BILLBOARD
ADVERTISING
A Magazine for Business Men who think.

APRIL, 1898.

JOHN RUDOLPH.
Classified Advertisements.

BILL POSTERS' DIRECTORY.

Ten new Bill Posters' Advertisements under this heading, close to 500 in all.

- Henry L. hoa., Manager of the Posters' Department.
The Premium List.

The premium list is absolutely necessary for the success of the fair or harvest home, yet it is rarely even half done. The fair managers generally recognize that they must have a printed list of premiums, farm out the privilege to some local printing city, and then the advertisers are worked for all there is in it. A thousand or so are printed and promiscuously distributed through the advertisers, handed here and there, or mailed to the fifty or so who may ask for them. As a rule, the fair premium list is a country job, not that some country offices can do a good job of printing, but they rarely do make up an effective premium list. The attractions and list of premiums are so jumbled together with the advertising that neither the fair nor the advertisers get more than half the benefit.

I was particularly impressed with the lack of force in premium lists when, as advertising manager of the Ludlow Lagoon, I was called upon about the middle of August to advertise a tri-county harvest home to be held at that famous Cincinnati resort on September 13 and 14, 1895. The bill posting and newspaper advertising was quickly placed, and started the farmers of Boone, Campbell and Kenton counties of Kentucky. The bills were striking and advantageously posted. One farmer said it was "advertised like a circus," and yet it would surprise some of our circus people if they knew the amount of paper used. It was not so much the amount of paper as it was the careful way in which it was posted. Not a sheet was wasted and every point was covered. The advertisements in the county papers were miniature billboards, and emphasized with local notices, that read like, and were, news items.

It was my first hand-to-hand experience with the premium list, though, and securing the printed list of a number of premium fair and harvest homes, I readily recognized its value and wondered at its abuse. Not one of the lot was well-printed nor effectively arranged, and in response to inquiries, I was surprised to find that the same rarely exceeded one thousand, and that an effort was made in their distribution. In the three counties are situated the cities of Ludlow, Covington, Newport, Richmond and Dayton. Only a small percentage of this population would be interested in the premium list, and the Lagoon, being open all summer and well-known to the residents, I published a brief four-page programme of the attractions and result was that the attendance at the harvest home on these two days aggregated 35,000 cash admissions and the exhibition was the greatest ever made in Northern Kentucky.

When it is considered the Association was only organized thirty-five days previous, and all the arrangements completed an advertising done in that five weeks, it is showing made beats all records. Of course there were cities to draw from, but the shortness of the time, the skepticism of many and the opposition of the older county associations, were obstacles which were only overcome by advertising. The same medium was used, but these were used correctly and more effectively. The week did not end with simply ordering the printing and putting it out haphazard. The expense of putting, distributing and mailing was nearly treble the printing

to the attractions for each day, and following with a fair program and with the attraction of the particular day. There were other strictly fair pages for list of officers, rules and regulations, and special announcements.

The success of any fair or harvest home is dependent on the spirit of competition it awakens. Every right-minded farmer, stock raiser and farmer's family are proud of their work, and to win the blue ribbon betokening superiority in any line, is an honor which they seek. Let the premium be of sufficient value to reimburse them for the labor and expense of making the exhibit but do not end with that. Let every possible competitor know beyond a doubt what the premium is and all its conditions. To do that, a printed premium list should be sent to all. A systematic distribution can be made by using the posting lists, or better still the mercantile's lists. I used both, copying names into a book alphabetically arranged, and catching the non-voter from the assessor's list. I have that list now for the next year, but will, of course check it over again next summer. In this way you reach every family with your premium list, and interest them all. The bills will be a constant reminder of the date and place, but the premium lists properly printed and distributed will bring you the greatest returns, though both are necessary and indispensable.

J sub. W. W. W. A. W.
BILBOARD ADVERTISING.

April, 1896.

RAILROAD ADVERTISING.

The passenger departments of nearly all the trunk lines and termini in the territory they traverse and also in all that is tributary thereto.

The ways and means adopted are many; and the methods adapted varied.

During the World's Fair nearly all the roads running into Chicago used posters extensively. The posters ranged in size from a half-sheet bill to a thirty-six sheet stand. Some were designed and printed exclusively for one road, and others were known as "stock." Most of the stock posters were representations of the plan and layout of Jackson Park, and were very effective. The printing establishments were careful not to send the same design to roads competing in the same territory, but by using the name for several roads in different sections, they were able to sell them at a price which, with the printing and special work, would have caused a loss had only one road used them. It is a matter of fact that the roads using the "stock" posters were justly proud of the money they were able to save, and the results, not only in the well-filled trains which the Big Four always has, but

The C. H. & D. is an extensive advertiser in the newspapers, and magazines. This C. H. & D.'s department of publicity is in charge of Mr. Geo. Cunningham.

Of the Transcontinental Roads, the leader in advertising is the Northern Pacific, a fact not to be wondered at when it is remembered that in being the only road to the Pacific states it has the greatest advertising feature of any railroad in the country. A recent batch of advertising which this road has is a series of beautifully illustrated booklets and folders from the pens of Mr. Clin D. Wheeler, who directs the company's advertising. The Northern Pacific uses posters to some extent and is also a liberal patron of the magazines having a general circulation.

The railroad advertising of the United States for too extensive to be considered more than in a passing manner in this article, and the roads mentioned may only be raised as representative advertisers. The methods in which advertising is carried out is a careful study by mercantile advertisers because in all cases they are thoughtfully outlined, carefully planned, well executed and promptly followed by men who have made advertising a science.

BICYCLES.

No kind of vehicle has yet been introd.uced itself so easily to advertising as the bicycle. It has come to have an article in general use among women as well as seen, therefore mediocrities which are general in their circulation are the most valuable.

The availability of the billboards for bicycle advertising is plausibly apparent, and the advantages it possesses over any other medium are numerous.

The one great advantage which the bicycle manufacturer enjoys when he uses billboards is the possibility of using a design which will show his wheel "life size" or exactly as it looks. He does not have to reduce his illustration to a 2% size, as the general rule is to use advertising as a medium of drawing attention to the name and advertisements of the company. The over-riding reason for this is the different size of the space on the boards which bicycle user occupies in his mind.

That poster advertising is already beginning to agitate the psyche of the public, and it is necessary to be prepared for the price contests for designs which were recently conducted by the Coca Cola Manufacturing Co., and it is to be presumed that this same warfare will be conducted by the Columbia in a modern art poster.

THE SMALL TOWNS.

The national advertiser is neglecting the country towns, and the purchases which would result from inquiring there are lost.

The farmers constitute a class of purchasers which has not been appealed to by the poster except by the dairies, and it is a great fault which is worthy of careful consideration. Another advantage is the possibility of utilizing a design emblematic to character, which will be readily seen and appreciated by bicyclists as they ride rapidly past it, and are able to resist them when bicycle is the subject uppermost in their minds.

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The subject of Posters is all-absorbing, and endless discussion has been evoked as to the merits of the work of the poster. Even so narrow a field as the R. L. Commercial Club recently devoted an entire meeting to the subject of Art and Commerce in Modern Posters, and the reports of the said meeting were telegraphed all over the country. It seems as if with one bound poster advertising has yet been attained through a passing fad to 16 years of hard work by interested parties could accomplish. One thing is certain, that advertising with the bicycle has been more powerful because it has been more persistent than hitherto, and it to the credit of the artistic printers and bill poster that they have brought it to a stage when, by its own strength, it commanded the attention of outsiders and made them recognize it.

Decidedly the most popular amusement the past winter was the "poster show." They are the fare of the hour, the question of art in posters, and one effect has been to bring them to the notice of the public and to the notice of the people who do not see them.

