

BILLBOARD ADVERTISING

A
Magazine
for
Business Men
who
think.



The Men with the \$ Mark.

May, 1898.

Classified Advertisements.

BILL POSTERS DIRECTORY.

For the Detailed Advertisement rates see the Bill Poster Directory, for the latest information. Larger rates for the year.

Aberdeen, N. C. "The Land of the Sky" and "The Land of the Sun" Bill Posters. Also "The Land of the Sky" and "The Land of the Sun" Bill Posters. Also "The Land of the Sky" and "The Land of the Sun" Bill Posters.

Fort Wayne City Bill Posters Co. Bill Posters and Advertising Agents. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Jellison, H., DeLong & Zimmerman, Bill Posters and Distributors.

Albany, N. Y. Pop. 10,000. The Albany Ad. & Bill Posters Co. work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Boone, Iowa, Population 4,000. J. J. KENT, City Bill Poster and Distributor.

DEWINE, COLO. The Central Bill Posters & Distributing Co. Bill Posters and Advertising Agents. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Lincoln, Ohio, Pop. 20,000. W. C. HARRIS, City Bill Poster and Distributor.

Knoxville, N. E. Frank J. Dohy, City Bill Poster and Distributor. Address: 215 Madison St.

Kempthorn, Tenn. Van Keester & Co., Bill Posters and Distributors. 102 Madison Street.

Millford, Mass. Population, 10,000. W. S. CHASE, City Bill Poster, Distributor. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Newport, Ky. E. E. O'Hing & Son, owners and dist. of health. Cold Cream.

Pulaski, Pa. W. S. REGER, Bill Poster and Distributor.

South Framingham, Mass. W. S. B. DORRIS, Bill Poster and Distributor.

Washington, Ill. O. DUFFY & Son, Distributors, Bill Posters. 102 Madison St.

Tucson, Arizona, 3,000 Ft. of Bourde. W. S. B. DORRIS, Bill Poster and Distributor.

Springfield, Ohio, N. E. TYLER, Bill Poster and Distributor. 102 Madison St.

Donk City, Iowa, pop. 40,000. Donk, Bill Poster and Distributor. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Victoria, British Col. Pop. 20,000. The Victoria Bill Posters Co. work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Woodland, Cal. (State and Advertising, Bill Posters, etc.)

La Grange, Miss. Pop. 4,000. JAMES M. BARN, Bill Poster and Distributor. 102 Madison St.

Lacrosse, N. E. Pop. 10,000. Public opinion, State, County, Party and other questions. J. F. MORTON, Bill Poster and Distributor. 102 Madison St.

Dulwich, Co. G. B. Matthews, City Bill Poster and Distributor. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

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Passenger, Minn. Ols Holm, County & City Bill Posters and Distributors.

Wichita, Iowa, Pop. 5,000. W. S. BART & Co. Bill Posters and Distributors. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Michigan, Ill. H. E. Vance, City Bill Poster and General Distributor. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Mendota, Va. Pop. 10,000. JAMES M. BARN, Bill Poster, Distributor and General Advertiser. 102 Madison St.

W. W. SPOHRER, De Pauw Springs, Pa. Bill Posters and Advertising Agents. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

DISTRIBUTERS DIRECTORY.

We are prepared that persons will receive the best results from our advertising if they will have our advertisements placed in following form:

1. Do not cut corners and use cheap paper. 2. Do not cut corners and use cheap ink. 3. Do not cut corners and use cheap type.

Jacksonville, Ill. 807 S. MAIN ST. J. J. KENT, City Bill Poster and Distributor.

Donat J. Lefebvre, Manufacturer of all kinds of iron and steel. 102 Madison St.

Boise, Idaho, Spaulding & Gordon, Bill Posters and Distributors. 102 Madison St.

Brookline, Mass. 100 Washington St. W. S. B. DORRIS, Bill Poster and Distributor.

Opelousas, La. Pop. 100,000. L. J. DORRIS, Bill Poster and Distributor. 102 Madison St.

Chicago, Ill. J. A. GOSCH, Bill Posters and Distributors. 102 Madison St.

