**Classified Advertisements**

### BILL POSTER'S DIRECTORY

<table>
<thead>
<tr>
<th>District</th>
<th>Posters</th>
<th>Distributors</th>
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<tbody>
<tr>
<td>St. Louis, Mo.</td>
<td>10,000</td>
<td>45,000</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>20,000</td>
<td>150,000</td>
</tr>
<tr>
<td>New York, N.Y.</td>
<td>30,000</td>
<td>250,000</td>
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<tr>
<td>Philadelphia, Pa.</td>
<td>50,000</td>
<td>350,000</td>
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<tr>
<td>Boston, Mass.</td>
<td>75,000</td>
<td>500,000</td>
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<tr>
<td>Detroit, Mich.</td>
<td>100,000</td>
<td>700,000</td>
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### Expert Ad Writers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>Tel.</th>
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<tbody>
<tr>
<td>Mr. A. B.</td>
<td>123 Main St., New York</td>
<td>12345678</td>
<td></td>
</tr>
<tr>
<td>Mr. B. C.</td>
<td>456 Broad St., Philadelphia</td>
<td>98765432</td>
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### Posters

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>Tel.</th>
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<tbody>
<tr>
<td>Mr. D. E.</td>
<td>789 Market St., Chicago</td>
<td>32109876</td>
<td></td>
</tr>
<tr>
<td>Mr. F. G.</td>
<td>0987 Main St., New York</td>
<td>65432109</td>
<td></td>
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### Rural Signs and Painted Billboards

Advertisements under this head should be sent to the office of the editor at no extra charge. Many advertisers pay their bill on account of their work. Advertisements should be in typewritten form and be sent with payment. No charge will be made for insertion in this section unless otherwise specified.
"HOTE" INTERVIEWED.

A reporter for "Billboard Advertising" cross
country from King of the Hill Road. An inter
esting talk with the Sign King. The new
association he is forming styled the American
Poster's Union.

Probably on one person in America is
better known among advertisers and bill
posters than C. S. Houghtaling, familiarly
and affectionately termed "Hote," and the
address of his large residence at
2. Park. Place is almost equally so.
I had little difficulty in securing an audience
being ushered into his private office almost
immediately upon presenting my card.

"Hello!" he said cheerfully as I entered.

"What can I do for you?"

"BILLBOARD ADVERTISING would like
to know something of the American
Sign Poster's Union." Inquired I.

"Humph," he observed, "you don't let
the grass grow under your feet. Why, I
only mailed that to them yesterday."

"That's altogether probable," I replied.

"My instructions came by wire, and I re
ceived the telegram last but not least.
but about the new association? How is it?
Are you serious?"

"You bet I am serious; in fact, I am
awfully serious. I'll show you an association
inside of a year that will pay for the
land. We reach from the Atlantic to
the Pacific, and from Hudson's Bay to
the Gulf. My friends have already taken the
necessary steps to incorporate it.

You know it will be a corporation under
the laws of New Jersey, and will be
capitalized at half a million dollars. Its a
new idea. Only occurred to me last week,
but it solves all the difficulties that at
tempts of this nature have encountered
in the past. As soon as the scheme is
laid before the bill posters of the country
you will see them fairly falling over one
another to get a piece of it."

"It is intended, Mr. Houghtaling, that
this is merely an attempt on your part to
gain with the Associated Bill Poster's
Association for depriving you of the rights
and privileges of membership in that
organization."

"That's a lie, a d-d unprovoked dow
right lie. Why, the members of the
Association didn't vote for it. It was Campbell
and Gunning's S. Louis representative.

He, I believe, his name is. Why, I've
got ten friends to their one among
the members of the Association. Look here,"
he said, displaying a big stack of letters.

"there are all from bill posters, most
of them members of the 'Association,' all of
those expressing the most pronounced
inigation at the indignities that have been
put upon us."

"It is said that Stahlbrodt could
and should have prevented it."

"I am told that he did put up a tame
reply in my behalf. I guess it was only
a feeble protest to square himself, but
that's all right. Stahlbrodt and I are
square. He has paid me back my five
time and a half, and we are quite.

"How do it?"

"Oh, that's an old story. You see it
was a scheme of Stahlbrodt's to unite
the other members of the Association by
establishing a working bond, and has
sent them all the commissions. He invited Sam
Pratt, Campbell and myself to go in on it
and we each pledged ourselves to give
five hundred dollars a piece to support it
until it got on a paying basis. We all put
our money except Campbell. He crow
ed, backed right out of his agreement.

"Was the venture successful?"

"No. I soon made up my mind that
Stahlbrodt was not the man to handle it."

"Why?"

"Oh, that's a leading question. You
see, the position is one that requires all
the characteristics of a successful
adviser."

"And you think Mr. Stahlbrodt does
not possess them?"

"I won't say that. I will merely state
that as a rule he has not been the best of
men to do a thing, and when he is
approached in this manner he is very
likely to cause a prompt and unsuccessful
result."

"Do you expect your new Association
to break up the Associated Bill Poster's
Association?"

"No, not at all. The gang that's now
running it will do that."

"How's that?"

"Well, you see, they are using it now
as a means of getting even with enemies,
and it is largely given over to personal
outrages, quarrels, spats. The editor of your
paper understands this. He has warned the
members for months past of what
would happen if a radical change was
not instituted. I see he was fixed too.
That's the penalty of being able to think.
The gang wants to do all the thinking.

"But they ejected G. J. Gude as well."

"Of course they did. He is a first class
critic and gets behind every move of the
Thet, of course, interferes with Stahl
brodt."

"Many of the members have written
BILLBOARD ADVERTISING that the mis
takes of the Cincinnati meeting will all
be rectified at Cleveland next July"

"I believe they will if the Association
holds together long."

"Why, you surely don't anticipate such
speedy improvements?"

"It would not surprise me at all. Why,
their total receipts last year were $46,000,
and the Association was run very econom
ically, but their expenses amounted
to only $7,500, which left them only 1,000
on land. Mind you, not a cent was exp
ended unnecessarily. Nothing but pos
tage, printing and bare necessities were
paid for. If they can keep up that system
then they give the secretary $3,000 for a stenographer. Then $3,000
to your paper as a subsidy. Then Stahlbrodt
gets $4,500 to pay the rent of the
New York office. Their incidental ex
penses will be about the same as last year,
which makes a total of $5,500. You will see
how it is.

"You think the Inter-State is hurting
them?"

"Think! Why, I know it. Why, my
boy, nearly everybody they had in
Minnesota, Wisconsin, Illinois, and Ken
tucky has gone over to the Inter-State.
There isn't enough of the subordinate
associations in these states left to form
a corpora's guard. I see, too, that not
satisfied with the already large number of
members, they are going on publishing
even more subsidy bills, which never
were paid.

"But they expect that that will prove
a source of revenue."

"Like h-i, it will. What does Camp
bell know about running a paper? About
as much as a hog does about a holiday. I
tell you, it's expensive, most unbusiness
like, in fact."

"You speak as if you had experience."

"So I have. I was first chairman of the
first bill poster's association that was
ever formed in America. The idea oc
curred to me in New Orleans, during a
conversation with Al Weber, the bill
poster of that city. I at once went to
Chicago, and interested Geo. Treuyer in
the idea, and we succeeded in effecting an
organization. Well, to make a long story
short, the association wanted a paper,
and they authorized me to go ahead and
publish it, which I did. It was called
the Bill Poster's Review, and lasted just
four months, during which time I received
just exactly three paid subscriptions of
one dollar each. Those four issues cost me
a little over $400. The Association
wouldn't pay it, so I had to; that's why
I remember it as well."

"In the case of Campbell, however,
things will be reversed, because he won't
pay it, so the Association will have to,
and the expense is going to fall pretty
heavy on the shoulders of the few faith
ful ones who stick by the Association to
the last. It's an account of this reckless
expenditure, more than anything else,
that I predict the early demise of the or
ganization."

"You can say to the boys, though, that
we will soon have The American Bill Pos
ter's Union in operation, and it will come
as near to being a perfect association as
it is possible to get one. Tell them it's
what they've been trying to get for
years."

ANOTHER ONE.

The Southern Bill Poster Trust, a new or
organization projected by Mr. J. Dooley, of
Gainesville, Ga., is a movement of interest
to the Craft in Dixie.

It never rains but it pours. Following
close upon C. S. Houghtaling's announce
ment of the American Bill Poster's Union,
comes the news that the popular bill
poster at Atlanta, Ga., Mr. M. J. Dooley,
has projected, and is about to
launch an entirely new and independent
Association of Bill Posters in the Southern
States. Dissatisfied with the Associa
tion of Bill Poster's Association, with
which he has heretofore affiliated, Mr. Dooley
has severed his connection with that
organization, and quietly gone about
forming a new one according to his
own ideas in matters of this kind.

Rumor has it that it will be operated
on entirely new lines. The trust goes into
each and every town of the South
and buys the boards outright from the bill
poster, paying him in stock of the trust
for same, and installing him as manager.
Whatever they cannot effect this ar
rangement, it is presumed they will in
stall a competitive position. In time, this
will give the trust an absolute monopoly
of the boards throughout the entire South.

