

# THE BILLBOARD

VOL. XL, No. 9.

CINCINNATI, SEPTEMBER 1, 1899.

ONE DIME CENTS  
PER YEAR \$1.00



A. B. BEALL,

SIOUX CITY, IOWA, Treasurer of The Associated Billposters of United States and Canada, also  
President Iowa State Bill Posters' Association.









# THE BILLBOARD.

*Published Every Friday Month, at*

**101 East Eighth Street, Cleveland, O., U.S.A.**  
Address all correspondence to:

For the official organ of the Department of

**THE BILLBOARD PUBLISHERS CO.**

Subscription, \$10 per year, advance.

ADVERTISING RATES:

Advertisers should be prohibited from advertising rates of one week or longer, or advancing rates for more than three weeks. Copy for advertisements must reach us on or before the advertising date.

The Billboard is sold to *Advertisers* only.  
Changes in advertising copy should be made in the original copy, and not in the copy to be submitted. Advertising copy should be sent to the *Editor*, who will check it, and send back any changes required. Advertising copy should be ready to print in type or copy, and must be submitted in a form suitable for the printer. Advertising copy should be submitted to the *Editor* in the International Distributor's Office.

See *Billboard* Copy Master of Post Office of Cleveland.

SEPTEMBER, 1899.

Some few of the members of the International Association of Distributors are considerably exercised over the alleged formation of a rival organization, which was launched, as it appears, July 27 in Chicago. We have been invited to "tip you up the lock," "near them to pieces," "Knock 'em out," and otherwise maltreat the young and tender movement.

Whatever a bill poster or a distributor has a grudge or a kick to register, and looks the courage of his convictions, lie sits down and writes a letter to "The Billboard," in which he recites his wrongs, makes accusations, and looks violent heresies, but he invariably winds up with a request that his name be not mentioned.

While we confess to a weakness for helping the under dog in the fight, we can not suffer every little fury or disgruntlement that arises, nor can we devote valuable space to ventilating small and unimportant affairs.

In this instance we think our noble friends are needlessly alarmed, and their fears entirely groundless.

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The new association, if it can last, will stand much, exists almost certainly in the minds of its promoters—Mr. Staehlehardt and one, Messup, of Waukegan, Illinois, and several other valuable stations.

The inference thrown out is that the new association is the offspring of the defunct International Bill Poster Association. If this were true, it would in itself be enough to doom the organization, but it is not.

The meeting reported to have been held at Indianapolis never occurred. The meeting held to have occurred at Chicago may or may not have been held. We are informed that it was not; but he that says it may, say moreover that has its beginning in misrepresentation and his foundation is falsehood, can hardly hope to obtain any degree of favor or respect.

If a great, big, newly established and thoroughly respected organization like the I. A. of D. can not hold its own against the newcomer without even, there truly is it to be pitied.

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In their zeal to obtain a name implying or closely resembling that of the I. A. of D., the promoters of the new movement overlook the mark, and unwittingly selected that of one of the worst fake societies that this country has ever seen. The original "International Distributor's Association" was projected in Philadelphia about six years ago. The projectors, like the promoters to this case, had a paper which was the official organ, and was to benefit by the movement. But there the resemblance ends. He was a genius, and his ability to enchant and amuse audiences was wonderful. He had a great soul, too, for his posters lead to produce, and he could scatter them broadcast by the tons of thousands. He built up a big membership, and made much money. All over the country there are thousands of men, boys, and even women, show men, who remember the International Distributor's Association in their sorrow.

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The streak that stains around the name can never be driven away. It is disfigured, relentlessly, every day for years and it will stick.

The new organization is hopelessly handicapped by the name, which they can not drop, because it is the only conceivable imitation of the title of the I. A. of D. that they can invent. The outlook is dark and gloomy. It would seem that the promoters will only obtain their labor for their pains, nay, they are also rewarded with the displeasure of those whose names they have unmercifully associated with the scheme.

Forrestalized to dismal failure we can see no why any one in the I. A. of D. should allow their cluster to rot. We advise the few hot-heads to follow the example of the many, and give the thing the beak. The Executive Committee, it is said, will soon take the initiative out.

S\*

A bill poster who attended the Chicago meeting veiled an original view of the collector question recently. He was stoutly opposed in substance accepting seats on the Board of Directors. He claimed that any one could see that the Bill Posters on the Board were afraid to antagonize them, from ignorance of business procedure.

He declared that all the two addressees on the Board had in it to do with the collection of the debts of the persons who control the Bill Posts in various cities, and were in a position to do it.

# THE BILLBOARD

Confessing he said: "When the relatives petitioning members from allowing remissions in any hot official collection was passed, I could not myself think this is only the first step. Before they get through they will not suffer us to meet them there." He was greatly pleased over the time spent taken at Chicago by the members.

## CHICAGO.

### The War Between the Bill and the Ring.

*Concessions of Chicago is Blasted.*

Through an arrangement made August 14, the Bill Posters of the Chicago Daily News got possession of the American Advertising & Bill Posting Company, and the paper printing plant and buildings of that company. The new company is known as the Western Ring Company. The Concession Company's paper houses were retained by the new concern. The Concession Company's paper houses were retained by the new concern. The new company is known as the Western Ring Company. The Concession Company's paper houses were retained by the new concern.

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"Labels on 100 houses have already been put up and the entire force of 150 men are hard at work making contracts for the new company.

Mr. Russell said that he was already in touch with the managers of 100 of the best houses, and that the remaining 50 houses were now his only concern.

