BILLBOARD ADVERTISING

A Magazine for Business Men who Think.

May, 1898.

The Man with the $ Mark.
### Classified Advertisements

#### BILL POSTERS' DIRECTORY

<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>NY</td>
<td>New York</td>
<td>J. B. Thoms</td>
<td>221 Lafayette St.</td>
</tr>
<tr>
<td>CA</td>
<td>Los Angeles</td>
<td>H. A. Jones</td>
<td>614 S. Broadway</td>
</tr>
</tbody>
</table>

#### DISTRIBUTORS' DIRECTORY

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>R. W. Foley</td>
<td>809 S. Broadway</td>
</tr>
<tr>
<td>J. R. Smith</td>
<td>1008 W. Washington St.</td>
</tr>
</tbody>
</table>

**Note:** For a comprehensive listing of bill posters and distributors, please refer to the Billboard Advertising Directory.

### Classified Advertisements

#### POSTER PRINTERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. M. Jones</td>
<td>121 East Street</td>
</tr>
<tr>
<td>R. F. Martin</td>
<td>450 South Main St.</td>
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</tbody>
</table>

**Note:** For a complete list of poster printers, consult the Billboard Advertising Directory.

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**RURAL SIGNS AND PAINTED BULLETINS**

Advertisements under this head 25c per year, in blocks of 5 or more. Display advertisements not exceeding 12 lines, 100c per card. All advertising matter to be in type and in a circle. No blank cards, circulars, or testimonials allowed.

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**Street Car Advertising**

Advertisements under this head 25c per year, in blocks of 5 or more. Display advertisements not exceeding 12 lines, 100c per card. All advertising matter to be in type and in a circle. No blank cards, circulars, or testimonials allowed.

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**Billboard Advertising**

Advertisements under this head 25c per year, in blocks of 5 or more. Display advertisements not exceeding 12 lines, 100c per card. All advertising matter to be in type and in a circle. No blank cards, circulars, or testimonials allowed.

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**Posters**

Advertisements under this head 25c per year, in blocks of 5 or more. Display advertisements not exceeding 12 lines, 100c per card. All advertising matter to be in type and in a circle. No blank cards, circulars, or testimonials allowed.

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**Book of Advertising**

Advertisements under this head 25c per year, in blocks of 5 or more. Display advertisements not exceeding 12 lines, 100c per card. All advertising matter to be in type and in a circle. No blank cards, circulars, or testimonials allowed.

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**Directory of Poster Distributors**

Advertisements under this head 25c per year, in blocks of 5 or more. Display advertisements not exceeding 12 lines, 100c per card. All advertising matter to be in type and in a circle. No blank cards, circulars, or testimonials allowed.

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**Directory of Poster Printers**

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**Directory of Poster Poster Printers**

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NOW IS THE TIME.

Commercial advertisers should bear in mind that the season is now almost upon us when he can obtain the very highest results from the bill boards.

The fifteenth of May practically calls the theatrical season throughout the entire country. Valuable locations, controlled by the theatres, may then be had in abundance. These locations are almost invariably the best of their kind, ample proof of which is found by a fair test of their power. Then, too, there is another condition which favors the commercial advertiser at this season of the year, namely, the very absence of the immense amount of theatrical paper itself. This gives commercial paper ten times its usual prominence.

The weather, also, is better and paper lasts longer and, as the days are longer the display is that much more valuable.

The only untoward influence is felt in the half-dozen big circuses which go flying here and there as sudden in their paths as c< before the week is out, and let June see it in the hands of the bill poster.

THE CAMPAIGN BANNER.

Especially written for BILLBOARD Advertising
BY R. L. CORNISH.

The year 1896 is not only leap year, but is also presidential election year. It allows opportunities to the politicians as well as to the ladies.

One opportunity that is open to those clever politicians or some bright political club, is to do some effective display advertising. A presidential election is carried or more out-of-door than any other human affair to which advertising can be applied; it would therefore seem, as though up-to-date first-class bill board work would be particularly applicable and telling there.

What do we find? What shall we find, judging from the past?

A campaign banner.

Stretching across some principal street, this is certainly fairly conspicuous, but, as everyone knows, so poorly executed and so conventional in design, as to be of very small value.

It is a half-sheet rather than an aggressive action; something that is expected and demanded by custom, rather than an intelligent mannerist. In truth, the campaign banner at its best is but one poster, (admittedly in a good position,) but yet not to be compared in power with a town rightly posted as it should and Daniels, could devise ways of being striking and convincing without being offensive or silly.

For an aggressive campaign into the country districts, where there is no way under heaven to wear the voter from his regular newspaper and its opinions over to any other newspaper, what could be more tellingly brought into use than the bill board? It would outdo the usual pictures in being up more good reasons to support the side than the others.

If the purpose is to draws trade, then why not advertise when you need trade the most? Of course this rule is subject to the surroundings and the circumstances. We realize that in dull times, from such hordes as bring people to the store, but that is one reason why more advertising or better advertisements should be used, for it is not always necessary to extend newspaper where the same amount may be accomplished by using the same more in making the advertisement attractive.

If possible, in dull seasons, more advertisements should be held out to the customer than in busy seasons. More care should be used in selecting articles to be advertised and more thought should be given to the desirability of being trade by your store.

Advertising, in a large extent, is cumulative in its benefit; for the value of present advertising depends largely upon what has been done before. If you discontinuance advertising entirely you are leaving out some of the bricks in the wall you are constructing, and will leave a large portion of the benefit of accumulative advertisement when you begin again, these having been a dissociation in what you did before and that which you now intend to do.

The benefit to be derived from advertising are in the future as well as what you may get at the present. Advertising is something like planting a snowball—the farther you go the bigger it grows. If, after you have rolled your snowball a little distance, you stop rolling it and begin another one, you are expending an extra labor instead of accumulating, while if you keep rolling on the old ball it would roll grow to much larger proportions than any new one you could start.

It is a poor policy ever to stop advertising. Next, to dull times, if the amount expended must be decreased, more care than ever should be used in the preparation of advertisements. When the fish is harder to catch more effort must be in selecting the best.

The way to advertise in an important point to consider, is in dull times make your offerings just an attractive as you know how, and advertise amenable goods, such as will be of immediate use. It is hard enough to sell amenable goods when people buy freely, but it is much harder to sell them in interminate times.

RENEWING.

All listed and protected service carries with it the provision that the advertiser shall furnish the bill poster with twenty-five copies each, at the time of publication, for the renewal. A renewal advertiser, in placing an order for five thousand stands, will order four thousand of one design and one thousand of another. The second design will be sent out marked for renewal. This scheme not only yields the beneficial results accruing from the change of design, but furnishes a check on the amount of paper actually renewed.

The balance, every sheet of it, too, can be recovered by the inspector and utilized elsewhere, instead of being wasted, or used for blanking, as is now often the case.

T. R. DAWLEY.

Useful Methods of Advertising.

How to advertise successfully in dull times for a general retail store as a difficult subject to do.

It is at the same time a subject upon which there is a great diversity of opinion.

By dull times we mean the seasons of the year when trade is not easily as brisk as in other times. At these times some merchants largely increase their advertising expenditures. Others continue about the same as on busy times. Fullness discretion should, of course, be used by all, but as a rule those who do the most advertising at these times have the best of the argument, not
BILLBOARD ADVERTISING.

MAY, 1896.

REGARDING SERVICE.

A Spicy and Interesting Interview with Mr. D. R. Tallbert, Advertising Agent of the great California Fig Syrup Co.

"How are you, Mr. Tallbert? BILLBOARD ADVERTISING would like to know how you fired at the heads of the bill posters throughout your territory, during your long years of advertising.

"All right; sit down, and I'll tell you all about it. First, however, let me say that I never commenced this business until I had fully considered it. Your open discussions and fearless criticism are working wonders in the matter of service.

"That being the case, Mr. Tallbert, you will probably not be averse to entering into particular.

"On the contrary, I shall be glad to point out to you the entire satisfaction. I want to warn other advertisers against positions where we were badly treated.

"And we want to warn decent bill posters against those members of the craft who are constantly bringing discredit upon it.

"Well, how shall I begin?

"Suppose we commence at the beginning. How about the boycott?

"Oh, that was nothing. We posted all the paper that we ordered from the printers, without the slightest inconvenience. Bill posters in general are opposed to the boycott on principle. You may say that it did not keep an eye on a single town.

"How about Minneapolis, St. Paul and Milwaukee?"

"It was merely a question of price in those cities. I am aware that the strike was prompted by the dissatisfaction that we were barred out. But it is wrong. Had we been disposed to submit to a 'hold-up,' and pay the extortionate figures demanded, we could have bullied the towns in question as readily as any other point. The boycott was instituted to compel us to do the work we did not work. I have letters in my possession which will prove this assertion and demonstrate the truth of my claim.

"Will you let us have them, Mr. Tallbert?"

"Certainly not. They were not written for publication. I will show them to you, but you must not publish them—in fact, you must not allow their circulation.

(The letters were here produced, and duly examined by the representative of BILLBOARD ADVERTISING.)

"BILLBOARD ADVERTISING would like very much to have these letters, Mr. Tallbert."

