

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



JOSEPH E. GIRARD.

August, 1896.

ILLUSTRATED ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

Vol. IV., No. 7.

CINCINNATI, AUGUST 1, 1896.

THE POSTER CAFE.

TACT IN ADVERTISING.

What is tact? Whether that defines it or not, it is a quick or intuitive appreciation of what is fit, proper and right; fine or really mental discernment shown in saying or doing a proper thing."

At a social function, in Mass., of which James G. Blaine was host, an honest old farmer who had just purchased a case of wine, for the first time, sought out Mr. Blaine, and, taking him to one side, said:

"Mr. Blaine, that those puddle o' wine is fine."

Mr. Blaine evinced the liveliest concern at the old fellow's remark:

"Can't he possible?" Mr. T. I will not about it immediately."

Half an hour afterwards, again meeting Mr. T. said the throng of guests, Mr. Blaine said:

"It's all right, friend T., that was only a new, fangled shay my cook has been getting up."

There was definite and discriminating tact on the part of Mr. Blaine, who at the time was a candidate for President of the United States, and, naturally, was solicited to gain the support of every estate he laughed at or despised. The farmer, he would, perhaps, have made of him a life-long enemy by listening, with apparent concern, to the farmer's discovery that the puddle was fine, and expending his attention to lamely and not at all saving what was the matter, he accomplished an opposite result, and cooled the wine that a man to be great, in great things must be great in small things.

It matters not what, goods, what wares, what business enterprise you possess, or how much you and rigor, enterprise and path are ornaments of your making up, if you are lacking in tact you are destined to one of the common fates of success. Tact is the ball that balances your kite; the governor that regulates your sugar; that wire and keeps it running like your machinery; the guide, the star, or reflection device in place of action, a method for financial advancement, a medium for bringing your manufacturer, your manufacturer, or your business ventures in touch with the public, or suggests the method of an interview from which you are hoping to derive profitable or advantageous results; but without tact your endeavor is futile and sure to end in loss. There would have needed of any assignment advised, the necessity of many a

financial crisis and many a vexed face. Tact pleads the peace, safety, from out the noise, danger, and brings victory out of defeat.

There is also what is illustrated in many ways, but I single illustrations will suffice. Take, for instance, an individual, firm, syndicate or corporation desirous of reaching the public through the medium of a poster. A design is conceived, descriptive lines are prepared, the artist's genius and the printer's skill are called into requisition, and the developed poster is spread broadcast throughout the Union. The artist has done his best in accordance with the designs furnished him, and the printing and coloring are accomplished. The proprietor of the poster has been far from sagaciously in the matter, and he waits with fond anticipations to see the results. Some the income in his pockets are marked and desired, and the utility of the poster as an advertising medium is established beyond a peradventure. Yet, something is wrong, something is lacking. Mr. Jones, or Mr. Brown, or Mr. Smith, who is handling either wares or advertising a similar industry or venture in his line, is meeting with more a greater and more pronounced success, and he is at a loss to assign a reason.

Yet the reason is obvious. He has simply failed to produce a poster, or his competitor, or to take the proper and proper attention. The design is comparatively simple, and lacks, perhaps, originality. There is little striking in the picture to cause the customer to stop and gaze. The descriptive lines are feeble, and not sufficiently expressive and frequently the reverse from being catchy. In a word, there has been a deficiency of tact displayed in the preparation of the poster, and there you are.

The saying is true—blessed that is who has himself for a client, his a fool for a lawyer?—and this is applicable to most of the walks of life. One might, in an emergency, be able to half-side his own horse, but to put a spook on his enemy's shoulder; but the job would be a crude one at the best, and altogether unadvised. You may be impressed with the idea that you are an expert in the art of engraving, or at least in engraving and engraving a design, and that in producing catchy and attractive lines you are quite equal to the task. Probably you are right, probably you are wrong. If right, you can not fail to interest the public in your poster, provided you sell the advertisement of fact into requisition. If, on the

contrary, you have too highly rated your abilities, a failure is within the bounds of probability.

In the United States are several persons who make the poster engaging and preparing a specialty. They are men fertile in ideas, and quick to intuitively grasp the requirements of the poster they are considering, and able to produce that which will expeditiously command the attention of the passer-by. There are others, adept and practical advertisement writers, who can make a screen out of a crude song, or a weak song out of a screen. If you would succeed, beyond a question, with your poster, and bring placid returns to your treasury, send a few dollars in purchasing these gentlemen, and the work will be a fee-gone conclusion.

NO BETTER WAY.

There is a possibility that the present popular poster may figure in politics. It is now used to advertise everything from a railway show to a magazine, from patent medicines and beer to Sam Bernhardt, and it really seems as if there were a "blow in" "Falkland" on the walls of the political arena. As yet the advance agents of the great parties have not adopted the idea, but an ambitious printer, who thinks he sees an opportunity in this line, has introduced a highly successful poster to the Republican Congressional committee, setting forth in red, blue, and various letters of the largest display type the claims of Mr. McCreedy and the Republican Party for the support of the people.

But this is scarcely up to the artistic standard of the times, and it is possible that the political poster may do duty in advertising of the respective candidates. It has been suggested that the Republicans might use the Napoleon picture so placidly drawn from the past year, representing Maj. McKinley outside of a "wooden" house, or leaving the way across the Alps of adversity into the glorious Valley of good times. On the other hand the Democrats might represent the Bey of Syria or the Florida standing on the shore of the Alps of adversity, "where it will not be too hot for him," or as an exquisite panorama the picture of a sailing ship borne down by the waves of adversity, around the political sea.

