### Classified Advertisements

#### BILL POSTERS' DIRECTORY

- Stavanger, Minn., Ole Holm, 44 Bill Posters Distributor.
- Waunau, Iowa, Pop. 8,000.
- E. N. Hart & Co. control all space, including all advertising agencies. Do not deal with other concerns.
- Bringham, Ill., H. I. Vance, Commercial and General Distributor, Bringham, Ill.
- Madison, Pa., Pop. 13,000.
- Bill Posters Distributor, General and General Advertising.
- H. W. STORRS, De Forest, Springs, Fla., Can cover all West Florida points of interest.

#### DISTRIBUTORS' DIRECTORY

- BUCKELL, Ohio, N. E. Spoor, Advertising Distributor.
- ERIN, Ohio, R. C. Roberts, Advertising Distributor.
- Davenport, Iowa, Geo. A. Harrison, 100 Commercial and special newstands, and other points.
- Kokomo, Ind., Geo. A. Harrison, 100 Commercial and special newstands, and other points.
- Dinkinsburg, Pa., T. C. McGowan, Advertising Distributor.
- Greenpoint, L. I., E. M. Lawlor, Distributor.
- Butler, Ohio, N. E. Spoor, Advertising Distributor.
- Manhasset, N. Y., P. M. Milburn, Advertising Distributor.
- Rochester, N. Y., J. A. Turner, 124 West St., handles all advertising on orders and credit orders.

#### EXPERT AD WRITERS

Advertisements under this head 25c per word, in five lines. For five lines, 25c per word, in ten lines. For ten lines, 25c per word. Price per word 25c, per word for orders dated. The more you order the better the price will be. Any orders not accepted within five days of date of advertisement are automatically dropped. Above rates include a 10% discount for annual advertising.

#### STREET CAR ADVERTISING

Advertisements under this heading 25c per word, in five lines. For five lines, 25c per word, in ten lines. For ten lines, 25c per word. Price per word 25c, per word for orders dated. Any orders not accepted within five days of date of advertisement are automatically dropped. Above rates include a 10% discount for annual advertising.

#### POSTER PRINTERS

Advertisements under this head 25c per word, in five lines. For five lines, 25c per word, in ten lines. For ten lines, 25c per word. Price per word 25c, per word for orders dated. Any orders not accepted within five days of date of advertisement are automatically dropped. Above rates include a 10% discount for annual advertising.
HOWN.

THE SAGE OF HARPERS.

He discusses advertising, Charles Austin Bates and Mr. Bates' latest book.

The other day, that friend of mine who possesses all the intimacy of a good common sense with many of my thoughts and convictions, came in with a bulky book under his arm, and said, "I see no sign of literary book at all, you are meaning to write about advertising!"

"I am not," I retorted, "and if it were, I would be some of the new titles that have been said that are not sold, and because spring is a new book, and I am at the end of the season, you have no book, or you have no book, and I don't know, and don't write about literature, it will make everybody hate, and will do no good. Write about advertising." He tapped the book under his arm significantly.

"Here is a theme for you."

I had an sooner pronounced these words than I began to feel a wordless and potent fascination in the suggestion. I took the book from him, and held it carefully through. It was called "Good Advertising," and was written by one of the most successful men in the business. It was advanced almost to the grade of an art, and was thought to be a model of its kind.

"But I see nothing here," I said, meaningly, "you would be mistaken. This would be a model of its kind. It is not written by one of the most successful men in the business. It is not advanced to the grade of an art, and it is not thought to be a model of its kind.

"What is this?" he asked, "I said, "it would be a model of its kind. But if you want to be mistaken, you must be mistaken. I do not mean to be a model of its kind."

I anticipated such objection from you," and my friend, "You will admit that there is everything else, here."

"Everything but the most essential thing. You know how we all feel about it? But to be honest, the heart-stirring sense of insufficiency that the advertised praises of our books give us as poor authors. The effect is far worse than that of the success of the reviewer, for the reviewer is not the ally of co-partner, while your publisher is not the ally of co-partner, while your publisher is not the ally of co-partner.

"I see what you mean," said my friend, "but you must have patience. If Mr. Charles Austin Bates can write as humbly of advertising in other respects, I am sure he will yet be able to cast a satisfactory light upon your condition."

"I believe, however, that to translate into the language of the streets, for the heart-stirring sense of insufficiency that the advertised praises of our books give us as poor authors. The effect is far worse than that of the success of the reviewer, for the reviewer is not the ally of co-partner, while your publisher is not the ally of co-partner, while your publisher is not the ally of co-partner.

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June, 1896.

Printers' Gossip.

"I see a great opportunity for the wof

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BILBOARD ADVERTISING.

