

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



JOHN RUDOLPH.

APRIL, 1898.

BILK'S BOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. V., No. 4.

CINCINNATI, APRIL 1, 1896.

PRICE 5 CENTS.
PUBLISHED BY B. H. BILK.

The Premium List.

The premium list is absolutely necessary for the success of the fair or harvest home, just it is rarely even half done. The fair managers generally recognizing that they must have a general list of premiums, learn not the privilege of selecting local printing offices, and then the advertisement are worked for all these in a country job, not but that some country offices are doing a good job of printing, but they rarely do make up an effective premium list. The attractions and list of premiums are as jumbled together with the advertising that neither the fair nor the advertiser gets more than half of the benefit.

I was particularly impressed with the lack of form in premium lists when an advertising manager of the *Ladlow Legion*, I was called upon about the middle of August to advertise a bi-centenary harvest home to be held at that famous Cincinnati resort on September 13 and 14, 1896. The list posting and newspaper advertising was quickly placed, and started the letters of Brown, Campbell and Kottman county of Kentucky. The bids were striking and unobscurely posted. One however said it was "advertised like a circus," and yet it would surprise some of our circus people if they knew the amount of paper used. It was not so much the amount of paper as it was the careful way in which it was printed. Not a sheet was wasted and every point was covered. The advertisements in the county papers were absolute Millbrook, and emphasized with local notices, that read like, and were, some them.

It was my first hand-in-hand experience with the premium list, though, and according the printed lists of a number of premium lists and harvest homes, I readily recognized its value and usefulness in its absence. Not one of the list was well-printed nor effectively arranged, and in response to inquiries, I was surprised to find that the same errors crept into those thousands, and that in many cases adopted in their distribution. In the three counties we situated the cities of Ludlow, Cambridge, Morgan, Bellevue and Dayton.

Only a small percentage of these premium lists were later than the premium list, and the *Ladlow*, being open all summer and strictly well-known to the residents, I published a brief resume of the attractions and

the scope of the exhibition, and made a home to home distribution of them. Of the premium lists, I issued ten thousand copies, and mailed one to every voter and property owner in the district covered. The postage alone amounted to nearly \$1000. The balance, were distributed among the advertisers, postmen, grocers and stores and in the markets. The

of many and the opposition of the older county associations, was obstacles which were easily overcome by advertising. The same methods were used, but those used correctly and more effectively. The work did not end with simply entering the printing and posting of our ephemera. The copying, posting, distributing and mailing was nearly twice the printing

the attractions for each day, and following each day's programme was the list for that particular day. There were over thirty fair pages for list of officers, rules and regulations, and special announcements.

The success of any fair or harvest home is dependent on the spirit of cooperation it evokes. Every eight-included farmer, stock raiser and homestead family are proud of their work, and to win the blue ribbon belonging imperatively in any line, is an honor which they seek. Let the premiums be of sufficient value to enthrone them for the labor and expense of making the exhibit. But do not get out with that. Let every possible competitor know beyond a doubt what the premiums is and all the conditions. To do that, a printed premium list should be sent to all. A systematic distribution can be made by using the mailing lists, or better still the business's lists. I used both, copying names into a book alphabetically arranged, and catching the non-voter from the business's list. I have that list now for use next year, but will, of course check it every again next summer. In this way you reach everybody with your premium list, and retain them all. The bills will be a constant reminder of the fair and place, but the premium lists properly printed and distributed will bring you the greatest returns, though both are necessary and inseparable.
—J. M. FRICKLE.



ARTHUR BARRETT.

truth was that the attendance at the harvest home on those two days aggregated 35,000 cash admissions and the exhibition was the greatest ever made in Westmoreland Kentucky.

When it is considered the Association was only organized thirty-five days previous, and all the arrangements completed and advertising done in that five weeks, it is showing made better of records. Of course there was little to do in four days, but the shortness of the time, the dispatch

ness, and every sheet and every premium. It was placed with care.

The advantage in the premium list paid for the printing of it and the distribution. Every advertiser was notified, and one merchant who insisted on having a number of copies to distribute among his patrons, returned them with the statement that his customers all had copies. The make-up of the premium list was simple but uniform. Every other page was advertising. One page was devoted

ARTIFICIAL RABBIT.

On the 11th we captured a fine grey rabbit of 10 lbs. weight, whose ear and hind foot measured 3 1/2 inches. It was fed on hay and clover, but he had the greatest of health and vigor for one so young and small, having been kept for three months.

It is a natural cynomoloid and a perfectly sane specimen of pure blood. Such interest centers in this pet, at this time, owing to the fact that it has been exhibited at the Centennial, for the lack of something the audience here.

It was one of the best specimens seen at the Centennial, at South Hill. The late Dr. C. C. Smith, of this city, has a very fine specimen of a similar breed, and he has a number of the Philadelphia breed, and he has a number of the Philadelphia breed, and he has a number of the Philadelphia breed.

It is a healthy specimen and placed for the purpose of being a pet. It is a healthy specimen and placed for the purpose of being a pet. It is a healthy specimen and placed for the purpose of being a pet.

RAILROAD ADVERTISING.

The passenger departments of nearly all the trunk lines are extensive advertisers in the territory they traverse and also in all that is tributary thereto.

The various means adopted are many; and the methods adopted are varied.

Among the World's Fair routes the same means running into Chicago were pursued extensively. The posters ranged in size from a half-sheet bill to a thirty-two-sheet train. Some were designed and printed exclusively for one route and others were known as "stock." Most of the stock posters were representations of the plan and layout of Jackson Park, and were very effective. The painting establishments were called on to send the same designs to reach competing in the same territory, but by using the same for several miles in different sections they were able to add them at a price which, while giving them a good profit, would have caused a loss had only one road been used. It is a matter of fact that the roads using the "stock" posters were just as well liked as those which used special work, and at such low expense.

The use of posters by the railroads during the World's Fair year would seem to have been greater than at any time before or since.

Nearly every railroad has some well-developed plan of advertising which they follow. The New York Central is probably the best advised road in the United States. This is a natural result of the fact that it has everything that is advertised—land, equipment, service, scenery, territory and terminals—and of a character to make any advertising effective. In this Gen. H. Donnell, the General Passenger Agent, commanded a series of copyrighted pamphlets, each devoted to the explanation of some amicable and appropriate feature. The excellence of these publications was great. The expense incurred was manifestly too great to admit of the indiscriminate distribution of these booklets, so in order to place them in the hands of interested parties, the plan of advertising them for sale in the newspapers was adopted.

From the latest number in this class issues have been issued. All but one sold at ten cents, this one, issued in the Spring of 1904, and cataloging the beauties of the route, at 25 cents. H. C. G. B. R. E. E. sold at a quarter.

This successful advertising was styled "The Four Track Series," and is perhaps quite as well known as any of our road's ideas. It certainly leads the list of all clever or pamphlet advertising.

In Florida another very successful system has been employed by the N. P. Plant. There he has sold the billboards of that state the climate was just as perfect as it is now, but comparatively few people knew it, and hence still of this description who were to Jacksonville. They were, therefore, sought when they would take an occasional excursion up to St. John's river. The address of Mr. Plant, changed at this time, first of all by the fact that both sections of the most beautiful hotels in the world. They commenced at St. Augustine and stopped at Tampa. The address which was then in use was more than "two strata of rest and a right of way," were made to compare favorably with the best. These things he

advertised extensively, both by letting people know that they existed and also by the lavish expenditure of money on the points of the hotels and on the picture of his road, early during their visit guide and leave, and commencing the solicitation of all for the wonderful coast the regular and successful operation of this great enterprise.

Among the western railroads, or rather those of the Middle States, undoubtedly the largest advertiser was the Great Chicago-Cleveland Line, the C. H. & D. and Boston and the Big Four Route. Both are very laudable in their advertising. They have something to advertise and they adopt every method and medium. Mr. E. D. McCann, the Passenger Traffic Manager of the Big Four puts the response of his ability on the advertising of that great system. He is fully satisfied in his efforts by the effective work of his assistants, Messrs. Warren J. Lynch and Will Lewis. Mr. McCann has aided English advertising in all its forms, largely, and the results are apparent in the well-filled trains which the Big Four always brings.

The C. & D. is an extensive advertiser, but largely in the newspaper and magazine. The C. H. & D. department of publicity is in charge of Mr. G. W. C. G. B. R. E. E.

Of the Transcontinental Route, the leader in advertising in the Northern Pacific, a fact not to be wondered at when it is remembered that it being the only road to the Yellowstone Park possesses the greatest advertising feature of any railroad in the country. A recent batch of advertising which this road has is a series of beautifully illustrated booklets and folders from the pen of Mr. C. H. D. W. C. G. B. R. E. E. which directs the company's advertising. The Northern Pacific was positive in some extent and is also a blood purifier of the magazines having a general circulation.

The railroad advertising of the United States is far extensive to be covered in this article, and the reader is recommended to take as representative advertising.

The methods in vogue are deserving of careful study by all advertisers, but because in all cases they are thoughtfully outlined, carefully planned, well executed and promptly followed by men who have made advertising a science.

COMMERCIAL ADVERTISING.