### Labels after the Hoardings.

The Assessors of Cook County, Illinois (Chicago), have assessed total valuation of advertising hoardings in that city at the amount of \$10,000,000. This assessment is believed to be the true value of the total hoardings in the city. They have assessed total valuation of \$10,000,000. Perhaps there are 1,000,000 signs, on an average of twelve and one-half square feet each, and so the total valuation of the assessment would be nearly \$10,000,000. The total valuation of the assessment would be nearly \$10,000,000.

From what we believe that the buildings of the various hoardings will be mostly of wood and will be easily destroyed if fire would not be lost from these fixed structures.

It is our belief that the buildings of the various hoardings will be mostly of wood and will be easily destroyed if fire would not be lost from these fixed structures.

On the other hand, the loss on the structures of the various hoardings in the event of the great conflagration of the city of Chicago would be so great that they would be easily destroyed if fire would not be lost from these fixed structures.

It is our opinion that the structures of the various hoardings in the event of the great conflagration of the city of Chicago would be so great that they would be easily destroyed if fire would not be lost from these fixed structures.

The Paris Bill Poster.

The bill poster at Paris is a very prominent figure. His brother is of New York, and he is a member of the family. He was educated at Cornell University, and is to continue his studies at the University of Paris. He is to study law, and will return to the United States in a short time.

The Paris Bill Poster.

# St. Paul, Minn.

(Special Correspondence.)

After passing over a month on the Bill board question the assembly passed an ordinance taking the power to issue permits and fix rates of fees out of the hands of the city council and giving it to the City Commission. The ordinance provides that no board shall be created that is more than four and one-half hours away from the center of the city or from the outer boundaries of the city or county or from the outer boundaries of the city or county.

The Board of Appeals will be allowed to review any board. The Building Inspector and assessor of the city will inspect all buildings and measure areas of the private property in the locality.

The commission will be in full control of the city and will be given power to increase or decrease any fees.

In case of any fire or explosion that causes damage in the amount of \$10,000 the commission shall be called by the city marshal to inspect the same.

The Western Ring Company was largely instrumental in bringing the legislation.

The assessment of the hoardings and signs of the city was to be levied on the basis of the assessment of one city and the rate of assessment to be levied on the city would be the same as the base.

It is anticipated that the city has passed ordinances to the effect that no signs or labels may be placed in the city without a permit.

Labels on 100 houses have already been put up and the entire force of 150 men are hard at work making contracts for the new company.

Mr. Russell said that he was already in touch with the managers of 100 of the best houses, and that the remaining 50 houses were now his only concern.

## House Distributing.

House Distributing. What a depth of meaning is conveyed by these two words is every advertising slogan contains. What does house distributing mean? What house distributing means is a word. It means the kind of distribution that is done in houses.

Let us divide distributing into two classes, honest and dishonest.

First talk about distributing. To the advertising man, every word and adjective results. To the advertiser it means more work in the advertising. All work placed in the hands of the distributor will be distributed honestly and rapidly. Every member of this association is a reliable man, and no house is composed to do the work. The motto of this association is "Honest Work." It has been decided by the members to have work done by persons under contract of age, and only such persons may be used to do the work. No persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work. Persons under contract of age, and only such persons may be used to do the work.

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# • Fair - Department •

## AT THE FAIR GROUND TRACK.

Up to that day representatives.

Glimpses at the Fall Ground Track, *What Is It?* is known in America? What is new on Children and their Folk just what is a cartoon, and what do they do?

More pictures writers study  
Before entering stories.  
And there is "How?" that darkens different corners about  
Tales of art of man-made  
What are the mechanics?  
What are the possibilities here?

—M. Lewis Hopkins

## Fair Notes.

The Spokane Industrial Congress promises to be one of the biggest events this year of all the new ones on the program. They have invited 150 speakers from all over the world to consider a range of subjects that have been chosen by the members of the Federated Industrial Department in the early summer of 1913. They hope to interest and to more importantly than any of the other speakers to meet the business men, the labor leaders and other representative interests here. There will be two sessions, each with a half hour of discussion and questions, a half hour of debate and a half hour of closing discussion. The speakers will include prominent manufacturers, the founders of the Fair and the Fair Grounds, and others who are well known in their fields of endeavor around the country. They are to start this morning at 10 o'clock and continue to the close of the program at 5 o'clock. Last year the number of paid admissions was nearly double.

Bethel, Conn.—The exhibits of Standard Oil Co. were the most popular in the new building, while the new motorized laundry truck, and many products made by the Fisher Body Company, also proved to be popular. Manager Becker said that great care is being taken in the preparation of the exhibits in order to interest visitors in the city to attend. This year he hoped to be able to obtain 200,000 visitors in a three week period. The 100th year of the big anniversary is approaching rapidly. In addition to the usual annual fair, there have been new features and novelties of the greatest interest introduced to the public by the various exhibitors. The 100th anniversary is like this, it is something unique. In addition to the usual fair, there has been a new feature introduced to the public by "The Empire" this year will be introduced at the fair. It is a new and unique feature of the 100th anniversary. It is to be noted that a big show will be held every day at the fair. The admission price is 25 cents and children under 12 years of age are admitted gratis at a 10 cent charge.

Manager Herbert Schuster is a Bostonian originally, and took his first business in representation work in 1897. He has now come to New York, and is involved with being one of the best advertising managers to be found anywhere in America.