W. H. Patton, Corveth, Miss. Bill Posters and Distributors. 102 Madison St.

Durham, N. C. The North Duke Street W. J. Ely, Bill Poster and Distributor. 102 Madison St.

Stanton, Md. The John Day Street, post and distributor. 102 Madison St.

Frederick, D. C. J. J. KENT, City Bill Poster and Distributor. 102 Madison St.

Grand Rapids, Mich. George M. Leonard, Bill Posters and Distributors. 102 Madison St.

Harisville, Wis. Hercules, Mich. W. S. B. DORRIS, Bill Poster and Distributor. 102 Madison St.

Waynes, Ky. O. S. O'Hing & Son, Bill Posters and Distributors. 102 Madison St.

New Orleans, G. E. Young & Co., Bill Posters and Distributors. 102 Madison St.

Passion, N. J., Population 40,000. JAMES M. BARN, Bill Poster and Distributor. 102 Madison St.

Puducherry, Kentucky. J. J. KENT, City Bill Poster and Distributor. 102 Madison St.

Portage, Wis. W. S. B. DORRIS, Bill Poster and Distributor. 102 Madison St.

Rockwood, Ill. L. J. DORRIS, Bill Poster and Distributor. 102 Madison St.

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Williamsport, Pa. A. S. BART, City Bill Poster and Distributor.

Bellevue, Ohio. W. S. BART & Co. Bill Posters and Distributors. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Dunlap, Pa. The Pennsylvania Advertising Agency and Bill Posters and Distributors. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Kerrville, Tex. Geo. A. Harrison, Bill Posters and Distributors. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Durham, Pa. I. C. W. HARRIS, Bill Posters and Distributors. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Greensport, N. Y. Pop. 100,000. J. J. KENT, City Bill Poster and Distributor.

Maple, Mass. C. A. CHASE, Bill Posters and Distributors. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

St. Louis, Mo. H. E. SPOHRER, Bill Posters and Distributors. Work promptly and properly executed. BILL WATERBURY, 126 S. Woodworth, Madison.

Madison, Wis. J. J. KENT, City Bill Poster and Distributor. 102 Madison St.

Rockport, N. Y. The J. J. KENT, City Bill Poster and Distributor. 102 Madison St.

EXPERT AD WRITERS.

Advertisement rates for the year 1896 are as follows: For the first 100 words per line per week, 10 cents; for the next 100 words per line per week, 8 cents; for the next 100 words per line per week, 6 cents; for the next 100 words per line per week, 4 cents; for the next 100 words per line per week, 2 cents.

St. Louis, Mo. 102 Madison St. J. J. KENT, City Bill Poster and Distributor.

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POSTER PAINTERS

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WILLBOAT

ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. V., No. 5.

CINCINNATI, MAY 1, 1896.

PRICE 50 CENTS
PER YEAR, \$5.00

NOW IS THE TIME.

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

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

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

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

THE CAMPAIGN BANNER.

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

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

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

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

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

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

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

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

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

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

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

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

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

The benefits to be derived from advertising are to be taken as well as what you may give the greatest. Advertising in something like including a month—the farther you get the bigger it grows, if, after you have tried your advertisement a little distance, you stop nothing it and begin another one, you are expending an extra labor instead of advertising, while if you had kept on nothing else but bill it would save you at much larger proportion than any one you could meet.

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

The way to advertise is an important point to consider. In bill boards make your advertising an attraction to you know how, and advertise reasonable goods, such as will be of immediate use. It is hard enough to sell expensive goods when people buy bills, but it is much harder to push them in unattractive times.

RENEWING.

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



T. R. DAWLEY.

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

We all know how much the colored matter of the entire work has come up, and when we stop to think that these papers, costing so, do not penetrate to the household doors, we can see how much they represent worth do.

It is true that as much of a month effect might not be admissible as in a paper—might lead to rather common and uninteresting—but it seems to me that any first artist and lithographers who can find such creative capable designs for all manner of theatrical enterprises, from Shakespeare and Bernhardt to East City and Frank

of all the campaign matters of the continent, and set good orders.

The poster for '96.

Valuable Methods of Advertising.

How to advertise successfully is difficult even for a general advertiser such as a druggist, hotel, or dealer. It is not the same thing a subject upon which there is a great diversity of opinion.