Another advertising novelty has been devised by a New York firm. It is a cutout dealer, with advertisements stamped upon the roll top. The dealer without advertisements would retail for about twenty-five dollars, but on condition of advertisements being inserted into the roll top at any time. The advertisements are boxed and are to be inserted at any time. The dealer without advertisements is sold for ten dollars. The advertising is boxed and is to be inserted at any time. The dealer without advertisements is sold for ten dollars. The advertising is boxed and is to be inserted at any time. The dealer without advertisements is sold for ten dollars.

Adams, Ind. Ter., March 9, 1895.
April, 1896.

BILLBOARD ADVERTISING.

The artist of the advertising department of any business that has taken to the business in a way that will be appreciated by all consumers of the necessaries of life.

Mr. A. Cressy Morrison, the brainy man who directs the advertising of the F. & M. Co., of Winona, Minn., has second vice-president of the A. W. C. Class, of Pottstown, Pa., has a live little town, and advertisers will do well not to miss it if they are covering the West.

J. C. Haney, of Harrisburg, Pa., atypical advertisement is the essence of interest. I have in mind a recent advertisement of a well-known article which has been the cornerstone of many a household.

The artist of the advertising department of a business that cannot be shaken by any storm, and has a standing among business men that will be beyond the reach of any competitor. His work is appreciated by all consumers of the necessaries of life.

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**Gunning's Bulletins.**

In this issue we present a couple of fairly good reproductions of some of the splendid bulletins and mural signs of the R. J. Gunning Co., of Chicago. Illustration No. 2, with the bulletins on the north and south walls of the Great Northern Hotel and Government Building. Excellent rentals are paid for privileges of this character, and the height of show is seldom over three months, but as the policy of this concern has always been to give the advertiser the greatest "circulation" possible for his announcement, nothing is considered safe that one point, even though it may mean a pecuniary loss to The Gunning Co., which is often the case.

**St. Louis Notes.**

The outlook for an extensive business in bill posting and out-door display advertising generally, as St. Louis and the Southwest, is extremely encouraging. The inquiries from business men, whom I have never been able to reach heretofore, are astonishing, convincing me that arguments of the past, that were at the time apparently lost, will be of some avail in the future.

I am not in a position to say just what has brought about this change—possibly there are many reasons—but would incidentally mention that street car advertising is diminishing in St. Louis, and I have no doubt but that the bill boards will be benefited thereby. All new street cars for St. Louis, with a few exceptions, are having the seats placed crossways, hence the signs in the cars cannot be read, while it places the passengers in a better position to view the boards.

Visitors from the West have commented upon the beauty of the art poster, prepared by the Halsted-Sullivan Sign Co., of St. Louis, for "Kahlo Corsets." They have been seen on the bill boards in Kansas City, St. Joseph, Leavenworth, Topeka and Wichita, which, I believe, will be an incentive to extend the advertising of similar industries.

The bicycle dealers of St. Louis are in no way slow in recognizing the efficiency of the boards, and the poster of the Hummer wheel, handled by the International Wheel Co., is considered by the pressman of the Press' Post to be the finest, with only others to bear from in the near future, the broad weather approaches.

The boys' interest in the St. Louis Bill Poster Co., who are members of the A. P. A., are handling Sweet Moments, and giving the paper a great showing.

**Remarkable Results.**

S. J. Taylor, secretary and general manager of the immense Dr. J. H. McLean Medicine Co., of St. Louis, Mo., in a recent interview with a representative of Billboard Advertising, detailed a remarkable experience in poster advertising. Said he: "I have an extremely high opinion of the efficacy of the boards. Last year we made an experimental appropriation, with which we billed two different sections of country widely separated. The first included everything within a radius of fifty miles of Indianapolis, Ind., and the second everything within a radius of fifty miles of Minnesota. Although the cost was much lower what it would have cost us to have covered these sections by using the newspapers, we found, upon careful investigation, that the sales of our remedy in Indiana were increased 600 per cent, and in Minnesota 1,000 per cent. over any results we had ever been able to obtain in these sections."

Was there ever a more glowing tribute paid to the potency of the poster?

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**Here to Stay.**

By C. E. Sawyer.

At intervals there are agitations of varying degrees of earnestness and persistency among the bill board and the sign board. As a rule the movement that has for its ultimate aim the abolition of the bill board is launched by persons whose aesthetic tastes are pampered and harried by the alleged barabose and homelessness of the bill boards. These individuals are, no doubt, sincere in their belief that the boards deface the avenue, the scenery, etc., but they are unfortunately in having such exquisite faculties. They will have to bear the annoyance caused by the signs and bills as long as the vast major ity of people is dominated by the same feelings that sway them to day.

There are a few, comparatively speaking, who dislike the bills and the signs, because they give offense to the artistic sense which they say they possess, but the great mass of people, the common people, who rule the country and whose will is law, like the poster. They like to look at the bill poster at work, and to see the bills, the pictures; they wait for new advertisements to be painted on the sign boards, and they appreciate "ads" that are familiar to them.

One of the pleasantest recollections that is cherished by the man whose boyhood was spent in the city, is that of the bill boards. He remembers how he used to stand before the pictures and the advertisements, and when a circus was billed he was in the seventh heaven of delight. With senses enlivened, he would devour every detail of the graphic display of the circus.

Men are children of a larger growth; they do not outgrow the fascination with which the
the bill boards had for them as children, nor do they inquire whether the perspective, etc., is ruined by the paint, paste and poster. They feel that interest is added to any scene by the bills and the signs.

The bill board man must have the satisfaction of knowing that the great mass of people have an affinity with any movement directed against the boards and the signs. The people who are opposed to them should understand that popular opinion is at variance with their plans, and without the good will and sanction of the rank and file the reformers can do no harm to bill posting interests; and it is not likely that public sentiment will ever be in their favor, for the bill board and the sign board have a hold upon the interests, if not upon the affections, of the great majority.

New York Notes.

About a year and a half ago a newspaper advertising agent thought he saw a fortune in wall advertising, and he proceeded to buy up a few of the walls of the New York Advertising Sign Co., and to offer them for sale. After keeping them for more than a year he succeeded in selling his lease to Mrs. Harriet Habbaud Ayer, or, rather, to the Rectifier Manufacturing Co., who employed the E. J. Granting Co. to paint them for Rectifier Cream. It seems that Mr. Newspaper Agent, together with numerous others, failed to get his pay from Mrs. Ayer, and the walls are now being painted for Virgin Leaf Tobacco, by God.

The Harris Hat Co., of New York, are supplying their agents throughout the country with a very attractive one-sheet poster. James W. Hoke is placing the poster in this city, and is also placing their newspaper advertising. In other cities the poster will be placed by the local agents.

The prize poster exhibit of the Columbus bicycle, now being held in New York, will make the rounds of the various offices, and will show about a week in each place. The exhibition is drawing great crowds everywhere, and should be of great advantage to bill poster generally, in educating the people up to the possibilities of art on the bill board. The bill poster and poster printer who fails to see this display will make the mistake of his life.

James W. Hoke states that he had some business refused the other day on the ground that the bill poster himself had been soliciting the advertiser, and would have got the business anyway. Hoke will probably make no further effort to secure work for that town.

Barnum's Circus monopolizes the bill boards of the entire metropolis district just now, and will continue to do so for the next thirty days or more.

"Warner's Corset Fit" boom up on the bill boards in the towns all along the line of the Pennsylvania Railroad between New York and Philadelphia, but they have not yet placed any of the paper in either of the cities.

There is one man in the A. B. P. A. whom the New York representatives will not pull around by the nose next July, and that person is Geo. Castner, of Syracuse, president of the New York Association. Mr. Castner has some very pronounced ideas about certain actions, and is bent upon expressing himself freely in open convention. If the boss tries to strangle him—well, he'll find he is up against a tough proposition, that's all.

If you depend upon incessant repetition for effect, use the bill boards. They are tireless repeaters, often creating an indelible impression in a single day.

Philadelphia Doings.

