BILLBOARD
ADVERTISING
A Magazine for Business Men who think.
February, 1896.
JOHN MISHLER.
**CLASSIFIED ADVERTISEMENTS.**

**BILL POSTERS' DIRECTORY.**

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BILBOAD ADVERTISING
A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. V, NO. 2. CINCINNATI, FEBRUARY 1, 1896.

SECRETARY'S REPORT OF A MEETING OF THE ASSOCIATED BILL POSTERS' ASSOCIATION.

At Cincinnati, Ohio, January 6, 1896.

The following report of the proceedings was read and adopted by the members present and the minutes of the same are recorded in the official minutes of the Association.

In the absence of the President, E. C. Campbell, the Secretary, John C. Campbell, presided.

The following members were elected:

W. B. Gunther, Baltimore, Md.; W. H. Deyser, Chicago, Ill.; J. C. Campbell, Cincinnati, Ohio; A. W. Muller, Danville, Ill.; C. W. Boyer, Dayton, Ohio; J. C. Prentice, Detroit, Mich.; H. H. Tyner, Columbus, Ohio; G. H. Beattie, Columbus, Ohio; R. C. Campbell, G. M. Leonard, and J. C. Campbel, Cincinnati, Ohio; H. L. Hensley, Cincinnati, Ohio; and J. C. Campbel, Indianapolis, Ind.

The following officers were elected:

E. C. Campbel, President; J. C. Campbel, Secretary; A. W. Muller, C. W. Boyer, and J. C. Prentice, Directors.

The association of C. H. Douglass is being formed to recognize our members at St. Louis, Mo., and Chicago, Ill., as the proper parties to the business, and as such shall act on all cases relating thereto.

Secretary Campbell, at the close of the meeting, adjourned.

Meeting called to order at 3 p.m. at the offices of President E. C. Campbel, this city, and the following members were in attendance:

E. C. Campbel, President; J. C. Campbel, Secretary; A. W. Muller, C. W. Boyer, and J. C. Prentice, Directors.

The following business was transacted:

1. Authorization to the President to appoint a committee to confer with the officers of the Associated Bill Poster's Association of the United States and Canada, and to report the same.

2. Resolution offering to pay all expenses incurred in connection with the business of the Association.

3. Resolution appointing a committee to confer with the officers of the Associated Bill Poster's Association of the United States and Canada, and to report the same.

President Campbell then adjourned.

The following resolutions were offered and adopted:

1. Resolution offering to pay all expenses incurred in connection with the business of the Association.

2. Resolution appointing a committee to confer with the officers of the Associated Bill Poster's Association of the United States and Canada, and to report the same.

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President Campbell then adjourned.

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The meeting then adjourned.
BILLOARD ADVERTISING

FEBRUARY, 1866.

EVENING SESSION.

Meeting called to order by President Campbell

The Convention Committee was appointed to take charge of the Business of the Convention.

Mr. Green moved that the official organ of the Chicago and Illinois Bill Poster Association be changed to the "Chicago Bill Poster." The motion was seconded and carried.

Mr. Green then presented the report of the Committee on the magazine of the Chicago and Illinois Bill Poster Association. The report was accepted.

Mr. Green then moved that the association adopt the "Chicago Bill Poster" as its official organ. The motion was seconded and carried.

The convention adjourned.

JOHN KISHLER

President of the Chicago and Illinois Bill Poster Association.

BILLOARD ADVERTISING

Mr. Green moved that the Chicago and Illinois Bill Poster Association adopt the "Chicago Bill Poster" as its official organ. The motion was seconded and carried.

Mr. Green then presented the report of the Committee on the magazine of the Chicago and Illinois Bill Poster Association. The report was accepted.

Mr. Green then moved that the association adopt the "Chicago Bill Poster" as its official organ. The motion was seconded and carried.

The convention adjourned.

JOHN KISHLER

President of the Chicago and Illinois Bill Poster Association.
STAHLBROT IS BOSS.

He Carried Everything at Cincinnati.

The downfall at Detroit only temporarily פט of his Adversaries readily swallowed into line — the Secretary, dissatisfied, and every President servilely bends the bens and doffs his cap to him — The Fall did the Doc.