## Col. Dr. Garritt Gray.

The well-known organizer and manager of the St. Louis Fair has been appointed to the Fair from Columbia and the Pacific States. His services were sought by the first important organization. "Futura." He is to receive a salary of \$5,000 a month, and is to represent the Fair in most valuable representations. He is to appear before the various trade associations. He succeeds a number of managers, and had been in charge of the "Tele" and "Tele-Muse" in the Fair. He is to be succeeded by Fred C. Tamm, who is to be engaged in organization work for the next few months. He is to represent the Fair in the West and Northwest. The work he is to do is to be organized in a special department, and to be represented at the fairs of the Pacific Northwest.

The new Fair of Franklin, Pa., last month was attended by 10,000 people. Approximately five thousand exhibitors from the leading business firms in the country displayed their products, novelties and utilities at the fair, which was a success.

This advertising exhibit will be a special feature of the Franklin Fair, which was a success in its first year. The number of visitors was over 10,000 persons, and over 200 exhibitors from the county and 10,000 customers responded in the daily bazaar.

At Cheyenne, Wyoming, there were 100 exhibitors, and a large number of visitors, mostly from Cheyenne and surrounding towns. The visitors were mostly from the large cities, and such towns as Denver, Salt Lake City, and Las Vegas. The Fair's Finance manager stated that a record was broken in the number of visitors. The Fair's manager did not find that even in his opinion the attendance was equal to that of the previous year. The Fair was represented as a lot of a crowd and addressed a number of prominent people.

On Saturday afternoon, August 15, two young men were found shot dead in the Union Hotel. They were known to friends as the "Lafayette" boys. The Erie Drug Co. and E. H. Ward & Co. were the proprietors of the hotel. It is said that a gun was fired from the window of one of the rooms. The police were unable to find any definite evidence.

The merchants of Cushing, Wash., will hold a four day exposition August 26, 27, 28 and 29. They plan good exhibits or traps performances.

The promoters of the St. John, New Brunswick, International Folk Festival, intended to have a four day fair, but the management of St. John is engaged from June 16 to 19.

A. M. Pogue, secretary of the African County Agricultural Society of Atlanta, Ga., has given a talk on the African County Agricultural Society, and may speak on my experience.

M. G. Williams, the manager of the Minnesota State Fair, thinks that as a result of the present campaign to get the State Fair Association, these people did not keep their promises, but are given, giving him little time to prepare, and that is why the results received were very poor in comparison.

The St. Louis Fair, which has organized at St. Louis, Mo., has a large stock of exhibits. One of the largest lines will be held will make place for new exhibits. The St. Louis Fair will open May 30th.

Street Parks are being strengthened at Indianapolis, Ind., and new sidewalks will be laid. The city has been given a large amount of money, and the city commissioners are to meet monthly to determine how to spend the funds.



President Milburn, of the Pan-American Congress, Buffalo, N. Y.

## Fair Notes.

great Division Street Fair, which was much better than expected.

Matrix City will hold a Fall Fair September 1st, and October 1st.

The Three State Fair has an Advertising Committee, and a Management Committee, and joined with advertising media. It is to be a three day affair, with a large number of exhibits, and contributions given throughout the event. We could tell in a great add pleasure audience.

The State Fair of Portland, Ore., has sold tickets for吸引 an enormous share of the public.

The St. Louis Fair has a Workmen's Day, but after the fall fair is over, to be held again in the same place with planned entertainment.

A dance fair is being planned at Allentown, Pa.

The famous Fair at Dayton, Ohio, is said to have paid out \$100,000 in dividends. The Cuyahoga Falls Fair and a Woburn Fair, as well as the New Haven Fair, are all to be held by the same group of wealthy people. The Fair is to be a great success.

Franklin, Pa., will have a Fall Fair. Organizers are to be the Franklin Fair Committee, and the Franklin Chamber of Commerce.

The State Fair of Oklahoma, at Shawnee, is to be the grandest held in the state, and will be held at a cost of \$500,000.

It is to be held in the fall, and will be opened with the aid of government, and the money will be used for the state. There seems to be a general maximization of the amount of money spent.

The Fall Fair and the State Fair are the only two fairs for the exhibited goods that have been named. The Fall Fair will be held on October 15th and 16th, and is to be held in the same place where the former fair was held, in the same city, and is to be the outcome of extensive negotiations.

The Sacramento Fair managers are going to hold a large number of exhibits, and a great attraction. We have observed before and since the State Fair in Sacramento, that the exhibits are not always up to the mark.

We have also seen a number of exhibits, and some of them are very poor, and some of them are very good, and some of them are very bad.

The State Fair is to be held in the fall, and will be held in a large hall, and will be open to the public for a week.

The Sacramento Fair has a large amount of exhibits, and the exhibits are not the best, but the exhibits are the best.



Col. Dr. Garritt Gray, the well-known Fair Manager.













MURKIN TAKAHASHI, WASH.—Sells Pub. Dept., 215 N. 14th St., W. Va., phone 200. M. H. T. Y. S. Chen, 2nd fl., 14th & Main Sts., W. Va., phone 100. M. H. T. Y. S. Chen, 215 N. 14th St., W. Va., phone 200. M. H. T. Y. S. Chen, 215 N. 14th St., W. Va., phone 200.

#### WEST VIRGINIA.

CLARKSBURG, W. VA.—West Virginia Charcoal Co., 142 E. 1st St., W. Va., phone 200. M. H. T. Y. S. Chen, 215 N. 14th St., W. Va., phone 200. M. H. T. Y. S. Chen, 215 N. 14th St., W. Va., phone 200.

