TOPICS ON THE WING.

The Christian Moeller Brewing Company, of Cincinnati, has opened an encrusted with a poster. A canvas in its custom, it did not want out with newspaper exhibition. The poster has done its work well. It was a good, attractive, speaking poster posted by Beery & Co., who know how to post. This experiment is a strong testimonial for the poster— the office poster.

In conversation with the manager of a lake summer resort, I elicited the information that lithograph advertising had built up the patronage of the place. It was the only advertising the resort ever contracted for, and the information is, therefore, doubly valuable.

"I have done poster advertising all my business life," Doc Beeman, the Cleveland gun man, said, "and I subscribe one-half of my success to my posters. But I believe in method even in poster advertising. If you go into it with a sort of thing, go in with a determination to stay. It's the only way to make poster advertising a continuous success." The doctor is right. There is scarcely a man, woman or child, with eyes to see or power to observe, in all this broad land, that has not beheld the doctor's poster portray some time during the past decade, familiarizing your business with the public through the poster, and the poster will never fail of results.

The distribution of advertising matter through the channels of family life, has become a business of its own. The professional distribution of advertising matter is today as important as the circulation manager of the largest papers. In fact, his scope admits of results which cannot be equaled as really as newspaper circulation, but which, from the nature of things, ought to be more satisfactory than newspaper circulation. This is new theory. Can it be verified? Here's a demonstration: A Chicago druggist who has been using advertising in the newspaper various specialties. The results were very uncertain. Then he got out a burlap burlap. The distribution of advertising was entrusted to a professional, and he had tried of paying non-professionals for work half done. The professional systematized the territory naturally tributary to the drug store. Within a week he had a copy of the burlap in the hands of every householder within the tributary radius. Thereafter the burlap was steadily heard from. The entire mailbag was 300. The druggist paid the newspapers $1,000 annually, and to his dozen instances he has leers to 68 copies from this expenditure.

Now that the beer tax has been increased, cheap beer and cheap methods will fall into disuse with the better class of trade. The introduction of five-cent bottled beer has greatly decreased the use of bottles, hangars, etc. Fifty per cent of the beer in glass is now sold without a label or any other insignia. The new tax will compel brewers to charge more for their product, thus enabling them in furnish style with the goods; it will induce a keener competition, and that always means work for the printer and lithographer. The fraternity any

What do you think of fashion posters? was asked of the manager of a large department store. "Well, I think they are an indispensable feature of our advertising department. Here's our hat poster. We could not do business without it. Clothing posters are not so valuable, for the reason so much unsatisfactory and aside work has been put out that the public eye has been detracted to things of cheap, no good bilster that's doing the harm. If you will do this sort of advertising, do it well. Then it will pay at least the bill of the printer. And, to do it well, it is necessary to distribute it well. This is, first and last, the main point. There's a great deal of misted in distribution posters so that they will do the best good. The distribution of blotters at hotels and public places should always be done by a professional. He is an old trick to make the hotel and junior grelry do your bidding. The professional distributor knows these tricks from experience, and, sudden and otherwise...

J. B. Rippold.

Advertise When Others Stop.

By Sam W. Hoko.

In 1893, at the close of the World's Fair in Chicago, the times got hard and harder, till finally very much of the display advertising was discontinued in that city, as well as elsewhere throughout the West. Just at this time the General Arthur cigar people concluded they would take advantage of the general stagnation of business and carry on the trade for the General Arthur, a cigar that had been scarcely heard of east of the Pacific slope.

They started in at Chicago, Minneapolis, St. Paul, Omaha, Kansas City, Cincinnati and other important points; posters and painted signs were used, and large appropriations and twelve-month contracts were made.

The very boldness of the scheme, in the face of the severe depression, made the trade talk; and right here don't forget it: 'The trade' was the name by which goods were handled and the goods a very important matter to consider. The trade talked of the heavy advertising, and naturally bought amounts orders of the goods.

All other cigar advertising had ceased, and the smokers began calling for the General Arthur, and before the year was over, and before "good times" had come again, the General Arthur was an established success all through the section, and its matters had had nothing but "good times" during all the boom season.

The same general condition exists to-day to a certain extent; many of the large advertisers are cutting down their appropriations, or stopping entirely for the time, and the few who remain will be the lucky fellows that we will be telling about, a year or two hence, as having made a fortune during "the war."

Lack, however, will have had very little to do with the case; it's the luck that counts.

I hope that some one who reads this may be among the successful ones.

