Another One.

A NEW RICHMOND IN THE FIELD. ILLINOIS BILL POSTERS' PROTECTIVE ASSOCIATION.

A new association of the Bill Posters of the State of Illinois, was organized June 13th. It is regularly chartered under the laws of Illinois, with the following officers: P. F. Schaeffer, president; W. J. Hox, vice-president; C. H. Ramsey, secretary; C. C. Warnell, treasurer; director; E. F. Perry, Hugh Hall, A. J. Tarnow, J. W. Sangu, F. W. Jenks, and Louis Roke.

B. new feature of the Association and a novel one, by the way is a clause in the application for membership the provision of which bind the applicant in the sum of one hundred dollars for the faithful performance of all contracts entered into, while a member of the Association.

Before any applicant can qualify his application must be countersigned by two men each in the sum of one hundred dollars and the escheat of some well-known bank must certify to the financial standing of the sureties.

The initiation fee for the present consists of the merely nominal sum of three dollars, but it will doubtless be increased in twenty-five dollars in the year 1899.

The first convention of the new body will be held at the Briggs House, in Chicago, July 3rd, 1895, which is sufficiently evidence that the trade would receive young superintendents in such a manner as to demand, at this time of the year, of the young people of such a convention. It will be a day of entertainment and good fellowship.

Distributers' Chat.

Many distributors especially those with long route contracts are adopting the bicycle. The "magnificent horse," will soon be part and parcel of the regular equipment.

No one could derive more benefit from patrolling the charming thoroughfares than the distributors, and a few of the leading companies are taking the initiative and a very few of the larger companies. Matter put out by these employees is uniformly well done, but the investment big salaries and the added expense of hotel bills and railroad fares, which is the result of being the employer do not amount to so much as it would be if placed in the hands of regularly established distributors.

Besides this, a traveling programmer seldom has more than forty-five minutes to devote to his work. Insomuch as the time comes on trains must be deducted from his working day. Added to this, he has work to do in the town by reason of his unfamiliarity with his surroundings. True, some attractions save the expense of a program, others lose the money and local managers for their distributing. Sometimes it is put out occasionally, too, it is well. It is a loss for the most part if ever he leaves the bill room is only to be thrown before the nearest sewer! This is a state of affairs which BILLBOARD ADVERTISING dire to face, and we are here to redress the wrong of such of the distributors. We intend to bring the matter before the attention of traveling managers, and with such emphasis, force and persistency that they cannot fail to see the wisdom of the change we advocate.

No boys are permitted to style themselves distributors in the field of the business of the distributors. We intend to bring the matter before the attention of traveling managers, and with such emphasis, force and persistency that they cannot fail to see the wisdom of the change we advocate.

The International Association of Distributors of Northern America, which started with eighty-three charter members, resident all over the Continent, is a move in the right direction. Anything which tends to remove the difficulties and support of this paper, consequently we wish to express ourselves as entirely in accord with the aims and purposes of the American Advertising Association. The purpose is to assist all sorts of advertising, and by gaining the confidence of the public for the purposes of which the organization is formed.

We are now in the process of getting the advertisement of the advertisers. The International Association of Distributors of Northern America, which started with eighty-three charter members, resident all over the Continent, is a move in the right direction. Anything which tends to improve the advertising service will be the greatest asset and support of this paper, consequently we wish to express ourselves as entirely in accord with the aims and purposes of the American Advertising Association. The purpose is to assist all sorts of advertising, and by gaining the confidence of the public for the purposes of which the organization is formed.

The Ford Motor Co., Chicago, advertise that they will pay $5.00 per thou., for distributing and will furnish 5000 circulars every month. They require reference and a small check upon delivery.

Bros. Kennedy, advertising again, Chicago, advertise that they will pay salary and expenses to travel for distributors. Applicants must under four cents in stamps.

The Pabst Brewing Company, of Milwaukee, Wis., is advertising distributors very largely. They put out vast quantities of circulars and booklets.

Beware of swindlers! All mail addressed to the LM Smith Publishing House, Philadelphia, Pa., is being returned by the Post Office Authorities, stamped: "Fraudulent!"

JOHN V. Woodbury, manufacturer of Woodbury's Facial Soap, will shortly put out an immense quantity of distributing material.

Applicants should address the New York Office, 127 W. 42nd Street.

It is rumored that the World's最重要 Medical Association with headquarters at 663 Main Street, has to press the largest edition of distributing matter ever yet put out. This fact is known. Recognized distributors should place themselves in communication with them at once.

Distributors would keep in conversation with the printing houses, they would receive a many a valuable tip and pointer. Printers who have large consistencies for circulars, pamphlets, booklets, etc., generally know just what section of country they are intended to cover.

Keep in touch with advertisers. Keep an advertisement in our distributor's directory. It will bring you business.

Distributors should write to W. H. Deodat, publisher of the American Guide, Cincinnati, O., and have their names inserted under the respective towns in the directory of the distributors. We intend to bring the matter before the attention of traveling managers, and with such emphasis, force and persistency that they cannot fail to see the wisdom of the change we advocate.

All distributor mailing addresses for BILLBOARD ADVERTISING are entitled to a commission of fifty per cent.

All mail addressed to the LM Smith Publishing House, of Philadelphia, is being returned to the senders stamped "Fraudulent." This is the house that sold certifiers of membership, costing about two cents each, to distributors for $5.00 each. We always supposed that it would be only a question of time, until the government got after them.

The other day one of the brightest advertising men in the country told me of one that he believed nine tenths of the advertising in the magazines did not pay. Not because of any fault in the magazines, but simply because the advertising agencies and the advertising departments were prepared.

