THE BILLBOARD
Vol. X., No. 5.  CINCINNATI, MAY 1, 1898.

251 FIFTH AVENUE
CORNER 28th ST., NEW YORK
IS MY NEW ADDRESS
I CAN TAKE CARE OF SOME MORE WORK AND WOULD LIKE TO HAVE YOURS.

Sam W. Hoke,
Telephone
LONG-DISTANCE BILLPOSTER

New Location is half a block from Broadway; 3 blocks from 5th Avenue Hotel; 3 blocks from Hoffman House; 2 blocks from Delmonico's; 2 blocks from Holland House; 2 blocks from Madison Square; 6 blocks from the Waldorf-Astoria—in fact in the exact center of the Universe.
One Stand
Made from Our Special Letters may
make you many customers.

Sample Stand, 75 cents.
In lots of 25, 2 cents per sheet.

Hennegan & Co.
Designers, Engravers, Printers.
Posters a Specialty.
719-721 Sycamore St.
Cincinnati, O.

One of Chapman's Boards, Cincinnati, O.

Poster Printing:

Clean, Bright, Permanent Colors.
Non-Fading Paper.
Latest Styles of Type.

Our One-Sheet Letter, 42 inches high.
ADVERTISING BY EXHIBIT.

BY CHARLIE AUSTIN RATES.

In many respects, advertising by exhibit is very excellent advertising. It is the thing reduced to first principles, if well done, it can not fail to be profitable. The object lesson in the brown eared corn and long rows remembered.

Instead of pictures and descriptions, it presents the article itself. It makes the appeal directly to the senses.

An exhibit at a fair or exposition, where the presence of a large number of people is certain, is generally worth much more than it costs. It brings the advertiser face to face with the people, in whom he wants to sell goods. The people of these people are in a receptive attitude. They have come to see and learn. They are anxious to see everything there is to be seen, and to overcome all the impossibilities possible.

There could be no better time to attract and hold their attention.

Food show advertising is very efficacious. It is surprising to see how people flock to food shows, and how eager they are to see and to taste and to secure samples to take home with them.

These people are not restrained in their idle curiosity, neither do they go to food shows because they are hungry, or because they expect to collect enough specimens to enable them to furnish a house in the kitchen. They are women whose constant desire is to provide something new or something exceptionally good to the appetites of their husbands and families. They expect the food show to furnish them with a lot of information—enough pictures to enable them to give the family something new for every meal.

Thus this is a great opportunity for the man who has long searched and now to mat goes without saying.

There is one thing that the man who advertises by exhibit, by demonstration, or by giving away samples, in any manner, should be very careful to avoid. He should never yield to the temptation to distribute samples that are even a little bit better than his goods will average.

The object of this whole of this sort of advertising is totally nullified by this prevalent practice. It is quite natural to want to put your best foot forward, but sometimes it is a bad policy.

Suppose, for instance, that you are introducing a new cracker. You give away a score or hundred free to the housewife. They are just the very food crackers you know how to make, and they are better than your crackers. It will avange.

The women of Winchester will most certainly conclude that your crackers are the very best crackers that ever came out of a cracker. They believe the secret of Honeymoon for your crackers. If they don’t sell them then they’ve simply got to get them.

So far, so good—your advertisement is having just the effect you wanted to produce.

But when they get the crackers, the women find that they are not up to the high standard the samples set. That will be your mistake in Hardwood.

The crackers may be good. They may be better crackers than anybody else can sell for the same money, but that makes no difference.

A booklet is the best thing. In a booklet you are able to tell a whole lot about your goods in very small nature. Every person who brings to look, to read, or to get a sample should carry away some advertising matter.

It is a very bad plan to have this matter in more than one place. A man will take one piece of advertising and carry it away with him, but he thinks it’s altogether too much to expect him to accept several. If he does take them, the chances are he will throw them away.

A booklet is the best thing. In a booklet you are able to tell a whole lot about your goods in very small space. A good booklet is not to be kept and carried home. It doesn’t look discouraging.

Make your booklet short. Say what you have to say in as few words as possible, and use short, simple words. Have it printed in large, clear type, and use plenty of pretty pictures to help carry the reader along to the end.

Don’t be afraid of spending money on the cover. A handsome cover design in colors will double the effectiveness of the booklet—twice as many people will keep it and read it.

Exhibit advertising is an entering wedge—an introduction—and should be considered only as such. It is a very hard matter to get people to try a new thing. People are wedded to their old crackers. Your new crackers, by the usual advertising methods, would have to be advertised a long time before you could get people to try it. "The old crackers were good enough for me, and I like good enough for me," we strongly suspect that your new-fangled crackers are a revolution and a nuisance.

But when we find them at the food show we are perfectly willing to try them. It doesn’t cost anything, and, besides, that’s what we came for. If we find that they are good, we buy them the next time the food show runs dry.

We tell Mrs. Brown and Mrs. Jones and Mrs. Baker about them. Some of those women who were in the food show do the same thing and the result is that in a very short while, and at a comparatively small cost, your crackers have obtained an excellent foothold in our community.

Put there are brochures about. Other people are offering your crackers free. You won’t be allowed to hold your position without fighting for it. Your entrance was a good thing, but a landing is not ended.

By good advertising by means of posters, handbills, and newspaper space, you must keep piling away at the fact that your crackers are better than anybody’s crackers, or you’ll never make the universal discovery that your advantage was only a temporary one.

Advertise by exhibit stands, demonstarily speaking, at the head of the line but it is only one of the auxiliary branches of the great art of good advertising.

A great many stove manufacturers rely wholly for force in their advertising on demonstration, on circulation, and repetition. They take one good argument, and repeat it day after day, and to the same people, until its significance is fairly buried into the understandings of the worst deaf.

The billboards excel in this duty. They may contain more reserves of argument in a single day than posters are possible to acquire in months from the newspapers. By reason of the latter, they may, at least, give the reader twice a day. once in the morning, and again in the evening. The boards, however, are everywhere, and work all day long. And they cost—0! as much less than newspaper space.

Booth Get What He Wanted.

Once upon a time a printer brought to Booth for inspection the proof of a new poster, which, after the manner of its kind, announced its paper as "The most successful example in the art of advertising," Edwin Booth. He took the proof and said, "I see no objection to it. I wish you’d have me write that 'successful example' line away. I can do it without it."

"Certainly," the printer. "But the copy writer saw the first of the new bills on the boards. He requested that it be added to the latter. The printer announced the coming engagement of "Simple Edwin Booth."
THE BILLBOARD

From a Newspaper, Too.

The solid citizen, Mr. Frank W. Smith, would do awful things with the bill boards at which too lively pictures are presented. The average person, however, always thinks of the bill board as a place where some sort of advertisement is attached, and not as a place where some sort of advertisements are attached.

In the course of the remarks, the Doctor said that he considers this a bad practice, and that it is one which should be condemned by the authorities in charge of the boards. He would like to see them regulated more stringently, and he feels that it is something that should be done in the interest of public decency.

The secret of preserving paint lies in the proper application of the coating. The best and most effective method is to apply a coat of primer followed by several coats of paint. The primer should be allowed to dry thoroughly before the paint is applied, and the coats of paint should be allowed to dry thoroughly between each application. This will help to prevent the paint from peeling off or chipping off.

About Paste

Here is a paste that you can put on any pictures on a board. It is made of powdered clay in water, and can be applied with a brush. It is easy to apply, and will adhere to any surface. If you want to apply it to a board, simply brush it on and allow it to dry.

