## RILLBOARD

ADVERTISING.

Vot. IV., No. 8.

CINCINNATI, SEPTEMBER 1, 1806.

PRICE INCENTS I G ASSETTEN

BILLING LIKE A CIRCUS. Thefferen gold was the first to adopt stilles the billowed. The observer does not have to extrace the years of the ment sectors broad the faties to note the earlier billing of periorbelic extional enterprise, and to resociate the ing with that of poster printing.

Crude indeed was the early show A starte double-medium sheet. ged in one order, on a Panaklin o amage hard pour, on a form composed of the most primitive of type, was then the some of poster printing. From for said sour the populace gathered 'round to a pester was an epiteum. If was a de-tury from the headbill, the circular, or the prespectr advertmental, and sum their mempia were more than doubled, and that the terresers and concessors of Many, and their prominence on the alls, at the post-office, or under the seek at the ellings are, invoked the at-

tion of a major portion of the possilewhose of a major portion or the popula-in that could be drawn in an other was wastly officient. said to themselves, " If a one short II. In one color, preven so efficacions mby not benje more bills in two or more lees" To think was to act; nor was a udater his prolose to seconding and gardening the idea than obsected. De and creates supply; and in a unaver-gly brief tame the arts of poster printby he present an occurrence unusual todumberium others of greater or loss di-mensions on the walls, advertising a single enterprise or allocation. the experience of the writer of thes

creed-se old circus advertuer-s hon osting achievement, to cover which apticate and even traplicate bills were then secondary. Yet the effect of this handred-feet board in increasing recouple was such that managers were quick to take advertage, and new bearfs of feet bigh are every-lay affairs. The devidentum than situined by the net so the showed and enterprining advertiser of many other guide, or professions, thus that of the circus man. "If the sea of the poster has been one

of the scale levers in accomplating color-ed, fortune to each sees or fieth it. Howes, W. W. Cole, Schn Sabinson, P. T. Barmen, or James A. Bailey, why will bringing my waren, my merchandise, my manufactures, see railroad, nor sold, or coal, or commer mine before the public? What is some for the groom is space for the gunder, and if purely work is so cutra-

much, the bill porting organisations scarnly a tree or city in Asseries but has its or marred billionels of more or on to faithfully and intelligently perform

I O ASBURY.

ion, there can be no valid mason who A should not be equally prefude to my To bill like a circus is, therefore, day evident propositions can not be ignored. and practical paradicturers and marie statem of important enterprises are unit ing out of the old rate of identising, and one adopting the posterior the most

Genelar's Opinion. One day a minister salled on Horson Deerloy to get a subscription for a tempersuce seciety. Greeley paid Hitle at-treation to him. The printings knot insisting that he would speak to him. Finding the resul way fredient, he said, in a amendas land tree: \* Mr. Greeley I want to get a enteropping from you for the nociety to prevent people from going to hell." "Citar cut?" mid Greeler, "I

The portrait that advers our first page this month in a good Bhouses of L O. throughout the Union are also and effect-Asbury, of Indianapolis and New York, one of the most waiely known sign ad-And speaking of age, the person deal

would say that he is a humbed-andend has been for the pest century. Any how, these who knew him twenty year ups will tell you that he did at look to day obler than then he does now. As One of Mr. Asbury's Sint wa with sign advertising was way back in Ci provention for was it in the sixteen?) when

be accord a contract from Market Ducken Telecen Co. for signar cours the catica scutters concery; latter with Pyle's Peerline from News Scottas to ing the redresed lines of ten States. This color menical two years is its sele and at its completion more torrings us contracted for. Afterward the return of

fer was deplicated for penemal, and in were the leases on the locations that they perfect condition on if just painted.

