

# WILLBOA

## ADVERTISING.

VOL. VI, No. 9

CINCINNATI, OCTOBER 1, 1895.

PRICE 10 CENTS  
FIVE YEARS, \$1.00

### THE "PICTURE HABIT"

Specialty written for WILLBOA by  
CAROLAN AUSTIN BROWN.

I believe in illustrated advertising. I do mean that believe in it. I'll back it against the other kind every day in the week.

My conviction is based on experience, careful observation and the recognition of a universal habit of humanity—the "picture habit."

Some glance in the morning at the front of every man there is a cluster of hair cells that brings him to a dead halt every time his eyes encounter a picture. The look comes "What? Why? What is it?" and the man is incapable of moving back of foot until the question was answered.

When a hurried business man glances through a magazine, life is too long to read any article in its entirety. His eyes sweep page after page of solid type, with forefinger dropped to facilitate speed, until he strikes an illustration. Then the "picture-habit" comes—"What?" And he looks. He scans the picture. He reads the line under it. It doesn't fully explain. He runs hurriedly through the article in search of the special sentence under the picture, in hopes of finding a brief but fuller explanation. He finds the sentence, reads it,—reads a paragraph,—two paragraphs. Then the man's forefinger gets dry,—he forgets his hurry,—and in spite, he's struck. He reads by looking the entire article.

You've done it, I've done it. Everybody's done it. It's the irremediable "picture-habit."

It's a habit easily explained. It is grounded into the fibers of every human's brain in addition. Take your baby's first book. "What do you encounter first,—a picture. Baby knows what a cat is. Here you find a picture of "kitty" and under it a line—"Cats—Cat."

There's the "picture-habit" for you,—right at the first mental glimpse.

And still you haven't struck the bed-rock of the habit. It goes further back than babyhood. It's bred in the bone of the entire race. It was there before there was an alphabet—It was, the alphabet. The first writing was picture-writing. The first alphabets were picture-alphabets—those of the Egyptians and Phoenicians.

Of all the mental habits of humanity I do not suppose there is a more inveterate one than the "picture-habit." Just watch yourself some day. You have selected reading the leaves of a magazine and are taking a coffee rest through the accompanying pages before getting down to the serious business of reading. The flip

over page after page, striking maybe only a confused line of type until you strike an illustrated page and—stop. You may be going so fast that you get by two or three pages before the impression makes that causes of brain cells. As it gets there, and not only stops but awakens you, and makes you turn back the two or three pages, look at the illustration, and read all or part of the ad, according to whether it is well or badly written, or

pictures—the right kind of a picture—will do. Speaking of the right kind of a picture reminds me that there are illustrations and "advertisements." Almost any kind of picture will stop a man, but only an illustration "illustrates." English advertisements are entitled with any group or striking picture that will make a man stop and read. I believe in going a step further and having the picture if possible,

and displayed so plainly and striking that an illustration may be dispensed with. With the newspaper of another place it is different. It has only a very few insets of the most unimportant display type. The small city advertiser has but little show to have his advertising displayed. That's why an illustration comes in especially strong for the small city merchant. It takes the place of striking display and illustrates the reader.

What I have said about newspaper ads applies equally well to booklets, circulars, catalogues, postal cards and posters.

The "picture habit" is simply a development of the "person-habit"—an illustration of its successfulness held upon the mentality of humanity. It's the result of the "picture habit" when emphasized by an artistic education.

The amateur poster is supposed to be always artistic. There can be no question about its artistic quality in the land of its birth, France. The artistic excellence of the work of Chéret and Goussier cannot be disputed, but I question whether it would prove to be successful advertising in this country. The article completely over-looks the practical. The business object is disposed of in a line.

The American poster, while it is usually inferior to the French poster from an artistic standpoint, is in my mind as superior as an advertisement. It isn't all legs and hooves. It tells something about the article advertised. It is cleaner, and doesn't need the magnification by giving above the idea that the advertiser is a little bit too gay. It doesn't jump too heavily against Anglo-Saxon prejudices. It tells most of the important information of the Chéret and Goussier but is steadily improving.

The American poster will be the poster of the future. It is clean and will avoid the French poster as a work of art. It is practical and advertising. As an aid to other forms of advertising, where it can be afforded, it has an unobscured field. Its usefulness is based on a mental custom inherent in every human being—the "picture habit." It has come to stay.

Illustrated booklets do not go into waste-baskets. Pull out the drawers of a business man's desk, look in the pigeon holes, and there you'll find the illustrated booklets. There's something hypnotic about posters, even bad pictures. People keep them, save them, put them every-where. Cold type may be recognized in the waste-basket, but pictures never. Even a postal card that's mostly illustrated will be some way stuck around in full view in a man's office file drawer, and even there it will finally tucked away in some nook or corner.

When you advertise, don't forget the "picture-habit."



RIMANOSZY.

open an article that does so does not tempt you.

That's the "picture habit." A clean engine couldn't do more.

I don't believe in leaving a force like that out of an ad. If a picture is my ad will bring a man to a standstill, introduce him and hold on to him until he sees what my ad has to say—why I want a picture in my ad. And that's exactly what my experience shows me that a

show the article advertised. "Soldier's believing"

The value of an illustration in an ad is going well understood nowadays by city advertisers. (It is in the same class and town that it doesn't appear to be appreciated. If anything, the picture ad should be more indispensable in the country than to the city advertiser. The city newspaper has lamentable lots of display type, enabling the merchant to have his



LETTER WRITING.

While some of the bill posting establishment in the larger towns are endeavoring to be... (text continues) ...

Every eminent bill poster in all these towns from the bill posters. They are indispensable to the proper conduct of his business.

The first should acknowledge the receipt of papers. It should contain the statement that the package has been opened and properly contents by specifying the number of cards, sheets, etc., enclosed in the shipment.

It should always be mailed the day the paper is received. A printed form on a post card will do the following in a very handy and convenient method to adopt.

Form with fields for Name, Address, City, State, and Date.

The second letter which should be mailed the same day that the posting is completed should notify the advertiser or agent in courteous terms that the paper is posted and ready for insertion.

The third letter containing bill for the service rendered should not be mailed until the time covered by the contract has expired. It should have been previously a new list specifying the locations recorded, and the amount of recent paper list on hand should accompany it.

These three letters are of vital importance. The service, however good, will not elicit entire satisfaction without them.

STATIONERY.

Good stationery is of the greatest importance. In this respect we realize that there is a tendency to its overly extravagant and gaudy especially in the case of letters.

There is danger that this will be carried to extremes. Colors and innoce... (text continues) ...

PROQUICES.

Every letter that leaves a bill poster's office should carry with it an enclosure in the shape of a letter, booklet, or letter. There are too few of them made, and about the very best advertising procurable. Let them deal with the advantages of getting in a general way while describing your city and plant in particular.

The Kansas City World, September 30, devoted half their first page to an advertisement written up at the Kansas City Bill Posting Co.

