



**THE
BILLBOARD**



**NEW-YEAR
NUMBER
= 1897 =**

**DEVOTED TO THE DEVELOPMENT OF BILL POSTING
SIGN - PAINTING POSTER - PRINTING,
DISTRIBUTING AND EXHIBITING.**

Are You a Bill Poster?

If so, and you want to make money easily and agreeably, write us at once.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

Are You a Bill Poster?

If so, send us your name and address. We intend hereafter to conduct a bill posters' Advertising Agency. To distribute, apporition, and otherwise work out the detail incident to placing work with bill posters throughout the United States and Canada. Get your name on our list.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

Are You a Bill Poster?

If so, then write for our new Catalogue of Posters suitable for advertising Amateurs Entertainments, Benefit Performances, Balls, etc.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.

No matter how small your town, you need us and we need you. Don't forget the address.

The Donaldson Litho. Co.,

CINCINNATI, OHIO.

BILLBOARD

ADVERTISING.

VOL. VIII, No. 12.

CINCINNATI, JANUARY 1, 1897.

PRICE 25 CENTS
PER YEAR, \$3.00

HOUSE TO HOUSE WORK.

By CHARLES JEFFREY BATES.

I have sold many times that I consider newspaper advertising the best advertising. I suppose I have sold that a hundred times—may be five hundred times. I have always made the assertion in a general proposition.

Take, for instance, a merchant in a small city or town where there is a newspaper of general circulation. It's my belief that that merchant's first appropriation should be for an advertisement in that newspaper. It doesn't follow that he should leave out other kinds of advertising.

While at present and through before in the view of the newspaper as an advertising medium, I am just as strong a believer in booklets and circulars. In fact, in some cases, I believe that booklets and circulars should take precedence over newspaper advertising. I believe that in some cases the booklets and circulars should be sent first and the newspaper later.

To my personal knowledge several of the most successful proprietary medicines now in existence had achieved a large measure of success by the house to house distribution of booklets and circulars, before they ever made use of newspaper advertising. They divided the country up into small sections and circulated their medicines one at a time thoroughly, by house to house distribution. That the system brought results, and big results, is shown by the fact that these concerns made so much money that they were able to pump into general newspaper advertising almost at a bound. As I have said many times, good advertising is simply advertising that helps results. Evidently the house to house distribution of these proprietary medicine concerns brought results, and big results.

While it is the subject of proprietary medicines, I want to say that I don't know of a more effective way of introducing a good proprietary medicine than by the house to house distribution of booklets and good literature. "Beating a butterfly" is to be trying. Take, for instance, some simple, palatable remedy that is recommended as a laxative. Leave a trial bottle of the remedy with explanatory material at each house. It's my observation that seven hundred out of every ten will see that that kind of a sample is given a trial. If the results are favorable—that is, if the medicine proves

to be what it claims—a great many of these people will accept or later inquire for the remedy at a drug store. That's no direct and effective way of producing demand for a medicine as can be conceived.

The plan of distributing samples from house to house has been tried many times with soap and taking powders, and when the article was right and the distribution was honestly made, I believe the plan has

to house distribution of booklets and booklets and samples in a great measure fail. One way is through sheer carelessness as to the composition and printing of the booklets and circulars. It tends to reason that if an advertiser who is having his booklets checked under the doors of Dead End house doesn't want it kicked into the street, he must make it sufficiently attractive and striking to induce interest

and, lastly applied, but that also showed a really businesslike agreement of the simpler physiological facts. We then utterly absurd advertisements, faithfully described, merely brought fair returns and their authors therefor. This being the case, it is no wonder that booklets and circulars advertising a really good remedy and that are attractively printed and illustrated and well worded should make medicinal properties rich.