In nationality was the experience of the Mall Pouch people with sign advertaking as organized for them by Mr. Asbury, that they elepted the system on a large scale, and have, for a sessales of years, employed their own force of Mr. Ashery's more recent work has been mainly for the Admiral Cigarette and the L W. Harper Whicky, and our is giving Herper Whicky in New York Mr. Arbury's thorough knowledge of

the business, guined by hard knocks at the scalled study, has percharty fixed blue for heading men, and for judging of the quantity of work such employed about to canable of rottier we ander varying elecunistraces; and he can facer almost to the cond of the space cost of the As a sound thing he taken only any article at a time to subvertice, and then green that gracel his undivided site states the subvertice of the subvertice o FARLY BILLBOARDS

irely used by managers of theaten, eie-

cures, potent mechanism, and by all large

bounds came into use as articles used.

which announcements and proclamations

were posted in Lendon about the year

ipps. A man by the name of Leonia was had been a street crypt, obtained permis

som from the enthanties to court or

of the city, and he received a small

beards, and the mailer placed upon them.

of crume, extracted the attention of the

equine, and they were constantly our

runnin. This fast street the facer of a low chethier as being an admirable about

place of luniones before the people, and be applied to Loomic for permission to

bounds with the efficial assessment

ruffing his sa pervious, and this was down.

The idea, being new and nevel

originated with Louisia, has been referent and expended part may there are an

cities but what have their lall meaters. valuable and prefeable increase to those

The renter's the thing. It's color-

The American Tree Parentest Co. barr

saw the exclusive sale of the Excuse

come, being under the direction and

and from the municipal authorities

which he placed efficial advertisame

for the arrive. The countries of

vector into a number of boards appear

selvertisces, an Euchange says



IMPORTANT

To the members of the International 2011 Day Sir and Broker-On an in this tarme, and each propositing turns. of all members in good standing. The association voted to yes fifty deliars per mouth for this page, and all members in from this ket, and will not be rejected until redered to do so by the chances of the Board of Directors. As all advertisers throughout the country depend on this the now will one the importance and banafit of leaving your name alongs be-fore them. There is going to be lots of full, and to incore your mane being in

this directory, it is important that you Preservably years P. G. STOUT

OFFICE HOURS. The circus agents will tell you that whether there is necessarily a more in forms a her in better known then the bill pester, so. This of course, refers to the towns and object of

the second class where the bill people to consent on condition that the few pay the compelled to hang his own paper, other city so week a year for the printege. in whole or in part, which makes his This was agreed to, and the hillbeard and soles and condex a marter of exact un-Its covering was brought sets extraces as can of the parameters of community The circus agents do not soled the inrear resilience that this state of affair on They have put up with it for m hiffeers work, he sees had a funrishing New that the communical flows are enetty. The idea, being new and nevel, aproad an such things do, and it was not long smil the biliboard was found to

andre deflerent. Asserts and increations of Wanty hill noster owns it to bisself and manner. Follow the bins in use by ohe them incorporated into a next rice. affer during offer hours.

Exceptedy on real a picture. Da meaning is plain to the German, the Soun-Annual or Delica or the Universe American. Menal speak to the manuaring

A.C. A. Monday, of Part Servic, N. V. musty coming.

Show Printing Co.'s plant, and will die. pene of some in whele or in part. The Missesote Sill Fostery State one westing failed to get a querous for their is ready for a big full dudy which is moving at Minnespolis, August 1818.

encared in the business -

effective economical.

larger then that of other and south that given the Gorden City its yearend The hillhousels that are need by

In Chicago, along the truck lines of to surface alcost redware, within the heart of the city absent, are seen of sign conds. The thousands of people who dusty patronies the erateur, must neversarily man them. There is no escaping the size board, and the average Chicagoes becore the somes of the more procentre of the city which is enclosed by

