

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.



The Man with the \$ Mark.

May, 1896.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

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

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

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

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

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

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

Albuquerque, N. M. Pop. 10,000. The Hudson Adv. & Bill Posting Co. own and control all bill boards. Also do distributing, tacking, fence painting, mailing.

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

DENVER, COLO. The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000. t6

Lima, Ohio. Pop. 20,000, W. C. Tirrell, City Bill Poster and Distributor. Work promptly done. t6

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

Memphis, Tenn. Mau Beuren & Co., Bill Posters and Distributors, 224 Second street.

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

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

Palatka, Fla. n6 W. S. Nugeut, Bill Poster and Distributor

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

Waukegan, Ill. G. Ruicy & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35,000. a6

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

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

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

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

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

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

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

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

When you write, mention Bill-board Advertising.

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

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

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

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

R. W. STORRS, De Funiak Springs, Fla. Can cover all West Florida outside of Pensacola in any manner desired. t6

DISTRIBUTERS' DIRECTORY.

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

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

Donat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of all kinds of Advertising Matter.

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

Boston, Mass. 1500 Washington St. Wm. E. Prescott, Distributor of advertising matter. Advertisers write at once. n6

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

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

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

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

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

Fredonia, N. Y. John H. Case, Distributor. Box 1087. d6

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

Marinette, Wis. Menominee, Mich. Pop. 15,312 - Adjoining - Pop. 12,524 Wm. H. Earle, Marinette, Wis. Reliable Distributor. Your contracts solicited n6

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

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

Paterson, N. J., Population 98,000. Abraham H. Post, Distributor, 48 Hamburg St. d6

Paducah, Kentucky. H. JOSEPH HARTH, Bill Poster and Distributor. Member International Distributors Ass'n of N. A. t6

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

Richmond Hill, L. I. Circulars distributed honestly in Queens County by L. Bangert. n6

Scranton, Lackawanna Co., Pa. John H. Reltz & Sons, General Advertising Agents. Write to us, 654 Deacon street

When you write, mention Bill-board Advertising.

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DISTRIBUTORS' DIRECTORY.

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

Selkirk, Ohio. C. P. Roberts, Reliable Distributor. 13

Pittsburg, Pa. The "Twin Cities" Distributing Agency are the "Greater Pittsburg" Distributors. Pop. 600,000. Members National Distributors' Association. Office, 6 Sixth St. Pittsburg Branch, Allegheny. J. T. Hudson, mgr. t6

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

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

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

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

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

Menomonic, Wis. Flint & Thompson, Circular Distributors. References furnished. Rates sent on application. a6

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

EXPERT AD WRITERS.

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

Bates, Charles Austin, 1413-1415 Vanderbilt Bldg. New York, N. Y. Barless, C. J., Rose, N. Y. Curran, R. L., 111 West 34th st., New York, N. Y.

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., 125 1/2 W. 3d Los Angeles, Cal. Scarborough, Jed, 48 Arbutuck Bldg., Brooklyn, N. Y. Star Ad. Writing Bureau, Evening Star Bldg., Washington, D. C. Stewart, W. C., 4113 Elm Ave., Philadelphia, Pa. Ward, Artemas, Lincoln Bldg., Union Sq., N. Y. Wilder & Co., 621 Market st., San Francisco, Cal.

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

STREET CAR ADVERTISING.

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

Barron G. Collier, Times Bldg., N. Y. Cole Bldg, Memphis, Tenn. George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Bldg., New York City. Broadway Advertising Co., Hugh J. Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co., 38 1/2 Marietta Street, Atlanta, Ga. Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia. O. J. Milford, Hammond Bldg., Detroit, Mich. Western Adv. Co., 316 Union Trust Building, St. Louis, Mo. Sam. P. Ferrer, 231 Broadway, New York City. Manhattan E. R. Advertising Co., 33 Murray st., New York City. M. Wineburgh, Times Bldg., N. Y. N. Wineburgh, 7 E. Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex. The Acton-Bluffs Co., Toronto, Ont.

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

POSTER PRINTERS

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

Calhoun Printing Co., Hartford, Conn Calvert Litho Co., Detroit, Mich. Cameron Show Printing Co., 57 Ann, New York Central City Show Printing Co., Jackson, Mich. Central Litho and Eng Co., 1406th ave, New York Central Show Printing Co., 143 Monroe, Chicago. Correspondent Show Printing Co., Plana, Ohio. Courier Printing Co., Bradford, Ontario. Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co., Buffalo, N. Y. Cox's Sons, John, Gay and Pratt, Baltimore

The Donaldson Litho. Co., Cin'ti, O. Eichner & Co., Baltimore Empire Show Printing Co., 73-75 Plymouth Place, Chicago. Forbes' Litho Co., 181 Devonshire, Boston Francis & Valentine, 517 Clay, San Francisco

Free Press Show Print., Detroit Fox, Richard K., Franklin and Dover, New York Grier Litho Co., Chicago. Gillin Show Print, 132 West 14th, New York Goes' Litho Co., 120 Monroe, Chicago Gt. Am'ng & Print Co., 57 Beekman, New York Great Western Printing Co., 511 Market, St Louis Greve Litho Co., The, Milwaukee, Wis. Haber, P. H., Bond-4th-laz, Wis. Hasselman Printing Co., Indianapolis, Ind Hatch, C. R. & H. H., Nashville, Tenn

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

Libbie Show Print, Boston, Mass. Lick Show Print, Fort Smith, Ark Liebler & Maass, 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, Cleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago Oreat Litho. Co., Chicago Pioneer Printing Co., 214 Jefferson, Seattle Wash Planet Show Print, Chatham, Ont., Canada. Richardson & Foss, 112 4th Ave., New York Riverside Printing Co., 216 3rd, Milwaukee, Wis United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I. Winterburn Show Print., 166 Clark, Chicago

MURAL SIGNS AND PAINTED BULLETINS

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

BOSTON, MASS. J. Donnelly & Sons, 6 Tamworth St. Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. Thos. A. Skidmore, 640 Halsey st. CINCINNATI, O. The John Chapman Sons Co., 19 Longwood st. Dill's Advertising Service, 312 Coleman st. Ph. Morton, 333 west Fifth st. CHICAGO, ILLS. R. J. Gunning, Wabash ave., cor. VanBuren st. Bond & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Court Thos. Chusack, Blue Island ave. and Throop st. CLEVELAND, O. Bryan & Co., High and Middle Sts.

DENVER, COL. The Cherran Hill Posting and Advertising Co. DETROIT, MICH. Walker & Co., 41 Rowland st. KALAMAZOO, MICH.—J. R. McCarthy & Co. LEXINGTON, KY. I. H. Ramsey & Co., 137 east Main st. LOUISVILLE, KY.—Heverlin Bros. NEWARK, N. J.—Newark Hill Posting Co. NEW YORK, N. Y. The O. J. Gude Co., 113-115 W. Broadway C. S. Houghtaling, No. 3 Park Place L. E. LaTour, 1718 Broadway Sam W. Hoke, 87 Nassau st Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 and 115 West Broadway OMAHA, NEB. Thos. Minivillill, 1512 Harney st. OSHKOSH, WIS.—John E. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. L. Johnson, PITTSBURG, PA. G. G. O'Brien, PRAIRIE CITY, IOWA.—W. S. Parker SAN FRANCISCO, CAL. Arthur M. Plato, S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. ST. LOUIS, MO. W. F. Williamson, 113-115 N. 6th street Hulet & Stott Adv. Sign Co. R. J. Gunning, TORONTO, CAN.—Price Advertising Co. The Acton Bluffs Co. VANCOUVER, CAN.—The Acton Bluffs Co. WINNIPEG, CAN.—The Acton Bluffs Co.

When you write, mention Bill-board Advertising.

BILLBOARD

ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. V., No. 5.

CINCINNATI, MAY 1, 1896.

PRICE 10 CENTS
PER YEAR, \$1.00

NOW IS THE TIME.

Commercial advertisers should bear in mind that the season is now almost upon us when he can obtain the very highest results from the bill boards.

The fifteenth day of May practically ends the theatrical season throughout the entire country. Valuable locations, controlled by the theatres, may then be had in abundance. These locations are almost invariably the best of their kind, ample proof of which is found by a fair test of their power. Then, too, there is another condition which favors the commercial advertiser at this season of the year, namely, the very absence of the immense amount of theatrical paper itself. This gives commercial paper ten times its usual prominence. The weather, also, is better and paper lasts longer, and as the days are longer the display is that much more valuable.

The only untoward influence is felt in the half-dozen big circuses which go flying here and there as sudden in their advent as a meteor and as uncertain and erratic in their paths as comets. Even they, however, are not altogether baneful for they always leave a splendid line of temporary boards in their wake which oftentimes can be utilized to splendid advantage.

Now is the time. Order your paper at once. Get the printer started on it before the week is out, and let June 1st see it in the hands of the bill poster.

THE CAMPAIGN BANNER.

Especially written for BILLBOARD ADVERTISING
BY R. L. CURRAN.

The year 1896 is not only leap year, but is also presidential election year. It allows opportunities to the politicians as well as to the ladies.

One opportunity that is open to some clever politician or some bright political club, is to do some effective display advertising. A presidential election is carried on more out-of-door than any other human affair to which advertising can be applied; it would therefore seem as though up-to-date first-class bill board work would be particularly applicable and telling there.

What do we find? What shall we find, judging from the past?

A campaign banner.

Stretched across some principal street, this is certainly fairly conspicuous, but, as everyone knows, so poorly executed

and so conventional in design, as to be of very small value.

It is a shibboleth rather than an aggressive action; something that is expected and demanded by custom, rather than an intelligent maneuver. In truth, the campaign banner at its best is but one poster, (admittedly in a good position,) but yet not to be compared in power with a town rightly posted as it should and

Daniels, could devise ways of being stirring and convincing without being offensive or silly.

For an aggressive campaign into the country districts, where there is no way under heaven to wean the voter from his regular newspaper and its opinions over to any other newspaper, what could be more tellingly brought into use than the bill board? It would outdo the word pictures

can bring up more good reasons to support the side than the others.

If the purpose is to draw trade, then why not advertise when you need trade the most? Of course this rule is subject to the surroundings and the circumstances. We realize that in dull times it is much harder to bring people to the store, but that is one reason why more advertising or better advertisements should be used, for it is not always necessary to extend one's space where the same result may be accomplished by using the same space in making the advertisement attractive.

If possible, in dull seasons, more inducements should be held out to the customer than in brisk seasons. More care should be used in selecting articles to be advertised and more thought should be given to advertisements to bring trade to your store.

Advertising, to a large extent, is cumulative in its benefits, for the value of present advertising depends largely upon what has been done before. If you discontinue advertising entirely you are leaving out some of the bricks in the wall which you are constructing, and will lose a large portion of the benefits of accumulative advertisements when you begin again, there having been a disconnection in what you did before and that which you now intend to do.

The benefits to be derived from advertising are in the future as well as what you may get at the present. Advertising is something like making a snowball—the further you go the bigger it grows. If, after you have rolled your snowball a little distance, you stop rolling it and begin another one, you are expending an extra labor instead of accumulating, while if you had kept on rolling the old ball it would soon grow to much larger proportions than any new one you could start.

It is a poor policy ever to stop advertising altogether. In dull times, if the amount expended must be decreased, more care than ever should be used in the preparation of the advertisements. When the fish is harder to catch be more careful in selecting your bait.

The way to advertise is an important point to consider. In dull times make your offerings just as attractive as you know how, and advertise seasonable goods, such as will be of immediate use. It is hard enough to sell unseasonable goods when people buy freely, but it is much harder to push them in unfavorable times.

RENEWING.

All listed and protected service carries with it the proviso that the advertiser shall furnish the bill poster with twenty-five per cent. of the paper listed, in addition, for the renewing. A shrewd advertiser, in placing an order for five thousand stands, will order four thousand of one design and one thousand of another. The second design will be sent out marked for renewal. This scheme not only yields the beneficial results accruing from the change of design, but furnishes a check on the amount of paper actually renewed. The balance, every sheet of it too, can be recovered by the inspector and utilized elsewhere, instead of being wasted or used for blanking, as is now often the case.



T. R. DAWLEY.

can be with a good assortment of paper from up-to-date lithographers

We all know how much the colored cartoons of the comic weeklies accomplish, and when we stop to think that these papers, costing 10c, do not penetrate to the humbler classes, we can see how much free cartoons would do.

It is true that as much of a comic effect might not be admissible as in a paper—might lead to undue comment and excitement—but it seems safe to say that artists and lithographers who can find and execute suitable designs for all manner of theatrical enterprises, from Shakespeare and Bernhardt to *Rush City* and Frank

of all the campaign orators of the continent and not grow hoarse.

The poster for '96.

Valuable Methods of Advertising.

How to advertise successfully in dull times for a general retail store is a difficult subject to decide. It is at the same time a subject upon which there is a great diversity of opinion.

By dull times we mean the seasons of the year when trade is not usually so brisk as it is at other times. At these times some merchants largely increase their advertising expenditures. Others continue about the same as on busy times. Business discretion should, of course, be used by all, but as a rule those who do the most advertising at these times have the best of the argument, and

REGARDING SERVICE.

A Spicy and Interesting Interview with Mr. D. R. Talbert, Advertising Agent of the great California Fig Syrup Co.

"How are you, Mr. Talbert? BILLBOARD ADVERTISING would like to know how you fared at the hands of the bill posters throughout the country, during your spring campaign of advertising."

"All right; sit down, and I'll tell you all about it. First, however, let me say that I cannot commend too heartily, the fair and courageous stand your journal has taken in regard to existing evil conditions and methods in the business. I want to say, in all candor, that I believe BILLBOARD ADVERTISING has done more to elevate bill posting and extend the use of the poster than any other influence that has ever been brought to bear upon it. Your open discussions and fearless criticism are working wonders in the matter of service."

"That being the case, Mr. Talbert, you will probably not be averse to entering into particulars."

"On the contrary, I shall be glad to particularize to your entire satisfaction. I want to warn other advertisers against points where we were badly treated."

"And we want to warn decent bill posters against those members of the craft who are constantly bringing discredit upon it."

"Well, how shall I begin?"

"Suppose we commence at the beginning. How about the boycott?"

"Oh, that was nothing. We posted all the paper that we ordered from the printers, without the slightest inconvenience. Bill posters in general are opposed to the boycott on principle. You may say that it did not keep us out of a single town."

"How about Minneapolis, St. Paul and Milwaukee?"

"It was merely a question of price in those cities. I am aware that the impression prevails that we were barred out, but it's wrong. Had we been disposed to submit to a 'hold-up,' and pay the extortionate figure demanded, we could have billed the towns in question as readily as other points. The boycott was instituted to compel us to do this, but it did not work. I have letters in my possession which will prove this assertion and demonstrate the truth of my claims."

"Will you let us have them?"

"Certainly not. They were not written for publication. I will show them to you, but you must not publish them—in fact, you must not even quote from them."

(The letters were here produced, and duly examined by the representative of BILLBOARD ADVERTISING.)

"BILLBOARD ADVERTISING would like very much to have those letters, Mr. Talbert."

"I believe you; but it would not be honorable on my part to make them public."

"Well, to business. Where did you get the best service?"

"In Illinois. Taking the State as a whole, the service was the most satisfactory we obtained. You must know that I depend entirely upon inspectors' reports, as I have no other means of determining the quality of the service rendered. I visit all the large cities myself,

but I cannot find time to take in the smaller places, except in rare instances. In Illinois there were only two instances where we had any reason to find fault with the work."

"Did you post Michigan?"

"Yes."

"How were you satisfied with Grand Rapids?"

"It was simply splendid. There is not a town in the country that has a better lot of boards than Grand Rapids. They are well made and well placed. Grand Rapids was one point where we got more than we bargained for. Geo. M. Leonard, who controls the town, is a credit to the craft. It affords me great pleasure to give him my unqualified endorsement, and to recommend his service to advertisers at large."

"How about Detroit?"

"In Detroit we fared exceedingly well also. I might say the service given us was A1 in every particular. Messrs. Walker & Co. are conscientious, pains taking bill posters. The paper had not been up twenty-four hours before we felt its effect."

"Tell us about Michigan in general."

"Well, here's my inspector's report:

"Allegan, Greenville and Kalamazoo are all marked 'A1,' showing that in these towns our paper was treated with the utmost consideration. The inspector has added after Kalamazoo: 'The bill poster here, named McCarthy, is O. K. This is one of the best jobs I have ever seen.'"

"Was Michigan all satisfactory?"

"No, indeed. Benton Harbor was 'bad,' as were also Sheboygan and Muskegon, while Battle Creek and Niles were only 'fair.' All the rest were 'good.' They were Bay City, Big Rapids, Cadillac, Coldwater, Flint, Lansing, Ludington, Mainstee, Mt. Clemens, Petoskey, Saginaw, Ypsilanti, Holland, Menominee, Belding and St. Johns. On the whole, we fared very well in Michigan."

"How was Indiana?"

"Indiana was good. We billed twenty-six towns in the State, and only one—Huntington—is marked bad. Although eight have only proved fair."

"What eight?"

"Aurora, Goshen, Kokomo, Madison, Vincennes, Wabash, Washington and Crawfordsville."

"Did you bill Indianapolis?"

"Yes; we used the Empire Bill Posting Co. at Indianapolis. Their service, while better than fair, was not good. These people mean right, and will do better as they gain experience in handling commercial paper. I am sorry I cannot commend their service. They are members of the Inter-state Association, and there were only two other members of that organization who did not give entire satisfaction."

"What about Evansville?"

"There was a good one. F. M. Groves has the best boards in Indiana, and knows his business thoroughly. Evansville is marked A1, so is Groves. If we could get service like his everywhere, we would drop every other avenue of publicity and confine ourselves to bill posting alone."

"What other towns were good?"

"All of them. Peru, South Bend, Richmond, Michigan City, Greensburg, Marion, Frankfort and Decatur, are all marked good; and Columbus, Ft. Wayne, LaFayette, Logansport, Rushville, Shel-

byville and Terre Haute are credited with being A1."

"How was Ohio?"

"The poorest State, taken as a whole, that we billed. You will see that while in other States some towns are marked 'bad,' in Ohio we have four marked 'very bad.'"

"What were they?"

"Bellaire, Cambridge, Fostoria and Kenton; and Columbus was not good, by any manner of means. Urbana, Sidney, Sandusky, New Philadelphia, Newark, Mt. Vernon, Middletown, East Liverpool, Dayton and Bucyrus were only fair, but Defiance, Chillicothe, Delaware, Eaton, Hamilton, Lancaster, Marietta, Maion, Portsmouth, Piqua, Washington C. H., Wilmington, and Wooster were good."

"How about Cincinnati?"

"You can say that Cincinnati was good, in fact, first-class. I inspected Cincinnati in person, but if I had not, I should nevertheless know that our work was well done from the returns we have experienced. The Chapman boys understand their business. We will bill Cincinnati again next fall. We also had especially fine service in Norwalk, Lima and Findlay. They are all marked A1. But Van Wert and Delphos were bad."

The interview was brought to an abrupt termination at this point by the entrance of a business acquaintance who had an appointment. Mr. Talbert assures us, however, that he will be glad to take the matter up again at some future time and we shall probably present our readers with another installment in our next issue.

Matter like this is valuable alike to advertisers and bill posters, and we cannot get enough of it.

Poster Printers' Gossip.

Our first page this month bears a splendid likeness of T. R. Dawley, president and general manager of the Great American Engraving and Printing Co., of New York. It is not generally known, but is nevertheless a fact, that this concern, since the firm of Samuel Booth & Co. have gone out of existence, is the oldest establishment of the kind in America.

Compton & Co., of St. Louis, are getting their share of business.

The "Say" poster, printed by Hennegan & Co., of Cincinnati, has just passed its one hundred and twenty-fifth thousand edition. This is the most remarkable sale ever attained by a poster, or indeed any pictorial publication whatever.

The Empire Show Printing Co., of Chicago, was sold at auction April 27.

One of the surprises of the month is the resignation of Ed. Neele, manager of the show printing department of the Russell & Morgan Co. Mr. Neele has been identified with this concern for years.

Poster printers should get together and settle upon one particular size, which shall be the standard whole sheet. We think it should be 28x42 inches, that being the size used by the greater number of printing houses at the present time.

But in any event, the necessity of a recognized and standard size is very great. We have some houses using 29x43, others using 30x40; some 28x42, and others 30x44. The danger is exemplified in a sheet, 36x50, which has recently come out.

Lithographic and zincographic show printers ought to paste their paper before allowing it to leave their offices. In this connection, too, it would be well for all parties concerned if the shingle paste was generally adopted—that is, the lower edge of the upper sheet is trimmed, instead of the upper edge of the lower one. In this manner the upper sheet overlaps the lower, on the shingle principle, and the poster sheds rain perfectly. There is not one-tenth part of the washing down of paper pasted in this manner, that obtains among the posters matched in the old style.

Wool Soap has a new poster, a lithographed sixteen-sheet, in colors—a handsome piece of work. Harry Munson has the posting for all eastern cities.

Harburger, Homan & Co., of New York, have an attractive four-color sixteen sheet advertising the Geo. W. Childs 5c. Cigar. This will be posted in all principal cities through the agency of Sam W. Hoke. This is a new advertiser in the poster line, all their past expenditures having been through newspapers. They will use newspapers this year only in such cities as they may be unable to properly post. Hoke does their newspaper advertising also.

Some of the more enterprising members of the craft in the larger cities are putting up boards that are almost perfect. A few years ago if a bill poster had used tongued and grooved lumber he would have been regarded as crazy or at least guilty of wholly unnecessary extravagance. To-day, however, they are made with ornamental hoods, and some have ornamental mouldings running around the edges, which, when painted, give the board the appearance of being framed in gold.