Don't I forget the International Association of Distributors' convention. It will be held at the Union Hotel, Chicago, July 22-24. Watch every suitcase to America ought to be present.

DR. BURKHART, of Cincinnati, Ohio.
VILLAGE BILL POSTING.

To all Advertisers and Bill Posters:

The Bill Poster's Department of The Billboard offers to all advertisers the privilege of posting their ads in the village bill posting departments of The Billboard. This service is available for all advertisers, regardless of their location. The Bill Poster's Department is responsible for the proper posting of these ads and ensures that they are visible to the target audience. Advertisers are welcome to contact the Bill Poster's Department for any inquiries or assistance.

A. O. F. A. Poster, of the Gulf Road, New York, NY.

The Bill Poster's Department is committed to providing high-quality service to all advertisers, ensuring that their ads are posted correctly and efficiently. If you have any questions or concerns, please do not hesitate to contact us.

BILL POSTERS DEPARTMENT

A. O. F. A. Poster, of the Gulf Road, New York, NY.
IS A FRANCHISE IN THE I. A. D. VALUABLE?

A PERSONAL EXPERIENCE

IN THE PRESIDENT OF THE I. A. D.

Towards the latter part of February, I was taking a trip over the famous reservations of the Middle West and from the undertaking of my trip I had no idea of some capital reward lying in store for me. I was not aware of the fact that I had been selected by the case of the I. A. D. of Texas and that I was to be the recipient of a franchise, the value of which was to be $500. It was only when I reached the end of my journey that I discovered the true value of this gift.

The trip was a most enjoyable one, and the more so because of the fact that I was able to see many of the finest and most picturesque places in the United States. I visited many of the largest cities, and saw some of the most beautiful scenery.

The trip was not without its difficulties, however, as I had to travel through some very rugged and mountainous regions. But the spirit of adventure and the love of travel made it all worthwhile.

In conclusion, I would say that my trip was a most enjoyable one, and that I am glad to have been selected by the I. A. D. as the recipient of this valuable franchise.

NOTICE

To whom it may concern:

The following is a list of individuals who have been identified as franchise holders of the I. A. D. of Texas. The list is subject to change without notice.

[Names of franchise holders]

This list is not exhaustive, and there may be other franchise holders not included.

I. A. D., P. O. Box 99, Dallas, Texas

[Signature]

[Date]

A COOL LETTER FORM

The following is a very good letter form of application that can be used to apply for the franchise of the I. A. D. of Texas.

[Letter form]

[Signature]

[Date]

[Address]

Distributors’ Questions Answered

Dear Sir,

I am writing to ask a question about the franchise of the I. A. D. of Texas. I have been looking into it for some time and I am interested in becoming a distributor.

I wonder if you could provide me with more information about the franchise, such as the cost, the requirements for becoming a distributor, and the benefits of being a distributor?

Please let me know if there is anything else I can do to obtain the franchise.

[Name]

[Date]

[Address]

THE I. A. D. CONVENTION WILL BE HELD IN DALLAS, TEXAS, JULY 15-18, 1933. ALL DISTRIBUTORS ARE INVITED.
ROCHESTER.

The Celebrated Litigation Between the City and the Rochester Bill-posting Co. Probably Ended.

A Case Suddenly Contested for Over Four Years and Fought Through Three Courts Has, in All Likelihood, Been Finally Disposed Of—Judgment Against Manager Robert West Sustained by the Appellate Court, as He Also the Penal Ordinance.

The Fourth Appellate Division of the Supreme Court handed down a decision Saturday, May 7, at Rochester, which paves the way for the settlement of the celebrated litigation between the Rochester Bill-posting Co. and the city of Rochester which has been pending in the courts for over four years. The only issue, however, has been brought to a final conclusion in the Supreme Court, the city court, St. Lawrence County, and the Supreme Court of Appeal, as the manager of the Rochester Bill-posting Company, Robert West, has been found guilty of violating the municipal ordinance authorizing the insertion of bill-posting signs, and the judgment of the county court, which it was thought would probably sustain, has been reversed by the Appellate Division. The judgment of the Supreme Court, therefore, is that the defendant shall pay the cost of the action, and that his conviction shall stand. The judgment of the Supreme Court is final, and it cannot be reversed by a new trial.