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

REGARDING SERVICE.

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

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

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

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

"On the contrary, I shall be glad to participate to your entire satisfaction. I want to state other activities against posters which we are actually carrying on."

"As we want to secure about 500 bill posters against those numbers of the craft who are contentedly being discarded?"

"Well, about I begin?"

"Suppose we commence at the beginning. How about the layout?"

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

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

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

"Will you let us have these?"

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

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

"BILLBOARD ADVERTISING would like very much to have these letters, Mr. Talbot. There was a good one."

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

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

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

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

"Did you post Michigan?"

"Yes."

"How was you satisfied with Great Rapids?"

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

"How about Detroit?"

"I do not see how exceedingly well also. I might say the service given to me was all in every particular. Shows, Walker & Co. commenced giving bill advertising bill posters. The paper had not been up twenty-four hours before we felt it all over."

"How about Michigan in general?"

"Well, about my inspector's report: "Albion, Greenville and Kalamazoo are all marked 'A', showing that in these towns our paper was everywhere, giving nothing but good service. The inspector has added also Kalamazoo. The bill poster here, named McCarthy, is O. K. This is one of the best jobs I have ever seen."

"No, indeed. Boston. Either we 'had,' or was also (Shelburne and Manchester, which both Carlo and Hill were very 'fine.' All the rest were 'good.' They were by City, Big Rapids, Cadillac, Coleman, Flint, Lansing, Leaning, Marquette, Mt. Clemens, Potosky, Saginaw, Tiptonville, Holland, Muskegon, Jackson and St. Johns. On the whole, we loved very well to Michigan."

"How was Indiana?"

"Indiana was good. We liked traveling down in the State, and only one (Bloomington) is marked bad. Although slight has only passed 'fair.'"

"About Georgia, Alabama, Madison, Wisconsin, Wabash, Washington and Pennsylvania?"

"Did you bill Indianapolis?"

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

"What about Kentucky?"

"There was a good one. F. M. Green, who has the best boards in Indiana, and knows his business thoroughly, Everywhere is marked 'A,' so is Green. If we could get service like other members of the profession who did not give entire satisfaction and confidence in bill posting also."

"What other towns were good?"

"Cincinnati, Fremont, Bond, Richmond, Madison City, Greenburg, Media, Franklin and Dayton, are all marked 'good'; and Columbus, Ft. Wayne, Indianapolis, Logansport, Evansville, Ind-

ianapolis and Terre Haute we could not bill being 'A.'"

"How was Ohio?"

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

"What were they?"

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

"How about Cincinnati?"

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

The interview was brought to an abrupt termination at this point by the arrival of a correspondent, who had an appointment. Mr. Talbot assured us, however, that he will be glad to take the paper up again some future date and we shall probably present our readers with another installment in our next issue. Matter like this is valuable alike to advertisers and bill posters, and we cannot get enough of it.

Poster Printers' Complaint.

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

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

The "Boy" printer, printed by Houghton & Co. of Cincinnati, had just passed off one hundred and twenty-five thousand dollars. This is the most remarkable instance attended by a poster, or indeed any poster publication whatever.

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

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

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

But in any event, the necessity of a recognized and standard size is very great. We have never known seeing signs, either using 10x20; some 12x18; and others 20x30. The danger is exemplified in a sheet, 12x18, which has recently come out.

Lithographic and altophographic show posters ought to paste their paper before allowing it to leave their office. In this connection, it is would be well for bill posters accepted. If the altophographic was generally adopted—that is, the lower edge of the upper sheet is trimmed, in fact, to the upper edge of the one over it, in this manner the paper sheet overlaps the lower, so the altophographic, and the poster sheet is perfectly. There is not one-tenth part of the working done of paper pasted in this manner, and the objects among the posters which is the old style.

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

Harberger, Beman & Co. of New York, have an attractive Gas-Oil chimney sign advertising the Gas-Oil Chimney Co. of Chicago. It will be posted in all principal cities through the agency of Sam W. Robinson. This is a new advertiser in the poster line, all their past expenditures having been through newspapers. They will use newspapers in the future, and we think they may be unable to properly post. Make four their newspaper advertising also.