"I believe you; but it would not be honorable on any part to make them public.

"Well, to business. Where did you get the best service?"

"In Illinois. Taking the State as a whole, the service was the most satisfactory we obtained. You must know that I depend entirely upon inspectors' reports, as well as upon the other means of determining the quality of the service rendered. I visit all the large cities myself, but I cannot find time to take in the smaller places, except in rare instances. In Illinois there were only two instances which I had any reason to find fault with the work."

"Did you post Michigan?"

"Yes, in Ohio we have four marked 'very good.'"

"How were you satisfied with Grand Rapids?"

"It was simply splendid. There is not a board in the city that is not a better lot of boards than Grand Rapids. They are well made and well placed. Grand Rapids was one point where we got more than our money's worth. We had Mr. Leonard, who controls the town, is a credit to the craft. It affords me great pleasure to give him my unqualified endorsement, and to recommend his service to advertisers at large.

"How about Detroit?"

"In Detroit we fired accordingly well also. We inspected Mr. Carroll's work, and we were told that the man was a man in every particular. Messrs. Walker & Co. are conscientious, pains taking bill posters. The paper had not been upon the town more than two or three hours before we felt its effect.

"Tell us about Michigan in general."

"Well, here's my inspector's report:

"At Detroit, Getzen & Co. explained to our satisfaction."

"No. Indeed. Detroit will never be bad, as were also Sheboygan and Muskegon, while Battle Creek and Kalamazoo were only 'fair.' All the rest were 'good.' They were Bay City, Big Rapids, Cadillac, Coldwater, Flint, Lansing, Livonia, Monroe, Battle Creek, Marquette, Petoskey, Saginaw, Sault Ste. Marie, Grand Rapids, Kalamazoo, Battle Creek, and Bay City."

"How was Indiana?"

"Indiana was good. We billed twenty-six towns in the State, and only one—Huntington—is marked 'bad, although eighteen had quite excellent fair."

"Where did you bill Indiana?"

"At Indianapolis."

"Did you bill Indianapolis?"

"Yes; we used the Empire Bill Posting Co. at Indianapolis. Their service, while not better than fair, was not bad. These people mean right, and will do better as they gain experience in handling commercial paper. I am sorry I cannot commend their service more highly. This is on the Inter-state Association, and there were only two other members of that organization who did not give entire satisfaction."

"What about Evansville?"

"There was a good one. F. M. Groves has the best boards in Indiana, and knows his business thoroughly. Evansville is marked 'A,' as Groves. If we could get service like his everywhere, we would drop every other avenue of publicity and confine ourselves to the press."

"What other towns were good?"

"All of them. Rome, South Bend, Richmond, Michigan City, Greensburg, Crawfordsville, Logansport, Fort Wayne, Lafayette, Logansport, Rushville, Shelbyville and Terre Haute are credited with being 'A.'"

"How about Ohio?"

"The poorest State, taken as a whole, that we billed. You will see that in Ohio we have four marked 'very bad.'"

"What were they?"

"Bellevue, Cambridge, Foresta and Kenton: and Columbus was not good, by any means of means. Urbana, Sandoany, New Philiadelphia, Newark, Mt. Vernon, Midlothian, East Liverpool, Dayton and Bucyrus were only fair, but Defiance, Chillicothe, Delaware, Eaton, Hamilton, Lancaster, Marietta, Marion, Portmouth, Piqua, Wapakoneta, C. H., Wayland, and Wooster were good."

"How about Cardington?"

"You can say that Cincinnati was good, in fact, first-class. I inspected Cincinnati myself, and I must say that if I had not, I should nevertheless know that our work was well done from the returns we have experienced. The Chapman House makes their business. We will bill Cincinnati again next fall. We had especially fine service in Norwalk, Lima and Findlay. They are all marked 'A.'"

"The interview was brought to an abrupt termination at this point by the entrance of a business acquaintance who had an appointment. Mr. Tallbert assures us, however, that he will be glad to take the matter up again at some future time and make a more comprehensive review with another installation in our next issue. Matter like this is valuable alike to advertisers and bill posters, and we cannot get enough of it."

Poster Printers' Gossip.

Our first page this month bears a splendid likeness of Y. R. Dawley, president and general manager of the Great American Engraving and Printing Co., of New York. It is not generally known, but it is nevertheless a fact, that this concern, since the firm of Samuel Booth & Co. have given it up, is the only one that has established the kind in America.

Cromwell & Co., of St. Louis, are getting their share of business.

The "Say" poster, printed by Hennegan & Co., of Cincinnati, has just passed its one hundred and twenty-fifth thousand edition. This is the most remarkable sale ever attained by a poster, or indeed any pictorial publication whatever.

The Empire Show Printing Co., of Chicago, was sold out Sept. 4.

One of the surprises of the month is the resignation of Ed. Neale, manager of the show printing department of the Russell & Morgan Co. Mr. Neale has been identified with this concern for years.

Poster printers should get together and settle upon one particular size, which shall be the standard whole sheet. We think it should be 32x42 inches, that being the size used by the greater number of printing houses at the present time.

But in any event, the necessity of a recognized and standard size is very great. We have some houses using 32x43, others 30x40, some 38x42, and others 32x44. The danger is exemplified in a sheet, 36x30, which has recently come out.

Lithograph and micromorpho graphic show printers ought to paste their paper before allowing to leave their offices. In this connection, too, it would be well for all parties concerned if the shingle paste were generally adopted—that is, the lower edge of the upper sheet is trimmed, instead of the upper edge of the lower one. In this manner the upper sheet overlaps the lower, on the shingle principle, and the poster sheds rain perfectly. There is not one-tenth part of the washing down of paper pasted in this manner, that obtrudes among the posters matched in the old style.

Wool Soap has a new poster, a lithographed sixteen sheet, in colors—a handsome piece of work. Harry Munson has the posting for all eastern cities.

Harbinger, Homer & Co., of New York, have an attractive four-color sixteen sheet advertising the Geo W. Childs Co. cigar. This will be posted in all principal cities through the agency of list. H. Hoke. This is a new advertiser in the poster line, all their past expenditures having been through newspapers. They will use newspapers this year only in such cities as they may be unable to properly post. Hoke does their newspaper advertising also.

Some of the more enterprising members of the craft in the larger cities are putting up boards that are almost perfect. A few years ago if a bill poster had used tongue and grooved lumber he would have been regarded as crazy or at least guilty of wholly unnecessary extravagances. To-day, however, they are made with ornamental molds, and some have ornamental moldings running around the edges, which, when painted, give the appearance of being framed in gold.

As the poster grows finer and finer with each successive advance of the printers' art, the necessity of care and skill upon the part of the practical bill poster becomes more apparent. The first step in the right direction was the tongue and groove board. We hope the next one will be the dry brush for rubbing-in purposes, and after that we would like to see a more intelligent use of blanks.

Mr. Campbell's paper says: "It is with feelings of moddinal pride that we acknowledge the receipt of nearly a thousand subscriptions during the last month." The editor erred slightly in his calculation. Careful investigation discloses the fact that it was nearly ten thousand. It affects as much pleasure to correct the mistake.

Clarence R. Raney, the wide-awake Jackson, in an address at the recent BILLBOARD ADVERTISING is indebted to Mr. Raney for much news.

THE INTER-STATE.

The Inter-state Bill Posters’ Protective Association continues its triumphant march. Not a day goes by but records some progress, some advance. Last week nearly every bill poster in the state of Minnesota left the A. B. P. A., and went over to its young and vigorous rival. They are all alarmed, the gang which disorganized the old association is making every effort to stem the tide. Despite the protests of secreted members they continue to elude them and publish their names as members in good standing.

Next is left them from Minnesota or Illinois, precious little of Wisconsin. Kentucky has no existence in fact, and the omission from the last number of the official organ is an acknowledgement of the truth of this assertion.

But one thing can save them. The election of Leonard, Cautzen, Tyner and Curran, and that means death to gang rule and bossism.

The Capital City Bill Posting Co., Albany, N. Y., is the style of the letter head of a “new one,” which reaches as just as we go to press.

Illuminated billboards are among the possibilities of the near future. Our next issue will contain an able article on the practicality and feasibility of this class of boards.

The Inter-state Bill Posters’ Protective Association invites all bill posters to attend its Second Annual Convention, at the Leland Hotel, Chicago, Ill., commencing Tuesday, July 7th, next. All will be made welcome, and none will be subjected to insult or affront.

All the solicitors will attend the Inter-state convention—Hole, Gate, Hoke and Plato. Besides, many prominent printers and advertisers will be present.

THE LIBERALS.

The Ticket Has Been Decided Upon.

For President, GEO. M. LEONARD, Of Grand Rapids, Mich.
For Vice-President, GEO. CASTNER, Of Syracuse, N. Y.
For Secretary, H. H. TYNER, Of Springfield, O.
For Treasurer, JAS. A. CURRAN, Of Denver, Colo.

There is no equalizing the earnestness and determination of the men back of the movement to reestablish the A. B. P. A. from the pitiful plight of ring-ridden bosses, which it now is in. The ticket they have decided on is a good one. They are all good men and true, all loyal to the association and anxious for its perpetuation.