As the poster grows finer and finer with each successive advance of the printers' art, the necessity of care and skill upon the part of the practical bill poster becomes more apparent. The first step in the right direction was the tongue and groove board. We hope the next one will be the dry brush for rubbing-in purposes, and after that we would like to see a more intelligent use of blanks.

Mr. Campbell's paper says: "It is with feelings of modest pride that we acknowledge the receipt of nearly a thousand subscriptions during the last month." The editor erred slightly in his calculations. Careful investigation discloses the fact that it was nearly ten thousand. It affords us much pleasure to correct the mistake.

Clarence E. Rimey, the wide-awake hustler, is certainly a credit to the craft. BILLBOARD ADVERTISING is indebted to Mr. Rimey for much news.

THE INTER-STATE.

The Inter-state Bill Posters' Protective Association continues its triumphant march. Not a day goes by but records some progress, some advance. Last week nearly every bill poster in the state of Minnesota left the A. B. P. A., and went over to its young and vigorous rival. Thoroughly alarmed, the gang which dominates the old association is making every effort to stem the tide. Despite the protests of seceded members they continue to claim them and publish their names as members in good standing.

Naught is left them of Minnesota or Illinois, precious little of Wisconsin. Kentucky has no existence in fact, and the omission from the last number of the official organ is an acknowledgement of the truth of this assertion.

But one thing can save them. The election of Leonard, Castner, Tyner and Curran, and that means death to gang rule and bossism.

The Capital City Bill Posting Co., Albany, N. Y., is the style of the letter head of a "new one," which reaches us just as we go to press.

Illuminated billboards are among the possibilities of the near future. Our next issue will contain an able article on the practicality and feasibility of this class of boards.

The Inter-state Bill Posters' Protective Association invites all bill posters to attend its Second Annual Convention, at the Leland Hotel, Chicago, Ills., commencing Tuesday, July 7th, next. All will be made welcome, and none will be subjected to insults or affronts.

All the solicitors will attend the Inter-state convention—Hote, Gude, Hoke and Plato. Besides, many prominent printers and advertisers will be present.

THE LIBERALS.

The Ticket Has Been Decided Upon.

- For President,
GEO. M. LEONARD,
Of Grand Rapids, Mich.
- For Vice-President,
GEO. CASTNER,
Of Syracuse, N. Y.
- For Secretary,
H. H. TYNER,
Of Springfield, O.
- For Treasurer,
JAS. A. CURRAN,
Of Denver, Colo.

There is no mistaking the earnestness and determination of the men back of the movement to reclaim the A. B. P. A. from the pitiable plight of ring-ridden bossism, which it is now in. The ticket they have decided on is a good one. They are all good men and true, all loyal to the Association and anxious for its perpetuation.

It is said that the gang will run Al Bryan for President, Sam Pratt for Vice President, J. Ballard Carroll for Secretary and Frank Fitzgerald for Treasurer. What measure of truth there may be in this report we know not. It is merely hearsay on our part; but we do know that if the A. B. P. A. is to continue to exist after July next, it means the election of the entire Liberal ticket. These men only can save the organization from complete disruption.

THE POSTER IN POLITICS.

That posters can play an important part in the success of a political campaign was recently illustrated in New Orleans. The Citizens League, an association composed of leading business men, advocating reform in the municipal government, used 5000 well printed two sheet posters, and on election day their majority was over 12,000, a result far beyond their expectation. It was through the efforts of Mr. B. B. Myles, a leading salt merchant and member of the executive committee, that posters were considered. He explained the advantages poster advertising offered, and soon convinced his brother members that that was the one way to advertise

AMUSING.

In view of an article in another column, the following letter written by Thompson to Mr. D. R. Talbert, is very, very funny.

Waukesha, Wis., Jan. 22, 1896.

Dear Sir—Your of 20 inst At Hand an in Reply will Say that if you give work to Mr. Nevis I will Make sore trouble for you through Assi Bill Postig Assi and Wis State Bill Postig Assi as we are members & if you will give us the work the Mater will be drop unless I hear from you by Jan. 25 I will drop a Line to R. C. Cambell, President of Assi Bill Poster Assi, Chicago, Ill., telling that you are giving to the outhter Agent the members of this Assi awaitig an Early Reply by Jan 26 96 we remain

Respt
THOMPSON BILL POSTY CO.
Per W. L. Thompson, Mgr.

years' experience as a bill-poster here in Springfield this is the first time ever any person or firm ever paid me more than my bill called for and I assure you I appreciate it. The only reason I did not charge you 4c was this: I am president of the Ohio State Bill Posters' Association, and I had a talk with a few of the members and we all thought it no more than just and right that we do the Enquirer work as cheap as it possibly could be done, as the paper has been very kind to us in noticing our conventions, and in fact the paper has always been very friendly to bill posters, and I can assure you I would have given you the longest possible showing on my boards if you had only given me what my bill called for.

Again I thank you, and any time the Enquirer wants any posting done they can rest assured they will receive the best possible care and the longest showing possible on my boards.

Yours truly,
H. H. TYNER,
Bill Poster, Springfield, O.
Cincinnati, Oct. 12, 1890.

H. H. TYNER, Bill Poster,
Springfield, O.

Dear Sir—Yours of the 11th inst. to hand, and in reply will say that we can return the compliment. Out of all the bill posters that we have sent work to be done, who sent in their bills at 3c per sheet, and we paid them 4c, same as we did you, you are the only one that has acknowledged the fact, and we, take great pleasure in saying that any more work we have in that line, your name is on the list. Would further state, that as we are poster printers, and you are bill posters, it is to our mutual advantage that the prices of posting should be kept down as low as possible, as we find that a great objection to merchants in this city, for they say the price of the bill posting is too high and that it frightens them at once, so I think that on the question of prices you are on the safe side. I also thank you for the Ohio bill posters.

With kindest regards, we are,
Respectfully yours,
THE ENQUIRER CO.
Per H. A.

AN EMPHATIC DENIAL.

Chicago, April 24 1896.

BILLBOARD ADVERTISING,
Dear Sirs—I noticed a statement in the April issue of Campbell's sheet, over the signature of F. B. Amend, the western representative of the Beeman Chemical Co., in which the statement is made that the posting done in Chicago for the California Fig Syrup Co. and Messrs. Liggett & Meyers, was of a very inferior quality, and in justice to Mr. Schaefer, president of the Chicago Bill Posting Co., I wish to say that, in so far as the statement refers to our work, there is no foundation for any such assertion. It does not look reasonable that we would contract for a second and third month's service with the Chicago Bill Posting Co., if on checking up the first month's work we had found it unsatisfactory. I know from personal observation that the service was excellent, and I did not find occasion to cut out but one stand in the entire two months' showing we have had thus far every stand was on a billboard, in a good location, all nicely blauked in, and posted in a workmanlike manner. The fact that the Chicago Bill Posting Co. is now posting our third month's billing, does not bear out the statement published in Campbell's sheet.

Yours very truly,
D. R. TALBERT,
Advertising Agent California Fig Syrup Co.

TELEGRAM.
Chicago, April 25, 1896.

BILLBOARD ADVERTISING,
127 East eighth St., Cincinnati, O.
Article appearing in April issue of Campbell's paper over signature of F. B. Amend, representing Beeman Chemical Co., reflecting on work done by Chicago Bill Posting Co. for California Fig Syrup Co. and Liggett & Meyers, is an infamous mistatement.
PAUL F. SCHAEFER,
Manager Chicago Bill Posting Co.

The Grant Bicycle, made in New York, and the Fowler, made in Chicago, are among the new ones that are expecting to enter the posting field.

VOTE! VOTE! VOTE!

**THE CITIZENS' LEAGUE
—TO THE—
CITIZENS OF NEW ORLEANS!**

VOTE

**FOR GOOD CITY GOVERNMENT.
FOR HONEST and CAPABLE Officials.
FOR a SOUND City ADMINISTRATION
FOR a Pure and Correct Registration.
FOR a Divorce of City Government from
Politics by Constitutional Amendment
FOR THE CITIZENS' LEAGUE Ticket**

VOTE

**Against Corrupt Councilmen and All
who have Supported Them.
Against the Ring Rule & Ring Method.
Against a Dishonest Registration,
Against Favoritism to Contractors and Jobbery.
Against the Corrupting Control by Ward Bosses.
AGAINST THE RING MUNICIPAL TICKET.**

WILL A SELF-GOVERNING PEOPLE PERPETUATE THIS?

AN IMPARTIAL GRAND JURY UNDER OATH HAS SAID:

"Officials of the City have been and are now interested in Contracts with the City."
"Franchises have been granted under the semblance of competition, when in reality competing bidders were shut out."
"Contracts have been awarded without regard to the lowest bidder and the alimony of the city has been spoliated by favored contractors with the connivance of its Council."
"Prospective bidders for contracts have been asked by Councilmen to add to their bids an amount sufficient to afford a percentage to them."

LET ONLY HONEST VOTES BE CAST.

\$100 REWARD Will be paid by the Citizens' League for the arrest and conviction of any person voting or attempting to vote in fraud and against the law at the ensuing election in the City of New Orleans, or of any Commissioner of Election for violation of the duties imposed upon him by law.

THE ISSUES ARE PLAIN. DO NOT BE DIVERTED FROM THEM.

C. H. YOUNG & CO., 408 CARONDELET STREET.

their platform. He was elected a committee of one to attend to the entire matter. Having written the matter, it was printed according to his ideas. They were posted on nearly every billboard and wall in New Orleans and suburbs. All day long men stopped to read, and as many as thirty people were at one time reading the poster. That this poster was of great value in ventilating the political views of the Citizens League is an indisputable fact.

We reproduce the poster, for the benefit of our political readers and bill posters at large.

Lorin W. Palmer is the leading distributor in Duluth, Minn. He is doing the Syrup of Figs work for G. Roney & Son, who have charge of that city.

TWO LETTERS.

The following correspondence is interesting just at this time. Some months since, H. J. Anderson sent out one-sheets advertising the Cincinnati Enquirer. No lists were required, and no duration of showing specified. When the bills commenced to come in, they were so ununiform, that Mr. Anderson adopted a blanket price of four cents per sheet, and paid all of them at this rate. If a bill poster had charged more, his bill was cut down. If less, he got the four cents just the same. The letters which follow demonstrate conclusively that all courtesy is not dead.

Springfield, O., Oct. 11, 1895.
THE CINCINNATI ENQUIRER CO.
Dear Sirs—Yours, with check for enclosed, received, and I thank you very much for the extra amount sent and will say, during my twenty-two

FROM ENGLAND.

The April number of *The Bill Poster*, of London, England, devotes nearly two pages to an exceptionally able account of the bill posting situation in America. The editor has a wonderfully accurate and clear perception of the existing differences and various conflicting issues when it is considered that his impressions must needs be imbibed, and his conclusions reached, at a distance so remote from the seat of the controversy, as to render his information scanty in the extreme.

We reproduce his editorial comment intact. It is as follows:

A Close Association.

We think our readers will scarcely fail to be interested in the intricate struggle which is at the present time waging in America amongst the bill posters. It has indeed been going on for some months, and seems likely to continue. In another column we give a summary of the controversy, as far as we can gather it from the reports which come to hand. It is a vigorous controversy, and personalities seem to be more accentuated than they were at the beginning of it, but the whole purport of it is, Can a close association be maintained? In other words, is it possible to compel advertisers to place their work in a certain given channel, or to give it to certain specified firms to the exclusion of other firms who are equally capable of doing it? There is no doubt that combination is a mighty factor, and knights of labour and employers of labour, both alike, have proved that marvellous things can be accomplished by its power, and it seems to us that the members of the Bill Posters' Association in America have determined to test combination to its utmost, even if in doing so they break the thread altogether. The question is, Can they, by organization, force a high price for their work, and by combination with each other and boycotting all firms who do not come into line with them, compel the advertisers to give their work to Association men at Association prices, and to none others? This is the line taken up by the Associated Bill Posters' Association of the United States and Canada, as we understand it. Their rule is to have one member in a city, and one member only, and advertisers must send their work to that firm, or if he does not, the word goes round and no member will take his work at any price till he has made his peace with that firm. We do not believe such a policy can succeed. The advertiser will go where he secures the best results. If the Association man can give them, to the Association man he will go. If the opposition man can give them, to that man he will go, and he will not go with his money in his hand and be a suppliant for favours. If he has trouble in getting his work placed he will divert his advertising into other channels. He can live without the bill poster, and probably will do. It seems to us that a close association has a tendency to make a man careless with regard to his business, and the method with which it is conducted. He looks upon the Association as likely to stand by him, and see him through if he gets into trouble with any of his patrons. We do not think an association should ever be under even a suspicion of having this tendency. Its aims should be to make a man a better tradesman; to inculcate by every means in its power all those business virtues and practices which tend to build up and consolidate business. A man is in business to do business, and wants to woo all the business he can. An association should assist him. Will it assist him by frowning on local opposition and helping him to fight it? We question it. The opposition may be vexatious, it may be unprincipled even, but if he has done his duty by his clients it will not stamp him out. If he stands against it, it must be on his merits. It may be that he locally will have to try the power of the boycott, and refuse to share work with his opponent. He knows best if he is strong enough. But each man must himself be the judge of his own circumstances, and as to what course it is best for him to adopt in relation thereto. This will be a very different thing from a central organization sending out an order to the effect that because such and such a firm did such and such a thing, in such a town, every town in this country is to refuse to have anything to do with that firm. We say welcome business from every source. Increase its volume by every means. Use combination for the high-

est ends and aims. Use it even to secure a fair and equitable price, but nothing will atone for indifferent service and unbusiness like habits, and no combination can for long bolster up any man who lacks these primary elements of successful business life.

ADVERTISING.

One may insert an advertisement in his local paper and the following day estimate how many of that article have been sold; but is that as far as advertising goes? Out of 5,000 people who saw your display advertisement, how many put in an appearance at your store in response to it? Possibly 100. The remainder, 4,900, weren't enough interested in your offerings to call upon you. But were these 4,900 that didn't call able to get away from the influence of your advertising? Some impression of your name has been photographed on their minds which will never be erased. It may be that days will pass before opportunity will permit the effect of your advertisement to assert itself, but it will surely do so. —*Dry Goods Bulletin.*

An advertisement might almost as well be out of sight as out of date.

Writing an effective advertisement is like packing a trunk—a good packer will get in half as much again as a bad one and still the trunk will not seem crowded. —*Printers' Ink.*

Advertising has become in these latter days a science, and a science that has received each year increasing attention. Men are in business for business and advertising brings it; so everybody is advertising, and naturally everybody is studying the subject.

The wide-awake merchant and the wide-awake buyer get together by the means of the newspapers and posters.

The advertising solicitor can argue with half the effort and twice the effect with an old regular advertiser than he can with a casual buyer of space. The one knows advertising judiciously done pays, the other is uncertain of the fact.

Strength, beauty, originality and truth are the necessary component parts of an effective advertisement—one that will hold the reader and convince. Without these qualities the advertisement does not fulfill its possibility.

Des Moines has at last risen to the dignity of supporting what New York's Park Row is pleased to term the "ad-smith." The modern ad-smith is the conjurer of words and phrases into such form and function that they sell goods for the progressive advertiser and retailer. The particular local ad-smith, is Mr. Emerson Du Puy, who has opened offices in the new Manhattan building, where he will dispense his services in the form of business-getting ads to the busy retailer who wishes to increase his business from 50 to 75 per cent.

The custom of buying and selling for cash is becoming more prevalent all over the country and among all classes of people. It is having its effect in newspaper advertising as in everything else, and the newspaper that sells its space for barter is regarded by the shrewd advertiser as hardly worth the having. To be sure, the exchange of patronage among commercial institutions is to be encouraged, but patronize him who deserves your patronage from point of merit and deserve his patronage upon the same basis. As the value of anything is more accurately appreciated from a knowledge of its worth in cash, so dealing upon a cash basis makes wise buyers. A business house that buys and sells for cash can compute to assets and liabilities at a moment's notice and often outflanks its credit competitors by the suddenness of its change of business policy and calculation. So the advertiser that buys his space for cash is always the best satisfied.

In his speech in New York on December 19, at the D. O. Haynes' commercial centennial dinner, General Charles H. Taylor expressed the following opinions regarding the Sunday newspaper: "The size of newspapers, especially on Sunday, seems to trouble a great many people. Speak-

ing in a business sense, the Sunday paper in particular is the one bargain at which people kick because they get too much for their money.

"There are various reasons why papers have grown larger, and will continue in the future. They have been growing in size pretty steadily from the beginning, and the man who calls for a small newspaper does not realize how limited, how contracted and how uninteresting the small, compact journal for which he moans was in its prime.

"It is not intended that every reader should devote his time to reading the entire contents of a Sunday paper any more than he should begin with the bill of fare in a popular hotel and eat every dish there enumerated. There is a convenient table of contents, and he is expected to select that which he will enjoy the most and devote his time to it, and the paper is now so varied outside of the news of the day by contribution from novelists, from scientists, from men and women in every profession and every rank of life, that all tastes can be met, and the general tendency is to improve and elevate and instruct the people who read.

"The best evidence that the size of papers, which cause so many groans, is not a mistake is shown by the fact that the largest editions are bought in constantly increasing numbers by the people of the United States. That their wants are met with intelligence and success is best shown by the fact that millions more newspapers are circulated in every year of our history."

Letters to the Editor.

Editor BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—Some months ago we concluded to branch out a little this year, and to extend our advertising. What we have done in the past has been largely in the newspapers, but by the advice of our advertising agent, Mr. Sam W. Hoke, we decided to place a large part of this year's appropriation in bill posting.

A 16-sheet stand was designed and lithographed, advertising our George W. Childs 5c Cigar, and a few days after it was received by us we had a call from the representative of a bill poster of a leading city. He wanted to secure a contract for posting in his town, and we referred him to Hoke.

He replied that he would not take the work from Hoke; that he would give us direct a commission of 20 per cent; that at the best he would pay Hoke no more than 20 per cent, and that we could save money by dealing direct.

If we had to look after each town ourselves we certainly should never have considered posting for an instant. Aside from this, however, here seems to be a case of remarkable business shortsightedness. But for Hoke's advice to the contrary, he would now be spending our money in the newspapers and on the dead walls throughout the country.

We had known in the past of a number of instances where Hoke had piloted some big concerns through some successful advertising voyages, and that is why he is now in charge of our advertising. And unless the bill poster can show some cause for refusing his business we shall stick to Hoke, and advertise that town not at all, or through some other means. And no matter what the means employed, the business will be placed through Hoke's agency.

Very truly yours,
HARBURGER, HOMAN & CO.

Editor BILLBOARD ADVERTISING,
Cincinnati, O.

We do not see why in a town of 25,000 people that one billposter and distributor can not make a living. We have sent letters all over the country but received no reply. We advertised in BILLBOARD ADVERTISING and other magazines but it seems that we can not get any work. We are well equipped in every way that a bill poster ought to be. We have 12,000 poles in this city that have control of; also all the billboards.

Yours truly,
BALL & JOHNSON,
Key West, Fla.

Editor BILLBOARD ADVERTISING,

I notice in BILLBOARD ADVERTISING for April, some comments on the mayor of Council Bluffs, and in support of your article I enclose two letters from representatives of the two largest firms in the country. Comment on them is hardly necessary, as they hit the nail on the head. I

know of many traveling men who go there and distribute by paying a small sum to the bill poster. Others, by keeping outside of police limits, have no trouble.

The judge of the Supreme Criminal Court there never convicts anybody for breaking the ordinance, but in all cases where arrests are made by the police he has always discharged the parties arrested.

The police don't trouble one now.

Yours truly,
G. E. FISCHER, Mgr.
Fischer's Distributing Agency,
Omaha, Neb.

Editor BILLBOARD ADVERTISING,
Cincinnati, Ohio.

Dear Sir—I received the April number of BILLBOARD ADVERTISING. I think it is the best paper for advertisers and bill posters in the United States. I am not a member of any association yet but I will be in a month or so, and when I do join any it will be the "Inter-state" as I think it is the best of them. I think every bill poster should join it. "It's a good thing; push it along." My boards are covered with J. C. Ayer & Co.'s paper. They have the finest paper I have posted in a day's age. As soon as the snow is gone I will put up some new boards. Good luck to BILLBOARD ADVERTISING.

Yours truly,
CHAS. GARLAND,
(Charley, the bill poster.)

Mgr. BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—Today we receive a copy of your April Paper and seem that notice you put in for us, you will receive an order for 12 or 24 copies of your paper for 5 years (mit) and we will take 1 full sheet of your paper for the next 5 years (mit) I didn't think you correspondent in this city could do it we are very thankful for it, wish you Haphiniss, thanking you for the favor we remain

Respt
Thompson, Bell Posty Co
per W. F. Reuten Preas.
Bx 534 Waukesha Wis.

The notice referred to in the foregoing letter was as follows:

"A correspondent writes as follows:

Thompson Bill Posting Co., Waukesha, Wis has only one board, leaning against a building at an angle of about 45°. Firm is composed of Thompson himself, and he is about seventeen or eighteen years old.

The Thompson Bill Posting Co., of Waukesha, are members of the Wisconsin Bill Posters' Association, which is a subordinate division of the Associated Bill Posters' Association.

March 6th, 1896.

Editor BILLBOARD ADVERTISING,

Dear Sir—The New York State Bill Posters' Association and some of its members are good things. Hood's Sausageparilla had some distributing done in Albany last month, and the boys employed by CARROLL sold their bags of paper in a junk shop for twenty cents. One of the distributors was Carroll's brother-in-law.

There was another shipment laying in the office for two weeks, which the agent came and took away.

