

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.



The Men with the \$ Mark.

May, 1896.

Classified Advertisements.

BILL POSTERS DIRECTORY.

For the Detailed Advertisement rates... See the Bill Poster Directory...

Aberdeen, N. C. "The Land of the Sky"...

Winnon, Minn., Heavy Wearing...

Kananda, British Col. Pop. 7,000...

Fort Wayne City Bill Posting Co.

Jellish, Chas. DeLong & Zimmerman...

Albany, N. Y. Pop. 10,000.

Boone, Iowa, Population 4,000...

DEWINE, COLO.

Lincoln, Ohio, Pop. 20,000.

Knoxville, N. H. Frank J. Dohy...

Kempthorn, Tenn.

Wilmington, Mass.

Weymouth, Ky. E. H. Oling & Son.

Pulaski, Pa.

South Brantingham, Mass.

Washington, Ill.

Tucson, Arizona, 3,000 Ft. of Bourde...

Springfield, Ohio, N. E. Tyson...

Donk City, Iowa, pop. 40,000.

Victoria, British Col. Pop. 20,000.

Woodland, Cal.

La Grange, Miss., Pop. 15,000.

Delaware, G. B. Matthews.

Classified Advertisements

BILL POSTERS DIRECTORY.

Passenger, Minn. Chas. Holm...

Wichita, Iowa, Pop. 5,000.

Michigan, Ill. H. E. Vance.

Meadville, Pa. Pop. 15,000.

W. W. SCHWAB.

De Puzak Springs, Pa.

DISTRIBUTORS DIRECTORY.

Jacksonville, Ill. 807 S. Main St.

Donat J. Lefebvre, Manufacturer of...

Boise, Idaho, Spaulding & Gordon.

Brookline, Mass. 100 Washington St.

Opelousas, La. Pop. 300,000.

Chicago, Ill. J. A. Gosch.

W. H. Patton, Corwith, Miss.

Durham, N. C.

Stanton, Md.

Frederick, D. C.

Grand Rapids, Mich.

Harisvite, Wis. Hercules, Mich.

Lawrence, Mo.

Lawrence, Mo.

New Orleans, G. H. Young & Co.

Paterson, N. J., Population 66,000.

Patuxent, Kentucky.

Portage, Wis.

Classified Advertisements

DISTRIBUTORS DIRECTORY.

Williamsport, Pa.

Wilkes, Ohio.

Winnipeg, Can.

Worcester, Mass.

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POSTER PAINTERS

Advertisement rates... See the Bill Poster Directory...

Advertisement rates... See the Bill Poster Directory...

Advertisement rates... See the Bill Poster Directory...

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GILBEAT

ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. V., No. 5.

CINCINNATI, MAY 1, 1896.

PRICE AS USUAL
PER YEAR, \$1.00

NOW IS THE TIME.

Commercial advertising should bear in mind that the more is now almost equal to when he can obtain the very highest results from the bill board.

The foremost day of May practically ends the theatrical season throughout the entire country. Valuable business, controlled by the theater, may then be had in abundance. These locations are almost invariably the best of their kind, complete proof of which is found by a fair test of their power. There, too, there is another condition which favors the commercial advertiser at this season of the year, namely, the very absence of the numerous amount of theatrical paper bills. This gives commercial paper ten times its usual prominence. The weather, also, is better and paper bills longer, and all the days are longer the display in that much more reliable.

The only untoward influence is felt in the bill-board big screens which are flying here and there as missiles in their about as a matter and so somewhat and create in their paths as comets. Even they, however, are not altogether harmful for they always leave a splendid line of temporary boards in their wake which attention can be utilized to splendid advantage.

Now is the time. Order your paper at once. Get the printer started on it before the work is out, and let him set up in the hands of the bill poster.

THE CAMPAIGN BANNER.

Specialty written by WILLIAM A. WATKINS
BY S. L. CHAMBERLAIN.

The year 1896 is not only leap year, but is also presidential election year. It affords opportunities to the politician as well as to the laborer.

One opportunity that is open to some clever politicians or some bright political club, is to do some effective display advertising. A presidential election is carried on more out-of-door than any other human affair in which advertising can be applied; it would therefore seem as though agitators first-class bill board work would be particularly applicable and fitting there.

What do we find? What shall we find, judging from the past?

A campaign banner divided across some principal street, this is certainly fairly conspicuous, but, as everyone knows, so poorly executed

and so conventional in design, as to be of very small value.

It is a child's work rather than an aggressive artist; something that is expected and demanded by custom, rather than an intelligent customer. In truth, the campaign banner at its best is but one paper, indifferently in a good position, but yet not so fit counterpart in power with a more rightly posted or so well used

display, could devise ways of being striking and convincing without being offensive or silly.

For an aggressive campaign into the country districts, where there is no way made known to reach the voter from the regular newspaper and its relatives over to any other newspaper, what could be more suitably brought into use than the bill-board? It would enable the word picture

we bring up more good reasons to support the side than the other.

If the person to be seen looks, then why not understand where you want to take the most? Of course this will be subject to the surroundings and the circumstances. We realize that the bill-board is a much better way to bring people to the street, but still to our minds every word advertising or better advertisement should be used, for it is not always necessary to crowd one's space where the most might be best secured, by using the same space in making the advertisement more attractive.

If possible, in such cases, some inducements should be held out to the customer there to look around. More news should be used in advertising notices to attract and more thought should be given to advertisements to bring leads to your office.

Advertising, in a large extent, is considered to be hazardous, for the value of present advertising depends largely upon when he sees these bills. If you disseminate advertising notices you are losing out some of the best of the world which you are advertising, and will have a large portion of the results of advertisement advertisement more you begin to see, there being in a dissemination in what you did before and that which you are intent on do.

The benefits to be derived from advertising are to be taken as well as what you may give the greatest. Advertising is something like a market—the farther you get the bigger it grows. If, after you have tried your advertisement in this manner, you stop selling it and begin another one, you are expending an extra labor instead of advertising, while if you had kept on selling the old bill it would save you as much larger proportion than any one you could meet.

It is a poor policy ever to stop advertising altogether. In all times, if the amount expended should be small, more is ever than should be used in the preparation of advertisements. When the bill is put into which is more suited to advertising, you will.

The way to advertise is an important point to consider. In fact there is no advertising without an attraction to you know how, and advertising is a matter of quality, such as will be of immediate use. It is best enough to sell someone the goods when people buy bills, but it is much better to push them in advertising time.

RENEWING.

All listed and patented service orders with it the price that the advertiser shall forward the bill paper with twenty-five per cent. of the paper listed, in addition, for the renewing. A second advertisement placing an order for five thousand stands, will offer four thousand of our design and one thousand of another. The second design will be sent not marked for renewal, when sent only with the beautiful results serving from the change of design, but however a check on the amount of paper actually renewed. The balance, every sheet of it, has been succeeded by the superior and without drawback, instead of being wasted or used for printing, so it never offers the same.



T. R. DAWLEY.

and be with a good assortment of paper from up-to-date lithographers.

We all know how much the colored matter of the entire work has come up, and when we stop to think that these papers, costing so, do not produce to the business classes, we see how low such fine expenses would do.

It is true that as much of a result effect might not be attainable as in a paper—might lead to other means and combinations—but it seems safe to say that artists and lithographers who can find and execute suitable designs for all manner of theatrical enterprises, from Shakespeare and Bernhardt to East City and Frank

of all the campaign matters of the present and set good orders.

The poster for '96.

Valuable Methods of Advertising.

How to advertise successfully is a difficult thing to do. It is not the same thing as selling upon which there is a good diversity of opinion.

By different means the success of the year when made to an equally serious or better effect. At these times some methods largely increase their advertising expenditures. Others continue about the same or at least they. Some advertise directly, of course, be used by all, but as a rule those who do the most advertising at these times are the best of the present, not

REGARDING SERVICE.

A Spicy and Interesting Interview with Mr. D. R. Talbot, Advertising Agent of the Great California Fly Trap Co.

"How are you, Mr. Talbot? Billboard Advertising would like to know how you fared at the heads of the bill posters throughout the country, during your spring campaign of advertising."

"All right; all down, and I'll tell you all about it. First, however, let me say that I cannot comment too heartily, the fair and courageous stand your journal has taken in regard to editing our methods and methods in the business. I want to say, in all candor, that I believe BILLBOARD ADVERTISING has done more to advance bill posting and extend the use of the poster than any other medium that has ever been brought to bear upon it. Your open discussion and fearless criticism are working wonders to the minds of artists."

"That being the case, Mr. Talbot, you will probably not beaverse to entering into particulars."

"On the contrary, I shall be glad to participate to your entire satisfaction. I want to state other activities against poster advertising are being carried on. As we want to secure about 800 posters against those members of the craft who are chauntingly being discussed upon it."

"What about St. Louis?"

"We suppose we commenced at the beginning. How about the layout?"