The Ledger Job Print of Philadelphia, has a very attractive eight-sheet stand on the bill boards of that city, extolling the merits of bill board advertising, and offering to make sketches free for the advertiser who will want to see how his "ad" would look on the boards. The bill poster may or may not receive pay for placing this paper, on his stands. He could very well afford to do it gratis, I should think, and I would suggest that bill posters generally make the proposition to their show painting houses to place any such paper free. If the printer gets a hundred out of the "ad," the poster gets probably two to five hundred.

The two Americans—the "American Bill Posting Co." and the "American Advertising Sign Co."—both of Philadelphia, seem to own the town completely. Occasionally men another name on a painted sign, but not often. J. F. Johnson and W. S. Verkes, of the Sign Company, are great pushers, and when Philadelphia can't keep them busy they jump onto a train and hit the New Yorkers for a change.

The Wellsbath Light Co. and the "Society's Home Journal," both of Philadelphia, are considering the poster question. They are both great spenders of money for advertising in the newspapers, and, if they should decide to enter the display field, the lumber market would boom for a time.

Liggett & Myers' Sweet Mombasa Cigarette has a great showing in Philadelphia, where the boycott failed to connect.

In selecting locations from your bill poster's stations, have an eye to the electric lights. Bill boards within the glare of an arc light are efficacious, day and night.

Wasted Ads.

The article in the November number of BILLBOARD ADVERTISING concerning the negotiations pending between the leading manufacturers and the International Association of Distributors brought vividly to my mind's eye a case in point. Last September while driving from Omaha to a town some ten miles northwest, we saw hundreds of advertisements of one of the most famous circus streams along the road, the entire distance. Many already showed half burned in the track by the horses and vehicles which had passed over them; very few were clean enough to read. Had we or any other traveler along that much-traveled road been sufficiently curious to stop and pick one up—all the balance utterly wasted, except that they added to the distributor's profits.

When the International Distributors' Association becomes known and its principles of business understood, circus managers and all other advertisers will learn that in advertising as in other lines of work, "The best is the cheapest,"—that the cheap distributor who puts out a part of his job list of ads, and burns up, or in any way fraudulently disposes of ads entrusted to him for public distribution, will be forced to find other occupation where his talent for cheating can have full scope.

Possibly the most unique advertising medium ever invented is being exhibited by Mr. George H. Hollidge, vice-president and general salesmen of the American Tendering Advertising Wagon Co. The device is really a traveling panorama. The handsomely built wagon is filled with a canvas 160 to 200 feet long by 7 ft. high. A gearing, attached to a sprocket on the wheel, serves to keep revolving the canvas on which the "ads" and pictures are painted. The remarkable display of swiftly moving color shown by the model is a criterion of the attention the full-sized wagon will attract on the streets. It is something the public will give consideration.
March 14, 1896.

Dear Sir,—I enclose this first day of April in consequence of the bill poster exhibition of the New York Poster Association. I am indebted to you for your courteous letter and for your kind interest in the poster business. I am glad to hear that the poster business is growing and that there is a greater demand for advertising space. I am also glad to hear that you are looking into the matter of the poster law in New York.

I am working on a new poster for the advertising of a new product. I am hoping to have it ready for the next poster exhibition. I am also working on a new poster for the advertising of a new book. I am hoping to have it ready for the next poster exhibition.

I am looking forward to the next poster exhibition and I am hoping to have a number of posters ready for it. I am also looking forward to the next poster exhibition and I am hoping to have a number of posters ready for it.

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FOLLOW THE PEOPLE.

The season of out-door life is about to begin. From now until the middle of October, every available moment will be spent in the open air.

The wise advertiser will take the hint; he will remember that the freedom is a thing of the past, and that it will be several months before the newspaper again read the evenings under the rubbish of this library lamp.

Don't let your advertisements sit in the house waiting for readers, but follow your customers out to meet them at every corner; stare them in the face at the baseball game; meet them on the picnic grounds; let them have you as their excursions; in other words, use the bill board; make a grand outdoor display, and do it before the season has struck your competitor.

Now, I am not advocating dropping the newspaper, nor do I want you to discontinue the use of circulars. I want you to be progressive enough to recognize and use the good method of advertising.

It makes us need to read the articles of self-called "advertising experts," who furnish columns after columns of space to talk about that for circulars and posters is a sign that you are getting "queer" in your "upper story." Of course, newspaper advertising is all right, but it is useless, and so is a band of music and a "grand opening," and so is any other form of publicity that gets your name up. It's always the narrow neck bottles that make the most noise (and who are the most generous in the use of the personal pronoun?), but if it is a guttural sort of ignorance that should make you put a poster and circular advertisers hold off. If the advertising experts could give me the speech, I could recite to one thousand cases where the advertising and financial success of the business was directly due to the circular and the much-disgusted bill board.

STICK TO YOUR LAST—De Witt H. writes:

"Will you kindly inform me where I can get samples for new and original letters and signs? I work at sign painting, my bill board advertising seems to take the cake. I thought it best to try my hand at all kinds of new and original designs for printed matter. I enclosed a set of plates for your exam, and I got an unexpected letter to have more of that kind. I feel sure De Witt H. expects me to praise his drawings. But I can't do it. It is such work as he sent out that is making illustrators advertise for newspaper. Advertisements that are cut in such as De Witt's and in other designs could never pay, no matter how clever the wording. If my correspondent can pick out signs, and paint them, I think he has an asset letter stick to that work. As an illustrator by way make a distinct profit at.


Please re-look the following questions, to-wit: 1. If an advertiser places a paper or pamphlet or circular (fiddle of a paper or pamphlet that are counted as one or two.) 2. If two papers are placed one inside the other, are they counted as one or two? 3. If a distributor on a playboy, would the majority of advertisers be willing to do it? 4. If there is a failure of an advertiser or small or large that consider that some of business has been taken.

ANSWER. I should think questions one and two could be rather decided by your State Association; however, the editor of the Advertising may have something to say on the subject. As to question number three, most decidedly you should inform advertisers that your competitor is distributing their circulars by boys, whether they want to know it or not. You should take every fair means of pushing your business, and it is only just that you should advertise that your distribution is done by men, while that of your competitor is "amateur." By boys.

If the advertisement be sent from both parties, he will at once understand the cause, if your bid is a trifle higher. If, in the advertisers, he will give you the work.

While I am on the subject, I want to reproduce a circular received from an up-to-date distributor and bill poster. It's good advertising, but would have been much better had it been executed on a good book paper instead of a poor newspaper. Perhaps clothing doesn't concern you, and I don't think paper makes the difference, but it has a good effect with a creating a bad or a bad impression. Here is the circular:

"Recognizing an extreme advertising expert, an advertisement printed in a few facts, which may prove valuable in solving the problem of making a successful advertising and the Promotion of Your Business," it was demonstrated that placing a well-executed advertisement in the hands of those you desire to reach as possible persons, is definitely the most satisfactory method of doing it at the present time. The heavy engraver remains in advertising through the press weekly. In 1812, where giving in a good advertisement, it must be applied to other channels. Mailing letters in addresses obtained by such purpose consists of $2,000 to $5,000 per thousand, and

WILL YOU BE GOOD?

And send your display advertising to Sam H. Holke. And while I am talking of display advertising, I want to tell you that the advertiser who pays for your color can supplement the advertising advantage by using large, beautiful bulletin boards. Magnificent painted designs are getting in favor, and no advertiser should be satisfied without a representation.

I will place your ad here to the best advantage at LaTour's list, and select the locations most suitable for your business. Don't forget that I place posters in any city in America.

Sam H. Holke
87 Nassau St., New York.

Long-distance telephone connection.

Ad. Agt.
Billboard Advertising

April 1866.

"We challenge Mr. Gude to show letters from members saying anything condemnatory of the Association. If he can show such we will soon show him some unexpected members."