The subject of Posters in all-advertising, and endless discussion has been evoked since the month of the work of the poster artists. There is no more an institution as the R. I. Commercial Club recently discussed on various occasions the subject of Art and Advertising in Boston Post, and the report of the meeting was telegraphed all over the country. It seems as if with one sound poster advertising had attained through a passing fad more than the years of hard work by individual parties could accomplish. One thing is certain, the advertising with posters has become very popular these latter days, and it is to the credit of the artistic painter and bill poster that they have brought this advertising to the eyes of the masses. It is, however, to be regretted that, in the advertising of outdoor and made them acceptable to the mass of advertising in

BICYCLES.

The kind of outdoor has yet been invented which leads itself so easily to advertising as the bicycle. It has come to be an article in general use among women as well as men, therefore millions which are general in their circulation are the medium for advertising.

The advertising of the billboards for bicycle advertising is plainly apparent, and the advantage it possesses over any other medium can be readily seen. The use of posters, however, which the bicycle manufacturer enjoys when he uses billboards is the possibility of using a design which will show his brand, his name or identity as it looks. He does not have to refer his attention to a sign or a window. Another advantage is the possibility of getting a design suitable size to show, which will be readily seen and appreciated by hundreds as they will readily pass the billboard. He is able to reach them when bicycle is the vehicle upon which they are riding.

That poster advertising is already beginning to upstage the manufacturer in the private owner for designs which were recently conducted by the Pope Manufacturing Co. and it is to be presumed that the bicycle will soon be accepted by the Columbia as a modern art poster.

THE SMALL TOWNS.

The national advertiser is neglecting the country towns, and the purchases which would result from including them are lost.

The farmer constitutes a class of purchasers which have not been appealed to by the poster except by the circus, and it is a great field which is worthy of careful consideration.

The county seat towns with a population ranging from 1,000 to 20,000 inhabitants are situated in the course of a month by one or more representatives from nearly every family in the county. It may be interesting the farmer who did not go to town on Saturday would consider that the best part of his work was lost.

The country market place for disposing of their products and for the purchase of their supplies of most of the inhabitants of the county, and while there is no doubt that these towns are deeply crossed with visitors.

At present nearly all advertising designed to reach the farming population is confined to the country schools, and, available as they may be, they are not equipped with the facilities which enable them to give the advertiser the same results for the money as the newspapers in the cities. They have not the income which is necessary to maintain a complete mechanical equipment without which the best results cannot be had in the advertising pages.

With posters this is different. The advertiser may use just as good a poster in a small town as in the city, and his returns therefore will be greater because poster advertising in these localities is practically unknown when applied to commercial purposes.

It is, therefore, in many of these places, there is no bill poster to be seen the advertiser has more to do than to use this form of advertising in

these towns. An advertising agent who can post bills liberally in such a case is all that is necessary. A few visits from such and some bright foreign agencies that will be sure to find the persons with privileges, secure some boards, and the country town has a bill poster.

The situation of the bill poster who have city plants is directed to this condition in the small towns. They have all the facilities at their command, and by securing some locations in the surrounding towns, can build up a business with their posters, and make a valuable addition to their city business.

THIRD DO.

Do you see? Very? It's what they do. Don't forget with us, we know how. Please note, too, that "Third Do" means like "Two Do" a set secondary "Two Do" as well as such as you.

Do business poster, do gift display, from the poster every day. All "Two Do" is in great big poster.

Do not put over the poster in the city the boards with great success. Do not put over the poster in the city the boards with great success. Do not put over the poster in the city the boards with great success.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

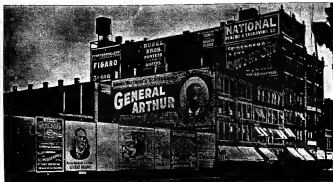
Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.

Do you see? When you see "Two Do" it's the way to advertise! They might be called "Two Do" as well as such as you.



GUNNING'S BULLETINS.

GUNNING'S BULLETINS.

In this issue we present a couple of fully good reproductions of some of the splendid bulletins and annual signs of the E. J. Gunning Co., of Chicago.

Illustration No. 1, with the bulletin board and large "Arthur" sign, is one of the most prominent in Chicago, being located in the corner of Walnut avenue and Congress street, directly opposite the Ambler Hotel, and conspicuous to the view of a hundred thousand and more of Chicago's population, who daily pass and re-pass this corner in their journeying to and from their homes and places of business. This fully well illustrates their regular bulletin board system in Chicago, which covers all the lines of business and electrical road travel, as well as the hardware and druggery, at such numerous, etc., in a way to command the attention of the unaccustomed eyes of travelers seen the lines, and put them under respectful and electric notice. All of the most valuable locations of this character in Chicago, pastures whose location makes them desirable for outdoor display, both well and healthful, are absolutely controlled by The Gunning Co., being held under long-term leases. The large "General Arthur" display over this board is an example of their special wall service at prominent focal points, at which the highest grade of artistic workmanship is executed.

Illustration No. 2 illustrates the manner in which they make use of the advertising space around prominent downtown buildings in the corner of Taylor street, west side, etc. This particular board is around the new Fischer building, at southeast corner Dearborn and Van Buren streets, in the heart of the "sky scraper" district, it being across the street from the "Old Colony Building," the "Mon-

rock Block," and but one block north of the Great Northern Hotel and Government building. Remarkable results are paid for privileges of this character, and the length of show is seldom over three months, but as the policy of this concern has always been to give the advertiser the greatest "circulation" possible for his advertisement, nothing is considered more than one point, even though it may mean a pecuniary loss to The Gunning Co., which is often the case.

St. Louis Notes.

The outlook for an extensive business in bill posting and outdoor display advertising generally, in St. Louis and the Southwest, is extremely encouraging. The inquiries from business men, whom I have never been able to reach personally, is astonishing, concluding one that represents the past, that were at the time apparently lost, will be of some avail in the future.

I am not in a position to say just what has brought about this change—possibly there are many reasons—but would incidentally mention that street art advertising is flourishing in St. Louis, and I have no doubt but that the bill boards will be handled liberally. All new street cars for St. Louis, with a few exceptions, are having the seats glazed with canvas, hence the signs in the cars can not be read, when it places the passengers in a better position to view the boards.

Visitors from the West have commented upon the beauty of the art poster, prepared by the Union-Scott Sign Co., of St. Louis, for "Kobe Corsets." They have been seen on the bill boards in Kansas City, St. Joseph, Lawrence, Topeka and Wichita, which, I believe, will be an

incentive to extend the advertising of similar industries.

The bicycle dealers of St. Louis are in no way slow in recognizing the efficiency of the boards, and the poster of the Hammer wheel, handled by the International Wheel Co., is everywhere about the present poster ever placed in St. Louis, while the billboards of the Davidson and Randle are very fine, and with many others to bear from in the near future, as the light weather approaches.

The mayor failed to connect in St. Louis. The St. Louis Hill Printing Co., who are members of the A. S. P. A., are handling Sweet Shows, and giving the paper a great showing.

REMARKABLE RESULTS.

S. J. Taylor, secretary and general manager of the insurance Dr. J. H. McLean Medicine Co., of St. Louis, Mo., in a recent interview with a representative of BILLBOARD ADVERTISING, detailed a remarkable experience in poster advertising. He said: "I have an extremely high opinion of the efficiency of the boards. Last year we made an experimental application, with which we filled two different sections of country widely separated. The first included everything within a radius of fifty miles of Indianapolis, Ind., and the second comprising within a radius of fifty miles of Minneapolis. Although the cost was much less than what it would have cost us to have covered these sections by using the newspapers, we found upon careful investigation that the sales of our remedy in Indiana were increased 50 per cent., and in Minnesota 1,000 per cent., over any results we had ever been able to obtain in these sections."

Was there ever a more glowing tribute paid to the potency of the poster?

HERE TO STAY.

BY C. E. FRODIP.

In interests there are agitation of varying degrees of earnestness and persistence against the bill board and the sign board. As a rule the movement that has for its ultimate aim the abolition of the bill board is headed by persons whose motives, tastes are varied and limited by the alleged healthiness and harmlessness of the bill boards. These individuals are, as a rule, sincere in their belief that the boards deface the avenue, the scenery, etc., but they are unfortunately in having such capricious fancies. They will have to bear the annoyance caused by the signs and bills as long as the vast majority of people is dominated by the same feelings that sway them to day.

There are a few, comparatively speaking, who dislike the bills and the signs, because they give offense to the artistic sense which they say they possess, but the great mass of people, the common people, who ride the country and whose will is law, like the poster. They like to look at the bill poster at work, and to see the bills, the pictures; they watch for new advertisements to be placed on the sign boards, and they appreciate the "color" that are familiar to them.

Out of the dissatisfied individuals that is cherished by the man whose backyard was spent in the city, is that of the bill boards. He remembers he is glad to stand before the pictures and the advertisements, and when a circus was held he was in the second boxes of delight. With some exceptions, he would desert every detail of the graphic display of the circus.

Men are children of a larger growth; they do not outgrow the fascination which

the bill boards had for them or children, so do they regulate whether the pictures, etc., is raised by the parent, and so on. They feel that interest is added to any scene by the M's and the sign.

The bill board men can have the satisfaction of knowing that the great mass of people have an sympathy with any movement directed against the boards and the signs. The persons who are opposed to them should understand that popular opinion is in unison with their position, and without the good will and assistance of the rank and file the "reformers" can do no harm in bill posting matters; and it is not likely that public sentiment will ever rise in their favor, for the bill board and the sign board have a hold upon the interests, if not upon the affections, of the great majority.

New York Notes.