This is not the only case. If Dr Miles, of Elkhart, Ind., would have it looked into in Waterford, he would find a great lot of his paper in a barn there, which was supposed to be put out by a member of the Bill Posters' Association. This is a fact, and can be proved by

Yours truly,

P. S.—My name need not be used in print, but I can be relied on if called.

When the Ohio inspector of the Syrup of Figs Co., reached Mt. Vernon in that State, he found thousands of his circulars undistributed. Further investigation disclosed the fact that consignments of "Paine's Celery" booklets from the Wells, Richardson Co., of Burlington, Vt., and much valuable matter of the Dr.

Miles Medical Co., of Elkhart, Ind., had been similarly treated by the local bill poster, L. N. Headington. All the parties chiefly concerned were immediately notified.

This same inspector found only seventeen stands out of thirty out in Dayton, O.; and in Coshocton not a sheet of the paper contracted for had been posted. After some difficulty it was recovered and shipped back to headquarters, whereupon Frank P. Hagans made a claim for \$3.00 for storage and space occupied. This is the rarest evidence of "nerve" that has ever been brought to our notice.

It is only fair to Mr. Hagans to give his side of the story, which we do herewith. Although just how he can figure Talbert owes him anything, when he had not posted a sheet of the paper, is more than we can understand. Thorough ventilation of these matters however, is always a good thing. Mr. Hagans writes as follows:

To Editor BILLBOARD ADVERTISING,
Cincinnati, Ohio.

Dear Sir—Some time since I had some dealing with Mr. D. R. Talbert, the advertising agent of the Syrup of Figs Co. He informed me that he would send me work, and asked what we could use to advantage. Sent him statement of what amount of paper we could use on first class locations, and what amount of stuff I could post to advantage to him. He kept putting me off, from time to time in sending the work, and finally informed me that, as they had changed the style of stands to eights, that all he could send would be six by four stands and three sheets. While waiting on his work had occasion to use two of the locations reserved for him for a few days, and wrote him informing him what I had done. He wrote me a letter stating that under no circumstances not to post his work on any old barns or fences but to wait and post on the best boards. On the arrival of this information, Mr. S. E. Crane, the inspector came to town and I showed him the letter, and he told me not to post one sheet until I could post the whole amount, and I told the gentleman that it would be several days before I could guarantee him a full thirty day's showing. On the day that all my boards were clear, and we were getting ready to post the Syrup of Figs work, Mr. Crane comes to town and demands the paper, claiming that the company had written to him to pick up all paper not posted. This part was all-right on his part but they did not give me a chance to give them a good showing and I will post no man's paper unless I can do him justice. I gave Mr. Crane the paper, explaining to him that as the boards were just clear and that I could guarantee him a thirty day's clear showing regardless of opera house or circus shows, he was obdurate and took the paper. I had reserved several boards for this week and I think that Mr. D. R. Talbert is in my debt, and wrote to him to that effect, and his answer was that he thought my demand unreasonable and had sent my letter to the BILLBOARD ADVERTISING as a curiosity. Now, my dear sir, in my experience of eighteen years of bill posting have never received such a burn down as this, and if Mr. D. R. Talbert had sent his paper as agreed in his correspondence (which is in H. H. Tyner's hands at present) the work would have been posted promptly and protected for thirty days, to the best of my ability. Trusting that you will believe this statement from a man who always tries to do honest work.

I remain, yours very respectfully,

FRANK P. HAGANS,
City Bill Poster.

P. S.—Please send your valuable paper to my address and will send you money order for same in next letter.

YOURS,

FRANK P. HAGANS.

BILLBOARD ADVERTISING,
Cincinnati, O.

Gentlemen—The correspondence contained in another column gives my views as one of the Minnesota bill posters. We do not believe in the *Rowell rule* endorsed by "Breslauer" for we stand pat for O. J. Ginde Co., Liggett & Meyers, and the Inter-state. I think I speak for all the

Minnesota boys when I say the above and with out fear of contradiction. I have already received more business from the Inter-state (which is still in its infancy) than I have ever received during the three years I belonged to the A. B. P. A. I have notified them they must not use my name again as belonging to the Associated. I believe in doing business on business principles but do not believe in being bulldozed or ruled by such men as "Breslauer" who intend to do us.

Respectfully yours,
HENRY J. LUDCKE, JR.

OH, MIKE!

HOW COULD YOU DO IT?

Breslauer wants the general advertiser to pay seven cents, but when it comes home to himself—well the shoe is on the other foot. The following letter sent us for publication shows Mike in his true colors. All that fine solicitude and anxiety for the welfare of his brother craftsmen in the small towns is gone! gone!! gone!!! The last sentence tells the mournful story—"I am interested in the show." Listed and protected service for three cents! Think of it! This is the letter:

BRESLAUER BILL POSTING CO.
MINNEAPOLIS, MINN., March 17, 1896.

Dear Sir—Shipped you five 10 1/2 sheet stands for the N. W. Cycle Show. Please post at once and mail bill to W. E. Haskell, proprietor *Daily Times* here, at 3c per sheet. Please post one at depot. I am interested in the show.

Yours truly,

MIKE BRESLAUER.

Their correspondent will check stands in your city.

NOTE.—They threaten to expel them if they post Syrup of Figs at less than seven cents, and say they cannot post Liggett & Meyer's paper at any price, and then send out stand work at 3c. 30 days.

AND BOB, TOO.

R. C. Campbell, president of the A. B. P. A., sent thirty-five 35-sheets to Cad. F. Mevis, at Waukesha, Wis. It was "Chicago Record" paper, and called for seven days display. This paragraph appears innocent enough on its face, but discloses a world of duplicity if carefully considered. Cad. F. Mevis, to whom Mr. Campbell sent the paper, is a member of the Inter-state and is also opposition to the "Thompson Bill Posting Co., of the same city, who are A. B. P. A. people. This action on Mr. Campbell's part was not the result of a mistake or a misunderstanding. On the contrary, he did it deliberately, with a full knowledge of the condition of affairs in that city. He did it because Mevis could give him the best service at the lowest figure, and he was actuated by sound business principles therein. But he demonstrated at the same time that all of his fine talk about loyalty to the A. B. P. A., and all of his *you stick to me, etc.*, nonsense is pure rot and buncombe.

Miller Bros., of Columbus, O., posted Syrup of Figs paper in that city. The inspector for the Syrup of Figs Co., after describing in detail the miserable manner in which the paper was handled, sums the situation up in the following words: "This is one of the worst jobs I have ever seen."

SUCCESS THROUGH POSTERS

BY SAM W. HORE.

One of the best arguments that I have used lately in favor of billboard advertising is the phenomenal success of the New York Journal during the last few months.

When this paper was purchased by Mr. Hearst its circulation was practically nothing. It now exceeds 240,000 daily.

The new management adopted an aggressive policy, and pushed the paper in every legitimate way. Their first step, before advertising widely, was to strengthen the paper itself; new talent was secured in every department, and a newspaper was produced that was the equal, if not the superior, of anything on the newsstands. Thus when a reader was secured he was likely to continue.

As soon as the publication was just about as the publisher wanted it, he began to use the billboards. The platforms on the L roads were also used; other papers were using the L platforms, but the *Journal* used two, three, four, half a dozen of the boards instead of a little measly one. The *Journal* changed its poster frequently, sometimes as often as three times a week.

Three or four lithographic houses are constantly keeping a part of their forces busy on the *Journal* posters. One of their very striking displays was a 28-sheet birds-eye view of Greater New York, showing the *Journal* "covering" it.

Their Easter poster was a most beautiful conception—in fact it was, if possible, too beautiful—too dainty, for a proper poster effect. But it, or something else, sold out the entire Easter edition, and a hundred thousand more could have been sold if they could have been produced.

One of the most noticeable effects of the *Journal's* wonderful growth was the reduction in price of the *World*. Some two months ago its price was reduced to 1c, a copy in Greater New York. The *Journal* sold at "1c. Everywhere," and put out howling big posters to that effect. On April 15 the *World*, continuing to follow, announced that "now the price of the *World* is 1c. everywhere."

The advertising of the *Journal* has been almost exclusively posters, supplemented occasionally by circulars sent through the mails, under letter postage. One of the circulars enclosed a new one-cent piece, and asked the recipient to use it to purchase a copy of the *Journal* and thus convince himself that all its claims were well founded. The columns of the other newspapers were not used, or, if at all, very sparingly; some folks say that the newspapers were not used because jealousy on their part caused them to refuse the business, and thus forced the *Journal* to resort to posters.

If this statement is correct the *Journal* owes them a debt of gratitude beyond the possibility of repayment.

We are entirely out of the March issue of BILLBOARD ADVERTISING, and desire two for our files, for which we will pay twenty-five cents each. Mr. M. J. Dooley of Atlanta, is also very anxious to secure a copy. Of 222 copies printed in excess of our orders on hand March 1st, not one remained unsold April 1st.

HERE AND THERE.

D. R. Talbert speaks in the highest terms of the excellent service rendered him by Messrs. F. M. Groves & Co., of Evansville, Ind. They are members of the Inter-state Bill Posters' Protective Association.

P. F. Schaefer, of the Chicago Bill Posting Co., now controls Bour & Co.'s billboards on the Illinois Central R. R., which were formerly controlled by the American Bill Posting and Advertising Co.

Geo. Leonard, of Grand Rapids, Mich., and Walker & Co., of Detroit, both posted Syrup of Figs paper, and did it well.

Wesley Bronston, 71 Sheridan Avenue, Toronto, Ont., receives subscriptions to BILLBOARD ADVERTISING.

An exceptionally able article on the advantages of advertising by means of posters and distributing matter, by Dana M. Baer, manager of the Laverne Advertising Co., has been crowded out of this issue. We hope to present it in our next.

The announcement by the President of the A. B. P. A. that he would expel members under certain conditions, has only provoked a broad smile among the rank and file.

The American Advertising and Bill Posting Co. claim to have billed Ringling Bros.' Shows in Chicago exclusively. Reliable persons inform us that Schaefer's boards are loaded with it.

J. F. O'Mealia, of Jersey City, has issued a model location list. It is very handsome.

I. D. Hoeffler, of Meridian, Miss., has put out a novel brochure advertising his bill posting business in that city. It is nothing more nor less than a business directory of Meridian. It gives its resources, chief industries, population, suburbs, and tells the advertiser why he ought to put Meridian on his list.

Geo. H. Bubb, the city bill poster and distributor at Williamsport, Pa., has just added a new seven horse power boiler for making paste. He has the city covered with the paper for H. J. Heitz & Co., of Pittsburg, the picklers and preservers; Philadelphia *Bess* three-sheets, announcing their ten thousand dollar story, Sons' Fathers, Armorside Corset eight-sheets, to be followed by Sweet Moments Cigarettes, and Sugartown Mineral Spring Water.

AMONG THE AD-SMITHS.

Jed Scarboro, of Brooklyn, N. Y., was awarded the \$100.00 prize offered by Jos. Wetter & Co. for the best sixteen-page booklet, advertising their numbering machines. As there were forty-seven contestants, Mr. Scarboro has occasion to feel on particularly good terms with himself. He has done much that is clever in his line, and what is more to the point, much that is original and novel. We have had occasion in the past to speak often of him, and it affords us great pleasure to chronicle his most recent triumph.

Billboard Advertising

PUBLISHED MONTHLY AT
127 East Eighth Street, Cincinnati, O., U. S. A.

BY
BILLBOARD ADVERTISING CO.,
JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

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

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

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

The Editor cannot undertake to return unsolicited manuscript.

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

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

MAY, 1896.

The poster continues to find increasing favor in the estimation of advertisers at large. Every week brings forth fresh and indisputable evidence of this assertion. Everywhere we see the signs of the awakening. Old established houses of prestige, standing and conservative methods, are one by one discarding the hide bound usages which have heretofore governed the apportionment of their appropriations for advertising, and are adopting the potent and all-powerful poster. We find many of them speaking of it as the new medium of publicity. Others extol its promptness. Some few endorse it on the score of economy, but all agree that it brings more results for less outlay than any other means at the command of the advertiser.

The press devotes more space to it than any other one topic of discussion with the single exception of politics. It is to be regretted that so much wanton twaddle about "poster art" and the "new poster" finds publication. Beardslayism and Bradleyism, which by the way, is merely Beardslayism out-Beardslayed, is not art, nor will it ever be regarded as such. It is merely a bastard freakish fad, the fruit of a brilliant fancy, prostituted to imitative Japanese ideals, impressionistic methods, and an utter abandonment of real artistic technique. But while one regrets the waste of so much valuable space, he cannot but rejoice at the widespread interest it is evidence of.

* * *

It is a strange fact that the only hindrance to the further progress and final triumph of the poster, is offered by bill posters or rather by an association of bill posters.

What is true of conventions and associations the world over is also true of those of bill posters. The man of audac-

ity, he who is egotistical, glib of speech and possessed of a ready tongue, takes precedence over the careful thoughtful men of real depth and discernment, who would never even think of indulging in misrepresentation, or distorting facts and conditions.

The thoughtless, with open-mouthed wonder, drink in the words of the blatant ignoramus who dares with bold effrontery to assail the capably prepared measures and carefully considered statements of well-balanced men, founded on sound theory and tested by long experience.

The question is put, the vote is taken, and the association is committed to the endorsement of men and measures which are immediately repudiated by the members individually as soon as they have weighed the matter and coolly considered its various phases.

* * *

A TRADES paper is therefore often a tower of strength to a craft. If it be actuated wholly by loyalty to duty that reaches out always toward the betterment and uplifting of the interests to which it is devoted, if it believes fully in the benefits accruing from honest disputation, and accords both sides of all important questions a fair and full opportunity of expressing their views and obtaining a hearing from the craft at large, then indeed it is of more importance, more real service, than any one or any number of conventions. The real merits of a measure are brought out with greater distinctness and prominence, by calm and exhaustive argument and reasoning, than any other known method.

This paper has views, radical views, but that has never prevented any one who opposed them from obtaining a hearing through its columns, and it never will.

* * *

PURE food exhibits and bicycle races are going to be strong features at the fairs this fall. Many fairs are going to make a specialty of both. The pure food exhibit is not a fad or passing fancy, neither is the bicycle, and those fairs that devote a proper amount of favor to both, will be surprised at the popular approval that will devolve upon their efforts. Exhibits of bicycles will be made at all fairs featuring bicycle races and applications for space will fairly rain in on the society that conducts a well ordered pure food exhibit on proper lines, if they will make their intentions known.

Taken all in all, the outlook for the fair season is especially promising just at this time. Indications all point to highly profitable and successful outcomes of the various ventures already launched.

Mr. Campbell's paper continues to publish Inter-state members in the A. B. P. A.

While we recognize that there may be honest differences of opinion on all subjects of inquiry, and that we should be tolerant of those who differ from us, it does not follow that all opinions are entitled to equal respect. Each is to be judged by itself and on its own merits. We may, and indeed should, dispute the opinion that we believe to be erroneous, that out of the debate we may reach the truth, whatever it may be. But this does not imply intolerance exhibited toward those who hold the wrong opinion, especially when we know they are conscientious and have done some honest thinking on the subject. We should rather welcome those who dispute with us because they honestly disagree with us, than the so-called friends who play upon our vanity by pretending to agree with all we say.—*Minneapolis Times.*

I have always believed that it is possible to unite success in business with strict moral integrity. I am aware that many people think that . . . a man may do things in his public employment which he will not think it right to do in his domestic or private life. I do not agree with this view; and if the record of my life has any value, it is in showing that at least it is not necessary to success in business that a man should indulge in "sharp" practices. But even if it were necessary, still it would not follow that it was worth while. We cannot afford to do or say a mean thing. There are higher satisfactions than the mere getting of money, and riches cannot compensate a man for the consciousness of having lived a dishonorable and selfish life.—*George W. Childs.*

Neither let us be slandered from our duty by false accusations against us, nor frightened from it by menaces of destruction to the Government, nor of dungeons to ourselves. Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it.—*Abraham Lincoln, 1860.*

NEW BUSINESS IN NEW YORK.

The Columbia Bicycle four-sheet and Liberty Bicycle 8-sheet are being placed by Gude.

L. E. LaTour & Co. have the sign privileges in the Polo Grounds Base Ball Park this year as in the past, and are filling up with some very beautifully painted ads.

The Cupid Cigarros, made by D. Buchner, is placing a two-sheet in New York, to be followed by larger paper. Other cities will be used also.

Thompson's Glove-Fitting Corsets, made by Langdon & Batcheller, are being advertised in all large cities by an attractive three-sheet, and in all villages by a one-sheet. The business goes out for two or three months, to be duplicated in the Fall. New York City gets five hundred of the three-sheets.

Hawes Hats will probably use an eight-sheet in future, instead of a one-sheet. The work will be looked after by James W. Hoke.

The Henry Zeltner Brewing Co. is having a new poster made.

Some years ago the strongest of the New York dailies, including the *Herald*, refused to pay commissions to agents. They all pay commissions now, however. Those that refused found after a time that the other papers were getting all the business. The bill poster who is busy is apt to feel a little independent too, but don't forget there is a to-morrow.

THE MAN WITH THE DOLLAR MARK.

James W. Hoke is shown on the title page of this issue of BILLBOARD ADVERTISING fondly gazing at his dollar mark, and figuring as to ways and means of scattering large quantities of the article of which this is the symbol, among the advertisers and bill posters of America.

Mr. Hoke—beg pardon, James W. Hoke, is one of the few display advertisers who has also had a thorough schooling in all other branches of the advertising business, his experience beginning when scarcely more than a boy, in a newspaper office in Louisville, Ky. Since then he studied the subject from the inside, as it were, in theater programmes, car signs, trade papers, magazines, etc., etc.

Some ten years ago the question of display began to interest him, since which time his efforts have been largely in this field; all this time he has recognized the fact that display can never fully take the place of newspaper advertising, especially for unknown articles. Display can make the article known, but there is not the chance to go into details, offer arguments and make long talks, so often necessary to convince the skeptical. And for this reason he recommends the newspapers as an adjunct to display, or display as an adjunct to the newspapers, especially for an article where argument can be used.

For a number of years Mr. Hoke was with the R. J. Gunning Co., during which time he saw that concern grow from a Bradstreet rating of \$4,000 to their present eminence of a quarter of a million.

During the World's Fair year the president of the Admiral Cigarette Co., with a force of salesmen, came to Chicago, prepared to open warfare upon the enemy, and the Admiral's advertising was placed in the hands of Mr. Hoke, who also placed it for St. Louis a little later. So well pleased were the Admiral people that in March, 1894, they placed him in charge of their entire advertising appropriation.

And that is how Hoke happened to leave the booming West for New York.

After a little more than a year's service for the Admiral, Mr. Hoke thought he saw an opening in New York City for a system of wall sign advertising, and he now controls more such space in that city than all others combined, with one exception.

During the year he has been in business "for himself" Mr. Hoke has worked up quite a large bill posting and newspaper business in addition to his wall advertising, and so strongly is he impressed with the value of bill posting that he is now seriously considering the advisability of doing an exclusive brokerage bill posting business, or in any case of making this his specialty.

BANG!

MINNESOTA FIRES THE FIRST VOLLEY.

Wisconsin will be second, with Illinois to follow—Great victory for the Inter-state Bill Posters' Association — The Minnesota State Association leaves the A. B. P. A. and goes over in a body to the Inter-state.

The following resolutions were sent us for publication without solicitation or inducements of any nature on our part:

NOTICE TO ADVERTISERS.

Whereas, a certain paper in Chicago continues to publish our names as charging no less than seven (7) cents per sheet; and,

Whereas, we believe it to be the cause of our not securing more business; therefore,

Be It Resolved, that we, the undersigned, hereby give notice that we are members of the Inter-state Bill Posters' Protective Association, and our prices are the same as adopted by the said Association, which is as follows:

POPULATION.	Price	Guarantee
1,000 to 5,000	3c pr. sh.	30 days guaranteed and protected display.
5,000 to 10,000	4c "	
10,000 to 20,000	5c "	
20,000 to 40,000	6c "	
40,000 to 60,000	8c "	
60,000 to 150,000	9c "	
150,000 and over	12c "	

Signed,

- Jacob Fink, Faribault and tributaries.
- H. N. Ensign, Northfield, Minn.
- E. N. Morehouse, Owatonna, Minn.
- P. H. Zender, Austin, Minn.
- W. S. Elkins, Rochester, Minn.
- J. A. Hutton, Albert Lea, Minn.
- J. T. Owens, Wells, Minn.
- Henry Werner, Winona, Minn.
- W. M. Cline, Red Wing, Minn.
- H. J. Ludcke, Jr., St. Peter, Minn.
- Sauk Co. B. P. Co., Baraboo, Wis.
- John D. Lawe, Kaukauna, Wis.
- Appleton B. P. Co., Appleton, Wis.
- P. B. Haber, Fon du Lao, Wis.
- John Mallory, Green Bay, Wis.
- John B. Hebert, Menominee, Mich.
- City B. P. Co., East St. Louis, Ill.
- G. M. Stark & Son, Jacksonville, Ill.
- G. Runey & Son.
- Chicago Bill Posting Co.
- Chas. C. Maxwell, Lincoln, Ill.
- Richard Wahler, Freeport, Ill.
- C. E. Perry, Bloomington, Ill.
- O. J. Johnson, Galesburg, Ill.
- Frank P. Myers, Danville, Ill.
- Lou Roley, Pana, Ill.
- L. E. Tieman, Belleville, Ill.
- H. F. Malinski, Cairo, Ill.
- Seldon L. Nye, Champaign, Ill.
- A. J. Turner, Carlinville, Ill.
- Huest Stout Sign Co., St. Louis.
- City Bill Posting Co., Mankato, Minn.
- C. H. Brown, Mapleton, Minn.
- A. D. Goodman, Waseca, Minn.

A PROTEST.