It is also said that the S. S. P. people
are interested in the scheme.

AND STILL ANOTHER.

The Western Bill Poster's Association,
covering the states of Montana, Idaho
and Oregon, is organizing under
the direction of Messrs. Spangdahl & Gordon
of Boise. They have asked for and
received a charter from the Interstate Bill
Poster's Association and will operate as a
subordinate organization of that body.
Messrs. Spangdahl & Gordon are hustlers
and their efforts will undoubtedly result in
a strong and effective league of the bill
posters of the three states named.
POSTERS AND PAMPHLETS.

A. C. H. W. M. 

The question of billboard advertising has annually presented itself, with gradually increasing emphasis, during every single season. Each advertiser has, however, had a doubt as to the value of this class of display advertising at a means of immediate local publicity, but I have had no misgivings of the results of any such treatment, and I believe they have been justified—as to the reliability of the average bill poster. The fact that advertising has, during the past, been considered other than a science, that notoriety has been mistaken for reputation, and the attainment of publicity by flashy methods or in any way, has been regarded as the goal to which the advertiser was trabajar, has, through the early connection of the bill poster with the circus, induced the bill poster to believe that all advertising was a species of circus, a frolic; and instead of his bills being carefully put up, they have been slapped up. The bill posting profession is now an art, and the knowledge there has been completely infused with the idea that at least some other line of advertising thought, and the careful advertiser, advertisements, advertisements, by being unable to discriminate, has been lost in his profits on the reliable poster advertised and turned into a loss by the bad business methods of the unreliable. 

Theatres, announcements of all kinds, and one or two other lines of business have seemed to enjoy the bill poster's most generous and careful efforts, for the bill poster knows that he would receive from this class of advertisers a certain regular amount of business, and an average of bills has been under the supervision of the local manager of the theater or the careful checking of the circus bill poster, who was one of his own assistants. If he have not been well served, he may have been ungracious and the paper thrown away or destroyed. If he have been well served, he may have been more than satisfied to return the favor and send the paper to the newspaper. The paper is the realm of certain newspapers, and the advertisements of possible advertising mediums among him.

There is no question in my mind, but that bill posting as a means of publicity for the general advertiser will become one of the greatest mediums at his command, provided the bill poster continues to maintain that confidence which, if not indulged in, is, therefore, a fundamental principle that the bill poster should study with the utmost care, that if they desire to secure the patronage of their customers, they must inspire them with confidence in their methods, which is the keynote of their success for their profession as well as for their prosperity. There is one other subject which I wish to discuss here and offer a suggestion. During the last eight years it has been my privilege to distribute in various cities forty-eight million little pamphlets, many of them going from door to door by hand, many through the medium of drugstores, and very large quantities by mail. Nearly three million of these pamphlets were sent by mail during the month of February. They were sent two in an envelope, and the postage was one cent for each envelope. It costs money for the collection of the lists, for the writing of the addresses, for the envelopes, for filling, and the postage was six cents for each envelope. The cost of this distribution, aside from the books themselves, was estimated to be $15,000. The actual distribution was 1,397,692 addresses, and therefore the cost per address was a little more than a penny and a quarter, or perhaps thirteen cents a thousand.

The Bill Poster's Association and its members would probably be very glad to distribute millions of our little pamphlets, on the basis of two dollars per thousand, and we, as general advertisers, would be very glad to have them, but we don't dare. This is in reflection upon the bill poster individually or as a whole, but we are perfectly well aware that we with difficulty can employ men, pay their traveling expenses and a good salary, on whom we can absolutely rely for the faithful distribution of our little books, the placing of them in the hands of the proper people, in front of our stores and in the public mind. 

The Bill Poster's Association is the establishment of confidence, and this can only be done by the most reliable of all poster in this craft, by the making of their profession dignified, by bringing to the members of your Association a resulting sense of the value and importance of these methods, build up for themselves increased business from him.

In conclusion, permit me to express the hope that the very modest posting which this year proposes to do will further convince of its utility as a means of publicity, and that we may some day look forward to the time when the distribution of your pamphlets will be done exactly as it is now by a trained postal department, which is well performed, and me may hope to be realized beyond their brightest dreams.

MR. A. C. H. W. M. author of the foregoing article is manager of the Advertising Department of the Post pring Company, Milwaukee, Wis.

Any person or firm who is desirous of creating a quick demand for his or her wares, should use posters in preference to all other methods of publicity. Nothing is one-half so prompt. Proof of this fact is found in the fact that newspapers and the advertising agencies have learned through years of experience that they bring a response that is almost instantaneous. For this reason these organizations rely upon them almost to the entire expenditure of all other forms of advertising we distribute matter.

If you want to advertise anywhere at any time, and desire to secure maximum results at minimum outlay, use the billboards.
NEW YORK NOTES.

Holbrook's Worcesterhire Sauce has secured from Van Beuren the enormous sign on New York Day, that has been occupied for a number of years past by Napoleon. This sign is pretty nearly half a mile long, and is the first view of New York seen by incoming ocean passengers, and for this reason, if none other, is one of the strongest advertisements in America. Holbrook's Sauces are also posting upon the New York billboards.

Golds is posting Syrup of Figs in the Eastern States.

The William Zeltner Brewing Company has a very handsome 25-sheet stand, lithographed in colors, and is posting it throughout New York and New England.

Johnson & Johnson, who are advertising Vino Kalashe very heavily in the newspapers and street cars, have given a large print contract for Bellahouse Plaster, covering all railroad approaches to New York City. Vino Kalashe will probably be posted during the summer months.

A great deal of paper on the bill boards during the past month, as usual during the cold spell, is practically unreadable on account of the frozen paste on the face of the poster. Many a fine piece of lithography is ruined by the bill poster's carelessness.

The posters put up by the California Fig Syrup are decidedly weak; they are only three sheets in height, and a half sheet blank is placed on the top and bottom. This would be very good advertising if the half-sheets were placed at the ends as well, thereby placing a border all around the ad.

Three Cheerful Ladies met in the Cafe of the Imperial Hotel a few weeks ago, and as they had made money during the winter, they then knew what to do with it. They mutually resolved to declare a Saturday, and to deposit the proceeds amounting to $25,000, and to return this amount to their customers, in consideration of having been allowed to make such heavy profits.

They are doing all they can to prevent the general public from learning these facts, fearing that every man in the advertising business will immediately get into the habit of posting, that they may be able to distribute $25,000 a year among their customers.

Four large cigar manufacturers are securing bids on poster printing in large quantities, with the expectation of going into this method of advertising more heavily than similar lines have done. Cigar poster has heretofore been confined to one-sheet and three-eighths, but now manufacturers are learning that there are larger sizes of paper made, and that it will cost no more to post the town with large stands than it does to post a wall paper, and that the effect is a thousand per cent. better.

Advertising is not necessary, neither is the telephone, neither is the telegraph, nor the limited trains, but they are mighty convenient when you want to get there quick.

Your grandfather made a fortune in business years ago, and never spent a cent in advertising in any way; but conditions are somewhat different at present, and while you may do the same thing as your grandfather did in the same length of time, (a quarter of a century, we will say) why not get to the front in two or three years, instead of waiting so long as long.

Wood Soap is a new billboard advertiser. Their right-sheet could be vastly improved by a little color.

Bill posters should note the remarkable beauty and effectiveness of the advertisement standpoint, of the bulletin boards built and painted by Lee LeTour, of New York. Every sign on LeTour's boards is so matter how small, stands out clear, bold and distinct. One reason is that a border about a foot in width surrounds every ad, the border on every ad being in a color differing from the one adjoining it. Another reason is that he endeavors to have no adjoining signs with the same colored backgrounds. The advertisers pay him for the space used on these borders, and they would be willing to pay the bill poster too, if the matter were suggested to those proper.

Holbrook's Houses have a one-sheet and a sixteen-sheets. On going to the north-east point of the Sixth Avenue I read the other day, I noticed one of the large stands placed where the view was very close, so close that the one-sheets would have been put as readable. In turning the curve at 121st Street I noticed a bill board, the nearest possible view to which was fully five hundred feet, on which a great many of the one-sheets were placed. I don't believe one person in a thousand could have told what was being advertised, and the stand is a magnificent one for large posters.

There is a bill poster in New York City who posts a piece of paper over the imprints on all posters that are placed on his boards, "Nobody is going to get any free advertising out of him, by golly." And his name is neither Van Beuren, nor Munson, nor Reagan & Clark, nor Skinner. This bill poster gets $3 a sheet per month for the paper he posts, and he is the Illinois Railway Advertising Co.

Standout is expecting to invade the billboards the coming summer with a novel and striking poster.

S. F. Meyers & Co., wholesale jewelers, 30 Maiden Lane, are going to post Olympic Pictures throughout the Eastern States.

OLD TIME REMINISCENCES.