The action was brought by the city of Rochester against Robert West, manager of the Rochester Bill-posting Co., for violation of the municipal ordinance authorizing the insertion of bill-posting signs, and for the violation of the Penal Ordinance. The action was dismissed by the Supreme Court, and the defendant, Robert West, was found guilty of violating the municipal ordinance authorizing the insertion of bill-posting signs, and the ordinance of the Penal Code of the city of Rochester, which prohibits the insertion of bill-posting signs, and the possession of the same. The defendant was found guilty of violating the municipal ordinance authorizing the insertion of bill-posting signs, and the ordinance of the Penal Code of the city of Rochester, and was fined $100.

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THE BILLBOARD

DR. BURKHART WANTS TO
hear from reliable distributors. Only trustworthy people who can and will do honest work need apply. All others had best save their stamps. Dr. Burkhart is going to distribute 16 MILLION SAMPLES

from house to house all over the United States, Canada and Mexico. This means an enormous amount of correspondence, hence distributors must adhere to the following rules:

1. State your name.
2. Give your references.
3. Give your address.
4. Give the number of pieces required to cover your territory.
5. Give your price.
6. Give all of the above in your first letter, and address it to

DR. W. S. BURKHART,
121 E. Seventh St., CINCINNATI, O.

The Billposter-Display Advertising.

Mark Hoke has sold to the Bankers National Bank and the American Bankers Association an agreement for a series of advertisements in The Billboard for the next three months. These advertisements will be printed on canvas and hung in the lobbies of railroad stations. The posters will be distributed by hand out of the editorial offices of The Billboard.

To Bill Posters—Use "Billboard"

E. J. Hooke, 233 W. 39th Street, New York City, has arranged to have the posters distributed by hand from the editorial offices of The Billboard.

The Boardman Advertising Company, 330 West 42nd Street, New York City, has arranged to have the posters distributed by hand from the editorial offices of The Billboard.

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Editor "The Billboard"

Mr. B. S. Ongard, Minneapolis, Minn.

I was interested in your recent issue of "The Billboard." As a member of the Music Teachers National Association, I feel that the cooperation of musicians in all fields is essential to the advancement of the music profession.

Sincerely yours,

[Signature]

Musician, Minneapolis, Minn.
THE BILLBOARD

RED JACKET VERMILION

More Durable than any other. Send for Sample, Light or Dark.

BILLINGS, TAYLOR & CO.
Cleveland, Ohio.

K. L. Trimble, of Columbus, Ohio, says he has received no complaints of any workmanship or color. He is preparing to order a large quantity of the new product.

A quick trip to Wauseon, through Ed Hohmann, says these fellows who are doing the work, insist that the color is not better, but that the new product is more durable and less susceptible to wear. They have done business in the Ford service, and are not likely to change their minds.

We have received for Furman Payson Company, of Sarnia, Ont., this check for payment, and shall pay him on your own account.

UNION, Illinois.

Northern Europe would be positively enlivened, but for L. K. Thomas, the Amsterdam correspondent of The Billboard.

NEW YORK, May 12, 1891.

Editor "The Billboard:"

Berkeley End 2 40s for W. B. Lavine.

Amos W. Shaw, 400 W. Liberty St., Cleveland, Ohio.

S. W. GOESE.

THE PUCK.

Mr. GOESE.

S. W. GOESE.

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THE BILLBOARD

PUBLISHED MONTHLY AT
107 East Eighth Street, Cincinnati, O., U. S. A.
Address applications, notes and communications
For the editorial or business departments to
THE BILLBOARD PUBLISHING CO.

Subscription, $1.00 Per Year, in Advance.

ADVERTISING RATES:
Advertisements will be placed in the
first three columns of each page.
A copy for advertisements must reach us at least
the twenty-sixth of the preceding month.

Family Newspaper. 32-W. Main Street, Cincinnati, Ohio.
20,000 Daily, 50,000 Weekly.
8,000 on the Ohio River, in picture number of the

The printer cannot undertake to return uncollected
Invisible Advertising Envelopes should be kept.
When it is necessary to move to the Invisible Advertising Envelopes, please write to

Invisible Advertising Envelopes in the Dowell Company.

JUNE, 1896.

Advertising is full of surprises and disappointments. The man who claims
he has reduced it to anything like an exact science is either a fool or a
fooler. And yet experience counts for much. There is nothing, in fact,
in which a bettering of successes is more
certainly correct. In the newer
4.000 by popular
Billy Lowder.

His

Mr. J. S. Weidman, D. 8. t.

"I hope to keep it up in
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least cost are the best. The better
card is the more

in the interest of the
Horse News Company, The
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JUNE, 1896.
The Races at the Fair.