Texas Bill Posters: Notice

Texas Bill Poster, Box 62, Greenwood, Texas.

We wish to organize a Southern Bill Poster

On another page we present a portrait of Geo. J. Sherrer, Treasurer and General Manager of the Metropolitan Advertising Company, of Minneapolis, Minn. Mr. Sherrer has been a resident of Minneapolis for twenty years, during which time he has been in the advertising business.

New No More Atlas.

Eric, Pa.

Bert Wheelock, the youth arrested for stealing the bill poster's atlas, was discharged. He claimed to be working under Joseph E. Girard, and that he was ordered by him to obtain the goods. The court did not believe this story, and he was allowed to depart.

The Metropolitan Advertising Company, which has been in existence for twenty years, has announced that it will cease publication on Sunday, July 15th, at 6 p.m., and that all subscriptions will be turned over to the new company as of that date. This is due to the fact that the company is unable to continue its operations in the present location.

Bill Posters: Notice

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The Salvation Army on the Billboards.

The Salvation Army is using its billboards as a medium for spreading its message. The Army has billboards in major cities across the country, and they use them to promote various campaigns and events. The billboards are strategically placed in high-traffic areas to reach a large audience. The Salvation Army uses this medium to spread their message of love, compassion, and service to those in need.

FROM ENGLAND.

The Salvation Army has been successful in spreading its message through the use of billboards. The Army has been able to reach a wide audience through this medium, and it has been effective in promoting their message of love and service. The billboards are an important part of the Salvation Army's outreach efforts, and they are used to promote a variety of campaigns and events. The Army continues to use billboards as a tool for spreading their message and reaching out to those in need.
THE BILLBOARD

THE DISTRIBUTORS ARE DOING

BAD BUSINESS.

Dr. Greene Gets a Crooked Deal at Ansonia, Mass.

We slip the following from Ansonia (Mass.) News:

A report received around town this morning that thirty-six boxes containing over thirty thousand sutures, Dr. Greene's patent formula, have been found in the Herriman store.

A daily paper there started out in November, and went into the city, where he located his store, and found a lot of boxes in a dozen boxes, and found them in a dozen boxes.

The boxes had not been opened in all the time Dr. Greene had been there, and the boxes contained the boxes.

It is very creditable to the Herriman store.

The above is of course not true.

A story which we find in the New York Times says:

"Cut your hair at the new location of the Herriman store, New York, on May 1, and get a free copy of the New York Times."}

AMUSING VIEWS

Of a Western Newspaper.

The Courrier (Ontario) Times on horse-trading:

"We have determined to modify the present business practices. There are too many cases where publishers, representing brokers, and every other agent in business must engage in practices which are injurious to the public interest. In order to do away with these practices, we have decided to modify the present system.

This method of advertising was a source of profit to the publishers, but the public has not been benefited. The public should be protected.

Dr. Burchart has asked Secretary Stenhouse to estimate the number of newspapers published in the country and to study the subject further. The Secretary's report will be published in the near future."}

Died:

W. H. Slade, of 908 E. 10th St., Los Angeles, Cal., died this morning at 7:30 A.M., after a short illness.

The funeral services will be held at the home of the deceased.

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W. H. Slade was a well-known and respected citizen of the community.

He was a member of the Los Angeles Chamber of Commerce and was active in many business and charitable organizations.

He was a devoted husband and father and leaves a wife and two children who will miss him deeply.

The family wishes to express its appreciation to all who have extended their condolences.

The body will be removed to the cemetery in the morning for the burial service.

The family requests that in lieu of flowers, contributions may be made to the W. H. Slade Memorial Fund, which is being established in his memory.

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LETTERS, engraving, etchings, photographs, very few of most of the decoration which can be done on the three can be seen on a page. The effect is best seen in person. The detail work is exquisite. The paper is of high quality and the printing is done with great care. The whole piece is a work of art. The price is a bargain for such a fine product.

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THE BILLBOARD

The representatives helped themselves or tributors lowed a issue, mountable moke burncr. Every combination of advertising is a powerful, efficient, and powerful organization, capable of unior disbursements. We can not see any insurmountable difficulties in the way.

The International Association of Distributors must shrewdly decide to adopt or reject an official schedule of prices. It behoves every member of the organization to follow the discussion of the question in these columns closely. Each argument, pro or con, should be carefully weighed and considered. Every member who has a new idea or argument should, in justice to his fellow-members, advance his views in these pages before the Convention, next July. As we stated in a former issue, we favor a schedule in conformity with the opinions of Curran and Leonard.

We are disposed, however, to give all due consideration to the views of the opponents of the plan. Among the latter, it should be remembered, are found the ablest men in the business; notably, the president of the organization, Mr. Reid, and the zealous and highly efficient secretary, Mr. Steinbrenner.

For the first time in the history of the association, we are at variance with Mr. Steinbrenner on an important issue. As will be seen from his letter in another column, he has most positive and pronounced objections to the proposed measure. He is practical. So is President Reid. We, on the contrary, are wholly without. Theories, however, are usually found to be practical, and it must also be remembered that Curran, Leonard, et al., are practical men of long and wide experience.

While we favor a formal schedule, for the reason that it ought to be the chief aim of an association to benefit its members by obtaining better prices. Secondly, in our estimation, one of the chief objects of an association should be the establishment of such a great degree of uniformity in prices as is possible, and many have hardly recovered from their bewilderment yet. At first the news was received with incredulous smiles. Any one who had the temerity to issue a deft to Gannett right on the good must be either a visionary or a fool. At this stage it is known in a dull, nebulous sort of a way, that Fred Jones and J. B. Williams were identified with the new concern.

That, of course, altered the complexion of matters considerably. Men like Jones or Williams were not likely to become tangled up with an impractical, imaginative scheme if there was the money? Who was behind the throne? Everyone guessed, and no one bit within a mile of the truth, until Colonel Horace Robbins, of the American Advertising and Bill Posting Co., and one of the wealthiest men in Chicago, authorized the following statement, viz.:

The Western Ad-Sign Syndicate, Corporation under the laws of Illinois, Capital stock, $200,000.

OFFICERS:

FRED D. JONES: PRESIDENT J. E. WILLIAMS: SECRETARY

BILL ROBBINS: TREASURER

In Jones and Williams the new concern has two of the ablest and best men in the billboard business. They are exceptionally bright and widely experienced.

Colonel Bill Robbins also possesses rare good judgment and a 'nast' of phrastic proportions. He also possesses a love for a scrap that amounts almost to a passion.

As the new concern is avowedly after Gannett's scalp, the situation is an interesting one. The eyes of the advertising world will be on Chicago for the next few months.

LEONARD LEADS

IN THE VOTING CONTEST.

Much Interest Manifest—Only Two More Chances to Vote—July 15 Sees the Contest Close.

April turned in twice as many votes as any previous month, showing that the interest is increasing greatly. Most of the votes were single cars, but many as envelopes contained two and even three votes, which proves that the country bill poster not content with his single coupon, has gone to the newsstands and purchased more in order to support his favorite.

The surprise this month is furnished by P. F. Schaefer and B. L. Combier. Both have jumped into possibilities at a single bound.

The I. B. P. A. is pushing Schafer, while the I. A. T. B. takes up Lowest. All of our readers will be the keenest interest in the contest as the next month will see a larger vote than ever.

HOW THEY STAND.