As near as I can remember, it was during the season of '64-'56. Nick Roberts informed me that billboard advertising was introduced into America by the agent of the Bavarian Penman Actors, whose bill truck had a three-sheet on the side marked "Steerage." To be historically correct, as these papers will be kept on file by every bill poster in America, it was about July 25th or August of that year, when the three-sheet landed, at once suggesting the idea to all the bill posters who were running themselves and playing golf in Castle Garden, that it would be a cooking good idea to have some planks permanently placed in prominent locations, where citizens could ride or walk by and read the running words on printed bills, in place of having the sandwish men do all the walking. The idea was not only feasible but made a great hit, the first one blowing down on over thirty passing spectators. The expense for these boards was trifling, the owner of the lot generally taking great pleasure putting up a 300 foot board for two lithograph, good every other month. The board managers were delighted with the scheme, giving up sometimes as many as ten passes a year to bill three shows a week. The only expense was the paste, which at that time went up to sixty hordes per kilo. The duties on paste were as enormous that it is said Van Nevel left called upon to invent a substitute made of which bread and tobacco sauce, both highly recommended for their hot qualities, which was all right for use in summer with the aid of tea. Harry Steege, who afterwards became a famous millionaire, in those days started in a quiet way with only thirty wagons, which now, if they were loaded with money, would not pay his weekly salaries. The first time I was discharged from the Cole show by Bob Campbell, was for laying out a 650 foot stand on the beach at Galveston, to see how it would look. But after that I got it down so fine I could tell how the paper looked without having it photographed. Mique O'Brien, the celebrated poet who composed the following beautiful verses:

"She is the only girl I love;
She has a face like a rose and lily,
I met her while leaning on the line,
My heart, true, was all for her.

She was once a bill poster in Texas, and was doing well until a fake circus agent came along and gave her a sixteen dollar order on a bunted show, which caused her to go into bankruptcy.

PUNCH WHEELER."
March, 1896.

BILLBOARD ADVERTISING.

SPECIAL NOTICE.—All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 65 Elm Avenue, Philadelphia.

THE GREAT AND ONLY.

BILLBOARD ADVERTISING has evidently awakened in the bosom of our local advertisers the desire for billboard publicity. Out of a batch of twenty-seven letters from retail merchants in different parts of the country, I select from among the best suited one on which to champion its cause, while the newspaper has had dozens, even thousands, of official misspelled words, to connect with this general subject, the advertiser who is in the lead in this great work their only representative is doing.

Already wonderful changes have resulted from BILLBOARD ADVERTISING's missionary work. Far away in posters to-day who would not have dreamed of such a thing three years ago. Even the newspaper men now recognize the value of the poster, while the newspapers discuss it in their news columns. Here are two verses on the subject, the first from the Albany ad of the Albany Evening Bulletin, and the second from a magazine:

In Poster Land the girls are queer and many a ship is near the shore; their gaze is fixed onsimilar GAR girls, who will do anything for a tip. With hermama and hermama, hermama.

If you are interested in the subject, the first is from the Albany Evening Bulletin, and the second from a magazine.

In Poster Land the girls are queer and the men are not so wise, their gaze is fixed on similar GAR girls, who will do anything for a tip. With her mama and her mama, her mama.

The poster is the best form of advertising in the country. The poster is the best form of advertising in the country.

CHEAP ADVERTISING.—The biggest mistake I ever knew a merchant to make was to advertise in the Albany Evening Bulletin. He sent his goods to the Albany Evening Bulletin and the result was a failure. The newspapers have always been the best form of advertising. The poster is the best form of advertising in the country.

The poster is the best form of advertising in the country.

Do not write to me, but let me know you are interested in the subject. The poster is the best form of advertising in the country.

Mr. E. H. Wells writes:—Will you kindly inform me through the March issue of the possibility of utilizing the poster for advertising purposes? What are the advantages and disadvantages of the poster?

Answer:—As the editor of BILLBOARD ADVERTISING is better informed on this subject than I am, I have referred this question to him.

NOVELTY ADVERTISING.

C. H. Young writes:—Your opinion on the enclosed ad would be appreciated. The ad is attached to a newspaper advertisement for a novel. I have heard many persons express the opinion that the ad is too novel.

Answer:—The book is well written and should appeal to the reader. However, it is not clear how the ad will be received. It is advisable to try a more conventional ad first.

DO THE REST.

On the surface it seems improbable, but there are thousands of businesses who are taking advantage of the poster. It is a simple, effective method of advertising, and the results have been remarkable. The poster is the best form of advertising in the country.

Mr. E. H. Wells writes:—Will you kindly inform me through the March issue of the possibility of utilizing the poster for advertising purposes? What are the advantages and disadvantages of the poster?

Answer:—As the editor of BILLBOARD ADVERTISING is better informed on this subject than I am, I have referred this question to him.
BILLBOARD ADVERTISING.

ADVERTISING BY POSTERS.

Written especially for BILLBOARD ADVERTISING by CHARLES AUDIN BATES.

Excepting only the town crier, posters are the oldest form of advertising. Development in this line has not been rapid as it has been in the newspaper line, but in the last two or three years poster advertising has taken such rapid strides in advancement that now almost any scheme of advertising is considered incomplete without its quota of attractive posters.

The impetus has come from Paris. The idea of real art in posters came from Paris.

In anying these things, I have in my mind the poster as it is used for advertising commercial enterprises and publications. In the line of show bills high art has been apparent for a number of years.

I doubt if any recent poster advertising has equalled, or even approached, the work of Matt Morgan, whose beautiful productions must be well remembered by every one who has seen them.

In the modern acceptance, the word "poster" to the average mind means a one-sheet bill—and even more frequently a much smaller sheet. The French have taught us the use of flat colors and the meaning of design and color.

If a half-sheet poster contains one strong figure, so large as the space will allow, and a full sheet poster contains half a dozen figures, the half sheet poster will be the stronger. It will be more effective and less expensive.

Simplicity and strength must be the aim of the poster artist. The less he goes into detail, the better. It is not the mission of the poster to convince. It may only suggest. It must be strong enough to command attention, and artistic enough to command admiration.

The poster used in advertising Scribner's Magazine for February is one of the best I have seen. It is strong, simple and effective. It contains five words and one figure. It is well conceived and admirably executed.

The five words are, "Barrie's Sentimental Tommy in Scribner's." The figure is a strong, life-like picture of Barrie, which shows him intently reading a paper which he holds in his hand. The poster says to the casual observer, that "Sentimental Tommy" is a story of absorbing interest. The figure expresses this.

The colors used are black and pale green—a noticeable combination.

On the whole, I believe that the American poster is more truly artistic than the French. We have improved on their ideas.

Nuremburg has taken the French poster owes much of its attractiveness to the use of the female figure in varying degrees of nudity. They are striking always—generally beautiful—sometimes disgusting in their suggestiveness.

And yet, the idea itself is right. There is nothing so attractive to man as a woman; and there is nothing much more attractive to a woman than another woman.

The female form is the most beautiful thing in nature or in art. Used properly it can only exert an influence on the observer of all ages. There is every reason why it should be used in advertising—and particularly in posters, if it is used in a proper way.

When Anthony Comstock is taken to the realms where we may believe there are no posters, there will be some chance of development in art in America, and every bill board will become an educational museum.

One of the most beautiful posters that has been seen in this country was recently suppressed by Comstock, because it contained the nude figure of a woman.

Of course, artistic posters can be made without the use of female figures. The Scribner poster which I have been talking about is one in point.

One of the peculiar things about poster advertising in the United States—particularly in New York City—is that its largest exclusive use, but the same design may be very well sold to a dozen different people in the same line in a dozen different ways, and as far each of them practically an original design at once, the apparent cost.

As for the designs themselves, I can see no excuse for the incongruous effects that are now so popular among a certain group of artists. I can find in my heart no admiration for Aubrey Beardsley's style of art; and there are a great many French productions which I fail to appreciate.

There are useful ideas in both styles of work—but that can be applied to posters representing a much broader line of art, and which in their application would lose none of their strength and effectiveness.

"Big O"—If you don't know what it is, you don't need it. Why should Aunt Jemima's Pancakes cost Big G? It has been putting money into the bill posters' hands for many years before Aunt Jemima thought of doing anything of the kind. Aunt Jemima is just as likely to rob up against it in the newspapers as on the billboards. And when you come right down to the question as to which is the most necessary of the two articles, the man who wants Big O wants it mightily bad, and he wants it right away —at least, so I have been told by a man who had a friend who once wanted Big G.

He says that all the Aunt Jemimas in seven states wouldn't have answered his purpose half as well.

JNO. E. WILLIAMS.

The subject of this month's frontispiece is Mr. Jas. E. Williams, representative of the J. E. Gannng Co. Mr. Williams was in Chicago recently, showing the boys that Gannng, the "founder of the Sign Painting Arts," and so many representatives of a hard shaker in the edible spirit. He gave a positive revelation to one and the entire group of advertising artists, the emotional warmth of good fellowship that belongs to the Chicago politicians who are strong in "the boys." The feeling power of that "zip" is in certain little municipal affairs in Chicago; but once got abroad somehow, for it evidently reached the attention of the Protective League of American Showmen, at whose meeting Mr. Williams was present at a meeting of the board of directors, where was certainly quite spontaneous, and now the broad shoulders of this sturdy manipulator of politics of state in regard to advertising licenses, one of the great pegs of Chicago will be hardened with a very increased responsibility, for when they visit Chicago, the boys of the Protective League of American Showmen have no fault to find with the shrewd politician who would have enough for their new design.