Some of the more interesting examples of the craft in the larger cities are getting up boards that are almost perfect. A few years ago if a bill poster had not tanned and ground lumber he would have been regarded as crazy or at least giddy if he only succeeded in getting a board. To-day, however, they are made with cross-grained lumber, and some have ornamental moldings running around the edges, which, when painted, give the board the appearance of being framed in gold.

As the poster grows finer and finer with each successive advance of the profession, the necessity of care and skill upon the part of the practical bill poster becomes more apparent. The first step in the right direction was the tanned and ground lumber. We are now on the way to the dry brush for rubbing the purpose, and after that we would like to see a more intelligent use of blacks.

Mr. Campbell's paper says: "It is with feelings of much pride that we acknowledge the receipt of twenty thousand dollars during the last month. The editor said slightly in his calculations. Careful investigations disclosed the fact that it was nearly ten thousand, and it is such pleasure to correct the mistake."

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

DISTRIBUTORS' CHAT.

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

While intercessors await of this nature is deplorable and unbecoming, the members in general, owing to the lack of a change has prompted the Association, and in consequence some of the officers, for the past six or seven months, are inclined to neglect anything that promises to bring about a change. The expense will be met with such interest. There is certainly much need of greater zeal and efficiency on the part of those in control of the organization.

Venezich & Hink, of Indianapolis, have created the following accounts within the two months just passed. Advertising: C. A. & P. Tea Co., \$4,000; C. L. Wood & Co., \$6,000; Lane's Family Store and Keop's Restaurant, \$5,000; G. C. Marshall, Necessity Planter Works, \$3,000; T. Williams' Fish, \$2,000; J. H. Williams' Calfy Company, \$2,000; Spring of Fish, \$2,000; Perera, \$2,000; Dr. Chas. B. Ething and Nurse Food, \$2,000; Progress Clothing Co., \$2,000; Green's Baking Powder "Arrow," \$1,000; (Chicago) \$1,000; in one, \$1,000. The sign: Belle Air Flag, \$5,000; Quaker Oats, \$5,000; Wheelman's Co., Reynolds, \$5,000.

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

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

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

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

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

Readers, Miss. Min. is, the Editor of International Advertiser.

Chicago, Ill.
The way state through the columns of the "Way" that it is being in this, Michigan, it has distributed and received 15,000 pieces of advertising matter throughout Michigan, including newspapers and so. That, for the purpose of Page, and return for the "Electric House" people, for E. K. Brown, then, Adm. Agent, Electric House Co. We have been contacts for both of the above firms to advise prolonged advice in Wisconsin, and will complete this article this month. It is very fine and unimpaired International distributor Association, especially and profits to do with themselves rather than give it to any one member of the International Association. It is a beautiful as possible as good will provided we believe the distributor must pay nothing and nothing.

CLARENCE K. ROWEN

How many of you ever noticed the money back you get the Chronicle for subscription and advertising.
How many of you ever received any International notice of what the reorganization committee and whether you got?
How many of you know that most of the lines that said officers were using their own money to give aid information?

How many of you know that the committee advertising for International Advertiser was paid for out of personal funds?
How many of you are there that are not disappointed with the way I have and business, how are we not running it?

How many of you still foolish enough to pay any more dues to the secretary, to me, to keep it in his hands?
How many of you still willing to attend a meeting, if called by President Brown?

How many of you still are going to read what is right and just?
How many of you will attend our meeting at Chicago?

How many of you will attend the other meeting, if there is one?
I could not do a thousand more such questions, but asked to the end. I will tell you with the real purpose.

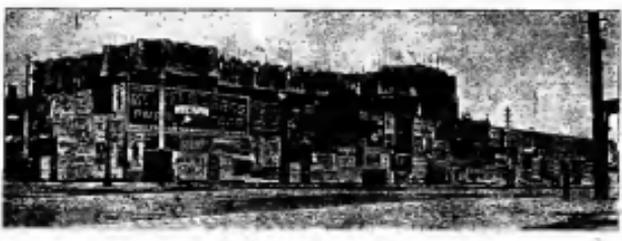
I would not say or think more. Advertisers of you willing to let this make some of the number 1, for one, will not attend. It is very long, but why I, and a large number of our members.