June, 1896.

Printers' Gossip.

"I see a great opportunity for the wof
AND EDDIE ALSO.

The self-appointed "Moses" who would lead the American Bill Posters out of the wilderness of low prices, recently visited.

The following correspondence sent us by Chaterbein, Barber & Co., of Belling
ington,ba

JUKK, 1896.

AND EDDIE ALSO.

The Ktf-ippocnted "Muser" who would lead the American Bill Posters' Association follows, 

H. Carroll replied: "As chance may offer, means, take 1000 sheets of paper and divide them up in a lot of 50 per week, to get back at him. Wunder how he would like a good stuff dose of his own medicine?"

NEW YORK BILL POSTERS' ASSOCIATION.

REGULAR SEMI-ANNUAL CONVENTION.

 Held at Buffalo, Monday, May 12.

The regular semi-annual convention of the New York State Bill Posters' Association was held Monday, May 11, at the Stafford House, Buffalo. Accounts of the convention included three or four words, The Buffalo Express says: "The work of the convention related to routine business."

Upon receipt of this letter, the Passaic Advertising Co., of Paterson, wrote a letter to Mr. Carroll, stating that he would lead the American Bill Poster Association.

BILLY BILLBOARD ADVERTISING.

The Passaic Advertising Co., of Paterson, N J, had an experience similar to the above with the same party. Upon receipt of the letter they wrote to Mr. Carroll, asking that gentleman for a definition of the phrase "As chance may offer." Mr. Carroll replied, viz: "As chance may offer, means, take 1000 sheets of paper and divide them up in a lot of 50 per week, to get back at him. Wunder how he would like a good stuff dose of his own medicine?"

BILLS POSTED ANYWHERE.

The regular annual convention of the Ohio Bill Poster's Association has been held. It was held at Cleveland, Monday, July 13, one day ahead of the A.B.P.A.

MICHIGAN.

The annual convention of the Michigan Bill Poster's Association will be held at Port Huron, Thursday, June 2. Although nothing of importance is booked for special consideration, the meeting promises to be largely attended. The association will as usual elect two delegates to the associated convention, and it goes without saying that they will be instructed for locomotive and the liberal ticket.

THE INTER-STATE.

The Inter-State Bill Poster's Association continues to enjoy a steady and healthy growth. During the month of May it added seven new members, two of whom, Neal, of Sioux City, and the West

Sam W Hoke

107 West 28th St., NEW YORK.

BILLS POSTED ANYWHERE.

ADD PAINTED ANYWHERE.

PENNSYLVANIA.

The Pennsylvania Bill Poster's Association held its annual meeting in the Grand Opera House. The following members were present: J. W. Worman, Alberton; J. Silverlake, Homestead; J. O. Hents, Carbondale; John G. Reese, Scranton; R. E. Blansky, Blairstown; G. W. Hammarsley, Hazleton; M. H. Burgundy, Williamsburg. The following officers were elected, viz: Pres., John D. Mischler, Vice-Pres., J. W. Worman; Treas., M. H. Burgundy; Sec'y, John G. Reese. New members were elected to membership from the following towns, viz: York, Lebanon, Allentown, and Lancaster.

SAUER H. ROLSON, of the American Bill Poster Co., Philadelphia, was too busy to attend, a circumstance that he regrets. Neither Erire nor Pittsburgh were represented. Pres. John D. Mischler assures us that the association is all right, and that means that it is.

We are indebted to Sec'y Rees for a correct list of those present.

 THE OHIO BILL POSTERS.

The regular annual convention of the Ohio Bill Poster's Association has been held. It was held at Cleveland, Monday, July 13, one day ahead of the A.B.P.A.
ADVERTISERS

WHO ARE USING POSTERS AND CIRCULARS.

BILL POSTERS AND DISTRIBUTORS

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BILBOAD ADVERTISING.

The following letter to the Donaldson Lithographing Co. shows the bill poster in a new light:

"I hereby acknowledge receipt of price but last week, simple posters. Our town now has two daily and four weekly papers, each running a job department, although they cannot do any poster work. It is impossible for us to check for them to exist, and I would not consent for work at present."

The firm of Burton & Lambert, of 125 W. Market St., this town, dissolved, J. E. Lambert continues the business at 15 S. Twelfth St.

The name of the Price Advertising Co. has been changed to The Toronto Bill Posting Co.
BILLYBOAD ADVERTISING.

JUNE, 1896.

SOUTH AFRICA.

July 12, 1896.

Editor习惯性Advertising,

CAPTAIN W. S..#.

Bills have been forwarded with a copy of your March issue, which I have read with much pleasure, and will retain it to your favor if you will agree to constant advertising and forward them regularly, and let me know what publication you think the best for the purpose.

