THURSDAY, JULY 11th, 9 A.M.
Business will be taken up in regular order, until noon. Adjourn for dinner until 2 p.m., after which time business will be taken up in regular order until 5:30 p.m., when the convention will adjourn for supper.

FRIDAY, JULY 12th
Through the courtesy of Messrs. Walker & Company, Bill Posters, we will be entertained properly. A notice of same will be posted in "Committee Room," when the meeting is called to order.

Thursday is expected that all members and delegates will report promptly at 12 o'clock noon, Tuesday, July 9th, at the above named hotel.

The following programme has been arranged.

THURSDAY, JULY 11th, 18 o'clock noon.
The members and delegates will assemble in the committee room, Hotel Cadillac, at which hour the convention will assemble to order. After the presentation of credentials of members and delegates and the reading of the minutes of the last convention, an adjournment for dinner will be taken until 5 o'clock.

TUESDAY, JULY 9th, 9 A.M.
Business will be taken up in its regular order, until 10 o'clock noon, and then adjourn until 5 o'clock to meet our visitors. At 10 o'clock the convention will assemble in open session, and then adjourn until 5 o'clock, to meet at 10 A.M., at which time the convention will be in session. The convention will continue until 10 o'clock, at which time the convention will adjourn for supper.

THURSDAY, JULY 11th, 5:30 A.M.
Business will be taken up in regular order, until noon. Adjourn for dinner until 2 p.m., after which time business will be taken up in regular order until 5:30 p.m., when the convention will adjourn for supper.

Our Advice

Our advice in the matter of posters and distributing work has contributed largely toward the success of many a fair. Do you want it? It's at your service, together with our best efforts in preparing estimates and ads. Send us the necessary data and we will prepare your copy; in other words, we will write your bills and other advertisements, and do it well. You are thus relieved of much annoyance and detail.

It is often said that we will do more work to get an order than any other printing house.

That's right; and we do it gladly, because we want orders. We want your orders.

The Donaldson Litho Co., Cincinnati, O.
Write for our catalogue and samples.
Other People's Brains.

Borrowed, Appropriated, or Stolen Outright, as You Choose.

There's one great trouble with the average amateur advertiser. He makes his advertising too heavy. He needs to take off the winter clothing, to make the ad look "cool" and inviting. A clean, open-face type will help to do this, with plenty of white paper, and perhaps a breezy cut or two. Let it be more light, and adapt his ad to his purpose. Then try to hit the right class of people with it. — Profitable Advertising, Boston.

A Thought For Newspaper and Magazine Advertisers.

It is a mistake to handicap newspaper advertising by expecting it to do too much. This newspaper is a splendid place to present an argument as to why people should buy your articles in preference to any other. *But small space costs big money*; and if the paper is any good, there is lots of other interesting matter to hold the attention of the reader. Display advertising gives big space or little money.

It is a tremendous help to put newspaper argument to the tune of the article greeting the eyes of the people from fence and wall as they travel through a city; to have it salute the reader as an old friend as he steps into the street car. Last, and best of all, if it is in a proprietary article, the very same help is obtained if there is a bulletin-board on the side wall of the retail store where the article is sold. It hits the possible buyer right at a time and place where, if any desire for the article has been created, the opportunity to purchase is immediately at hand.

Does one display advertising as opposed less to the newspaper? No, a thousand times no. It is the newspaper's best friend; its greatest help.

Every new advertiser that enters the field of publicity, by its very demand for it, increases the cost of space and also makes space less valuable; for the more people that are shouting, "Come and buy of me," the fewer that the one must shout to be heard above the crowd.

This is why, with the increasing recognition of its importance as a trade factor, advertising is an every day problem to-day. This is why newspapers can't do it all. This is why display advertising is the friend and co-operator not the rival of the newspaper. It makes it easier to get results.

Any proprietor article that seeks pub by pub, by ignoring the value of display advertising and sticking to newspapers alone, is as badly handicapped in its advertising method as in the case of life if he lacks one of his organs. He may get along without it, but it is destined inconvenient.—O. H. Gude in Display Advertising, Chicago.

False advertising is worst. Good advertising is a label. The knowing How Writers, and Writers of How is necessary to success. Failing such an important matter as your advertising is the hands of an inexperienced person (he be relative, friend, or dependent) is a great mistake. Better pay him to keep his hands off. There are experienced men who make advertising a life-study. — The King's feet.

Billboard Advertising.

Wright the coming of spring there seems to be a lively revival of the sandwich men and "parade" advertising in general. These street processions foward very well, but it is rather difficult if the interest they create exceeds much beyond their own usual appearance. — Art in Advertising.

The long lines of boys, clad from head to foot in white duck, each wearing a cook's cap and apron and carrying a gorgeous banner on which is printed the name of a lunch room, is not bad. In shopping districts it ought to be a good thing — Art in Advertising.

