# COUNT 'EM NOW!

## INTER-STATE Bill Posters' Protective Association

List of Members, with their Prices, Facilities, &c. Corrected Monthly.

<table>
<thead>
<tr>
<th>Town</th>
<th>State</th>
<th>Manager</th>
<th>Prices Listed</th>
<th>Can handle</th>
<th>Following</th>
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<tbody>
<tr>
<td>Teaneck</td>
<td>NJ</td>
<td>V. J. Happy</td>
<td>15,000</td>
<td>X</td>
<td>10,000</td>
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<tr>
<td>San Francisco</td>
<td>CA</td>
<td>B. E. Beale</td>
<td>25,000</td>
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<tr>
<td>New York</td>
<td>NY</td>
<td>A. J. Johnson</td>
<td>12,000</td>
<td>X</td>
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</tr>
<tr>
<td>Boston</td>
<td>MA</td>
<td>J. W. Gordon</td>
<td>20,000</td>
<td>X</td>
<td>15,000</td>
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<tr>
<td>Chicago</td>
<td>IL</td>
<td>E. F. Matthews</td>
<td>30,000</td>
<td>X</td>
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<tr>
<td>St. Louis</td>
<td>MO</td>
<td>J. W. Jones</td>
<td>15,000</td>
<td>X</td>
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<tr>
<td>Kansas City</td>
<td>MO</td>
<td>J. L. Lamb</td>
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<tr>
<td>Detroit</td>
<td>MI</td>
<td>J. W. Smith</td>
<td>25,000</td>
<td>X</td>
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<tr>
<td>Cleveland</td>
<td>OH</td>
<td>J. W. Thomas</td>
<td>30,000</td>
<td>X</td>
<td>25,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>MD</td>
<td>J. W. Brown</td>
<td>15,000</td>
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<tr>
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<td>PA</td>
<td>J. W. Miller</td>
<td>20,000</td>
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## Scale of Prices Adopted for Lists, Postcards and Secretary 30 Days' Display.

- 5,000 to 10,000 copies: 4 cents.
- 10,000 to 20,000 copies: 3 cents.
- 20,000 to 40,000 copies: 2 cents.
- 40,000 to 60,000 copies: 1.5 cents.
- 60,000 to 120,000 copies: 1 cent.

Over 120,000 copies: 10 cents.

Write for free sample copy Inter-State Guide.

[CLARENCE E. RUNYEN, Sec'y, WAGNER, ILL.](#)
A TALE OF DAMPNESS.

By M. S. SMITH.

Say, misters can I set here, where de sun shines warm and dry? Am wishing ye stick de pliers up 'll my pants get wet and dry? Vexatiously! De legs good! Why can't ye tell why?

Better go home? Not much. Not hot, Lepidoptery, not so sweet, till my pantaclit sunnit dry.

You see, de madam—out my mind— but ye eye! there's a crotcher Jack. An' I'm a Single' ole cow. Cause if she was me in de fix, de bull would fly.

Date right. She take me not ter, but I get mewer by An' moved my butt down to de poor, along wid Jim an' lil.

They said never mind her. You 'bowed er why I was evah so much, as they 'told me to feel it all. But Jim made it up wid it. Be how they 'd show me in the poor. Just ter me cry, but I just walked right in there, de Infantry and de fly.

But de water wasn't deep and you but I didn't cry—

I got right up and went for Jim and lil. He didn't do a thing but hit the get me fly. I wiped the earth up wide ole Jim, but my!

He got in good J. H.—see de cry—

"Great Moments Cigarettes"—all right too—"W" cry.

I thought yer had some muckin little—big lil. I guess I've got to go, ole boy, I think I see ole lil.

ADVERTISING AS A FINE ART.

Many scientists aver that the indications are that Mars is peopled not only by a race or races of intelligence, but in consequence of that planet being older than the others, they are more advanced, intellectually, than the people of Earth. Many also have an impression, that is almost a conviction, that the Marus are endeavoring to communicate with Earth by signals. Between the 17th and 21st of June, of the current year, Mars was at perihelion; or in the vernacular, made a nearer approach to Earth than it will again occur in seventy-one years. Availing themselves of this astronomical condition, savants and astronomers, from all parts of the globe, assembled at a point in Mexico, near the 33d parallel, and with improved and perfected appliances, necessary for the purpose, watched and noted the events. Thus it is, at last, within the limits of possibility, that before the number of the journal containing this article be published, the world may be

ASTONISHED WITH ANNOUNCEMENTS CONFIRMING THESE CONJECTURES.

A Professor Somebody—his name has escaped us—announces that he has absolutely and beyond a peradventure, perfected the flying machine which will, at a fair rate of speed, rise to any altitude, with freight or passengers, and work equally well with and against the wind. Again, we read, with scarcely perceptible quickening of the pulse that Nansen, the Scandinavian explorer, has positively discovered the North Pole. Thus, the closing quarter of the nineteenth century has been pregnant in important mechanical and scientific invention, and marvelous discoveries have followed as closely on each other's heels, and are accumulative to such extent that they scarcely longer excite surprise.

All of which invites us to rise and remark that keeping step to the grand march of Progress has been the art of advertising. Many yet remember the

Col. Albert A. Weber.

be remarked, par parenthetical, that it is by no means the purpose of this article to call at or disclose any method of advertising. As knowledge remarked concerning whiskey, "All whiskey is good but some is better than others," so all advertising is good but there are salient degrees of competition, and the assurance that the possibility of effective advertising has reached its culmination in the billboard will meet with but few dissentent voices. As the newspaper is to the town buyer so is billboard advertising to any and all other methods, individually or collectively on a medium to arrest and compel public attention. Prominent advertisers have awakened to this palpably and self-evident fact, and, as a sequence, the number of billboard advertisers are multiplying to an extent that is astonishing. In conclusion, it will perhaps, be not out of place to suggest to those who are still timidly groping in the slough of indecision, regarding the best advertising medium, to correspond with such firms as Free Morgan's Sons, the great Napoleon Klings, the proprietors of the Rising Sun Stove Polish, Lippert and Meyers, of Star Tobacco fame, the proprietors of Fig syrup preparations, or, in brief, to any of the myriad billboard advertisers, and solicit from them opinions regarding billboard advertising as a profitable investment.

THE POSTER IN JAPAN.

Four or five years ago I stopped for the night at a little hotel not far up in the mountains of Japan. Nowhere were to be seen any railroad, European styled clothing or other "modern improvements," and I was walking through the village after a dinner of rice and fish, and I was to believe that at last a new and wondering world was to be as they always had been, but was returning to the village just summer's day through the poor little village with the slightest smile of rejoicing, as the proudly showed in her hands a piece of paper with the picture of an American alarm clock and in the other an unknown and false stick of chewing gum. Verify our civilization had arrived. The next day, however; in a village even more remote, a still greater surprise awaited me. I displayed prominently a black wall, with an admiring crowd about what was a variable poster, and a few miles down the road was an indication in art, if it may be so called, was common and highly popular in the town, and all about us in the banners were full of them, and wherever a poster was in sight an outlying town was sure to be seen. A new style of drawing seemed to be born in hand with the new idea, and even we uncultured and perspective was appreciable—"Japanese War Powder," by D. B. Crichton, in Century.
A CLOSE ASSOCIATION.

Can an association of bill posters by simple decree do away with all possibility of opposition? We unhesitatingly state that it can not. Mr. Stahlbrodt's association has tried it for the past five or more years, and during that time it has not eliminated a single case of opposition. We repeat it, not one single case. This should be proof enough for his blindest detractors, but there are many—many more potent and powerful reasons, which, if considered dispassionately and calmly, will convince the most skeptical and obtuse that opposition is entirely a local issue, and one which, if touched upon all by an association, must be handled with the greatest care and discretion, or it will inevitably react and bring general discredit upon the organization.

Associations (we use the plural advisedly, for there have been several) which have endeavored to annihilate existing firms and associations by establishing of new plants, have always been operated upon the so-called "close association" plan; that is, they admit to membership only one member from any one town or city. Advertisers and middlemen are then notified that they must patronize members of the association only.

It must be noted, however, that advertisers are very much like bill posters, in that they are human, and therefore prone to err. At any rate, if the opposition has some particularly fine locations or odd inducements in the way of lower rates, the advertiser frequently gives in, or at least the greater portion of his business to these new plants. He does so, however, because he has been told that he must not; sometimes it may be because the association member is a snob and discriminates, while his opponent is a good fellow. The result is such as the name in any event, the paper is placed as the advertiser chooses.

The next move on the part of the association is an attempt to force or compel the advertiser to go counter to his judgment. He is notified that he must patronize such bill posters as the association names, and cease to do business in the manner which has seemed to him most expedient and wise.