FAIRY GOOD ADVERTISING.

JUNE, 1896.

SOUTH AFRICA.

Ladies and gentlemen:

The business is now established right throughout South Africa. I am glad to see a good many advertisers using these newspapers; several have sold without display, at the present time there is immense scope.

SOUTH AFRICA.

JUNE, 1896.

INDIANAPOLIS.

Some time ago, the Indianapolis Co. of Cincinnati, sent several thousand posters to our W. L. B. The manager of the Indianapolis Advertising Co., to bill this city. As the paper did not go up as it was intended, the people came to the office to inquire after the matter, and found that the so-called Indianapolis Advertising Co. was a "fake," that such an firm existed, as there is, in the offices, and with a few advertisements, that is, there is a possible display of a certain article or picture, or in this way, will be displayed in the works.

The owners of the paper, after coming in for the posters, obtained the paper, and had it passed by the Indianapolis Bill Posting Co., who are also putting some of the city's business, is a great advantage to the city. Indiana is in the same state in the business. The choice has been made, and the posters are being distributed, and the business is being advertised in the city.

SOUTH AFRICA.

The advertising of our South African papers cannot be condemned, for they are in the hands of such a firm, and are in a position to advertise and sell.

BILLYBOAD ADVERTISING.


BILLYBOAD ADVERTISING,

I take pleasure in sending you one copy of the latest issue.

It is published from month to month, and has its place in the advertising world. It is not necessary to the writer to state the reasons which led to the publication of this paper. It is not, however, a newspaper, but a periodical for the benefit of advertisers.

BILLYBOAD ADVERTISING.


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BILBOARD ADVERTISING.

SALUTATORY.

In making this bow to the readers of this journal as manager of Sign Writers’ Department, we do so with the full knowledge that we shall have to say what is in our power to say, and that there are others younger in business than “ourself” who will be in the business of advertising. We shall have to say what we believe is right, and by the interchange of ideas pertaining to this department, writers are hereby invited to take notes.

That we have to offer in the way of advice concerning a new business to those who are interested in it and not to do it, or more especially those who are interested in placing their business before the public. We ask attention to the fact that this magazine is the only one that we are in charge of, and if you are the judge of that, and hope none will find any slighted if we do not see fit to use your ideas. We know everybody “where we are at,” and that we are old enough to know where we are not enough to learn. We are not able to adopt another’s ideas, if they are better than ours, and, by the way, are better, but, we want to be the judge, and not have them forced upon us. With these few remarks as a preamble, we do our best to the office and announce the “Fuzz” of this department fully appearing our new born questions as a “Fellow” in the great guild of sign painters in this peculiar field—Modern Advertising.

SIGN ADVERTISING OR NEWSPAPER ADVERTISING.

By sign writers and the general public, when we talk about “advertising,” all outdoor displays, whether printed signs or posters. By the lastmentioned we mean all means of advertisement, whether in newspaper, pamphlet or billboards, and the sign writer is the architect of the sign writer, principal among these signs newspapers themselves or their official representatives are, of course, one sided. We have particular reliance in “Patriot,” and this is run exclusively in the interest of the Geo. P. Roosevelt, Newspaper Directory or Advertising. We will admit this is a good thing in its way, but it is not our way, and if the Geo. P. Roosevelt, A. C. tribe, and no other way, we think it does get out of the way to whack at other ways of advertising. It is a question of terms thrown little amount, dabs of printers’ ink at bel posters and distributors, and it is somewhat amiss among the men on the outside to see the Little Schoolmaster enmesh a moment from the preceding careful narrows of his forces for dress parade, let this be the adventure of the country, to which some other means of publicity on the head. He is a spunky little fellow is the Little Schoolmaster, but he keeps him on the jump to keep his crowd in a state of inspection, and if any other, and for the air, its place for the instructor. It keeps him bustling to keep him from, “saying hooky,” and working up something on the same.

I think the bill posting fraternity will show up equally as well, considering all points, as the other crowds. What do you think of it, boys? We are of the opinion that when our side has had the time to educate our customers up to it that newspapers are more or less in agreement with us, but we ask advice, criticism and interchange of ideas from all sources, and will be glad to see such in the magazine as that we are in charge of. We are the judge of that, and hope none will find any slighted if we do not see fit to use your ideas. We are not able to adopt another’s ideas, if they are better than ours, and, by the way, are better, but, we want to be the judge, and not have them forced upon us. With these few remarks as a preamble, we do our best to the office and announce the “Fuzz” of this department fully appearing our new born questions as a “Fellow” in the great guild of sign painters in this peculiar field—Modern Advertising.