The "Say" Poster.

The Boston correspondent of Art in Advertising has the following comment to offer in regard to the famous "Say" Poster in the May number of that Magazine:

Some Suggestions For Printers.

By W. Moody.

Printers in small cities and towns— and the same thing may be said of those in larger cities—are poor advertisers, if they advertise at all. While they have something that is in universal demand, they seldom seem to be able to make an interesting advertisement. One great trouble with printers, although they might not admit it, is their lack of enterprise in supplying and getting up really artistic work. They say "People won't pay for it." Just the opposite. People do not have the opportunity to get it or they would soon see the advantage of using that class of work. Like really good advertising, really fine printing pays, and pays well, both printer and customer.

A reputation for turning out really artistic work is a great thing for a printer in these days of competition. Business

Here is an ideal poster, according to M. Chervet:

"It should be as simple as possible, and I consider the introduction of one figure and one line, the one to say, 'that of a lady for choice, is indispensable; whereas it is possible, this figure should be life-size. My own posters are never smaller than sixty centimeters square (by eight-sixty (nearly three feet), and my favorite size is two hundred and fifty by ninety, the figure should, of course, be slightly and lightly dressed to a strike of cost not likely to go out of fashion as long as the poster is to be in use. I always make a point of designing the lettering of the actual advertisements. I do not believe in black and white lettering, but have no objection to their being very dark blue, red, or violet; this produces the effect of black without giving a garish note."-The Echo, Chicago.

The exhibition of posters made by the Great Art School attracted considerable attention. There were a number of unique specimens, among them the printing out the idea of the Brontos.—Profitable Advertising.

Speaking of mysterious disappearances, what has become of that proposal to ab lish the bill board massacre in Chicago—The Echo.

Don't attribute the success of a business enterprise to luck. If you will examine closely, you will generally find some potent advertising force behind the scenes. No business of any kind, provided it is worthy of patronage, but what can be increased by judicious advertising.

To make money you must be willing to spend some—select good advertising mediums and you are pretty sure of good results.

Many good advertisements are spoiled because the writer doesn't know when to stop. Make your advertisements brief and to the point.—Brocton Times.

It took a good many years for advertisers to learn that it paid better to hire the kind of brains that they didn't have to look after the end of their business, rather than to plume along with it themselves. There are some even now who are struggling away at the business failing to recognize the fact that the very best expert service in the kind is pays best.—Profitable Advertising.

Some merchants sit down and criticize their competitor's method of doing business, only to see them get rich, and themselves get poorer. It is bad policy for a merchant to say that "such and such methods" would drive his trade away, when it is slipping away for just such opposite ideas. The old foggy methods of years ago won't do for 1902. Get up and at them.—Progress and Trade.

"Fell many a gem of purest ray serene
The dark unfathomed caves of never-dying day
Piled up a treasure, more for days to come,
Because the people do not know it there,"—Pope's Jub.
ADVERTISING.

In this issue we publish a list of the fairs of the United States and Cana., together with the dates thereof, the names of the societies under whose auspices they are held, and the names of the officers of each. It is worthy of note that this list is the most complete catalogue of fairs that has ever been published, and furthermore that it has been brought out fully a month earlier than any similar compilations which have preceded it. In addition to the list of fairs, we are undertaking to publish a list of all large poster magazines, which will be published in a future issue. In this end, we solicited the co-operation of the secretaries of the various fairs invited or incorporated, and on our part we have done our utmost to gather the necessary information. We are now able to present a list of all the posters in the United States and Canada, and we invite them cordially to bring to our notice all errors and omissions that appear in this list in order that the future issue may be absolutely correct.

In this connection, we desire to state that the columns of BILLBOARD ADVERTISING are at all times open to the officers of Agricultural Societies. Items of news or general interest are solicited, and will always be gratefully accepted and published. It is our aim to make this paper a means of communication and cooperation not only between the officers and managers of fairs, but also their interested allies the vast army of advertisers at large. This is a field a few of which have ventured. The result is apparent, and we esteem an exhibit a fate the most valuable of all advertising mediums.

Hence, we are fully aware of the importance of this field to poster advertising. The requirements of fairs in this respect are a great need of one's oeuvre, we trust that our efforts to establish the necessary medium will meet with the necessary endorsement and support.

Now that Oscar Wilde has been relented to the chidren he is erroneously uncle, it is to be hoped that those artists who are aging his patience, Arthur Stansfield, will destroy of this millennium, the compulsion and wholly fascinating style of a certain and thoroughly an English justice has of the man who made its popularity possible. It has accomplished all the good that is capable of accomplishing and its future use and employment cannot be other than beneficial in influence and effect upon posters and poster printing.

