair Sept 29, 30,
Oct 1-2 Banner M Allen sec
Bellevue Bellevue Fair Co Oct 6-9 G S Lanterman pres, J W Close treas, Gis Dangeleiser sec
Cadiz Harrison county fair Sep 30-0ct 2 A D
McGuire pres, W S Cessna treas, J C Glover

sec Canal Bover Tuscarawas Co Fair Sept 29, 30 and Oct 1, 2 H W Streb sec Canfield. Mahoning Co Agricultural Society Fair, Sept 29, 30 and Oct 1. B P Baldwin, Pres't, Tiger, Ohio; H A Mauchester, Treas, Canfield, Ohio; J H Ruhlman, Sec'y, Youngstown, Ohio Canton Stark Co Fair Sept 22-25 A B Correll sec Sec Carrollton. Carroll Co Fair, Sept 22-25 C A

Carrollton. Carroll Co Fair, Sept 22-25 C A
Tope, secy
clina Mercer county Ang 18-21 C W Halfhill
Chagrin Falls Chyahoga county agl ss sept
22-25 I, R Dunham pres. I M Bigalow treas,
Tryon Bailey sec
chillicothe Ross county fair Aug 4-7 Clark W
Story pres. Theo Spetnagel treas, Henry W
Woodrow sec
Ciucinnati Hamilton county agl sofair Carthage
Aug 18-21 B P Critchell pres. D I, Sampson sec
Circleville. Pickaway Breeders' Association
Fair, July 21-24 W E Morris, prest; W S Smith,
treas; A J Grigsby, secy
Columbus. State Fair, Aug 31-Sept 4 W W Miller, secy
Coshocton Oct 6-9
Crotan Hartford Central agl so Sept Str. L S
Clark Sec

Crotan Hartford Central agi 80 September Clark sec
Delaware. Delaware Co Fair, Sept 15-18 E.A.
Furniss, secy
Eaton Preble county fair Sept 21-28 J.E. Anderson pres. C. F. Brooke, Jr. treas, Henry H. Farr sec.
Elyria Lorain county fair Sep 20-0ct 2 J.L. Reed pres. J.E. Willard sec and treas.
Findlay Hancock county fair Sep 25-26 M.C. Greer pres. J.G. Hull treas. J. J. Cole sec.
Fostoria Northwestern Ohio Fair Co. Sept. 5-11
L. McKee sec.
Fremont Sandusky county agl 80 Sept. 20, 30
Oct 1, 2. S.B. Cole pres. T.A. Lang treas. Jas. A. Smith sec.

Fremont Sandusky councy as:
Oct. 2 SB Cole pres, TA Lang treas, Jas A
Smith sec
Gallipolis Aug 18-21 HC Johnson pres, Chas E
Clark treas, S H Eagle sec
Georgetown Brown Co Agricultural Society
Fair, Oct 6-9 J W Hederick, secy
Greenville Darke county agl so Aug 24-28 J M
Brown pres, F M Eidson trens Juo P Lucas sec
Hillsboro. Highland County Fair, July 21-24.
S P Scott, prest; H L Wiggins, sec'y.
Hickswille Hickswille Fair Sept 8-11 J M Ains
worth pres, J B Coburn sec
Huntington Sept 8-12
Jefferson Ashtalsula county fair Sep 22-25 1;
S Harvey, pres, L M Cornwell treas, B F
Perry sec

Perry sec enton Hardiu county fair Oct 6-9 J M Fishe pres, F II Rummel treas, A M Rice sec

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 McClenoghan

Lebauon Warren county fair Sept 8-11 Huse Bone pres, F M Cunningham treas, Geo W ebanon wa....
Bone pres, F M Cunningnam
Carey sec
ima Allen county fair Sep S-11 Henry C
Advate pres, A D Miller treas, Miner A At-

sbon Columbiana county fair, Sep 15-17 JF McQueen pres, BN Brown treas, EF Moore ondon 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 Danford sec
Mansfield. Sept. 29-Oct 2 Newton Charles, secy
Marion, Marion county fair Sep 29-Oct 2 Albert
Osborn pres, S N Titus treas, J E Waddell

sec Marietta Washington countyfair Sept 2-4 FG Best pres, J H McConnell treas, J C Brenau sec Marysville Union Co Fair Sept 22-25 O E Lincoln pres, J J Watstreas, E W Porter sec Mechanicsburg Central Ohio Fair Aug 4-7 FS Barr sec Medina Medina county agl so Sept 8-10 FA Branch pres, A T Spitzer treas, Hiram Goodwin sec

win sec
Millersburg Holmes county fair Sep 29 Oct 2
GF Gilbert sec
Montpelier Montpelier union agl so Sept 22,25

G F Gilbert see Montpelier Montpelier union ag I so Percent F M Bord see Mt, Gilead Morrow county fair Oct 6-9 W O Thuma pres, J M Moody treas, O J Miller see Napoleon Henry county fair Sept 15-18 H C Groeschner pres R B Heller treas J L Halter

Napoleon Napoleon Fair Sept 15-18 J I, Halter sec Newark Licking county fair Aug 25-28 C W Martin pres, A J Crilly treas, Ad C Seymour

New Bremen Sept 1-4
New Lexington Perry county fair Sept 15-18
A F Wilson pres, E S Martin treas, Jas E
Curran sec
Norwalk. Licking Co Agricultural Society Fair,
Aug 25-28 Ad C Seymour, secy
Orrville. The Great Central Ohio Fair, Oct 6-9
Proctor E Leas, secy
Ottawa. Putnam Co Fair, Oct 6-10 B F Seitz,
prest; A P Sandles, secy
Paulding Paulding county fair Sept 15-18 J L
Slager pres, Floyd Atwill treas, F M Bashore
sec

sec omeroy Rock Springs Fair Assu Sept 1-3
B F Knight pres. Edw L Keiser sec ortsmouth Ohio valley ag1 so July 28-31 Theo Doty pres, Floyd L Smith treas, Edgar F Draper sec ortsmouth Lawrence county fair Sep 9-11

Draper sec roctorville Lawrence county fair Sep 9-11 M L Whitley pres, C J Reynolds treas W W Reckard sec avenna Portage county fair Sept 15-17 C C Gardner pres, Chas A Lambert treas, Lafayette

Smith sec chwood Tri-county fair Oct 13-16 J E Robin-Smith sec Richwood Tri-county fair Occ., son sec Salem. The Salem Fair and Exposition Co. Annual Fair, Sept. 8, 9, 10. Race Meeting

Salem. The Salem Fair and Sopport 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
Sarahswille Noble county fair Sept 16-18 W S
Spriggs pres, C I, Hillyer treas, Arthur Mc
Williams sec
Sidney Shelby Co Fair Sept 22-25 J E, Russell

Sidney Shelhy Co Fair Sept 22-25 J F. 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 (Toper Sandusky Wyandott county fair Oct 5-8 B Gillett pres, Henry Kear treas, Oscar Bilbardt sec Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y Van Wert Sept 8-11 Warren Trumbull county fair Sept 8-11 S F Bartlett pres, O D Morgan treas, Jas L, Kennedy sec

nedy sec Washington Guernsey county fair Sept 29-Oct 2 Maj J W Moore pres, R S Frametreas, Washington
Oct 2 Maj J W Moore pres,
V D Craig sec
Washington C H Favette 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 West Union, West Union Fair, Sept 8-11 T W Ellison, secy Wapakoneta Auglaize Co Fair Sept 22-25 M J Crawford sec

Crawford sec Cooster Wayne county fair Sept 1-4 A Cun-ningham pres. W A Wilson Ireas, I N Kinney

Greene county fair Aug 11-14 R R Grieve sec Zanesville Muskingum county fair Sept %-11 S A Baldwin pres, Jas F Tanner treas, J D Mercer sec

### OREGON.

Salem Oregon State Fair Oct 7-15 C B Irvine

### PENNSYLVANIA.

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

Cambridge. Central Crawford Co. Agricultural Society Fair, Sept. 23-25. Chas D Eckles, pres't; Albert S Faber, sec'y; John R Cease,

Carlisle Cumberland Co Agl Assu Sept 29 to Oct 2 Chas II Mullin pres, John Stock treas,

