

BILLBOARD

ADVERTISING

A
Magazine
for
Business Men
who
think.



January, 1896.



J. P. FAGAN.

J. P. FAGAN.

Perhaps one of the best known and most extensively copied ones in the entire profession is the well-known John J. Pagan. He is a man of whom we cannot speak too highly for his advertising in all branches pertaining to the interests of the "white man's" business. He has been successful everywhere from "A" to "Z" and is engaged in a vast number of such large general advertising campaigns, and the most interesting of these are required to produce an enterprise of this kind. In the program of advertisement that has been made for him, industry the numerous times, and he has at all times given satisfaction of the highest degree. Last year he was the National representative for the Walter M. Stone Co. and every one in the line of business with some business men here has seen his general advertising in a national magazine. The lower advertisement is the "multi-faceted" and is the only one in the "White Man's" business. It is a "general" with several columns for the amount of space, as this is made only by a hand master to set what amount will be an effective one to keep his attention. There is one thing about John that few other agents know about of any, and that is that he has never been associated with an advertisement that has not made money during his connection with it. As a consequence he is now known as one of the best business agents in the "White Man's" business.

J. B. RAYFORD.

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J. B. RAYFORD.

LITHOGRAPHIC ADVERTISING.

"How shall the lithographic manufacturer advertise?" is the subject of advertising with great a little more thought by these makers of other people's advertising there would not be so much self-advertising.

Lithographic products are sold in variety and all are well adapted to advertising their makers' business. We are strongly tempted to compare the lithograph with the blackboard's business and the blackboard's children. They attract attention more so, and in a blackboarded, first-class, half-way manner, altogether unbecomingly of the name of advertising.

The very first necessity of all advertising is to have the article to advertise, and then the lithographer has in abundance.

He must have a story to tell and must tell it often.

The poster lithographer can best reach the mass of his products by sending the example of some of these. They are billboards; and so should be. His prices are effective for them; they are more so for him. He produces them himself, and produces them in the factory of his products where he sees them. His prices on the wall are examples of his work displayed in the best possible manner. Advertising of this sort is profitable to the manufacturer of lithographic product.

The manufacturer of lithographic products has a factor in his disposal of every effectively telling the prospective user of his work "all about it." The facilities at his command enable him to produce a window, a table, or any novelty. He produces them for others. He should not think himself for his own business. Who better man can be here of obtaining publicity than in an attractive outdoor

in the office of the business man to whom it should be sent.

A lithographer's broader outlook, seeing facts and illustrated in the parabolic style of the establishment from which it emanates, is something to attract the attention of the maker of such articles.

This is the entire stage of lithographic products conceivable of advertising the lithographic business and creating more business. To make it up to the only necessary to state that the best advertising for the lithographic manufacturer is a generous use of his own products, and those establishments, or doing, is the one who is getting the business.

NEW SCHEMES.

The man who realizes that a broken-down wagon will in the arena attract more attention than it would if in good shape and moving, has conceived a scheme which attracts wherever the delay is. The wheels are covered with advertising and at the spot where travel is the thickest the driver sees the combination and breeds the sale. The wagon is left to be stored at and connected on as long as it is necessary. When the interest has elapsed, or the payment is made, "repairs" are made and another spot sought. This scheme seems to be confined to New York at present.

Paris has a novelty in the shape of a bicycle with corrugated tires which carry an advertisement or the passenger. On the top of the wheel is an ink reservoir, supplied with a roller which lifts the type, and at the bottom is a blow-off which blows the ink, which is constantly blowing over the front, so that it is blown in front of the wheel, so that it is blown close to the surface on which to impress its

advertisement. Of course this novel bicycle has only a place as a novelty or exhibit, but in some streets of Paris one is passed, there is plenty of scope for it, and the lack, being of a broken-down and very convenient, leaves no mark upon roads for days.

Experiments have lately been made in Switzerland with a view to putting in the beautiful lakes of that country to some practical account. Helvetic lakes were first been adorned merely because of their natural beauty, but now some enterprising business men have devised a scheme by which they may be made useful for advertising purposes. The plan is to paint the words of the advertisement in legible white letters on a black background. When such and so forth is at the bottom of the lake, the advertisement is perfectly legible, the reflection of the light on passing through the water lighting the words upon the surface. It is estimated that the experiment has been very successful.

Michigan is advertising. If not satisfied with the results in Michigan, Michigan Extension has attained the silver dollar as an advertising medium. They are not giving away the dollar, but are giving them as billboards. They make tabs on the big silver cart wheels' road. "Take me back to Blank's store and get me a dollar and five cents' worth of groceries for me. Children are announcing that the tabs come off and stick to their pockets and that the grocer makes the tabs adhere to handle. The "Silver Dollar" billboards were made in the form of a tin can, but it was thought, after experience and from all the best, that public opinion would endorse a law-making card in the national colorage system.

FURNITURE DEALERS,

and How They Should Advertise.