Accompanying the above resolutions, we also received the following protest:

Minnesota Bill Posters' Association.

Prices, 30 days' showing, listed and protected.

Bill Poster	City	Pop.	Price
L. N. Scott,	St. Paul,	150,000,	12c
M. Breslau,	Minneapolis,	190,000,	12c

Bill Poster	City	Pop.	Price
F. J. Marsh,	Duluth,	60,000,	9c
H. Werner,	Winona,	25,000,	7c
Mrs. Seward,	Stillwater,	18,000,	7c
C. H. Griebel,	Mankato,	12,000,	7c
Jacob Fink,	Faribault,	9,000,	7c
P. H. Zender,	Austin,	7,000,	7c
E. T. Davidson,	St. Cloud,	10,000,	7c
do.	Brainerd,	4,000,	7c
H. W. Ensign,	Northfield,	5,000,	7c
W. S. Elkins,	Rochester,	6,000,	7c
H. J. Ludcke,	St. Peter,	4,500,	7c
C. H. Brown,	Mapleton,	1,500,	7c
W. R. Smith,	Fergus Falls,	5,000,	7c

NOTICE TO ADVERTISERS.

The above price of 7c. was published without our consent, and we do not ask such high prices for our work. We charge Inter-state prices only.

- JACOB FINK.
- H. N. ENSIGN.
- P. H. ZENDER.
- W. S. ELKINS.
- HENRY WERNER.
- HENRY LUDCKE, JR.

NOTE.—The above shows the methods pursued by the A. B. P. A.

L. N. Scott, writing to Mr. D. R. Talbert, in a recent letter which came under our notice, uses the following language: "If you do any bill posting work in Minnesota, the matter must necessarily pass through my hands." In view of this assertion the following protest, signed by every member of the Minnesota Bill Posters' Association (A. B. P. A.) except Scott and Breslau, is somewhat surprising.

Secretary's Office,
Minnesota State Bill Posters' Association,
MANKATO, MINN., Feb. 26, 1896.

To Minnesota Bill Posters:

By the REQUEST of Mr. L. N. Scott, of St. Paul, President of Minnesota State Bill Posters' Association, instructed me to inform you that the California Fig Syrup Co. is trying to get their paper posted at cheaper rates than our regular Association price, (seven cents per sheet,) which please bear in mind and stick to our regular rates [seven cents] for the benefit of the larger cities [our Association] at large.

Yours very truly,

C. H. GRIEBEL, JR.,

Sec'y and Treas. Minnesota State Bill Posters' Association.

We, the undersigned, do not believe in the above manner and way of doing business, and we will post any paper sent out by the Inter-state Association if same is taken by them.

- J. Fink, Faribault, Minn.
- H. N. Ensign, Northfield, Minn.
- E. M. Morehouse, Owatonna, Minn.
- P. H. Zender, Austin, Minn.
- W. S. Elkins, Rochester, Minn.
- C. M. Friedbery, Gen'l Agent White Navy Tobacco Co.
- Eugene Reeves, Advertising Agent Elastic Starch.
- Allen D. Goodman, Waseca, Minn.
- J. A. Fuller, Albert Lea, Minn.
- W. M. Cline, Red Wing, Minn.
- Henry Werner, Winona, Minn.
- Henry J. Ludcke, St. Peter, Minn.

N. B.—Please note that the above was at the request of L. N. Scott.—Ed.

If President Campbell is really anxious to expel a few members, here is his chance. In any event advertisers will do well to note what thoroughly unmercantile tactics some bill posters will resort to.

"COPY."

Milwaukee, March 27th, 1896.

Dear Sir—Mr. William H. Stoddard, Janesville and Mr. Thompson, Waukesha, inform me that Mr. Talbert, advertising agent of the California Fig Syrup Co., has given the posting of his paper to their opposition. Both being members of the Wisconsin Bill Posters' Association, would respectfully request that you, as a member, refuse to post said paper 'till satisfactory arrangements are made with these gentlemen.

The motto of the A. B. P. A. is: "You stick to me, I'll stick to you."

F. FITZGERALD, Secretary.

E. A. HARTMAN, President.

CALIFORNIA FIG SYRUP CO.:

Gentlemen—We, the undersigned, members of the Inter-state Bill Posters' Association, do not believe in the above method of doing business. We believe the advertiser has the right and privilege to place his paper with whom he pleases, so long as he gets satisfactory service.

The motto of the Inter-state is: "Prompt and reliable service at equitable rates."

Signed:

- S. H. Barnheat, Appleton, Wis.
- P. B. Haber, Fon du Lac, Wis.
- W. Lansing, Neenah, Wis.
- Appleton B. P. Co., Appleton, Wis.
- John C. Lawe, Kaukauna, Wis.
- Spencer B. P. Co., Janesville, Wis.
- Harry Burnell, West Superior, Wis.
- W. S. Schmidt, Menominee, Wis.
- Sexton Bros., Marshfield, Wis.
- O. A. Cole, Stevens' Point, Wis.
- Waterburg B. P. Co., Elkhorn, Wis.
- H. F. Malinski, Cairo, Ill.
- Chas. C. Maxwell, Lincoln, Ill.
- Warren & Austin, Effingham, Ill.
- Murray Bros., Geneseo, Ill.
- Frank P. Myers, Danville, Ill.
- A. J. Turner, Carlinville, Ill.
- O. J. Johnson, Galesburg, Ill.
- H. J. Schneider & Co., Oak Park, Ill.
- Lou Roley, Pana, Ill.
- I. P. Carl, Harvard, Ill.
- Victor Janney, Marshall, Ill.
- J. M. Enek, Vandalia, Ill.
- Richard Wahler, Freeport, Ill.
- Chas. Hogue, Matoon, Ill.
- Edwin E. Lewis, Flora, Ill.
- Chicago B. P. Co., Chicago Ill.
- Miller Bros., Rock Island, Ill.
- City Bill Posters, E. St. Louis, Ill.
- Huest-Stout Sign Co., St. Louis, Mo.
- J. A. Fuller, Albert Lea, Minn.
- Jacob Fink, Faribault, Minn.
- Morehouse Bros., Owatonna, Minn.
- C. H. Brown, Mapleton, Minn.
- H. Zender & Son, Austin, Minn.
- H. U. Ensign, Northfield, Minn.
- Wm. M. Cline, Red Wing, Minn.
- H. J. Ludcke, Jr., St. Peter, Minn.
- Mrs. V. C. Seward, Stillwater, Minn.
- A. D. Goodman, Waseca, Minn.
- Henry Werner, Winona, Minn.

Editor BILLBOARD ADVERTISING,
Cincinnati, Ohio.

Dear Sir—Business is humming. Our local merchants are thoroughly alive to the healthful results to be derived from the billboards. We have just completed the erection of several new 7x4 stands and 100 one-sheet lithograph boards. The stands are all put together with twelve inch dressed lumber, with cap and weather strip. The one-sheet boards are made of one inch stuff dressed and with three cleats across the back. On each of the boards we had stencilled in large letters, "This board is owned by Spaulding & Gordon, Licensed City Bill Posters. Post No Bills." We found it necessary to put up these boards to supply our constantly increasing local patronage.

This month we closed a nice contract for a monthly showing of ten stands for the Golden Rule Store, a large department concern of this city. We also had the pleasure of a call from Mr. A. S. Kohlund, the genial agent for the Walter L. Main Shows, which plays here June 22d. Mr. Kohlund was shown about the city and before leaving contracted with us for 15000 feet of billing space.

Take the majority of the bill posters and they do not know how profitable they can make their local business. Why it is their "Staff of life," that is if they care to any more than exist. Let the bill poster get his boards in shape to make a good showing of several local billings at the same time, take the utmost pains with his local patrons' work, blank it in well, save out enough paper to make the renewals as often as necessary and then take a little time and show your customer just what you have done for him, give him the evidence of work done, and he will come again. Mr. Bill Poster you are not working a directory or hotel register dodge, but a legitimate business; seek to bring your business up above the level of the fakir, do your share in making it legitimate, and in a short time your local paper—your only rival—will be giving you a hand. We have tried it and have succeeded.

A good way to work the trade is this: See the different merchants with a good line of commercial posters at least once a week, Monday or Tuesday without fail. If the bill poster is not a good solicitor get a man to do the work and give him the commission on the posters and then do the billing at your regular rate. When the posters arrive from the lithographers make your billing promptly, taking particular care that some of the posters are where your customer will not fail to see them. In this way Smith, the clothier sees Jones' posters, reads of his wonderful \$10 suit and the result is, Smith takes 200 of the "latest" the next time the solicitor calls and you Mr. Poster are \$\$\$ \$ ahead. Another good scheme which we use to splice in with, is to make your customer a proposition to give him say ten stands to be properly blanked in, and in the centre or corner of each stand place one of those elegant three sheet lithographs, appropriate to the customer's business, then have your painter paint in your customers copy, in colors using water colors or printers ink thinned with benzine. The entire cost will be about \$2.00 per stand. Charge your customer \$5.00 per stand for a 30 days showing and he will have to acknowledge, if you have done your work well, that it is the most value he ever got out of a like amount of money spent in advertising. The above are only a few of the many ways in which the wide-awake billposter can make a winning.

Very truly yours,

SPAUDLING & GORDON.

Boise, Idaho, April 20th.

New York City Wall Signs.

My wall ads here at home are the biggest, the brightest the most prominent, and in every respect the best advertising obtainable for the money.

I can give a display of a hundred thousand feet, or more, or less, and a search warrant will not be necessary in finding the ads.

My painters are the highest priced men in the trade, and my paint is good paint.

I don't say that you MUST patronize me, but I do say that your interests point that way.

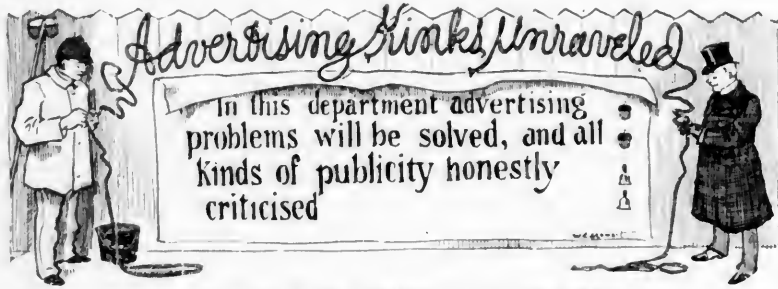
My prices are right.

Sam W. Hicke WALL ADS

87 Nassau St., New York.

Telephone connection.





Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 4114 Elm Avenue, Philadelphia.

DOING IT RIGHT.

A circular distributor of St. Louis sends me his letter heading for criticism. The printing of this letter head is only "so so," yet it is one of the strongest trade stimulators I have seen for a long time. Prominently displayed in a cut of a uniformed carrier delivering a circular to the housewife, is the motto "Do it right, or not at all." If the firm lives up to this motto the time will come when they will be "doing it all," and their page advertisement every month in BILLBOARD ADVERTISING will draw them trade from all over the country.

A lecturer wants to know the best way to advertise his course of three lectures on travel. The Chicago *Times-Herald* recently asked several prominent Chicago divines their opinion as to the best method of advertising a church. The general trend of opinion appeared to have been in favor of the poster. As it is only a step from the pulpit to the lecture platform, I would advise the poster as the chief mode of publicity; but, after your posters have been well displayed, I would generously distribute throughout the city, an interesting four-page folder, artistically and entertainingly illustrated.

A LIVE RETAILER.

While the great millionaire department store proprietors of the large cities hustle day and night in order to make their business a success, the smaller retailers sit around and wait for trade to come to them. Some of these merchants of the smaller cities advertise, it is true, but it is done in such a half-hearted way that it really don't count. Even those who have their advertisements prepared by prominent advertisement writers do not back up their advantage with personal hustle, and half of them don't even follow out their writer's ideas. Yesterday I received a letter from one of BILLBOARD ADVERTISING's readers that makes me feel that the smaller merchants are beginning to appreciate the great value of advertising—when it is done in the right way. At any rate, my correspondent, Mr. Abner H. Graham, has "tumbled" to the power of the paint brush and type, and they are not going to get rusty in his hands. He is the proprietor of Graham's Cash Store, of Milltown, Maine. Though only in business two years, he has one of the largest stores, and is decidedly the most progressive merchant in that part of the country. Paint bristles on every barn on the roads to the town with Graham's method and Graham's prices; every street car tells of his merchandise; the newspapers get their

share of his publicity, and the circular distributors are even giving his townspeople some new advertising novelty of his. His latest scheme is worthy of imitation in other towns. There is an ice company in Milltown whose wagons serve the people of that town as well as those of three near-by towns. Every morning those ice wagons drive up to Mr. Graham's store door, before they start out on their routes for the day, to have large signs tacked on either side of them. The signs tell of one special bargain Mr. Graham has to offer for that day. Do you wonder that the people can't get away from such a man?

AN AD FOR DRUGGISTS.

Speaking of good advertising, the Walther Printing House, of Philadelphia, sends me a copy of the best and most economical advertising medium for retail druggists I have ever seen. It is a syndicate newspaper, full of information and advertisements that should sell goods for any druggist. By changing a word here and there, each druggist has a paper, especially devoted to his store—a paper that will be read and kept, where an ordinary circular would be thrown aside.

HOW ONE BILLPOSTER STARTED.

Mr. T. M. Young, of the Southern Advertising Co., writes that they started the merchants of Manning, S. C., to using the billboards by showing them samples of commercial posters from one of the large lithographers. Now the merchants find that the billboard displays pay them, and advertise right along. "Papers reach the classes; posters reach the masses," is Mr. Young's motto. Knights of the paste brush in other towns could increase their business by following the Young brother's example.

"BILLBOARD ADVERTISING" WILL HELP.

To the billposter who can't see any further than a certain facial projection, this article may sound like a selfish "puff" for BILLBOARD ADVERTISING. But the wide-awake, go-ahead poster will see the advantage of introducing this paper to the advertisers of his city. The average merchant looks upon bill posting as only fit to advertise soap, tobacco and theatres. If he could be induced to become a reader of BILLBOARD ADVERTISING, he would soon become educated to the great merits of the boards, and the poster would profit accordingly.

The Campbell Preserves Co., of Baltimore, are going to post the South.

T. R. DAWLEY.

We present to our readers, on the third page of this issue, a likeness of Mr. T. R. Dawley, president of the Great American Engraving and Printing Co., representing the oldest Show Printing House now in this country. Mr. Dawley having established the business in 1857 nearly where it is now located. The plant managed by Mr. Dawley, although, perhaps, not the largest, is probably better equipped and adapted for promptly executing orders for all kinds of show printing than many of much larger pretensions, and the trade of the office extends around the world, having branch offices in Liverpool and London, England, Paris, France, and Berlin Germany. A person not familiar with this branch of the printing business can hardly realize the magnitude of some orders executed by the Great American Engraving and Printing Co. We have been told that this office once secured and executed an order for what is called a 144-sheet poster in five colors. This poster was 161 feet long and 9½ feet high, and it required 720 blocks 27½x39½ inches to make. It required more than 7,200 feet of lumber. To print only one-thousand copies it required 288 reams of 60 lb. paper, or a total of 17,280 pounds, and, as it had to go through the press 720 times, it required 720,000 impressions to complete 1000 copies and about 10 tons of costly ink. Each poster cost about \$15 each, without counting the engraving. This company have just printed for the I. N. Corset firm an edition of 100,000 mammoth posters. Some years ago they printed an edition of 200,000 for another firm at a cost of some \$2,000. Mr. Dawley is a resident of Griswold, Conn., where he owns real estate and is proprietor of a large country store.

An AUSTRALIAN BILLBOARD

Melbourne, Australia, February 25th 1896.
BILLBOARD ADVERTISING.

Dear Sirs—Your esteemed favors of 16th and 23rd December to hand. Delay in acknowledging same caused by absence of undersigned.

Under separate cover we have much pleasure in handing you two copies of the billboard referred to, and which, accepting your published announcement as correct, must be the largest permanent billboard in World.

The exact measurements are 258 feet to Victoria street by 32 feet to Howard street, and all of a uniform height of 10½ feet. The situation is a central one, at North Melbourne, a thickly populated suburb of Melbourne, and distant about ¼ of a mile from Melbourne Post Office.

The larger frontage is parallel to a main line of cable trains, and is the centre of over half a mile of shops and business premises.

The building showing all back of hoarding has been some eight years in progress and likely to be several more. It is called St. Mary's Cathedral.

We are, dear sirs,
Yours very truly,
AUSTRALIAN ADVERTISING CO. (LTD.)
W. KEMP, Mgr & Sec'y

GOOD FOR YOU.

Paper for Santal Midy Capsules Remedy and Big G has been refused by the American Advertising & Bill Posting Co., of Chicago. We have found so little to commend of late in the actions of the erratic genius who manages this concern, that we eagerly seize this opportunity of tendering our congratulations. We also heartily coincide with his observation that the sooner all bill posters do likewise, the better.

The Chicago Bill Posting Co. is building boards as fast as five gangs of carpenters can put them up.

CANADA.

Canadian Bill Posters have left the A. B. P. A., and organized an independent association of their own. And the "gang playing on."

Sam W. Hoke Gets Commissions.

The April issue of Campbell's paper, states that Van Beuren, Munson, and Reagan & Clark refuse to pay commissions to Sam W. Hoke on bill posting that he may send to them. Of course, Mr. Stahlbrodt would like this to be the truth, but all the same, Hoke's paper goes up right along, and Hoke pays regular rates, less regular commissions, 16½ per cent. on short orders and 20 per cent. on orders of three months or more.

Harry Munson Home Again.

After an absence of a number of months Harry Munson returned to New York, looking as robust as ever, and a great browner. During his absence the business has been ably conducted by Wm. Lowden, who was instrumental in forming the association of New York's three bill posters into a defensive organization.

Jno. D. Plummer, manager of the street car advertising in Asheville, N. C., has recently secured control of the billboards in that city, and will conduct the two together, under the name of the Asheville Advertising Agency.

Asheville is one of the most popular mountain resorts East of the Rockies, and at all times of the year—winter and summer—it is filled with pleasure and health seekers from all parts of the country. It is a busy, growing place, with up-to-date ideas, having a population of 15,000 residents, and half as many visitors the year through, and Mr. Plummer promises that under his management, there will be a billboard business creditable to the place, and a showing hitherto unknown there.

The Chicago Bill Posting Co., of Chicago, has shipped over 1,000 24-sheet stands; 250,000 ½-sheet snipes; 110,000 one-sheets.

The service given by the members of the Inter-state has invariably been good. They have just closed a contract with the Moxie Co., Lowell, Mass., 50,000 one-sheets for city and country work.

West Superior Bill Posting Co., West Superior Wisconsin, have sold out to The Petcher Tri-City Co., and 1000 feet of new boards have been added to their plant, and 2000 feet more will be erected as soon as the grounds are favorable.

Harry Burnell West Superior Wisconsin, has given the "Sweet Moments" a good showing.

W. C. Teide Racine Wis., Vice President Wisconsin State Association, is giving the Sweet Moments a nice showing.

Advertisers desiring distributing done, can place their contracts for Minneapolis and St. Paul, with the Chas. Bartsch Company, and rest assured they will get honest service. See their advertisement on another page.

E. J. Marsch, manager of the Duluth Bill Posting Co., Duluth, Minn., has an enormous amount of boards, and they are well covered with local and theatrical work, no commercial work to speak of. He is a nice, congenial fellow, and seems ever willing to treat people square.

DISTRIBUTORS' CHAT.

There is a large sized row on in the ranks of the International Association of Distributors. One faction has called a convention to meet at Springfield, O., in June. The other issues a call for Chicago, July 23d.

While internecine strife of this nature is deplorable and unseemly, the members in general, owing to the lethargy that has possessed the Association, and especially some of the officers, for the past six or seven months, are inclined to welcome anything that promises to bring about a change. The outcome will be watched with interest. There is certainly much need of greater zeal and efficiency on the part of those in control of the organization.

Vansyckle & Hole, of Indianapolis, have executed the following contracts within the two months just passed. Distributing: Gt. A. & P. Tea Co., 64,000; C. I. Hood & Co., 60,000; Lane's Family Med. and Kemp's Balsam, 30,000; Geo. E. Mitchell, Novelty Plaster Works, 30,000; Dr. Williams' Pink Pills, 28,000; Paine's Celery Compound, 25,000; Syrup of Figs, 25,000; Peruna, 22,000; Dr. Chase's Blood and Nerve Food, 20,000; Progress Clothing Co., 17,000; Crown Baking Powder "Purveyors," 10,000; Chicago Chronicle sam. copies, 3,900. Tin signs: Battle Ax Plug, 10,000; Quaker Oats, 5,000; Wheelmen's Co., Bicycles, 3,000.

A movement looking to the reorganization of the International Association of Distributors has been inaugurated.

A correspondent writes as follows: The announcement that a meeting of the International Association of Distributors would be held at the Leland Hotel, Chicago, commencing July 23d, is met with popular favor by all the members who have the interests of the Association at heart. Although this meeting was not called by the Board of Directors, it was timely, and judging from the way certain officers are inquiring by whose authority such a meeting was called, they must think something is going to drop—in fact, something will drop.

The members of the I. A. D. want and will have a set of officers that will attend to their respective duties as becomes efficient and honest men. They are tired of paying dues and not getting anything in return. Some of the old officers are like a mill stone to a man's neck, or like a leach sucking the life-blood of this Association. It is proposed at this meeting to adopt a sliding scale of membership fees and dues, which gives the distributor in the small towns and villages an equal share of expense to bear in proportion to the population of the territory he works in. Another improvement of this new movement is to establish permanent headquarters, with a paid stenographer, in charge of the Secretary, the Secretary to serve gratis. With this plan members will at all times receive prompt attention, and will be kept posted as to what is going on in the distributing world. Their names will be kept before the advertiser.