The votes received by the various contestants up to April 25 were as follows:

<table>
<thead>
<tr>
<th>Contestant</th>
<th>Votes</th>
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<tbody>
<tr>
<td>Geo. Curran</td>
<td>230</td>
</tr>
<tr>
<td>E. C. Pickelman</td>
<td>240</td>
</tr>
<tr>
<td>P. F. Schafer</td>
<td>200</td>
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<tr>
<td>F. E. Combs</td>
<td>190</td>
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<td>Geo. H. Sobe</td>
<td>180</td>
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<tr>
<td>Geo. H. Bust</td>
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<tr>
<td>Jas. A. Curran</td>
<td>180</td>
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<tr>
<td>T. Ballard Carroll</td>
<td>170</td>
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<tr>
<td>H. W. Walker</td>
<td>150</td>
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<tr>
<td>Chas. Veeder</td>
<td>140</td>
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<tr>
<td>E. C. Donnan</td>
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<tr>
<td>Geo. Curran</td>
<td>140</td>
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<td>Fred J. Colby</td>
<td>130</td>
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<td>R. C. Campbell</td>
<td>120</td>
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<td>Frank Fitzgerald</td>
<td>120</td>
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<td>Albert Weber</td>
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<td>Geo. J. Sherry</td>
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<td>P. F. Oliver</td>
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<td>J. F. Flynn</td>
<td>100</td>
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<td>Edw. A. Steinbrenner</td>
<td>100</td>
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<tr>
<td>All Others</td>
<td>100</td>
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<td>W. C. Ternell</td>
<td>90</td>
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<td>J. C. Flannagan</td>
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<td>J. G. Gangl</td>
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<td>Frank Schneid</td>
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<td>A. B. Beale</td>
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<td>Enrico Lichten</td>
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<td>Morris Levinson</td>
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<td>Azor Zuerlein</td>
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<td>Harry Stoops</td>
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<td>Mr. Dandson</td>
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<td>C. F. Wilber</td>
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<td>Fred W. Jenkins</td>
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<td>Geo. V. Philpott</td>
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<tr>
<td>Chas. Bryan</td>
<td>90</td>
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The Billboard is going to send the most popular bill poster in America to attend the convention of the National Poster Congress, which is held at Dublin, Ireland, next August. He will be an ambassador appointed by the entire board.

HOW TO VOTE.

Write the name of your candidate on the ballot. It will be tabulated as the Official Bill Posters will do the same for the bill poster whose name it bears. All May coupons must be voted before May 25. This rule is imperative. It is necessary to prevent double couponing and voting them in a lump at the last moment.

MAY COUPON must be voted on or it will not be counted. It is to be used on or before May 25 and must be signed and must be for the same contest.

The most popular bill poster in America is...

and he is the one man who is taking the lead in the national poster contest. The Board will see to it that he is voted for at all newsstands. Patrons unable to secure it will please notify us, giving place and date.

NOTICE—The final polls close at noon Saturday, July 9.

Under our arrangement with the American Newspaper Union, Tree Billboard is supposed to be in all newsstands. Patron unable to secure it will please notify us, giving place and date.
ADVERTISING AS A BUSINESS FORCE.

Robert C. Ottgon, president of Jabo National Motor Company, said: "Advertising is a business force, and a very powerful one at that. It is the life blood of our industry, and unless a firm recognizes this, it can be considered as an outsider." He further added, "A business cannot be successful unless it recognizes the importance of advertising." 

Therefore, I consider the advertising as the most important part of my work that I have ever known. It is truly said that if advertising is in a correct manner, then the business is sure to flourish. And if advertising is not properly handled, then the business will surely fail.

In my opinion, advertising should be carried on in a creative manner. It should be designed to attract the attention of the public and make them aware of the product. It should be made to stand out from the rest, and not to blend in with the others.

In my company, we have a team of professionals who are dedicated to the task of advertising. They work hard to create campaigns that are effective and eye-catching. They understand the importance of advertising and work hard to make sure that our products are known to the public.

It is important to note that advertising is not just about selling a product. It is about creating a brand. It is about building a reputation. It is about creating a perception that our product is the best in the market.

It is also important to note that advertising is not just about spending money. It is about investing money. It is about creating a return on investment. It is about making sure that every dollar spent on advertising is worth the investment.

In conclusion, advertising is a powerful force that can make or break a business. It is important for every business to understand the importance of advertising and to invest in it. Only then can they hope to succeed in the market.

John M. Evans, manager of Evans Enterprises, said: "Advertising is the lifeblood of any business. It is the key to success. Without it, a business is like a ship without a compass. It will surely go astray. Therefore, it is important to invest in advertising and to create a strong brand image."
The Billboard

B Hilburn, N. J., April 9, 1899.

Editor "Billboard" - "The Billboard.

I wish to inform you how much I enjoy "The Billboard." I am a subscriber for it and read it carefully. I particularly like the articles on advertising, and feel that if you made the smaller size it would help me in my business.

With your very true,
Geo. J. Ziegler.

THE BILLBOARD

"The Billboard" has been advertised on the bill boards in New York City for the past four years and has been widely used in the advertising business. It is the only weekly newspaper specializing in the advertising business, and is read by advertisers and agencies in all parts of the country.

If you are interested in the advertising business, you will find "The Billboard" a valuable source of information.

E. J. HILBURN, Editor.

Billboard Publishing Co., Chicago.

Dear Sir:

Your advertisement in the April 9th issue of "The Billboard" is most interesting to me. I have been considering the possibilities of the billboard advertising and have come to the conclusion that it is one of the most effective forms of advertising. I am interested in your advertisement and would like to have more information about it. I am enclosing a check for $100 for the advertisement, and I hope you will be able to supply me with the information I need.

Very truly yours,

S. J. Brown

THE BILLBOARD

The billboard is a great advertising medium and has been widely used in the advertising business. It is a powerful tool for reaching a large audience and has been successful in promoting various products and services.

E. J. HILBURN, Editor.

Billboard Publishing Co., Chicago.

Dear Mr. Brown:

Thank you for your interest in billboard advertising. I am pleased to hear that you are considering it. Billboard advertising is a powerful tool for reaching a large audience and has been successful in promoting various products and services. Please find attached a detailed report on the benefits of billboard advertising.

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E. J. HILBURN, Editor.
A Large Assortment of Beer Posters.

The ten cuts on this and the following pages are made from the sketches submitted. The one marked No. 10 was finally selected, and the posters are now being put out.

Up-To-Date Poster Talks.

Poster advertising is a necessary feature of modern commerce. If your posters fail of their purpose, blame it on the poster; don't blame it on the bill poster.

Yes, your poster may be a commercial success in execution, and a total failure in execution: if it is, you have made the mistake. And you select a professional poster: your success would have been complete and the purpose of the poster carried out.

Throughout poster advertising is both expensive and consequential: it's advertising that should never be done by hucksters. Thousands of dollars have been paid to lithographic houses for posters that, although frequent examples of the pictorial art of advertising, were as lifeless floating in the air as the poster's was their gait: those champ, this bill-postering were off; whose only aim was to squeeze out a few dollars for cash that had better be left undone.

Therefore I say: the size of the picture in the bill-poster business. His only claim to existence is that the American people will be bucked. He lives upon the gallant effort of the American advertiser who has not learned to be wise.

