

BILLBOARD

WHERE
ALL THE WORLD
KNOWS

III

© MIDSUMMER SPECIAL

COUNT 'EM NOW!

INTER-STATE Bill Posters' Protective Association Association

List of Members, with their Prices, Facilities, &c. Corrected Monthly.

TOWN.	STATE.	MEMBER.	POSTAGE.	Can include the following											TOWN.	STATE.	MEMBER.	POSTAGE.	Can include the following																				
				1c	2c	3c	4c	5c	6c	7c	8c	9c	10c	11c					12c	13c	14c	15c	16c	17c	18c	19c	20c												
Albany	N.Y.	Geo. Smith	10c																Albany	N.Y.	Geo. Smith	10c																	
Albany	N.Y.	Geo. Smith	10c																Albany	N.Y.	Geo. Smith	10c																	
Albany	N.Y.	Geo. Smith	10c																Albany	N.Y.	Geo. Smith	10c																	

F. F. SCHAFFNER, Executive, Chicago, Ill.
F. G. STOUT, First Vice-President, St. Louis, Mo.
W. J. HOLT, Second Vice-President, Springfield, Ill.
F. B. BAKER, Third Vice-President, Fort de Lac, Wis.
CHAR. C. MAXWELL, Treasurer, Lincoln, Ill.
CLARENCE E. RINDY, Secretary, Washington, Ill.
Board of Directors.

F. G. STOUT, **D. SPENCER**, **A. H. CARRIGER**, **F. F. MYERS**,
L. E. THOMAS, **C. STANFORD**, **C. E. BERRY**, **E. PERRY**,
A. D. GOODMAN, **A. J. TURNER**, **C. GREENE**, **L. BOLLEY**.

Scale of Prices Adopted by Limit, Protected and Reserved 30 Days Single.

1,000 to 5,000 Population	per sheet 5 cents.
5,000 to 10,000 " "	" " 6 cents.
10,000 to 20,000 " "	" " 7 cents.
20,000 to 50,000 " "	" " 8 cents.
50,000 to 100,000 " "	" " 9 cents.
100,000 to 250,000 " "	" " 10 cents.
Over 250,000 " "	" " 12 cents.

One Sheet, 15 days
 Five for one sample only **Year-Club Code.**
CLARENCE E. RINDY, Sec'y, WASHINGTON, ILL.

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



H. J. ANDERSON.

JULY, 1898.

Classified Advertisements.

BILL POSTERS' DIRECTORY.

The Bill Posters' Directory under this title contains the names of all bill posters in the United States...

Chattanooga, Tenn., Pop. 10,000. J. H. Nichols, City Bill Poster and District Agent...

Asheville, N. C. - The largest of the city. J. H. Nichols, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Fort Wayne City Bill Posting Co. Established and City Bill Posters, Signs, Letters and Advertisers Agency...

John H. DeLong & Hinderstein, Bill Posters and District Agents...

Beacon, Iowa, Population 1,000. J. H. Nichols, City Bill Poster and District Agent...

DEWEY, OSGO. The Complete Sign, Printing & Advertising Co....

Lima, Ohio, Pop. 20,000. W. L. Terry, City Bill Poster and District Agent...

Manchester, N. H. Frank P. Colby, City Bill Poster and District Agent...

Memphis, Tenn. Van Dusen & Co., Bill Posters and District Agents...

Midford, Mass. Population, 2,000. W. L. Terry, City Bill Poster and District Agent...

Newport, Ky. B. E. GIVING & SONS, Signs and all kinds of Good Signs...

Palmdale, Cal. W. H. Sigant, Bill Poster and District Agent...

South Framingham, Mass. W. H. Terry, City Bill Poster and District Agent...

Waukegan, Ill. J. H. Nichols, City Bill Poster and District Agent...

Waukegan, Ill. J. H. Nichols, City Bill Poster and District Agent...

Waukegan, Ill. J. H. Nichols, City Bill Poster and District Agent...

Waukegan, Ill. J. H. Nichols, City Bill Poster and District Agent...

Classified Advertisements

BILL POSTERS' DIRECTORY.

Stevenson, Miss. Ole Holm, Coaster & City Bill Poster & District Agent...

Weldon, Iowa, Pop. 1,000. C. F. Fisher, City Bill Poster and District Agent...

Wilmington, N. C. H. L. Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Classified Advertisements

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa. A. M. Reed, Distributor.

Wilmington, N. C. H. L. Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

Winnex, Minn., Henry Warner, City Bill Poster and District Agent...

POSTER PRINTERS

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...

Advertisements under this head are for poster, sign, bill, and other printing...



A CLOSE ASSOCIATION.

Can an association of bill posters by single decree do every work of possibility of opposition? We unhesitatingly state that it can not. Mr. Stahlbrock's association has failed in the past five years on many, and during that time it has not obtained a single vote of opposition. We repeat it, not one single vote. This should be proof enough for his wildest dreamers, but there are many—many more potent and powerful reasons, which if examined dispassionately and calmly, will convince the most skeptical mind upon the opposition its ability to do less, and one which if touched upon at any association, must be handled with the greatest care and discretion, so it will inevitably meet and bring general disaster upon the organized advertiser.

Associations do not see the plain reality, for there have been several which have endeavored to stabilize existing laws, and one which if touched upon now places, have always been opposed upon the so-called "close association" plan; that is, they admit its membership only one member from any one town or city. Advertisers and middlemen are thus notified that they must purchase members of the association only.

It so happens, however, that advertisers are very much like bill posters, in that they are honest, and therefore prone to see. At any rate, if the opposition offers inducements in the way of lower rates, the advertiser frequently gives him all, or at least the greater portion of his business. Sometimes he does so only because he has been told that such is so; sometimes it may be because the association member is a very old and distinguished man, while his opponent is a good fellow. The result is such the more in any event, the paper is placed in the advertiser's power.

The most serious in the part of the association is an attempt to force or compel the advertiser to go outside his judgment. He is notified that he must purchase each bill poster in the association name, and come to the business in the manner which has seemed to him most expedient and wise.

Does he agree, or in the case of some large cities like New York and the California, Big Liver Company, that the largest (and doubtless, dependable and an American member) is actually invited?

And what is the result? Failure! always and inevitably failure! For while there are "some bill posters who will obey a boycott rather than continue to

prohibit, there are others who are undoubtedly opposed to it on principle, and a large percentage who ignore the order from a total lack of principle. This has always been the history of boycotts, and it stays will be. They have been used effectively to threaten in some instances, but in actual practice they have always failed.

Even granting, merely for the sake of argument, that one could be successfully organized and controlled, what would the outcome be? Surely, if the advertiser (against whom it was directed) had any slight objection, if he possessed a single spark of manhood, he would ever justify a bill poster again. Other advertisers—and they are in a large—though not to be compared with the bulk, would themselves claim all of his patronage.

It will be seen, therefore, that the "close association" not only fails of its end, but is entirely impractical and injurious to the best interests of the bill poster, to advertise its members without recognizing the advertiser, and it can not assign the advertiser without curtailing the bill-poster business. It is naturally follows, furthermore, that the bill poster who joins an association with the idea that he thereby secures immunity from opposition, is in the days of designing and unscrupulous universal war promoters, protection that he can not give.

When Stahlbrock was forming the Associated Bill Posters' Association, this intention was his chief stock in trade, and bill posters everywhere eagerly exchanged their cash for his gross goods certificate and faceted security.

It was long believed it was all they ever got for the Associated Bill Posters' Association has never benefited any one except Stahlbrock, a Stahlbrock. He is in New York. He was his fifty well established, for it seems that he has already communicated to "grind" in the matter of price, and he would never decrease existing laws, but was accused of his position.

He has never achieved the real object of his ambition, the restrictive control of all middlemen's privileges. Given the combination and support of designing bill posters and the total dereliction of his deluded adherents can not secure that for him, and it is a blessing in bill posters that it is so, for they could not possibly have delivered themselves into the power of a more merciless and unscrupulous tyrant.

Middlemen will have six members at the J. K. F. A. convention, all pledged for Lincoln.

THE AD-SMITH'S IDEA APPLIED TO POSTERS.

BY JIM W. BUCK.

The ad-smith is a comparatively new institution, but the best of him has come to step. Some years ago ad-smiths advertising was as dreary as ordinary trade-journal advertising is to-day. The ad-smiths, and they said that nothing was so important as to get the advertiser's name on the advertiser's name to find it out. The ad-smith has come with a flourish and has changed much of this, and as a result some of the newspaper advertising men, and men newspaper men.

Stegall, Cooper & Co., of Chicago, and Advertising Dept., of New York, and Wasserman, of Philadelphia, are a different advertisement every time they issue an advertisement in a newspaper; and every ad hangs back in one several times over within forty-eight hours, and the portion of the ad that do not pay we know very early in the day, and the return are carefully looked for.

The ordinary man here finds it even easier. "Oh, yes, these department takes care everything, and on all a lot of things before me in one a crowd!" Well, I will leave the department strong then, because life is too short to continue some people that they make a profit on every article they sell, and they look at figures, feet & Co. They have a thoroughly legitimate clothing store, and they are a small set, and a new one every day; and they know before bedtime every night whether that day's ad paid or not.

The Columbia People is a good advertiser, and an man account Chicago Pope of selling at a loss; the Columbia newspaper advertising is seldom correct. I don't remember of seeing the same ad twice this year, unless in different publications.

It is preferable to adopt some plan in bill-posting. Will the return justify the expense of getting up a new poster every week, or twice a week, or every other day? Old newspaper advertisers claimed that they could not pay to pay a year for new ads, so any notion of the added expense of getting the new ads in type, but they don't see, it would cost a good deal of money to get up a new poster every week or oftener, and the bill posters would not even pay for the extra work. For if it has

paid so extensively in newspapers, why shouldn't it with posters? If I had a notice and needed another, I think I'd try it.

Mr. Campbell's paper, the so-called "official organ," his whole is really is merely the avowal of Stahlbrock, Campbell & Co. comes out with such scolding words. It would not surprise a lot of the knowing ones if it failed to appear entirely on its former date, for despite the heavy show of postage which it makes, it is only a bill. It is whispered that the advertiser, who makes his relations possible, are not that the Riverside Press is Publishing Company of Milwaukee is true; that the A. E. F. A. is true; that Campbell is living in fact everybody connected with it is dead except Milwaukee, and even he is a sign of his long sleep since that or certainly, especially since Campbell has cut a few fellows in the editorial position.

The meeting of the Inter-State Bill Posters' Protective Association, which took place at Chicago, Ill., on July 23-25, next, promises to be the largest gathering of bill posters that has ever occurred in the history of the craft. No one who is not so close touch with the movement can form any idea of the real and intense excitement which pervades the new organization. Over one hundred members have voluntarily pledged themselves in ahead.

When printing houses can afford to keep traveling soldiers on the road at great expense the year around, it is going wrong that the bill poster can not probably afford his local trade. He has no expense in the matter of returned bills; no hotel bills, none of the sort, and one individual expresses that the traveling soldier is needed, and he does have the same convenience and the added inducement of the profit on the bill-posting. He is not only willing to go to poster, they are not wrong. This, combined with the fact that the physical poster now issued by the leading poster printers are so apt and stable, makes the task an easy and exciting one.

Harry Hanson will be elected president of the Iowa State, and Clarence E. Eason will be selected secretary.

"No combination for Stahlbrock" is the slogan of a large and ever-growing fraction of the Inter-State Association.



Phil W. Oliver's Son. A sample of the kind they have in Findlay, Ohio.



THEY STAYED—'Till just a few weeks ago they had been in the hot seat in England to boot.

We skip the following from *Art in Advertising*, which since we returned the field has inaugurated a very creditable department devoted to cartoons, pointed headlines and special signs.

This item "would" send by the English to suggest that "the billboards" are in a very unbecoming way, and so do not see it as an object lesson. In its composition and execution; more unbecoming and less artistic than we see in our own. We often find ourselves amazed at a low level of expression in a fully comprehensible sign. "Billboard" means always bill, because in the other part but does not include painted signs. "Billboards" implies, more especially, as we understand it, to attract attention, and to be properly used in that connection. "Billboards" is not advertising, our signs for the day are not above them, and the sign is not content. Thus we have "boards," "boards," and all the rest, but they do not serve the purpose of "billboards" done. For our part, we say, let us adopt the word "billboards." We shall in these columns.