"Of course, small local dealers can't afford to pay for original designs for their and printing houses, and can secure sketches to submit to local advertisers. This, of course, is done to some extent but not sufficiently.

If local advertisers generally knew how much of a show they could make with a small amount of money spent in posters, they would use a great many more of them.

They could be used to great advantage by the dry goods house at the time of special sales, and by other lines of business at different times of the year.

One or two of the New York department stores have used twelve sheets each for this purpose. It is not so good for them as it would be for stores in smaller cities.

"Of course, small local dealers can't afford to pay for original designs for their exclusive use, but the same design may be very well sold to a dozen different people in the same line in a dozen different ways, and as far each of them practically an original design at once, the apparent cost.

As for the designs themselves, I can see no excuse for the incongruous effects that are now so popular among a certain group of artists. I can find in my heart no admiration for Aubrey Beardsley's style of art; and there are a great many French productions which I fail to appreciate.

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THE GROCER.

Profitable Advertising is a problem which is still unsolved by small grocers.

They have tried many methods, and much money has been wasted in spasmodic attempts at advertising.

We say "attempts," because spasmodic advertising is not advertising in any true sense; it is simply no attempt.

The grocer who would reap any permanent benefit from his expenditures in the advertising line, must carefully consider many things.

Of course, we know without being told, that he wants to sell more goods to as many persons as possible. He wants to sell to everyone who can be induced to buy.

The location of the store to a great extent, determines the most likely patrons and the class of goods they will buy.

If the location is in the heart of the city, or a thoroughfare, the very best of trade can be sought, and money can be used effectively in obtaining this trade. On the other hand, the grocer is a residence section, depending largely on those who are near for support, must confine his advertising to means which are available in his neighborhood.

The town-grocer may select his advertisers and call an entire city, using the boards in every section with profit. He can take a large space in the newspaper, and derive benefit. In fact, everything that reaches the entire population, and broadens competition, doing it better and cheaper than any other medium, is advantageous for him to use. The same method may be followed on the boards as in the newspaper.

An appropriation for a certain space on a selected list of boards, with the advertisement therein changed weekly or fortnightly, will do more in one year to establish the name and fame of the grocer using it, than four times the same expenditure in any other channel.

For the neighborhood grocer the same general plan holds good. He would not find it profitable to use newspapers because he is paying for a circulation, only a small part of which is likely to become his supporting patronage.

He can use billboards with economy, because, just as soon as he gets to what seems to be the limit of his territory, there is room for improvement.

Home town house distributing is a wonderfully effective way of bringing to the particular notice of the families any specialties which may be offered from time to time.

Don't.

It has been customary with many advertisers to insist on having the door bells rung, and many distributors have had the weakness to do distributing in this way. Such a method permanently pursued will do more to destroy the industry of distributing than any other methods which could be used, except absolutely throwing the bills away.

The object of distributing as well as all other advertising, is to win friends for the article advertised. If the advertiser associates such persons in the mind of the public with his own product, they will, when the time comes, be his friends. Many advertisers have gone to work and then failed, because they saw that advertising was not a sufficient inducement to do business with them once, comes to the conclusion that his inspector is the only man who saw the paper after it was posted, for the reason that he receives no returns, and no results are traceable.

Billboards must be constructed in locations where the public will see them. Results therein will be apparent to the advertiser.

Renewals are the test of merit. A man, who, at the expiration of a contract with a billboard company, can go to his advertising manager, and say, "I have satisfied the advertisers, is able to secure, trace appreciable benefits, is sure to renew, and the measure of success is accurately gauged by the number of renewals.

The bill poster must look to the local advertiser for patronage and support.

To be sure, there are national advertisers, and your advertisement, in the opinion of some large commercial men, is bound to be seen, but it is not easy to secure the support of those who are farther out of the field in fow. The merchants are tired of the exorbitant price rates charged by advertising agencies, and are demanding the same for themselves, even if the petty expenses in vogue, such as charging extra for cuts or full display type. They are ready to be convinced that poster advertising is what they want; and it remains with the bill poster to convince them otherwise.

They have had it drilled into their minds, that every method of advertising aside from newspapers, was despicable and foolish. They do not come, every advertiser, however, will do more to convince a doubting mind than all the argument in the world. They should be made to obtain a contract for a display extensive and long enough continued to make the advertiser want more.

The family can often be heard the case that a sketch of a bill, applicable to his business, will do more to convince a doubting mind than all the argument in the world.

The increasing tendency to advertise in a very small space and retail warehouse offers no inviting field for the sign writer who will rise to the occasion. Dainty designs of catchy outline and artistic execution, describing the articles shown, have a ready sale.

There is no class of retailers who cannot make use of them. The printing press is not available because the two or two cards of any one design is all that's needed—indeed, the variety is so much to be desired as any other qualification.

The sign writer will put in his spare time bringing out some new work on his line and putting it to the market, as sure of result, perhaps not immediately, but the battle is half won when he tickles the merchant's fancy with something new. The sample will be put aside for reference and future use.

A good scheme is to take one kind of business, for instance, the jewelry business, and make one or two samples (all different) for every jeweler in town. Take a walk and observe the windows of the jeweler, until, with no eye to the words of each, make a sign suited to their requirements, and present them with it. By doing the jowlers have a practical illustration of the work offered them.

They will become customers if it manifests that the whole category of retailers can be gone through with in this manner, and we are not at all shy in saying that those sign writers who do it will experience most gratifying results.

SAN FRANCISCO MORALS.

California Times Press.

The Supervisors have decided to prohibit the posting of indecent placards and the painting of vulgar signs on the street walls.

The ugly moral city is not to be allowed to maintain the same level of delinquency shadowed by the appearance of a base advertisement, misleading the repute of a woman of the street.

They say that many people have complained to them of the indecency of this advertisement.

These complaints may be accepted as evidence of the culture that prevails. The picture of the bill is merely a work of art, for it is almost grotesque enough to make a new laugh or talent or humor seem to kick into a word or description of righteousness imagination.

The picture of the women may be apparent to all cultured people of the metropolis, but we doubt whether it would be offensive to dwellers in pastoral towns.

They are familiar with the title and its social qualities and they know that their picture never could be sold as shocking as itself or his native birth.—California World.

Probably the Supervisors have never taken a walk through Mint and Dupont streets and seen the cows trading there and openly soliciting business in their peculiar line. San Francisco indeed must be that kind of a town. Even in the elevators and the Pacific street would blush at the picture of a bill.

W. E. Johns & Co., of Cleveland, O., are putting out a fine line of commercial posters.

THE WALLACE SHOW IS IN FRISCO.

When W. E. Fuller, the general agent of The Great Wallace Show, arrived in San Francisco for the purpose of contracting for the billboards, he found that Mrs. Doughty and Mr. S. J. Stone, composing the Pacific Coast Bill Posting Co., had put in a wild stone to Stalgas and the Syncylicate Shows. Argument was futile.

Mrs. Stone refused utterly to bill The Wallace Show at any price.

The only thing Mr. Fuller could do under the circumstances, was to start out and secure his own locations, which he did with commendable promptness.

The first board he obtained was a protection fence, right opposite the Balmin Hotel. It measured three hundred feet in length, and was six feet high.

The following day he also secured two hundred feet at the corner of Market and Fifth streets.

The rest came easy, and within five days he had a complete show.

He had fully determined to pay the bill posting License and turn it over to some bright, enterprising young men, who were anxious to start a rival bill posting plant, but upon consulting the authorities, he found that if he posted his paper only, the license therefor would be useless, hence decided to follow this course.

We have had occasion before to mention the folly of shut-down contracts, but this instance illustrates it so forcibly that we think it is duty to impress upon all bill posters, the lack of wisdom evinced in such a course.

The Pacific Coast Bill Posting Co. just barely escaped all the troubles and financial loss which follows in the wake of a fight with no opposition firm, besides losing the revenues which they could have derived from billing The Wall-

The first duty of a bill posting family to all space to advertisers, and in order to do so, they should always keep themselves up to date, in such a position as to be able to do so if all the boards are covered, good and well, he who comes after will have to produce a letter. Let these be covered under the local bill posting company's license and authority.
large contracts cancelled.

advertisers refuse to be sand-bagged.

a batch of important letters.

march 1866.

$100,000.00 lost.

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march 1866.
ADVERTISING RATES: Advertising is published at the uniform sum of twenty-five cents per page line, except in the classified columns, where special rates prevail. Our in-house cash.

There are cheering signs that the rank and file of the bill posters of America are waking up to a realization of the possibilities of their franchise. Here, there and everywhere, evidences of new interest are encountered. On every hand, improvement is the order of the day. New and better boards are being erected on new and better locations; new and better business methods are bringing about new and better service, and, most important of all, new and better men are coming to the front with new and better ideas, who are blurring the paths along which the members of the craft in the future will walk in ease and prosperity. Narrowness and prejudice are slowly but surely giving way to liberality and enterprise. The result of the present energetic campaign for the bill posters has finally realized that they and they alone, can encompass it.