CHARLESTON, W. Va.—Lewis County Fair Association, 221 W. Main St., Lewisburg, W. Va., phone 200. Lewis County Fair Association, 221 W. Main St., Lewisburg, W. Va., phone 200.

CHARLES CITY, W. Va.—Charles City Fair Association, 100 E. Main St., Charles City, W. Va., phone 200. M. H. T. Y. S. Chen, 215 N. 14th St., W. Va., phone 200.

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zzo di costo:  
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FATUREL, che vendono fino a 45  
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PALLONI collaudati senza la  
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## THE BILLBOARD

### **CONVENTIONS,** Time, Location, etc.

Circle this heading on your calendar for all the dates of all possible social, educational and professional meetings which will be held during the year. It is also a valuable aid for the telephone operator in giving information to the public concerning general passenger agents, etc., who have their headquarters in the city.

ALBANY, N.Y.—Polar Bearers, Inc., D. W. Frazee, Pres.; 10 a.m. to 4 p.m., Hotel Albany, Jan. 10, 1936. W. H. McPherson, Pres.

AMHERST, Mass.—Taste Makers Section of the National Federation of Women's Clubs, Mrs. E. L. D. Clark, Pres.

ANAGRA, NEW JERSEY—D. G. T. Board, Pres.; 10 a.m. to 4 p.m., Longport.

ATLANTA, Ga.—National Business Association, 10 a.m. to 4 p.m., Hotel Atlanta, Oct. 20.

BALTIMORE, Md.—Brotherhood of Railroad Employees, C. L. Stedman, Pres., 10 a.m. to 4 p.m., Hotel Baltimore, Oct. 21.

BELLEVILLE, N.J.—C. W. Dickey, Pres.; 10 a.m. to 4 p.m., Hotel Belleville.

BELMONT, Mass.—Walter Woodcock, Pres.; 10 a.m. to 4 p.m., Hotel Belmont, Nov. 1.

BIRMINGHAM, ALA.—Alabama Hospital Association, D. C. Jones, Pres.; 10 a.m. to 4 p.m., Hotel Birmingham, Dec. 10.

BOSTON, MASS.—H. F. Powers, Pres.; 10 a.m. to 4 p.m., Hotel Boston, Dec. 11.

BROOKLYN, N.Y.—Brooklyn Hospital Association, Dr. S. A. Schlesinger, Pres.; 10 a.m. to 4 p.m., Hotel Brooklyn, Dec. 12.

CANTON, OHIO—Ohio Hospital Association, Dr. H. C. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Canton, Dec. 13.

CHARLOTTE, N.C.—American Hospital Association, Dr. W. C. Harrelson, Pres.; 10 a.m. to 4 p.m., Hotel Charlotte, Dec. 14.

CHICAGO, ILL.—Chicago Hospital Association, Dr. A. J. O'Neil, Pres.; 10 a.m. to 4 p.m., Hotel Chicago, Dec. 15.

CLARKSBURG, W. Va.—Hospital Association, Dr. W. E. L. Gandy, Pres.; 10 a.m. to 4 p.m., Hotel Clarksbury, Dec. 16.

CLEVELAND, OHIO—Hospital Association, Dr. W. C. Hayes, Pres.; 10 a.m. to 4 p.m., Hotel Cleveland, Dec. 17.

COLUMBUS, OHIO—Hospital Association, Dr. C. F. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Columbus, Dec. 18.

DALLAS, TEX.—Hospital Association, Dr. J. B. Morris, Pres.; 10 a.m. to 4 p.m., Hotel Dallas, Dec. 19.

DENVER, COLO.—Hospital Association, Dr. R. E. L. Hedges, Pres.; 10 a.m. to 4 p.m., Hotel Denver, Dec. 20.

DICKINSON, TEX.—Hospital Association, Dr. W. M. and Mrs. W. L. Smith, Pres.; 10 a.m. to 4 p.m., Hotel Dickinson, Dec. 21.

FORT WORTH, TEX.—Hospital Association, Dr. E. L. and Mrs. E. L. King, Pres.; 10 a.m. to 4 p.m., Hotel Fort Worth, Dec. 22.

HARRISBURG, PA.—Hospital Association, Dr. W. H. and Mrs. W. H. Ladd, Pres.; 10 a.m. to 4 p.m., Hotel Harrisburg, Dec. 23.

HOLLYWOOD, CALIF.—Hospital Association, Dr. F. E. and Mrs. F. E. Holbrook, Pres.; 10 a.m. to 4 p.m., Hotel Hollywood, Dec. 24.

JACKSONVILLE, FLA.—Hospital Association, Dr. W. W. and Mrs. W. W. Jackson, Pres.; 10 a.m. to 4 p.m., Hotel Jacksonville, Dec. 25.

KNOXVILLE, TENN.—Hospital Association, Dr. C. C. and Mrs. C. C. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel Knoxville, Dec. 26.

LAWRENCE, KAN.—Hospital Association, Dr. W. E. and Mrs. W. E. Lawrence, Pres.; 10 a.m. to 4 p.m., Hotel Lawrence, Dec. 27.

LOUISVILLE, KY.—Hospital Association, Dr. W. S. and Mrs. W. S. Lovell, Pres.; 10 a.m. to 4 p.m., Hotel Louisville, Dec. 28.

MARSHFIELD, WIS.—Hospital Association, Dr. J. W. and Mrs. J. W. Morrison, Pres.; 10 a.m. to 4 p.m., Hotel Marshfield, Dec. 29.

MILWAUKEE, WIS.—Hospital Association, Dr. E. W. and Mrs. E. W. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Milwaukee, Dec. 30.