OFFICIAL NOTICE.

[Springfield, O., April 12th, 1896.]
Headquarters, I. A. D. A.

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

Separation of Chicago recently gave letters to James Dickson & Taylor, the International Advertising Company and the International of the Empire Trust, being situated in an advertising office at 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



LARGEST BILLBOARD IN THE WORLD.

New Orleans, La., April 10, 1896.
W. H. ROSSIGNOL, Chicago, Ill.

Dear Sir—In the International Association of the Plaster of Paris American will be mentioned. I have no part in this. My membership has been and would be except a modification of my position in membership.

We would like to hold 2000 pieces in the subject. We appreciate to considerable length, however, that, according to my reply, we are, very truly,
C. H. YORAN & CO.

To the members of the International Association of Distributors:

How many of you have had the same report, more or less, from C. H. Yoran & Co.?
How many of you paid your dues last month?
How many of you desired any benefit there?
How many of you were the president, secretary and treasurer?
How many of you mailed works and notices before you received a reply?
How many of you were credited a reply at all?
How many of you have received a copy of the Constitution and by laws except a bill to fill the void?
How many of you were sent the secretary how to get a copy of the Constitution?
How many of you were sent the secretary how to get a copy of the Constitution?
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called a meeting on Leland Hotel Chicago, July 2nd, and I haven't attend an invitation to all the local members of the International Association of Distributors to attend.
W. H. ROSSIGNOL, Chicago, Ill.

Chicago, April 10th, 1896.
W. H. ROSSIGNOL, Chicago, Ill.
Dear Sir—I would be pleased to reach for W. H. ROSSIGNOL of your city, as a reliable man connected with distributing work. I consider him worthy the confidence of advertisers generally.
Very truly yours,
D. A. TAYLOR, Advertising Agent, Columbus, Pa.

INDIANAPOLIS.

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

Copy of Page paper has been posted and distributed here lately, the Empire doing the posting and Geo. W. Venezich distributing the same follows.

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

I have several notes for the International Association of Distributors, Leland Hotel Chicago, come as for James Dickson and have accounts of one and one-half railroad fare, but nothing distributable yet. Am working on it and think it will go through.
CLARENCE K. ROWEN, Chicago, Ill.

R. G. GUERRERA, Billerica, Mass.

Chicago, Ill.
Dear Sir—Enclosed my card from your membership, and throughout my name as a member of your Association. I have not received a copy of your Constitution but feel informed you are fitting on in Chicago 7 cents for 30 days showing, which is no accounting to do so get work for 1 cent. Am glad to give good service of the price. Please acknowledge and send me copy.
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R. G. GUERRERA, Billerica, Mass.

LIST OF

FAIRS.

1896.

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CONNECTICUT.

Essex Agricultural Fair Oct. 30 to Nov. 10
New Britain State Agricultural Fair
New Britain Oct. 10 to 20
Windsorville W. Edwards Fair Sep. 20 to Oct. 1
11 days only

DELAWARE.

Upper Delaware State Fair Sep. 20 to Oct. 1
12 days only

ILLINOIS.

Alton, Sept. 20 to 29
Anthon, Sept. 20 to 29
Barkley, September 20 to 29
Bloomington, September 20 to 29
Carrollton, September 20 to 29
Chicago, September 20 to 29
Danville, September 20 to 29
Deerfield, September 20 to 29
Elgin, September 20 to 29
Galesburg, September 20 to 29
Hannibal, September 20 to 29
Joliet, September 20 to 29
Kewanee, September 20 to 29
Macomb, September 20 to 29
Marion, September 20 to 29
Moline, September 20 to 29
Peoria, September 20 to 29
Rockford, September 20 to 29
St. Louis, September 20 to 29
Springfield, September 20 to 29
Tulsa, September 20 to 29
Vandalia, September 20 to 29
Vermilion, September 20 to 29
Waukegan, September 20 to 29
Yvesdale, September 20 to 29

Rockford, Sept. 20 to 29
St. Charles, Sept. 20 to 29
St. Louis, Sept. 20 to 29
St. Paul, Sept. 20 to 29
St. Peter, Sept. 20 to 29
Tulsa, Sept. 20 to 29
Vandalia, Sept. 20 to 29
Vermilion, Sept. 20 to 29
Waukegan, Sept. 20 to 29
Yvesdale, Sept. 20 to 29