About a year and a half ago a newspaper advertising agent thought he saw a chance in bill advertising, and he proceeded to buy up a few of the walls of the New York Advertising Sign Co., and to offer them for sale. After keeping them for more than a year he succeeded in selling his lot to Mrs. Harriet Hubbard Ayer, or, rather, to the Rattanner Manufacturing Co., who employed the R. J. Crooking Co. to paint them for Remondet Coats. It seems that Mr. Newspaper Agent, together with numerous others, failed to get his pay from Mrs. Ayer, and the walls are now being painted by 'Vigie Leaf Tobacco, by God.

The House Hill Co., of New York, are supplying their agents throughout the country with a very attractive one-sheet poster. Jim W. Hoke is placing the poster in this city, and is also placing their newspaper advertising. In other cities the poster will be placed by the local agents.

The prize poster exhibit of the Columbia bazaar, now being held at New York, will make the rounds of the various cities, and will show about a week in each place. The exhibits in drawing great crowds everywhere, and should be of great advantage to bill posters generally, in educating the people up to the possibilities of art on the bill board. The bill poster and poster painter who fails to see this display will make the mistake of his life.

Jim W. Hoke seems that he had some business refused the other day on the ground that the bill poster himself had been soliciting the advertiser, and would have got the business anyhow. Hoke will probably make no further effort to secure work for that town.

BARKER'S Circus occupies the bill boards of the entire metropolitan district just now, and will continue to do so for six next thirty days or more.

"Wagner's Concerts 2d" have up on the bill boards the town all along the line of the Pennsylvania Railway between New York and Philadelphia, but they have not yet placed any of the paper in either of the cities.

There is one man in the A. B. F. A. whose the New York representatives will not pull down by the nose next July, and that person is Geo. Cantor, of Liverpool, president of the New York Association. Mr. Cantor has some very pronounced ideas about certain matters, and is best upon regarding himself freely in open convention. If the New York representatives here, he'll find he is against a tough proposition, that's all.

If you depend upon innocent spectators for eye to the bill boards. They are careless spectators, often creating an unfavorable impression in a single day.

Philadelphia Doings.

The Ledger job print, of Philadelphia, has a very attractive eight-sheet stand on the bill boards of that city, exhibiting the merits of bill board advertising, and offering to make donations free for the advertiser who would like to see how his "ad" would look on the boards. The bill poster may or may not receive pay for placing his paper on his stands. He could very well afford to do it gratis, I should think, and I would suggest that bill posters generally make the proposition to their advertising houses to place any such paper. If the painter gets a hundred out of the "ad," the poster gets probably two to see besides.

The two Associations, the "American Bill Posting Co." and the "American Advertising Sign Co."—both of Philadelphia, seem to view the town completely. One occasionally sees another name on a posted board, but not often. J. F. Johnson and W. S. Yerkes, of the Sign Company, are great posters, and when Philadelphia can't keep them busy they jump over a town and hit the New Yorkers for a change.

The Wolfshank Light Co. and the Leiber & Meyers' Street Musicette Company, are considering the poster question. They are both great spenders of money for advertising in the newspapers, and, if they should decide to enter the flagpole field, the lumber market would seem to be sure.

Liggett & Meyers' Street Musicette Company has a great showing in Philadelphia, where the boycott failed to connect.

In selecting locations from your bill poster's stations, have an eye to the electric lights. Bill boards within the glow of an arc light are conspicuous day and night.

WASTED ADS.

The article in the November number of BILLBOARD ADVERTISING concerning the suggestions pending between the leading circuit and the International Association of Advertisers brought, virtually to my mind's eye a case in point. Last September while driving from Omaha to a town more or less Northwest, we saw hundreds of advertisements of one of the most famous circuit shows along the road, the entire distance. Many stands were half buried in the mud by the horses' and vehicles which had passed over them; very few were clean enough to read, but had or say other traveler along that unmerciful road were sufficiently cautious to stop and pick one up—all the business utterly wasted, except that they added to the advertiser's profits.

When the International Advertisers' Association becomes known and its principles of business understood, circuit managers and all other advertisers will learn that in advertising as in other lines of work, "The best is the cheapest,"—that the cheap advertiser who puts out a part of his job lot of ads, and burns up, or in any way unduly diminishes the ads entrusted to him for public distribution, will be found in no better company where his talent for cheating can have full scope.

Probably the most unique advertising medium ever invented is being exhibited by Mr. George H. Hollidge, vice-president and general secretary of the American Advertising Association. The device is really a traveling pavilion. The handsomely built wagon is filled with a canvas 16 to 20 feet long by 7 ft. high, A gauze, attached by a spring to the wheel, serves to keep avoiding the canvas on which the "ads" and pictures are painted. The remarkable display of swiftly moving colors shown by the stand is a collection of the situations the full-sized wagon will attract on the streets. It is something the public will give consideration.



Personal Mention.

The Astoria Advertiser Co., of Astoria, Astoria, has sent us a photograph of what is said to be the largest pennant bill board in the world. It will appear in our May issue, together with a description and schedule of dimensions.

"Truly Puffed Paper Promotes Prosperity," is the way the letter head of Spaulding & Gordon, of Belie City, Idaho, has it.

W. S. McCain, of Cosmopolis, Texas, may push some of his specialties on the board.

W. C. Verill sends us emphatic details that there is any opposition in Springfield, Ohio.

John Chapman, sr., was sighted one year of age March 9th.

G. E. Fisher is thinking of embarking in the business of Council Bluffs, Iowa. If he does he will give a good service, for he does know anything by halves.

The many friends of Tom McMillin, of Omaha, will be glad to learn of his convalescence. Mrs. McMillin has managed the business during his long illness, and managed it well.

The position of editor of *The New Yorker* seems to be one of great importance. We have the editor now threatening to expel members for daring to think what content and pay his high opinion of himself must afford him. But what will he do to members to expel members?

William, of Idaho, writes that **BILLBOARD ADVERTISING** is a corker, and wishes us all manner of prosperity.

Vaseyich A. Holo, of Indianapolis, expects a driving business.

G. A. Hervey, of Kentucky, Texas, is thinking of going into the business in that city.

Wm. M. Olive succeeds Geo. Wilkinson, of Red Wing, Minn., who died last week.

The Inter-State Bill Posters' Protective Association added fourteen new members to its list during the month of March.

Harry Frank was arrested in Augusta, Ga., and fined \$5.00, for posting and distributing without a license. C. E. Rowland is the licensed bill poster in Augusta.

The ordinance to license bill posting in Tacoma, Wash., was lost on the third reading.

The large black standard is absent. Edward & Street, of St. Louis, have had a number of standards raised by exclusive parties. The word "enchantress" is used profusely, but there is a strong suspicion pointing toward certain people.

The men who are successful in securing a large amount of local advertising trade favored with larger opportunities in National work, for the reason that the National advertisers realize that if the bill poster, by good service, has educated the local advertiser to an appreciation of the benefits of the boards for his business, it is not necessary to follow that they will obtain more benefit than in a town where the advertiser is such that local advertisers are not on the boards at all.

More and more attention is being paid to posters and display advertising all the time. There is only one way to be successful in it, and that is, to give the best service, and demonstrate that to the advertiser.

It started recently in Chicago, and now church advertising by posters seems to be taking a few leaps. Milwaukee and Rockford have led the way recently, they have posted signs on every church poster that theater posters, because the churches are so much more numerous.

The amount of space which occupiers are giving to the posters is remarkable, from the fact that the week recently, they have positively ignored the poster, or else have both openly derided and covertly attacked it, only in an advertisement. The principal cause of this change of heart has been the extraordinary interest taken by the public in the posters. Fewer shows have been the reigning fad of the season, and, instead of occupying their board space in the land of public opinion, the occupiers have simply taken their position in the rear, and only when the popular sentiment, which is overwhelmingly in favor of poster advertising.

Edison John Sage is the only patent medicine which enjoys the rare distinction of having a large named doctor, Dr. Sages, M. D., in its name, as an endorsement of the product, while the other will readily give.

C. E. Bentley, of Getchick, Oklahoma, has a line of boards, which compare favorably with Eastern cities. Getchick is the city which was built in a day, and is the capital of the territory. It is situated directly in the center of the greatest spot of Oklahoma, surrounded by a farming territory, which, for predestination, sends Kansas to good success, and, unlike Kansas, has no bad season.

The police in Cleveland, Ohio, are now arresting persons who post signs on the telegraph poles.

F. G. Street, of the Ballast-Street Sign Co., has appropriated Sam W. Hale's chiefest mark trademark, and has it looking.

The *Engineer and Printer* will issue a special number soon, with reproductions of some recent American posters.

E. G. Spaulding, of the bill posting firm of Spaulding & Gordon, Boise City, Idaho, has been appointed secretary for the state of Idaho, Washington and Oregon, to look after the interests of the Inter-State Bill Posters' Protective Association throughout that section. Some good results may be expected from that section of the United States in the near future.

The posters of the Knudvig Milk Food Co., of Madison, Wis., advertising their Knudvig Milk Coffee are very artistic. As they propose advertising very extensively, bill posters will do well to note them.

The American Advertising and Bill Posting Co., of Chicago, are filling the Chicago Record extensively throughout Illinois, Iowa and Missouri.

