

BILLBOARD

ADVERTISING.

VOL. IV., No. 8.

CINCINNATI, SEPTEMBER 1, 1896.

DEPT. OF COMMERCE
PER YEAR, \$1,000

BILLING LIKE A CIRCUS.

The circus bill was the first to adopt and define the billboard. The observer does not have to strain the eyes of the printed matter beyond the facilities to make the earlier billing of peripatetic exhibitions acceptable, and to associate the unobtrusive advertisement of the art of posting with that of poster painting.

Circus billings were the early show poster. A single double-column sheet, printed in one color, on a Franklin or Ensign brand paper, on a form composed of the most primitive of type, was then the scene of poster painting. From far and near the populace gathered 'round to see the wonders and marvels of which this poster was an epitome. It was a departure from the handbill, the circular, or the newspaper advertisement, and managers were quick in discovering their strategy. They found that by using the poster, their message were seen three fold, and that the tenacious and continuous of the show, and their prominence on the walls, at the post-office, or under the porch of the village inn, insured the attention of a large portion of the population that could be drawn in no other way equally efficient.

These circus men, reasoning from analogy, said to themselves, "If a one sheet bill, in one color, proves so efficacious, why not employ more bills in two or more colors?" To think was to act, and so the poster has evolved in ascending and descending the idea thus advanced. Demand creates supply; and in a surprising brief time the arts of poster painting and of posting grew apart. It is now by no means an uncommon occurrence to see a single poster of thirty-two sheets, and in size or seven colors, associated with a circulation sheet of greater or less dimensions on the walls, advertising a single enterprise or attraction. Within the experience of the writer of this article—so old circus advertisements a handbill first billboard was a series of billposting achievement, to cover which duplicate and even triplicate bills were often necessary. Yet the effect of this handbill board, by increasing receipts was such that managers were quick to take advantage, and now billboards are every-where. The development thus obtained by the judicious use of the poster, has not been lost on the showmen and compelling advertiser of many other goods or professions, thus that of the circus men. Thus they reason:

"If the use of the poster has been one of the most means in accumulating colossal fortunes to such men as Seth B. Brown, W. W. Cole, John Robinson, F. T. Benson, or James A. Eskey, why will not the poster be of equal advantage in bringing my wares, my merchandise, my manufactures, my railroad, my gold, or coal, or copper mine before the public? What is more for the good is more for the greater, and if poster work is so extraordinarily profitable to additional cir-

cles of the public. And, as demand creates supply, the billposting organizations throughout the Union see city and efficiently supporting their efforts. There is scarcely a town or city in America but has its prominent billboards of some or less extent, controlled and managed by energetic and capable men who, as a rule, with scarce an exception, can be relied on to intelligently and intelligently perform the work entrusted to them.

And speaking of age, the people don't see that know. Ashbury's French Wheeler would say that he is a hundred and one, and has been for the past century. Anyhow, those who know his twenty years ago will tell you that he did it a long day since then he does not. Ashbury himself admits to thirty.

One of Mr. Ashbury's first experiences with sign advertising was way back in the twenties (or so it is the thirties?) when he secured a contract from Mackay's Dakota Tobacco Co. for sign covering the entire western country; after which he joined the Pacific coast and joined Tyler's Furniture from New Santa to Mexico.

Then came Mail French Tobacco, covering the railroad lines of ten States. This order required two years in its execution, and at its completion some territory was contracted for. Ashbury the entire order was duplicated for renewal, and so well was the poster done, and so strong were the leases on the business that thousands of the sign still stand as almost as perfect condition as if just painted.

So satisfactory was the experience of the Mail French Tobacco with sign advertising as organized for them by Mr. Ashbury, that they adopted the system on a large scale, and have, for a number of years, employed their own force of painters.

Mr. Ashbury's more recent work has been mainly for the Standard Cigarettes and the I. W. Harper Whisky, and our New York notes for the past few years have told of the splendid showing that he is giving the Whisky in New York City at the present time.

Mr. Ashbury's thorough knowledge of the business, gained by hard knocks at the standard board, has perfectly fitted him for handling sign, and for judging of the quality of work each employ should be capable of putting up under varying circumstances; and he can figure out the cost of the most cost of the material required in doing the work.