Oct 2 Chas II Mullin pres, John Stock treas, W II McCrea sec Carmichaels Oct 7.8 J C Kerr pres, Ewing Bailey treas, I, W Gwyn: sec Cochranton Cochranton Agl So Sept 16-18 Hug Smith pres, Jess Moore treas, John II Adams sec

Adams sec Forkville Sullivan Co Agl Soc Sept 30 to Oct 2 M R Block pres, E S Little treas, JL Hoagland

M R Block pres, R S Little treas, JI, Hoagland sec
llartington, Sept. 8-10. S J Young, sec'y.
Kittanning Aug 18-21. TheConnell sec
Kultztown. Keystone Co Agl & Hor Soc Fair,
Oct 6-0 Jacob R Heffner, Pres't, Monterey, Pa
J D Warner, Treas; J P Hines, Sec'y
Leighton Carbon 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
Metcer Metcer central agl assn Sept 29-Oct 1
Jno P Ort sec
New Castle Lawrence county agl so Aug 25-28
A I, Martin's C
Parkers' Landing Parker agr assn Sept 8-1
G A Neidle sec
Reading Berks Co Agl and Hortic Soc Sept

G A Neidle sec teading Berks Co Agl and Hortic Soc Sept 15-18 James McGowan pres, Milford N Ritter treas, Cyrus T Fox sec troudsburg Monroe county agl so Sept S-12 J H Shull pres, R B Keller treas, T C Brown sec toneboro. Mercer Co Agr Soc Fair, Sept 22-24 R J McClure, Prest, Sandy Lake, Pa; R P Cann Treas; J P Hines, Sec'y 'itusville D C V Agl Assn Sept S-11 C M Hayes sec

Washington Western Penn Agl Assn Sept 16-18 Geo M Cameron pres, Jas K Mitchell treas, Julius LeMoyne 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 B Potter treas, W W Dex-ter sec ter sec 'oonsocket Sept 15-17 Col John W Ellis pres. John R Boyden sec

### TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 69 W P Waldinge Pres't: J J Fleming, Treas; B S Thomes' Sec'y, Hurricane Switch, Tenn Dyersburg Dyer Co Fair Assn Oct \$12 T C Gordon sec

Surfreesboro Rutherford county fair assn. Oct. 1-3. W.R. Jarratt sec, T.W. Cox treas. J.C. Cullum sec.

### TEXAS.

Beton. Bell Co Fair Association Fair, July 21-25 Ben D Lee, prest; L K Tarver, secy Corsicana Det George F C Hand sec Dallas Texas State Fair and Dallas Exp Oct 10-25 JT Trenzaut pres. C A Cour sec Galveston Texas Coast Fair Oct 27-31 R T Wheeler pres, Joseph Lobit treas, F W Maley sec

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 Soutowest Texas Fair Oct 6-10 L D
Heatou pres, D H Regan treas, L N Hofer sec

### VERMONT.

arre 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 randon. Brandon Fair Association Fair, Sept

16-17
Fair Haven Western Vermont agl so Sept 22-25
Sept 22-55
E Bussey pres, H K Sheldon see
R C Reed treas
Rutland. Rutland Co. Agricultural Society Fair-

R C Reed treas utland. Rutland Co. Agricultural Society Fair, Sept. 8-11. G T Chaffey, pres't; F A Field,

see'y.
Woodstock. Windsor Co Agr Soc Fair, Sept 22-24
J E Montague, I'res't; II C Lockwood, Treas;
John S Eaton, See'y
Waterbury. Winooski Valley Agricultural Association, Sept 8-10, E G Hooker, See'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

tfolk Suffolk fair and agl assu Oct 20-24 tf W Nurney pres, J Walter Hosier sec

### WEST VIRGINIA.

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

### WASHINGTON.

North Vakima Wash State Fair Comm Sept 28 to Det 3. A B Weed pres, Fred Parker treas, John Reed sec.

Spokane Fruit Fair Assn. Oct 1-3. John A Finch pres, F W Smith genl mgr.

Tacoma Peirce Co Agl and Indi Soc. Sept 14 20 A C Young pres.

### WISCONSIN.

Portage county agl so Sept 15-17 Amnerst Portage county agl so Sept 15-17
John Een see
Autigo Langlade county agl so Sept 14-16 John
McGrier see

Appleton Appleton Track and Driving Park Sept 1-4 M F Barteau

ia Arcadia Agl & D P assn Aug 25-2 Eichmond sec

F C Eichmond sec shland. Ashland Co Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Wat-son, Treas; R F Spencer, Sec'y ugusta Eau Claire county agl assn. Sept S-11

A G Cox see Baraloo Sauk county agl so Sept 20-Oct 2 J S Hall see Dam Dodge county agl so Sept 25-Oct 2

Beaver Dam Dodge county agl so Sept 25-Oct 2 CW Harvey sec Black River Falls Jackson county agl so Sept 1-4 F F Oderbolz sec Bloomington Blakes Prairie Agricultural So-ciety Fair, Sept 9-11 WH Glasier, secy Boscobel Boscobel D P assn Sept 1-4 Jud P Walker sec Cedarburg, Ozaukee county agl so Oct 1-3 D E McCintey, sec Chetek. Barron Co Fair, Sept 9-11 Jos E Cart-wright secy Chilton Calumet county agl so Sept 7-9 L D Dotschell sec

Dorschell sec Chippewa Falls Northwestern Wis agl and ind Cumpersian Softimestern wis agl and ind assn. sept 14-19. Jesse R.Sharp secy. Cumberland Cumberland Agl and Driving Fark. Assn. sept 2-4. H.S. Comstock. Darlington, Aug. 2-28. Janues. Haskin, Pres't; David Schrieter, Treas; Geo F. West, Sec'y. Dodgeville. Iowa county agl so. Aug. 18-21. J. M. Reese sec.

Reese sec
Durand Pepin county agl so Sept 23-25 JJ lorgan, sec shorn Walworth county agl so Sept 29-Oct 2 Mitchell sec

Elkhorn Walworth county agl so Sept 29-Oct 2
S Mitchell sec
Ellsworth Pierce county fair Sept 23-25 J C
Denniston sec
Fennimore Trotting Meeting Sept 23-25 Wm
Rogers pres
Fon du Lac Fon 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. Pavis, secy.
Glenwood St. Croix Western Wisconsin Sept
9-11 D II Syme
Grantsburg. 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

Hortonville Outagamie county ag1 so Sept 25-25 H T Buck see Hudson St Croix county agr so Sept 16-18 H F Dinsmore, see Janesville Rock county Sept 15-18 D W Watt see Jefferson Jefferson county ag1 so Sept 15-18 J L Kearney See Jonesville. \$25,000 Trotting and Pacing Meet-ing, July 21-25 Kewaunee Juneau county Sept 16-19 Adolph Ebel

bel caster. Grant County Agricultural Associa-on Fair, Sept 16-18 Delos Abrams, prest, T A

Burr, secy odi Lodi union agr so Sept 9-11 A H Hinds

sec Manitowoc Manitowoc county agl so Sept 9-12 C Il 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, prest; J B Chickering, treas; Geo Gallaway, secy Merrillan Merillan D P & A assn Aug 25-28 A D Merrill sec

Merrillan Merillan 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 Southwesteru Wisconsin fair Sept 8-11 W H Bennett sec Mondovi Buffalo county agl so Aug 26-28 Alex Lees sec

Mondori Bunale South Lees see
Lees see
Monroe Green county agl so Sept 2-5 R A
Etter pres, Frank Sinock see
Neillsville Clark county agr so Sept 1-4 C M
Bradford see
New London Waupaca, New London Fair and
Racing Sept 15-18 Geo Werner

New London Waupaca, New London Fair and Racing Sept 13-18 Geo Werner Oshkosh. Oshkosh Fair Association Race Meeting, June 23-28 Fair and Exposition. Sept 9-12 John Laabs, Prest; 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. McKeuna. Portage Columbia county. Sept 13-17 Kennedy Scott of Rio. Rhinelander. Oneida county. Sept 7-9. A. M. Rogers.