There is an artist who has been asked to design a poster for the Republican committee which is a fine work. It depicts the Statesboro' Post

THE POSTER CAFE.

The Fourth Street, is a recent issue, make a gentle kick in this matter:

The poster case is responsible for some fine advertising that may scheme ever devised by the inventor's genius for publicity—newspaper, who has played "duke" with the cunning politician. Advertising by using the poster case is an easy thing, a thought and a flourish for the most happy when he has all the best of it and a great deal more than he deserves.

The one that, gold brick, how do you do, gold-brick, suitable cigar and bottle glasses are taken compared with the policy of the poster shay is securing space for nothing.

The original outfit is considerable, but it is simply a trifle when compared with the free space secured. It is an ill wind, etc., and the good that comes to somebody is very soon to be with the fellow who buys posters.

The signs that about, posters that one can see through a sign, and the various other manifestations of eccentric genius, running now in poster form, do more than decrease the landscape, for thereby is secured estimated free advertising.

It is a simple and effective. Immediately has something to advertise. The sign has a poster made. To quote the illustration, who is always ahead in his discovery and his continuous acquisition of poster art. Striking back he would make himself. His gun is generous and self-satisfied, for he has several demands of dollars worth of advertising in the newspapers which have even paid to have his poster engraved.

Is there anything simpler? Could there be any confidence given your poster?

Advertisement.

Probably Advertising has this in its regard to the value of a season. One of the most successful sign painters in New York was, a few years ago, an under-pink clerk in a bank. He was told one day at a job that he could have the use of a fence on Fifth Ave. if he would let. He did. The result of it, for advertising, brought him in seven-hundred forty dollars he received an salary. This opened his doors eyes and he obtained a job in the bank.

The value of fences in big cities for advertising signs (posters) has only been appreciated of late years. Now the question now as a popular through the



The Convention.

A GREAT BIG SUCCESS.

Large Attendance, Much Enthusiasm, and
Furthest Harmony Characterized the
Proceedings.

It was exactly 12:30 A. M., Tuesday, July 21, when President F. F. Schaefer rose, great to hand, and rapped for order. He looked out upon the assembled and most thoroughly representative gathering of bill posters that had ever gathered in this or any other country.

The big club scene of the Leland Hotel was packed to overflowing with members of the Intra-Sale Bill Posters' Protective Association. They came from far and near. The East, the West, the North and the South were thoroughly represented, as were also cities, towns, and even villages. At the president's left sat Treasurer C. C. Maxwell, of Lincoln, Ill. At his right Vice-President Stone, of St. Louis, was announced, and next to him sat Clarence E. Eganey, secretary of the organization and the official stenographer of the convention.

The matter presented was dignified, impressive, and inspiring.

At once at the president had secured order, he engaged the chair to favor Vice-President Stone, while he listened with the flow and followed his mental message in which he reviewed the progress and principal events of the year just past, and pointed out mistakes and announced which he needed the consideration of the association.

His spoken reply, but evenly and clearly.

The delivery of the message commenced shortly on hour of the preliminary session which adjourned at 12:45 P. M., after the Committee on Credentials had been appointed.

The first regular session was called to order at 2:30 P. M. The report of the Committee on Credentials was read, and adopted, after which business was taken up in the regular order. The roll was called, and seventy-one members announced present. (Others come straggling in, until at adjournment eighty-two members were in attendance. This number was increased on the second day to one hundred and six, and on the third day to one hundred and eighty-two.) The minutes of the previous meeting at Springfield were read, and approved. Under the head of "Communications" a vast deal of correspondence was read, consisting in the main of letters and telegrams of regret from members unable to attend, inquiries, complaints, and letters

from local theaters and open houses. The president listened through them with considerable promptness and dispatch.

Applications for membership were then taken up, and a lively debate took place to limit until the end of the session, was adopted in the form by the adoption of a motion to refer the matter to a special committee.

It became evident at this time that the vast amount of routine work on hand rendered it imperative to suspend the rules and take up the more important matters first. After a brief debate, a motion to this effect was carried with but these dissenting votes. The revision of the constitution and by-laws was taken up, and all changes and alterations carried and discussed. The matter was then referred to a special committee to be from the various articles, and it being after 4 P. M., the convention adjourned.

SECOND DAY.

AMORNING.

The members were late in getting together, and it was long past 10 o'clock before the convention was called to order. Vice-President Stone was in the chair, but President Schaefer assumed shortly after 11 o'clock. The report of the Committee on Constitution and By-Laws was read and accepted, after which the various articles were taken up section by section for discussion.

This covered the remainder of the session which came to adjournment at 12:30 P. M.

SECOND DAY.

AFTERNOON.

Convention was called to order with President Schaefer in the chair, and the constitution and by-laws were again taken up. There was considerable diversity of opinion, and the debates were stirring and intense; but the president had the members well in hand, and held them to the work under way, until a motion to agree regarding the rules again presented, this time to take up the election of officers for the coming year. It resulted as follows:

President, F. F. Schaefer, Chicago.

First Vice-President, P. G. Stone, St. Louis.

Second Vice-President, Harry Wilson, New York.

Third Vice-President, Geo. Noble, San Francisco.

The report of C. C. Maxwell, Lincoln, Ill. Secretary, Clarence E. Eganey, Washington, Ill.

The question of changing the name of the organization was taken up, and upon motion it was unanimously decided to

call it hereafter "The International Bill Posting Association."

Adjourned at 6:45 P. M.

THIRD DAY.

MORNING.

