BILBOARDS ADVERTISING.

August 1896

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.

Classified Advertisements

BILBOARDS ADVERTISING.
TACT IN ADVERTISING.

What is tact? Webster thus defines it: "A quick or intuitive appreciation of what is fit, proper and right: i.e., one who can read or note mental or social dispositions and act accordingly..."

At a social function, in Maine, of which James G. Blaine was host, an honest farmer who had just purchased some machinery, for the first time, met Mr. Blaine, and, taking him on one side, said:

"Mr. Blaine, that there pardin' n' counsellin' farmers!

Mr. Blaine evinced the liveliest concern at the use of the vernacular, and exclaimed:

"Can't be possible! Mr. T, I will see about it immediately!"

Half an hour afterwards, again meeting Mr. T amid the throng of guests, Mr. Blaine said:

"It's all right, friend T; that was only a new, fangled dish my cook has been getting up."

That was deliberate and discriminating tact on the part of Mr. Blaine, who at the time was a candidate for president of the United States, and, naturally, was solicitous to gain the support of every voter and be laughed at or deserted by the old farmer, he would, perhaps, have made of him a life-long enemy. By listening, with apparent concern, to the farmer's discovery that the Mrs. Blaine was from Maine, and expressing his regret to immediately set about seeing what was the matter, he accomplished an opposite result, and verified the axiom that a man to be great in great things must be great in small things.

It matters not what genius, what energy, what business capacity you possess, or how much you eat and live, entrepreneur and push are constituents of your making up. If you are lacking in tact you are deficient in one of the main levers of success. Tact is the tile that balances your kite, the governor that regulates your engine; that aids and keeps in running trim your machinery; impulsion, impulse, and reflection devise a plan of action, a method for financial advancement, a medium for bringing your manufacture, your merchandise, your business ventures in touch with the public, or suggests the modus of an interview from which you are hoping to obtain profitable or advantageous results, but without tact your endeavors are futile and turn to Dead Sea salt. Tact would have warded off many an assignment obviated, the necessity of many a financial crisis and many a mental failure. Tact picks the jewel, safety, from out the nettle, danger, and brings victory out of defeat.

These ideas could be illustrated in many ways, but a simple illustration will suffice. Take, for instance, an individual, firm, syndicate or corporation desirous of reaching the public through the medium of a poster, that in all events, the descriptive lines are prepared, the artist's genius and the printer's skill are called into requisition, and the developed posters are spread broadcast throughout the Union. The artist has done his best in accordance with the designs furnished him, and the printing and coloring are unexceptionable. The project of the poster has been far from sagacity in the outset, and he awaits with anxious returns from his outset. Soon the increase in his receipts are marked and decided, and the utility of the poster as an advertising medium is established beyond a peradventure. Yet, something is wanted, something is lacking. Mr. Jones, or Mr. Brown, or Mr. Smith, who is handling similar wares or advertising a similar industry or venture to his own, is meeting with even a greater and more successful success, and he is at a loss to assign a reason.

Yet the reason is obvious. He has simply failed to produce a poster, on his own account, as a public advertisement. The design is comparatively meagre, and lacks, perhaps, originality. There is little striking in the picture to cause the masses to stop and scan it. The descriptive lines are faulty, not sufficiently expressive and frequently the reverse from being catchy. In a word, there has been a deficiency of tact displayed in the preparation of the poster, and there you are.

It is time honored that "he who has himself for a client, has a fool for a lawyer," and this is applicable to most of the wits of life. One might, in an emergency, be able to half-side his own boots, be put a patch on his numerous bald spots, but he would be a crude one at the best, and altogether unsightly. You may be impressed with the idea that you are an adept in the art of designing, or at least in originating and suggesting a design, and that in producing catchy and attractive lines you are quite equal to the task. Probably you are right, possibly you are wrong. If right, you can not fail to interest the public in your poster, provided you call the advertisements all of tact into requisition. If, on the contrary, you have too highly rated your abilities, a failure is within the bounds of probability.

In the United States are several persons who make posters designing and preparing. The artist is often a prolific in ideas, and quick to intelligently grasp the requirements of the poster they are considering, and able to produce that which will command the attention of the passer-by. There are others, adept and practical advertisement writers, who can make a poster out of a song or a sermon. If you would succeed, beyond a question, with your poster, and bring plenteous returns from your treasury, you must have great strength of constraining these gentlemen, and the result will be a foregone conclusion.

NO BETTER WAY.

There is a possibility that the present popular poster may figure in politics. It is now used to advertise everything from a variety show to a magazine, from patent medicines and beer to Sara Bernhardt, so it really seems as if there were a chance for "the face" on the walls of the political question. If the candidates of the great parties have not adopted the face, but an ambitious printer, who thinks he sees an opportunity in this line, has boldly ventured and a highly polished poster to the Republican Congressional committee, setting forth red, blue, and maroon letters of the largest display type the claims of Maj. McKinley and the Republican Party for the suffrage of the people.

But this is scarcely up to the artistic standard of the times, and it is possible that the pictorial poster may yet do duty in advocacy of the respective candidates. It has been suggested that the Republican might use the Napoleon posters so plentiful during the past year, representing Maj. McKinley astride of a "fond money" horse, leading the way across the Alps of adversity into the pleasant valley of good times. On the other hand the Democrats might represent the Boy Orator of the Platte standing on the silver deck of a gaudy schooner, "whereas at one he had fled," or as an equestrian performer, the portentous feet of riding bus horses, Democracy and Populism, around the political arena.