MONTGOMERY, ALA.—Hospital Association, Dr. J. W. and Mrs. J. W. Moore, Pres.; 10 a.m. to 4 p.m., Hotel Montgomery, Dec. 31.

MONTPELIER, Vt.—Hospital Association, Dr. W. L. and Mrs. W. L. Muller, Pres.; 10 a.m. to 4 p.m., Hotel Montpelier, Dec. 1.

NEW YORK CITY—Hospital Association, Dr. W. E. and Mrs. W. E. Newell, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 2.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 3.

NEW ORLEANS, LA.—Hospital Association, Dr. W. G. and Mrs. W. G. Jackson, Pres.; 10 a.m. to 4 p.m., Hotel New Orleans, Dec. 4.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 5.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 6.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 7.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 8.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 9.

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NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 16.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 17.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 18.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 19.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 20.

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NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 26.

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NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 28.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 29.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 30.

NEW YORK, N.Y.—Hospital Association, Dr. W. W. and Mrs. W. W. Nichols, Pres.; 10 a.m. to 4 p.m., Hotel New York, Dec. 31.

DISTRICT, MO.—Ozark City Club, Dr. T. E. and Mrs. T. E. Jackson, Pres.; 10 a.m. to 4 p.m., Hotel Ozark, Dec. 1.

DETROIT, MI.—Detroit Federation of Women's Clubs, Mrs. F. W. and Mrs. H. A. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Detroit, Dec. 2.

DETROIT, MI.—Detroit Federation of Women's Clubs, Mrs. F. W. and Mrs. H. A. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Detroit, Dec. 3.

DETROIT, MI.—Detroit Federation of Women's Clubs, Mrs. F. W. and Mrs. H. A. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Detroit, Dec. 4.

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DETROIT, MI.—Detroit Federation of Women's Clubs, Mrs. F. W. and Mrs. H. A. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Detroit, Dec. 19.

DETROIT, MI.—Detroit Federation of Women's Clubs, Mrs. F. W. and Mrs. H. A. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Detroit, Dec. 20.

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DETROIT, MI.—Detroit Federation of Women's Clubs, Mrs. F. W. and Mrs. H. A. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Detroit, Dec. 29.

DETROIT, MI.—Detroit Federation of Women's Clubs, Mrs. F. W. and Mrs. H. A. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Detroit, Dec. 30.

DETROIT, MI.—Detroit Federation of Women's Clubs, Mrs. F. W. and Mrs. H. A. Miller, Pres.; 10 a.m. to 4 p.m., Hotel Detroit, Dec. 31.



BALTIMORE CITY, MD.—L. B. S. D. CO., Inc., 2221 Roland Ave., suite 200, Old Town Lake City Club, will open Oct. 11.  
BALTIMORE CITY, MD.—Ralph Tuckerman Co., Inc., 101 N. E. 1st St., Suite 100, 11th Fl., Atlanta, Ga., has been appointed distributor of Creme of Yeast, yeast, yeast extract, yeast cultures, yeast products, yeast cultures, yeast cultures and yeast cultures.

BALTIMORE, MD.—W. R. B. Morris, vice president, and G. B. Williams, sales manager, of the local office of the Great Lakes Division, Cal-Chevrolet of Denver's York Division, have announced the opening of their new showroom, 2139 Arden Avenue, 18th and M. Wilson Sts.

BALTIMORE, MD.—D. L. Miller, manager, and H. W. and Mrs. J. C. Smith, directors, of Don Peasey's Beer and Pretzel, 1011 E. 38th St., have joined the staff. Carl W. Peasey, Jr., director, has joined the company.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has been given the name of "The Eastern Super Market." It is owned by Albertson's Super Markets, Inc., 1115 Eastern Ave., Baltimore.

BALTIMORE, MD.—"Great Events," a division of the Eastern Super Markets chain, has opened its first store at 1215 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—F. J. Johnson, manager of the new store, says it is open from 8 a.m. to 10 p.m. daily.

BALTIMORE, MD.—Great Eastern, 1820 E. 38th St., has sold its stock to F. J. Johnson, who is now manager.

BALTIMORE, MD.—John and Robert F. Moore, proprietors of the new Great Eastern store, 1820 E. 38th St., have sold their interest in the store to F. J. Johnson, who is now manager.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 35th store, 1820 E. 38th St., which is located in the former Great Eastern building.

BALTIMORE, MD.—"Great Events," a division of the Eastern Super Markets chain, has opened its first store at 1215 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—J. F. Ladd, Jr., of P. O. Box 2335, 18th and University, has joined the firm of Clegg, Ladd & Associates, Inc., 1115 Eastern Ave.

BALTIMORE, MD.—Great Lakes Baking Co., Inc., 1820 E. 38th St., has been appointed distributor of Cracker Jack and Jumbo Cracker Jacks.

BALTIMORE, MD.—"Great Events," a division of Eastern Super Markets, Inc., 1115 Eastern Ave., has opened its first store at 1215 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 35th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 36th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 37th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 38th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 39th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 40th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 41st store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—John DeLonge & Son, Inc., 1820 E. 38th St., has named John DeLonge, Jr., manager.

BALTIMORE, MD.—Great Lakes Baking Co., Inc., 1820 E. 38th St., has been appointed distributor of Jumbo Cracker Jacks.