BUM SIGN PAINTERS.

Are often the bane of the Sign Painters in the smaller towns. But, brother, very often it is your fault. Push your goods energetically, maintain its dignity and your integrity, and when MeanderingsMike comes along let’s have a “guy” with you. We are supposing that you know your business, of course, but if each is not the case, and Mr. Mike don’t, it’s going to be bad for you, and as much as we

hat it, we can’t help you. It may be possible you were not cut out for a Sign Painter, and your talents are in the too-much-making way; if that’s the case, you ought to be doing something else. Instead of skimping out and trying to make a sign or a job, you might as well go somewhere else. You may have a sign board too, not made, and if you were born a hod carrier, you might take it easy, and make a room for some man who is fitted to the work.

DON’T SACRIFICE QUALITY TO QUANTITY.

Don’t sacrifice quality of work and effectiveness to quantity of matter, just because some customer wants you to do it. It is cheaper and better to make a column "amateur" set in type and have the regular job put in a way that is above reproach in a way that is above reproach.

ADVERTISING.

WISCONSIN ASSOCIATION.

On May 13th, Secretary Frewing and President Butler were present at the first meeting of this Association. They had been invited to make two week’s visits, with two hundred visits required.

The meeting was called to order by John W. Culver, President, and the minutes of the last meeting were read. The Treasurer, Geo. H. Allen, reported the Treasurer's fund to be in the amount of $50. The Secretary, Rev. J. H. Finley, reported that he had found the funds in the amount of $50.

The meeting was adjourned, and the next meeting will be held on the first Tuesday in June. The Association was so well and truly organized as to be a credit to the state, and we hope to see it thrive and prosper.
The premium list for the Nebraska, Iowa, Minnesota and Ohio State Fairs is already in circulation. Premium lists ought to be gotten out early, as it may be impossible to get them in circulation before planting begins in order to be large enough for use. The best way is to plan with reference to making a show at the fair in the fall.

The best way to breed new ideas is in any line of business to be in touch with those whom chance to be in the same line of business as you use in. The best way to run a successful fair is to have some people run successful fairs, and why some people run unsuccessful ones.

One of the new features in fair circles is the issuance of catalogues of exhibits. This is an idea which is adopted in this country, although a catalogue of exhibits properly gotten out forms the best way to get to market the best of all the produce. Usually the catalogue makes the best medium, far surpassing the premium list as a popular medium.

The getting out of a catalogue of stock exhibitors is attended with unusual difficulties and requires a highly perfected system of entry blanks etc., in order to be successful.

The above map showing the location of the Wisconsin Fairs shows what can be done in this way of presenting to the public, the various classes and in every case the accurate data enabling him to easily lay out their routes with proper regard.

Manufacturers of Foods can secure space free of charge at the Gallipolis Fair.

WALLS, McCASSELL AND FAIR PROMOTION SYSTEM.

This is a most commendable system or scheme for increasing the attendance on the State Fair. It seems, from a cursory examination, to be simple, feasible, and practical. It was originated and is controlled by P.R. Wall, of Gallipolis, O., who promises to give an interesting and detailed account of his system of advertisements to the best advantage of the business people of the State. The next issue will contain an interesting article entitled "How to Publish a Catalogue of Stock Exhibitors," with samples, which will give the matter in detail and prove very valuable reading to secretaries who are contemplating the issue in this respect this fall.

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Cook’s Royal Roman Hippodrome and Equine Paradox.

**THE GREATEST OF ALL SPECIAL ATTRACTIONS!**

**ADDITIONAL FAIR NEWS.**

Last season the greatest fairs, excepting of course, the Atlanta Exposition, were as follows, viz:—

- St. Louis Exposition, 45 days; receipts, $15,925.98; disbursements, $7,245.90.
- Toronto Exposition, 13 days; receipts, $20,653.00; disbursements, $3,805.93.
- Dallas, Texas, Expo. 16 days; receipts, $7,624.00; disbursements, $7,912.90.

At a meeting of the farmers held at the Court house at Marshalltown, Ia., May 29, it was unanimously decided to hold a fair next September. Several years ago, on account of repeated failures, the fair was discontinued. We hope that the new attempt will fare better. The dates of this fair will appear in our July number.

The Douglas Co. (Minn.) Fair Association has greatly increased their premium list and amount appropriated for prizes. There is a movement on foot looking to the acquisition of the driving park for a fair ground.

The New York State Fair, at Syracuse, will have an exhibit of horseless carriages or motorcycles as they are called.

Earlington’s (Iowa) Semi-Centennial Fair fair to rank among the big events of the year. Messrs. W. C. McGurk and George C. Henry have been appointed commissioners by Governor Drake.