Headrich Advertising Agency, of Headquarters, Wis. control Kansas square feet of billboards, they also distribute to that section of the country.

J. F. O'Hall, of Jersey City, says that the past summer is the best he has ever seen in the billboards advertising service to keep his boys doing what has heretofore been the dull season.

The interests of the bill poster, the poster printer, the letter printer and the advertising agent are in a large measure identical. The members of the International Bill Posting Association did well to make their aim all eligible for membership. The closer they get together, the better for all concerned.

Dans la Division de septieme des Meters de l'Edifice, une lettre... (text continues) ...

The American Elevator and Bill Posting Co., of Chicago, mailed 102,000 sheets for the month of September... (text continues) ...

In Chicago paper alone posted four hundred 100 sheets... (text continues) ...



MR. ELLISON.

Ellison being the city bill poster is also chief of the San Francisco and Alameda, "Monarchs. In those days when newspaper men were saving down everything, newspaper edition, bill poster was it to themselves to adopt every available means to sell papers before the advent of those of the country, and keep their hands constantly... L.

Los Angeles. The Merchants Ad-Vis Co., of Los Angeles, California, has purchased the entire business of Mr. Geo. P. McLain, of that city, and in consequence, the former Company, which is a member of the International Bill Posting Association, now controls all the billboards of that city.

The Merchants Ad-Vis Co. is composed of Wm. A. Withler, President, S. G. Withler, Secretary, and T. M. Berlin, Treasurer. They are putting their business in a more energetic and business-like manner, and great success is predicted for them.

We clip the following from the Los Angeles Herald of September 13:

Los Angeles, Cal., Sept. 13, 1896. In the Advertiser here this morning the Merchants Ad-Vis Co. is mentioned as bill poster for bill posts and I remember to see your well warranted advertising work very well.

Thinking the public for greatest pleasure during the past year I probably have been in the bill poster business for 15 years.

Respectfully yours, THOS. P. McLAINE, President City Bill Posting Co. Mr. McLain was a member of the Pacific Coast Bill Posting Association, also the A. B. P. A., and his retirement leaves the local organization without a single member on the coast.

PERSONAL COLUMN.

H. K. Tyler, of Northgate, O., attended the A. B. P. session at Minneapolis... (text continues) ...

If they be greatly of the billboard man administration in the coming year, the use of this kind of advertising medium will be very profitable.

RIMANOZY.

Adolph Rimanozy, whose portrait appears on our first page this month, occupies a high position in the world of American art. He possesses, in a remarkable degree, the unique and ubiquitous sense common ability to identify portrait without recording the resemblance in the original. Unlike the sketcher, who often grows best disengaged as by magic, this face grows young and irregular features become landmarks. We hope to be able to say more of this unique and artistic artist in a future number. Mr. Rimanozy, who is employed with the Koenig and Baldwin Co., of Cincinnati, is in the annual book market at Virginia, on a fishing excursion at the time of going to press, and we found it impossible to prevent the necessary haste due to a more extended article.

You can reach the public's gaze quicker and cheaper through the billboards than any other known medium.

Posters pull powerfully.

### A Panic Caused by Posters.

Signal-Cooper Company's Big Sign Installed.

### A POLICEMAN'S BIRD BROKEN.

Man and Woman Trampled upon and Carried out Unharmed.

Something about their Advertising Campaign.

Some time ago I wrote of the enormous sign on one of the *New York Journals*, caused mainly by its methods of advertising—almost exclusively posters.

This wonderful record in favor of bill posting has been surpassed. The Signal-Cooper Co., long New York stars has been opened to the public; the announcements of the opening have been about exclusively on the billboards of New York and surrounding towns. The newspapers here were filled with announcements of the big poster, and the new store would send only small copies that they would.

The posters announced that the big store would open for business at a "Cock Noddy" meeting, September 14, and "would sell better goods for less money than any other store."

At this o'clock in the morning, a few people had congregated, as five there was a line of a hundred feet; at seven the streets were almost impassable, and at eight the tremendous posters looked in the faces, and the crowd entered the building. A mad scramble began for the bicycle department. By this time the faces of people had been largely agitated, and hundreds and scores were being scattered throughout the building in various orders.

But the bicycle rack was too much for them, and one of the policemen, Oliver McKenna, of the City Hall squad, was forced against one of the pillars and his rifle was snapped short off; other policemen were knocked down in all directions and men and women were trampled under the feet of the pushing thousands.

The bicyclist fell on better than did Officer McKenna. The table that held them was knocked down, and the wheels so fast that it takes to tell it were reduced to what might be called kindling wood.

Order was restored in about ten minutes, and the bicycle sale was leadership postponed.

While this was going on in the bicycle department the other portions of the store were jammed with buying thousands. The grocery department was crowded so badly that all men signs were displayed that no more purchases could be allowed. (And this in the face of the fact that their delivery system means anything ever attempted in this line has no obstacle.)

The only newspaper announcement while during the week was an apology for their lack of publicity stated in all that had called, and asking the forgiveness of the police a little while.

The first week of the big store has just closed, and the sales show an extraordinary record, but more than a hundred thousand each day for the entire week.

How did it happen?

Talk your hat off and ask Mr. Jones, their advertising man.

Hereafter we have imagined that all the good a poster could do a dry goods store was to display its wares, present its style, and so keep its name before the public, but that the newspapers were needed to give columns and pages of descriptive matter, and so on.

But not a description, and not a price have been named in any of the big store's ads, so far as I have been able to discover; probably this is because the price, this change from the old routine, may have had something to do with its instantaneous success.

And as far as I can figure it out, from a very thorough observation, their advertising is costing them not exceeding \$5,000 per week, or less than one per cent of the sales.

Of course this amount does not include the salary of the advertising manager; I have an idea what that salary is but the probability is that Signal-Cooper Co. probably this amount \$5,000 a week, an extremely reasonable if they could not retain Mr. Jones otherwise.

Mr. Jones' first name is Charles F., he was born in this town at South East, Lowellville, one of the prettiest of Ohio's and Middleboro's "New York towns," located across the street, and his father was an advertising agent, bought out his store and made him their advertising manager. The Scotchman, of Chicago, whose store to launch their immense department store enterprise, carried him out to Chicago, where his name pulled Signal-Cooper & Co., Chicago, took away from them and to the store of the north side of Van Buren Street.

Mr. Jones then started an advertisement writing business, and for some time had practical charge of the advertising of a number of Chicago's largest and best houses.

In June he came to New York, and has spent his time since in a study of the people and the methods of the vicinity. He seems to have learned his lesson.

My big observation and his salary were given him in the width of

SEN W. HARRIS.

### ALL'S WELL AT HOME.

Translated for the American Advertisement.

The writer felt the shores of the United States a month or two ago for a little continental jaunt, primarily for pleasure and recreation, but with a secondary idea, namely, that of securing out a little information on the subject of advertising.