If he still remains obdurate, it sometimes happens, as in the case of the Liggett & Myers Company and the California Syrup Company, that the boycott (that, stupidly, despicable, and an American measure) is actually invoked.

And what is the result? Failure always and inevitably! For while there are some bill posters who will obey a boycott order from motives of principle, there are others who are utterly opposed to it on principle, and a large percentage who ignore the order from a total lack of principle.

This has always been the history of boycotts, and it always will be. They have been used effectively as threats in rare instances, but in actual practice they have always failed.

Even granting, merely for the sake of argument, that one could be successfully instituted and conducted, what would be the outcome? Surely, if the advertiser (against whom it was directed) had any spirit whatever, if he possessed a single spark of manhood, he would never patronize a bill poster again. Otheriae Hummen and their name in legion—though not to be compared with the boards, would thereforthe claim all of their patronage.

It will be seen, therefore, that the "close association" not only fails of its end, but is entirely impractical and insidious to the best interests of the bill poster. It can not protect its members without antagonizing the advertiser, and it can not antagonize the advertiser without hurting the bill-posting business.

It naturally follows, furthermore, that the bill poster who joins an association with the idea that he thereby secures immunity from opposition, is the dupe of a designing and unpatriotic scheme that promises protection that he can not give.

When Stahlbrodt was forming the Associated Bill Posters Association, this bill postering was his chief stock in trade, and bill posters everywhere eagerly exchanged their cash for his green goods certificates and found them of no avail. In many instances it was all they got, for the Associated Bill Posters Association has never benefited any one except Edward A. Stahlbrodt. He is in New York. He must be fairly well established, for it seems that he has already commenced to "grind" in the matter of prices, and he would never dare commence cutting unless he was assured of his position.

He can never achieve the real object of his ambition, the exclusive control of all middlemen's privileges. Even the annoyance and support of designing Sam Yett and the blood donation of his deluded adherents can not secure that for him, and it is a blessing to bill poster that it so, for they would not possibly have delivered themselves into the power of a more merciless and unw QR.

Michigan will have six members at the I. B. P. A. convention, all pledged for Leoniad.

THE AD-SMITHS IDEA APPLIED TO POSTERS.

By SAM McNEE

The ad-smith is a comparatively new institution, but the best of him has come to stay. Some years ago newspaper advertising was as dreary as ordinary trade advertising is today. The ads said nothing, and they said that nothing so repetitively that if any one ever read them the advertiser was unable to find it out. The ad-smith has come with a burr and has changed much of this, and as a result much of the newspaper advertising pays, and pays extremely well.

Seigel, Cooper & Co. of Chicago, and Bloomingdale Bros., of New York, and Wasmuth, of Philadelphia, use a different advertisement every time they insert an advertisement in a newspaper; and every ad brings back its cost several times over within forty-eight hours, and the portions of the ads that do not pay are seen very early in the year, and the reasons are carefully looked for.

The ordinary one horse dealer at once exclaims: "Oh, yes, these department stores have everything, and can sell a lot of things below cost to draw a crowd!" Well, I will leave the department stores alone, because life is too short to convince some people that they make a profit on every article they sell, and let's look at Rogers, Peet & Co. They have a thoroughly legitimate clothing store, and when they sell a small ad, and a new one every day; and they know before bedtime every night whether that day's ad paid or not.

The Columbia Bicycle is a good advertiser, and an ad ever secured Colgate Pope of selling at a loss; the Columbia newspaper advertising is colossal, but they have a thoroughly legitimate bicycle store. If I could go over all these things, but they don't pay. They would cost a great deal of money to get up a new poster every week or oftener, and the bill posters would want extra pay for the extra work. But if it has been paid so extraordinarily in newspapers, why shouldn't it with posters? If I had a million and wanted another, I think I'd try it.

Mr. Campbell's paper, the so-called "official organ," but which in reality is merely the mouthpiece of Stahlbrodt, Campbell & Co. comes out later each succeeding month. It would not surprise a few of the knowing ones if it failed to appear entirely at no distant date, for despite the brave show of prosperity which it makes, it is only a blat. It is whispered that the advertisers, who make its existence possible, are seeking that the Riverside Show Printing Company of Milwaukee is tired; that the A. B. P. A. is tired; that Campbell is tired—in fact everybody connected with it is tired except McManus, and even he is in spite of his snap gets tired or casually, especially when Campbell sets out a few bellows in the editorial section.

The meeting of the Inter-State Bill Poster Protective Association, which takes place at Chicago, Ill., on July 21st, promises to be the largest gathering of bill posters that has ever occurred in the history of the craft. No one who is in close touch with the movement can form any idea of the zeal and intense earnestness which pervades the new organization. Over one hundred members have voluntarily pledged themselves in attend.

When printing houses can afford to keep traveling solicitors on the road at great expense the year round, it is passing strange that the bill poster can not profitably solicit his local trade. He has no expenses in the matter of traveling, nor hotel bills, nor any incidental expenses that the traveling solicitor is under, and he does have the same commission and the added inducement of the profit on the bill posting. Retailers are not only willing to use posters, they see a want.

This, combined with the fact that the pictorial posters were never lashed by the poster printers as seen apt and striking, makes the task an easy and inviting one.

Harry Munson will be elected president of the Inter-State, and Clarence B. Runey will be re-elected secretary.

"No commissions for Stahlbrodt!" is the slogan of a large and ever-growing faction of the Inter-State Association.
BILBOARDS

L. E. Tocman, the only bill poster at Belleville, Ill., is an enthusiastic member of the Inter-State Bill Posters' Association, and this organization has made great strides in its growth and prosperity in his indefatigable efforts.

The tornado at St. Louis played both with the Hoilette Sign Company boards, but they have them all up again and in better condition than ever.

There will be two conventions in July—that is to say two conventions of bill posters. One of them may or may not be fairly attended, the other is certain to be very largely attended. This latter will meet at Chicago July 21.

We clip the following from Art in Advertising, which since we entered the field has inaugurated a very creditable department devoted to billboards, painted billboards, and general advertising.

That term "barding" used by the English to designate their billboards and billboards is a very interesting one; but we do not see why it is not adopted here, it is comprehensive and expressive; or more comprehensive and expressive, we think, in any term in use here. We give expressions somewhat at a loss for a word to express in a fully comprehensive way just what this word "barding" conveys. "Billboard" doesn't always hit the bull, because that

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Might Hurt the Sign Business.

Some years ago, while I was hustling for the R. J. Gunning Co., that firm took a notion to knock out a bill poster in St. Louis, in lieu of the time they had bought a number of painted bulletin boards in St. Louis, and skirmdished around, and leased up most of the locations occupied by the rival companies. They found it would not get ready to enter the bill posting business.

About this time I had a talk with Mr. Gunning in the posting prospects, and while thoroughly discouraged that he might correspondingly fight, still believed he could win out.

In this connection, I suggested that he build all his boards on the same general plan that he had adopted for his bulletin boards, and gain a portion of the hope for success by merit being the various advantages and disadvantages of building with tongue-and-groove flooring, a sound of well-cut posts, ten or twelve inch fencing were considered, and the idea was finally rejected.

And why do you suppose it was rejected? Well, because it would have been additional cost.

The additional cost was shown to be very trifling.

The idea was rejected because he feared it would ruin his bulletin business. And his bulletin paid all the way from twenty-five cents to one dollar a foot, while all that posting could bring, at two cents a month would be about thirteen cents a foot.

He reasoned that one of the strong arguments to secure paint orders in the future was a long用药1896.14 investor.

And he reasoned further that if he made his billboards as perfect that there would be no danger of his paint being used at any time, being no chance for the paper to crack and tear and become ragged, then his main paint argument would be lost.

Gunning "won out". All the same, and whether this can be used as an argument to leave well enough alone, I don't attempt to say, but I believe he was right in thinking the improved billboards would have hurt his paint business, and the whole thing of his, and给予了 you why we worry about the paper getting shabby?

Well, there are reasons why it would pay you to prevent it. An advertiser makes a deal with one to do some posting, wanting a full year's showing. And he wants the paper to look perfect at all times.

Under these circumstances, paper was ordered for as much as twenty-four per centings throughout the year. For placing one hundred sixteen-sheet stands, that requires 4,160 sheets of paper to do six months' holding; at a very cheap cost, then stating about two cents a sheet, this costs $8.32. Suppose five posters should suffice, the cost of the paper would be only $1.60, leaving $6.52 for the cost of the bill poster for additional locations, or to some other bill poster who otherwise would not get a small.

In reading the London "Bill Poster", I noted a very interesting article on the "American "Glory" if the advertiser is to be believed a little bit, all that is needed to give as perfect s." In "Glory," the "Glory" is to be carried up to, and that enterprising man as being more perfect, the "Glory" is to be made up to, and that enterprising man as being more perfect. R. E. Barrett, of Canton, N. Y., is erecting some large new boards in that city.