C. R. Riley is secretary of the Oregon State Fair, at Salem, Oregon. Minden, Nba., is confident of an unusually successful and interesting meeting. The program of Green County Agricultural Society’s forty-second annual fair at Morton, Wis., is full of interest. The Great Texas State Fair, at Dallas, Texas, offers $75,000.00 in premiums and prizes for the season of 1916. Sydney Smith is general manager. His address is Dallas, Tex.

L. R. Hengland, secretary of the Forks Fair, at Forks, Wash., is anxious to know if the Forks Fair Association will be addressed at Lincoln Falls, Dufi Co., Pa., until Sept. 30. Address H. J. Hill, manager and secretary of the Great Portland Fair and Exposition, at St. Paul, Minn. L. Norton, secretary Bristol (Conn.) Fair, writes no that a grand show will be one of the features of the fair this season.


McTavish, (Minn.) combinies a fair, a race meeting and a fourth of July celebration in one.

**TACOMA WASHINGTON.**

A meeting of the directors of the Pierce County Agricultural and Horticultural association was held Wednesday to choose up a five-year issue of $25,000 on the farm of land to school sections 6, in which the association hold fair for the past four years. The grounds are comprised of the old Morgan race track. The premium list is over to the last fair proportions. While 15 days passages the receipts and disbursements. Farmers who wish to make exhibits are asked to proceed to the Pierce County Fair office every day, making inquiries about the fair. State Fair Commissioner Thompson has reported to Mr. Young that no dealers will make exhibits. President Young says exhibits will be received from all parts of the state. The week of September 17 is to be held, decided upon as the date for this year’s fair—TACOMA LADDER.

**IF YOU WOULD INSURE A SUCCESSFUL OUTCOME FOR THIS YEAR’S MEETING, USE POSTERS LIBERALLY AND KEEP THE FREE LIST DOWN TO THE LOWEST POSSIBLE NOICHT.**

**DELAUNOY & FRITS.**

**The Original Clown and Policeman.**

**TRICK HOUSE ACT.**

—or GREAT ACT FOR PARLORS, PARTIES, CONCERTS, ETC., $2

Don’t Forget. Get the Above Original Act, not inferior copies. Address, WILL DELAUNOY, Representative, P. O. Box 1486, New York City.
BILLOADED ADVERTISING.

JUNE 1896.

LIST OF FAIRS.

This list is revised and corrected monthly. Subscribers are urgently requested to send in their dates at the earliest possible moment, and to notify us promptly in the event of any change. Rosters and dates are published absolutely free of charge.

Copyright 1896.

CALIFORNIA.
Sacramento County, California State Fair Sept 1-9

CONNECTICUT.
Bristol.

CUMBERLAND.

Cumberland County Fair Sept 3-7 A. C. Flagg pres.

DELAWARE.
New Castle.

DORSET.

DORSET.

ILLINOIS.
Allatoona.

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RACES.

BILLBOARD ADVERTISING.

JUNE, 1896.

Our New Uncle Sam One Sheet

Is just the thing for FOURTH OF JULY Celebrations.

Send for Sample. All orders shipped promptly.

STOCK LETTERS For Streamers and Stands

Our CAT One Sheet Makes a Great Ad. FOR FAIRS.

SEND FOR SAMPLE, FREE.

HENNEGAN & CO., CINCINNATI, O.

West Superior, Wis., HARRY BRUNELL, The Only Licensed Co. Bill Poster.

E. SPRING, MANAGER.

PICTURES

• Attract attention quickly, tell a story in a small space and reach more people than ordinary print advertising.

The Helleberg Photo-Graving Co.

• Make PICTURES of all sorts, for all purposes.

• Views, Buildings, Portraits, Cuts, Catalogue Illustrations, Cards and Newspaper Cuts.

We do no Printing. Only Make the Cats.

317 Sycamore St. CINCINNATI, O.

DISTRIBUTORS' CHAT.

The real annual meeting of the International Association of Distributors will take place at the Levee Hotel, July 21st, at which time the majority of the members having signed this letter will be present to discuss the proceedings and deliberations of this meeting as official.

Clarence E. Huns, who is an enthusiastic advocate of the principles upon which the International Association of Distributors is founded, has been writing large advertisements for newspapers and other media for the promotion of his business.

The following is a fair sample of many:

The Helleberg Photo-Graving Co., 317 Sycamore St., CINCINNATI, O.

The Great Hamer Balloon Co.

FURISH

Special Attractions and Features for Fairs.

Balloon Ascensions, Parasol Flights, Trampoline Performances, Slide for Life, Bicycle Acts, Tightrope Performance, Tower Dive, Chariot Races, Roman Races.