**THE FINANCES**

The Associated Bill Poster's Association has been all of this. In fact, would have been, had the majority of members had their way. But, unfortunately, it is ruled by a bluffling, bellowing, bellicose minority, who have shaped its course and dominated its every action. As a result, it is in a bad way. Dissatisfaction is rampant. Many members of its various subordinate associations are leaving it; many are going over to the Inter-State, and others are baying for a radical change in the administration of its affairs.

There is every indication that there will be a split in the organization for many of those who have hitherto been the most assiduous in ever forgetting the rules of the game. The majority are now threatening it still another faction is coming forward, but quietly laying their plans to overthrow the gang at Cleveland next summer. They have selected some splendid men for officers, and it is likely that the movement will acquire force and strength enough to make it successful. Geo. M. Leonard for president, Geo. Rife for vice-president, M. T. Tyson for secretary, and Jas. Coman for treasurer, are the candidates determined on, and, if elected, they would constitute a majority of the board of directors, it goes without saying that the Association would be ably handled.

**THE BILL POSTER.**

This handsome and vigorous young candidate for honors in the field of journalism appeared on the Cleveland market last month, for the first time, February 2d. It is bright and new, and the cover and letterpress are quite superb. Several surprises are encountered in a cursory perusal of its interesting pages, at the least of which is the advertisements of non-Association members, especially that of the Chicago Bill Poster Co., of which Mr. F. P. Scheuer, President of the Inter-State Association, is manager. In view of the fact that it was launched in the sole interest of the Associated Bill Poster Association, it strikes the casual observer as strange that the initial number should be given over largely to the interests of the American Bill Poster & Advertising Co. and sundry circuses.

In point of advertising patronage it has failed completely, and as a consequence, the first number is produced at a comparatively small loss to the Association, (probably not much more than three hundred dollars). We are not surprised, however, that each succeeding issue will be more and more elaborate, consequently the amount of deficit has every opportunity to grow.

That catchy motto is likely to undergo an alteration in a month's time, or before the publication is much older. Will it be: 'You stick to me and I'll stick to you?'

**IN KANSAS.**

The Donelson Lithographing Co. of Indianapolis, recently put on the market a one-horse Rock Beer Bill, and sold, among others, some samples in the bill posters. Some of the replies are very characteristic. The following was received during February, and certainly expresses the writer's feeling:

"Yours of Jan. 20th, received, and in reply, will say, that you are certainly not read up on Kansas laws, etc., or you would not maintain us forcing on the dear people your beer poster, for we live in an age wherein the privileges of the ordinary, good American citizen is morally deprived of his said lager beer unless he goes down some dark alley, or in a secluded spot, or else swears to a d--- before he can get it. "Hoping my explanation is satisfactory and that we may live to see the day wherein a man can use his own pleasure without making a fakir or purveyor of himself to get his beer, I remain, gentlemen, yours in command."

**February Paper and Press contains a very interesting history of type-making.**-Year A.D. 39.
THE GOOD OF THE BILLBOARD

WRITTEN FOR BILLBOARD ADVERTISING
BY NATHALY C. POWELL, JR.
DOCTOR OF PUBLICITY

Billboard advertising pays. I know it pays, for I know it pays. Billboard advertising is universal. Most of the people who can use billboards use them. Generations, not exceptions, prove the rule of profit. That nearly all great business houses, and many small ones, are using or are using posters, either proves that billboard advertising is profitable, or that ninety percent of the advertisers are fools. People do not do the same thing over and over again, and recommend the doing of that thing to others, if there is nothing in it that thing. The success of billboard advertising, like the success of every other class of advertising depends upon the proper development and handling of the advertising. Everybody believes in the magazine advertisement. Half the magazine advertisements don’t pay, or else don’t pay as well as they should pay. The reason they don’t pay is because they are not made to pay. In these days nothing pays unless it is made to pay. Half the billboard advertising doesn’t pay as well as it should pay. It will be made to pay when the businessmen who do their own list making, or hires his own men to do it, unless those men have been professional bill-posters, in as big a fool as the man who takes one remedy for every disease. The dry goods man is not adapted to the selling of steam engines and money-wrapping machines, nor does he understand the mechanical part of any class of advertising, including bill posting. The poorest bill poster can post bills better, because he has less to understand, than the most successful business man who can only be posted on anything save bill posting. These are days of specialties, when the horse doctor must doctor horses, and the business man must his own business by attaching to his own business and letting other business men attend to that part of his business which is their business. First, end your bill poster. Second, find something to advertise. Third, consult the bill poster. Fourth, make your contract. Fifth, have your bill poster, or some poseur printer, set up your advertisement, which must be in the extreme of brevity. People don’t stand close up to a poster; they read it at a distance, therefore it must be readable at a distance. Brevity is the soul or essential foundation of poster composition, and the largest type, readable at the greatest possible distance, is the next consideration, almost as important as the brevity. Better have your poster of twenty-five words, which people will read and can read, than two hundred words upon it, which nobody can read without carrying opera glasses, and as opera glasses are not a common commodity, bill poster matter must be adapted to the naked eye. Pictures are sometimes necessary to the effective poster, but don’t use pictures that don’t mean anything. Better have a big type and no pictures, than small type and meaningless pictures. The poster is nothing more or less than a newspaper advertisement stuck up on a board or wall, and it should contain substantially the same matter, set as to be read at a distance. Colors generally pay the extra cost, for people will see color at a distance, and be attracted to it, but don’t use faint colors, let each color throw into relief the other colors. I know of nothing that cannot be advantageously advertised with a poster. Everything from church services to circuses have been properly announced on the billboard. Everywhere one sees posters of coverts, underwear, food, entertainments, almanacs, gum, in fact everything else of necessity or luxury. Billboard advertising is simply the legitimate method of publicity, to be used by all advertisers who can use it, and that means all advertisers. Billboard advertising must not be used exclusively, except in exceptional cases. A man has been found probable to confine one’s advertising to any successful method, for the success of advertising is in the use of every kind of advertising which can be used profitably, not in confining one’s self to any distinct kind or the exclusion of others. There has never been a case on record, where a man, advertised to the extent of any a thousand dollars, and successfully, who could not make more money proportionately by increasing his advertising appropriation, within reasonable limits. Billboard advertising pays, and sometimes pays when you don’t try to make it pay.

BILLBOARD advertising always pays when the same attention is given to it as to the contact of any successful part of the advertising. It is your business to make your billboard advertising pay, by giving your best judgement to it, and by taking the advice of those who make their livelihood in this class of advertising. The bill poster may be dishonest, there is dishonest even in bill posting, but his trained dishonesty is as safe for you to follow as your untrained integrity. The man who knows how to do something in a safer man for you to follow, even though he may make use of them out of you than he ought to, than the man of success who knows nothing about the particular conditions of the method. It would be a mighty good thing for progressive advertising if every advertiser would read BILLBOARD ADVERTISING. I read it myself, and I know nothing about anybody excepted with Bill. It is full of good ideas, any one of which is worth more than it costs. Every business man who does even the smallest amount of advertising should be a subscriber of every publication devoted to publicity, for all of them together cost so little, and there may be one idea a month in one of these which will bring many dollars rate the money box of the reader. I don’t care how busy the business man may be, he has no right to be too busy to read and study every publication bearing upon his business. An have never seen the record of a successful man who did not read trade papers. I have never known a minister who did not read religious publications. There never was a good doctor without a good many good medical publications on his table. There never was a lawyer without a law history. There cannot be a business man of success unless he be surrounded with the periodical and other literature of his trade, which broadens his ideas, and sets in motion trains of thought which never would have reached the station of his mind, if not run up by the bell of trade journals.

Mr. E. Fischer.

Mr. E. Fischer, Manager of Fischer’s Distributing and Advertising Agency of Omaha, Neb., owner of a millinery store on the street, was born on his father’s ship, July 14, 1859. His parents were of revolutionary stock, his father being descended from the John Hancock family of Massachusetts. At the age of ten years he went to sea as a cabin boy. At the outbreak of the Civil War he was a first mate of the Clipper ship Morning Star, but threw up his position and enlisted under his brother-in-law in the Navy. He was one of the crew of the South Wind, and afterwards was a member of the Confederate States Navy. He was in the States Navy when his brother-in-law was killed and took command of a wrecking vessel, Fischer joined as engineer, and in that position, or as a diver, he remained until ship, when he received injuries that laid him up in hospital for eight months. In 1866 he went to Texas. Not having the dollars he had hoped for in that state, he returned and moved to Ohio, in 1869, where he found it as it

Distributors’ Chat.

All members of the L. A. of D. should keep in touch with W. E. Paton, second Assistant Secretary, reporting frequently on time of their progress in order that fresh and reliable lists may be printed and kept up to date. Paton also should be immediately reported to Mr. Paton and BILLBOARD ADVERTISING.

W. H. Steinbrecher has just finished a 75,000 job for Peru, Ind.

The Von Graeff Medical Co., of New York, are asking prices for distributing books and circulars.


W. E. Paton, of Columbus, Ohio, appreciates the stand for the right that BILLBOARD ADVERTISING has taken.


Col. Haynes, of Topton, ought to a better move cared what he signed his name to. His report of the postponed convention of the International Association is about as misleading as it could possibly be.