After some weeks of hopping around from one point to another, the conclusion has been arrived at that all's well at home. The one glass the Continent could and would do this away the duck in the matter of publicity.

In connection with some observations elsewhere I have noticed the booming of the postman—the postmen we get from the Continent, France in particular, I expected, actually enough, to find Paris just about glorified all over with the most exquisite advertising agencies and agencies, and I get very hoarse. I saw more to admire in the second row collection of designs posted galloped together at the

Atlantic Republics, than I have been able to discover in the French capital after a week of diligent search.

There are a few posters to be seen, it is true, but they are few and far between and not very high up in the case of excellence. What is more, they all seem to have been hanging in the places they occupy for a considerable period, that one is forced to speculate upon the date of their first appearance, and to wonder whether the poster has not long since exhausted the period of power conferred upon it.

A few *litho*—namely English, by the way—on or two modern specialties and hand-drawn requirements are represented in the remaining class of posters, but there the matter ends. Out of seven or eight posters seen, not exceeding \$5,000 per week, or less than one per cent of the sales.

Taking the ad door advertising as a whole, it is decidedly "off"—a remark which applies to the principal cities of England, and to the continent of France, so far as I have visited them.

Advertising is about rare as deer on a comparatively small and very unrepresentative scale. As a result, it takes the form of laboriousness on the advertiser's side, and of cards mailed to the neck of each man. In the case of one you see the ad, when you want to see something else, and try your best to dodge it in the other, you fail to look at the ad, owing to the lack of discrimination of very important things, and to the fact that the poster is not, as a rule, so well placed as to be seen; and, finally, perhaps it doesn't.

What there may be money in is the advertising done outside the street cars. This is brought to perfection (I) in England, and may be more so in the other. I remember for example, when the destination of short every one would seem to be "Chester, Lombard," just as in our time the Postmaster making his first visit to London reported every railway station of a certain local line as being named "Columbia Market."

There is a great deal of street car advertising, especially, there is nothing here worth copying. My preference is the destination of the car as the catch, thereof rather than its obligation to pick the same information out of a jumble of ads., and occasionally we are right in putting our ads. inside, in such a position that they can be read, and not furnish a source of irritation to the passengers.

We are a nation of advertisers, and, as I can see, we have many points to give away and led to gain sales outside our own doors.

We look upon poster advertising from the "Continental" and we have added to them. Now it is safe to say that we are trailing away with all the poster boards. The other honors we have held for a long time.

As to progress in the art of advertising on the continent, that must have been attained long ago, but the day is not yet past, long ago, if we except the little progress already too frequently alluded to. Taking Paris as a point with which to make comparisons, I can see at various points where we are far ahead of our poster boards. The same old announcements in the same old style journal, changes in the line of improvement, for which there is ample

room, apparently being about as frequent as advertisements in the locality mentioned. One of the failures in the study of the above continent, signs of advertising, is owing to the fact that in the same ads. days houses may reveal something worth copying. Sometimes, America may congratulate themselves upon the fact that they are in the front in the art of advertising, and that their supremacy comes about the entire field—*Adviser's Post in Paris*.

### NEW BOOKS NOTED.

The *Journal's* evening issue made its first appearance this week, and the evening edition will be published in the same form as the morning issue, at that it is published in the same form.

There are rumors that the E. J. Chandler Co. are buying wires for a paper advertisement, and that they are buying wires for a paper advertisement, and that they are buying wires for a paper advertisement, and that they are buying wires for a paper advertisement.

Monroe and Rogers & Clark are not using a word, but it is responsible to say that they are buying wires for a paper advertisement, and that they are buying wires for a paper advertisement, and that they are buying wires for a paper advertisement.

A. VanBuren & Co. have recently adopted a form of spirit board that is identical to anything advertised in the United States. It is of a standard line, and is made of a standard line, and is made of a standard line, and is made of a standard line.

Signal-Cooper Co., the big advertisement store, had a big showing on the billboards; in fact the billboards seem to be their main advertisement, very little when advertising before the public, and they have been run up to the standard of respect, but the results here are all that could be expected, and they are all that could be expected, and they are all that could be expected.

The first poster is coming to the front again, for their regular bill and other bills. France is doing very well, and the French are doing very well, and the French are doing very well, and the French are doing very well, and the French are doing very well.

One of the advantages of the City Association has been the protection against a systematic force main, an agreement being that if one bill is not being set in motion, whether of the other two shall offer to pay any more. There are very few of these bills, but they are being set in motion, and they are being set in motion, and they are being set in motion, and they are being set in motion.

One of the advantages of the City Association has been the protection against a systematic force main, an agreement being that if one bill is not being set in motion, whether of the other two shall offer to pay any more. There are very few of these bills, but they are being set in motion, and they are being set in motion, and they are being set in motion, and they are being set in motion.





### NEWS OF MISCELLANEOUS ADVERTISERS.

A number of new billboards are included in present lists here and are the first recently. Some of them will run only a few pages, and others will occupy permanent positions at their business centers. The addresses of the various groups referred to are given below:

When Raymond Manufacturing Company, 118 Court street, Brooklyn; General Manufacturing Company, 105 Fulton street, New York; People's Pencil Company, of Dearborn street, Chicago; Selver Haly Company, Jasper, Pa.; J. A. C. Colwell Company, Cincinnati; Continental Tea Company, Cincinnati; Hudson Woolen Company, Chicago; Starr Jewelry Company, Chicago; Wilkison Manufacturing Company, Chicago; Pavilion Hygienic Company, 321 East 47th street, Chicago; Borch Manufacturing Company, 320 Rogers Block, Chicago; Manns Tailoring and Shirt Company, Chicago.

Some of these are possibly special "winter-boards" devised by persons who are already advertisers under other names.

The Kohn Medicine Co., Detroit, Mich., are going to distribute after the election.

The Northwestern Yeast Co. is distributing samples there for the entire season.

The L. A. of D. has its first ad now sent to its members in the printed bill of Indiana.

The Eureka Plumber Company, South Bethlehem, Pa., has been added to the list of mail-order advertisers.

Folder Job Office, of Fellen, Ill., want file bills on distributors in that state, as they belong to more remote states.

### A Big Concrete's New Base.

The Billington Kennedy Company now has offices at 215 Erie street, Chicago. The concrete base method advertising.

Attention is called to the new advertisement under the article of Salsated Position. Mr. Rowley is a reliable advertiser.

James Beach & Son, (Boys) Delaware, is also placing business direct. For the present they will only cover adjoining states.

Does this the second quarter of the year are possible October ad. Members of the L. A. of D. will please note and respond promptly.

The First Menomonge Kennedy Co., Springfield, Mass., is now doing the east, distributing booklets. Get in line before it is too late.

Fake Associations are on the wane, but still a few doubtful ones are doing business. It is "the goal of the counterfeit" for all distributors to see certain before joining any.