The same journal also mentions that S. C. Campbell is a candidate for reelection as president of the A. R. F. P. In this connection, it is thought that some creditable opposition exists in certain quarters, and is growing. *Art in Advertising* is quite correct. Mr. Campbell's name has almost no chance as a successful bid.

The Inter-State convention at Chicago, July 11-13, will be a thoroughly representative gathering. Mr. Green, of Boston & Green, San Francisco; Messrs. Wood & Knox, of Providence; E. L. W. F. F. B. Smith, of Anderson, S. C.; Albert Weber, of New Orleans; F. G. Stant, of St. Louis; Spaulding & Cooper, of Boise City, Ida.—in fact the East, West, North and South will all be fully represented. The bill posters from the several towns will be out in force and will be made welcome. Poster prizes, advertising agents and prominent advertisers will also be present in large numbers.

All is not harmony in the ranks of the gang which supports the A. R. F. P. Campbell has warmed up to Gads, and Stokholm views the candidacy thus re-established with marked disfavor. It is said that Carroll does not love Stokholm like he used to.

J. M. Elisha, of Terre Haute, was a real business card, good for two columns. It represents a short-board bill.

E. E. Thomas, the only bill poster at Belleville, Ill., an enthusiastic member of the Inter State Bill Posters Association, and this organization even speak of his growth and prosperity in his individualistic efforts.

The temple at St. Louis played hook with the Inter State Bill Posters Company lately, but they have them all up again and in better condition than ever.

There will be two conventions in July—that is to say two conventions of bill posters. One of them may or may not be fairly attended, the other is certain to be very largely attended. This latter will meet at Chicago July 25.



Bill Posters' Union—'Till they'd get us 500,000,000,000, 1,000,000,000,000 and billion checks and checks back to us then.

John J. Dinch, the leading bill poster at Corvallis, has Star Sign, Fish Sign, Smoking & Co's "Association," Lady Carter, Concrete Hopper, and a host of other papers on his boards for this month. He has just added several new stands to his already large list of good locations. Besides a number of other good stands about town. The report that he had gone out of the business is not true. He will keep on hauling just the same as he has in the past seven years.

Torn by cyclonic winds and dissipation, loaded down with indelible, striped of Canada, Minnesota, Wisconsin, Illinois and Kentucky, the very splendid opposition, the Associated Bill Posters Association is in a most pitiable plight. This is what our gang has done for it, and this is what Gen. General and the Editorial will have to justify. Their task is not an easy one, for they will be entirely handicapped by the stupidity and indifference of the members in the several towns. There have been duped so often in the past by the false and stirring promises and insinuations of the gang that they view with distrust any and all persons or places that have to do with the A. R. F. P. in any manner whatever.

The public responds to genius as easily and justly as the report of a gas follows the discharge of a bullet.

COL. ALBERT WEAVER.

On page 5 we present a condensed portrait of Col. Albert Weber, the well-known city bill poster and distributor of New Orleans. It was first published on July 9, 1895, and to the honor of Webster and Colburn. Mr. Weber: His parents were born in Alsace, Germany, and were married in that place. They came to the United States in 1848, settling in New Orleans, where Mr. Weber established himself in the grocery business. He holding a good and profitable trade, which continued up to the time of his death.

Albert Weber in his youth was of a wild disposition and could not break the routine of his school. His own early life and work away, thus depriving himself of the advantages of a good education. Despite his present disposition to attend school he was of a very studious disposition, and sought every opportunity to store his brain with useful knowledge. At eight years of age he was selling newspapers on the street and making a livelihood for himself, and at thirteen he had acquired considerable experience by reason of his unusual largeness and shrewd business genius. When first he was employed by a firm in bill posting and the distributing of newspapers, being at the time the youngest person in America employed as that man. This posty gained for him a creditable reputation for his business talents from the Atlantic to the Pacific. He is considered to be the most expert in the art of advertising in the United States, and speaks English, German and French with great fluency. He is a good believer in the most and highest education, and a prominent member thereof, he being in an office.



Mr. S. H. Barrett—'Wouldn't you want a mortgage? It would be a fine idea over your own. It's all the same as the bank bill, but we'll let it be.' (repeated in his own words)

of financial acumen; he is Post-Director of Columbia Lodge No. 256, K. of G. of St. Paul, Archon of Commerce of the Grand Order of Bismarck Grove; Vice and member Alpha Lodge No. 29, P. O. of St. Paul; member Knickerbocker Lodge No. 26, K. of G. of St. Paul; member Delta No. 1, P. O. of St. Paul; member Crescent Lodge No. 23, A. O. U. W. also member Order Diamond No. 2, and member Phoenix Confederate Chapter, Company A, Post-Postmaster Postoffice Order No. 1, U. S. K. of G. and Colonel Tyler was appointed Adjutant General on staff of Gen. S. H. Hays, of Louisiana, and then transferred to California, where he relinquished Mutual Spanish and American Associations, and the finest organization in New Orleans. Mr. Weber took excellent care of his widowed mother up to the time of her death, three years ago, when he placed the funds of the bequest.

FROM NEW YORK CITY.

New York, June 28th, 1898.
Billie Buchanan Advertising.

Dear Sir—In referring to my office this morning I am at a disadvantage in that I have your communication of June 27th regarding my advertisement. I had very much to do, but by taking up some business I was enabled to be on the spot at the time of the meeting. I am glad to hear that you are being induced by such method and will have to go on to visit A. Green, of San Francisco, Cal., at the end of the month. I am glad to hear that you are being induced by such method and will have to go on to visit A. Green, of San Francisco, Cal., at the end of the month. I am glad to hear that you are being induced by such method and will have to go on to visit A. Green, of San Francisco, Cal., at the end of the month.

I should very much like to accept the good favor of the Inter-State Association, if my health would allow, but my physician has given me positive orders to take no active part in business for the present, and in this regard I am trying to obey his orders as much as I can.

Whenever possible the editor of published matter will give the assistance necessary to make the Inter-State Association in the United States, giving entire attention to the advertisement, and thereby saving the advertiser's expense.

By using the Inter-State publicity, will give notice, and will be considered in all the other cases of advertising mentioned. With the exception of the board included in the advertisement, I am glad to hear that the Inter-State Association has been very successful in the past year in securing the assistance of the advertisers, by giving good, sound and satisfactory results. I am glad to hear that the energy of its members in bringing about such a result.

Whenever I am in an office, I am glad to hear that the energy of its members in bringing about such a result. I am glad to hear that the energy of its members in bringing about such a result. I am glad to hear that the energy of its members in bringing about such a result.

In closing, I wish to thank Buchanan Advertising for the good they have done in promoting the rights of advertisement and bill posters in advertising to secure good, sound and satisfactory results. I am glad to hear that the energy of its members in bringing about such a result. I am glad to hear that the energy of its members in bringing about such a result.

Yours truly,
Albert Weaver.

at Deane Street, and at No. 121st Street.



W. B. Carroll—'I want you to look up my name and see if you can't get it.' (repeated in his own words)

Letters to the Editor.

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

I would like to see mentioned in the answer to Mr. TAYLOR's very interesting letter in the issue of the 12th inst. that I wish to be left out of all the bills that are introduced in the House. I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House. I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House. I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House. I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, S. B. & C. H. ...

Popular Health, June, 1896, Great Street, Boston.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

Might Hurt the Sign Business.

Some years ago, while I was heading for the E. J. Conover Co., that firm took a notion to knock out a bill poster in St. Louis. At that time they had a large number of bill posters in the hands of the Lewis, and they abandoned them, and closed up most of the locations occupied by the bill poster, and had a party to enter the bill poster business.

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

... I believe that what I have heard that Mr. Taylor has promised you when he said he would not be left out of a bill is that he would not be left out of a bill that is introduced in the House.

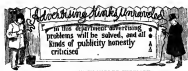
Yours, ...

Chicago, July 20, 1896.

Editor WILLIAM BURNHAM:

W. E. Barrett, of Cambridge, N. Y., is sending some large new boards to that city.

W. E. Barrett.



Conducted by W. CHANDLER STEWART.

OFFICIAL OFFICE—All notices and correspondence intended for this department should be sent to W. Chandler Stewart, 215 West Avenue, Philadelphia.

HONEST DISTRIBUTION.

A correspondent wants to know how he should go about it to ascertain if his circular distribution is really putting his literature out to the masses in which he has directed. Since I have been conducting this department for BILLBOARD ADVERTISING, the number of letters I have received asking how to distribute his literature out to the masses in which he has directed. Since I have been conducting this department for BILLBOARD ADVERTISING, the number of letters I have received asking how to distribute his literature out to the masses in which he has directed. Since I have been conducting this department for BILLBOARD ADVERTISING, the number of letters I have received asking how to distribute his literature out to the masses in which he has directed.

Of course, the newspapers are very hard on distributors, and they never allow the opportunity to unfold a hearing tale to be for some fifty thousand. Circulars were found in some more extreme. Thus the *Frederick Post* has been dumping the distributor very hard. Of course, all this adverse publicity is not calculated to be an insular advertising; yet it is a proven fact that circulars, when properly placed, are one of the best and most economical business builders we have.

The advertiser should remember that the newspaper and journals that run down circular advertising, have their own skin to fly, and that the less money spent in circulars and distribution, the more there will be left for the publisher and the newspaper advertising agencies.

Then, on the average advertiser is so abashed at sight as to trust his circulars, which very probably cost considerable to print, to inexperienced and unreliable boys for distribution. The golden rule in circular advertising is: Don't entrust the creature to your own boy for distribution; but have them carefully distributed by a professional distributor, and use judgment and care as to what territories are to be covered.

The professional distributor is depending on such work for a living, and it is to his advantage, if only for his business, to give you the proper service; while on the other hand an office boy is credulous at the best of times—more when you have him right under your eye—and he will be very apt to hide your literature under a pile of lumber, and then go off and play him ball with other office boys who are so opposed to his distributing business because for their respective employers.

Now, to answer my correspondent's question, would any that in my way of thinking all distributed matter should be followed up by canvassers who should cover each district listed about a week after the circulars have been put out. The salesman will not only be in a position to know if the people have received

his literature, but he will find his hand never getting much easier than if he had not sent them posted for him.

CIRCULAR POSTAGE.

"Should circulars be mailed on first or third class matter?" is the question that is troubling the mind of one of my friends. Circulars sent out under letter postage are somewhat of a "sell," the recipient has a hard feeling for you before he reads your advertisement, or you stand a poor chance of making a favorable impression.

There is no so very much truth in all this talk about circulars being thrown in the waste basket unread. Of course, it is something that the receiver could have no possible use for, he is going to throw your circular away without giving it a second glance. But if he would see the same in a newspaper or magazine, the result would be the same. He would never give it a moment's thought if it was something foreign to his taste or taste. But, on the other hand, if a man receives a circular of some article he takes an interest in, if the advertisement is well and attractively printed, he is going to read it, and get it into his future consideration.

If your circular will write, neatly printed, and interesting, a man ought to be sufficient to carry it right into the pocket book of the recipient.

CIRCULAR ADVERTISING.

There are too many now sighted window displays. It is seldom that one sees a store window so clean with the few a newspaper and street advertising. The street cut and newspapers are full of John Smith's grand reduction sale of women's pants. Another store, while his window contains a display of women's smart Oxford tops.

It's a little common sense on these matters that makes advertising pay to its full limit. If John Smith's window had been full of these all smart shoes that he advertised in the morning paper, many a man, in passing on his way to business, would have had his attention called back to that ad he usually glanced in at Smith's window display, for there would be a large sign in the center of the display with the identical heading that started off his window display, and would that sign would be grouped the very thing he read about that morning in the paper. The law of association would have been carried out, and many a pair

of these patent leathers would have been earned out of Smith's store.

To make the grand total of advertising success, even the slightest detail should be carefully watched. May these above newspaper announcements be well planned, grammatically correct, and beautifully arranged, display signs to draw above others that would make a Boston monkey shudder.

"See men and who sold by the glass," shows at once from the window of a well known confectioner; yet the proprietor of this lighthouse would give every cent to the proprietor of a booklet.

One of Philadelphia's largest department stores, a store whose clerical work is displayed this sign in the midst of a window full of women's shoes: "Women, while they last, \$1.25."

ADVERTISE THAT PAY.

