

# BILLBOARD

## ADVERTISING

A  
Magazine  
for  
Business Men  
who  
think.



JOSEPH E. GIRARD.

August, 1896.



# ILLUSTRATED ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

Vol. IV., No. 7.

CINCINNATI, AUGUST 1, 1896.

THE POSTER. PART II.

## TACT IN ADVERTISING.

What is tact? Whether that defines it or not, it is a quick or intuitive appreciation of what is fit, proper and right; fit or ready mental discernment which shows its way to doing a proper thing."

At a social function, in Mass., of which James G. Blaine was host, an honest old farmer who had just purchased a case of wine, for the first time, sought out Mr. Blaine, and, taking him to one side, said:

"Mr. Blaine, that those puddle o' wine is fine."

Mr. Blaine evinced the liveliest concern at the old farmer's remark:

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

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

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

That was definite and discriminating tact on the part of Mr. Blaine, who at the time was a candidate for President of the United States, and, naturally, was solicited to gain the support of every estate he laughed at or despised the farmer, he would, perhaps, have made of him a life-long enemy by listening, with apparent concern, to the farmer's discovery that the puddle was new, and expending his attention to lamely and not at all saving what was the matter, he accomplished an opposite result, and cooled the wine that a man to be great, in great things must be great in small things.

It matters not what, goods, what wares, what business enterprise you possess, or how much you and your customers and path are ornamented of your making up, if you are lacking in tact you are deficient in one of the mainstays of success. Tact is the ball that balances your kite; the governor that regulates your sugar; that wire and keeps it running like your machinery; the magnet, or reflection device in place of action, a method for financial advancement, a medium for bringing your manufacturers, your merchandise, or your business ventures in touch with the public, or suggests the medium of an interview from which you are hoping to derive profitable or advantageous results; but without tact your endeavor is futile and sure to end in loss. You would have needed of you an assignment advised, the necessity of many a

financial crisis and many a vexatious loss. Tact pleads the peace, safety, from out the noise, danger, and brings victory out of defeat.

These ideas could be illustrated in many ways, but I single illustrations will suffice. Take, for instance, an individual, firm, syndicate or corporation desirous of reaching the public through the medium of a poster. A design is conceived, descriptive lines are prepared, the artist's genius and the printer's skill are called into requisition, and the developed poster is spread broadcast throughout the Union. The artist has done his best in accordance with the designs furnished him, and the printing and coloring are accomplished. The proprietor of the poster has been far from sagaciously in the matter, and he treats with total contemptuous regard his own output. Since the income in his venture are marked and decided, and the utility of the poster as an advertising medium is established beyond a peradventure. Yet, something is wrong, something is lacking. Mr. Jones, or Mr. Brown, or Mr. Smith, who is handling either wares or advertising a similar industry or venture in his line, is meeting with more a greater and more pronounced success, and he is at a loss to assign a reason.

Yet the reason is obvious. He has simply failed to produce a poster, or his competitor, or to take the proper and proper attention. The design is comparatively simple, and lacks, perhaps, originality. There is little striking in the picture to cause the customer to stop and gaze. The descriptive lines are feeble, and not sufficiently expressive and frequently the reverse from being catchy. In a word, there has been a deficiency of tact displayed in the preparation of the poster, and thus you see

The saying is true—'blessed that is he who has himself for a client, his a fool for a lawyer'—and this is applicable to most of the walks of life. One might, in an emergency, be able to half-kill his own horse, but to put a quack on his money, or at least in negotiating and negotiating a design, and that is producing costly and alternative loss you are quite equal to the task. Probably you are right, probably you are wrong. If right, you are not fit to interest the public in your poster, probably you sell the advertisement at a loss; if wrong, you are not fit to interest the public in your advertisement, you have too highly rated your abilities, a failure is within the bounds of probability.

In the United States are several persons who make the poster designing and preparing a specialty. They are men fertile in ideas, and quick to intelligently grasp the requirements of the poster they are considering, and able to produce that which will expeditiously command the attention of the passer-by. There are others, adept and practical advertisement writers, who can make a screen out of a comic song, or a wailing wail out of a sermon. If you would succeed, beyond a question, with your poster, and bring placid returns to your treasury, send a few dollars in purchasing these gentlemen, and the result will be a free-gone conclusion.