There is a magic in the race, especially when they go..." - "The BILBOARD, 9

FAIR DEPARTMENT

Among the many striking features in recent American development, none perhaps is more immediately viewed than the mediocrity on the road. There are more than one hundred thousand new models for the sale of this year alone.

The export movement has been as... - "The BILBOARD, 9

NATIONAL EXPOSITION

Of American Products and Manufactures.

As Philadelphia, in 1920. It's a Good Thing—Push It Along.

The proposed National Exposition of American products and manufactures, to be held at Philadelphia in 1920, is one of the most ambitious and... - "The BILBOARD, 9

W. W. BABCOCK.

In the absence of Secretary Irwin's administration..." - "The BILBOARD, 9

TENES.

Since coming to... - "The BILBOARD, 9

DAYTON, OHIO.

It has been definitely decided by the... - "The BILBOARD, 9
TO THE ADVERTISERS OF AMERICA.

GREETING.

The Third Annual Convention of the International Association of Distributors will take place at the Leland Hotel, Chicago, Ill., July 19-22 next. Delegates from all over the United States and Canada will be present. It is estimated that fully one hundred members will attend. Their deliberations will be largely given over to the discussion and consideration of ways and means calculated to improve the service. This is of vital importance to you. You can aid us by participating in our discussions. We want your views. We want your suggestions. We want your advertising manager to attend our convention. We want him to kick, complain, advise, suggest and express his wishes fully.

In this way we can ascertain what the advertiser wants, and then we can devise ways and means to meet their wishes.

Come, meet with us. We will use you well.

JOS. REID, Pres.,

W. H. STEINBRENNER, Sec.-Treas.,

Kansas City, Mo.

Cincinnati, O.
THE BILLBOARD.

La Rosa's Amusement Attractions!
FRANK L. ROSS, Manager.

48 EAST FOURTH STREET, NEW YORK.

High Class and Novel Attractions for Expositions, Fairs and Pleasure Resorts.

European Novelities, Vaudeville, Dramatic, Archaic, Operatic, Concert, Musical.

N. L. Can also furnish the 5 La Rosa Comedy Flying Kite Performers of the World, who have a competitive standing challenge of $1,000.

OHIO.

ADAMS—Ada Tri-County Fair, Oct. 7-9, John F. Conner, pres., M. E. Conner, Jr., manager.

AKRON—Summit County Agricultural Soc., Sept. 21-23, John B. Williams, pres., S. B. Williams, secy.

ASHLAND—Ashland County Agricultural Soc., Sept. 14-16, Mr. and Mrs. R. E. Vanderpool, pres., secy.

BELLINGHAM—Logan County Agricultural Soc., Sept. 21-23, Mr. and Mrs. R. E. Vanderpool.

BROOKSVILLE—Cuyahoga County Agricultural Soc., Sept. 21-23, Mr. and Mrs. R. E. Vanderpool.

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GREAT FALLS—Great Falls Agricultural Soc., Sept. 21-23, Mr. and Mrs. R. E. Vanderpool.

GREENFIELD—Greenfield County Agricultural Soc., Sept. 21-23, Mr. and Mrs. R. E. Vanderpool.


OHIO.

ADAMS—Ada Tri-County Fair, Oct. 7-9, John F. Conner, pres., M. E. Conner, Jr., manager.

AKRON—Summit County Agricultural Soc., Sept. 21-23, John B. Williams, pres., S. B. Williams, secy.

ASHLAND—Ashland County Agricultural Soc., Sept. 14-16, Mr. and Mrs. R. E. Vanderpool, pres., secy.

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LA ROSA'S AMUSEMENT ATTRACTIONS!

FRANK L. ROSS, Manager.

48 EAST FOURTH STREET, NEW YORK.

High Class and Novel Attractions for Expositions, Fairs and Pleasure Resorts.

European Novelities, Vaudeville, Dramatic, Archaic, Operatic, Concert, Musical.

N. L. Can also furnish the 5 La Rosa Comedy Flying Kite Performers of the World, who have a competitive standing challenge of $1,000.

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THE BILLBOARD

WAVESHEA—Waukesha County Agricultural Society, Sept. 26 to Oct. 2. West Bend, Wis., Smith, True.


WEST END—Oct. 1 to 9.

WESTFIELD, IN.—Northern Illinois Horse and Cattle Show, Aug. 25 to 27.


WEST SALEM—Caledon Fair Association, Sept. 26 to Oct. 2. N. B. Nelson, Secretary.