I wonder how near he is right. I wonder whether the man who advertise in the magazines knows whether or not advertising pays. In many cases, of course, it is not impossible to trace goodness, but commonly seems that a great deal of valuable space is wasted. Perhaps not entirely wasted, but used so poorly that the returns cannot be large enough to warrant the expense. Mr. Charles Austin Bates, "Printer's Ink."

FRONT PAGE.

The portrait on our front page this month is that of Mr. Walter G. Cooper, Editor-in-Chief of the department of publicity and promotion of the Cotton States and International Exposition of Atlanta, Ga. Mr. Cooper is a newspaper man of wide and varied experience. He has served on the Atlanta Convention, besides conducting his own paper in Rome, Ga., and is personally qualified and fitted to advise a great affair like the one he is now identified with. While he claims to be merely systematic and thorough, and advertisement in his methods are both unique and original. He is unquestionably possessed of great genius and ability.

A Wall From The Chicago Post.

The correspondent, "Observer," who thinks "Lizzie's Weekly meddlesome and fastidious feeling because of the ornamental on the bill board nuisance in Chicago, is carrying civic loyalty a bit too far. A wall of small and fences with vulgar, unsightly bad in many cases disfigure bill boards and signs is disgrace to the city. The authorities ought to do something to stop it, and many of us on the neighborhood are reminded uneasily by the villainous crowds of bill posters and "paleface." They destroy the effect of many of the best buildings in town. Some time ago an attempt was made to induce the police to prevent the disfigurement of prominent streets with these horrors. It ended in failure. But if the police are not able to abolish the nuisance and the council won't act, the public spirit of the community ought to be aroused to prevent landowners from erecting their frontages for bill boards. The best way to do this is to point out to them how Chicago suffers from this nuisance in the eyes of strangers.

An advertisement may be handsome in appearance, and yet utterly worthless as a shanger of business. The practical first of all—Art in Advertising.

MICHAEL FISHER, of Eubelia, Mo., who is bill poster at that point is one of the most enterprising members of the craft that we have ever seen. A sample copy of BILLBOARD ADVERTISING was recently sent to him. He refused to take it from the office, his reasons, so briefly and tersely set forth by the postmaster being: "Never ordered it; can't read, don't want it!"

The Bill posters are all more or less interested in the forth coming edition of the Donaldson Guide. This great work has passed through three editions and is recognized as an authority and standard publication by actors, actresses, performers, managers and agents throughout the entire world. This time its scope will be enlarged. It is intended to make it useful as a manual for advertisers as well as showmen. Every bill poster that has town paper properly represented, that its halls as well as theatres are described, its resources on forth, its populations properly quoted and so on. Frequently reprinted. Bill posters can have their names and residences set in black faced type, as merely memorial expense. Inquiries should be addressed to W. H. Donaldson, Cincinnati, O.
Every bill poster, every poster printer, every commercial advertiser, every manager, and every agent in the United States and Canada should attend the Convention of the Associated Bill Posters' Association, at the Hotel Cadillac, in Detroit, Mich., July 5, 6, and 7. All will be made welcome, and all will benefit greatly by participating in the proceedings and deliberations. The meeting is held to be the most important that has ever been held. A large attendance is already assured. All of the leaders will be on hand, hence it behooves the members of the craft in the smaller towns to attend.

Wednesday, July 6th, will be given over to the free and full discussion of any measure or measures of interest to the bill boards. Any person, who has anything to say, pro or con, can assure a hearing, and will be accorded careful attention, whether he be a member of the Association or not. Although conversations, the idea is a most excellent one, and cannot fail to prove of great good, not only to the Association, but to the members of the craft at large. If any one has a grievance, let him take it to Detroit. If any one has a scheme for improving the service, let him be heard at Detroit. If any one has an idea whereby a more intimate and cordial relationship may be established, whether between bill posters and their patrons, let him see it at Detroit.

A word of warning to the members of the Association just at this time may not prove unnecessary. It is generally known that two factions have sprung up in the ranks of the organization. Each is led by a man of ability and each will try to entice the entire body of the membership. Now, it is the province of Billboard Advertising

to discuss the merits of the disputes or the measures which are championed by the rival factions. What we desire to impress upon each individual member of the Association is the importance of closing the breach which has thus been opened up, before it becomes wide enough to threaten or menace the existence of the Association as a whole. Nothing endangers an institution of this nature like internal strife and dissensions. Therefore let those members of the Association who are real and earnest and careful about the working of the society, address the matters of housekeeping, peaceably, fairly, and for all time.

As to the members of the two factions it is to be hoped that when they leave Detroit it will be with a full realization in their minds the majority, or less. Let them be eminently, as much, but on the contrary, let each side present the merits of their position to the best of their ability, and then accept the verdict of the members at large, and shake hands over it. The perpetration of the Association is of far more importance than the adoption of a few policy measures, or a question of personal ambition.

Again, we publish our Fair List, the most complete ever issued. Since it appeared last summer, invoices that every error has been eliminated and every omission supplied. In order to be absolutely sure, however, we intend to publish this list and we again warn the members of all agricultural societies to bring it to our notice any such omissions that may have been made. We intend to make this department a permanent feature of our magazine in the future, and the managers of Expositions, Bookfairs, Rodeos, Horse Shows, and Industrial Exhibitions, if any nature will confer a favor by sending in their dates and names at an early date as possible after they have been decided upon.

Way would it not be a good idea for various groups to establish A. B. P. A. offices in various localities? As one might expect, the move to change the much talked of motto, a phrase that evokes a laughter and provokes derision, may be good from an advertising point of view, but is hardly in keeping with the dignity assumed by an august body such as the A. B. P. A.