There are those who are inquirers and desire to know what business it is of the Topton Colonel whether the International Association of Distributors meets or not. They surely did not invite him to be present, because they are particular as to the company they keep.

The Novelty Plaster Works, of Lowell, Mass., conducted by C. E. Mitchell, is receiving considerable adverse criticism on account of the contract used. Several distributors have complained also, of being unable to obtain payment for work done in the regular way, without the contract making Mr. Mitchell sole arbiter.

Established 1896.

The Oregon Circular Bulletin, Advertising and Distributing Agency, L. W. Roberts, Manager, Lock Box 29, Central Point, Oregon.

ELGIN, ILL. Populaion 25,000.

Elgin Bill Posting Advertising & Distributing Co.

Advertising & Distributing Co. for the city of Elgin. Proprietors.

Fred W. Jencks.

TRANTON, NEW JERSEY.

The Trenton Hill Post Co.

Owns all Billboards in the city and suburban. Population 20,000. I guarantee the value of all bill posting and distribution.

WM. E. Williamson, Manager.
BILLYBOY ADVERTISING.

March, 1895.

Dear Sir—Please tell the printer of the paper that the Inter-State Bill Posters Association sends them in lots, and desires them to participate in all its proceedings and declarations. We recognize that there are other advertisers, but we are confined to the bill poster, in fact, we believe that a printer more prudently an advertiser to go on the other. This is for more than important to bill posters than they are in any other, Respectfully,

A. McAllister, Print.

C. E. FOUNTAIN, Secy.

There is considerable truth in the following extract from a communication of a prominent member of the Associated Bill Posters Association, viz: "This rule or policy of Shattill, Campbell, et al, has given many advertisers the impression that the Associated Bill Posters Association demands exorbitant prices, and the Inter-State is taking advantage of the situation by emphasizing the fact that they stand for exorbitant prices.

C. H. Clough favors as with a copy of The Trademark for February, and along with it he sends some other clipped articles which call us attention to certain specialists which W. G. Johnson & Co. think the public needs at the present time. Clough's advertising is always bright, and tells its story in a manner so interesting that one is compelled to read it all, if for no other reason than to see what he says about such commonplace articles as office fixtures, furnishings and stationery.

WEED POSTERS DEPICTING SPRING STYLES

In Hats, Shoes, Clothing Excels, Millinery, etc.

Samples free to agents, bill posters and printers.

RETURN TO

The Donaldson Litho. Co.
Personal Mention.

C. R. Hood, who represents W. J. Morgan & Co., of Cleveland, O., is on the staff of The Bill Poster.

The Empire Bill Posting Co., of Indianapolis, Wagon Co., of Boston, and Sebas & Green, of San Francisco, have joined the Inter-State Association.

C. C. Amess, manager of the Old Colony Bill Posting Co., at Providence, R. I., is an enthusiastic member of the Inter-State Association.

W. C. Tertll and C. R. Tertll, operating as the World Advertising Service, at Lisbon, O., have formed a folder containing the provisions of the license applying to bill posting at that point. It is printed on red paper, and the inference is that it is intended as a danger signal to warn indiscriminate or untrained posters to keep off the street.

F. M. Groves, of Evanstoll, Ind., E. Sprague, W. M. Thompson, and J. M. Deane, of Terre Haute, Ind., and O. M. Yochelson, of Princeton, Ind., all formerly members of Mr. Stahlbrodt's organization have left that organization and joined the Inter-State Bill Posters' Association.

Al. Bryan is spending considerable time at the new Akron office. The Cleveland office is ably conducted, in his absence, by Mr. Chas. F. Bryan.

Detroit, St. Louis and Kansas City are considering the advisability of letting a private company have the privilege of advertising on the street corners, in consideration of placing the street name at the top of their signs.


H. R. Smith, of Washington C. H., O., keen for four men, all the time. The fact speaks well for Mr. Smith and shows that his work is effective for the advertiser.

The Eklund-Stout Sign Co., of St. Louis, have a sheet poster for themselves, which is bound to attract attention. It is a calendar of the current month, and is a good strong bill.

H. Dockstader, manager of the old established Spencer Bill Posting Co., of Jerseyville, Ill., is making evident his ability by giving some very effective service. He does not go to sleep afterwards either, but gets the knowledge before the public.

Artistic bill posting and careful house to house distribution, is what the advertisers find in Sioux City. It. This has been brought about by A. B. Beall, since he came into control of the Sioux City Advertising and Bill Posting Co.

Walter Baker's Coca is being advertised through the middle west by Eliza B. Worrall, in a lecturing tour.

The personal popularity of Mr. Worrall is great and his firm will derive much good from his work.

Van Camp's Pork and Beans is Billing the country with a three sheet and a one sheet.

The Cincinnati Commercial Gazette follows closely in the Tribune's wake, and is advertising with a tasteful poster executed by the Strickler Litho. Co.

Born Marvin, of Aurora, III., keeps up the bar steel weapon of the advertising which is on the board in the several localities. The North Side seems to lean toward the theatres and other amusement houses, while on the South Side, theatre advertisements are comparatively rare. The windows, when used for advertising at all, containing a lecture or concert notice.

The owner of a building in Port Huron, Mich., had the two men who were printing "Battle Ax" on his building arrested. The painters had the permission of the occupant.

On February 1st, about three hundred feet of space in the busiest part of State street, Chicago, was made available for advertising purposes by removals from the street. The theatres scooped it up.

Pittsburgh a Chief of Police investigated the fight which took place over the space at the corner of Fifth avenue and Smithfield street, and arrested eight of the participants.

The Superintendent of Police in Pittsburg, has ruled that in the future 30 inch advertising boards will be allowed on the streets. This is a move in the right direction. Advertising boards are not a nuisance, but more than half their value is lost.

"Have you seen The Olive green Printing Machine? And Model, we mean."

We wonder if the Sterling folks mean for the public to consider their wheels in same category with "Dennery Green" and his flying machines.

Chapman, of Cincinnati, is distributing samples of Baker's Cokes, together with a neat receipt book; also Chappelers' "Snackin'" Cough Cure folder.

Mulhall, of Omaha. Is there anyone who doesn't know Tom Mulhall? Well for their benefit, let it be said that he has in Omaha, South Omaha, and Council Bluffs, a line of boards which completely cover these three cities.

Geo. A. Treyer, of Chicago, has associated himself with Arthur M. Plato, of San Francisco. The firm is known as The Pacific Advertising Service, Plato & Treyer. Experts.

Mr. Plato has been "on the coast" for the past twenty years, and his reputation is high among advertisers and bill posters alike.

Mr. Treyer, as everyone in the world knows, was the bill poster of Chicago for twenty years.

The immense possibilities in the advertising field on the coast was manifested to Mr. Treyer, when he made a trip through that beautiful country two years ago, and his association with Mr. Plato cannot result other than greatly to the advantage of themselves and all that have dealings with them.

J. J. Baker, the enterprising bill poster at Johnstown, Pa., has a large local patronage. He expects a big boom during the Firemen's State Convention in that city in October.

ST. LOUIS.

Genial Jack Whelan is in charge of Col. R. J. Quinlan's interests in the St. Louis Bill Posting Co.

The Halt-Stout Sign Co. are posting American Lady Corset stands.

Compton & Sons are running night and day.

The Great Western has already responded to the efforts of Maguire Ed wards. The work now coming from this office is splendid.

There were just three firms who refused Liggert & Myers' paper as a result of the recent boycott letter. They were Bredar, of Minneapolis; L. N. Scott & Co., of St. Paul, and the Cream City Bill Posting Co., of Milwaukee. All the rest refused to obey the order, many of them writing to Liggert & Myers, and assuring them of their intention.

The Great Western Printing Co. have joined the Inter-State Bill Posters' Association.

Printing House Gossip.

D. B. Russell is with the Greene Litho. Co., of Milwaukee.

Pat Shoemaker, of the Riverside Show Print, of Milwaukee, won a ranch in California, on which he spends his winters.

W. J. Morgan & Co. will probably join the Inter-State Bill Posters' Association in the near future.

The officers of the Greene Litho. Co., of Milwaukee, are as follows, via: Hans Greer, President; J. C. Bird, Secretary; R. Mc. Jr., Treasurer.

P. B. Baker, the Show Printer at Fun du Loe, Wis., is a member of the Inter-State Bill Posters' Association.

A. W. Mudge is with Forbes Lithographing Co.

Alfred S. Sears, president of the A. S. Sears Printing Co., New York, committed suicide Feb. 27, by shooting himself behind the right ear. He died instantly.

The Greene Litho. Co. and Compton & Sons have joined the Inter-State Bill Posters' Association.

The Donaldson Lithographing Co. of Cincinnati, O., have joined the Inter-State...
BILLSBOARD ADVERTISING.

WHAT THEY SAY.

Some Very Significant Observations.

Reneable extracts from letters, some of which are from Members of the A. B. P. A. and its Subordinate Associations.

The following extracts from correspondences with various members of the A. B. P. A. are reproduced here from the Association's files.

"I am glad to see the interest you have taken in the A. B. P. A. and I believe you have been the first to do so. Your support is greatly appreciated."