In conversation with a whisky distiller, I elicited the following facts: since the battle-line began to go down, distillers have discovered a positive and absolute method of identifying and other compounded or counterfeit balings. The Government stamp guarantees the distiller's bottling to be pure and true in the legal sense, under all conditions. To acquaint the public with this package, the poster offers superior advantages. The one most convincing newspaper ad. would not have any such effect. Hence, the poster alone would not only a public eye, neither would any other form of advertising, save the package itself. And every wide-spread distiller at once adopted the poster to protect his rights, and to proclaim the merits of his goods. I say, every wide-spread distiller. These may be numbered by the score. Yet these are a hundred or two of distillers who now bottle, or will bottle, in bond. Every one of those ought to resort to poster advertising.

The liquor trade, as a whole, is no profile of actual advertising features that mean business. The advertising philosopher often wonders why the majority of these features are so blind to their opportunities. Here's an instance in point: A St. Louis (6) manufacturer of a domestic champagne vainly sought to popularize his product. True, he advertised in the newspaper press. But it was only a doubtful sound. When putting out this wine, the manufacturer embodied a package as original and artistic in idea, that all other champagne packages, foreign and domestic, faded into insignificance. On this package he would build his fortune, knowing its contents would stand on its own merit. But the public was mightily slow of appreciation. One day the disconsolate manufacturer passed through the streets of a metropolis, and presently his attention was attracted to a poster exhibiting the intrinsic and extrinsic merits of Cook's Imperial. The sight fed his thought, and he thought the action. Within a fortnight the manufacturer's product was posterized in all the cities in which it was sold. The result was as magic. Demand for his product multiplied in an astonishing fashion, and much of it was
spontaneous. This man is to-day the most enthusiastic poster advocate within my scope of acquaintances and he says when he dies, a poster will announce the event.

Now, for a wade among cigar manufacturers. Every one of an illustrious breed of cigarmakers has at some time or another been a poster advertiser. This field is more prolific than the liquor industry. Many of the American brands of cigarettes are dedicated to some historic celebrity, or locality, or Americanism. They often trade on these attributes. Talk, for instance, the many brands which derived their names from historic celebrities—those you have noted than again on theatrical posters. Wasn’t it a smart idea of the cigar manufacturer to resort to poster advertising? Wasn’t it the old idea that could suggest itself under such circumstances? And was it the only thing he could do in order to perpetuate the character of a label and trademark, whose future was based neither essentially nor morally, on the merit of the merchandise it represented but on the publicity pre-assured by those very theatrical posters? The cigar may be ever so meritorious; the package ever so attractive; the label ever so artistic; it will all avail but little if you are afraid that the name or package should advertise the cigar. You may resort to pictorial, magazine, or newspaper advertising; but no engraving will have so pleasing an effect upon the public eye as the color litho, designed by a clever artist, and instantly executed and posted by a legitimate poster.

Then in the tobacco industry. For years the only “outfield” advertising the tobacco manufacturer indulged in was a painted wall or fence sign. But this mode became obsolete in these days of jaded tastes and palates. The modern wants a change, and the advertiser can get it. The better he is pleased. The painted wall that became a nuisance in his eyes, and he came to pass it unnoticed. This phenomenon introduced the poster to the tobacco manufacturer. Though slow in appreciating its merits, he has already furnished a representative union of recruits to the poster advertising merchants’ brigade. The American Tobacco Co., whose persuasion in aid of the handsome men obtainable, now, as ever, carry poster advertising on their banners.

J. B. Kintisch.

O. F. Curtiss, O. P. A. of the B. and O. S. R. E., at Columbus, has just issued a very handsome new folder. He calls it the "Whistle Stop: Terminal Poster." It is in all right, but the name should have been South Ferry Terminal. The next edition is to show the N. Y. & N. R. R. Railroad's new entrance to New York. "Whistle Stop Terminal" is the most convenient station to all parts of New York City and Brooklyn. To arrive at South Ferry, east of the Battery, and from R, under the same roof, direct connections are made with trains of the Second, Third, Sixth and Ninth Avenue Elmtown Lines, Broadway, Columbus and Lexington Avenue S fails Lines, East and West Side Lines, South Ferry, Hamilton Avenue and Third Ninth Avenue Suburban Lines, along with many others to New York and its environs.

The folder demonstrates these advantages and is sure to win them approval. It is an ideal, forcible, convincing advertisement for this folder cannot we have ever seen.

E. L. Martling

Of Wichita, Kan.

We have pleasure in presenting the portfolio of E. L. Martling, of Wichita, Kan. Mr. Martling is one of the new school of American billboard posters and has made his mark in all the large cities. He was born in St. Louis, Mo., on October 10th, and by the age of 18 he had gone to work as a printer. He has had a varied experience initself, having been a printer, a sign writer, a news dealer, a worker of "chutes" advertising from this to that, and in each instance was at the top of his line. His first attempt was at Kansas City, then went to the Los Angeles, N. Y., and took the Post Opera House. He went to St. Louis in August, 1905, and has remained there without interruption since dividing his attention between the opera house and the bill boards. His work is always clean and his art is always on the Advance. Mr. Martling's job is improved Wichita's billboards and his results have been splendid. He has added a new and ideal poster to the growth of the world. The number of his goods boards as can be found in the localities.

Mr. Martling was one of the earliest advertisers. The billboard, as a whole, was not very large at the time he and in the next dollar. We take a warm place in the heart of all three.
Procuring Prudery.  

In the guise of God's errand, that he be born again, Mr. and Mrs. Weiser entered the bar of the Holy Ghost.  

-George's Hymn 127

Protest Ordered to Be Removed.  

The Executive Committee of the Young Men's Christian Association of Baltimore has issued an order removing all protest signs that have been placed on the streets to protest against the opening of the new theatre in the city.  

No protest signs are to be allowed on the streets, the committee declared, and any person violating the order will be subject to a fine of $100.  

The signs are to be removed by the owners of the buildings where they are now posted.  

Yellow Journalism.  

The Baltimore Sun has decided to remove all signs and banners from the streets that are now in use to protest against the opening of the new theatre.  

The signs will be removed by the owners of the buildings where they are now posted.  

The Sun's decision was made after a thorough investigation of the matter, and it is hoped that the new theatre will be a success.  

The Sun's decision was made after a thorough investigation of the matter, and it is hoped that the new theatre will be a success.
CALIFORNIA.

It has been decided to hold the semi-annual fair at San Francisco instead of Los Angeles.

From now on, 14,000 will have a fair this fall.

The event has been postponed to late September.

The Alfred-Pan American Fair at Helena, Tex., will be held in late September.

The Grandstand at the fair will be held in late September.

Dr. J. W. Kennedy, of the University of California, will hold a fair this fall.

There is no word whether the fair will be held at the usual time or not.

NEW YORK.

Site for City Exposition—Mr. Woolsey Tender Us More Than Three Hundred Acres of Land

Mrs. Kate T. Woolsey, a wealthy woman of New York, has recently purchased a tract of land in the City of New York, and has become interested in forming a city exposition for the purpose of showing the city's resources and possibilities to the world.

Mrs. Woolsey has secured the services of Mr. John C. Metcalf, a prominent real estate broker, in the selection of a site for the exposition.

The site selected is located in the southern part of the city, and is said to be one of the most beautiful and picturesque places in the city.

The terms of the agreement between Mrs. Woolsey and Mr. Metcalf are said to be very favorable, and the fair is expected to be a great success.

SOUTH CAROLINA.

The Colored State Fair—The Paper Recently Sent to the State Agricultural and Mechanical Society.