It is said that the gang will run Al. Ryan for President, Sam Pratt for Vice President, and James B. Sailor and Frank Fitzgerald for Treasurer. What measure of truth there may be in this report we know not. It is merely hearsay on our part; but we do know that if the A. B. P. A. is to continue to exist after July 7th, it means the election of the entire Liberal ticket. These men only can save the organization from complete disruption.

THE POSTER IN POLITICS.

That posters can play an important part in the success of a political campaign was recently illustrated in New Orleans. The Citizens’ League formed at the suggestion of leading business men, advocating reform in the municipal government, used 3,000 well printed two sheet posters, and on election day their majority was over 10,000, a result far beyond their expectation. It was through the efforts of Mr. B. M. Myles, a leading saloon man, and member of the executive committee, that posters were considered. He explained the advantages poster advertising offered, and convinced his brother members that that was the one way to advertise

AMUSING.

In view of an article in another column, the following letter written by Thompson to Mr. D. R. Talbert, is very, very funny.

Wausau, Wis., Jan. 30, 1896.

Dear Sir,—Your of last At hand as in Reply what day that if you give work to Mr. Hicks I will make more trouble for you through Austill bill and State Bill Poster Astill, so as to members if you will give all the work the matter will be dropped until I hear from you by Jan 30 I will drop a Line to C. C. Castner President of Austill Bill Poster Astill, Chicago, Ill. telling you that you have always been very good to me and to bill posters, so I am sure you I would have given you the longest possible showing on my behalf if you had only given me what your bill called for.

Apologies, thank you, and any time the expense wanted any posting done they can rest assured they will receive the best possible care and the longest showing possible on any bands.

Yours truly,

M. H. TYNOR,

Bill Poster, Springfield, O.

Dear Sir,—Pursuant to the 11th, I hand in, and在此 truly I may write that we can return the complete.

Out of all the bill posters that we have ever worked to do, who send in their Bills as per sheet, and paid them to, same as we did, you are the only one that has acknowledg.

Now the fact, and we take great pleasure in saying that any more work we have to do, your name is no joke. Would feather slate, that was Astr poster printer, and you are bill posters, it is to our mutual advantage that the future of our organization is an impossible as possible, and we feel that a good object to state this, for they may say to the one of the bill posting is too high and that frightens thousands of votes you are in the safe side. I also thank you for the Ohio bill posters.

With kind regards, we are,

Respectfully yours,

The Republican.

P.O. H.A.

AN EMPIRICAL DENIAL.

BILLOD ADVERTISING.

Dear Sir,—I notice a statement in the April issue of Campbell’s sheet, over the signature of F. R. Amund, the western representative of the American Chemical Co., in which the statement is made that the posting done in Chicago for the American Drug Spray Co. and Miller, Liegert & Meyers, was of a very inferior quality, and in June it was by me, the president, of the Chicago Bill Posting Co. In this to say that, as far as the statement in our report, there is no foundation for any such assertion. It can only be made of men who are not acquainted with the subject at all. If our statement was ever made, I would not make any comments, but to this our statement was a mere inexact. I would not be heard of, and that from the best possible rote. The fact that the Chicago Bill Posting Co. in now posting our third month’s billing, does not bear out the statement published in Campbell’s sheet.

Yours truly,

D. R. TALBERT,

Advertising Agent California Fig Spray Co.

THE JOURNAL.

Chicago, April 24, 1896.

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Dear Sir,—I notice a statement in the April issue of Campbell’s sheet, over the signature of F. R. Amund, the western representative of the American Chemical Co., in which the statement is made that the posting done in Chicago for the American Drug Spray Co. and Miller, Liegert & Meyers, was of a very inferior quality, and in June it was by me, the president, of the Chicago Bill Posting Co. In this to say that, as far as the statement in our report, there is no foundation for any such assertion. It can only be made of men who are not acquainted with the subject at all. If our statement was ever made, I would not make any comments, but to this our statement was a mere inexact. I would not be heard of, and that from the best possible rote. The fact that the Chicago Bill Posting Co. in now posting our third month’s billing, does not bear out the statement published in Campbell’s sheet.

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ADVERTISING.

One may insert an advertisement in its local paper and the following day exhale most of that article which has been told, that is, that the advertising page is filled with ads, and on every other page you will see a display advertisement, but not on the front page. If a subscriber is at all in the habit of reading the newspaper, he can see it from his own standpoint and perhaps he will not be impressed by any man who lists those primary elements of successful business.

ADVERTISING.

Writing an effective advertisement is like packing a box with an old man, who does it as much again as a bad one and still the truck will be even crowded. —Prud. fak.

Advertising has been in these latter days a science, and a science that has been written on by many years, and the daily journal is one of the most important. The advertisements in newspapers are of course usually written by reporters and the editors, who are the actual writers of the advertisements.

The idea of the advertisement is to get as much attention as possible, and in some cases, it is possible to change the advertisement. The advertisement may even be changed in order to be more effective.

A correspondent writes as follows:

Thompson Bill Post Co., Watertown, Wis.

Dear Sir—Today we received a copy of your Advertisement and I trust you will find it satisfactory. We have noticed a number of your advertisements in the newspapers, and we are pleased to see that they are well written and well printed. We believe that your advertisements are doing a good work for you, and we are pleased to see that you are using them.

We trust that you will continue to use your advertisements and that they will continue to do good work for you.

Very truly yours,

R. W. J.

HARRINGTON, HUGO & CO.

EditorIAL ADVERTISING.

BILBOAD ADVERTISING.

Dear Sir,—In support of your article I enclose two letters from the largest advertisers of the largest firms in this business. I am sure they will be of interest to you, and I have no doubt that they will be of interest to others.

Sincerely yours,

B.J. W. Johnson,
Key West, Fla.

When the Ohio Inspector of the Survey of Figs Co., and the Michigan, Vermont and Maine State, found thousands of his circulars undistributed. Further investigation disclosed the fact that consignees of Gen. C. S. Calger in Wells, Richamond Co., Burlington, W., and much valuable matter of the Dr.
BILLBOARD ADVERTISING.

SUCCESS THROUGH POSTERS

BY SAM W. HOKI

One of the best arguments that I have used lately in favor of billboard advertising is the phenomenal success of the New York Journal during the last few months. When this paper was purchased by Mr. Hearst its circulation was practically nothing. It now exceeds 250,000 daily.

This is a case where a newspaper was first adopted an aggressive policy, and pushed the paper in every legitimate way. Their first step, before advertising widely, was to strengthen the paper itself; new talent was secured in every department, and a newspaper was produced that was the equal, if not the superior, of anything on the newsstands. Thus when a reader was secured he was likely to continue.

As soon as the publication was just about as the publisher wanted it, he began to use the billboards. The platforms on the L. roads were used; other papers were using the L. platforms, but the Journal used two, three, four, half a dozen in the same town, with the result of a little more than one. The Journal changed its poster frequently, sometimes as often as, three times a week.

There are some lithographic houses that are constantly keeping a part of their forces busy on the Journal posters. One of their very striking displays was a 36-sheet billboard view of Greater New York showing the Journal covering it. This was not their Easter poster, but was a most beautiful conception—in fact it was, if possible, a more beautiful—too beautiful, for a proper poster effect. But it, or something else, sold out the entire Easter edition, and a hundred thousand more could have been sold if they could have been produced.

One of the most noticeable effects of the Journal's wonderful growth was the reduction in price of the World. Some two months ago its price was reduced to 1c a copy in Greater New York. The Journal sold at "1c. everywhere," and put out bowing big posters to that effect. The advertisement of the "1c. everywhere," coming out, made the papers return their old 2c. 4d. price, convinced them to follow, announced that "now the price of the World is 1c. everywhere."

The advertising of the Journal has also been supplemented by a new and occasional promotion by circulars sent out by the mail, under letter postage. One of the circulars enclosed a new one-cent piece, and asked the recipient to use it to purchase a copy of the Journal and thus convince himself that all its claims were well founded. The columns of the other newspapers were not used, or, if at all, very sparingly; some folks say that the newspapers were not used because jealousy on the part caused them to refuse the business, and thus forced the Journal to resort to posters.

If this statement is correct the Journal owes them a debt of gratitude beyond the possibility of repayment.

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BILLS FROM THE STATIONERY STORE

We are entirely out of the March issue of the Stationary Store, and desire two for our files. For which we will pay twenty-five cents each. Mr. M. J. Dooley of Atlanta, is also very anxious to secure a set. If you can supply my satisfaction, I am authorized by the Stationary Store to send you (by the publisher) for two, subject to the conditions stated above.

Mr. Blox, of Columbus, O., posted a bill of the journal with my name, and asked the inspector for the Syrup of Figs Co., to give him a set of the journal. I have no set of the journal, but we can supply you with a set of our own for one dollar; in the meantime, please make up your order. We desire two sets.

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AMONG THE AD-SMITHS.

Our society is well advanced, and we have made several good advances. We are now in the midst of our spring meeting, and have made some good progress. We have made many good advances, and we are now in the midst of our spring meeting, and have made some good progress. We have made many good advances, and we are now in the midst of our spring meeting, and have made some good progress.

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THE AMERICAN ADVERTISING AND BILL POSTING CO.