"No, that was nothing. We printed all the paper that we could get, and we used, as without the slightest hesitations, bill posters in general are opposed to the layout on principle. You may say that it did not keep at all of a single issue."

"How about Minneapolis, St. Paul and Milwaukee?"

"It was surely a question of price in those cities. I am aware that the commission possible that we were forced out, but it's wrong. Had we been disposed to submit to a holiday, and pay the extraordinary figure demanded, we might have killed the towns in question as readily as other cities. The boycott was instituted to compel us to do this, but it did not work. I have letters in my possession which will prove this assertion and demonstrate the truth of my claim."

"Will you let us have these?"

"Certainly not. They were not written for publication. I will show them to you, but you may not publish them—in fact, you must not even quote from them."

"(The letters were here produced, and duly announced by the representative of BILLBOARD ADVERTISING.)"

"BILLBOARD ADVERTISING would like very much to have these letters, Mr. Talbot."

"I believe you; but it would not be honorable on my part to make them public."

"Well, no business. Where did you get the best service?"

"In Illinois. Taking the State as a whole, the service was the most satisfactory one obtained. You may remember that I depend entirely upon inspectors' reports, as I have no other means of determining the quality of the service secured. I visit all the large cities myself,

but I cannot find time to take in the smaller places, except in some instances. In Illinois there were only two instances where we had any reason to find fault with the work."

"Did you just mention Chicago?"

"Yes."

"How was your satisfied with Great Rapids?"

"It was simply splendid. There is not a town in the country that has a better lot of bills than Great Rapids. They are well made and well placed. Great Rapids was one point where we got more than we bargained for. Geo. H. Leonard, who controls the town, is a credit to the craft. If I should see great places to give him my unqualified endorsement, and to recommend his services to advertisers at large."

"How about Detroit?"

"I do not see Detroit exceedingly well. As I might say the service given to me was all in every particular. Shows, Walter & Co. commenced, gave him a billing bill poster. The paper had not been up twenty-four hours before we felt it all up."

"How about Michigan in general?"

"Well, about my inspector's report: "

"Albion, Greenville and Kalamazoo are all marked 'A', showing that in these towns our paper was in fact, given a high consideration. The inspector has added also Kalamazoo. The bill poster here, named McCarthy, is O. K. This is one of the best jobs I have ever seen."

"No, indeed. Detroit, Elkhart and Muskegon, both Battle Creek and Hills were 'A's.' All the rest were 'B's.' They were by City, Big Rapids, Cadillac, Coleman, Flint, Lansing, Leaning, Marquette, Mt. Clemens, Potosi, Saginaw, Tipton, Holland, Mount Pleasant, Jackson and St. Johns. On the whole, we loved very well to Michigan."

"How was Indiana?"

"Indiana was good. We liked the layout down in the State, and only one exception—St. Marked bad, although still has only passed 'B's.'"

"What about Ohio, Kentucky, Madison, Wisconsin, Wabash, Washington and Pennsylvania?"

"Did you like Indianapolis?"

"They so used the Electric Bill Posting Co. at Indianapolis. Their service, while better than fair, was not good. These people were right, and did so better as they only experience in handling commercial paper. I can assure I cannot commend their service. They are members of the Indiana Association, and these were done by other members of the profession who did not give entire satisfaction."

"What about Kentucky?"

"There was a good one. F. M. Green, who has the best bills in Indiana, and knows his business thoroughly. Everywhere he worked, A's, so in Green. If we could get service like other members of the profession who did not give entire satisfaction, we would give every other member of publicity and confer credit to bill posting also."

"What other towns were good?"

"I visited, in fact, Freeport, Bond, Richmond, Michigan City, Greenburg, Media, Franklin and Decatur, are all marked good; and Columbus, Ft. Wayne, LaPorte, Logansport, Ellettsville, Mad-

isonville and Terre Haute we could not visit being 'A's.'"

"How was Ohio?"

"The poorest State, taken as a whole, that we visited. You will see that while in other States some towns are marked 'A's,' in Ohio we have few marked 'very bad.'"

"What were they?"

"Delaware, Cambridge, Porters and Keams; and Columbus we set good, by any means of service in Ohio. Sidney, Sidney, New Philadelphia, Newark, Mt. Vernon, Middleport, East Liverpool, Dayton and Bucyrus were very fair, yet Delmore, Chilliokins, Delmore, Stearns, Massillon, Lancaster, Marietta, Marion, Portsmouth, Piquette, Walkinton, C. H. Wilmington, and Wexner were good."

"How about Cincinnati?"

"You can say that Cincinnati was good, in fact, first-class. I inspected Cincinnati in person, but if I had not, it would nevertheless know that our work was well done from that corner we have no position. The Chicago were understood their business. We will bill Cincinnati again next fall. We also had experience in fact, in fact, Lane and Findlay. They are all marked 'A.' But Van Wert and Delphos were bad."

"The interview was brought to an abrupt termination at this point by the arrival of a correspondent, who had an appointment. Mr. Talbot assured us, however, that he will be glad to take the paper up again some future date and we shall probably present our readers with another installment in our next issue."

Matthias like this is valuable advice to advertisers and bill posters, and we cannot get enough of it.

Poster Printers' Group.

Our first page this week bears a splendid likeness of Y. R. Dawley, president and general manager of the Great American Printing and Finishing Co. of New York. It is not generally known, but it is nevertheless fact, that this organization, the firm of Samuel Booth & Co. has gone out of existence, is the chief credit of the bill in America.

Crompton & Co. of St. Louis, are getting their share of business.

The "Big" group, printed by Herington & Co. of Cincinnati, had just passed their hundred and twenty-fifth thousand edition. This is the most remarkable achievement by a poster, or indeed any poster publication whatever.

The Empire Sheet Printing Co., of Chicago, was sold at auction April 27.

One of the surprises of the month is the resignation of Ed. Nease, manager of the show printing department of the Russell & Morgan Co. Mr. Nease has been identified with this concern for years.

Poster printers should get together and settle upon one preferred size, which should be the standard white sheet. We think it should be eight inches, but we think the size used by the greater number of printing houses at the present time.

But in any event, the necessity of a recognized and standard size is very great. We have never known seeing typical sheets being used; some eight and eight inches square. The danger is accomplished in a short time, which has recently come out.

Lithographic and photographic artists should be urged to paste their paper before allowing it to leave their office. In this connection, it is worth to be said for poster accepted. If the litho paper was generally adopted—that is, the lower edge of the upper sheet is trimmed, in fact, to the upper edge of the one over it, in this manner the paper sheet overlaps the lower, so the principle, and the poster sheet is perfectly. There is not one-tenth part of the making done of paper pasted in this manner, and this obtains among the posters which is the old style.

Wood Day has a new poster, a lithographic sixteen sheet, in sixteen—has some pieces of work. Henry Mason has the posting for all western cities.

Harberger, Heman & Co. of New York, have an attractive Gas-Older station card advertising the Gas-Older Pipe, Clay Pipe, and other articles, distributed through the agency of Sam W. Hahn. This is a new addition to the poster line, all their past expenditures having been through newspaper. They will use newspaper in the future, and we think they may be unable to properly post. Make their newspaper advertising also.

Some of the more interesting examples of the craft in the larger cities are getting up better than are almost anywhere else. In fact, however, they are made of wood and ground lumber, but would have been regarded as any or at least partly of wholly unnecessary extravagance. To-day, however, they are made with ornamental lumber, and some have ornamental moldings running around the edges, which, when placed, give the best appearance of being framed in gold.

As the poster grows finer and finer with each successive advance of the profession, the necessity of care and skill upon the part of the practical bill poster becomes more apparent. The first step in the right direction was the larger and ground sheet. We are now ready to see the day break for ordinary purposes, and after that we would like to see a more intelligent use of blocks.

Mr. Campbell's paper says: "It is with feelings of much pride that we acknowledge the receipt of twenty thousand subscriptions during the last month. The editor could slightly in his calculations. Careful investigation discloses the fact that it was nearly ten thousand, and we are much pleased to correct the mistake."

Clarence E. Boney, the well-known builder, is certainly a credit to the craft. BILLBOARD ADVERTISING is indebted to Mr. Boney for much news.

Miles Hedges Co., of Elmston, Ill., had been similarly treated by the local Bill poster, S. M. Hurlingston. All the articles chiefly concerned were immediately recalled.

This same Inspector found only seven-seven copies out of thirty out in Dayton, O., and in Columbus, O. For some papers contracted for had been bought. After some difficulty he was recovered and shipped back to headquarters, whereupon Frank F. Higgins made a statement for the record and space occupied. This is the first evidence of "survival" that has ever been brought to our notice.

—————

It is only fair to Mr. Higgins to give him all due credit, which we will do here. Although just how he came across Talbot over his anything, when he had not posted a sheet of the paper, is more than we are equipped to know. Through investigation of these matters however, is always a good thing. Mr. Higgins writes as follows:

To Editor Business Advertisement.