Indiana Bill Posters.

The Convention will meet at Indianapolis with the largest Convention of any Bill Posters' Organization in the Country.

The Indiana Bill Poster Association held their Annual Convention at the Grand Hotel, Indianapolis, May 10th, as the greatest and most enthusiastic gathering ever held in the State, everyone being present. The Convention was called in order by President Harbison, of the Indianapolis Bill Poster Co. who outlined the last year's business, which showed a very marked increase in previous years. The minutes of the last Convocation were read by Secretary D. C. Cline, of New Albany, and approved. The Convention showed a good surplus on hand.

Mr. A. Ruckcr, of Atlanta, Ga., representing S. S. B., was present and made one of his characteristic speeches, such was no one but he can make, complimenting the Association for the manner in which his famous Bicycle paper had been posted. He told them in the keep the work of the Association in good and their success would be assured. He made quite a lengthy talk and at intervals would scatter a basket of bouquets. He ended by assuring the members that as long as the work was kept up as it is now, S. S. B. paper would be forthcoming.

Mr. Rucker was voted by every member present as being the right man in the right place.

The prices of the Associated Bill Poster Association were adopted. Mr. F. M. Groves, of Evansville, called the attention of the Convention to Billboard Advertising, stating what good the paper was doing, how each and every one was being benefited by its efforts on our behalf, and advising all to lend its kingly and substantial support. On motion of Mr. James H. Dobbs, of Richmond, Billboard Advertising was adopted as the organ of the Bill Poster Association of Indiana, and the Secretary requested to spread on the minutes a vote of thanks for their able and willing efforts on our behalf.

Mr. J. A. Toms, of South Bend, who is as able as he is modest, was again called on for his remarks. He responded by complimenting the Association for its efficiency, and exhorted the members to renewed earnestness, and at all times to be good citizens of the state.

Mr. Dobbins and Mr. Clina made quite lengthy speeches, reviewing the bill posting business of a few years ago, showing conclusively that in no other channel can the advertiser receive such a return for his money.

The question of opposition was then brought up, and it was voted unanimously by the A. B. P. A to agitate the party in opposition to two of our members, in any city in the State, the member should notify the Secretary, and the President, who shall immediately investigate the case, and where it is shown that the party patronized the opposition without a good and reasonable cause, every member in the State shall be notified of the fact and they shall be refrain from performing any work for such party, until they pay the actual amount of money paid to the opposing party.

The Election of Officers for the ensuing year resulted as follows: F. M. Groves, P. A., Evansville; J. A. Toms, Vice Pres., South Bend; J. D. Cline, Treasurer; J. D. Cline, Secretary; J. H. Dobbs, President.

The Association now numbers seventy-five members, making it the banner Association of its kind. We have but to name the call of the President. The Convention has thanked Mr. Tom Taggart, of the Grand for the use of the Hotel. He was present, and made a very pretty speech, complimenting the Convention for its scientific appearance, and after a banquet little speeches, assured us that the high string of the Grand was always out for the bill posters, and their friends.

After thanking the retiring officers for their labors in bringing the Association up to its present standard and prestige and motion on motion, the largest and most business like speech ever held by the Association adjourned to meet again at the call of the President.

Every bill poster in the United States should attend the Convention at Detroit July 9, 10, 11, and 12.
Believing it to be for the benefit of the members of the Associated Bill Posters Association, of the United States and Canada, to be conversant with the annual report of the Committee before going to the Convention to be held at Detroit, Mich., July 9th, 10th and 11th, so that all may be fully prepared to thoroughly understand what their fellow members have accomplished in this Committee, and success attended it in its endeavor to smooth and bring about harmonious action the various interests of our Association with that of the display advertiser, and then enable our members to come prepared with any new plan that may be a benefit to our craft, we have decided that the same be prepared in our official organ, Billboard Advertising, at this time.

To the members of the Associated Bill Posters' Association of the United States and Canada.

GENTLEMEN:

Your Committee on the Executive business of that Association, hereby presents its First Annual report, as follows:

Immediately after the adjournment of the Philadelphia Convention on July, this past year, this Committee was organized by the selection of Mr. Edward A. Stahlbrodt as Chairman, and Mr. A. B. Hudson, Secretary.

The object of our Association is for the purpose of instilling into the business of bill posting, new methods of conducting the same in conformity with the needs of the day in order to more successfully cope with other advertising mediums and to receive the confidence of the display advertisers, and in order to do this it becomes necessary that the members of this Association are prepared at all times for any and all agreements extorted to them. In an possible manner we can expect those results to be attained unless an equivalent price is paid for the service required at the hands of the bill poster. It is therefore manifest to every thinking person that no process charged by the Association for 'guaranteed displays' upon all legitimate and protected hoardings cannot be maintained at less than Association rates.

By the committee so it be, the members of our Association are called to stand fast and insist that nothing but proper and first class work be accepted by them, which demands recognition of faithful service, at regular Association rates.

It was on account the numberless insufficiencies at work to break the scale of prices as adopted by the Associations and as up to the advice of this Committee that President Campbell called a special convention to meet at New York City, October 16th and 17th, 1890. It was at that time, that those of our members who could, paid the necessaries, and gave attention to the subject in hand. A resolution was adopted, after a committee composed of President Campbell and Mr. Stahlbrodt, had spent a whole day together, in urging upon one of the advertising solicitors of New York City, that he adopt the scale of prices as promulgated by this Association, and also that the Chairman of the Executive Committee be instructed to have a suitable agreement made, in the name of $4,500 down, and placed in proper form so that he personally visit, or write our members, in order to convince them of the object of the same, and to have them sign the same for the faithful performance of contracts on their part, and that the association scale be kept up. In order to deliver full service to the advertiser, at a proportionate and reasonable price.