A man should be very careful how he says, "This ad is bad," "This ad could never pay," etc. The ad that looks so bad, doing but good, is often a good advertiser to his owner. Lots of good advertising never sees the light of printer's ink, because some advertising "advertising expert" has pronounced the poor or copy. To make it all the worse, these self-elected critics do not practice their own advice. They say "spoons," but say "spoons" before to see that an ad is as they say; five dollars, please."

I know of a man in post whose one of these knowledgeable objections to the *Thompson's Co's* new women magazine ad—ad, it was so good; could never sell a copy; except that he was not leaving his remarks on theory, but was pointing from actual experience. The ad in question was written by Mr. Brewster, the able ad man of the *Investigator Co.* was the most successful ad they had ever had for some months, and resulted in the direct sale of hundreds of their carpet sweepers.

All these remarks are called forth by the fact that I, H. L. Wain, to know if this is a good ad:

Everything for the bath at Evans's.—wouldn't you like to see 'em together?

Wain and Smith, 117 West Fifth.

Personally, I think it a very *just* ad—

an ad that would make a Boston postcard cover off reading like altogether, and make the average reader wonder whether you were supposed to stand in one's nose in the entrance of Adams established by both republics, or only an elaborate collection of sales articles.

Yet, with all its faults, perhaps this advertisement is a valuable thing to first advertising parties. If it paid in actual dollars and cents, it was a good ad—more if the expert says so.

NEWPORT NEWS.

Business very good. Jas. J. Ward has just finished discharging a large shipment from C. I. Hough & Co. They are now well pleased with his work.

Mr. J. E. Van Gorder, representing the Dr. Miles Medical Company, was here May 23rd and 24th. Made friendly contacts with him to distribute in the city and vicinity. The company intends to do some extensive advertising here this summer.

Mr. Charles T. Richard, the Virginia State agent for the Republic Tobacco Company, of Winston, N. C., arrived here May 28th, accompanied by Mr. Paul A. Richard, the company's high and influential sales agent. They had just arrived from the R. J. E. Tobacco. Both William H. Bennett—cashier put matters first high when he had his walking legs on, and was a glowing admirer of our bill advertising matter of R. J. E. Tobacco.

Mr. Orison, representing the Coto Cola Company, was here May 31st. Made arrangements with him for three hundred sheets.

All our stands are covered with local work and some of Rowen's Iron Station.

POSTER ADVERTISING.

Several posters are being posted advertising and some for the railroad and one for the city. It would be interesting to know what advertisers think of this sample which is set, and whether it does more than other one. It is certainly about the volume of newspaper advertising in the city. The old plan of the tin, in hanging the tin "tin" in the store, from January or December, has given place to this. It is the only form of poster advertising which is so common in the city. It is the only form of poster advertising which is so common in the city. It is the only form of poster advertising which is so common in the city.

Charles E. Emery will be exceptionally be interested secretary of the latter State.

A PRETTY PICTURE

is a great help to any prints, or other form of advertisement. I have thousands of photographs, sketches and drawings, it is used in adding to the attractiveness of your poster work.

I display prints in any city in the Union at 10¢ poster's lowest rate.



107 W. 25th St., New York.

Long-Distance Telephone Connections.





Boston Budget.

The Boston Job Print, the poster plant owned by the late John Boston, is raising, making money and will not be closed, but will be controlled by Messrs. Haskell and the officers of the outside are straightforward.

As rapid in the wind now whirling round the State that to keep pace with it Boston is to have a bicycle slide. It will be called All-the-Go, and sell for one cent a day.

If a little boy hadn't been knocked down by a bicycle last week, only a few papers would have known that there was such a thing in Boston as a woman age poster. When this new woman heard that her falling had been killed—while happily was an advertisement—she drove from her workshop in the street, had apron splashed with colors and several pale ladies protruding from her hair, and so her calling became known.

The Cape List Company, 125 Hampden Street, Boston, are having a man with powdered paper designed, said to be the largest one ever put out advertising here. It is large, and will be finished due to retails. Bill posters in every city should send to them the name of their most advertising station.

Kate B. Griswold is making a go of *Practical Advertising*, and unlike other papers devoted to publicity, she has a kindly looking toward bill posting and strongly advises her to general advertising.

—GERALD DEXTER

Patents process profitable publicity.

Although Messrs. Campbell & Stahl both have found it a comparatively easy matter to dominate the A. B. P. A. by buying and manufacturing the members of that organization, their attempt to make BILLBOARD ADVERTISING revolve in legal forms, *discontinue and defeat*.

The loss here of *Let Miller de Folcler's* without doubt the finest name that this poster publication has ever met one. Five superb posters, all in colors, and all splendid, had been turned up to the standard of American production are produced. Send inquiries to Syracuse, Clark, Box 2875, New York, N. Y.

Occur *Hummingbird* has discharged all its bill posters, and published all its contracts for billboards. He says: "I propose to return to the experiment of advertising *Clyde* only through the regular services of the newspapers." The experiment won't last long.

Messrs. Ross & Long, of Scranton, have started a very large billboard on the recent list advertising E. D. Edwards' store in Olyphant, Pa.

E. H. T. Miller, of Rochester, N. Y., and his assistant, O. E. Rogers, of Waverly, O., representing E. C. Wells & Co., of Le Roy, N. Y., a wholesale medicine company, were arrested at Indianapolis, Ind., May 29, at the instance of W. S. Barlow, city bill poster, for distributing advertising matter without a license. The case was tried next day before Mayor Buckley and they were discharged. They had prepared to fight the case through all the courts, in case they had been fined.

All roads lead in Chicago. The Interstate convention takes place at the Lakeside Hotel, Chicago, Ill., July 21-23.

G. P. Walker, of Fargo, N. D., has a great line of boards and suggests the reputation of having a real good fellow.

From Indianapolis.

The conflict work and general satisfaction goes his money posters by the Empire Bill Posting Company is fast increasing its popularity. That the company is able to handle successfully the largest quantities on the road was fully demonstrated by the billing of the Buffalo Bill Wild West show. The "Empire" billed exclusively this great show, and money went to the companies transferred for the great showing made. All the large travel exhibitions visiting here come by the above-mentioned company, and will be billed by no other. It does not take managers long to show appreciation of honest work and straight, upright business principles.

A rumor to the effect that Alex. Harlow had secured control of the only available drive lot in Indianapolis obtained confirmation credence during the early part of June. Harlow's idea was of course to form the Harlow & Bailey, Buffalo Bill and Panograph Bill posters to promote the Indianapolis Bill Posting Company, of which he is manager, and which said shows have steadily refused to do for several years.



D. S. Ellis, Advertisement Artist, Wolf City, Texas.

Geo. Cantor, for thirty years city bill poster of Syracuse, N. Y., has embarked in the show business. In partnership with Henry Moore he is about to put out Henry E. Cantor's greatest Uncle Tom's Cabin show on earth. Mr. Cantor is also prominently mentioned as a candidate for vice-president of the A. B. P. A.

Geo. Knox, of Meadville, Pa., like Henry Tynes, of Springfield, O., would like to see the late-time and the A. B. P. A. consolidate.

Just sent in an attempt of *Harlow's* to make them in southern cases. It seems, however, that the arrangement with Henry Moore, the Big Four Railroad, who own the lot, say that the deal is not yet made, and great pressure is being brought to bear upon the railroad officials by showmen to prevent its being consummated.

Geo. W. Vauzwick has distributed twenty-two thousand circulars for the Dr. Chase Company, Philadelphia; 1,200 books for the National Publishing Com-

pany, "Metropolitan Publisher," New York City; 10,000 samples "Pala Pills," and delivered 100,000 copies packages for the Dr. Wilson Medical Company, Chicago, Ind., and so on busily getting new posters. Their work includes then, Illinois Central, Via Congo Park and Rome, Illinois, Brown-Kirk, New's Best News, Colgate's Cream, Coca-Cola, Meers-Kaple and General Arthur signs are the posters that are now on the boards here. Business very good with the bill posters, as usual in distributors.

From Wilmington.

George B. Smith, of Wilmington, Pa., has been advertising the past month for the Adams & Westlake Company of Chicago, makers of the Atlanta Bicycle. They use a fine streamer sheet. Also done the signs for the *Essex* Company, a revival of twenty-eight-boards for Lippert & Myers. They have held space sheet last November. Also a renewal of six hundred reamers; five hundred signs for the *Essex* Company, a revival of twenty-eight-boards for Lippert & Myers. They have held space sheet last November. Also a renewal of six hundred reamers; five hundred signs for the *Essex* Company, a revival of twenty-eight-boards for Lippert & Myers.

Dr. Sims, our leading dentist, is trying bill posters, and has thousands of boards. The press of the *Des Moines Lithographing Company* have the third annual of paper from the Van Camp Packing Company.

John Robinson and Frankie Ross came billed the city heavy for June 4, and several papers away at night performance.

Have just received a fine 120 feet board at Newberry, a suburb of this city.

The "Red" of Chicago has abandoned the boards as fast yet, largely, they claim, on account of the dissemination and uncommercial methods of E. C. Campbell.

A circular on lead posters to be opened in Trypka, and an advertiser is now being prepared to prohibit the posting of such pictures on the billboards. The advertiser is named at posters which also picture the human figure with but little display. The *Social Party League* is behind the movement.

T. S. Rowley, of Gettysburg, Pa., has one of the best bills for large advertising in the country. The prospects for that territory are very bright, big steps and plenty of money. Mr. Rowley is a thoroughly reliable bill poster.

Posters—you see them everywhere all the time.

Every bill poster should have on hand several reams of colored and heavy colored paper, cut in strips 12x18 inches, and use it wisely. No uncommercial posters. It will please your customer and make you easy for.

W. E. Russell, the bill poster at Ardmore, Ind. Ter., is one of the competitors in the N. O. poster contest.

The poster is growing more and more popular with publishers, especially with publishers of daily newspapers and magazines. It reaches all sorts and conditions of people, in fact, all the masses.

Billboard Advertising

WHOLESALE CONTRACTORS
OF THE TRIPLE SIXES, CHICAGO, ILL., U. S. A.

BY

BILLBOARD ADVERTISING CO.,
JAMES H. HENDRICKS, Manager.

Subsidiaries, 125 FIFTH ST., ST. LOUIS, MO.
125 WEST WABASH ST., CHICAGO, ILL.

ADVERTISING MATTER.

Advertisements will be published at the best rates on all first-class bill posts, signs, etc., with the exception of the elevated stations, where special rates prevail. Our business is cash.

Special advertising is sold in London at Lord's, Whitehall, St. Charles, St. Paul, and at all other places in England, Scotland, and the Continent. Also, in Paris, Lyons, Bordeaux, Marseilles, and all other places in France. In New York, Philadelphia, and all other places in the United States. The lowest rates are given for the longest periods of advertising.

It is necessary to take up the advertising bill early for advertisements, giving notice on the matter of the bill, and to pay the bill as it becomes due.

Address at St. Louis, Mo., James H. Hendricks, Manager, Billboard Advertising Co., 125 West Wabash St., St. Louis, Mo.

JULY 1, 1896.

Does not our bill posters deserve both different opinions as to what should constitute an ideal association of bill posters. There is one point, however, on which it would seem that they should agree unanimously. We refer to the object of such an association—namely, its price object.

This should cover the bill development and upholding of the business of bill posting; or, in other words, the popularity of the poster.

This principle should be the foundation upon which all the members of the alliance of organizations is based. Every clause in the constitution, every rule and by-law of the association should be framed with this object in view. No association can be really great or beneficial until this aim is recognized and adopted.

It is needless to believe that such an association would not be a "cheap" association; in fact, in this respect it would derive a degree of efficiency which a "cheap" association could never hope to attain, for in time it would embrace all bill posters of all worth and recognized standing, and having achieved these all, it could prove them all. The only obstacle remaining opposition would be advanced to the members, and those controlling exclusive franchises would enjoy practical immunity from competition upon their domain, for the authority of such an association would be with equal absolute.

A bill poster who could not obtain membership in such an organization would be an alien and an outcast. He would be regarded by advertisers with suspicion and distrust, and would soon come to be as an outcast.

The three-day Bill Posters' Protective Association is founded on these lines and though at yet only in its infancy, its wonderful growth and popularity demonstrate convincingly that bill posters as a general believe that the right one has finally been found. They believe that there must be some good and sufficient reason for the resistance on the part of advertisers to adopt the boards. They agree, and rightly so, that as other methods are so potent, powerful and economical as the poster, and that therefore the old association be generally recognized.