There is a wild-eyed Washington artist at work on these and other striking designs, and he promises to submit the drawings to the respective Congressional committees within a few weeks.

Says the Washington Post.

THE POSTER CRAZE.

The Fourth Estate, in a recent issue, makes a gentle kick in this manner:

The poster craze is responsible for more free advertising than any scheme ever devised by the shrewdest worker for publicity without payment, who has played "donkey" with the confiding publisher. Advertising by using the poster craze is an easy way, a delight and a fascination for the man happy only when he has all the best of it and a great deal more than he deserves.

The sawdust, gold brick, how-do-you-do, glad-hand, thumb ringer and bungo games are tame compared with the policy of the poster sharp in securing space for nothing.

The original outlay is considerable, but it is simply a trial when compared with the free space secured. It is an ill wind, and the good that comes to somebody is very sure to be with the fellow who buys posters.

The signs that shout, posters that one can see through a fog, and the various other manifestations of eccentric genius, running now in poster form, do more than desecrate the landscape, for thereby is gained unlimited free advertising.

The scheme is simple and effective. Somebody has something to advertise. He has a poster made. To quote the Hibberdian, who is always clever in Napa Valley:

"The worst the poster is the better it is."

The poster craze being a living issue, the advertiser sees his poster reproduced in the papers and magaziness specimens of poster art. Sitting back he must smile to himself. His grin is generous and self-satisfied, for he has secured thousands of dollars worth of advertising in the newspapers which have even paid to have his poster engraved.

Is there anything simpler? Could there be any confidence game more perfect?

Profitable Advertising: This has this to say in regard to the value of a fence: One of the most successful sign painters in New York was a few years ago, an under-paid clerk in a bank. He was told one day as a joke that he could have the use of a fence on Fifth ave if he wanted it. He did. The rental of it, for advertising, brought him in more money yearly than he received as salary. That opened his clever eyes and he started in for himself. The value of fences in big cities for advertising signs (painted) has only been appreciated of late years. Now the man owning one on a popular thoroughfare gets big rental for it.
BILDBOARD ADVERTISING.

August, 1896.

The Convention.

A GREAT BIG SUCCESS.

Large Attendance, Much Enthusiasm, and Perfect Harmony Characterized the Proceedings.

The Convention was a great success, characterized by large attendance, much enthusiasm, and perfect harmony. The proceedings were held at a time when the industry was booming, and the delegates were eager to discuss the latest developments in the field. The convention adjourned at 12:35 P.M.

THIRD DAY. MORNING.

President Schaefer rapped for order at 10:15 A.M. It became evident that the first part of the meeting would be occupied with the adjournment of the convention.

THIRD DAY. AFTERNOON.

Call was ordered at 3 P.M., sharp. The rank of the speakers was still further depleted, but a quorum was secured, and the meeting proceeded to business. The speeches were energetic and the meeting adjourned at 4 P.M.

ECHOES.

It was F. M. Edwards who suggested the change in the association's name. The idea was eagerly adopted, and the change was made with a-whirl.

There were a few more general, pleasant, and altogether popular gentlemen than F. P. Schaefer, none of the members and delegates present had ever heard of him.

Washington Hospital, postmaster of Chicago, extended a cordial invitation to the members and delegates to visit the new post-office, and inspect its workings. Some forty or fifty did so, and enjoyed the experience thoroughly. Postmaster Haining was extend a vote of thanks.

DON'T BELIEVE HIM.

If anyone tells you that I can't post your paper in New York, don't you believe him. There is no boycot, and never has been, notwithstanding reports to the contrary.

I give you just as good a show, and just as big a show as you are willing to pay for, and on the line billions of New York City.

Sam W. Hink.

107 W. 28th St., New York.

Long Distance Telephone.
A PENNY-WISE MAN.

Through my advertisement in BILLBOARD ADVERTISING, I received an order, the other day, from a new man in the field of advertising, who wanted me to write a one-page, single-sheet circular for his newly discovered dyspepsia cure. I did not write the circular, and the reason I did not was a good text for a sermon I am going to preach to some other advertisers.

I told one dyspeptic advertiser that a single-sheet, cheap-looking circular, such as he had in mind, would kill the sale, rather than increase it. Of his remedy; that the public would "shun" his medicine by the "get-up" of his circular, that a circular, such as he wanted, would never be read anyhow, for two reasons. Firstly, it would be too small, and unattractive, and it would be a case of the remedy advertised.

I wanted to originate for our dyspeptic advertiser a neat and attractive four-page folder, containing in the first page nothing but a bold catch line. And I stipulated that these circulars had to be printed, artistically, on good paper.

The dyspeptic advertiser said, he could not afford to circulate a gossamer sheet on such an elaborate and expensive plan. But I said, I could not afford to write for him the kind that I knew, beforehand, would never pay him.

The dyspeptic advertiser went his way and mine.

ONE FOR THE POSTER.

The there's only one kind of advertising that pays: and that a newspaper-advertising man is going to disagree with me when I say that the small poster, or "hander", cases heads and shoulders above the newspaper ad at the summer resorts.

The hotel people walk around the office and waiting rooms by the hour, reading all the wall signs that catch their eye, while the newspapers lay unopened upon the reading tables; and, as for the local newspaper, half the guests don't even pick up the newspaper at all, and the other half believe that there is a paper published, but have never seen it.