Of all the various lines of retail trade there will derive some growth, beautiful and permanent results from posters, painted billboards and displaying matter. Give the furniture dealer. No matter what town or what section of country he may be located in, the conditions are practically the same.

In billposting, the greatest styles ground and covered as much by various printing houses, should be utilized. They are bright and catchy, attracting the attention and holding it until the advertisement they carry has been firmly impressed upon the memory. In posting them out, bill the town thoroughly, but reserve a sufficient amount to cover the adjacent country well, and change the poster and the advertisement almost every six weeks.

Painted billboards should be used sparingly, but in prominent locations, and they should be of the highest quality of artistic execution. They may be interfered by peddlars on foot in fence and roadside signs in the country, which is all too much to be expected.

Distributing matter, carefully put out from house to house, also possesses great value, but it must be distributed. This is a matter easily accomplished, and manufacturers and wholesale dealers have out of the various articles they make or handle and use only two gifts to keep the originals or stereotypes of them to retain.

The Wells & Richardson Co., of Burlington, Vt., are preparing their directory for the New England States.

Some Criticisms and Suggestions.

BY JAMES W. HENRY.

"It is man who advances us, not the devil wanted, and good is less." That is one way to be popular. The man that offers honest criticism is more apt to make enemies than friends, and for that I will admit that I have been advertising for several years the cigars made by Mr. John Smith. (John Smith is not his name, but it will answer very well for a matter of comparison.) In the regular course of business I secured the reviewing of Smith's and John J. Jones, a competitor of Smith's, and placed a reasonable amount of his business, and incidentally solicited a good many of Jones' cigars. One day Jones and a number of his sales clerks called on for a candid opinion of his cigars as compared with Smith's. "You are a fair judge of a cigar," he said, "you smoke as many as the average man, you talk in English, say what you think of the Jones Cigarettes?" "Well," I replied, "if you are in demand, and want a candid opinion, as far as my (last) is concerned, I must say that your cigars are less heavy to smoke, this may be because you have smoked Smith's for several years, and that I have become more accustomed to their taste." Well, I managed to escape with my life, but the thing of good fellowship that had prevailed has disappeared, and now I get such business from Jones as I can do cheaper than anyone else.

And now I want to say that anything regarding the possible improvement of the billboard and of billboard advertising is in the interest of the bill poster, printer, and in the interest of the advertiser only secondarily, the very improvement will result in increased business, and, in time, in higher prices.

The better looking it is, such improved and improved floating will cost you a very little more than 12-inch lining, but it will forever be less from such a result of an inch or more of a finish of a bill will quickly result in more paper, and the minute paper is here it begins to lose its attractiveness.

Build your boards 24 feet high; some stands are not so tall high but if the largest paper to be carried you'll come pretty close to covering that amount of space.

Build your boards 6 to 12 inches above the ground; this will prevent rain from splashing and soil dirt onto the bottom boards.

Have a supply of clear white paper with which to cover the bottom of your boards under the stands; a small table cloth will sometimes open a good deal, and a very fringe of old paper or a coarse homestead edge of burlap, underneath a bright new poster, detracts very much from the beauty of the stand.

And now here comes a suggestion that will reflect the capacity of every board you have; every advertiser that has considered bill posting has remarked that all stands on the boards are alike, and that each other; a very few have guessed against this by having their boards with a little board all around, which when properly posted, separates them from all the others, and gives it the prominence that all stands should have. Careful as this man is, he is doggerly terrified to find that his beautiful bill

board is rudely stepped up by the man of pins, and other people's paper is passed right up close to the printing in his. I suggest a strip of white paper, say 12 inches wide, placed between all boards, wherever the size of the board will permit, except in cases where the posters furnished have joints.

When an advertiser makes you paper for a four-board display, insist upon his supplying fifty per cent. additional to meet with—and then do your part by using it judiciously necessary. Some advertisers contact for a limited amount of showing, and supply paper enough to cover not more than seven two months, so a result their stands look shabby about half the time, and as a further result other advertisers can't do billboards, and cover they will have nothing to do with time. I believe the bill poster would make more money by having the second order that of non-efficient raised paper, than he makes on the order.

And now comes the question of reviewing dead paper; every advertiser gets an order for five or three weeks with the expectation of securing an additional

edition, for ragged surroundings cover old copy advertiser very good; and it frequently loses new people of who realize that the ragged paper is still being paid for, and that their paper would be allowed to look as such.

These improvements will cost something; and the advertiser will not be willing to pay any more on their account. But I believe that the bill poster that makes his boards the most valuable to the advertiser will in seven or three—and a short time as they have every board be covered with paper; and that he will benefit for more boards; and as soon as every station he is covered he will have to begin to double-back, in order to have space sufficient to accommodate his increasing business.

Now, gentlemen, don't you think so?

BREWERS' ADVERTISING.