The old association has had ample time and opportunity to prove its value as a means to effect this end, and has failed, consequently they are anxious to give the new organization an opportunity.

At this writing 122 bill posters have written us, stating as the result of their intention of attending the Chicago convention, and this number will probably be augmented considerably by the time the convention commences.

It is difficult to predict just what the result of the Amended Bill Posters' convention will be. Within there is no denying the strength of the Leland, and their dissent with the manner in which the Association is now conducted, there is a probability that they will not matter their full strength at the meeting. They are strongly disposed to choose the fight, and go over bodily to the interests, and this will render the movement naturally. To effect this, however, the gang will suffer a corresponding falling off in their supporters, who, fearing a self movement will be led on the scene in attendance to meet the huge and growing indications of the organization, will also be missing. It seems impossible for the two factions to avoid a clash, but the outcome is either event certain but little known.

An earnest effort will be made to organize the International Association of Distributors, at Chicago. It is to be hoped that it will meet with success.

There is a wonderful field and opportunity for this form of publicity, but it needs to be fostered and developed. This can never be accomplished without associated effort and united action. Many existing abuses must be corrected—and they must be corrected by those now engaged in the business.

It is high time they acted and agreed upon some general plan to this end. Distributing is needed in importance only to bill posting, and the wonder is that it has not long since reached more attention.

OFFICIAL CALL.

Chicago, July 24, 1896.

To the officers and members of the International Bill Posters' Protective Association, and to the President and Advertising Committee.

GREETING—

I respectfully advise you herewith that the second annual convention of the International Bill Posters' Protective Association will take place at the Leland Hotel, Chicago, Ill., July 21, 22 and 23, 1896. The meeting promises to be thoroughly representative and also will be held in the largest gathering of bill posters that has ever assembled in this or any other country. On this account, much weight, influence and authority will attach to the findings of the convention, and it is to be hoped that all members will report promptly at 10.30 A. M., Tuesday, July 21, when the preliminary session will be held to order, and arrange to start for the meeting afternoon Thursday evening, July 22.

Moreover, advertising agents and poster printers, are cordially invited to attend and see and assist herewith that there will be an executive or state chamber session, even which they will be established. On the contrary, no manner will be discussed or adopted which will not bear the brightest light of day and the most free and open discussion. Furthermore, visitors may rely upon being received with the utmost courtesy and hospitality.

Business of the utmost importance to the craft at large, will be transacted.

Respectfully,

F. F. SCHNEIDER, President,
CLARENCE H. LINDEN, Sec'y,
W. W. WILSON, Treas'r.

American posters are the best posted in all the world. Some few cracks and crannies in the wall of China in France, and scarcely in England; but America has Am. Cassidy, Henry Ogden, Dan Smith, Gus Hamilton, Harry Johnson, Al Moore, and a half a dozen others, any one of whom turns head and shoulders above any living foreign artist.

The most valuable incentive to any retailer in any town is his own front and window. It is needless to add that they should always be live advertisements.

George Chesley, doing sign making for the James Fife Posters Co., was arrested in Asheville, North Carolina, last week and fined \$10, which amount was increased by \$1, lawyer's fees, for posting the city without a license. Chesley claimed that "posting" was not posting but failed to convince the authorities.

To allow the deficit created by the gang to remain longer unprovided for, will amount to practical repudiation. The funding indebtedness of the A. B. P. A. is huge and imposing. Many of their obligations are long since past due. Will they pay or repudiate?

CHICAGO.

THE LELAND HOUSE.

Inter-State Bill Posters' Convention
July 21, 22 and 23.

"All made last night."—It is intimated that this phrase was coined by some modest dainties of the Windy City, but just at this time there is no doubt in the writer's mind as to how far it has been concerned. Throughout the length and breadth of the land the eyes of the halcyons of the beach are turned towards the future metropolis of the nation, and at 7 o'clock P. M., on Tuesday, July 21, when President Schneider, with great to head from the convention, he will look out upon the largest gathering of bill posters that has ever come together in the history of the craft.

Never before has so much interest, so much aid, excitement and enthusiasm been manifested in a convention as has attended on this occasion. It does seem as if every member of the organization had pulled off his coat and worked for 72 hours, for the past month. On such a day as this a list of those bill posters who will be present. At this writing it comprises over one hundred names and every mail that reaches us augments the list.

Remember it and you will find that they are coming from far and near. The East, the West, the North and the South will all be represented. Large cities and small towns will both turn up in force, and besides bill posters, there will be milliners, advertising agents and many advertisers who are interested in bill posting.

The poster printers will see the same faces and taken altogether, the meeting is likely to prove not only the largest and most thoroughly representative on record but the most important ever held.

The Leland House is one of the best hotels in Chicago, splendidly located and ably conducted. It affords a special opportunity to the poster printers. Many of those who will be present are all visitors across hard accommodations at their winter's home. All reporters in regard to them should be addressed to the Chairman, Mr. P. F. Schneider, 30 W. Wabash St.

Special helpings of handsome designs have been prepared for delegates and members which will prove an immense aid in all places of amusement, and besides, all remaining over will fillily will enjoy a day's outing, replete with entertainment of varied nature including a ride on the lake and culminating in a big banquet in the evening.

Everybody attending is thereby covered of an enjoyable visit and a profitable affair.

REDUCED RATES.

All railroads out of Chicago will make a rate of one and one-third regular fare for the round trip to members and delegates attending the same later on starting at Chicago, July 21-23, 1896. When you pay your fare tell the ticket agent where you are going and get his receipt upon a first-class ticket which is guaranteed free of charge upon application.



HAND PAINTED POSTERS.
WHAT SHALL WE CALL THEM?

The many advanced signs we have of representing this unique and comparatively new commodity we think calls for a special name. Signs & Orms call them "billboard posters," which is rather a misnomer. "Hand Painted Posters" is lengthy and does not "sell it all." I offer the word "Photograph," which I think is simple, appropriate and expressive. Let us call them "Photographs."

One of the first things that strikes the eye on the levee in St. Louis is "Bottle and Flag, The Largest Firm of Good Tobacco Ever Sold for The States," etc. Placed in large letters on a background of blue or nearly all the elevators and business buildings yet standing until the general wreckage at that place, it stands as a monument to the enterprise and largeness of those extensive advertisers. While St. Louis people are so used to read advertisements, now it is impossible to help seeing them, and those who will in all probability sell Bottle and Flag long after St. Louis is straightened out of the chaos that now reigns, where prosperous business was once carried on.—*H. C. Sherrin in Printer's Job.*

We have been on the *Modern Sign Printer and Sign-Book* (New York), p. 63, E. Gooderson, Publisher, Newark, N. J., a book worthy of a prominent place in any sign shop.

AT IT AGAIN!

Just like schoolmaster, he has had to dig up again one of his "boys" caught

red-handed in falsifying the circulation statistics.

The *Signs Above*, of Covingtonville, Ind., headed in the *Billboard* in display type by *Printer's Job*, of May 13, and will kill posters and advertisers of this kind as the only profitable kind.

Twenty-four newspaper men caught in the last eight years, ten in the past year, and ten months more to hear from! Nothing said about those who were not caught. It seems the craft is rampant, lag, getting worse as they are getting older. Oh temps! Oh news! Oh B—!!

IF?
Any person notified by prejudice can be noticed by the columns of *Printer's Job*

The Day Advertising Company, of Dayton, Wash., in an official advertisement, says: "This is a mistake, a judgment and a lack of judgment."

A SHANTY-TOWN IDYL.



Shanties—the shantied signs, set for a morning's work—"Very good, my man; but let us take your work for a moment."
Shanties—who has placed a rock sign on Mrs. O'Rourke's door, while that lady was out—"Come in!"
(And the good looked on from above.)

FRUITS IN KANSAS.

A member of the *Travels* published in this journal before the city closed last night and about the time of the arrival of the *Travels* in Kansas, which presented the trouble from shanties mentioned in other parts of this journal. The trouble was made by Mrs. Richard Wade, who is in the city and Mrs. Van Glass. The matter was referred to a special commission—Special City Journal.

On July 2, T. H. Brown, of New York, National Editor of the *Travels* and Secretary C. H. Brown, and holding one measure preliminary to the national convention of his party that is to be held on the 10th of July in Chicago, July 10-12, includes. In addition, he was the great poster member of the firm of Hays & Co. will receive the national convention at the meeting conference, a position he is in correspondence and arrangements with qualified by Mr. Brown, Washington, D. C.

SPREADING OUT.

The Southern Bill Posting Co., with headquarters in this city is spreading out and now covers all the territory for a hundred miles or more around Knoxville, Manager E. C. Brown has just returned from Asheville, N. C., where he secured the billposting privileges of that city. He also secured the advertising for the theatre at that place.

This company stand leader in their line and now covers more territory than any other advertising company in the world and have brought wonderful changes in their line of advertising in this city and surrounding towns since their organization in 1880. Many hotels and partying places have been added since they by elegant billboards covered with imposing posters and large billboards displaying beautifully painted signs which now has our prominent streets, car lines and show-places and many more billboards have been made pleasing to the eye by safety advertising signs.—*Cherrill Tribune.*



Printer's—"By a few days more, I will convert this insignificant, safe sign into something more attractive." (Shades all.)
Advertiser—"A sign advertisement?" (You're a party!)
City of Shanty has entered the new door of the sign, and the post approached!
Printer—"You see, the female sign is always more...."

Job, a journal for advertisers published at 10 Spruce Street, New York, in the interests of The Geo. F. Essell Co., otherwise the American Newspaper Directory, is a July way called the "Little Schoolmaster," and had to become involved with the idea that he, the "Little Schoolmaster," is not constantly detecting the statements of his most interesting back, will say so, I will then try to be good and never say another word "sign it." The very "verdict of the Little Schoolmaster" is headed with death in the two issues of May 6 and 13.

In advertising, as in every other branch of business, there is no substitute for an actual, shrewd, thorough-going management.



"Working 15—(1917) 15—(1917) 15"



The General Admission Ticket.

One of the most important questions requiring a correct solution is the General Admission Ticket.

What style of a ticket shall it be? Where will it be had? What assurance is there that Operators will not be struck?

And on the question of tickets it may be said that a ticket which may give certain advantages to the possessor for a children's play, suitable, is likely to prove unsatisfactory to the secretary of a fair in the fair business it is necessary to have a ticket that can, first, be counted quickly, second, be sold quickly, and third, be a fair manager's need. He needs a ticket that he knows is correctly counted when he gets them.

The ordinary counter printer has not got the facilities for furnishing this kind of a ticket. To be sure we can print "Admission Good" etc. on any number of pieces of card board, but this is not what the fair manager needs. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

disappointment, which in such a case is inevitable. It appears to be the custom of most of the operators to use a certain style of ticket which is true that for five previous and about fifty years it was used for the several generations. This advantage is not only experienced by non-professionals who wish to a better understanding of the ticket, but also by the general public who wish to see that they are not a general display, it is hardly true that the ticket which is used is a ticket which is used, and thereby the past object of the society is shown. I would therefore recommend that all practitioners be made acquainted with the latest developments, and that each society offer a special premium for the general display by professionalists. In the days and gold standard money, I would recommend that a general premium be offered, which in the same amount, but not increased. I would reduce the first and second to \$1.00 each the third, I would make this change in the amount. Every premium received, by its cost to itself, shows and encourages the exhibitors, and they are the more apt which will be of service to the fair.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

reference to each contract making a successful arrangement, two hundred dollars per day will be awarded during the fair, and the profit will be one-half each day. The fair will continue to be highly successful and successful, and the profit will be one-half each day. The only bid will be open until July 1st.

THE GENERAL ADMISSION TICKET.

FAIR NOTES.

QUESTIONS AND ANSWERS.

In answer to the questions in the last issue of BILLBOARD ADVERTISING.

1. How do you arrange the glazier's Ticket problem?

2. Who ought to come into the gate first?

The following from the Lane Fair State will be of interest.

Editor BILLBOARD ADVERTISING,
CINCINNATI, OHIO.

Your issue of June has a subscription in your possession for the fair. It is a very good thing to see the best of the kind in the United States, and I am sure that you will be able to give them a very good one. I hope this letter will prove a decided success.

I will allow one operator and one ticket agent to sell tickets, but the operator will be the one to sell the tickets. The ticket agent will be the one to sell the tickets. The operator will be the one to sell the tickets. The ticket agent will be the one to sell the tickets.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.