The other point where house to house distribution fail is in careless or dishonest distribution. Booklets and circulars that are distributed the first time never usually don't sell the goods advertised. It doesn't pay to employ incompetent people to make a house to house distribution. In my own experience I have known an offer boy to dump a firm's copying mail of three or four hundred letters a day in his own name rather than carry it six blocks to the Post Office. I have known of cases where this had gone on for weeks, and the firm concerned was utterly at a loss to understand what was the matter with its results. If a regularly employed offer boy out of business, poor and simple, will do a thing of this kind, what do you expect of any utterly irresponsible man or boy whom you may pick up, hit or miss, by correspondence, to make your distribution? It's simply giving money into a hole to contract a house to house distribution of circulars and booklets to incompetent people, without reference or record or responsibility to results.

My conclusion is that the house to house distribution of circulars, booklets and samples is one of the most effective methods that can be used by the general advertiser of many articles. In fact, in some cases I think that this style of advertising should even precede newspaper advertising. Whatever a distribution of circulars should be made by mail or by a house to house avenue in a specific business in each specific case. In other words the quality and attractiveness of the matter distributed will not a great big figure in the determination of results.

P. F. SCHAEFER, of Chicago.

always proved productive of results. Any way, I notice that the firms who have made the greatest use of these plans are to-day prosperous and wealthy. At the same time, they use big newspaper advertisements, and these too do not in any way take from the value of newspaper advertising.

There are two ways in which a great many advertisers who attempt the house

from the house to the business of the house to pick it up, and have some curiosity as to its contents. This is the exact point where many house to house distribution fail. These booklets or circulars are horrible specimens of what printers can do. The language used is either stentorian or absolutely incoherent. I have read proprietary medicine ads of this description that were not only suggestions,

A correspondent writes me as follows: "You must have been misled that Dr. Hildreth founded the association, that we saw the organization in his mind?" We do! he became a father figure and even a child, does that give him the right to kill it just as it sits on at years of usefulness? Certainly not, you say. But that is exactly what Dr. Hildreth is wanting to do. A. B. T. A.





MR. EDWIN E. LEWIS.

The above is a very good portrait of Mr. Edwin E. Lewis, the bill poster at Yves, Ill. He is also the proprietor of a good-sized printing office, and between the two he is kept pretty busy. He has a nice lot of boards which are generally kept full of five-papers. Mr. Lewis is an enthusiastic member of the International Bill Posting Association.

FRONTISPIECE.

We present on our front page this month, a portrait of P. F. Schaefer, of Chicago. Mr. Schaefer is president and general manager of The Chicago Bill Posting Co., and also a member of the firm of P. F. Schaefer & Co., expert analytical chemists. It is an honor and privilege of the International Bill Posting Association, that Mr. Schaefer has achieved his present fame. The splendid progress of this organization is almost entirely due to his plan. When first proposed, this organization was styled the Illinois Bill Posting Protective Association, and was intended to embrace only bill posters in Illinois. Its growth was so rapid, however, that it soon became necessary to take in bill posters from adjoining states, and it became known as the Inter-State Bill Posting Association. Last summer its scope was still further extended, and the name again changed to the International Bill Posting Association. This organization is a splendid movement in Mr. Schaefer's ability, and the big power. It is an achievement of which anyone may well be proud. As is the his role in the opposition fight with R. C. Campbell, justly termed the most aggressive antagonist in the business.

Mr. Schaefer is of a genial, affable and open-hearted disposition, and renders his friends by thousands.

The honor of the late John Chapman took place Sunday, December 27th from the basement, 426 Eastern Ave., Cincinnati. The services were impressive and the services imposing. Many kind tributes and offerings were received. The bill posters were the ones and consolation of the deceased.

The Chicago Record, the New York Herald, and the New York Journal, all set their circulation by justification one of the billboards. Could there be a more noble testimonial to the ability of the poster.

A one sheet on the station of the elevated roads in Chicago costs the advertiser three cents a day, and pays him handsomely at that. On the three-quarter fare he gets ten times the circulation for three cents a week. Advertisers will do well to seek a pie in this paragraph.

For brief, pointed and terse announcements, use posters.

For long time, permanent displays, use travel signs and poster bulletins.