"It is not necessary to advertise in beer"; that is what every brewer here said. Then they have not in their efforts and satisfied the increasing business of their competitors who demand it necessary



Advertising Car No. 2 of the Greatest Show on Earth.

to advertise their brands of beer. That the business methods of to-day demand advertising, is, however, as near as reason that argument in favor of advertising in the shortest is well kept. Its wonderful value is considered on every side. The methods of advertising which what the business men of the present generation, as natural what his line, the question is "how?" For the brewers will mobilize upon better than those who are accustomed in choosing and using the proper methods. Their product is one of universal use. The whole population in their audience when it comes to buying about beer.

In concluding this column the billboards undoubtedly head the list. They are everywhere and everybody sees them. The lowest may utilize thousands of feet of plaster display in one location or in just a few locations to be chosen. There is an arbitrary price beyond the limit of one shot. The brewer may take just as many as he is willing to pay for; the more he takes the better satisfied is

with the results. The effect of his posters is cumulative to a degree far beyond the measured increase in stands. A thousand stands is not only ten fold better than a hundred stands, but a hundred fold better.

The brewer who now posters commands the attention of the best artists and gets the benefit of their genius. The wonderful effects of form and color are considered and brought into use for him.

The value of properly executed distilling water intelligently put out is very great when used in conjunction with a thorough paper display. The poster tells the story in a manner which may be likened to an artillery bombardment. The circulation being forward the argument and their effect may be compared to following up the bombardment by the result of the artillery. Here, again, the brewer has it in his own hands to improve, organize and terrify. The carriage goes into the houses—all the houses or just as few or as many as he desires.

Not the least of the advantages of posters and advertising is that of economy. Used liberally or sparingly they are the

cheapest advertising that can be bought. Compared the price of newspaper space with the results it brings. Do thousands with posters and revolvers and not how it costs you.

The purpose of this article is not to deny the value of newspapers and magazines in profitable advertising campaigns. Quite the contrary, they are valuable. They reach a field, restricted though it may be, that reaches the advertiser head-on. Right now the Patent Co. are spending large sums, and are doing some very effective advertising in the magazines. The results have been highly satisfactory.

There are other channels into which it is profitable to divert some portion of the advertising appropriation and all should be used in proportion to their

value. After all is said and done, and all other mediums have been explained to their capacity the best result, and it is placed in those who are not it, that is, result all the people who are not in the market as powerful and effective as the combination afforded by posters and circulation.

Bill Posters' Oasip.

The City Council of Toledo, O., has been discussing the bill pending before it that city. As a result, the old ordinance, which has worked so well for Mr. Bill, was declared illegal, because of the time of its passage it was claimed that the Council had not the authority to grant or license a license on anything except posting alone. There is now no question about the authority of the Council and a new ordinance, containing nearly the same provisions, was approved by the committee and presented for consideration at the meeting, December 3. Considerable opposition was developed, and it was referred back to the committee. The substance of this matter will prove much interest, for it has been supposed that Mr. Bill had a license that was absolutely law dead.

The Spokane, Washington, City Council is discussing a measure to prohibit the hanging of any wooden fence more than four feet high within the fire limits; the law being to compel the bill poster to go out of business.

The Judiciary Committee of the Common Council at Tacoma, Washington, has recommended that the bill pending be modified in such a manner as to permit the distribution of advertising for charitable purposes and collect political messages by other than licensed bill posters.

Chas. Wilson and Hal Burke, of Madison, O., have formed a co-partnership under the name of The Wilson Advertising Co. to do bill posting and distributing in Madison and vicinity.

Byron & Co., of Cleveland, O., have bought the Akron billboards. The acquisition of Akron by this enterprise firm will be of much benefit to advertising, because Byron & Co. will put in a plant which will be a credit to all concerned. Mr. Al. Byron is at the present time a company organized to hold a theatre in Akron. Akron has been slow for a long time, but it's different now.

The Maryland billers on their recent visit to the Atlanta Exposition played havoc with M. J. Doolley's billboards. The Baltimore Herald says: "Mr. Doolley kindly expresses the wish that his 'boys' may never encounter a license agency such as they did when they captured the Millboard. The Mayor said he would send the matter to Captain J. Frank Sipple. Some of the 'boys' certainly did not treat considerable sense and equipment sent to Mr. Doolley's board."

The city authorities of Bay City, Mich., look a little more lenient by their action on the fine eleven miles of that city.

There is a penalty of \$200.00 for putting bills on private property without permission from the owner, at Fairview, N. Y.

In Brooklyn, N. Y., a license of \$200.00 is required of all parties advertising

tickets. The authorities there are proceeding against the unlicensed dealer in them. The principal stock of these unlicensed dealers is the Board and Chicago tickets and it is to keep such tickets in their proper use that the proceedings have been made. The theatre managers indignantly protested the movement, and bill posters should be granted, because, if there is anything which may be termed the "base of the bill poster's business," it is the demands for tickets by owners of advertising space.