Missouri Valley Agricultural Fair Sep. 20 to 29
St. Louis, Sept. 20 to 29
St. Paul, Sept. 20 to 29
Tulsa, Sept. 20 to 29
Vandalia, Sept. 20 to 29
Vermilion, Sept. 20 to 29
Waukegan, Sept. 20 to 29
Yvesdale, Sept. 20 to 29

Northwestern Agricultural Fair Sep. 20 to 29
St. Louis, Sept. 20 to 29
St. Paul, Sept. 20 to 29
Tulsa, Sept. 20 to 29
Vandalia, Sept. 20 to 29
Vermilion, Sept. 20 to 29
Waukegan, Sept. 20 to 29
Yvesdale, Sept. 20 to 29

MARYLAND.

Frederick, Sept. 20 to 29
Hagerstown, Sept. 20 to 29
Pocomoke, Sept. 20 to 29
Washington, Sept. 20 to 29

MICHIGAN.

Ann Arbor, Sept. 20 to 29
East Lansing, Sept. 20 to 29
Farmington, Sept. 20 to 29
Holland, Sept. 20 to 29
Lansing, Sept. 20 to 29
Livonia, Sept. 20 to 29
Muskegon, Sept. 20 to 29
Okemos, Sept. 20 to 29
Plymouth, Sept. 20 to 29
Rochester, Sept. 20 to 29
Troy, Sept. 20 to 29

MINNESOTA.

Brainerd, Sept. 20 to 29
Duluth, Sept. 20 to 29
Fergus Falls, Sept. 20 to 29
Grand Rapids, Sept. 20 to 29
Hibbing, Sept. 20 to 29
Mankato, Sept. 20 to 29
Marshall, Sept. 20 to 29
Rochester, Sept. 20 to 29
St. Cloud, Sept. 20 to 29
Wadena, Sept. 20 to 29

MISSOURI.

St. Louis, Sept. 20 to 29
Springfield, Sept. 20 to 29
Warrensburg, Sept. 20 to 29

IOWA.

Des Moines, Sept. 20 to 29
Cedar Rapids, Sept. 20 to 29
Dubuque, Sept. 20 to 29
Keokuk, Sept. 20 to 29
Marion, Sept. 20 to 29
Muskegon, Sept. 20 to 29
Plymouth, Sept. 20 to 29
Rockford, Sept. 20 to 29
St. Charles, Sept. 20 to 29
St. Louis, Sept. 20 to 29
St. Paul, Sept. 20 to 29
Tulsa, Sept. 20 to 29
Vandalia, Sept. 20 to 29
Vermilion, Sept. 20 to 29
Waukegan, Sept. 20 to 29
Yvesdale, Sept. 20 to 29

KENTUCKY.

Cincinnati, Sept. 20 to 29
Columbus, Sept. 20 to 29
Dayton, Sept. 20 to 29
Indianapolis, Sept. 20 to 29
Louisville, Sept. 20 to 29
Nashville, Sept. 20 to 29
Richmond, Sept. 20 to 29
Trenton, Sept. 20 to 29

MAINE.

Bangor, Sept. 20 to 29
Brunswick, Sept. 20 to 29
Calais, Sept. 20 to 29
Ellsworth, Sept. 20 to 29
Farmington, Sept. 20 to 29
Hallowell, Sept. 20 to 29
Lewiston, Sept. 20 to 29
Orono, Sept. 20 to 29
Portland, Sept. 20 to 29
Waterville, Sept. 20 to 29

MASACHUSETTS.

Boston, Sept. 20 to 29
Cambridge, Sept. 20 to 29
Fall River, Sept. 20 to 29
Hingham, Sept. 20 to 29
Lowell, Sept. 20 to 29
New Bedford, Sept. 20 to 29
Northampton, Sept. 20 to 29
Plymouth, Sept. 20 to 29
Quincy, Sept. 20 to 29
Ware, Sept. 20 to 29

Indiana, September 20 to 29
Ohio, September 20 to 29
Pennsylvania, September 20 to 29
Virginia, September 20 to 29
West Virginia, September 20 to 29
Wisconsin, September 20 to 29
Wyoming, September 20 to 29

NEBRASKA.

