

THE BILLBOARD

VOL. X, No. 5

CINCINNATI, MAY 1, 1898

PRICE IN CENTS
PER YEAR, \$1.00

251 FIFTH AVENUE

CORNER 28th St. New York
is my NEW ADDRESS

I Can Take Care of some
More Work and Would
Like To Have Yours

Sam W. Hoke, Telephone

LONG-DISTANCE BILLPOSTER

New Location is half a block from Broadway; 4 blocks from 5th Avenue Hotel; 3 blocks from Hoffman House; 2 blocks from Edgewater's; 2 blocks from Holland House; 2 blocks from Madison Square; 6 blocks from the Waldorf-Astoria—on foot to the exact center of the Casino.

One of Utting's Boards, Newport, Ky.



Our Half-Sheet Letters. 1st order, 1; 2nd order, 30.

One Stand

Made from Our Special Letters easy
make you steady customers.

Sample Stand, 75 cents.

In lots of 25, 2 cents per sheet.



Poster Printing.

Clear, Bright, Permanent Colors.
New Fashion, Paper.
Latest Styles of Type.

One of Chapman's Boards, Cincinnati, O.



Our One-Sheet Letter, 42 inches high.

International Billposting Association.

The members of the International Billposting Association are invited by the President...

Can Anyone Answer This Man?

I have received the following inquiry, and am in a hot water to find out...

Dear Mr. W. J. W. I have a question in regard to the printing of bills...

In regard to the above I want to mention that as each person was known as an advertiser...

For Putting Wrongfully.

Dear Sirs, the bill posted last in the Standard Building, New York...

New York News.

Miss Whitney's death is an tragedy as an issue alone, with an arrangement of the billposting...

Whitney's bill was not an original as an issue alone, with an arrangement of the billposting...

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The Salvation Army on the Billboards.

The Salvation Army bill is responsible for the fact that the billposting industry...

Little Rock Needs a Billposter.

John Moore, of the Billposter for March, writes that the billposting industry...

FROM ENGLAND.

We are in receipt of a copy of the Billposting Directory, published by the Billposting Association...

The book is substantially planned and admirably arranged, in its contents and execution...

Dear Sir, I have a question in regard to the printing of bills...

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Dear Sir, I have a question in regard to the printing of bills...

about fifteen copies have been ordered...

Dear Sir, I have a question in regard to the printing of bills...

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GEORGE J. SHERMAN

The Devious Schemes of the Devious Has-Been.

By Jim W. Owen.

Have You Seen Me?

The billposting agent has struck the white flag...

Dear Sir, I have a question in regard to the printing of bills...

Dear Sir, I have a question in regard to the printing of bills...

A certain bill poster, who was of an ill name...

Dear Sir, I have a question in regard to the printing of bills...

Dear Sir, I have a question in regard to the printing of bills...

Dear Sir, I have a question in regard to the printing of bills...

Billposters' Questions Answered.

THE TITLES OF THE ADVERTISERS ARE...

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No. 3 - 2-Month

spontaneous. This man is today the most enthusiastic party advertiser within my scope of acquaintance. And he says when he dies, a poster will announce the event.

Now, for a wide-awake cigar manufacturer. Every owner of an Establiment brand of cigars has at once they or where have a poster advertisement. This field is still more prolific than the liquor industry. Most of the American brands of cigars are dedicated to some historic celebrity, or locality, or Americanism. They often trade on these attributes. Take, for instance, the many brands which denote their source from historic celebrities—those you have noted them and again on theatrical posters. Wasn't it a smart idea of the cigar manufacturer to resort to poster advertising? Wasn't it the only idea that could suggest itself under such conditions? And wasn't it the only thing he could do to make his poster the equivalent of a label and trademark, whose owner was known, either actually or indirectly, on the basis of the well-known it represented, but on the poster-by-represented by them

very successful poster? The cigar may be ever so meretricious; the package ever so attractive; the label ever so artistic; it will all avail but little if you are failed that the name or picture placed advertising the cigar. You may resort to plentiful signatures, or newspaper advertising; but no engraving will have so pleasing an effect upon the public eye as the cigar label, designed by a clever artist, has successfully created and proved to be a legitimate poster.

That is the tobacco industry. For years the only "poster" advertising the tobacco manufacturer indulged in, was a pointed wall or store sign. But this trade has been obliged to show here or there on signs and posters. The tobacco trade is changing, and the poster he can get it the better be to pleasure. The poster will also thus become a business in the eye, and he can be sure to pass it unnoticed. This phenomenon has led the poster to the tobacco manufacturer. Though slow in appreciating its merits, he has already furnished a representative series of posters to the poster advertising manufacturer's help. The Amer-



No. 4 - 15-Month

ican Tobacco Co., whose product is made up of the business men should-like, has, in this, every poster advertising on their banner.