The reason for all this is very simple: you go away for recreation, and spend all your time playing cards, and while the newspapers lay unopened upon the reading tables; and, as for the local newspaper, half the guests don't even pick up the newspaper at all, and the other half believe that there is a paper published, but have never seen it.


even if you only get your daily newspaper at your door a few minutes before you get up, you will find that it is full of news and events of the day, and that it is full of articles and stories that you can read and enjoy.

The reason for all this is very simple: you go away for recreation, and spend all your time playing cards, and while the newspapers lay unopened upon the reading tables; and, as for the local newspaper, half the guests don't even pick up the newspaper at all, and the other half believe that there is a paper published, but have never seen it.

M. F. Spencer, "The Honest King Hill Poster," is enjoying a most prosperous July. He is not only the best in the business, but he is also the only one who can put up a bigger and better show than any other poster. His posters have been published in many newspapers, and have been seen all over the country. He is also well known as a lucite expert, and he is now putting his firm to the test. He has branches in London and Chicago.

The Ault & Wiborg Co. continue to increase their business. Their immense factories in suburban are always kept running full time.

The Penn Printing and Publishing Co., formerly known as the Ledger Show Print, of Philadelphia, is now a successful operation, under entirely new management. This concern is one of the largest in the country, and is thoroughly up to date in its methods.

The Calvert Lithographing Co. of Detroit, Mich., producers of Artistic Posters especially, report business on a very steady increase. The plant is one of the finest equipped in the country.

The Binghamton School Poster Co. of Binghamton, N. Y., is certainly on the increase of publicity, with their up-to-date ideas. They furnish patrons a weekly report of the condition of all their posters on the billboards.
To the members of the International Association of Distributors,

I would like each member to cooperate with us in making our association one of the best and largest in the country. Let each member try and get some known distributor to join our association, for in union there is strength. I would call your attention to advertisers first. Be very careful when going to advertisers, and at the same time you will bring more business to the distributors. I would advise all distributors to subscribe for and read BILLBOARD ADVERTISING. No experience for the first year I received 1000 advertisements, $0.10, advertising, $2.00, total, $3.00. I received through BILLBOARD ADVERTISING orders to the amount of nearly $500. This year the amount of only $200. I remain,

Very truly yours,

J. A. CLOUGH,
President of the I.D.

CONVENTION NOTES.

Over twenty-five distributors attended the I. A. D. convention. All left Chicago convinced that under the present constitution and by-laws and with the newly-elected officers, the association would grow to be a power in the advertising world.

James L. Hill attended the meeting, and all he would talk about was the possibilities of the International Association of Distributors.

A. M. Polk, of Lawrence, Kan., understands distributing and bill posting; but while at the Chicago meeting gave the boys a few pointers on how to make oneself agreeable to the ladies.

The following officers were elected at the meeting of the International Association of Distributors at Chicago, Ill., July 22-24.

J. A. Clough, President, Chicago, Ill.
W. H. Steinbrenner, Sec'y-Treas., Cincinnati, O.
James L. Hill, Soliciting Sec'y, Nashville, Tenn.
J. F. Stroyer, First Vice-Pres., Rochester, N. Y.

The following members, in conjunction with the above named officers, will form the Executive Committee:

Thomas Kain, Middletown, to serve three years.
W. E. Patton, Corisich, Minn., to serve two years.
A. M. Polk, Lawrence, Kan., to serve one year.

Some of no wonder if W. J. Kryder, of Davenport, Mich., is still wearing his yellow ribbon with International Association of Distributors printed thereon.

A. J. Clough, of Chicago, is a prince of good fellows, and will without a doubt make a good president. He is confident of the success of the I. A. D.

W. H. Steinbrenner, while attending the meeting, took after his business and closed one contract for the distribution of sixty thousand booklets, and another for ten thousand per month for twelve consecutive months.

Owing to the illness of his wife, Thomas Kain was unable to be at Chicago. His encouragement of the boys with a very nice letter.

H. Wiener of Winona, Wis., is an enthusiastic distributor.

C. E. Ramsey had his time pretty well taken up between the Inter-State now International Bill Posting Association and the International Association of Distributors. Ramsey is an all-around fine fellow.

W. H. Case, of Ft. Wayne, Ind., almost went wild on account of not being able to attend the meeting. Business of importance detained him. He asked for prayers in his letter of regret.

With the newly-elected officers of the International Association of Distributors there can be no doubt of its success. They are all men who have made distributing a successful business. Now let every member do his utmost.

The guarantee which the I. A. D. has adopted for its members, is worthy of the consideration of all firms who use this method of advertising.

The International Association of Distributors is now ready for business, and extend an invitation to all honest and reliable distributors to make their application for membership. Address the Secretary-Treasurer, W. H. Steinbrenner, 811 Vine st., Cincinnati, O.

The Inland Printer for August is most interesting. This publication has an individuality highly creditable to the editorial and business management. Promptly a trade journal in the printing interest, the beauty of its typography and illustrations recommend it to the general public.

J. M. Hidron, of Terre Haute, has one of the finest plants in the West, and is always busy.

Convention of The International Bill Posting Association, in Chicago, Ill.
For odd work figure price nearest to above in square inches. Tacks to be furnished by the advertiser.

Distributing.

Distributing, 50c per article, not over 2 ounce weight, $2.00 per thousand; 5,000 articles, not over 2 ounce weight, $4.75 per thousand. Over 5,000 lots, rates will be made on application. Country town route, double above prices.

Cloth Banner Signs.