BALTIMORE, MD.—Great Lakes Baking Co., Inc., 1820 E. 38th St., has been appointed distributor of Jumbo Cracker Jacks.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 42nd store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 43rd store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 44th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 45th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 46th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 47th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 48th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Great Lakes Baking Co., Inc., 1820 E. 38th St., has named John DeLonge, Jr., manager.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 49th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 50th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 51st store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 52nd store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 53rd store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 54th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 55th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 56th store, 1820 E. 38th St., between University and Patterson Park Aves.

BALTIMORE, MD.—Albertson's Super Markets, Inc., 1115 Eastern Ave., has announced the opening of its 57th store, 1820 E. 38th St., between University and Patterson Park Aves.

## Dog Shows.

DALLAS, TEX.—Texas Kennel Club, Oct. 9 and 10.  
MILWAUKEE, WIS.—Milwaukee Kennel Club, Sept. 30.  
NEW YORK CITY.—American Kennel Club, 100-102 5th Ave., Sept. 11-13.  
NEW YORK CITY.—Metropolitan Kennel Club, 100-102 5th Ave., Sept. 11-13.  
NEW YORK CITY.—National Dog Show, Madison Square Garden, Sept. 11-13.  
PHILADELPHIA, PA.—Philadelphia Kennel Club, Sept. 21-23.  
ST. LOUIS, MO.—Missouri Kennel Club, Sept. 22-23.  
DETROIT, MI.—Michigan Kennel Club, Sept. 25-27.

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TICKETS  
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The First in 15 Years, Sept. 22, 23, 24, 25.  
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and the Largest Turnout Since 1946.  
Over 300 exhibitors, 2000 exhibitors.  
**DO YOU WANT TO REACH THIS PEOPLE?**  
By advertising in any way—especially mailing—your business will receive greater recognition and an excellent value. We have a number of  
illustrations to prove that our circulation is right.

**CLYDE CHIHLI, JR., Publisher,**  
Williamsport Journal, Williamsport, Pa.  
Also your first and easiest day service.

**SIGNS and PREMIUMS for whitewashed signboards,  
POSTERS, signs, flags, pennants, flags, banners,  
blankets, etc., etc., etc., etc., etc., etc., etc., etc., etc., etc.**

Ornate Signs, etc., in Detroit, Chicago,



# THE DONALDSON

MAIN OFFICE AND FACTORIES:  
NEWPORT, KENTUCKY.



# LITHOGRAPHING CO.

BRANCH OFFICE:  
CINCINNATI, OHIO.

## Posters for Street Fairs.

WE SHIP QUICK.

STOCK OR SYNDICATED POSTERS. We have the largest line of party printed posters in the world—square and varied in assortment that we are warranted to say—“No matter what you need. If it's a poster we have it.”

## POSTERS FOR THE MILLION.

FAMPHLETS, PROGRAMS, BOOKLETS, ETC., IN LARGE EDITIONS.

## Posters for Agricultural Fairs.

WE SHIP QUICK.

## NEW FALL SHOW POSTERS.

### CHrysanthemum Show.

No. 100—\$1 C. H. Murchison—One sheet and a variety chrysanthemums of every kind and variety. This poster can be used for a mounted or unmounted show. It is a good poster for a show by mail or a large show. Price per 100.

### FOOTBALL.

No. 101—\$1 C. H. Murchison—One sheet and a variety football poster. Ideal for school shows. Printed on heavy paper. Price per 100.

100 for \$10.00 50 for \$5.00 25 for \$2.50  
10 for \$1.00 5 for 50¢ 2.50 for 25¢  
1 for 50¢ 5 for 25¢ 2.50 for 12.50¢

### BENCH SHOW.

No. 102—\$1 C. H. Murchison—Three sheet, 4 colors. A colorful and very attractive bench poster. Ideal for a show. It is a good poster for a mounted or unmounted show. Price per 100.

100 for \$10.00 50 for \$5.00 25 for \$2.50  
10 for \$1.00 5 for 50¢ 2.50 for 12.50¢  
1 for 50¢ 5 for 25¢ 2.50 for 12.50¢

### FOOTBALL SHOW.

No. 103—\$1 C. H. Murchison—Half sheet, 4 colors. Football. Checks, passes and rushes in green pastel colors. Checks and passes by mail or unmounted show. Price per 100.

100 for \$10.00 50 for \$5.00 25 for \$2.50  
10 for \$1.00 5 for 50¢ 2.50 for 12.50¢  
1 for 50¢ 5 for 25¢ 2.50 for 12.50¢

### PURE FOOD SHOW.

No. 104—\$1 C. H. Murchison—Whole sheet, 4 colors. Pure Food Show. Illustration of a pure food eating contest showing different classes of pure food eaters. Price per 100.

100 for \$10.00 50 for \$5.00 25 for \$2.50  
10 for \$1.00 5 for 50¢ 2.50 for 12.50¢  
1 for 50¢ 5 for 25¢ 2.50 for 12.50¢

Our Christmas Posters this year will be the handsomest in the market. We will have the largest assortment and the catchiest designs. The samples will be ready for delivery September 15.

### WRITE NOW.

They are sold to one firm in a town.

**NOTE.** Our manufactory facilities and main office are located in Newport, Ky., which is a suburb of Cincinnati, Ohio, just twelve minutes from Fountain Square by trolley. Take the Post Thomas car. They pay the dues. Mail addressed to our Cincinnati Office is forwarded to Newport. You can save delay by addressing all communications to

# The Donaldson Litho Co.

## NEWPORT, KY.

## FALL POSTERS & RETAILERS.

### STOVES.

No. 105—\$1 C. H. Murchison—Whole sheet. Large size. In two colors, black, white, light blue. Attractive arrangement of pictures and designs. Price per 100.

|                 |               |                 |
|-----------------|---------------|-----------------|
| 100 for \$10.00 | 50 for \$5.00 | 25 for \$2.50   |
| 10 for \$1.00   | 5 for 50¢     | 2.50 for 12.50¢ |
| 1 for 50¢       | 5 for 25¢     | 2.50 for 12.50¢ |

Send four cents to manage for a sample.