As a result thing he takes only one article at a time to advertising, and then gives that article the best of his attention. He makes it a rule to drop down especially on his men, no matter where they may be working, and how far away they may think him. And when it comes to his own work, he is a man who can grab a paint brush, and knock out an easy thousand feet to the best of his power.

J. G. ASHBURY.



J. G. ASHBURY.

prise, there can be no valid reason why it should not be equally profitable to my enterprise."

To bill like a circus is, therefore, day by day, increasing in custom with others than those of the circus profession. Self-evident propositions can not be ignored, and practical non-advocates and ready-walkers of ignorant superstitions are pulling out of the old ruts of advertisement, and are adopting the poster as the most efficient and conservative means of bringing their commodities or services before

Grocery's Opinion.

One day a window called on Hiram Greeley to get a subscription for a temperance society. Greeley paid little attention to him. The window kept insisting that he would sign up him. Finally the most way finished, he said, in a somewhat loud tone: "Mr. Greeley, I want to get a subscription from you for the society to prevent you from going to hell." "Clear out!" said Greeley. "I will not give you a cent. There are not half enough people going to hell now."

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Billboard Advertising

THE BILBOARDS ADVERTISING CO., INC.

BILBOARDS ADVERTISING CO.,
JAMES H. HENNINGER, Manager.

Subscription, 50c Per Year. No Advance.

ADVERTISING BATES:

Advertisements will be published at the ordinary rate of twenty-five cents per square inch, except in the classified sections, where special rates prevail. One insertion each.

Advertisements of a political or religious nature are published at the ordinary rate. Religious advertisements of a sectarian or denominational character are published at the ordinary rate. Religious advertisements of a sectarian or denominational character are published at the ordinary rate.

Advertisements should be sent to the publisher at least ten days in advance of the date of publication.

The advertiser should send the name and address of the party to whom the advertisement is to be sent.

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SUBSCRIPTION, 1916.

There is a new campaign in the International Bill Posting Association. It all arose over the action taken at the last convention in advancing the official circulation paid subscription to twenty per cent. The maximum rate in regard to it at that time was sixteen and two-thirds per cent. Much dissatisfaction has caused its suspension. The objection is, however, not the amount, but the fact that it is a burden to the officers of the new organization.

We have no desire to take sides in the controversy. We believe that it is a matter which concerns only bill posters and subscribers, and so such should be settled by them.

At the same time we can not refrain from observing that those members who are writing each other letters are making a mountain out of a mole hill. If they will just not drop down long enough to look at the matter dispassionately, they will see that the matter is a very small one at least.

The difference between sixteen and two-thirds and twenty per cent is exactly three and one-third per cent. On a bill of twenty-five dollars the bill poster pays but eighty-three cents more than he did under the old scale. If the bill amounts to fifty dollars, the increase will be but one dollar and sixty-seven cents, while on a hundred dollars it comes to only three dollars and thirty-three cents.

This point conclusively that, so far as the amount of money involved is concerned, the matter is absolutely insignificant, and viewed in this light, the expense and bitterness analyzed is, to say the least, surprising.

On the other hand, if those who object are sincerely in the advance as suggested by a number of principles, it would seem that their position is scarcely less tenable; for while the authorized maximum rate has generally been sixteen and two-thirds per cent, heretofore, it is a well-known fact that fifty cents per cent. of the bill posters of the country were, and still are, allowing twenty per cent.

BILLBOARD ADVERTISING.

NEW YORK NEWS.

A casual glance over the various letters bearing upon this subject, which we have received, reveals the fact that most of the objections emanate from members who were not in attendance at the Chicago convention.

For their benefit we would state that the subject was long and carefully considered and thoroughly and exhaustively discussed both day and one. When it finally passed, the vote was practically unanimous.

It was the opinion of those present that the agent, or subscribers, was capable of receiving a direct and beneficial influence upon the business at large, this being in line with the large advertisements of the country, he could divert many thousands of dollars annually into the hands of bill posters which would otherwise be expended in other mediums, and, finally, that a liberal consideration was the best, if not the only inducement they could offer him in order to merit his aid.

