Classified Advertisements.

Two lines displayed advertisements under this heading, $1.00 for six insertions. Six lines or larger, $1.00 per line per insertion.

BILLO POSTER'S DIRECTORY.

WANTED: TO GIVE:
Bill Posting Fresh, not less than 5,000 inhabitants.
For particulars, address to Mr. H. M. HANCOCK, Merchants, Mont.

Selling & Trade, Bill Posters and Distributors in Every State.

to The Copper Country!

A Freak in the West: Galignall, Bill Post's at Money forever. Own 700 feet of building. Free Clock. Write Pop. 125, Newburgh, N. Y. to Bill Poster.

Western Bill Poster's and Bill Writers.
The Carbut Bill Posting and Distributing Co., Burnsville, Minn.

Carcross, Pop. 9,000. Write GLOVES about posting.
The Hines Advertising Co., 601 S. State St., Chicago, Ill.

Chatham Bill Posting Agency, 601 S. State St., Chicago, II.

The Summit City Bill Poster, 601 S. State St., Chicago, II.

The Eight City Bill Poster, 601 S. State St., Chicago, II.

Washington, Ind. has a population of 1,000. Write WANTED about posting.

Williamson, Ga., pop. 14,000, is the City Bill Poster.

Carrollville, Ills., pop. 4,000, is the City Bill Poster.

Sioux City, Iowa, pop. 10,000, has a City Bill Poster.

enas, Ills., Pop. 7,000, has a City Bill Poster.

John A. Lakin, City Bill Poster, Johnson City, Tenn.

Enfield, Conn. has a City Bill Poster.

Alexandria, Va., has a City Bill Poster.

McCookville, Ills., has a City Bill Poster.

Covington, Ky., has a City Bill Poster.

The Price Advertising Co.

BILLO POSTERS, DISTRIBUTORS, &c.


CIRCULAR DISTRIBUTORS.

Askland, Ohio, Geo. M. Bolt.

All States of Advertising Water colors, and genuine references.

J. E. Less & Co., Evansville, Ind.

P. B. O'Meara, 3rd Floor, Chicago.

Chicago, Ills., J. A. Clough.

J. E. Less & Co., Evansville, Ind.

Four Numbers, 9, N. Y.

Fresh List of 1886.

Nashville, Tennessee, has a City Bill Poster.

G. E. HALL, Alcoholic Ohio.

Ohio Bill Poster, Distributor, 160 S. High St., Cincinnati, Ohio.

Michigan, Advertising matter distributed at a reduction of 10%.

THE HELLERBECK PHOTO-PRINTING CO.

CINCINNATI, OHIO.

When you write, mention Billboard Advertising.

Special

TO

Bill Poster Advertising Agents.

Copper Ha'H-Tone Engravings.

PORTRAITS.

Send Good Photo with Money Order, and we will send you a beautiful portrait.

THE HELLERBECK PHOTO-PRINTING CO.

CINCINNATI, OHIO.

When you write, mention Billboard Advertising.

Classified Advertisements.

Two lines displayed advertisements under this heading, $1.00 for six insertions. Six lines or larger, $1.00 per line per insertion.

BILL POSTER'S DIRECTORY.

Display Advertising, TO RENT.


Manchester, N. H., Frank P. Colby, Bill Poster Distributor and Salesman.

Scranton, Pa., and adjacent towns.

Hugh Vincent, City Bill Poster and Distributor.

Boston, Mass.

Hot Springs, Ark., Pop. 15,000.

San Antonio, Tex., Pop. 40,000.

VICTORIA, British Col., Pop. 20,000.

POSTER AND BILL WRITERS.

Do you know good ad?

When you see a bad ad, write us and let us show you how to improve it, and we will send you one of our wonderful posters.

We are in business for your benefit.

THE ROCHESTER BILL POSTING CO.
ED. A. STAHLBRODT, Manager
Bill Posters, Distributors and General Advertisers.
No. 16 and 18 Mill Street, ROCHESTER, N. Y.

The surprising publicity of the members of the Cork Corporation. Still, to
the credit of the Corporation, it should be
cited, that, as a body they declined to
act in any action in the case, not
wishing the suit, and they were
not spoken of as the source of the
sentiments of the Corporation. The
paper could see their way to
meet this gentleman’s objections in the
way we have mentioned. The advertise-
ment would be a very effective one and
cause a great deal of attention from its
merit. It is desireable in these days of
currency that Nature should be improved in
and Mr. Watson, E. A., the owner of
the picture in question, might be com-
misioned to try his hand at it in a pass in
A widening and an opening for which
the cork would designate. -The Bill

Art in Advertising devotes a page
to “theatrical” street car advertising. It
speaks of the tendency to use value of street
space, in face of the fact that street
car advertising is increasing in popularity
and more value given with the perfection of
service as a result of confidence and patronage of advertisers.
—Display Advertising, St. Louis.