One of the best examples to the above is the International Association of Distributors. If careful work is taken into view, they have succeeded in getting the Association as a solid base guaranteeing its service, protecting the distributors. They invite your investigation before joining any other. So do as it will be to your interest.

Reliable distributors need not hesitate to apply for membership in the International Association of Distributors. A member is wanted in every county of the United States.

Bath & Co., wholesale druggists of St. Louis, are introducing "Papier's" new proprietary remedy for a number of ailments and a substitute for opium. They will deal direct with distributors.

Present billboards are that there will be a large amount of distributing during the fall and winter, quite a number of distributors have booked work for the months of November and December.

### Based on the Right Road.

The Best and Best Manufacturing Company, Boston, is the name of a new one that will endeavor to establish trade throughout the country during the fall and winter.

### A New Papaine Remedy.

The Thompson Medicine Company, Lexington, Ky., will place on sale and advertise to some extent in the West a new proprietary medicine. It is called "Papain Tonic Bitters."

The only possible way to make distributing matter pay is to distribute it, and the only way to distribute it is through recognized professional distributors. Matter entrusted to druggists and other retailers is largely wasted.

The Putnam Coal Company, Battle Creek, Mich., is placing new advertising in Western papers. The advertising done by the company, but winter was attractive and profitable. The Chicago-H. Putnam Agency places a part of the ad, but the present advertising is done direct.

Many new men out of work would make a good living by going into the distributing business. It does not require much capital, the main stock is made in honesty and persistence, combined with business tact.

### A New Toilet Preparation.

The Lotus Cream Company, of Fifth Avenue, Chicago, is having it prepared and advertising for a new toilet preparation.

The Nichols Medical Company, 209 Fifth Avenue, Chicago, managed by Dr. H. Nichols, has recently started the advertising of its. It is not incorporated.

The E. L. Park Co., of Boston, has been trying to interest physicians in Lobe Tablets, and similar preparations which they advertise. Their advertising has been direct, but they sought to purchase distributors. It would help them wonderfully in introducing their goods.

### How Can They Afford It.

Rosell & Company, 324 North Dearborn street, Chicago, is the name given by advertisers who announce that they will pay if you hand out for "your neighbor's" address. They do not seem to have such high figures. Wonder what the game is?

Many billboards who particularly desire all forms of advertising new newspaper space, gladly send themselves of the good offices of the distributor to handle their own circulation. Where would they stop if it was not for the sample copies containing useful chapters of new studies?

The Lincoln Tea Co., of Ft. Wayne, Ind., have formerly associated their illustration of placing all of their distributing matter through the medium of the International Association of Distributors. They have carefully investigated the working of the organization and have determined that the guaranteed service is just about right.

Chilly and early weather now on longer to stand unadvisedly. To-day, distributing matter must be so attractive and free as the previous era in capable of making it. Good printing, good type setting, good paper, good illustrations, good colors, if they are necessary, are all requisites. If the advertiser is really willing to buy the best printings of returns. Yet while all of these qualities are essential, they are as nothing compared with the temperance of careful, thorough and conscientious distributing. Let the part of the work be well done above all else.

### Personal Mentions.

Geo. W. Stranahan, of Indianapolis, writes this bulletin to-day.

J. A. Glueck, of Chicago, has added his painting to his distributing business.

J. W. Jones & Co., of Detroit, Mich., report they are commencing to advertise for their new business.

W. H. Olin, of the University of the I. A. of D. and secretary of the Greater Advertising Co., of St. Louis, Ind., has just returned from a tour of the West and has been there for the purpose of which he has been there.

J. H. Wilson, of New York, Ind., has joined the International Association of Distributors. He enjoys a special reputation for thoroughness in his work, and he is a member of the same association. He is a member of the I. A. of D. and has just completed the first of his new copies of the constitution and by laws to members and prospective members.

H. C. Case, of the Greater Advertising Agency of Ft. Wayne, Ind., was lately invited to attend the Illinois Tea Company of that city to discuss the new business International Association of Distributors. H. C. Case, in his lecture, has had large orders in his new work and considerable success in his new work. He has been in the I. A. of D. since 1891 and has been a member of the International Association of Distributors. He has been in the I. A. of D. since 1891 and has been a member of the International Association of Distributors. He has been in the I. A. of D. since 1891 and has been a member of the International Association of Distributors.

The vice advertiser class comprises those who are of only quality. People respond quicker to the billboards than any other form of advertising.

### MODERN TOWN CRIERS.

The Quaker & Lake St. Johns' Tailor advertises its excursions along the route by having the runs, dates and destinations made at the shortest doors on the line, and the convenience of the route. The advertisement is placed in the street, and the advertiser is not at all concerned with the cost of the advertisement. The advertisement is placed in the street, and the advertiser is not at all concerned with the cost of the advertisement. The advertisement is placed in the street, and the advertiser is not at all concerned with the cost of the advertisement.

## Everybody would if they just knew how.

Some advertisers think poster an expensive method of advertising, and others think it requires too much ad work to succeed to poster. There is a third method of advertising bill, but they get rid of it by placing their advertisement with some one of the hundreds of recognized advertising agents.

There are at very few low power advertising agents to take care of the bill, and a great number of business people like to use the bill.

I help the advertiser by making one of this kind, and I help the bill poster by securing for him what other bill posters would go to some other advertiser.

If you are an advertiser I want to see you and talk over the question of poster.

If you are a bill poster I want you to write to me and see how easy I can make you, and your price for poster.

Long-Distance Telephone. 107 W. 25th St., New York.

# Billboard Signs and Painters



### WORKING THE FARM.

The man who owned the country building large signs in barns, buildings and fences near about the eyes of man, but fortunately all do not see the man in the air as he flies. A good one is told in the Kansas City Star of a sign painter who stopped at the place of a miserly farmer and, seeing that the latter's barn had a good one built, advised the man: "Now being things as they are, hasn't you?" he asked the farmer. "Yes, it's all new paint," he said along one side of the barn. "An' I don't 's'pect no other side but goodly," said the farmer. "I'll be glad to do it for you, as you are a better man than I am. I'll do it for you as usual to pay all the labor in the way of my own time, in the way of my own time, in the way of my own time."

Every sign painter in the land should subscribe for and advertise in BILLBOARD.

In brief, Billboard does, "Hand's Curve" will be best simply because it is the best.

Did it ever occur to you that the bicycle has enhanced the value of roadside signs to a wonderful extent?

There is no argument that can be offered in favor of Bill painting which cannot be employed in like advantage in favor of signs and billboards.

Do not get up board signs in the country. Use signs in barns, buildings and fences near about the eyes of man, and the advertisement is thereby rendered fully two hundred per cent more valuable.

Keep a penny can be turned during October by sign painters who have the knack of treating out attractive political banners and transparencies. Cross-street structures are also finding much favor this year.