Rhinelander Onema County
Rogers
Richland Center Richland county agl assu
Sept 29-Det 2 J G Bunnell see
Rio Columbia county agl so Sept 15-17 Kennedy Scott see
Seymour Seymour Fair and Driving Park Sept
10-12 II 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, prest;
A J Kellman, treas; F G Davis, secy
Tomah Monroe county agl so Sept 22-24 M L
Hineman sec

Tomah Monroe county agl so Sept 22-24 M L.
Hineman sec
Viroqua Venon county agl so Sept 15-18
F WAlexander sec
Waukesha Waukesha county agl so
G F H Barber sec
Wausau Marathon county agl so Sept 17-19
E B Thayer sec

Vautoma Wanshara county agl so Sept 23-25 W Berray sec

Weyauwega Waupaca county Sept 22-25 A I, Hutchinson

West Superior Douglas county agl so Sept 29-Oct 1 Jas 5 Bishop sec West Bend Washington county agl so Sept 26-28 Joseph Ott sec

West Salein Lacrosse county agl so Sept 29-Oct r O S Sisson sec

Whitehall Trempealeau county Ind Agl and D P assu Sept 14 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. Mc-Rwen, sec. Belleville, Ont. Bay of Quinte Dist. Exhibition. Sept. 15, 18. W.N. Ponton pres., J.M. Hurley sec. Coderich, Ont. Great Northwestern Exhibition. Sept. 22-24. James Mitchell sec. London, Ont. Western Fair of 1896. Sept. 10-19. Montreal. Provincial U.S. Cont.

London, Ont. Western Fair of 1896, Sept 10-19 Thos A Browne, seey Montreal Provincial Exh Sept 10-19 S C Stevenson Mgr Ottawa Central Canada Exh Sept 17-26 E M Mahon sec. Peterborough, Out 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 Assu Sept 22 to Oct 2 Chas A Everett sec Vankleek Hill, Out Prescott county agl so Sept 15-17 Dennis Hurley pres, F W Thistlewaite sec

### Expositions.

Baltimore, Md. 1836. Indefinite City of Mexico. International Exposition. Dedi-cation as a National Exhibit. Apr. Opens as an International Exposition Sept. 45. Cleveland, O. Centennial Exposition commen-

ces, July 22,
Dallas, Tex, 1896. Oct, 12 to Nov, 15,
Milwaukee, Wis. Sept 12-Oct 17 John F. Hansen,
secretary and general manager
Montreal Montreal Exp Co. Sept 10-19. S. C.

secretary and second Montreal Montreal Exp Co Sept 10519, Montreal Montreal Exp Co Sept 10519, Second Montreal Montreal

## Conventions, etc.

Boston, Mass World's Food Fair, Oct 5-Nov 9.
Keoknik, Iowa Fourth of July Celebration
St. Paul, Minn. G. A. R. Rennlon. Sept. 2-5.
St. Louis, Mo.
tion, June 16.
Minneapolis, Minn. K. of P. Convention, Aug.

31-Sept. 5 Graud Rapids, Mich. United States Letter Car-riers' National convention. Sept. Robert

mille, cor sec'y,
Milne, cor sec'y,
anta Cruz, Cal. Water Carnival, June,
Jinneapolis, Minn. American Philatelic Asso-

Minneapolis, Minn. American Philatelic Asso-ciation, Aug.

New London, Conn. Celebration of New Lon-don's 250th Anniversary, May 6-7,
Johnstown, Pa. Firemen's State Convention,
October, 1896.

Pittsburgh, Pa. Natlonal Prohibition Conven-tion, May 27.
Lockport, N. Y. Firemen's State Convention,
August

Lockport, N. V. Firemen's State Convention, August Buffalo, N. V. National Belucational Association Convention, July 7-11. Beloit, Kas. Annual Encampment Kansas G. A. R., April 21. Council Bluffs, Ia. V. P. S. C. E. of Iowa State Convention, Aug. 25-27. Milwaukee, Wis. National Republican League Convention in August. Chicago, Ill. National Democratic Convention, July 7.

Chicago, III. 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. Lonis, Mo. Fourteenth Annual Meeting Street Railway Association of U.S., Oct. 20, Philadelphia. Wissahlckon fleights 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, 18-6.

Minneapolis, Minn. Philatelic Sons of America August

August Cedar Rapids, la State Bicycle Meet, July 3 & 4 Cinclinati, O , July 8-00. Grand Lodge B P D E Louisville, Ky. L A W Meet

By using our new wonderful process for making Laundry and Toilet Soan in twenty minutes. Agents can make big money canvassing and big money canvassing and selling family rights. One family right mailed to any address for a silver quarter ROANOKE SOAP CO.

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# J. A. CLOUGH DISTRIBUTOR, Chicago

Reference: Fuller & Fuller Drug Co.

# RACES.

Sioux City, Ia., May 27 to 30
Johnstown, Pa., May 28 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 5
Port Huron, Mich., June 2 to 5
Port Huron, Mich., June 3 to 4
New Hamburg, Ont., June 3 to 4
New Hamburg, Ont., June 3 to 4
Stratford, Ont., June 9 to 11
Stratford, Ont., June 9 to 11
Bancroft, Mich., June 9 to 11
Cleveland, O., (South Cleveland Driving Park)
une 9 to 12 Bancroft, 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
Tilsonburg, Ont., June 16 to 18
Ottunwa, Ja., June 16 to 18
Ottunwa, Ja., June 16 to 18
Medford, Mass., (Mystic Park) June 16 to 19
Limodn, Meb., June 16 to 20
Mineola, L. I., June 17 to 18
New London, Wis., June 17 to 18
New London, Wis., June 17 to 18
Feulon, Mich., June 17 to 18
Manchester, Ja., June 18 to 19
Lake Geneva, Wis., June 20
Sangus, Mass., June 22 to 26
Holly, Mich., June 23 to 26
St. Thomas, Ort., June 23 to 26
Bradford, Pa., June 23 to 26
Red Oak, Ja., June 24 to 25
Lake Geneva, Wis., June 27
Cheago, (N.-W. A. T. & P. H. R.) June 27
Cheago, (N.-W. A. T. & P. H. R.) June 27
July 4
Detroit, Mich., (Highland Park) June 20
Tomatory June 23 to 26
Detroit, Mich., (Highland Park) June 20
Tomatory June 24
Detroit, Mich., (Highland Park) June 20
Tomatory June 24
Detroit, Mich., (Highland Park) June 20
Tomatory June 24
Detroit, Mich., (Highland Park) June 20
Tomatory June 24
Tomatory June 24
Tomatory June 24
Tomatory June 26
Tomatory June 27
Tomatory June 27
Tomatory June 28
Tomatory June 29
Tomatory June 29 July 4 Detroit, Mich., (Highland Park) June 30 to July 4 chleago, Ill., (Washington Purk) June 30 to

July 4
Chicago, Ill., (Washington Pwrk) June 30 to
July 4
Medford, Mass., (Hick's track) June 30 to July 4
Concord, N. H., June 30 to July 4
Conbridge City, Ind., June 30 to July 4
Anaconda, Mont., June 30 to July 4
Anaconda, Mont., June 30 to July 4
Hamilton, Ont., July 1 to 4
Hamilton, Ont., July 1 to 4
Sioux City, Ia., July 1 to 4
Hoomington, Ill., July 1 to 4
Hoomington, Ill., July 1 to 4
Oshkosh, Wis., July 1 to 4
Johnstown, Pa., July 1 to 4
Voungstown, O., July 2 to 4
Voungstown, O., July 2 to 4
Canton, O., July 2 to 4
Canton, O., July 2 to 4
Cottomwa, Ia., July 2 to 4
City 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
Pavenport, Ia., 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
Mendota, Ill., July 7 to 10

Cleveland, O., (South Cleverand, 1975)
July 7 to 10
Mendota, Ill., July 7 to 10
Mendota, Ill., July 7 to 10
Mendota, Ill., July 7 to 10
Mendota, Mass., (Mystic Park, July 7 to 10
Lake Geneva, Wis., July 11 to 15
Saugus, Mass., July 13 to 17
Saganaw, Mich., July 13 to 17
Saganaw, Mich., July 14 to 17
Galesburg, Ill., July 14 to 17
Galesburg, Ill., July 14 to 17
Detroit, Mich., (Detroit Driving Club) July 13
Detroit, Mich., (Detroit Driving Club) July 15
Detroit, Mich., (Detroit Driving Club) July 15