The Greatest Guide.

From time to time during the past two or
dozens attempts, have been made by various individuals and firms to
come close and comprehensively the
tual art and every sort of useful
information covering the different
branches of the amusement calling Souza
of these guides has been very good, but
some of them of them of irrageuse
but there can be no matching the
quality of the most recent theatrical guide which
has just been furnished by W. H. Dury
Aubin, of Coalisland, Ohio. This is,
and beyond all dispute, the greatest book in a
line ever projected. It contains all
other information that has been published in
ing previous books of all
descriptions, a complete and useful
telegraph code, and, in fact, all kinds of
information on all sorts of subjects
connected with this career. The tele-
graph code is a particularly useful compi-
lation. It enables those who are not
able to make use of the means in the
way of the
Enquire for samples or
application, for Mr. Jenkins in charge of Car No. 2, which was started out after
No. 1. No doubt that this season will be a prosperous one. They open in
Denver, May 1st, for three days.

SOMETHING MUST HAVE HAPPENED AT
NASHUA'S. It has gotten out a nice card which people can understand.—Art in
Advertising.

Our ten single-sheet posters hung
in a Sixth avenue elevated station last
week, were the work of engravers,
while one, of some sort, was printed
from a type first constructed by a “pos-
ter head.” There is every indication
that another year will witness the
development of poster type, and the pos-
ter of the future will be the product of
the engraver’s art. This is not particu-
larly to be despised, as the engravers
are a better paid class of men and it takes
longer to engrave a bill than to set it up
—Union Printer, New York.

Mr. C. B. HOUGHTALEG, of “Hobbies Advertising Signs” fame, has compiled
a list of bill posters in the United States, which is probably the best list extant.
Bill posters are beginning to do a little advertising on their own account, but
they ought to advertise a great deal
more. Every bill poster in the United
States ought to be a subscriber to Print-
ers’ Ink. With a view to introducing
“The Little Schoolmaster,” a sample
 copy of the lesson of the day and will be
mailed to each of the thousand or
naming Mr. Houghtaling’s list.—Print-
ers’ Ink New York.

ELDER, JENKS & RABORG
‘Excellor’
Circus Paste

BILL POSTERS’ BRUSHES
Wood or Hard Wood handle, horse hair bristles, practical and reliable brush

Will not come apart. Made and recommended by Banner Fortepaugh
and theleading Circuses and Bill Poster throughout the United

Size & Weight, Price $3.00 per dozen.

127 N. Fifth Street, Cor. Cherry,
PHILADELPHIA.
ADVERTISING RATES.—

"Students are apt to be discouraged when they find that the averages they have been calculating are in error by 25 per cent and less, if they have been using an average of 3.5 or 4.0 for the purpose of determining high and low limits of the average. It is not uncommon for them to find that they have been underestimating the average by 50 per cent or more, and that the true average is more than 25 per cent above the lowest value of the distribution.

It also appears that the average of the distribution of the data is not necessarily the best estimate of the central tendency of the data. It may be that the best estimate of the central tendency is the median, or the middle value of the distribution.

The use of the average as a measure of central tendency is limited to situations where the data are normally distributed. If the data are not normally distributed, then other measures of central tendency, such as the mode or the median, may be more appropriate.

In conclusion, it is important to be aware of the limitations of the average as a measure of central tendency, and to use other measures of central tendency when appropriate.
The Fight Is On.

THE O. J. Gude Co., versus EDWARD A. STAHLBRODT.

Complete report of the proceedings before the United States Commissioners. The following is the stenographer's report.

THE UNITED STATES OF AMERICA.

EDWARD A. STAHLBRODT.

Before THOMAS LIVINGSTON, U. S. Com'r.

New York, April 19th, 1895.

Appearances:

WM. L. BALL, Atty. & U. S. Attorney, for the Government.

A. C. ROSE, for the Defendant.

Benjamin N. SHOOK, Stenographer and Examiner, for the Government.

Mr. Ball: Q. Where do you reside? A. I reside at Jersey City, but I was a Post Office holder.