* * *

Twenty per cent may be liberal, and thus again it may be only fair and equitable. This is a matter with which we are absolutely unfamiliar as to do. We are concerned, though, with the spirit which animates some bill posters, and which leads them to regard the subscribers with suspicion and distrust. If we are to believe their reports, they have promised themselves that the agent in their interest would. I cannot for his efforts in getting some or a number of large advertisements out of the newspapers and the boards, they frequently extol him every month and laudably that a noble integrity can be done. No petty enmities are too small for them to stir him; an letter has doubtless written him. Why they do so is not by all understanding. If they are so far from being so, they are utterly incapable of advancing a single one.

Taken together, their attitude is well known to be damnable.

* * *

Despite these facts, the subscribers still keep up the fight, and their numbers, owing to the wonderful power of the poster, is steadily increasing. Shrewd advertising agents are everywhere but failing to see the value of the bill poster, almost more probably per dollar expended on the billboards than through any other known medium. This keeps them already established in the field, and brings a new one to their ranks every day and thus.

It will not be long until their efforts will begin to fail, and while it is a pity that they are hampered by a general of uneducated ignorance who do not know an opportunity when they see one; still it is gratifying to know that those latter are very small proportion of the whole. The great majority of bill posters are intelligent and sensible. They see with the subscribers almost to a man, and are ready at all times to support and encourage any and all means to extend the scope and widen the influence of the poster.

The general advertiser—the one who depends on posters primarily for efficacy—where can he find a medium that will yield anything like the billboards?

Removal of rate-making still remains; one set, however, has been made openly, the Agent of Seiler's Cigars being allowed regular advertising agents' commissions by all the bill poster here. This is one of the things that the New York City Association was organized to prevent. It is not, however, that two of the members overruled the other, and found that on the one hand that if they did not give in, the work would be placed through some regular advertising agent, who would divide with the advertiser. The following member held that while some dividing might be going on, that the advertising agents were the best friends the bill poster had, as it was constantly producing new business; and for that reason he held that the advertiser should be protected and not otherwise.

"It is getting out a number of efficient-sized posters, and will cover the country between the Mississippi and the Atlantic for an uncalculated time. It has not yet been decided whether the poster will be done direct as through an agent; Philadelphia, Mass. and Ohio are all other."

The Sign-Copier Co. have given their poster to Glad, and the bill poster are assuming him of splitting commissions. This vote will be considered, and the bill poster will be a day goods house or department store, and instead of the ordinary one week run, it will go for at least three months. Just as this letter starts in business, every energy toward a billboard opening, the announcement is made of the failure of Edison, Hughes & Co., successors to A. T. Brown, probably the most widely known dry goods house in America. For the past year or two this house has enjoyed the distinctive of enjoying probably the highest priced Mr. Morley Gilson, who had formerly held a similar position with John Wanamaker. Mr. Gilson certainly was passionate in view of newspaper advertising.

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The E. Kessler Brewing Co. is getting out a poster, advertising their Pilsener beer. It will be on the boards soon.

E. K. Leiper caught a good bill after of Huggins-Copier Co.'s public address, and is getting out now of the most beautiful signs that New York has seen for many months.

J. G. Ashby is still painting Harper Weekly throughout the city, during the hottest spell, August 10th to 12th. His men began work at daylight and stopped at noon. Jack says, there is nothing like a dip in Old Crown in hot New York to make a man fit for business next day.

J. L. Street & Co., Mill posters of King's Bridge, New York City, are doing an excellent business in the north end, along the number of public addresses the city. They have also some fifty or sixty large stands and a great many illustrated boards, and all fairly well filled with life papers.

Boyd's Elyette, a preparation for stomach, will probably be seen on the billboards, during the summer of public address having been got up for approval.

Flicker, of Buffalo, and Curran, of Denver, visited New York recently, and carried away considerable business.

McClure Bros., of Flinting, have a constantly growing suburban business; they nearly have a share of any paper that shows in the city.

The Journal is making the post in letters and also advertising a connection. They say they are more entitled to it than are Seiler's Cigars that has just come to town, and that was another connection at the very start. The bill posters are beginning to realize that this cut was a mistake.

ADVERTISING MEN

Will Hold a National Convention.

Ever since the formation of the Advertising Men's Association, the bill poster organizations have been springing up in other cities throughout the country. There is scarcely a large city in the Union at the present time which does not have at least one such club. A movement is on foot now, looking toward the association of these various clubs into a national organization, and with this end in view a club in a national convention will soon be held. The time and place of the meeting have not yet been fixed, but as so many are interested it will be announced in our columns.