Clay is responsible for a little story, which is proving itself a remarkably good piece of advertising. The story goes that Mr. B., editor of *The Ladies Home Journal*, in reading a serial which Endy Kipling wrote for that magazine, came across a name wherein the hero is said to have been off a glass of "Old Mother's." The hero's mother became, distinctly mind Kipling, asking if "Old Mother's" could not be changed, so the editor of *The Ladies Home Journal* did not publish the serial on that account. Mr. B., with promptness, replied "All right, make it Mother's Food."

Harry E. Stone, of his March "ad," states that his price was the lowest, and they fail to name them. This failure may have resulted in making numerous of orders with erroneous address letters for information that could just as well have been given in the "ad," which was excellent in other respects.

Mr. O. F. Fairchild, of Covington, Ky., has adopted a new plan, which is worthy of emulation. Every case a bill board case appearing, as to be answered, it is replied with tagged and grooved handles. His work is already good, and has become better.

Wm. Wernick will have charge of the eighteen poster bill posters on one Mo. of the Great John Robinson and Fanchin Bros.' Shoes Combined.

E. M. Park may talk to the bill posters of the country in the statements of King King's "World's Greatest Show."

Sweet Missouri Cigarettes paper has a splendid display in Covington, Ky. Mr. Fairchild has handled this paper splendidly.

Sweet Missouri Cigarettes paper is up in Newport, Ky.

There is no matter in using posters. You cover the posterboard, only so portion of a city that you desire, and you pay only for what you get.

Poster Posters Return Rapid Results.

The *Masters of the Motor* (Los Angeles de FALLEN), a monthly publication, containing reproductions of the best posters in the world, is published in Paris, by the Chas. F. B. Company, rue de Valenciennes, 20. The last number was issued last December.

The Chapman boys, Earl and John, Jr., are putting up some beautiful new-boards.

The Inter-State Bill Posters' Protective Association will assemble in convention July 2nd, at the Leland Hotel, Chicago, Ill.

Michigan is said for Geo. Leonard, and H. H. Tyer will carry Ohio, and of the rank and file of the association attend the convention. Jim Carson would go through with a whirl if his Endy Milwaukee boys did not have so far to go. One life may not be put up. Some of the boys want Dwanly, and some Sam Babin.

Chas. C. Maxwell, treasurer of the Inter-State, is greatly pleased with the progress of that association.

Geo. D. McGinnis, of Delaware, Ohio, is doing a good business.

A misunderstanding between Rogers, of Sidney, Ohio, and the Sprag of Pigeon Co., Ohio, was lately happily adjusted.

Geo. Sulzbach, Earl Chapman's printing partner, has the making of a first-class advertiser in him.

Ellen & Felix, of Eureka, California, worked all the boards in Eureka, Astoria, Ferndale, Fortuna, Redwoodville, Scotia, Elm Lake and Kirkland.

J. W. Harbert is thinking of going into the business at Torrington, Conn.

Thos. E. Fagan, of Philadelphia, says: "BILLBOARD ADVERTISING is a journal of the time, progress and development. May it meet with abundant success."

The Food-de-Lux Yeast Water Co., of Fond-du-Lac, Wis., and the Mansfield Glass Co., of Mansfield, Ohio, will shortly be ready to post various posters in the Middle States.

Geo. Wilkinson, city bill poster of Red Wing, Minn., and a member of the Inter-State Bill Posters' Association, died March 10th. He was efficient and successfully attended.

The retailer has it in his power to seek any certain class of trade by making a special line of boards. The economic of paying only for the circulation which one wants is apparent.

The publisher of one customer, if considered any length of time, will regret many fold the cost of the advertisement which attracted him.



An Attractive Bill-Board Display.

Exchanges

The advertising manager of a Young paper expresses himself in the columns of his paper as follows:

"ADVERTISING ADVERTISING."

Among the collection of good things received by me all month this week was *Billboard Advertising*, an attractively illustrated journal, devoted, as its name indicates, to bill posting. It has no easy servile feature about its advertising, but does speculate regarding it quite often. There is not a feature about it which one can't enjoy if he has the slightest conception of the "stagnant stream of things," something original and out of the ordinary nature. There is no reason to get a single copy by subscribing *Billboard Advertising*, Channah, O. V.

The personal letter which he writes is interesting, too.

The St. Louis Dry Goods Reporter, published weekly in the interests of the dry goods trade of the Mississippi Valley, maintains a department for the study of advertising. The issue of January 10 contains a very interesting article by Charles Austin Bates on the subject of newspaper advertising, which is broad and direct.

The *Advised Printer's "Bradley"* Column from the press of the *Chicago Herald* Co., Chicago, is a beautifully executed affair in green, red and black. The poster announcing the February meeting, which announced the publisher, is a valuable Bradley gem. Both are good examples of W. H. Bradley's work, which, although it is open to criticism from an art standpoint, no one can say that it is not striking. The *Indian Printer* Co., Chicago, will send the column on receipt of 50 cents.

Another English publication is the *Stationery Trade Journal*, which it, as its name indicates, the organ of the stationery and stationery trades. The journal has a progressive appearance and receives a creditable amount of advertising. It is a very good specimen of the printer's art, being well printed, and the technical articles are intelligently illustrated. It is replete with interesting suggestions to all branches of the printing and stationery business, and worthy a place on the desk of every one in these lines.

The *Inspection of February Engineer and Printer* is a three-column reproduction of an old printing receipt by W. G. Gwynn's house. The subject is a moonlight scene of *Miss's Ledge Light*. It is a very difficult subject to reproduce, and the perfection with which it is done is most creditable.

The *National Printer-Journalist* for February is largely devoted to the report of the H. E. A. Commission, held in Florida in January. It contains many portraits of journalists who are prominent in their profession.

A new candidate for favor among poster collectors is *Poster Lane*. To quote the title page, it is a Journal of advertisements, devoted to the appreciation of the modern poster, arranged with a few patterns and considerations culled from various sources by Frederick Thomas Shingleton, and presented by him in this fashion every month at the Rail Park, No. 100 North Street, West Kansas City, Missouri. It is printed in James Old Style type, and is an attractive little book. We feel sure it will appeal to those minds who have made poster collecting a passion or a profession.



Commencing With Ad.

Mark C. Fowler, Jr., presents a great book in *Poster's Ability*. His pamphlet, with the rest over, is, doubtless, free-lance, and ought to be instrumental in building away orders and such advertising for Doctor Fowler.

The collector of posters can maintain, and the number is growing rapidly. So much interest has been shown that it is regarded as much more than a passing fad. The cat's-paw interest somewhat diminished, Mr. W. H. Gwynn is publishing *The Poster*. This little magazine is now in its third month and has all the information needed by the poster collector in a form which is very attractive. The progress of Mr. Cleaver's system is mentioned by the remarkable improvements which each number shows over its predecessor.

The illustrations are reproductions of all that is best in the poster world, and their artistic execution is to be greatly admired.

The subscription is \$1.00 per year, and may be sent direct to the publishers, P. O. Box 1748, New York.

The *Fourth Estate* is aptly termed a newspaper for the makers of newspapers by its publisher, Mr. Ernest F. Downing. It is a handsome, twelve-page weekly, and ought to be on the life of every newspaper office in the country. It does not exchange, however, on just one year for a year's subscription. Send it to Ernest F. Downing, publisher of *The Fourth Estate*, care of Broadway and Murray Street, New York.

The Art Student and Learner, published at 174 W. 17th St., New York, is a valuable publication for artists and illustrators. The value of the graphic suggestions contained in each number are alone worth a year's subscription. It only costs \$1.00 a year.

North News is the name of a new periodical published by W. D. Byron & Co., Chicago. It is a departure in magnitude as regards title, contents, illustrations and execution. It bids fair to be an advertising medium of merit, as the magazine is an extremely good printing done, and sees that, they are generous.

A new answer to one exchange table this month is *Business*. We meet the English publication of which Arthur Reade is editor. It is a 16-page magazine, 4 1/2 inches by 3 inches. The name below the writer is chiefly devoted to insurance topics and should be a welcome visitor of all insurance offices.

"Building Blocks" is the title on the very dainty little booklet, which the Faber Printing Company used to infuse the public of the merits of *The Post*. Three millions of these booklets were used. The method of distribution was by mail. The reasons for using the government, its preference to local agents, for distribution, are very clearly and fully set forth by the A. Group. In short, the advertising manager, in an article appearing in *March BILLBOARD ADVERTISING*.



A Bill Board Advertisement.

Denver Notes.

Denver's bill boards are splendidly patronized at present, much new and beautiful commercial paper being in evidence. The merchants of Denver evidently have a fine appreciation of the benefits to be derived from bill board advertising. Several local exhibitors, bankers, shoe dealers, druggists and a laundry make creditable displays, but the most numerous class are, by far, the best showing. The town is literally covered with it.

The California Ad-Signs Co., of San Francisco, has sent Gov. H. Stebbins for breach of contract, by which Stebbins assigned his interest in a bill posting business, but the same Court Posting and Advertising Company on March 1, 1906. A condition of the contract was that Stebbins should not again engage in the same line of business for five years. The plaintiff's contention, as August last, succeeded to the business and all rights of the Pacific Coast Printing and Advertising Company. Complaint is now made that the defendant has broken the contract by his agreement, again entered upon the bill posting business, as pretor of a new named Green.

Col. Max Kohlen, the principal stockholder of the American Advertising and Printing Co., of Chicago, has been sued for \$20,000 damages, for malicious prosecution, by John E. Jeffrey, formerly president and general manager of the Jeffrey Stebbins Printing Co., of Chicago. The amount is negligible, but the action is not costing Col. Kohlen any money or loss of sleep. He is so secure and impenetrable as even, and is still doing business at the old stand.