President Schaefer called for order at 10:15 A. M. It became evident that the chief interest of many members in the proceedings lay rather to go out with the election officers on the preceding day. But fifty-one members responded to roll call. The others, knowing that the prevailing sense went unanimously to give over to local, constitutions work, gave three-fifths vote to the adjournment of the session for today and night's meeting. The workers looked in with a will however, and finished a great deal of routine work. Meeting again adjourned at 12:30 P. M.

THIRD DAY.

AFTERNOON.

Called to order at 2 P. M., sharp. The minds of the workers were still further depleted, but a quorum was secured, and by hard, persevering efforts the remainder of the routine work was disposed with. A vote of thanks was tendered to the Chicago press, the outgoing officers, Sam Y. Jack, the Seibler Theatrical, and the Madison and Graham for committee assistance, and the Goodrich Street Club for their provision of a committee to fill weeks and rooms.

CHOICES.

It was F. M. Edwards who suggested the change in the association's name. The idea was eagerly adopted, and the action carried with a whirl.

Perry (read is equally well known as "Pete" and "Harry")

Al. Weber, of New Orleans, was designated by a unanimous vote, on motion, and did not arrive until Wednesday evening. He made his presence felt in both sessions on Thursday forenoon, and the association is indebted to him for many valuable hints.

If there was ever a more grateful, pleasant, and altogether popular gentleman than F. F. Schaefer, some of the members and delegates present had our heart of him.

Washington Irving, postmaster of Chicago, extended a cordial invitation to the members and delegates to visit the new post-office, and inspect his workings. Some forty or fifty did so, and enjoyed

the exposure thoroughly. Postmaster Irving was extended a vote of thanks.

Col. Ben Rabbitt, of the American Bill Posting Co., Chicago; Gen. W. Leonard, of Great Rapids, Mich.; and W. H. Walker, of Detroit, Mich., were visitors.

F. S. Fisher was presented inasmuch attending by telegraph.

The new name, "The International Bill Posting Association," is an improvement.

W. M. Feltner, of Chicago, was elected a delegate.

Harry Munson, of New York, was elected a delegate.

S. V. De Long, of Albany, Ill., was one of the faithful who attended every session.

Fred W. Jenks, of Elgin, Ill., took an unusual interest in all debates and discussions.

C. E. Woodworth, of Fort Wayne, Ind., was there.

Frank F. Myers, of Danville, Ill., was organized anew.

J. E. Girard, of Elm, Pa., made many friends.

W. J. Stone is active and aggressive. His influence was felt here.

Clarence K. Eganey is the most systematic and efficient worker on the International Bill Posting Association. He is wonderfully popular with all men.

Harry Hoopes, of Champaign, traveled a thousand miles to be present.

Henry Warner, of Wilson, Mass., expressed himself an delighted with the convention.

Ben Mavris, of Ansonia, Ill., went home each night, but was on hand bright and early every morning.

Some Live Advertising.

The "read make" of New York City are thinking at this time about "read make" and are on the verge of a great big success. The idea that is an exciting particular attention, is that advertising the success of a certain read make, and advertising a particular advertisement. Bill of Publishers (which is printed in the morning) is a business which is the "read make" of work. There were two of them, and they were carried with business a fast check and paid with each other by the hour. In these respects they differed from the other bill, who work with some of their bills and take others. These bills were "read with bill, who may they appear more than the bill of that kind of a nature. In the morning they carried the job at once it was half way done, and at five o'clock they were getting ready to go to work for building, like an ad. - New York Journal.

DON'T BELIEVE HIM.

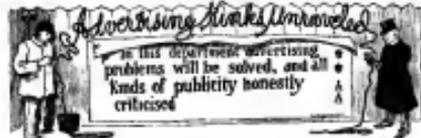
If anyone tells you that I can't put your paper in New York, don't you believe him. There is no boy, and never has been, who is willing to pay to do the work.

I can give you just as good a show, and just as big a show as you are willing to pay for, and on the best terms in New York City.

Wm. P. O'Leary

107 W. 31st St., New York.
Long Distance Telephone.





Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All notices and correspondence intended for this department should be sent to W. Chandler Stewart, 215 E. Fourth, Philadelphia.

A PENNY-WISE MAN.

Through my advertisement in *BILLBOARD*, *Advertisement*, I received an order, the other day, from a new man in the field of advertising, who wanted me to write a new page, single-leaf circular for his newly discovered dyspepsia. I did not write the circular and the reason I did not will form a good text for a column. I am going to proceed to write another advertisement.

I told one dyspeptic advertiser that a single-leaf, cheap-looking circular, such as he had in mind, would kill the sale, rather than increase it, of his remedy; that the public would "do up" his medicine by the "got-up" of his circular; that a circular, such as he wanted, would never be read anywhere, but two reasons. Firstly, it would be an unnecessary and unnecessary that it would never meet a dyspeptic's eye. Secondly, if some one, by chance, should happen to pick up one of these circulars (which were to be 3/4 inch), and printed on very cheap, and common paper, the cheap look, the smell of the common ink, and the mess that of the paper would give him anything but a favorable impression of the remedy advertised.

I wanted to originate for one dyspeptic advertiser a neat and attractive four-page folder of odd shape, containing on the first page nothing but a bold title. And I explained that these circulars must be printed, artistically, on good paper.

The dyspeptic advertiser said, he could not afford to circulate a number of copies out of such an elaborate and expensive plan. I said, I could not afford to write for him the kind that I wrote, but he would send me a page. The dyspeptic advertiser went his way. I went mine.

* * *

A CASE IN POINT.