From time to time, during the past five years, the so-called leadership of the Associated Bill Posters' Association has been guilty of errors of a character more or less grave, but at the meeting of the Executive Council at Cincinnati, they fairly outdid themselves.

The New York delegation, consisting of Messrs. Stahlbroth, J. Ballari Carroll, W. S. Allister, and Mr. Pilkett, of the firm of Whitaker & Pilkett, of Buffalo, were late in reaching their destination, having been delayed en route, but when they finally arrived they got there with both feet, as the saying is. In other words, under Mr. Stahlbroth's able direction and instruction, they carried everything, in fact, had things all their own way, and instead of receiving a well-merited rebuke and reprimand, they were accorded the sanction, approval, and endorsement of their delegates. The speeches, in the main, were not of the highest order of oratory, but there are a number of the members who are anything but satisfied with it. Some of the latter are quite busy looking for out just what kind of a meeting it was. They are very curious about the matter.

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Billboard advertising went down early in the fight, yielding gracefully to the inevitable and voluntary surrendering of the appointments by virtue of which it had been representing the organization in the capacity of official organ.

The action of the New York State Association in refusing membership to O. J. Godd, was then brought up for discussion. There was no doubt that clearly exceeded their authority in this matter, in fact had been guilty of open rebellion against the A. R. P. A., but the real issue was undoubtedly academic.

The Secretary's account of the proceedings, given in another column, states — "Mr. Stahlbroth placed it on the floor, and as it is a concise manner explained the matter just as it occurred. He did nothing of the sort. He cleverly avoided all allusion to the undeserved banishment and disrespect of which the New York State Association had been guilty, but with much soothing and many words, pro created to attack the fundamental principles of the Constitution, claiming that it was unconstitutional. Shades of Cush![1]{shad}h! Think of that. A portion of the Constitution, it is true, had not in the annual meeting, and that which in question was not a regular meeting, for Article XII, Section 1, plainly states that the annual (regular) meeting shall take place on the second Tuesday in July.

His course in this matter is therefore viewed with distinct disfavor by the thinking men.

They are outspoken in their opinions, quite as is to be expected, and he was, or that he is unsuppressed. Consequently they argue that he is anyone but the proper person to dominate the Association.

Grelton, grown weary of the continual turmoil and strife in which he keeps the Association, are beginning to ask, "Is the Association lost? In truth, it is, and it is a means where with Stahlbroth can vent his malice, spleen and envy against his more successful and enterprising rival, Mr. Carroll."

"Why," they ask, "was it necessary for us to offer a written and detailed report of the proceedings to our friends—to 'Hope,' who more than any other man has helped to effect the organization, who is a prince of good fellow and whom we all like?"

In the past year he has been compelled to ask O. J. Godd, who more than any other man has worked upon commercial advertisers in our behalf?"

And in the meantime Mr. Stahlbroth is soliciting himself upon the fact that he carried the convention. His headquarters are too, because they are few, very few. The first fury of the meeting is now over, and many of the members are thinking quietly and soberly thinking.

ECHOES.

The President made a good trifling. Stahlbroth in the role of Spergell proved a great success.

It is removed the present Mike O'Neill will edit The Bill Poster.

W. C. Tillitt, of Lima, Ohio, reports splendid business in the Oil City.

Al Bryan in the ranks of the Cuckoo, wares of the surprises of the convention.

Louis B. Ramsey, of Lexington, deems the whole proceedings fairly, ill-advised and irregular.

J. H. Tyner had opinions, but they don't seem to have those held by the, and he was promptly allowed.

Mr. Stahlbroth had the courage to voice his convictions. Like the rest of the dualists, however, he was strangled in the cradle.

All the bill posters, save Stahlbroth, resumed over until the following day, in order to attend the convention of the circular men.

Seven of the members who were present at the meeting, have since written this paper, totally disavowing the action of the Convention.

James A. Curran combined business with pleasure. The Denver board now sits as a result of Stahlbroth's eastern trip.

The President, of Minneapolis, has been to the business for twenty-five years, and although he does not look to be much over twenty-five years of age.

Phil Oliver stands well with the showmen. He is one of the most popular bill poster in the country. As a consequence, down, always gets its share of the trade.