SAM W. HORN.
HONEST DISTRIBUTION.

A correspondent wants to know how he can go about it to ascertain if his circular distributors are really putting his literature out in the manner in which he has directed. Since I have been conducting this department for BILLBOARD ADVERTISING, the number of letters I have received asking how to detect dishonest distribution, makes me think that this is one of the most suspicious of the circular distributor.

Of course, the newspapers are very hard on distributors, and they never miss the opportunity to nudge a harmless tale out of how many fifty thousand circulars were found in some street entrance. Then the Printer's Ink has been stpping the distributor very hard. Of course, all this adverse publicity is not calculated to boom circular advertising; yet it is a proven fact that circulars, when properly placed, are one of the best and most economical business builders we have.

The advertiser should remember that the newspapers and journals that run down circular advertising, have their own fish to fry, and that the less money spent in circulars and distribution, the more there will be left for the publication and the newspaper advertising agencies.

Then, too, the average advertiser is so short-sighted as to trust his circulars, which very probably cost considerable to print, to inexperienced and unreliable boys for distribution. The golden rule for circular advertising is: Don't entrust the circulars to your office boy for distribution; but have them carefully distributed by a professional distributor, and use judgment and care as to what territories are to be covered.

The professional distributor is depending on such work for a living, and it is to his advantage, if only for future business, to give you the proper service; while on the other hand an office boy is unsuitable at the best of times—even when you have him right under your eye—and he will be very apt to hide your literature under a pile of lumber, and then go out and play base ball with other office boys who are also supposed to be distributing, having been brought in for their respective employers.

Now, to answer my correspondent's question, I would say that to my way of thinking all distributed matter should be followed up by canvassers, who should cover each district billed about a week after the circulars have been put out.

The salesman will not only be in a position to know if the people have received his firm's literature, but he will find business getting much easier than if the way had not been paved for him.

CIRCULAR POSTAGE.

"Should circulars be mailed as first or third class matter?" is the question that is troubling a number of our friends.

Circulars sent out under letter postage are somewhat of a "sell," the recipient has a hand feeling for you before he reads your advertisement, so you stand a poor chance of making a favorable impression. There is not so very much truth in all this talk about circulars being thrown in the waste-basket unread. Of course, if it is something that the receiver could have no possible use for, he naturally throws your circular away without giving it a second glance. But if he saw the same ad in a newspaper or magazine, the result would be the same; he would never give it a moment's thought if it was something foreign to his wants or taste. But, on the other hand, if a man receives a circular of some article he takes an interest in, if the advertisement is well and attractively printed, he is likely to read it, and put it aside for future consideration.

If you can get well written, tastily printed, and interesting, a one cent stamp would be sufficient to carry it right into the pocket-book of the recipient.

OCULAR ADVERTISING.

There are too many near sighted window displays. It is a fact that one seen a show window in union with a firm's newspaper and street-car advertising.

The street cars and newspapers are full of John Smith's grand reduction sale of men's patented leather shoes, while his window contains a display of women's russet Oxford ties.

It's a little common sense in these matters that makes advertising pay at its full limit. If John Smith's window had been full of those self same shoes that he advertised in the morning paper, many a man, in passing in the way to business, would have had his attention called back to that ad as he casually glanced in at Smith's window display, for there would be a large sign in the center of the display with the identical heading that started off his newspaper ad, and around that sign would be grouped the very things he had read about in the paper. The law of association would have been carried out, and many a pair of those patent leathers would have also been carried out of Smith's store.

To make the grand total of advertising a success, even the slightest detail should be carefully watched. Many stores whose newspaper advertisements are well placed, grammatically correct, and beautifully arranged, display signs to their slim windows that would make a Boston bookshop shudder. "Ice cream and cake sold by the glass," signs at one from the window of a well known confectioner; yet the proprietor of this bake-shop would give every care to the preparation of a抗衡.

One of Philadelphia's largest department stores a ad from whose cleverly written and illustrated advertisements excite the interest of all—several weeks ago displayed this sign in the midst of a window full of women's shoes: "Women, while they last. $1.75."

ADS THAT PAY.

A man should be very careful how he says, "this ad is bad," "this ad could never pay," etc. The ad that looks anything but good, is often in small print and hides its facts behind words.

One of the most advertised goods is a certain brand of tobacco—"The Virginia State Cabin Tobacco," and the advertisement has been run for years and years. The designer of this advertisement is James Long, the famous sign painter, and it is so well designed that it has been copied by other tobacco companies.

Yet, with all its faults, perhaps this ad created a wholesale desire to form bathing parties. If it paid in actual dollars and cents, it was a good ad—even if the expert says it is not.

NEWPORT NEWS.

Business very good. Joe J. Ward has just finished distributing a large shipment from C. E. Hood & Co. They are well pleased with his work.

Mr. J. R. Van Gorder, representing the Dr. Miles Medical Company, was here May 15th and 19th. Made very good contract with him to distribute in the city and county. The company intends to do some extensive advertising this summer.

Mr. Charles T. Mahood, the Virginia State Cabinet Tobacco Company, of Winston, N. C., arrived here May 8th, accompanied by Mr. Fred S. Bennett, the physician and endurancer. They are both advertising the R. J. R. Tobacco. Still Walker Bennett stands just sixteen feet high when he has his wooden legs on, and wears a glowing uniform covered with advertising matter of R. J. R. Tobacco.

Mr. Crisell, representing the Coca Cola Company, was here May 19th. Made contract with him for three hundred sheets.

All our ads are covered with local work and some of Brown's Ross printers.

POSTER ADVERTISING.

Several papers are using poster advertising and write in the editor of this paper: It would be interesting to learn what advertisers think of this newspaper which is set them, and whether it does not work as much better in that case, since that is the only case which has been brought in. The Journal is inquiring about the use of this method of reaching the public. As far as possible, posters which are refused to publish Mr. Brown's advertising, or charged him several cents for the space.

Newspapers, Washington, D. C.

Clarence E. Ruitze will unquestionably be re-elected secretary of the State, in July, 1896.

A PRETTY PICTURE

is a great help to any poster, or other form of advertisement. I have thousands of photographs, sketches and drawings, to be used in adding to the attractiveness of your poster work.

Place posters in any city in the Union at bill posters' lowest rates.

Sam W. Schie

187 W. 25th St., New York.

Long-distance Telephone Connection.
Boston Budget.

The Boston Job Print, the poster plant owned by the late John Stokes, is running, making money and will not be closed, but will be conducted by Manager Blowsdon till the affairs of the estate are straightened out.

So rapid is the wheel now whirling round the Hub that to keep pace with it Boston is to have a bicycle daily. It will be called All-the-Go, and sell for one cent a day.

There is a little boy hadn't been knocked down by a hussie last week, only a few persons would have known that there was such a thing as Boston on a woman's signpost. When this new woman heard that her darling had been killed—which happily was an exaggeration—she ran down from her workshop to the street, her apron splashed with colors and several paint brushes protruding from her hair, and so her calling became known.

The Oyster Hat Co., 15 Hampden St., Boston, are having a mass meeting pictorial designer, said to be the largest ever put out advertising hats. It is free, and will be furnished free to retailers. Bill posters in every city should send to them the name of their most enterprising hatter.

State H. Griewold is making a go of Profitable Advertising, and unlike other papers devoted to publicity, he has a kindly feeling toward hill posting and strongly advocates its use to general advertisers.

Gerald Dean

Posters promote profitable publicity.

Although Messrs. Campbell & Blowsdon have found it a comparatively easy matter to dominate the A. B. P. A. by blustering and browbeating the members of that organization, their attempt to smite Billboard Advertising resulted in illegal failure, discomfiture and defeat.

The June issue of Let's Make de l'Efface is without doubt the finest number that this suburban publication has ever sent out. Five superb posters, all in colors, and all splashed, but none of them up to the standard of American production are produced. Send subscriptions to Improvisate Chalet, Rue Bergere 20, Paris, France.

Oscar Hamsinghoag has discharged all his bill posters, and cancelled all his contracts for billboards. He says: "I propose in future to try the experiment of advertising Olympia only through the regular medium of newspapers.

The experiment won't last long.

Messrs. Reese & Long, of Stockton, have erected a very large billboard on the vacant lot adjoining Z. D. Edwards' store in Olyphant, Pa.

From Indianapolis.

The excellent work and general satisfaction given its many patrons by the Empire Bill Posting Company is fast increasing its popularity. The company is able to handle successfully the largest attractions on the road was plain, demonstrated by the billing of the Buffalo Bill Wild West show. The 'Empire' billed exclusively this great show, and many were the compliments tendered for the great showing made. All the large tented exhibitions visiting here swear by the above-mentioned company, and will be billed by no other. It does not take managers long to show appreciation of honest work and straight, upright business principles.