W. E. Smith, of Anderson, Ind. Tex., has bought the Opere Opera boards in that city, and now controls all boards in Anderson. Mr. Smith has a well equipped plant.

The Pacific Coast Bill Posters' Association held their annual convention January 1st, at San Francisco, Cal. This association is independent and in view of that fact, some interesting developments may be looked for.

One of the last moves in the bill Lake City opposition, has been for the old company to extend time against those one of their boards, which the new company took in loan of, and by appearing in front of the post, to suspend a board finally on the side with loss and completely take in the other board.

The state of affairs which will prevail such work as this, is all wrong, and the owners of this property certainly cannot be a good business man to give both companies conflicting contracts or loans.

The Commercial State Association is made up as follows:

- E. H. Jennings, Bridgeport; J. L. Dege, Derby; Geo. Johnson, Southold; I. H. Smith, Norwich; John M. Gray, Willimantic; Col. Joseph Robinson, New Haven; John Weston, Norwich; E. S. Carpenter, Danbury; W. B. Hagden, Thomaston.

These gentlemen are who is forming the Bill Association, but several important ones are not represented. They should

Mischiefs in Milwaukee and Nebraska
Waldo Thomastown Milwaukee.

Milwaukee had a span of seven last month and a delegation of ministers and members of the W. C. T. U took a walk through the principal streets leading from the Klondike of the Black Creek Co. The Kansas City Star says they met "they are too good in Milwaukee to do anything but drink beer." They have "it all the time anyway."

The example set by Milwaukee was followed by the "ever good" people of Nebraska. They thought nothing would be obtained the advertisement surrounding the coming of that liquorist. They succeeded in leaving down the bills but failed slightly to accomplish their object. As a result of the outrage Cal Dagwood lectured to a crowded house.

New York City men go up January 1st, to a court for first week, and 250 cents for continued showing.



A Denver Bulletin Board. Patented by The Carren Co.

A special convention of the A. B. P. A. has been called for January 24th, at the Grand Hotel, Cleveland.

Several questions are to be considered, the more important of which is the reform of the New York State Association in regard to Gold, and BILLBOARD ADVERTISING, and the same to be presented by the Association toward BILLBOARD ADVERTISING in the future.

Chas. M. Whitaker, the senior member of the firm of Whitaker & Piffelick is held up with a broken neck.

The Mayor of Erie, Pa., has visited the Boston Billboards for bill posters in that city. The Erie Bill Posting Co. were so proud against it as against the commission price-employment and the doubtful nature of the benefit of such a license.

The Mayor's visit was allowed in absent, although much pressure was brought to pass it over his head.

make application to join at once, because the advantages of intelligent organization are incalculable.

Col. Joe Robinson, of New Haven, in conducting his business in accordance with a very strict law, and he has people know it, by incorporating in his business code the section which relates to distributing and posting. The idea is worthy of emulation. We think that the law is a good one and proved it.

BEFORE PLASTERING - "Before plaster is laid upon a wall, there should always be introduced in any public highway, or on private premises or property, without consent of the owner of said premises, no sign, notice, or other bill or sign of any nature or place of business, or who shall sell or use any real, such as structure, within the limits of a public highway, except unless posted in presence of law, any sign or advertisement, and that no one shall put or impaled on such sign or notice, or sign."

A. M. Palmer, the well known New York Quotation maker, has been sued for money due for bill posting.

George Lemmer's Pet.

Mr. Lemmer's pet has little sense, yet has long, so that high, located in the very center of Grand Rapids. It is built of six inch iron-rod and covered flooring, and is constructed just as substantially in any frame house. All the street-own bills from the Bill Boards pass it, and it is illuminated with three electric lights at night. Col. Ezra Robinson says that it is the prettiest board he ever saw, and the advertising agent who does not get a stand on it, feels that he has a kick coming.

SOMETHING NEW.

One feature of the Interstate Association is the frequent and unannounced inspection of the boards by officers of the Association, who make statements to the officers about the condition of the boards and bills at their end time.

Engene Wilson & Co., of Chicago, will address La Flor de Yulfoe Cigars, on the billboards of New York.

LIST OF FAIRS.

1896.
Copyright 1896

ILLINOIS.
Canton, Franklin Co. Agricultural and Stock Show, Jan. 12 to 15.
Chicago, C. F. Williams, Secretary, 112 E. Madison, Dec. 15 to 17.
Moline, Franklin Co. Agricultural and Stock Show, Jan. 12 to 15.
Peoria, C. F. Williams, Secretary, 112 E. Madison, Dec. 15 to 17.

INDIANA.
Indianapolis, Wm. A. Orr, Jr., Indian Society, 100 N. Illinois, Dec. 15 to 17.
Muncie, Wm. A. Orr, Jr., Indian Society, 100 N. Illinois, Dec. 15 to 17.
Terre Haute, Wm. A. Orr, Jr., Indian Society, 100 N. Illinois, Dec. 15 to 17.