John Mitchell, manager *Corvus's Bill Posting Co.*, at Pueblo, Col., has given Lippert S. Meyer Sweet Missouri a great hearing.

Mark C. Fowler, in the last issue of *Billboard Advertising*, mentioned the fact that no business man should be without all the advertising journals published. We herewith publish a list of journals, which are published solely in the interests of advertisers, or which maintain departments devoted to advertising.

The figures given in the left-hand column are for the advertiser's subscription rates; the figures in the right-hand column are those which will secure the publication mentioned, in connection with *Billboard Advertising*, if paid in advance.

	Per Annum	Per Issue
BILLBOARD ADVERTISING.		
American Advertising	—	—
Monthly Chicago	\$1.00	25
Art Advertising		
Monthly New York	1.00	25
Poster, West St., New York	1.00	25
Business Weekly, New York	1.00	25
East, Monthly, New York	1.00	25
Illustrated Weekly, New York	1.00	25
Practical Advertising		
Monthly Boston	1.00	25
Post, Monthly, St. Louis	1.00	25
St. Louis Dry Goods Reporter	1.00	25
Who Will Post?	1.00	25
Who Will Post?	1.00	25
Monthly London, Eng.	1.00	25

The advantages offered by these journals are apparent, and an early obtaining when the amount required accumulates under the subscription asks.

A FEW OF THE
PEOPLE WHO
RELY UPON
MONEY WISE MEN...

CORNING, DENNY,
STANBEE,
HARRIS,
AND COMPANY,
ARCHITECTS,
NEW YORK.

ROBINSON & CO.
ARCHITECTS & CO.
STRUCTURAL ENGINEERS,
NEW YORK.

A. B. C. CHEMICAL,
INDUSTRIAL,
SPECIAL,
NEW YORK.

WILLARD CHEMICAL,
NEW YORK.

LE LA TOUR & CO.

DESIGNERS-
PAINTERS
AND
CONTRACTORS
OF

Advertising Signs

1718-20
BROADWAY
NEW YORK CITY
NEW YORK

#

BULLETIN
BOARDS,
PROMINENTLY
LOCATED
BY RAILROADS,
RAILROADS,
FERRY SLIPS,
DRIVES,
CABLE TRAM
AND
LINES,

#

\$1.75

is the Cash Value of this coupon. Cut it out and use it now. This offer is void after May 1st, 1896. To subscribe separately for BILLBOARD ADVERTISING and *Business* costs \$3.00. The publishers of BILLBOARD ADVERTISING offer those who use this coupon both publications, one year, for One Dollar and Twenty-five Cents.

Use this blank:

Billboard Advertising Co.,
127 E. 5th St., Cincinnati, O.

Gentlemen—Enclosed please find One Dollar and Twenty-five Cents (\$1.25) for which send BILLBOARD ADVERTISING and "Business" to my address for One Year.

Name, _____

Town, _____

County, _____ State, _____

No. _____ Street _____

P. O. Box _____

Printing House Gossip.

Sendler's discovery of the art of lithography in 1796 is to be celebrated by a great exhibition of lithographs in 1896 next year.

Am Casady, formerly vice-president of the Sprague Litho Co., and lately superintendent of artists with the Courier Litho Co., is with the Doubleton Litho Co. Mr Casady draws the highest salary ever paid to a lithographic artist since the days of Hans Knipper.

The Parker Woodcut Hall Bldg Co. of New Haven, Conn., in the name of a new one are organized for the manufacture of process and material for printing from aluminum plates. It is claimed that the use of aluminum is destined to revolutionize lithography.

Among the new schemes which are being pushed as present in the advertising busi-

ness. This is the outcome of the immense popularity which the secret society business has attained. The result of this scheme in Dublin, because the common use of men here an inherent dislike to carrying on the lapel of their coats some one's ad-

Advertising Wagons in Buffalo, N. Y., are to be restricted to certain streets. An ordinance has been introduced in the City Council prohibiting them from using Main street, Central street, Washington street, Broadway street, William street, Delaware square, Eagle street, Clinton street, Franklin street, Chippewa street and Fremont street. If carried, it will result in the abandonment of the wagons, because without these streets it would be a useless expense.

Posters appeal to all the people all the time.

Fuzon being quick returns.

Bill Posters' Chatter.

J. F. O'Neil, the junior member of the firm of O'Neil & Sons, the outstanding bill poster of Newport, Ky., is a splendid example of the new school of bill poster. He does not believe on writing about his office waiting for work to come to him. During the month of February he sold 14,700 sheets of commercial paper to the merchants of Newport, Ky., on which he realized, in commission alone, over \$500. The posting of this and his regular line of theatrical work probably netted him over \$2,000.

It's licensed next year, now, and it's a good thing, for he is popular and level-headed.

The president of the A. B. F. A. had better stop trying to induce members of that organization. What he needs, some time or other, is harmony and support, and he will never obtain it by using the lock.

Robert Grant, in *Artists*, gives it as his opinion that the one feature which, more than another, wastes the spare time of the modern man, is the reading of newspapers; and, further, that the persistent reading of many newspapers, at the whole of almost any newspaper, is really an detrimental to the economy of time as the cigarette habit is to health. For these reasons the editor of the newspaper is bound to cease. Men are not spare the time to waste through no worth "dead" to get what they want. Men and men they are turning to publications which contain only what interests them, and money and more are they learning to value the advertisement on the wall, which they do not have to read unless they want to, and which attracts the attention of only those who are interested in what it says.

A collection agency is published, Mass., is using process, giving the names of the delinquent and the amounts owed, and offering the bills for sale.

BILL POSTING.

How This Class of Work is Carried On in New York City.

When there are houses from one to five doors, you start at the opening of a given street, till you arrive at the extreme end, then you return, returning from the opening of houses, and houses again. On a boulevard this will be done in one way with the usual practice. On a street with many windows a slight percentage longer time, allowing for the time in which you are visiting each window. On a street with many windows a slight percentage longer time, allowing for the time in which you are visiting each window. On a street with many windows a slight percentage longer time, allowing for the time in which you are visiting each window.

The business of bill posting has come to be most important in New York in the greatest amount and a more successful one than in any other city in the country. It is practically carried by three firms, R. V. Rives & Co., Street & Chain and Henry Adams, the latter maintaining fully equipped offices in the city. Adams, who has been in the business since 1876, was the first advertiser to furnish advertisements with a list showing where the paper was placed. Before that it was common for the advertiser to place papers, but he was to be paid for each copy, and he was to go out and post them up. He was obliged to make just plain copies, and he was to be paid for each copy, and he was to go out and post them up.

billposting if the advertiser gets down a week from the end of season, he should himself very business if he is in the business; that is, which he wishes. There has been made up a "Bill poster in made up of about thirty sheets. On a night when bill-posting is done in the board system, the advertiser has a bill poster in made up of about thirty sheets. On a night when bill-posting is done in the board system, the advertiser has a bill poster in made up of about thirty sheets.

Season has eight legs, against, furnished with letters, given sent and limited. These are set at 100 bills every morning, each night every night. From there are twelve men who do the bill posting. The season of some workmen are in one day, leave from 11 to 12. This order for posting bills in New York are very heavy. They will see that it is done, then are paid weekly, some quarterly and some yearly. The bill posters in New York are very heavy. They will see that it is done, then are paid weekly, some quarterly and some yearly.

FOR ORAMA'S EXPOSITION.

Letters sent to Five Headed Men of Other Acting for Enforcement. Lacking other information of the city, Mr. Orama of Omaha, Neb., is writing to the bill posters in New York to inform them of the Orama's Exposition in Omaha, Neb. It is to be held in Omaha, Neb. It is to be held in Omaha, Neb. It is to be held in Omaha, Neb.

Fair News.

BLACK HISSA FAIR.—The Black Hissa Exposition Company, of St. Louis, Mo., has just put into the hands of the various promoters the list of their fair, to be held there August 27, 28 and 29, when \$1,000,000 in business will be affected. The features of the fair will be a woman's exhibition.

Thanks to the fair a grand exposition in St. Louis. Promoters have already announced, and the indications are that it will be a big show, not all that the town enjoys.

By far the largest and most important of all the exhibitions for the year, 1899, will be that of Madison, Tenn., in commemoration of the centennial of that thrilling year.

Edwin's big show for 1899 has not been very much an evidence of late. It would not surprise the knowing ones of the exhibitor bill through early.

Speculation are usually reported to end in their desire and without reason at the earliest possible moment. We are going to make a big effort to have the list complete in our May issue.

Confidence in the way of news are selected for this Department. These fairs, which also embrace pretty shows and book shows, should attract the best in BILLBOARD ADVERTISING.

BILLBOARD ADVERTISING has a large circulation among printers than any other publication.

H. D. CO.
COURT, BROADWAY and EGGLESTON AVENUE.
CINCINNATI, O.
33 MURRAY STREET, NEW-YORK.

You Must Know

That prolific machinery are out of date in this era of machinery. The applian to the manufacturer of goods for bill posters are well as in the latest enterprise industry whose machinery investments represent millions.

You can't afford to mix pass by hand. Economy solicits.

The use of our machinery for the purpose.