Dear Sir—Some time since I had some dealings with you, A. S. Talbot, the advertising agent of the Irving of Pitt Co. He informed me that he would send me a bill, and asked what my account was at that time. I told him that I had a number of papers which would be in your hands, and that you would send me a bill I could post in settlement to him. He had some papers which he wanted to take in place of the bill, and they informed me that they would be glad to do so. I told him that I would be glad to do so, and he told me that I would be glad to do so. I told him that I would be glad to do so, and he told me that I would be glad to do so.

—————

OH, MIKE!

HOW COULD YOU DO IT?

Businesses were the general advertiser to get over cases, but how it comes back to himself—well the share is on the other foot. The following letter sent me for publication shows Mike is his true colors. All that his attitude and anxiety for the welfare of his brother printers is all the more so in view of the fact!

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Miles Hedges says that I say the above and with their own intentions. I have certainly not even been known from the fact—see which is still in my hands! Then I have not received during the absence of my copy. The A. E. P. A. has notified that they must not use my name again, but hanging, but interested. I believe in doing business on business principles but do not believe in being dictated by you, or any other "managers" who pretend to be such.

Respectfully yours,
M. L. LUCKA, Jr.
BIRMINGHAM, Ala.

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—————

AND BOB, TOO.

R. C. Campbell, president of the A. E. P. A., sent Garry-R. 7-cents to Col. E. Nevil, at Woodville, Wis. It was "Chicago Times" paper, and called for seven days delay. This paragraph appears innocent enough on its face, but discloses a world of duplicity if carefully considered. Col. E. Nevil, to whom Mr. Campbell sent the paper, is a member of the Interstate and is also opposition to the "Thompson Bill Printing Co., of the same city, who are A. E. P. A. people. This action of Mr. Campbell is not the result of a mistake or a misunderstanding. On the contrary, he did it deliberately, with full knowledge of the condition of affairs in that city. He did it because Nevil could give him the best service at the lowest figure, and he was actuated by honest business principles. But he demonstrated at the same time the good of his late talk about the A. E. P. A., and all of his jaw about it to me, which is pure snarl and humbug.

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REMEMBER THE POSTAGE CO.

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AMONG THE AD-SMITHS.

Bill Brewster, of Brooklyn, N. Y., was awarded the \$5000 prize offered by Joe. Jetter & Co. for the best advertisement booklet, advertising their tinning machines. As there were forty-seven candidates, Mr. Sweeney has occasion to look on particularly good terms with himself. He has done much that is clever in his line, and what is more in the present time of depression.

SUCCESS THROUGH POSTERS

By JAS. W. MOON.

One of the best arguments that I have read lately in favor of billboard advertising is the phenomenal success of the New York Journal during the last few months. While this paper was purchased by W. H. Reed its circulation was gradually increasing. It now exceeds 200,000 daily.

The new management adopted an aggressive policy, and published the paper in every legitimate way. Their first step, before advertising widely, was to strengthen the paper itself; new talent was secured in every department, and a newspaper was produced which was the equal, if not the superior, of anything on the streets. Then when a reader was secured he was likely to continue.

As soon as the publication was just about as the publisher wanted it, he began to use the billboards. The platforms on the L roads were also used; other papers were published, but the Journal used two, three, four, half a dozen of the boards instead of a fifth usually see. The Journal changed its printer frequently, sometimes as often as three times a week.

Three or four lithographic houses are constantly keeping a pair of their presses busy on the Journal papers. One of their very original displays was a white-boarded look-alike view of Greater New York, showing the Journal "covering" it.

This "Great poster was a most beautiful combination of color, design, and a beautiful line design, for a proper poster effect. But it, or something else, did not make either better, and a hundred thousand more could have been sold if they could have been produced.

One of the most remarkable effects of the Journal's wonderful growth was the reduction in price of the Bill. From two months ago its price was reduced to 1 cent in Greater New York. The Journal said "it is everywhere," and put out having big posters in that effect.

On April 15 the following advertisement followed, announced that "the price of the Bill is 1 cent everywhere."

The advertising of the Journal has been almost exclusively postage, supplemented occasionally by direct mail orders through the mails, under letter postage. One of the slides carried a new one-color plate, and raised the recipient to see it in particular copies of the Journal and thus convince himself that all his claims were well founded. The columns of the other newspapers were not used, and, if at all, very sparingly; same talks say that not one copy went out beyond the railway on their part meant to be sent to the business, and then forced the Journal to resort to posters.

If this statement is correct the Journal owes a debt of gratitude beyond the possibility of expression.

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REMEMBER THE POSTAGE CO.

We are entirely out of the March issue of BUSINESS ADVERTISING, and desire two for one sale, for which we will pay twenty-five cents each. Mr. M. J. Dooling, of New York, is willing to receive a copy. Of five copies—provided in excess of one order on each board is not now available, contact April 20.

HERE AND THERE.

D. K. Talbot speaks in the highest terms of the credit service rendered him by Messrs. F. M. Green & Co., of Evanston, Ill. They are members of the Inter-state Bill Poster Association.

F. F. Scheffer, of the Chicago Bill Posting Co., now conducts Bus & Co.'s billboards on the Illinois Central R. R., which were formerly controlled by the American Bill Posting and Advertising Co.

Geo. Leonard, of Grand Rapids, Mich., and Walker & Co., of Detroit, both posted types of Flag paper, and did it well.

Wesley Houston, Jr. (Michigan Avenue, Toronto, Ont., exclusive subscription to BUSINESS ADVERTISING.

An exceptionally able article on the advantages of advertising by means of posters and distributing matter, by Geo. M. Beer, manager of the Leverage Advertising Co., has been recorded on this note. We hope to present it in our next.

The announcement by the President of the A. E. P. A. that he would accept members under certain conditions, has only provoked a hostile storm among the rank and file.

The American Advertising and Bill Posting Co. plans to have Bill Rigging Bros. shown in Chicago extensively. Reliable persons inform us that Scheffer's boards are loaded with it.

J. P. McDevie, of Jersey City, has issued a model letter list. It is very handsome.

L. D. Hooper, of Madison, Wis., has just sent a novel brochure advertising his Bill posting business in that city. It is nothing more nor less than a business directory of Madison. It gives the streets of every business population, name, and tells the advertiser just he ought to post therefor on his list.

Geo. H. Babt, the city Bill poster and distributor at Williamsport, Pa., has just added a new avenue before his poster for making plans. He has the city covered with his paper for F. J. Trues & Co., of Pittsburgh, the picklers and preservers; Philadelphia Press shareholders, numbering thirty-two thousand dollar stock; Jetter & Co., of Philadelphia, and Syracuse Mosaic Spring Water.

AMONG THE AD-SMITHS.

Bill Brewster, of Brooklyn, N. Y., was awarded the \$5000 prize offered by Joe. Jetter & Co. for the best advertisement booklet, advertising their tinning machines. As there were forty-seven candidates, Mr. Sweeney has occasion to look on particularly good terms with himself. He has done much that is clever in his line, and what is more in the present time of depression. We have had occasion in the past to speak freely of him, and it affords us great pleasure to chronicle his most recent triumph.

P. B.—Three-fold post rateable paper in my opinion will not sell you any money under the most exact terms.

FRANK F. HIGGINS.

—————

BILLBOARD ADVERTISING.

Published by
AMERICAN BILL POSTING CO.,
CINCINNATI, O.

Subscription: The subscription entailed in this volume is given on terms of \$3.00 per annum, in advance. We do not believe in the "Billboard" method of advertising. For more details see our prospectus. It is published by G. C. Gable Co., Chicago & St. Louis, 100 North Second St.

Billboard Advertising

REGISTERED PATENT OFFICE,
105 WEST NINTH STREET, CHICAGO, ILL., U. S. A.

SOLE ADVERTISING CO.,
JAMES H. HENNING, Manager,
Chicagobldg., 215 West Van, St. Madison.