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WYOMING—Caledon Fair Association, Sept. 26 to Oct. 2. N. B. Nelson, Secretary.

CANADA.

ALGOMA.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

BOWMAN.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

BUCKLAND.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

CHATHAM.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

DADE.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

Dundas.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

EDMONTON.—Alberta Agricultural Union, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

ELMIRA.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

FREYBURG.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

GODERICH.—Goderich Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

HAMILTON.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

HORSE.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

MONTREAL.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

NEW WESTMINSTER.—B.C. Agricultural Union, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

NORTH BAY.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

OAKVILLE.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

PARKSVILLE.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

PERCIVAL.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

QUEBEC.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

SCARBOROUGH.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

SHERBROOKE.—Sherbrooke Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

VICTORIA.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

WEST EDMONTON.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

WINDSOR.—District Agricultural Society, Sept. 27 to Oct. 3. J. W. Logan, Secretary.

Dog Shows.

CHICAGO.—Cincinnati Kennel Club Show, Sept. 26 to 29. W. W. Sandor, Secretary, 118 North St., Chicago 6, Ill.

Food Shows.

PHILADELPHIA.—State Fair, Sept. 26 to Oct. 3. W. W. Sandor, Secretary, 118 North St., Chicago 6, Ill.

Expositions.

DALLAS.—Texas Exposition Association, Dallas, Tex. Sept. 26 to Oct. 10.


LONG BEACH.—Southern California Horse and Cattle Show, Long Beach, Calif., Oct. 1 to 10.

SAN FRANCISCO.—Central California Horse and Cattle Show, Sept. 26 to Oct. 10.


RACES.

ADRIAN.—Northern Minnesota C. C., Adrian, Minn., Sept. 27 to 29.

ALASKA.—Alaska Driving Association, Sept. 27 to 29.

ALEXANDRIA.—Central New York C. C., Alexandria, N. Y., Sept. 27 to 29.

ANCILIA.—Western New York C. C., Ancilla, N. Y., Sept. 27 to 29.

AGUADILLA.—Western New York C. C., Aguadilla, N. Y., Sept. 27 to 29.

AUGUSTA.—Western New York C. C., Augusta, N. Y., Sept. 27 to 29.

BALE.—Western New York C. C., Bale, N. Y., Sept. 27 to 29.

BUFFALO.—Western New York C. C., Buffalo, N. Y., Sept. 27 to 29.

CAMERON.—Northern Minnesota C. C., Cameron, Minn., Sept. 27 to 29.

CANEY.—Northern Minnesota C. C., Caney, Minn., Sept. 27 to 29.

CANTON.—Northern Minnesota C. C., Canton, Minn., Sept. 27 to 29.

DULUTH.—Northern Minnesota C. C., Duluth, Minn., Sept. 27 to 29.

EASTON.—Northern Minnesota C. C., Easton, Minn., Sept. 27 to 29.

GRIMES.—Northern Minnesota C. C., Grimes, Minn., Sept. 27 to 29.

HADLEY.—Northern Minnesota C. C., Hadley, Minn., Sept. 27 to 29.

HOLDEN.—Western New York C. C., Holden, N. Y., Sept. 27 to 29.

HUTCHISON.—Western New York C. C., Hutchinson, N. Y., Sept. 27 to 29.

KREMEN.—Western New York C. C., Kremmen, N. Y., Sept. 27 to 29.

LAKE.—Western New York C. C., Lake, N. Y., Sept. 27 to 29.

LEAMAN.—Western New York C. C., Leaman, N. Y., Sept. 27 to 29.

LOWELL.—Western New York C. C., Lowell, N. Y., Sept. 27 to 29.

MACON.—Western New York C. C., Maco, N. Y., Sept. 27 to 29.

MEMPHIS.—Western New York C. C., Memphis, N. Y., Sept. 27 to 29.

MINERAL.—Western New York C. C., Mineral, N. Y., Sept. 27 to 29.


NORTH SYRACUSE.—Western New York C. C., North Syracuse, N. Y., Sept. 27 to 29.

OAKLAND.—Western New York C. C., Oakland, N. Y., Sept. 27 to 29.

OTTAWA.—Western New York C. C., Ottawa, N. Y., Sept. 27 to 29.

PELAHAN.—Western New York C. C., Pelaham, N. Y., Sept. 27 to 29.

RITSON.—Western New York C. C., Ritsdon, N. Y., Sept. 27 to 29.

ROCHESTER.—Western New York C. C., Rochester, N. Y., Sept. 27 to 29.