Detroit, Mich., (Detroit Driving Chit.) July 18
225
Butte, Mont., July 20 to Ang. 15
Aylmer, Ont., July 21 to 24
Greleville, O., July 21 to 24
Joliet, III., (Riverside Park.) July 21 to 24
Joliet, III., (Riverside Park.) July 21 to 24
Janesville, Wis., July 21 to 25
Holton, Kan., July 21 to 25
Holton, Kan., July 27 to 30
Goldwater, Mich., July 27 to 30
Frantford, Ont., July 28 to 31
Guiney, III., July 28 to 31
Guiney, III., July 28 to 31
Cleveland, O., (Cleveland Driving Park.) July 27
O Aug. 1
Columbus, O., Aug. 3 to 7

Oniney, III., July 28 to 31
Clevefand, O., (Clevefand Driving Park.) July 27
lo Aug. 1
Columbus, O., Aug. 3 to 7
Coucord, N. H., Aug. 3 to 7
Coucord, N. H., Aug. 3 to 7
Coucord, N. H., Aug. 3 to 6
Clevefand, O., (South Clevefand Briving Park.)
Aug. 4 to 7
Mechanicsburg, O., Aug. 4 to 7
Chilliothe, O., Aug. 4 to 7
Hagerstown, Ind., Aug. 4 to 7
Griggsville, III., Aug. 4 to 7
Voungstown, O., Aug. 5 to 7
Rushville, III., Aug. 10 to 14
Bloomington, III., Aug. 10 to 14
Sheridan, Ind., Aug. 10 to 15
Sheridan, Ind., Aug. 10 to 15
Webster City, In., Aug. 11 to 14
Warren, O., Aug. 11 to 14
Jacksonville, III., Aug. 11 to 14
Jacksonville, III., Aug. 17 to 21
Lebanon, Ind., Aug. 17 to 21
Lebanon, Ind., Aug. 18 to 21
Decatur, III., Aug. 18 to 21
Decatur, III., Aug. 18 to 21
Augunosa, In., Aug., 18 to 21
Augunosa, In., Aug., 18 to 21
Augunosa, In., Aug., 18 to 21
Rich IIIII, Mo., Aug., 18 to 21
Augunosa, In., Aug., 18 to 21
Augunosa, In., Aug., 18 to 21
Rich IIIII, Mo., Aug., 18 to 21

Kittanning, Pa., Ang. 18 to 21
Belton, Mo., Ang. 18 to 22
Belton, Mo., Ang. 18 to 22
Alpena, Mi-Yi, Ang. 19 to 21
Belton, Mo., Ang. 18 to 22
Alpena, Mi-Yi, Ang. 24 to 31
Boston, Yasse, (New England Breeders) Aug. 25
Pana, Ill, Ang. 25 to 28
Clyoming, Ill, Ang. 25 to 28
Clyoming, Ill, Ang. 25 to 28
Champain, Ill, Ang. 25 to 29
Novestock, Ill, Ang. 25 to 29
Oslandose, Inl, Ang. 25 to 29
Trientum, Pa., Aug. 25 to 29
Trientum, Pa., Aug. 25 to 29
Trientum, Pa., Ang. 31 to Sept. 3
Omaha, Neb., (Tite Fair) Ang. 31 to Sept. 4
Syringheld, Mo., Ang. 31 to Sept. 4
Springheld, Mo., Sept., 1 to 4
Eldon, Ia., Sept. 1 to 4
Poongstown, O., Sept. 1 to 4
Voongstown, O., Sept. 1 to 4
Tipton, Ia., Sept. 1 to 4
Fonda, Ia., Sept. 1 to 4
Fonda, Ia., Sept. 1 to 4
Fonda, Ia., Sept. 1 to 4
Carnett, Kas., Sept. 1 to 5
Comerd, N. H., Sept. 1 to 5
Hookstown, O., Sept. 2 to 4
Chilton, Wiss, Sept. 7 to 9
Wheeling, Pa., Sept. 7 to 11
Columbus, O., Sept. 7 to 11
Columbus, O., Sept. 8 to 11
Cleveland, O., (Sonth Cleveland Driving Park)
Sept. 5 to 11
Hillsboro, Ill., Sept. 8 to 11
Delayan Ill. Sept. 5 to 11

Cleveland, O., (South Cleveland)
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 Parl.) Sept. 8 to 11
Zanesville, O., Sept. 8 to 11
Rochester, Minn., (S. Minn., Fair Assn.) Sept. 8 to 12

to 12
Somerville, N. J., Sept. S to 12
Iola, Kan., Sept. S to 12
Greensburg, Pa., Sept. S to 12
Melan, Mo., Sept. 9 to 12
Seymour, Wis., Sept. 10 to 12
Seymour, Wis., Sept. 11 to 10
Detrolt, Mich., (Detroit Driving Club) Sept. 12

Sioux City, Ia., Sept. 11 to 10
Detrolt, Mich., (Detroit Driving Club) Sept. 12
O 19
Burlington, Kan., Sept. 14 to 18
Soshkosh, Wis., Sept. 14 to 18
Evansville, Ind., Sept. 14 to 18
Evansville, Ind., Sept. 14 to 18
Hudianapolis, Ind., Sept. 14 to 18
Hudianapolis, Ind., Sept. 14 to 19
Greenville, Pa., Sept. 15 to 17
Avon, Ill., Sept. 15 to 18
Reading, Pa., Sept. 15 to 18
Reading, Pa., Sept. 15 to 18
Bethlehem, Pa., Sept. 15 to 18
Holstein, Pa., Sept. 15 to 18
Holstein, Pa., Sept. 15 to 18
Holstein, Pa., Sept. 15 to 19
Washington, Pa., Sept. 15 to 19
Orange City, Ia., Sept. 16 to 18
Johnstown, Pa., Sept. 16 to 18
Johnstown, Pa., Sept. 17 to 19
Terre Hante, Ind., Sept. 21 to 25
Toledo, O., Sept. 22 to 24
Stoneboro, Pa., Sept. 22 to 24
Cleveland, O., (Cleveland Driving Park) Sept.
20 25
Chagrin Falls, O., Sept. 22 to 25

Tainton, Mass., Sept. 2210-24
Cleveland, O., (Cleveland Driving Park) Sept.
2210-25
Chagrin Falls, O., Sept. 2210-25
Chagrin Falls, O., Sept. 2210-25
Rochester, N. H., Sept. 2210-25
Rochester, N. H., Sept. 2210-25
Weyanwaga, Wis., Sept. 2210-25
Weyanwaga, Wis., Sept. 2210-25
Weyanwaga, Wis., Sept. 2210-25
Carrollon, O., Sept. 2210-25
Lenox, H., Sept. 2210-25
Minneola, L., L., Sept. 2210-26
Reaver, Pa., Sept. 2210-26
Wavnesburg, Pa., Sept. 2210-26
Reaver, Pa., Sept. 2210-26
Reaver, Pa., Sept. 2210-26
Reaver, Pa., Sept. 2210-26
Reaver, Pa., Sept. 2210-26
Rennimore, Wis., Sept. 2310-25
Roston, Mass., (New England Breeders) Sept.
28 to Oct. 3
Springfield, Ill., Sept. 28 to Oct. 3
Louisville, Ky., Sept. 28 to Oct. 3
Louisville, Ky., Sept. 28 to Oct. 2
Carrollon, O., Sept. 2010-Oct. 2
Warren, O., Sept. 2010-Oct. 2
Warren, O., Sept. 2010-Oct. 2
Trenton, N. J., Sept. 2010-Oct. 2
Railliersburg, O., Sept. 2010-Oct. 2
Railliersburg, O., Sept. 2010-Oct. 2
Carlisle, Pa., Sept. 2010-Oct. 2
Rangettown, Pa., Sept. 2010-Oct. 3
Rochester, Ind., Oct. 1 to 3
Concord, N. H., Oct., 5 to 10
Mound City, Kan., Oct., 6 to 9
Mediord, Mass., (Mystic Park) Oct. 6 to 9
Joliet, Ill., (Ingall's Park) Oct. 6 to 10
Lexington, Ky., Oct. 6 to 10
Rochwood, O., Oct. 11 to 16
Rloomsburg, Pa., Oct. 8 to 10
Rloomsburg, Pa., Oct. 15 to 10



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We do no Printing, Only Make the Cuts.