3x6 to 12x18 = 36 square ins., $6.00 per lot.
6x12 to 18x24 = 44 = $10.00 per lot.
6x24 to 12x30 = 72 = $15.00 per lot.
12x30 to 18x24 = 108 = $22.50 per lot.
18x36 to 24x36 = 144 = $30.00 per lot.

JOSEPH E. GIRARD.

Our frontispiece this month is adorned with a very faithful likeness of Joseph E. Girard, the popular member of the International, of Erie, Pa. Mr. Girard was born May 29th, 1862, at Buffalo, N. Y. Long ago he was a fine one, and it soon became clear that to make a mark he must be a hustler. He has been a newspaper, grocer's, clerk, saloon keeper, ball player and umpire, and was always a speculation disposition. In 1866 he married a professional lady and embarked in the show business, in the winter playing with combinations, and in the fall taking side shows to fair. In 1868 he opened and conducted a Museum in Erie, Pa., which place he moved with his family, and became one of her most popular citizens, and, by close attention to business and strict integrity, has accumulated money and a host of friends. In 1894 he added bill posting to his list of enterprises. That he is fast gaining an enviable reputation in that line, goes without saying. Mr. Girard is one of the principal stock holders of the Erie Race Track Association, and their general manager. He also looks after the interests of his wife's three race horses, "Medin," "Elfin G," and the famous petting stallion, "Hansan, Je," 2.65%. As will be seen, Mr. Girard is a very busy man, but he always has time to help a friend in trouble, is a most congenial companion, wit, and story-teller and his friends are legion. The only pity is there is not more like him in this busy work a day world.

The "dead walk" becomes alive with interest after the sign is completed.

The "handwriting on the wall"—modern mural signs.

The "Times of the Sign," is the way the Curran Co., of Denver, have it on their billboards.

To "paint the town" with mural signs and artistic painted billboards.

Any sign painter who has a regularly equipped plant of bulletin boards, and makes a specialty of this form of advertising, is eligible for membership in the International Bill Poster Association. The members of this organization, through the medium of bulletin posters, unanimously decided that wall signs and billboards were so closely analogous that what was good for one could not fail to be beneficial to the other. It was, therefore, deemed wise to take them into the association, and have all work in harmony as far as possible.

Articles of interest to readers of this department are solicited. Those of any acceptable nature will be paid for.

DUES.

Waukegan, Ill., Aug 1st, 1896.
To the members of the I. B. P. A.,
A true report of dues from July 1st, 1896, to July 1st, 1897, are as follows: 1,000 to 10,000 posters, $2.00; 10,000 to 20,000, $5.00; 20,000 to 40,000, $10.00 per thousand; 40,000 to 60,000, $15.00; 60,000 to 80,000, $20.00; 80,000 to 100,000, $25.00; 100,000 and upwards (New York City), per month, $50.00 per thousand; New York City, 60 cents per thousand.

For running expenses, $4.00 per thousand.

All members in arrears to July 1, 1896, please promptly. Failure to pay same within thirty days will revoke your membership.

Fraternally,
C. E. Runey, Sec'y.

WHERE ALL THE WORLD MAY SEE, Just What You Want For Your GARDS AND STATIONERY.

$1.00 Will secure a duplicate of the above cut. Send money with order to BILBOARD ADVERTISING, 127 E. 8th, Cincinnati, O.
August, 1896.

BILLOADED ADVERTISING.

A Few Observations by Sam W. Hole.

At the juncture of 7th avenue, St. Nicholas avenue, and 111th street, New York, there are a number of billboards, and as the location is on the north, they are usually filled with live papers.

Among the boards is a portion of one belonging to Van Beuren, that had been faced up for a painted sign. Six inch tongue and groove flooring, free from knots, was used, and it was perfectly put together; it has had a number of coats of paint.

Some weeks ago, this space was covered with a poster; on inquiry, Mr. Pratt tells me that the English "Gley" was the paste used, and that it was put up as an experiment.

During the six weeks that this paper has been up, there have been rains, and heavy rains at that, almost every day, but that one stand as free from imperfections as the paper on your parlor wall while all around it the posters are ragged and torn after each storm.

In an eastern town, a few days ago, I saw the men with the paste brush vigorously cutting away the weeds around the bottom of a billboard. I stopped and watched. After the weeds were removed, they stripped the board, and then took some pieces of sheet-iron or tin and patched up a few small cracks where the board had shrunk. Then they put up the poster. It was a 16-sheet, and it covered an old soiled sheet, leaving a portion of the backing showing. But it didn't show for long, for the man with the paste quickly covered it with white paper, also covering around the bottom and edges, giving the stand an extremely clean and neat appearance.

I strolled around the town and noticed other billboards, and I found few weeds obscuring the bottoms of the posters, and every solicitor did not see a board with a crack in it, or a ragged poster.

I hunted up the boss bill poster, and he told me that his men always carried a hammer and strips of metal to make repairs with, and he said that the metal cost nothing to speak of, as he gets it from the scrap pile of a timber near by. He also has his men carry a small sack during the summer to cut away the weeds which are so deadly to display if left to themselves.

I made a mental resolve that if I ever had any bill posting to place, that man should have the work I would give you his name and address, but just then I woke up.