This meeting will undoubtedly be the largest gathering of distributors ever heard of, and a general invitation should

be issued to all the reliable men of the craft. It would give them a chance to get acquainted, and the result would be a benefit to every one. As Chicago is the headquarters of many large advertisers, the distributors could kill two birds with one stone by soliciting business in person.

Every member should put forth his best efforts to make this movement a success, both by attending in person and getting others to attend.

Henderson, Minn., Mar. 13, 1896.
Editor of BILLBOARD ADVERTISING,
Cincinnati, Ohio.

You may state through the columns of the "Only," that G. Runey & Son, Waukegan, Ill., have distributed and covered 125,000 pieces of advertising matter throughout Minnesota, including Minneapolis and St. Paul, for the Syrup of Figs people; and 125,000 for the "Elastic Starch" people, for E. Reeves, Gen. Adv. Agent, Elastic Starch Co. We also have contracts for both of the above firms in all the principal cities in Wisconsin, and will complete that state this month. G. Runey & Son are enthusiastic International Distributors' Association members, and prefer to do the work themselves rather than give it to any one not members of the International. Good distributors are as essential as good bill posters, and we believe the distributors need purifying and classification.

CLARENCE E. RONEY.

How many of you ever received the money back you paid the *Circulator* for subscription and advertising?

How many of you ever received any information outside of what the two assistant secretaries and solicitor gave you?

How many of you knew that most of the time that said officers were using their own money to give said information?

How many of you know that the association advertisements run in BILLBOARD ADVERTISING were paid for out of personal funds?

How many of you are there that are not disgusted with the ways Durboraw and Boorum, have run or not run things?

How many of you are foolish enough to pay any more dues to the secretary, so he can keep it as his imaginary salary?

How many of you are willing to attend a meeting, if called by President Boorum?

How many of you blame me for bolting?

How many of you are going to stand by what is right and just?

How many of you will attend our meeting at Chicago?

How many of you will attend the other meeting, if there is one?

I could ask a thousand more such questions, but what is the use? I will let you ask the rest yourself.

I must ask you one thing more: Are any of you willing to let this state of affairs exist another year, or are the members to own this association? I, for one, will not stand it any longer, that is why I, and a large majority of our association

OFFICIAL NOTICE.

(Springfield, O., April 15th, 1896
I Headquarters, I. A. D. A.

The officers and members of the International Association of Distributors, of North America, are hereby notified that the regular annual meeting of the Association will be held in Springfield, Ohio, on the first Monday in June, 1896, which will be June 1st. An entirely new set of officers will be elected to serve for the ensuing year, and other business of vital importance will come before the meeting. All members are requested to attend. Those unable to be present will kindly direct their proxies to the President. All members who will attend the meeting will please inform the President by mail not later than one week previous to the meeting. S. M. BOORUM, President.

Superintendent Colbert recently wrote letters to Messrs. Dickson & Talbot, the Indianapolis Bill Posting Company and the management of the Empire Theatre, calling attention to an ordinance approved April 21, 1873, making it a misdemeanor to exhibit indecent, disgusting, revolting or loathsome prints or pictures, and providing a penalty for the violation of the ordinance. It is the intention of the police department to enforce the ordinance. — *Indianapolis Journal.*



LARGEST BILLBOARD IN THE WORLD.

New Orleans, La., April 13, 1896.
W. H. STEINBRENNER,
Cincinnati, O.

Dear Sir—Is the International Association of Distributors of North America still in existence? Since we sent our dollar for membership we have not heard a word except a notification of our election to membership.

We would like to hear from you on the subject. We expected to do considerable business through them. Awaiting an early reply, we are,

Yours very truly,
C. H. YOUNG & CO.

To the members of the International Association of Distributors:

How many of you have had the same experience as C. H. Young & Co.?

How many of you paid your dues the last six months?

How many of you derived any benefit there from?

How many of you wrote the president, secretary and treasurer?

How many of you waited weeks and months before you received a reply?

How many of you ever received a reply at all?

How many of you ever received a copy of the Constitution and By laws except what I and the two assistant secretaries sent out?

How many of you knew that the secretary claimed \$100 per day for his services?

How many of you found anything in our laws that entitled said secretary to said \$100 per day?

How many of you ever heard from the secretary except to receive your receipts for dues paid?

called a meeting at Leland House Chicago, July 22nd, 1896, and I herewith extend an invitation to all the loyal members of the International Association of Distributors to attend.

W. H. STEINBRENNER.

Chicago, April 23rd, 1896.
Editor BILLBOARD ADVERTISING.

Dear Sir—I would be pleased to vouch for Mr. W. H. Steinbrenner of your city, as a reliable man to entrust with distributing work. I consider him worthy the confidence of advertisers generally.

Very truly yours,
D. R. TALBERT,
Advertising agent,
California, Fig Syrup Co.

INDIANAPOLIS.

The No. 1 bill car of the Buffalo Bill show was here April 17th, and this locality is thoroughly billed. The car was in charge of H. H. Gunning, same as last season.

Syrup of Figs paper has been posted and distributed here lately, the Empire doing the posting and Geo. W. Vansyckle distributing the 25,000 folders.

The Indiana Bicycle Co., of this city, are billing the "Waverly" very heavily; perhaps it would be well for bill posters in cities where they have agencies to correspond with them regarding work.

I have secured rates for the International Association of Distributors, Leland Hotel Chicago, same as for Inter-State and have assurance of one and one-third railroad fare, but nothing definite as yet. Am working on it and think it will go through.

CLARENCE E. RONEY.

R. C. CAMPBELL, Editor,
Chicago, Ill.

Dear Sir—Please drop my name from your membership, and discontinue my name as a member of your association. I have not received a copy of your publication but am informed you are listing me as charging 7 cents for 30 days showing, while I am advertising to do 30 day work for 5 cents. Am glad to give good service at that price. Please acknowledge and state that you comply.

Yours truly,
P. H. HABER,
3rd Vice President,
Inter-State B. P. P. Association.

A good auxiliary advertising medium is an attractive window card. I have noticed quite a number of clever ones lately—mostly running to the clothing business. One of these reads:

"There is a bond of sympathy between our prices and your purse."

In a gents' furnishing store I notice the following:
"These gloves are something you ought to have on hand."
— J. C. G. in *Printers' Ink.*

NEWS FROM THE FAIRS.

Pawnee Bill, (Major Gordon W. Lillie,) whose reputation as a scout and rough rider is second only to that of Buffalo Bill, is entertaining the idea of offering himself and followers as a special attraction to a limited number of fairs during the coming fall. His address is, care of the Ledger Job Office, Philadelphia.

The opening of the Nashville Centennial Exposition has been postponed until May 1st, 1897, and its season extended from one hundred days to six months. This is a wise move, for while it conflicts with the proposed big show at Omaha, it insures the completion of the buildings and grounds. Nothing operated against the Atlanta Fair one-tenth part as much as the incomplete state of the exposition on the occasion of the opening. Visitors carried the report home that nothing was finished. It spread far and wide, and as a result people simply staid away during the early weeks and months. The attendance was frightfully low. All the splendid advertising accomplished by Walter G. Cooper, the press agent, was lost and immense expenditure of time and money and ingenuity were necessary to counteract the effects of the widespread impression that prevailed.

We are informed that many of the new buildings at Nashville are already fast approaching completion. This is well, as is also the determination of the management to rigidly exclude all exhibits that are not on the grounds by April 15th. There is no reason on earth why a big venture like this should not be ready for opening on its opening day.

Prof. F. T. Nash, manager of the famous Nash Combination, is located at Oswego, Kansas. This combination is one of the best of fair ground attractions. It consists of seven people who in turn give exhibitions of Roman Standing Race Riding, Roman Chariot Racing, Ladies Racing in Bloomer, Hurdle Races, Trapeze Performing and Steeple Chasing.

Office of Secretary,
PUTNAM COUNTY FAIR,
Fair, July 27 to 31, '96.
Bainbridge, Ind., April 13, 1896.

Editor BILLBOARD ADVERTISING,
Cincinnati, O.

Dear Sir—As the representative of one of many fairs I would ask that you favor us with addresses of "special attraction" people through your advertising columns.

Thanking you in anticipation and also for past favors.
Very Truly,
A. R. ALLISON, Secretary.

The new line of posters for fairs, race-meetings and bicycle tournaments, issued by the famous Donaldson Litho. Co., of Cincinnati, is now fast approaching completion. They are beautiful beyond description. Secretaries should write for samples, which are free.

If you want anything in the way of a special attraction, from a merry-go-round to a racing combination, advertise for it in BILLBOARD ADVERTISING.

G. P. Kemp, manager of the Kemp Sisters Hippodrome and Wild West Combination is now entertaining offers from fairs. His address is El Paso, Ills.

The Zone system of estimating the attendance at fairs and expositions has proved seriously at fault of late. A much better and more reliable method is the billboard system. Count five paid admissions on every sheet used in excess of the usual billing.

Arthur S. Constant, secretary of the Isabella County Agricultural Society, of Mt. Pleasant, Mich., says, on behalf of the society: "We are in for a big time. Any help you can give us will be appreciated and reciprocated. Please exchange dates."

If you are going to make a specialty of bicycle races, advertise the fact in BILLBOARD ADVERTISING. Manufacturers and dealers are interested, and if they do not exhibit they may want space in your premium list.

Our free list among officers of fairs will be entirely suspended with this number. Those who want the paper hereafter had better subscribe now or order it through their newsdealer.

Mr. John E. Muncaster, secretary of Montgomery County Fair, Rockville, Md., writes us a very entertaining letter in which he says: "Although BILLBOARD ADVERTISING is a rather peculiar name for an official fair organ, I have often felt that such a paper would prove interesting, and hope you will be successful in making it go.

I was chosen secretary of our fair in 1888, for the first time, being then in my eighteenth year, and may be said to have grown up with the fair. All arrangements for advertising in the first year, had been made by my predecessor, and of course I supposed them sufficient, so made no changes. There were two-thousand premium lists put out mostly by mail, and two-hundred one-sheet posters printed blue on white, with a whole history of the fair on each one, in consequence of which a magnifying glass had to be used to see what was on them. The total attendance was about 4,500 or 5,000.

Last year I had out in the county some twenty-five six-sheet bills, and one hundred three-sheets. You know, unless you build the boards especially, it's hard to post big bills in the country. Five hundred one-sheets, one thousand half-sheets and one thousand fence posters.

These were all lithographs, except the three-sheets and posters, and were well put up, so that some of them still show. Besides this we had a banner 40x60 feet across Pennsylvania Avenue, Washington, D. C. Total attendance over 10,000, and one day cut off by the heaviest rain of last summer. We feel sure that 3,000 or 4,000 would have passed the gates on that day, and attribute the increase largely to the bills and the thorough posting of them by our special agent, Mr. P. C. Riley. Riley uses common flour paste made with alum water and rubs it in well, and sticks a poster wherever one will go. I remember one case of a fat huckster who travels through the county, and Riley posted a bill and was about to apply it to the seat of his breeches, when the man objected, and was even indignant at the offer of a quarter for the privilege of billing him. Whoop her up!

Bear in mind that BILLBOARD ADVERTISING for the next four months reaches every manufacturer and dealer in agricultural implements in America.

BILLBOARD ADVERTISING for June will contain the complete Fair List for 1896. Subscribe now.

Mr. Allison A. Bibler, of Crown Point, Ind., secretary of the Northwestern Indiana Fair Circuit, says that BILLBOARD ADVERTISING is one of the best advertising papers he receives, and he gets them all.

Secretaries speak very highly of the Babbitt Ticket Account Book. It simplifies their work as far as tickets are concerned.

The Minnesota State Fair will be held at Hamline, midway between St. Paul and Minneapolis, for six days commencing August 31. They will have the big G. A. R. National Encampment to draw from, besides getting the benefit of the extremely low railroad rates.

Watch for interesting news in our next issue.

Where is the
Secretary?

Keep Out of **HOT WATER**
By Using **HOT BOOKS.**

THE
Babbitt Entry and Record System
Solving the Entry Problem. (Designed 1896.)

THE
Babbitt Ticket Account Book.
Solving the Ticket Problem. (Designed 1896.)

Adopted and recommended for use at all Wisconsin Fairs, by the Agricultural Fair Association, of Wisconsin, Feb. 12th, 1896, at Milwaukee.
Send for Sample Leaves. "Tell 'em that you saw me."

Arthur Babbitt
Ass't Sec'y Wis. State Fair. MADISON, WIS.

THE MODERN SIGN WRITER

With the development of the artistic sense of the people at large has come a demand for tasteful work in

SIGN PAINTING.

Every painter who wishes to be progressive, and keep up with the times, must be able to do this modern work in the new artistic way.

To meet this demand "The Modern Sign Writer" has been prepared. It is a handsome book, beautifully lithographed in colors, and brimful of suggestions in design and lettering. It embraces all the modern alphabets, upper and lower case, together with numbers. Also artistic sign lay outs, borders, panels and tasteful designs. Every painter in the land should have a copy. If you will state that you saw this advertisement in "Billboard" you can procure the book for \$2.50, by addressing

R. HENDERSON,
29 Avon Place,
Newark, N. J.

Send the Money with the Order.

It will be returned if you are not satisfied.

West Superior,
WISCONSIN.

HARRY BURNELL,

THE ONLY

Licensed CITY BILL POSTER.

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

E. SPRING, MANAGER.

W. S. ELKINS,

Rochester, Pop. 6,300	1,500	N. J. TOWNS, 4c.	CITY . . .
Kasson, " 1,500	1,000		BILL . . .
Manterville, " 1,000	1,000		POSTER.
Kyote, " 1,000	1,500		Rochester, Min.
Chatfield, " 2,500	1,500		
Zumbrota, " 1,500	1,000		
Pine Island, " 1,000	1,500		
St. Charles, " 1,500	1,500		

I WANT the work of one or two more large concerns who recognize the importance of good distributing and who want the very best service to be had.

J. A. CLOUGH DISTRIBUTOR, Chicago
647 Austin Av.

Reference: Fuller & Fuller Drug Co.

LIST OF

FAIRS.

1896.

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CONNECTICUT.

Danbury Danbury Fair Oct 3-10 G M Rundle sec
 Meriden State Agricultural Fair.
 Rockville. Holland Co Fair, Sept 15-17
 Willimantic Willimantic Fair Sep 29 to Oct 1
 J H Gray sec

DELAWARE.

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

ILLINOIS.

Alledo Sept 22-25 W H Graham, secy
 Avon. Sept 15-18 Julian Churchill, secy
 Bushnell Bushnell Fair Assn Sep John R Camp pres, James Cole treas, Louis Kaiser sec
 Camp Point. Adams Co Fair, Sept 7-11 E E B Sawyer, secy
 Catlin. Vermilion Co. Agricultural and Mechanical Association Fair, Aug. 18-21. T A Taylor, President; G S Fleming, Secretary; H H Kidd, Treasurer
 Champaign. Aug 2-8
 El Paso Dist Agl Board of Woodford Co Sep 14-18 E A Childs pres, A H Waite treas, G R Curtiss sec
 Farmer City. Aug 17-21
 Freeport. Northern Illinois Agricultural Society Fair, Sept 8-11 Thos D Osborne, sec'y
 Hoopston Hoopston Fair Sep 29 to Oct 2 Dale Wallace sec
 Kankakee. County Fair, Sept 14-18 T C Scholberg, pres't; Len Small, sec'y
 LeRoy LeRoy Fair and Agl Assn Sep 1-4 Jno Haig sec
 Libertyville Lake Co Agl So Sep 15-18 Warren M Heath sec
 Mt Vernon Agl So Fair Sep Jesse A Dees pres, S H Natson treas, Fred P Watson sec
 Macomb McDonough Fair Assn Aug 17-21 R H Halmline sec
 Mt Carroll. Carroll Co Fair, Aug 25-28 Geo F Buckner, Pres; Geo C Kenyon, sec'y
 Paris. Edgar Co. Fair, Aug 31-Sept 4 Geo H McCord, secy
 Pana Pana Union Agl Board Aug 25-30 Lou Roley sec
 Rochelle Agl and Mech Assn Sep 8-11 Francis E Dresser sec
 Rockford Winnebago Co Agl So Sep 1-4 T E Buckbee pres, Geo W Collins v-pres, C O P-ton treas, J B Whitehead sec
 Sandwich Sandwich Fair Assn Sep 14-18 E Randall sec
 Sullivan Moulton Co Fair Aug 31 to Sep 4 Thomas Monroe pres, G W Vaughan sec
 Shawneetown Aug 18-21 Norton Doherty pres, A C Millsbaugh sec
 Springfield Illinois State Fair Sep 28 to Oct 3 J N Judy pres, John Bunn treas, R C Garrard sec
 Springfield. Sept 28-Oct 2
 Warren Union Agl So of Jo Daviess, Stephenson and LaFayette Counties Sep 15-18 Rob Hawley pres, E C Slothower v-pres, C F Taylor treas, S A Clark sec
 Waukega. Iroquois Co. Agricultural Association Fair, Sept 1-4. H C Lovett, President; L F Watson, Secretary
 Woodstock. McHenry Co Fair, Aug 25-28 G B Richards, secy

INDIANA.

Bainbridge. Putnam County Fair, July 27-31. A R Allison, sec'y.
 Bloomington. Aug 10-14
 Boswell Benton Warren Fair Sep 9-11 Henry Robertson pres, N H Knight sec
 Crown Point. Lake Co Agl So Sep 8-11 Earnst Hixson pres, F R Cooper treas, A A Bibler sec
 Chrisney Spencer Co Agl and Ind Fair Aug 31 to Sep 5 J C Haines pres, P C Jolly sec
 Crawfordville Montgomery Co Fair Sep 7-11 N B Waugh pres, W N Morgan sec
 Flora Carroll Co Fair, Sept 2-25 J T Gilliam, pres, C E Nobes, treas; J O Ferrier, sec'y
 Frankfort. Aug 25-28
 Huntington Huntington Co Agl So Sep 8-12 Adm I Beck sec
 Huntington Dubois Co Fair and Expo Sep 14-19 E R Brundick pres, D Reintpohler sec
 Hagerstown Wayne Co Fair Aug 5-7 John Bowman pres, Knole Porter treas, F H Haldridge sec
 Indianapolis Indiana State Fair Sept 14-19 W W Hamilton pres, E J Robison treas, Chas F Kennedy sec

Kendallville. Sept. 28, Oct. 2. Nathan Roberts, Pres.; John Mitchell, Treas.; J. S. Conlogue, Secy.
 Lebanon. Aug 17-21
 LaGrange LaGrange Fair Assn Sep 22-25 L N Rowe sec
 Ligonier Noble Co Fair Oct 6-9 Orlando Kimmell pres, John H Green treas, J H Hoffman sec
 LaFayette Tippecanoe Co Fair Assn Aug 31 to Sep 4 V L Blackstock sec
 Linton Linton Fair Sep 7-11 S A Maxwell pres, V J Hamilton sec
 LaPorte LaPorte Co Agl Assn Sep 22-25 V H Hanks pres, J Vene Dorland sec
 Morocco N C Agl So C N Hanger pres, H E Parkey sec, Frank Davis ass't sec
 Middletown Henry, Madison and Delaware Co Agr So July 28-31 E A Wisheart sec
 Marmont Maxenkueker Agl Assn Aug 18-21 H H Culver pres, H J Meredith treas, Geo Neapass sec
 Northwestern Indiana Fair Circuit La Porte July 2-4, Crown Point Sept 8-11, Valparaiso Sept 15-18, La Porte Sept 22-25 W A Banks pres, A A Biller sec, Crown Point
 New Carlisle Farmers' Union Fair Assn Oct 30, Sept 1, 2 E N Miller pres, W H Deacon treas, D S Scoffern sec
 Paoli Orange Co. Fair Association, Sept 9-12. A W Bruner, pres't; H F Davidson, secy
 Poplar Grove Poplar Grove Dist Fair Sept 14-18 W W Smith pres, A D Wood sec, Carroll
 Rockport Rockport, Indiana, Fair Aug 18-22 R F Bridges pres, C M Partridge sec
 Shelbyville Shelby Co Fair, Sept 1-5 John W Yamaoy, pres't; Henry Doble, treas; E E Stroup, secy
 Sheridan. Aug 10-14
 Terre Haute Terre Haute Fair Association Fair days Aug 10-14 Running May 28-25 W T Beauchamp pres, W H Duncan sec
 Vincennes Knox Co A & M So Oct 12-17 Jos H Barr pres, Edward Watson treas, James W Emison sec

IOWA.

Algona Kossuth county Agl So Sep 16-18 J W Wadsworth pres, E P Keith v-pres, Harvey Ingham treas, E B Butler sec
 Afton Union county fair Assn Sep 15-18 J T Beebe pres, T F Shrub treas, O E Davis sec
 Allison Butler county fair Assn Sep 14-17 G M Craig pres, G Hazlett sec
 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 Gunn pres J C Miller sec
 Bloomfield. Davis Co Agricultural Society Fair, Sept 15-18 J C Brouhard, secy
 Cresco Howard county Agl So Sep 8-11 J C Webster sec
 Cornelia Wright county fair Sep 22-25 P R Henry pres, J A Elliot v-pres, F L Dow treas T A Davenport sec
 Charles City Floyd county Agl and Mech Assn Sep 16-18 N B Towner pres, Robt Lindon v-pres, E Wenler treas, C M Carr 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
 Carroll. Aug 18-22 A L Wright, pres't; R E Colburn, treas; H A Junod, secy
 Columbus Junction, District Fair, Aug. 25-29. R F Mc onnell, Secretary
 Donnellson Lee county fair Sep 8-11 C E Bode pres, E P Armknecht sec
 Davenport Davenport Fair and Exposition, Sept 7-11 P W McManus, secy
 DeWitt. Clinton Co Fair, Sept 15-18 E. Christensen, secy.
 Decora Winnishick county fair Assn Bedford Sep 29 Oct 1 H L Pierce sec
 Des Moines Iowa State Agl So Sep 3-11 John Evans pres, G D Elyson treas, P L Fowler sec
 Eldora Hardin Co Fair, Sept 1-4 J W Prisen, secy
 Eldon Big Four fair Sep 1-4 W G Crow pres, Mark Hilles treas, H R Baker sec
 Greenfield. Auair Co Fair Association, Sept 28-Oct 1 Ernest Funke, pres't; A J Gibbs, secy
 Humboldt Humboldt Agricultural Society Fair, Sept 22-25 A M Adams, secy
 Harlan Shelby county fair Assn Aug 25-28 O P Wyland pres, M K Campbell treas, W T Shepherd sec
 Hampton Franklin county Agl So D Vought Ida Grove. Ida Co. Fair, Sept 22-24 A Preston, secy
 Mechanicsville. Mechanicsville Agricultural Society Fair, Sept 15-18 A F Fairchild, secy.