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

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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 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 euthusiastic 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:

of many received:

CLARENCE E. RUNEY,

Waukegan, III.

Dear No—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.

Nours respectfully,
THE KICKAPOO INDIAN MED, CO,
Per Bigelow,

The Sen-Sen Co., of Rochester, N. V. are distributing samples of their remedy.

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

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

# The Great Hanner Balloon Co.

PERSISI

Special Attractions and Features for Fairs.

Balloon Ascensions,

Parachute Drops,

Trapeze Performances,

Slide for Life,

Bicycle Acts,

Tight Rope Performance,

Tower Dive,

Chariot Races,

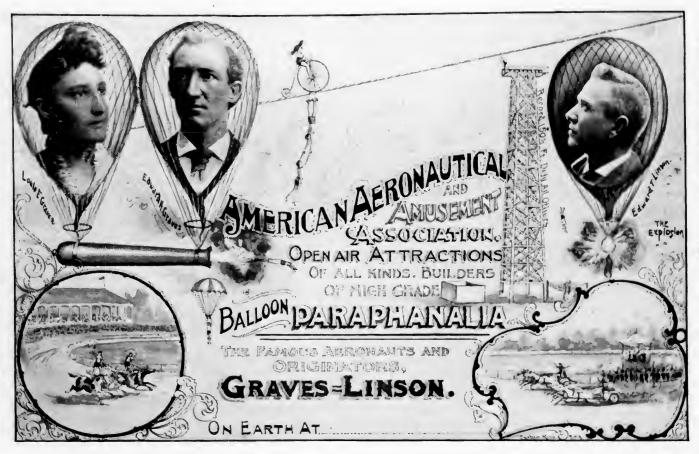
Roman Races.

Now booking the above for season of 96. Satisfaction or no pay. Rain or 1896. 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. Are prepared to figure on the entire for Circuits. Very close terms prices to suit the times. Fairs. attractions for make



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

WANTED.—Advertisements for LeSueur County Agricultural Society Premium List Two thousand books mailed direct to farmers and stock men. Pages 535 in. Prices: \$5.00 per page, \$5.00 for a half-page. Copy to reach the secretary by May 20. Books mailed June 1.

n. W. GRIMES, Sec'y, La Sueur, Minn.

A Great Fair Attraction.

# Kemp Sisters

hippodrome and Wild West,

Congress of Fancy and Rough Riders and Crack Shots.

Managing Proprietor, nent Address, EL PASO, ILL.



# 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 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 Pair. . . . . . . . .

Send for Sample Leaves,

If you want to pay \$5.00 for a good thing.



# 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, See'y.

EXCELLENT RACES. LARGE PURSES.

or Celebration is complete now a-days without Alk a good balloon attraction. The post-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 aronauts 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 C. H. KABRICH, Sturgis, Mich. for circulars and full particulars to

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AERONAUTS.

## LeROY SISTERS.



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

### BALLOON ASCENSIC 'S,

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 gunrantee 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 trank in the state, pleasant grounds, good accommodations all fround, and always have a successful Pair.

P. J. RYAN, Pres't. J. J. MORGAN, Sec.

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P F. SCHAEFER, Manager

Increasing Facilities Daily.

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

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- General ®
- Advertisers.

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HUIEST-STOUT SIGN CO

EWATCH 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.

Mr. Advertiser, Let Us Give You Pointers!

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

INCOR-PO-

RATED

Distributing

For the United States.

Oplinger & Butkiewicz, NANTICOKE, PA. 23 Broadway,

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 Satisfaction in '95and expect to in '96.



150,000 EXPECTED.

Bill Posting. Sign Advertising. Distributing.

180,000 Square Feet of Billboards.

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

We Paint all kinds of Bulletin, Barn and Fence Signs and Guarantee same for one year.

LEAVENWORTH, KAS. TOPEKA, KAS.

ST. JOSEPH, MO.

GENERAL OFFICE,

TOPEKA, KAS. L. M. CRAWFORD, Mgr.

WE GUARANTEE 75,000 READERS DAILY.

Write for Estimates and Prices.

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.

And Do Work in all

Intermediate Towns,

# 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. 4 One of the best stands ever printed. 4 It sells at sight. It measures six feet high and seventeen feet
- se 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, Eicycle 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 Ponaldson Leitho Co.

CINCINNATI.

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3d Edition now in process of compilation.

Will embrace every town of over four hundred dafty inhabitants in the United States and rada, with a full and complete description of

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 distributer. It gives the name of the distributer.
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 ewspapers.
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.

respondents. It gives the name of a good attorney.

It will be a manual of useful informa-tion for advertisers, showmen, and the-atrical managers and agents. The book will copsist of over four hundred pages, 7×10½, hindsomely bound in cloth and gilt. La addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's enevelopedia and

YOUR

The showman's encyclopedia and the International Professional 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. The compilation is a work of prodictions.

The compilation is a work of prodigious labor and great expense, which is not wholly warranted by the sale which the

wholly warranted by the sale which the book enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributers 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.

It is to the interest of every bill poster and distributer 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 therical manager what kind of theatres, opera houses, or halfs you have.

It will bring you business.

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 the territory to the constant of the state of the 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

ceedingly low. At this rate a space of half inch single col-ARE CHEAP

inch to \$3.50.

REMEMBER, that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributers and advertisers. Heretofore it has been given over almost entirely to manager of covere leaves and advertisers. gers of opera houses and showmen, but from now on this will be changed. Give it your endorsement. Talk

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 vertice interested.

parties interested.

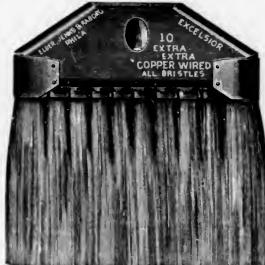
parties interested.

The price of the Donaldson Guide is \$1,00 each, and it is worth many lines its cost to those who nee lit. To persons, however, who have not yet had an opportunity of examining the work, of 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.



# ELDER, JENKS & RABORG



'Excelsior' Circus Paste

# BII L POSTERS' BRUSHE

Made of Hard Wood head, best long Russian Bristies, copper wired. The most practical and reliable brush

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 Stales and Canada.

Size y 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

ELDER, JENKS & RABORG Brush Manufacturers

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

ROOSEN INK WORKS 31 & 33

MANUFACTURERS OF PRINTING AND LITHOGRAPHING NRS

AND DRY COLORS.

SOUTH FIFTH STREET, BROOKLYN, N. Y.

# CHEW GOOD TOBACCO. SHAKESPEARE PLUG TOBACCO CHAMPAGNE FLAVOR. Is made from the best selected Kentucky Burley Leaf, wrapped to Gold Foil, and is just sweet enough to be good Sent by mail in meat paper boxes, 1 Ho., \$1.00; }2 Ho., 500; }, Ho., 250 IT'S AN BLEGANT CHEW. FALLS CITY TOBACCO WORKS, 117 & 119 Bullitt St., Louisville, Ky,

### Let's Get Heauainted? つじつじつじ

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 husiness—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**

1 48-152 Menrce Street, bicago.

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 exemplifieshow 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 medinms, tending to aid you in selecting profitable ones to advertise in.

> Subscription price Now \$5 a Sample copy, to cents.

10 Spruce Street, New York,

When you write, mention Billboard Advertising.

DEAFNESS CURED And MILKS IN HIGH Pred's Park Impr'd TUBULAR EAR CUSHIONS Whileyer, Conversation and Wusicheavil, Comfortable Self. Adjusting and I useen. Successful 9 of mill ophy from editory stress. Sure case by 8 of mill ophy from editory stress. Sure case by 8 of mill ophy from editory stress. Sure case by 8 of mill ophy from editory stress. Sure case by 8 of mill ophy from editory stress. Sure case by 8 of mill ophy from editory stress. Sure case by 8 of mill ophy from editory stress. I A SCOX, 853 Broadway, for 14th, New York Caller White for tills, D BOOK of PROOFS, FREE NO AGENT

### 130,000 Surface Feet of Bill Boards

# 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 matched hunder, painted tops and ends, with mould-ing 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.