A BILLBOARD CENTRE. It is doubtful whether any of the

se a nestage ground for the billhourd

Chengo may not be propertiseasely

The number of boords is

high fences controlled by the bill posting people. Here and there is a bit of unio proved property which is prompted by needs, while shoes the main the billioneds, while along the more to reading billboard privileges on their belidings in these strangest times. There ton a wamber of buildings in procase of preparation or demolitics to the for reader and slow display As no Binetration of the infibured densitions protessed by Chicago, the are three truck Sees of great mileurs

which run date the city's heart. They are the Widook Ave. and the State for calds and the Check IS, electric line. On Walsoft Ann there is malespoored

the tende are fraced to along the citation.

expects, to say nothing of because, one This is within a mile or two of the

court house. Further est, the signs and tills ore more rangest, but there "cla cubston " is not so farm, and so they are not so proficible as those father in. It is summed that W. H. Gardeer, of the Euflife Bill Shows, will emback to fainte. He does not say where, but it is said that it will be in one of the big chies. These latter are going in to

renko a big fight in two prominent cities simultaneously, the idea being that if they only succeed in winning one, they will be ahead of the game. We are not at liberty to disclose the sames of the goodswee iden sted with this latter show hadrens, and possess ample from cial backing. Can you guess? The Photor has gone the way of all things attempted by Will, M. Cleme

by the And Letter, the new expenses of the Perior collecting cress, which come The Feet Center is all sinks often its bind, and will be appreciated by all Frater people. If a dealer has any such on his list, he should not fell to show them a coop. H. R. Med is the set dissestrings to make it much sought for by those of the cast. Repolled at to cure,

and supplied by the menegels. - Seed and Name Obstace, then Proposition.

Editor Broadan Agreements.
Charles A. C.
Charles A. C.
Charles A. C.
Charles A. C. on the hidewing correspondence which has then pince between A Year Saven & Co. and truck. Years very truly. Beare W. Ore ro, H. Y. Aspert or the



Owing to pressing bussoon engagements and a partiest fixed of correspondi suce which has ensured his entire time and attention, Mr. W. H. Strinbremore found it impossible to prepare a flot of neates is good standing of the inte-

promises to have it ready for our October The sticution of general adver-

seather page of this issue. The difficulty enconstered in the past in securing onnamed at a few land of the land of the land overcome by this organization. It is comera thomoughte radiable. His one can bein it takes he can produce the most em-

Parthernoon, the emplishing or a whole manuface by a standing offer to reinforce at their hunds. The scheme is a good one, and many of our large advertises readd prediably linds long the details of

Williamsport, Fa., we covering the Scath and West with circulars. Distribution

The Newsch Bill Posting Co., of New Con M Learnet of Court Straigs

Mich. is a married of the interruptional Owes & Co., distributors, of Detroit,

Mich., have joined the International As-sociation of Distribution. Midg , Chicago, are patting out a bouldet. Look ofter encepsign work while you see resting; It helps to make your pasts Microsoft often on the state and

This is the delt source, and described should got in their space time soluting full and winter orders.

W. M. Crar, titled vice-president of the L.A. D., Pt. Wayne, Inc., has just com-Dempore Dyphrhetia Care Co., of Wil-Savaport, Pa., and The De Norice Remedy Ca., of Chicago, III.

Mrs. M. F. Danden, of Tree, N. Y., box the house of being the first linky moreher of the international Association of Dis-

home I. 1075, subdiffer accordance of the S. A. D., waste hide on bress-to brage distribution of alternacy in towar of so one and box in Office is thin and todiana. Address, 31405 Codor street, Nuchoffice Years

The Glake Tolomo Co., of Detroil Mich., we pating out samples of their W. H. Steinbresser, of Cleonard, O., has closed contract with The Thompson

Dickshorts Core Co. of Williamsonst. of their advertising matter.

stick by the Markholes, processed in scholar of Markholes, processed in where with note postupe descripe, sin, by the from Please advise to the office,

BOSTON BUDGET. The Busine Bell Furding Co., succeeding to the business of J. T. Wager & Co., and rapidly enlarging their plant, and have lately added a phone to their office equip

ment, connecting them ever the long The theaters been divide their and between the two big frees, and have started in this senses to do now and the meeting firms on they copied all the

district will be made through Dramelly's ner Venter offer at a Venue store Was Workly Front Sale that come for while in Boston the press and public are decading much public spirit in Syrthecias