ADVERTISING RATE:

Advertisements will be published at the best low rates of lowest-class space but again this matter is in the classified columns. There are special rates for some papers. OUR OFFICES ARE:

1. *Published at Chicago, Ill., and in London, England, by J. H. Henning, 105 West Ninth Street, Chicago, Ill., and 105 West Broadway, London, England.*

2. *Published at New York, N. Y., by J. H. Henning, 105 West Broadway, New York, N. Y., and at St. Louis, Mo., by J. H. Henning, 105 West Broadway, St. Louis, Mo., and at Philadelphia, Pa., by J. H. Henning, 105 West Broadway, Philadelphia, Pa.*

3. *Published at San Francisco, Cal., by J. H. Henning, 105 West Broadway, San Francisco, Cal., and at Portland, Ore., by J. H. Henning, 105 West Broadway, Portland, Ore.*

4. *Published at Boston, Mass., by J. H. Henning, 105 West Broadway, Boston, Mass., and at Washington, D. C., by J. H. Henning, 105 West Broadway, Washington, D. C.*

5. *Published at St. Paul, Minn., by J. H. Henning, 105 West Broadway, St. Paul, Minn., and at Minneapolis, Minn., by J. H. Henning, 105 West Broadway, Minneapolis, Minn.*

6. *Published at Detroit, Mich., by J. H. Henning, 105 West Broadway, Detroit, Mich., and at Cleveland, Ohio, by J. H. Henning, 105 West Broadway, Cleveland, Ohio.*

H. V. S. P.

Two poster columns to find increasing rates is the estimate of advertisers at large. Every week brings both fresh and delightful evidence of this assertion. Therefore we are on the verge of the asking. Old established houses of prestige, standing by conservative methods, are by us discouraging the bills board issues which have knowledge gained the appreciation of their appreciation for advertising, and are adopting the poster and self-posted poster. We find many of them speaking of it as the new method of publicity. Others extend the system. Some few refuse it as the eye of economy, but all agree that it brings some results for less cost than any other means at the command of the advertiser.

The poster demands more space in its day than any topic of discussion with the single exception of politics. It is to be regarded that so much was made available "poster art" and the "new poster" style publicity. Remediation and broadening, which by the way, is nearly banished from the billboard, is not art, one will it ever be regarded as such. It is merely a business method, and the first of a billiard party, provided to illustrate Japanese ideas, impractical methods, and an other abandonment of real artistic technique. But while we regret the waste of so much valuable space, we cannot but rejoice at the widespread interest in its evidence of.

It is a strange fact that the only kind of sign to be further progress and self-teaching of the poster, is offered by bill posters or rather by an association of bill posters.

What is true of conventional and conventional the world over is also true of those of bill posters. The use of auto-

ry, he who is spiritual, gifts of speech and possessed of a ready tongue, finds precedence over the costly thoughtful man of real depth and discernment, who would never even think of holding in admiration, or displaying facts and conditions.

The theologian, with eyes crowded wisdom, divin to the words of the literary ignoramus who does with bold effrontery to smelt the carefully prepared message and carefully considered statements of well-informed men, derided as usual theory and tested by long experience.

The question is put, the vote is taken, and the candidate is committed to the enforcement of such and monstrous which are immediately expounded by the members individually as well as they have weighed the matter and soon considered its various phases.

A WALLAGE paper is therefore often a tower of strength to a craft. If it is not used wholly by legality to deny that results are always toward the betterment and uplifting of the inmates to which it is devoted, if it follows fully in the leads and tracks from honest dispatches, and accords both sides of all important questions a fair and full opportunity of expressing their views and obtaining a hearing from the craft at large, then indeed it is of more importance, more real service, than any one or any number of newspapers. The real needs of a man are now brought out with greater distinctness and prominence, by calm and reasonable argument and reasoning, than any other known method.

This paper has views, solid views, but that has never presented any was who opposed them from obtaining a hearing through its columns, and it never will.

From food exhibits and bicycle races we go on to the strong features in the future the fall. Many facts are going to make a specialty of both. The pure food exhibit is not a bad or passing fancy, neither is the bicycle, and these facts that devote a proper amount of favor to both, will be surprised at the popular approval that will develop upon their efforts. Exhibits of bicycles will be made of all facts during bicycle races and applications for space will fairly set in as the society that conducts a well-ordered post food exhibit on proper lines, if they will make their intentions known.

Taken all in all, the outlook for the fall season is especially promising just at this time. Individuals all point to highly profitable and successful extension of the custom without severely hindered.

Mr. Campbell's paper on the subject of public interests results in the A. S. T. A.

While we recognize that there may be honest differences of opinion on all subjects of inquiry, and that we should be influenced by them so far as they differ from us, it does not follow that all opinions are entitled to equal respect. Much it to be judged by itself and on its own merits. We say, not without abundant, despite the opinion that we believe to be erroneous, that out of the debate we may reach the truth, whatever it may be. But this does not imply intolerance exhibited toward those who hold the wrong opinion, especially when we know they are conscientious and have done so with honest thinking on the subject. We should rather welcome those who dispute with us because they honestly disagree with us, than the so-called friends who play upon our vanity by gratifying us to agree with all we say.—Alexander's Times.

I have always believed that it is possible to have success in business with strict moral integrity. I am now sure that many people think that it is a waste of time to do things in his public employment which he will not call it right to do in his domestic or private life. I do not agree with this view. In the course of my life has my value, it is in showing that at least it is not necessary to commit in business that a man should indulge in "other" things. For the sake of a few dollars, will it really seem to follow that we work white. We cannot afford to do so or say a wrong thing. There are higher satisfactions, than the mere getting of money, and when a man has a man for the consciousness of having lived a dishonest and selfish life.—George W. Clark.

Willies let us be astonished from our duty by false accusations against us, are delighted from it by means of destruction to the Government, war of dangerous in execution. Let us have faith that right makes right, and in this faith let us to the end and to the end as we understand it.—Alexander's Times, etc.

NEW BUSINESS IN NEW YORK.

The Columbia Bicycle four-wheel and Liberty Bicycle Co. are being placed by Gold.

L. E. LeTour & Co. have the sign privilege in the Polo Grounds Base Ball Park this year as in the past, and are filing up with some very beautifully painted ads.

The Cigar Cigarettes, made by D. Bacher, in the two-story in New York, to be followed by larger papers. Other sites will be used also.

Thompson's Great Piping Circuit, made by Levine & Battalio, are being advertised in all large sites by an attractive three-sheet, and in all villages by a one-sheet. The two-sheet goes out for two or three months, to be duplicated in the Fall. New York City gets five hundred of the three-sheets.

Eleven Kids will probably see an eight-sheet in future, instead of a one-sheet. The work will be looked after by J. W. Hoke.

The Henry Edinger Advertising Co. is having a new poster made.

Some years ago the strongest of the New York dailies, including the *American*, refused to pay commissions to agents. They all pay commissions now, however. This will not stand. It is a matter that the other papers were getting all the business. The bill poster who is busy is not in fact a little insignificant tax, but don't forget there is a success.

THE MAN WITH THE DOLLAR MARK.

Jim W. Hoke is shown on the title page of this issue of BILLBOARD ADVERTISING: handsy playing at his dollar mark, and singing in no way and means of securing large quantities of the article of which this is the symbol, among the list of articles and bill posters of America.

Mr. Hoke—big picture, Jim W. Hoke, is one of the few display advertisers who has also had a thorough schooling in all other branches of the advertising business. His experience has been so broad and so varied more than a boy, is a newspaper office in Louisville, Ky. Since then he studied the subject from the inside, as it were, in his own office. He has had to do with paper, news, etc., etc.

Some ten years ago the question of display bills to interest him, since which time his efforts have been largely in this field; all this time he has been looking for the fact that display can never fully take the place of newspaper advertising, especially for extensive circulation. Display can make the right crowd, but there is not the chance to go into details, offer arguments and make long talks, is often necessary to convince the skeptical. And for this reason he recommends the newspaper as an adjunct in display, or display as an adjunct to the newspaper, especially for an article where agreement can be used.

For a number of years Mr. Hoke was with the E. J. Canning Co.—first there he saw that returns grew from a \$10,000 investment of \$1,000 to their present estimate of a quarter of a million. Among the reasons for this was the president of the Admiral Cigarette Co., with a force of ad-men, came to Chicago, prepared to open warfare upon the enemy, and the Admiral's bill poster was placed in the hands of Mr. Hoke, who afterwards he for St. Louis a little later. He well pleased upon the Admiral people that it was possible to make such space in the charge of this value advertising appropriation.

And that is how Hoke happened to leave the heading "Wit for New York." After that "Wit" he went on to New York, for the Admiral's bill poster brought him new openings in New York City by a system of well sign advertising, and he soon made more such space in the charge than all other combined, with one exception.

During the year he has been in business with "Wit" he has been working up quite a large bill poster and newspaper business in addition to his bill advertising, and it strongly is to be improved with the value of bill posting that he is now entirely considering the advertising program as an exclusive brokerage bill posting business, or in any case of making his his quality.

BANG!

MINNESOTA FIRES THE FIRST VOLLEY.

Wisconsin will be second, with Illinois to follow—Great victory for the Interstate Bill Poster's Association—The Minnesota State Association leaves the A. B. P. and goes over in a body to the Interstate.

The following resolutions were sent out for publication without modification or amendments of any nature on our part.

NOTICE TO ADVERTISERS. Henceforth, a certain paper in Chicago continues to publish our notices as charging us less than seven (7) cents per sheet, said.

Henceforth, we believe it to be the name of our next succeeding issue business, therefore.