Missouri Valley Harrison county fair Sep 21-24 H B Cox pres, G F James v-pres, R H Carlisle treas, A B Hoshook sec
 Marengo Iowa county Agl So Sep 1-4 H A Brown pres, C C Haas treas, D M Rowland sec
 Mapleton Maple Valley fair Sep 23-26 A Lamb pres, Ed Quick treas, J E Jerome sec
 Maquoketa Jackson county fair Sep 1-4 Adm Ringlep sec
 Milton Milton Dist fair Sep 8-11 G V Bell pres E C Holland v-pres, J D Rowland treas, H C Hill sec
 Newton Jasper county fair Sep 14-17 S G Russell sec
 National. Clayton Co Agricultural Society Fair, Sept 8-11 J C Hempel, secy, Elkader, Ia
 Ottumwa. The Great Ottumwa Fair, August 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 Merritt treas, S W Lane sec
 Pella Lake Prairie Dist fair Sep 29 to Oct 2 Chas DeCook pres, C Rhynsburger treas, Chas Porter sec
 Rhodes. Eden District Agricultural Society Fair, Sept 15-17 H M Weeks, secy
 Ruthven. Lake District Fair Association Fair, Sept 14-17 Fremont Teed, secy
 Victor. Victor District Fair Association Fair, Sept 15-17 H W Anger, secy
 Villisca Villisca Union Fair Assn Sep 8-11 D W Jackson pres, J N Neil treas, T L Ingram sec
 Sioux City Sioux City Fair Sep 11-19
 Waukon. Allamakee Fair, Sept 22-25 C M Bowman, pres, Capt Wm S Hart, secy
 Webster City. Hamilton Co Fair Association Fair, Sept 22-25 W G Hale, secy
 Watcher. Watcher District Fair Association, Sept 28-Oct 1 T C Legoe, secy
 West Point West Point Dist Agl So Sep 22-25 Wm R Trimpe pres, John Walljasper sec

KANSAS.

Burlington Coffey Co Agricultural Association Sept 14-18
 Fredonia. Fredonia Agricultural Association Fair, Aug. 25-28, inclusive C H Pierce, pres't; J H Edwards, sec'y
 Garnett. Anderson Co Agricultural Association, Sept 1-5
 Ola. Allen Co Agricultural Association Sept 8-12
 Mound City Linn Co Agricultural Association, Oct 6-9
 Iolathe. Johnson Co Agricultural Association Aug 25-28
 Ottawa. Franklin Co Agricultural Association, Sept 22-25 Chas H Ridgway, secy
 Paola Miami Co Agricultural Association Sept 29-Oct 2 J F Donahoe pres, G P Leavitt sec
 Seneca Nemaha fair assn Sep 8-11 J J Knepp pres, J A Collier treas, John Stowell sec

KENTUCKY.

Uniontown Union Co Fair Aug 4-8 J V Givens pres, W A Berry sec
 Paris Bourbon Co Agl So Sept Geo Alexander pres, T E Ashbrook sec
 Winchester July 29 to Aug 1 A Kenick pres, Joe B Ramsey treas, W B Garner sec
 Williamsburg Whitley Co Fair Assn Sept 2-4 Nick Daniel pres, Walker Mason sec
 Curdsville Ellendale Fair July 28 to Aug 2 R T Smith sec
 Lebanon Marion Co Fair and Trotting Assn Aug 25-27 Sam T Spalding sec, T H Clelland pres
 Paducah Paducah Fair and Exposition Co Fair and Races Sept 22-25 Races July 3 and 4 Jas M Laug pres, Alex Kirkland sec
 Alexandria Aug 25-29 Geo R White pres, John Todd treas, J J Wright 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 ass't sec
 Lewiston Maine State Agl So State Fair Aug 31 to Sep 4 S G Jerrard pres, E G Eveleth treas, G 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.

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 Fair, Sept 8-10. Henry M Hutchings, Sec'y
 Brockton Brockton agl So Sep 30 and Oct 1-3 H W Robinson pres, E M Thompson treas, Ira Copeland sec
 Cummington Hillside Agl So Sept 29-30 S W Clark pres, R R Packard treas, Wm G Atkins sec
 Nantucket Nantucket agl so Sept 2-3 Herbert G Worth pres, Asa C Jones treas, Josiah F Murphy sec

North Adams Hoosac Valley Agl So Sep 22-24 W B Plunkett pres, Geo Z Dean v-pres, M R Ford treas, Geo F Miller sec
 South Lancaster Worcester East Agricultural Society Fair, Sept 10-11 John E Thayer, Pres't Lancaster, Mass.; W A Killbourn, Sec'y, South Lancaster, Mass.; Lucius Field, Treas, Clinton, Mass
 Sturbridge Worcester S Agl So Sep 17-18 A B Chamberlain pres, C V Coney sec-treas
 Taunton Bristol Co Agl So Sep 22-24 Walter C Bayliss pres, E C Holt treas, A B Hodges sec
 Exbridge Blackstone Valley Agr So Sep 29-30 W L Johnson pres, Augustus Story sec-treas
 Westfield Hampden Agl So Sep 24-25 Chas F Fowler pres, E S Batcheler treas, Wm H Foote sec
 Worcester Bay State Fair Sep 1-4 Hon J D W French pres, John B Bowker sec

MARYLAND.

Easton Talbot Co Fair Association, Great Eastern Shore Fair, Sept. 15-18. Jos. B Harrington, Pres't; M M Higgins, Secy
 Elkton Elkton fair Sept 8-11 John M Tucker sec and treas
 Frederick City The Frederick fair Oct 13-16 Chas N Hargett pres, D V Stauffer treas, Harry C Keefer sec
 Rockville Montgomery Co Fair Sept 1-4 Wm Dorsey pres, John J Higgins treas, John E Muncaster sec, Norbeck
 Timonium Maryland State Fair in conjunction with Baltimore Co Fair Sept 1-4 Frederick von Kapf pres, Wm H Bosley treas, H C Longenecker sec Towson, Md

MICHIGAN.

Allegan Allegan county fair Sep 22-25 Chas S Miner pres, T S Updyke sec
 Bad Axe Fair and Races Sept 22-25 Henry Hlay pres, Mort T Hurst treas, Joseph Fremont sec
 Coopersville. Sept 22-25 J B Watson, pres't; E M Parker, treas; C De Vos, secy
 Coldwater Branch co agl so Sept 21-25 Wallace E Wright sec
 Grand Rapids State Fair, Sept. 7-11 Henry Fralick, Sec'y, Grand Rapids.
 Hillsdale Hillsdale agl so Sept 28-Oct 2 Fred S Smith pres, W R Branch sec
 Hadley Hadley Dist Agl and Hor So Sept 29, 30 and Oct 1 Geo Davenport pres, J M Chalmers treas, F A Smith sec
 Ionia Ionia District Fair Association, Sept 15-18 Luther Hall, pres't; Keuben Gould, treas; Fred Cutter, Jr, secy
 Litchfield Union Agl So Oct 6-9 R W Freeman pres, A J Lovejoy treas, L H Agard sec
 Midland. Midland Co Agricultural Society Fair, Sept. 2-4 Thos B McCullough, pres't; Jas G Culver, sec'y
 Muskegon. Sept 15-18
 Mt Pleasant Isabella county agl so Sept 22-25 John F Landon pres, Arthur S Coutant sec
 Owosso Shiawassee Co Agl Assn Sept 22-25 Edmund O Dewey sec
 Saginaw Saginaw county fair Sept 15-18 Geo Davenport pres, Fred C Zimmermann sec
 Washtenaw Co Agl and Hor so Sept 22-25

MINNESOTA.

Blainwell. Union Agl So Sept 15-18
 Benson Swift Co Agl So Sept 17-19 B N Johnson pres, H N Stone treas, J V Clark sec
 Carver Carver Co Fair Sept 25 and 26 Frank Warner sec
 Farmington Dakota Co Agl So Sept 9-11 P H Feeley pres, L P Fluke treas, T H Brownell sec
 Hamline Minn State Agl So Sept 9-14 Ed Weaver pres, B B Noffatt treas, E R Randall sec
 Hutchinson McLeod Co Agl So Sept 16-18 G R Cickrick pres, L A Ritter treas, Barry B Wakefield sec
 Kasson Donge Co Fair Assn Sept 15-18 Aug E Anderson sec
 Le Sueur Le Sueur Co Agl So Sept 16-18 C N Cosgrove pres, L Quackenbush treas, M W Grimes sec
 Pipestone Pipestone Agl So Sept 15-17 E T Davies pres, N B Briggs treas, R Scarf sec
 Rochester So Minn Fair Assn Sept 8-12 A T Stebbins pres, T H Thins treas, T R Bear sec
 St Paul State Fair and G A R Encampment Aug 31-Sept 5
 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 13-17 E H Engelmann sec
 Kahoka. Clark Co Agricultural and Mechanical Association Fair, Sept 1-3. W M Boulware, Pres't; Joseph Vandolah, Secy
 Rockport Atchison county agl and mech assn Aug 25-28 Miles Sickler pres, J W Raines treas J W Young sec
 St Louis St Louis fair Oct 5-10 R Aull sec
 Platte City Platte county agl, mech and stock assn Aug 25-29 Will Forman sec
 Trenton. N M C A Ass'n Fair, Sept 15-18 G W Smith, Pres't; W E Austin, Treas; Peter H Yakey, Sec'y

NEBRASKA.

Auburn Sept 25-25
Beatrice. Gage Co Society of Agriculture Fair, Sept 1-18
Chadron. Dawes Co Agl Soc Sept W W Wilson pres, Wm Wilson treas, B F Pitman sec
Elmwood. Sept 15-18
Lincoln. Lancaster county agl so Sep 22-25 A Greenmyre pres, Wm M Clark v-pres, S R Hall treas, Wm Foster, Saltillo, sec
Omaha. Nebraska State Fair Aug 27-Sept 5 Robt W Furnas, secy
Plattsmouth. Oct 6-9
Syracuse. Sept 29-Oct 2
Tecumseh. Oct 13-16
Tekamah. Burr county agl so Sep 16-18 E B Atkinson sec

NEW HAMPSHIRE.

Rochester. Rochester fair assn Sept 25-25 J W Springfield pres, A W Hayes treas, A S Parshley sec

NEW JERSEY.

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

NEW YORK.

Allison. Orleans Co Fair, Sept 17-19. E A Rowley, Pres't; L H Beach, Sec'y; A W Barnett, Treas
Brockport. Union agl so Sep 24-26 Elias Garrison pres, R C Hull treas, G B Harmon sec
Cambridge. Cambridge Valley agl society and Stock Breeders Assn Jerome B Rice pres, H A Qua treas, John L Pratt jr sec
Carmel. Putnam county agl assn 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.
Dryden. Dryden Fair, Sept 22-24 S G Lupton, Pres't; J B Wilson, Sec'y
Elmira. Chemung Co Fair, Aug 31, Sept 4. Frank Cassada, Pres't; Geo McCann, Sec'y, R J Young, Treas
Hornellsville. Hornellsville Farmers' Club fair and Races Aug 24-28 L A Waldo pres, Chas Adit treas, C K Mason sec
Ithaca. Tompkins Co Agricultural Society Sept 8-11 A G Genuing, secy
Jamestown. Warren Co Fair, Sept 15-18
Lowville. Lewis Co Agricultural Association Fair, Sept 15-18 W J Milligan, Sec'y and Treas
Lyons. Wayne county agl fair Sep 17-19 W A Langdon pres, D E Snyder treas, A F Sheldon sec
Mineola. L. I. Queens county agl so June 17-18 and Sep 22-26 Thos Mott pres, Thos H Bacon treas, Jacob Hicks, Old Westburg, sec
Newport. Newport Agricultural Society, Sept 8-10 Willard Ingham, pres't; B F Petrie, secy, Middleville, N Y
Norwich. Chenango county agl society, Sep 1-4 S A Jones pres
Newburgh. Orange county agl so Sep 15-18 Augustus Dennison pres, Harry M Waring treas, D A Morrison, Montgomery, sec
Nassau. Rensselaer county fair Sep 22-25 Geo Witbeck sec
Oneonta. Central New York fair Sep 14-17 W L Brown pres, H M Bard treas, L L Huntington sec
Poughkeepsie. Dutchess county agl so Sep 22-25 Reginald Rives pres, C W Swift treas F R Bain sec
Riverhead. Suffolk County Agricultural Society Fair, Sept. 29-30, Oct. 1. Sylvester M. Foster, secy.
Rochester. Western New York Fair Sep 28 to Oct 3 H A Kingsley sec
Syracuse. State Fair, Aug 31 to Sept 5 Jas B Docharty sec
Schoharie. Schoharie Agricultural Society Fair, Sept 28-30. Daniel W Jenkins, Pres't; John B Grant, Supt of Privileges; Frank K Grant, secy
Watertown. Jefferson Co Agricultural Association, Sept 8-11 J Sterling Sill, pres, Adams Centre; Frank M Parker, treas, Dillin; W R Skeels, secy
Westport. Essex Co Agricultural Society, Sept 15-17 W A Tucker, pres't; A J Daniels, treas; C E Stevens, secy
Walkins. Schuyler county agl so Sep 29 to Oct 1 Al Hunter pres, Geo C Waite treas, Jas P Frost, Moutour Falls, sec

NORTH CAROLINA.

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

OHIO.

Ashland. Ashland fair Sept 8-11 A W Fritzinger sec
Akron. Summit Co Fair Sept 29, 30 and Oct 1, 2 Albert Hale sec
Bucyrus. Crawford county fair Sept 22-25 E B Monnett pres, B Beal sec
Bowling Green. Sept 29-Oct 2
Boston. Clermont Co Agricultural Association, Sept 8-11 E D Prather, pres't, Felicity, O; John Rowan, secy, Blowville, O

Bowling Green. Sept 29-Oct 3
Bellefontaine. Logan county fair Sept 29, 30, Oct 1-2 Banner M Allen sec
Cincinnati. Hamilton county agl so fair Carthage Aug 18-21 B P Critchell pres, D L Sampson sec
Chagrin Falls. Cuyahoga county agl so Sept 22-25 L R Dunham pres. H M Bigalow treas, Tison Bailey sec
Carrington. Carroll Co Fair, Sept 22-25 C A Toppe, secy
Circleville. Pickaway Breeders' Association Fair, July 21-24 W E Morris, pres't; W S Smith, treas; A J Grigsby, secy
Columbus. State Fair, Aug 31-Sept 4 W W Miller, secy
Coshocton. Oct 6-9
Celina. Aug 19-21
Canton. Stark Co Fair Sept 22-25 A B Correll sec
Canfield. Mahoning Co Agricultural Society Fair, Sept 29, 30 and Oct 1. B P Baldwin, Pres't, Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Ruhlman, Sec'y, Youngstown, Ohio
Canal Dover. Tuscarawas Co Fair Sept 29, 30 and Oct 1, 2 H W Streb sec
Delaware. Delaware Co Fair, Sept 15-18 E A Furniss, secy
Fremont. Sandusky county agl so Sept 29, 30 Oct 1, 2 S B Cole pres, T A Lang treas, Jas A Smith sec
Georgetown. Brown Co Agricultural Society Fair, Oct 6-9 J W Uederick, secy
Greenville. Darke county agl so Aug 24-28 J M Brown pres, F M Eidson treas, Jno P Lucas sec
Hillsboro. Highland County Fair, July 21-24. S P Scott, pres't; H L Wiggins, sec'y.
Hicksville. Hicksville Fair Sept 8-11 J M Ainsworth pres, J E Coburn sec
Huntington. Sept 8-12
Kenton. Hardin Co Fair, Oct 6-9, A M Rice, Sec'y
London. Madison Co Fair Sept 8-11 E B Hancock sec
Mansfield. Sept. 29-Oct 2 Newton Charles, secy
Montpelier. Montpelier union agl so Sept 22, 25 F M Ford sec
Medina. Medina county agl so Sept 8-10 F A Branch pres, A T Spitzer treas, Hiram Goodwin sec
Mechanicsburg. Central Ohio Fair Aug 4-7 F S Barr sec
Marysville. Union Co Fair Sept 22-25 O E Lincoln pres, J J Watts treas, E W Porter sec
Napoleon. Napoleon Fair Sept 15-18 J L Halter sec
New Bremen. Sept 1-4
New Lexington. The New Perry County Fair, Sept. 15-18. James E Curran, sec'y.
Norwalk. Licking Co Agricultural Society Fair, Aug 25-28 Ad C Seymour, secy
Orville. The Great Central Ohio Fair, Oct 6-9 Proctor E Leas, secy
Ottawa. Putnam Co Fair, Oct 6-10 B F Seitz pres't; A P Sandley, secy
Pomeroy. Rock Springs Fair Assn Sept 1-3 B F Knight pres, Edw L Keiser sec
Portsmouth. Ohio valley agl so July 28-31 Theo Doty pres, Floyd L Smith treas, Edgar F Draper sec
Richwood. Tri-county fair Oct 13-16 J E Robinson sec
Sidney. Shelby Co Fair Sept 22-25 J E Russell sec
Salem. The Salem Fair and Exposition Co. Annual Fair, Sept. 8, 9, 10. Race Meeting July 3-4.
Sandusky. Sept 22-25 S C Prout pres, C B Wilcox treas, Jno T Mack sec
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
W I Tenney sec
Toledo. Sept 22-26
Troy. Miami county fair Sept 28-30, Oct 1-2
Urbana. Champaign Co Fair, Aug 18-21, J W Crowl, Sec'y
Van Wert. Sept 8-11
Wauseon. Fulton Co Fair, Sept 22-25 Thos Mikesell, secy
West Union. West Union Fair, Sept 8-11 T W Ellison, secy
Wapakoneta. Auglaize Co Fair Sept 22-25 M J Crawford sec
Xenia. Greene county fair Aug 11-14 R P Grieve sec
Zanesville. Sept 8-11

PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept. 21-25 W K Mohr, secy
Burgettstown. Arion Agricultural Association Fair, Oct 6-8 Hugh Lee, pres't; Wm Melvin, secy, South Burgettstown, Pa
Bethlehem. Great Inter-state Fair Sept 15-18 J Walter Lovatt pres, Geo H Young treas, H A Groman sec
Carmichaels. County Fair Oct 7, 8
Cochranon. Cochranon Agl So Sept 16-15 Hug Smith pres, Jess Moore treas, John H Adams sec
Cambridge. Central Crawford Co. Agricultural Society Fair, Sept. 23-25. Chas D Eckles, pres't; Albert S Faber, sec'y; John R Cease, treas.
Hartington. Sept. 8-10. S J Young, sec'y.
Kutztown. Keystone Co Agl & Hor Soc Fair, Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa J D Warner, Treas; J P Hines, Sec'y

Leighton. 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 Hean pres, M H Barr treas, H W Chamberlain sec
Mercer. Mercer central agl assn Sept 29-Oct 1 Jno P Ott sec
New Castle. Lawrence county agl so Aug 25-28 A I Martin sec
Parkers' Landing. Parker agr assn Sept 8-11 G A Neidle sec
Stroudsburg. Monroe county agl so Sept 8-12 J H Shull pres, R B Keller treas, T C Brown sec
Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24 R J McClure, Pres't, Sandy Lake, Pa; R P Cann Treas; J P Hines, Sec'y
Washington. Western Penn Agl Assn Sept 16-18 Geo M Cameron pres, Jas K Mitnell treas, Julius LeMoyné sec

RHODE ISLAND.

Craunston. Rhode Island state fair assn. Sept 7-11 F H Perkins pres, E H Potter treas, W W Dexter sec

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct 6-9 W P Waldreg Pres't; J J Fleming, Treas, B S Thomes' Sec'y, Hurricane Switch, Tenn
Murfreesboro. Rutherford county fair assn Oct 1-3 W R Jarratt sec, T W Cox treas, J C Culum sec

TEXAS.

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

VERMONT.

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

VIRGINIA.

Rutland. Rutland Co. Agricultural Society Fair, Sept. 8-11. G T Chaffey, pres't; F A Field, sec'y
Richmond. Virginia state agl and mech so Oct 13-16 J S Watkins pres, W G Owens sec
Staunton. Sept 8-11 G A Mowry pres, Heberker sec
Suffolk. Suffolk fair and agl assn Oct 20-24 G W Nurney pres, J Walter Hosier sec

WEST VIRGINIA.

Wheeling. Exposition and State Fair, Sept 7-17, Geo Hook, Sec'y

WISCONSIN.