A Femiliar Onles. Name about the middle of May but mer Co., now the object show relet May 1 to November 15. Each set of dates Many I to Successor II. Each set or dates to a-deets, san K-sheets, on til-sheets were typ depo to do. In se ordinary printing office this would be a long job to

American Co. executed this order, and shipped the same within three days, with out working on hour over time. rinter will take out his penell and figure comfally on this order, he will readly me the wagerrade of the same, and the

repense of it also. In Les Angeles. McLain has had from the alcohol the privilege of peeding over the city and authorized inflations of bobbonesed

only has been nething. Now comes a preto next the deliber on month for the son. logs of postley bills on eagles bones lings of posting bills on engine house.

sends, magazinetures of Columbia Street sed Coloque, are regardeding with the various contractors with the experiation of posting this hill and winter,

JOHN EDWARD STROYER. The reducet of this should war have an tion. His father died when he was but a more boy, that throwing her ayes his

to a printing office, and brareed the bude of ich corporate, working at the same for a procher of yours. About a your ago he started a distribution business in He was mountly elected first vice-preThe Central Show Printing Course

have been presente and distinct shifts of works until 6 P. M. The other purp ca. at y P. M. and working wattl 6 A. M. Even with these effects this popular house orders. Prosperity such so this is almost unconsipled is their bard times.

The Letter Frem Clintine Brond, 140 West april Street, New York, these whom there ore we more artistic sciences to America, reignd the countraits offsoled by the coming of Li Hung Ching to send cut a most and unique little advertides minera. It is a minutant Chinese was houlds. It is enclosed in a surapper, open which the following legend appears:

NEW .

The Employ Job Printing Company is C. F. Libble, of the Libble Show Print,

well of the outlook for the coming scanes. The Orest American Show Printing Co. harry allowed a material on these Well become The cover of Postado Adventos Discognized by the Strebridge Lkb graphing Co., of Circlesoff, are simple

The Dande Printing and Publishing Co., of Philadelphia, here forested as with a sample of the Egypties pealer ruo lound by them. It is printed in the flat relors of the Egyptian achoel and is docidedly odd and interesting F. M. Extensels, Manager of the Great Western Show Printing Co., of St. Louis, Western Mow Pleasing on , to on an

Beer in miled that after you have not yo the currentry number of sheets, and ab teiend the month showing, every additional shad that goes up, will appear like two-or Owne. If win course the improvious that was harr invisitly covered the news. that fact in itself will lend great potency to your effect.

Geo Eleton, City Till Peeter of Age reads. Message, is also obtat of the forecode, Minesara, is also-écoartment of that city.