The above one represents a ticket that cannot be returned. It is the standard style ticket, manufactured by the Globe Ticket Co. of Philadelphia, Pa.

These tickets come in rolls, each roll containing exactly 1,000 tickets, unaccountably numbered from 1 to 1,000, and so called that ticket number 1,000 runs off first, thus making the greatest possible accuracy and convenience in accounting for tickets. The roll of tickets revolves on a reel which is secured to the table or desk. They are a good thing. The old style of ticket means to be laid on the desk or out of desk.

The following is an extract from a paper written by F. A. Hart, secretary of the Great County (Wisconsin) Fair, on the subject of Premiums:

In the various contracts comprising the latter

It appears to be the custom of most of the operators to use a certain style of ticket which is true that for five previous and about fifty years it was used for the several generations. This advantage is not only experienced by non-professionals who wish to a better understanding of the ticket, but also by the general public who wish to see that they are not a general display, it is hardly true that the ticket which is used is a ticket which is used, and thereby the past object of the society is shown. I would therefore recommend that all practitioners be made acquainted with the latest developments, and that each society offer a special premium for the general display by professionalists. In the days and gold standard money, I would recommend that a general premium be offered, which in the same amount, but not increased. I would reduce the first and second to \$1.00 each the third, I would make this change in the amount. Every premium received, by its cost to itself, shows and encourages the exhibitors, and they are the more apt which will be of service to the fair.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

It is a mistake to suppose that the fair manager needs a ticket that he knows is correctly counted when he gets them. He needs a ticket that he knows is correctly counted when he gets them.

America's Foremost Death Defying
AERONAUTE.
LeROY SISTERS.
Justly styled the Daughters of Freedom of the Air



Now arranging dates with the leading
Parks, Summer Resorts, Fairs, Celebra-
tions, etc., for single and double
BALLOON ASCENSIONS,
Balloon Races, Sensational Night Ascen-
sions, etc. with Parachute Leaps. The
greatest drawing attraction in America,
next to baseball. We furnish everything
necessary, take all classes of weather and
provide and guarantee every ascension as per
contract. We have a credit of five years
experience in this line of printing. We locate and
performing address.

LeROY SISTERS.
BILLBOARD ADVERTISING, CHICAGO, ILL.

THE HUNDRETH ANNUAL FAIR OF
PEPIN CO. AGRICULTURAL SOCIETY
will be held on Grand View, Sept. 22, 23, 24 & 25
1896. We have the best fully equipped city
and suburban grounds, good accommodations
and food, and always make a success of it.
J. J. STAR, PAUL. J. J. WOODRICK, Secy.

SECRETARIES! If you want to make your Fair a
success, use Advertising Novelties.
Puzzles, Money, Duck Caps, Five
Crackers, Advertising Soap, Gun Labels, and a thousand and one things.
Send for prices and samples, quick. For addresses, John Gould McInnis,
Secretary, Interstate Fair, Trenton, N. J. Write him as to our goods.
He has used them for years.

Palmeris Novelty Adv. Co.,
BROOKLYN, N. Y.

Entry Books and Account Books
FOR
Fair Managers.

My Books Fit the Business. Pull out of the rut and ride on the rail.

The old system was good enough in Noah's day, but there
has been an idea or two since in this business since he was
secretary of The First County Fair.

Send for Sample Leaves. If you want to pay \$5.00 for a good thing.

Arthur Palmeris

Art's Entry Wis. State Fair. MADISON, WIS.

The Pickaway Breeders' Association Company.

State Fair and Races--Circleville, Ohio.
July 21, 22, 23, and 24, 1896.

E. E. ROBERTS, Pres't. E. S. SMITH, Treas. L. J. CRISBURY, Sec'y.
EXCELLENT RACES. LARGE PURSES.

PRIVILEGE RENTERS, Attention.
Fair of the **PRIVILEGE** Agricultural
Society occurs in **PRIVILEGE, Tenn.**
Sept. 16 to 17, 1896. Space 8 ft. in
depth, at \$1.00 per foot long. Fair
opens evenings. Write or come to
LUTHER L. ATWOOD,
Dept. of Exhbit, PITTSFIELD MASS.

A Great Fair Attraction.

Kemp Sisters

Hippodrome and Wild West,
Congress of Fancy and Rough Riders and Crack Shots.

G. P. KEMP,
Managing Proprietor,
Pittsford, Adams, N. Y.

PRIVILEGES
Parties desiring any of the
privileges of the exhibition August
23-27, 1896 will please write to
G. P. KEMP, Prop.
Pittsford, Adams, N. Y.

Stevens Point, Wis.
AUGUST 23-27, 1896.
For most special advantages. We visit the
fair daily, and have them throughout.
Geo. E. WETZ, Sec'y.

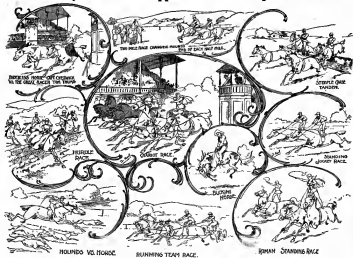
We make prices to suit the times. Are prepared to figure on the entire attractions for Fairs. Very close terms for Circuits.

AMERICAN AERONAUTICAL AND PARACHUTE ASSOCIATION.
OPEN AIR ATTRACTIONS OF ALL KINDS. BUILDERS OF HIGH GRADE
BALLOON PARAPHANALIA
THE FAMOUS AERONAUTS AND COMPLICATORS,
GRAVES-LINSON.
ON EARTH AT

Correspond with us, Address, Box 435, Keosauqua, Mo., and Post-Office,
Ohio. Or Geo. Linson, 566 Eastman Ave., 101 E. 14th St., New York.

THE GREATEST OF ALL SPECIAL ATTRACTIONS!

Cook's Royal Roman Hippodrome and Equine Paradox.



NOW BOOKING FOR THE FAIR SEASON OF 1896. FOR TIME AND TERMS, ADDRESS, JAY COOKE, Business Manager, PERU, IND.

The Great Hazzard Balloon Co.

Special Attractions and Features for Fairs.

Balloon Ascensions,
Parachute Drops,
Trapeze Performances,
Slide for Life,
Bicycle Acts,
Tight Rope Performances,
Tower Dive,
Cherist Races,
Roman Races.

Now booking the above for season of 1896. Satisfaction or no pay. Rules on order. Our artists are the choicest in their respective lines and are furnished with special posters and lithographs, which are furnished on application.

C. E. HANMER, Secretary,
CINCINNATI, O.



STILL AT THE FRONT.

WALTERS MERRY-GO-ROUND AND BALLOON ASSOCIATION.

THE CAREFUL AND RELIABLE ASSOCIATION.
Balloon Ascensions With Trapeze Performances and Parachute Drops.
Special Attractions for Fairs, Parks, Celebrations, etc.
Address, A. WALTERS, PINGREE, MO.

J. A. FULLER, City Bill Poster

Albert Lea, Minn.

6000 FEET OF BILLBOARDS.

SPECIAL ATTENTION TO COMMERCIAL WORK.

Look Here, Advertisers!

The Great LINCOLN, ILL., a small town, don't you? But she has over 11,000 inhabitants, and you who have never advertised here would do well to do so. I am the only Commercial Bill Poster in this town and no longer register more. Price, Bill Posting, 30 days, 5 cents per sheet. Dwellings Circulars, \$200 per 1,000. All bills lighted by night with electricity. Current all Fairs, Street Cars in the City. Terms liberal.

Chas. C. Maxwell

is my name.
Trav. of Inter State B. P. & O. U. S. and Can.

Special Notice: Advertisers, please send your copy to the City of Chicago.

LIST OF FAIRS.

This is a partial list of fairs... intended as a general reference... in any locality...

Copyright 1896. All rights reserved.

ARKANSAS

August, Arkansas State Fair Association Oct 1 to 4 Adams

CALIFORNIA

August, California State Fair Sept 1 to 10 Davis & San Jose

CONNECTICUT

August, Connecticut State Fair Sept 3 to 10 Danbury
August, Hartford Fair Sept 3 to 10 Danbury
August, Middletown Fair Sept 3 to 10 Danbury

DELAWARE

August, Delaware State Fair Sept 3 to 10 Warren

ILLINOIS

August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25

August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25

INDIANA

August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25

E. H. Baker pres. H. J. Smith, Secy.
August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25

IOWA

August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25

August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25
August, Adams County Aug 20 to 25

California, State Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Clinton, Clinton Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Columbia, Columbia Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Columbus, Columbus Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Crawford, Crawford Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Delaware, Delaware Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

District of Columbia, District of Columbia Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Florida, Florida Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Georgia, Georgia Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Idaho, Idaho Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Illinois, Illinois Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Indiana, Indiana Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Iowa, Iowa Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Kansas, Kansas Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Kentucky, Kentucky Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Louisiana, Louisiana Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Maine, Maine Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Maryland, Maryland Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Massachusetts, Massachusetts Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Michigan, Michigan Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Minnesota, Minnesota Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Mississippi, Mississippi Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Missouri, Missouri Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Montana, Montana Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Nebraska, Nebraska Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Nevada, Nevada Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

New Hampshire, New Hampshire Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

New Jersey, New Jersey Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

New Mexico, New Mexico Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

New York, New York Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

North Carolina, North Carolina Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

North Dakota, North Dakota Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Ohio, Ohio Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Oklahoma, Oklahoma Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Oregon, Oregon Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Pennsylvania, Pennsylvania Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Rhode Island, Rhode Island Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

South Carolina, South Carolina Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

South Dakota, South Dakota Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Tennessee, Tennessee Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

OHIO.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Amesbury, Amesbury Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Ashtabula, Ashtabula Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Aurora, Aurora Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Barnesville, Barnesville Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Bellefonte, Bellefonte Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Bethesda, Bethesda Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Beverly, Beverly Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Birmingham, Birmingham Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

INDIAN TERRITORY.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Amesbury, Amesbury Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Ashtabula, Ashtabula Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Aurora, Aurora Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Barnesville, Barnesville Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Bellefonte, Bellefonte Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Bethesda, Bethesda Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Beverly, Beverly Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

KANSAS.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Amesbury, Amesbury Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Ashtabula, Ashtabula Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Aurora, Aurora Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Barnesville, Barnesville Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Bellefonte, Bellefonte Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Bethesda, Bethesda Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Beverly, Beverly Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

KENTUCKY.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Amesbury, Amesbury Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Ashtabula, Ashtabula Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

LOUISIANA.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Amesbury, Amesbury Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Ashtabula, Ashtabula Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

MISSISSIPPI.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Amesbury, Amesbury Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

MISSOURI.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Amesbury, Amesbury Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

NEBRASKA.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

NEVADA.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

NEW YORK.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

OHIO.

Adrian, Adrian Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

Albion, Albion Fair, Aug. 2-Sept. 4 W. W. Mill, Secy.

KENTUCKY.

Albany Aug 22-23. Geo. B. White, John ...
Cincinnati Aug 11-12. J. Whipple ...
Cincinnati Aug 11-12. J. Whipple ...

MARYLAND.

Washington Aug 11-12. J. Whipple ...
Washington Aug 11-12. J. Whipple ...

MAINE.

Bangor. Persons and Merchants ...
Bangor. Persons and Merchants ...

MASSACHUSETTS.

Amherst. Merchants county ...
Boston. Merchants county ...

MICHIGAN.

Ann Arbor. Merchants county ...
Ann Arbor. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

MISSOURI.

St. Louis. Merchants county ...
St. Louis. Merchants county ...

CANADA.

Algonquin Club, South Lambeth, Ont. Sept. 4 to 10. ...
Belmont, Ont. Sept. 4 to 10. ...
Brantford, Ont. Sept. 4 to 10. ...

Expositions.

Baltimore Md. Sept. 4 to 10. ...
Cleveland, O. Sept. 4 to 10. ...
Indianapolis, Ind. Sept. 4 to 10. ...

Conventions, etc.

Boston, Mass. World's Trade Fair, Oct. 3 to 10. ...
Chicago, Ill. National Democratic Convention, Aug. 25 to Sept. 1. ...

\$25.00 PER YEAR SAVED

By taking our new wonderful ...
We will save you money ...

I WANT the work of one or two ...
J. A. CLOUGH & COMPANY Chicago

BILLBOARD ADVERTISING.

RACES.

Albany, Ont. Race on July 4. ...
Albany, Ont. Race on July 5. ...
Albany, Ont. Race on July 6. ...