## NO BETTER WAY.

There is a possibility that the present popular poster may figure in politics. It is now used to advertise everything from a railway show to a magazine, from patent medicines and beer to Sam Bernhardt, and it really seems so if there were a "Union" or "Fidelity" on the walls of the political arena. As yet the advance agents of the great parties have not adopted the idea, but an ambitious printer, who thinks he sees an opportunity in this line, has introduced a highly successful poster to the Republican Congressional committee, setting forth in red, blue, and various letters of the largest display type the claims of Mr. McCreary and the Republican Party for the support of the people.

But this is scarcely up to the artistic standard of the times, and it is possible that the political poster may do duty in advertising of the respective candidates. It has been suggested that the Republicans might use the Napoleon picture so placidly drawn from the past year, representing Maj. McKinley outside of a "wooden" house, or leaving the way across the Alps of adversity into the glorious Valley of good times. On the other hand the Democrats might represent the Bey of Syria or the Florida standing on the shore of the Alps of adversity, or absent all to be left left, or as an exquisite panorama the perfect art of selling two horses, two mules and a Populism, around the political arena.

There is an artist who has designed a poster in which the artist has shown a man and another riding design, and he proposes to submit the drawings to the respective Congressional committees within a few weeks.

By the Washington Post

## THE POSTER. PART I.

The Fourth Estate, is a recent issue, make a gentle kick in this matter:

The poster case is responsible for some five advertising cases may scheme ever devised by the unscrupulous warden for publicity-woman-payment, who has played "duke" with the cunning politician. Advertising by using the poster case is an easy thing, a thought and a flourish for the most happy when he has all the best of it and a great deal more than he deserves.

The one-foot, gold brick, four-toe, red, black-hand, suitable cigar and bottle glasses are taken compared with the policy of the poster shuck in securing space for nothing.

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

The signs that about, posters that one can see through a sign, and the various other manifestations of eccentric genius, running now in poster form, do more than decrease the landscape, for thereby is offered an extended line advertising.

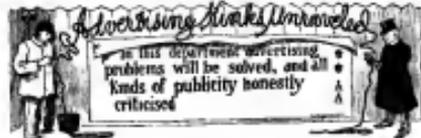
Somehow it is a simple and effective, immediately has something to advertise. The sign has a poster made. To quote the illustration, who is always ahead in his discovery of the obvious and conspicuous qualities of poster art. Striking back he would make himself. His sign is generous and self-satisfied, for he has secured demands of dollars worth of advertising in the newspapers which have even paid to have his poster engraved.

Is there anything simpler? Could there be any confidence given some poster?

Probably Advertising has this in its regard to the value of a season: One of the most successful sign painters in New York was, a few years ago, an under-paid clerk in a bank. He was told one day at a job that he could have the use of a fence on Fifth ave. if he would let. He did. The result of it, for advertising, brought him in seven-hundred forty dollars he received an salary. This original idea eleven years ago and he is still in the same place.

The value of fences in big cities for advertising signs (posters) has only been appreciated of late years. Now the question now as a popular Washington's gets his credit for it.





Conducted by W. CHANDLER STEWART.

SPECIAL NOTICE.—All notices and correspondence intended for this department should be sent to W. Chandler Stewart, 215 E. Fourth, Philadelphia.

#### A PENNY-WISE MAN.

Through my advertisement in *BILLBOARD*, *Advertisement*, I received an order, the other day, from a new man in the field of advertising, who wanted me to write a new page, single-leaf circular for his newly discovered dyspepsia. I did not write the circular and the reason I did not will form a good text for a column. I am going to proceed to write another advertisement.

I told one dyspeptic advertiser that a single-leaf, cheap-looking circular, such as he had in mind, would kill the sale, rather than increase it, of his remedy; that the public would "do up" his medicine by the "gotup" of his circular; that a circular, such as he wanted, would never be read anywhere, but two reasons. Firstly, it would be an unnecessary and unnecessary that it would never meet a dyspeptic's eye. Secondly, if some one, by chance, should happen to pick up one of these circulars (which were to be 3/4 inch), and printed on very cheap, and common paper, the cheap look, the smell of the common ink, and the mess that of the paper would give him anything but a favorable impression of the remedy advertised.