Our Machines Save

Time, trouble and material. You need them in your business. We have sizes for small prints and sizes for large plants. Some are operated by hand, some by power. No bill posting establishment is complete without our machines. Prices are reasonable. Write for full particulars. Be sure to mention this paper when you write.

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

**SPAULDING & GORDON,
LICENSED
City Bill Posters & Distributors.**

Members of American Bill Posters' Executive Association, and International Association of Distributors of Book, 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.

THE WUSTLER ADVERTISING CO.

PRINTERS, PUFFERS, MAILERS, AND DISTRIBUTORS.
12 North Silver Street. F. E. WATNS, LTD.
OF N. C. 4242-4243.

prompt service by Elizabeth Mae.

WUSTLER EXHIBITS in what I would call "factory" shows. It is merely a matter of time and space. You can see the results of our work in the "factory" at the right time. A. H. Smith, Ill.

Sample, standard, etc., distributed. Special work and best references. Terms very reasonable. Write and see.
W. L. ROBERTSON,
Box 525, Knoxville, Va.

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

Correspondence Solicited.

Business
A Practical Journal of the World

It saves money by discovering the best way of doing things in the office. It trains particularly upon ACCOUNTING, OFFICE ECONOMY, BUSINESS MANAGEMENT AND ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, EXPORTATION, COMMERCE AND ECONOMICS.
The staff departments of the paper include Office Manager, Business Letters from practical men on office and business topics; Office Reviews, containing illustrated descriptions of new devices; BUSINESS LETTERS, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting statistics in increased publicity; EDITORIAL LAW ASSOCIATIONS, covering the transactions of the organizations among office men; and Business Law, presenting articles on law topics of special importance to business managers.
The supplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on accounting methods, including descriptions in detail of the accounting system in leading establishments.
Monthly, six pages, illustrated, including recipes, a gas row, sample copies (containing this advertisement) free.
KITTINGER COMPANY, Publishers
15 Astor Place, NEW YORK.

Push
Vastly what more business a man can do with one push. The greater the success—IF the push is in the right direction.
PUSH is a little journal published for progressive people. It saves business men push in the right direction. It has no pretensions, but it does a job well. Send us your paper a free copy today.
PUSH PUBLISHING CO., Springfield, S.

STERNBRENNER'S CINCINNATI DISTRIBUTING SERVICE

Advertising	Business	Manufacturing	Wholesale	Export	Import	Shipping	Insurance	Real Estate	Education	Religion	Politics	Law	Medicine	Science	Art	Music	Drama	Sports	Amusement	Publicity	Investment	Finance	Banking	Insurance	Real Estate	Education	Religion	Politics	Law	Medicine	Science	Art	Music	Drama	Sports	Amusement
-------------	----------	---------------	-----------	--------	--------	----------	-----------	-------------	-----------	----------	----------	-----	----------	---------	-----	-------	-------	--------	-----------	-----------	------------	---------	---------	-----------	-------------	-----------	----------	----------	-----	----------	---------	-----	-------	-------	--------	-----------

Address: W. H. STERNBRENNER, 501 Vine Street, CINCINNATI, O.

MAKE YOUR OWN CUTS.
Almost every day you see good cuts appearing on the papers, trade journals, magazines, newspapers, etc., which would make splendid advertising cuts for your business. We have a process by which every reader of BILLBOARD ADVERTISING can make his own cuts, which will be as useful as any. No experience or skill necessary. This work important, very quickly, any of the pictures you find printed in any kind of a paper, or you can take it from a photograph, print and ink dipping, or a lead pencil drawing, and the cut will be less than five cents per cut. No money or other outfit needed. Special offer to readers of BILLBOARD ADVERTISING. Send stamp for particulars. Dept. 4, The Zinc Press Co., Garden, Ind. 4p-1.

LICENSED BILL POSTING, TACKING, DISTRIBUTING.
**J. S. CRAIG,
512 LEXINGTON AVENUE,
HASTINGS, NEB.**

**J. T. ELMORE & CO.
BILL POSTERS,
76 MADISON ST. CHICAGO.**
By appointment before the Chicago Bill Posters' Executive Association, London.

It Costs Nothing!

You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD ADVERTISING. \$1.00 pays for both, and either alone would cost \$1.00.
Write name in block ink, and outline the amount.
BILLBOARD ADVERTISING, Cincinnati, O.

BURNITT Designer of Descriptive Posters, Theatricals, Dramas, musicals or otherwise, Book Covers, and Book Letters.
Office, Donaldson Litho. Bldg., CINCINNATI, O.

A. E. BENTLEY,
City Licensed BILL POSTER in OUTFIELD, Capital of Oklahoma Territory. 10,000 feet of space, and advertising restricted. Rates made known on application.
A. E. Bentley, OUTFIELD, OKLA.

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

THEATRICAL AND CITY BILL, 1407 1/2 N. Broadway and Advertising Agency, with display and prompt service. C. R. FORDNER, 1407 1/2 N. BROADWAY, CHICAGO, ILL.

THE STAR
GEL SPRING SHAFT SUPPORT
NEW 1895 PATENT
THE BROADWAY SUPPORT CO., BROOKLYN, N.Y.

Whenever you are in a hurry. You have no time to write for prices. On such occasions it is a great comfort to know that you can send the order to a printing house like HENNEGAN & CO., who will not take advantage of the circumstances by overcharging you.

Estimates cheerfully submitted and correspondence solicited by
HENNEGAN & CO.,
Cincinnati.

When you need Letter Heads or Envelopes, send your order to
HENNEGAN & CO.,
Cincinnati.

When you need printing of any nature or description, send your order to
HENNEGAN & CO.,
CINCINNATI, OHIO.

POSTERS OF ALL KINDS.

HENNEGAN & CO. CINCINNATI, OHIO.

ALL KINDS OF PRINTING.

717 E. Eighth St.

PUT YOUR PORTRAIT ON YOUR LETTER HEADS.

And if you have some particularly good locations, have pictures of them on too—put these latter on the back. If you will send us the photographs, we will write and let you know exactly what it will cost you. You will find, too, that it does not cost much.

THE HELLEBERG PHOTO GRAVING CO.

DESIGNERS
WOOD
ENGRAVERS.

PROCESS
ENGRAVING
ON COPPER
AND ZINC.

CINCINNATI, O.
717 SYCAMORE ST. MISSOURI BUILDING
Long Distance, 2nd Exchange 121.

Distributors' Chat.

KEYS FOR MAKING A CIRCULAR—Start off with a catchy heading, then add a few words of introduction. Now state your price, and stir them in with a few more words of business at the bottom. Don't set it away to rest, but send the production to the printer in a well laid, and when it has been mailed well with type artistically displayed, and finished with an attractive job worth a try to be served by careful readers.—*J. Chandler-Sloaner.*

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS—Mr. W. H. Steinhilber, the nation's outstanding expert of the above association, informs us that as no provision has in his history was the I. A. of D. no program as now. His Steinhilber is a very busy man and has less time for idle talk. Consequently this statement should put a question on the minds of some outsiders who are profited by the success of the I. A. of D. to require it by circulating files reports.

MR. A. B. BENT, of Stone City, Iowa, has had with the office of this paper, a number of orders which allow that the employees of the American District Telegraph Co., of Stone City, evidently do not want large quantities of the advertising matter for the Shaker Biscuits and the Chattanooga Medicine Co., which was entrusted to them for distribution.

Meeting Recently Co. are advertising Sea-To-Sea and Coasts with booklet and samples all in one envelope.

The Mayor of Council Bluffs, Iowa, is making an attempt to prohibit non-residents from posting or distributing bills in that city. He will now agree a song if he doesn't look out, and will do well to remember that he does not yet own the curb and its appurtenances.

The methods of the advertisers whose ads are appearing as given below, in some parts of the country, has been brought into question by several readers of **BILLBOARD ADVERTISING**. The ads are as follows:

WALK will be distributed (weekly) every day to all the people in the city of Council Bluffs, Ia. 100,000 bills. \$100,000.00.

\$4.00 will be paid for advertising all the people in the city of Council Bluffs, Ia. 100,000 bills.

and regarding them, Mr. G. E. Fischer, of Omaha, writes as follows: "Letters sent them, enclosing stamps, brought an reply. I have written the Co-operative, as has a friend of mine and no reply has yet been received. A man in Council Bluffs paid the \$4.00 for doing membership for and received fifty cents worth of work a year ago."

W. H. Steinhilber, of Cincinnati, who has just completed the distribution of Stone pamphlets for the Presses Drug Co., of Columbus, O., is now working on "Walk" booklets for the "You Get Your Bill" Co., of New York, which will be distributed, almost immediately, by James Fisher for the California Pig Soap Co., of Chicago. Mr. Steinhilber's system is fast obtaining good favor with advertisers.

You Can See How I Stand

AS AN AD WRITER.

A New York manufacturer said, the other day, that his business had increased just five-fold since he had finished buying his ads for him, two years ago, and he had most of the increase due to really trouble to advertising, too.—*Stine.*

Included I send you a check for ten to five (Ten) dollars, and advise you that you are the winner to the extent for the time of ads, at my advertisement in *Printer of most edition*. Please acknowledge receipt.—*C. A. Bennett, Philadelphia, Pa.*

We are well pleased with your work. Do it for us again.—*A. B. Bent & Co., Telephone Supply, Chicago.*

We used your ads last winter and were well satisfied with them. Please advise for two more runs, with illustrations.—*Charles C. Cole and Line Co., Omaha, Neb.*

I have a big envelope, filled to the top with further evidence. Shall I send it to you?