Albany, Ont. Race on July 7. ...
Albany, Ont. Race on July 8. ...
Albany, Ont. Race on July 9. ...

Albany, Ont. Race on July 10. ...
Albany, Ont. Race on July 11. ...
Albany, Ont. Race on July 12. ...

Privileges For Sale
The Grand Fair ever held in N. W. Wisconsin is now For Sale
Chippewa Falls, Sept. 14-19.

ST. LOUIS, MO.

Cover it completely by recourse to the

Billboards, Bulletin Boards and Mural Signs

... OF THE ...

Huest-Stout Sign Co.

City Bill Posters, St. Louis, Mo.

Members of the Inter-State Bill Posters' Protective Association.

H. H. BEALE,

Licensed Bill Poster and Distributor,

Best of References.

Baton Rouge, La.

Owing the boards and best location in city.
Neat work, and clear "Thirty Days" showing.

VICTOR JANNEY'S DEPARTMENT OF PUBLICITY.

Bill Posting, Card and Sign Tackling and Distributing in Marshall,
Martinsville and Casey.

Our Main Street is the Great National Road built by the Government and ac-
cords from Cumberland, Maryland to Montgomery City, Mo. It has more
tourist travel than any road in the world.

MARSHALL, - - ILLINOIS.

Poff's Advertising Service,

BILL POSTING, DISTRIBUTING, CARD TACKLING
And General Out-Door

ADVERTISING.

A. M. POFF, Mgr. LAWRENCE, KAS.

Incident Member Inter-State Bill Posters' Protective Association.

Fred S. Schaefer BILL POSTER,
DISTRIBUTOR,
SIGN TACKLER.
TOTAL POPULATION 25,000.

CIRCUIT BILL POSTER,

Only Bill Poster in Marshall and Putnam Counties.

**SATISFACTION
GUARANTEED.**

HENRY, ILL.

Incident Member Inter-State Bill Posters' Protective Association.

References Furnished.

Signs and Show Cards Tracked.

W. E. PATTON,

The Only Bill Poster and Circular Distributor,

In OROTH, MISS. or near.

POPULATION, Always County, 18,000; City, 5,000.

I will place all kinds of Advertising Matter into the hands of the Buying Class.

... THE ...

Greco Lithographing Co.

MILWAUKEE, WIS.

Large Litho Poster Work our specialty.

Write for Catalogues and Estimates.

It was our intention to publish a list of the names of those who will attend the Inter-State Bill Posters' Convention at Chicago. We held it until the last moment in order to have it as complete as possible, but it with much other matter is crowded out by the extraordinary and unexpected demand for space by advertisers. At this writing, noon, June 29th, one hundred and seventeen members have advised us they will attend. We predict the Inter-State Convention will have the largest attendance of bill posters that has ever assembled in this or any other country, in the history of the craft.

Billboards

3,164 Running Feet,
25 24-sheet Boards,
24 40-sheet Boards,
25 2-sheet Boards,
200 1-sheet Boards.

Owned and controlled by the Hustling

JOSEPH E. GIRARD,

Licensed Bill Poster and Distributor of

Population 60,000.

ERIE, PA.

- ♣ I absolutely control the very best locations in the city. Prices right and honest work my motto. A HORSE ♣
- ♣ AND CART OR CARRIAGE at the disposal of Agents, Contractors or Inspectors at any time. CALL ON ♣
- ♣ ME; LET'S GET ACQUAINTED. Correspondence Solicited. Work Guaranteed. ♣

Member of the Inter-State B. P. A.

OFFICE, WONDERLAND BUILDING.

ELLIS N. SPARROW,

1020 N. 7th STREET.

Bill Poster & General Advertiser,
VINCENNES, IND.

Send us your samples, they will reach the houses as soon as received.
I use good paste, and paper always stays up 60 days or more. My prices are up to
the times. Member Inter-State.

EFFINGHAM, ILL.

POPULATION 4,000

ALL THE BILLBOARDS IN
EFFINGHAM, ILL.

ARE OWNED AND CONTROLLED BY
WARREN & AUSTIN.

MEMBERS INTER-STATE B. P. A. ARMY.

Appleton, Wis.

S. H. H. Barnhart,

- City
- Bill
- Poster.

720 Hancock St., Appleton, Wis.
Inter-State Member.

SEND ALL PAPER FOR
Alton West Troy,
Waterloo,
Leedsburgh and
Green Island.

—TO—
MRS. M. E. DUNDON,
CITY BILL POSTER AND DISTRIBUTOR,
No. 114 Fourth Street, TROY, N. Y.
ESTABLISHED 1845.
Member of Inter-State Bill Posters' Association.



CHAS. W. STUTESMAN,
PERU, INDIANA.
—LICENSED CITY—
Bill Poster and Distributor

Solicitors and Lists of Boards Furnished on Application.
Member Inter-State Bill Posters' Association.

J. A. Muldoon

City Bill poster.

Inter-State Member.

Eastport,

Maine.

List of Boards and Towns on Application.

Joseph H. Martin,
City Bill Poster and Distributor,
Beatrice, Neb.

R. R. GARVER,
BILL · POSTER · AND · DISTRIBUTOR,
NEW HAMPTON, IA.
POPULATION 2284.
Best country on earth for advertisers. Own all tracts in the city and surrounding.

Right in the center of West Florida, the Pine Bluffs of the State, in THE PRINCE OF SPRINGS. STORRS, the Printer, he is there, and can cover West Florida in any manner, either through his papers, on his billboards, or through his mails. Prices an right. Write him.

Capacity 50,000 Square Feet.
Pop., city and suburbs, 100,000

LICENS'D BILL POSTERS
DISTRIBUTORS & TACKLERS.

Van Beuren & Co.

43 Gayoso Street, MEMPHIS, TENN.

DANBURY, CONN. Population 22,000.

F. A. SHEAR,
City Bill Poster.

2000 running feet of Boards in the city, also bill suburbs, Bethel, Ridgfield, Newtons.

W. S. NUGENT,
Bill Poster and Distributor.

Do my own work. Good boards, all located on principal streets. Population over 2,000. Two big saw mills, sugar factory, two railroad shops, four railroads crossing the town, and several daily lines of stagecoaches, besides a good bank, several machine shops, blacksmith shops, wagon shops, etc.

Storrs, the Printer
Of Fusink Springs, Wis.
(Site of the Southern Chautauque.)

Palatka, Fla.

Mauberrét's Printing House, Limited
Printing **Posters** Work THE FINEST PRICES THE LOWEST
all sizes all styles
Branches. 526 to 532 Poydras Street, NEW ORLEANS.
Engraving

LAYOUT ADVERTISING NOVELTIES.
Binghampton Bill Posting Co.
Out-Door Display Advertising and Distributing.
General Bill Locations in Binghampton, Lonsdale and Union.
Sample Prices for All Kinds of Business. Estimates Furnished.
Publishes Every Third a Programmes. Long Distance Telephone.
P. M. COOLEY, On the Elm Street, Binghampton, N. Y.

BELLE PLAINE, IA.
Population 3,500.

Geo. Knox, Meadville, Pa.
CITY BILL POSTER & DISTRIBUTOR.
Good Town. Good Service.

MELOY'S Distributing Agency...
Price range from \$1.00 to \$5.00 per sq. ft. according to size.

J.M. Moore,
Bill Poster and Distributor.
For other towns. No Days. No Bills. Shows every. Later State Bills.
P. O. BOX 273.

L. C. REVARE,
Manager MERCHANTS OPERA HOUSE, AND
City Bill Poster DISTRIBUTOR.
Own and control over 1,000 feet billboards in the heart of the city. Satisfaction Guaranteed. Population 20,000.
CORSICANA, TEX.

WM. M. MELOY,
BOX 49.
CARLISLE, PA.
C. B. WAGNER, Mgr.
Send for this paper.

DON'T FORGET TO LIST
NEWPORT NEWS
The great medium upon which so many of these Ben's Wads are built. Population 10,000
NEWPORT NEWS BILL POSTING & ADVERTISING CO
JAS. J. WARD, Mgr. Newport News, Va.

ESTABLISHED 1890.
YOUNG'S BILL POSTING CO.
We are in the business to serve you in the line of
Bill Posting, Distributing and General Out-Door Advertising.
We make all kinds of Out-Door Signs (Show Cards, etc.) Write for Price List and Samples. Address: 2, 26, YORK ST., N. Y.
MANNING, S. C.
N. Y. — We handle Commercial Posters.

HONEST WORK.
HONEST PRICES.
HONEST PEOPLE.

If you want to advertise anything,
anywhere, at any time, use posters
—Donaldson Posters—the kind that
pay. Address

The
Donaldson
Lithographing
Co.
Cincinnati, Ohio.

Put your faith in posters, apt, striking
pictorial posters. They yield maxi-
mum results at minimum outlay.
Try them.

OUR NEW BOARDS

Presently located on corner, under electric lights and along Electric Railway, are bound to give best results.

D. C. Benjamin, The City Bill Poster
Box 57. **WINDSOR, ONT.**

Established in 1878, "and still at it."

HENRY HERFF,

City Bill Poster and Distributor.

Lock Box 187. **WABASH, IND.**
Member of the Association.

O. A. COLE,

Bill Poster
—AND—
Distributor.

Stevens Point, Wis.

Population, 10,000.

Member Inter-State B. P. Association.

W. S. YOUNG,
Inventor.

W. S. YOUNG,
Linn & Paul Kistner

W. S. YOUNG,
Reliable Bill Poster.

ONLY ONE IN TOWN.

The fact that I own and manage the Open House, Billboards, and several other returns, should be sufficient guarantee that your bills will have prompt and careful attention. Try us and be convinced.

Member of Inter-State.

Farmer City, Ill.

"The Bill Poster"

The English counterpart of Billboard Advertising. Subscriptions 10 cents per year, post free, may be sent to No. 137 East Eighth St., Cincinnati, O.

INDISPENSIBLE!

HAVE
YOU
SEEN

The Correspondent Route Book

The Ideal Book for Managers of Good Addresses.
Cost Pocket Size, 2 1/2 x 5 1/2 inches. 600 Pages.
Beginning April 6, '94 to July 25, '97.
It will be found the most complete and comprehensive work of the kind ever issued.

The Correspondent Date Book

FOR HOUSE MANAGERS.
Cost Pocket Size, 3 1/2 x 5 1/2 inches. 220 Pages.
Beginning July 6, '94 to July 25, '97.
Specially adapted to the needs of Local Managers.

The Correspondent Vest Pocket Date Book,

For Managers of Open Houses, or Good Addresses.
Vest Pocket Size, 2 1/2 x 4 inches. Eighty Pages.
Beginning April 1, '94 to May 25, '96.
This book is placed on the same grade of fine paper, accurately printed, strongly bound, and in the most complete form pocket size book on the market.

Address Sheets and Price Lists Bound on Applications to

Correspondent Show Printing House,

J. B. HEMSTECGER, Manager.

114 to 124 East High St., **PIQUA, O.**

Sault Ste. Marie,
MICH.

G. G. Scranton
City Bill Poster.

Good Work. Good Boards.

Henry Werner,
CITY BILL POSTER,
WINONA, MINN.

Population 25,000.

3,000 Feet of Boards.

Member of Inter-State Association.

E. R. HAWLEY.

LICENSED

BILL POSTER, DISTRIBUTOR and GENERAL ADVERTISER,
SIoux CITY, IOWA.

Three-Fourths of the Consumers Live in Small Towns

POPULATION 7,000. **MAYSVILLE, KY.** MOSEN COUNTY.

A LEADER IN THE STATE.

We can post without water: 100 one sheets, 20 three sheets, 5 stands 70¢ or 120¢.
Price ac. 30 days showing and it comes 30 days.

JOHN D. TAYLOR, BILL POSTER.

Notice to Advertisers:

If you DON'T want your Posters put up in good shape, on good boards, and in good places, where they will do you some good, DON'T send them to the Herffing Bill Poster.

E. S. Carpenter, Danielson, Conn.

SEND YOUR

Bill Posting and Distributing

—TO—

W. P. BAXTER,
RICHMOND, KY.

Red Wing, Minn.

Population 9,000.

W. M. Cline,

City Bill Poster
And Distributor.

Oves and mounted all billboards and hand
walls. Member Inter-State B. F. A.