The firm of Wagon & Co., of Boston, has been made of into Boston Bill Posting Co. The new firm is incorporated, and, with an increased capital, proposes to largely increase its holdings, and much extend its business. J. T. Wagon is treasurer and manager of the new company, and his brother, M. J. Wagon, is still retained as secretary and general superintendent.



It has been suggested that BILLBOARD Advertising be taken up and agitated the action of an Association of Sign Painters. We should be glad to give all the space necessary to the promotion of such a movement, and herewith invite contributions, articles and suggestions bearing upon the subject.

The sign painter who desires to do good work, will, if he employs himself as all for exterior painting, use a small percentage only, a quantity which will do no harm and keep his paint from fading too rapidly. Very large quantities of material will tend to make paint brittle and porous because depriving or robbing the surface of the binder, so necessary to paint.

The Murphy Vanish Company wants vermines definitely specified.

Old-time painters may forget that linseed or petroleum emulsion is only good enough to wash out brushes with, but they cannot deny the fact that it is to be preferred in place of kerosene adulterated turpentine, because it will expunge and cleanly allow paint to become hard and dry, while the material skinned retains the drying, and, in some instances, keeps the paint from drying at any time.

Illustrated signs are fast becoming the go-to sign of the purely pictorial. These advertisers have discovered that the masses love pictures and they have gone through a sort of boot-licking.

In front of a boot-licker's stand in East Thirty-fourth Street, under two flimsy jackets of tin, this sign appears to have been taken "Furrow home industry. We are the only American bootlickers on the block."—*Franklin's Ad.*

Moderated old style is coming into high favor, and will result in what is artistic and beautiful in signs and sign painting.

The roughish signs which have for a long time appeared on the Illinois rocks are now to be recognized by order of President S. V. R. Cramer, of the Department of Public Works.—*Progressive Advertising.*

Sign painters should make a study of advertising. There are twelve advertising papers and every one of them should be familiar to them.

Condense your mailing matter; wherever possible, speak pictorially.

In a Philadelphia shoe-dresser's window it is to be seen this sign: "The ladies show the boys and we show the ladies."

A pretty woman never fails to attract attention. Sign painters should never forget this.

In window cases the choice of a caption or headline is a matter of the greatest importance. On its effectiveness the success of the sign also depends.

TECCERS EDITOR.

Under this heading (which appears in every issue of *The Billboard*) will be found all the latest and most interesting information regarding the sign business. The editor of this department is Mr. J. H. Tamm, who is also the editor of the *Billboard*.

DEAR MR. TAMM, I have been thinking of you for some time. I have had a long time in the advertising business and I have seen a lot of things, but I have never seen a man who has done as much for the industry as you have. I have never seen a man who has done as much for the industry as you have. I have never seen a man who has done as much for the industry as you have.

Yours truly,
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Reno, Wis., Aug. 11, 1896.
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signposts with the "Bike" emblem. They have not the quality of bills of any other sign, and they are not so easily blown away. I have gained the satisfaction and experience I never could have had in any other way. I have seen the signposts of my kind, as well as every other, in placed before you in this case for your benefit. I have seen the signposts of my kind, as well as every other, in placed before you in this case for your benefit.

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DEAR MR. TAMM, I have been thinking of you for some time. I have had a long time in the advertising business and I have seen a lot of things, but I have never seen a man who has done as much for the industry as you have.

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When any of the material lacking, missing, or mutilated is microfilmed it will normally be found in its bibliographic sequence. If not, see the end of the reel concerned or a supplementary reel.

Vol. IV #8
Sept. 1, 1896 P. 9-12

EVERY BILL POSTER
ADVERTISER

WANTS AND NEEDS

Profitable Advertising

(ILLUSTRATED)

The Advertiser's True Record of New England.

Full of ideas and suggestions for the publicity seeker.

Subscription price, \$1.00 per year. Send for free sample copy.

KATE E. GREGGOLD,

Editor and Publisher,

12 School Street, BOSTON, MASS.

NEW CHINA TOBACCO

SHAKESPEARE PLUG TOBACCO

CHAMPAGNE FLAVOR.

It yields from the richest Kentucky tobacco leaf, wrapped in Leaf Paper, and is rich enough to be used for all the day.