The licensing of city bill posters not infrequently gives rise to much amusing comment and newspaper discussion. Several such instances have occurred during the month just passed, and although happening in widely distant localities, are almost identical in tone and conclusion. The consensus of opinion is that the ordinance creating the license is passed at the solicitation of the bill poster for the sole purpose of securing to him a license to be a monopoly of the business in the town in question, and that some slight coloring of truth in the charge, but barely enough to render it demonstrable, and compared to the advantages reaped by the city from the use of the bill poster are almost infinitesimal.

Where no license exists, the vertiginous trap who can buy a brush and a canvas hand him a bill poster, and as a consequence the city has its streets littered, citizens suffer in consequence of having their appeals pressed into service for boards without their sanction. Their walls are similarly appropriated, and various other acts of vandalism, so unspeakable to mention, are perpetrated by the irresponsible patera, who is a nuisance, first, last, and all the time. On the contrary where a license exists even if the comparatively small one, the mere fact that it is paid, gives a certain degree of responsibility and integrity upon the part of the person holding, and insures a proper regard for the public interest and the ordinaries prohibiting littering streets with paper. It becomes rentable to citizens owning desirable locations for billboards and billboards and above all secures to merchants an honest and reliable service.

As to creating a monopoly, it never does. For no matter how high it may be placed, if by reason of incompetency, obloquie methods, or lack of enterprise, a bill poster can make it possible for a competitor to step in, it will cause competition and will arise. No intelligent bill poster can be done without the consideration of the nature of his work and views more. The only protection they need, and the only kind they desire is that which arises from their efforts to the interests of the community and their towns, and from the direction of Billy Longstreet, and are strictly artistic. At the signal the men pitched in and were even, sheet for sheet, until the eighth, when Palmer led the others by a trite. At the twelfth sheet, Langen caught up to and beat him out by the world. Time: Los Angeles, Philmores, Pal- mer, etc; Russell, later. - Tribune, Dub- lin, Minn.

There is a hue and cry of substantive proportions in evidence at Wellsville, O., over the ordinance recently passed by the council of that city, licensing a city bill poster and distributor. Merchants generally excluding the mayor, deem the provisions much too strict.

NEW DRESS OF POSTERS.

Bill Boards Throughout the City Breeze Out in Spring Affair.

Bill boards all over the city have been receiving a new dress of posters during the past few days, announcing to the public the merits of the cigars made by Sloaton & Shaver, and of the French tonic, "Vin Mariani," made by Mariani & Co., who have houses at Paris, London, and New York. The advertising now being done by these firms in this city is under the supervision of George Hustings, and from the extensive bill-poster theatre, it is evident that he intends that the public shall be sufficiently informed of the merits of the "White Owl" cigar, and of the tonic, which is sure to overcome "that tired feeling," as well as other fls.

The work of posting the bill, which is being done by the Brainer Company, is progressing rapidly, and when two days ago were bare bill boards or tattered posters, there are now thousands of big signs in glaring acres of paper fastened on bill boards and all the end to the bill that he can read and he informs the public as to how he can get a good smoke, for his money—and further may know what to do, to relieve his weariness, if his running gives him "that tired feeling."-Trubune, Annapol- is, Maryland.
FROM THE O. J. GUIDE CO.

Office of
The O. J. Guide Co.,
New York, May 21st, 1895
Editor Billboard Advertising,
Cincinnati, Ohio.

Dear Sir:

Your very fair attitude in publishing both sides of the "Stalbemt contro-
versy" leads us to send you a copy of a letter sent to Mr. L. N. Scott, of St. Paul,
Minn., relative to a special contract for himself and the adoption of a special,
discount on busines, bill posting con-
tacts for commercial work.

As it is the province of the press to
push the adoption of such measures as it
contributes to the mutual benefit of r
the public at large and its subscribers in
particular, also to oppose the things not
approved of, not give the matter fair
consideration, and if you think it is right-
push it along. If you don’t agree with it,
jump on it real hard.

The amount of the interest mentioned
in the letter for three months contracts
is twenty per cent, which we think as
little as would carry the necessary weight
with advertisers to influence them favor-
ably.

We hope that by opening your columns
for the discussion of this point and a hundred
kindred subjects which are the greatest
importance to bill posting, that your
publication will increase its already strong
position until every bill poster and
every advertiser in the country shall
find they must have it.

Respectfully yours,

O. J. Guide Co.

OFFICE OF
The O. J. Guide Co.,
New York, May 21st, 1895.
Mr. L. N. Scott, St. Paul, Minn.

Dear Sir:

To-day we have made shipment to
you of "Tutti Frutti" paper for another
weeks display.

It is a pleasure to state that this new
order has been helped very largely by
the good work done by the bill posters
throughout the country on the last
"Tutti Frutti" billing, in spite of the
embarrassments of Mr. Stalbemt to "quar-
ter the work.