This firm has just put out a novel brochure advertising its bill posting business in this city. It is nothing more or less than a business directory of Mandarin. It gives the resources, chief industries, population, suburbs, and tells the advertiser why he ought to put Mandarin on his list.

Geo. E. Hush, the city bill poster and distributor at Williamsport, Pa., has just added a new seven house power booster for making paste. He has the city covered, and has put out a novel brochure advertising its bill posting business in this city. It is nothing more or less than a business directory of Mandarin. It gives the resources, chief industries, population, suburbs, and tells the advertiser why he ought to put Mandarin on his list.

The American Advertising and Bill Posting Co., have just put out a novel brochure advertising its bill posting business in this city. It is nothing more or less than a business directory of Mandarin. It gives the resources, chief industries, population, suburbs, and tells the advertiser why he ought to put Mandarin on his list.
Billboard Advertising
May, 1896

BILLBOARD ADVERTISING.

MAY, 1896.

This poster continues to find increasing favor in the estimation of advertisers at large. Every week brings forth fresh and incontestable evidences of this assertion. Everywhere we see the signs of the awakening. Old-established homes of prestige, standing and conservative methods, are one by one discarding the hide-bound usages which have hitherto governed the apportionment of their appropriations for advertising, and are adopting the potent and all-powerful poster. We find many of them speaking of it as the new medium of publicity. Others extol its propriety. Some few embrace it on the score of economy, but all agree that it brings more results for less outlay than any other means at the command of the advertiser.

The press devotes more space to it than any other topic of discussion with the single exception of politics. It is to be regretted that so much weighty talk about "poster art" and the "new poster" finds publication. Boardleyism and Hinkleyism, which by the way, is merely Boardleyism cut Boardleyed, is not art, one will it ever be regarded as such. It is merely a bastard freakish fact, the fruit of a brilliant fancy, prostituted to tentative Japanese ideas, impressionistic methods, and an utter abandonment of real artistic technique. But while one regrets the waste of so much valuable space, he cannot but rejoice at the widespread interest it is evoking.

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It is a strange fact that the only hindrance to the further progress and final triumph of the poster, is offered by bill posters or rather by an association of bill posters.

What is true of conventions and associations the world over is also true of those of bill posters. The man of audacity, he who is egotistical, gifted of speech and possessed of a ready tongue, takes precedence over the careful thoughtful man of real depth and discernment, who would never even think of indulging in interminable argumentation, or distasteful facts and conditions.

The thoughtless, with open-mouthed wonder, drunk in the words of the blatant ignoramus who dares with bold effrontery to wrest the capably prepared measures and carefully considered statements of well-balanced men, founded on sound theory and tested by long experience.

The question as put, the vote is taken, and the association is committed to the endorsement of men and measures which are immediately repudiated by the members individually so soon as they have weighed the matter and cooledly considered its various phases.

**

A WARDEN paper is therefore often a tower of strength to a craft. If it be actuated wholly by loyalty to duty that reaches out always toward the betterment and uplifting of the interests to which it is devoted, it believes fully in the benefits accruing from honest disputation, and accords both sides of all important questions a fair and full opportunity of expressing their views and obtaining a hearing from the craft at large, then indeed it is of more importance, more real service, than any one or any number of conventions. The real merits of a measure are brought out with greater distinctness and prominence, by calm and exhaustive argument and reasoning, than by any other known method.

This paper has views, radical views, but that has never prevented any one who opposed them from obtaining a hearing through its columns, and it never will.

**

FROCK food exhibits and bicycle races are going to be strong features at the fair this fall. Many fairs are going to make a specialty of both. The pure food exhibit is not a bad or passing fancy, neither is the bicycle, and those fairs that devote a proper amount of space to both, will be surprised at the popular approval that will descend upon their efforts. Exhibits of bicycles will be made at all fairs featuring bicycle races and applications for space will fairly rain in on the society that conducts a well-endowed pure food exhibit on proper lines, if they will make the incentive to know citize by an attractive three-sheet, and in all villages by a one-sheet.

The business goes out for two or three months, to be duplicated in the fall. New York City gets five hundred of the three-sheets.

Hawes Uda will probably use an eighth-sheet in future, instead of a concessional blank posting blanks, or in any case of making thus his specialty.

The Henry Zeltzer Brewing Co. is having a new poster made.

Some years ago the strongest of the New York dailies, including the Herald, refused to pay commissions to agents. They paid com- missions now, however.

Those that refused found after a time that the other papers were getting all the business. The bill poster who is busy is apt to feel little independent too, but don't forget there is a to-e-morrow.

THE MAN WITH THE DOL-LAR MARK.

J. W. Hoke is shown on the title-page of this issue of BILLBOARD Advertising, fondly gazing at his dollar mark, and figuring as to ways and means of scattering the large quantities of the article of which this is the symbol, among the advertisers and bill posters of America.

Mr. Hoke—beg pardon, James W. Hoke, is one of the few display advertisers who has also had a thorough schooling in all other branches of the advertising business, his experience beginning when very early in the morning, in a newspaper office in Louisville, Ky. Since then he studied the subject from the inside, as it were, in theater programs, car signs, trade papers, magazines, etc., etc.

Some ten years ago the question of display began to interest him, since which time his efforts have been largely in this field; all this time he has recognized the fact that display can never fully take the place of newspaper advertising, especially for unknown articles. Display can make the article known, but there is not the chance in going details, offer arguments and make long talks, so necessary to convince the skeptical. And for this reason he recommends the newspapers as an adjacent in display, or display as an adjunct to the newspapers, especially for an article where argument can be used.

For a number of years Mr. Hoke was with the R. J. Cunsing Co., during which time he saw that concern grow from a small street rat of $4,000 to their present eminence of a quarter of a million.

Since the World's Fair the president of the Admiral Cigarette Co., a force of salesmen, came to Chicago, prepared to open warfare upon the county, and the Admiral's advertising was placed in the hands of Mr. Hoke, who also placed it for St. Louis a little later. So well pleased were the Admiral people that in March, 1891, they placed him in charge of their entire advertising appropriation.

And it is how Mr. Hoke happened to leave the booming West for New York.

After a little more than a year's service for the Admiral, Mr. Hoke thought he saw an opening in New York City for a system of wall sign advertising, and he now controls more such space in that city than all others combined, with one exception.

During the year he has been in business "for himself." Mr. Hoke has worked up quite a large bill posting and newspaper business in addition to his field in wall advertising, and is strongly impressed with the value of bill posting that he is now seriously considering the advisability of doing an exclusive brokerage bill posting business, or in any case of making this his specialty.
BANG!

MINNESOTA FIRES THE FIRST VOLLEY.

Wisconsin will be second, with Illinois to follow—Great victory for the Inter-state Bill Poster's Association—The Minnesota State Association leaves the A. B. P. A. and goes over in a body to the Inter-state.

The following resolutions were sent out for publication without solicitation or inducements of any nature on our part.

1. A resolution of the Inter-state Bill Poster's Association, Wisconsin, signed, 150,000.

2. A resolution of the Inter-state Bill Poster's Association, Minnesota, signed, 40,000.

3. A resolution of the Inter-state Bill Poster's Association, Iowa, signed, 60,000.

4. A resolution of the Inter-state Bill Poster's Association, Illinois, signed, 10,000.

5. A resolution of the Inter-state Bill Poster's Association, City of Chicago, signed, 20,000.

6. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

NOTICE TO ADVERTISERS.

The above price of $2 was published without our consent, and we do not ask such high prices for our work. We charge Inter-state prices only.

JACOB FINK.

H. N. ENGLISH.

P. H. ZENDER.

W. E. ELKINS.

HENRY WINKER.

HENRY LUDKE, Jr.

NOTE.—The above shows the methods pursued by the A. B. P. A.

L. N. Scott, writing to Mr. D. B. Talbert, in a recent letter which came under our notice, uses the following language: "If you do any bill posting work in Minnesota, the matter must necessarily pass through my hands. In view of this assertion the following protest, signed by every member of the Minnesota Bill Poster's Association (A. B. P. A.) except Scott and Braseimer, is somewhat surprising:"

"We now protest, as the following resolutions were sent out for publication without solicitation or inducements of any nature on our part.

6. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

7. A resolution of the Inter-state Bill Poster's Association, Rochester, signed, 40,000.

8. A resolution of the Inter-state Bill Poster's Association, St. Paul, signed, 60,000.

9. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

10. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

11. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

12. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

13. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.


15. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

16. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

17. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

18. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

19. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

20. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

21. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

22. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

23. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.


25. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

26. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

27. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

28. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

29. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

30. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

31. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

32. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

33. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

34. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

35. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

36. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

37. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

38. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

39. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

40. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

41. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

42. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

43. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

44. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

45. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

46. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

47. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

48. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.

49. A resolution of the Inter-state Bill Poster's Association, Minneapolis, signed, 150,000.

50. A resolution of the Inter-state Bill Poster's Association, Chicago, signed, 20,000.
A circular Distributor of St. Louis sends me his letter heading for attention. The printing of this letter head is only "D. no. 2."

The firm lives up to its motto "Do it right, or not at all." If the firm lives up to this motto, the time will come when they will be "doing it all." Advertising, a business which has a month in Billboard Advertising will draw them trade from all over the country.