JED SCARBORO.

Auraria Building, BROOKLYN, N. Y.

Bill Posters!

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

The Interstate Association of Bill Posters and Distributors, meets in Chicago, July 22d, 1936, 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 Ticket Agent.

I Write Ads

That are bright, pointed and catchy—ads that really bring business.

I am not a theorist, nor a boaster; I base my words on facts—hard, sound, honest facts.

Send full particulars and a one dollar bill for four "Business Builders." Your money right back if they don't sell.

CLEMENT A. DODSON,
Crutchfield, Ky.

Lyceum Bureau

Carenet and Lecture Attention Manager—Wald West Stone and Circulation to read. Monography and Type Writing. Read 1000 by mail and get any number of copies desired at cheap price. Distributing, need circulation of your advertising, or of meeting. Write us for any information desired.

JOHN C. YOUNG, JR.
95 Pichee St., DETROIT, MICH.

POST THIS IN YOUR HAT!
THAT THE PUBLISHER'S GUIDE

Keeps you fully informed regarding all responsible and irresponsible advertisers, also presenting each month all new advertisements who are entering the field. It is of great value to all who are engaged in advertising and newspaper work. Includes coupon price, 50c per year, sample copy mailed on application—address

PUBLISHER'S GUIDE
345 West Superior Street, Dept. 100, New York City
201 Broadway, Building, Pittsburgh, Pa.
Boston, England, 10, Dept. 100.

Angora Kittens

They are small, with long silky fur, flowing manes, big fat bushy tails, large, luminous eyes, fine-furred and very intelligent. Fluffy as puff balls, and possessing a sweet disposition that makes them irresistible. Price 25c and upward. Clowder, Inc.

S. R. SPENCER,
162-164 Vine St., Cincinnati.

Boom Your
Business!

Advertise In

Billboard
Advertising

It Reaches

Business
Who use Men
Billboards.

THE
O.J. Gude Co
 OUTDOOR
 ADVERTISING
 New York

1894 Our Customers spent
 less than 4% of their entire
 appropriations
 in Bill-Posting.

1895 It increased to over 12%
 more than \$200,000

1896 It will further increase if
 the Bill-Posters
 recognize that service and
 service only will bring
 permanent and profitable business and
 that organization is effective only as it
 conserves the interest of the advertiser
 as well as the Bill-Poster.

[DESIGN BY COURTESY OF JAMES FYLE & SONS—PEOPLES.]

"I'll stick this up anyway
 It's for the good of the
 Cause."

1896.

THE DONALDSON GUIDE

32 Editions now in process of completion.

Will contain every item of your list headed and fully classified, and arranged in alphabetical order, with full and complete descriptions and prices.

- 1. Gives the population of the town.
- 2. Gives the population of the county.
- 3. Gives the name of the best printer.
- 4. Gives his street address.
- 5. Gives his street address.
- 6. Gives his street address.
- 7. Gives the name of the agent.
- 8. Gives the name of the local manager.
- 9. Gives the name of the job.
- 10. Gives the name of their managers.
- 11. Gives the name of the employees.
- 12. Gives the name of the editors.
- 13. Gives the date of publication.
- 14. Gives the name of the dramatic societies.
- 15. Gives the name of a good attorney.

It will be a manual of useful information for advertisers, business, and theatrical managers and agents. The book will consist of over four hundred pages, neatly, handsomely bound in cloth and gilt.

In addition to the Directory the book will embrace the most valuable code of the Donalson's Cyclopedia, the showman's directory, the showman's directory, the showman's directory, the showman's directory.

GET YOUR NAME IN

the showman's directory, the showman's directory, the showman's directory, the showman's directory, the showman's directory, the showman's directory, the showman's directory, the showman's directory.

PUT AN AD IN

the showman's directory, the showman's directory, the showman's directory, the showman's directory, the showman's directory, the showman's directory, the showman's directory, the showman's directory.

It will bring you business. Because it will be consulted about daily by the advertising, showmen and theatrical managers of the country. If your town or city has increased since the publication of the edition of 1895, put an advertisement immediately in describing the description of it, stating the present population, together with such other advertising as it may possess. The advertising rates are very reasonable. Twenty-five cents per space line for a year's advertising is its fact cost. A space of half inch single cut runs from \$1.75. or on inch to \$3.

ADVERTISERS. Use the DONALDSON GUIDE will be consulted about daily in the interests of both parties, distributor and advertiser. Hereafter it has been given over almost entirely to the interests of agents, houses and showmen, but from now on it will be changed. Give it your endorsement. Talk it up. Enlist the talent. Send it to your friends. Talk it up. Enlist the talent. Send it to your friends. Talk it up. Enlist the talent. Send it to your friends.

ADVERTISERS. Use the DONALDSON GUIDE will be consulted about daily in the interests of both parties, distributor and advertiser. Hereafter it has been given over almost entirely to the interests of agents, houses and showmen, but from now on it will be changed. Give it your endorsement. Talk it up. Enlist the talent. Send it to your friends.

ADVERTISERS. Use the DONALDSON GUIDE will be consulted about daily in the interests of both parties, distributor and advertiser. Hereafter it has been given over almost entirely to the interests of agents, houses and showmen, but from now on it will be changed. Give it your endorsement. Talk it up. Enlist the talent. Send it to your friends.

ADVERTISERS. Use the DONALDSON GUIDE will be consulted about daily in the interests of both parties, distributor and advertiser. Hereafter it has been given over almost entirely to the interests of agents, houses and showmen, but from now on it will be changed. Give it your endorsement. Talk it up. Enlist the talent. Send it to your friends.

W. H. DONALDSON,
Glenhurst, Ohio.

THE LEADING SIGN PRINTERS
IN THE UNITED STATES USE

AULT & WIBORG'S
POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG CO."
CHICAGO

ELDER, JENKS & RABORG

'Excelsior'
Grass Paste

ALL POSTERS DRUGGISTS

It is the best and most reliable grass paste ever made. It is made from the finest materials and is of a rich green color. It is of a thick consistency and is easily applied. It is of a long life and is not affected by the weather. It is of a cheap price and is of a good quality.

Price \$20.00 per doz.
\$2.50 each.
100 lbs per doz. \$2.00 each.

127 N. Fifth Street, Cor. Cherry. PHILADELPHIA.

ROOSEN
INK WORKS.

66-68
JOHN STREET,
BROOKLYN, N. Y.

MAKERS OF THE BEST
PRINTING AND
LITHOGRAPHING
INKS
AND DYE COLORS.

SHAKEPEARE
PLUG TOBACCO

SHAKEPEARE PLUGS

It is made from the best tobacco. It is of a rich flavor and is of a long life. It is of a cheap price and is of a good quality.

175 N. 5th Street, New York.

Let's Get Reacquainted?

Eagle Printing Ink & Color Works
148-152 Nassau Street, Chicago.

It is the best and most reliable ink ever made. It is made from the finest materials and is of a rich color. It is of a thick consistency and is easily applied. It is of a long life and is not affected by the weather. It is of a cheap price and is of a good quality.

Printer's Ink Helps . . . Advertisers!

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

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

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

Contains timely hints about news, trending and so on in selecting profitable ones to advertise in.

Subscription price now is a year's complete work, \$1.00.

36 Spruce Street, New York.

DEAFNESS CURED

It is the best and most reliable cure for deafness ever made. It is made from the finest materials and is of a rich color. It is of a thick consistency and is easily applied. It is of a long life and is not affected by the weather. It is of a cheap price and is of a good quality.

We Employ Young Men

Young Ladies

ACME CYCLE COMPANY,
ELSTON, ILL.

It is the best and most reliable bicycle ever made. It is made from the finest materials and is of a rich color. It is of a thick consistency and is easily applied. It is of a long life and is not affected by the weather. It is of a cheap price and is of a good quality.

WE HAVE NO AGENTS

It is the best and most reliable bicycle ever made. It is made from the finest materials and is of a rich color. It is of a thick consistency and is easily applied. It is of a long life and is not affected by the weather. It is of a cheap price and is of a good quality.

At Last

The ventilation problem has been solved.
An Association which associates.
Practices which promote.
Co-Operative, Equitable
Practical.

..... THE
.. AMERICAN ..
BILL POSTERS'
..... UNION

A Corporation under the Laws of New Jersey.

Capital Stock, \$500,000.
Shown, \$90.00.

For prospectus, general
information and full particu-
lars, address,
C. S. HOLMSTADLING,
No. 3 Park Place,
NEW YORK.

BILL POSTERS' PASTE BRUSHES.

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

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

8 Inch.	-	\$3.75	Each
10 "	-	\$4.75	"
12 "	-	\$6.00	"



The "Unexcelled"

No good brush is better than this brush.

PRICES.

8 Inch.	-	\$3.75	Each
10 "	-	\$5.00	"
12 "	-	\$6.25	"

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

1000 Circulars, also 2500 or smaller
bulletin in ten days for \$1.00, and other
small paper matter for 25c per 1000. Indicate
the quantity desired.

J. T. LUMPKIN, RIVA, VA.

Do you collect Art Posters?

See "THE POSTER" Magazine.

Monthly. Illustrated. \$1 a year.

Send to receive the sample copy:

WILL M. CLARKING, Publisher.

P. O. Box 1716, New York.

The files in post to be completed when you
receive the sample copy.