BILLOADED ADVERTISING has had something to say as regards the economy of the "sheet" used in posters. The variations certainly do cause trouble. For instance, a bill poster has a 5-sheet stand on his boards, with other live papers on either side of it. The 28-sheet is dead, and he has another 23 sheet to replace it with. When he inspected the board after the change has been made, he finds that 6, 8, or 10 inches of the poster adjoining has been covered up, lapped over, by the new paper. The sheet of the original poster was probably 40 inches long, and the new one 42 inches, making a difference of 1 1/4 inches in the length of the two posters.

The difference in height doesn't affect adjoining paper, but it sometimes causes some funny additions to the new poster that were never contemplated by the man who designed it. I saw a 3-sheets of Falstaff Beer the other day, and at the bottom was a "Scale of England" - 10c, 15c, 25c, 30c, 40c, 50c. No higher. Until looked at rather closely, it seemed to belong to the Falstaff poster.

The bill poster, the poster printers, and the city managers ought to be able to get together, and adopt a uniform size of paper sheet. And I suggest 35 x 40, instead of 32 x 44. Why? Because it is an easy matter to add a foot to the top of a billboard, at small expense. But if you have a board on a 25 foot lot, you can't widen that a foot or two without the consent of the owner of the adjoining property. See?

A man who has tried it, told me the other day that when a board is built upright instead of horizontal, and a crack comes, and the paper breaks, and the rain falls, that the rain slides right down under the paper, and, after a while, gets most of it off the board. He didn't tell me what happened when there was a horizontal wind to drive the rain against the upright cracks.

Attention is directed to a letter from Mr. Edward Defingeon, manufacturer of "Raging Broz." Showers, which we publish in another column.
In the management of privileges at a country fair, nothing will tend to lessen the work more, and to make things run along smoothly, than to have the grounds accurately platted by a surveyor. After drawing is made hee it reduced, and then have the plat printed, so that each person having a privilege can have a plot of the grounds, with the space he is to occupy marked off on it. How many tickets should go with a privilege ought to be decided at the time contract for privilege is made. Don’t wait until the season is on, and then have disputes with first this man, and then that. Have it out on the contract is made. If you don’t, you will be unjust to some, and will be “done” by others.

For privilege department, the party in charge should have a duplicate numbered certificate book. Let him keep a record of each privilege sold, or a stub, to whom, how much, location and what rights sold. Let him give party purchasing, a certificate, correspondingly filled out, which evidence of party’s right to he on the grounds, and doing business. Anyone not having purchased one of these certificates, can be promptly stopped and fined from the grounds, in a way that they will remember, when they get into the same locality on the following year. A lack of proper systematic management in this department is the cause of many an association being bemoaned by a lot of irresponsible and irresponsible peddlers, than is it in town fair grounds got onto. The privilege department is the most important department of the fair, save the ticket department.

Everyone has heard of checking a ticket at a hotel. What would be the matter of checking vehicles at the fair? During the fair there are hundreds of parties who desire to hitch their teams. Hitching facilities are often inadequate, and then there, is a little danger of whip stealing, a misdemeanor which a farmer often fears will be practiced upon him.

Several hundred good hitching posts, numbered, to correspond with brash check and fenced in, if under the management of a good reliable man, and a crew of boys to help him, would prove a great convenience to the public, and a source of revenue to the society. No one would object to paying ten cents to have his horse checked, and thus be relieved from worry. People would jump at the chance delicately for the welfare of his horse and buggy, after spells a man’s afternoon.

One of the most visionary advertising schemes that has yet come to the surface is to have a moving bill board, running along the top of the fair ground fence, all the way round. This certainly elevates the cost of running signs on the fence.

It is a great source of convenience to an exhibitor of live stock, to be able to know exactly where his stalls are located, so that when he reaches the grounds with his show he will be subjected to no embarrassing delays in the matter of getting located. All barns ought to be lettered, and all stalls numbered; plates should be made showing the ground plan of the different barns, and when an exhibitor is assigned stall room, one of these plates should be mailed to him, with the stalls up peer which his show is to occupy, checked off. A drawing can be made, and then a card made from it, at a very slight cost. These matters cost but little money; they require forethought. The same is true in the machinery and manufacturing departments. Exhibitors like to learn early exactly where their space is.

The ticket seller is the cheapest and most satisfactory way of imparting this information.

Lookout for the water supply. Nothing will reflect worse on the management, than a lack of good cold water.

People get weary during their day’s travel around the grounds. They will look for places to sit down, and the ordinary person objects to spitting out in the duty grass. There are no bandstands to be provided, and distributed about, as people can rest when they get tired.

An old exhibitor tells me of the times when in Kentucky, the farmers used to rent booths during fair week, and sell all their friends charge of goods. How the fair ground must be degenerated. Now a man must pay a fabulous price for a rank lunch. Then he gets an old time meal like mother used to cook, free of charge.

The wearyWilkes must have been the cause of this oyster like change in the hearts of the farmers.

A good form of entry tag is the one manufactured by the Sackett Wire Tag Co., of Camden, N.J. This tag, in shape, is like an ordinary shipping tag, but is perforated through the center. The lower half of each tag is torn off by the secretary, and given to the exhibitor, as a check that his article placed on exhibition, after the fair is over while the corresponding part answers the purpose of the ordinary entry tag. Use of a tag of this character prevents the loss of articles by an association, an only the holders of checks can take articles from the buildings at the close of the fair. The checks are numbered on their construction, especially handy in fastening tags to articles on exhibition. Fine wire is a handy thing, whether used in tag a cow or a lane headboard.

One of the latest in attractions is a real railroad wreck. Two trains are taken into each other at forty miles an hour. It costs high, but it is all right.