MARYLAND.
Baltimore, John C. Rice, Association, Grand Avenue, Dec. 15 to 17.

MASSACHUSETTS.
Amherst, Amherst and vicinity Agricultural Society, Jan. 12 to 15.
Boston, Agricultural and Horticultural Society, Jan. 12 to 15.
Lowell, Lowell Agricultural Society, Jan. 12 to 15.
Northampton, Northampton Agricultural Society, Jan. 12 to 15.
Ware, Ware Agricultural Society, Jan. 12 to 15.

MISSOURI.
St. Louis, C. F. Williams, Secretary, 112 E. Madison, Dec. 15 to 17.

NEW YORK.
Albany, Albany Fair, Dec. 15 to 17.
Buffalo, Buffalo Fair, Dec. 15 to 17.
Canton, Canton Fair, Dec. 15 to 17.
Syracuse, Syracuse Fair, Dec. 15 to 17.

VERMONT.
Montpelier, Vermont Fair, Dec. 15 to 17.

WEST VIRGINIA.
Martinsburg, Martinsburg Fair, Dec. 15 to 17.

WISCONSIN.
Madison, Madison Agricultural Society, Dec. 15 to 17.

Poultry Shows.
PICE—Canton show, the secretary's address corresponds with that of the show.

CALIFORNIA.
Oakland, E. P. Hall, Judge, 2000 Broadway, Dec. 15 to 17.

COLORADO.
Denver, E. P. Hall, Judge, 2000 Broadway, Dec. 15 to 17.

DISTRICT OF COLUMBIA.
Washington, District of Columbia, Dec. 15 to 17.

GEORGIA.
Augusta, Jan. 12 to 15.

ILLINOIS.
Springfield, Springfield County Poultry Association, Jan. 12 to 15.

IOWA.
Canton, Canton Fair, Dec. 15 to 17.

KENTUCKY.
Frankfort, Frankfort Fair, Dec. 15 to 17.

KANSAS.
Topeka, Topeka Fair, Dec. 15 to 17.

MASSACHUSETTS.
Boston, Franklin Co. Agricultural and Stock Show, Jan. 12 to 15.
Chicago, C. F. Williams, Secretary, 112 E. Madison, Dec. 15 to 17.

MICHIGAN.
Lansing, Michigan Fair, Dec. 15 to 17.

MINNESOTA.
St. Paul, St. Paul Fair, Dec. 15 to 17.

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Syracuse, Syracuse Fair, Dec. 15 to 17.

VERMONT.
Montpelier, Vermont Fair, Dec. 15 to 17.

WEST VIRGINIA.
Martinsburg, Martinsburg Fair, Dec. 15 to 17.

WISCONSIN.
Madison, Madison Agricultural Society, Dec. 15 to 17.

CONVENTIONS, etc.
St. Paul, Minn., C. F. Williams, Secretary, 112 E. Madison, Dec. 15 to 17.
Chicago, C. F. Williams, Secretary, 112 E. Madison, Dec. 15 to 17.

MASSACHUSETTS.
Boston, Franklin Co. Agricultural and Stock Show, Jan. 12 to 15.
Chicago, C. F. Williams, Secretary, 112 E. Madison, Dec. 15 to 17.

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Lansing, Michigan Fair, Dec. 15 to 17.

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KENTUCKY.
Frankfort, Frankfort Fair, Dec. 15 to 17.

KANSAS.
Topeka, Topeka Fair, Dec. 15 to 17.

SACKEWITS, DR. Population, 14,000.
CLAYTON E. DOUB,
Distributor of Cigarettes and Cigars,
Business Involved.

CARROLL, IOWA. Population, 3,000
WELL POSTING
TAKING.

L. L. THOMAS.

SPENCER BILL POSTING CO.
Bill Posters and
Distributors,
Chicago at Corner 17th and Dearborn
E. CROFTLAND, Mgr. JAMESVILLE, WIS.

**Printer's Ink
Helps . . .
Advertisers!**

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

Realize you to profit by the experience—and advice, the methods—and successful advertisements, at a great complex information about every way of advertising which they have found to be feasible and profitable.

Determine you—read carefully—how to write advertisements that will sell goods; as the "Ready-Made Ads" it contains can be used so successfully the same object.

Contains timely hints about new schemes, tending to add you in selecting profitable ones to advertise in.

Subscription price now is a year—Sample copy, on trial.

15 Spruce Street, New York.

These you will, remember! Billboard Advertising

THE STAR
COLL SPOOLING GAUGE SUPPORT
AND ARTI-BAYLOR.

THE STAR
COLL SPOOLING GAUGE SUPPORT
AND ARTI-BAYLOR.

THE STAR
COLL SPOOLING GAUGE SUPPORT
AND ARTI-BAYLOR.

RIP-ANS
—The modern standard Family Medicine—
Cures the common every-day ills of humanity.