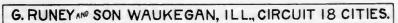
Has the finest equipment and plant in the West Paper pasted there is money well spent. We also control plants in Davenport, eska-loosa, Marshalltown, Quincy, Burlington, Fert Madison, constituting the lowa and Illicois Circuit of Theatres. Madison, constum Circuit of Theatres.



# G. RUNEY & SONS,



Bill Posters, Distributors and Sign Contractors, —







WE ARE NOT SUPERSTITIOUS

3000 RUNNING FEET OF BILL BOARDS

50 NORTH CHICAGO IOO GRAYS LAKE 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 NANHOE 1000 WAUKEGAN BUY NEW YEARS PRESENTS FOR MEN & BOYS

AT THE

J. LANYON & SON



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

BESIDES A CIRCUIT OF EIGHTEEN ADJACENT CITIES



**@@@@@@@@@@@@@@@**@@@

derchant

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









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, ?

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.



# 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 " - 82.75 " " - \$3.00 " 10



# 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 DIS-TRIBUTOR.

Member of the Inter-State Bill Posters' Asso'n,

## WASHINGTON, PA. A. B. MEANS.

BILL POSTER.

Owns and controls all the principal heards in town. Member Inter-state Bill Posters Protective Association

Do you collect Art Posters?

See "THE POSTER" Magazine.

Monthly. Illustrated. \$1 a year. Send to cents for sample copy, WHA, M. CLEMENS, Publisher, P. O. Box 1716, New York.

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

### MATTAPAN, BOSTON, MASS.

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

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

BILL POSTING. DISTRIBUTING. GENERAL ADVERTISING.

10,000 FEET OF BILLBOARDS. CIRCUIT, 25 TOWNS.

E. DOCKSTADER, Manager.

Office, No. 4 S. Jackson Street,

JANESVILLE, WIS.

# 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, & Manages G. S. TAYLOR.

JAMES H. & RIVER, a rusher, Supt.

R. E. ROYLANCE, another rusher, Supt.

L. D. TOMSONIE, Supt of Forgering Works, EORT, TOMSONIE, Chief Artist and Superintender of Drawing Topographer.

RECENTLY REFITTED WITH NEW AND MODERN

+++ T Y P E++ 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.

FRED W. JENCKS,

### TRENTON, NEW JERSEY. The Trenton Bill Posting Co.

Owrs 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 acc per 100. Satisfac-tion guaranteed. Address

J. T. LUMPKINS, NEVA, VA.

The Advertising Novelty Co. 32-34-36 E. Third St. 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 GARFIELD 2,000 CARLSTADT, CLIFTON 1,500 DELAWANNA, LODI.

The service is perfect. Results will be satisfactory. Send on work for Distribution Write to

PASSAIC ADVERTISING CO. PASSAIC, N. J.

# FVANSVILLE, EVANSVILLE BILL POSTING COMPANY POSTS BILLS, TACKS SIGNS. DISTRIBUTORS.

POPULATION, 75,000. METROPOLIS OF SOUTHERN INDIANA

PUSH PUBLISHING CO., Springfield, O.

0.5.5.5.5.5.5.5.5.5.5.5.5

J. L. MAYER, Secretary.

## The HUSTLER ADVERTISING CO.

PRINTERS, POSTERS, MAILERS, AND DISTRIBUTORS.

24 North Miner Street. FT. WAYNE, 1ND. W. H. CASE. Manager.

Prompt Service by Reliable Men.

J. M. Dishon and no other J. M. Prision and no orner Goes forth in haste, With bills and paste And proclaims to all creation, Men are wise who indvertise In the present generation.

Terre Haute, Ind.

B. T. ROBINSON. City Bill Poster, CLIFTON FORGE, VA.

Correspondence Solicited.

..... No Office Complete Without It.

It saves money by discovering the best way of doing things in the office. 1t treats particularly upon

ACCOUNTING, OFFICE ROU-TINE, BUSINESS MANAGE-MENT and ADVERTISING, MENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANS-PORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include Office Mail Bag, being letters from practical men on office and business topics; Office Record, containing illustrated descriptions of new devices; Business Literature, or reviews of new books; ART and Practice of Advertising, presenting studies in successful publicity; Institutes AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL AC-COUNTING, contains carefully prepared articles on accounting methods, in cluding descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated, in-cluding supplement, \$2 a year. Sample copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK. マックックックックックックックックックックックック That's what make business a success - the more push, the greater the success-IF the push is in the right direction. PUSH is a little journal "published for progressive people." It helps business men push in the right direction. It has enthusiasms, but it doesn't go off half-cocked. Let us send you a free sample copy.

STEINBRENNER'S CINCINNATI . . DISTRIBUTING . . SERVICE . . vice but also a reasonable proportion of direct results Address: . . . . W. H. STEINBRENNER, . 811 Vine Street, . . CINCINNATI. O.



### MAKE YOUR OWN CUTS.

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 Zine Process Co., Goshen, Ind. apl-3t

LICENSED BILL POSTING, TACKING. DISTRIBUTING. J. S. CRAIG, HASTINGS, NEB.

J. T. ELMORE BILL POSTERS.

76 MADISON ST.

CHICAGO.

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

# It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD AD-VERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount.

BILLBOARD ADVERTISING, Cincinnati, O.

BURNITT Designer of Descriptive Posters, Theatrieal, Com mercial or otherwise, Block Streamers and Stock Letters. Office, Donaldson Litho. Building, CINCINNATI, O.

### A. E. BENTLEY,

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

A E. Bentley, GUTHRIE, OKLA.

 $R \cdot I \cdot P \cdot A \cdot N \cdot S$ The modern stand-ELI ard Family Medicine: Cures the common every-day DIV ills of humanity. ш NO

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



### LIST OF MEMBERS OF THE

# Bill Posters' Protective .... Association .... INTER-STAT

With their Prices, Facilities, &c. Corrected Monthly.

TOWN. STATE MEMBER.	MEMBER.	POPULATION.	Prioto List Proto an Reno	ed, ect'd id			dle ti		Town,	STATE	Member,	LATION,	Pri List Prote at Rene	ted. ect'd id			idle the	
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Aurora Belleville		L. E. Tiemann	25,000		4C 3C	25	3.5	50	200 Sco	Brainerd Austin		P. II. Zeuders & Son	5,500		,7C	12	20	25
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airo	**	H. F. Malinski	50'000		312C	7	33	50	2.20	Henderson		F. B. Haney	1,500	3C	3C	2	4	10
armitime		A. J. Turner	3,500	4C 3C	3C	10	16	25	200	Mapleson Northfield	1	C. H. Brown	1,000		3C	4	3.	10
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alesburg		(1, J. Johnson	20,500		4C	42	3,69	100	200	Davenport	**	Chas. T. Kindt	40,000	Sc	6c	1.4	20	50
arvard		L. P. Card.	5,000		3C	4	10	25	200	Fort Madison Keokuk		A. A. Bland & Son	12,00 20,00	5c	3 t2C	15	25	100
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Jarshfield Ienasha		sexton Bros	5,cen 10,00	40	30	4	10	25	73									
denominee		W S Schmidt	7,000			10	15		125	Marion		Marion Advertising Co		in! 6	د علي د عد	c 15		
terrill		Ira A. Sione	Q (R)	40		5	10			Norwalk	6.6	J. M. Harkness	5.0	из 4	c 3c	16		
donroe Vecnali		P. W Payne	5,141			25		It Min	SLED	fiqua		Hix ou Bros			C. 3121		15	
New London .		1. C Hickey	10,000		3.5				1.25	***************************************							1	
Dounto		see Menominee, Mich	7,000	40		5.4			100	Boston	. Mas	Woga 1 & Co. List on application						
)shkosh Peshtigo		J. E. Williams	32,73	D 00	4C	40	(N)	150	5(11)	Brockton		s. See Providence, R. 1	40,0	H) 5	c he	5	125	\$ 250
Portage		V. H. Carnegie	2,50			2	1.5			l'rovidence	12 1	Old Colony Bill Posting Co			c 90			
Racine		Mrs. W. C. Teide	25,(8)	0 (14		311				Fawtucket	R. I.	I. E. MacMahon	35,0		c 4c			
Ripon Schullburg	:	r. D Stone	Sicili	10	30	10	20	50	200	Newport News.	. Va.	James G. Ward	12,0	N 5	c 31/2	C II		50
Shelsoygan		rhe Kempf Bill Posting Co	5,00 21,13							Line succes	Main	e I A Muldoon						
Stevens Point	- 11	O A Cole	30,000	50					\$ \$(10)			e J. A. Muldoon		и) 4	c 3c	1;		50
Watertown		Geo V Evans	10,50	50	1	2 3	(31)	(h)	250	Washington	Pa.	Andy Means	20,0	DE 5	C 312	C 1		
Wankesha West Superior		Cad F. Mevis	10,10	41 50	40	17	1 30	50	i in age in									
West Superior		The Petcher Tri-City Co		13 CH				25				s Hiram II. Thomas		10 4	c 3c	4	6 7	7 10