Geo. M. Leonard added Stahlbroth's name to the list of those "fed," in a special resolution in effect, but the secretary has carefully eliminated all mention of it.

In a recent application for membership were rejected, of course. It was Crawford, we believe, who furnished O. J. Godd with the postal card that caused the arrest of the blank.

Who can deny that the judiciary should have preserved the bare-faced steal that was效果, the English publication "The Bill Poster." Surely there are plenty of other seeds from. Even the mobile hours would not be guilty of such rank discourtesy.

Every one who differed with the Board was summarily squelched, except Geo. M. and the "Billboard American" Association. It seemed far a while that Leonard, single-handed, alone, would prove more than a match for these two.

"The so-called "military" Nazi of the word politi, and the mechanics of the eyebrow lawyer, may prove expedient and effective, but here are some members of the Association who believe they are not of place in the deliberations of a trade organization.

Despite the fact that there is enough of the Wisconsin Association left to send a shot gun with, W. Fitzgerald, of Chicago, to represent the state. It was of course, merely a gesture, resorted to in order to give the cream off the envy of the Bill Poster Convention.

If you are capable of forming an opinion, if you have views of your own, if you can count, then there are special privileges in the case which the benevolent and any man infringing on his particular rights, is likely to be humorously "felled."
ARTISTIC ADVERTISING SIGNS IN PITTSBURGH.

It is only recently that the advertising sign has appeared in Pittsburgh, Pa. In the most artistic forms, but of late years theich thereafter to that enterprising city have been adopted by numerous sign-boards that bear the unmistakable marks of the highest development of the sign writer's art, and in fact show, not only lettering of the most advanced type, but pictorial work that gives evidence of the handcraft of the trained artisan. These master painters who were present at the meeting of the National Association and now the leading lights of their art, are G. O'Brien, the well-known decorator and wall paper decorator of Fifth Avenue, Wilkinsburg, who will be surprised to discover that Mr. M. O'Brien is responsible for the most artistic and original of these signs, means of which, of course, are used to advertise his own business, for he is one of the boldest and most extensive advertisers in the "Smoky City," using newspaper space freely, as well as advertising in signs, inscribed in call attention to his immense wall paper business.

A sign designed to attract attention of the type of the "Defender"-"Perry" yacht races, represents two yachts full sail, drawing over a wide expanse of white sea. The foremost boat carries on her huge mast a multicolored assortment of the wall paper department of G. O'Brien, typifying the fact that he may always be found landing the race, when there is a contest for supplying the parties with artistic wall coverings, and is still another one of Mr. O'Brien's masterpieces. The appearance of the sign is beautiful, as though painted on the side of some glass cliff, against whose base the giant boat-shaped breakers are hanging. In its legends of this sign does the lettering occupy any considerable portion of the picture. The shape of the sign being a marine picture which attracts the eye, it becomes of more interest in his designs. The canvases are as useful as a work of art, although the only difference is entirely carried in the advertising, which is far more important. In the case of this sign, however, every portion of the picture leads the eye. The sign is then a thing to show the public what Mr. O'Brien's name means.

The渔民 is not a man of all trades, so we consider the stonemason's sign the fisherman's advertisement. This window has been designed to display the goods with an entire price, as it is never less. As the fisherman's window is of course, the most prominent in the work, a great many are likely to pass after a closer inspection of the goods. The sign should be so arranged, that as that which is in a ship may be revised, and so that the advertising value of your window may go up. On your store front. As bearing on the matter of lighting it would be well if the backs and sides of such window panes were lined with mirrors. Nothing can be more effective or give more light, and of the same time do away with any clumsy display to hide the wooden boxes or partitions. Artificial light of course, electric lamps are for the best, and where none can not be had, there are many covered lamps that are effective.

As rule, windows are overcrowded and variety of goods is unfortunately mix'd, whereby the eye becomes confused and the mind in its efforts to grasp any particular object shown. Do not place too high up and let any open space! Your glass be as near as possible on a level with the eyes of the passer by. All price boxes should be clearly written, with as little ornamentation as possible and in a color to suit the goods.