The Colored State Fair is an annual event that takes place in the state of South Carolina, and is attended by people of all races. It is a celebration of the state's agricultural and mechanical achievements.

The fair is held in late September, and includes exhibits of crops, livestock, and mechanical inventions. It is a popular event that attracts people from all over the state.

The fair is sponsored by the state's agricultural and mechanical society, and is a great source of pride for the state.

KENTUCKY.

C. T. Dyer, one of the directors of the State Agriculture and Mechanical Society, has informed the society that he is considering the possibility of holding a county fair in the state.

He has expressed his desire to see the fair held as soon as possible, and has offered to provide the necessary funds to start the fair.

The fair would be a great benefit to the state, and would help to promote the state's agricultural and mechanical industries.

The suggestions and offers of Mr. Dyer have been favorably received by the society, and it is expected that the fair will be held as soon as possible.
NIVER’S CARNIVALS.

Talk About Festival of Mountain and Plain.

The Celebration had the Effect of Increasing Deposits in a Single Bank by $1,000,000.

-Marquee Features Not Objectionable says Senator.

JOHN McNAMARA, President of the Board of Directors of the Denver, Colo., State Bank, said yesterday that the Festival of Mountain and Plain at Denver, held last week, was a great success from every point of view, and added that the increase in deposits in the bank since the beginning of the festival was $1,000,000.

The Senator added that the festival had been a great stimulus to trade in general, and that the increase in deposits was due to the large number of visitors who had come to the city.

VERMONT.

WHITE WILLOW JACQUES, Vt., March 21-The State Agricultural Society met here April 1 and decided to hold the State Fair at Billings Creek on the same date as the State Fair in New York and Vermont.

The fair is scheduled for August 30 to September 2, and it is expected that the crowds will be even larger than last year.

The fair is located in the country, and the weather is expected to be favorable.

OHIO.

Tri State Fair.

President Bond of the Tri State Fair Association of Toledo, said that the main hall and stables, which were destroyed by fire a few months ago, will be rebuilt this coming summer. The date of the fair will be the last week of August, arrangements having been made with the different counties for their participation in the fair.

The Tri State Fair is one of the largest and most important agricultural fairs in the country.

COLO.

The Denver Post Food Show—More than Seventy Booths have been added to Manufacturers of Food Products.

The Denver Post Food Show is being held in the Chamber of Commerce building, and it is expected that the show will be a great success. The fair is open to the public and is expected to attract a large crowd.

The show is being held in conjunction with the Denver Post Food Show, and it is expected that the two events will be a great success.

MAINE.

Annual Biscuit Show and Fair of the State Agricultural Society of Maine will be held on the fairgrounds at North Anson.

The fair will be held on the second week in August, and it is expected that the crowds will be larger than last year.

The fair is one of the largest and most important agricultural fairs in the country.

The fair is open to the public and is expected to attract a large crowd.

COLORADO.

The Denver Post Food Show—More than Seventy Booths have been added to Manufacturers of Food Products.

The Denver Post Food Show is being held in the Chamber of Commerce building, and it is expected that the show will be a great success. The fair is open to the public and is expected to attract a large crowd.

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HAYNES & SON, Portsmouth, O.
IDAHO

ILLINOIS
ALEGRO—Mirror County Agricultural Society, J. A. Gries, pres.; J. H. Elser, secy.; M. H. Miller, treas.
CARMEL—White County Agricultural Society, J. H. Miller, pres.; J. H. Miller, secy.; J. H. Miller, treas.
CARLETON—Carle County Fair Association, T. B. Houldsworth, pres.; T. B. Houldsworth, secy.; T. B. Houldsworth, treas.
CARTER—United States Agricultural Society, A. E. Johnson, pres.; A. E. Johnson, secy.; A. E. Johnson, treas.
CHAPMAN—Champaign County Agricultural Society, A. B. Hanscom, pres.; A. B. Hanscom, secy.; A. B. Hanscom, treas.

INDIANA

IOWA

BIG FEATURE FOR FAIRS
A WIRE EXPERT ON THE HIGH AND LOFTY WIRE
The strongest and widest feature of a wire to be offered in America. It never fails to prove a money maker and is wanted everywhere with overwhelming enthusiasm at astronomical prices.
NEW MEXICO.


NEW YORK.


CAMDEN—Camden County Agricultural Association, Sept. 16 to 18. H. S. G. Harris, pres.; E. A. Harris, secy.


CARMEL—Carmel County Agricultural Society. Sept. 15 to 17. H. F. Martin, pres.; E. F. Martin, secy.


BELLEVSKE-Chelles Co., Gsta Grange 1927.

OHIO:

CAUMASCH-Union Co. Agricultural Society, Sept. 24 to 27.

WELLSVILLE-Saugus Co. Agricultural Society, Sept. 26 to 27.

CHILLICOTHE-Scioto Valley Fair, Aug. 29 to Sept. 2.


CINCINNATI-Ohio Valley Fair, Sept. 27 to Oct. 1.

CUTLER-Cutler County Agricultural Society, Aug. 29 to 30.

SANDUSKY-Sandusky Co. Agricultural Society, Aug. 29 to 30.

DAUPHINE-Williams Co. Agricultural Society, Aug. 29 to 30.

LAKE-Wood Co. Agricultural Society, Aug. 29 to 30.

PAOLI-Crawford Co. Agricultural Society, Aug. 29 to 30.

SIMPSON-Crawford Co. Agricultural Society, Aug. 29 to 30.

PITTSBURGH-Pennsylvania Agricultural Society, Aug. 29 to 30.

JEFFERSON-Jefferson Co. Agricultural Society, Aug. 29 to 30.

POST FALLS-Post Falls Agricultural Society, Aug. 29 to 30.

DULTON-Butler Co. Agricultural Society, Aug. 29 to 30.

MONTGOMERY-Montgomery Co. Agricultural Society, Aug. 29 to 30.

LOUISVILLE-Louisville Agricultural Society, Aug. 29 to 30.

COLUMBUS-Columbus Agricultural Society, Aug. 29 to 30.

LAMBERT-Saugus Co. Agricultural Society, Aug. 29 to 30.

DALLAS-Dallas Co. Agricultural Society, Aug. 29 to 30.

GREGORY-Gregory Co. Agricultural Society, Aug. 29 to 30.

HOGANSBIDGE-Hogansbridge Agricultural Society, Aug. 29 to 30.

KENTUCKY:

GREENSBURG-Greensburg Agricultural Society, Aug. 30 to Sept. 1, 2, 3, 4.

HARRISBURG-Jefferson Co. Agricultural Society, Aug. 29 to 30.

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HOGANSBIDGE-Hogansbridge Agricultural Society, Aug. 29 to 30.
EXPOSITIONS.

BROOKLYN, N. Y.—International Health Exposition, Apr. 15 to Oct. 31.

CINCINNATI, Ohio—Cincinnati Exposition, May 15 to Oct. 31.


DANVILLE, Ill.—Exposition, May 5 to July 5.

DETROIT, Mich.—July 14 to Sept. 15.

ELIZABETH, N. J.—Central New York Exposition, June 2 to Aug. 25.

ERIE, Pa.—Lake Erie Exposition of July 15 to Aug. 15.

FIFTH AVENUE, N. Y.—Annual Grand Exposition of July 15 to Aug. 15.

FORT WORTH, Tex.—Exposition of May 1 to Aug. 15.

GRAND RAPIDS, Mich.—Exposition of July 15 to Aug. 15.

