

# The \* Wasp

PUBLISHED BY

**The Wasp Publishing Company** 27 Main Street, near Market  
\* \* SAN FRANCISCO

SAMUEL W. BACKUS, MANAGER



THE WASP is the Oldest Cartoon Paper in Colors in the United States, having been established in 1876, antedating all of the leading satirical weeklies.  
The motto of the WASP is

## **"Independence, Candor, Point"**

Its aim is solely to amuse. It receives contributions of literary matter from all parts of the United States and gives its readers the best that can be had for money.

The WASP is a deadly foe of shams of all sorts and sizes, in and out of politics or society or anything or anywhere else. The WASP is never dull nor lazy nor sleepy, but keeps moving, and is not only up to the times, but occasionally gets a step or two in advance of the vanguard.

The WASP has now the largest circulation of any weekly paper published west of the Rocky Mountains and reaches every part of the Pacific Coast as well as every State and Territory of the Union.

The rapid increase in the circulation of the WASP during the past twelve months is the marvel of journalistic circles, and its improvement in all branches has been commented on by the press in glowing terms. It is now conceded to be the equal of *Judge*, *Puck* or *Life* in the matter of illustrations, and in its literary department it is the superior of any weekly paper in California. The WASP has three of the best canvassers in the country constantly traveling and visiting all sections of the Pacific Coast, advertising and circulating the WASP and rapidly increasing its already large list of subscribers.

## **THE WASP IN THE NORTHWEST**

The WASP now has three of the best men in the profession traveling in its interests. We have extended our connections largely in the great Northwest and Oregon. Washington and British Columbia are being systematically canvassed for subscriptions to the *oldest* cartoon paper in colors in the United States.

Our circulation in that great and growing section is now much larger than *Puck* and *Judge* combined, as the WASP reaches them much earlier than the Eastern publications, and is greatly preferred by reason of the fact of its Western flavor and snap.

## **ILLUSTRATED PAPERS ARE RARELY DESTROYED**

In most cases they are preserved and bound. Your advertisements are therefore seen more and read more than in any other class of papers and do PROTRACTED service.



*The Inimitable Colored Cartoons, by Saulburg and Nappenbach, have given the "Wasp" a National Reputation.*



## **AS AN ADVERTISING MEDIUM**

The WASP is without a RIVAL, reaching, as it does, every city and town in the United States, Canada, England and the Australian Colonies. It is the peer of any advertising medium in the world.



*Subscribe for the WASP and you will get a hundred times the worth of your money in fresh, hearty and clean humor. Advertise in the WASP and you will duplicate your profits. Telephone No. 530.*