A rumor to the effect that Alex. Harbison had secured control of the only available circus lot in Indianapolis obtener legal possession of it during the early part of June, Harbison's idea was of course to force the Barlow & Bailey, Buffalo Bill and Forepaugh Shows to move the Indianapolis Bill Posting Company, of which he is manager, and which said shows have steadfastly refused to do for several years.

The "Hub" of Chicago has abandoned the boards in that city, largely, they claim, on account of the dishonest and unmercenary methods of R. C. Campbell.

A crusade on head posters is to be opened in Topeka, and an ordinance now being prepared to prohibit the posting of such pictures on the billboards. The ordinance is aimed at posters which often picture the human figure with but little clothing. The Social Purity League is behind the movement.

T. H. Bentley, of Guthrie, Okla., has one of the best fields for large advertisers in the country. The prospecta in that territory are very bright, big crops and plenty of money. Mr. Bentley is a thoroughly reliable bill poster.

Posters—you see them everywhere all the time.

Every hill poster should have on hand several reams of salmon and cherry colored poster, cut in strips 7 x 14 inches, and use it around his commercial posters. It will please your customer and make new ones for you.

W. R. Burnitt, the bill poster at Ardmore, Ind., is one of the competitors in the H. O. poster contest.

The poster is growing more and more popular with publishers, especially with publishers of daily newspapers and magazine sizes. It reaches all sorts and conditions of people, for, as Mr. J. S. Ellis, Advertisement Artist, Wolf City, Texas,

Geo. Castillo, for thirty years city bill poster at Syracuse, N. Y., has emigrated in the show business. In partnership with Harry Moore he is about to put out Moore & Castillo's greatest Uncle Tanka Show on earth. Mr. Cast- no is also prominently mentioned as a candidate for vice-president of the A. B. P. A.

Geo. Knox, of Westville, Pa., like Henry Tyson, of Springfield, O., would like to see the Inter-State and the A. B. P. A. consolidate.

Geo. W. Vanmille has distributed twenty-two thousand circulars for the Dr. Chase Company, Philadelphia; 3,500 books for the Rutterick Publishing Company, "Metropolitan Fashions," New York City; 6,840 samples "Palm Pitts," and delivered 120 drugstore packages for the Dr. Miles Medical Company, Elkhart, Ind., and see ton tally gaining new patrons. Their work catches them.

Illinois Central, Ves Coop Pork and Beans, Malra, Broome-Eola, E. I. R. E. Beer, Colgan's Rum, Coca-Cola, Michigan Route and General Arthur Cugars are the posters that are now on the boards here. Business very good with the bill posters, as well as distributors.

From Williamsport.

George H. Jebb, of Williamsport, Pa., handled advertising the last month for The Adams & Westlake Company of Chicago, makers of the Adlake Bicycle. They use a fine sixteen sheet. Also done sixtisigns for the Blanchett Company, a renewal of twenty-eight sheets for Lutierrez & Myers. They have held these papers since last November. Also a renewal of two hundred two-sheets; five hundred one-sheets, and ten thousand cardboards for the Buffalo Miners Spring Company.

Dr. Sins, our leading dentist, is trying billboards with a two-sheet frame. The press of the Donaldson Lithographing Company have the third renewal of paper from the Van Camp Packing Company.

John Robinson and Franklin Bros. circus billed the city heavily for June 2, and turned people away at night performances.

Have just erected a fine 150 foot board at Newberg, a suburb of this city.

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A special convention of the International Association of Distributors will be held at the Leland House, Chicago, July 22. It is open to all dealers, and bill posters who make a specialty of distributing, are earnestly requested to attend.

W. H. Steinhammer seems to be about the only available man for secretary and treasurer of the International Association of Distributors.

Fraudulent attempts to be made every day from distributors from all parts of the country seeking notoriety by securing work in their line of business, and as it takes up too much of my time to answer all with a personal letter I thought I would put a reply in your journal to be a sort of a fair sample of the kind of replies, and I hope others will use the same method. I suggest that anyone who has any interest in the business of distributing could just as well use the same method as the one I use. My name is J. E. Stryker, of Rochester, N. Y., will attend the convention at Chicago.

CHICAGO, June 26, 1896.

FRONTISPIECE.

Eddy Bill Posters Advertising.

Dear Sir—In receiving letters nearly every day from distributors from all parts of the country asking me for advice on the best way to secure work in their line of business, and as it takes up too much of my time to answer all with a personal letter I thought I would put a reply in your journal to be a sort of a fair sample of the kind of replies, and I hope others will use the same method. I suggest that anyone who has any interest in the business of distributing could just as well use the same method as the one I use. My name is J. E. Stryker, of Rochester, N. Y., will attend the convention at Chicago.

Our frontispiece this month in a portrait of H. J. Anderson, manager and sole owner of the well-known Enquirer Lithographing Company, Cincinnati, O. This concern has achieved an enviable reputation as producers of high-class posters for theatrical and commercial usage. They are designers, lithographers, and general job printers, and their facilities are such as to enable them to lay claim to the production of the most complete plants in America.

Mr. Anderson is decidedlyaverse to having his portrait used to him manner, and we had to get it surreptitiously. Consequently we can not give as full and accurate a portrait of his career as we would like to.

He was born in 1852 at Parkside, a little hamlet some miles from Liverpool, England, and while yet a mere lad came to America, landing in New York in 1875, during the height of the rebellion. After serving in various Establishments in the East he went West and obtained a position in the office of the Courier-Journal of Louisville.

From Louisville he came to Cincinnati and started the management of his own plants. This business he has sold out and it remained in the hands of the firm of R. W. Morgan, who are now the sole owners of the plants.

Mr. Anderson is a man of pleasing personality and sterling integrity, and affords us great pleasure to testify that he fully merits the unqualified success he has achieved.

A. E. BEALL, OF SIOUT CITY, IA.

Our attention has been called to an article in the official organ in which the above-named gentleman seeks to convey the impression that he has never had any influence for admission to the Inter-State Bill Poster Association, and that he is still loyal to his former friends. My name is B. E. Beall. We are sorry to see him attempt to ignore the article and treat it with the silent contempt it is richly merits. Such a course, however, in the minds of many of us, is equivalent to an admission of our part that we had erred, and we can not allow such an impression to exist. Mr. Beall's name has furnished us with Mr. Beall's correspondence, and as we write we have before us Mr. Beall's application. It bears date of May 9, and is made out on a regular application blank. The name of A. E. Beall is duly appended and his bondsmen are H. S. Rounds and J. F. Curry, the names of the two gentlemen testifies that the bondsmen are good.

The application is accompanied by Mr. Beall's check for the customary initiation fee, and it is drawn on the First National Bank of Sioux City, in favor of C. C. Maxwell, Treasurer.

We propose to dismiss the matter with the foregoing simple statement of facts. We will merely add that we have shown the correspondence, application and check to Burt B. Chapman, of the Chapman Bill Poster Company, which the correspondents have extended to members of the Inter-State Bill Posters' Association by conforming to the directions in another column.

The Empire Show Printing Company, of Chicago, which has been operating under an assignee, has finally stopped altogether. Ringing bros, and various other showmen who patronized it, lost their work over to the Central, only to find out that they would have to move it again.

The Enquirer Show Printing Company, of Cincinnati, is very busy. They are running night and day.

The Gibraltar Bank Note Company's customers are happy to hear they have not yet been sold. The assignees are encountering great difficulties in finding a purchaser.

Hennesan & Co. have been compelled to move their plant to the larger and commodious Missouri building at 791 and 741 Sycamore Street, Cincinnati. The growth of this concern has been marvelous, and their cramped quarters in the Donaldson Lithographing Company's building have been much too small for a long time past. Their new building will afford them ample room to grow. They have added three new cylinder presses, which doubles their capacity.

We are in receipt of one copy each of the Correspondent Route Book, the Correspondent Date Book, and the Correspondent Post-Route Date Book. These books are without doubt the most ingenious of all the date books. The arrangement of each is simply perfect.

P. E. Habe is a show printer and a bill poster combined. He is an enthusiastic member of the Inter-State Bill Poster Association.

The Calvert Lithographing Company, of Detroit, Mich., is one of the largest poster printing establishments in the world. They have closed another big contract with the California Fig Syrup Company.

The Empire, Advertiser, Stuber and Company, and the Griller and all the others that have failed, make one feels inclined to believe that Chicago is a veritable graveyard for poster printers.

The Donaldson Lithographing Company has admitted an assignee. The two floors formerly occupied by Hennesan & Co. will be used to accommodate the new battery of presses.
BILLYBOARD ADVERTISING.

OFFICIAL CALL.

Chicago, July 1st, 1896.

To the Officers and Members of the Interstate Bill Posters Protective Association, and all Poster Printers and Advertising Contractors.