A lecturer wants to know the best way to advertise his course of lectures on travel. The Chicago Times-Herald recently seated several prominent Chicago dessinists to the best size of the trade in advertising a church. The general trend of opinion appeared to have been in favor of the poster. As it is only a step from the pulp to the lectern platform, I would advise the poster as the chief modus of publicity; but, after your posters have been well displayed, you would generously distribute throughout the city, an interesting four-page folder, artistically and entertainingly illustrated.

A LIVE RETAILER.

While the great millionaire department stores have been busily bustling day and night in order to make their business a success, the smaller retailers sit around and wait for trade to come to them. Some of these merchants of the smaller cities advertise, it is true, but it is done in such a half-hearted way that it really doesn't count. Even those who have their advertisements prepared by prominent advertisement writers do not back up their advantage with personal insight; and half of them don't even follow out their own ideas. Yesterday I received a letter from one of Billboard Advertising's readers that makes me feel that the smaller merchants are beginning to appreciate the great value of advertising—when it is done in the right way. At any rate, my correspondent, Mr. Abner H. Graham, has "battled" to the power of the painted brush and type, and they are not going to get rusty in his hands. He is the proprietor of Graham's Cash Store, of Milltown, Maine. Though only 35 years of age, he has one of the largest stores, and is undoubtedly the most progressive merchant in that part of the country. Paint built up every house on the town with Graham's method and Graham's paint; every street one tells of his merchandise; the newspapers get their share of his publicity, and the circular distributors are even giving his townpeople some new advertising novelty of his.

His latest scheme is worthy of imitation in other towns. There is an ice company in Milltown whose wagons serve the people of that town as well as those of the nearby townships. Every Monday those ice wagons drive up to Mr. Graham's store door, before they start out on their routes for the day, to have his signs locked on either side of them. The signs tell of one special bargain Mr. Graham has to offer for that day. Do you wonder that the people can't get away from such a man?

AN AD FOR DRUGGISTS.

Speaking of good advertising, the Walker Printing House, of Philadelphia, sends me a copy of the most and most economical advertising medium for retail druggists I have ever seen. It is a printed newspaper, full of information and advertisements that should sell goods for any druggist. By changing a word here and there, each druggist has a paper, especially devoted to his store—a paper that will sell real large, just where an ordinary circular would be thrown aside.

HOW ONE BILLPOSTER STARTED.

Mr. T. M. Young, of the Southern Advertising Co., writes that they started the merchants of Mansung, S. C., to using the billboards by showing them samples of commercial posters even one of the large lithographers. Now the merchants find that the billboard displays pay off, and advertise right along. "Papers reach the classes; posters reach the masses," is Mr. Young's motto. Knights of the painted brush in other towns could increase their business by following the Young brother's example.

"BILLBOARD ADVERTISING" WILL HELP.

In the billboard that can't see any farther than a certain facial projection, this article may sound like a mislabeled "pub" for Billboard Advertising. But the wide-angle, go-ahead poster will see the advantage of introducing this newspaper to the advertisers of his city. The average merchant looks upon bill posting as only fit to advertise soap, tobacco and the like. If he could be induced to become a reader of Billboard Advertising, he would soon become educated to the great merits of the boards, and the poster would prove accordingly.

The Campbell Preserves Co., of Baltimore, are going to post the South.

An AUSTRALIAN BILLBOARD.

Melbourne, Australia, February 9th 1896.

"Billboard Advertising" has found favor in Australia and 23rd December is to have an advertising society organized in this State. Any advertising now being done by newspapers is to be transferred to the new poster. We have been informed by Mr. C. H. J. Ross, manager of the Melbourne Times-Herald, that he has booked several advertisers for this coming month and expects a large circulation.

GOOD FOR YOU.

Paper for Sault Moly Captains Remedy and Big G has been refused by the American Advertising & Bill Posting Co., of Chicago. We have found so little to commend of late in the actions of the errant genius who manages this concern, that we are glad to see this opportunity of turning our播报er to a much-needed function. We heartily condone with his observation that the sooner all bill posters do likewise, the better.

The Chicago Bill Posting Co. is now building boards as fast as five gangs of carpenters can put them up.

CANADA.

Canadian Bill Posters have left the A. B. P. A. and organized an independent association of their own. And the "gang played on."
DISTRIBUTORS' CHAT.

There is a large sized row on in the ranks of the International Association of Distributors. One faction has called a convention to meet at Springfield, O., in June. The other issue a call for Chicago, July 13.

While intermecene strife of this nature is deplorable and unseemly, the members as a general thing, owing to the lethargy that has possessed the Association, and especially some of the officers, for the past six or seven months, are inclined to welcome anything that promises to bring about a change. The outcome will be watched with interest. There is certainly much need of greater zeal and efficiency on the part of those in control of the organization.

Van cycle & Hole, of Indianapolis, have executed the following contracts within the two months just passed. Distributing: G. C. & P. Tea Co., 65,000; C. J. Hood & Co., 50,000; Lane's Family Med. and Kemp'y's Balsam, 35,000; Geo. E. Mitchell, Novelty Plaster Works, 30,000; Dr. Williams' Pink Pills, 85,000; Pame's Celery Compound, 25,000; Syrup of Pigs, 25; Dr. Perina, 22,172; Dr. Chaney's Blood, and Nerve Food, 20,000; Progress Clothing Co., 17,000; Crown Baking Powder Carbonates, 1,000; Chicago Chronicle, 100 copies, 3,000. The prices: Battle A Flag, 10,000; Quaker Oats, 5,000; Wheelmen's Co.'s, Bicycles, 3,000.

A movement looking to the reorganization of the International Association of Distributors has been inaugurated.

A correspondent writes as follows: The announcement that a meeting of the International Association of Distributors would be held at the Leland Hotel, Chicago, commencing July 23rd, as most with popular favor by all the members who have the interests of the Association at heart. Although this meeting was not called by the Board of Directors, it was timely, and judging from the way certain officers are inquiring by whose authority such a meeting was called, they may think something is going to drop—in fact, something will drop.

The members of the I. A. D. want and will have a set of officers this will attend to their respective duties as becomes efficient and honest men. They are tired of paying dues and not getting anything in return. Some of the old leaders are like a mill stone to a man's neck, or like a leash sucking the life-blood of this Association. It is proposed at this meeting to adopt a sliding scale of membership fees and dues, which gives the distributor in the small towns and villages an equal share of expense to bear in proportion to the population of the territory he works in. Another improvement of this new movement is to establish permanent headquarters, with a paid accon- tant, in charge of the Secretary, the Secretary to serve gratis. With this plan members will at all times receive prompt attention, and will be kept posted as to what is going on in the great world. These names will be kept before the advertiser.

This meeting will undoubtedly be the largest gathering of distributors ever held of, and a general invitation should be issued to all the reliable men of the craft. It would give them a chance to get acquainted, and the result would be a benefit to every one. As Chicago is the headquarters of many large advertisers, the distributors could kill two birds with one stone by selecting business in person.

Every member should put forth his best efforts to make this movement a success, both by attending in person and getting others to attend.

ADEM. ROSE, III, President.

How many of you ever received the money back you paid the Comptroller for subscriptions and advertising?

How many of you ever received any information outside of what the two auditors investigated and solicited gave you?

How many of you know that the association advertisements for bill board advertising were paid for out of personal funds?

How many of you are those that are not disgraced with the west Darkston and Hanson, have you or can you say anything?

How many of you are foolish enough to pay any more due to the treasury, so he can keep it in his imaginary urinal?

How many of you are willing to attend a meeting, if called by President Borden?

How many of you blame me for being?

How many of you are going to stand by what is right and just?

How many of you will attend the meeting of Chicago?

How many of you will attend the other meeting, if there be one?

I could ask a thousand more such questions, but what is the use? I will let you ask the rest yourself.

I must ask you one thing more: are you willing to let this state of affairs exist another year, or are the members to make an arrangement of the point to be more directly under the management of the President and Secretary as before?

CLARENCE E. ROSE.

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CLARENCE E. ROSE.

LARGEST BILLBOARD IN THE WORLD.

New Orleans, La., April 11, 1896.

W. H. SHERBENDEN
Cincinnati, O.

Dear Sir:—Is the International Association of Distributors of North America still in existence? Since we sent our dollar for membership we have not heard a word except a notification of one election to membership. We would like to hear from you on the subject. We expect to do considerable business through them. Awaiting your reply, we are,

Very truly yours,

C. H. Young & Co.

To the members of the International Association of Distributors:

How many of you have had the same experience as C. H. Young & Co.?

How many of you paid your dues the last six months?

How many of you derived any benefit from these dues?

How many of you wrote the president, secretary and treasurer?

How many of you waited weeks and months for correspondence?

How many of you received a reply at all?

How many of you ever received a copy of the constitution and by-laws except what I sent and the two assistant secretaries sent out?

How many of you have seen any of the secretaries in person?

How many of you ever received the money back you paid the Secretary except to receive your receipts for dues paid?

INDIANAPOLIS.