4	BILLBOARD	экгтанаяк, 1896	
SWALZE DRA ROTHTICKOS	a melitant of his even clar, and approved	. ARTYCLE XIL	Oly us, per month), per month, 100,-
		DETERM OF THE TREASURES.	
			per about, filteen deps. All reserving of
INTERNATIONAL:	posteg busines, and recommended by	one of all the funds of the specialies,	time paper to be forsished by the adver-
	Do Calter of his city back as good and	and receipt therefore. He shall pay on	ther live of charge, and mane to be done
	self-net securities, and agrees to shift- red be personed by the love sed raise of	processing only these accounts which have been problemed to be paid by the pre-	fire, 3. The state of arrest in set arti.
Bill Posting Association	this amortaly e, shall be eligible to mem-	sidest and secretary. He must at all	trury or infemible to the motter of party
	hotis thesia.	tions be ready to give a full account of	local work, nor is it bindage in cases
		the condition of the pressure. His officed	where our seember has or may have pe-
STATES STATES AND CANADA.	ARTICLE IV		
	ELECTION OF MEMBERS.		
ARTICLE L			tijk per remning lineal foot, or 40, per
			shoet per week. New housels, per, per
	galvements of the creatification, and		running Seed Sort for not over thirty
the Devenies whomas, Figh Portuge Asso-	fining obtained the comput and en- document of the sequence is said true,		dept' showing. Single shows, not listed, to, not short.
CLATION OF THE UNITED SEXTED AND	provided the association already has one	Delivery of Managers	Sec a Comp and The Tacking
Curaba			
ARTICLE II.		It shall be the duty of all autobon to	
		alwy strutty the executation and by hers	
		of the association; so be prompt in the partners of dam and association, to st-	
printers, and advertisers; in pertent the	SUC. I. If no objection is receiped.	tend regalerly the meetings, and to sad in	
		the welfers and prespectly by belief an	For odd work figure price sessed to
table advertisers, and in protest the ad-	tion thereof, he shall become a siretiden,	active interest in its bestpers by inducing	
vertices from being reladed by men	and so seeds be comised to all rights and		sucked by the advertiser.
who call themselves tell pasters, but who	500, 3, If our sensor objection is up-		Date asing now orbide, not over to
are in couldy only after a few polity dol-	tred, the name shall be withdrawn from		
who dround upon their bosott, hours,	patientes, and the matter referred to		outco weight, \$2.00 per throughd; \$,000 ortacles, not ever a conser weight, \$2.00
		dutry, and owen a indecad feeling	per thousand. Over 5,000 lets, rates will
		SEC. 3. It shall be compalatory spee-	
		force his work in on boaset and straight-	
		Surveyed manners, greedenable to the need-	
are nope whose work and remain show up	The officers of this association shall		
as well as the International HE Posting	count of a un-sident, these viscounts		
First street. To make this prices.	dusts, a terescent, and a populary.		
Second alignet. — To secure work for the			COLUMNITUD SERVICE.
scraller treets, which have been over-			
	The direct order of this association shall	of this amediation is any way, he shall	
	course of twelve members in good stud-	immediately autily the president, giving	
		full personers and the electrons of the devitors shall investigate the restier and	
		report has opened to all members in good	Sec. 2 Se the event of a member be-
		Moreon to opening to our newtons to good Moreone, and a record of all such success	ing detected in violating his obliquities to
who selective they need and control all			this suscession by resen of developses
	The Executive Committee of this area.		of duty or non-performance of any dipo- lation of content or agreement which he
th y don't own a board.	The Executive Commetter of this amo- cutum shall comile of four pumbers and		has entered two with my advertiser, and
Figh abject. To furnish the oderation with a few fife but of suppossible men,	the emident.		it shall be proven, upon innertantion.
WER their institutes, prices, etc., which			
saves them lots of trouble and semigranes.			
Nivella edgest. Listed service to situlate	ARTICLE VIII	ARTICLE XIV.	
	BOARD OF PROMOTERY.		
		DETAIL OF THE EXCEPTIVE COMMITTEE.	
			Sec 3. The president shall request the
			advertiser to the a chain, daily owner to,
binada to be furnished for that purpose			the true value of the advertising matter entrested to the offeeding member, to-
	able one member from each State and	tween sombers and advertisers; to pass	

ARTICLE XV

PROBLEM TO BE NOWN OF PREZETORAL

It shall be the day of the Based of Dameties to stated and spectrage colled by
the president; to deliberate on all preincreases waters which are blady in
the president of the secondary assumed to be a prelegate the attention of the secondary in
present the internets of the secondary in
present the internets of the secondary in

ARTICLE XVI

Defens or THE PRESIDENT SHAll be the dary of the president of the control of the

ARTICLE XI.

ABTICLE III.