I wanted to originate for one dyspeptic advertiser a neat and attractive four-page folder of odd shape, containing on the first page nothing but a bold title. And I explained that these circulars must be printed, artistically, on good paper.

The dyspeptic advertiser said, he could not afford to circulate a number of copies of such an elaborate and expensive plan. I said, I could not afford to write for him the kind that I wrote, but he would send me pay for it. The dyspeptic advertiser went his way. I went mine.

\* \* \*

#### A CASE IN POINT.

A month ago I wanted to find the best water route to Rock Island, the most economical company who has the shortest and most direct route, and a miserable little circular, 6 1/2 by 8 inches, printed in the "kitchen" style. I received it out that a company who would send such a cheap circular, would run their steamboats on the same plan, and that they would contain a recommendation worth repeating. As a result, I decided on the Washington line, although they get you there by a much more roundabout way. Afterwards I found out that the company which sent me the poor cir-

cular, had very few boats, yet, through their cheap circular, they had a patron that I know of, and I have no doubt but that thousands of others are each year being won against their boats by their own circulars.

MORAL.—Any kind of advertising doesn't pay.

\* \* \*

#### ONE FOR THE PASTER.

The other's only one kind of advertising—get-up copy, and that a newspaper editor was going to disagree with me when I say that the small poster, or "hangup," runs best, and shouldn't lose the newspaper advertiser at the summer recess.

The hotel people with around the office and walking routes by the user, reading all the well signs that they hang there, while the newspaper by newspaper gets the walking sticks; and, as for the small newspaper, half the gross don't know that it is published, and the other half believe that there is a paper published, but have never seen it.

The reason for all this is very simple; you go away for recreation, and take with you that restless feeling that won't let you settle down to read, while it will let you wander around the office from poster to poster, reading on the way.

M. F. Springer, "The Honest King Bill Poster," is enjoying a most prosperous trade this summer. He never lets anything slip by, and consequently his boards are always full of his posters. Just now he is taking the Diamond County Fair and the National Bicycle meet.

McClary Bros. of Fishing, N. J., are two of the most enterprising firms in the business; some of their ideas are worthy of emulation. They are doing a big business.

Lon Foley, of Park St., has some fine boards, and a good team. Lon is also Secretary of the Fair.

Moses, Thos. & Smith report business very good this spring and summer. They have on boards Ligger's & Myer's Gas Tobacco, Barclay's & MacIntyre's Beer, The Crawford Bicycle, Bessner's Chewing Gum, and Warren's Corona, and also covering one set board, 100 x 100 ft. on a corner, one 75 ft., and one 100 ft.

#### NEW YORK NOTES.

Very little new business in line of advertising just now.

Everybody is expecting a large offer of the Siegel-Cooper appropriation which will be in circulation about October 1. The R. J. Gunning Co. has a print contract covering the subject of New York, and standing a hundred miles or so in all directions. Mr. Chas. F. Jones has charge of the Siegel-Cooper advertising department. He is the man who rendered it necessary to call out the police at the opening of A. M. Rudzinski & Co. in Chicago some months ago; the crowd was so dense in front of the store for hours that he had a side of the case. The impression is that money will be freely given in all legitimate directions, and the bill posters expect a good share.

The most efficient and beautiful four-color poster ever designed in New York, is the 20-cent of Cooperbuilt, executed by Donaldson, Cincinnati, and just now being placed on the billboards.

Raymond, Harris & Co. has manufacturing plants in New York, has patented the wholesale district with their House Hot-Jobets, ammonia ball and water system. This is a door more to appeal in the out-of-town districts, there with the other such very great sales of winter goods just now.

"Big G" and "Herald Star" are the biggest things on the boards. Sometimes white kinds of boards will contain nothing else. ("Aunt Jemima," keep off!)

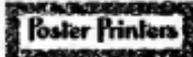
There are rumors that the bill posters' numbers is becoming pinched. Thousands of rates cutting are being whisked against one of the members, and the whippers are getting louder and louder.

The O. J. Gule Co. and Engen & Clark are building extensive new boards on the rock along the E. R. line.

J. G. Ashby is painting New York City for Sharps Whiskey. His appropriation is limited, the instructions being to get up a bigger and better show than any article ever before had in New York. Ashby is one of the few contractors who can print a well and handle a big gang of men at the same time, and do both well. He says that those who get through with New York, the total will be the only one who do not drink Harper.