Amherst. Portage county agl so Sept 15-17 John Een sec
Antigo. Langlade county agl so Sept 14-16 John McGrier sec
Augusta. Eau Claire county agl assn Sept 8-11 A G Cox sec
Arcadia. Arcadia Agl & D P assn Aug 25-28 F C Eichmond sec
Ashland. Ashland Co Agricultural Society Fair, Sept 9-11; J J McGeehan, Pres't; John A Watson, Treas; R F Spencer, Sec'y
Bloomington. Blakes Prairie Agricultural Society Fair, Sept 9-11 W H Glasier, secy
Beaver Dam. Dodge county agl so Sept 29-Oct 2 C W Harvey sec
Boscobel. Boscobel D P assn Sept 1-4 Jud P Walker sec
Black River Falls. Jackson county agl so Sept 1-4 F F Oederholz sec
Baraboo. Sauk county agl so Sept 29-Oct 2 J S Hall sec
Chilton. Calumet county agl so Sept 7-9 L D Dorschell sec
Cedarburg. Ozaukee county agl so Oct 1-3 D E McGinty, sec
Chetek. Barron Co Fair, Sept 9-11 Jos E Cartwright, secy
Chippewa Falls. Northwestern Wis agl and ind assn Sept 14-19 Jesse R Sharp secy
Durand. Pepin county agl so Sept 23-25 J J Morgan, sec
Darlington. Aug 25-28. James Haskin, Pres't; David Schrieter, Treas; Geo F West, Sec'y
Dodgeville. Iowa county agl so Aug 18-21 J M Reese sec
Ellsworth. Pierce county fair Sept 23-25 J C Dennison sec

Elkhorn. Walworth county agl so Sept 29-Oct 2 S Mitchell sec
Fennimore. Trotting Meeting Sept 23-25 Wm Rogers pres
Friendship. Adams county agl so Sept 21-23 E Knight sec
Galesville. Trempealeau County Agricultural Society, August 18-21 F. G. Davis, secy.
Grantsburg. Burnett Co Agricultural Society Fair, Sept 9-11
Hortonville. Outagamie county agl so Sept 22-25 H T Buck sec
Hudson. St Croix county agr so Sept 16-18 H F Dunsmore, sec
Jonesville. \$25,000 Trotting and Pacing Meeting, July 21-25
Jefferson. Jefferson county agl so Sept 15-18 J L Kearney sec
Lodi. Lodi union agr so Sept 9-11 A H Hinds sec
Lancaster. Grant County Agricultural Association Fair, Sept 16-18 Delos Abrams, pres't; T A Burr, secy
Menominee. Dunn County Agricultural Association Fair, Sept 15-17 Henry Miller, pres't J B Chickering, treas; Geo Gallaway, secy
Milwaukee. Wisconsin State Fair, Sept 21-26 T J Fleming, secy, Madison, Wis
Merrill. Merrill D P & A assn Aug 25-28 A D Merrill sec
Mondovi. Buffalo county agl so Aug 26-28 Alex Lees sec
Mural Point. Southwestern Wisconsin fair Sept 8-11 W H Bennett sec
Mauston. Juneau county agl so Sept 8-10 I C Baldwin sec
Manitowoc. Manitowoc county agl so Sept 9-12 C H Sedgwick sec
Monroe. Green county agl so Sept 2-5 R A Etter pres, Frank Smock sec
Neillsville. Clark county agr so Sept 1-4 C M Bradford sec
Oshkosh. Oshkosh Fair Association Race Meeting, June 25-28 Fair and Exposition, Sept 9-12 John Laabs, Pres't; Geo Hilton, Treas; C E Angell, Sec'y.
Phillips. Price Co Agricultural Society Fair, Sept 17-19 John T Ruff, secy
Richland Center. Richland county agl assn Sept 29-Oct 2 J G Bunnell sec
Rio. Columbia county agl so Sept 15-17 Kennedy Scott sec
Stevens Point. Cen Wis Agl Mech & Scientific assn Aug 25-27 Geo E Oster sec
St Croix Falls. Polk county fair so Sept 23-25 Fred Hudson sec
Society Fair, Aug 25-28 S E Houghton, pres't A J Kellman, treas; F G Davis, secy
Tomah. Monroe county agl so Sept 22-24 M / Hineman sec
Viroqua. Vernon county agl so Sept 13-15 F W Alexander sec
Wautoma. Waushara county agl so Sept 23-25 W Berry sec
West Superior. Douglas county agl so Sept 29-Oct 1 Jas S Bishop sec
West Bend. Washington county agl so Sept 26-28 Joseph Ott sec
Whitehall. Trem county Ind Agl & D P assn H H Scott sec
West Salem. Lacrosse county agl so Sept 29-Oct 1 O S Sisson sec
Waukesha. Waukesha county agl so Aug 25-28 G P H Barber sec
Wausau. Marathon county agl so Sept 17-19 E B Thayer sec
Whitehall. Trempealeau county Ind Agl and D P assn Sept 1-4 F A George pres, E N Towbridge treas, H H Scott sec

CANADA.

London, Ont. Western Fair of 1896, Sept 10-19 Thos A Browne, secy
Vankleek Hill, Ont. Prescott county agl so Sept 15-17 Dennis Hurley pres, F W Thistlewaite sec
Stanstead, Que. Stanstead fair Aug 19-20 H E Chaniel sec
Sherbrooke, Que. Great Eastern Exhibition Aug 31-Sept 5 H R Fraser sec
Goderich, Ont. Great Northwestern Exhibition Sept 22-24 James Mitchell sec
Almonte, Ont. North Lanark agl so Sept 29-Oct 1 A Wilson pres, Jas Robertson treas, W P McEwen, sec
Peterborough, Ont. Central Exhibition Sept 21-23 Geo B Elliott pres, W J Green sec
Belleville, Ont. Bay of Quinte Dist Exhibition Sept 15-19 W N Pouton pres, J M Hurley sec

Expositions.

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

RACES.

Battle Creek, Mich. Running, Trotting, Pacing and Bicycle Races, May 26-30. Road J McDonald
 Sioux City, Ia., May 27 to 30
 Johnstown, Pa., May 29 to 30
 Colorado Springs, Col., May 30 to June 1
 Columbus, D., June 1 to 5
 Concord, N. H., June 1 to 6
 Oswego, Mich., June 2 to 4
 Fleetwood, N. Y., June 2 to 5
 Port Huron, Mich., June 2 to 5
 Hamburg, Ont., June 3 to 4
 New Hamburg, Ont., June 3 to 4
 Denver, Col. (Overland Park) June 6 to 13
 Stratford, Ont., June 9 to 11
 Sanborn, Ia., June 9 to 11
 Bancroft, Mich., June 9 to 11
 Cleveland, O., (South Cleveland Driving Park) June 9 to 12
 Sidney, D., June 9 to 12
 Medford, Mass., (Hick's track) June 9 to 12
 Omaha, Neb., June 9 to 13
 Tilsburg, Ont., June 16 to 18
 Ottumwa, Ia., June 16 to 18
 Medford, Mass., (Mystic Park) June 16 to 19
 Lima, O., June 16 to 19
 Lincoln, Neb., June 16 to 20
 Mineola, Ia., June 17 to 18
 New London, Wis., June 17 to 18
 Fenton, Mich., June 17 to 18
 Manchester, Ia., June 18 to 19
 Lake Geneva, Wis., June 20
 Saugus, Mass., June 22 to 26
 Holly, Mich., June 23 to 25
 St. Thomas, Ont., June 23 to 25
 Dubuque, Ia., June 23 to 26
 Bradford, Pa., June 23 to 26
 Oshkosh, Wis., June 23 to 26
 Red Oak, Ia., June 23 to 27
 Waverly, Ia., June 24 to 25
 Lake Geneva, Wis., June 27
 Chicago, (N.-W. A. T. & P. H. II) June 27 to July 4
 Detroit, Mich., (Highland Park) June 30 to July 4
 Chicago, Ill., (Washington Park) June 30 to July 4
 Medford, Mass., (Hick's track) June 30 to July 4
 Concord, N. H., June 30 to July 4
 Cambridge City, Ind., June 30 to July 4
 Anacosta, Mont., June 30 to July 15
 Peoria, Ill., July 1 to 4
 Hamilton, Ont., July 1 to 4
 Sioux City, Ia., July 1 to 4
 Peoria, Ill., July 1 to 4
 Bloomington, Ill., July 1 to 4
 Oshkosh, Wis., July 1 to 4
 Johnstown, Pa., July 1 to 4
 St. Marys, Pa., July 2 to 4
 Youngstown, O., July 2 to 4
 Okaloosa, Ia., July 2 to 4
 Canton, D., July 2 to 4
 Ottumwa, Ia., (mile track) July 4
 Lake Geneva, Wis., July 4
 Sumner, Ia., July 2 to 4
 Elk 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
 Waverly, Ia., July 7 to 10
 Elkhart, Ind., July 7 to 10
 Warren, O., July 7 to 10
 Cleveland, O., (South Cleveland Driving Park) July 7 to 10
 Mendota, Ill., July 7 to 10
 Medford, Mass., (Mystic Park) July 7 to 10
 Lake Geneva, Wis., July 11 to 15
 Saugus, Mass., July 13 to 17
 Saginaw, Mich., July 13 to 18
 Sarnia, Ont., July 14 to 16
 Galesburg, Ill., July 14 to 17
 Aurora, Ill. (Illinois Valley Circuit) July 14 to 17
 Detroit, Mich., (Detroit Driving Club) July 15 to 20
 Butte, Mont., July 20 to Aug. 15
 Ashtabula, Ont., July 21 to 23
 Koshkush, Ill., July 21 to 23
 Circleville, O., July 21 to 23
 Ottawa, Ill. (Illinois Valley Circuit) July 21 to 23
 Joliet, Ill., (Riverside Park) July 21 to 23
 Sreator, Ill., July 21 to 23
 Janesville, Wis., July 21 to 25
 Aichison, Kan., July 22 to 25
 Holton, Kan., July 27 to 30
 Coldwater, Mich., July 27 to 30
 Bradford, Ont., July 28 to 29
 La Salle, Ill., July 28 to 31
 Quincy, Ill., July 28 to 31
 Cleveland, O., (Cleveland Driving Park) July 27 to Aug. 1
 Columbus, O., Aug. 3 to 7
 Bainbridge, Ind., Aug. 3 to 7
 Concord, N. H., Aug. 3 to 8
 Wingham, Ont., Aug. 4 to 6
 Cleveland, D., (South Cleveland Driving Park) Aug. 4 to 7
 Meadville, O., Aug. 4 to 7
 Chillicothe, D., Aug. 4 to 7
 Hagerstown, Ind., Aug. 4 to 7
 Griggsville, Ill., Aug. 4 to 7
 Youngstown, O., Aug. 5 to 7
 Rushville, Ill., Aug. 10 to 14
 Bloomington, Ill., Aug. 10 to 14
 Sheridan, Ind., Aug. 10 to 14
 Fort Wayne, Ind., Aug. 10 to 15
 Webster City, Ia., Aug. 11 to 14
 Port Huron, Mich., Aug. 11 to 14
 Watron, D., Aug. 11 to 14
 Jackson, Ill., Aug. 11 to 14
 Medford, Mass., (Mystic Park) Aug. 11 to 14
 Macomb, Ill., Aug. 17 to 21
 Farmer City, Ill., Aug. 17 to 21
 Lebanon, Ind., Aug. 17 to 21
 Carroll, Ia., Aug. 18 to 21
 Decatur, Ill., Aug. 18 to 21
 Independence, Ia., Aug. 18 to 21
 Anamosa, Ia., Aug. 18 to 21
 Rich Hill, Mo., Aug., 18 to 21

Kittanning, Pa., Aug. 18 to 21
 Ollutawa, Ia., (mile track) Aug. 18 to 21
 Bellon, Mo., Aug. 18 to 21
 Alpena, Mich., Aug. 19 to 21
 Galesburg, Ill., Aug. 21 to 25
 Boston, Mass., (New England Breeders) Aug. 25
 Pana, Ill., Aug. 25 to 28
 Hedrick, Ia., Aug. 25 to 28
 Wyoming, Ill., Aug. 25 to 28
 Fairfax, Ia., Aug. 25 to 28
 Champaign, Ill., Aug. 25 to 28
 Frankfort, Ind., Aug. 25 to 28
 Woodstock, Ill., Aug. 25 to 28
 Olathe, Kan., Aug. 25 to 29
 Jewessville, Pa., Aug. 25 to 29
 Trenton, Pa., Aug. 25 to 29
 Columbus Junction, Ia., Aug. 25 to 29
 Okaloosa, Ia., Aug. 31 to 30; U. S.
 Omaha, Neb., (1st Le Fair) Aug. 31 to Sept. 1, 4
 Lafayette, Ind., Aug. 31 to Sept. 1, 4
 Syracuse, N. Y., Aug. 31 to Sept. 1, 4
 Omaha, Neb., Aug. 31 to Sept. 4
 Springfield, Mo., Aug. 31 to Sept. 5
 Rockville, Md., Sept. 1 to 4
 Eldorado, Ia., Sept. 1 to 4
 Elton, Ia., Sept. 1 to 4
 Waverly, N. J., Sept. 1 to 4
 Appleton, Wis., Sept. 1 to 4
 Le Roy, Ill., Sept. 1 to 4
 Youngstown, O., Sept. 1 to 4
 Butler, Pa., Sept. 1 to 4
 Tipton, Ia., Sept. 1 to 4
 Foulay, Ia., Sept. 1 to 4
 Warrnet, Kas., Sept. 1 to 5
 Concord, N. H., Sept. 1 to 5
 Hookstown, Pa., Sept. 1 to 5
 Chanute, Kan., Sept. 1 to 5
 Marietta, O., Sept. 2 to 4
 Chilton, Wis., Sept. 7 to 9
 Wheeling, Pa., Sept. 7 to 11
 Columbus, O., Sept. 7 to 11
 Crawfordsville, Ind., Sept. 7 to 11
 Wheeling, W. Va., Sept. 7 to 11
 Nillsa, Ia., Sept. 8 to 11
 Cleveland, O., (South Cleveland Driving Park) Sept. 8 to 11
 Cascade, Ia., Sept. 8 to 11
 Hillsboro, Ill., Sept. 8 to 11
 Delavan, Ill., Sept. 8 to 11
 Mount Vernon, Ill., Sept. 8 to 11
 Medford, Mass., (Mystic Park) Sept. 8 to 11
 Zanesville, O., Sept. 8 to 11
 Rochester, Minn., (S. Minn. Fair Assn.) Sept. 8 to 12
 Somerville, N. J., Sept. 8 to 12
 Iola, Kan., Sept. 8 to 12
 Greensburg, Pa., Sept. 8 to 12
 Melan, Mo., Sept. 9 to 12
 Seymour, Wis., Sept. 10 to 12
 Sioux City, Ia., Sept. 11 to 15
 Detroit, Mich., (Detroit Driving Club) Sept. 12 to 19
 Burlington, Kan., Sept. 14 to 18
 Sandwich, Ill., Sept. 14 to 18
 Oshkosh, Wis., Sept. 14 to 18
 Evansville, Ind., Sept. 14 to 18
 Warren, Ill., Sept. 14 to 18
 Indianapolis, Ind., Sept. 14 to 19
 Greenville, Pa., Sept. 15 to 17
 Avon, Ill., Sept. 15 to 18
 New London, Wis., Sept. 15 to 18
 Reading, Pa., Sept. 15 to 18
 Bethlehem, Pa., Sept. 15 to 18
 Easton, Md., Sept. 15 to 18
 Indiana, Ia., Sept. 15 to 18
 Indiana, Pa., Sept. 15 to 19
 Washington, Pa., Sept. 15 to 19
 Orange City, Ia., Sept. 16 to 18
 Lancaster, Wis., Sept. 16 to 18
 Johnstown, Pa., Sept. 17 to 19
 Terre Haute, Ind., Sept. 21 to 25
 Allentown, Pa., Sept. 21 to 25
 Toledo, O., Sept. 21 to 25
 Dryden, N. Y., Sept. 22 to 24
 Stoneboro, Pa., Sept. 22 to 24
 Taunton, Mass., Sept. 22 to 24
 Cleveland, O., (Cleveland Driving Park) Sept. 22 to 25
 Chargin Falls, O., Sept. 22 to 25
 Rochester, N. H., Sept. 22 to 25
 Centerville, Mich., Sept. 22 to 25
 Weyanwaga, Wis., Sept. 22 to 25
 Wapakoneta, O., Sept. 22 to 25
 Carrollton, O., Sept. 22 to 25
 Lenox, Ia., Sept. 22 to 25
 Minneol, L. I., Sept. 22 to 26
 Ottawa, Kan., Sept. 22 to 26
 Beaver, Pa., Sept. 22 to 26
 Waynesburg, Pa., Sept. 22 to 26
 Fennimore, Wis., Sept. 23 to 25
 Boston, Mass., (New England Breeders) Sept. 28 to Oct. 3
 Springfield, Ill., Sept. 28 to Oct. 3
 Louisville, Ky., Sept. 28 to Oct. 3
 Carrollton, O., Sept. 29 to Oct. 2
 Chillicothe, Mo., Sept. 29 to Oct. 2
 Akron, O., Sept. 29 to Oct. 2
 Warren, O., Sept. 29 to Oct. 2
 Trenton, N. J., Sept. 29 to Oct. 2
 Millersburg, O., Sept. 29 to Oct. 2
 Paola, Kan., Sept. 29 to Oct. 2
 Carlisle, Pa., Sept. 29 to Oct. 2
 Burgettstown, Pa., Sept. 29 to Oct. 3
 Uniontown, Pa., Sept. 29 to Oct. 3
 Rochester, Ind., Oct. 1 to 3
 Concord, N. H., Oct. 5 to 10
 Mound City, Kan., Oct. 6 to 9
 Cleveland, O., (South Cleveland Driving Park) Oct. 6 to 9
 Kenton, O., Oct. 6 to 9
 Medford, Mass., (Mystic Park) Oct. 6 to 9
 Joliet, Ill., (Ingall's Park) Oct. 6 to 10
 Lexington, Ky., Oct. 6 to 10
 Portland, Ore., Oct. 7 to 14
 Johnstown, Pa., Oct. 8 to 14
 Richwood, O., Oct. 13 to 16
 Bloomsburg, Pa., Oct. 13 to 17
 Nashville, Tenn., Oct. 19 to 24

Conventions, etc.

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



The Great Hanner Balloon Company

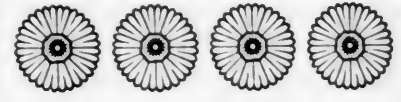
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Canadian Bill Posters Organize.

A large and enthusiastic meeting of Canadian bill posters was held at the Tecumseh House London, Ont., April 3rd, and the outcome of the convention was the formation of the Canadian Bill Posters Association. The members openly repudiated the A. B. P. A., and the organization is a strictly independent one. The following officers were elected viz.: President, Jos Firstbrook, of the Price Advertising Co., of Toronto; Secretary, W. W. Scane, Chatham, Ont.; Treasurer, Walter Stocker, Peterboro; Executive Committee, D. C. Benjamin, Windsor; J. Hoar, Woodstock; C. F. Eccleston, St. Catharines.

The schedule of prices adopted is as follows, viz.:

- 1,000 to 15,000 population, 3c, 30 days.
- 15,000 to 50,000 population, 3c, 15 days.
- 4c, 30 days.
- Over 50,000, 3c a week, or 6c, 30 days.

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No good brush is cheaper than this brush.

PRICES.

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9 "	-	\$2.75	"
10 "	-	\$3.00	"



The "Unexcelled"

No good brush is better than this brush.

PRICES.

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

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L. W. ROBBINS, Manager.
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ELGIN BILL POSTING
Advertising & Distributing Co.
Only licensed Bill Poster in the city.
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The Trenton Bill Posting Co.
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Population 70,000. I guarantee the value of all
Bill Posting and Distributing.
WM. R. WILLIAMSON, Manager.

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P. F. SCHAEFFER,
Manager.

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F. M. Fairbanks
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Beaufort Hotel
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- ENAMELINE STOVE POLISH
- SCOURENE
- BANNER SOAP POWDER
- RAMBLER BICYCLE
- AUNT JEMIMA'S PANCAKE FLOUR
- SWEET CLOVER CONDENSED MILK
- ARMOUR PACKING CO.
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- NUDAVENE OATS
- FISCHER'S BALL BLUE



- QUAKER OATS
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- ADAMS' TUTTI FRUTTI CHEWING GUM
- QUAKER BUCKWHEAT
- PARSONS' HOUSEHOLD AMMONIA
- RECKITT'S BLUE
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1896.

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It gives the name of the opera house.
It gives the name of the local manager.
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It gives the names of their managers.
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It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. The book will consist of over four hundred pages, 7x10 1/2, handsomely bound in cloth and gilt.

GET YOUR NAME IN

In addition to the Directory the book will embrace the complete code of the Donaldson Cycler, the showman's encyclopedia and the International Professional Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued.

PUT AN AD IN

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

It will bring you business.

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

ADS ARE CHEAP

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

SEND FOR BLANKS

The price of the Donaldson Guide is \$1.00 each, and it is worth many times its cost to those who use it. To persons, however, who have not yet had an opportunity of examining the work, or agents who desire to canvass 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.



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

ELDER, JENKS & RABORG



'Excelsior'

Circus Paste

AND B'L POSTERS' BRUSHES

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

Will not come apart. Used and recommended by Barham Forepaugh and the leading Circus and Bill Posters throughout the United States and Canada.

Size 9 inch. Price \$30.00 per doz. \$3.25 Each

Extra Extra for Circus's. \$40.00 per Doz. \$4.00 Each

Send U. S. D. to all parts of the Country ELDER, JENKS & RABORG Brush Manufacturers

127 1/2 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

ROOSEN INK WORKS

66-68

JOHN STREET, BROOKLYN, N. Y.