The above extract from Mr. Campbell’s paper plainly shows the attitude of the gang. It’s rule is, "if you speak ill of the man, he will speak ill of you." Mr. Gude could show the letters, but he is not so practiced in divulging confidential correspondence. We, too, could show dozens of similar letters, but it is not for similar reasons. We can also assure our members that if any expulsions take place it will be the gang that goes out, and not the rank and file, which to almost all men, are against gang rule.

One need not read advertisements in the paper if disillusioned, but how can he escape the poster? Go where he will, turn which way he may, on every fence, dead wall and corner he finds it staring him in the face. Ten, twenty, fifty times a day it impresses its legenda upon the mind of the beholders. They accomplish more in a single day than a newspaper “ad” will bring to you during a year.

Poster advertising is in its infancy as yet. Firms that adopt it during the next few years will reap the benefits accruing to pioneers in every branch of effort.

Under the postal laws admitting newspapers and magazines to the postal rate privilege, an publisher legally can advertise the advertisement of any reputable person or firm from his columns. Several magazines who recently granted exclusive contracts to the American Fibre Chemist Co., have had a most lively and interesting time with the postal authorities, and may have further trouble if the R. D. Ingram Co., The Buckskin File Co. and the American Spool Cloth Co. are disposed to press the matter in the Courts.

The special publications of the United States, under which head may be grouped class and trade papers, comprise one-fifth of all the papers issued. It is a very good idea to have such enormous publications in the industrial world when the figures show, as do the percentage of failures among trade papers is far less than any other class.

All posters are good, but some are better than others. Choose your poster printer with care and discretion. One who knows how to produce posters is much more economical than one who does not.

The Inter-State Bill Poster’s Association have issued a pamphlet called The Inter-State Campaign. It contains a list of the members of that association and a large amount of advertising. The information embodied in this little book is invaluable to advertisers. It includes charges of posters and advertisement plates using displays. Clarence C. Ramsey, Waukegan, Ill., will send it for one dollar, for the asking until the edition is exhausted. Seven thousand were printed.

If you want to get at the value of your advertising, advertise one article at a time.

APRIL 1866.

"We challenge Mr. Gude to show letters from members saying anything condemnatory of the Association. If he can show such we will soon show him some unexpected members."

The above extract from Mr. Campbell’s paper plainly shows the attitude of the gang. It’s rule is, "if you speak ill of the man, he will speak ill of you." Mr. Gude could show the letters, but he is not so practiced in divulging confidential correspondence. We, too, could show dozens of similar letters, but it is not for similar reasons. We can also assure our members that if any expulsions take place it will be the gang that goes out, and not the rank and file, which to almost all men, are against gang rule.

One need not read advertisements in the paper if disillusioned, but how can he escape the poster? Go where he will, turn which way he may, on every fence, dead wall and corner he finds it staring him in the face. Ten, twenty, fifty times a day it impresses its legenda upon the mind of the beholders. They accomplish more in a single day than a newspaper “ad” will bring to you during a year.

Poster advertising is in its infancy as yet. Firms that adopt it during the next few years will reap the benefits accruing to pioneers in every branch of effort.

Under the postal laws admitting newspapers and magazines to the postal rate privilege, an publisher legally can advertise the advertisement of any reputable person or firm from his columns. Several magazines who recently granted exclusive contracts to the American Fibre Chemist Co., have had a most lively and interesting time with the postal authorities, and may have further trouble if the R. D. Ingram Co., The Buckskin File Co. and the American Spool Cloth Co. are disposed to press the matter in the Courts.

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BILLBOARD ADVERTISING.

The Masters of the Poison (Le Mouret de Fafifiche), a month publication, containing reproductions of the best posters of the day, is published in France, by the Chate Piatting Concern, rue Bergers, 20. The first number was issued last December.

The Chapman boys, Bar and John, jr., are putting up some beautiful new boards.

The Inter-State Bill Posters’ Protective Association will assemble in convention July 22d, at the Leland Hotel, Chicago, II.

Michigan is solid for Geo. Leonard, and H. H. Tyner will carry Ohio safe, if the rank and file of the Democrats do not have so far to go. Geo. Rice may not be put up. Some of the boys want Donnelly, and some Sam Robison.

Geo. D. McGuire, of Delaware, Ohio, is doing a good business.

A misunderstanding between Rogers, of Sidney, Ohio, and the Syrup of Figs Co., will soon be amicably adjusted.

Geo. Sibulbrack, Mr. Chapman’s present pupil, has the making of a first-class solicitor in him.

Killen & Petitt, of Eureka, California, control the market in Eureka, Arcata, Ferndale, Fortuna, Rohnerville, Scotia, Blue Lake, and Korbil.

J. W. Harford is thinking of going into the business at Torrington, Conn.

The Fond-de-Lac Yeast Wafer Co., of Fond-de Lac, Wis., and the Mansfield Stove Co., of Mansfield, Ohio, will soon be ready to post various localities in the Middle States.

Geo. Wilkinson, city bill poster of Red Wing, Minn., and a member of the Inter-State Bill Poster’s Association, died March 19th. He was affable and universally esteemed.

The retailer has it in his power to reach any certain class of trade by using a selected set of boards. The economic advantages of paying only for the circulation which one wants are apparent.

The purchases of one customer, if continued over a long period of time, will repay many-fold the cost of the advertisement which attracted him.
Exchanges

The advertising manager of a Texas paper expresses himself in the columns of his paper as follows:

"BILLBOARD ADVERTISING.

Among the collection of good things received by our ad world this week was Billboard Advertising, an attractively illustrated journal, devoted, as its name indicates, to bill posting. It has so many novel features about its advertising that one appreciates receiving it quite often. There is not a feature about it which one can enjoy if he has the slightest conception of the "eternal stores of things," something original and out of the ordinary routine. Those interested can get a sample copy by addressing Billboard Advertising, Cincinnati, O.

The personal letter which he writes is interesting, too.

The St. Louis Dry Goods Reporter, published weekly in the interests of the dry goods trade of the Mississippi Valley, maintains a department for the study of advertising. The issue of February 21 contains a very interesting article by Charles Austin Bates on the subject of newspaper advertising, which is forcible and direct.

The Inland Printer's "Bradley" Calendar, from the press of The Henry O. Shepard Co., Chicago, is a beautifully executed affair in green, red and black. The poster announcing the February number, which accompanied the calendar, is a veritable Bradley gem. Both are good examples of Will H. Bradley's work, which, although it is open to criticism from an art standpoint, no one can say that it is not striking. The Inland Printer Co., Chicago, will send the calendar on receipt of 10 cents.

Another English publication is the Staincany Trade Journal, which is, as its name indicates, the organ of the stationery and subsidiary trade. The journal is a prosperous appearance and carries a creditable amount of advertising. It is a very good specimen of the printer's art, being well printed, and the technical articles are intelligently illustrated. It is complete with interesting suggestions to all branches of the stationery and stationary business, and worthy a place on the desk of every one in those lines.

The frontispiece of February Engineer and Printer is a three-color reproduction of an oil painting owned by T. W. Goodwin, of Boston. The subject is a moonlight scene of Mystic's Ledge Light. It is a very difficult subject to reproduce, and the perfection with which it is done is most creditable.

The National Printer-Journalist for February is largely devoted to the report of the N. E. A. Convention, held in Florida in January. It contains many portraits of journalists who are prominent in their profession.

A new candidate for favor among poster collectors is Foster Letter. To quote the title page, it is a journal of enthusiasm born to the appreciation of the modern poster, arranged with a few pictures and embellishments cribbed from various sources by Frederick Theodore Singleton, and presented by him in this present wise every month at the Red Seal, No. 100 Ninth Street, West Kansas City, Missouri. It is printed in Jensen Old Style, and is an attractive little book. We feel sure it will appeal to those minds who have made poster collecting a pastime or occupation.