The Chairman of this Committee has personally visited a number of the larger cities, and by writing to others, succeeded in having the agreement and bond between the same. It is due to damage in the sum of two hundred dollars for each offense, if the failure of agreement is proven, by the following members, viz.:--

American Bill Posting Co., Chicago, Ill.
American Bill Posting Co., Brooklyn, N. Y.
Ziff & Housek, Baltimore, Md.
Lloyd Monsey, Washington, D. C.
Borten & Lambert, Richmond, Va.
New York Bill Posting Co., New York, N. Y.
J. A. F. O'Meara, Jersey City, N. J.
J. A. F. O'Meara, Bayonne, N. J.
J. Ballard Carroll, Albany N. Y.
George Castner, Syracuse, N. Y.
M. A. Miller Bill Posting Co., Rochester, N. Y.
Erie Bill Posting Co., Erie, Pa.
Cream City Bill Posting Co., Milwaukee, Wis.
L. N. Smith, St. Paul, Minn.
M. S. Turner, Minneapolis, Minn.
Thomas C. Sturgis, Omaha, Neb.
Kansa City Bill Posting Co., Kansas City, Mo.
J. H. Brooks, Lebanon, Ken.

All of those having signed the agreements and bond, have the utmost faith in its general good intentions toward the advertiser as well as for the bill poster, and it is only to be regretted that the Board was not universally adopted by every member of the Association. But that the course, all opposition to Association prices would have vanished, when it is plain that the result to the advertiser and his poster, and trouble from those source have been over with. But Is thos with all large memberships, especially when only part attend a convention at a time if every member of this Association did but make it his duty to attend since a year ago two annual conventions we would have our business in good running order.

Do not mistake the fact that because our Association is desirous of a reasonably fair compensation which will enable members to guarantee a proportionate service to the advertiser, that we are desirous of a scale more than we consider it and can in justice to all concerns fully, as some may think, so is the cause with this or that bill posting concern. We are desirous of a scale which has been under the consideration of doing business for the past fifteen or twenty years, and who even now fail to see any improvement in the service warranting legitimate business methods. Always keep in mind that each day brings new ideas, and that the billers a sum of to-day, must, in order to keep pace with the times, we must change the price but one or two cent per annum—afterhis business methods to suit the public. Our business is an exception to the rule. We must therefore accept the inevitable, and so

Elder, Jenks & Raborg,

'Excelsior' Circus Paste

Red & White

Made of Hard Wood beard, head, trimmings, nose, ears, tail, etc., with no greasy or oily substance in any part.

Still not covered.

Just introduced by Herman Pacyniak and the famous Romance and Bill Poster front of the United States.

Size 6 in. box

Fr. per $0.00 per dozen.

.^-5.00 each

Extra Far Circus Paste 400 00 per 44 00 each

Sent to (D) at all parts of the United States.

Elder, Jenks & Raborg

Brush Manufacturers.

PHILADELPHIA.
EATING ON THE STAGE.

How Much Whiskey of Beet Are Living Place to the Food.

When I was young and a buttong behind the scenes, nearly anything genuine in the way of eating and drinking was forbidden by the stage. The various actresses who were supposed to crush breakers of red wine in the bar-room hall only put their lips to their goblets, or, rather, paste-board goblets embossed with tin foil, colored half way up with crimson paint. If a pot of porter was one of the "propositions" in a scene, as it is in the old farces of "The Turnpike Gates," it was served in a smaller vessel with some weed at the top to stimulate the breath of the audience in a political sense. The beef was cooked with the property man only supplied a pasteboard shab, from which the chicken to the potatoes was taken all alike were made to taste like a potage by the stage. And though there were no taverns, the artistic smokers of that era who played "Moll Flanders" used to smoke a pipe, but there is no absolute evidence as to whether real tobacco and tobacco by Tony Lumpkin and his companions in the tavern scene in "She Stoops to Conquer," while regarding the stage-cigar use of the earliest appearances of the genuine weed were those smoked by the late Alfred Wigan and George Vining in "Still Waters Run Deep." Some actors never smoked at all in private life, notably J. L. Toole, and that unadulterated comfort in scenes where the business of the stage compelled him to use a pipe a few whiskies from a bowl containing dry tobacco.

As present it is difficult to find a dream of modern life without having evolved smoking and pipe in it. Therefore take too long in smoking—and that smoker would be accounted a very stingy individual if he expected the ladies and gentlemen of his company to pretend to drink 5 o'clock tea from empty cups or trifle with paper head and butter. With two exceptions, however—the harmless boiled potato and the raw turnip munched by Andrew in "As You Like It"—vegetables be not come down to the footlights, but the present is a progressive age, and were it known that he will turn turtle and an real hunch of venison will be placed on the hospitable boards of our temples of the drama.—G. A. Fifeteenth London Spectator.

Mr. Stratford's Bar.  

Theoretically, I know you and George are devoted now, but are you sure that after marriage you won't live of each other.

Daughter—Well, if we do, we go into society, and I can join all the charitable associations and women's clubs, and he can join the social and theatrical clubs, and then we'll never see each other, you know.—New York Weekly.

Through the courtesy of Mr. R. C. Campbell of the American Bill Posting and Advertising Company, of Chicago, we are enabled to present a set of the much talked of stand which occupied the corner of Walsh Avenue and Panorama Place, during the Hughes Brothers engagement in the windy city. It was indeed a wonder, being ten feet high and at least twenty feet long. The paper as displayed on his ten and a half sheets high, and at utmost long, amounting to all the space occupied by experts as having been the chief example of bill posting ever accomplished. The harmony and balance apparent in its display are remarkable.