The window-dresser must know the object in view and be guided accordingly accordingly in terms to set forth a fair sample of the goods to be sold within. They must be most disinterested and a prove all attention to the people passing, of whom the lightest upon the street anywhere else. Their attention must be directed from their original purpose. To do this the goods displayed must be of such character as are supposed with force to the purchaser at the time.

Some legitimate method for attracting the attention of those who pass your way more ease be used. The ways by which you can get the people of your town to appreciate your work are numerous. Points of all sorts must be secure and try to please. Then keep up with local and current history. If a new ship or theater troupe is coming to town, the event will be talked about a week or so before it comes on the stage. If you could secure a portion of the leading newspaper to the troupe and place them in your window, people would feel grateful to you. The general success which is due to them when dress is enough to warrant a merchant in doing any money necessary to make his display effective. The display should be wide and first-rate in every particular. Nothing should be left half-done, and should be left undone. Even if your window is expensive, but will pay for itself twice over if it is properly made.

LICENSE?

The following communication has been received. Some of the argument seems far fetched, but we publish it, believing that all bill posters are interested in this subject. We should like to have the views of others on the same subject.

EDITOR, PHILADELPHIA ADVERTISING.

Dear Sir—Is there any license law which we can enforce in our leaving paper? I am told that the license must be obtained. Perhaps you can furnish me with a list of those who have obtained it. The only license law which I am under, leaving paper. I am told that the license must be obtained. Perhaps you can furnish me with a list of those who have obtained it.

A PLEASED PATRON, ETC.

JOHN K. BROWN.

Mfr. BILLBOARD ADVERTISING.

Chatsworth, O.

Dear Sir—Will you accept this in place of the letter I have written to you regarding your advertising business? We are in the market for a few signs to hang on the sides of the street, and if you will grant the space, I wish to say a few words on the subject.

To begin with, it is not a protection to pay a franchise keep irresponsible people from demanding the bill, but an advertisement, once monopolistic. I have the opportunity of seeing the operations of license applied to the bill posting, and if you will grant the space, I wish to say a few words on the subject.

In America there are about 30,000,000 spent for advertising. Do you think this would be kept up year after year—and not only kept up, but constantly increased? If advertising were not profitable to the purchaser, it costs an immense amount of money to advertise.

G. O'BRIEN.

WALL PAPER.

100 EIGHTH AVE.

February, 1896.
BILLSBOARD ADVERTISING

Advertisements Hands Unhired
In this department advertising problems will be solved, and all kinds of publicity honestly criticized

Conducted by W. CHANDLER STEWART.

special notice—All matters and correspondence intended for this department should be sent direct to W. CHANDLER STEWART, 8th avenue, Philadelphia.

introduction

The object of this department is to answer, in a brief and clear manner, any question which may arise in connection with any phase of advertising. No question will be considered too small, or too trivial to be worthy of the attention of advertisers.

POSTERS,

Newspaper advertisements, circulars, booklets, and all other printed matter, will be read and carefully considered for those who desire them, and any advertising problem will be very carefully attended to.

The publishers of BILLSBOARD ADVERTISING are paying for this service in order that their readers may be served free of any expense, so don't hesitate to call upon me early and often.

change coy.

h. g. a. writes: I have hired, a building, about fifteen by thirty feet, (at a small rental) that was formerly used as a toll house and is situated on one end of the bridge that crosses the river here. The electric cars cross this bridge, and, I want to make this place a centre of this house in order that they may be seen from the car windows. what do you think of the scheme? Don't you think it would draw trade to my store? I have also secured the site of a barn on the main road that has to be traversed by everybody coming into town from the country back of us. I have insisted on it.

"Why Not Go to Blank's Cash Store?" He Buys Everything. He Sells Everything.

answer: Putting your sign on the house at the top of the employment ad is the surest way of getting people in. You must have an employment ad.

Newspaper support posts.

p. k. writes: i am the publisher of a "live" weekly in this locality, but the merchants patronise my columns but lightly; their appropriation being devoted to the trade journals. what can I do to get their patronage?

answer: My advice would be to offer extra inducements to the merchants of your town. Set up attractive advertising devices for them, send them proofs, and quote your lowest rates for their insertion in the next number of your paper. Put them on the back of your book, and give them a nice reading notice in your new columns. Thus you will show the business men of your local weekly how much better advertising is to build up a successful business.