The No. 1 bill car of the Buffalo Bill show was here April 17th, and this locali- syed the town thoroughly. The car was in charge of H. H. Garmany, same as last season.

A good auxiliary advertising medium is an attractive newspaper ad which you have noticed in the daily papers lately, mostly running to the clothing business. One of these reads: "Here's a good example of what is happening in that line," and the newspapers are bidden to put bill posters in cities where they have agencies to cor- respond with them regarding work.

CLARENCE E. ROSE.

I have secured rates for the International Association of Distributors, Leland Hotel Chicago, same as for Inter-State and have assurance of one and one-third railroad fare, but nothing definite as yet. Am working as it and think it will go through.

CLARENCE E. ROSE.
NEWS FROM THE FAIRS.

Pawnee Bill, (Major Gordon W. Lillie,) whose reputation as a scout and rough rider is second only to that of Buffalo Bill, is entertaining the idea of offering himself and followers as a special attraction to a limited number of fairs during the coming fall. Bill Lillie is, of course, of the Ledger Job Office, Philadelphia.

The opening of the Nashville Centennial Exposition has been postponed until May 1st, 1897, and its season carried from one hundred days to six months. This is a wise move, for while it conflicts with the proposed big show at Omaha, it assures the completion of the buildings and grounds. Nothing operated against the Atlanta Fair one tenth as much as the incomplete state of the exposition on the occasion of the opening. Visitors carried the report that nothing was finished. It spread far and wide, and as a result people simply stayed away during the early weeks and months. The attendance was frightfully low. All the splendid advertising accomplished by Walter G. Cooper, the press agent, was lost and immense expenditure of time and money and ingenuity were necessary to counteract the effects of the widespread suspicion that prevailed.

We are informed that many of the new buildings at Nashville are already fast approaching completion. This is well, as is also the determination of the management to rigidly exclude all exhibits that are not on the grounds by April 15th. There is no reason on earth why a big venture like this should not be ready for opening on its opening day.

Prof. F. T. Nash, manager of the famous Nash Commercial, is located at Ottawa, Kansas. This combination is one of the best of fair ground attractions. It consists of seven people who in turn give exhibitions of Roman Standing Race Riding, Roman Charlot Racing, Ladies Racing in Bloomer, Kirtland Races, Trapese Performing and Steeple Chasing.

The new line of posters for fairs, racemeetings and bicycle tournaments, known by the famous Donaldson Litho. Co., of Cincinnati, is now fast approaching completion. They are beautiful beyond description. Secretaries should write for samples, which are free.

If you want anything in the way of a special attraction, from a merry go round to a racing combination, advertise for it in BILLBOARD ADVERTISING.

G. P. Krenp, manager of the Krenp Sisters Hippodrome and Wild West Combination is now entertaining offers from fairs. His address is El Paso, Ills.

The zone system of estimating the attendance at fairs and expositions has proved seriously at fault of late. A much better and more reliable method is the billboard system. Count five paid admissions on every sheet used in excess of the usual billing.

—Arthur S. Constant, secretary of the Nashville Central Exposition, writes Mr. Pleasant Math, says, on behalf of the society: "We are in for a big time. Any help you can give us will be appreciated and reciprocated. Please exchange dates.'"

If you are going to make a specialty of bicycle races, advertise the fact in BILLBOARD ADVERTISING. Manufacturers and dealers are interested, and if they do not exhibit they may want space in your premium list.

Our free list among officers of fairs will be entirely suspended with this number. Those who want the paper hereafter had better subscribe now or order it through their newsdealers.

Mr. John H. Bluminger, secretary of Montgomery County Fair, Rockville, Md., writes a very entertaining letter in which he says: "Although BILLBOARD ADVERTISING is a rather peculiar name for an official fair organ, I have often felt that such a paper would prove interesting, and hope you will be successful in making it go.

I was chosen secretary of our fair in 1896, for the first time, being then in my eighteenth year, and may be said to have grown up with the fair. All arrangements for advertising in the first year, had been made by my predecessor, and of course I supposed them sufficient, so made no changes. There were two thousand premium lists put out mostly by mail, and two-hundred one-sheet posters printed on white, with a whole history of the fair on each one, in consequence of which the magnifying glass had to be used to see what was on them. The total attendance was about 4,500 to 5,000.

Last year I had out in the county some twenty-five sixty-sheet bills, and one hundred three-sheets. You know, unless you build the boards especially, it's hard to post big bills in the country. Five hundred one-sheets, one thousand half-sheet and one thousand five poster fences.

These were all lithographs, except the three-sheets and posters, and were well put out, so that none of them still show. Besides this we had a banner 400 feet across Pennsylvania Avenue, Washington, D. C. Total attendance over 10,000, and one day cut off by the heaviest rain of last summer. We feel sure that 3,000 or 4,000 would have passed the gates on that day, and attribute the difference to the bill and the thorough posting of them by our special agent, Mr. F. C. Riley, Riley was common four paste made with thirty water and rubs it in well, and sticks it all over a poster wherever our agent. I remember one case of a fat hackster who travels through the county, and Riley pasted a banner, and was about to apply it to the seat of his breeches, when the mast objected, and was even indignant at the office of a quarter for the privilege of billing him. Weep her up!"

Bear in mind that BILLBOARD ADVERTISING for the next four months reaches every manufacturer and dealer in agricultural implements in America.

BILLBOARD ADVERTISING for June will contain the complete Fair List for 1898. Subscribe now.

Mr. Allman A. Bibby, of Crown Point, Ind., secretary of the Northwestern Indiana Fair Circuit, says that BILLBOARD ADVERTISING is one of the best advertising papers he receives, and he gets them all.

THE MODERN SIGN WRITER

With the development of the artistic sense of the people at large comes a demand for tasteful work in

SIGN PAINTING.

Every painter who wishes to be progressive and keep up with the times, must be able to do this modern work in the new artistic way.

To meet this demand "The Modern Sign Writer" has been prepared. It is a handsome book, beautifully lithographed in colors, and brimming with suggestions in design and lettering. It embraces all the modern alphabets, upper and lower case, together with numbers. Also artistic sign lay outs, borders, panels and tasteful designs. Every painter in the land should have a copy. If you will state that you saw this advertisement in "Billboard" you can procure the book for $2.50, by addressing

R. HENDERSON
29 Avon Place, Newark, N. J.

West Superior, WISCONSIN.

HARRY BURNELL,
THE ONLY
Licensed CITY BILL POSTER.

I control all the prominent locations in town. TRY OUR MUSCLE.

E. SPRING, Manager.

SECRETARIES speak very highly of the Rabbit Ticket Account Book. It simplifies their work as far as tickets are concerned.

The Minnesota State Fair will be held at Hamline, midway between St. Paul and Minneapolis, for six days commencing August 5th. They will have the big G. A. R. National Encampment to draw from, besides getting the benefit of the extremely low railroad rates.

Watch for interesting news in our next issue.
LIST OF FAIRS.

1896.

Copyright 1896. All rights reserved.

CONNETICUT.

Litchfield Danbury Fair Oct 30 H M Hurdson
Meriden State Agricultural Fair
Rockville Agricultural Fair Sept 24
Waltham Agricultural Fair Sept 15

CONNECTICUT.

Delaware.

Delaware State Fair Sept 20 John R Weston sec

ILLINOIS.

Altona Sept 30-35 W J Graham, sec
Ave Oct 15 John L Church, sec
Burlington Fair Aug 24
Campbell Fair Aug 20
East Alton Fair Aug 20
Fairview Fair Aug 24
Joliet Fair Sept 13-15
Kankakee, Illinois Fair Sept 14-18 T C Scholberg, sec
LeRoy Fair Aug 30
Marseilles Fair Sept 10
Minerva Fair Aug 20
Mount Morris Fair Aug 24
Mundelein Fair Sept 28-30
Romeo Fair Aug 29
Streator Fair Sept 17-19

DELAWARE.

Dover Delaware State Fair Sept 20 John R Weston sec

INDIANA.

Bartholomew, Portage County Fair, July 29th.
Bloomington, Aug 22.
Boonville, Aug 30.
Bowling Green, Aug 13.
Brownsburg, Aug 15.
Brown County Fair, Aug 27.
Brownsburg Fair, Aug 13.
Butlerville, Aug 13.
Carmel, Aug 26.
Castle, Aug 26.
Clarksville, Aug 26.
Crawfordsville, Aug 26.
Cyanide, Aug 26.
Davidsville, Aug 26.
Dundee, Aug 26.
Huntington, Aug 26.
Logansport, Aug 26.
Newport, Aug 26.
North Vernon, Aug 26.
Petersburg, Aug 26.
Plainfield, Aug 26.
Richmond, Aug 26.
Shelbyville, Aug 26.
South Bend, Aug 26.
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MAY, 1896.

BILLBOARD ADVERTISING.

BILBOARDS, etc.

Kensington, Iowa. Fourth of July Celebration.
St. Louis, Mo., National Republican Convention, July 4.
IV. National Democratic Convention, Aug. 16-27.
Mason City, Iowa. R. F. C. Convention, Sept. 6-7.

The Great Hanner Balloon Company

Special Attractions and Features for Fairs.

BOLTED.

Canadian Bill Poster Organization.