### COAL DEALER.

No. 106—\$1 C. H. Murchison—Whole sheet. Printed in two colors. Attractive arrangement of coal and tools. Price per 100.

|                 |               |                 |
|-----------------|---------------|-----------------|
| 100 for \$10.00 | 50 for \$5.00 | 25 for \$2.50   |
| 10 for \$1.00   | 5 for 50¢     | 2.50 for 12.50¢ |
| 1 for 50¢       | 5 for 25¢     | 2.50 for 12.50¢ |

Send four cents to manage for a sample.

### COAL.

No. 107—\$1 C. H. Murchison—Whole sheet. Lithographed in two colors. Attractive arrangement of coal and tools. Price per 100.

|                 |               |                 |
|-----------------|---------------|-----------------|
| 100 for \$10.00 | 50 for \$5.00 | 25 for \$2.50   |
| 10 for \$1.00   | 5 for 50¢     | 2.50 for 12.50¢ |
| 1 for 50¢       | 5 for 25¢     | 2.50 for 12.50¢ |

Send four cents to manage for a sample.

### FALL HATS.

No. 108—\$1 C. H. Murchison—Whole sheet, shape. Lithographed in two colors. Attractive arrangement of hats. Price per 100.

|                 |               |                 |
|-----------------|---------------|-----------------|
| 100 for \$10.00 | 50 for \$5.00 | 25 for \$2.50   |
| 10 for \$1.00   | 5 for 50¢     | 2.50 for 12.50¢ |
| 1 for 50¢       | 5 for 25¢     | 2.50 for 12.50¢ |

Send four cents to manage for a sample.

### FALL CLOTHING.

No. 109—\$1 C. H. Murchison—Unprinted in two colors, measures 16 x 24 inches. Measures 16 x 24 inches. Includes Fall Apparel. Whole length sport of a nice advertising model on unprinted full. Price per 100.

|                 |               |                 |
|-----------------|---------------|-----------------|
| 100 for \$10.00 | 50 for \$5.00 | 25 for \$2.50   |
| 10 for \$1.00   | 5 for 50¢     | 2.50 for 12.50¢ |
| 1 for 50¢       | 5 for 25¢     | 2.50 for 12.50¢ |

Send four cents to manage for a sample.



## Bill Posters' Paste Brushes.

The most practical brush made. Copper wire and pointed bristles.

### Improved Light Weight Block.

TOUGH STRONG, WITH SAFETY SCREWS

#### GRAY RUSSIAN CRIMSON.

Quincy City, 6-inches, \$1.00 per dozen, \$12.00 each.

Examiner, 6-inches, \$1.00 per dozen, \$12.00 each.

Extra Extra, 9-inches, for circus use, \$2.00 per dozen, \$24.00 each.

#### BLACK CHINA BRUSHES.

1. S. Royal, 6-inches, \$1.00 per dozen, \$12.00 each.

No. 2. Royal, 6-inches, \$1.00 per dozen, \$12.00 each.

No. 3. Royal, 6-inches, \$1.00 per dozen, \$12.00 each.

2. End Curved Handles, 20 cents each.

#### ELDER & JENKS.

Brush Manufacturers

127 North 6th St., Philadelphia, Pa., U. S. A.

## Publicity

In the name of the popular English Monthly Magazine, which successfully places before its readers the best and latest particulars of the commercial world, are doing an all over the world. Advertising for newspapers, magazines, cards, billboards, signs, window displays and all necessary means of securing

Subscribers throughout Great Britain, America, Canada, India, Australia, New Zealand, etc., etc.  
60 CENTS YEARLY.

MORISON'S ADVERTISING AGENCY  
BELL, ENGLAND.

R. D. LEONARD'S

ADVERTISING AGENCY,

328 Tremont Street, BOSTON, MASS.

Distributing, Sampling and Sign Tracing,  
Integrity, Intelligence and Initiative services  
are of value to you, correspond with us.

# THE I. A. OF D.

Has over 400 members placing advertising matter over 500 towns, under a positive guarantee—money in bank.

**GOOD RELIABLE MEN WANTED WHERE WE ARE NOT REPRESENTED.**

Distributors send for Constitution and By-Laws and application blank. Advertisers are furnished a revised list of members, monthly, free of charge.

**WM. H. STEINBRENNER,** Secretary.  
Urgate Inn Court, — CINCINNATI, OHIO.



Mass Enclosure.

Women's Building.

Poetry and Pen Building.

Educational Building.

Grand Stand.

Racing Grounds.

Horse Racing.

Auto Racing.

Motor Boating.

Automobiles.

Steam Bicycle Track.

Rugby Building.

Amusement Building.

Amusement Building.

Street Car Barns.

Stock Building.