We tried to make this renewal order
for three months, and could have closed
it for your own and other cities, if we had
been in a position to offer a fair discount
for a three month continuance run (covering
the summer months).

This question of discount on com-
non service, we intend to present to
the members of the Association at their
next convention. It is a subject that the
writer has discussed with your president
at Chicago who was thoroughly in har-
money with our idea, that concessions
should be made to advertisers for a con-
mensurate billing of three to six months.

It makes the service much easier and
simple for the bill poster.

It gives him assurance for his space,
covering a substantial number, which
is also a sufficient guarantee for him to
probably make any needed extensions of
his holdings.

Experience has proved that it increases
the volume of bill posting and the income
of the bill poster.

It gets the advertiser into the habit of
making larger contracts and much he
raper appreciations.

It also encourages the habit of keeping
paper out during their entire season, in
stead of making one or two billings two
or three months apart, as is the general
custom at the present time.

It adds needed stability and character
to this method of publicity, besides
increasing the possibilities of responsi-
bility to the advertising and a consequent
satisfaction to the advertisers.

The bill posters of New York and other
large cities who have encouraged the
same, are unanimous in acknowledging
that the long-time contracts that we
have placed during the past season for
"Excelsior-American Songs," "Excelsior in
"Vigorous Life," "Parson" Household
Annals," "Excelsior," and others, have done more
to induce new advertisers to come into the
field than anything that has been
done in the bill posting line, and are
mainly responsible for the fact that in
New York the income from commercial
work nearly equals that from theatrical
posting.

Why should not the entire Association
profit from this experience? Let us take
some steps to follow up the advantage
thus gained?

Is it not time for wide-spread and short
bill posters to rise to the situation and
come into line with the newspapers,
magazines, horse cars, and all other ad-
vancing mediums and commercial
houses, who invariably hold out special
inducements to customers for "long-
time" or "large quantity" contracts?

Here please don’t think this is an en-
surer on our part to cut prices. We
simply feel that this is an appropriate
time to bring up this issue for general
discussion and intelligent action on the
part of the bill posters, and here a few
letters similar to this to Kansas City,
Milwaukee, Minneapolis, Denver, Chicago
and several other places, asking for the
subscription of the National Association, with the
request for their consideration and co-
operation.

We have been paying from $2000 to
$3000 a month to the bill posters, and
think that the trade that we control, in
spite of constant endeavor to hand
up and our customers, places us in a po si-
tion to make a personal appeal to the
common sense of the individual bill
poster and suggest ways and methods by
which the business can be increased.

If it is true that conventional sense
is inherent in every man of about twenty
per cent, on a three months contract,
kindly notify us and we can without
doubt send this and other long time
advertisers.

Bill posting is a new department in
our business. We have during the past
year demonstrated more of its possibil-
ties than all other agents combined.

Some bill posters have misunderstood
us because we would not agree to methods
that we know we would enroll instead of in-
crease the growth of the business.

For certain specific purposes we believe
in bill posting heart and soul. We also
hear just in commonly in a jointed
affirt, when under wise guidance and a
judicious management it is the
spiritual management that makes the
greatest good to the greatest number
of people, and always recognizes the equity of every
interest with which it comes in contact.

We will aid associated effort on these
lines only, and hence that cooperation
on a broad basis should enable us to turn
half million dollars a year to the
bill posters.

Yours for business,

O. J. Guide Co.,
New York, May 21st, 1895.

Note.—From the above letters from the O.
J. Guide Co. deal with questions of impor-
tance to members of the A. P. A. and bill
posters generally, by which they are unable
and we gladly give them space in our
columns, which are always open to dis-
cussions of a similar nature or import.

Editor.

BLACK CROOK IN BLOOMERS.

The objectionable Bill Board Paper
Changed at Fremont, Neb.

The opera house management yester-
day covered all their bill boards with the
"Black Crook" show bills. The display of
the human form in lights was pretty "laid," and some citizens delved
into the city ordinance and recovered
a provision thereof forbidding such
displays.

This morning it was found that all the
other operators of the city wore dressed
in Bloomers of the latest cut, and some
whose dresses were a little shy in the
waist, were green and pink neck ribbons
with long ends. The question is this:
whether Manager Ugly ordered the
delusions dressed, or did some one else
so to save him the trouble? The bill
boards attracted double the attention
they did before—Quincy, Ill. Herald.

G. H. & R. K. Bixby are the city bill
posters of Washington, Ills. They have
established a splendid service.

Printers’ Ink prints an article on bill
posting by Charles Dickens, from which
it appears that even in that day the news-
paper relied on the bill boards for their
advertising.

There have been two meetings of State
organizations recently in which we were
favorably impressed with the amount of
the proceedings. If some had been
forthcoming, we would gladly have given
them space.