A month ago I wanted to find the best water route to Rock Island, the most economical company who has the shortest and most direct route, and a miserable little circular, 6 1/2 by 8 inches, printed in the "kitchen" style. I received it out that a company who would send such a cheap circular, would run their steamboats on the same plan, and that they would contain a recommendation worth repeating. As a result, I decided on the Washington line, although they get you there by a much more roundabout way. Afterwards I found out that the company which sent me the poor cir-

cular, had very few boats, yet, through their cheap circular, they had a patron that I know of, and I have no doubt but that thousands of others are each year being won against their boats by their own circulars.

MORAL.—Any kind of advertising doesn't pay.

* * *

ONE FOR THE POSTER.

The other's only one kind of advertising—get-up, and go, and a newspaper-advertiser goes to going to disagree with me when I say that the small poster, or "hang-up," runs best, and abolishes the newspaper adlet at the summer recess.

The hotel people with around the office and walking routes by the user, reading all the well signs that they hang there, while the newspaper by newspaper gets the walking sticks; and, as for the small newspaper, half the gross don't know that it is published, and the other half believe that there is a paper published, but have never seen it.

The reason for all this is very simple; you go away for recreation, and take with you that restless feeling that won't let you settle down to read, while it will let you wander around the office from poster to poster, reading on the way.

M. F. Springer, "The Honest King Bill Poster," is enjoying a most prosperous trade this summer. He never lets anything slip by, and consequently his boards are always full of his posters. Just now he is talking the Washburn County Fair and the National Bicycle meet.

McElroy Bros. of Fishing, N. J., are two of the most enterprising firms in the business; some of their ideas are worthy of emulation. They are doing a big business.

Lon Foley, of Park St., has some fine boards, and a good team. Lon is also Secretary of the Fair.

Moses, Thos. & Smith report business very good this spring and summer. They have on boards Ligger's & Myer's Gas Tobacco, Barclay's & MacIntyre's Beer, The Crawford Bicycle, Bessner's Chewing Gum, and Warren's Corona, and also covering one set board, 100 x 100 ft. on a corner, one 75 ft., and one 100 ft.

NEW YORK NOTES.

Very little new business in line of advertising just now.

Everybody is expecting a large offer of the Siegel-Cooper appropriation which will be in circulation about October 1. The R. J. Gunning Co. has a print containing covering the subject of New York, and containing a hundred notes or so in all directions. Mr. Chas. F. Jones has charge of the Siegel-Cooper advertising department. He is the man who rendered it necessary to call out the police at the opening of A. M. Rudzinski & Co. in Chicago some months ago; the crowd was so dense in front of the store for hours that he had a side of the case. The impression is that money will be freely given in all legitimate directions, and the bill posters expect a good share.

The most efficient and beautiful for-the-street poster ever designed in New York, is the 20-cent of Cooperbuilt, executed by Donaldson, Crockett, and just now being placed on the billboards.

Raymond, Harris & Co. has manufactured many 20-cent posters for New York, have patented the wholesale district with their House Hat job, announcing fall and winter styles. This is a door more to appeal in the out-of-town districts, there with the other such very great sales of winter goods just now.

"Big G" and "Herald Lead" are the biggest things on the boards. Sometimes white kinds of boards will contain nothing else. ("Don't forget," keep off!)

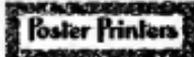
There are rumors that the bill posters' business is becoming pinched. Thousands of rates cutting are being whisked against one of the members, and the whippers are getting louder and louder.

The O. J. Gule Co. and Engen & Clark are building extensive new boards on the rock along the E. R. line.

J. G. Ashby is painting New York City for Sharps Whiskey. His appropriation is admitted, the instructions being to get up a bigger and better show than any article ever before had in New York. Ashby is one of the few contractors who can print a well and handle a big gang of men at the same time, and do both well. He says that those who get through with New York, the total will be the only one who do not drink Harper.

Amelation Company. More Profit and Profits.

The Western Club of Music, had some good material, containing good illustrations by members in about six pages and forms, and will take steps to copy it, sending only retaining in manuscript. They also discuss a literary device, to be used and only retained occasionally, and will try to get the story on billboards in New York. They will try to get the story on billboards in New York. They will try to get the story on billboards in New York.



The renewed assignment of the Central News Printing Company, of Chicago, turned out to be a pure fabrication—and one single word of truth in it. The reason is in a highly prosperous condition, and its status capacity is severely tested to keep up with its orders.

The report, which was indubitably circulated in Chicago, and in London, was obviously the invention of some irresponsible person who imagined he had a grievance against the concern, and took this means to get even.

F. M. Edwards, of St. Louis, attended the International convention at Chicago.

Thos. S. Davis, formerly manager of the Ledger job office, of Philadelphia, Pa., which recently went out of business, has re-entered in the same line of business on his own account. His is very popular, and has the best views of a wide circle of friends.

There is absolutely no truth in the report that the Central News Printing Co. had assigned. The rumor is, as usual, fanciful, as the Black of England.

C. W. Justice, of the Justice News Printing Co., Chicago, Ill., is a member of the International Bill Posting Association, and was in daily attendance at the meetings.

The Boston Job Works gave two large for 24 odd quarters down in John street, and removed to 31 and 33 South Park street, Brooklyn, where they have most excellent offices and workshops, and sufficient room to grow. Mr. H. B. Bennett, the head of the firm, is the brother-in-law of the last known young man in the printing line lately, and in his line he has done for the interest of his firm. He has been an inventive expert in the field of printing his line to the firm. They have branches in London and Chicago.

The Ash & Wilson Co. continue to increase their business. Their immense factories in Cincinnati are always kept running full time.

The Press Printing and Publishing Co., formerly known as the Ledger News Print, of Philadelphia, is now in successful operation, under entirely new management. This concern is one of the largest in the country, and is thoroughly up to date in its methods.