It's not quite certain as to when the practice of smoking real tobacco and cigarettes began to prevail on the stage. Many low comedians of the last century who played "Moll Flanders" used to smoke a pipe, but there is no absolute evidence as to whether real tobacco and tobacco by Tony Lumpkin and his companions in the tavern scene in "She Stoops to Conquer," while regarding the stage-cigar use of the earliest appearances of the genuine weed were those smoked by the late Alfred Wigan and George Vining in "Still Waters Run Deep." Some actors never smoked at all in private life, notably J. L. Toole, and that unadulterated comfort in scenes where the business of the stage compelled him to use a pipe a few whiskies from a bowl containing dry tobacco.

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This story is told of a master of Trinity college in days long gone by who had a propensity for figs. He held that there was one supreme moment in the existence of a fig when it should be eaten, not a minute before or after, and he watched over his fig tree with tenderness and devotion. It was a mild year, and that same bed down his best in the perfect process, and hoped to enjoy his favorite fruit on the morrow. The master wrapped a piece of silver paper round it, leaving it labeled, "The master's fig." What a very foolish thing to do with a few hundred "undergrads" about! The0 principal day dawned, and the master, looking at his watch for the last time, walked confidently across the road. But imagine his dismay on finding his precious tibit gone, and on the now empty packet this label: "A fig for the master."—Household Words.

Chatham Ladies.

In 1788 the vineyard belonged to M. du Bichard, president of the Oenomo parliament, and the republican leaders did a good stroke of business by gallivanting him and appropriating his property. It was, however, soon sold by the state, and after passing from purchaser to purchaser at an average price of about £40,000 it was bought some 25 years ago by Baron James de Rothschild for £200,000 and still remains in his family. About 18,000 a year is spent on its cultivation. There is perhaps no wine that pays more by keeping, and some even on eight years ago a bin of the vintage of 1884 fetched no less than 30 francs a bottle at Bar-ovay itself. —Blackwood's Magazine.

In the second Mrs. Tanguy's real eggs and be- www.americafoo.co/nion were served at breakfast, while at the supper in the first act veracious fruit and wine, with equally authoritious black coffee, made their appearance.

It was quite a sight to see the breakfast, with its array of food, the sauce and the wine, being served in the first act. The supper was quite a sight, with its array of food, the sauce and the wine, being served in the first act.
KNOCKS 4TH OF JULY

It was during the hottest hour of the hottest day thus far this season, when the stress of the city was at its worst, that a small boy had gone on foot to his father's house in the country. He had been told he would have to go alone, but the boy was determined. He set out early, walking through the streets, past the crowd in the parks, and finally reaching the outskirts of the city. He was tired, but he was determined to make it to his father's house.

When he arrived, his father was surprised to see him. He asked him why he had come so far. The boy explained that he had been told he had to go alone, but he had decided to go anyway. His father was impressed by his determination and told him he would take care of him from now on.

In the end, the boy had succeeded in reaching his father's house. He was tired, but he had accomplished what he set out to do. He learned an important lesson about determination and the power of a strong will.
New York, June 16th, 1895

Editor Billboard Advertising,

Dear Sir:

Per request from the president of the bill Posters Association to suggest a thing that would be helpful to the bill posting interests of the country, we hereby forward a duplicate of the same enclosed to the president of the Association with request to bring the same before the convention at Detroit, July 11th, 12th and 13th.

Very truly yours,

T. O. J. Guide Co.

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To Prevent Misunderstandings Between the Bill Posters and Commercial Advertisers.

The best time to straighten out a mis

understanding is before it occurs.

More than from any other cause has ill

feeling been created between the Bill

Posters and their customers through a

lack of proper methods, and an under-

standing of any changes in prices of posting or any other ratings that affect the adver-

tiser.

When an advertiser sends a letter to a Bill Poster at the same price as he has had the work done before, he naturally expects it to be posted at the old price.

If, in the two or three months that may have intervened, the Bill Poster has charged his rate, he will write a letter to the advertiser saying that his price has been advanced and refuse to post the paper unless the higher price is paid.

The advertiser naturally抗议: these steps to order the paper back, but on account of other arrangements that he has made, finds that he must have the paper put out, consequently pays the higher price, but thinks that the Bill Poster has played him a sharp trick, and never forgives it.

The result is a feeling unfavorable to the Bill Poster, the creating of a disposit-

ion to spend the money through other advertising mediums and a tendency to talk against bill posting to other advertisers rather than in its favor.

One such discontented advertiser can do more to injure the interests of the trade at large than the favorable expres-

sions of ten other advertisers can overcome.

To avoid these unfortunate situa-

tions which have been of very frequent occurrence we urge the adoption of the following:

SUGGESTION

Thirty days before any changes in prices, methods of handling paper or dis-

tribution of any kind, nature or de-

scription that affect the advertisers, an

official notification of such changes shall be mailed by the Bill Poster to every advertiser, contracting agents, and such other parties as are liable to be affected directly or indirectly thereby.

We believe that the result of the adop-
tion of this suggestion by all bill posters would be very beneficial and do much

towards overcoming a certain amount of prejudice that now exists and is very
detrimental to the bill posting interests.

During the past year the National Association of Bill Posters has made several rulings that have been found to be unjust and detrimental to the interests of the bill posters and the advertiser, and they have become dead letters without the

formality of the concerted action of the Association.

In several cases members that have

been unable to live up to these rules have en-

davored to do so after their impracticality has been demonstrated by the actions of the bill posters and the advertisers, and they have been dead letters without the

formality of the concerted action of the Association.