RUMFORD.—Western New York C. C., Rumford, N. Y., Sept. 27 to 29.

SAINT JAMES.—Western New York C. C., Saint James, N. Y., Sept. 27 to 29.

STEAMBOAT.—Western New York C. C., Steamboat, N. Y., Sept. 27 to 29.

TROY.—Western New York C. C., Troy, N. Y., Sept. 27 to 29.

WATERTOWN.—Western New York C. C., Watertown, N. Y., Sept. 27 to 29.

WOODSTOCK.—Western New York C. C., Woodstock, N. Y., Sept. 27 to 29.

WORTH.—Western New York C. C., Worth, N. Y., Sept. 27 to 29.

Horse Shows.

BROOKLYN.—Horse Show, Brooklyn, N. Y., Sept. 26 to 29.

BUFFALO.—Horse Show, Buffalo, N. Y., Sept. 26 to 29.

CHICAGO.—Horse Show, Chicago, Ill., Sept. 26 to 29.

CINCINNATI.—Horse Show, Cincinnati, Ohio, Sept. 26 to 29.

COLUMBUS.—Horse Show, Columbus, Ohio, Sept. 26 to 29.

DALLAS.—Horse Show, Dallas, Tex., Sept. 26 to 29.

DETROIT.—Horse Show, Detroit, Mich., Sept. 26 to 29.

HOUSTON.—Horse Show, Houston, Tex., Sept. 26 to 29.

MINNEAPOLIS.—Horse Show, Minneapolis, Minn., Sept. 26 to 29.

ST. LOUIS.—Horse Show, St. Louis, Mo., Sept. 26 to 29.
CONVENTIONS, TENT, CELEBRATIONS, ETC.

Under this heading we publish from year to year in this section the names of all meetings of organizations and conventions at which we have been notified. The list has been compiled from official announcements and is correct so far as we know. We shall be glad to receive other notices that may have come to your particular city or to this journal, so that we may forward the same to our readers. The list is not complete, and the lists for previous years have been omitted.

CINCINNATI, O.—National Association of Local Health Officers. April 22, 23.
CINCINNATI, O.—Women's Christian Temperance Union. June 22.
Tickets

WHO

Wanted—First-class attractions for Falls next year. Add: PIONEER AGRICULTURAL SOCIETY, box 1064, Sioux City.

The Twin-City Bill Posting Co.

Winston-Salem, N. C.

Ten Surrounding Towns.

Population 50,000.

Bill Posting, Distributing, Signalling and General Advertising.

First-Class Service. All Work Guaranteed. Protect and Reserve.

W. T. PFEIFFER, Manager.

Office, 105½ West 5th St., Winston, N. C.

ALGONA, W. I., Pop. 2,000. F. B. Dungey, C. & N. R. RR. Distributed to local dealers and patrons of all kinds of advertising mater.

Jamaica, N. Y., Pop. 150,000. 2500 newspaper agencies, and 500 large agencies, 10c per sheet.

Santa Cruz, Cal., Pop. 1,500. Located on one of the best bill posting and advertising places in the state.

LIMA, OHIO. Has a flurry of advertising business. A large number of newspapers are operating in this city.


THE MANHATTAN PRESS-CLIPPING BUREAU

New York, N. Y.

Arthur Cossitt, Manager.

THE BILLBOARD

These Straws Show Which Way the Wind Blows.

Those who know the advertisers above mentioned know that they use the best and take everything in sight, which goes to show you that you can now bill Louisville right.

National advertisers who quit posting Louisville on account of the poor service are coming back thoroughly satisfied that THE FALLS CITY BILL POSTING CO. are "Bill Posters of the New School."

ADDRESS:

FALLS CITY BILL POSTING CO.

348 W. Jefferson St., Louisville, Ky.
POSTERS FOR
4TH OF JULY CELEBRATIONS
PICNICS, EXCURSIONS AND FAIRS.

We can furnish you with everything necessary to advertise any kind of celebration or gathering. Stands, Three-Sheets, One-Sheets, Half-Sheets, Pictorial Dodgers, etc.

The following list is especially adapted for either Fourth of July Celebrations, Picnics, Excursions. Fairs, etc., viz:

STANDS.
Any size can be made from our stock letters (which are undoubtedly the best in the market), in conjunction with our new Flag Border. Do not put on too much lettering. In lots of 10 to 25 for 25¢ per sheet.