Admission. Sept 10-11.
Bismarck. Sept 10-11.
Chester. Sept 10-11.
Lincoln. Sept 10-11.
Omaha. Sept 10-11.
Papillion. Sept 10-11.
York. Sept 10-11.

NEW HAMPSHIRE.

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

NEW JERSEY.

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

NEW YORK.

Albany. Sept 10-11.
Buffalo. Sept 10-11.
Cattaraugus. Sept 10-11.
Cayuga. Sept 10-11.
Chemung. Sept 10-11.
Columbia. Sept 10-11.
Cortland. Sept 10-11.
Franklin. Sept 10-11.
Hamilton. Sept 10-11.
Herkimer. Sept 10-11.
Madison. Sept 10-11.
Montgomery. Sept 10-11.
Orleans. Sept 10-11.
Rensselaer. Sept 10-11.
Saratoga. Sept 10-11.
Schoharie. Sept 10-11.
Ulster. Sept 10-11.
Warren. Sept 10-11.
Westchester. Sept 10-11.

Stirling. Sept 10-11.
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Warren. Sept 10-11.
Westchester. Sept 10-11.

OHIO.

Cincinnati. Sept 10-11.
Columbus. Sept 10-11.
Dayton. Sept 10-11.
Akron. Sept 10-11.

MISSISSIPPI.

Memphis. Sept 10-11.
Jackson. Sept 10-11.

MISSOURI.

St. Louis. Sept 10-11.
Kansas City. Sept 10-11.

ARKANSAS.

Fayetteville. Sept 10-11.
Little Rock. Sept 10-11.

LOUISIANA.

New Orleans. Sept 10-11.
Baton Rouge. Sept 10-11.

FLORIDA.

Tallahassee. Sept 10-11.
Jacksonville. Sept 10-11.

ALABAMA.

Montgomery. Sept 10-11.
Mobile. Sept 10-11.

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Expositions.

Albany. Sept 10-11.
Buffalo. Sept 10-11.
Cattaraugus. Sept 10-11.
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Ulster. Sept 10-11.
Warren. Sept 10-11.
Westchester. Sept 10-11.

A Poster for

Bicycle Dealers.

A Poster that

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

Send in Cents for a Sample. Address

**The Enquirer
Job Printing
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416 E. Eighth St., Cincinnati, O.

BILL POSTERS' PASTE BRUSHES.

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

The "Nonpareil"

No good brush is cheaper than this brush.

PRICES.

8 Each, -	\$3.25 Each
9 " -	\$3.75 "
10 " -	\$5.00 "

**The "Unexcelled"**

No good brush is better than this brush.

PRICES.

8 Each, -	\$2.75 Each
9 " -	\$3.00 "
10 " -	\$5.50 "

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

1000 Cleveland, size 24x36 or smaller
Paying in one day for \$2.00, one dollar
being retained for 30 days per set. Balance
due postpaid. Address
J. T. LUMPKIN, RYVA, VA.

Do you collect Art Posters?

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

PASSAC ADVERTISING CO.

Special Agents in Europe, many European
Lithographers. Special Agent for American
Advertisers. Offices in London and
London. London. London.
FRANCO, R. J. & C. Whitehead, Mgr

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

WATTAPAN, HASTON, MASS.

ADVERTISING AND PRINTING WORK TO
**DAN' L. O'DONNELL, 108 River St.,
Dorchester and General Address.**

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

1000-Taxider Bill Posting Co. 1000

BILL POSTERS & DISTRIBUTORS.
Best Books. Best Stock. Best Workmen.
A. S. WHITE, Mgr and Travel.
Office, 45 Belmont St., Taunton, Mass.

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

Members INTER-STATE Bill Posters' Association and International Association of Distributors.

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

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

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

See our new-making list of city-flags and leaflets.
**REFERENCES:—J. Verney, Manager Great Open House, W. B. Clark, Cashier First
National Bank, John S. Gifford, Cashier and Banker; Fulton & Fulton, Druggists, and
bookbinders, Population, 10,000. Prices, 2 cents, 30 days.**

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

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

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

KATE E. ORSWOLD,
Editor and Publisher,
13 School Street, BOSTON, MASS.