ELDER, JENKS & RABBORG,

"Excelsior"

Circus Paste

BILL POSTERS’ BRUSHES

Made of pure and hard
brush, using Enamel, Printing,
denner’s. Latest the most
patent and valuable brushes
now known for use.

Size 2 Inch. Price $2.50 per dozen.
Extra, Extra for 10 cents. Shipped
free in lots of 10 to all parts of
the United States.

ELDER, JENKS & RABBORG
Brush Makers.

PHILADELPHIA.
Bill Posters, Distributors and General Advertisers.

No. 18 and 17 Bill Street, ROCHESTER, N. Y.

The Rochester Bill Post Co.

ED. A. STAHLEBRODT, Manager.

Bill Posters, Distributors and General Advertisers.

No. 10 North Park Row, ERIE, PA.

The ERIE BILL POSTING CO.

ED. A. STAHLEBRODT, Manager.

Editor BILLBOARD ADVERTISING:—

Each arrival of BILLBOARD ADVERTISING compels me to knock off everything else until I peruse every line, and after doing so, I'm 'A day/' And so it is. Now, I think that every bill poster should read it and become a subscriber at once. It is the official publication of the Associated Bill Posters' Association of the United States and Canada, everything of interest to its members will be found in its columns, thereby teaching the labs of its officers considerately, and knowing all matters to be satisfactory.

As all our craft are aware, we meet in Detroit, Mich., on Tuesday, Wednesday and Thursday, July 7th, 8th and 9th, and every month, in the same city, until a meeting be attended at this time, as matters of importance will be brought up that will repay all for time and money spent. Poster generally whether members or not, should also find time to attend and listen to the discussions on matters that can only be ventilated at such gatherings. All grievances can and will be settled. No matter what the kick may be, come prepared to give vent to your feelings, and shake off that feeling.

These annual gatherings serve to make as better acquainted, and places confidence in the respective abilities of each other. Why bill posters can't be united as one solid brotherhood is beyond my comprehension. If united, nothing but success can perch as our leader. I really and positively know bill posters who have had work sent them at the regular Association rates of three cents per sheet per week and have refused to do it, all they wanted being four cents for thirty days. Probably these people didn't know the book was coming over. I don't know that they had attached themselves to our Association and gotten their work through the only channel that would secure work—our New York office, under the management of E. A. Stahlebrot—they would have known what going on and be ready in pocket.

Let any bill poster take paper and panel, and they will find it impossible to do work for less than Association price and do it honestly. Then why do they ask a big price for theatre and dream work, and for commercial work? Were I a manager, I would insist upon the same courtesy shown us.

Dwell upon this brother poster, and you will really see the importance of coming into our Association before it is too late; the longer you stay out the more money you lose. We don't say that our Association should run your business but the black eye given bill posters has to a great extent been given by you yourself. May I once more ask of you, as members of our craft, come to our meeting, take a vacation, and have your wife along, get acquainted with the men who are now conducting the bill posting business, see the benefits derived from being a member of an association. All other branches of business can be united; why can't we? And we can, with your aid. We have several propositions for membership to be acted upon, and I hope to receive reports for several more application blanks before the meeting.

There are three associations since our last meeting and as for admission. So much the better for our cause. We are in the hands of the middle man, who has made capital and held big positions at the expense of the bill poster, making his own farms, which we had to leave or accept as he set it. He could make any deal he wanted, and never give our interest as a matter of fact. Now all this is changes. We have our New York representatives, who devotes his entire time and attention to our interest, and if you will place your confidence in him, I know where the benefits are derived. If we searched the entire country we could find no more competent man for the place than the one our Association selected, Mr. E. A. Stahlebrot. He is qualified in every respect for the place, and is filling it to the letter. The good work can and will go on. Join us and see for yourself.

I wish more of our members would write to you valuable paper letters like you mentioned in your last letter. I do put in good to read such interesting articles.

There is p's of paper ready to be put out if the advertisers know that we are in the habit of coming in their offices, and less it comes from our New York office, and we will then help them and what we are. My agreement and membership I consider the best interest and most available assets in my business, and under the leadership of Mr. Stahlebrot, I have gotten more work as money as all other solicitors put together. Let that little lump of reason to your mind burn, and never let it die out, and the near future will be very bright for you. We are in the hands of the largest and most available assets in my business, and with the success that we have, I will have more work and earn more money, on to one will throw his hat higher or show louder than Yours at all times,

B. L. CARROLL.

Albany, N. Y., May 31st, 1895.

These BROTHELS have purchased all poster privileges at Williamsport, Pa., Mr. George M. Bulk, who formerly did the posting in that city, but recently ejected the Bush Comedy Co., with no small degree of success, has returned once more to his former fields, and promises to make things boom in that vicinity.