For extended argument and detailed description, use circulating makes.

For actual operation and practical demonstration, use exhibiting.

R. W. Dupuis, of Stoueville, N. J., writes us that, the only theatre in that city located in the general downtown east, and with it, all his possessions, all he has left to his reputation and his boards.

These members of the craft who are given to regarding themselves as individuals are especially reminded that he is known, very, and therefore proud to sit. He was wrong on his right prior schedule, also all the rest of the craft are. He is wrong on his "show" schedule also, as events will ultimately prove.

If your subscription has expired, kindly send your dollar at once.

ASA RICHARDS CASSEY.

The cut on this page is a very striking portrait of this measurement. His work has been very in every city in America. While he does not consider himself to any particular line, his direct posters are generally considered to be the best in the world.

Mr. Cassey has been connected with The Century Litho Co., The Spinger Litho Co., The Miller Litho Co., and The Doubleday Litho Co., He is at present working for the trade, having a studio in the Bohemian Building, Cincinnati.

Mr. Cassey is an enthusiastic member of the Concrete Advertising Club, and is now the champion of the city.

A paragraph describing a bill poster needed merely went the rounds of the Annotated Press. It was described as a recent invention which posted bills automatically in any height up to fifty feet. As it was said to be so new, the credit was called for further details and information but they were not forthcoming. We may be able to present them in our February issue, but the chances are that the machine is a myth.

Constant advertising brings success.

We wish all our readers a happy and prosperous new year.

In our next issue we will commence a series of articles on "Correspondence," which will be of special interest to bill posters and distributors.

Advertising Experience for December was a splendid number. It contained a lengthy interview with Mr. R. C. Campbell on "Outdoor Publicity."

Advertising, published in Cincinnati, made the following truthful statement: The road to advertising success is one professedly free of thousands who have profited therein in small measure, but the success of "one business" must be by the largest number. Undoubtedly they think they have been advantage and honest advertising at a bargain. They tell their experience and demands others from trying to advertise. The success of the successful is the best proof that advertising of the right sort does pay.

Distributors are necessary for advertising in one of the best methods of this paper that has yet appeared. Its advertising is done by our outdoor advertising men in our relation with this national publication. It is published in Cincinnati and costs no more a month, we desire a personal address.

If it was one of the best it should be to be known.—Franklin

Advertising is like the flying eagle. You may be riding with it, but you are not riding it. You are riding it, but you are not riding it. You are riding it, but you are not riding it. You are riding it, but you are not riding it.

Some people may think advertising itself a matter of faith, that you cannot sell what advertising is doing to do, we believe it is not a matter of faith. This may be true, but it is very strange that the man who writes the advertisement should not be in a business and manufacturer were usually honest but in his life—did in advertising.



ASA RICHARDS CASSEY.

Mr. Bates has started a paper of his own under the characteristic modest title, "CHICAGO ADVERTISING WEEKLY." It is made up almost wholly of Mr. Bates' criticisms of current advertising matter and methods, and is the latest effort for two years in his "Department of Criticism" in *Printer's Ink*. Mr. Bates' work on larger subjects in *Printer's Ink*, is that those to whom his writings have become a necessity will therefore have to subscribe for two pages instead of one.

The first number is out. The price is \$1 per year. If you send us before Jan. 31, you will receive the paper one year and also a copy of "Good Advertising." Send orders to Holman Publishing Co., 15 Beckman Street, New York.

That cheap and nasty little sheet published at Toronto and styled the *Bill Poster*, which monopolizes as the official organ of the Canadian Bill Posters Association, but which is really in only the lower steps of the Acton Bureau Co., is impossible to receive unless you send a whole volume unless we recently attended. If its office will kindly return from appropriating our paragraphs, advertisements and articles without credit, we will endeavor to ignore, but is the future.

Don't be afraid to use your own boards to advertise your business. Always keep a supply of posters on hand, and put them out judiciously.

Billboard Advertising

REGISTERED SERVICE BY
U. S. PATENT OFFICE. CHICAGO, ILL., U. S. A.