HAMILTON, Ont.—Exposition of July 15 to Aug. 15.

HARRISBURG, Pa.—Exposition of July 15 to Aug. 15.

HOPKINSVILLE, Ky.—Exposition of Aug. 10 to Oct. 10.

INDIANAPOLIS, Ind.—Exposition of July 15 to Aug. 15.

IRVINGTON, N. J.—Exposition of July 15 to Aug. 15.

KANSAS CITY, Mo.—World's Fair, July 15 to Aug. 15.

Lancaster, Pa.—Exposition of July 15 to Aug. 15.

LARGO, Fla.—Exposition of July 15 to Aug. 15.

MADISON, Wis.—Exposition of July 15 to Aug. 15.

MINNEAPOLIS, Minn.—Comprehensive Exposition of July 15 to Aug. 15.

NEW ORLEANS, La.—Exposition of July 15 to Aug. 15.

NEW EXHIBITION, N. Y.—Grand Exhibition of July 15 to Aug. 15.

PITTSBURGH, Pa.—Exposition of July 15 to Aug. 15.

PORTLAND, Ore.—Exposition of July 15 to Aug. 15.

ROCHESTER, N. Y.—Exposition of July 15 to Aug. 15.

SACRAMENTO, Calif.—Exposition of July 15 to Aug. 15.

SAN FRANCISCO, Calif.—Exposition of July 15 to Aug. 15.

SEATTLE, Wash.—Exposition of July 15 to Aug. 15.

SIOUX CITY, Iowa.—Exposition of July 15 to Aug. 15.

ST. LOUIS, Mo.—Exposition of July 15 to Aug. 15.

TULSA, Okla.—Exposition of July 15 to Aug. 15.

TWIN FALLS, Idaho—Exposition of July 15 to Aug. 15.

UNION CITY, Ohio—Exposition of July 15 to Aug. 15.

WASHINGTON, D. C.—Exposition of July 15 to Aug. 15.

WICHITA, Kans.—Exposition of July 15 to Aug. 15.

WILMINGTON, Del.—Exposition of July 15 to Aug. 15.

WICHITA FALLS, Texas—Exposition of July 15 to Aug. 15.

WICHITA, Kans.—Exposition of July 15 to Aug. 15.

WICHITA FALLS, Texas—Exposition of July 15 to Aug. 15.

XAVIER UNIVERSITY, Cincinnati—Exposition of July 15 to Aug. 15.

YORK, Pa.—Exposition of July 15 to Aug. 15.

Youth of America, Chicago—Exposition of July 15 to Aug. 15.

ZEPHYRHILLS, Fla.—Exposition of July 15 to Aug. 15.

Poultry Shows.


COLUMBUS, Ohio.—Pet and Stock Show, Jan. 15 to 17.

DENVER, Colo.—Colorado State Poultry Association, Jan. 18 to 19.

DULUTH, Minn.—Hibberd State Poultry and Pig Show, Jan. 20 to 21.

EUROPE.—Exhibition of Poultry and Pets, Feb. 1 to 8.

FAYETTEVILLE, Ark.—Tuscarawas County Poultry Show, Feb. 21 to 22.

FITCHBURG, Mass.—Poultry and Pet Show, March 11 to 13.


FOSTER, R. I.—Poultry Show, May 1 to 2.

GOSHEN, Conn.—Central Connecticut Poultry Association, May 12 to 13.

HARRISBURG, Pa.—Exposition of May 15 to 17.

HEBREW UNIVERSITY, New York—Exposition of May 15 to 17.

HUNTSVILLE, Ala.—Poultry Show, May 17 to 18.

JACOBSVILLE, Wis.—State Poultry Show, May 17 to 18.

KNOXVILLE, Tenn.—Poultry Show, May 18 to 19.

KINGSTON, N. Y.—Poultry Show, May 18 to 19.

LARAMIE, Wyo.—Poultry Show, June 7 to 8.

LAFAYETTE, Ind.—Poultry Show, June 10 to 11.


LONDON, Ont.—Ontario State Poultry Association, May 14 to 15.

LOUISIANA STATE, Baton Rouge—Poultry Show, May 16 to 17.

MIDDLETOWN, Conn.—Poultry Show, May 16 to 17.

MINNEAPOLIS, Minn.—Poultry Show, May 16 to 17.

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NEW YORK CITY, N. Y.—Poultry Show, May 16 to 17.

NEW YORK CITY, N. Y.—New York Poultry Show, May 16 to 17.

NEW YORK, N. Y.—Poultry Show, May 16 to 17.

NEW YORK, N. Y.—United States Poultry Show, May 17 to 18.

OHIO CITY, Ohio—Poultry Show, May 18 to 19.

OKLAHOMA CITY, Okla.—Poultry Association, May 18 to 19.

PACIFIC GROVE, Calif.—Poultry Show, May 18 to 19.

PALESTINE, Texas—Exposition of May 18 to 19.

PORTLAND, Ore.—Exposition of May 18 to 19.

PRAIRIE DU CHAIN, Ill.—Poultry Show, May 18 to 19.

QUINCY, Ill.—Poultry Show, May 18 to 19.

RICHMOND, Va.—Poultry Show, May 18 to 19.

ROCHESTER, N. Y.—Poultry Show, May 18 to 19.

RICHMOND, Va.—Poultry Show, May 18 to 19.

ROOSEVELT, Wyo.—Poultry Show, May 18 to 19.

SOUTHAMPTON, N. Y.—Poultry Show, May 18 to 19.

ST. LOUIS, Mo.—Exposition of May 18 to 19.

TULSA, Okla.—Poultry Show, May 18 to 19.

UNION CITY, Ohio.—Poultry Show, May 18 to 19.

VINDictive, N. Y.—Poultry Show, May 18 to 19.

WICHITA FALLS, Texas.—Poultry Show, May 18 to 19.

YUMA, Ariz.—Poultry Show, May 18 to 19.

YUMA, Ariz.—Poultry Show, May 18 to 19.

ARIZONA, May 18 to 19.

Dog Shows.

COLUMBUS, Ohio.—Columbus Dog Show. Columbus, May 28 to 30.

FORT WORTH, Texas.—Western Pennsylvania Kennel Club. April 4 to 6. P. E. S. Sunday.

SAN FRANCISCO, Calif.—San Francisco Kennel Club. May 28 to 30.

WISCONSIN, Wis.—State Kennel Club. May 28 to 30.

PARK SHOW.

PROVIDENCE, R. I.—Proceedings, June 28 to 30.

Send in Your Fair Dates.
Join Now!

There are over two hundred distributors throughout the United States and Canada who are thinking of joining The

International Association of Distributors

They have been intending to do so for months, but put it off from month to month on one pretext or another. I wish to state for the benefit of those hanging around on the outside that the initiation fee will be considerably advanced at the next meeting. Those who join now get in very cheap. Those who wait will have to pay something like what the franchise is worth. Better join now. If you are honest and reliable, you can get in for $3.00. Address,

W. H. Steinbrenner, Sec'y-Treas.

The 3rd Annual Convention of the International Association of Distributors will take place at the Leland House, Chicago, July 19-22, 1898. Distributors, Advertisers and Agents are invited.

WANTED!
Names of persons who sent $2.50 to Gripp, of Tyrone, Pa., and received NO WORK, address J. S., this office.