The Fourth Estate is aptly termed a newspaper for the makers of newspapers by its publisher, Mr. Ernest F. Birnbaum. It is a handsome, twelve-page weekly, and ought to be on file in every newspaper office in the country. It does not exchange, however, as it costs $2.00 for a year's subscription. Send it to Ernest F. Birnbaum, publisher of The Fourth Estate, corner of Broadway and Murray Streets, New York.

The Art Student and Licensor, published at 132 W. 33d St., New York, is a valuable publication for artists and illustrators. The value of the practical suggestions contained in each number are alone worth a year's subscription. It only costs $1.00 a year.

Bicycle News is the name of a new periodical published by W. D. Boyce & Co., Chicago. It is a departure in magazines as regards size, contents, illustrations and execution. It holds fair to be an advertising medium of merit, as the bicyclists are an extremely good purchasing class, and more than that, they are numerous.

A new coetus to our exchange table this month is Buckstain. We mean the English publication of which Arthur Reade is editor. It is a 16-page magazine, 9½ inches by 6 inches. The issue before the writer is chiefly devoted to insurance topics and should be a welcome visitor at all insurance offices.

"Woolen Secrets" is the title of the very dainty little booklet, which the Pabst Brewing Company used to inform the public of the merits of The Best Tonic. Three millions of these booklets were used. The method of distribution was by mail. The reasons for using the government, in preference to local agencies, for distribution, are very plain and forcibly set forth by Mr. A. D. Kelsey

The advertising manager, in an article appearing in March Billboard Advertising,

The collectors of posters are numerous, and the number is growing rapidly. So much interest has been shown that it is regarded as much more than a passing fad. The extraordinary interest manifested determined Mr. Will M. Clemens to publish The Poster. This dainty little magazine is now in its third month and has all the information needed by the poster collector in a form which is very attractive. The prosperity of Mr. Clemens' venture is manifest by the remarkable improvement which each number shows over its predecessor.

The illustrations are reproductions of all that is best in the poster world, and their artistic execution is to be greatly admired.

The subscription is $1.00 per year, and may be sent direct to the publishers, P. O. Box 1715, New York.

Denver Notes.

Denver's bill boards are splendidly patronized at present, much new and new book store advertising being in evidence. The merchants of Denver evidently have a lively appreciation of the benefits to be derived from bill board advertising. Several local clothing houses, hat and shoe dealers, dentists, and other trade make creditable displays, but Sweet Memories Cigarettes has, by far, the best showing. The town is literally covered with it.

The California Ad-Signs Co., of San Francisco, has used Geo. H. Siebe for $5,000 for breach of contract, by which Siebe assigned his interest in a bill posting business to the Pacific Coast Posting and Advertising Company on March 12, 1893. A condition of the contract was that Siebe should not again engage in the same line of business for five years. The plaintiff corporation, in August last, succeeded to the business and all rights of the Pacific Coast Posting and Advertising Company. Complaint is now made that on December 23 last, Siebe, in violation of said agreement, again entered upon the bill posting business, as partner of a man named Green.

Col. Burr Robbins, the principal stockholder of the American Advertising and Bill Posting Co., of Chicago, has been sued for $300 damages for malicious prosecution, by John B. Jeffrey, formerly president and general manager of the Jeffrey Show Printing Co., of Chicago. The amount is insignificant, but the action is not causing Col. Robbins any anxiety or loss of sleep. He is in serene and impeccable as ever, and is still doing business at the old stand.

Jesse Mitchell, manager Curran's Bill Posting Co., at Pueblo, Col., has given Liebig & Myers' Sweet Moments a great showing.

Nath. C. Fowler, in the last issue of Billboard Advertising, mentioned the fact that no business man should be without all the advertising journals published. We herewith publish a list of journals, which are published solely for the interests of advertisers, or which maintain departments devoted to advertising.

The figures given in the left-hand column are the publisher's subscription rates; the figures in the right-hand column are those which will secure the publication mentioned, in connection with Billboard Advertising, if paid in advance.

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April, 1896.

A Bill Board Announcement.
BULLETIN
BOARDS
PRIMARILY
LOCATED
ON PRINCIPAL
RAILROADS,
FERRY SLIPS,
DRIVES,
CABLE TROLLEY
AND
TUNES.

LE-
La TOUR
& CO.
DESIGNERS-
PAINTERS-
AND
CONTRACTORS
OF

Advertising
Signs
1718-20
BROADWAY-
NEW YORK CITY-
NEW YORK.

Printing House Gossip.

Benekeilder’s discovery of the art of lithography in 1796 is to be celebrated by a great exhibition of lithographs in Paris next year.

Ani Cassidy, formerly vice-president of the Springer Litho Co., and lately superintendent of artists with the Courier Litho Co., is with the Donahue Litho Co. Mr Cassidy draws the highest salary ever paid to a lithographic artist since the days of Matt Morgan.

The Parker Westbach Hall Mfg Co., of New Haven, Conn., is the name of a concern organized for the manufacture of presses and material for printing from Aluminum plates. It is claimed that the use of aluminum is destined to revolutionize lithography.

Among the new schemes which are being pushed at present is the advertising button. This is the outcome of the immense popularity which the secret-sks-secret button has attained. The result of this scheme is dubious, because the common run of men have an inherent dislike to carrying on the fop of their coats some one’s ad.

Advertising Wagons in Buffalo, N. Y., are to be restricted to certain streets. An ordinance has been introduced in the City Council prohibiting them from using Main street, Central street, Washington street, Main street, William street, Delaware avenue, Eagle street, Clinton street, Franklin street, Chippewa street and Prospect avenue. If carried, it will result in the elimination of the wagons, because without these streets it would be a useless expense.

Posters appeal to all the people all the time.

Bill Posters’ Chatter.

J. F. Otting, the junior member of the firm of Otting & Son, the enterprising bill poster of Newport, Ky., is a splendid example of the new school of bill posters. He does not believe in sitting about his office wasting for work to come to him. During the month of February he sold 14,700 sheets of commercial paper to the merchants of Newport, Ky., on which he realised, in commissions alone, over $400. The posting of this and regular work of theatrical work probably netted him over $300.

It’s Leonard next year, sure, and it’s a good time, for he is popular and level-headed.

The president of the A. B. P. A. had better stop trying to bullockize members of that organization. What he needs, more than anyone else, is harmony and support, and he will never obtain it by using the lash.

Robert Grant, in Scribner, gives it as his opinion that the one influence which, more than another, wets the cup of the modern man, is the reading of newspapers; and, further, that the persistent reading of many newspapers, or the whole of almost any newspaper, is nearly as detrimental to the economy of time as the cigarette habit is to health. For these reasons the disease of the newspaper is bound to come. Men can not spare the time to wade through so much “stuff” to get what they want. More and more they are turning to publications which contain only what interests them, and more and more are they learning to value the advertisement on the wall, which they do not have to read unless they want to, and which attracts the attention of only those who are interested in what it says.

A collection agency in Biddeford, Maine, is using posters, giving the names of the delinquents and the amounts owed, and offering the bills for sale.
BILLBOARD ADVERTISING.

April, 1896.

Some Inside History of the Boston Venture Raucli Told.

The true story of Senator David B. Hill's lecture and the manner in which the monument was set in Dubuque, has just been told by some Minneapolis men, who went to New York last winter and interviewed him. It will be remembered that one Fred King brought Senator Hill to Minneapolis. He began by writing to the senator, who agreed to write the lecture for $50. A night, Mr. King went to Mr. Bunker, the famous printer of Minneapolis, who has money, and he became the financial backer of the enterprise. Then the story of the lecture was arranged that senator Hill should open to Minneapolis, and lecture in Minneapolis, St. Paul, Duluth, Chicago, Cleveland, Louisville, Cleveland and other places. Mr. King advertised the lecture freely, and began to send out proclames. Senator Hill opened in Minneapolis to $50. Mr. King paid him $50, and stood a loss of something more than $70. Then the senator came to Minneapolis. There was only one in the house, and Mr. King began to deliver.