ESTABLISHED 1861.
The Oregon Graphic Building,
Advertising and Distributing Agency,
L. W. ROBERTS, Manager,
Lock Box 30, Central Point, Oregon.

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

Over 40 Billboards in the city and suburbs.
Population 10,000. Represents the value of all
bill posting and Distributing.
W. S. WILLIAMS, Manager

Saratoga**City Bill Posters**

We own and control all Bill Boards
in our city.

Commercial Printing and Distributing a
Specialty.

For particulars address
FRANK K. EDDY, Manager.

Will write 50c for 5c, and give
details of an entire set with each
ANY PRINTED matter facts and
with some printing, before June 30, '96.
**R. L. CHURCH, 44 White, 471, of
New York, N. Y.**

WE ARE NOT KICKERS, BUT EVER READY TO PLEASE.

THE CHICAGO

P. F. SCHAEFER,
Manager.

Estimates cheerfully furnished.

Telephone Main
4037

BILL POSTING

Efficient and Prompt Service at all times.

Leading Theaters are our clients.

COMPANY

INCORPORATED

No. 395-397 WEST HARRISON STREET.

Increasing Facilities Daily.

Work for the following Theaters: Auditorium, McVickers, Grand, Pavilion, Marlowe, Columbia, Schiller, Haymarket.

Distributors and

General

Advertisers.

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

The Greatest Suburban Road in the country.

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

MINNEAPOLIS, 4 MILES.

BIG 8 MEN

ST. PAUL, 6 MILES.

CHAS. BARTSCH & CO.

MINNEAPOLIS and ST. PAUL.

Office, 1023 25th Ave., Minneapolis, (25th and Central Car).

Long-Distance Telephone No. 4781.

References.

George White Post Co.
Vanguard Drug Co.
Lambert & Leach, Jewell,
& W. Mackay, Chicago.
J. E. Cook, Chicago.
J. J. Foxworth,
Millsboro Park, N. H.
Messier Stern,
Chicago, Ill.
Crosby & Pugh,
Chicago, Ill.
Waterbury, Chicago, Ill.
Yard & Wilson,
Chicago, Ill.
And many others.
C. A. & G. S. P.
St. Paul, Minn.

Distributors,

Tin and Card Sign TACKERS,

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

8...MEN...8

3...TEAMS...3

Reliable Service

Equitable Rates.

MINNEAPOLIS AND ST. PAUL.

Some Paper

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

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



QUAKER OATS
 GERMEA
 PYLE'S PEARLINE
 ADAM'S TUTTI FRUTTI CHEWING GUM
 QUAKER BUCKWHEAT
 PARSONS' HOUSEHOLD AMMONIA
 RECKITT'S BLUE
 CALIFORNIA FIG SYRUP
 DIAMOND STARCH
 B. M. COPPERTHWAIT & CO.
 COLUMBIA BICYCLE
 FAULTLESS CHIPS CHEWING GUM
 JOHANN HOFF MALT EXTRACT
 SMITH'S BILE BEANS
 RUNKEL'S COCOA, &c., &c.

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

THE

Office, 113 Broadway,
 NEW YORK.

O. J. Gude Co.

Office, 113 Broadway,
 NEW YORK.

Out-door Display Advertising throughout the United States.



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

CLARENCE E. RINEY, Sec'y.



P. F. SCHAEFER, President.

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

Bill Posters!



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

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

E. O. McCORMICK,
Passenger Traffic Manager.

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

L.P. CARD, HARVARD, ILL.

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

Invited member Inter-state Bill Poster Protective Association.

Any and all kinds of advertising done on Posters, hand-cut and tin signs for all kinds, and with various sizes. Will color any work including Art's work and direct work. Ready and only for immediate work. All 25 years of age, and a variety of size and.

L. P. CARD
Judges of Peace and History Public.

Now Ready!

— New Posters —

Fairs, Railroad Excursions,
Bicycle Dealers.

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

The Donaldson Litho. Co.

CINCINNATI