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### Scale of Prices Adopted for Listed, Protected and Renewed 30 Days' Display.

1,000 to 5,000 Population per sheet 3 cents.
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6 cents. 8 cents. 60,700 to 150,000 Over 150,000 One Sheets, 15 days 9 cents. 12 cents. 3 cents. Write for free sample copy Inter-State Guide.

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UP TO DATE. ADVANCED IDEAS. SS WATCH US CROW.

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

And control All Billboards and Dead Walls in the City of

- 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.
- Billboard Advertising, as we execute it. COMPELS notice; rivets the eye "by main strength," pushes itself with irresistable force into the memory of the spectators.

  Besides the 40,000 feet of fences that we control, we have hundreds of thousands of feet of other spaces—dead walls, etc. all in populous centers and acknowledged by advertisers the finest lot of billboards in the world.

  We are the only executors on this Coast of LITHOGRAPH PAINTING, a close imitation of a lithboards by means of points and heavel.
- of a lithograph by means of paints and brush.

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:

California Fig Syrup Co. Beeman Chemical Co. American Tobacco Co. Liggett & Myers Tob. Co. Carlson-Currier Silk Manufacturing Co.

Coos Bay Coal Co. Columbia Theatre. Orpheum Theatre. The Examiner. Wellman, Peck & Co. The Wertheimer Co.

Geo. F. Eberhardt & Co. Laumeister Mills.
Eagleson & Co.
H. Plageman & Co.
Golden Rule Bazaar. B. H. Lucke.

Hub Clothing Co. Columbian Woolen Mills. J. Gordon, the Tailor. Pabst Brewing Co. Pearline United Brand Shirt Co.

Trojan Shirt Co. Stearns Bicycle Co. Sterling Bicycle Co. Majestic Bicycle Co. Seavey's Millinery. Del Monte Milling Co.

Port Costa Mills. D. Ghiradelli & Co.
Oregou Railway and Navgrtion Company.
And hundreds of



DESIGNERS, **LITHOGRAPHERS** 

AND GENERAL

JOB PRINTERS.

Poster

Work

Our

Specialty

\*

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents. 

Has but one Bill Poster, and he owns and controls exclusively all bill boards and dead walls in the city and suburbs. Furthermore, he has owned and controlled them for the past 25 years. His name is .

and he possesses an unbroken record of over a quarter of a century for honest and faithful service and square dealing. .

N N N N N N

of The Knights of Pythias give a Grand Fourth of July Celebration in Springfield, which will attract vast crowds of people from adjacent cities and all the country around about. Get your paper up for a July showing. 4

y we we were

WHERE ALL THE WORLD MAY SEE.

TI

MIDSUMMER SPECIAL

# COUNT 'EM NOW!

# E Bill Posters' Protective .... Association .... INTER-STATI

List of Members, with their Prices, Facilities, &c. Corrected Monthly.