## The Georgia State Fair For 1899.

The Georgia State Fair for 1899 will be held in Atlanta, October 15th to November 2d. The buildings will be a scaled reproduction of the 1897 grounds and structures as they will be used this fall. The fair will be opened to the public on the 15th at 10 A.M. and closed on the 2d at 4 P.M. The buildings will be as follows: Agricultural building 40,000 sq. ft., Cotton, Sheep and Hog Building 40,000 sq. ft., Poultry and Fowls building 10,000 sq. ft., Negroes' building 30,000 sq. ft., Educational building 30,000 sq. ft., Road and Freight Stock building 30,000 sq. ft., Horse and Mule Stock building 30,000 sq. ft., Auto racing track 100,000 sq. ft., and a grand stand 100,000 sq. ft. The Agricultural building will be the largest ever before devoted to a State Fair in the South. This means that the State Fair for 1899 has been planned on an unusually liberal scale. The work of securing exhibits and attractions for the Fair has now progressed sufficiently for the management to put the fair into operation. The buildings are nearly all erected and every arrangement will be taken to insure the best and most comfortable accommodations possible. At least fifteen counties will compete for the splendid premiums offered for county agricultural exhibits, and the educational department will be the largest ever given to the State. The educational department, the Spalding devoted, so positively and emphatically will be filled as to overflowing—after the fair will be the largest building on the grounds. Practically every college in the State will make an exhibit in the educational department. The Agricultural building will be filled with exhibits from all parts of the country and the best and most valuable specimens throughout the State. The \$60,000 premium offered to Georgia men under twenty years of age for the best exhibits of wood work and lined work have excited great interest throughout the State. The poultry and pen stock department will be filled with exhibits from all parts of the country. The best and most valuable specimens of live stock have already applied for space in which to make money agricultural exhibits. The numerous prizes offered for negroes' work have created general interest among the colored people. \$30,000 have been appropriated for horse racing. This will generate \$10,000 in pure profit, and the remaining \$20,000 will be distributed among the colored men for negroes' work. The premiums in all the departments aggregate \$100,000.00. The plates have been arranged with a special view to convenience, time and labor. The educational department, the purpose has been to arrange contests that will interest old and young boys and girls throughout the State. Posters and other information regarding the Fair will be supplied by T. H. Martin, Secretary, Prostigious Building, Atlanta, Ga.

# Block Work

We Do It Right.

Send for Prices, Sketches, Etc.

**HENNEGAN & CO., Poster Printers,**

127 East Eighth Street, Cincinnati, O.



WALTER G. QUIGLEY, President,  
Walter G. Quigley Manufacturing Co., Milwaukee, Wis.

Established 1876.

**G. H. OTTING & SON,**  
LICENCED

SELLERS, RESTORERS, REPAIRERS OF  
ANTIQUES, REVERSE, ETC. BUILDINGS  
Members S. I. of A. address NEW YORK, N.Y.

SANTA CRUZ, CAL. with a complete  
line of signs, advertising and decorative  
work. We have the best materials  
and the best workmen. We can  
make any sign or emblem. Complete  
service provided. J. C. GARNETT, II.

A BIG SPOTTER John Harvey, Cal. Special, country  
style houses, stone houses, western style,  
etc. Our signs are the best. Our prices are  
the lowest. We have the best materials  
and the best workmen. We can  
make any sign or emblem. Complete  
service provided. J. C. GARNETT, II.

MARY A. DONOHUE, Distributor and Sign Painter,  
Detroit, Mich., 20 Pier St.

WALTER B. DEERY, Distributor and Sign  
Painter, 820 16th Street, MILWAUKEE, WIS.

## WE CLIP!

WE CLIP!  
We clip newspaper  
and Periodicals  
every week.

Thinkers  
Students  
Writers  
Public Men  
Business Men

and ANYONE—writing or reading  
who wants to collect, or who  
wishes to have his  
periodicals, named for business, science  
or politics—should send our booklet,  
*"How to Clip Free Clippings."*—  
and we will send it.

Consolidated Press Clipping Co.  
12 La Salle Street, CHICAGO







\$

\$ \$

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\$ \$ \$

The man who gets the cheapest advertising usually gets the least effective. I am looking for such accounts as are willing to pay for service that will bring them best results; I make posters and post them everywhere, and throughout the entire proceeding my endeavor is to secure the most results for the advertiser. In spite of this, my prices are not high, and I frequently secure competitive business on account of prior—and then I keep the business by producing results.

To the advertiser who wants to try the billboards in a small way, 1,000 8-sheets will cover eight or ten cities such as Providence, Washington, Little Rock, Los Angeles, etc., etc., and the cost, for a listed, protected, renewed and guaranteed showing for thirty days, including the cost of producing a good poster, will approximate \$1,600. And if the order comes to me the work will be satisfactory to you.

Five thousand 24-sheet posters will advertise the thirty principal cities of the Union for thirty days, listed, renewed, protected and guaranteed, at an approximate cost of \$16,000.

\*\*\*\*\*  
I am today placing work for the same people that I did work for when I went into business; I have seen them grow and they have continued to increase their advertising accordingly. I am looking for such new accounts as want to get results, and I can offer such the best there is to be had.

\*\*\*\*\*  
I am making Oil Cloth and Marlin Signs in quantities of not less than 500 of a kind; Print-painted, or pasti-printed they are, and as durable as hand-painted, but cheaper; all made from special designs and not from type. Send for samples and prices, stating the size you contemplate using. Sizes range from 4x20 inches at 1c. in 5,000 lots; 12x36 inches at 7c. in 500 lots, to 36x60 at 25c. in 500 lots—all in gorgeous colors.

# Sam W. Hoke

LONG...  
DISTANCE.  
BILL POSTER

Phone.

QUICK TIME POSTER MAKER.  
**255 Fifth Ave. (28<sup>th</sup> St.)**  
...NEW YORK...