It is a TEN BUBBLET CIGARETTE.

MADE IN THE UNITED STATES.

No Office Complete Without It.

Business

A Practical Handbook.

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

ACCOUNTING, OFFICE EDUCATION, BUSINESS MANAGEMENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANSPORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include OFFICE MAIL, and being letters from practical men on office and business topics; OFFICE REVENUE, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INDUSTRY AND ASSOCIATION, according to the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on new topics of special importance to business managers.

The supplement, PRACTICAL ADVERTISING, contains carefully prepared articles on advertising methods, including descriptions in detail of the successful practice in leading establishments.

Monthly, six pages, illustrated, including supplement, for a year, sample copies (containing this advertisement) free.

KITTYREID COMPANY, Publishers
13 Ader Place, NEW YORK.

To Whom It May Concern:

You missed a good thing in not ordering the

Rabbitt Entry and Record System

for your Fair.

This year's not my only, for some time now, no next issue will be too late to sell my new books, for the fair will all be over for this season. Will remind you of this matter again next Spring in time for your Fair of 1897.

Arthur Rabbitt

ARTY BRY'S Wk. Mail Pub.

MADISON, WIS.

The
Engquirer
Job Printing Co.
Cin. O.

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.

"The Bill Poster"

The English counterpart of Billboard Advertising. Subscriptions 25 cents per year, post free, may be sent to No. 21 East Eighth St. Cincinnati, O.

THE LARGEST NEW PRINTED
LITHOGRAPHIC OR BLACK & WHITE IN THE UNITED STATES USE

AULL & WIBORG'S
POSTER INKS

ARE YOU ONE OF THEM? "AULL & WIBORG'S"
CINCINNATI NEW YORK 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.

Teaches you to profit by the competition—and adopt the methods of successful advertisers, so that you can get 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; so that "Ready-Made Ads." in content can be used to accomplish the same object.

Contains timely hints about new means, tending to aid you in selecting profitable cases for advertising in.

Subscription price now \$1 a year. Sample copy, sent free to Spruce Street, New York.

Philip B. Oliver,
Licensed City BILL POSTER,
AND DISTRIBUTOR,
2400 1/2 St. East, 12 Third Street,
Special Attention to Commercial Work.
All Work Guaranteed.
319 Cherry St., FINDLAY, O.
POPULATION 25,000.

ONE GIVES RELIEF.

R-I-P-A-N-S

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



BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Book Streamers and Book Letters.
O. BURNITT, Donaldson Litho. Building, CINCINNATI, O.

THEATRICAL AND CITY BILL POSTERS, Book Streamers and Advertising Agents, Work promptly and accurately guaranteed.
O. B. BURNITT, W.C. POST, MATHEW, DES.

DEAFNESS CURED

DR. W. W. WILSON'S

DEAFNESS CURED

DR. W. W. WILSON'S

This is a Desk.

A GOOD DESK.
A HANDSOME DESK.

It is three feet and six inches long.
It is three feet and nine inches high.
It is two feet and six inches wide.
It has a roll or sliding top.
It has a sliding tablet.
It has a combination lock.
It has a finished back.
It weighs one hundred and sixty pounds.
It is made of oak, and is a perfect marvel of convenience.

We Sell them for \$16 each.



If you send the money with the order, we will prepay all Freight Charges. That means that it will only cost you \$16.00 delivered in your city. If the money does not come with the order, you will have to pay the freight. Address the

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

Push.

That's what every business man needs - the more you push, the greater the success - Or do you go in to the right direction.

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

APR 1896

PUSH PUBLISHING CO., Springfield, O.

WANTED.

A COMPLETE FILE OF BILLBOARD ADVERTISING. ANY PERSON having same will please communicate with ARC, care of BILLBOARD ADVERTISING CO., Cincinnati, O.

NIGHT & DAY.

That is just the way we are working now.

Forward advertisements - one year one of them. Write us about our 14 towns. FRANKLIN, DUBLINO, PERRIS, BUCKLEY, BIRKENHEAD, DUBLIN.

PASSAIC ADVERTISING CO.

Paterson and Passaic, N. J.

THE STAR
COPPER SPRING SHAFI SUPPORT
AND ANTI-BATTERY.