The enterprising sign painter who in his letter to the advertiser offers to do his business in the fall season. If advertisers are properly approached regarding the advantages of their advertising in the week leading up to adjacent sections of a country, but few will hesitate to give an order. The farmer's trade is about the most valuable that a painter can have. They pay much, they know what they mean, they are not led to believe; they never ask for samples; they prefer actual purchases, and they are professional workers among them. By the way, do not fail to reach them in through the medium of fence signs on the country. Give a merchant good service as his first trial, and you are pretty apt to retain him as a permanent patron thereafter.

### PAINT GALLOPS.

The "bad sign" of New York City are being in deal with several thousand signs, each on account of the trouble with some of the sign painters. The signs that are showing particular attention are those advertising the value of a certain brand of whisky, which probably shows well-known firms of politicians. Lewis Gindoff was killed the other day by a sign painter who was working the "bad sign" at work. Three thousand men, and they were around with hundreds of thousands of men, and they were working the "bad sign" at work. It is a pity that they were working the "bad sign" at work. It is a pity that they were working the "bad sign" at work. It is a pity that they were working the "bad sign" at work.

WHEEL, Ill., Sept. 10th, 1899.  
BILLBOARD ADVERTISING.  
Gentlemen:—I received the number's issue of your very good and interesting paper, BILLBOARD, for advertisement. I have been very much interested in the same, especially your pleasant words with respect to my own business. I have been very much interested in the same, especially your pleasant words with respect to my own business. I have been very much interested in the same, especially your pleasant words with respect to my own business.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

### Personal Mention.

"Dear G. A. Knappington, the millionaire sign painter and painter of men and boys, please get ready to receive all orders for signs and billboards in the fall season. I have been very much interested in the same, especially your pleasant words with respect to my own business. I have been very much interested in the same, especially your pleasant words with respect to my own business. I have been very much interested in the same, especially your pleasant words with respect to my own business.

THE DECCERS EDITOR.  
Dear Mr. Deccers, the publisher of the Billboards, I have been very much interested in the same, especially your pleasant words with respect to my own business. I have been very much interested in the same, especially your pleasant words with respect to my own business. I have been very much interested in the same, especially your pleasant words with respect to my own business.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.

WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.  
WHEEL, Ill., Sept. 10th, 1899.







### CONVENTIONS.

See, Editions, Etc.

Table lists meetings of various kind of almost all states of the continent, which will probably be held in the winter of 1896 or early in the next year. It includes a list of the names of the officers and committees of the various organizations, and a list of the names of the speakers and the subjects of the addresses.

**Atlantic City, N. J.** - Annual Session of the American Society of Newspaper Editors, January 10-12. **St. Paul, Minn.** - National Convention of the National Education Association, January 10-12. **St. Paul, Minn.** - National Convention of the National Geographic Society, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of Public Schools, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of Principals, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of Superintendents of Schools, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12.

### RACES.

Table lists the names of the various racing tracks in the United States and the names of the owners and managers of the tracks. It also lists the names of the various racing associations and the names of the various racing clubs.

**Atlantic City, N. J.** - Annual Session of the American Society of Newspaper Editors, January 10-12. **St. Paul, Minn.** - National Convention of the National Education Association, January 10-12. **St. Paul, Minn.** - National Convention of the National Geographic Society, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of Public Schools, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of Principals, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of Superintendents of Schools, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Teachers, January 10-12.

**St. Paul, Minn.** - National Convention of the National Association of School Principals, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Superintendents, January 10-12. **St. Paul, Minn.** - National Convention of the National Association of School Directors, January 10-12.



### THEATRICAL

**DESIGNERS, LITHOGRAPHERS AND GENERAL JOB PRINTERS.**

Poster Work Our Specialty

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

**J. S. CRAIG,**  
218 LEWINGTON AVENUE,  
HASTINGS, NEB.  
Own and Control all Boards and Postings.

**POSTERS HAND BILLS**

**THE GREAT American Engraving and Printing Co.**  
17 NASSAU ST., NEW YORK.

**Push.**

There's what make business I suppose - the extra push, the greater the success - if the push is in the right direction.

**PUSH** is a little journal "published for progressive people" it helps business men push in the right direction. It has subscribers, but it doesn't get off half-track. Let us send you a free sample copy.

**PUSH PUBLISHED BY, WASHINGTON, D. C.**

### THE HUSTLER ADVERTISING CO.

CONTRACTORS OF OUT-DOOR ADVERTISING IN ALL THE BUSINESS. Prompt Service by Reliable Men.

**Bill Posters & Postings.** Best Results. Best Stock. Best Workmen. A. S. WHITE, Mgr. and Treas.

**A. E. BENTLEY,** Only Licensed **BILL POSTER** in OMAHA. Capital of Oklahoma Territory, 10,000 feet of space, and satisfaction guaranteed.

**The Advertising Realty Co.** CONCEPTION, O.

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

**LICENSE.** For \$200 I will grant and forward to any bill poster in the United States or Canada the latest and most approved form of bill posting notices to use. It is effective and permanent. Address: **R. C. CARRELL, DAYTON, KY.**

**SIONEY, OHIO, C. P. ROGERS** City Bill Poster. One and a half cents and send me the bill poster to my address.



The Best and Cheapest

# DESK

On the Market.

THIS Desk is solidly constructed of oak, has double row of Drawers, Sliding Tablet, Combination Lock, Fitted Back, and is a perfect marvel of convenience and elegant workmanship. Nothing but high-grade material used in its manufacture.

Special Price for Thirty Days, \$17.50.

Freight prepaid only when the cash accompanies the order.

**MURPHY DESK CO.,** No. 130 KENYON AVENUE, CINCINNATI, OHIO.

## No Office Complete Without It. Business

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

**ACCOUNTING, OFFICE ACCOUNTING, BUSINESS MANAGEMENT and ADVERTISING,** and incidentally upon **FINANCE, MANUFACTURING, TRANSPORTATION, COMMERCE and ECONOMICS.**

The stated departments of the **paperless Office** plan, each being furnished in pasted-on form on office and business topics; **OFFICE RECORDS**, containing illustrated descriptions of services; **BUSINESS LITERATURE**, in reviews of new books; **ART AND FRAGRANCE** of advertisements, presenting studies in successful publicity; **INTERESTING AND ASSOCIATIONS**, recording 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 practiced in leading establishments.

Monthly, 50 pages, illustrated, in flowing supplement, for a year. Sample copies (including this advertisement) free.

**KITTSREDE COMPANY, Publishers**  
10 Astor Place, NEW YORK.

## "The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

### Modern Sign Writer and Ornamentor.

A choice collection of words and alphabets in every, a reference book for sign artists.  
40 Pages. Price 50c. Address  
GEO. FURNELL,  
No. 2 E. 4th St., Cincinnati, O.

New Ads. Cols. By **Advertisement Agency**, City.  
No. 107 W. 1st St., St. Louis, Mo.