BY
BILLBOARD ADVERTISING CO.

JAMES H. MERRINER, Manager.

Chicago, Ill., 7th Floor, 1st Addition.

ADVERTISING MATTER

Advertisements will be published at the lowest rate from that of leaving-the-rate per space day, and in the standard column. Space specified must be paid. Cut rates on cash.

Billboard Advertising is sold in London, all parts of Europe, all parts of the United States, Canada, Mexico, Cuba, Porto Rico, the West Indies, the Philippines, the Hawaiian Islands, the Virgin Islands, the Azores and all other islands. The South American continent is also covered.

Estimates should be made by telephone, post-office or express order, or registered mail.

The billiard board published in various countries and in all parts of the world.

It is necessary to refer to the directory and only for advertising, great credit is given to the advertiser who pays in advance by remittance to the advertiser.

Journal of the Board of the American Billboard Advertising Association, Inc., Chicago, Ill., 7th Floor, 1st Addition.

JANUARY 1, 1907.

Active nature and overall distribution of the bill of the Bill Poster has furnished evidence of the "open" association. The leading article of the December issue indicates in considerable form and based upon this idea. As in his own Mr. Campbell is devoted and emphatic in his assertions and claims. He admits the strength and merit of the plan and seems enthusiastic over its possibilities. His change of heart seems much. He, it is no longer, but better satisfied. Impulsive, determined and aggressive, he goes at those who oppose his opinion like a bullet train, compelling the belief and submission of others by the very force and strength of his own convictions. The new movement requires an able and a valiant champion in the person of the A. B. P. A., one that it is worthy of in need of.

The liberal and conservative elements of the organization have long since been won over. All that remains, logic and argument can accomplish has been done. But the prejudiced, the blindly obedient and the ignorant create, and through human weakness of his side, will find that they are not to be lightly snubbed. There's more strength to his.

The association organized by Mr. Campbell, through complicated, intricate procedure, proved. Careful consideration enables us to state that the scheme of gentlemen and factors, which he proposes, would go far toward settling working questions and affording facilities that have long engaged the attention of the officers and members of the A. B. P. A. First of all, it would demonstrate positive in competition, and otherwise all the long line of evils now attendant upon the former. Secondly, it would promote good feeling and good fellowship among fellow

members and thus lead to a more intimate and friendly interchange of ideas and information. Thirdly, it would give advertisers a service that was guaranteed by a real tangible cash guarantee, and lastly, it would provide an incentive for bill posters to live up to their engagements, both to advertisers and to one another. Largest would be effected with all firms impartially treated by a board of arbitration, and persistent efforts would be expended. Repulsive would mean ostracism, and ostracism would mean sure speedy cure and certain mercantile death.

MERRINER quite as reflected has ever contemplated by the most devoted adherents of the open association, but it is like the worthy editor of the Bill Poster to our Harold Hild. Only enough, too, Mr. E. F. Schaefer, president and founder of the International Bill Posting Association, the only "open" organization in America at present, is Mr. Campbell's opposition. With two such men and their own appetites, both endeavoring and both struggling to bring about the same result, it will be years of apprehensive time to our citizens, content on the whole of the scheme. It will take time though. The situation is new, totally unexpected by parties to both factions, and is consequently more or less surprising. This feeling will wear away in time, and then Mr. Schaefer and Mr. Campbell, if they are both sincere in their intentions, will be afforded an opportunity to prove it. They are the leaders of the leading associations. They do as they will with these. This accomplished, the Billboard Association and the New York City organization could be brought in, without trouble. The thing would then be done, and what a blessing it would be.

There is an end to backing, abuse and sneering style. To have done with words and fights of high standing, in the end of turmoil and mercantile confusion, of leaving, of leaving wrongs, of high holding in today, and all the rest of the folly that is today characteristic of the open fight.

It is not worth trying to obtain? Is it not worth making some slight sacrifice in the matter of personal pride? By all means, yes.