"Holy smoke," Mr. King said, "isn't this a good democratic blood in this town? There isn't enough patriotism to make a dog bark on the Fourth of July. I'm losing my roll because these guys don't love liberty." The senator lectured on "Liberty."

"The St. Paul lecture was a financial success, but Mr. Bunker did not pay the lecturer immediately, and then made senator Hill rather discontented. Triggs said, however, that that would surely pay to Dubuque.

Mr. King was quite late when it was supposed to have been done, and the lecturer came quite near going on a strike, because his salary wasn't paid. Mr. King kept out of the way until it was quiet. Then the senator's secretary managed to find him.

"Where are you now?" said Mr. King in the secretary.

"Why don't you pull it into the house, why don't you go out and get people to hear the lecture?"

"Then Mr. King went into the back, he made a proposition that they could have the lecture for $100. Senator Hill agreed, provided Mr. King would pay him for the St. Paul lecture.

"Not in your life," said Mr. King, "I tell you what, I'll do it. If you will pay me $50, I will pay you for St. Paul and Duluth." I am not sure that this is the case. The senator is reported to have said, "There was a big house in St. Paul, and you made money there. I must not make you keep your contract.

"Can't do it," says Mr. King.

"Then what are we to do?" the senator asks.

"There's only one thing you can do, replied Mr. King, the bill poster," and that is for you to go out and catch right."

"Senator Hill followed Mr. King's advice, and the next he was sent out over the country. The lecture tour had been abandoned, because the senator had caught much sickness and couldn't speak. He returned to the East.

This statement was more or less the end, in spite of the fact that the letter was sent in response to the one which is the subject of the present column. Just a note from the Minneapolis Press Club, regarding the bill poster, about $3.50. —From the Minneapolis Press Club.

WHERE LINCOLN DIED

A Strange Story Told by a Washington City Bill Poster.

"I was moved within an arm's length of the body," was the striking statement made by Lloyd M. Royce, the Washington City bill poster, in a press report.

"You see I firmly believe that I caused no more than what was considered desirable, and in the death watch set upon him. He was Lincoln's favorite, and I had been the financial backer of the enterprise. This is a new and startling story, and, in this way, became acquainted with Booth. On the evening of the assassination, I was standing just at the back of the president's seat, in the right-hand corner of the dome, when Booth came by. He stopped, and I had an opportunity of độcir the deed that he was about to commit. He stayed there with me, talking and chewing in a low tone, for about twenty minutes, and, in that time, about a half-dozen persons who knew both of us by name and saw us. I know Booth, and I have been suspected by some of the conspirators."

"Another strange thing that happened in the course of time is of those occurrences which happen so often when we least expect them. The Petersham, of Terre haute, to which I was sent by one of the conspirators, was a house where Booth had a room in the house during the winter. It was about 3 o'clock in the afternoon in the house in and went direct to Mr. Lincoln's room and stood on the bed. The room was lighted, and the police were in the room. The very room that he had was the one that Mr. Lincoln was in, and turned on the bed on which Booth stood before the commission of his crime was the bed upon which his victim died. So far as I know this has never been made public, but that is true I have not the slightest doubt. —Washington Post.

Dr. Goodwin, of the staff of The Phillips (Minneapolis) Photographic, sends some advertising of his own. Mr. Goodwin writes in a readable style, and his advertising should bring him business.
April 1899.

BILLBOARD ADVERTISING.

How This Class of Work is Carried On in New York City.

Now often one looks out from one's front win-
dow in the morning at a great blank billboard, ag-
y in theExtreme. And then at night, when returning from shopping or hunting, one looks
again to its transformation. The billboard is
up with flashing posters. Perhaps a beautiful
woman in elaborate gowns, or a dignified,
perhaps a little more serious, the user of his own,
perhaps a really child 모습ily wholesome down,
perhaps one of those handsome cadets standing
in the snow, or the somber scene of a funeral,
perhaps a masked man, or perhaps a man who
has always been a woman.

How Bill Posting is done.

The business of bill posting has come to be
the most important in New York. It is greater and
more successful than any other city in the
united States. It is practically con-
trolled by three firms. A. Van Beers B. Co.,
Le Blanc & Co., and Frank and Company.

How the business is done.

Bill posting is a business of long standing,
and is done by a system of the highest grade.

For Omaha's Exposition.

Letters sent to Fifty Thousand Objects of Interest for Improvement.

Acting under instructions of the city council,
Mayor H. W. B. of Omaha, Neb., is sending let-
ters to fifty thousand objects of interest to
Omaha, urging them to present their offers to
the council for the use of the exposition.

Fair News.

Black Hills Fair.—The Black Hills
Exposition Company, of Sturgis City, S. D., has put the bands of the
printer the premium list of their fair, to be
held there on September 23, 24, and 25,
when $1,000 in premiums will be offered.
The feature of the fair will be the woman's
building.

Omaha is to Have a Grand Exposition in 1899. Preparations have already com-
menced, and the indications are that it will
be a big show, in all that the term implies.

By far the largest and most important of all the expositions for the year 1899,
will be that of Nebraska, Tom, in combina-
tion with the centennial of that thriving
city.

Baltimore's big show for 1899 has not
been very much in evidence of late. It
would not surprise the knowing ones if
the scheme fell through entirely.

Secretaries are earnestly requested to
send in their dates and official notices at the
earliest possible moment. We are
willing to make a big effort to have the
lists complete in our May issue.

Contributions in the way of news are
solicited for this department.

Those fairs, which also embrace poultry
shows and bench shows, should advertise
the fact in BILLBOARD ADVERTISING.

BILLBOARD ADVERTISING has a larger
circulation among privilege men than any
other publication.
BILLOBOARD ADVERTISING

APRIL, 1896.

LIST OF FAIRS.

1896.

Copyright club

CONNECTICUT.

Meriden, State Agricultural Fair, Sept 12-15.
Rockville, Holland Co Fair, Sept 15-17.

ILLINOIS.

Alton, Sept 10-15, County Agricultural Society, secy.
Aurora, Sept 11, Julius Churchill, secy.
Belvidere, Aug 30, 31, De Kalb Co Agricultural Society, secy.

Chicago, Vermon Co Agricultural and Mechanical Association Fair, Aug 30, 31, T. A. Twin, secy.
Champaign, Aug 28.

Farrar, Aug 29.

Farnsworth, Indianola, Ill, Ag Soc Fair, Sept 1-3, T. D. O'Sullivan, secy.
Khokah, County Agricultural Fair, Sept 14th, T C Schenck, secy.

Lebanon, Luncheon, Sept 15, Geo F, Buehler, pres; Geo C. Knepper, secy.

Woodstock, Military Co Fair, Aug 28-30.

INDIANA.

Bloomington, State Agricultural Society Fair, July 3-6.
Frisco, Carroll Co Agricultural Fair, Sept 29-30.
Kokomo, Howard Co Agricultural Society, Sept 21-23.
Lebanon, Sept 9-11.

Perry, Orange Co Agricultural Society, Sept 28-30.
Seymour, Jackson Co Agricultural Society, Sept 26-29.
Seymour, Jackson Co Agricultural Society, Sept 26-29.
Seymour, Jackson Co Agricultural Society, Sept 26-29.

IOW A.

Anamosa, Davis Co Agricultural Society Fair, Aug 29, 30, 31.
Cedar Rapids, Linn Co Agricultural Society, Sept 27-29, A. J. Gilboe, secy.
Cedar Rapids, Linn Co Agricultural Society, Sept 27, 28, 29.

\[...\]

OHIO.

Bucyrus, Crawford Co Agricultural Association, Sept 16.

\[...\]

KANSAS.

Burlington, Coffey Co Agricultural Association, Sept 9-12.

\[...\]

MICHIGAN.

CобраЩ,

\[...\]

MINNESOA.

\[...\]

NEBRASKA.

\[...\]

NEW YORK.