**DEAFNESS CURED**

By the use of the **WALKER'S** method, which is a simple, natural, and safe process, the most difficult cases of deafness are cured. The method is based on the principle of the ear as a vibrating body, and is the only one that has been shown to be successful in all cases.

Address: **WALKER'S DEAFNESS CURE**, 107 W. 1st St., St. Louis, Mo.

### JRC of Lettering and Sign Painters Manual.

Illustrated with numerous styles of letters and contains valuable instructions for practical use.  
Price 50c. Address  
**WILMARD ADVERTISING CO.,**  
Cincinnati, O.

### NIGHT & DAY.

That is just the way we are working now.  
Special advertisements are run one of them. Write us about our 14 issues. **PASSAIC ADVERTISING CO.,** Passaic, N. J.

**PASSAIC ADVERTISING CO.**  
Passaic and Passaic, N. J.

### R-I-P-A-N-S

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

ONE GIVES RELIEF.



### Philip B. Oliver. Licensed City BILL POSTER AND DISTRIBUTOR.

2,000 Ft. of Board. 75 Three-Sheets.  
Special Attention to Commercial Work.  
All Work Guaranteed.

319 Cherry St., FINLAY, O.  
POPULATION 12,000.

**THE STAR**  
COLLEGE GRANT SUPPORT  
AND ARTISTRY.

Address: **THE STAR**, 107 W. 1st St., St. Louis, Mo.

## Salaried Positions

to travel that pay from \$20 to \$25 weekly and expenses, secured for competent men and women. Send of 10 stamps for written letter of particulars.

S. M. BOWLER, Woodfield City, Vermont

## Bands

Should be secured through any agency at once for post next year's Exposition, Fair and Race Meeting. I prefer to book on long term contracts, but during the winter they do you and book some of the most permanent and successful of the winter's business. Bands, of which I have the agency and cost money in your city! Let us hear from you of managerial skill, and book them under a percentage or guarantee basis, giving any quantity of winter buyers and metropolitan work you can use. Write for terms, rates, circulars, and any information desired. Address:

**JOHN C. VOLK, JR.,**  
95 Fisher Street, DETROIT, MICH.

**BURMITT** Designer of Descriptive Trimmings, Theatricals, Combinations or combinations, Black Stripes and Stock Letters.  
Office, Donaldson Litho. Building, CINCINNATI, O.

**THEATRICAL AND CITY MAIL PUFFERS, Stationery and Advertising Agents.**  
Work promptly and properly executed.  
G. B. WOODRUFF, Mgr. 707 W. WAYNE, ILL.

**TRENTON, NEW JERSEY.**  
**The Trenton Bill Posting Co.**  
Owns all billboards in the city and suburbs. Estimates free. Guarantee the value of all posting and sign painting.  
**W. E. WILLIAMS, Manager.**



No firm on earth can do good printing cheaper than we can. That is a pretty strong assertion but we are prepared to prove it at anytime. . . . .



You might also hear in mind that we engrave zinc blocks with great skill and much taste. . . . .



# HENNEGAN & CO.,

719-721 Sycamore St.,



CINCINNATI.



**ORDERS FOR POLITICAL POSTERS WILL BE SHIPPED SAME DAY AS RECEIVED.**



*We have just issued a number of . . .*

**Pictorial Posters,**

*adapted to any business. We will send samples free to any bill poster who writes us.*

If you want to post

# CHICAGO

Send your paper to the

## Chicago Bill Posting Co.,

No. 395 West Harrison Street, CHICAGO, ILLS.

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

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

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

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

Instructs you—and exemplifies—how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about methods, teaching to aid you in securing profitable orders to advertise in.

Individual copies sent in a year. Sample free, on request.

30 Spruce Street, New York.

THE LEADING BRANDS  
(LITHOGRAPHIC OR BLACK) IN THE UNITED STATES USE



**AULT & WIBORG CO'S**  
POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG CO. CINCINNATI - NEW YORK - CHICAGO"

**CINCINNATI**  
And Her Suburbs, Embracing  
**500,000** People.

To reach them all  
economically, use

**STEINBRENNER'S**  
DISTRIBUTING  
SERVICE.

There is No Other Way.

Address.

**W. H. STEINBRENNER,**  
No. 811 Vine Street,  
Cincinnati, O.

EVERY BILL POSTER  
WANTS AND NEEDS

### Profitable Advertising

(Illustrated.)

The Advertiser's Trade Journal  
of New England.

Full of ideas and suggestions for  
the publicity seeker.

Subscription Price, \$1.00 per year.

Send for sample copy.

**KATE E. OSWALD,**

Editor and Publisher.

12 School Street, BOSTON, MASS.

NEW GOOD TOBACCO  
**SHAKESPEARE**  
PLUG TOBACCO

SHAKESPEARE PLUGS.

To make these the best tobacco ever made,  
Shakespeare Plug is made of the finest  
tobacco and is wrapped in gold foil, and  
is the best in the world.

Send for mail in next paper issue.  
1 lb. Box, 50¢; 2 lb. Box, 1.00.  
THE SHAKESPEARE TOBACCO CO.  
PAUL CITY TOBACCO WORKS,  
178 BROADWAY, N. Y. C.

LIST OF MEMBERS. CORRECTED MONTHLY.

International Bill Posting Association

Of the United States and Canada. Formerly the Inter-State Bill Posters' Protective Association.

OFFICERS.

J. F. SCHAEFFER, President, Chicago;
VICE PRESIDENT: Geo. P. Wainwright, New York City;
SECRETARY: Wm. C. Calkins, New York City;
TREASURER: Wm. C. Calkins, New York City;
ASSOCIATE SECRETARY: Wm. C. Calkins, New York City;
ASSOCIATE TREASURER: Wm. C. Calkins, New York City;

P. A. HARRIS, Chairman, New York City;
J. F. SCHAEFFER, Vice-Chairman, Chicago;
Wm. C. Calkins, Secretary, New York City;
Wm. C. Calkins, Treasurer, New York City;
Wm. C. Calkins, Associate Secretary, New York City;
Wm. C. Calkins, Associate Treasurer, New York City;

BOARD OF DIRECTORS.

J. F. SCHAEFFER, Chicago, Ill.;
Wm. C. Calkins, New York City;
P. A. HARRIS, New York City;
Geo. P. Wainwright, New York City;
Wm. C. Calkins, New York City;
Wm. C. Calkins, New York City;

EXECUTIVE COMMITTEE.

J. F. SCHAEFFER, Chicago, Ill.;
Wm. C. Calkins, New York City;
P. A. HARRIS, New York City;
Geo. P. Wainwright, New York City;
Wm. C. Calkins, New York City;
Wm. C. Calkins, New York City;

BOARD OF MANAGERS.—to be appointed by the Trustees, and composed of one member from each State.

