



**BUFFALO BILL
HISTORICAL CENTER**
Cody, Wyoming • www.bbhc.org

... has a big
story for your
readers that's:

Worthwhile!
Engaging!
Significant!
Timely!

Calhoun Printing Company and Buffalo Bill

Nationally prominent for its work printing posters, show bills, and other outdoor advertising materials, the Calhoun Printing Company received the largest order in its history in early 1883.

Promoters at Buffalo Bill's Wild West contracted with Calhoun for these materials a few months prior to the Wild West's premiere on May 19, 1883. Calhoun remained the Wild West's primary supplier of outdoor advertising materials for at least six years. Mostly it provided single-sheet posters, but it also produced show bills ranging from 3-sheet to 32-sheet—the maximum size it could provide. According to an article in the *Hartford Daily Courant* of April 18, 1883, the Wild West's 32-sheet show bills were thought to be “the largest ever cut...Each bill is printed in four colors, requiring four complete sets of engravings, or in exact figures, 763 blocks, 29 x 12 inches square...Theatrical people say the [Wild West] bills are the finest specimens of the show-engraver's art they have ever seen.”