GREETING—

I respectfully notify you herewith that the second annual convention of the Interstate Bill Posters Protective Association, will take place at the Leland House, Chicago, Ills., July 21 and 23, 1896.

The meeting promises to be thoroughly representative and also bids fair to be the largest gathering of bill posters that has ever assembled in this or any other country. On this account, much weight, influence and authority will attach to the findings of the convention, and it is to be hoped that all members will report promptly at 10:30 A. M., Tuesday, July 21st, when the preliminary session will be called to order, and arrange to stay until the meeting adjourns Thursday, July 23rd.

Members of advertising agents and poster printers, are cordially invited to attend, and are notified herewith that there will be no executive or social chamber sessions during which they will be excluded. On the contrary, no measures will be discussed or adopted which will not bear the brightest light of day and be fair and open and democratic. Furthermore, visitors may rely upon being received with the utmost courtesy and hospitality.

Emotions of the utmost importance to the craft at large, will be transacted.

Respectfully,

CLARENCE H. RUSKEY, Pres.

SOCIETY, Waukegan, Ills.

American posters are the best posters in all the world. Some few cranks and criers of the fads of Cherub in France, and Beardsley in England; but America has the tasteful and artful George Schickley.

Chairman, Mr. P. F. Schickley, 355 W. Harrison St.

Special edition of handsome design, have been prepared for delegates and members, which will prove an open sesame to all places of amusement, and besides, all remaining over until Friday will be able to enjoy a day’s outing with entertainments of varied nature located on the lake and culminating in a big bonfire in the evening.

The reception committee will see that all visitors secure hotel accommodations at rates within their means. All inquiries in regard thereon should be addressed to the Chairman, Mr. P. F. Schickley, 355 W. Harrison St.

Reduced Rates.

All railroads east of Idaho will make a rate of one and one-third regular fare for the round trip to delegates and members attending the Interstate convention at Chicago, July 21, 22, and 23. 1896. When you arrive, please pay your fare to the ticket agent who will give you your ticket upon receipt of a certificate, which is furnished free of charge upon application.

BILLYBOARD ADVERTISING.

The International Bill Poster’s Protective Association is fashioned on these lines and though yet only in its infancy, its wonderful growth and popularity demonstrates conclusively that bill posters in general believe that the right car has finally been found. They believe that there must be some good and sufficient reason for the reluctance on the part of advertisers to adopt the boards. They argue, and rightly too, that an other medium is no potent, powerful and economical as the poster, and that therefore its worth should be generally recognized.

The old association has had ample time and opportunity to prove its value as a means in effect this end, and has failed, consequently they are anxious to give the new organization an opportunity.

At this writing 112 bill posters have written us, assuring us of their intention of attending the Chicago convention, and this number will probably be augmented considerably by the time the convention assembles.

It is difficult to predict just what the result of the Associated Bill Poster’s convention will be. While there is no denying the strength of the Liberals, and their diestant with the manner in which the association is now conducted, there is a probability that they will not muster their full strength at the meeting. Many are strongly disposed to abandon the fight, and go over bodily to the Interstate, and this will weaken the movement materially. To offset this, however, the gang will suffer a corresponding falling off in their supporters, who, fearing a still more severe payment will be levied on those in attendance to meet the large and pressing indebtedness of the organization, will also be missing. It seems impossible for the two factions to avoid a clash, but the outcome in either event will be of little interest.

An earnest effort will be made to recognize the International Association of Distributors, at Chicago. It is to be hoped that it will meet with success.

There is a wonderful field and opportunity for this form of publicity, but it needs to be fostered and developed. This can never be accomplished without associated effort and united action. Many existing abuses must be corrected—and they must be corrected by those now engaged in this business.

It is high time they united and agreed upon some general plan to this end. Distributing is second in importance only to bill posting, and the wonder is that it has not long since received more attention.

To allow the deficit created by the gang to remain longer unpaved for, will undermine the reputation. The floating indebtedness of the A. B. P. A., is large and imposing. Many of their obligations are long past due. Will they pay or repudiate?
HAND PAINTED POSTERS.

WHAT SHALL WE CALL THEM?

The many awkward ways we have of expressing this unique and comparatively new commodity we think calls for a special name. Siebe & Green call them "Rithograph paintings," which is rather a misnomer. "Hand Painted Poster" is lengthy and does not "tell it all." I offer the word Paintograph, which I think is simple, appropriate and expressive. Let us call them "Paintographs."

One of the first things that strikes the eye on the levee in St. Louis is "Battle Axe Plug, The Largest Piece of Good Tobacco Ever Sold for Ten Cents," etc. Painted in huge letters on a background of blue on nearly all the elevators and business buildings yet standing until the general wreckage at that place, it stands as a monument to the enterprise and ingenuity of these extensive advertisers. While St. Louis people are in no mood to read advertisements, now it is impossible to help seeing them, and these ads will in all probability sell Battle Axe Plug long after St. Louis is straightened out of the chaos that now reigns, where prosperous business was once carried on.

-H. C. Sturtevant.

We have before us the Modern Sign Writer and Up-in-Dated Ornamentor, $2.50, R. Henderson, Publisher, Newark, N. J., a book worthy of a prominent place in any sign shop.

AT IT AGAIN.

Peter Little schoolmaster, he has had to dig up again one of his "boys" caught red-handed in falsifying the circulation statistics.

The Argus News, of Crawfordsville, Ind., branded on the oath here in display type by Printers' Ink, on May 23, and still bill posters and advertisers of that kind are the only unreliable kinds.

Twenty-four newspaper boys caught in the last eight years, in the past year, and two months more to hear from! Nothing said about those who were not caught. It seems the craft is retreating, getting worse as they are getting older. Oh, tempers! Oh, mores! Oh H — I!

BATTLE AGAIN.

A SHANTY-TOWN IDYL.

We are told that an artist, out for a morning stroll, "—very good, say men, but let me take your brush for a moment."

A bystander — who has painted a rush sign on Mrs. Gilfoyle's door, while that lady was out — "Certainly!"

And the lad looks on from above.

PRUDES IN KANSAS.

A committee of the Topeka Ministerial Union appeared before the city council last night and asked for the passage of an ordinance prohibiting the display in public of show bills and pictures which presented the female form above unbosom in short waist and skirts. Speeches were made by Rev. Richard W. Hall, Rev. G. B. Gilman and Mrs. Van Cleave. The matter was referred to a special committee.

-Athletic City Journal.

The day Advertising Company, of Dayton, O., have splendid references, among them a senator, a judge and a bank president.

SPREADING OUT.

The Southern Bill Posting Co., with headquarters in this city is spreading out and now covers all the territory for a hundred miles or more around Knoxville. Manager R. C. Boush has just returned from Asheville, N. C., where he secured the billboard privileges of that city. He also secured the advertising for the theatre at that place.

This company stands leader in their line and now covers more territory than any other advertising company in the south and have wrought wonderful changes in their line of advertising in this city and surrounding towns since their organization in 1892. Many holes and draftsly places have been hidden from view by elegant billboards covered with imposing posters and large billboards displaying beautifully painted signs which now line our prominent streets, car lines and thoroughfares and many rough blank walls have been made pleasing to the eye by catchy advertising signs.

-Knoxville Tribune.
In regard to the question as to whether fakirs should be obliged to pay in advance, it seems to us that there is too much hesitancy on the part of secretaries toward traveling or transient fakirs. Secretaries of County Fairs as a rule, are good natured, easy going men, while the fakir is generally speaking, a man who will do you if he can. They plead poverty and poor business, and just at the last moment, like the witches in Macbeth, they make themselves scarce.

They are used to it. Many of them come to a fair never intending to pay a penny. With local people buying privileges, cheap credit may be had. But if the secretary wants to do business in the right way he will make the foreign fakir fork up in advance.

Don’t be surprised if a cheap Johnson protests his poverty. “If you have tears don’t let them get the better of you. Insist on the coin before you let your royal knighthood on the ground, and you will get it. Nine out of ten of them will go down into their pockets and fish up a roll of bill that will surprise you, and rather than go away, pay in advance.

The experience of the many secretaries, that these fellows do them year after year, and unless they get the money in the first instance they never get it at all.

An attraction that cannot fail to prove a success on Children’s Day, is that of little Charlie Kinsey of Creston, Ohio, with his trotting dog. Charlie is a thoroughly up-to-date kid and has succeeded in training one of his dogs “Charlie Dog,” down to 38. Pneumatic cylinders and fine trapings makes this a good attraction. He has five of these canine campagners.

Kennedy Bros., of Bloomington, Ill., have an excellent pair of rambling steers. They are booking as special fair attractions.

The Doubtful, under the management of Frank K. Davis, Rock Island, Ill., is a musical organisation ready to sign as an attraction.