DITT BOADD ADVEDTICING

#### BILLBOARD ADVERTISING.



tells his customer that while his price in teelve crats for a mouth, he will been thing to owner it with, and in this wer "year of your paper may alone for I believe this is all wrong. The ner here percently admited and to pay for a longer time, the hill poster should over his paper. In say one he

First of the Helest Stort Bill Propose Co. less sold desired bland bearing nest. Make your peated beards look I mention this same argument in favor eleme and next at all times, and it is a of stripping the besents of dead paper, and matter of only a short than when you or esemend a higher price than other bill Marra bill perior, in soliciting work The L reeds have in New York keep. their advertising bearls strapped as clean as possible wisco paper in dead, and new, elean, while paper is posted over the bearts. No dead paper is allowed to pixel a week, or even a day. And these people get Two Doctable a provide fire units a sheet on orders of a

single week. These favore are authority:

sed at these proces you have to "take

is an they come." You chart pack or of the best stations and leave the

without a flew in smaller the hillhoard that contains paper without a flave. Polks that have been in New Branewick, N. J., recently, sell are that the bulkboards of that over, belonging to E. W. Saydess, are the best hoting be every way of enything some in a steach's jewiery. I have never seen the bounds, and have fever seen Mr. Sendon. evel ; then the boards are carefully built, and not along tegether by may ear that thank; that the paper looks elece, and bourds are elevated slightly shoop the ground, and handed, top, better, and sides. I have this is all true, and of it is I would advise Mr. Savdam to marting

#### All officers of this association shall are gratuite-ody save the secretary and resident. The transver will receive as a read adapt of fee parameted all means may pass through his hands. The tary will receive a salary of gyton ARTICLE XXI EXPENSE ALLEVANCES

SEPTEMBER, 1800

The efferm and impreters of this som-circus shall be allowed all expenses re-carred to the dashings of their dates treated the assessment has and the association, after some town a andded by the Board of Directors

These by laws may be altered, assembled or associated by a per threat, you of the

of mirates of previous manding

rg of the association

BOD THE GOOD OF THE OPPER

Some Observations by Sum W. Hoke In ches I west into St. Louis with an elvertuce, experting to nost and point the town for him. We had just made contracts in Chicago aggregating about Grams about availar divided between paint and parting; as we role from the depot to the hatel, we passed summonan hillhoods of southern't bearing but of were so ragged, and presented so wonbegane on appearance that my closes relused to hill, and pointed exclusively

Since that tiese I have spent agreed of fire, our for this conserve in paint, and not so much as \$5,000 fee porting The memory of those sheldly lit, Louis billionals seemed to they to this men, ince him that bounts elsewhere nore leaked after better. (This was before the

JAMES L. McELROY.

The Mill numbers that I have studies to on this subject of claim that the improve-

the difference is sensed because these

Parelly so one would not meet at feet: but them to could no combin mothere deals per cook is the above this can be gotten out of hill person. As this can be gotten but of the process. As then rate they get \$3.50 per mouth for a 20 about stand (15 feet of board.) L. E. Le-Fren & Co., of New York, and Thu R. J. to become after on the se-

ment to the billioned and the other ad- others. And you can't peak the special do not of these things was more our Just think of \$0 while you are healing mound to get 120 Lest worth I water of a water that

had been parted onto a smooth billhound. the English paste "Glor" bring med. lings Carne, of Denoy, when is the city a few days ago, talk see that he is four fact or wore, without demander a pion of hunber in R, and set R up at un-rather place without a fire. The Milleani This is a lag difference in price, and

#### polames of Billionary.

JAMES L. MAELROY. The end on this page organizate a true Is represents, mersower, in fine shape, the type of a young man whose remarkable and regid senden forward in every walk James L. Blottiers is the name which gwee with the picture. And Bernard Me-Elicy is the some which is bailed with that of James in the feet of McClery Brathem, bull protect and distributors in the seems along the meeth above of Louis Lined. There years mes over all the boards and privileger in the greater part One new heard a week in the swange of all the deplay space all the time, shown whose in which to adversive; it shows that McGlery Stothers know this, sad that the, have seconded in educading the men who put out paper, up to an appea current of the fact. The main offer of the Ricklery Southern in at fig Brailerd.