Amelation Company. More Profit and Profits.

The Western Club of Music, had some good reputation, containing about 100 members, and will take steps to stop it, having only retaining its members. They also desire to have a large number of bills and other material, and will try to stop the bill by an increase in the bill. This is the only one who do not drink Harper.



The renewed assignment of the Central News Printing Company, of Chicago, turned out to be a pure fabrication—and one single word of truth in it. The reason is in a highly prosperous condition, and its status capacity is severely tested to keep up with its orders.

The report, which was indubitably circulated in Cincinnati and St. Louis, was obviously the invention of some irresponsible merchant who imagined he had a grievance against the concern, and took this means to get even.

F. M. Edwards, of St. Louis, attended the International convention at Chicago.

Thos. S. Davis, formerly manager of the Ledger Job Office, of Philadelphia, Pa., which recently went out of business, has re-entered in the same line of business on his own account. His is very popular, and has the best views of a wide circle of friends.

There is absolutely no truth in the report that the Central News Printing Co. had assigned. The rumor is as usual, fanciful, as the Black of Heaven.

C. W. Justice, of the Justice News Printing Co., Chicago, Ill., is a member of the International Bill Posting Association, and was in daily attendance at the meetings.

The Boston Job Works gave two large for 12 odd quarters down in John street, and removed to 31 and 33 South Park street, Brooklyn, where they have most excellent offices and workshops, and sufficient room to grow. Mr. H. H. Bennett, the head of the firm, is the brother-in-law of the last known young man in the printing line lately, and in his line is due for the success of his firm. He has had an impressive experience in bill posting in London and Chicago. They have branches in London and Chicago.

The Ash & Wilson Co. continue to increase their business. Their immense factories in Cincinnati are always kept running full time.

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

The Cabinet Lithographing Co. of Detroit, Mich., producers of Alliance Posters especially, report business in a very satisfactory manner. Their plant is one of the finest equipped in "country."

The Washington Bill Printing Co., of Washington, D. C., was probably progressive producer of publicity, with up-to-date show. They furnish posters a weekly report of the condition of its paper on their boards.



Chicago, July 15, 1896.

To all members of the International Association of Distributors:

I would like each member to cooperate with us in making our association one of the best and largest in the country. Let each member try and get some honest distributors to join our association, for in some there is strength. I would not give attention to advertising that is very costly as long as getting material is cheap to you. One that never fails to result, is to get a good deal of money. Instead, try and put it where it will bring trade to the advertiser, and at the same time it will bring more business to the distributor. I would advise all distributors to advertise for and read insurance advertisements. My experience for the first year I received, is here follows: Insurance advertisement, 50c.; advertising, 10c.; total, 60c. I received through Insurance advertisement, 100c. in the amount of nearly fifty. Fifty good for an investment of only 10c. I remain,

Very truly yours,

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

#### CONVENTION NOTES.

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

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

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

The following officers were elected at the meeting of the International Association of Distributors at Chicago, Ill., July 15-16:

J. A. Clough, President, Chicago, Ill.  
W. H. Steinhilber, Sec'y-Treas., Cincinnati, O.

James L. Hill, Secretary Sec'y., Nashville, Tenn.

J. E. Strayer, First Vice-Pres., Rochester, N. Y.

W. J. Kryder, Second Vice-Pres., Detroit, Mich.

W. H. Case, Third Vice-Pres., Ft. Wayne, Ind.

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

Thomas Kain, Middletown, to serve three years.

W. E. Fattus, Corlark, Minn., to serve two years.

A. M. Peck, Lawrence, Kan., to serve one year.

Some of us wonder if W. J. Kryder, of Detroit, Mich., is still meeting his pal-lid old folks with International Association of Distributors printed thereon.

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

W. E. Steinhilber, while attending the meeting, looked after his business and showed one contrast for the distribution of sixty thousand booklets, and another for ten thousand per month for twelve consecutive months.

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

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

C. E. Newey had his time pretty well taken up with the late State now International Bill Posting Association and the International Association of Distributors. Newey is an all-around bill folder.

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

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

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

The International Association of Distributors is now ready for business, and extend an invitation to all honest and reliable distributors to make their application for membership. Address the Secretary-Treasurer, W. H. Steinhilber, 511 Vine St., Cincinnati, O.