One of the things that every fair manager ought to have is a self-locking, self-registering turnstile, such or similar to the ones in use at the World’s Fair. One of these turnstiles is sufficient for the ordinary county fair, and if its use there to the secretary a peaceful feeling of security that can be obtained in no other way.

A turnstile makes a dishonest gate-keeper into a useful and honest tool for a week at least, and will more than pay for itself the first year. It is a sure cinct on ticket brocuring by the gatekeeper.

The General Admission Ticket.

One of the most important questions, requiring a correct solution is the General Admission Ticket.

What style of a ticket shall it be? Where will it be had? What assurance is there that duplicates will not be struck off?

And on the question of tickets it may be said that a ticket which may give entire satisfaction to the committee for a chicken pie sociable, is likely to prove unsatisfactory to the secretary of a fair.

In the fair business it is necessary to have a ticket that can, first, be counted quickly; second, be sold quickly. The ordinary country promoter has not the facilities for furnishing this kind of a ticket. To be sure he can print “Admit One,” etc., on any number of pieces of card board, but this is not what the fair manager needs. He needs a ticket that he knows is accurately counted when he gets them.

The above cut represents a ticket that cannot be surpassed. It is the notched strip ticket, manufactured by the TICKET CO. of Philadelphia, Pa.

These tickets come in rolls, each roll containing exactly 1,000 tickets, consecutively numbered from 1 to 1,000, and so rolled that ticket number 1,000 rolls off first, thus enabling the greatest possible accuracy and convenience in accounting for tickets. The roll of tickets revolves on a reel which is screwed to the table or wall. They are a good thing. The old style of ticket wants to be laid on the shelf as out of date.

The following is an extract from a paper written by R. A. Bitter, secretary of the Green County (Wisconsin) Fair, on the subject of Premiums:

In the various classes comprising the fairs’ department is, I wish to make one suggestion. It appears to be the custom of many of the secretaries not to enter premiums in the main classes in order to give the same touch of fairness to all departments. The fairs are looking forward to the future and demand greater premiums. This can be readily done by the splitting up of the small classes into the large classes, with the result that the rate of premium fee will not be increased.

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In the various classes comprising the fairs’
America's Famous Death Defying AERONAUTS.

LeROY SISTERS.
Justly styled the Death-Defying Queens of the Air.

Now arranging dates with the leading Fairs, Summer Resorts, Fairs, Celebrations, etc., for single and double

BALLOON ASCENSIONS,
Balloon Races, Sensational Night Ascensions, all with Parachute Leaps. The greatest drawing attraction in America. Notice to Managers. We furnish everything complete, take all chances on weather and propriety and guarantee every ascension as per agreement. Don't ask a cent of your errand. Furnish all kinds of printing. For terms and particulars, address

LeROY SISTERS,
BILLBOARD ADVERTISING, Cincinnati, O.

THE NINETEENTH ANNUAL FAIR of
Pepin Co. Agricultural Society
Will be held at Durand, Wis., Sept. 21, 22 & 23, 1896. We have the best half mile track in the state, pleasant grounds, good accommodations all round, and always a successful Fair.

P. J. Ryan, Pres't. J. J. Morgan, Sec'y.

SECRETARIES! If you want to make your Fair a success, use Advertising Novelties.

Puzzles, Money, Duck Caps, Fire Crackers, Advertising Soap, Gum Labels, and a thousand and one things.

Send for prices and samples, quick. For references, John Guild Muirhead, Secretary, Interstate Fair, Trenton, N. J. Write him as to our goods. He has used them for years.

Palmeris Novelty Adv. Co., BROOKLYN, N. Y.

Entry Books and Account Books for Fair Managers.

My Books Fit the Business. Pull out of the rut and ride on the rail.

The old system was good enough in Noah's day, but there has been an idea or two even in this business since he was secretary of the First County Fair.

Send for Sample Leave.

If you want to pay $5.00 for a good thing,

KEMP SISTERS.

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

G. P. KEMP,
Managing Proprietor,
Permanent Address, El. PASO, ILL.

The Pickaway Breeders' Association Company.


EXCELLENT RACES. LARGE PURSES.

PRIVILEGE RENTERS, Attention.
Fair of the BERKSHIRE Agricultural Society occurs at Pittsfield, Mass., Sept. 16 to 17, 1896. Space 8 ft. in depth, at $1.00 per front foot. Fair open evenings. Write at once to

LUTHER L. ATWOOD,
Supt. of Rents., PITTSFIELD, MASS.

A Great Fair Attraction.

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The Pickaway Breeders' Association Company.


EXCELLENT RACES. LARGE PURSES.
THE GREATEST OF ALL SPECIAL ATTRACTIONS!

Cook's Royal Roman Hippodrome and Equine Paradox.

NOW BOOKING FOR THE FAIR SEASON OF 1896. FOR TIME AND TERMS, Address, JAY COOKE, Business Manager, PERU, IND.

WALTERS MERRY-GO-ROUND
AND BALLOON ASSOCIATION.
THE CANTERBURY AND RELIABLE AERONAUT.

Balloon Ascensions, Parachute Drops, Trapeze Performances, Slide for Life, Bicycle Acts, Tight Rope Performances, Tower Dive, Chariot Races, Roman Races.

J. A. FULLER, City Bill Poster
Albert Lea, Minn.

6000 FEET OF BILLBOARDS.

STILL AT THE FRONT.

Looking for Advertisers!

You think LINCOLN, ILLS. a small town, don't you? But she has over 11,000 inhabitants, and you who have never advertised here would do well to do so. I am the only Commercial Bill Poster in city. I use no boys; regular men. Price, Bill Posting, 30 days, 5 cents per sheet. Distributing Circulars, $2.00 per 1,000. All Boards lighted by night with electric lights. Control all poles, Street Cars in the City. Town licensed.

Chas. C. Maxwell
is my name.
Treas. of Inter-State B.P.A. of U.S. and Canada.

SPICY bicycle daily. Ask for me. Boston, in a day. Try it in, two or three days.
ILLUSTRATED BILLBOARD ADVERTISING.

KENTUCKY.
Alexandria Aug 29, 1929, Geo B White prep, John C. Thrasher, 121 North Main. 1st class Fair July 26 to Aug 2.

Bardstown J. V. McSpadden, 170 West Main. 1st class Fair July 29 to Aug 2.

Bowling Green Mrs. J. F. Arnold, 113 West Main St. 1st class Fair July 29 to Aug 2.

Burlington Metz Bros, 111 W Main St. 1st class Fair July 29 to Aug 2.

Covington Mrs. J. C. Baker, 124 South Pearl St. 1st class Fair July 29 to Aug 2.

Ewing Mrs. L. E. Ewing, 80 W Main St. 1st class Fair July 29 to Aug 2.

Falmouth Mrs. J. W. Collins, 125 W Main St. 1st class Fair July 29 to Aug 2.

Louisville Mrs. E. L. Shaw, 300 W Main St. 1st class Fair July 29 to Aug 2.

Murfreesboro Mrs. E. L. Morris, 110 W Main St. 1st class Fair July 29 to Aug 2.

New Albany Mrs. J. W. Walker, 101 W Main St. 1st class Fair July 29 to Aug 2.

Pikeville Mrs. J. L. Johnson, 302 W Main St. 1st class Fair July 29 to Aug 2.

Rogersville Mrs. J. W. Rogers, 113 W Main St. 1st class Fair July 29 to Aug 2.

Reading Mrs. J. W. Causey, 114 W Main St. 1st class Fair July 29 to Aug 2.

Shelbyville Mrs. J. W. Crerar, 112 W Main St. 1st class Fair July 29 to Aug 2.

Elkhorn Jan 29 to Feb 2. W W Brownson.

MAINE.
Bridgewater F. Wonek and Mechanics Fair July 29 to Aug 2.

Canaan Aug 7 to 17. W P. Howard.

Houlton July 16 to Aug 2.

Lewiston Mrs. J. W. Bowers, 125 W Main St. 1st class Fair Aug 2 to 9.

Litchfield Mrs. J. W. Bowers, 125 W Main St. 1st class Fair Aug 2 to 9.

Rockland Mrs. J. W. Bowers, 125 W Main St. 1st class Fair Aug 2 to 9.

CALEDONIA.

 resource text here...
Cover it completely by recourse to the
Billboards, Bulletin Boards and Mural Signs

... of the ...

Huest-Stout Sign Co.
City Bill Posters, St. Louis, Mo.

Members of the Inter-State Bill Posters' Protective Association.

H. H. BEALE,
Licensed Bill Poster and Distributor,
Best of References.  Baton Rouge, La.

 Owning fine boards and best locations in city.
 Honest work, and clean Thirty Days' showing.