#### att., Flathing, Long Island.

RUSINESS De business to a business tilla to have you so at your racidones. The micro or on the curbones will every a companying on our executed design force in qualities. Have so office. If you can war how on office you one of best office Let every pemon in team heavy where it is by hering the silings spoem on every

Nothern that you can device will sense If you can not change the peeter, at least order the locations charged as often so once a mercit. An eid porter in a per

then een hept standing in one parties

J. G. Ashury is still pointing Harper

Witshy throughout the city, during the

heated spell, August soft to 19th, his men

begun work at deplight and stopped at

nees. lack mys. there is nothing like a

dip in Old Occup on a hot offernous to

I. L. Storet & Co. hill renters of Kane's

Eridge, New York, City, one defent an an

reflect schooles beginns to the north

red, along the various religends extering

ADVERTISING BATES ADVERTIGATO Avenue form sale of sweaty-fire scots per again line, except in the chambed column, where special 

Andread ay Second Class Martin, at the Classic Education Cities, James April, 7846.

There is a rew and russpus to the Inter national Bill Posting Association. It all anyurane. The objections are absorre. even threatening, and are making life a

burden to the officers of the new organ-We have no desire to take rider in the contravery. We believe that It is a metter which removes only hill protect and middlemen, and so such should be set-God by them.

a monastate out of a peole hill, if they will just cool down long enough to look are that the merger is a very small one at

The difference between system and The difference between extrem and these and one-third per cent. On a ME of twenty-five dellars the bill poster pays but eighty there exact more than he dell but eighty three coats more than he did to 67's dellars, the increase will be been one dellar and sixty-oren cents, while

This present conclusively that, so far so Tana pacees concensively than, so the se served, the matter is shocketely ineignificereod, the matter is assessing susgentand bitterness magifested in to say the best, recycling. On the other hand, if these who object by marries of symplete, it would seem

that their position is sometely less toroble; think per cent, heretelers, it is a wellknown fact that fully sixety per cont. of the bill posters of the country were, and still are, allowing twenty per cost.

A causal glasses over the warious helders bearing upon this subject, which we have succived, spreads the fact that most of the objection enance from members who were not in attendance at the Chicago and throughly and exhaustorly sh-

remed both you and con. When is finally paned, the vate was practically terralthe agent, or middleman, was supable of partition a direct and beneficial info ence upon the business at large, that, heing is teach with the large advertisers of the country, he could discri many thouappended in other mediums, and, frails that a liberal commission was the heat, if not the univ indecement they could offer him in order to emilet his sid.

Tweety per cent may be liberal, and then again it may be only felr and equivhave absolutely potking to do. We are concerned, though, with the spirit which nairmeter some hill posters, and which leads them to maned the middlesses with The second second second second second theposites that the squat is their parent n or a number of large advertisers on of the newspapers and on the boards, they frequently extend him every family and

indignity that a relid ingressity one devisc. No petty annequace is too small for them, to offer him; no letters too charities to write him. Why they do so to yout all undendanding. If they are present for present, they are attacks unable to advance a single our.

Yehon attempther, t

busine these been, the middless of D house on the fight, and their number. self heap up the fight, and their number, owing to the womboild power of the coster, in standily increasing. Showed fashing out that they can secure for their finding out that they can accure for their alients more publishly per dellar expensen in the same redirect This bear three shoody established in line builder

It will not be long outil their effects off begin to tell, and while it is a not that they are hampered by a parent of adichanted transporter by a parent of an epportunity when they see one; still th's greatifules to become that these father it's gratifying to know that these lates are a cory small proportion of the whole Cigest and scenitie. They we with the

middlemen almost to a man, and are ready at all times to repport and encous and widen the inflance of the peeter. The greend advertises—he who do pends on pendstrat repetition for efficacy

-where can be fad a medium that will visid anything (On the Milhourfe)