The Cabinet Lithographing Co. of Detroit, Mich., producers of Alliance Posters especially, report business in a very satisfactory manner. Their plant is one of the finest equipped in "country."

The Washington Bill Printing Co., of Washington, D. C., was probably progressive producer of publicity, with up-to-date ideas. They furnish posters a weekly report of the condition of its paper on their boards.



Chicago, July 15, 1896.
To all members of the International Association of Distributors.

I would like each member to cooperate with us in making our association one of the best and largest in the country. Let each member try and get some honest distributors to join our association, for in some there is strength. I would not give attention to advertising that is very costly as long as getting material is cheap to you. One that never fails to result, is to get a good deal of money. Instead, try and put it where it will bring trade to the advertiser, and at the same time it will bring more business to the distributor. I would advise all distributors to advertise for and read insurance advertisements. My experience for the first year I received, is here follows: Insurance advertisement, 50c; advertising, 10c; total, 60c. I received through Insurance advertisement, 100c in the amount of nearly fifty. Fifty good for an investment of only 10c I estimate.

Very truly yours,
J. A. CLOUGH,
President of the I. A.

CONVENTION NOTES.

Over twenty-five distributors attended the I. A. D. convention. All left Chicago convinced that under the present constitution and by laws, and with the newly elected officers, the association would grow to be a power in the advertising world.

James L. Hill attended the meeting, and he will stand with almost the possibilities of the International Association of Distributors.

A. M. Peck, of Lawrence, Kan., understands distributing and bill posting; but while at the Chicago meeting gave the boys a few pointers on how to make one self agreeable to the ladies.

The following officers were elected at the meeting of the International Association of Distributors at Chicago, Ill., July 15-16:

J. A. Clough, President, Chicago, Ill.
W. H. Steinhilber, Sec'y-Treas., Cincinnati, O.

James L. Hill, Secretary Sec'y., Nashville, Tenn.

J. E. Strayer, First Vice-Pres., Rochester, N. Y.

W. J. Kryder, Second Vice-Pres., Detroit, Mich.

W. H. Case, Third Vice-Pres., Ft. Wayne, Ind.

The following members, in conjunction with the above named officers, will form the Executive Committee:

Thomas Kain, Middletown, to serve three years.

W. E. Fattus, Corlark, Miss., to serve two years.

A. M. Peck, Lawrence, Kan., to serve one year.

Some of us wonder if W. J. Kryder, of Detroit, Mich., is still meeting his pal-lid old folks with International Association of Distributors printed thereon.

A. J. Clough, of Chicago, is a prince of good fellows, and will without a doubt make a good president. He is member of the success of the I. A. D.

W. E. Steinhilber, while attending the meeting, looked after his business and showed one contrast for the distribution of sixty thousand booklets, and another for ten thousand per month for twelve consecutive months.

Owing to the illness of his wife, Thomas Kain was unable to be at Chicago. He encouraged the boys with a very nice letter.

H. Wagner of Winona, Wis., is an enthusiastic distributor.

C. E. Newey had his time pretty well taken up with the late State now International Bill Posting Association and the International Association of Distributors. Newey is an all-around bill folder.

W. H. Case, of Ft. Wayne, Ind., almost went wild on account of not being able to attend the meeting. Business of importance detained him. He asked for papers in his letter of regret.

With the newly-elected officers of the International Association of Distributors there can be no doubt of its success. They are all men who have made distributing a successful business. Now let every member do his utmost.

The guarantee which the I. A. D. has adopted for its members, is worthy of the consideration of all firms who use this method of advertising.

The International Association of Distributors is now ready for business, and extend an invitation to all honest and reliable distributors to make their application for membership. Address the Secretary-Treasurer, W. H. Steinhilber, 511 Vine St., Cincinnati, O.

The *Advised Printer* for August is most interesting. This publication has an extraordinary high creditable to the advertiser and business management. Primarily a trade journal in the printing business, the beauty of its typography and illustrations recommend it to the general public.

J. H. Dutton, of Terre Haute, Ind., one of the finest printers in the West, and is always busy.



J. A. CLOUGH.

J. A. Clough, the newly elected President of the International Association of Distributors, was born in Orange County, N. Y., thirty-eight years ago. At the age of thirteen years, he entered the grocery store of Mr. A. J. Burr in the capacity of clerk. Remaining two years, and getting tired of country life, he went to Providence, R. I. Entering the old Providence Hotel as bell boy, and working himself up until he got to the top as hotel clerk, managing the boys. Hearing a great deal about the West, Mr. Clough thought he would take Mr. Corley's advice, and went West. Bringing his young wife with him, they landed in Detroit. After a short stay there, he went to Chicago, where he has remained ever since. For over two years Mr. Clough had charge of a crew of distributors, doing C. J. Hood's distributing in and about Chicago. Since then, Mr. Clough has been doing a strictly first-class distributing business on his own account, and has built up one of the largest distributing agencies in the West. Mr. Clough is, by all means, the most reliable of distributors. His wife, Mrs. Nellie J. Peckman, of Worcester, Mass. Mr. Clough is strictly temperate, reliable, and enjoys the highest confidence of those who know him. The International Association of Distributors is to be congratulated on securing such a fine man for President, and we predict, that under his guidance, the very best will be done for the Association as a good solid body.



Convention of the International Bill Posting Association, in Chicago, Ill.

LIST OF FAIRS.

This list is compiled and revised quarterly for the benefit of the advertiser. It is published monthly in the interest of the advertiser. It is published monthly in the interest of the advertiser.