Q. With headquarters to the Post Office building in the City of New York? A. Yes, sir.

Q. Have you a postal card? A. Yes, sir.

Q. Will you please state whether or not you ever had any conversation with the defendant in regard to it, and what it was? A. I did; I showed him the postal card.

Q. What was that? A. On the 4th of April, I showed him the postal card, and he said that the address was written by his orders and that the postal card was mailed by him.

Q. Did he state where? A. Right there.

Q. Is the city? A. I asked him where it was mailed. He said, "right here."

Q. Where was it when he said that? A. At my Broadway, his office.

Q. It was at the post office building in the City of New York.

Q. The post office building in the City of New York? A. Yes, sir.

Q. That is the building where the postal card was mailed to the defendant.

Q. Is that correct? A. Yes, it is.

Q. That is the building where the postal card was mailed to the defendant.

Q. Do you have that postal card? A. Yes, I have.

Q. It is the postal card that was mailed to the defendant?

Q. Would be the same? A. Yes, sir.

Q. Would be the same? A. Yes.

Q. In what other words the investigation that was begun? A. Pardon me, just a moment. I made a memorandum in my presence. (Reads memorandum.)

Q. Did you examine the postal card? A. The address was written by my direction. I did not think there was anything wrong, so I did not look at it.

Q. Did you examine the postal card? A. The address was written by my direction. I did not think there was anything wrong, so I did not look at it.

Q. All of which is entirely true? A. Of course it is true. I am stating what I was told to me.

Q. The original investigation—the investigation that began was begun and directed down by the order of this man at the suggestion of Mr. Rose, and on his command to the office? A. On his command to the office.

Q. Mr. Ball: That is the case.

Q. Mr. Rose: I move to discharge this defendant. I want to call your Honor's attention to his statement. When I was first retained in this matter I did not have the complaint, and I see what the complaint was and am looking over the complaint. I find that the defendant was charged with "the sale of imitation goods," and I can't be disposed of that the complaint is a true one, and that he was disposed of for mailing and delivering a postal card, a certain postal card upon which you and there printed language of a defamatory character and obviously intended to reflect injuriously upon the character and conduct of another, to wit, the O. J. Gude Company, the said postal card at the date and date hereof being so deposited in the Post Office of this City and New York addressed to L. E. Crawford, Topeka, Kansas, and the said postal card was exhibited and upon the examination, before the United States Commissioners, before whom the defendant may be brought upon the warrant issued upon this complaint, I read the fact to the defendant, and I find this is the statute.

Q. That all matters unlawful by law, upon the envelope or outside cover, or wrapper of which, or any postal card which contains any defamation, epithets, terms or language of an indecent, lewd, lascivious, obscene, libellous, scurrilous, —and so I got the postal card and carefully went over it, and I could find nothing in it, and by the most vivid exercise of the imagination that was carried by the words I have just read "defamatory,"—I will pass for Office, because of the "or threatening character"—there is nothing threatening in this "or calculated by the terms of manner or style of display."—certainly there is nothing in it that shows anything particularly out of the way from an ordinary printed postal card. I don't think it is intended to reflect injuriously upon the character or conduct of another. And then I took this postal card and compared it with the state to read it. I am informed that the O. J. Gude Co., of this city, is the defendant to the Adams Grocery Co.—I am informed of this by Mr. Gude, and then I stop. There must be the thing, if your Honor please, that this man is charged with—by its manner of display and obviously intended to reflect injuriously upon the character or conduct of another. I do not know what "till fratti" mean. It is a name, I am told, by my children, of a chewing gum that has cost me many shillings. But there is no other word on the card whose meaning is not in two. chewing Gum is written with a y, with 20 sheet stamps and 1 sheet.

Q. The stand work calls for a two weeks guaranteed showing at six cents per sheet, and the 1 sheets at three cents per sheet, would he choose any offer? A. I understand we are to try to "jolly" you for a thirty days display at a two weeks price. You will note that in the ordinary issue, the ordinary issue, the blank issue is the recipient of the recipient of the postal card that a certain contract has been made by the Gude Company, with the Adams Company, and that it has been made at a certain price, which is a matter of fact, is not true. The price is not as stated. In these states, that, as I understand, the Gude Company having made this contract with the Adams Company at a certain price will try to "jolly" you for a thirty days display at a two weeks price. That means only one thing—that they will get the paper posted at the regulation price for two weeks, and then will offer to "jolly" them into letting the paper stay so for two weeks longer, for a thirty days display. Besides, the word "jolly," in that sense, I don't think, if I understand this postcard that needs interpretation, except "till fratti," that is so. I think he must confess that the word "jolly" is used in that sense. It is one that presents some difficulty. It is one that means something entirely different from "jolly, which means a feeling of good expression, a good feeling of amiable good nature, and that is what is meant, that is how it is meant, that it is instantly rejected. There is nothing to that card that is in violation of the statute. If there is not a word in the English language without subjecting himself to the violation of the statute. I say it is plain on the face of the postal card, that it will be a crime for it to be made out, so long as it relates to the postal card.