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

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



J. A. CLOUGH.

J. A. Clough, the newly elected President of the International Association of Distributors, was born in Orange County, N. Y., thirty-eight years ago. At the age of thirteen years, he entered the grocery store of Mr. A. J. Burr in the capacity of clerk. Remaining two years, and getting tired of country life, he went to Providence, R. I. Entering the old Providence Hotel as bell boy, and working himself up until he got to the top as hotel clerk, managing the boys. Hearing a great deal about the West, Mr. Clough thought he would take Mr. Corley's advice, and went West. Bringing his young wife with him, they landed in Detroit. After a short stay there, he went to Chicago, where he has remained ever since. For over two years Mr. Clough had charge of a crew of distributors, doing C. J. Hood's distributing in and about Chicago. Since then, Mr. Clough has been doing a strictly first-class distributing business on his own account, and has built up one of the largest distributing agencies in the West. Mr. Clough is, by all means, the most reliable of distributors. His wife, Mrs. Nellie J. Peckman, of Worcester, Mass. Mr. Clough is strictly temperate, reliable, and enjoys the highest confidence of those who know him. The International Association of Distributors is to be congratulated on securing such a fine man for President, and we predict, that under his guidance, the very best results for the Association can be a good while here.



Convention of the International Bill Posting Association, in Chicago, Ill.

















America's Famous Death Defying  
**AERONAUTS.**

**LeROY SISTERS.**  
Justly styled the "Daughters Queens of the Air"



Now arranging dates with the leading  
Jacks, Rosemary, Lewis, Farn, Cabela,  
Gage, etc., for single and double

**BALLOON ASCENSIONS,**

Railton Even, International Night Aerodrom,  
etc., with Perseus Loops. The  
most grand display attraction in America.  
Dances to thousands, etc. The handsomest  
equipment, the most complete and modern,  
property and apparatus every apparatus on per  
available in this or a mile of your money.  
Through the hands of printing. The prices will  
decrease, advance.

**LeROY SISTERS.**

BILLBOARD ADVERTISING, Cincinnati, O.

THE NINETEENTH ANNUAL FAIR OF  
**PEPIN CO. AGRICULTURAL SOCIETY**

Will be held at Russell, Wis., Sept. 20, 21 & 22.  
We have the best land with water in the  
state. Plenty of ground, good accommodations  
all around. Will display over a hundred Fair  
P. J. WARD, Secy. 1 E. WASHINGTON, Wis.

FIVE DOLLARS IN  
**SILVER**  
OR  
**GOLD**

WILL BUY  
The Rabbit Entry and Record System For Fairs.  
NEW, SIMPLE BUSINESS-LIKE.

*Arthur B. Hall*

Art's Entry Wm. State Fair.

MAIDEN, WIS.

**Rutherford Co. Fair Association,**

Will hold its 13th Annual Meeting at

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

Great Show. State Farmer's Convention, State Bedding Show,  
State Swinebreeders' Association. Thousands of people on its  
grounds. Pure Food Exhibits encouraged. Paying Privileges  
to let. Merry-go-round, Side Show, Cane Rack, Ball Game,  
Games of Skill, etc. Address,

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

**PRIVILEGE RENTERS, Attention.**

One of the BESTSIXES Agricultural  
Society occurs at PITTSFIELD, Mass.,  
Sept. 18 to 22, 1896. Ground 4 1/2 by  
depth, at \$100 per foot fee. Full  
open meetings. Write at once to

**LUTHER L. ATWOOD,**  
Capt. of Cavalry, PITTSFIELD, MASS.

A Great  
Fair Attraction.

**Kemp Sisters**

Hippodrome and  
Wild West,

Congress of Fancy and Rough  
Riders and Crack Shots.

G. P. KEMP,

Managing Proprietor,

Postoffice Address, 95, PAISO, N.A.

**PRIVILEGES**  
Public Amusement of the  
largest in the American  
held on Fair with prizes with  
G. P. LAFFAN, Secy.  
BOSTON, MASS.

**Stevens Point, Wis.**  
AUGUST 25-27, 1896.

We want special attention. We want  
the most, best and other privileges.  
SEE E. DETER, Secy.