As J. E. Knicker, that we, the undersigned, hereby give notice that we are members of the latest state Bill Poster's Association, and our prices on the same as adopted by the said Association, which are as follows:

- 1,000,000 1000, 50¢ per sheet.
100,000 100,000, 40 "
50,000 50,000, 30 "
25,000 25,000, 20 "
10,000 10,000, 10 "
5,000 5,000, 5 "
2,500 2,500, 2 1/2 "
1,250 1,250, 1 1/4 "

- Jack Fish, Portland and Portland, Me.
H. N. Ewing, Northfield, Minn.
E. N. Hurdman, Orono, Maine.
W. H. Zander, Andis, Minn.
W. E. Eklund, Roseau, Minn.
J. A. Helms, Albert Lea, Minn.
J. T. Owen, Wells, Minn.
Henry Werner, Wadena, Minn.
W. M. Cline, Red Wing, Minn.
H. J. Laska, Jr., St. Peter, Minn.
Book Co. B. F. Co., Norcross, Wis.
John D. Lewis, Kaukaun, Wis.
Appleton & Co., Appleton, Wis.
F. B. Hahn, Fox Lae, Wis.
John Malley, Green Bay, Wis.
John E. Stewart, Wisconsin, Mich.
C. H. Co. St. Paul, St. Louis, Ill.
M. S. Book & Co., Jacksonville, Ill.
G. E. & Son, Chicago, Ill.
Chas. C. Maxwell, Le Roy, Ill.
Richard Walker, Freeport, Ill.
C. F. Perry, Bloomington, Ill.
O. J. Johnson, Oshkosh, Ill.
Frank F. Myers, Belleville, Ill.
L. W. Kelly, Free, Ill.
L. E. Tross, Burlington, Ill.
H. F. Maliska, Cairo, Ill.
William L. Fry, Chicago, Ill.
A. J. Turner, Cahokia, Ill.
Herald Street Sign Co., St. Louis, City Bill Posting Co., Muskegon, Wis.
A. D. Brown, Neopoma, Minn.
C. H. Goodwin, Wausau, Minn.

A PROTEST.

Accompanying the above resolutions, we also received the following protest:

Minnesota Bill Poster's Association.
P.O. Box 4, St. Paul, Minn.
L. H. Snow, St. Paul, Minn.
W. E. Eklund, Roseau, Minn.

Table with columns: Advertiser, City, Pop., Price. Includes entries for J. J. Marsh, Duluth; W. G. Stevens, Duluth; Wm. G. Smith, Duluth; H. G. Grifield, Muskegon; James Fish, Portland; P. H. Zander, Andis; E. T. Howell, St. Paul; G. W. Eklund, Roseau; M. W. Ewing, Northfield; W. N. Eklund, Roseau; H. J. Laska, St. Peter; C. H. Brown, Neopoma; W. E. Smith, Green Falls.

NOTICE TO ADVERTISERS.

The above prices of pop. were published without our consent, and we do not ask such high prices for our work. We charge later state prices only.

JACK FISH, H. N. EWING, F. H. EKLUND, W. E. EKLUND.

HERBY WERNER, HENRY WERNER, HENRY WERNER.

NOTE.—The above shows the methods pursued by the A. B. P. A.

L. N. Scott, writing to Mr. D. B. Underwood, a recent letter which came under our notice, was the following language: "If you do say bill posting work in Minnesota, the matter must necessarily pass through my hands." It is clear by this assertion the following protest, signed by every member of the Minnesota Bill Poster's Association (A. B. P.), except Jack and Underwood, is a protest against...

Secretary of the Minnesota Bill Poster's Association.

MARION, MINN. PA. & CO. TO MINNESOTA BILL POSTERS. BY THE REQUEST OF MR. L. N. SCOTT, JR., President of Minnesota State Bill Poster's Association, I am sorry to see that your paper posted at cheap rates than our regular Association rates. We are sorry that your paper has been in mind and still on my regular rates. (See article) for the benefit of the larger class of advertisers.

Wm. the undersigned, I am sorry to see in the above manner and way of doing business, and we will post any paper sent out by the Interstate Association if same is taken by them. J. Frank, Faribault, Minn. H. N. Ewing, Northfield, Minn. E. N. Hurdman, Orono, Minn. W. H. Zander, Andis, Minn. W. E. Eklund, Roseau, Minn. P. H. Zander, Andis, Minn. H. M. Finley, Gen'l Agent White Bay Tobacco Co.

Engene Bremer, Advertising Agent Minneapolis, Minn. Alton D. Goodrich, Winona, Minn. J. A. Fuller, Albert Lea, Minn. W. M. Cline, Red Wing, Minn. Henry Werner, Wadena, Minn. Henry J. Laska, St. Peter, Minn. N. B.—Please note that the above was the request of L. N. Scott, Jr.—Ed.

If President Campbell is really anxious to expand a few members, here is his chance. In any event advertisers will do well to state what thoroughly unscrupulous tactics some Bill posters will resort to.

"COPY."

Minneapolis, March 26th, 1896. Dear Sir:—We have analyzed, comparing and comparing your billboards, and we find that they are not as good as they are made out to be. We have analyzed the copy of the billboards, and we find that they are not as good as they are made out to be. We have analyzed the copy of the billboards, and we find that they are not as good as they are made out to be.

F. FITZGERALD, Secretary. E. A. BARBER, Manager.

CALIFORNIA FIRE INSUR. CO. CONDENSED—We, the undersigned, members of the Interstate Bill Poster's Association, do not believe in the above method of doing business. We believe the advertiser has the right and privilege to place his paper with whom he pleases, as long as he gives satisfactory service. The method of the Interstate "P" protest and reliable service at equitable rates.

- Spokane: R. H. Broadest, Appleton, Wis. P. R. Baber, Fox Lae, Wis. W. Lansing, Winona, Wis. Appleton & Co., Appleton, Wis. John C. Lewis, Kaukaun, Wis. Spokane B. F. Co.,蛟河ville, Wis. Harry Marshall, West Superior, Wis. W. S. Hurdman, Orono, Minn. James Ryan, Marshfield, Wis. O. A. Cole, St. Peter, Minn. Wausau B. F. Co., Rhineland, Wis. H. F. Maliska, Cairo, Ill. Chas. C. Maxwell, Le Roy, Ill. Warner & Austin, Elmhurst, Ill. Harvey Ross, Orono, Minn. Frank F. Myers, Belleville, Ill. A. J. Turner, Cahokia, Ill. O. J. Johnson, Oshkosh, Ill. H. J. Schneider & Co., Oak Park, Ill. Lem Esley, Free, Ill. L. P. Carl, Havana, Ill. Victor Jensen, Marshfield, Ill. J. M. Buck, Vandalia, Ill. Richard Walker, Freeport, Ill. Chas. Hager, Mazonia, Ill. Robert E. Lewis, Free, Ill. Chicago B. F. Co., Chicago, Ill. Miller Bros., Rock Island, Ill. City Bill Posters, St. Louis, Ill. Herald Street Sign Co., St. Louis, Mo. J. A. Fuller, Albert Lea, Minn. Jack Fish, Portland, Minn. Minneapolis News, Orono, Minn. C. H. Brown, Neopoma, Minn. H. Zander & Son, Andis, Minn. H. U. Ewing, Northfield, Minn. W. M. Cline, Red Wing, Minn. H. J. Laska, St. Peter, Minn. Mrs. V. C. Stewart, Wisconsin, Minn. A. D. Goodwin, Wausau, Minn. Henry Werner, Wadena, Minn.

MINNESOTA ADVERTISING. Our local business is thoroughly able to do the business in the district from the billboards. We have tried to copy the various of several papers in the district and we find that they are not as good as they are made out to be. We have analyzed the copy of the billboards, and we find that they are not as good as they are made out to be. We have analyzed the copy of the billboards, and we find that they are not as good as they are made out to be.

This month, we closed a first contract for a new billboards in the district from the billboards. We have tried to copy the various of several papers in the district and we find that they are not as good as they are made out to be. We have analyzed the copy of the billboards, and we find that they are not as good as they are made out to be.

Under the majority of the bill posters and they do not have prohibitive rates on their bills. Why it is they "stuff of bills" that is it they are to say more than other. The bill poster get his bills to place to make a good impression on the advertiser. The bill poster get his bills to place to make a good impression on the advertiser. The bill poster get his bills to place to make a good impression on the advertiser.

The advertiser has a good time of business and the advertiser has a good time of business. The advertiser has a good time of business and the advertiser has a good time of business. The advertiser has a good time of business and the advertiser has a good time of business. The advertiser has a good time of business and the advertiser has a good time of business.

New York City Wall Signs. My bill was the best that I have seen. It is the best that I have seen. It is the best that I have seen. It is the best that I have seen.



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DISTRIBUTORS' CHAT.

There is a large cloud over us in the case of the International Association of Distributors. One fact has called a convention to meet at Springfield, O., in June. The other issue is a call for Chicago, July 2d.