ONE GIVES RELIEF.

ONE GIVES RELIEF.

**make Sign Painting
or Bill Posting
Contracts to Govern the
Entire Pacific Coast.**

Referent to all Sign Painting.

Block Bros. (Mail Truck Tobacco), Wheeling, W. Va.; Conner Co. (Caterer), N. Y.; Post's (Retailer), N. Y.; J. Bruders & Sons, N. Y.; Korbs, Westfield & Seiler, N. Y.; Bower, Jersey City; Hedaya Confection Co., Highland, Ill.; The W. M. Conzack Co., Mechanicsville, Mo.; Cady's Printing Co., Omaha. *There are others!*

THEY say: "It will be all right if 'PLATE' does it."

ARTHUR M. PLATO, 206 Sansome Street, San Francisco, Cal.

P. O. Privately and Authenticated Correspondence of the Pacific Coast Bill Posters' Ass'n.

A Poster for Brewers.

The poster illustrated below is an innovation, an entire novelty in the advertising of **Beck Beer for Brewers**. It is termed a nine-sheet poster, and measures 7 feet high and 10½ feet long. Show cards, hangers, and newspaper space fade into absolute insignificance when contrasted with the efficacy of this potent and powerful poster.



It is beautifully lithographed in colors on sized and super-oleandered paper, and makes one of the prettiest and most effective posters ever printed. Prices, with firm name printed on them:

| | | | | | | | | | | | |
|----|---|---------|----|---|---------|-----|---|---------|-----|---|---------|
| 10 | - | \$ 9.50 | 25 | - | \$22.00 | 75 | - | \$47.00 | 150 | - | \$81.00 |
| 15 | - | 12.50 | 50 | - | 34.00 | 100 | - | 58.00 | 200 | - | 99.00 |

A Sample will be sent to any address in the United States or Canada on receipt of 75c. Address.

The Donaldson Litho. Co., Cincinnati, O.

HIGH-CLASS Half-Tone ENGRAVING.

SEND

A good Photograph
and
Cut &
Good
Cut.

•

Prices:

| | | |
|---------|----|--------|
| 2x1 | .. | \$0.50 |
| 2x2 1/2 | .. | 2.50 |
| 2x4 1/2 | .. | 3.75 |



PRICES

| | | |
|---------|----|--------|
| 2x1 | .. | \$1.00 |
| 2x2 1/2 | .. | 3.25 |
| 2x4 1/2 | .. | 5.00 |

•

SEND

The
Money
Will
Order

The Heileberg Photo-Engraving Co., Cincinnati

Stock Beer Labels.

We have the largest and best line of **STOCK BEER LABELS** in the country. All new designs. Prices away down.

Posters

Appropriate for Brewers, Furniture Dealers, Etc. New and Crispy Designs. Write for Samples and Prices.

HENNEGAN & CO.

127 East Eighth St. CINCINNATI, O.

ESTABLISHED 1879.

HARRY E. STOOPS, Manager.

POPULATION, 80,000.

The Stoops Bill Posting and Advertising Co.

OWNING THE FINEST LINE OF

BOARDS IN THE SOUTH.

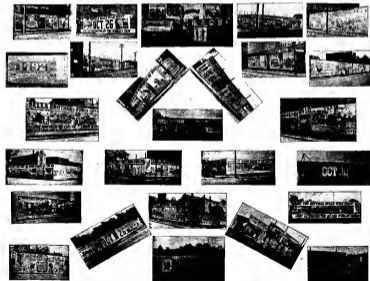


CONTROLLING ALL THE

BEAD WALLS IN THE CITY.



CHATTANOOGA, TENN.



PUT CHATTANOOGA! ON YOUR LIST.

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

**SPAULDING & GORDON,
LICENSED
City Bill Posters & Distributors.**
Members of Interstate Bill Posters' Protective Association, and International Association of State-Advisors of North America.

We have more billing space than all other towns in Idaho put together.
The city is booming.
Send on your paper.
References furnished.

**MANCHESTER, N. H.
FRANK P. COLBY,
City, and Theatre • Bill • Poster • and • General • Advertising • Agent,
President of N. H. Bill Posters' Association.
FRED. S. SCHAEFER,
CIRCUS BILL POSTER. Licensed Member Interstate Bill Posters' Association.
Only Bill Poster and Advertising Agent in Manchester and Putnam Counties.
Address—MANSKY, ILL.**

**THE CALHOUN PRINTING CO.
HARTFORD, CONN.**

Have the largest variety of Theatrical, Musical, Circus, Wild West and Military Stock Paper in the World.
Special Attention Given for Woodcutting, Engraving, Binding, etc. Cuts for Shows, and Stamps, Racing, Fairs, Picnics, Excursions, etc.
Design and execute the finest work of any establishment of its kind.
29 Union Place, - Opposite Depot.