One of the best annexes to a fair is a dog show. Many of the leading and famous dogs make the show an annual feature of their fair, and there is every reason why it should be so.

A dog show in any fair properly run will be a good return, will more than pay for itself, and please the people. It is an attraction second to none.

Chas. F. Kennedy, secretary of the Indiana State Fair, is to be congratulated on the issuance of a very neat 3½×6 inch pamphlet, containing a complete list of the buildings and addresses of parties of stock exhibited at the Indiana State Fair in 1895. Lists of this character are very valuable, and, doubtless, other fairs will follow Indiana’s example in this regard.

Catalogue of Live Stock Exhibitors.

A catalogue of live stock exhibitors in a book published between the date of closing the entries, and the first day of the fair, giving the pedigrees of all animals on exhibition, and the names and addresses of their owners. Each animal named in this book, bears a catalogue number, which enables the reader to locate the animals described therein, the same he would locate the works in an art collection, by means of a catalogue.

To publish a catalogue of stock exhibitors, requires the presence in the town where issued, good printing facilities, a lineotype machine is especially desirable for this work. There is the fact that it must be gotten in circulation an quickly after copy is given to the printer.

On the secretary’s part the first step is to arrange the catalogue list properly; each farm should make the catalogue number.

To one hundred and a number, and each prize offered in the class should bear a number, for instance say, Poland China Swine are class No. 13, and a Poland China boar “over one year and under two,” is price No. 351, at the entries come in, all entries for a Poland China boar, “one year and under two,” must be filed together under No. 351, and as through the entire list of premiums offered. After all entries received are filled together in this manner, they may be copied and numbered, commencing from No. 1, continuing to as high as there are entries. This number in the catalogue number.

Two double pointing, ten big numbers should be issued, one printed on chisel board, to be tacked up over the animal as it stands in the stall, the other one printed on the animals side as it is led into the show ring, so that people can know what they are looking at. Put a little slab of paste on the animals side or hips, and then slap the number on.

A catalogue of this character may be issued either in a fine superior form and for a larger form, with advertisement in, and given away. It is a better advertising medium than the premium list, for while the latter is sent to parties who may come to the fair, the former is given to part of who are at the fair, a difference which advertisers will readily nace and appreciate.

Seven Things Briefly Stated, which I Think

Make a Successful Fair, if Adopted, or a Poor Fair, if Neglected.

First—Pay every and all premiums and race purses awarded in full, every year, at the time of the fair or soon after, even if compelled to borrow money to do it.

Second—Do not offer larger premiums than you are able to pay for, a small premium, paid in full makes owners of a large premium, publicity paid, makes an enemy in every case.

Third—Have something going on every day, every day, and all day, on the exact time advertised. If a race is advertised to start at 1 o’clock, the farmers can see the start, and, therefore, go home well pleased, and contrary to return again the next day.

Fourth—Advertise extensively in every conceivable way. Have everything you advertise, and be very sure to advertise everything you have.

Fifth—Make your ticket system as liberal as possible. Demand that your gate keepers can always act the gentlemen, that they have a right to any person in the fair, always remembering that a twenty-five-cent med is the meanest kind, and will be paid by a man much longer than a five-dollar note.

Sixth—Be sure that every exhibitor possesses cards, and his privilege takes good for good, and he will be a living advertisement for the following year.

Seventh—Allow no gambling or certesulating articles of any kind upon your grounds, although the inducements be ever so large.

The above rules, closely followed, have been the means of developing our Iowa fair here in Central New York into an exhibition of large and sufficient proportions, and a phenomenal success.

B. W. MASON.

Soey’s Dryden Ag Society, Dryden, N.Y.

The following paper was read at the second Annual Meeting of the Agricultural Fair Association, Whisconsin, March 6th, 1896, by John A. Craig, Professor of Animal Husbandry, University of Wisconsin.

I am glad to have given you the opportunity of submitting to you a statement of our college work in training students for stock judging. As the amount of this I have a suggestion to make that cannot but be of mutual benefit if acted upon.

Our work and that of the county fairs are, as far as we are educational and have to do with the same people: we plan to submit to you these educational possibilities which it developed with strength in this business and be helpful in widening the sphere of utility of our work and of your work.

If we are to arrange to have some of our trained students as judges of five stock at our county fair, it will get to the practical work of the training of our college, and I believe it will help materially in preparing the county fair to accomplish the educational aim.

This particular advantage that would come to the farmer through the employment of our students as judges in the county fair, it is hardly necessary for me to voice any dissatisfaction with the present system. You can see to that in a more serious manner than I can, and it may remain for me to say that it would be incomparably better to have the judges selected because of their ability and education, and not because of their friends and good fellowship.

For some time past our college has made a special effort to train students for live stock judging. During the first year, during every experience of the week, they are engaged in judging some class of stock. During this time they are being trained with score cards.
We have made a Special Study of

Artistic Posters,

And our talented staff of Designers and Lithographers,

combined with our immense printing capacity, enables

us to produce the Highest Grade of work at Lowest

possible Prices.

Figure With Us Before Placing Your Order.

The Calvert Litho. Co.

DETROIT, MICH.
BILBOARD ADVERTISING.
American's Famous Death Defying AERONAUTS.

The LEROY SISTERS, jointly styled the Dauntless Queens of the Air

FIVE DOLLARS IN SILVER OR GOLD

WILL BUY

The Babbitt Entry and Record System for Fairs.

NEW, SIMPLE, BUSINESS-LIKE.