Texarkana	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	TOWN. STATE MEMBER.	< 1	l'rices Listed Protect and Renew		ted, ect'd ad		owin	g	Town,	STATE		LI	l'rices Listed, l'rotect'd and Renew'd		Can handle the			
Sau Francisco		POPULATION	30 days.	15 days.	24 sh'ts'	8 sheets	3 sheets	sheets	Town.	SIAIF	МЕМВЕК,	POPULATION	30 days.	15 days.	24 sh ts	Ssheets	3 sheets	sheets	
Sau Francisco	Ark.	Jas. Doyle	15,000	4C	3c	10		-	100	Boston	Mass	Wogan & Co. List on application							
Santa Cinz	Cal.	Siebe & Green	250,000				1000			Brockton		Dodge & Harrison	40 000 (i0 000		lic ye	50 40			150
		I H. Daniels,	8,000		3c_	6	14	25	100	Alpena	Mich.	R. Nolan	13.000		3C	10	20	30	10
***************************************		Ball & Johnston	25 000							Menominee		John B. Hebert	20,000 65,000	90	312C	25		20	10
Boise City Ic	ldaho.	Spaulding & Gordon	8,000	4C	4C	14	18	100		Saginaw E. S Sheboygan	**	Geo. ). Neithercott	50,000 7,000	he	6c 3c	50	100	400	100
	Ills.	Temple Bill Posting Co	17,000	5c	3½c	15												*******	5
Belleville	**	1, F. Tiemann	25,000 20,000	5C	3C	25 40	20	20	200 800	Albert Lea Brainerd	**	Chas. II, Faichner	4,800 8,500	3C	3C 3C	12		25 25	10
Bloomington	**	Chas: E. Perry	28,000 20,000			25	40		300	Austin Faribault		P. II. Zenders & Son	7,600	4C	3C	15	10 25	30 50	25
Carlinville	41	A. J. Turner	5.000 3.500	4C 3C	3C	10	33 16 10	25		Henderson Mapleton	66	R. B. Haney	1,500	3C	3C	2	4	10	6
Centralia Champaign	44	Reinhardt & Moore	8,000	4C	3c 3c 3½c	10	25	50	100	Northfield	**	H. U. Ensign	6,000	4C	3C	12	15	30	5
Charleston	**	J. A. Parker	7,000	5C 4C	3 % C	12	25		100	Owatona Red Wing	4.	Wm. M. Cliue	5,187	4C	3C	10	15 16	25	16
Chicago Chicago		Lhicago Bill Posting Co	1,500,000		9 <b>c</b>	545 300	800 400	1000	10000 5000	Rochester St. Peter	11	W. S. Elkins	6,300 5,000	4C 4C	3C	10 16	25	25 50 25	25
Clinton Danville		Arthurs & Savely	5,0 <b>c</b> 0 16,000	4C	4C	15	25	75	200	Stillwater	44	Mrs. V. C. Seward	19,500	SC	31/2C	12	30	50	10
Rast St. Louis	**	r. G Stout Sign and Bill Post g Co.	31,000	5C 9C	3½c	<b>2</b> 5	40 75	1 25	500 3000	Waseca	**	J. S. Owens	3,500	3C	3e 3c	9	16 6	25 15	10
Effingham	**	Warren & Austin	5,000 25,000	4C 6C	3¢	40	30	20 60	100 400	Winona		Henry Werner	25,000	6c	4C	25	40	75	30
Farmer City		Edwin E. Lewis	2,000 3,000	3c	3C	4	8	15 20	100	St. Louis	Mo	L. M. Crawford	611,000		90 60	100 50	250 75	\$00 200	1000 200
Freeport	44	O. J. Johnson	15.000 20,500	50 60	35/2C	10		40	200	Dexter	N	S. E. Mo. Bill Posting & Dist'g Co	45 Towps						
Geneseo		Murray Bros	5,000	4C	4C 3C	42	10	100 25	200	Phillipsburg	N. J.	Wm. K. Detewiller	10,000	50	\$C		15	25	, , , ,
Henry	**	I., P. Card Fred S. Schaefer	2,500 3,000	3c	3¢	5	10 25	20 50	200	Albany	N.Y.	McIntire & Carlin	75,000 75,000	90	fic fic	100	150 230	300	50
Hoopeston Jacksonville	**	R. H. Levin Geo. W. Starks & Son	3,500 15,000	30	3€ 3½€	4	8	. 5	50 300	Binghampton New York	**	O. J. Gude Co	37,000	90 60	4C				
Joliet Kankakee	4.4	DeLong & Biederman Geo. A. Webler	30,000	5c 6c	4C 3½c	15	25	75	300	4	**	Harry Munson	***************************************			2000		5000	900
Kansas	**	Gill & Propst	1,800	5C 3C	3c 3½c	12 4 12		75 30 25	200 75	41	••	\$am W. Hoke				******			
La Salle Lincoln	4.1	D. F. Cline Bill Posting Co Chas. C. Maxwell	12,000 10,587	5C	3 1/2€	12		35 100	300	Troy	**	Mrs. M. E. Dundon	75,0x	90	5C	50	50	150	50
Marshall Mattoon	66	Victor Janney Chas. Hogue	3,000	5c 5c 3c 5c 5c	3€ 3½€	8 20	12	35	10x 200	Marion	Ohio.	Marion Advertising Co	12,000 8,000		3½c	15	25	60 100	20
Morris Mt. Vernon		Billy Floyd	4,000 7,000		3C	2	5	10		Norwalk Piqua	**	Hixson Bros	13,000	5C	31/2c	10	15	25	2(1
Murphysboro	4.4	I. I. Friedman	10,000	4C 3C	3C 3C	5 2	12	25 10	50 75 50 75	Erie	Pa.	Joseph E. Girard	45,000	Sc	6c	25	50	100	50x
Neoga Oak Park	**	Simpson & Abercombie Western Bill Posting Co	1,200 50,000	3C 8C	3c 6c	20	32	25 200	75 500	Faston Nanticoke	**	Wm, K. Detewiller Oplinger & Butkiewicz	15,000 14,000	5C	4C	10	20	30 50	100
Ottawa Pana		F. A. SherwoodLou Roley	12,000 7,000	5C	4C 3C	12	20	50	200	Washington	**	Andy Means	20,000		3 %c	15	25	40	250
Paris Pekin	**	L. A. G. Schoaff	6,000	4C	3c	15	25	50	100	Providence	R. I.	Old Colony Bill Posting Co			9C	50	125	250	150
I'eoria	**	Chamberlain - Barhydt & Co	62,000	90	6c	100	200	300	500	Pawtucket	R. 1.	J. E. MacMahon W. T. Keogh	35,000	60	4C	15	25	75	304
Peru Petersburg	**	J. C. Bishop	9,000 4,000	4C 3C	3C	5	15 12		100	Charleston			\$5,000	8c	6c	20	32	200	50
Rock Island Springfield		Steve F. Miller Horn Bill Posting Co	30,000	8c 6c	6c 4c	20		100	600	Chattanooga	Tenn	Stoops Bill Posting Co	50,000	3C	3C	100	200	300	100
StreatorTolona	44	J. E. Williams	15,000	50 30	4C	10	20	30	100	Brownwood	Texas	Hiram II. Thomas	5,000	4C	3C	4	7	10	10
Urbana	11	Selden L. Nye	5,000	4C	3C	6	10		100	Newport News	Va.	James G. Ward	12,000	5C	3½c	10	25	50	25
Vandalia Watseka	44	J. M. Enck Braden Bros	3,000 3,500	3C	3C	5 4	9	15	75 75	Appleton	Wis	Appleton Bill Posting Co	12,500	5c	3½c	10	18	35	200
Waukegan		G. Runey & Son (18 cities)	12,000	5C	3½c	20	32	200	300	Baraboo	44	Sauk Co. Bill Posting Co Stang Bros	7,000 3,600	4C	3C	12		50	10
Covington	Ind.	Samuel Martin	00,000	******	*******					Burlington		See Grand Rapids, Wis	5,000	4C	3C	4	10	15	5
Evansville Fort Wayne	**	F. M. Groves Ft, Wayne City Bill Posting Co	75,000	9c		30			2000	Eau Claire		See Monroe, Wis	5,000 25,000	4C 6C	3C 4C	25	50 40	75 15	30
Indianapolis	**	Empire Bill Posting Co	50,000 150,000			25 50	100			Elkhorn Evansville		F. P. Black	1,900 2,000	30	3C	4	10	15	5
Princeton	44	Chas. W. Stutesman	8,000	4C 4C	3C	15	25	50		Fon du Lac Grand Rapids	**	P. B. Haber A. W. Rumsey	15,000 5,000	SC	379C	25	35	70 15	22
Rushville Shelbyville	44	T. F. Chafee & Son	5,000 8,000	4C	3 C	6	10	20	150	Green Bay		J. H. Mallory	18,000	SC	3c 31/2c	12	30	50	50
Terre Haute Vincennes	44	J. M. Dishon Ellis N. Sparrow	40,000	7C	5C	100	200	500	2000	Janesville Kaukauna		los. G. Rhode	12,000	5C	3½c 3c	15	15	25	10
Wabash	**	Henry Herit	12,000	3C 4C	372C	10			150	Kenosha Lacrosse	44	John D. Lawe	8,000 28,000	4C 6C	3C 4C	40	60	150	50
			***************************************	******		******				Marinette Marshfield	- 66	See Menominee, Mich	20,000 5,000	5C 4C	31/4°C	10	15	25 25	20H
	Ind T.	W. R. Burnitt	6,500	4C		20		50	100	Menasha		See Neenah, Wis W. S. Schmidt	10,000	50	35°C	10	20	35	12
	lowa.	Chamberlin, Barhydt & Co Chas. T. Kindt	26,500 40,000			25				Menominee		Ira A. Stone	7,000 9,000	4C 4C	3C	5	15	25 25	S
Fort Madison	**	Chas. H. Salisbury	12,000	5C	31/2C		25			Monroe Neenah		W. Lansing	5,000	4C 5C	30 31/20	25 10	50 20	35	12
Marshalltown	44	A. A. Bland & Son	20,000	6c		20 10	30	50		New London Oconto	. 16	J. C Hickey See Menominee, Mich	5,000	4C	3C	5	10	50 25	20
New Hampton Sioux City	66	R. R. GarverA. B. Beall	2,000	3C	3C	4 25	10	25	50	Oshkosh		J. P. Williams	3 2,836	4C 6C	4C	40	60	150	SOX
Sioux City	44	E. R. Hawley	27,301			25				Portage	44	A. H. Carnegie	2,500 6,000	3C 4C	3C 3C	8	5	15 25	7:
	Kas.	Ft. Scott Bill Posting Co	15,000			10	25	75	200	Prarie Du Sac Reedsburg		Sauk County Bill Posting Co			*******				
Lawrence	**	A. M. PoffL. M. Crawford	10,000	5C	3C	15 25 25	10 50	50	300	Sauk City		Mrs. W. C. Teide	25,000		4C	20		125	
Topeka Wichita	6.6	L. M. Crawford	40 000	6c	4C	25	50	100	1000	Racine		T. I). Stone	5,000	4C	3C	30	50 20	50	20
Ottawa	6.6	D. R. Whipple	8,000	4C	3C	25 12	20			Schullburg Sheboygan		See Monroe, Wis	5,000 21,130		3C 4C 31/2C	25C 20	50 30 12	75	50
	Ky.	Boyle Nichols	. 00,000		*******				*******	Stevens Point Watertown		Geo. V. Rvans	10,000	5C 5C	31/2C	6 20	30	25	10 25
New Orleans	Ĩ,a.	Albert Weber	390,000		******	100	200		2000	Waukesha		Cad F. Mevis	10,000 25,000	SC	4C 4C	17	301	50 25	30
Baton Rouge	6.6	II. II. Beale	00,000		******		*****			West Superior West Superior		The Tetcher Tri-City Co	25,000	60	4C	8	15	25	
	34-1	J A. Muldoon	8,000	40	3C		25		200	Windsor		D. C. Benjamin	16,000	******	3e	25	60	100	541

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