Albany, Orleans Co Fair, Sept 17-20, H A Bower, pres; L H Beach, secy.
Brockport, Genesee Co Agricultural Association, Sept 20-23.

\[...\]

WEST VIRGINIA.

\[...\]

Rhode Island.

\[...\]

VIRGINIA.

\[...\]

WASHINGTON.

\[...\]

WASHINGTON, D.C.

\[...\]

WISCONSIN.

\[...\]

TEXAS.

\[...\]

CONVENTIONS, ETC.

Jackson, Mich. Meeting of Royal Annun.

\[...\]

PENNSYLVANIA.

Allentown, Lehigh County Agricultural Society Fair, Sept 26-29.

\[...\]

MARYLAND.

\[...\]

\[...\]

MICHIGAN.

Grosse Ile, Western Fair, Sept 26-29.

\[...\]

MINNESOTA.

\[...\]

NEBRASKA.

\[...\]

NEW YORK.

Albany, Orleans Co Fair, Sept 17-20, H A Bower, pres; L H Beach, secy.
Brockport, Genesee Co Agricultural Association, Sept 20-23.

\[...\]

WEST VIRGINIA.

\[...\]

Rhode Island.

\[...\]

VIRGINIA.

\[...\]

WASHINGTON.

\[...\]

WASHINGTON, D.C.

\[...\]

WISCONSIN.

\[...\]

TEXAS.

\[...\]
Spaulding & Gordon, Licensco
City Bill Posters & Distributors.


The Hustler Advertising Co.,
Printers, Posters, Mailers, and Distributors,
22 North Main Street,
W. H. Case, Manager.
Prompt service by reliable men.

Western business is what I need particularly. I write for good and western ad by authority.

A. Roebuck.

Samples, circulars, etc., distributed. Highest work and best references. Terms very reasonable.

W. L. Robertson,
Box 297, Roanoke, Va.

B. T. Robinson,
City Bill Poster,
Clifton Forge, Va.

Correspondence solicited.

Business
A Practical Journal of the Office

It saves money by discovering the best way of doing things in the office.

ACCOUNTING, BUSINESS ROUTINE, BUSINESS MANAGEMENT AND ADVERTISING, and Incidentally upon BUSINESS, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include Office Mail Bag, keeping letters from practical men on office and business topics; Office Record, containing illustrated descriptions of new devices; Business Literature, or reviews of new books; Art and Practice of Advertising, presenting studies in successful publicity; INSTITUTIONS AND ASSOCIATIONS, containing descriptions of new devices; Business Literature, containing reviews of new books; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated, including supplement, $1 a year. Sample copies (mentioning this advertisement) free.

Kittredge Company, Publishers
19 Astor Place, New York.

Let Your Name Be Known

It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing a facsimile for BILLBOARD ADVERTISING. $1.00 pays for both, and either alone would cost $1.00.

Write name in block ink, and enclose the amount.

BILBOARD ADVERTISING,
Cincinnati, O.

Burnett, Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Streamers and Stock Letters.

Office, Donaldson Litho. Building, Cincinnati, O.

A. E. Bentley,
Only Licensed BILL POSTER in Guthrie, Capital of Oklahoma Territory, 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

A. E. Bentley, Guthrie, Okla.

Rip-ans

The modern standard Family Medicine: Cures the common everyday ills of humanity.

Theatrical and City Bill.

Distributing and Advertising Agents.

C. H. Woolsey & Co., Des Moines, Iowa.

The Star Spring Shaft Support

And Anti-Bacterial

The Decatur Shaft Support Co.

Des Moines, Ia.
Sometimes you are in a hurry. You have no time to write for prices. On such occasions it is a great comfort to know that you can send the order to a printing house like HENNEGAN & Co., who will not take advantage of the circumstances by overcharging you.

Estimates cheerfully submitted and correspondence solicited by HENNEGAN & Co., Cincinnati.

POSTERS OF ALL KINDS.

HENNEGAN & CO.

CINCINNATI, OHIO.

131 E. GOETH ST.

ALL KINDS OF PRINTING.

When you need Letter Heads or Envelopes, send your order to HENNEGAN & CO., Cincinnati.

When you need printing of any nature or description, send your order to HENNEGAN & CO., CINCINNATI, OHIO.

PUT YOUR PORTRAIT ON YOUR LETTER HEADS.

And if you have some particularly good locations, have pictures of them on too—put these latter on the back. If you will send us the photographs, we will write and let you know exactly what it will cost you. You will find, too, that it does not cost much.

THE HENNEGAN & CO.

CINCINNATI, O.

717 Sycamore St. MISSOURI BUILDING
Distributors’ Chat.

RECEIPTS FOR MAKING A CIRCULAR—

Start off with a catchy heading; then add a few words of introduction. Now state your prices, and stir them in well. Add your name and place of business at the bottom. Don’t set away to cool, but send the production to the printer in a red hot haste, and when it has been mailed with type accurately displayed, and finished with an attractive ink-stamp, it is ready to be served on carefully carriers.

Chandler Stewart.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS—Mr. W. H. Steinbreuner, the authorized contracting agent of the above association, informs us that at no previous time in its history was the I.A.O.D. so prosperous as now. Mr. Steinbreuner is a very busy man and has no time for idle talk, consequently this statement should put a quietus on the efforts of some outsiders who are jealous of the success of the I.A.O.D. to injure it by circulating false reports.

Mr. A. B. Read, of Sioux City, Iowa, has filed with the editor of this paper, a number of affidavits which affirm that the employees of the American District Telegraph Co., of Sioux City, accidentally destroyed large quantities of the advertising matter for the Shaker Remedies and the Chautauqua Medical Co., which was entrusted to them for distribution.

Sterling Kennedy Co. are advertising No-To-Bac and Cigarettes with booklets and samples all in one envelope.

The Mayor of Council Bluffs, Iowa, is making an attempt to prohibit non-residents from posting or distributing bills in the city. He will run against a tag if he doesn’t look out, and will do well to remember that he does not yet own the earth and its approachers.

The methods of the advertisers whose ads are appearing as given below, in some parts of the country, has been brought into question by several readers of BILLSIDE ADVERTISING. The ads are as follows:

CASH paid to distribute circulars, salary and expenses to travel. Boxed stamp. Compare with us. 200 copies, 10c each. Chicago, Ill.

$2.50 PER 500 each for distributing circulars. Boxed. Chicago, Ill.

and reserving them, Mr. G. E. Fisher, of Omaha, writes as follows:

“Letters sent them, enclosing stamps, brought an reply. I have written the Co-Operative, so has a friend of mine and no reply has yet been received. A man in Council Bluffs paid the U. S. five dollars membership fee and received fifty cents worth of work a year ago.”

W. H. Steinbreuner, of Cincinnati, who has just completed the distribution of 85,000 pamphlets for the Peruna Drug Co., of Columbus, O., is now working on 90,000 booklets for the Vosa Georgia Medical Co., of New York, which will be followed, almost immediately, by 100,000 folders for the California Fig Syrup Co., of Chicago. Mr. Steinbreuner’s system is fast obtaining great favor with advertisers.

You Can See How I Stand

AS AN AD WRITER.

A new York manufacturer said, the other day, that his business had increased just five-fold since Jed Scarboro began writing his ads for him, two years ago, and he said most of the increase was entirely traceable to advertising, too.—Dundie.

Included I send you a check for twenty-five ($25.00) dollars, and advise you that you are the winner in the contest for the series of ads, as per advertisement in BILLSIDE of recent edition. Please acknowledge receipt.—C. A. Daniel, Philadelphi, Pa.

We are well pleased with your work. It all looks so good. A. B. Read & Co., Typeprinter Supplies, Chicago.

We used your ads last winter and were more satisfied with them. Same terms for one dozen more, with illustrations. Omaha Coal, Coke and Lime Co., Omaha, Neb.