The lack of understanding of the

United States government has been the

cause of a false charge of "defamation of char-

acter" and,

WHEREAS, They did their worst and

used their utmost endeavors to have the

said Edward A. Stahlbrodt held for the

United States grand jury, but were frustr-

ated in their evil designs upon the good

name of our country, and, therefore,

be it

Resolved, That we, the members of the New York State Bill Posters association, in our convention assembled this day of May, 1895, do hereby metempor-

arily desecrates and deprecate the term

that prompted the harsh and unsubsti-

tional laws pursued by the said

O. J. Guide Co.

Billboard and newspaper column

are literally given over to Buffalo Bill's Wild West Show and Ringling Brothers' Circus, and the small boy is in

sibly happy.—Prohibitable Advertis-

ing

BILLBOARD ADVERTISING is going in the Convention—that is to say the editor will be there.

Not only bill posters, but advertisers poster printers, circus proprietors and agents are excited, and will be allowed, under certain restrictions, to participate in the deliberations and proceedings. This broadens the scope of the conven-

tion and lends an added dignity and force to the conclusions pro-

The newspaper at the corner of Tremont and Beacon streets has been taken on new paper, fashioned to suit the several advertisers who have recently bought space on the same. Since we gave an illustration of this board in our April issue, showing the work of Joseph L. Dinah, the "space" has changed hands, and is now controlled by the Boston Advertising Company. Mr. Donnelly probably made the best bid for the board, but we expect the owners of the old old Tremont House never quite forgive him for con-

trating old boards with their posters shortly before its destruction. It was all right with the hotel proprietors but not quite to the fancy of the owners of the building. Big scheme, the 't. The fans of it even spread abroad, and the Bill Poster of London had considerable to say about it.—Profitable Advertising.

There are many different people with many different wants. The wise adver-

tiser adapts his advertising to the people he seeks to interest.

A one color trade mark or emblem, without much repetition, would be preferred by

many members of the A.B.P.A.

THE HIGHEST RENTAL.

What is probably the highest rental in the world for a billboard location is that

paid by Van Buren & Co., of New York City, for the corner of Broadway and

Streets of that city. It is one hundred and four feet on Broadway, and one hundred and seventy-five feet on a street, and costs Mobs. Van Biren & Co. $5,000.00 per year. It is a triple deck board, and is always covered through the day by 50 to 500 persons.

This board is the way, in one of the most eloquent arguements obtainable against the establishment of an arbitrary or prohibitable scale.

The advocates of a uniform rate or scale which will establish one price for both large and small cities and yet scale to be absolutely rigid and inflexible, will do well to bear in mind that the law is supplied and demand is a much greater factor than a resolution passed by a con-

vention. Merchants and manufacturers advertised long before their appropria-

tions might have been asked for the boards and the year can be again. Then to many bill posters in a smaller sons or cities, being deprived of the only competitive method at their command, would be in competition with a large cen-

tral advertising.

BILLBOARD ADVERTISING hopes that the attitude of the convention et large toward the two rival factions will be one of conciliation Stahlbrod of all have done much for bill posters and that by some taken so as that O. J. Guide, whose cause is likely to be benefited by pres-

sents Campbell and his following. It goes without saying that these gentle-

men will differ on many important points and it behooves all to see that they differ within the bounds of good and decency, and that perfect harmony be once more re-

stored before the conventions again. The good of a cause is greater than the slips of the members have an alternative other than in insult to the breach be closed.

The following printing houses are issuing numerous commercial designs in stock posters:

Lithograph Print, Boston, Mass.
W. J. Morgen & Co., Cleveland, O.
Rothschild Lithograph Print Co., Cleveland Meunagau & Co., Cincinnati, O.
The Donaldson Litho. Co., Cincinnati Bill boarders ordering their posters for the convention receive a commission besides crating a market for their boards. When you write for samples mention BILLBOARD ADVERTISING.

The vandal who defaced Lovers' Leap, near the C. O. R. K. and raising the H. J. E. Sigal says it, defaced a severe blow to moral Advertising. It is a pity that he cannot be adequately punished.

The billboard continues to find increasing favor among advertisers. Their real value is just becoming known.
Canada's Duties.

On Assessment Display Printing Unjust to the United States Lithographic and Descriptive Printing Establishments. The National and Circus Companies that Tour Canada. Why Such Duties Should be Abolished or Considerably Reduced.

Every theatrical company, circus and hall entertainment plays in the Canadian cities and towns are organized in the United States. We can confidently say that all almost of the printing used in the various attractions the touring Canada is bought in the United States, for the simple reason that the printing could not be secured in Canada, as there are no establishments in Canada that print this class of work, and by admitting, free of duty, assessment display printing into Canada, it would not be a competition or detrimental to the printing industry of Canada.

Even if Canada had printing houses that did this style of printing, the competition with the United States firms would be small, as it would not be profitable or good business judgment for the proprietors of furnishing establishment to endeavor to buy his printing in Canada. Theatrical companies that play in Canada make the tour two or three months in one or two seasons of the season, so he could not afford to pay duty on printing three-fourths of the regular season while playing in the United States. All these conditions would depend upon the United States for the majority of their dramatic, operatic and circus material.

The printing used to announce to the Canadian public what the attractions are, costs about one-third as much more to use in Canada as it does in the United States, on account of the Canadian import duties on printing.

The obnoxious import duties on display printing would be justifiable to us by abolishing the United States and Canadian import duties on assessment display printing. This would be reciprocated.

The following will explain the Canadian import duties on assessment printing.

We will say that an assortment of lithographs, engravings and descriptive printing to advertise Toronto, Canada, costs about $65, and weighs about 85 lbs. The duty of 40 per cent, b., is 26.20, and the duty of 20 per cent, b., is 13.00.