While intercourse with this nation is despicable and unbecoming, the members in general, owing to the lack of the money that has been promised the Association, and to some of the officers, for the past six or seven months, are inclined to neglect anything that promises to bring about a change. The money will be withheld with interest. There is certainly much need of greater zeal and efficiency on the part of those in control of the organization.

Venezuela & Hink, of Indianapolis, have created the following committee within the two month just passed. Distributing: O. A. & P. Fox Co., St. Louis; C. L. Wood & Co., 60,000; Lane's Family Store and Keop's Restaurant, 30,000; C. E. Marshall, Necessity Printer Works, 30,000; T. Williams' Fruit Park, 30,000; W. H. Coley Company, 20,000; Spring of Figs, 25,000; Ferriss, 20,000; Dr. Chase's Blood and Nerve Food, 20,000; Progress Clothing Co., 15,000; Green's Baking Powder "Ansonia," 10,000; Chicago, 10,000; see option, 3,000. The sign: Battle Ax Flag, 25,000; Quaker Oats, 5,000; Wheelman's Co., 3,000.

A movement looking to the recognition of the International Association of Distributors has been inaugurated.

A correspondent writes as follows: The announcement that a meeting of the International Association of Distributors would be held at the Leland Hotel, Chicago, commencing July 2nd, as men with popular favor by all the members who have the interests of the Association at heart. Although this meeting was not called by the Board of Directors, it was timely, and judgment from the way certain officers are inspiring by whose authority such a meeting was called. They must think something is going to drop-in-fact, something will drop.

The members of the I. A. D. want and will have a set of officers this will afford to their associates, as being efficient and honest men. They are tired of paying dues and not getting anything in return. Some of the old officers are like a mill stone in a man's way, or like a lead anchor the life-blood of this Association. It is proposed at this meeting to adopt a sliding scale of membership fees and dues, which gives the distributor in the small towns and villages equal share of expense to live in proportion to the population of the territory he works in. Another improvement of this new movement is to establish permanent headquarters, with a paid stenographer, in charge of the Secretary, the Secretary to save griefs. With this plan members will of all time receive attention, and will be kept posted as to what is going on at the distributing world. Their names will be kept behind the situation.

This meeting will undoubtedly be the largest gathering of distributors ever held of, and a general invitation should

be issued to all the reliable men of the craft. It would give them a chance to get acquainted, and the result would be a benefit to every one. As Chicago is the headquarters of many large advertisers, the distributors would kill two birds with one stone by selecting business in person. Every member should get forth his best efforts to make this movement a success, both by attending in person and getting others to attend.

Readers, Miss. Min. is, 1st. Editor of International Distributors.

The way state through the columns of the "Billboard" that it being in the money, it has distributed and received 15,000 pieces of advertising matter throughout the country, including newspapers and Post, for the purpose of giving you and your "Billboard" friends for E. K. Brown, then, Adm. Agent, Electric Street Co. We have been contacts for both of the above firms as a private professional advice to Wisconsin, and will complete this article tomorrow. It. Brown is the one gentleman International distributor Association, and he will be able to do the work themselves rather than give it to any one member of the International Association of Distributors. It is possible as good as all possible, we believe the distributors must postpaid and the advertiser.

CLARENCE K. RUSSELL

How many of you ever noticed the money back you get the Chronicle for subscription and advertising. How many of you ever received any International Distributors or International Distributors and advertiser give you?

How many of you know that the smallest advertisement for International Distributors was paid for last month?

How many of you are there that are not disappointed with the west traveling and business, how are you not traveling?

How many of you are feeling enough to pay any more dues to the secretary, to the treasurer or to the International Distributors?

How many of you are going to attend any meeting of the International Distributors?

How many of you will attend the next meeting of the International Distributors?

How many of you will attend the next meeting of the International Distributors?

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OFFICIAL NOTICE.

[Springfield, O., April 15th, 1896.] Headquarters, I. A. D. A.

The officers and members of the International Association of Distributors, of North America, are hereby notified that the regular annual meeting of the Association will be held in Springfield, Ohio, on the first Monday in June, 1896, which will be June 2d. An preliminary set out of officers will be elected to serve for the ensuing year, and other business of vital importance will come before the meeting. All members are requested to attend. Those unable to be present will kindly direct their proxies to the President. All members who will attend this meeting will please inform the President by mail not later than one week previous to the meeting. W. H. BOGGS, President.

Superintendent Chicago recently gave letters to James Dickson & Taylor, the International Advertising Company and the International Distributors, asking permission to use the name of the International Advertising Company in their advertising matter. The International Advertising Company has no objection to this, and has no objection to the name of the International Advertising Company being used in their advertising matter. The International Advertising Company is a corporation organized under the laws of the State of Illinois, and has no objection to the name of the International Advertising Company being used in their advertising matter.



LARGEST BILLBOARD IN THE WORLD.

New Orleans, La., April 1st, 1896. W. H. BOGGS, President.

Dear Sir—In the International Association of the Distributors of North America is in connection with me, I am sorry to hear that you have not been a member of the International Association of Distributors.

We would like to have you in the subject. We represent to considerable importance through them, as well as to the public. Yours very truly, C. H. YORK & CO.

To the members of the International Association of Distributors:

How many of you have had the same report, more or less, for some time past?

How many of you desire any benefit therefrom?

How many of you would like to see the International Association of Distributors?

How many of you would like to see the International Association of Distributors?

How many of you would like to see the International Association of Distributors?

and a meeting on Saturday, June 1st, 1896, at the Leland Hotel, Chicago, Illinois. How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

I have several notes for the International Association of Distributors, Leland Hotel Chicago, some for James Dickson & Taylor, some for the International Advertising Company, and some for the International Distributors. How many of you will attend this meeting?

CLARENCE K. RUSSELL, 100 W. Superior St., Chicago, Ill.

Dear Sir—I have my name for your membership, and I have not received any notice of your membership. How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

How many of you will attend this meeting?

INDIANAPOLIS.

The No. 1 bill out of the Bulletin Bill show was late April 17th, and this locality is thoroughly billed. The car was in charge of E. H. Goussard, same to last meeting.

Copy of Figs paper has been posted and distributed here lately, the Chicago doing the posting and Geo. W. Vanzdy distributing the same below.

The Indian Bicycle Co. of this city, are selling the "Overly," very heavy, perhaps it would be well for bill posters in cities where they have agencies or correspond with them regarding work.

NEBRASKA.

Ashtab. Sept 10-11
Beaumont. Sept 10-11
Chester. Sept 10-11
Lincoln. Sept 10-11
Omaha. Sept 10-11
Papillion. Sept 10-11
York. Sept 10-11

NEW HAMPSHIRE.

Manchester. Sept 10-11
Nashua. Sept 10-11

NEW JERSEY.

Newark. Sept 10-11
Paterson. Sept 10-11

NEW YORK.

Albany. Sept 10-11
Brooklyn. Sept 10-11
Buffalo. Sept 10-11
Canton. Sept 10-11
Cleveland. Sept 10-11
Hempstead. Sept 10-11
Long Beach. Sept 10-11
Manhasset Neck. Sept 10-11
New Rochelle. Sept 10-11
Rye. Sept 10-11
Saratoga Springs. Sept 10-11
Tarrytown. Sept 10-11
Westchester. Sept 10-11

Albany. Sept 10-11
Brooklyn. Sept 10-11
Buffalo. Sept 10-11
Canton. Sept 10-11
Cleveland. Sept 10-11
Hempstead. Sept 10-11
Long Beach. Sept 10-11
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New Rochelle. Sept 10-11
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New Rochelle. Sept 10-11
Rye. Sept 10-11
Saratoga Springs. Sept 10-11
Tarrytown. Sept 10-11
Westchester. Sept 10-11

RHODE ISLAND.

Providence. Sept 10-11

TENNESSEE.

Memphis. Sept 10-11
Nashville. Sept 10-11

TEXAS.

Austin. Sept 10-11
Dallas. Sept 10-11
Houston. Sept 10-11
San Antonio. Sept 10-11

VERMONT.

Montpelier. Sept 10-11

VIRGINIA.

Richmond. Sept 10-11
Norfolk. Sept 10-11

WEST VIRGINIA.

Charleston. Sept 10-11

WISCONSIN.

Madison. Sept 10-11
Milwaukee. Sept 10-11

Albany. Sept 10-11
Brooklyn. Sept 10-11
Buffalo. Sept 10-11
Canton. Sept 10-11
Cleveland. Sept 10-11
Hempstead. Sept 10-11
Long Beach. Sept 10-11
Manhasset Neck. Sept 10-11
New Rochelle. Sept 10-11
Rye. Sept 10-11
Saratoga Springs. Sept 10-11
Tarrytown. Sept 10-11
Westchester. Sept 10-11

CANADA.