In Mr. Campbell's plan appears to me, that, then a median course between it and Mr. Schaefer's idea could be adopted. The principal thing to do now is to get together and make a start.

Fortunately the next annual meeting of the International Bill Posting Association is close at hand. This organization being the younger, it is more and proper that overtures, if any, should emanate from it. Mr. Schaefer is its president.

BILLBOARD ADVERTISING.

Two most important meetings take place simultaneously with the annual convention of the Protective League of American Billboards, at the Hotel Biltmore, January 5, 6, 7 and 8.

It will be largely attended. Not only will members of the International Bill Posting Association be there in force, but many members of the A. B. P. A., who are also members of the P. L. A. S., will also be on hand.

Each material program can be made toward organization if the proper spirit is manifested. Mr. Campbell and Mr. Bryan will undoubtedly be present. Mr. Schaefer has also definitely signified his intention of going. There is really not much more needed when you come to think of it. Just a little self-reliance, a little diplomacy, a little common sense, and these you can. Let there be no slip, say, and careful don't it. What, oh, what will the outcome be? If they get together BILLBOARD will apply its method of the bill with death in its action, the day it takes place.

Charley not Confined to Bill Posters.

By Joe H. Jones.

There has been as much said about the bill poster with the Charley who had it in mind to make a few remarks about the other individual that was the Charley, to the detriment of bill posting generally.

Some months ago the firm of Samuel Joseph & Co., cigar manufacturers of New York, sent me to make some signs at their new factory building, more than I have had several in years with them on the subject of good and paid work and Mr. Joseph Joseph told me of one of their experiences with bill posting some years ago.

There is a certain young cigar manufacturer of offering various inducements to jobbers to get them to handle the goods, and one of these inducements sometimes is advertising. Mr. Joseph was working with a man he wanted to sell to in a town in Georgia, and finally he agreed to do his work of advertising if he would put in a case of cigars. "I will post for you two posters, the posters will cost you \$20, and the bill poster will charge you for putting them on, making you \$100."

"All right," said the jobber, "but you are not allowed to the posting, I know the bill poster, and I can get a better deal of bill than you can, and I can probably get better results than you can get from him. Just send on the posters with the goods and I will have them posted and send you the bill, or deduct the amount out of my settlement with you."

In the goods was shipped and the posters went with them, and some days later the jobber wrote that the goods were not getting well at all, "and you've got a little more business than I thought. I don't see how it will be things all right, and put your sign as far as in this town."

Another thousand were sent, after considerable figuring on how they were to control over an expanding bill industry in the country, and after waiting a few months from the jobber, but all letters to him on that subject failed to elicit any response.

After patience count in a few weeks Mr. Joseph decided to let the bill poster go to Georgia, determined to get that money or else that town. As chance would have it, the town was reached about six o'clock in the morning, and after waiting a few miles at the station he started in the store, only to find it not yet open. He then strode across towards the bill poster, and got three just as he was opening.

"My dear sir, with the bill poster were so to the door that he placed the \$20 Georgia paper, and he replied that he had never seen any \$20 Georgia paper. "Oh yes, you have; I saw them elsewhere; it was given you by Smith & Co."

"What! These damn cheaters! I never saw a thing for them, neither for \$20 Georgia nor anything else." [Comments to the man, Mr. Joseph said in repeating the conversation, and he said it had the bill very nicely.]

After telling himself thoroughly that the poster was not to be present, Mr. Joseph went around to the jobber and asked for a settlement. After a good deal of circumlocution the jobber made out some floating check for the bill posting. "Who proved these posters?" asked Mr. Joseph. "Why, Mr. Fane, the bill poster, of course." The reply was:

"Since on the bill for the work, show us your vouchers," said Joseph, and before he was allowed to keep him from getting out of sight long enough to go or to call the bill poster. There he opened up to him and told him that he had not only checked the bill poster out of that amount of work, but had attempted to cheat Samuel Joseph & Co., out of the cost of the posting and had cheated them out of the cash. "Now, gentlemen, I want the paper for the full amount of this bill, and I want it at once, or the Sheriff gets your money." After a good deal of haggling and hawking he succeeded in getting a settlement. "Now, I'll give you five for these two posters," said he in a perky tone to the jobber. "And don't let the jobber let them out and accept my offer, in spite of their previous affidavit that they had all been posted."