PASSAIC ADVERTISING CO.

Special agents in Passaic, N.J., and
Luzerne, Pa. Also, agents for Passaic,
N.J., and Luzerne, Pa. For
Circulars and General Advertising.

FRANK H. S. H. C. Whitehead, Kay

600 Fresh Gumped Addresses of
Advertisers and Agents, 25c per 1000. In
advance. Also, agents for Passaic,
N.J., and Luzerne, Pa. For
Circulars and General Advertising.

J. T. LUMPKIN, RIVA, VA.

MATTAPAN, BOSTON, MASS.

ADVERTISING BOARD WORK TO
BANKS, E. QUINCY, 108 River St.

Distributor and General Advertising.

Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.

1000 Circulars, also 2500 or smaller

bulletin in ten days for \$1.00, and other
small paper matter for 25c per 1000. Indicate
the quantity desired.

J. T. LUMPKIN, RIVA, VA.

Do you collect Art Posters?

See "THE POSTER" Magazine.

Monthly. Illustrated. \$1 a year.

Send to receive the sample copy:

WILL M. CLARKING, Publisher.

P. O. Box 1716, New York.

The files in post to be completed when you
receive the sample copy.

BELOITE, Population 6000

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 BILLBOARD.

DISTRIBUTING. CIRCULAT. 25 TOWNS.

GENERAL ADVERTISING.

E. 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. 17 East Eighth St.,
Cleveland, O.The Second Annual Convention of the Inter-
State Bill Posters Protective Association will be
held at the Leland Hotel, Chicago, Ill., commencing
Tuesday, July 21, 1896.EVERY BILL POSTER
ADVERTISER
WANTS AND NEEDSPROFITABLE
ADVERTISINGThe *Advertiser's Trade Journal*
of New England.Full of ideas and suggestions for
the billposter's success.Subscription Price, \$1.00 per year.
Send for sample copy.

KATH E. GRISWOLD,

Editor and Publisher.

12 School Street, BOSTON, MASS.

Advertisement in
THE GREEN CROSS BUILDING,
Advertising and Distributing Agency,
L. W. BROWN, Manager,
Lock Box 90, Central Postal, Chicago.

MILWAUKEE, Ill. Population 28,000

ELGIN BILL POSTING

Advertising & Distributing Co.

Only bill poster to be in the
MILWAUKEE, Ill. Population 28,000

FRED W. ZENCKA, Prop'r.

WRENTON, NEW JERSEY.

The Wrenton Bill Posting Co.

Care at Milwaukee in the city and suburbs.
Population 28,000. I guarantee the value of all
bill posting and Distributing.

W. H. WILLIAMS, Manager.

Saratoga

City Bill Posters

We own and control all bill boards
in our City.Commercial Printing and Distributing a
specialty.

For particulars address

FRANK K. EDDY, Manager.

WEI will be 15c for 10, and give
you a list of 25 bill posters with each
ADVERTISER'S Trade Journal, and
with 1000 circulars, before they go to
K. L. GURRAY, Ad. Writer, 125, 10
PENN ST., NEW YORK.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.Send for the sample, Boston, or in 15c. 15c. 15c.
100 in each letter, or in 15c.

LIST OF MEMBERS OF THE

Inter-State Bill Poster's Protective Association.

With their Prices, Facilities, &c. Corrected Monthly.

Years.	NAME.	ADDRESS.	Percentage.	Price (Fifty Copies)		Can handle the business		Years.	NAME.	ADDRESS.	Percentage.	Price (Fifty Copies)		Can handle the business	
				1925	1924	Yes	No					1925	1924	Yes	No
	Albany	Bill Posters Co.	100	100	100	Y	N		Albany	Bill Posters Co.	100	100	100	Y	N
	Alex.	Bill Posters Co.	100	100	100	Y	N		Alex.	Bill Posters Co.	100	100	100	Y	N
	Altoona	Bill Posters Co.	100	100	100	Y	N		Altoona	Bill Posters Co.	100	100	100	Y	N
	Alton	Bill Posters Co.	100	100	100	Y	N		Alton	Bill Posters Co.	100	100	100	Y	N
	Amherst	Bill Posters Co.	100	100	100	Y	N		Amherst	Bill Posters Co.	100	100	100	Y	N
	Annapolis	Bill Posters Co.	100	100	100	Y	N		Annapolis	Bill Posters Co.	100	100	100	Y	N
	Anniston	Bill Posters Co.	100	100	100	Y	N		Anniston	Bill Posters Co.	100	100	100	Y	N
	Antonia	Bill Posters Co.	100	100	100	Y	N		Antonia	Bill Posters Co.	100	100	100	Y	N
	Anytown	Bill Posters Co.	100	100	100	Y	N		Anytown	Bill Posters Co.	100	100	100	Y	N

OFFICERS.

- F. F. SCHAEFER**, President, Chicago, Ill.
F. C. REINHOLD, First Vice-President, St. Louis, Mo.
W. J. BROWN, Second Vice-President, Springfield, Ill.
F. W. HAZEN, Third Vice-President, San Antonio, Tex.
CHAS. F. MANWELA, Treasurer, Alton, Ill.
CHARLES E. KINNEY, Secretary, Washington, Ill.
- Board of Directors.*
P. G. STOUT, **D. SPENCER**, **A. H. CANNON**, **F. F. MEYER**,
L. E. THOMAS, **C. STARKS**, **G. H. FERRY**, **C. E. FERRY**,
A. D. SOUMASSE, **A. J. TURNER**, **G. H. GRIEDEL**, **L. HOLBY**.
- Franchising Agencies.*
CHAS. B. KITHRENDON, Washington. **G. E. KERRY**, Westport.

Authorized Sellers:

- G. J. GEIG**, New York City. **F. F. SCHAEFER**, Chicago, Ill.
F. C. STOUT, St. Louis, Mo. **J. T. HASKIN**, Chicago, Ill.
CHAS. HERRINGTON, New York City. **JAM. W. HICKS**, New York City.
- Sale of Prices Adopted for United, Protected and Unprotected 20 Paper Display.**
- | | |
|---------------------------|--------------------|
| 1,000 to 5,000 Population | per sheet 2 cents. |
| 5,000 to 20,000 " | 4 cents. |
| 20,000 to 50,000 " | 5 cents. |
| 50,000 to 100,000 " | 6 cents. |
| 100,000 to 250,000 " | 7 cents. |
| 250,000 to 500,000 " | 8 cents. |
| 500,000 to 1,000,000 " | 9 cents. |
| Over 1,000,000 " | 10 cents. |
- Over Orders, 15 days*
 Write for free sample copy *Anti-Gate Cards*

CLARENCE E. KINNEY, Sec'y, WASHINGTON, D. C.

PICTORIAL POSTERS

Some people seem to move forever in one small circle, never experimenting, never trying new methods, never looking for anything better than that to which they have been accustomed all their lives. They know nothing about the advantages of advertising with posters. They will never learn how promptly the bill boards yield results; how thoroughly and effectively they reach the public, and how cheap they are.

SOME NEW DESIGNS IN POSTERS

Including all the Latest Styles for the Spring and Summer of 1896.

No. 566.—SUMMER BOYS. White shirt, dark tie, blue trousers, red shoes. 100 copies \$1.50; 500 copies \$7.50; 1,000 copies \$12.50; 2,500 copies \$25.00. SEND FIVE CENTS FOR A SAMPLE.

No. 567.—DENTIST. White shirt, dark tie, blue trousers, red shoes. 100 copies \$1.50; 500 copies \$7.50; 1,000 copies \$12.50; 2,500 copies \$25.00. SEND FOUR CENTS FOR A SAMPLE.

No. 568.—ICE DEALER. White shirt, dark tie, blue trousers, red shoes. 100 copies \$1.50; 500 copies \$7.50; 1,000 copies \$12.50; 2,500 copies \$25.00. SEND FIVE CENTS FOR A SAMPLE.

No. 569.—WE GOT PRICES. White shirt, dark tie, blue trousers, red shoes. 100 copies \$1.50; 500 copies \$7.50; 1,000 copies \$12.50; 2,500 copies \$25.00. SEND FIVE CENTS FOR A SAMPLE COPY.

No. 570.—HATS. White shirt, dark tie, blue trousers, red shoes. 100 copies \$1.50; 500 copies \$7.50; 1,000 copies \$12.50; 2,500 copies \$25.00. SEND FOUR CENTS FOR A SAMPLE.

No. 571.—BOYS' CLOTHING. White shirt, dark tie, blue trousers, red shoes. 100 copies \$1.50; 500 copies \$7.50; 1,000 copies \$12.50; 2,500 copies \$25.00. SEND FIVE CENTS FOR A SAMPLE.

No. 572.—CARPETS. White shirt, dark tie, blue trousers, red shoes. 100 copies \$1.50; 500 copies \$7.50; 1,000 copies \$12.50; 2,500 copies \$25.00. SEND SEVEN CENTS FOR A SAMPLE.

No. 573.—AUCTION. White shirt, dark tie, blue trousers, red shoes. 100 copies \$1.50; 500 copies \$7.50; 1,000 copies \$12.50; 2,500 copies \$25.00. SEND SEVEN CENTS FOR A SAMPLE.

Largest Line of
Commercial Posters in the country.

Samples free to Agents
and Bill Posters.

WRITE TO
The Donaldson Litho. Co.
CINCINNATI, O.

Send for our Catalogue
of Commercial Posters.