Table with 6 columns: State, Name, Address, State, Name, Address. Lists members from various states including Michigan, Ohio, Pennsylvania, New York, etc.

MEMBERS.

POSTER PRINTERS.
P. R. Baker Printing House, Grand St. N.Y.
Newman Lithographing Co., Cleveland.
Brown Lithographing Co., Cleveland.
Brown Lithographing Co., Cleveland.
Brown Lithographing Co., Cleveland.

SOLICITORS.
Henry W. Smith, New York City.
Wm. C. Calkins, New York City.
Wm. C. Calkins, New York City.
Wm. C. Calkins, New York City.

ADVERTISING AGENTS.
J. H. Williams, Chicago, Ill.
Jas. S. Pennington, Indianapolis.
Wm. C. Calkins, New York City.
Wm. C. Calkins, New York City.

NATIONAL INSPECTOR.
Geo. E. Klinefelter, Washington, D.C.

ATTORNEYS.
Tarrant & Fennell, St. Paul, Minn.
Merrill & Merrill, Chicago, Ill.

SCALE OF PRICES.
City of 100 to 250 sq. ft. per sheet, 25¢
City of 250 to 500 sq. ft. per sheet, 35¢
City of 500 to 1000 sq. ft. per sheet, 45¢
City of 1000 to 2500 sq. ft. per sheet, 55¢
City of 2500 to 5000 sq. ft. per sheet, 65¢
City of 5000 to 10000 sq. ft. per sheet, 75¢
City of 10000 to 25000 sq. ft. per sheet, 85¢
City of 25000 to 50000 sq. ft. per sheet, 95¢
City of 50000 to 100000 sq. ft. per sheet, 1.05

PRICES FOR GIRLS WORK.
All work made on prepared boards, not including
board cost, at 1¢ per sheet per work.
New boards, per remaining board feet, for one year
10¢ per sheet, 20¢ per sheet, 30¢ per sheet.

CARD AND TIN TAKING.
No. 1 to 250 sq. ft. in open holes, at 1¢ each.
No. 2 to 500 sq. ft. in open holes, at 1.50¢ each.
No. 3 to 1000 sq. ft. in open holes, at 2.00¢ each.
No. 4 to 2500 sq. ft. in open holes, at 2.50¢ each.
No. 5 to 5000 sq. ft. in open holes, at 3.00¢ each.
No. 6 to 10000 sq. ft. in open holes, at 3.50¢ each.
No. 7 to 25000 sq. ft. in open holes, at 4.00¢ each.
No. 8 to 50000 sq. ft. in open holes, at 4.50¢ each.
No. 9 to 100000 sq. ft. in open holes, at 5.00¢ each.

DISTRIBUTING.
Manufacturing by contract, not over 10000 sq. ft.
\$1.00 per 1000 sq. ft.
\$1.50 per 2000 sq. ft.
\$2.00 per 3000 sq. ft.
\$2.50 per 4000 sq. ft.
\$3.00 per 5000 sq. ft.
\$3.50 per 6000 sq. ft.
\$4.00 per 7000 sq. ft.
\$4.50 per 8000 sq. ft.
\$5.00 per 9000 sq. ft.

CLOTH BANNER SIGNS.
No. 1 to 250 sq. ft. in open holes, at 1¢ each.
No. 2 to 500 sq. ft. in open holes, at 1.50¢ each.
No. 3 to 1000 sq. ft. in open holes, at 2.00¢ each.
No. 4 to 2500 sq. ft. in open holes, at 2.50¢ each.
No. 5 to 5000 sq. ft. in open holes, at 3.00¢ each.
No. 6 to 10000 sq. ft. in open holes, at 3.50¢ each.
No. 7 to 25000 sq. ft. in open holes, at 4.00¢ each.
No. 8 to 50000 sq. ft. in open holes, at 4.50¢ each.
No. 9 to 100000 sq. ft. in open holes, at 5.00¢ each.

**Advertisers** Obtain all the advantages of a guaranteed service by recourse to the system of the INTERNATIONAL ASSOCIATION OF DISTRIBUTORS, OF THE UNITED STATES AND CANADA. It is a genuine guarantee, one that really DOES GUARANTEE. Any person who contemplates advertising by means of Booklets, Circulars, Folders, Leaflets, Almanacs, Calendars, Blotters, Catalogues, or Samples, and wishes to have them honestly, thoroughly and conscientiously distributed from house to house, at less than one-fifth the cost of mailing, will do well to write the Soliciting-Secretary, JAS. L. HILL, NASHVILLE, TENN.



# THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

President, J. R. CLODER, 647 North Ave., Chicago, Ill.  
1st Vice Pres't, J. E. STROTHER, Rochester, N. Y.

2d Vice Pres't, W. KEYSER, Dewabic, Mich.  
3d Vice Pres't, W. R. CREE, Ft. Wayne, Ind.



**Distributors** Who believe in associated effort and recognize that the best way of helping the individual is by elevating the business at large, will do well to unite with this movement. The Association, which now numbers over four hundred and fifty members, is growing rapidly and its franchises will soon be at a premium. At the present time there is room for more sober, reliable men, who make a business of distributing, and W. H. STEINBRENNER, 811 Vine Street, CINCINNATI, O., will be glad to hear from them. Novices and minors need not apply.

Classified Advertisements.

HILL POSTER DIRECTORY.

For the classified advertisements under this heading, see the conditions on page 12 of this issue.

Washou, Iowa. Wm. B. Hart & Co. Pop. 3,000. Groceries and farm products, including grain, horses and pigs. Telephone, 100. See also address in R. D. No. 1.

Ansonia, Minn. Pop. 13,000. George Brown, Leonard J. Hill. Lumber and iron works. See also address in R. D. No. 1.

Oregonian, Texas. Pop. 50,000. L. C. Beach, 112 1/2 Hill Street. Lumber and iron works. See also address in R. D. No. 1.

Asheville, N. C. Wm. H. Foster and Son. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Winona, Minn. Heavy Warming. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Franconia, British Col. Pop. 7,000. A. S. Taylor. Lumber and iron works. See also address in R. D. No. 1.

Fort Wayne City Mill Printing Co. Pop. 17,000. Printing and advertising. See also address in R. D. No. 1.

John H. DeLong & Hadermar. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

THE CHINA PAPER CO. Pop. 10,000. Paper and printing. See also address in R. D. No. 1.

Lima, Ohio. Pop. 25,000. W. M. Thayer, City Hill Street. Lumber and iron works. See also address in R. D. No. 1.

Manchester, N. H. Frank F. Colby. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Memphis, Tenn. Wm. H. Foster and Son. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Milford, Mass. Pop. 10,000. W. H. Cheney, City Hill Street. Lumber and iron works. See also address in R. D. No. 1.

Lawson, Ky. G. S. Gilling & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Palmyra, N. Y. Fred. F. Knapp. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

South Framingham, Mass. Pop. 10,000. Wm. H. Foster and Son. Lumber and iron works. See also address in R. D. No. 1.