This story is set out with the details of making a settlement, and a bill board advertising. In the midst of these who had contemplated using this medium.

No. But when the manufacturer tells us that he had bill posting in a certain town and that it didn't pay—that he knows the posting was done because the jobber did it—the jobber was not out and he had not done right—then I should like him if he has the worst of other possible claims that the posting really was done.

Mr. Joseph may finally say that if that had occurred in it that they had never believed bill posting to be absolutely valuable, for before using the bill poster he had a very definite that the paper was not.

The fundamental principle of the "open" association is right, that of the "open" association is argument.

My Reference is my work, WHICH SPEAKS LOUDER THAN WORDS.

Bill Boards
and
Stands
Prominently
Located
On all the
Principal
Streets of
City.

Distributors of
Merchandise,
Samples,
Booklets, etc.
Throughout the
Entire City,
Jefferson,
Gratou
and
Algiers.
Send for Prices.

NEW ORLEANS, LA.

High Class
Billboards, Signs,
Posters
and Executions of Work
Unexcelled.

Melvin's Bulletin Service,
Detroit, Mich.

Rates Low,
Service and Quality
Guaranteed.
Write for Prices
and Designs.

If You Want to Post

Chicago

Send Your Paper to

The Chicago Bill Posting Co.

No. 395 West Harrison Street, Chicago, Ills.

Who Own and Control all the most prominent Boards, Readings, Posting Stations and points of postings in the city of Chicago.

International Bill Posting Association.

Semi-Annual Meeting.

Hotel Emory, Cincinnati, Ohio, January 6, 7 and 8, 1897.

P. F. SCHAEFER, President.

CLARENCE E. RONEY, Secretary.

Printers' Ink Helps Advertisers!

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

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

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

Contains timely hints about conditions, tending to aid you in selecting profitable work to advertise in.

Subscription price only \$1.00 a year. Sample copy, on request.

30 Spruce Street, New York.

A. E. Bentley,

Only Licensed **HILL POSTER** in **GUTHRIE**, Capital of Oklahoma Territory, 10,000 feet of space, and solicitation guaranteed. Rates made known on application.

A. E. Bentley, **GUTHRIE, OKLA**
1000 Circulars, also full or smaller
filled in one day for \$1.00. See our other
small papers mailed for one per year. Includes
free guarantee. Address
A. E. BENTLEY, NEVA, VA.

For the WEEK, readers without advertising

THE LEADING SHOW PRINTERS
& PHOTOGRAPHERS OF AMERICA
& IN THE UNITED STATES USE

**THE AULT & WIBORG CO'S
POSTER INKS**

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

SELDEN NYE

HILL POSTER AND DISTRIBUTOR.
(Chicago and Evans.) 1157 1/2 W. Park St., Chicago, Ill.

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS.

CONTRACTS TO PLACE DISTRIBUTING MATTER
IN ANY SECTION OF THE COUNTRY.

***** Service of Its Members Guaranteed. *****

Advertiser who use distributing matter would do well to write to

JAS. L. HILL,

Soliciting Secretary, NASHVILLE, TENN

Distributors desiring to join, write for information, by-law, etc.
TO

W. H. STEINBRENNER,

311 VINE ST., CINCINNATI, O.

Every advertiser of
the Chicago Echo

The Echo
(1897.)

We will send one copy of the January
publication.

The Nude in Art.

With a 4 Month's Subscription
(30c)

We will send 3 Different Numbers

The Nude in Art.

THE CHICAGO ECHO CO.,
756 Avenue Chicago.

It is available only for \$1.00 with year of ad.
The Chicago Echo, 756 Ave. Chicago, Ill., Boston.