Ottawa. Sept 10-11

Albany. Sept 10-11
Brooklyn. Sept 10-11
Buffalo. Sept 10-11
Canton. Sept 10-11
Cleveland. Sept 10-11
Hempstead. Sept 10-11
Long Beach. Sept 10-11
Manhasset Neck. Sept 10-11
New Rochelle. Sept 10-11
Rye. Sept 10-11
Saratoga Springs. Sept 10-11
Tarrytown. Sept 10-11
Westchester. Sept 10-11

NORTH CAROLINA.

Raleigh. Sept 10-11

OHIO.

Columbus. Sept 10-11
Cincinnati. Sept 10-11

PENNSYLVANIA.

Philadelphia. Sept 10-11
Pittsburgh. Sept 10-11

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Brooklyn. Sept 10-11
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New Rochelle. Sept 10-11
Rye. Sept 10-11
Saratoga Springs. Sept 10-11
Tarrytown. Sept 10-11
Westchester. Sept 10-11

Expositions.

London. Sept 10-11
Paris. Sept 10-11
Chicago. Sept 10-11

A Poster for

Bicycle Dealers.

A Poster that

Sells Bicycles.**Bright and Beautiful
in Colors.**

Send in Cents for a Sample. Address

**The Enquirer
Job Printing
Company,**

416 E. Eighth St., Cincinnati, O.

BILL POSTERS' PASTE BRUSHES.

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

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

8 Each, -	\$3.25 Each
8 " -	\$3.75 "
10 " -	\$5.00 "

**The "Unexcelled"**

No good brush is better than this brush.

PRICES.

8 Each, -	\$2.75 Each
8 " -	\$3.00 "
10 " -	\$5.50 "

**THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.**

1000 Cleveland, size 24x36 or smaller
Paying 10 cts. daily for 25 - 500, one dollar
fixed papers wanted for 50 cts. per 100. Indicate
the quantities. Address
J. T. LUMPKIN, RYVA, VA.

Do you collect Art Posters?

See **"THE POSTER"** Magazine.
Monthly. Illustrated. \$1 a year.
Send in worth for sample copy.
WILL R. CLIFTON, Publisher,
P. O. Box 3118, New York.

The price is paid to be considered when you
consider business and revenue. Send mail to

PASSAC ADVERTISING CO.

General Agents in Europe, many European
Lithographers, and the Continent for American
Advertisers. Also the United States and
Foreign Countries.

FRANK, R. J. & C. Whitehead, Mgr

100 Fresh Greenway Address of
Agents and others, all over the U. S. Just the
thing for those doing a mailing business.
Send in 1000, 5000, 10,000. Address
J. T. LUMPKIN, RYVA, VA.

WATTAPAN, HUSTON, MASS.

ADVERTISING AND PRINTING WORK TO
DAN T. L. OUSSELL, 108 River St.,
Dorchester and General Address.

Send for the Address. Notice. It has to be
sent in each issue. See in book.**1000 Trenton Bill Posting Co. 1000****BILL POSTERS & DISTRIBUTORS.**

Best Books, Best Stock, Best Workmen

A. S. WHITE, Mgr and Treas.

Office, 45 Belmont St., Trenton, Mass.

RELOTT, Population 9,000.**JANESVILLE, Population 14,000.****Spencer Bill Posting Co**

Members INTER-STATE Bill Posters' Association and International

Association of Distributors.

BILL POSTING, 10,000 FEET OF BILLBOARDS;**DISTRIBUTING, ABOUT 25 TOWNS;****GENERAL ADVERTISING.****S. DOCKSTADER, Manager. Office, No. 4 S. Jackson Street,****JANESVILLE, WIS.****"The Bill Poster"**

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

THE PETCHER TRI-CITY CO.**BILL POSTERS,****WEST SUPERIOR, WIS.****South Superior—East Superior—West Superior—THE BIG THESE."**

See our new mailing list of city streets and towns.
REFERENCES—R. J. Verney, Manager Great Open House, W. B. Hill, Cashier First
National Bank, John S. Shady, Cashier and Banker; Fulton & Fulton, Druggists, and
bookbinders. Population, 10,000. Prices, 2 cents, 25 cts.

**EVERY BILL POSTER
WANTS AND NEEDS****PROFITABLE
ADVERTISING**

The Advertiser's Trade Journal
of New England.
Full of ideas and suggestions for
the publicity seeker.

Subscribing Free, 50 cts. per year.
Send for sample copy.

KATE E. ORSWOLD,

Editor and Publisher,
13 School Street, BOSTON, MASS.

ESTABLISHED 1861.

**The Oregon Graphic Building,
Advertising and Distributing Agency,
L. W. ROBERTS, Manager,
Lock Box 30, Central Point, Oregon.**

ELGIN, ILL. Population 10,000**ELGIN BILL POSTING****Advertising & Distributing Co.****FRED W. ZENKER, Prop'r.****W. B. WILLIAMS, Manager****TRENTON, NEW JERSEY.****The Trenton Bill Posting Co.**

Over 40 Billboards in the city and suburbs.
Population 10,000. Examine the value of all
bill posting and Distributing.

W. B. WILLIAMS, Manager**Saratoga****City Bill Posters**

We own and control all Bill Boards
in our city.

Commercial Posting and Distributing a

Specialty.

For particulars address

FRANK K. EDDY, Manager.

Will write 500 for 25, and give
names of all business and who own
ANY PRINTED matter facts and
with some building before June 15, '96.
**R. L. CHURCH, 44 White, 471 of
New York, N. Y.**

Send for the Address. Notice. It has to be
sent in each issue. See in book.

1000 Trenton Bill Posting Co. 1000**BILL POSTERS & DISTRIBUTORS.**

Best Books, Best Stock, Best Workmen

A. S. WHITE, Mgr and Treas.

Office, 45 Belmont St., Trenton, Mass.

See our new mailing list of city streets and towns.
REFERENCES—R. J. Verney, Manager Great Open House, W. B. Hill, Cashier First
National Bank, John S. Shady, Cashier and Banker; Fulton & Fulton, Druggists, and
bookbinders. Population, 10,000. Prices, 2 cents, 25 cts.

WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

THE CHICAGO

P. F. SCHAEFER,
Manager.

Estimates cheerfully furnished.

Telephone Main
4637

BILL POSTING

Efficient and Prompt Service at all times.

Leading Theatres are our clients.

COMPANY

INCORPORATED

No. 395-397 WEST HARRISON STREET.

Increasing Facilities Daily.

Work for the following Theatres: Auditorium, McVickers, Grand, Ravinia, Marlowe, Columbia, Schiller, Haymarket.

Distributors and

General

Advertisers.

We have assumed absolute control of Illinois Central R. R. Bill Posting.

The Greatest Suburban Road in the country.

Members of the Progressive and Only Inter-state Bill Posters' Protective Association.

MINNEAPOLIS, 4 MILES.

BIG 8 MEN

ST. PAUL, 6 MILES.

CHAS. BARTSCH & CO.

MINNEAPOLIS and ST. PAUL.

Office, 1623 25th Ave., Minneapolis, (2nd and Central Car).

Long-Distance Telephone No. 4781.

References.

George White Ping Co.
Vanguard Drug Co.
Lambert & Leach, Inc.
J. W. Mackay, Inc.
J. E. Fox, Inc.
J. H. Anderson
William Paul, R. R.
Hesseltine Bros.
Crosby of Minn.
Wagner's
Walter Bergstrom
Yard Wharf
And many others.
C. A. & G. O. P.
St. Paul, Minn.

Distributors,

Tin and Card Sign TACKERS,

Crests, Postcards, Broads, and all kinds of ADVERTISING Matter will receive prompt and careful attention.

8...MEN...8

3...TEAMS...3

Reliable Service

Equitable Rates.

MINNEAPOLIS AND ST. PAUL.

Some Paper

We are handling the bulk of which started on the Boards through our firm:

FRANCO-AMERICAN SOUPS
 VIRGIN LEAF TOBACCO
 BEARDSLEY'S CODFISH
 SCRIBNER'S MAGAZINE
 PETTICORN'S BREAKFAST FOOD
 ENAMELINÉ STOVE POLISH
 SCOURENE
 BANNER SOAP POWDER
 RAMBLER BICYCLE
 AUNT JEMIMA'S PANCAKE FLOUR
 SWEET CLOVER CONDENSED MILK
 ARMOUR PACKING CO.
 LIBERTY BICYCLE
 NUDAVINE OATS
 FISCHER'S BALL BLUE



QUAKER OATS
 GERMEA
 PYLE'S PEARLINE
 ADAM'S TUTTI FRUTTI CHEWING GUM
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 B. M. COPPERTHWAIT & CO.
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 JOHANN HOFF MALT EXTRACT
 SMITH'S BILE BEANS
 RUNKEL'S COCOA, &c., &c.