ARKANSAS

Arkansas County Fair Association Oct 10-15
Arkansas State Fair Association Oct 10-15

CALIFORNIA

California State Fair Sept 10-15
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CONNECTICUT

Connecticut State Fair Sept 10-15
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IOWA

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NEBRASKA

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NEVADA

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NEW YORK

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OHIO

Ohio State Fair Sept 10-15
Ohio State Fair Sept 10-15

PENNSYLVANIA

Pennsylvania State Fair Sept 10-15
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RHODE ISLAND

Rhode Island State Fair Sept 10-15
Rhode Island State Fair Sept 10-15

TENNESSEE

Tennessee State Fair Sept 10-15
Tennessee State Fair Sept 10-15

TEXAS

Texas State Fair Sept 10-15
Texas State Fair Sept 10-15

VIRGINIA

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Virginia State Fair Sept 10-15

WEST VIRGINIA

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West Virginia State Fair Sept 10-15

WISCONSIN

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Wisconsin State Fair Sept 10-15

WYOMING

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DISTRICT OF COLUMBIA

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District of Columbia State Fair Sept 10-15

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OHIO PENNSYLVANIA RHODE ISLAND TENNESSEE TEXAS VIRGINIA WEST VIRGINIA WISCONSIN WYOMING

America's Famous Death Defying
AERONAUTS.

LEROY SISTERS.
Justly styled the "Daughters Queens of the Air"



Now arranging dates with the leading
Jacks, Rosemary, Lewis, Ryan, Cabela,
Gage, etc., for single and double

BALLOON ASCENSIONS,

Railton Even, International Night Aerodrom,
etc., with Parachute Leaps. The
most grand display attractions in America.
Ladies to show up, the female aviators
ascend in balloons, and the American
property and apparatus every preparation is
performed in 15 to 20 minutes of time. Every
thing in a style of perfection. The prices will
be moderate, as usual.

LEROY SISTERS.

BILLBOARD ADVERTISING, Cincinnati, O.

THE NINETEENTH ANNUAL FAIR OF
PEPIN CO. AGRICULTURAL SOCIETY

Will be held at Russell, Wis., Sept. 20, 21 & 22, 1896.
We have the best land with water in the
state, plenty of ground, good accommodations
all around, and 1000 acres for a successful Fair.
P. J. WARD, Secy. 11 S. WASHINGTON, Wis.

FIVE DOLLARS IN
SILVER
OR
GOLD

WILL BUY
The Rabbitry Entry and Record System For Fairs.
NEW, SIMPLE BUSINESS-LIKE.

Arthur B. Hall

Art's Rabbitry Wm. State Fair.

MADISON, WIS.

Rutherford Co. Fair Association,

Will hold its 13th Annual Meeting at

Murfreesboro, Tenn., Oct 1, 2 and 3.

Great Show. State Farmer's Convention, State Bedding Show,
State Swinebreeders' Association. Thousands of people on its
grounds. Pure Food Exhibits encouraged. Paying Privileges
to let. Merry-go-round, Side Show, Cane Rack, Ball Game,
Games of Skill, etc. Address,

J. C. CULLOM, Secretary, Murfreesboro, Tenn.

PRIVILEGE RENTERS, Attention.
Fair of the BEECHERS Agricultural
Society occurs at PITTSFIELD, Mass.,
Sept. 18 to 22, 1896. Ground 4 1/2 by
depth, at \$100 per foot fee. Full
open meetings. Write at once to
LUTHER L. ATWOOD,
Capt. of Cavalry, PITTSFIELD, MASS.

A Great
Fair Attraction.

Kemp Sisters

Hippodrome and
Wild West,

Congress of Fancy and Rough
Riders and Crack Shoots.

G. P. KEMP,
Managing Proprietor,
P.O. Box 100, PAISO, N.A.

PRIVILEGES
Public Amusement of the
Fair of the American
Society at Pittsfield, Mass.
Sept. 18 to 22, 1896. Write at once to
G. P. KEMP, Proprietor,
P.O. Box 100, PAISO, N.A.

Stevens Point, Wis.
AUGUST 25-27, 1896.

We want special attention. We want
the most, best and other privileges.
SEE E. DETER, Secy.

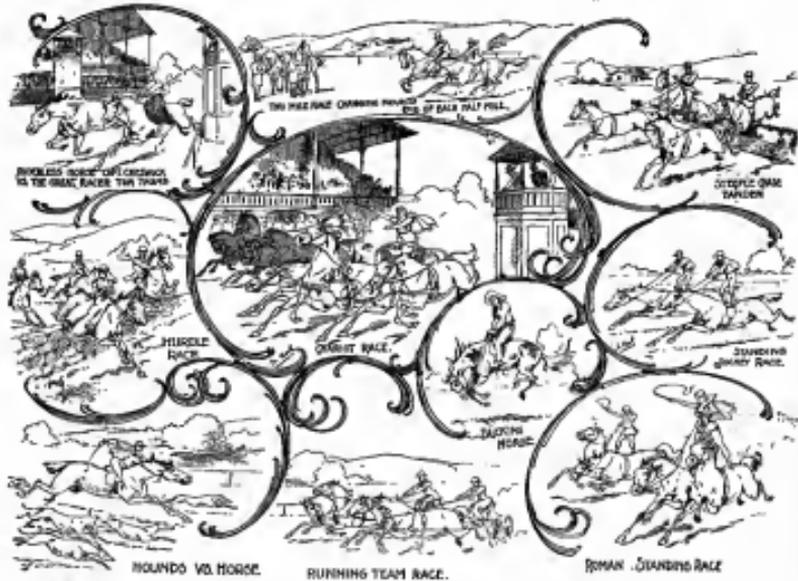
We make plans to sell the show. Are prepared to figure on the entire
attractions for Fairs. Very close terms for Credits.