Q. Now, if the court please, there is only one word on this postal card that can possibly come under the meaning of the state, to, and it is in these words: "We will try to "jolly" you for a thirty days display at a two weeks price." The only point is whether or not this is a statement made upon this postal card which might come within the view of any person that might see it at whatever or out there was dishonesty charged upon the person named in the postal card. Now, you are in capable of judging that am a man or anybody else. If the card itself is a statement made upon this postal card which might come within the view of any person that might see it at whatever or out there was dishonesty charged upon the person named in the postal card.
by empty promises, by extorting by threats, or some sort of business methods, getting them to keep this up as long as possible, so that they can make their profit at the prices stated here. Now, that is intended on the one hand, to injure the Company. It shows that the sender of the postal was a competitor for the same job and didn't get it. It represents that these parties are at certain price which is false. It then states that in order to get within that price, they have not to use any fraudulent or misleading method. I have stated one of the methods in which "jollying" can be done. Another way which comes under the same suggestion is that a contract could be made for four weeks, and at the end of the two weeks could be thrown up, and the "jollying" then commence, and in some way they would keep the paper up for the full four weeks, but only pay the two weeks' price. Now, however that "jollying" means to fool, to injure, to cause some injury, by empty promises, and it is a direct reflection upon the character and the reputation of this Company. This card was sent to Mr. Crawford. Undoubtedly the same card, instead of being sent over the country to the different places mentioned in this contract—35 or more cities. Now that card having been sent out there for the sole purpose of preventing this Company from carrying out that contract successfully, stating there that they intend, through some misunderstanding, some false, fraudulent methods, to fool this contract upon the bill posters at a price upon which they could make a large profit, is, I must insist, directly contrary to the terms of this law. It is "defamatory" matter: It is casting a slur upon the character and the reputation of this Company, and it is a direct attempt to injure its business standing and integrity. It was to prevent the use of the United States mails for the carrying out of such ideas and "defamatory" and identical statements upon a postal card where the public can see them, that this statute was passed. It is to carefully watch the persons who are using the courts and the courts which are open to them and ask us for relief if this is "defamatory," and not speak in these under the cover of the United States Government. If they here got any quarrel with us, let them go into court, and not speak here behind the covers of the United States Government. If they here got any quarrel with us, let them go into court, and not speak here behind the covers of the United States Government, make your charges and your objection for an offense which is not a crime.

Mr. Dunson: Is it true that Mr. Crawford was asked by poster airlines whether you said that this card was sent out to members of the Association. (Addressing Mr. Rose) Mr. Rose: I say it says so on the bottom—"fraternally." Mr. Dunson: As a matter of fact, Mr. Crawford is not a member. Mr. Rose: Then he is a member of the Gude Association? Mr. Dunson: Is it a matter of fact that the presiding officer of the head of the card are Association prizes? Mr. Rose: I don't know. Mr. Dunson: You were telling that you were interested in full appreciation members. Mr. Rose: I am making the statement that obviously on that paper there is no crime.

Ball: I will say this and nothing more. As I said when I was on the floor, there are two elements of an offense of this nature; the first is that the advertisement makes a statement which is directly against the color of a competitor. The second is that it has been deposited in the mail—

Mr. Rose: There is no question about that.

Ball: The only question for the consideration of the Court or anybody else is, outside the quarrel that evidently exists between these parties here, and that we have on trouble with the Association whatever.

The postcard, however, that was sent by Mr. Smithbrod, and which contains the false statements regarding the "Tutti Frutti" construct stirred up a heart's suit. Now, with the business the knowledge that the tendency of that communication was to create a feeling adverse to the Adams Company as well as to ourselves, and we know that it would influence many bill posters to give the "Tutti Frutti," paper less consideration than they would otherwise, although the work was sent out at regular prices.

Besides this, the card was sent out in the name of the Association, which made it easier. This, of course, we know that it would injure the poster business, and all other advertisers, as well as for the best interest of the trade as large.