The Charles E. Huns Co., 317 and 319 Arch St., Philadelphia, are distributing blank cards.

The Louis Dembois Co., of Worcester, Mass., are putting out four-page newspapers.

James A. Reilly in "Uncer Muxx."

The Sen-Sen Co., of Rochester, N. Y., are distributing samples of their remedies.

Now booking the above for season of 1896. Satisfaction or no pay. Rain or shine. Special posters and lithographs, which we furnish. Address:

C. E. HANER, Secretary.

CINCINNATI, O.
We make prices to suit the times. 
Any quarter to figure on the entire advertisement for 25 cents. 

A Great Fair Attraction.

Kemp Sisters

Hippodrome and Wild West,

Congress of Fancy and Rough Riders and Crack Shots.

G. P. KEMP
Managing Proprietor.
Permanent Address, El Paso, Tex.

Privileges

Being one of the satellite attractions of the National Agricultural Fair, will please write to C. F. LAMAN, Sec'y, McCook, Neb.

Stevens Point, Wis.
AUGUST 25-27, 1898.

We want special attractions. We want bids for forward, pool, and other privileges.

Geo. E. Ester, Sec'y.

Entry Books and Account Books

FOR Fair Managers.

My Books Fit the Business. Poll out of the rut and ride on the rail.

The old system was good enough in Noah's day, but there has been an idea or two even in this business since he was secretary of The First County Fair.

Send for Sample Leaves, if you want to pay $5.00 for a good thing.

GEO. E. OSTEN, Sec'y.

The Pickaway Breeders' Association Company.

State Fair and Races---Cirleville, Ohio.
July 21, 22, 23, and 24, 1896.

W. E. MORRIS, Pres't.
W. S. SMITH, Treas.
A. J. GRISBY, Sec'y.

EXCELLENT RACES. LARGE PURSES.

NO FAIR or Celebration is complete in 3 days without a good balloon attraction. The people expect it, and will go to see it again and again. LIKE THE CIRCUS and the horse race it has come to stay.

But, how about balloon fakes, who, with their old rotten balloons, disappoint and disgust the people? Of there are lots of them. Mr. Secretary or Mr. Manager did you engage that kind last season? THERE ARE A FEW reputable and strictly reliable balloonists if you know where to find them. THEY DO NOT COMPETE with the "hoo" class, but their prices are right for GOOD HONEST WORK.

DON'T BE DECEIVED by big sounding names and red letter heads, but send for circulars and full particulars to G. H. KABRICH, Sturgis, Mich.

LeROY SISTERS.

America's Famous Death Defying AERONAUTS.

LeROY SISTERS.
Justly styled the Unmatched Queens of the Air.

Now arranging dates with the leading Parks, Summer Resorts, Fairs, Celebrations, etc., for single and double BALLOON ASCENSION'S, Balloon Races, Sensational Night Ascensions, all with Parachute Leaps. The greatest drawing attraction in America.

Notice to Superintendents. We furnish everything complete, take all chances on weather and safety and guarantee every engagement as per agreement or have a cost of your money returns all checks of settlement. For terms and particulars, address

LEROY SISTERS.
Bilbord Advertising, Cincinnati, O.

The Nineteenth Annual Fair of
Pepin Co. Agricultural Society

Will be held at Pepin, Wis., Sept. 22, 24 & 25, 1896.

We have that best attraction to the eye, pleasant grounds, good accommodations all round, and always have a successful Fair.

F. J. BRYAN, Pres't.
J. J. MORGAN, Sec.
WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

THE CHICAGO BILL POSTING COMPANY

Estimates cheerfully furnished.

Telephones, Main 4897

Efficient and Prompt Service at all times.

Leading Theatres are our clients.

Nos. 395-397 WEST HARRISON STREET.

Members of the Progressive and Only Inter-state Bill Posters' Protective Association.

ALBERT WEBER,
Licensed Bill Poster and Distributor,

Office, 330 Camp Street, NEW ORLEANS, L.A.

SAY! — Mr. Advertiser, Let Us Give You Pointers!

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

We Contract Distributing For the United States.

Oplinger & Butkiewicz,
23 Broadway, NANTICOKE, PA.

P. S.—There are millions of cripples who never enjoy the fresh air of the streets, they never see posters, then, how to reach them? Circuses! And the cheapest way is by contracting for the United States through us. We can guarantee you a No. 1 service, and you never have to bother your head as to who is doing the distributing, as that is our part of the contract.

Fairs and Farmers of Pennsylvania

ALL THE FARMERS GO TO THE BLOOMSBURG FAIR.

WE CONTROL THE DISTRIBUTION SITUATION.