VICTOR JANNEY'S DEPARTMENT OF PUBLICITY.
Bill Posting, Card and Sign Tacking and Distributing in Marshall,
Martinville and Casey.
Our Main Street is the Great National Road built by the Government and at-
tends from Cumberland, Maryland to Montgomery City, Mo. It has more
transit travel than any road in the world.
MARSHALL,  -  -  ILLINOIS.

Poff's Advertising Service,
BILL POSTING, DISTRIBUTING, CARD TACKING
And General Out-Door
ADVERTISING.
A. M. POFF, Mgr.  LAWRENCE, KAS.
Bonded Member Inter-State Bill Posters' Protective Association.

Fred S. Schaefer  BILL POSTER, DISTRIBUTOR, SIGN TACKING.
TOTAL POPULATION 25,000.
CIRCUIT BILL POSTER,
Only Bill Poster in Marshall and Putnam Counties.
SATISFACTION GUARANTEED.  HENRY, ILL.
Bonded Member Inter-State Bill Posters' Protective Association.

W. E. PATTON,
The Only Bill Poster and Circular Distributor,
In CORINTH, MISS. or near.
PUBLICATION, Alcorn County, 18000; City, 2700.
I will place all kinds of Advertising Matter into the hands of the Buying Class.

Grove Lithographing Co.
MILWAUKEE, WIS.
Large Litho Poster Work our specialty.

It was our intention to publish a list of the names of those who will attend the Inter-State Bill Posters' Convention at Chicago. We held it until the last moment in order to have it as complete as possible, but it with much other matter is covered out by the extraordinary and un-
expected demand for space by advertisers. At this writing, noon, June 29th, one hundred and seventeen members have advised us they will attend. We predict the Inter-State Convention will have the largest attendance of bill posters that has ever assembled in this or any other country, in the history of the craft.
Billboards

Owned and controlled by the Hustling

JOSEPH E. GIRARD,

Licensed Bill Poster and Distributor of

Population 60,000.

ERIE, PA.

I absolutely control the very best locations in the city. Prices right and honest work my motto. A HORSE

AND CART OR CARRIAGE at the disposal of Agents, Contractors or Inspectors at any time. CALL ON

ME; LET'S GET ACQUAINTED. Correspondence Solicited. Work Guaranteed. ……………………

Recent Member of the Inter-State B. P. A.

OFFICE, WONDERLAND BUILDING.

ELLIS N. SPARROW,
1010 N. 7th STREET.
Bill Poster & General Advertiser,
VINCENNES, IND.

Send on your samples, they will reach the houses as soon as received. I use good paste, and paper always stays up till time runs out. My prices are up to the times. Member Inter-State.

Effingham, Ill. Population 6,000

ALL THE BILLBOARDS IN
EFFINGHAM, ILL.
ARE OWNED AND CONTROLLED BY
WARREN & AUSTIN.

Send all paper for
Also West Troy, Watervliet, Lansingburgh and
Chambers Island,
MRS. M. E. DUNDON,
CITY BILL POSTER AND DISTRIBUTOR,
No. 114 Fourth Street, TROY, N. Y.

ESTABLISHED 1869.

Member of Inter-State Bill Poster's Association.

CHAS. W. STUTESMAN,
PERU, INDIANA.

LICENSED CITY
Bill Poster and Distributor

Estimates and Lists of Boards Furnished on Application.

TROY, N. Y.

Mrs. M. E. Dundon

City Bill Poster.

Inter-State Member.

Eastport,

Maine.

J. A. Muldoon

List of Boards and Towns on Application.
JULY, 1896.

BILLYBOARD ADVERTISING.

Joseph H. Martin,
City Bill Poster and Distributor,
Beatrice, Neb.

R. R. GARVER,
BILL POSTER AND DISTRIBUTOR,
NEW HAMPTON, IA.

Population 2284.

Best country on earth for advertisers. Own all boards in the city and surrounding.

W. S. NUGENT,
Bill Poster and Distributor.

Do my own work. Good boards, all located on principal streets. Population over 5,000. Two big new mills, sugar factory, two railroad shops, four railroads entering the town, and several daily lines of steamboats, besides a good bank. Several machine shops, blacksmith shops, wagon shops, etc.

Palatka, Fla.

BELLE PLAINE, IA.

Population 3,500.

J. M. Moore,
Bill Poster and Distributor.

Six other towns. No Boys. No Bills thrown away. Inter State Prices

P. O. BOX 273.

MELOY’S DISTRIBUTING AGENCY.

Prices range from $1.50 to $5 per m.

WM. M. MELOY,
BOX 49.

CARLISLE, PA.

C. B. WAGNER, Mgr.

MELOY’S DISTRIBUTING AGENCY.

Prices range from $1.50 to $5 per m.

WM. M. MELOY,
BOX 49.

CARLISLE, PA.

C. B. WAGNER, Mgr.

BINGHAMPTON BILL POSTING CO.

Out-Door Display Advertising and Distributing.

Control Best Locations in Binghampton, Loteshire and Union.

Sample Prices for All Kinds of Business. Estimates Furnished.

P. M. COOLEY, Mgr.

BINGHAMPTON, N. Y.

BINGHAMPTON BILL POSTING CO.

Out-Door Display Advertising and Distributing.

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Out-Door Display Advertising and Distributing.

Control Best Locations in Binghampton, Loteshire and Union.

Sample Prices for All Kinds of Business. Estimates Furnished.

P. M. COOLEY, Mgr.

BINGHAMPTON, N. Y.
If you want to advertise anything, anywhere, at any time, use posters—Donaldson Posters—the kind that pay. Address

The

Donaldson Lithographing Co.

Cincinnati, Ohio.

Put your faith in posters, apt, striking pictorial posters. They yield maximum results at minimum outlay. Try them.
OUR NEW BOARDS
Prominently located on corners, under electric lights and along Electric Railway, are bound to give best results.
D. C. Benjamin, The City Bill Poster
WINDSOR, ONT.

O. A. COLE;
Bill Poster
—AND—
Distributor.
Stevens Point, Wis.
Population, 10,000.
Member Inter-State B.P.P. Association.

W. S. YOUNG,
Reliable Bill Poster.
ONLY ONE IN TOWN.
The fact that I own and manage the Opera House, Billboards, and several other ventures, should be sufficient guarantee that your bills will have prompt and careful attention. Try me and be convinced.
Member of Inter-State.
Farmer City, Ill.

H. BONI. HEMSTECER,
Manager.
114 to 124 East High St.,
Piqua, Ohio.

G. G. Scranton
City Bill Poster.
Good Work. Good Boards.

Sault Ste. Marie,
MICH.

Henry Werner,
CITY BILL POSTER,
WINONA, MINN.

Send your
Bill Posting and Distributing
W. P. BAXTER,
RICHMOND, KY.

Notice to Advertisers:
If you DON'T want your Posters put up in good shape, on good boards, and in good places, where they will do you some good, DON'T send them to the Hustling Bill Poster,

E. S. Carpenter, Danielson, Conn.

INDISPENSIBLE!
The Correspondent Route Book
The ideal book for Managers of Road Attractions.
Cost Pocket Size, 3½ x 5½ inches.
Beginning April 8, '86 to July 31, '87.

The Correspondent Date Book
FOR HOUSE MANAGERS.
Cost Pocket Size, 3½ x 5½ inches.
Beginning July 5, '86 to July 31, '97.

The Correspondent Vest Pocket Date Book,
For Managers of Opera Houses, or Road Attractions.
Vest Pocket Size, 2½ x 6 inches.
Beginning April 1, '86 to May 31, '86.

Advance Sheets and Price List Mailed on Application to
Correspondent Show Printing House,
J. BONI. HEMSTECER, Manager.
114 to 124 East High St.,
Piqua, Ohio.

E. R. Hawley,
LICENSED
BILL POSTER, DISTRIBUTOR and GENERAL ADVERTISER,
SIoux CITY, IOWA.

Three-Quarters of the Consumers Live in Small Towns
Maysville, Ky.

Maysville, KY. MOSSON COUNTY.
A LEADER IN THE STATE,
We can post without waste: 100 one sheets, 30 three-sheets, 5 stands 724 or 1224.
Price 40c. 500 days showing a 8-6 and it means 50 days.
John D. Taylor, Bill Poster.
Red Wing, Min.
Population 9,000.
W. M. Cline,
City Bill Poster
And Distributor.

Own and control all billboards and deal
walls. Member Inter-State R. P. A.

500 Fresh Gummed Addresses of
Agents and others, all over the U.S. Just the
thing for you doing a mailing business.
Price 50 cents, silver, per copy. Address
J. T. LUMPKINS, NEVA, VA.

NOTICE:

{SHEBOYGAN, WIS.,
JULY 1st, 1896.