E. M. FRITZ
BILL POSTING
AND DISTRIBUTING
OSKALOOSA, IOWA.

D. C. Humphrys & Co.
1227-MARKET STREET-1227
Philadelphia, Penn.

GET OUR SPECIAL POSTERS
TO ADVERTISE YOUR BUSINESS.
The Most Successful Business Houses Are Using Them!

THE CHEAPEST AND BEST METHOD
To attract the Public. Five to fifteen large posters or stands judiciously posted in your vicinity will make a striking advertisement at a minimum cost. Try it, or send us $2.00 and regular matter, and we will send you a sheet stand (30 by 6 feet 4 inches) including a large lithographic design pertaining to your business. We use the Transunion Lithos in connection with our stands—appropriate to every business.

D. C. Humphrys & Co.
1227-MARKET STREET-1227
Philadelphia, Penn.

FLAGS, BANNERS, DECORATIONS,
SIGNS and SHOW CARDS for every purpose.

JUST SUPPOSE
That there was a machine that would make you from three to five dollars a day, would you buy it?

AS A MATTER OF FACT
There is such a machine. It makes more paste from less flour than you can well imagine. It makes better paste cheaper than you think.

Take a minute and a postal—write us and we will tell you all about it.

J. H. DAY & CO. 864 R. HARRISON AVE. CINCINNATI, O.
THE BILLBOARD.

A. B. P. A. and I. A. of D.
Licensed City Bill Posters,
10 Congress St., E.

NOW THE MODEL BILL POSTING PLANT OF THE S. E.

BERNARD & ANDERSON,
737 Madison Ave., New York.

AND IBERNARD & ANDERSON, 193 Weimer St., Chicago.

THE BRASS CITY DISTRIBUTING AGENCY
THE LIMA CITY DISTRIBUTING AGENCY

THE HUNTINGTON, IND.

THE MANHATTAN PRESS-CLIPPING BUREAU,
New York.

NOT WHAT YOU PAY
AND WHAT YOU GET

TRUTH

A Church Family Journal

The new weekly in colors. The most beautiful periodical published in America. Every week four pages in colors and twenty in black and white.

The Best Colored Pictures
The Best Black and Whites
The Best Humorists
The Best Short Story Tellers
The Best Versifiers
The Best Printed
The Best Made Up
The Best and Cleanest
Family Journal of To-Day

The Best For Advertisers.

TRUTH

19th Street and 4th Avenue, New York.

PROFITABLE ADVERTISING!

The Advertisement's Trade Secret, Fully Illustrated. Write for Circulars, Department.

THE AULT & WIBORG CO.'S
Poster Inks

Are You One of Them? The AULT & WIBORG CO.

CINCINNATI - NEW YORK - CHICAGO

BOSTON

The AULT & WIBORG CO.

LOS ANGELES, CAL.
Population, 1887, 58,000

The Twin-City Bill Posting Co.,
WINSTON-SALEM, N. C.

CITY BILL POSTING CO.,
NORWALK, CONN.

All New-Morning Towns.
Population 20,000.

Bill Posting, Distributing, Sign Tacking and General Advertising.

B. T. FRENCH, Manager.

WINSTON-SALEM, N. C.

ALBANY, N. Y., Pop. 55,000, E. H. Kingdon, Manager. Since 1887. The world's largest and finest file of all kinds of advertising literature.

JAMAICA, N. Y. Pop. 14,000. Five men, 13,000 hand-made copies, 100 sheets, 2,000,000 hand-made copies are the house of the best blue and distribute plants in the State of New York. The world's largest and finest file of all kinds of advertising literature.

SANTA CRUZ, CAL., with a circulation of over 50,000 copies, 13,000 hand-made copies, 100 sheets, 2,000,000 hand-made copies are the house of the best blue and distribute plants in the State of New York. The world's largest and finest file of all kinds of advertising literature.

Do You Want Any Distributing

SCRANTON, PA., WE DO IT.

REESE & LONG.

HUNTINGTON, IND.

The Lima City Distributing Agency, Populatie, 15,000, recently opened. The world's largest and finest file of all kinds of advertising literature.

LIMA, OHIO, The world's largest and finest file of all kinds of advertising literature.

ST. PAUL & MINNEAPOLIS DISTRIBUTING CO., Minneapolis, and ST. PAUL & MINNEAPOLIS DISTRIBUTING CO., Minneapolis, W. F. SMITH, Manager.

LIMA, OHIO, The world's largest and finest file of all kinds of advertising literature.

I THACA, N. Y., Pop. 2,500.
JAS. DONALDSON.

THE BILLBOARD.

BOSTON DISTRIBUTORS.

NOW THE MODEL BILL POSTING PLANT OF THE S. E.

BERNARD & ANDERSON,
737 Madison Ave., New York.

AND IBERNARD & ANDERSON, 193 Weimer St., Chicago.

THE BRASS CITY DISTRIBUTING AGENCY
THE LIMA CITY DISTRIBUTING AGENCY

THE HUNTINGTON, IND.

THE MANHATTAN PRESS-CLIPPING BUREAU,
New York.

NOT WHAT YOU PAY
AND WHAT YOU GET

TRUTH

A Church Family Journal

The new weekly in colors. The most beautiful periodical published in America. Every week four pages in colors and twenty in black and white.

The Best Colored Pictures
The Best Black and Whites
The Best Humorists
The Best Short Story Tellers
The Best Versifiers
The Best Printed
The Best Made Up
The Best and Cleanest
Family Journal of To-Day

The Best For Advertisers.

TRUTH

19th Street and 4th Avenue, New York.

BOSTON DISTRIBUTORS.

NOW THE MODEL BILL POSTING PLANT OF THE S. E.

BERNARD & ANDERSON,
737 Madison Ave., New York.

AND IBERNARD & ANDERSON, 193 Weimer St., Chicago.

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The Best Versifiers
The Best Printed
The Best Made Up
The Best and Cleanest
Family Journal of To-Day

The Best For Advertisers.

TRUTH

19th Street and 4th Avenue, New York.
The Official Trade Mark

The International Bill Posting Association, in
is shown herewith. It was recently formally adopted by
the executive committee, and members are rec
ommended to sec it on all of their cars, stationery, etc.
I have had electrolytes made in quantity, and can
furnish cars to those ordering them, for $10 each.
—very cheap.

Send a postal order let that amount with your
order. Remember THE BILL POSTING ASSOCIATION.
I make nothing on the cuts, and I am not keeping
books.

J. E. WILLIAMS, 204 Radburn Apt.,
CHICAGO, ILL.

TRY US!

We guarantee you a screen-room house-to-house distribution, and all distributing
is done under the supervision of a thorough and experienced
Superintendent who attends
the Distributing Department exclusively.

The CURRAN Company
DENVER, PUEBLO AND COLORADO SPRINGS
GENERAL OFFICE.

ROCK ISLAND, 11L—Union Station, Commander
of Chief, Washington, D. C.

ROCK ISLAND CITY—International Bill Posting Com
gress, July 8th to 12th.

ROCK ISLAND—Chief, Washington, D. C.

Lake City—National Bill Posting Congress, July 8th to
12th.

ROCK ISLAND—International Bill Posting Congress.

ROCK ISLAND—National Bill Posting Congress
12th to 16th.

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NEW YORK CITY.

The Ideal Bill Posting Plant of America.

HARRY MUNSON

Owns more and better billboards in better locations than all other Metropolitan plants combined.

Munson's Boards are located on the main thoroughfares, drives, boulevards, cycle paths and car lines.