The great trouble is that newspaper publishers realize the pulling power of the general merchants, and that they are much more inclined to give such a great push to their businesses that they teach the general merchants, by their object lessons, that posters are the only good medium for advertising, and the city dailies resort exclusively to this method to build circulation. Newspaper publishers will fall under the spell of the New York newspaper posters.

There is interesting competition among the New York dailies in the matter of billboards advertising. New means are employed in the days of the round board.

Articles by popular writers are presented in each monthly issue on subjects of timely interest outside of the advertising departments.

Office Mail Bag contains selections from the Editor's mail, and letters from practical men experiencing the same situation which arises in the office practice. It presents Questions and Answers from the agencies themselves and practical men, in all the different branches of office work.

Office Record presents illustrated descriptions of typical advertising problems in connection with business, advertising, and technical subjects, and covers the essential business questions. It is to reflect the spirit of the Business Press, or a monthly review of what different things were written in various departments of journalism are on topics having an immediate bearing upon practical questions.

Art and Practice of Advertising contains discussions of the methods of obtaining profitable advertising, and of securing publicity by appeal to the public. It presents clients from the history of successful advertising, and through the history of BILLSBOARD ADVERTISING, and, through and through, the history of Advertising, gives numerous examples of successful work in the advertising field. The advertisements are of every description, and offer examples of successful work in every department of advertising.
The Boycott.

This Pastor’s Epistle invoked by the President of the Associated Bill Posters’ Association.

Letters are being sent to members of the Associated Bill Posters’ Association by the president of that organization, calling attention to a certain resolution, the gist of which is a blaff at coercing members. The letter also contains the following paragraph.

"I enclose you one of our members lists, and so they have never charged Liggett & Myers but three cents per sheet per week, which is regular, and have always been the best of service, our members believe, and feel that Liggett & Myers are wrong in ignoring them."

The opposition firm referred to in the following is The Chicago Bill Posting Co. of which P. F. Schaefer, president of the new Inter-State Bill Posters’ Association, is proprietor. Probably on higher complaints could be paid the new organization than this acknowledgment which the Association has made in the interest of President Campbell, that it but already caused him to yield."

The facts in the case are, however, that the Liggett & Myers Co. are entirely right in the matter.

"We, the members of the Associated Bill Posting Co. in the past, but recently determined that we were not receiving the services that we have contracted for, and consequently made the changes referred to, giving all of our Chicago work to Mr. Schaefer."

"Mr. Campbell, (president of the A. B. P. A.) asks all members to come to his aid and help him to coerce Liggett & Meyers into accepting a service which is not satisfactory to them."

"I must be in mind that Mr. Campbell is also president and manager of the company which poses as the aggressor.

"Thus the company is a wealthy one, amply able to fight its own battles, and is endeavoring to please the less expensive plan of having the other members of the A. B. P. A. fight their own battles which is not satisfactory to them."

"It will cost the other members of the Association in rough figures, eighteen thousand dollars, if they should all refuse to take this work at the president’s solicitation, for Liggett & Meyers have prepared to cover the whole country for six months."

"It must be noted that I enclose with the president especially as long as none of it comes out of his pocket."

Now there are not many members that will pay any attention to the communication. Most of them argue that Liggett & Meyers, who have paid them in full and promptly for services rendered, are of far more importance and consideration to them, than the president or his private interests.

"Some of them are unkind enough, too, to ask when he be ever refused work under similar circumstances. It was the Harwood Bill Posting Co. which was asked to do it, but yet, you see, they patriated non-members, wherever and whenever necessary."

"Some people say, too, that a certain high official subscribed five hundred dollars to support the New York office, and that when called upon to produce, he backed right down. "Hope" doth before the doors, possibly that’s why the president was instrumental in having him removed from membership."

The general impression prevails that the president in a great wrapper, so long as some one else feeds the bill. His presence of acting on behalf of, and in the interest of the A. B. P. A., is so transparent that mostly the members are quietly laughing in their sleeves.

"We have actual knowledge of numerous occasions upon which the American Bill Posting Co. itself, have worked to this identical position."

CIRCUS RING.

Convention of the Protective League of American Showmen.