When you consider that Mr. Stahlbrod competed for this business, and was furnished with a list of the cities to be covered, it is a great wonder that Adams & Sons was so, to put it mildly, very apparent. You know that the advertisers are very sensitive on these points, and it is not surprising that many of them will refuse to treat further with anyone who adopts such methods.

Although it does put the Association in an awkward position, still we have assured the Adams Company and other large advertisers that the individual members of the Association would not uphold any such foolishness, and we will do all that we can to break down the strong prejudice excited against the trade at large.

The trouble seems to be that the "agitator" suggested too much. And, by the way, who is the best friend of the bill poster—the man who does the agitating or the man who gets the business?

The "circus" works in a few simple.

Stahlbrod it in a very friendly way in a free sheet for one week at three cents. We have just sent out a new order, size increased, for us now extended for two weeks and price increased to four cents per sheet per week.

You know what we have done during the past year. We have come to the front and poster companies. The business we have sent out has run up as high as $30,000 in a month and we seem to gain right on with the good work.

We believe with you that permanent benefit to the bill posting interests can only come through persistent effort based on right principles and progressive business methods.

If we can't get right we won't do it at all, and we are confident that the best posters will back up the solid work that brings good paying business.

Keep up your good work. Enclosed find a card to be used for that purpose. Also note the list of customers on the back. Isn't that the best possible evidence of our ability to get business and to handle it right when we have it?

With best wishes, we are,

Yours truly,

The O. J. Gude Co.
MINNEAPOLIS, MINN.

April 22d, 1895.

Dear Sir—

Thanks for your letter calling my attention to your paper. Enclosed you will find clipping from last night’s Minneapolis Journal. We are very busy and are crowded with commercial work. I have not had the time to attend to the local advertising bill posters to my scheme for gathering publicity of commercial work, which as it seems, we have cleared all of our bill boards down to the bare boards. We have done the same with dead walls and Recess. The work on the bill boards and drawers is placed smooth and even. Our work on boards looks like a picture frame. The town is clean—no ragged paper anywhere. We employed two ex-army wagons and four men, doing nothing but stripping boards, walls, etc. It took them two weeks to shear the city. We find results from a clean city and in looking very beneficial to us. All agents are commenting upon the town. There are several cigar and patent medicine agents here, who are trying on the bill board test display. Even the newspapers are commenting on our artistic work. This is an 10 Jolly!—It is realistic. This is the most sensible argument ever made to you in behalf of the bill posters. Keep your town clean, and make your work show up. Give your customers good service. You must consider yourself the same as any other business man or manufacturer. Lure up to your goods and results in you will meet with success. When business men find they can get honest service for money expended, you can rest assured the bill poster is the best bet. Once more, bill poster: Keep Your City Clean, (all bill boards trimmed with black) and use a system in placing your work. Hencenades, am I right? If so, kindly touch up the boys.

Yours truly,

M. E. Elskazer.

+++

ARTISTIC WORK.

Some Excellent Bill Posting That is Being Done in This City.

Noticing yesterday a group of men putting up some extra large advertising posters, and also another man doing some very nice work with point and brush, it seemed to be the proper eser to make some inquiries as to regard to this end of the advertising business. Mr. Mike Breasboom, the owner of nearly all the box bills in the city, (in conjunction with the thermometer) happened to be in charge, and he was ready to talk. He had been in the business twenty-four years, starting it through the agency of the Associated Bill Poster’s Association of the United States and Canada, through which large amounts of foreign work is secured and the pay twelve men, besides his painters, and uses three teams. These are regulars, but at times he employs a man when he cannot really increase the force. Mr. Breasboom, the rough, believes in newspapers as an advertising medium, and especially when connected with his local advertising. He says that nearly all of the Eastern business that comes to him, so much so is allowed for the counters and so much for the counters, and when they have them both they are the best on earth. As will be noticed through the city, Mr. Breasboom is now engaged upon a series of large entertainments, these bill remaining on the boards for thirty days. It is needless to say that he is very pleased about general Mike’s work. It speaks for itself, and his contracts are always fulfilled to the letter.—Minneapolis Journal

J. A. Clough, the reliable distributor, has brought out The Tobacco Company and now conducts the business under his own name with headquarters at 474 Austin Ave., Chicago, Ill.

The best of all advertising media is the billboards. A close second is found in distributed booklets, almanacs, couriers, pamphlets, etc. Printed bulletins and mural display signs are about on a par for third place. The newspapers are a grand source of news and scientific window display fifth, Derringers, eyers, charts, novels, periodicals and transparentos are seldom efficacious except in rare instances and even then are very expensive.