**THE LEADING SHOW PRINTERS
& CHROMOGRAPHERS ON BLOCK
& IN THE UNITED STATES USE**



**THE AULT & WIBORG CO'S
POSTER INKS**
ARE YOU ONE OF THEM? THE AULT & WIBORG CO. CINCINNATI
NEW YORK CHICAGO

ESTABLISHED 1866.
AUBURN, N. Y.,—NO OPPOSITION.—
Sign Painting, Bill Posting and Distributing.
We make a specialty in all these branches, and do nothing except first-class work.
We guarantee all work satisfactory.

**L. W. EATON,
Over No. 1 State Street, AUBURN, N. Y.**

**J. T. ELMORE & CO.,
Bill Posters,
76 Madison Street, CHICAGO.**

By appointment Bill-Poster Interstate Bill Posters' Protective Association, licensed.

"The Bill Poster"

The English counterpart of *Billboard Advertising*. Subscriptions, 50 cents per year, post free, may be sent to No. 177 East Eighth St., Cincinnati, O.

| | | | | | | | | | | |
|---|-----------|----------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| STEINBENNER'S CINCINNATI DISTRIBUTING SERVICE. | | | | | | | | | | |
| Chicago | St. Louis | St. Paul | St. Petersburg | St. Petersburg | St. Petersburg | St. Petersburg | St. Petersburg | St. Petersburg | St. Petersburg | St. Petersburg |
| Address: W. H. STEINBENNER, 111 Vine Street, CINCINNATI, O. | | | | | | | | | | |

ELDER, JENKS & RABORG
'Excelsior'
Circus Paste
BY L. POSTERS' BUSINESS



Made of the best Wood Glue, best Linseed Oil, and the finest Pigment, mixed together in the most perfect manner possible.
It will not crack, warp, or peel, and will not become brittle or harden, and will not become yellowed or discolored by exposure to the sun or air.
It is the best and most reliable.
Sizes 2 lbs., 5 lbs., 10 lbs., 25 lbs., 50 lbs., 100 lbs., 200 lbs., 400 lbs., 800 lbs., 1600 lbs.
Extra Extra for Circuses, 100 lbs. per box, \$1.00 each.
Warranted to do all kinds of work.
ELDER, JENKS & RABORG
Bill Posters' Manufacturers
227 N. Fifth Street, Cor. Cherry, PHILADELPHIA.

The Old Reliable.



**THE
JOHN CHAPMAN CO.**
LICENSED CITY AND SUBURBAN
**BILL POSTERS,
DISTRIBUTORS,
ART BULLETIN ADVERTISERS,
PASTE MANUFACTURERS.**
19 Longworth St., Telephone 2214,
CINCINNATI, O.

JOHN CHAPMAN

SURE AS DEATH AND TAXES

WHEN YOU
USE THE
BILLBOARDS
IN
LEXINGTON.

- SURE.** That it will save you the time.
- SURE.** That the people have money to spend.
- SURE.** That every dollar of money you send to the NEWS & CO. will be spent in your locality, no good funds will ever be sent out for help in a place.
- SURE.** That it will give you control with other people advertising in 1892.
- SURE.** That if you don't pay the price you don't get it.
- SURE.** That if you do pay the price you will get it.

RAMSEY & CO
LICENSED
EXPIRED
DATE
Bill POSTERS
DISTRIBUTORS
GENERAL
ILLINOIS
ADVERTISERS.



ONE OF OUR OFFICES

OUR
ART
BULLETINS
UNEXHAUSTED.
30 CENTS
A FOOT
A MONTH

157 E. MAIN.
NEXT DOOR TO
POST OFFICE

The Price: 7 Cents 30 Days.

G. RUNEY & SON,
WAUKEGAN, ILLINOIS.



Bill Posters AND Distributors,

Circuit, 18 Towns.—Population, 35,000. 36,000 Square Feet Billboards. 5,000 Stock Letters always on hand.

WE USE THE DONALDSON GUIDE.

1896. THE DONALDSON GUIDE

30 States and in process of completion.

Who can give the population of the town, give the location of the town, give the name of the Hill patent, give the street address, give the name of the stationer, give the street address, give the name of the sports house, give the name of the local agent, give the name of the publisher, give the name of the newspaper, give the name of the printer, give the name of the publisher, give the name of the dramatic office, give the name of the dramatic organization.

It will be a source of useful information for advertising, showmen, and commercial managers and agents. The book will contain of over four hundred pages, printed handsomely bound in cloth and gilt.

In addition to the Directory the book will embrace the complete index of the Donaldson Office, the dramatic writers' directory, the International Professional Directory. The volume will be carefully revised and brought up to date, and will be the most complete and exclusive reference work.

The compilation is a work of prodigious labor and great expense, which is not richly rewarded by the success of the book, enjoys, consequently the publisher feels fully justified in putting upon this problem, distribution and above printers to distribute the advertising on the book and render all necessary aid in forwarding data. Inquiries should be provided by the publisher and can be had upon application.