Mr. T. W. MURPHY, Treasurer of the American Bill Posting Co., Brocklyn, N. Y., will sail for Europe before the next issue of this paper. The best wishes of the entire craft go with him, he being one of the ablest poster printers in the United States. Safe return.

Yours very truly,

JAMES A. COWAN.

We notice an article from Mike Breslau, the bill poster of Milwaukee, and fellow member of the association, on the subject brought to the bear boards and kin to.

There is also a good idea, but after he does it, he will take a lot of his old flour sacks or old canvas, and cover some of the boards with that, post it on as you would paper and then tack it, you would be surprised how long his paper will look neat and nice. We have tried that in this territory and it has given wonderful satisfaction, as the curves very often last as high as four or five months on a place.

JNO. COOKMAN, the bill poster from Louisville, is visiting us this month.

DON'T you think that it would be a good idea for bill posters to exchange views, or express their opinions about posting, and also keep each other informed in regard to all business matters that would be for the good of the fraternity?

J. G. ROEHL, of Rochester, has left Chicago on his return from Philadelphia, where he was in attendance at the Old Fella's celebration, was a caller at our New York office, and said, "Since I signed the agreement, I have too much trouble in getting the Association prices, and business has improved fifty percent."

The Collectors.

WILL BRADLEY has issued a new poster exploiting the advent of The Echo, a fortnightly magazine, published in Chicago. A special edition for collectors has been issued, copies of which may be had by addressing The Echo Publishing Co., Chicago, Ill., entailing twenty-five cents.

SCHENÜT'S have issued a special collector's edition of their "Napoleon" poster. The price is five cents.

There's many a man that has been On the prowl, and dark in his face, Who would himself in his case, Be wise use of printer's ink.

See the call for the Fifth Annual Convention of the Associated Bill Poster Association, of the United States and Canada, at the Hotel Cadilac, Detroit, Mich., July 9, 10, 11 and 12, in another column.

Fourth of July One Sheet.
LIST OF FAIRS
1895.

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Advertisements in this List are inserted free, if not in monopolies. Twenty-five cents per word and twenty-five cents per line for display ad not exceeding seven lines in size.

ALABAMA.


Montgomery State Fair, No. 14.

ARKANSAS.


Big Spring State Fair, George A. Wendt, secy., No. 16.

Monticello State Fair, W. W. Pearson, secy., No. 17.

CALIFORNIA.


San Mateo County Agricultural Society, H. E. Stetson, secy., No. 21.

Contra Costa County Agricultural Society, J. M. Hanks, secy., No. 22.

Marin County Agricultural Society, J. M. Hanks, secy., No. 23.

San Diego County Agricultural Society, J. M. Hanks, secy., No. 24.


Chico, California, Butte County Agricultural Society, J. M. Hanks, secy., No. 26.

Carmel, Monterey County Agricultural Society, J. M. Hanks, secy., No. 27.

Sonoma County Agricultural Society, J. M. Hanks, secy., No. 28.

San Diego County Agricultural Society, J. M. Hanks, secy., No. 29.

Dominguez, No. 30.

Del Monte, Monterey County Fair Association, J. M. Hanks, secy., No. 31.

El Dorado, El Dorado County Agricultural Society, J. M. Hanks, secy., No. 32.

Oakland, Alameda County Agricultural Society, J. M. Hanks, secy., No. 33.

San Lorenzo Valley Agricultural Society, J. M. Hanks, secy., No. 34.

Stockton, San Joaquin County Agricultural Society, J. M. Hanks, secy., No. 35.

Palm Springs, Riverside County Agricultural Society, J. M. Hanks, secy., No. 36.

San Diego, San Diego County Agricultural Society, J. M. Hanks, secy., No. 37.

COLORADO.


SPRINGFIELD.


Cherokee, Cherokee County Agricultural Society, G. H. Smith, secy., H. B. Smith, treas., No. 40.


Denver, Denver County Agricultural Society, G. W. Simpson, secy., No. 42.

Boulder, Boulder County Agricultural Society, Geo. W. Simpson, secy., No. 43.

Durango, Durango County Agricultural Society, Geo. W. Simpson, secy., No. 44.

Central, Central County Agricultural Society, Geo. W. Simpson, secy., No. 45.

Grand Junction, Grand County Agricultural Society, Geo. W. Simpson, secy., No. 46.

Aurora, Aurora County Agricultural Society, Geo. W. Simpson, secy., No. 47.


Erie, Erie County Agricultural Society, Geo. W. Simpson, secy., No. 49.

Cheyenne, Cheyenne County Agricultural Society, Geo. W. Simpson, secy., No. 50.

Cripple creek County Agricultural Society, Geo. W. Simpson, secy., No. 51.


SEATTLE.


Elma, Willapa Bay Agricultural Society, Geo. W. Simpson, secy., No. 54.