800 Fresh Quotations Addressed to
Agents and others, all over the U. S. Just the
thing for those who are looking for business.
Print in various colors, best paper.
J. T. LUMPKINS, KEVA, VA.

NOTICE:

SHERBOGAN, WIS.

In the name of *The Kempf Bill
Posting Co.*, you are hereby notified that
this issue is ready to be filled, and you
should send your *Printing, Distributing,
Tacking, etc. all over.* By guarantee
prompt and honest service. Population
11,500. Billboards, 2,500 FRANKING FEET.
Special, Sublet, 6-sheet, 7-sheet and 8-sheet
boards. Have our own steam boiler and
power-press. Two posting men, ready
daily. Covered wagon for distributing.
From *Interstate*.

THE KEMPF BILL POSTING CO.
SHERBOGAN, WIS.

N. E.—Member of Inter-State.

Brantford, Can.

What's the matter with us? We're
all right, and ought to be as good as
the Sun. Summer Season. Population
12,000. Billboards every day.
C. M. SMITH & CO. cover the
ground. Up-to-date and clear ad-
vertisements in paint or paper. 20,000
feet of space, and more coming.
Write us quick.

C. M. Smith & Co.

The Ensign Advertising Agency.

NORTHFIELD, MINN.

Good Locations. Good Boards. Good Service.
Country Routes on our own Boards.
We Post Farmington and Cannon Falls.

*The
Enquirer
Job Printing Co.
Cin. O.*

THEATRICAL
DESIGNERS,
LITHOGRAPHERS
AND GENERAL
JOB PRINTERS.

Poster
Work
Our
Specialty

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

J. E. McMAHON.



City Bill Poster and Distributor,
PAWTUCKET, R. I.

Central Falls, Leaside Valley Falls and Sayreville, Andes and Berkeley.
Population in all Cities, 42,000. Capacity—Presses, 10,000 Sheets. Distributing, 15,000.
Member of the Inter-State Bill Posters' Protective Association.

ESTABLISHED 1855.
VANSYCKLE AD. CO.

ARE THE ONLY RELIABLE
Distributors and Sign Tackers,

INDIANAPOLIS, IND.

C. Frank Trott,

For All Kinds of Advertising,
Bill Posting,
Distributing,
Card Tacking

Owner and Manager of all Billboards in
the city. WORK GUARANTEED.

Population 8,000.
St. Mary only 3 Miles. 500 men obtained.

C. Frank Trott,
CITY BILL POSTER,
Junction City, Kas.

A. M. Keller & Co.

JACKSONVILLE, FLA.

City Bill Posters
And Distributors.

General Advertising Contractors for the
State of Florida.

We try to give all our patron the very
best of satisfaction.

WE GIVE US A TRIAL. '96

MATTAPAN, BOSTON, MASS.

ADVERTISERS SEND WORK TO
DAN'L L. CURSING, 108 River St.
Distributor and General Advertiser.

POPULATION, **40,000.**
Springfield, Ills.

W. J. HORN,

CITY BILL POSTER,
Distributor of Sign Advertiser.

I do advertising in all surrounding
towns within a radius of 25 miles.
Your order solicited. All work guar-
anteed. Reasonable furnished upon
application. Can post 4,000 sheets
alone in the city.

Plenty of Space. Good Locations.

THE LEADING SHIRT PRINTERS
 A CHROMOGRAPH ON BACK
 IN THE UNITED STATES USE

THE AULT & WIBORG CO'S

POSTER INKS

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



MAKE YOUR OWN CUTS.

Almost every day you see good cuts appearing in the papers, trade journals, magazines, catalogues, etc., which would make splendid advertising cuts for your business. We have a process by which every trader of Retailing Circulations can make his own cuts, whether he be an artist or not. No experience or skill required. You can reproduce, very quickly, out of the pictures you had printed in any kind of a paper, as you can take it from a photograph, you need not draw or do hand finished drawings, and the cost will be less than you even pay for the camera or other outfit needed. Special offer to members of Retailing Associations. Send stamp for particulars. Dept. 4, The Blue Print Co., Chicago, Ill. 4/11/96

If you wish to let people know you're
 Are active, you want advertising.

G. C. DELANEY Gen. W. B. BOSTON

Stone City Bill Posting Co.

City Bill Posters
 AND
 Distributors.

303 North Joliet Street,
 Joliet, Ills.

Member Inter-State Bill Posters' Association.

Bill Posting,
 Sign Advertising,
 Distributing,
 these topics first of
 Billboards

We can and control
 all the billboards and
 signs in this
 city.

We Post all kinds of
 notices, signs and
 fence signposts. Con-
 sultation free but no
 work.

LUCKENBERRY
 HILL POSTING,
 TACKLING,
 DISTRICTING.

Member Inter-State Bill Posters' Association.

KANSAS Bill Posting Co.

LEARNWORTH, KAN. WYOMING, KAN.
 TOPEKA, KAN. ST. JOSEPH, MO.

GENERAL OFFICE,
TOPEKA, KAN.
 L. M. CRAWFORD, Mgr.

Member of the Inter-State Bill Posters' Protective Association.

J. S. CRAIG,

300 LEXINGTON AVENUE,
HASTINGS, NEB.

Why Now
 Because Many People
 are not making large
 profits. They are
 losing money. They
 are not getting
 the best of the
 market. They are
 not getting the
 best of the
 market.

and the Work of an
 Intermediate Term.

WE GUARANTEE
75,000
 READER DAILY.
 Write for estimates
 and prices.

Spencer Bill Posting Co.

E. BOKSTABER, Manager.



WE NEVER SLEEP.

Bill Posters and Distributors.
 City Advertising Company in Park St.
 BOSTON
 J. ANESVILLE, WIS.

W. C. TIEDE, Licensed City Bill Poster.

DISTRIBUTOR
 and GENERAL ADVERTISERS.

Office and Residence,
 No. 325 Main Street,
RACINE, WIS.

Population 24,206.
 Member of the Inter-State Bill Posters' Association.

O. J. JOHNSON, GENERAL

Outdoor Advertising

It's just what you pay for. You get
 it all in a showing for your money.
 It's what you get.

Galesburg, Ills.

My boards are all new built up,
 matched timbers. All billboards are
 installed on our tiers, principal
 streets and drives. Illuminated
 by electric light.

O. J. JOHNSON,
 Population 21,500. City Bill Poster
 Member of the Inter-State.

Pecan Valley Bill Posting Co.

AND
 General Advertising Distributors

Theatrical and Circus
 Bill Posters,
 HIRSH H. THOMAS, Manager.
 Population 10,000.

Brownwood, Tex.

P. O. Box 406.

Charleston E. H. Carwithen

Bill Posting and Distributing,
 2000 Feet of Boards.

And Six adjoining towns
 200 1800 boards, 25 3-4ths, 12 6-4ths.
 Member L-S. R. T. F. A.

ESTABLISHED 1864.

ALBERT WEBER,

Licensed Bill Poster and Distributor,

My references to my work, which speaks louder than words.
 613 Commercial Place,
 NEW ORLEANS, LA.
 Member Inter-State Bill Posters' Assoc'n.

If you want to post

CHICAGO

Send your paper to the

CHICAGO BILL POSTING CO.,
395 West Harrison St., Chicago, Ills.

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

RICHARD WAHLER

City Bill Poster and Distributor.

Signs, Circulars, Sashes,
 Pamphlets, Booklets.

All kinds of advertising specialties.
 Mailed 7 days - State & P. A.

Own and Control ALL the Boards.

CAPACITY:

On Large Boards, 100,000 Days.
 On Small Boards, 200,000 Days.
 On Medium Boards, 100,000 Days.
 On Small Boards, 200,000 Days.

FREEMONT, ILL.

Old Colony Bill Posting Co.

THE INTER-STATE BILL POSTERS OF

PROVIDENCE, R. I.

The Second Largest City in New England.

Our Work Shows For Itself.

H. H. Tyner,

City

Bill

Poster,

Springfield

Ohio.

No Office Complete Without It.
Business
A Practical Manual of the Office

It saves money by discovering the best way of doing things in the office. It treats particularly upon
ACCOUNTING, OFFICE ROUTING, BUSINESS MANAGEMENT AND ADVERTISING, and intelligently upon FINANCE, MANUFACTURE, TRADES, FORTIFICATION, COMMERCE and ECONOMICS.

The standard departments of the paper include OFFICE MAIL, Book-keeping letters from practical men on office and business topics; OFFICE ROUTING, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting established successful publicity, INSTITUTIONS AND ASSOCIATIONS, according to the latest methods of the organization among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

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

Illustrated, 48 pages, illustrated, including supplement, 60 p. Sample copies (mentioning this advertisement) free.

KITTRIDGE COMPANY, Publishers
 13 Adam Place, NEW YORK.

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

Bill Correspondence Solicited. "We

When you write, mention Billboards Advertising.

Unasked-for Praise.

W. Chandler Stewart,
 ADVERTISING WRITER,
 4111 Parkside Ave.,
 Philadelphia, Pa.

"You certainly have an excellent knack of putting things in a catchy and forcible way."—E. C. Lynnport, Manager of Agencies, Penn Mutual Life Insurance Co.

"We know your work well enough to commend it to the highest possible credit."—The Medical World.

"We have received quite a number of advertisements from different ad writers, but can unhesitatingly say that yours is the best we have received."—Eering What Co.

"We are in receipt of cuts and copy for five new advertisements, as ordered. The same seem to have been prepared with care, and are very satisfactory. We herewith attach checks for a new order of six more of your original advertisements."—Dow & Pughson, New York.

"We have received work from a good many ad-writers, but you seem to catch me in our requirements better than any of them."—Geyson & Son, Dep't Store.

"The Columbia Bottle you wrote for us last month ago is selling yet."—Beverly & Co., Producers.

"Mr Stewart has a correct idea of what constitutes advertising and is quick with the facility of applying to the business sense forcibly and clearly."—The Island Printer.

"I like your work."—Quintology & Bro., Dry Goods.

"The ads and cuts come daily to hand, and I am very well pleased with them. I like the wording said display, and I think they hit the most important points upon the head."—J. W. O'Connell, Bookbinder and Stationer.

"My Book, by McI' is the title of a little book just issued by W. Chandler Stewart. The cover is printed in colors, and is illustrated by a full column of pictures from vignettes forming the bulk of publicity. Mr Stewart has wisely departed from the usual custom, and has used very little space in telling what he can do, and a great deal of space in showing what he has done; a large part of the booklet being devoted to reproductions of high-class ads he has written for people in all parts of the country."—Editor of "Etiquette."

"I am pleased with the ads you wrote for us, and I am gratified to know you don't want the work for your services."—Daly & White Commission Co., Kansas City Stock Trade.

"We like your ads very much."—Fort Work Pharmacy Co.

"Our record for business in 1895 was very about of anything in our state of Kansas for the size of the town. Our business was simply phenomenal."—Jas. F. Nicely, Dep't Store.

Printer's Ink Helps Advertisers!

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

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

Illustrates your own correspondence—how to write advertisements that will sell goods; as the "Ready-Made Ads" it contains can be used to accomplish the same object. Contains timely hints about new devices, tenders to aid you in selecting profitable news to advertise in.

Subscription price now is 50 cents yearly, in advance.
 10 Spruce Street, New York.

THE NATIONAL AND CITY BILL POSTERS, 110 Broadway, and Advertising Agents, 110 Broadway, New York. Sole Publishers, 110 Broadway, New York.

RIPANS

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



ONE GIVES BELIEF.

When you write, mention Billboards Advertising.



Burnett's

BILL POSTER AND SIGN ADVERTISING

Aromore - No. 100 - Pop 6500

Only by Give us a Quotation for Intelligence and Expertise.

A NEW AND GROWING COUNTRY. A SUREST SOIL FOR ADVERTISING.

Designer of DESCRIPTIVE Posters

Write for Prices

The Marion

ADVERTISING CO.

LICENSED BILL POSTERS.

General Distributing Agents

Bill Posting of Every Description.
Own and control all the billboards.
Many valuable additional specialties.

Metallic and Glass Sign Novelties.

CEO. MANN, Mgr.

Marion, O.

Inter-State Bill Posters' Pns. Ass'n.

SHOW PRINTING.

DATES BEST AND CHEAPEST
... ON EARTH. ... 3-SHEETS

P. B. HABER PRINTING HOUSE,

FOR DU LAC, WIS.

INTER-STATE BILL POSTERS' P.O.