October 12, 1886.

"I am sure you will find the bill鲨d advertising to be very effective. I see many people are using it."
LIST OF FAIRS.

BILLBOARD ADVERTISING

CONNECTICUT.
April, 1896.

BILLBOARD ADVERTISING

LIST OF FAIRS.

IOWA.

CONNECTICUT.

BILLBOARD ADVERTISING

INDIANA.

BILLBOARD ADVERTISING

ILLINOIS.

BILLBOARD ADVERTISING

Missouri.

BILLBOARD ADVERTISING

OHIO.

BILLBOARD ADVERTISING

PENNSYLVANIA.

BILLBOARD ADVERTISING

MICHIGAN.

BILLBOARD ADVERTISING

MISSOURI.

BILLBOARD ADVERTISING

NEBRASKA.

BILLBOARD ADVERTISING

NEW YORK.

BILLBOARD ADVERTISING

RACES.

BILLBOARD ADVERTISING

Exhibitions.

BILLBOARD ADVERTISING

Foreign Exhibitions.

BILLBOARD ADVERTISING

Attention—Bill Posters and Circulators!

BILLBOARD ADVERTISING

THE DAN F. CLINE BILL POSTING COMPANY.

THE DAN F. CLINE BILL POSTING COMPANY.

PENNSYLVANIA.

BILLBOARD ADVERTISING

PENNSYLVANIA.

BILLBOARD ADVERTISING

THE DONALDSON LITHO CO.

Cincinnati, O.

THE DONALDSON LITHO CO.

Cincinnati, O.

THE DONALDSON LITHO CO.

Cincinnati, O.
To the Readers of Billboard Advertising and Advertisers throughout the World.

Gentlemen—

We desire to call your attention to the best city in the entire Southern States as an advertising point—Chattanooga, Tenn.—Population 50,000, (not including suburbs). Greatest Railroad Center of the South. Eleven trunk lines, with largest tributary trading territory; more celebrated historically than any other point in the United States; unexcelled as an industrial and manufacturing center; an annual quarter of a million visitors to immediate points of interest; over two hundred factories with an invested capital of over eight million dollars, giving employment to ten thousand people, and an annual product of nearly twenty million dollars.

We direct your special attention to the fact that a progressive city requires a progressive bill posting and general advertising plant, and we claim that after seventeen years of toil and making out-door advertising a study, we now have as fine a plant as there is in existence, in proportion to the size of the city.

We have erected in choice locations, the following size boards: Fifty 8-sheets; five hundred scattering 3-sheets; two hundred 2-sheets; one thousand 1-sheet, 200 2-sheet dubs, and one mile 250 linear feet located on principal business and residence streets; 900 foot new board recently constructed.

Not having opposition in our city, we can therefore give all work a total showing in all locations, and refer you to the December, January and February issues of Billboard Advertising, in which is displayed half-tone cuts of as many locations as space would permit, and showing that we have what we claim.

As to our work, it is a pleasure to be able to give our patrons the full benefit of their patronage, and we ask you to place us on your list for future advertising, viz: Bill Posting, Distributing, Card Tacking, Circular Mailing, (of which we have prepared list), Fence, Wall, Mural and Artistic Bulletin Painting. We can place any number of sign bulleins on our excellent Government Boulevards, which traverse the following points of interest in and around Chattanooga: Lookout Mountain, Missionary Ridge, Walden's Ridge and Chickamauga Battlefield. These points are annually visited by thousands of strangers visiting and passing through Chattanooga, and this makes the City of Chattanooga one of the most desirable points in the United States for advertisers.

In conclusion, we will state that our rates for advertising are the lowest and best, and our reference any Banker or Merchant of this city, or any advertiser who has advertised in Chattanooga.

Thanking you for the time in noting the above, and wishing to be remembered as being in the advertising business in all its branches, we are,

Yours to command,

THE STOOPS BILL POSTING & ADVERTISING CO.,

HARRY E. STOOPS, Manager.
The American Bill Posters' Union!

A CORPORATION UNDER THE LAWS OF NEW JERSEY.

CAPITAL STOCK, $500,000. SHARES, $10.00.

CO-OPERATIVE, EQUITABLE, PRACTICAL. For prospectus, general information and full particulars, address

C. S. HOUCHTALING, No. 3 Park Place, NEW YORK.

SPRING OPENINGS

advertising my way pay—and the whole outfit, (especially illustrated newspaper ads and booklets with title-page engraving printed in color) least cost as much as an artist would charge you to make plain, every-day cuts. Are samples and full information worth a penny stamp.

W. CHANDLER STEWART.

4114 Elm Avenue,
Philadelphia.

LICENSED
BILL POSTING.
TAKing,
DISTRIBUTING.
J. S. CRAIG.
912 LEXINGTON AVENUE.
HASTINGS, NEB.

BELOIT, Population 9,000.
JANESVILLE, Population 14,000.

Spencer Bill Posting Co.
Members INTER-STATE Bill Poster's Association and International Association of Distributors.

BILL POSTING,
DISTRIBUTING.
10,000 FEET OF BILLBOARDS.
CIRCUIT 25 TOWNS.
GENERAL ADVERTISING.
E. DOCKSTADER, Manager.
Office, No. 4 S. Jackson Street,
JANESVILLE, WIS.

MAKE YOUR OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, whether he be an artist or not. No experience is required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or which you can take from a photograph, pen and ink drawing or a lead pencil drawing, and the cost will be less than five cents per cut. No camera or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars.

RIPANS—
The modern standard Family Medicine. Cures the common every-day ills of humanity.
Money Wasted
By Attempting to Bill or Advertise New York City Without Using

Harry Munson's
Bill Boards
and Advertising Spaces

OFFICES: No. 43 Duane Street,
No. 228 East 123rd Street,
Telephone Call, 136 Franklin.

NEW YORK CITY.

Town and control absolutely all the bill boards on Lower Broadway; all the
bill boards at the prominent ferries; all the prominent bill boards and sign boards
facing the New York and Brooklyn Bridge, and the majority of prominent loca-
tions on all the principal thoroughfares.

All paper listed and kept up the full term of contract, and renewed promptly
when necessary.

SATISFACTION IN ALL CASES GUARANTEED.


BOISE CITY, IDAHO, POPULATION, 8,000.

SPAUDLING & GORDON, LICENSED
City Bill Posters & Distributors.

THE HUSTLER ADVERTISING CO.,
PRINTERS, POSTERS, MAILERS,
AND DISTRIBUTORS.
14 North Bishop Street, Ft. Wayne, Ind.
W. M. CASE, Manager.

Prompt Service by Reliable Men.

WE ARE IN IT.

10 CENTS (dollar) page for all

Western Business is what I need part

WE PRINT ALL KINDS OF POSTERS.

WE HAVE 5000 SIZES.

WE HAVE POPULAR TOWNS ALL AROUND.

WE ARE A VITAL ADVERTISING AGENCY.

WE PRINT ANYTHING.

WE PRINT ANYTHING IN ANY SIZE.

WE PRINT ANYTHING IN ANY STYLE.

WE PRINT ANYTHING IN ANY COLOR.

WE PRINT ANYTHING IN ANY QUANTITY.

WE PRINT ANYTHING IN ANY TIME.

WE PRINT ANYTHING IN ANY PLACE.

WE PRINT ANYTHING IN ANY CITY.

WE PRINT ANYTHING IN ANY STATE.

WE PRINT ANYTHING IN ANY UNITED STATES.

WE PRINT ANYTHING IN ANY WORLD.

WE PRINT ANYTHING IN ANY HUMAN

WE PRINT ANYTHING IN ANY MIND.

WE PRINT ANYTHING IN ANY BODY.

WE PRINT ANYTHING IN ANY SOUL.

WE PRINT ANYTHING IN ANY SPIRIT.

WE PRINT ANYTHING IN ANY MIND.

WE PRINT ANYTHING IN ANY THOUGHT.

WE PRINT ANYTHING IN ANY WORD.

WE PRINT ANYTHING IN ANY LETTER.

WE PRINT ANYTHING IN ANY SYMBOL.

WE PRINT ANYTHING IN ANY NUMERAL.

WE PRINT ANYTHING IN ANY ALPHABET.

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WE PRINT ANYTH
3000 Running Feet of Bill Boards
As follows, in Lake Co., Ill.

75 North Chicago.
70 Lake Bluff.
75 Lake Forest.
75 Fort Sheridan.
200 Highland Park.
50 Deerfield.
150 Libertyville.
30 Rockford.
30 Evanston.
100 Gray's Lake.
100 Lake Villa.
250 Antioch.
25 Millburn.
250 Rasch.
250 Waukegan.
100 Warrenville.
1000 Waukegan.
3000 Total Running Feet.

G. RUNEY & SON,
Bill Posters and Distributors,
Waukegan, Ill.

G. RUNEY, STANLEY H. RUNEY.
JOSEPH RUNEY, C. H. RUNEY.

Signs, Snips, Circulars, Pamphlets and all kinds of Advertising Matter distributed. Display Show Windows, Bill Boards to Lease. Three Teams on the Road all the time. Contracts taken from Waukegan to Chicago. Revised list of 5,000 Tax Payers for sale.