The duties increasing the original cost on $50 or worth of printing, $30, or an average of about one third more every one cent of the amount of display printing that is used in Canada.

By admitting display printing into Canada free of duty, more and better equipped establishments in the United States would undoubtedly tour the Dominion of Canada, which would be a gain to the present interests, and also to the interests of the United States.

A committee, with authority, to be appointed, representing several large printing establishments of the United States, and a smaller number of those engaged in the printing of post cards, to be letter to type form, with subscrib- ing sheet for signatures to be mailed to the individual members of both branches of the United States Congress, and to the Legislators of the Dominion of Canada, editor of every newspaper in Canada for publication.

To the Managers in the profession here and in Canada, printing houses of the United States, railways, hotels, travel agencies, companies, and bill posting in Canada.

Wm. B. AVERY

Geo W. Jackson, of Whtamington, Del., is engaged in the city of Philadelphia, in the United States now actively engaged in the business. He has been identified with bill posting and distributing since 1873.

John Chapman, founder of the John Chapman Co., of Cincinnati, O., has been in business since the days of the United States, and is one of the most efficient of his line in the United States.

FIFTH ANNUAL CONVENTION OF THE ASSOCIATED BILL POSTER ASSOCIATION, DETROIT, Mich., July 9, 10, 11 and 12.

"I told you you would be seeing snakes if you didn't stop," said the physician. "Snakes are not in it at all. I shouldn't mind it if modern art posters were not in it,"—Cincinnati Tribune.

COUNTRY POSTING.

A correspondent, writing in the column of "Far and Near" in the "Organisation of Advertising," discusses the relative values of Posters, Circulars, and Newspapers as a means of publicity. The writer is a gentleman whose opinion are of value, since he has made advertising a special study for many years past, and says that he has never had written to him less than 300 pamphlets for various kinds of advertising. The conclusions to which he has come, speaking generally, is that newspapers are the cheapest medium for advertising, pamphlets next, and then posters. These conclusions are not wholly speculative, he says, but are based on some little experience. Now it cannot be unexpected that we should be able to estimate, also fairly well, the opinion of one with some authority. We read further, therefore, as to his opinions about posters, and cannot but feel that his sympathies are with poster printing. He has not been very limited in scope, for what does he say: "About posters it must be confessed that the American paper has by far the smaller profit. This is one of the advantages of one with some authority. We read further, therefore, as to his opinions about posters, and cannot but feel that his sympathies are with poster printing. He has not been very limited in scope, for what does he say: "About posters it must be confessed that the American paper has by far the smaller profit. This is one of the advantages of one with some authority. We read further, therefore, as to his opinions about posters, and cannot but feel that his sympathies are with poster printing. He has not been very limited in scope, for what does he say: "About posters it must be confessed that the American paper has by far the smaller profit. This is one of the advantages of one with some authority. We read further, therefore, as to his opinions about posters, and cannot but feel that his sympathies are with poster printing. He has not been very limited in scope, for what does he say: "About posters it must be confessed that the American paper has by far the smaller profit. This is one of the advantages of one with some authority.

PRINTERS' GOSSIP.

This column, which appeared for the first time last winter, has already been noticed with great interest and will be continued to be so. It will be spared no pains to give a complete account of the proceedings of the Detroit convention of the A. P. B. A. as the future will be our guide and the most interesting letters in the paper will be inserted in the column.
Publisher's Corner.

The publishers' chat has been crowded out of every edition that has appeared since February, 1918. Each copy has been regularly prepared to cover this department. There is no assurance as we write that the matter will not meet with the fate of that which immediately preceded it.

The July issue consists of sixteen pages, and although most of the extra space will be given over to the facts, we hope some equal space will be left us, the more so as we feel certain that every subscriber of BILLBOARD Advertising is keenly interested in its progress.

Its growth has been little short of marvelous. Beginning with a circulation of 2,524 copies, it has forged ahead month by month, until the June issue, at this writing, is announced to be 15,000, and we probably assumed that number by a hundred margin before the edition is run off. All of which we grasp that this publication was badly needed in the field that it has entered, and it is unique, and that the methods followed in shaping its course, and its general conduct, have been good methods.

But circulation growth is a thing in itself, the building of an advertising patronage is altogether a different matter. Our subscribers, be they printers, bill posters, distributors, owners of bills, dealers, or advertisers, are almost without exception, pronounced and outspoken in their admiration of our rapid progress, but when it comes to advertising, they simply say it is in—it won't last for the fractional part of a minute. We are not speaking of the general advertiser, either, because he never comes into a new magazine. We are speaking of our own subscribers, 15,000 of them, all in sympathy with our aims and objects, all realizing that BILLBOARD Advertising is published in their interest, and all capable of understanding upon due reflection, that we afford them the best, in fact the only means by which they can employ economically to keep in touch with their trade, to exploit their resources, and to manifest their wants.

At that we are singularly prosperous. In fact our surplus warrants us in enlarging the paper this time to sixteen pages, and running it that way for the remainder of the year, unless it is deemed best to keep it at eight pages and issue it fortnightly, but, for all that, we cannot lose sight of the fact that the revenue, to say nothing of the added interest such advertising would give us, would enable us to produce such an improvement in the periodical as would render it easily the handsomest, the best, the most interesting class publication in the world. We want you to ponder over it.

After you have thought the matter over carefully, just bear it in mind that August issue will be a Special. It will be styled our Midsummer Number, and is issued in honor of the centennial of the American Advertising. In addition to our regular edition, a special foreign edition, intended for general distribution throughout Great Britain, India, South Africa and Australia, will also be run off. It is estimated that the combined issue will exceed 20,000. We want our subscribers to enable us to satisfy this particular number a credit alike to themselves and to the paper. Send in your advertisement now.