In the name of The Kempf Bill
Posting Co., you are hereby notified that
this town is ready to be billed, and you
should send your Posting, Distributing,
Tacking, etc. etc. We guarantee
prompt and honest service. Population
21,130. Billboards, 2,000 running feet.
Special, 8-sheet, 6-sheet, 3-sheet and 2-sheet
boards. Have our own steam boiler and
paste mixer. Two posting rounds made
daily. Covered wagon for distributing.
Yours faithfully,
THE KEMPF BILL POSTING CO.
SHEBOYGAN, WIS.
N. E.—Members of Inter-State.

Brantford, Can.
What's the matter with us? We're
all right, and ought to be on your
list. Summer Resort. Population
17,000. Excursions every day.
C. M. SMITH & CO. cover
the ground. Up-to-date outdoor
advertisers in paint or paper, 50,000
feet of space, and more coming.
We're up quick.

C. M. SMITH & CO.

C. Frank Trott,
For All Kinds of Advertising.
Bill Posting,
Distributing,
Card Tacking
Owner and Manager of all Billboards in
the city WORK GUARANTEED.
Population 6,000.
Fr. Riley only 3 Miiles. 800 men stationed.

C. Frank Trott,
CITY BILL POSTER,
Junction City, Kas.

A. M. Keller & Co.
JACKSONVILLE, FLA.
City Bill Posters
And Distributors.
General Advertising Contractors for the
State of Florida.
We try to give all our patrons the very
best of satisfaction.
GIVE US A TRIAL.

MATTAPAN, BOSTON, MASS.
ADVERTISERS SEND WORK TO
DAVID L. CUSHING, 118 River st.
Distributor and General Advertiser.

J. E. McMahan,
City Bill Poster and Distributor,
Pawtucket, R. I.
Central Falls, Lonsdale Valley Falls and Elysville, Ashio and Barkley.
Population in all cities, 42,000. Capacity: Posting, 3,000 sheets. Distributing, 18,000.
Member of the Inter-State Bill Posters' Protective Association.

VANSYGKLE AD. CO.
Are the Only Reliable
Distributors and Sign Tackers,
IN
INDIANAPOLIS, IND.

W. J. Horn, Ills.
CITY BILL POSTER,
Distributor of Sign Advertiser.
I do advertising in all surrounding
towns within a radius of 25 miles.
Your order solicited. All work guar-
anteed. Reference furnished upon
application Can post 4,000 sheets
alone in the city.
Plenty of Space. Good Locations.
MAKE YOUR
OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of this paper 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 Zone Process Co., Coffey, Ind.

O. J. JOHNSON,
GENERAL
Outdoor Advertising

I post what you pay for. You get a showing for your money as when you bill.

Galesburg, Ills.

My boards are all new built of matched lumber. All billboards are located on car lines, principal streets and drives. Illuminated by electric light.

G. J. JOHNSON,
Population 21,580. City Bill Poster
Member of the Inter-State.

Pecan Valley
Bill Posting Co.

AND
General Advertising Distributors

Theatrical and Circus
Bill Posters,

G. H. THOMAS, Manager.
Member Inter-State B., F. A.
Brownwood, Tex.
P. O. Box 406.

W. C. TIEDE,
Licensed City Bill Poster.
DISTRIBUTOR
and GENERAL ADVERTISERS.
Office and Residence,
No. 325 Main Street,
32 RACINE, WIS.

Population 24,896.
Member of the Inter-State Bill Poster's Association.

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

LICENSED
Bill Posting,
TACKING,
DISTRIBUTING.

KANSAS
Bill Posting Co.,
LEAVENWORTH, KAS., WICHITA, KAS.,
TOPEKA, KAS.,
ST. JOSEPH, MO.,

GENERAL OFFICE,
TOPEKA, KAS.,
J. M. CRAWFORD, Mgr.

Member of the Inter-State Bill Poster Protective Association.

Bill Posting, Sign Advertising, Distributing, 10,000 Square Feet of Billboards
We own and control all the Principal and Best Boards in.
We paint all kinds of Billboards, Barn and Fence Signs and Guarantee same for one year.

WHY NOT Increase Your Traffic?
All our Posting Bugs are New and Tackinig Strings and Tackinig Clips are made for special work and kept in our store, we guarantee to do our best and care to please in all our work.

AND Be Work in all Intermediate Towns.

WE GUARANTEE To Post within 72 Hours.
72,000 READERS DAILY.
Write for Estimate and Price.

W. E. CARWITHEN,
Licensed Bill Poster and Distributor,
My reference is my work, which speaks louder than words.
613 Commercial Place,
NEW ORLEANS, LA.
Member Inter-State Bill Poster Protection Association.
If you want to post

**CHICAGO**

Send your paper to the

**CHICAGO BILL POSTING CO.,**

395 West Harrison St., Chicago, Ills.

Who own and control all the most prominent
Boards, Hoardings, Posting Stations and points
of vantage in the city of Chicago.

---

**RICHARD WAHLER**
City Bill Poster and Distributor.

**FREEPORT, ILL.**

**Old Colony Bill Posting Co.**

The Second Largest City in New England.

**Springfield, Ohio.**

**H.H. Tyner,**
City Bill Poster,
Unasked-for Praise.

W. Chandler Stewart,

ADVERTISEMENT WRITER,

4110 Parkside Ave.,

PHILADELPHIA

"You certainly have an excellent knack of putting things in a catchy and forcible way." — R. C. Leipzig, Manager of Agencies, Penn Mutual Life Insurance Co.

"We know your work well enough to commend it in the highest possible terms." — The Medical World.

"We have received quite a number of advertisements from different ad writers, but can unhesitatingly say that yours is the best we have received." — Kentington Whiel Co.

"We are in receipt of cuts and copy for five new advertisements, as ordered. The same seem to have been prepared with care, and are very satisfactory. We herewith enclose check for a new order of six more of your original advertisements."— Dow & Finkhaus, Fire Insurance.

"We have received work from a good many advertisers, but you seem to catch on to our requirements better than any of them."— gears & Son, Dept. Store.

"That Columbus Better you wrote for us ten months ago is pulling yet."— Barney & Co., Printers.

"Mr. Stewart has a correct idea of what constitutes advertising, and is gifted with the faculty of appealing to the business sense forcibly and clearly."— "The Inland Printer.

"I like your work." — Gunther & Bro., Dry Goods.

"The ads and cuts came duly to hand, and am very well pleased with them. I like the wording and display, and I think they hit the most important points square on the head."— H. W. Oliver, Bookseller and Stationer.

"My Book, by Me!" is the title of a little book just issued by W. Chandler Stewart. The cover is printed in colors and is illustrated by a fat bellyman of ye olde time vigorously ringing the bell of publicity. Mr. Stewart has wisely departed from the usual custom, and has used very little space in telling what he can do, and a great deal of space in showing what he has done; a large part of the booklet being devoted to reproduction of high-class ads he has written for people in all parts of the country."— Editor of "Brand.

"I am pleased with the ad you wrote for us, and I am gratified to know you don't want the cork for your services."— R. W. White, Commission Co., Kansas City Stock Yards.

"We like your ads very much."— Fort Worth Pharmacy Co.

"Our record for business in 1895 was away ahead of anything in the State of Kansas for the size of the town. Our business was simply phenomenal."— Jos. F. Nally, Dept. Store.

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When you write, mention Billboard Advertising.

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The Marion Advertising Co.
Licensed Bill Posters.

Cadwell F. Mevis, Waukesha, Wis.
CITY BILL POSTER,
Posting, Distributing, Card and Sign Tacking, Window Work.
638 MAIN STREET, WAUKESHA, WIS.

J. D. Lawe, City Bill Poster
AND
Distributor,
Owns and controls all Bill Boards and Advertising Space in the City.
Population 8,000.

Kaukanna, Wis.
Member of Inter-State.

SHOW PRINTING.
DATES BEST AND CHEAPEST 3-SHEETS
P. B. Haber Printing House,
Fon Du Lac, Wis.
Inter-State Bill Poster, Too.

City Bill Posting Co.
Licensed.
Up-to-date Bill Posters,
General Out-door.
...Distributors.
Advertisers.
113 East Main St.
Marshalltown, Iowa.
Members of Inter-State Bill Posters Protective Association.

Pana, Ills.
8,000 Population.

Roley
Does the Bill Posting,
Owns the Boards,
Will distribute at Inter-State rates,
Is Secretary of the Fair.
Box 66.
Lou Roley.
Member of Inter-State B. P. A.

Charlottesville, Va.
Population 12,000.

J. Rinaldo Cox,
Licensed City Bill Poster,
Owns and controls all Billboards and Walls in the city and vicinity.
Distributing and Tacking a Specialty.

Inter-State Bill Posters' Pro. Ass'n.
A. E. BENTLEY, Only Licensed BILL POSTER in GAPHTIBUR, Capital of Oklahoma Territory, 30,000 fast of space, and satisfaction guaranteed. Rates in due course of time. A. E. Bentley, GUTHRIE, OKLA.

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

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