Try posters in the country. You will be surprised at the results, beyond all doubt or prejudice.

Jerry Kemlin, is doing a nice business at Maryville, Ill.

There must be a good deal of virtue in posters, circular and bill board forms of advertising or they would not have survived the newspaper attacks upon them. There is an awful lot of unsold newspaper space which might have been a blank space as an available wall, lane or billboard—Printer’s Ink, New York.

Spencer & Rockeaster is the new firm who will do the bill posting at Janeville, Wis., hereafter.

FROM AMERICA.

Rosennet, Woodlands Road, Ashfield.

N. S. W., Australia, March 28th, 1895.

Dear Sir:

Through the kindness of a gentleman here I am enabled to say that Australia, as an advertising country, is quite progressive and has a fine field both for trade and for the artist. One of the best methods of advertising here is by means of posters. Whole walls are covered with advertisements, and the result is almost astounding. Posters are the things of the day in this country.

J. M. J. Kane, editor of Cincinnati Morning and Evening Post, and also Advertising Manager of L. W. Washburn’s Great All Shewed, is the Sales Traveling Agent for BILLBOARD ADVERTISING. Any contracts may be entered into by Mr. Kane for this publication will be strictly adhered to.

The twenty-four sheet stock, made to represent a 25.00 bill, enlarged many times, which has been used by Paul Dresser in advertising ’The Green Goods Machine’ has been replaced by the Secret Service officers and the entire stock on hand at the printer’s has been seized and confiscated.

Frank P. Colby, the bill poster and distributor at Manchester, N. H., also controls the Baggage Transfer Co.

LOOKOUT FOR HIM.

A party calling himself Henry Martin, and representing that he is contracting for R. E. & Reinstein’s Circus, has been collecting money under the pretense of collecting for a fine circus. Several bill posters have been intimidated by the sharper, who is in no way connected with Belle & Rearfner.

FAIR NEWS.

The Cotton States and International Exposition will be held at Atlanta opening September 15th, and closing December 15th. It is going to be a far larger and more imposing undertaking than the North even dreams of. It is simply gigantic in scope, and all-encircling, in its features and varied attractions. Furthermore the exception city idea manner in which it is conducted bids fair to make it the most successful Exposition ever held in America. In respect thereto it will undoubtedly totally eclipse the great World’s Fair.

A GOOD ARGUMENT.

Almost any intelligent advertiser is willing to concede that an illustrated advertisement is more valuable than a plain descriptive. The reason is perfectly plain. It is because the cut is the article advertised. It is a block of its name, its size, its construction, appearance, etc. How much better than either, then, would the advertise offer an advertisement? There is where Fairs and Expositions come in.

The Posters and Fair Bills published by the Donahoe Lithograph Co. are the finest specimen of lithographic art ever offered to the trade.

Walter G. Cooper, Chief of the Department of Purity and Promotion of the Cotton States and International Exposition is doing wonderful work with the press. He modestly declares credit for anything with plus pluss, systematic work, but the fact remains that he has accomplished results so far that are little short of marvelous.

The Fair season for 1894 is now getting on, and the prospects were never before so brilliant. Events pointing to a season of unsurpassed prosperity, and the notice of Fairs this year will be greater than have been held for a whole decade.

NOTICE TO SECRETARIES.

Send in your Fair dates. The June issue of BILLBOARD ADVERTISING will contain a complete list of all Fair to be held this season.

So please get in line.
POUGHKEEPSIE, N.Y., 97 Catharine.
M. F. SPRENGER, THE HONEST KING,
BILL POSTER AND DISTRIBUTOR,
Wappingers Falls, Hyde Park, Rhinebeck, Highland.
Commercial Work a Specialty. 16000 ft. of Boards & Walls
Member New York State Bill Powers Association.

Barlow Bros. Minstrels.
Greater, Grander Than Ever.
DOUBLE - ITS - FORMER - SIZE.
Permanent Address, DONALDSON LITHO. CO., Cincinnati, O.

CINCINNATI, OHIO.

A LITTLE ADVERTISING

- Is a dangerous thing. Advertising well or use not advertising.
- Short traits disappoint the user, but continuous advertising
- proves a business bringer. Don't allow me to construct your
- advertising matter and it will pay you well. Specimens sent
Correspondence solicited. Plans and methods suggested.
DAVID B. ARCHIBALD, 73 Nassau St., NEW YORK.

HENNEGAN & CO.
Poster and Commercial Printers.
CINCINNATI, OHIO.