LICENSE. For \$200 I will
draw and pay-
ing to any bill
poster in the United States or Canada, the
largest and most approved form of bill posting
cardboard in use. It is effective and post-
paid. Address:

R. C. GARRELL,
DAYTON, KY.

SIDNEY, OHIO, C. F. ROGERS
Gives 200 samples of bill posters and card-
boards in the city.

Also DISTRICTS and samples enclosed in

Pueblo, Colo., Prop. 90,000
JERSE MITCHELL

Does Distributing and Tackling.
References if desired.

For the WEEK, readers without advertising

LIST OF MEMBERS, CORRECTED MONTHLY.

INTERNATIONAL BILL POSTING ASSOCIATION

Of the United States and Canada. Formerly the Inter-State Bill Posting Protective Association.

OFFICERS.
President, C. H. WEAVER, Chicago, Ill.
Vice-President, J. W. HOFFER, Chicago, Ill.
Secretary, W. C. TRIPP, Chicago, Ill.
Treasurer, W. C. TRIPP, Chicago, Ill.
Executive Committee: J. W. HOFFER, Chicago, Ill.; F. J. STEIN, Chicago, Ill.; W. C. TRIPP, Chicago, Ill.; W. C. TRIPP, Chicago, Ill.; W. C. TRIPP, Chicago, Ill.

BOARD OF DIRECTORS.
President, C. H. WEAVER, Chicago, Ill.
Vice-President, J. W. HOFFER, Chicago, Ill.
Secretary, W. C. TRIPP, Chicago, Ill.
Treasurer, W. C. TRIPP, Chicago, Ill.

BOARD OF PROMOTION. To be appointed by the President, and composed of one member from each State.

State	Member	Address	Phone	State	Member	Address	Phone
Ark.	Chas. Depp	Little Rock	1500	Ill.	Wm. H. Jones	Chicago	1400
Calif.	Wm. H. Jones	San Francisco	1500	Ind.	Wm. H. Jones	Indianapolis	1500
Colo.	Wm. H. Jones	Denver	1500	Iowa	Wm. H. Jones	Des Moines	1500
Conn.	Wm. H. Jones	Hartford	1500	Mass.	Wm. H. Jones	Boston	1500
Del.	Wm. H. Jones	Dover	1500	Mich.	Wm. H. Jones	Lansing	1500
Fla.	Wm. H. Jones	Jacksonville	1500	Minn.	Wm. H. Jones	St. Paul	1500
Georgia	Wm. H. Jones	Atlanta	1500	Mo.	Wm. H. Jones	St. Louis	1500
Idaho	Wm. H. Jones	Boise	1500	Nebr.	Wm. H. Jones	Omaha	1500
Ill.	Wm. H. Jones	Chicago	1500	Nev.	Wm. H. Jones	Reno	1500
Ind.	Wm. H. Jones	Indianapolis	1500	N.H.	Wm. H. Jones	Manchester	1500
Iowa	Wm. H. Jones	Des Moines	1500	N.J.	Wm. H. Jones	Trenton	1500
Kan.	Wm. H. Jones	Topeka	1500	N.M.	Wm. H. Jones	Santa Fe	1500
Kent.	Wm. H. Jones	Canton	1500	N.Y.	Wm. H. Jones	New York	1500
La.	Wm. H. Jones	New Orleans	1500	Pa.	Wm. H. Jones	Philadelphia	1500
Maine	Wm. H. Jones	Portland	1500	R.I.	Wm. H. Jones	Providence	1500
Maryland	Wm. H. Jones	Baltimore	1500	S.D.	Wm. H. Jones	Sioux Falls	1500
Mass.	Wm. H. Jones	Boston	1500	Tenn.	Wm. H. Jones	Memphis	1500
Mich.	Wm. H. Jones	Lansing	1500	Tex.	Wm. H. Jones	Houston	1500
Minn.	Wm. H. Jones	St. Paul	1500	Va.	Wm. H. Jones	Richmond	1500
Miss.	Wm. H. Jones	Jackson	1500	W. Va.	Wm. H. Jones	Charleston	1500
Mo.	Wm. H. Jones	St. Louis	1500	Wis.	Wm. H. Jones	Madison	1500
Mont.	Wm. H. Jones	Helena	1500	Wyo.	Wm. H. Jones	Cheyenne	1500
Nebr.	Wm. H. Jones	Omaha	1500				
Nev.	Wm. H. Jones	Reno	1500				
N.H.	Wm. H. Jones	Manchester	1500				
N.J.	Wm. H. Jones	Trenton	1500				
N.M.	Wm. H. Jones	Santa Fe	1500				
N.Y.	Wm. H. Jones	New York	1500				
Pa.	Wm. H. Jones	Philadelphia	1500				
R.I.	Wm. H. Jones	Providence	1500				
S.D.	Wm. H. Jones	Sioux Falls	1500				
Tenn.	Wm. H. Jones	Memphis	1500				
Tex.	Wm. H. Jones	Houston	1500				
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W. Va.	Wm. H. Jones	Charleston	1500				
Wis.	Wm. H. Jones	Madison	1500				
Wyo.	Wm. H. Jones	Cheyenne	1500				