It is to the interest of every bill poster and advertiser to have this valuable information at hand. Let the advertiser know his competitors and also the names of people he can reach. Let the advertiser know and bring them and together their live competitors, get acquainted manager who, kind of business, open season, or their purchase.

It will bring you business.

Success it will be essential almost daily by the advertising, showmen and theatrical managers of the country. The year gone or only has increased since its population and the competition is so great as to require immediately having the description of it, among the present population, together with each other advertisement is very necessary. The advertising is very necessary. The advertising is very necessary. The advertising is very necessary.

Free copies per year. Don't for a year's advertising to be lost. The advertising is very necessary. The advertising is very necessary. The advertising is very necessary.

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Mauberrét's Printing House, Limited

Printing Posters

in ALL sizes all styles

Work THE FINEST Prices THE LOWEST

Branches. 526 to 532 Poydras Street, NEW ORLEANS.

...Elegance...



ROOSEN,

INK WORKS,

66-68

JOHN STREET,

BROOKLYN, N. Y.

my Sideboard.

I will write those of my 300 ads at a 1/10 for any Furniture dealer for \$1. Money back if they don't send. Among all my clients I never had to refund one. I may discuss this offer after Feb. 6.

C. S. Barlow, N.Y. & V. Writer of Business Advertisements.

No Cats in Leadville.

The city is too nice for them. There are more cats and kittens here and there. The good old city will be the complete of a happy and healthy city and will be a great city. Leadville is the only city in Colorado that is not a city. It is a city of the future. It is a city of the future. It is a city of the future.

There are more cats and kittens here and there. The good old city will be the complete of a happy and healthy city and will be a great city. Leadville is the only city in Colorado that is not a city. It is a city of the future. It is a city of the future. It is a city of the future.

R. L. CURRAN,
Room 107, 260 Nassau St., New York.

40¢ if you want good sketches for our signs, ads, envelopes, etc., apply here.

No Other Complete Filled It.

Business

A Practical Journal of the Office.

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

ACCOUNTING, OFFICE ACCOUNTING, BUSINESS MANAGEMENT AND ADVERTISING, and incidentally upon FINANCE, MANUFACTURING, TRANSPORTATION, COMMERCE and ECONOMY.

The stated departments of the paper include OFFICE MAIL, each being 50000

from practical men on office and business topics: OFFICE ECONOMY, containing illustrated descriptions of new devices; BUSINESS LETTERS, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; ENTERTAINMENT AND ASSOCIATIONS, covering the transactions of the organizations among office men; and PERSONAL LAW, presenting articles on law topics of special importance to business managers.

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

Monthly, an appendix, illustrated, containing suggestions for a year. Sample copies (not including this of course) free.

KITTRIDGE COMPANY, Publishers
13 Astor Place, NEW YORK.



We Employ Young Men

Young Ladies "part-time" work - We employ young men and women in all departments of our business. We employ young men and women in all departments of our business. We employ young men and women in all departments of our business.

ACME CYCLE COMPANY,
BROOKLYN, IND.

By Writing Them, Get in the

Acme Cycle Co. (Bicycle) Co. We employ young men and women in all departments of our business. We employ young men and women in all departments of our business. We employ young men and women in all departments of our business.

Acme Cycle Co. (Bicycle) Co. We employ young men and women in all departments of our business. We employ young men and women in all departments of our business. We employ young men and women in all departments of our business.

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W. H. DONALDSON,
Cincinnati, Ohio.

SURE AS DEATH AND TAXES

WHEN YOU
USE THE
BILLBOARDS
IN
LEXINGTON,

SURE. That it is the best town in the West.

SURE. That the people here money to spend.

SURE. That every sheet of paper you send to RAMSEY & CO. will be paid for in good money, in good time, with good profit, and not too heavy to a penny.

SURE. That it will not be compared with other paper mills here to-day.

SURE. That if you don't pay the price you don't pay.

SURE. That if you do pay the price you get, in 10 days, exactly what you requested.

RAMSEY & CO.
THE GOLD
MINING
BILL POSTERS
DISTRIBUTORS
GENERAL
ADVERTISERS.



OUR
ART
BULLETINS
UNEXCELLED.
30 CENTS
A FOOT
A MONTH.

The Price: 7 Cents 30 Days.

187 E. MAIN,
NEXT DOOR TO
POST OFFICE

G. RUNEY & SON,
WYUKGORN, ILLINOIS.



Bill Posters AND Distributors,

Circuit, 15 Towns.—Population, 35,000. 36,000 Square Foot Billboards. 5,000 Stock Letters always on hand.

WE USE THE DONALDSON GUIDE.

THE
O.J. Gude Co
OUT DOOR
ADVERTISING
 New York.

1894 Our Customers spent less than 1% of their entire appropriations in Bill-Posting.

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

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

(DESIGN BY CHARTER OF JAMES PYLE & SONS—PHILADELPHIA)

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