The annual meeting of the circus men, which was concluded at the Hotel Century, January 3 and 4, was successful. Many of the bill posters who had attended the meeting at the Grand Hotel the day before resorted in order to shake hands with the showmen. On this account the hotel was taken over by the disappearance of two special subjects of mutual interest to bill poster and showmen. It had not been expected that President Bill had offered the following resolution at the Bill Poster Convention.

"Resolved, that the secretary of the Associated Bill Poster organization notify all advertisers and agencies of adverse to the interest of the full membership of this association and request them to communicate with the Association in all cities where there is one, and all men are requested to notify by telegram the president that the convention was complete with this matter.

"Respectfully submitted, the secretary of the Associated Bill Poster Association."
SPALDING & GORDON.


E. R. Spalding, senior member of the firm, was born in Elgin, Illinois, November 16, 1826, and has been in the business of manufacturing and retailing bill posters since 1847. He is the son of James Spalding, who migrated from Scotland to the United States in 1843, and settled in Chicago, Illinois, where he was born. The firm now located at 281 and 283 Clinton St., New York City, is the result of the efforts of Mr. Spalding and Mr. A. L. Gordon, who have been associated in the business for many years.

In 1896, the firm of Spalding & Gordon was formed, with Mr. Spalding as manager, and Mr. Gordon as secretary and treasurer. They are members of the fair board. The firm now located at 281 and 283 Clinton St., New York City, is the result of the efforts of Mr. Spalding and Mr. A. L. Gordon, who have been associated in the business for many years.

The firm makes bill posters in various sizes and shapes, ranging from small advertisements to large billboards. The posters are printed in various colors, including red, blue, and green. The firm also manufactures and sells bill holders, sign boards, and other related products.

The firm has been in business for many years and has developed a strong reputation for quality and durability. The posters are made from high-quality materials and are designed to last for many years. The firm also provides design and printing services to a wide range of clients, including businesses, organizations, and individuals.

The firm's success can be attributed to its commitment to quality and customer satisfaction. The firm continually works to improve its products and services, and is dedicated to providing customers with the best possible experience.

The firm has a long history of community involvement, and is actively involved in local and national charitable organizations. The firm is committed to giving back to the communities in which it operates, and is proud to support a variety of causes and organizations.

The firm's success is also due to its dedicated and skilled workforce. The firm employs a team of experienced and knowledgeable professionals, who are dedicated to providing customers with the highest level of service and support.

The firm's commitment to quality, customer satisfaction, and community involvement has earned it a strong reputation in the industry, and the firm continues to excel in its field. The firm's success is a testament to its dedication to excellence and its commitment to providing the best possible experience for customers.
FAIR NOTES

Securities of fairs should be sent in time to be listed and noticed for publication.

The fair associations are holding meetings now. If they will send in reports of these meetings, much benefit will result.

BILLBOARD ADVERTISING reaches the Secretary of every fair association in the States and in many instances the other offices as well.

Secretaries, are you interested in what the other fairs are doing at these meetings? They feel as you do. Send along your reports.

The South Dakota Board of Agriculture met January 14th to select a location for the State Fair. Mitchell, Yankton and Aberdeen are candidates. At least $3,000 in cash, the necessary buildings and grounds and the printing for the fair must be guaranteed by the successful candidate. After serving one year as a member of the board, W. D. Russell has just discovered that he is not eligible to that office, being also a member of the State Legislature.

The Elslefair, fair to be held at Cuylarville, Ky. this year, is in the market for new schemes for increased attendance. The progressive folks out there, and this fair last year achieved the distinction of being the best fair held in Western Kentucky in 11 attendance, in interest and financially. This very promising result was obtained by generous and judicious use of printer's ink. They are coming stronger this year, and want the latest and last advice on that that they can secure.

The secretary, W. J. Smith, and may be addressed at Berego, Ky.

At the meeting of the Eastern and Western Fair Association, in Chicago, the plans for holding the Fairs of the several States were fixed as follows: New York, September 20 to 24; Nebraska, August 13-15; Indiana, September 5-7; Iowa, September 7-9; Michigan, same dates; Minnesota, September 13-15; Wisconsin, September 21 to 25; Illinois, September 28 to October 3; St. Louis, October 5 to 9.