TO THE BILL POSTER we would say: Good Service means more paper from each customer, and more new customers.
 TO THE ADVERTISER we beg to suggest: Write one, a half-dozen or all of the above firms; the majority are old customers, a few new ones. Ask them why they do business through our firm. We have greater faith in securing new business through what our old customers say of us than in any argument we would present on our own behalf. Respectfully submitted,

THE

Office, 113 Broadway,
 NEW YORK.

O. J. Gude Co.

Office, 113 Broadway,
 NEW YORK.

Out-door Display Advertising throughout the United States.



NOTICE.—Bill Posters, Advertisers, Distributors, Circus Managers, Advertising Agents and Show Printers throughout the United States and Canada:
A meeting of the Inter-state Bill Poster Protective Association is to be held in the Club Rooms of the Leland Hotel, Chicago, Ill., July 22, 23 and 24. Full particulars will be given in the next and following issues of "Billboard Advertising."

CLARENCE E. RINEY, Sec'y.



P. F. SCHAEFER, President.

RETAILERS—An attractive advertisement, and a catchy cut for 50 cents. To quote Milton, "Shall I go on? Or have I said enough?"
W. CHANDLER STEWART,
No. 4818 Parkside Avenue, Philadelphia.

Bill Posters!



You who have posted "Big Four" on the "dead walls of London!"

The Inter-state Association of Bill Posters and Distributors, meets in Chicago, July 22d, 1896, and the "Big Four" is the "Best Line" to that city. It has the best terminal facilities. Solid Trains from Cincinnati, Louisville, and Indianapolis, magnificently equipped.

E. O. McCORMICK,
Passenger Traffic Manager.

D. B. MARTIN,
General Passenger and Tkt. Agt.

L.P. CARD, HARVARD, ILL.

City Bill Poster, Advertising Sign Contractor and Distributor,
CHICAGO, ILL. U.S.A.

Invited member Inter-state Bill Poster Protective Association.

ANY and all kinds of advertising done on Posters, hand-out and tin signs for all kinds, and will deliver same. Will deliver any kind of machinery, electrical work and electrical work. Ready and only for reasonable prices. All 21 years of age, and a resident of this city.

L. P. CARD
Judge of Peace and Notary Public.

Now Ready!

— New Posters —

Fairs, Railroad Excursions,
Bicycle Dealers.

We have just completed a splendid series of posters suitable for advertising the above items. They are all original in design, and beautifully executed and finished. Write for our Catalogue and Price List.

The Donaldson Litho. Co.

CINCINNATI

**BOISE CITY,
IDAHO,
POPULATION, 8,000.**

THE HUSTLER ADVERTISING CO.

PRINTERS, PUBLISHERS, MAILERS,
AND DISTRIBUTORS.

16 NORTH MAIN ST., ST. PAUL, MINN.

OFFICE IN CHICAGO, ILL.

Freight Service by Reliable Mess.

WHETHER you desire to advertise in any of our publications, or to have your business advertised in any of our publications, we will be glad to receive your orders and to execute them in the most satisfactory manner.

Chapman, Robinson, etc., distributed. Home work and best references. Terms very reasonable. Write and en.

W. L. ROBINSON, JR.,
Box 202, Rockville, Va.

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

Bill Posters, etc., etc., etc.

No Other Chapter Will Be
Business
A Practical Guide to the Office

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

ACCOUNTING, OFFICE ROUTINE, BUSINESS MANAGEMENT AND ADVERTISING, and incidentally upon:

MANUFACTURING, TRANSPORTATION, COMMERCIAL AND ECONOMIC.

The United Department of the paper includes Office Plans, Book Catalogues, and many practical suggestions on office and home.

Very topics: OFFICE RECORDS, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE.

Also containing an interesting study in successful publicity, DISCUSSIONS AND ASSOCIATIONS, recording the transactions of the organization among office men; and BUSINESS LAW, providing 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 procedure in leading establishments.

Illustrated, 40 pages, illustrated, including supplement, 65 pages, illustrated, paper (containing this advertisement) free.

KITTEDGE COMPANY, Publishers
25 Astor Place, NEW YORK.

SPAULDING & GORDON,

LICENSED

City Bill Posters & Distributors.

Members of National Bill Posters' Protective Association, and International Association of Distributors of North America, and Pacific Bill Posters' Association.

We have more billing space than all other towns in Idaho put together.

The city is booming.

Send us your paper.

References furnished.

Push.

That's what makes business a success—the more push, the greater the success—**PUSH** the push is in the right direction.

PUSH is a little paper published for progressive people. It helps business men push to the right direction. It has no pretensions, but it does get its work done. Let us send you a free sample copy.

PUSH PUBLISHING CO., Springfield, O.

It Costs Nothing!

Handwritten signature

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription to **BILLBOARD ADVERTISING**. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount.

BILLBOARD ADVERTISING,
Cincinnati, O.

STEINBENNER'S CINCINNATI DISTRIBUTING SERVICE.

Advertising	Business	Commercial	Manufacturing	Professional	Real Estate	Religious	Scientific	Social	Travel	Wholesale
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Address: W. H. STEINBENNER, 1111 Vine Street, CINCINNATI, O.



MAKE YOUR OWN CUTS.

Almost every day you get good ads appearing in the papers, trade journals, magazines, catalogs, etc., which would make splendid advertising tags for your business. We have a process by which you may make up BILLBOARD ADVERTISING tags under the same cuts, whether they be an article or not. No experience or skill required. You can reproduce, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, you can take designing at a hand pencil drawing, and the rest will be done for you. Send us your order on other cards needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. A, The Press Printing Co., Camden, Ind. 49-21

LICENSED BILL POSTING, TACKING, DISSEMINATING.
J. S. CRAIG,
312 LEENINGTON AVENUE,
HASTINGS, NEB.

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

By Appointment Sole Agents for Bill Posters' Protective Association, Inc.

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

A. E. BENTLEY,
Only Licensed BILL POSTER in OUTHIER, Capital of Oklahoma Territory. 100% Satisfaction and satisfaction guaranteed. Rates made known on application.
A. E. Bentley, OUTHIER, OKLA.

R-I-P-A-N-S
The modern standard Family Medicine: Cures the common every-day ills of humanity.

THEATRICAL AND CITY BILL POSTING, International Advertising Service. Work promptly and promptly supplied. C. S. WOODRUFF, 107 FIFTH ST., NEW YORK.

THE STAR
COLLAPSIBLE SHIRT SUPPORT AND ANCHORAGE.
THE STAR COLLAPSIBLE SHIRT SUPPORT AND ANCHORAGE.
THE STAR COLLAPSIBLE SHIRT SUPPORT AND ANCHORAGE.

LIST OF MEMBERS OF THE
Inter-State Bill Posters' Protective Association.
 With their Prices, Facilities, &c. Corrected Monthly.

Terr.	State.	Member.	Postage.	Printing (per 1000)		Can be sold for (per 1000)		Terr.	State.	Member.	Postage.	Printing (per 1000)		Can be sold for (per 1000)	
				Yellow	Black	Yellow	Black					Yellow	Black	Yellow	Black
Alabama	Ala.	Thomas Hill Printing Co.	100	5.00	10.00	50	100	Miss.	Miss.	A. L. Fuller	100	10.00	10.00	50	100
Arkansas	Ark.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
California	Cal.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Colorado	Col.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Florida	Fla.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Georgia	Geo.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Iowa	Iowa	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Illinois	Ill.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Indiana	Ind.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Kansas	Kan.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Kentucky	Kent.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Louisiana	La.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Michigan	Mich.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Minnesota	Minn.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Mississippi	Miss.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Montana	Mont.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Nebraska	Nebr.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Nevada	Nev.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
New Hampshire	N.H.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
New Jersey	N.J.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
New Mexico	N.M.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
New York	N.Y.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
North Carolina	N.C.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
North Dakota	N.D.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Ohio	Ohio	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Oklahoma	Okl.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Oregon	Ore.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Pennsylvania	Penn.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Rhode Island	R.I.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
South Carolina	S.C.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
South Dakota	S.D.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Tennessee	Tenn.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Texas	Texas	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Utah	Utah	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Vermont	Verm.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Virginia	Virg.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Washington	Wash.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
West Virginia	W. Va.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Wisconsin	Wis.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100
Wyoming	Wyo.	W. H. Jones	100	5.00	10.00	50	100	Miss.	Miss.	W. H. Jones	100	10.00	10.00	50	100

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Scale of Prices Adopted for Lists, Protected and Reserved 25 Days' Display.

1,000 to 2,000	2,000 to 3,000	3,000 to 4,000	4,000 to 5,000	5,000 to 6,000	6,000 to 7,000	7,000 to 8,000	8,000 to 9,000	9,000 to 10,000
10.00	12.00	14.00	16.00	18.00	20.00	22.00	24.00	26.00

Use Sheets, 15 days.
 Write for free sample copy *Inter-State Card*.
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