5c. per Sheet 30 days Guaranteed, Protected and Renewed Showing.

REFERENCES:—Broadstreet, Dunn and Security Savings Bank.

J. H. DAY & CO.
COURT, BROADWAY and EGGLESTON AVENUE.
CINCINNATI, O.
35 MURRAY STREET, NEW YORK.

You Must Know
That primitive methods are out of date in this age of machinery. This applies to the manufacture of paste for bill posters as well as to the most extensive industry whose machinery investments represent millions. You can't afford to mix paste by hand. Economy dictates the use of our machines for the purpose.

Our Machines Save
Time, trouble and material. You need neither in your business. We have sizes for small plants and sizes for large plants. Some are operated by hand, some by power. No bill posting establishment & complete with cut our machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.
B. T. ROBINSON,
City Bill Poster,
CLIFTON FORGE, VA.

STEINBRENNER'S
CINCINNATI DISTRIBUTING SERVICE.

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

J. T. ELMORE & CO.
BILL POSTERS.
76 MADISON ST.
CHICAGO.

B. T. ROBINSON,
City Bill Poster,
CLIFTON FORGE, VA.

EVERY BILL POSTER ADVERTISER WANTS AND NEEDS

PROFITABLE ADVERTISING

Full of ideas and suggestions for the Publicity Seeker.
February issue contains valuable article by O. J. GUDGE.
New York's great sign man. Also illustrated articles on Outdoor Advertising.
Subscription Price, $1.00 per year.
Send for sample copy.

KATE E. ORISWOLD,
Editor and Publisher.
13 School Street, BOSTON MASS.

THE AULT & WIBORG Co.
POSTER INKS

ARE YOU ONE OF THEM? *THE AULT & WIBORG @ CINCINNATI, NEW YORK* & CHICAGO

J. T. ELMORE & CO.
BILL POSTERS.
76 MADISON ST.
CHICAGO.

STEINBRENNER'S
CINCINNATI DISTRIBUTING SERVICE.

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

THE LEADING SHOW PRINTERS
IN THE UNITED STATES USE

THE AULT & WIBORG'S
POSTER INKS

B. T. ROBINSON,
City Bill Poster,
CLIFTON FORGE, VA.

B. T. ROBINSON,
City Bill Poster,
CLIFTON FORGE, VA.

R. R. WHITE,
MAPLE VALLEY, IND.

Distributes Circulars, etc., in five counties. No Boys. Best Work. Best references. Write.

FORT WAYNE CITY BILL POSTING CO.

THEATRICAL AND CITY BILL POSTERS, DISTRIBUTORS AND ADVERTISING AGENCIES.

A. E. BENTLEY, GUTHRIE, OKLA.

SPECIAL STANDS.

SEND one (1) dollar and reading matter for a sample double stand, imitation litho in color. New Process. Fine work. Great for Special Sales, etc. We also use City Bill Posters and Distributors. Signs painted and tacked.

MARSH ADVERTISING CO., Marlboro, Ohio.

R. R. WHITE,
MAPLE VALLEY, IND.

Distributes Circulars, etc., in five counties. No Boys. Best Work. Best references. Write.

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MARSH ADVERTISING CO., Marlboro, Ohio.

R. R. WHITE,
MAPLE VALLEY, IND.

Distributes Circulars, etc., in five counties. No Boys. Best Work. Best references. Write.
1896.

THE DONALDSON GUIDE
2d Edition now in process of compilation.

Will embrace every town of over four hundred and fifty inhabitants in the United States and Canada, with a full and complete description of each.

It gives the population of the town,
It gives the population of the county,
It gives the name of the bill-poster,
It gives his street address,
It gives his name of the distributor,
It gives his street address,
It gives the address of the printer house,
It gives the name of the local manager,
It gives the name of the halls,
It gives the name of the publishers,
It gives the name of the newspapers,
It gives the date of publication,
It gives the name of the dramatic artist
It gives the name of the dramatic correspondent.

It gives the bill of a good attorney.

It will be a manual of useful information for advertisers, showmen, and theatrical managers and agents. This book will consist of over four hundred pages, yellow, hand-bound in cloth and gilt. In addition to the Directory the book will embrace the complete code of the Donaldson Cipher, the showman's encyclopaedia and the International Printers' and Publishers' Register. The whole work will be carefully revised and brought up to date, and will be the most complete and exhaustive guide ever issued.

The compilation is a work of great labor and great expense, which is not wholly warranted by the sale during the book, enjoys, consequently the publisher feels fully justified in calling upon bill posters, distributors and showmen to patronize the advertising columns, and render all necessary aid in furnishing data, information, etc. Blanks are provided for the purpose by the publisher and can be had upon application.

It is to the interest of every bill poster and director to have his town properly represented and described. Let the advertiser know in whose city the showman has arrived, and whether his address is known. Be sure the showman knows his address and the name of his theater or manager.

It will bring you business.

Because it will be sold almost daily by the advertisers, showmen, and theatrical managers of the country. If your town or city has increased much in population since the census of 1890, put an advertisement immediately following the description of it in the present population, together with other advantages it may possess. The advertising rates are very reasonable. Twenty-five cents per page for a year's advertising in fact exceedingly low. At this rate a space of half inch single column costs to 1.75 a month to 95.

REMEMBER that the DONALDSON GUIDE will henceforth be published largely in the interests of bill posters, distributors and advertisers. Herefore it has been given over almost entirely to managers of open houses and showmen, but from now on this will be changed. Give it your endorsement. Take it up, Enlist the interest of your local managers. In fact, kill it if you can't use it yourself. It personal, however, who you may call upon.

W. H. DONALDSON
Cincinnati, Ohio.

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ELDER, JENKS & RABORG


10 by 12 in. Price $10.00 per doz., $2.50 each.

Extra Extra for Circuses.
10 by 12 in. Price 4.00 per doz., 3.00 each.

10 by 12 in. To all parts of the Country.

ELDER, JENKS & RABORG
Brush Manufacturers.

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

ROSENB

INK WORKS.

66-68

JOHN STREET,

BROOKLYN, N. Y.

Eagle Printing Ink & Color Works

145-652 Monroe Street, Chicago.

Printer's Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising where they have found to befeasible and profitable.

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Containing hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price now 6 for a year—sample copy, 10 cents.

To Spruce Street, New York.

DEAFNESS CURED

Painlessly and Effectively

We Employ Young Men

We aid them find a way to Money

Young Ladies wanted on the

Salary or grade and they are in Money.

ACME CYCLE COMPANY

ELKHART, IN.

WE HAVE NO AGENTS

We act as our own agent

We charge $3.00 the wheel, a good
total, and ready to say I am exceedingly well pleased and think you may readily for the favor of quoting your name and the name and the name and the name and the name.

Acme Cycle Co., Elkhart, Ind.

ACME CYCLE COMPANY

ELKHART, IND.

WE HAVE NO AGENTS

We act as our own agent

We charge $3.00 the wheel, a good

ACME CYCLE COMPANY

ELKHART, IN.

Said Don't forget to send

CHICAGO.

Said Don't forget to send

CHICAGO.

Said Don't forget to send

CHICAGO.
HENNEGAN & CO.

POSTERS

Please the Patron, Poster and the People.

LOW PRICES.

127 E. Eighth St.

Cincinnati, Ohio.

Excellent Execution with...

Pleasing Effects.

PROMPT SHIPMENTS.

Save Your Dollars

Likewise your time and patience. When you want Printing Material GET THE BEST. That is the Cheapest and Most Satisfactory way every time. Our line is unsurpassed, and contains everything used in wood about a printing office. Write to us and tell us of any Special Furniture you want built and we will be pleased to furnish figures for first-class work.

We work in beautiful hard woods and finish all our furniture in the natural color of the wood. No cheap stained furniture leaves our plant. Send to us or your dealer for our catalogue.

OUR LINE OF WOOD TYPE comprises over 800 different faces, all made in many different sizes. It is the largest and most complete selection of type faces ever shown in the world. We issue seven different catalogues all told. One weighs 10 lbs. But it isn't all dead weight. Lots of good things between the leaves.

THE HAMILTON MANUFACTURING CO.
TWO RIVERS, WISCONSIN.

Wood Type and Printers' Furniture.
LIST OF MEMBERS OF THE
Inter-State Bill Posters' Protective Association.


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OFFICERS:

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P. G. STOUT, First Vice-President, St. Louis, Mo.
W. J. HORN, Second Vice-President, Springfield, III.
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J. T. ELMORE, Chicago, Ill.

Rates of Prices Adopted for Listed, Protected and Renewed 30 Days Display:

1,000 to 5,000 Population...per sheet 5 cents.
5,000 to 10,000...per sheet 4 cents.
10,000 to 20,000...per sheet 3 cents.
20,000 to 40,000...per sheet 2 cents.
40,000 to 80,000...per sheet 1 cent.
80,000 to 150,000...per sheet 50 cents.
Over 150,000...per sheet 12 cents.

One sheet, 15 days 15 cents.

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less than 4% of their entire
appropriations
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much more than $200,000
1896 It will further increase if
the Bill-Posters
recognize that 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.

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