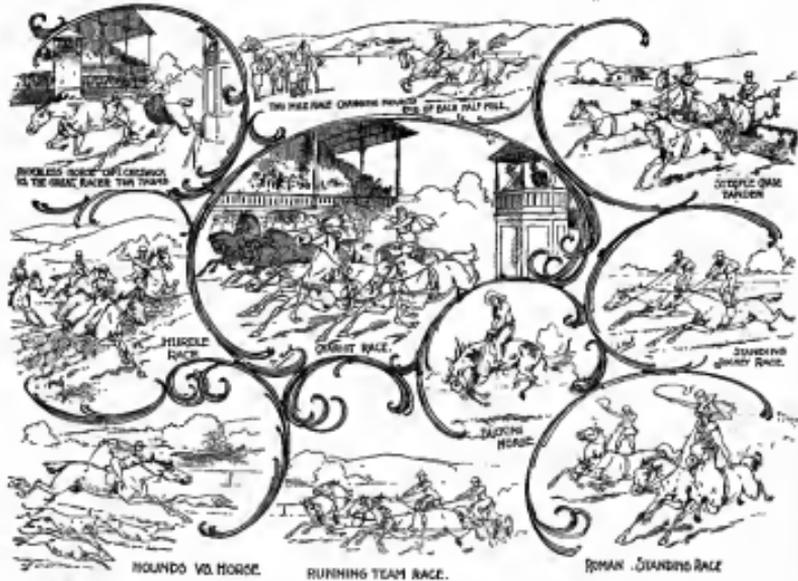
We make plans to sell the show. Are prepared to figure on the entire  
attractions for Fairs. Very close terms for Credits.

**AMERICAN AERONAUTICAL AND AERIAL ASSOCIATION.**  
OPEN AIR ATTRACTIONS OF ALL KINDS. BUILDERS OF HIGH GRADE  
**BALLOON PARAPHANALIA**  
THE PARADISE AERONAUTS AND ORIGINATORS,  
**GRAVES-LINSON.**  
ON EARTH AT...

Correspond with us. Address: Billboard Advertising, Box 704, Cincinnati, O.  
Or Geo. Lutz, 514 Eastum Ave., 106 E. 10th St., New York.

THE GREATEST OF ALL SPECIAL ATTRACTIONS!

## Cook's Royal Roman Hippodrome and Equine Paradox.



NOW SOU'NDING FOR THE FAIR SEASON OF 1896. FOR TIKES AND TER'ES, Address, JAY COOK, Business Manager, PERU, IND.

### The Great Hanner Billions Co.

Special Attractions and Features for Fairs.

Balloons Ascensions,  
Parachute Drops,  
Trapeze Performances,  
Stunts for Life,  
Bicycle Acts,

Tight Rope Performances,  
Tower Climb,  
Chariot Races,  
Roman Races.

Now booking the above for season of 1896. Subscriptions or no pay. Race or show.

Our prints are the cheapest in the world respecting lines and are featured with special posters and lithographs, which we furnish.

A. B. HANNER, Secretary,  
CINCINNATI, O.



CHAS. W. STUTESMAN,  
PERU, INDIANA.  
LICENSED CITY

Bill Poster and Distributor

Est. sales and lists of boards upon application.

Member International Bill Posting Association.

L. A. DANIELS,

Licensed  
City Bill Poster and Distributor,

9 LOCUST STREET.

Santa Cruz, Cal.

Prescription 5 cent,  
Litho list of Bill Boards,  
40 per month per month, here

### ATTENTION!

WAX FIGURES of McKinley, Bryan, Booth Jackson, Walling, Pease, Fry, etc. Spring Ball, etc. And other nice show stuff, magic, gothic figures, etc. List free  
W. H. J. SHAW, REMARKABLE DEALER  
194 Augusta Street, Chicago, Ill.

### BUY A PRIVILEGE.

AT FIVE

Celina, O. Fair

AUGUST 16, 19, 20 and 21, 1896.

Guests without boards, or money prices go.

Average paid daily attendance

last year 12,740.

We will receive bids for exclusive post and gaming privileges.