Crescent, Skagit County Agricultural Society, Geo. W. Simpson, secy., No. 55.

Bellingham, Whatcom County Agricultural Society, Geo. W. Simpson, secy., No. 56.

KING.

Seattle, King County Agricultural Society, W. W. Pearson, secy., No. 57.

Spokane, Spokane County Agricultural Society, W. W. Pearson, secy., No. 58.

TACOMA.

Tacoma, Pierce County Agricultural Society, W. W. Pearson, secy., No. 59.

PORTLAND.

Portland, Multnomah County Agricultural Society, W. W. Pearson, secy., No. 60.

MADISON.

Waukesha, Milwaukee County Agricultural Society, W. W. Pearson, secy., No. 61.

MILWAUKEE.

Milwaukee, Milwaukee County Agricultural Society, W. W. Pearson, secy., No. 62.

DECALB.


SILVERLAKE.

Elgin, DuPage County Agricultural Society, Geo. W. Simpson, secy., No. 64.

ROCKFORD.

Rockford, Rock Island County Agricultural Society, Geo. W. Simpson, secy., No. 65.

HINCKLEY.

Hinckley, McHenry County Agricultural Society, Geo. W. Simpson, secy., No. 66.

Cedar Rapids, Scott County Agricultural Society, Geo. W. Simpson, secy., No. 67.

COLUMBIANA.

Columbus, Marion County Agricultural Society, Geo. W. Simpson, secy., No. 68.

OHIO.

Cleveland, Cuyahoga County Agricultural Society, Geo. W. Simpson, secy., No. 69.

Cincinnati, Cincinnati Agricultural Society, Geo. W. Simpson, secy., No. 70.

Canton, Stark County Agricultural Society, Geo. W. Simpson, secy., No. 71.


Youngstown, Mahoning County Agricultural Society, Geo. W. Simpson, secy., No. 73.

PITTSBURGH.

Pittsburgh, Allegheny County Agricultural Society, Geo. W. Simpson, secy., No. 74.

CINCINNATI.

Cincinnati, Hamilton County Agricultural Society, Geo. W. Simpson, secy., No. 75.

WORCESTER.


DETROIT.

Detroit, Wayne County Agricultural Society, Geo. W. Simpson, secy., No. 77.

INDIANA.

Anderson, Madison County Agricultural Society, Geo. W. Simpson, secy., No. 78.

Bloomington, Monroe County Agricultural Society, Geo. W. Simpson, secy., No. 79.

Greenfield, Parke County Agricultural Society, Geo. W. Simpson, secy., No. 80.

Lafayette, Tippecanoe County Agricultural Society, Geo. W. Simpson, secy., No. 81.

Marion, Morgan County Agricultural Society, Geo. W. Simpson, secy., No. 82.

SOUTH CAROLINA.

Aiken, Aiken County Agricultural Society, Geo. W. Simpson, secy., No. 83.

COLUMBIA.

Columbia, Richland County Agricultural Society, Geo. W. Simpson, secy., No. 84.

GREENSBORO.

Greensboro, Guilford County Agricultural Society, Geo. W. Simpson, secy., No. 85.

ROANOKE.

Roanoke, Orange County Agricultural Society, Geo. W. Simpson, secy., No. 86.

EDINBURGH.

Edinburgh, Orange County Agricultural Society, Geo. W. Simpson, secy., No. 87.

SPRINGFIELD.


FLORENCE.

Florence, Marion County Agricultural Society, Geo. W. Simpson, secy., No. 89.

SCOTT.

Scott, Scott County Agricultural Society, Geo. W. Simpson, secy., No. 90.

GEORGIA.

Atlanta, Atlanta County Agricultural Society, Geo. W. Simpson, secy., No. 91.

TAMPA.

Tampa, Hillsborough County Agricultural Society, Geo. W. Simpson, secy., No. 92.

COCONUT.

Coconut Grove, Dade County Agricultural Society, Geo. W. Simpson, secy., No. 93.

FLORIDA.

Gainesville, Alachua County Agricultural Society, Geo. W. Simpson, secy., No. 94.

DEVILS LAKE.

Devils Lake, Cavalier County Agricultural Society, Geo. W. Simpson, secy., No. 95.

JACKSON.

Jackson, Osceola County Agricultural Society, Geo. W. Simpson, secy., No. 96.

ILLINOIS.

Alton, Madison County Agricultural Association, Geo. W. Simpson, secy., No. 97.

CHICAGO.

Chicago, Lake County Agricultural Association, Geo. W. Simpson, secy., No. 98.

TROY.


MINNESOTA.

Faribault, Faribault County Agricultural Society, Geo. W. Simpson, secy., No. 100.

DULUTH.

Duluth, St. Louis County Agricultural Society, Geo. W. Simpson, secy., No. 101.