AMERICAN AERONAUTICAL AND AMUSEMENT ASSOCIATION.
OPEN AIR ATTRACTIONS OF ALL KINDS. BUILDERS OF HIGH GRADE
BALLOON PARAPHANALIA
THE PARADISE AERONAUTS AND ORIGINATORS,
GRAVES-LINSON.
ON EARTH AT...

Correspond with us. Address: **Billboard Advertising, Box 704, Cincinnati, O.**
Or Geo. Lutz, 514 Eastum Ave., 106 E. 10th St., New York.

THE GREATEST OF ALL SPECIAL ATTRACTIONS!

Cook's Royal Roman Hippodrome and Equine Paradox.



NOW SOJOURNING FOR THE FAIR SEASON OF 1896. FOR TICKETS AND TERMS, ADDRESS, JAY COOK, Business Manager, PERU, IND.

The Great Hanner Billions Co.

Special Attractions and Features for Fairs.

Balloons Ascensions,
Parachute Drops,
Tombola Performances,
Stunts for Life,
Bicycle Acts,

Tight Rope Performances,
Tower Climb,
Chariot Races,
Roman Races.

Now booking the above for season of 1896. Subscriptions or no pay. Race or show.

Our prints are the cheapest in the world respecting lines and are featured with special patterns and photographs, which we furnish.

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CINCINNATI, O.



CHAS. W. STUTESMAN,
PERU, INDIANA.
LICENSED CITY

Bill Poster and Distributor

Est. sales and lists of boards upon application.

Member International Bill Posting Association.

L. A. DANIELS,

Licensed
City Bill Poster and Distributor,

9 LOCUST STREET.

Santa Cruz, Cal.

Prescription 5 cent.
Lump sum of \$100.00
40 per month per month, here

ATTENTION!

WAX FIGURES of McKinley, Bryan, Booth, Jackson, Walling, Pease, Fry, etc. Spring Ball, etc. And other nice show stuff, magic, gothic figures, etc. List free
W. H. J. SHAW, REMARKABLE DEALER
194 Augusta Street, Chicago, Ill.

BUY A PRIVILEGE.

AT FIVE

Celina, O. Fair

AUGUST 16, 19, 20 and 21, 1896.

Guests without boards, or money prices go.
Average paid daily attendance
last year 12,740.

We will receive bids for exclusive post and gaming privileges.

C. W. HALPHILL, Sec'y, Celina.

IF MADE for a month with Trade Bulletin, or 100 yds. This cost 2 1/2 Dollars. Notice

No Office Complete Without It.
Business
A Practical Journal of the Office

It saves money by showing the best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROUTING, BUSINESS MANAGEMENT AND ADVERTISING, AND especially upon FINANCE, MANUFACTURE, TRANS-PORTATION, COMMERCE AND ECONOMICS.

The stated departments of the paper include OFFICE MAIL, being letters from practical men on office and business topics; OFFICE ECONOMY, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting methods as successful publicity; CONTRACTS AND AGREEMENTS, covering the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

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

Monthly, or upon demand, including an explanation, for a year, sample copies (not including this advertisement) free.

KITTRIDGE COMPANY, Publishers
 15 Astor Place, NEW YORK.

THE GREAT AMERICAN ENGRAVING & PRINTING CO.
 INCORPORATED—Established in 1857 Capital \$100,000 Surplus \$200,000

This plant is entirely paid for. There is no profit or other shares on it.

W. B. BOWLEY, all kinds of billboards, signs, notices, etc., etc., 400 N. Dearborn St., Chicago, Ill.
W. B. BOWLEY, all kinds of billboards, signs, notices, etc., etc., 400 N. Dearborn St., Chicago, Ill.

RECENTLY EQUIPPED WITH
NEW AND MODERN
400 TYPE CASES
AND LATEST IMPROVED
NEW PRESSES.

NEW NEW CHEAP, BUT
How Good!
PRICES
Must be Right.

Running Night and Day when Required.

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

By appointment with Governor and Mayor's Executive Committee, Chicago.

Stillwater People Spend Money.
THEY CAN AFFORD TO.

STILLWATER, the 5th largest city of Minnesota, is the wealthiest for its size in the State. POPULATION 18,000.

The County seat of fertile, prosperous Washington County, population 28,000. A stream of trade flows from the farms and suburbs flows through our streets, and kept us from feeling the hard times of the last three years.

IT WILL PAY YOU TO * **5c. A SHEET, 30 DAYS**
BILL STILLWATER.

Mrs. V. C. SEWARD, City Bill Posters.

Ball & Johnson,
Bill Posters.
And Distributors,
P. O. Box 505, KEY WEST, FLA.

REFERENCES.....
 Dr. Schuyler
 First National Bank
 Chicago
 All of Key West, Fla.

"UP-TO-DATE."
 A Monthly Journal published exclusively for reliable distributors and general advertisers. The only publication devoted entirely to direct advertising and to the interests of distributors. Send for sample copy and subscription terms. Address: UP-TO-DATE, 141 S. Canal St., Cincinnati, O.

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

ONE GIVES RELIEF.



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GENUINE
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SIE HASSAN BEN ALI
THE ORIGINAL STARS OF THE EAST.

Famous Troupe of Beni Zoug Zoug Arabian Athletes.