Cadwell F. Mevis, Waukesha,
WISCONSIN.

CITY BILL POSTER,

Posting, Distributing, Card and Sign Tacking, Window Work.

Proper Attention Given to ALL Mail Orders.

638 MAIN STREET,

WAUKESHA, WIS.

Inter-State Bill Posters' Pns. Ass'n.

J. D. LAWE,

City Bill Poster

AND

Distributor,

Owns and controls all Bill Boards and
Advertising Space in the City.

Population 6,000.

KAUKANNA, WIS.

Member of Inter State.

City Bill Posting Co.

W. H. EVANS,
City Bill Poster.

LICENSED...
UP-TO-DATE BILL POSTERS,

GENERAL OUT-DOOR

... DISTRIBUTORS.

ADVERTISERS.

113 East Main St.

Marshalltown, Iowa.

MEMBERS OF INTER-STATE BILL POSTERS' PROTECTIVE ASSOCIATION.

Pana, Ills.

8,000 Population.

ROLEY

Owns the Bill Posting,
Owns the Boards,
Will distribute in Inter-State areas,
Is Secretary of the P.O.

Box 66.

LOU ROLEY.

Member of Inter-State B. P. P. A.

STEINBENNER'S
CINCINNATI . . .
DISTRIBUTING . . .
SERVICE . . .

A thorough efficient and economical means of reaching the buyers of
Charleston, Ohio. We are in a position not only to guarantee business and
also to obtain reasonable proportion of direct results.

Directors	Business	Advertising	Printing	Shipping	Address:
Exec. and Adm. Staff	Manufacturers	Wholesale	Wholesale	Wholesale	W. H. STEINBENNER,
Exec. and Adm. Staff	Wholesale	Wholesale	Wholesale	Wholesale	821 Vine Street,
Exec. and Adm. Staff	Wholesale	Wholesale	Wholesale	Wholesale	CINCINNATI, O.

Charlottesville, Va.

Population 12,000.

J. Rinaldo Cox,

Licensed City Bill Poster,

Owns and controls all Billboards and
Walks in the city and vicinity.

Distributing and Tacking a Specialty.

A. E. BENTLEY,

Only Licensed **BILL POSTER** at
GUTHRIE, Capital of Oklahoma
Territory. **10,000** list of agents, and
assistance gratified. **Business**
idea known on application.

A. K. BENTLEY, GUTHRIE, OKLA.

BURNITT Designer of Descriptive
Posters, Theatrical, Loan
mercantile and various, Blank-frames
and Stock Lettering.
Office, Des Moines Litho Building,
CINCINNATI, O.

HAVE YOU COVERED OUR CIRCUIT?
MISSOURI ———— And ILLINOIS ————
KANSAS ———— And MISSOURI ————
MINNESOTA ———— And IOWA ————
INDIANA ———— And OHIO ————
MICHIGAN ———— And WISCONSIN ————
IOWA ———— And ILLINOIS ————
OHIO ———— And INDIANA ————
WISCONSIN ———— And MINNESOTA ————
ILLINOIS ———— And MISSOURI ————

The service is perfect. Results will be quick
and business worth for investment. Write us
PASSAGE ADVERTISING CO.
PASADENA, N. J.

TRENTON, NEW JERSEY.
The Trenton Bill Posting Co.
Overs all billposting in the city and within
immediate limits. Guarantee the value of all
bill posting and advertising.
W. E. WILLIAMS, Manager

3,000 Circulars, news facts or smaller
bulletin in one day for \$10 per 100. Includes
the pressmen. **Address**

J. T. LUMPKIN, RYAN, VA.
The Advertising Novelty Co. 427 E.
CINCINNATI, O. Phone

Specialized in the design and printing of
advertisements, including circulars, cards, invitation
letters, leaf letters, post cards, tab letters, etc.
Illustrations, booklets, booklets and cards.

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

KATE D. GRISWOLD,
Editor and Publisher.
43 School Street, **BOSTON MASS.**

SIDNEY, OHIO, C. F. ROGERS
CITY BILL POSTER.
Overs and covers all billposting and stock
frames in the city.
Also **REPRINTING** carefully attended to.

1815 Taunton Bill Posting Co.
BILL POSTERS & DISTRIBUTORS,
East Knoxville, East Stock, East Workman
A. S. WHITE, Mgr and Treas.
Office, 48 Okemaw St., Taunton, Mass.

THE STAR
COLLAPSE AND SUPPORT
THE ONLY PATENT
FOR THE MARKET



THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

THE GREAT AMERICAN ENGRAVING & PRINTING CO.
CINCINNATI, OHIO.

This plant is entirely paid for. We have no more or other obligations on it.
T. B. BENTLEY, who has been in the business since 1870, is now in charge.
W. E. WILLIAMS, who has been in the business since 1870, is now in charge.
R. H. BENTLEY, who has been in the business since 1870, is now in charge.

**RECENTLY IMPROVED TYPE
NEW AND MODERN**
—•••••**TYPERS**—
**AND LATEST IMPROVED
NEW PRESSES.**

**NOT RUN COLD, BUT
How Good!
PRICES
Must be Right.**

Working Night and Day when Required.

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

As appointed at the last National Bill Poster's Protective Association, Inc. conf.

Bill Posters! 4

You who have passed "Big Four"
as the "dead walls of London!"

The Inter-state Association of Bill Posters and
Distributors, meets in Chicago, July 21st, 1896,
and the "Big Four" is the "Best Line" to that
city. It has the best terminal facilities. Solid
Trains from Cincinnati, Louisville, and Indian-
apolis, magnificently equipped.

E. O. MCCORMACK,
Passenger Traffic Manager.

D. H. MARTIN,
General Passenger and Tr. Agt.

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:

2 Inch.	\$2.25 Each
4 "	\$3.75 "
10 "	\$5.00 "



The "Unexcelled"

No good brush is better than this brush.

PRICES:

4 Inch.	\$2.75 Each
6 "	\$3.00 "
10 "	\$3.25 "

THE DONALDSON LITHOGRAPHING CO.
CINCINNATI, OHIO.

It Costs Nothing!

Handwritten signature

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

Write name in thick ink, and enclose
the amount.
BILLBOARD ADVERTISING,
CINCINNATI, O.

THE MUSTLER ADVERTISING CO.

**PRINTING, POSTERS, MARKS,
AND DISTRIBUTION.**
41 North Water Street, ST. LOUIS, MO.
87 E. CASH, ST. LOUIS.
Prompt Service by Reliable Men.

DEAFNESS CURED
By the use of the
"TREATMENT OF THE EAR"
The only method of curing
deafness without surgery,
and without the use of
drugs or electricity.
The only method of curing
deafness without surgery,
and without the use of
drugs or electricity.



GOOD GOOD TOBACCO.
SHAKESPEARE
PLUG TOBACCO
CINCINNATI, OHIO.

Is made from the finest selected Kentucky
leaf tobacco, and is of the best quality.
Is just good enough to be good.
Is just good enough to be good.
Is just good enough to be good.
Is just good enough to be good.
Is just good enough to be good.
Is just good enough to be good.
Is just good enough to be good.



THE SECOND ANNUAL

Convention

OF THE

INTER-STATE Bill Posters Protective Association

Will be held in the Club Rooms of the Leland House,

Chicago, July 21-23.

ALL Bill Posters, Poster Printers, Advertising Agents and Contractors are cordially invited to attend AND PARTICIPATE in the proceedings and deliberations.

P. F. SCHAEFER, President,

395 W. Harrison St., Chicago, Ill.

CLARENCE E. RUNNEY, Sec'y,

Waukegan, Ill.

Fort Wayne

City Bill Posting Co.

CITY BILL POSTERS,
DISTRIBUTING and
ADVERTISING AGENTS.

Prompt and Proper Execution.

C. B. WOODWORTH, Manager,
No. 1 Avenue House,

Ft. Wayne, Ind.

Novelty Signs.

AGENTS WANTED.

To Sell Ready-Made Novelty Signs. 150 per cent. profit. Great Sellers, Catalogue Free. Samples, 10c.

VAL. SCHREIER,

MANUFACTURER, MILWAUKEE, WIS.

ALL WORK GUARANTEED

PHILIP B. OLVER,

Population of City, 22,000.

FOR REFERENCE.

J. C. Ferrel, Druggist. McMorris & Smith, Grocery
J. A. Graves, Druggist. C. D. Swales, Dry Goods.
M. A. Corby, Grocery. Peterson & Son, Dry Goods.
American National Bank.

Licensed City Bill Poster and Distributor,

Has Over 3,000 Feet of Board. 75 Three-Sheets.

SPECIAL ATTENTION GIVEN TO COMMERCIAL WORK.

Office, 319 Cherry Street,

FINDLAY, OHIO.

PHONE 280.

HENNEGAN & CO.

Printers of Fine Posters and High-Class
Distributing Matter,

HAVE REMOVED TO

The Large and Commodious Missouri Building, at

**719 and 721 Sycamore St.
Cincinnati, Ohio,**

Where, with increased and improved facilities, we will hereafter be able to handle with dispatch and ease, our large and ever-growing volume of trade.

**Pictorial Posters,
Descriptive Posters,
Stands, Streamers,
And Dates.**

**Heralds, Couriers, Programmes, Calendars,
Folders, Pamphlets, Almanacs, Booklets,**

OF EVERY DESCRIPTION.

Remember the New Numbers,

719-721 Sycamore, near Eighth.

18 TOWNS

AROUND ABOUT AND INCLUDING

WAUKEGAN, ILLS.

In each of which all the Boards and Dead Walls are Owned and Controlled by

G. RONEY & SONS,

BILL POSTERS AND DISTRIBUTORS.

Headquarters, WAUKEGAN, ILLS.

Members of the Inter-State Bill Poster's Association.

L. P. CARD,

HARVARD, ILLS.

City Bill Poster,
Advertising Sign Contractor
And Distributor.

Special member Laboratory Bill Poster's Association.

And sell all kinds of advertising signs on
houses, business buildings and are experts
in lettering and will furnish plans. Will refer to
any bank on this city. Address: Route and Harvard
Road. Orders sent only for cash or order please.
An up price of sign, and a volume of same sent.

L. P. CARD

Justice of Peace and Notary Public.

ELDER, JENKS & RABORG,



'Excelsior'

Circus Paste

—(BEST)—

OR 1. POSTERS' BRUSHES

Made of Best Wood used,
best long handles, selected
heavy wood. The most
effective and reliable brush
ever used upon signs.
Tight and recommended
by the American Association
of Bill Posters, and
the American Sign and
Lettering Association. Also
Chicago House and Laundry.

Size 4 length.

Price \$25.00 per doz.

\$3.33 Each.

Extra Extra for Circuses.

100 00 per doz. \$3.33 Each.

Make it, 10, for all parts of
the Country.

ELDER, JENKS & RABORG

Brush Manufacturers

127 N. Fifth Street, Cor. Cherry,

PHILADELPHIA.

HARTER BROS.

Members Inter-State B. P. A.

- City
- Bill
- Posters,

1,000 ft. of Wall

Also Managers Opera House.

WABASH, IND.

Population 12,000.

Rushville, Ind.

Population 6,000

GRAND M. CARR,

Bill Poster, Distributor, Card and Tin Sign Tacker.

P. O. BOX 550.

Member of the Inter-State Bill Poster's Association.

Push.

That's what sells business a success—the more
push the greater the success—let the push be in
the right direction.

PUSH is a little journal published for pro-
gressive people. It helps business men push in
the right direction. It has no pretensions, but it
deserves to be read by all. Let us send you a free
sample copy.

PUSH PUBLISHING CO., Springfield, C.



HARRY MUNSON,

. . . Bill Poster . . .

AND —

General Advertiser,

Offices: { 42 Duane Street, Telephone 136 Franklin
228 East 125th St.

New York City.

"HOTES"
NATIONAL ADV. SERVICE

**CONTRACTOR FOR ALL CITIES & TOWNS
THROUGHOUT THE UNITED STATES & CANADA
OF BULLETIN, WALL, BARN AND FENCE**



**BILL POSTING, DISTRIBUTING
& GENERAL OUT-DOOR ADVERTISING AGENTS**

74 and 76 MADISON ST. (CHICAGO). + 3 PARK PLACE NEW-YORK
P.O. Box 1164. ~~CHICAGO~~ P. O. BOX 2111. ~~NEW-YORK~~