LEROY SISTERS.

Ballyboard Advertising, Cincinnati, O.

Now arranging dates with the leading Parks, Summer Resorts, Fairs, Celebrations, etc., for single and double

BALLOON ASCENTS, Balloon Races, Sensational Night Ascents, all with Parachute Leaps. The greatest drawing attraction in America. Notices to Managers. We furnish everything complete, take all chances on weather and property and guarantee every attention as per agreement or don't ask a cent of your money. All kind of printing. Full terms and particulars, address

LEROY SISTERS.

BallyBoard Advertising, Cincinnati, O.

THE NINETEENTH ANNUAL FAIR OF

PEPIN CO. AGRICULTURAL SOCIETY

Will be held at Stevens Point, Wis., Sept. 25, 26 & 27, 1896. We have the best all mile track in the state, pleasant grounds, good accommodations all around, and always a successful Fair.

P. J. WYAN, Pres.

J. C. CULLOM, Secretary, Murfreesboro, Tenn.

Rutherford Co. Fair Association.

Will hold its 13th Annual Meeting at

Murfreesboro, Tenn., Oct 1, 2 and 3.

Great Show. State Farmers' Convention, State Berleish Show, State Swine Breeders Association. Thousands of people on its grounds. Pure Food Exhibits encouraged. Paying Privileges to let. Merry-go-round, Side Show, Cane Rack, Ball Game, Games of Skill, etc.

Address,

J. C. CULLOM, Secretary, Murfreesboro, Tenn.

We make prices to suit the times.

As prepared to figure on the entire attractions for Fairs. Very close terms for Cincinnati.

American Aeronautical and Aerial Association

Open Air Attractions of All Kinds. Builders of High Grade Balloon Paraphernalia

The Famous Aeronauts and Originators

Graves-Linson.

On Earth at

O. C. Griswold, 706, Stein Street, New York.
The Greubest 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 Greetings Balloon Co.
Furnish
Special Attractions and Features for Fairs.

Balloon Ascensions,
Parachute Drops,
Trapeze Performances,
Slide for Life,
Bicycle Acts,
Tight Rope Performance,
Tugboat Dive,
Chariot Races,
Roman Races.

Now booking the above for season of 1896. Satisfaction or no pay. Rain or shine.

Our artists are the champions in their respective lines and are featured with special posters and lithographs, which we furnish. Address:
C. E. Hanner, Secretary,
Cincinnati, O.

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

L. A. DANIELS,
Licensed City Bill Poster and Distributor,
9 LOCUST STREET,
Santa Cruz, Cal.

ATTENTION!
Wax Figures of McKinley, Bryan, Scott Jackson, Walling, Pearl Blow, Sitting Bull, Etc. And other side show staff, magic, pinch figures, etc. Live free.
W. H. J. SHAW, RELIABLE DEALER
194 Augusta Street, Chicago, Ill.

BUY A PRIVILEGE

Celina, O. Fair

AUGUST 10, 19, 20 and 21, 1896.
Games without blanks, or money prizes given.
Average paid daily attendance last year 16,765.
We will require bids for exclusive pool and gaming privileges.
C. W. HALFHILL, Secy. Celina.

I MAKE a month with Trade Bulletin, so can you! Please sec. R. B., ADAMS, Boston.
THE GREAT AMERICAN ENGRAVING & PRINTING CO.,
INCORPORATED—Established in 1832. Capital, $50,000; Surplus, $50,000.
This plant is entirely paid for. There is no profit in other Masters on it.
T. B. PALMER, Treasurer, & Manager.
JAMES S. McKEE, C. L. MOORE, & GEORGE W. TAYLOR, Directors.
Stated July 1st every year. Secretary, BENSON C. MILLER.
The firm is exclusive Agents for the American Engraving Co., and Manufacturers of Wooden and Steel Engravings.

NOT NEW CHEAP, BUT
How Good! Prices
Must be Right.

J. T. ELMORE & CO.
BILL POSTERS,
76 MADISON ST., CHICAGO.
by appointment of the Interstate Bill Poster's Protective Association, Inc.

Stillwater People Spend Money.

STILLWATER, the 5th largest city of Minnesota, is the wealthiest for its size in the State. POPULATION 18,000.
The County seat of fertile, prosperous Washington County, population 58,000. A stream of trade from the farms and suburbs flows through our streets, and keeps us from feeling the hard times of the last three years. It will pay you to give a sheet, or 500 DAYS BILL STILLWATER.

Mrs. V. C. SEWARD, City Bill Posters.

Bill & Johnson,
Bill Posters,
And Distributors,
P. O. Box 505, KEY WEST, FLA.

"UP-TO-DATE."
A Monthly Journal, published exclusively for reliable distributors and general advertisers. The only publication devoted entirely to circular advertising and to the interests of distributors. Send for sample copy and subscription terms. Address, UP-TO-DATE, 143 St. Clair St., Cleveland, O.

A GENUINE NOVELTY FOR FAIRS.

SIE HASSAN BEN ALI
THE ORIGINAL STARS OF THE EAST.

Famous Troupe of Beni Zoug Zoug Arabian Athletes.
Headed by FOUR HASSANS, Equilibrista, Balancers, and Acrobatic Tumblers.
Abdallah, the Moors's Giant Pyramid Under-Wrapper.

Address, SIE HASSAN BEN ALI, care of THE OGDALSON LITHO. CO., Cincinnati, Ohio.

NIGHT & DAY.
That is just the way we are working
now.