C. W. HALPHILL, Sec'y, Celina.

IF MADE for a month with Trade Bulletin, or

100 yd. This cost 2 1/2. Address, Bulletin

**No Office Complete Without 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 ROUTING, BUSINESS MANAGEMENT AND ADVERTISING, AND especially upon FINANCE, MANUFACTURE, TRANS-PORTATION, COMMERCE AND ECONOMICS.**

The stated departments of the paper include OFFICE MAIL, being letters from practical men on office and business topics; OFFICE ECONOMY, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting methods as successful publicity; CONTRACTS AND AGREEMENTS, covering the transactions of the organizations among office men; and BUSINESS 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 practice in leading establishments.

Monthly, or upon demand, including an explanation, for a year, sample copies (not including this advertisement) free.

**KITTRIDGE COMPANY, Publishers**  
 15 Astor Place, NEW YORK.

**THE GREAT AMERICAN ENGRAVING & PRINTING CO.**  
 INCORPORATED—Established in 1857 Capital \$100,000 Surplus \$20,000

This plant is entirely paid for. There is no profit or other shares on it.

**W. B. BOWLEY**, all kinds of billboards, signs, notices, etc., etc., 400 N. Wabash St., Chicago, Ill.  
**W. B. BOWLEY**, all kinds of billboards, signs, notices, etc., etc., 400 N. Wabash St., Chicago, Ill.

**RECENTLY EQUIPPED WITH**  
**NEW AND MODERN**  
**400 TYPE CASES**  
**AND LATEST IMPROVED**  
**NEW PRESSES.**

**NEW NEW CHEAP, BUT**  
**How Good!**  
**PRICES**  
**Must be Right.**

**Running Night and Day when Required.**

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

*By appointment with Governor and Mayor's Executive Committee, Chicago.*

**Stillwater People Spend Money.**  
**THEY CAN AFFORD TO.**

**STILLWATER**, the 5th largest city of Minnesota, is the wealthiest for its size in the State. POPULATION 18,000.

The County seat of fertile, prosperous Washington County, population 28,000. A stream of trade flows from the farms and suburbs flows through our streets, and kept us from feeling the hard times of the last three years.

**IT WILL PAY YOU TO** \* **5c. A SHEET, 30 DAYS**  
**BILL STILLWATER.**

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

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

REFERENCES.....  
 Dr. Schuyler  
 First National Bank  
 Chicago  
 All of Key West, Fla.

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

**R-I-P-A-N-S**

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

**ONE GIVES RELIEF.**



**A**  
**GENUINE**  
**NOVELTY**  
**FOR**  
**FAIRS.**



**SIE HASSAN BEN ALI**  
**THE ORIGINAL STARS OF THE EAST.**

**Famous Troupe of Beni Zoug Zoug Arabian Athletes.**

Headed by **FOUR HASSANS**, Equilibrist, Balancers, and Acrobatic Tumbler. **Aldalib, the Mithrid Gizee Pyramid Underminer.**

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

Will appear at the **Venuste Exposition**, Aug. 21 to Sept. 13. **London**, Oct. 14 to 18. **Ottawa, Can.**, Sept. 21 to 24. After that date, at liberty.





# ELMO GORDON & CO.

Successors to SPALLING & GORDON.

## LICENSED CITY BILL POSTERS,

Contractors of Billboard, Bulletin Board and Mural Signs.

Members International B. P. A.

**BOISE CITY, IDAHO.**

### Just Ask

on your business stationery, for information how to increase your business by DIRECT RESULTS.

### And You Shall Receive

post free, full particulars, which, if rightly used, will be of great value to you. We will also send you samples of bright and original advertising material, together with cards.

### Free Sample Ads

that you will find useful in your business. We will guarantee to double your Advertising Returns within six months.

STEWART & COGILL,

412 Parkside Ave., Philadelphia.

### NOVELTY SIGNS,

AGENTS WANTED to sell ready-made Novelty Signs. 120 per cent profit. Great selling. Catalogue free. Samples, 10c. VAL SCHEIDER, Manufacturer, Milwaukee, Wis.

### L. P. CARD,

HARVARD, ILL.  
CITY BILL POSTER,  
Advertising Sign Contractor,  
And Distributor.  
Headed member of the International B. P. A.,  
Section of Press and History Public.

### Philip B. Oliver, Licensed City BILL POSTER.

AND DISTRIBUTOR.  
220 First St. of West. 22 Third Street.  
Special attention to Commercial Work.  
All Work Guaranteed.  
319 Cherry St., FINDLAY, O.  
POPULATION 22,000.