MANUFACTURERS OF PRINTING AND LITHOGRAPHING INKS AND DRY COLORS.

Advertisement for Shakespeare Plug Tobacco, Champagne Flavor, made from the best selected Kentucky Burley leaf, wrapped in gold foil.

Let's Get Acquainted? Just for fun, you know - not business - for of course, you are perfectly suited and would not change your ink for your father's. Yes, we know, sounds natural.

Eagle Printing Ink & Color Works 148-152 Monroe Street, Chicago. To the first ten persons sending us orders for our inks, resulting from this ad in 'Billboard Advertising', we will send a handsome present so be sure and mention this paper.

Printer's Ink Helps Advertisers!

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

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

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

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

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

10 Spruce Street, New York.

When you write, mention 'Billboard Advertising.'

DEAFNESS CURED advertisement featuring a portrait of a man and text: DEAFNESS CURED. I have been deaf for many years, but after using your medicine I am now able to hear.

Acme Cycle Company advertisement featuring a bicycle and text: We Employ Young Men. to distribute our advertisement. Acme Cycle Company, Elkhart, Ind.

FT. WORTH, TEX., Oct. 10, 1895. DEAR SIR: My Acme Light Roadster arrived yesterday morning and not only myself but everyone that has seen it pronounce a strictly first-class wheel and a beauty. I am very well pleased with the same and will do all I can to get a great many more to buy your wheel. Yours truly, C. H. CHEATHAM.

AT CINCINNATI, OHIO, Oct. 12, 1895. DEAR SIR: Having given my wheel a good trial, am ready to say I am exceedingly well pleased and thank you very kindly for the favor and privilege you have given me. I showed the wheel to one of our prominent bicycle agents, who had his best test ride on it and he said after taking a short ride on it that it was a fine wheel, and I know if the material is as good as the finish I will certainly buy my bargain. Yours truly, SETH BARTON.

WE HAVE NO AGENTS advertisement featuring a carriage and text: but ship from our factory at wholesale prices. Ship anywhere for examination; pay freight both ways if not satisfied. H. B. Pratt, Sec'y, Elkhart, Ind.

ADVERTISE YOUR

FAIR ATTRACTIONS

IN "BILLBOARD ADVERTISING."

WANTED.—Advertisements for LeSueur County Agricultural Society Premium List. Two thousand books mailed direct to farmers and stock men. Pages 5x8 in. Prices: \$5.00 per page, \$3.00 for a half-page. Copy to reach the secretary by May 20. Books mailed June 1.

N. W. GRILES, Sec'y,
La Sueur, Minn.

A Great
Fair Attraction.

Kemp Sisters

Hippodrome and
Wild West,

Congress of Fancy and Rough
Riders and Crack Shots.

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

\$25.00
PER YEAR
SAVED

By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes. Agents can make big money canvassing and selling family rights. One family right mailed to any address for a silver quarter or thirteen two-cent stamps.
ROANOKE SOAP CO.
Drawer 13, Roanoke, Va.

POST THIS IN YOUR HAT!
THAT THE PUBLISHERS' GUIDE

Keeps you fully informed regarding all responsible and irresponsible advertisers, also presenting each month all new advertisers who are entering the field. It is of great value to all who are engaged in advertising and newspaper work. Subscription price, \$5.00 per year. Sample Copy mailed on application—address

PUBLISHERS' GUIDE,

3d floor, American Tract Soc Bldg., New York City
525 Monadnock Building, Chicago, Ill.
Builders' Exchange, St. Paul, Minn.
Excelsior Building, Pittsburgh, Pa.

Do You Want a "Good Thing"?

On account of failing health of present manager, \$500 will buy best bill poster business in the country and in best town of about 10,000. Increasing rapidly. Bright railroad outlets, two more to come. One of the handsomest \$50,000 Opera Houses in the State. About forty shows season. Commercial work pays good living, and increasing annually. Great opening for sign writer and painter. Investigate this at once. Full information, write to
McKAIN & GURLEY,
Real Estate & General Brokers, Greenville, Tex



Bicycle Dealers!

YOU OUGHT TO SEE IT!

We want a word with you. * * * * *
We have just issued a Comic One-sheet Poster which you can use to advantage in advertising your wares or soliciting repairs. * * * You ought to see it. * * *
We will send you a sample for two two-cent stamps.
Address,



Hennegan & Co.

Cincinnati.

Lyceum Bureau

"THE YOUNG RELIABLE."

This bureau books first-class concert, lecture and amusement attractions on percentage, salary or guarantee. Members of other bureaus are requested to send circulars of their attractions.

Please send me printed matter of anything in regard to the amusement business.

Circus and Wild West Shows booked, and lots for Fire-works, etc., to rent.

Distributing of every kind of matter.

All forms of Typewriting and Stenography. Send your copies on and apply for rates, as I am also an assistant court reporter.

If you want to know anything about the amusement business in Detroit write me.

JOHN C. YOUNG, Jr.

95 Pitcher St., DETROIT, MICH.

BIG MAIL

DO YOU WANT TO RECEIVE Lots of letters, papers, cards, magazines, novelties, FREE If so, send us one in silver and we will put your name in our Agents' Directory which we send to manufacturers, publishers and supply houses. Best chance you ever had. Send at once.
Southern Weekly News,
Roanoke, Va.

The Elks

Convention will be held in Cincinnati July 7th, 8th and 9th. A large crowd is expected. Make arrangements now for

DISTRIBUTING.

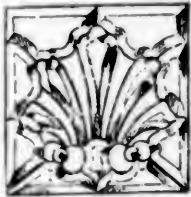
W. H. STEINBRENNER,

811 Vine Street, Cincinnati, O.

Angora Kittens

Finest Breed, with long silky fur, flowing mane, big flat bushy tails, large, handsome eyes, finely formed and very intelligent. Fluffy as puff balls, and possessed with a sweet disposition that makes them irresistible. Price \$5 and upward. Circular free.

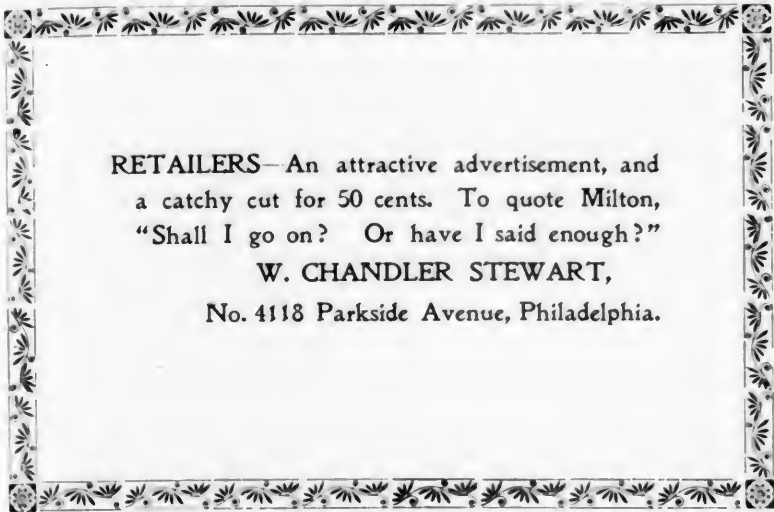
S. R. SPENCER,
162-164 Vine St., Cincinnati.



NOTICE. — Bill Posters, Advertisers, Distributors, Circus Managers, Advertising Agents and Show Printers throughout the United States and Canada:
 A meeting of the Inter-state Bill Posters' Protective Association is to be held in the Club Rooms of the Leland Hotel, Chicago, Ills., July 22, 23 and 24. Full particulars will be given in the next and following issue of "Billboard Advertising."

CLARENCE E. RUNEY, Sec'y.

P. F. SCHAEFER, President.



RETAILERS—An attractive advertisement, and a catchy cut for 50 cents. To quote Milton, "Shall I go on? Or have I said enough?"
W. CHANDLER STEWART,
 No. 4118 Parkside Avenue, Philadelphia.

Bill Posters!



You who have posted "Big Four" on the "dead walls of London!"

The Inter-state Association of Bill Posters and Distributors, meets in Chicago, July 22d, 1896, and the "Big Four" is the "Best Line" to that city. It has the best terminal facilities. Solid Trains from Cincinnati, Louisville, and Indianapolis, magnificently equipped.

L.P. CARD, HARVARD, ILL.
 City Bill Poster, Advertising Sign Contractor and Distributor,
 Circuit, 17 Towns.
 Bonded member Inter-state Bill Posters' Protective Association.

Any and all kinds of advertising done on honor. Fourteen hundred and ten square feet of boards, and will furnish more. Will refer to any bank in this city. Astell's Bank and Harvard Bank. Boards used only for commercial work. Am 57 years of age, and a veteran of late war.
L. P. CARD
 Justice of Peace and Notary Public.

E. O. McCORMICK,
Passenger Traffic Manager.

D. B. MARTIN,
General Passenger and Tkt. Agt



Now Ready!
 ——— New Posters ———
 — FOR —
 Fairs, Railroad Excursions,
 Bicycle Dealers.

We have just completed a splendid series of posters suitable for advertising the above lines. They are all original in design, and beautifully executed and finished. Write for our Catalogue and Price List.

The Donaldson Litho. Co.

CINCINNATI.

**BOISE CITY,
IDAHO,
POPULATION, 8,000.**

The HUSTLER ADVERTISING CO.

PRINTERS, POSTERS, MAILERS,
AND DISTRIBUTORS.

21 North Miner Street. F. JAYNE, IND.
W. H. CASE, Manager.

Prompt Service by Reliable Men.

WESTERN BUSINESS is what I most particularly desire. I'm western - so are my best ads. Good ads - western ads - for western men, I write best. \$1 buys 2. Dissatisfaction brings the \$1 right back. A. M. CHURCH, Bassett, Neb.

Samples, circulars, etc., distributed. Honest work and best references. Terms very reasonable. Write and see. W. L. ROBERTSON, Box 297, Roanoke, Va.

**B. T. ROBINSON,
City Bill Poster,**

CLIFTON FORGE, VA.

Correspondence Solicited.

No Office Complete Without It.

Business

A Practical Journal of the Office

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

ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

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, of 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 ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free.

KITTRIDGE COMPANY, Publishers
13 Astor Place, NEW YORK.

**SPAULDING & GORDON,
LICENSED
City Bill Posters and Distributors.**

Members of Interstate Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

Push

ARE YOU IN IT?

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.

PUSH PUBLISHING CO., Springfield, O.

**STEINBRENNER'S
CINCINNATI . . .
DISTRIBUTING . . .
SERVICE**

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

Address:
**W. H. STEINBRENNER,
811 Vine Street,
CINCINNATI, O.**

Circulars \$1.50 per 1000

Folders \$1.75 per 1000

Booklets \$2.00 per 1000

Almanacs \$1.00 per 1000

Samples \$2.00 per 1000



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 Zinc Process Co., Goshen, Ind. apl-31

LICENSED
BILL POSTING,
TACKING,
DISTRIBUTING.

J. S. CRAIG,

319 LEXINGTON AVENUE,

HASTINGS, NEB.

J. T. ELMORE & CO.

BILL POSTERS,

76 MADISON ST.

CHICAGO.

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

We have more billing space than all other towns in Idaho put together.

The city is booming.

Send on your paper.

References furnished.

It Costs Nothing!

Y. Hunter & Sons

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD ADVERTISING. \$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, Theatrical, Commercial 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-I-P-A-N-S

ONE GIVES RELIEF.

The modern standard Family Medicine: **Cures** the common every-day ills of humanity.

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

THE STAR
COIL SPRING SHAFT SUPPORT
AND ANTI-RATTLER.

GET THE BEST!

SELLS AT SIGHT!

THE DECATUR SHAFT SUPPORT CO. Decatur, Ill.

LIST OF MEMBERS OF THE Inter-State Bill Posters' Protective Association.

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

TOWN.	STATE.	MEMBER.	POPULATION.	Prices Listed, Protected and Renewed			Can handle the following			TOWN.	STATE.	MEMBER.	POPULATION.	Prices Listed, Protected and Renewed			Can handle the following		
				30 days.	15 days.	24 sh. 15.	8 sheets.	3 sheets.	1 sheet.					30 days.	15 days.	24 sh. 15.	8 sheets.	3 sheets.	1 sheet.
Alton	Ills.	Temple Bill Posting Co.	17,000	50	30	15	25	100	500	Albert Lea	Miss.	J. A. Fuller	4,800	30	30	6	10	25	100
Aurora	"	Born Marvin	25,000	50	40	25	35	50	200	Brainerd	"	Chas. H. Faehner	5,500	40	30	12	20	25	100
Belleville	"	L. E. Tiemann	20,000	50	30	40	20	20	500	Anstin	"	P. H. Zenders & Son	6,000	40	30	6	10	20	250
Bloomington	"	Chas. E. Perry	20,000	50	30	25	40	225	500	Faribault	"	Jacob Bink	7,000	40	30	15	25	50	200
Carlinville	"	H. F. Malinski	20,000	50	30	7	35	50	250	Heudersou	"	E. B. Hartley	11,500	30	30	2	1	10	50
Carrollton	"	A. J. Turner	5,000	40	30	10	15	25	200	Mapleton	"	C. H. Brown	6,000	40	30	12	15	30	100
Centralia	"	W. D. Moore	2,500	30	30	5	10	25	100	Northfield	"	H. V. Ensign	5,157	40	30	11	15	25	100
Centralia	"	Reinhardt & Moore	3,000	40	30	10	25	50	100	Owatona	"	Morehouse Bros							
Champaign	"	Seldon L. Nye	10,000	50	30	12	2	5	200	Prarie Du Sac	"	Sauk County Bill Posting Co.							
Charleston	"	J. A. Parker	7,000	40	30	15	25	50	100	Reedsburg	"	"							
Chicago	"	Chicago Bill Posting Co.	1,500,000	120	90	545	500	1000	10000	Sauk City	"	"							
Chicago	"	J. T. Elmore & Co.	1,500,000	120	90	500	400	500	5000	Red Wing	"	Wm. M. Cline	9,000	40	30	12	16	25	100
Clinton	"	Arthurs & Savely	5,000	40	40	15	25	75	200	Rochester	"	W. S. Elkins	6,300	40	30	10	25	50	250
Danville	"	Frank P. Myers	10,000	50	30	25	40	300	500	St. Peter	"	Henry J. Ludeke, Jr.	5,000	40	30	16	18	25	800
East St. Louis	"	P. G. Stout Sign and Bill Post'g Co.	31,000	40	40	4	75	125	500	Stillwater	"	Mrs. V. C. Seward	10,500	50	30	12	20	50	100
Edgingham	"	Warren & Austin	5,000	40	30	5	5	20	100	Waseca	"	A. D. Goodman	3,500	30	30	9	10	25	100
Elgin	"	Fred W. Jencks	25,000	60	40	40	30	60	400	Wells	"	I. S. Owens	2,000	30	30	4	6	15	25
Farmer City	"	W. S. Young	2,000	30	30	4	5	15	100	Winona	"	Henry Werner	25,000	60	40	25	40	75	300
Flora	"	Richard E. Lewis	3,000	30	30	2	5	20	100	Burlington	Iowa	Chamberlin, Barhydt & Co.	20,500	60	40	25	35	50	500
Freeport	"	Richard Wachler	15,000	50	30	10	20	40	200	Davenport	"	Chas. T. Kindt	40,000	80	60	14	20	50	500
Galesburg	"	O. J. Johnson	20,500	60	40	12	30	100	200	Fort Madison	"	Chas. H. Salisbury	12,000	50	30	15	25	100	200
Geneseo	"	Murray Bros.	5,000	40	30	4	10	20	100	Keokuk	"	A. A. Bland & Son	20,000	60	40	20	30	50	500
Harvard	"	L. P. Card	2,500	30	30	5	10	20	100	Evansville	Ind.	F. M. Groves	75,000	90	60	30	100	300	2000
Henry	"	Fred S. Schaefer	3,000	30	30	7	25	50	200	Fort Wayne	"	Et. Wayne City Bill Posting Co.	50,000	70	50	25	50	100	1000
Hopkinton	"	R. H. Levin	3,500	30	30	4	5	15	50	Indianapolis	"	Empire Bill Posting Co.	150,000	120	90	50	100	250	1000
Jacksonville	"	Geo. W. Starks & Son	15,000	50	30	15	25	100	200	Peru	"	Chas. W. Stutesman	5,000	40	30	15	25	50	200
Joliet	"	DeLong & Biederman	30,000	60	40	15	25	75	500	Princeton	"	O. M. Tichenor	3,000	40	30	10	25	75	100
Kankakee	"	Geo. A. Webber	10,000	50	30	12	25	20	200	Rushville	"	Graud M. Carr	5,000	40	30	6	10	20	150
Kansas	"	Gill & Propst	1,800	30	30	4	5	25	75	Shelbyville	"	T. F. Chafee & Son	3,000	40	30	10	20	100	300
La Salle	"	D. F. Cline Bill Posting Co.	12,000	50	30	10	25	100	100	Terre Haute	"	J. M. Dishon	40,000	70	50	100	200	500	2000
Lincoln	"	Chas. C. Maxwell	10,500	50	30	8	40	100	300	Vincennes	"	Ellis S. Sparrow	12,000	50	30	10	20	40	150
Marshall	"	Victor Janney	3,000	30	30	5	1	35	100	Wabash	"	Henry Herff	12,000	40	30	8	10	25	150
Mattson	"	Chas. Hogue	10,000	50	30	20	3	60	200	Fort Scott	Kan.	Et. Scott Bill Posting Co.	15,000	50	30	10	25	75	200
Morris	"	Billy Floyd	7,000	40	30	2	5	12	25	Leavenworth	"	L. M. Crawford	25,000	60	40	25	50	100	500
Mt. Vernon	"	Col. Malone	1,000	30	30	2	5	1	50	Topeka	"	T. M. Crawford	40,000	80	60	25	50	100	1000
Murphysboro	"	J. J. Friedman	1,200	30	30	1	5	25	75	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Neoga	"	Simpson & Abernethie	50,000	80	60	12	20	50	200	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Oak Park	"	Western Bill Posting Co.	12,000	50	40	20	35	200	500	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Ottawa	"	F. A. Sherwood	12,000	50	40	12	25	12	200	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Pana	"	Lou Roley	7,000	40	30	12	25	12	200	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Paris	"	L. A. G. Schoaff	7,000	40	30	15	25	50	100	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Peoria	"	Chamberlain, Barhydt & Co.	62,000	90	60	100	200	300	500	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Peru	"	Bernhart Steil	4,000	40	30	5	15	20	50	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Petersburg	"	J. C. Bishop	4,000	30	30	6	1	15	100	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Rock Island	"	Steve F. Miller	4,000	30	30	20	35	100	500	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Springfield	"	Horn Bill Posting Co.	40,000	70	50	20	35	100	500	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Tolona	"	A. H. Smith	1,200	30	30	4	5	16	50	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Union	"	Selden L. Nye	5,000	40	30	7	10	25	100	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Vandalia	"	J. M. Enck	3,000	30	30	5	9	15	75	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Waseca	"	Braden Bros.	3,500	30	30	4	6	10	75	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000
Waukegan	"	G. Runey & Son (18 cities)	12,000	50	30	20	3	200	300	Wichita	"	L. M. Crawford	40,000	80	60	25	50	100	1000

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sertions to the con-
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Bill Posters, Distributors and Sign Contractors,

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

 <p>Use in Town Honey PANCAKE FLOUR AH THERE</p>	<p>WE ARE NOT SUPERSTITIOUS BUT WE DO BELIEVE IN SIGNS TRY THE BILLBOARDS THEY WORK WONDERS</p>	<p>3000 RUNNING FEET OF BILLBOARDS</p> <table border="0"> <tr><td>50 NORTH CHICAGO</td><td>100 GRAYS LAKE</td></tr> <tr><td>50 LAKE BLUFF</td><td>100 LAKE VILLA</td></tr> <tr><td>75 LAKE FOREST</td><td>250 ANTIOCH</td></tr> <tr><td>75 FORT SHERIDAN</td><td>50 PIKEVILLE</td></tr> <tr><td>200 HIGHLAND PARK</td><td>250 RUSSELL</td></tr> <tr><td>50 DEERFIELD</td><td>150 WADSWORTH</td></tr> <tr><td>150 LIBERTYVILLE</td><td>250 GURNEE</td></tr> <tr><td>50 ROCKEFELLER</td><td>100 WARRENTON</td></tr> <tr><td>50 IVANHOE</td><td>1000 WAUKEGAN</td></tr> </table>	50 NORTH CHICAGO	100 GRAYS LAKE	50 LAKE BLUFF	100 LAKE VILLA	75 LAKE FOREST	250 ANTIOCH	75 FORT SHERIDAN	50 PIKEVILLE	200 HIGHLAND PARK	250 RUSSELL	50 DEERFIELD	150 WADSWORTH	150 LIBERTYVILLE	250 GURNEE	50 ROCKEFELLER	100 WARRENTON	50 IVANHOE	1000 WAUKEGAN	<p>BUY NEW YEARS PRESENTS FOR MEN & BOYS AT THE MODEL WAUKEGAN. VARIETY GREAT PRICES SMALL</p>	 <p>Use in Town Honey PANCAKE FLOUR AH THERE</p>
	50 NORTH CHICAGO	100 GRAYS LAKE																				
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<p>REFERENCES SECURITY SAVINGS BANK BRADSTREET'S R. G. DUNN & CO. BILL BOARD ADVERTISING</p>	<p>ADVERTISE IN THE JOURNAL PUBLISHED MONTHLY BY G. RUNEY & SON. CIRCULATION 6000.</p>	<p>J. LANYON & SON WAUKEGAN, ILL. THE NEW HARDWARE STORE EVERYTHING NEW.</p>																				

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