Secretary W. C. Shapland, of the Butler County Agricultural Society, has submitted his suggestions, showing how to make the best Butler County Fair, a success of $2,400. The Board has received the recommendations of the Committee, which is that they will not be allowed to raise any more money than the property of the Agricultural Society.

The newly elected directors of the Oshkosh Fair Association held a buffet and important meeting at Oshkosh, Wis., December 12. All the members were present, as follows: Gabe Hough, D. W. Rowland, W. C. Schomburg, A. J. Bouchard, W. R. Dennis, Geo. C. Spalding, W. L. Hart, John Davis, George Hilt, John Leary, C. E. Angell, and Daniel Witte.

Some miscellaneous business was transacted and before adjourning the Directors discussed the dates for the Summer Race Meeting and the dates for the Fall, and ended by fixing upon July 6, 7 and 8 for the Summer Meeting, and Sept. 14 to 18 inclusive for the Fair. These dates were considered as probably the most desirable, and by ascertaining their choice early, other track and fair associations in the state are likely to refrain from selecting the same.

Fully 750 people passed through the gates December 6th, the opening day of Oshkosh's First Industrial Exposition, and that in spite of the disagreeable driving rain that commenced soon after the doors were thrown open. The weather was frightful with a steady wind against the northwest and all the exposed stands, tables, chairs, and quality of exhibits of local manufacturers goods.
SURE

AS "DEATH AND TAXES"

WHEN YOU USE THE BILLBOARDS IN LEXINGTON,

SURE, That it's the best town in the state.
SURE, That the people have money to spend
SURE, That every sheet of paper you send to
SURE, That RAMSEY & CO will be posted in a suitabe place, on good boards, with good paste, and not too many in a place
SURE, That it will not be covered with other paper until time to go.
SURE, That if you don't pay the price you don't post.
SURE, That if you do pay the price you get more for your money than you expected.

RAMSEY & CO
BILLPOSTERS
DISTRIBUTORS
GENERAL DISTRIBUTORS

ONE OF OUR DOORS

The Price: 7 Cents 30 Days.

The Inter-state Guide

PUBLISHED BY THE
Inter-state Bill Posters' Protective Association

IS NOW READY FOR DISTRIBUTION.

CLARENCE E. RUNEY, Secretary,

WAUKEGAN, ILLINOIS.
Inter-State Bill Posters' Protective Association.

Scale of Prices Adopted for Listed, Protected and Registered.

**50c Days' Display.**
1,000 to 3,000 - 2 cents each
3,001 to 5,000 - 1.5 cents each
5,001 to 10,000 - 1 cent each
10,001 to 25,000 - 8 cents each
25,001 to 50,000 - 6 cents each
Over 50,000 - 5 cents each

Ask for the Thimble, 15 cents.

CHAS. C. McCLELLAND, President.

Inter-State Bill Posters' Protective Association.

ADDRESS ALL CORRESPONDENCE TO THE SECRETARY.

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**THE AULT & WIBORG CO.'S**

Poster Inks

Are You One Of Them? - AULT & WIBORG

CINCINNATI • NEW YORK • CHICAGO

---

**Hennegan & Co.**
127 East Eighth St.
Cincinnati, O.

Posters

The kind that pays.
Any Style.
Any Size.
Any Color.

Prices for Poster Work of any kind, either engraved or from type, given on application.


---

**ELDER, JENKS & RABORG**

'Excelsior'

Circus Paste

Made of Gent's Wood pitch, best long lasting, brittle, copper proof. The most practical and reliable brush mark and comes in box.

3 sizes.
Price $5.00 per box.

Extra Extra for Circuses.
40.00 per box. $4.00 per each.

Send for patterns.

ELDER, JENKS & RABORG

Brush Manufacturers.

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

---

**DIXIE System Company**

Has the greatest invention of the age for Dressmakers, Furriers, Cloakmakers and Ladies' Tailors.

**Perfect Fitting Patterns**

Produced in 15 Minutes.

Anyone can learn it. Send for prices.

Wholesale prices to dressmakers.

Address for particulars,

**THE DIXIE SYSTEM CO.**

52, 53 and 54 Glenn Block, CINCINNATI, OHIO.