FOR THE BEST
THE COPPER SPRING SHAFI SUPPORT CO.
BOSTON, MA.

**Modern Sign Writer
and Ornamentor.**

A choice collection of symbols and alphabets to select from. A valuable book for sign painters.
41 Nassau Street, N.Y. Address
GEO. FENNELL.
No. 24, 4th St., Cincinnati, O.

Now sold by Cash. Also distributed in America. Copy
N.Y. Importers, 137 Nassau Street, New York.

**ARC of Lettering and Sign
Painters Manual.**

Illustrated with numerous styles of letters and provides valuable references for practical use.
Price 50 cts. Address
BILLBOARD ADVERTISING CO.,
Cincinnati, O.

LICENSED
BILL POSTING,
TACKLING,
DISTRIBUTING.

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

Own and Control all Boards and Frivolous.

50,000 Square Feet of Boards.

POPULATION 18,000.

POSTERS
OF ALL KINDS AND
HAND BILLS

The best work and lowest prices that can be obtained in all America. Write us.

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

Y. B. DAYLIEY, PRES. R. K. ROYLAND, Secy.

DISTRIBUTORS'
UNIFORMS \$10.00
EACH.

Nicely fitting, well made garments, substantial knee cloth, each suit consists of coat, pants and cap. Good length, weight, waist and chest measurement and send the money with the order. Address,

THE HOYT TAILORING CO.,
1612 KEMPER LANE, CINCINNATI, O.

If you want to post

CHICAGO

Send your paper to the

CHICAGO BILL POSTING CO.

395 West Harrison St., Chicago, Ills.

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

McTearnton Bill Posting Co.
BILL POSTERS & CONTRACTORS,
Best Boards, Best Stock, Best Workmen
A. B. WHITE, Mgr. and Treas.
Offs. 48 Cabanott St., Trenton, Mass.

A. E. BENTLEY,

Only licensed **BILL POSTER** in
O'FALLON, Central of Oklahoma
Territory. 10,000 feet of space, and
advertising guaranteed. Water
made known to applicants.
A. E. Bentley, O'FALLON, OKLA.

TRENTON, NEW JERSEY.

The Trenton Bill Posting Co.
Over all territory in the city and suburbs
Posters in hand. I guarantee the most rapid
Bill Posting and Advertising.
Wm. S. WILLIAMS, Manager

1000 Cylinders, also 500 or smaller
used in one day for 25, 50, 100, 200
Small papers suitable for one year use. Inquire
for particulars. Address

J. V. LUMPKINS, NEWA, VA.

The Advertising Novelty Co.

CINCINNATI, O.
W. D. BERGERSON, Jr., Prop.
Manufacturers of lead cylinders for advertising for Ad-
vertisers, including newspapers, cards, directories,
directories, lists, rates, post cards, ink cards, etc.
Inquiries, orders, samples and prices.

SIDEY, OHIO, C. P. ROGERS

CITY BILL POSTER.
Overhead posters of boards and signs
also advertising material attended to.



Distributors! Use Good Stationery!

We furnish 200 letter heads
including five half-covers for **\$4.50.**

Our quality of Paper
that demands Praise

Special (300 Letter Heads)
200 Envelopes
200 Cards

for a good value
for 200 letter heads
for \$6.75.

Hennegan & Co.,

719-721 Spanglers St.,

...Cincinnati, Ohio.

BILL POSTERS' PASTE BRUSHES.

The two leading brands of America, both of which are Hand Made, Copper Stems and Steel Exposed.

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

8 Inch.	-	\$2.25	Black
8 "	-	\$2.75	"
10 "	-	\$3.00	"



The "Unexcelled"

No good brush is better than this brush.

PRICES

8 Inch.	-	\$2.75	Black
8 "	-	\$3.00	"
10 "	-	\$3.25	"

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

LIST OF MEMBERS. CORRECTED MONTHLY.

International Bill Posting Association

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

OFFICERS.

F. F. SCHAEFER, President, Chicago; J. J. ...

T. E. BLAIR, Chairman, Peed de Lac, Wis.; ...

BOARD OF DIRECTORS.

J. E. GIBSON, 212 N. ...

EXECUTIVE COMMITTEE.

J. F. BURBANK, Chicago, Ill.; ...

BOARD OF PROMOTIONS—To be appointed by the President, and composed of one member from each State.