Headed by **FOUR HASSANS**, Equilibrist, Balancer, and Acrobatic Tumbler. **Aldalib, the Mirthful Giant Pyramid Underminer.**

Address, **SIE HASSAN BEN ALI**, care of **THE DONALDSON LITHO. CO., Cincinnati, Ohio.**

Will appear at the **Venue Exposition**, Aug. 21 to Sept. 13. **London**, Oct. 14 to 18. **Ottawa, Can.**, Sept. 21 to 24. After that date, at liberty.



ELMO GORDON & CO.

Successors to SPALLING & GORDON.

LICENSED CITY BILL POSTERS,

Contractors of Billboard, Bulletin Board and Mural Signs.

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BOISE CITY, IDAHO.

Just Ask

on your business stationery, for information how to increase your business by DIRECT RESULTS.

And You Shall Receive

post free, full particulars, which, if rightly used, will be of great value to you. We will also send you samples of bright and original advertising circulars, together with cards.

Free Sample Ads

that you will find useful in your business. We will guarantee to double your Advertising Returns within six months.

STEWART & COGILL,

412 Parkside Ave., Philadelphia.

NOVELTY SIGNS,

AGENTS WANTED to sell ready-made Novelty Signs. 120 per cent profit. Great selling. Catalogue free. Samples, 10c. VAL. SCHUBERT, Manufacturer, Milwaukee, Wis.

L. P. CARD,

HARVARD, ILL.
CITY BILL POSTER,
Advertising Sign Contractor,
And Distributor.
Headed member of the International B. P. A.,
Section of Press and History Public.

Philip B. Oliver, Licensed City BILL POSTER.

AND DISTRIBUTOR.
220 First St. of West. 22 Third Street.
Special attention to Commercial Work.
All Work Guaranteed.
319 Cherry St., FINDLAY, O.
POPULATION 22,000.

PANA, ILL. Largest Population. ROLEY

Runs the Bill Posting
Down the Streets.
Distributors of International signs.
In Harmony with the Fair.
BOX 66.
LOU ROLEY.
Member International B. P. A.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 30 cents per annum, post free, may be sent to No. 17, East Eighth St., Cleveland, O.

LICENSED
BILL POSTING,
TACKLING,
DISTRIBUTING.

J. S. CRAIG,
216 LEXINGTON AVENUE,
HASTINGS, NEB.

Owne and Control all Boards and Privileges.

30,000 Square Feet of Boards.

POPULATION 22,000.

DIETZ & GLENDENNING,

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WOODLAND, CAL.

Members International Bill Posting Association.

COLFAX, WASHINGTON.

3000 Square Feet of Billboards for
COMMERCIAL ADVERTISING.

EXPERIENCES.

First National Bank - - - - - Office
Second National Bank - - - - -
T. J. Haver, Druggist - - - - -
W. J. Standish, Druggist - - - - -
Bell, M. Books, Telephone - - - - -

All work will receive prompt atten-
tion and guaranteed prices.

GEO. H. LENNOX,
Mgr. Opera House.

WANTED - Drivers of all kinds. Western Pair, Sept. 22 to 25. Midwest
Shows with us again. Largest Fair in North East Show.

WM. S. HART, Sec'y, WAREHO, IOWA.

THE LEADING SHOW PRINTING
(LITHOGRAPHY OR BLOCK) IN THE UNITED STATES LIST

AULT & WIBORG CO'S
POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG"
CHICAGO, ILL. NEW YORK, N.Y.

J. M. DISHON
BILL POSTER

Terre Haute, Ind.
HAS A POPULATION OF
43,000

IT IS THE
BEST CITY IN THE STATE.

HAS THE FINEST LINE OF BILL
BOARDS OF ANY CITY IN
AMERICA OF ITS SIZE.

IT WILL PAY YOU
BETTER TO HAVE YOUR BILLS
POSTED IN
TERRE HAUTE
THAN IN ANY CITY IN THE LAND.

WILL INTEREST YOU
YOUR CIRCULARS
and
TACK UP YOUR CARDS
BETTER THAN ANYWHERE ELSE CAL.

O. J. JOHNSON,
City
Bill
Poster,
Galesburg, Ills.
Population 22,000.

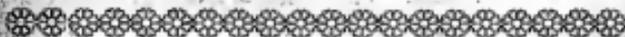
GREEN GOOD SHAGGED,
SHAKESPEARE
PLUG TOBACCO

RECOMMEND PLUGS
It is made from the best selected Kentucky
Tobacco Leaf wrapped in Gold Leaf and
is sold in great quantity in all good
stores. 10c. 20c. 30c. 40c. 50c.
IT'S AN ELBOWY GIBBER.
PADA CITY TOBACCO WORKS,
1714 BRADLEY ST., CHICAGO, ILL.

Hand Bills.

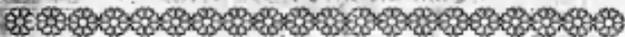
Sometimes termed Distributing
Matter, afford the very widest
publicity at the lowest outlay.

If intelligently used, they will bring more and better results, per dollar expended, than any other medium extant. We make all kinds—Booklets, Pamphlets, Folders, Circulars, Almanacs, Catalogues, Price Lists, Herald's, Couriers, Programmes, Dodgers, Flyers, Leaflets, Newspapers, Blotters, Cards, Shape Novelties, Calendars, Stickers, Invitations. We make all kinds and make them well. Our creations are artistically conceived and splendidly executed. Our prices are as low as good work can be obtained anywhere.



Posters too.

Suitable for any purpose
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them syndicated and we en-
grave them to order. Any and all kinds, plain or fancy, monochrome or, illuminated,
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interesting and alluring.



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New Number—719-721 SYCAMORE STREET, —New Location.

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