THREE-SHEETS.
We make the finest 3-sheet descriptive in the country. Our price is the least, our paper and ink the very best. One color, $6.00 per 1,000; $3.50 for 500. Two colors, $2.00 for $1.50, 200 for $1.00. Customers have the privilege of having the top and bottom sheets in one color and center sheet in another, thus giving a two-color 3-sheet at one-color price.

ONE-SHEETS.
One-sheet descriptive are made at the following prices: One color, 100 for $1.00, 200 for $2.00, 300 for $3.00. Two colors, 100 for $3.00, 200 for $5.00, 300 for $7.00.

ONE-SHEET “UNCLE SAM.”
We have two “Uncle Sam” Posters, and they have made a decided hit. No better poster made to advertise any kind of a public gathering, 50 for $1.50, 100 for $3.00, 200 for $5.00, 300 for $7.50. There is plenty of room for lettering, but it is much better to make it brief, large and catchy.

Besides the above, we have Round and Triangle Gas Jet Card of splendid design, Streamers for Fences, Two-color Dates, all sizes, and many other novelties, all of which can be used with good results. If you want our advice, ask for it. We will undertake to write your advertising matter free of charge. Write for samples.

HENNEGAN & CO.
719-721 SYCAMORE ST.,
CINCINNATI, OHIO.
ANYWHERE
In the United States or Canada.

I distribute booklets, pamphlets, samples, circulars, etc.,
in any town in the United States and Canada.
I tack signs anywhere in the United States or Canada.
I do it all.
I relieve you of all detail work.
I do the work better than you can.
I know more distributors and more about them and their
services than you do.
I can get you good work at no expense to you.
My services cost you nothing.
I receive a commission from the distributors.
It does not come out of your pocket—not one cent of it.

If you want to distribute anything, anywhere, at any
time, write me about it. Get my estimates first.

W. H. STEINBRENNER,
Sec'y-Treas., L. A. of D.
519 Main Street, Cincinnati, O.

ST. LOUIS,
POPULATION
750,000.
(See CITY DIRECTORY FOR 1898-9)
BILLPOSTING
The Merchants' Billposting Co.
BULLETIN SERVICE
W. F. Williamson Display Ad. Co.
FIRST-CLASS EQUIPMENT
HONEST SERVICE. . .
210 N. 7th St.

HUTCHINS, KANS. Population 5,000.
A. T. H. City Bill Poster, resides in all the bill-
boards, 401 meeting, distributing and handling
offices, etc. Open Horse Block.

STAYING IN TOWN and Canary.
AD WORK, PORT HURON, MICH.

ALLER'S PRESS
CLIPPING BUREAU

Down in all kinds of NEWS INFORMATION
Advances report as
all contract work.
Letters to San Francisco.

E. S. GAGEN, Supt. and Circ.
Distributors, Min. of San Francisco.

MEMPHIS, TENN.
VAN BEURGEN & CO.
Bill Posters and Distributors.
4347.05 St.

ACCOUNTANTS.
A monthly newspaper devoted to Accounting Business
and related affairs, It is issued in monthly issues of
100,000. The Journal of Accountants. It is issued
in monthly issues of 100,000. The Journal of
Accountants.

PROFITABLE ADVERTISING!
The Advertising Trade Journal. Fully Illus-
trated, mailed gratis. Some in paper, others
deadlines. The Advertising Trade Journal. It is
issued in monthly issues of 100,000. The Journal of
Accountants.

LOS ANGELES, CAL.
Population, 163,756, 50,000

Los Angeles now has a real population of over 150,000,
and during the winter and in the summer months.

THE CHICAGO PRESS CLIPPING BUREAU.
56 Fifth Avenue, Chicago.

D. L. McClintock CITY BILL POSTERS AND DISTRIBUTORS.

JUST SUPPOSE
That there was a machine that
would make you from three to
five dollars a day, would you
buy it?

AS A MATTER OF FACT
There is such a machine. It
makes more profit from less
than you can well imagine. It
marks better and cheaper than
any machine.

Take the machine and post it
write us and
we will tell you all about it.

J. H. DAY & CO.
141 R. NARRON AVE.
CINCINNATI, O.
We make the Best Posters in America. When we say Best, we mean Best from a utilitarian standpoint. Our Posters are made with the sole view of yielding profitable advertising to the user. This they do better than any other make of Posters in the world.

SPECIAL POSTERS

We will take your particular brand, put it on the billboards and popularize it with the consumer to a degree that will compel dealers to stock it. We print and we post. Write us about it today.

RETAILERS.