IN ’95 OVER 100,000 Paid Admissions.

IN ’96 150,000 EXPECTED.
DONALDSON'S
New Pictorial Posters.

The above cut is as good a half-tone as we could obtain in the limited time at our command. It does not do the bill anything like justice, and will be made over at once. It is supposed to represent our new fifteen-sheet FURNITURE POSTER. One of the best stands ever printed. It sells at sight. It measures six feet high and seventeen feet long. Photographs free to agents and bill posters. Samples, $1.00 Each.

Prices Cross-lined, that is to say, reading matter printed across the top of the stand

<table>
<thead>
<tr>
<th>5 for $1.00</th>
<th>10 for $2.00</th>
<th>15 for $3.00</th>
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<tr>
<td>10 for $5.00</td>
<td>15 for $7.50</td>
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Prices with Streamers, (a five-sheet streamer), making a twenty sheet stand in all

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<tr>
<th>5 for $12.00</th>
<th>20 for $48.00</th>
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<tr>
<td>20 for $50.00</td>
<td>100 for $250.00</td>
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We have also recently issued new designs in Posters for Newspapers, Fairs, Races, Bicycle Races, Fourth of July Celebrations, Balloon Ascensions.

Samples Free to Agents, Bill Posters and Job Printers.

NOTE.—Our New Designs for the Fall, Winter and Holiday Trade will be ready on or about June 20.

The Donaldson Litho Co.
CINCINNATI.
THE DONALDSON GUIDE

The leading home printers
(Lithographic or block)
IN THE UNITED STATES

The Ault & Wiborg Co's
Poster Inks

Are You One Of Them? Ault & Wiborg
Cincinnati, New York, Chicago

ELDER, JENKS & RABORG

"Excelsior" Circus Paint
AND
BILL L. POSTERS' BRUSHES
Made of Hard Wood, best hair, on copper, copper, copper.

GET YOUR NAME IN
PUT AN AD IN

AD ARE CHEAP

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

The price of the Donaldson Guide is 40c. each, and it is worth many times its cost to those who use it. To persons, however, who have not had an opportunity of examining the work, or others who desire to examine the advertise-ments of which a few are still on hand, will be sent upon request.

W. H. DONALDSON,
Cincinnati, Ohio.

Printers' Ink Helps . . . . Advertisers!

It's a weekly journal, furnishing you with practical advice and reliable information about every way of advertising which they have found to be feasible and profitable.

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

Contains timely hints about measures leading to the selecting profitable ones to advertise in.

Subscription price now 50c a year, single copy, 10 cents.

120,000 Surface Feet of Bill Boards
ALL UNDER THE CONTROL OF

Chamberlin, Barhydt & Co.
BURLINGTON, IOWA.

We post what you pay for.
You get a show for your money.

Absolute adherence to rigid business methods has established us in the leading

Poster Posters
Of the Mississippi Valley.

Inter-state Prices.

Our boards are all new—built of matched lumber, painted Bene and white, with molding and weather strips.

Our Work Will Not Wash
Or blow off all the boards and protected display remains something.

PEORIA, ILLINOIS.

62,000 Population.

We do the best equipment and plant in the West. Fitted posters in three hundred different lines, including three thousand titles, copyrighted by us.

Eagle Printing Ink & Color Works
46-58 Loop Street, Chicago.

Let's Get Acquainted?

Send for your Specifications Book! This will enable us to help you on your advertising, a costly matter.

Let's do our best for you.

Send for our Specifications Book! This will enable us to help you on your advertising, a costly matter.

Eagle Printing Ink & Color Works
46-58 Loop Street, Chicago.

To the first 10 persons sending an order for our inks, receiving from this ad in "Billboards Advertising," we will send a handsome present. So be it, and send us this paper.
G. RUNEY & SONS,
Bill Posters, Distributors and Sign Contractors,

G. RUNEY & SONS, WAUKEGAN, ILL. CIRCUIT 18 CITIES.

WE ARE NOT SUPERSTITIOUS, BUT WE DO BELIEVE IN SIGNS.
Try the Bill Boards. They Work Wonders.

REPRESENTATIVES
R. B. DUNN & CO.
BILLBOARD ADVERTISING.

REFERENCES
OWN AND CONTROL ALL BILLBOARDS AND DEAD WALLS IN
WAUKEGAN, ILLS.

OWNED AND CONTROLLED

MEMBERS OF THE INTER-STATE BILL POSTERS' PROTECTIVE ASSOCIATION.

OWN AND CONTROL ALL BILLBOARDS AND DEAD WALLS IN
WAUKEGAN, ILLS.

BESIDES A CIRCUIT OF EIGHTEEN ADJACENT CITIES.