EBULLITION.

Ebullition, McLeod County Agricultural Society, Geo. W. Simpson, secy., No. 102.

EASTERN.


EASTERN.


CHICAGO.

Chicago, Lake County Agricultural Association, Geo. W. Simpson, secy., No. 105.

SACRAMENTO.

ORIGIN OF POSTERS.

Boston Transcript.

That playbills were introduced in England at an early period of existence of legitimate drama is beyond a doubt, for they are made mention of by Archbishop Grindal, so long ago as 1565. In North- brish’s “Tractise Against Dicing, Drunkenness, and Vagabondage,” printed in 1579, the author gives us to understand that those who were addicted to such things used to “set up their bills upon poster (and hence the name ‘poster’ for the large street bill was presumably derived)” certain days before, to a thousands of people, to make the resort to their theatres, that they may be thereby better furnished, and the people prepared to fill their purse with their treasure.” The earliest copy of a playbook known to exist is given in “The Adventures of Five Hours,” printed in 1653. “The prologue intres with a playbill in his hand, and reads: This day, being the 15th of December, shall be acted a new play, never played before, called ‘The Adventures of Five Hours.’”

The posters simply gave notice to the public, who would otherwise have been left in ignorance of the play to be performed; but when the regular playbill containing the names of the characters and those to whom they were to perform, first found its way into the hands of the audience, it is impossible to state with anything approaching to accuracy. A copy of the earliest bill is known to exist was unearthed by the late John Payne Collier, but unfortunately Mr. Collier’s connection with a spurious Shakespeare fair made doubt of the authenticity of any of his discoveries. The playbill reads:

By His Majesty’s Company of Comedians, at the New
THEATER IN DURY LANE.
Then day, before Thursday, April 28th, 1662.
Will be Acted
A Comedy called
THE HUMOROUS LIEUTENANT.
The King, Mr. Winterton, Mr. Collier, Mr. Leutenant, Mr. Hay, Mr. Morison, Mr. Marshall.
The play will be given at once in print exactly.

An English folding card with American Paper.

Reproduced from a photograph made by Mr. Arthur D’Arcy, Central Advertising Agent of The World’s Greatest Shows, of Bagdad

THE PAG FOR POSTERS.

A New Mails in Collecting Which We Own to the Partisans.

The poster mail is a comparatively new disease—an excellent disease, by the way, for it furnishes material for some rich and curious collections and one which has brought into being a whole branch of commerce and industry far from an unimportant.

The successive stages of this commerce in posters are interesting to note. When posters first began to be put upon the walls, the novelty obscured their campaign. How could these inaudible tracts be secure? Yet peal them off the wall one’s self at night seemed the simplest plan, but it was also the most dangerous. It involved the risk of being caught in the act, taken to the police station and soundly fined, to say nothing of the risk of ‘peeling’ them badly and getting off the wall only a thing of tatters. It became necessary then to secure the complicity of all powerful persons—the bill poster. How many great collectors, honorary and honored men, rich and well placed in life, have bowed down before his majesty, the bill poster! The poster of posters, realizing a sum which varied with the importance of the mansion of the matter in hand, came to describe the name of the master of posters. That was the primitive period, the infancy of poster collectors. The breeze began when a man or two print sellers in the neighborhood of the quirk arranged with the bill poster for a few copies which they sold to their customers. The print sellers, driven by the growing flood of documents, finally decided that it was worth while to arrange with the postmen of the posters themselves that a part of each printing should be reserved for amateurs; and so the commerce in posters became a real profession.—Scrubber’s Magazine.

Mr. J. HALLIDAY CARLETON has removed his City Bill Posting Company’s establishment to more commodious quarters, at No 29 Beaver Street.—Albany Y Argus

A Poster Exhibition was recently held in Detroit, Mich., under the auspices of The Art Club of Detroit

DISTRIBUTORS.

Distributors would do well to place themselves in communication with Walter G. Cooper, Circuit Manager of the Department of Publicity and Promotion of the Cotton States and International Exposition Co., of Atlanta. This business is now even more potting out vast successes in distributing work and will very soon inundate the country before September next.

It is said that the O. J. Grade Co. of 13 and 15 W. Broadway, New York City, will shortly add the distribution of pamphlets to their other lines of effort.

The Swift Special Co., of Atlanta, Ga., will shortly add cut-out ever million postcard a day.

An advertisement in war Distributors’ News every issue in many hundreds is an advertisement every month for boys and girls apply. Only responsible persons who have trained their minds and arts furnish their own references are eligible.

HUM’S PARSANILLA Co., of Lowell, Mass., are still incurring vast quantities of both paper and pamphlets.

Thus a genuine collector in the authentico, one must be something between a true admirer and a beggar.—The Echo.
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Street Car Lines, 50. Miles.
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