We have posters ready for retailers. No matter what branch of trade you are engaged in, we can fix you out with a strong business-bringing poster. The retailer who has not tried posters is missing a mighty good thing.

Your city billposter is our agent.

WAR POSTERS.

Largest line in America. We now have Uncle Sam, Stop, Now Will You Be Good, Remember the Maine, Manila, etc., and are adding new designs daily. Other timely Posters for Parks, Bathing Beaches, Base Ball, Picnics, Excursions 4th OF JULY POSTERS IN LARGE VARIETY.

SIGN PAINTERS

Draught to have our catalogues and price list of posters. Mounted on cardboard and delivered by hand, they make beautiful window cards for retailers and self at night. No free samples to sign painters. Receipt with order, 7 cents for 4-color work. 6 cents for three color. 5 cents for two colors, and 4 cents for one color. Postage free.

PRINTER.

Can make good money on our pictorial posters. They are syndicated. We allow a good commission to printers. Get our samples. Show them. They will sell themselves. No special ability or effort required.

You can crossline them yourself.

WE Advertisers and Agents will please note that hereafter we will not be responsible for mistakes in spelling unless the copy for crosslining sent us is type written.
BE PATRIOTIC!

SPECIAL BARGAINS IN FLAGS.

D. C. HUMPHREYS,
MANUFACTURER OF

FLAGS and CELEBRATION GOODS

1227 Market Street, Philadelphia, Pa.

TELEPHONE 68-24A.

5 Foot Bunting Flag, Pole and Fixtures $4.75
8 Foot Bunting Flag, Pole and Fixtures 6.75
10 Foot Bunting Flag, Pole and Fixtures 9.00
12 Foot Bunting Flag, Pole and Fixtures 12.00
Other Sizes pro rata.

Send cash, check or postal note with order, and if not satisfactory return at our expense and we'll cheerfully refund your money.

Satin, Cotton and Bunting Flags and Decorations for every occasion. Cheapest house in United States and Largest Stock. Get our prices.

When you get around to

CHICAGO

Just Write the

Chicago Bill Posting Co.

About it. Address your letter:

P. F. SCHAEFER, Pres.,

Chicago Bill Posting Co.,

395 W. Harrison St.,

CHICAGO, ILLS.
The Man Who Takes Advantage

Of THE SITUATION just now is going to derive better results from his billposting than he would have secured last month or last year because of LESS competition.

People are going to continue to eat, and drink, and smoke, and "chaw" and take medicine, and wear clothes, just the same as when there was no war; and the advertiser who puts his announcements on the billboards NOW is going to get the trade.

If you are not familiar with billposting, and if you want the work looked after by an expert, who is thoroughly familiar with every feature of billposting, send for Sam W. Hoke.

If you are familiar with billposting, acquainted with all the billposters and know their rates and methods—in fact, if you are an expert yourself, still you need the assistance of the wholesale buyer, the man who is sending work every few days or weeks to the billposters. He is the man who gets the best whenever any favors are shown.

That's why I advise you to put your orders through Sam W. Hoke.

If your printing is not yet ordered, so much the better. Order it of Sam W. Hoke, or at least consult him for his ideas before ordering.

Sam W. Hoke

Long-Distance Billposter.

251 5th Ave., New York (N. E. Cor. 28th St.)

THE TIME TO POST

ONE OF THE TIMES TO POST

IS WHEN OTHERS CEASE TO POST
The only Broadway service.
The only 6th Avenue L road service. All at Stations.
The only 3rd Avenue L road service. All at Stations.
The only Lexington Avenue Cable road service.
The only Columbus Avenue Cable road service.
The only Pennsylvania Ferry service.
The only N. Y. & H. R. R. service worthy the name.

The Ideal Bill Posting Plant of America.

HARRY MUNSON

Owns More and Better Billboards in Better Locations than all Other Metropolitan Plants Combined.

Munson's Boards are located on the main thoroughfares, drives, boulevards, cycle paths and car lines.
Billboards built of Galvanized iron—no unsightly cracks or breaks in the posters placed on these boards.
Harry Munson's New Offices are the largest, finest and the best located Bill Posting Offices in the world.
Munson designs, prints, posts and checks.
Whether it's Metropolitan or Provincial service you want, see Munson about it first.

HARRY MUNSON

Sole Member International Association of Distributors In and For All Boroughs of Greater New York.

NEW YORK

No. 4 MURRAY STREET,
Telephone 4628 Cortlandt.
Branch at No. 147 East 126th Street, Telephone 6 Harlem.