A large and enthusiastic meeting of Canadian bill poster was held at the
Tessmann House London, Ont., April 28th, and the outcome of the meeting
was the formation of the Canadian Bill Poster Association. The members
organize a strictly professional body.

The following officers were elected:
President, Jos. Firstbrook, of the Price Advertising Co., Toronto; Secretary,
W. W. weekly, of Chatham, Ont.; Treasurer, W. S. Stocker, Peterborough;
Executive Committee, D. C. Benjamin, Windsor; A. R. Wood; C. E. Exall, St.
Carleton.

The schedule of prices adopted is as follows:

<table>
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<tr>
<th>Price Range</th>
<th>Number of Days</th>
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<tr>
<td>1,000 to 15,000 population</td>
<td>30, 30 days</td>
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<tr>
<td>15,000 to 20,000 population</td>
<td>35, 35 days</td>
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<tr>
<td>20,000 to 25,000 population</td>
<td>40, 40 days</td>
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<tr>
<td>Over 25,000, 30 a week, or 60, 60 days</td>
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All work will be projected and renewed.

The official organ of the new association is "The Bill Poster" a pretty little publication of sixteen pages, well printed and ably edited. Byme the title is stolen. Change it, gentlemen, change it. The Bill Poster is published in London, England, and there only.

$1.75 is the Cash Value of this coupon. Cut it out and use it now.

This offer is void after June 30th, 1896. To subscribe separately for BILLBOARD ADVERTISING and BUSINESS costs $3.00. The publishers of BILLBOARD ADVERTISING offer those who use this coupon both publications, one year, for One Dollar and Twenty-five Cents. Use this blank:

Billboard Advertising Co., 172 E. 8th, Cincinnati.

Gentlemen—Enclosed please find $1.25, for which send "Billboard Advertising" and "Business" to my address for one year.

Name,

Town,

County,

State,

P. O.
A Poster for
Bicycle Dealers.

A Poster that
Sells Bicycles.

BILLBOARD 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.
9 inch. - $2.25 Each
9 " - $2.75 "
10 " - $3.00 "

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

1000 Circulars, size 4½ x ¾ inches, printed in 10 colors, on hard paper, sold by the dozen, $1.50.

J. T. LUMPKINS, REVIA, VA.

Do you collect Art Posters?
See "THE POSTER" Magazine.
Monthly. Illustrated. $1 a year.
Send 10 cents for sample copy.
WILL. M. CLEMENS, Publisher,
B. O. P. 1716, New York.

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

PRICES.
9 inch. - $2.75 Each
9 " - $3.00 "
10 " - $3.25 "

THE DONALDSON LITHOGRAPHING CO.
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1000 Circulars, size 4½ x ¾ inches, printed in 10 colors, on hard paper, sold by the dozen, $1.50.

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Monthly. Illustrated. $1 a year.
Send 10 cents for sample copy.
WILL. M. CLEMENS, Publisher,
B. O. P. 1716, New York.

10,000 FEET OF BILLBOARDS!
CIRCUIT 25 TOWNS!

GENERAL ADVERTISING.

JANESVILLE, Population 14,000.

J. T. LUMPKINS, REVIA, VA.

Mattapan, Boston, Mass.
Advertising and General Advertising.

D. L. CUSHING, 108 River St.
Distributor and General Advertiser.

Send for the AdAge, Boston. It has 15 Price
And in each issue, 900 pages.

THE PETCHER TRIO-CITY CO.

WEST SUPERIOR, WIS.

South Superior—East Superior—West Superior—"THE BIG THREE."

We own 10,000 square feet of single shape copied boards.

REFERENCES—R. J. Vermily, Manager Great Western House, M. H. Stock, Cashier First National Bank; John S. Medley, Capitalist and Bankers' Flete & Fulton, Drugists, and one hundred others. Population, 40,000 Price, 5 cents, 30 days.

BRIGHT AND BEAUTIFUL
IN COLORS.
Send 10 cents for a sample. Address

Trenton, New Jersey.
The Trenton Bill Posting Co.

THE ENQUIRER
Job Printing Company,
416 E. Eighth St., Cincinnati, O.
WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

THE CHICAGO
BILL POSTING
COMPANY

P. F. SCHAEPER,
Manager.

Estimates cheerfully furnished.

Telephone Main
4637

Efficient and Prompt Service at all times.

Leading Theatres are our clients.

No. 395-397 WEST HARRISON STREET.

We have assumed absolute control of Illinois
Central R. R. Bill Posting.
The Greatest Suburban Road in the
country.

Members of the Progressive and Only Inter-state Bill Posters' Protective Association.

MINNEAPOLIS, 4 MILES.

CHAS. BARTSCH & CO.

ST. PAUL, 6 MILES.

Distributors and
General
Advertisers.

MINNEAPOLIS and ST PAUL,

Distributors,

TACKERS,

Reference:

Lyman Mill Drug Co.
Tyrell Drug Co.
Casside & Leopold Drugs.
J. E. Vanberg, Drugs.
G. H. Gray, Drugs.
N. M. Fairbanks.
J. E. Reed, Central R. R.
Hunt, Surgeon.
Roberts, Surgeon.
Warner's.
Ritzau.
White Drug Tobacco,
Yeast Wafers.

Circulars, Pamphlets, Dodgers, and all kinds of ADVERTISING
Matter will receive prompt and careful attention.

MINNEAPOLIS AND ST. PAUL.

8...MEN....8

3..TEAMS..3

Reliable Service
AT...
Equitable Rates.
Some Paper

We are handling, the bulk of which started on the Boards through our firm:

FRANCO-AMERICAN SOUPS
VIRGIN LEAF TOBACCO
BEARDSLEY'S CODFISH
SCRIBNER'S MAGAZINE
PETTJOHN'S BREAKFAST FOOD
ENAMELINE STOVE POLISH
SCOURINE
BANNER SOAP POWDER
RAMBLER BICYCLE
AUNT JEMIMA'S PANCAKE FLOUR
SWEET CLOVER CONDENSED MILK
ARMOUR PACKING CO.
LIBERTY BICYCLE
NUDAVENE OATS
FISCHER'S BALL BLUE

TO THE BILL POSTER we would say: Good Service means more paper from each customer, and more new customers.

TO THE ADVERTISER we beg to suggest: Write one, a half-dozen or all of the above firms; the majority are old customers, a few new ones. Ask them why they do business through our firm. We have greater faith in securing new business through what our old customers say of us than in any argument we would present on our own behalf. Respectfully submitted,

THE

O. J. Gude Co.

Out-door Display Advertising throughout the United States.
**ELDER, JENKS & RABORG**

*Excelsior* Circus Paste

AND

& L. POSTERS' BRUSHES

Made of Hard Wood, Head, and Copper Wire. The most practical and suitable head and brush for all purposes.

Will not come apart, and will render perfect results.

In_logoized Paste. The leading Circuses and Bill Posters throughout the United States and Canada.

Size: half inch.

Price: $3.00 per dozen.

Extra Extra: Extra for Circuses, $15.00 per dozen. 14 oz. Each.

Send to all parts of the Country.

**ROOSEN INK WORKS**

66-68

JOHN STREET,

BROOKLYN, N. Y.

**CHERRY GOOD TOBACCO**

**SHAKESPEARE PLUG TOBACCO**

CHERRY FLAVOR. CHAMPAGNE FLAVOR.

Made from the best selected Kentucky and Turkish tobacco wrapped in California and shading from rich dark brown to deep golden shades. No other tobacco is supplied in the same price range.

It is an all-year-round smoke, mild and mild. It is perfect for all tastes. It is a great seller and is used by many smokers.

W. H. DONALDSON,

Cincinnati, Ohio.

---

**Printer's Ink Helps . . . . Advertisers!**

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

Enables you to profit by the experience—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 valuable hints about medium, leading to aid you in selecting profitable ones to advertise in.

Subscription price now $2.00 a year.

10 Spruce Street, New York.

---

**ACME CYCLE COMPANY**

**ELKHART, IND.**

Manufacturers of

ACME Cycles, Handlebars, Frames, Fenders, and Brakes.

Inks and Dry Colors.

Send for our

ROOSEN INK WORKS

66-68 John Street, Brooklyn, N. Y.

Let's Get Acquainted?

"Just let me, you know — the business for of course, will not be discussed and will not change your life, nor your name..."

Eagle Printing Ink & Color Works

140-142 Monroe Street, N. Y.

We Have No Agents

We have no agents who solicit orders for goods. We do not make sales by telegraph, mail, or otherwise.

For all orders, send to the above address.

We have no agents who solicit orders for goods. We do not make sales by telegraph, mail, or otherwise.

For all orders, send to the above address.

Send for our

1125 Monroe Street, N. Y.

We have no agents who solicit orders for goods. We do not make sales by telegraph, mail, or otherwise.

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For all orders, send to the above address.
ADVERTISE YOUR

FAIR ATTRACTIONS
IN "BILLBOARD ADVERTISING."

WANTED.—Advertisements for Lebanon County Agricultural Society Premium List. Two hundred words, to the address of the sender. Rates per word, per line, FIVE CENTS. Address, H. W. GIBBINS, Secretary, Lebanon, Pa.