I have a big envelope, fitted to the flap with further evidence. Shall I send it to you?

JED SCARBORO.

Auburk Building, BROOKLYN, N. Y.

Bill Posters!

You who have posted "Big Four" on the "dead walls of London!"

The Inter-state Association of Bill Posters and Distributors, meets in Chicago, July 22d, 1896, and the "Big Four" is the "Best Line" to that city. It has the best terminal facilities. Solid Trains from Cincinnati, Louisville, and Indianapolis, magnificently equipped.

E. O. McCormick, D. B. Martin,
Passenger Traffic Manager, General Passenger and Tri-Art

I Write Ads

That are bright, pointed and catchy—ads that really bring business.

I am not a theorist, nor a boaster.
I base my words on facts—hard, sound, honest facts.

Send full particulars and a one dollar bill for four "Business Builders." Your money right back if they don’t suit.

CLEMNET A. DOODSON,
Crutchfield, Ky.

Lyceum Bureau

Concert and Lecture Attraction Managed.
Wild West Show and Circus Lags to rent. Stenography and Typewriter Writing. Send MSS by mail and get any number of copies typed at cheap rates. Distribution. Send circulat of your attractions or of novelties.

JOHN C. YOUNG, jnr.
95 Pitcher St., DETROIT, MICH.

POST THIS IN YOUR HAT THAT THE PUBLISHER’S GUIDE

Keeps you fully informed regarding all responsible and irresponsible advertisers, also presenting each month all new advertisers who are entering the field. It is of great value to all who are engaged in advertising and newspaper work. Subscription price, $.50 per year. Sample Copy mailed on application—prices.

PUBLISHER’S GUIDE,
36 stem, American Bank Building, New York City

Angora Kittens

Finest breed, with long silky fur, flowing mane, long soft fluffy tails, large, handsome eyes, finely formed and very intelligent. Puffy as puff balls, and possessed with a sweet disposition that makes them irresistible.

Price $5 and upward.

S. R. SPENCER,
162-164 Vine St., Cincinnati.

Boom Your Business!

Business
Who use Men
Billboards.

Billboard
Advertising

It Reaches
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-Posters 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.

"I'll stick this up anyway. It's for the good of the Cause."
1895.

THE DONALDSON GUIDE
3d 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 names of the house,
It gives the street address,
It gives the name of the distributor.

Elder, Jenks & Raborg

"Excelsior"

Cycos Paste

AND

BILL POSTERS" BRUSHES

Made of Hard Wood, best grade of bristle, and
all copper wired. The usual price of a box of
brushes is $3.50 to $4.00. Each brush costs $1.25.

In selecting pictures and photographs, as well as
posters, for your wall, or for your playroom,
you are sure to get a good result from the
Elder, Jenks & Raborg

Brush Manufacturers

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

ROOSEN INK WORKS.

66-68

JOHN STREET.

BROOKLYN, N. Y.

Printer's Ink Helps . . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and rela-
table information, about every
detail of the business of ad-
vertising.

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

Contains timely hints about
methods, tending to aid in selecting
profitable ones or advertise in,

Subscription now $2 a
year. Sample copy, 25 cents.
to Spruce Street, New York.

DEAFNESS CURED

We Employ Young Men

One year of my life was
a period of 18 months,
which I spent in a
nursing hospital,
and to that
time I attribute
my cure.

Young Ladies admitted

Where girls apply they
are sure to recover.

ACRYLIC CURE.

ELCHART, IND.

We certify that anything that has been done in the way of a cure
by a physician, can be done
by our method.

For your general health and improve-
ment, we cannot recommend
acrylic cure more strongly.

We employ young men, and
we are always ready to
see our patients.

Send for our
specimen book.

W. E. CHATHAM.

ACRYLIC CURE CO.,
ELCHART, IND.

F. W. WELCHER, Prop.

W. H. DONALDSON,
Cincinnati, Ohio.
At Last

The vexatious problem has been solved. An Association which assimilates, protects and projects, Co-operative, Equitable Practical.

THE AMERICAN BILL POSTERS' UNION

A Corporation under the Laws of New Jersey.

BILL: POSTERS' PASTE BRUSHES.
The two leading brands of America, both of which are Hand Made, Copper Bound and Steel Riveted.

The "Nonpareil"
No good brush is cheaper than this brush.

PRICES.
8 In. - $2.95 Each
9 In. - $2.62
10 In. - $2.00

The "Unexcelled"
No good brush is better than this brush.

PRICES.
9 In. - $2.75 Each
10 In. - $3.00

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

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

BILL POSTING, DISTRIBUTING, GENERAL ADVERTISING.
Office, No. 4 S. Jackson Street.
JANESVILLE, WIS.

"The Bill Poster"
The English counterpart of Billboard Advertising. Subscriptions go rounds per year, post free, may be sent to No. 127 East Eight Street, Cincinnati, O.

Elgin, Ili. Population 25,000
ELGIN BILL POSTING Advertising & Distributing Co.
FRED W. JENCE, Prop.

Trenton, New Jersey.
The Trenton Bill Posting Co.
Owes all Billboards in the city and suburbs.
Population 25,000. I guarantee the value of all Bill Posting and Advertising.
Wm. H. Williamson, Manager.

THE SECOND ANNUAL CONVENTION of the INTER-
STATE BILL POSTERS' PROTECTIVE ASSOCIATION will be
held at the Leland Hotel, Chicago, Ills., commencing
Tuesday, July 21, 1896.


Every Bill Poster Advertiser wants and needs

PROFITABLE ADVERTISING


Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, 50 cents per year. Send for sample copy.

Kate E. Griswold,
Editor and Publisher.
13 School Street, BOSTON MASS.

Established 1896.

The Oregon Circular Writing, Advertising and Distributing Agency.
L. W. Boss, Manager.
Lock Box 99, Central Point, Oregon.

Elgin, Ill. Population 25,000
ELGIN BILL POSTING Advertising & Distributing Co.
FRED W. JENCE, Prop.

The Trenton Bill Posting Co.
Owes all Billboards in the city and suburbs.
Population 25,000. I guarantee the value of all Bill Posting and Advertising.

Wm. H. Williamson, Manager.

Saratoga
City Bill Posters
We own and control all Bill Boards in our city.

Commercial Posting and Distributing a specialty.
For particulars, address
FRANK K. EDDY, Manager.
LIST OF MEMBERS OF THE
Inter-State Bill Poster's Protective Association.


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**OFFICERS**

P. F. SCHEPFER, President, Chicago, Ill.

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Traveling Inspectors:

CHAS. B. KITTEDGE, Waukegan. C. E. RUNY, Waukegan.

**SCALE OF PRICES**

For advertisement in 5000 Population or less per sheet 3 cents.

5,000 to 10,000 " 6 cents.

10,000 to 20,000 " 8 cents.

20,000 to 50,000 " 10 cents.

50,000 to 100,000 " 12 cents.

Over 100,000 " 15 cents.

For advertisements in 5000 Population or less per sheet 3 cents.

For advertisements in 5000 to 10,000 per sheet 6 cents.

For advertisements in 10,000 to 20,000 per sheet 8 cents.

For advertisements in 20,000 to 50,000 per sheet 10 cents.

For advertisements in 50,000 to 100,000 per sheet 12 cents.

For advertisements over 100,000 per sheet 15 cents.

Write for free sample copy Inter-State Guide.

CLARENCE E. RUNY, Secy., Waukegan, Ill.
Some people seem to move forever in one small circle, never experimenting, never trying new methods, never looking for anything better than that to which they have been accustomed all their lives. They know nothing about the advantages of advertising with posters. They will never learn how promptly the billboards yield results; how thoroughly and effectively they reach the public, and how cheap they are.

Largest Line of Commercial Posters in the country.

Samples free to Agents and Bill Posters.

Send for our Catalogue of Commercial Posters.