Billboards built of steel-reinforced iron—no gaily colored or broken to the posters placed on these boards.

Locations of all Prominent Fixtures, at all Prominent L. Streets, on the horn of every Railroad entering New York and on Broadway.

Harry Munson's New Office is the largest, finest and the best located Bill Poster in the World.

Munson does it all. He designs, prints, posts and checks.

Whether its Metropolitan or Provincial service you want, see Munson about it first.

Harry Munson

4 Murray St.

New York

Branch at No. 147 E. 18th Street.

Telephone 4223.

Solo Member International Association of Distributors.

$1.00—Admits you to membership until June 1st. $1.00

... in the ...

International Bill Posting Association

Of the United States and Canada.

The largest, most progressive and up-to-date Association in this country. Founded strictly on principles of Equity to All. Write the Secretary for particulars.

P. F. Shaffer, President.

J. E. Williams, Third Vice-President.

Albert Weber, First Vice-President.

Chas. C. Maxwell, Treasurer.

Geo. J. Sheer, Secretary.

Executive Committee.


Finance Committee.


Press Clippings, Keep Up to Date!

If you want the B.I.B. kept on any particular subject, or ALL that is published about it everywhere—in daily, weeklies, magazines and miscellaneous publications—you can get it from us.

Material for Speeches, Sermons, Essays, Novels, Scrap-Books, Statistics, etc.

Address of probable buyers for just the goods you have to sell.

Rates: $1.00 per month and upward.

Let us know what you are interested in and we will quote you rates.

THE CHICAGO PRESS CLIPPING BUREAU, 55 Fifth Avenue, Chicago.

WANTED NAMES AND ADDRESSES OF SIGN PAINTERS.

To anyone sending as a list of the names and addresses of Sign Painters in his or her respective cities, we will present a year's subscription to THE BILLBOARD.

Address THE BILLBOARD PUBLISHING CO., Cincinnati.

We Want Distributors.

Send for our proposition to furnish you a specially designed letter head, half tone cuts or any kind of engraved work. No expenditure of cash. Any distributor can earn good pay in this way. Send for the proposition and judge for yourself. Portraits a specialty.

The Advertising World, Columbus, O.

O. M. SMITH & CO.

Members I. B. P. A. and I. A. of D.

THE BILLBOARD.

We Put Our Bill on Your List....

and when you contemplate doing any 001.000 ADVERTISING in our city, drop us a line.


POPULATION CITY AND SUBURBS 30,000.

NOTICE TO THE PUBLIC:

We desire to call the attention of the advertising public that W. S. N. Vogel, late of Portland Advertising Company, has taken sole charge of handling the Northwest territory, and will have his office at 1700 East Broadway, Chicago. He has taken the entire control of the North Western Bill Poster and Advertising Company—everything is in readiness, and he is well known to all the people of the Northwest, with an experience of years as a Distributor, and the W. S. N. Advertising Company will be in the future able to do a better service around all of the west, just as he has been doing in the east.

J. V. WILLIAMS, Secretary.

O. P. FAIRCHILD & CO.

BILL POSTERS AND DISTRIBUTORS

24 East Fifth Street.

COVINGTON, KY.

D. L. McClintock

CITY BILL POSTERS

Mt. Carmel, Ill.
FAIR MANAGERS!
YOUR ATTENTION, PLEASE!

You will use posters this year. Of course you will. That goes without saying. All successful fairs do. What we are desirous of, however, is to convince you that you want to use DONALDSON POSTERS. It costs no more to post Donaldson paper than it does the cheap, tawdry and pointless stuff with which the market is flooded. Our line embraces more styles than all other houses combined. Our designs, too, are all apt and striking, and our prices are as low as the lowest.

TRY A FEW STANDS THIS YEAR.

A stand is a mammoth poster. It consists of six sheets or more. It is a splendid advertisement. Its effect is like a broadside from a battleship. Here is a new stand that we have just finished:

We call it No. 607. It is termed a nine-sheet stand. That is to say, it is made up of nine whole sheets. It measures seven feet in height, and ten and one-half feet in length. It will yield more advertising force than nine single sheets. Its strength is cumulative. Owing to its cost, we cannot send samples gratis, but the above cut gives a very fair idea of the design, which, of course, is executed in colors. We print the name of your fair on them, together with dates, and such other matter as may be desired, and sell them at the following rates, viz:

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<th>Quantity</th>
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Send 63 cents in stamps for a sample. Address:

THE DONALDSON LITHO. CO.,
CINCINNATI, O.
War in St. Louis!

Don't waste your paper on unprotected sheds, on alleys, etc. Remember, all our boards are listed. We have no "charley box". All your paper will be posted. Send it, today, to THE Merchants Bill Posting Co.

COMMERCIAL ADVERTISERS,
210 N. 7th Street. Long Distance Telephone.
W. P. WILLIAMSON, Manager.

WE REFER TO THE ST. LOUIS MERCHANTS.

Bloomington, Ills. And Suburbs.

POPULATION 35,000. We are sole owners of all the Billboards, and have the only license for Distributing, Sign Tacking, Country Work a specialty.

Publishers of Theatre Program.

BLOOMINGTON BILL POSTING CO.

Your Distributing

Should be as good as it can be done, because the better it is done, the better it will pay.

I Try To Do

House-to-house work as it should be done. I believe I have succeeded in reducing it to an exact and accurate system. I know I obtain quick results, and plenty of them. I believe I do a shade better work than any other distributor in the country. I know I do the best work that is done in CINCINNATI.

If your work is not paying as it should, perhaps I can help you. Let us talk it over.

W. H. STEINBRENNER,
519 Main Street,
CINCINNATI, OHIO.

When you get around to

CHICAGO

Just Write The

Chicago Bill Posting Co.

About it. Address your letter:

P. F. SCHAEFER, Pres.,
Chicago Bill Posting Co.
395 W. Harrison Street,
CHICAGO, ILLS.

The Monk Introduction Co.

Contractors for Out-Door Displays
Of All Kinds, Anywhere.

Main Office, Peoria, Illinois,

Branches In:
BURLINGTON, IOWA.
DAVENPORT, IOWA.
ROCK ISLAND, ILLINOIS.
PEORIA, ILLINOIS.
BRAZIL, INDIANA.

Last summer, with our Poster, we covered all the States of the Union, and for the benefit of our advertisers, distributed in hundreds, and sent our cards continually with precision, economy and dispatch.

 publisher, printer, and advertiser.
Western Ad-Sign Syndicate,
OF CHICAGO, ILL.
 Contractors for Painted Advertising Displays
 On Walls, Bulletins and Fences
 Throughout the United States.

FRED. D. JONES
BURR ROBBINS.
J. E. WILLIAMS.
LATE SECRETARY OF THE R. J. GUNNING CO.
KNOWN FROM OCEAN TO OCEAN.
LATE BULLETIN SYSTEM-GUNNING CO.

PRESIDENT
TREASURER
SECRETARY

FRED. RIBLE,
J. O. SIFORD.
SUPERINTENDENT
DESIGNER
LATE OF GUNNING CO.

More than 1200 High-Class Bulletin Locations in Chicago.
A Corps of Selected Artists who have reached Perfection.

With ample capital, unequalled facilities, and long experience, coupled with a desire to please, we ask your patronage, promising a little more for your money than you can get elsewhere. Correspondence invited.

Western Ad-Sign Syndicate
280 Madison Street,
CHICAGO, ILL.