That is just the way we are working.

Pleased advertisers—are you one of
to whom I am writing?

Pleased advertisers—are you one of
them. Write to us about our 25
town, Paterson 100,000, Passaic,
20,000; Elizabeth, 5,000.

PASSAIC ADVERTISING CO.
Paterson and Pass-aic, N. J.

A. E. BENTLEY,

NIGHT & DAY.
That is just the way we are working
now.

That is just the way we are working.

Pleased advertisers—are you one of
them. Write to us about our 25
town, Paterson 100,000, Passaic,
20,000; Elizabeth, 5,000.

PASSAIC ADVERTISING CO.
Paterson and Pass-aic, N. J.

A. E. BENTLEY,

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.

The Trenton Bill Posting Co.
ELMO GORDON & CO.
Successors to SPAULDING & GORDON.
LICENSED CITY BILL POSTERS,
Contractors of Billboard, Bulletin Board and Mural Signs.
BOISE CITY, IDAHO.

J ust Ask
us, on your business stationery, for
information how to increase your
business by DIRECT RESULTS.

A nd You Shall Receive
Free Sample Ads
that you will find useful in your
business. We will guarantee to
double your Advertising Returns
within six months.

S T E W A R T & C O G I L L,
4115 Parkside Ave., Philadelphia.

N O V E L T Y S I G N S,
AGENTS WANTED to sell ready-
made Novelty Signs. 100 per cent.
Samples, etc. VAL. SCHERER,
Manufacturer, Milwaukee, Wis.

L. P. C A R D,
H A R V A R D, I L L S.
C I T Y B I L L P O S T E R,
Advertising Sign Contractor
And Distributor.
3,000 Ptg. of Stock.
25 Those free.

P h i l i p B. Oliver,
Licensed City BILL POSTER,
AND DISTRIBUTOR.
319 Cherry St., FINDLAY, O.

P AN A, I L L.
5,000 Population.

R O L E Y
from the Bill Poster.
over the Boards.
Distributors of International rates.
in Secretary of the Fair.
BOX 66.
L O U R O L E Y,
Member International B. P. A.

"The Bill Poster"

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

LICENSED BILL POSTING,
TACKING,
DISTRIBUTING.

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

DIETZ & GLEN DENNING,
Bill Posters and Distributors
WOODLAND, CAL.

COLFAX, WASHINGTON.
3,000 Square Feet of Billboards for
COMMERCIAL ADVERTISING.

REFERENCES.
First National Bank
Colfax
Second National Bank
T. J. Stearn, Druggist
W. J. Hamilton, Druggist
20, John B. Scarce, Tobacco

WANTED—Shoos of all kinds. Waukon Fair, Sept. 12 to 15. Medicine
Shows write at once. Largest Fair in North East Iowa.

W. M. S. HART, Sec'y, WAUKon, IOWA.

A U LT & W I B O R G C O.'S
Poster Inks
Are You One Of Them? IN AULT & WIBORG

O. J. JOHNSON,
City Bill Poster,
Galesburg, Ills.
Population 25,000.

J. M. D I S H O N
Bill Poster
Terre Haute, Ind.
HAS A POPULATION OF
43,000
IT IS THE
BEST CITY IN THE
STATE
HAS THE FINEST LINE OF BILL
BOARDS OF ANY CITY IN
AMERICA OF ITS SIZE.
IT WILL PAY YOU
BETTER TO HAVE YOUR BILLS
POSTED IN

TERRE HAUTE
THAN IN ANY CITY IN THE
STATE.
WILL DISTRIBUTE & TACK
YOUR CIRCULARS


GEO. H. LENNOX,
ngr Opera House.

THE LEADING SHOP PRINTER
LITHOGRAPHIC OR BLOCK PRINTING
THE UNITED STATES USE

THE AULT & WIBORG CO.'S
Poster Inks
Are You One Of Them? IN AULT & WIBORG

CINCINNATI NEW YORK CHICAGO

SHAKESPEARE PLUG TOBACCO
CHAMPAGNE FLAVOR.

It results from the best selected Kentucky
Tobacco leaf wrapped in wonderful
25 cents per box.

IT'S AN EMBRACE CHARM.
WILL TAKE THE OAKLEY.

CITY B I L L P O S T E R.

1800 Ptg. of Stock.
25 Those free.

R O L E Y
from the Bill Poster.
over the Boards.
Distributors of International rates.
in Secretary of the Fair.
BOX 66.
L O U R O L E Y,
Member International B. P. A.
Hand Bills.

Sometimes termed Distributing Matter, afford the very widest publicity at the lowest outlay. If intelligently used, they will bring more and better results, per dollar expended, than any other medium extant. We make all kinds — Booklets, Pamphlets, Folders, Circulars, Almanacs, Catalogues, Price Lists, Heralds, Couriers, Programmes, Dodgers, Flyers, Leaflets, Newspapers, Blotters, Cards, Shape Novelties, Calendars, Stickers, Invitations. We make all kinds and make them well. Our creations are artistically conceived and splendidly executed. Our prices are as low as GOOD WORK can be obtained anywhere.

Posters too.

Suitable for any purpose under the sun. We have them syndicated and we engrave them to order. Any and all kinds, plain or fancy, monochrome or, illuminated, pictorial or descriptive, all executed in the very highest style of the art. Our prices are interesting and alluring.

HENNegan and CO.

New Numbers—719-721 Sycamore Street, New Location.

Cincinnati, O.