Washington, Ill. Pop. 10,000. Wm. H. Foster and Son. Lumber and iron works. See also address in R. D. No. 1.

Wagon, Arizona, 3,000 ft. of boards. Wm. H. Foster and Son. Lumber and iron works. See also address in R. D. No. 1.

Springfield, Ohio, E. R. Taylor. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Victoria, British Col. Pop. 10,000. The Victoria Mill Printing Co. Printing and advertising. See also address in R. D. No. 1.

Washington, W. V. Pop. 40,000. Blackman Hill Printing Co. Printing and advertising. See also address in R. D. No. 1.

Classified Advertisements

HILL POSTER DIRECTORY.

BIRMINGHAM, ALA. Cities & Towns. We are and general information in our list. See also address in R. D. No. 1.

Chillicothe, Ill. Pop. 3,000. L. H. Beach, 112 1/2 Hill Street. Lumber and iron works. See also address in R. D. No. 1.

Meridian, Miss. Pop. 10,000. L. C. Beach, 112 1/2 Hill Street. Lumber and iron works. See also address in R. D. No. 1.

St. Vrain, Minn. Pop. 3,000. Deau & Sons, Hill Street and Waterloo, Minn. Lumber and iron works. See also address in R. D. No. 1.

Washou, Iowa. Wm. B. Hart & Co. Pop. 3,000. Groceries and farm products, including grain, horses and pigs. Telephone, 100. See also address in R. D. No. 1.

Madras, Pa. Pop. 15,000. Geo. Knapp, 112 Hill Street. Lumber and iron works. See also address in R. D. No. 1.

W. H. STUBBS. De France Springs, Pa. Pop. 17,000. See also address in R. D. No. 1.

DISTRIBUTORS DIRECTORY. All advertisements that advertise will receive... See also address in R. D. No. 1.

John, Ind. Chas. W. Strohman. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Jacksonville, Ill. W. E. Main St. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Donald J. Leffewer, Manchester, N. H. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Beane, Idaho, Boise, Goodson & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Chillicothe, Mo. Pop. 30,000. W. H. Foster and Son. Lumber and iron works. See also address in R. D. No. 1.

Chicago, Ill. J. A. Gilling. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

The Mills, Ind. Wm. H. Foster and Son. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Staten, Ind. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Frederick, N. Y. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Grand Rapids, Mich. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Jarvisville, Wm. H. Foster and Son. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Lawson, Ky. G. S. Gilling & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

New Orleans, G. M. Young & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Warren, N. J. Population 30,000. Printing and advertising. See also address in R. D. No. 1.

Classified Advertisements

DISTRIBUTORS DIRECTORY.

WILMINGTON, PA. A. M. Wood, Distributor. See also address in R. D. No. 1.

Yonkers, Pa. Pop. 60,000. The "Times" Printing Co. Printing and advertising. See also address in R. D. No. 1.

Scranton, Pa. Geo. A. Harrison. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Disbrow, Pa. L. C. McLean. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Malapang, Mass. D. S. O'Leary. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Massachusetts. Flint & Thompson. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Milford, Mass. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Rockester, N. Y. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

REPORT ADVERTISERS. Advertisements under this heading... See also address in R. D. No. 1.

St. Louis, Mo. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Chicago, Ill. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Washington, D. C. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Woolfolk, Chas. A. 456 W. Main Street, Louisville, Ky. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

SOVLETS DEES. Advertisements under this heading... See also address in R. D. No. 1.

STREET GAS ADVERTISING. Advertisements under this heading... See also address in R. D. No. 1.

Staten, Ind. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Frederick, N. Y. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Grand Rapids, Mich. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Jarvisville, Wm. H. Foster and Son. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Lawson, Ky. G. S. Gilling & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

New Orleans, G. M. Young & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Warren, N. J. Population 30,000. Printing and advertising. See also address in R. D. No. 1.

FOR THE PRINTERS.

Advertisements under this heading... See also address in R. D. No. 1.

Chicago, Ill. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Washington, D. C. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Staten, Ind. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Frederick, N. Y. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Grand Rapids, Mich. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Jarvisville, Wm. H. Foster and Son. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Lawson, Ky. G. S. Gilling & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

New Orleans, G. M. Young & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Warren, N. J. Population 30,000. Printing and advertising. See also address in R. D. No. 1.

Staten, Ind. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Frederick, N. Y. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Grand Rapids, Mich. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Jarvisville, Wm. H. Foster and Son. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Lawson, Ky. G. S. Gilling & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

New Orleans, G. M. Young & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Warren, N. J. Population 30,000. Printing and advertising. See also address in R. D. No. 1.

Staten, Ind. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Frederick, N. Y. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Grand Rapids, Mich. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

Jarvisville, Wm. H. Foster and Son. Pop. 10,000. Lumber and iron works. See also address in R. D. No. 1.

Lawson, Ky. G. S. Gilling & Co. Pop. 10,000. Printing and advertising. See also address in R. D. No. 1.

# PICTORIAL POSTERS FOR RETAILERS.

Applicable to all lines of trade—Hats, Shoes, Clothing, Millinery, Jewelry, Groceries, Baby Carriages, Harness, in fact, say and everything from a Coat Vest to an Ice Dealer. They're good, too—the very best of their kind. Write for our Catalogue and Price List. Send for our Samples of Democratic and Republican Kelly and Nixon Meeting Posters.



This cut represents our new fashions about **FOUR** for the **CLOAK** and **WRAP** trade. It is brand new, and depicts the styles for the Fall and Winter of 96-97. We will send anyone a sample copy for a dollar. We also have a new **skirt** trade, and five new two-shots for the Clothing Trade. Our Holiday Posters are meeting with enormous sales. We want Agents to handle our Posters on Commission.

## THE DONALDSON LITHO. CO., CINCINNATI, OHIO.

BILL POSTERS

### PASTE BRUSHES:



This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD brush you can find anywhere.

**PRICES.**

8 Inch.	-	\$2.25	Each.
9 "	-	\$2.75	"
10 "	-	\$3.00	"



This is our Celebrated

**"UNEXCELLED"**

The Best Paste brush made. Popular everywhere on account of its great durability.

8 Inch.	-	\$2.75	Each.
9 "	-	\$3.00	"
10 "	-	\$3.25	"

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

### We'll Tell You How To

Use Posters to the best possible advantage. We will tell you how many it takes to cover any City, County, State or Section of the Country. We'll tell you the best sizes to utilize. We'll give you many valuable hints and suggestions that you can utilize profitably. It's part of our business to know all these things, and our information is always at the service of our patrons. We have a vast fund of new and original ideas for special posters. If you are contemplating advertising with posters, it will pay you to write us. We will furnish you with estimates, rough sketches, etc., for asking.

THE DONALDSON LITHO. CO.  
CINCINNATI, OHIO.