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- Green Lithographing Co. - Madison, Wis.
- Green Lithographing Co. - St. Paul, Minn.
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- Green Lithographing Co. - St. Paul, Minn.

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- J. W. Hoffer - Chicago, Ill.

NATIONAL INSPECTOR.

- Chas. H. Kirtland - Washington, D.C.

ATTORNEYS.

- Thos. H. Kirtland - Washington, D.C.

SCALE OF PRICES.

City of 1 inch size per sq. ft. per week, 10¢
 1/2 inch size per sq. ft. per week, 8¢
 1/4 inch size per sq. ft. per week, 6¢
 1/8 inch size per sq. ft. per week, 4¢
 1/16 inch size per sq. ft. per week, 3¢
 1/32 inch size per sq. ft. per week, 2¢
 1/64 inch size per sq. ft. per week, 1¢
 1/128 inch size per sq. ft. per week, 1/2¢
 1/256 inch size per sq. ft. per week, 1/4¢
 1/512 inch size per sq. ft. per week, 1/8¢
 1/1024 inch size per sq. ft. per week, 1/16¢
 1/2048 inch size per sq. ft. per week, 1/32¢
 1/4096 inch size per sq. ft. per week, 1/64¢
 1/8192 inch size per sq. ft. per week, 1/128¢
 1/16384 inch size per sq. ft. per week, 1/256¢
 1/32768 inch size per sq. ft. per week, 1/512¢
 1/65536 inch size per sq. ft. per week, 1/1024¢
 1/131072 inch size per sq. ft. per week, 1/2048¢
 1/262144 inch size per sq. ft. per week, 1/4096¢
 1/524288 inch size per sq. ft. per week, 1/8192¢
 1/1048576 inch size per sq. ft. per week, 1/16384¢
 1/2097152 inch size per sq. ft. per week, 1/32768¢
 1/4194304 inch size per sq. ft. per week, 1/65536¢
 1/8388608 inch size per sq. ft. per week, 1/131072¢
 1/16777216 inch size per sq. ft. per week, 1/262144¢
 1/33554432 inch size per sq. ft. per week, 1/524288¢
 1/67108864 inch size per sq. ft. per week, 1/1048576¢
 1/134217728 inch size per sq. ft. per week, 1/2097152¢
 1/268435456 inch size per sq. ft. per week, 1/4194304¢
 1/536870912 inch size per sq. ft. per week, 1/8388608¢
 1/1073741824 inch size per sq. ft. per week, 1/16777216¢
 1/2147483648 inch size per sq. ft. per week, 1/33554432¢
 1/4294967296 inch size per sq. ft. per week, 1/67108864¢
 1/8589934592 inch size per sq. ft. per week, 1/134217728¢
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