### PANA, ILL. Largest Population. ROLEY

Runs the Bill Posting  
Down the Streets.  
Distributors of International signs.  
In Harmony with the Fair.  
BOX 66.  
LOU ROLEY.  
Member International B. P. A.

### "The Bill Poster"

The English translation of *Billboard Advertising*. Subscriptions 25-cents per annum, post free, may be sent to No. 17 East Eighth St., Cleveland, O.

LICENSED  
BILL POSTING,  
TACKLING,  
DISTRIBUTING.

**J. S. CRAIG,**  
216 LEXINGTON AVENUE,  
**HASTINGS, NEB.**

Owrs and Controls all Boards and Privileges.

30,000 Square Feet of Boards.

POPULATION 22,000.

### DIETZ & GLENDENNING,

Bill Posters and Distributors  
**WOODLAND, CAL.**

Members International Bill Posting Association.

### COLFAX, WASHINGTON.

3000 Square Feet of Billboards for  
**COMMERCIAL ADVERTISING.**

#### EXPERIENCES.

First National Bank - - - - - Colfax  
Second National Bank - - - - -  
T. J. Haver, Druggist - - - - -  
W. J. Standish, Druggist - - - - -  
Bell, M. Books, Tobacco - - - - -

All work will receive prompt atten-  
tion and guaranteed prices.

**GEO. H. LENNOX,**  
Mgr. Opera House.

**WANTED** - Drivers of all kinds. Western Pair, Sept. 22 to 25. Midwest  
Shows with us. Largest Fair in North East Show.

WM. S. HART, Sec'y, WAREHO, IOWA.

THE LEADING SHOW PRINTING  
(LITHOGRAPHY OR BLOCK) IN THE UNITED STATES LIST

## AULT & WIBORG CO'S

### POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG"

CHICAGO  
NEW YORK  
CHICAGO

**J. M. DISHON**  
**BILL POSTER**

**Terre Haute, Ind.**  
HAS A POPULATION OF  
**43,000**

IT IS THE  
**BEST CITY IN THE STATE.**

HAS THE FINEST LINE OF BILL  
BOARDS OF ANY CITY IN  
AMERICA OF ITS SIZE.

IT WILL PAY YOU  
BETTER TO HAVE YOUR BILLS  
POSTED IN  
TERRE HAUTE  
THAN IN ANY CITY IN THE LAND.

WILL INTEREST YOU  
YOUR CIRCULARS  
and  
TACK UP YOUR CARDS  
BETTER THAN ANYONE ELSE CAN.

**O. J. JOHNSON,**  
City  
Bill  
Poster,  
Galesburg, Ills.  
Population 22,000.

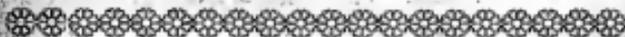
**GREEN GOOD SHAGGED,**  
**SHAKESPEARE**  
**PLUG TOBACCO**

RECOMMEND PLUGS  
It is made from the best selected Kentucky  
Shag Leaf wrapped in Gold Foil and  
is sold every where in the world.  
10c. per pack. 100c. per 1000.  
IT'S AN ELBOWY GIBBER.  
FARM CITY TOBACCO WORKS,  
FARM CITY, MO., U.S.A.

## Hand Bills.

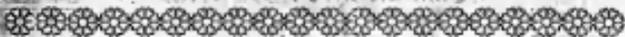
Sometimes termed Distributing  
Matter, afford the very widest  
publicity at the lowest outlay.

If intelligently used, they will bring more and better results, per dollar expended, than any other medium extant. We make all kinds—Booklets, Pamphlets, Folders, Circulars, Almanacs, Catalogues, Price Lists, Herald's, Couriers, Programmes, Dodgers, Flyers, Leaflets, Newspapers, Blotters, Cards, Shape Novelties, Calendars, Stickers, Invitations. We make all kinds and make them well. Our creations are artistically conceived and splendidly executed. Our prices are as low as good work can be obtained anywhere.



## Posters too.

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



# HENNEGAN <sup>A</sup>ND <sup>D</sup>CO.

New Number—719-721 SYCAMORE STREET, —New Location.

## CINCINNATI, O.