Table with columns: STATE, NAME, ADDRESS, PHONE, STATE, NAME, ADDRESS, PHONE. Lists members from various states including Illinois, Michigan, Ohio, etc.

MEMBERS.

POSTER PRINTERS.

F. B. Baker Printing House, Peed de Lac, Wis.; ...

SOLICITORS.

Henry Whelan, New York City; ...

ADVERTISING AGENTS.

J. B. Whitaker, Chicago, Ill.; ...

NATIONAL INSPECTOR.

Chas. E. Kneledge, Washington, D.C.

ATTORNEYS.

Farwell & Koenigsmann, Milwaukee, Wis.; ...

SCALE OF PRICES.

Chicago: 1 inch to 1000 people, 50c per sheet, 10 days; ...

PRICES FOR CIRCUS WORK.

All stand work on permanent basis, 10c per square; ...

CARD AND TIN TAKING.

For card work 50c; price subject to change to appear; ...

DISTRIBUTING.

Distributing Local Advertisements and other various weight; ...

CLOTH HANGER SIZES.

100 to 1250 - 10000 people, 10c per sheet, 10 days; ...

*We print Posters;
Only Posters;
Nothing but Posters.*

We make a business, a specialty of Poster Printing. All of our time, all of our attention, all of our facilities are devoted to that and that alone. . . . It follows, as a matter of course, that we understand how to produce high-class work. It is only reasonable to suppose that our prices are lower than those of firms who only print a poster now and then. . . . Let us figure with you. . . . Compare our prices with those of other houses. Then compare our samples. That's the way to settle all argument.

*The Donaldson Litho. Co.
Cincinnati, Ohio.*

NOTE.—We have just completed two whole-sheet political posters. One depicts the portraits of McKinley and Hoban, the Republican candidates. The other Bryan and Sewall, the Democrats. These posters will be ready. Send 14 cts. in stamps for a sample of both.




ADVERTISERS!

You can cover every portion of the United States and Canada, systematically, thoroughly, and economically by recourse to the service rendered by



THE

INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.



It is a guaranteed service, absolutely and perfectly reliable in every respect. It covers letters and yields more returns than any other medium extant. We handle every thing, from sample copies for publishers to samples of medicines. All matter put out in a careful, conscientious and painstaking manner by faithful, sober and reliable men, who thoroughly understand their business.

For Prices, Schedules, Membership
Lists, Constitution and By-Laws,
or other Information, Address,

JAS. L. HILL,

Advertising Secretary.

316½ Cedar St., NASHVILLE, TENN.

OR ANY OF THE FOLLOWING OFFICERS:

Pres., J. A. CLOUGH, 447 Austin Ave., Chicago, Ill.

1st Vice-Pres., J. E. STROVER, Rochester, N. Y.

2d Vice-Pres., W. KRYDER, Durgasie, Mich.

3d Vice-Pres., W. H. CASE, 24 Missis St., Ft. Wayne, Ind.

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

811 Vine St., Cincinnati, O.

All applications for membership should be addressed to W. H. STEINBRENNER, 811 Vine St., Cincinnati, Ohio. Minors are not eligible and no person will be accepted without strictly first class home recommendations.

I Want to Hear From Every Bill Poster in America.



Send me a statement of the number of boards you own, aside from those required for your theatrical work, and a statement of the number of sheets necessary to post your town to advantage.

Tell me your prices. Don't say "regular Association rate". Association rates vary with the population, and all populations are not the same as at the last census.



I have two large National Advertisers who are seriously thinking of posting. The two combined spend more than a million a year now in the newspapers.



Should they adopt posting the deal will be for a year, or in any case for not less than six months.



These people are old advertisers and are the kind that new and small advertisers pattern after.



Should they adopt bill posting the effect would be to bring around dozens of others to this method. You know how the new people follow the old experienced ones.



I hope to hear from every bill poster that I am not now in communication with, I want this business and so do you. Every newspaper advertising agent and every newspaper will unite in advising these people against the change. But I think that they can be brought around by showing them that they can thoroughly cover the Union. Write me quick.

People who are posting for me now, and who have posted for me in the past will tell you that they never had to write twice for their money.



Sam W. Hoke

107 West 28th St., New York.

(Long Distance Telephone.)