There may be a very few lines of trade which cannot utilize the billboards for advertising a very few, mind you, but there are none that can use the newspapers and magazines that cannot obtain better and cheaper service with posters.

Trade papers and class publications are always excellent mediums. Their advertising space are always eagerly secured as their news columns.

One of these days you will see some of the baking powder firms break out on the boards. When it happens you will see the others breaking for cover under the same circumstances, an entirely new brand could be established almost in a single week, if the projectors had the necessary nerve.

Mural signs and painted billboards have the merit of being attractive and durable.
### LIST OF FAIRS

#### 1895

**Revised and Corrected**

**COPYRIGHT 1895, JOHN W. N. KING, PHILADELPHIA.**

**HARNESS MANUFACTURING CO., PHILADELPHIA.**

**LATE SPRING FAIRS:**

- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
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- Wisconsin
- Wyoming

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The impromptu young man had been kept up too late, so, as he had actually managed to get together $10 on which there was no pressing claim, of course he had debts, but nothing extremely urgent. "I ought to do something for that friend of my sister who is in town," he said, "I haven't taken any notice of the card she sent. I wonder how I can square myself? Might take her to the theater. No, that won't do. I shall have to take her and that will be $4 and 50 cents for the tickets. I shouldn't have enough for supper. Better make it $6. I can make the hour 7 o'clock and say that we couldn't get to the theater without hurrying through dinner. Besides I can tell her I want to have a nice chat with her. We might even work up the art exhibition if we were to a table together. Tickets are only 50 cents."

So the note explaining how illness had prevented an earlier call and offering an invitation to dinner for the visit and her aunt was sent. The reply accepted the apology and the explanation. The young man had much difficulty in holding to his $10. He vowed that he would have serious pockets in his mind and that money couldn't be a hole through. On the appointed evening the three went to the new hotel which the young man had selected, because he had been told that the dinner on the American plan was extremely good and cost only $1.90. This would leave a margin for wine, tip, car fare and art exhibition.

The dinner was exceedingly pleasant, and two hours and a half were spent in delightful conversation. Finally coffee was served and drunk, and the walter brought two checks. One was for wine, the other for the dinner. The young man had been in some tight places before, owing to his impromptu, but he was very cool and declined when he saw the second check. Each checks that the party had eaten was stamped on it in red wax, with the price. The horrible list ran down the entire face of the check, and two-thirds of the way down the other side. It started: 75 cents, 1.20, 2.40, 7.50, $1.20, $4.50, and went on enumerating every vegetable, meat, dessert, and so on. The total must have been $15. The host pretended to study the check, but he was thinking of a way to get out of his scrape. He didn't have his watch, but the cashier might accept his card. Meanwhile the waiter stood solemnly by.

Then the host finally asked the young man after a delay that he must have accused his guests' curiosity.

"There it is," and the waiter pointed to some small figures at the top of the check. These said simply, "These dinners, $4.50. A sigh of relief got to the young man's lips, but he held it, closed. The $10 bill was more than enough, but those few minutes (if it was minutes) of shock took the edge off the host's spirits. He didn't know yet what the itemized account was all about. Probably the hotel wanted to show how much it gaves to eat for $4.50—New York Tribune.

Groce was formerly Greece. It had its name from that of its inhabitants.}
POUGHKEEPSIE, N.Y., 97 CATHARINE.
M. F. SPRENGER, THE KING,
BILL POSTER AND DISTRIBUTER,
Wappingers Falls, Hyde Park, Rhinebeck, Highbridge.
Commercial Work a Specialty. 16000 ft. of Boards at Walla
Member New York State Bill Poster Association.

Bureau of the International Professional Register,
DONALDSON LITHO. CO. BUILDING, CINCINNATI, OHIO.
The 7th Edition of the Register will publish the 189th Edition of the DONALDSON
Guide, and will contain the name and mailing of every Advertiser, Agent and Manager
throughout the professional world.

TORONTO, CANADA. Population, Over 200,000.
Street Car Lines, 60 miles.
Passengers arrived Last Year, 20,000,000.

The Price Advertising Co.,
BILL POSTERS, DISTRIBUTERS, &c.
Own and Control All Bill Boards

O. P. Fairchild, CITY BILL POSTER,
Distributor and General Advertiser,
Covington, Mide, West Covington, Ludlow and SERVING.
16 East Fifth Street,
COVINGTON, KY.

George Fairchild, General and Advertiser,
NATIONAL PROPAGANDA CO.
FERRON, CURTIS & CO., Managers.

Distribution Contractors
United States, Canada, Mexico, General and South America, and the West Indies.
Advertise with written and translated material.

Bill posting, Advertising, Display, Sign Making, and Stereotyped Advertising.

Manufacturers of American goods introduced into Spain, inhabitants of the two continents.

Manufacturers of American goods introduced into Spain, inhabitants of the two continents.

General Office, 1364 Broadway, New York, U. S. A.

THE HELLERBACH PHOTO-GRAVING CO.,
CINCINNATI, OHIO.

Send for sketch of "Say," "Tea," and "Oh, My" Posters.

DISTRIBUTING?
ON YES!
AND BILL POSTING.

REASE & LONG.
We Reach
225,000 Population.
Squanton, PA.

When you write, mention Billboard Advertising.

Designs For Mural Signs and
Painted Bulletins.


H. E. BURCKEY,
DONALDSON Litho. Bldg., Cincinnati.

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POSTER PRINTERS
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