Agents wanted in every city and town in the United States, and our terms to agents are more liberal by half than anything else they will find.
February. 1896.

BILLBOARD ADVERTISING.

BOISE CITY, IDAHO.
PUPULATION, 8,000.

City Bill Posters and Distributors.

Members of International Bill Posters Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Associations.

We have more billing space than all other towns in Idaho put together.

The city is booming. Send on your paper. References furnished.

BILLBOARD ADVERTISING.

BOISE CITY, IDAHO.
PUPULATION, 8,000.

Bill Posters

Bill Posters are everywhere adding neat little sums to their incomes by selling our commercial posters. We allow a commission of 20 per cent. on all orders, and it amounts to considerable in the course of a week. Many are making from $20.00 to $40.00 per week. J. M. Dishon, of Terre Haute, Ind., made $47.00 commission on a single order, and the posting netted him $135.00 more.

Let us send you a set of samples. They are free.

THE DONALDSON LITHO. CO.
Cincinnati, O.

“The Bill Poster”

The English counterpart of Billboard Advertising. Subscriptions, 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

HIGH-CLASS HALF-TONE ENGRAVING.

SEND A good Photograph and Get a Good Cat.

PRICES:

3 x 4 3 x 2 8 x 1 1 x 1 2 x 1
$1.00 $2.00 $4.00

LOWEST PRICES IN THE WORLD.

The Hallesberg Photo-Graving Co., Cincinnati.

R-A-P-A-N-S

The modern standard Family Medicine: Cures the common every-day ills of humanity.

ONE GIVES RELIEF.

MONTANA

Bill Posters' Association

C. A. HARBOSES, Helena,
STATE CONTRACTOR FOR
Bill Posting, Distributing, and
General Advertising.

Helena, Butte, Great Falls, Missoula,
Anaconda, Ravalli, Livingstou,
Belling, Deer Lodge.

MONTANA BILL POSTER'S ASSOCIATION

Population, 14,500.

CLAYTON E. DOUB,
Distributor of Circulars and Samples.

KITTREDGE COMPANY, Publishers
3 Astor Place, NEW YORK.

“PRACTICAL PRACTICE”

PRACTICAL ACCOUNTING,
AND BUSINESS MANAGEMENT.

THE STAR COIL SPINDLE SHAFI SUPPORT
AND ANTI-RATTLE.

STEINBRENNER'S
CINCINNATI DISTRIBUTING SERVICE.

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

B. STEINBRENNER, 811 Vine Street, CINCINNATI, O.

The American Commercial Advertiser, Feb. 1896.
I Am
An Ad Writer

Because I have a brain trained for the business and really love the work.

I have no other "irons in the fire."

I know I turn out good work because sensible business men who employ me say so. I want to write your ads because I am positive I can make them effective.

I am not boasting—simply claiming what I can prove. Will you put me to the test?

Two "ads," two dollars. Money back if I fail to suit you.

JED SCARBORO,
48 Albemarle Building,
Brooklyn, N. Y.

ROOSEN
INK WORKS,
66-68
JOHN STREET,
BROOKLYN, N. Y.

Let's Get
Acquainted?

"Just for fun, you know—no business—for, of course, you are perfectly solvent and would not change your tone for your father.

You know, sounds natural.

Eagle Printing Ink & Color Works
146-152 Monroe Street, Chicago.

To the first ten persons sending a dollar for our ads, resulting from this ad, "Billboard Advertising," we will send a handsome present. So be sure and mark this paper.

W. H. DONALDSON,
Cincinnati, Ohio.
The Stoops Bill Posting and Advertising Co.

CHATTANOOGA, TENN.

PUT CHATTANOOGA ON YOUR LIST.
THE O.J. Gude Co
OUTDOOR ADVERTISING
New York

1894 Our Customers spent less than 4% of their entire appropriations in Bill-Posting.

1895 It increased to over 12% more than $200,000

1896 It will further increase if the Bill-Poster recognize that service and service only will bring permanent and profitable business and that organization is effective only as it conserves the interest of the advertiser as well as the Bill-Poster.

[Design by courtesy of James Pyle & Sons—Pearline]

"I'll stick this up anyway. It's for the good of the Cause."