Why Not Post [Boise City, Idaho?]
Fifty Conventions will bring thousands of strangers to this city during the summer.

Spaulding & Gordon, Licensed City Bill Posters,
Will do your work properly. TRY US.

Let Us Stick You

23 Broadway,
Oplinger & Butkiewicz,
Nanticoke, Pa.

City Posters and Distributors,
We distribute Luzerne county.

We control the situation for 96 of the Bloomsburg Fair.
Includes the farming centre of Pennsylvania.
Over 100,000 People paid admissions in 96.
Send for circular.

MY NEW ADDRESS IS
107 West 28th St.
NEW YORK.

Sam W. Scher
DISPLAY ADVERTISING.
It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for Billboard Advertising. $1.00 pays for both, and either alone would cost $1.00.

Write name in black ink, and enclose the amount.

BILLBOARD ADVERTISING, Cincinnati, O.

A. E. BENTLEY, Our Licensee BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

A. E. Bentley, GUTHRIE, OKLA.

LICENSED BILL POSTING, TACKING, DISTRIBUTING.

J. S. CRAIG, 310 LEXINGTON AVENUE, HASTINGS, NEB.

J. T. ELMORE & CO., BILL POSTERS, 78 MADISON ST., CHICAGO.

By appointment Solicitor Interstate Bill Poster's Protective Association, bonded.

STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE

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

Address: W. H. STEINBRENNER, 911 Vine St., CINCINNATI, O.

STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE

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

The business departments of the paper include OFFICE MAIL, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTION AND ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

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

Monthly, 40 pages, illustrated, including supplement, 24 pages, Sample copies (mentioning this advertisement) free.

KITTREDGE COMPANY, Publishers, 13 Astor Place, NEW YORK.

BILBOARDS ADVERTISING, JUNE, 1896.

POPULATION, 75,000 - METROPOLIS OF SOUTHERN INDIANA.

EVANSVILLE, INDIANA

EVANSVILLE BILL POSTING COMPANY

POSTS BILL, TRADE SIGNS, DISTRIBUTORS.
The Only Licensed Bill Posters and Distributors in the City.

P. T. GROVES, Manager, A. A. MAIER, Secretary.
LIST OF MEMBERS OF THE INTER-STATE Bill Posters' Protective Association


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<tr>
<th>Town</th>
<th>State</th>
<th>Mem.</th>
<th>Population</th>
<th>Prices</th>
<th>Provisions</th>
<th>Facilities</th>
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<td>Albany</td>
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<td>Appleton</td>
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<tr>
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<td>J. A. Fuller</td>
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<td>Detroit</td>
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<td>St. Paul</td>
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<td>Philadelphia</td>
<td>PA</td>
<td>A. H. Tyler</td>
<td>12,000</td>
<td>1.25</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>LA</td>
<td>CA</td>
<td>A. H. Tyler</td>
<td>7,500</td>
<td>1.25</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

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- P. G. Stouf, First Vice-President, St. Louis, Mo.
- W. J. Homan, Second Vice-President, Springfield, Ill.
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- J. H. Tyler
- J. H. Tyler

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**Stations for Advertising:**
- 1,000 to 5,000 Population: 50 cents per sheet.
- Over 5,000: 3 cents per sheet.

**Special Rates:**
- 30,000 to 50,000: 2 cents per sheet.
- Over 50,000: 12 cents per sheet.

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**ADVANCED IDEAS.**
**WATCH US CROW.**
SIEBE & GREEN

OWN

SAN FRANCISCO.

and control All Billboards and Dead Walls in the City of

There are two classes of advertising: "Billboard" or wall advertising, and the other varieties. The first is CERTAIN—a
safe investment, a plain business proposition; all the others are SPECULATIVE—bringing returns to-day, falling flat to-morrow.

Billboard Advertising, as we execute it, COMPELS notice; rivets the eye "by main strength," cannot itself with irresistible
force into the memory of the spectators. Besides the 40,000 feet of spaces that we control, we have hundreds of
thousands of feet of other spaces—dead walls, etc., all in populous centers and acknowledged by advertisers the finest lot of
billboards in the world. We are the only executors on this Coast of LITHOGRAPH PAINTING, a close imitation
of a lithograph by means of paints and brush.

We Guarantee

Our Work—the only bill posting firm that does. We furnish accurate lists of work done, and guarantee space,
time and location. Get your name up good and strong in the public eye. Here are some of the firms who talk
daily to attentive thousands through our all-powerful signs—our great dynamite guns of publicity:


Springfield, Ohio

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

H. H. Tyner,

and he possesses an unbroken record of over a quar-
ter of a century for honest and faithful service and
square dealings.

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