J. S. HANCOCK.

G. T. McGraw, C. F. A. of the B. and O. W. R. R. at Chicago, has just issued a very handsome new label. He calls it the "Whiskered Tumbler poster." It is all right, but the name should have been South Ferry Tumbler, not his chief address as he shows the B. & O. Railroad's new station near New York.

"Whiskered Tumbler" is the most successful station in all parts of New York City and Brooklyn. This station is at South Ferry, east of the Battery, and from it, about 100,000 passengers are carried every day. The station is made up of the "Tumbler" type, with all the modern conveniences. The station is made up of the "Tumbler" type, with all the modern conveniences. The station is made up of the "Tumbler" type, with all the modern conveniences.

As a clear, healthy, refreshing advertisement, this dollar worth sign we have seen

E. L. MARTLING Of Wichita, Kas.

We have pleasure in presenting the picture of E. L. Martling, of Wichita, Kas. Mr. Martling is one of the new school of American bill posters, and a banner to all the same degree. In the year 1901, when Mr. Martling was in the city of St. Louis, Mo. in October, 1901, and in three days, Martling's poster of the "Tumbler" type, had been so successful that he has had a number of orders for the same. He has a number of "Tumbler" advertisements from all the cities in the country. Martling has a number of "Tumbler" advertisements from all the cities in the country. Martling has a number of "Tumbler" advertisements from all the cities in the country.

He was in Wichita in August, 1901, and has since then been in the city of Wichita, Kas. He has since then been in the city of Wichita, Kas. He has since then been in the city of Wichita, Kas. He has since then been in the city of Wichita, Kas.

Mr. Martling was one of the earliest advertisers of the "Tumbler" poster. The first bill he put over was in the city of St. Louis, Mo. in October, 1901. He has since then been in the city of Wichita, Kas. He has since then been in the city of Wichita, Kas.

Fitzgerald Bros. Brewing Co.
They're
Troy Bottled Beers
Absolutely
PURE

NEW YORK OFFICE: 117 Broadway
CHICAGO OFFICE: 117 Broadway
ST. LOUIS OFFICE: 117 Broadway

FITZGERALD BROS. BREWING CO.
ALL-PORTER & LAGER BEER
Brewers & Bottlers

Join Now!

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

International Association of Distributors

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

No. 519 Main Street,
Cleveland, O.

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

The 3rd Annual Convention of the International Association of Distributors will take place at the *Hotel House, Chicago, July 19-22, 1905.* Distributors, Advertisers and Agents are invited.

WANTED!

Names of persons who sent \$2.50 to Gales, of Tyroce, Pa., and received NO WORK, address: J. S., this office.

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

ALLER'S PRESS
CLIPPING
BOARD

Keeps in all kinds of
papers
and
magazines
all
country
work.
Make
order
for
this
press
at
FRANKFORD.

WILCOXVILLE, N.D. Population, 10,000.
U.S. 180. City Bill Poster, available all the Bill
Posting, advertising and printing
addressed. Call, or Open Office Book.

FRANKLIN, PA. POPULATION 1,000
ALEX. BRADLEY, City Bill Poster
and Distributor.
Open and complete all Bill Posting and Head work
in the City. 377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-150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You will use posters this year. Of course you will. That goes without saying. All successful fairs do. What we are desirous of, however, is to convince you that you want to use DONALDSON POSTERS. It costs so much to post Davidson paper that it does the cheap, tawdry and position work which the market is flooded. Our line embraces more styles than all other houses combined. Our designs, too, are all apt and striking, and our prices are as low as the lowest.

TRY A FEW STANDS THIS YEAR.

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



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

10 for \$ 9.00	20 for \$15.00	30 for \$21.00	100 for \$51.00
15 for 11.75	35 for 18.00	100 for 37.00	200 for 60.00

Send 50 cents in stamps for a sample. Address:

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

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COMMERCIAL ADVERTISERS,

210 N. 7th Street. Long Distance Telephone.

W. F. WILLIAMSON, Manager.

WE COVER TO THE ST. LOUIS MERCHANTS.

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Your Distributing

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

I Try To Do

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

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

W. H. STEINBRENNER,

519 Main Street,

CINCINNATI, OHIO.

My license covers Distributing, Sign Tacking, Bill Posting, etc.

We have a large stock of signs, billboards, and other material on hand, and we will make up for you any sign or board you desire. We will also make up for you any sign or board you desire. We will also make up for you any sign or board you desire.

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About it. Address your letter:

P. F. SCHAEFER, Pres.,

Chicago Bill Posting Co.

395 W. Harrison Street,

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More than 1200 High-Class Bulletin Locations in Chicago.

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