A Great Fair Attraction.

KEMP SISTERS

Hippodrome and Wild West,
Congress of Fancy and Rough Riders and Crack Shots.

O. P. KEMP,
Managing Proprietor.
Permanent Address, EL PASO, N. M.

$25.00 PER YEAR
SAVED

POST THIS IN YOUR HAT THAT THE PUBLISHERS' 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—address PUBLISHERS' GUIDE, 87 State, American Trust Side, Room 201, New York City.

Bicycle Dealers!

We want a word with you.

We have just issued a Comic One-sheet Poster which you can use to advantage in advertising your wares or soliciting repairs. You ought to see it. We will send you a sample for two-cent stamps.

Address,

Hennegan & Co.
Cincinnati.

Lyceum Bureau

"THE YOUNG RELIABLE."

This bureau books first-class concert, lecture and amusement attractions on percentage, salary or guarantee. Members of other bureaus are requested to send circulars of their attractions.

Please send me printed matter of anything in regard to the amusement business.

Circus and Wild West Shows booked, and lots for Fire-works, etc., to rent.

Distributing of every kind of matter.

All forms of Typewriting and Stereotyping.

Send your copies on and apply for rates, as I am also an assistant court reporter.

If you want to know anything about the amusement business in Detroit write me.

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

DO YOU WANT TO RECEIVE
lots of letters, pages, circulars, and announcements?

If so, send me in our Agent Directory with the order for the number of names, publishers and makers you expect to have you ever had and along:

SOUTHERN NEWS, No. 5, El Paso, Tex.

The Elks

Convention will be held in Cincinnati July 7th, 8th and 9th. A large crowd is expected.

Make arrangements now for DISTRIBUTING:

W. H. STEINBRENNER,
66 Vine Street, Cincinnati, O.

Angora Kittens

Finest Breed, with long silky fur, flowing mane, big flat bushy tails, large, handsome eyes, easily trained and very intelligent. Purr, no snuff tails, and you please with a sweet disposition that makes them irresistible. Price $50 and up.

S. R. SPENCER,
162-164 Vine St., Cincinnati.
NOTICE.—Bill Posters, Advertisers, Distributors, Circus Managers, Advertising Agents and Show Printers throughout the United States and Canada:
A meeting of the Inter-state Bill Posters' Protective Association is to be held in the Club Rooms of the Leland Hotel, Chicago, Ills., July 22, 23 and 24. Full particulars will be given in the next and following issue of "Billboard Advertising."

CLARENCE E. RUNEY, Sec'y.

P. F. SCHAFFER, President.

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,
Passenger Traffic Manager.

D. B. Martin,
General Passenger and Tbk. Age

Now Ready!
New Posters
For
Fairs, Railroad Excursions,
Bicycle Dealers.

We have just completed a splendid series of posters suitable for advertising the above lines. They are all original in design, and beautifully executed and finished. Write for our Catalogue and Price List.

The Donaldson Litho. Co.

CINCINNATI.
It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for Billboard Advertising. $1.00 pays for both, and either alone would cost $1.00.

Write name in black ink, and enclose the amount.

BILLBOARD ADVERTISING, 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 upon application.
A. E. Bentley, Guthrie, OKLA.

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 copy 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 or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it 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. Dept. 4. The Zinc Process Co., Goshen, Ind. ap1-3t

J. S. CRAIG,
319 Lexington Avenue,
HASTINGS, NEB.

LICENSED BILL POSTING,
TACKING,
DISTRIBUTING.

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

By appointment Solicitor Interstate Bill Posters' Protective Association, bonded.

STEINBRENNER'S CINCINNATI DISTRIBUTING SERVICE

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

Push. Are you in it?

Push Publishing Co., Springfield, O.

The Hustler Advertising Co.
Printers, Posterists, Manufacturers, and Distributors.
54 North Main Street, ST. PAUL, MINN.

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

We have more billing space than all other towns in Idaho put together.
The city is booming.
Send on your paper.
References furnished.

Boise City, Idaho, Population, 8,000.

Spaulding & Gordon,
City Bill Posters & Distributors.

It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for Billboard Advertising. $1.00 pays for both, and either alone would cost $1.00.

Write name in black ink, and enclose the amount.

Billboard Advertising, 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 upon application.
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LIST OF MEMBERS OF THE
Inter-State Bill Posters' Protective Association.

<table>
<thead>
<tr>
<th>Town</th>
<th>State</th>
<th>Member</th>
<th>Population</th>
<th>Price Per Sheet</th>
<th>Can handle the following</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albion</td>
<td>Ill.</td>
<td>Temple Hill Posting Co.</td>
<td>15,000</td>
<td>$0.03</td>
<td>30,000 to 50,000</td>
</tr>
<tr>
<td>Alton</td>
<td>Ill.</td>
<td>S. E. Tiemann</td>
<td>20,000</td>
<td>$0.04</td>
<td>60,000 to 80,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>Ill.</td>
<td>C. H. Kaelin</td>
<td>50,000</td>
<td>$0.06</td>
<td>150,000 to 200,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>Ohio</td>
<td>A. L. Dore</td>
<td>75,000</td>
<td>$0.07</td>
<td>200,000 to 300,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Ohio</td>
<td>J. C. Tupper</td>
<td>100,000</td>
<td>$0.08</td>
<td>300,000 to 400,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>Ohio</td>
<td>G. F. Belden</td>
<td>100,000</td>
<td>$0.09</td>
<td>400,000 to 500,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>Ind.</td>
<td>E. H. Love</td>
<td>50,000</td>
<td>$0.05</td>
<td>15,000 to 20,000</td>
</tr>
<tr>
<td>Louisville</td>
<td>Ky.</td>
<td>J. S. Howland</td>
<td>30,000</td>
<td>$0.04</td>
<td>60,000 to 80,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Mo.</td>
<td>M. F. Stover</td>
<td>75,000</td>
<td>$0.06</td>
<td>150,000 to 200,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>Mo.</td>
<td>W. W. Jones</td>
<td>50,000</td>
<td>$0.08</td>
<td>100,000 to 150,000</td>
</tr>
<tr>
<td>Denver</td>
<td>Colo.</td>
<td>J. T. Proctor</td>
<td>20,000</td>
<td>$0.05</td>
<td>40,000 to 50,000</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>Utah</td>
<td>W. H. Lewis</td>
<td>10,000</td>
<td>$0.04</td>
<td>20,000 to 30,000</td>
</tr>
<tr>
<td>Portland</td>
<td>Ore.</td>
<td>J. A. Hill</td>
<td>20,000</td>
<td>$0.06</td>
<td>40,000 to 50,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>Wash.</td>
<td>W. A. Barnes</td>
<td>5,000</td>
<td>$0.03</td>
<td>10,000 to 15,000</td>
</tr>
</tbody>
</table>

OFFICERS.

P. F. SCHAEPER, President, Chicago, Ill.
F. O. STOUT, First Vice-President, St. Louis, Mo.
W. J. HORN, Second Vice-President, Springfield, Ill.
P. B. BROWN, Third Vice-President, Peoria, Ill.
CHAS. C. MAXWELL, Treasurer, Lincoln, Ill.
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Board of Directors.


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CHAS. B. KITTREDGE, Waukegan. C. F. RUNEY, Waukegan.

Authorized Solicitors.

F. O. STOUT, St. Louis, Mo. J. T. BLICK, Chicago, Ill.

Scale of Prices Adopted for Listed, Protected and Renewed 30 Days' Display.

- 1,000 to 5,000 Population
- 5,000 to 10,000
- 10,000 to 20,000
- 20,000 to 50,000
- 50,000 to 100,000
- Over 50,000

per sheet 3 cents.
4 cents.
5 cents.
6 cents.
8 cents.
12 cents.
10 cents.

One Sheets, 15 days 5 cents.

Write for free sample copy Inter-State Guide.

CLARENCE E. RUNEY, Sec'y, Waukegan, Ill.

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SPRINGFIELD, O.

H. H. TYNER,

CITY BILL POSTER

The Forepaugh-Sells Show paper is now dead, and many choice locations are available. The dedication of the Masonic Home takes place during June, and it is estimated that thirty-five thousand strangers will witness the ceremonies. Get your paper here for a June showing and you will obtain remarkable results.

THE GREAT AMERICAN ENGRAVING & PRINTING CO.

In Advertising as it does everywhere. My brain is used to working on advertising problems; if you have one, write to me about it; I will try to help you on it.

For any reader of this paper I will write three ads and send an electro of an outline cut for each on receipt of one dollar.

R. L. CURRAN,

150 Nassau St., New York.

G. RUNEY & SONS,

Bill Posters, Distributors and Sign Contractors,

G. RUNEY & SON WAUKEGAN, ILL. CIRCUIT 18 CITIES.

We are not superstitious but we do believe in signs, try the billboards they work wonders.

3000 running feet—bill boards.
3000 running feet—bill boards.
Buy new years presents for men and boys at the model warehouse.

References: Security Springs Bank, Broadway's.

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Licensed City Bill Posters.

Members of the Inter-state Bill Posters Protective Association.

Own and control all billboards and dead walls in WAUKEGAN, ILLS. Besides a circuit of eighteen adjacent cities.