NEW YORK NEWS. Ramors of mic-cut/ag still conduce; the Agent of Spider's Cotonya being sliewed regular advertising agrees' comminden by all the hill reason here.

they dod not give is, the work would be placed through sense regular acidenting while some dividing might be going on that the selleriting agents were the heat constantly producing new business; as

should be restacted and rater affected to. " H-O" is getting out a number of dif farent-sized peeters, and will cover the country between the Mississippi and the Bloke, Hets, and Gude are all after it. The Siegel-Cooper Co. have given their

saling to Gude, and the bill posters are accuracy him of subtitue commissions. ever before put out by a dry goods know or deportment store, and testand of the coffigury one week rus, it will go for at store is bundling every energy toward a brilliant speniog, the announcement is made of the follows of Philippe, Hearbey & the most watery known dry goods bound in America. For the post year or two this home has enjoyed the distinction of employing probably the highest-priced Mr. Maste Gillen, who had formed

batd a similar pentice with John Wann ing, but he used so other resilient, and adventision, and all other haddings methods must be considered, and need buddeleasty. then W. Haller in parties out a married ment of about nester fitherweaked in four printings, for the Caped Organition. adding a new one to their ranks every design is all pictoral and shows Could bessing over a bank februg his purkage

> his expenditure having good to the newspopers; the peeding that has been done n sensity been small paper cult. Oolden Red beer is a Breeklyn per

> dust which is now being aftertiant there en the billbearde; a few stonds have been which (Poor school places) Mallace Square has been reliequished.

The first of Wegen & Co., of Book has been merged into the Sustan Rill Funding Co. The new firm in incorporestant Co. The new limit is theory rated, and, with on increased explicit, pre-pesses to largely increase its boblings, and and out other more business. J. T. The Admiral Cigaratta electric alon at

at the present time which does not bear; Is en feet now, leaking toward the assericing of these various clabs into a county or cases various and with this and beards very specingly, the main part of to view a call for a sectional convention will seem be second. The time and above of the meeting have not yet been fand

ADVERTISING MEN

they namely bove a share of any paper that shows in the city The Journal is refusing to past in fature union allowed agent a commission. They my they are more relithed to it these are

Different of Bullion and Commo at Drayer, whited New York recently, and carried wary considerable business

sixty large stands and a great many three-sheet boards, and all fairly well silled with Really Droppin a propuration for saturch, will probably be seen on the bill-beards seen, a number of parter designs

McElver Tree, of Fluiding, have a contactly growing suburban business;

town, and that was allowed commissed at the very start. The bill posters are by gioning to realise that this cut was a min

Will Held a National Convention mentury Clab, of Westington, D. C., storis other either themselvest the entere There is sexucally a large city in the Union

Wegaz is treasurer and manager of the new company, and his brether, M. J. Voguz, is still retained so secretary and



vareables definitely associated sing or petroleum nephthe is only good ferred in place of fairy or adultarated terpertire, because it will ensperate and thousby allow paint to become hard and dry, white the material aformald extends the drying, and, in some instances, heeps

favor. The mergly ornate is practly any ing sway to the purely pictorial. Large advertisers have discented that the man less accordingle. In freet of a boot-black's stand in East Thirty freeth Street, where two deaky darkies at, this ogn oppearate big, black fees letters. "Patronias home cadastre. We see the only American boothischs on

Mederaled old state to coming late high favor, and will small in much that in artistic and besetiful in signs and sign The unsightly signs which have for a are more to be removed by order of Frenddent S. V. R. Crogor, of the Department of Public works, ... Profitable detections Sign paleton should make a study of advertising. There are twelve advertis-

ing papers and every one of them should be familier to them. Condense your realing matter; when procible, speak pictorially. Is to be seen this sign; "The indice shoe the been and me show the ladies."

A service woman percer fulls to attract uce. On its attractiveness the sec

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J. Description & Bases Carbell, Min., Aug. 15, 1544 Checks An Company,
Checks An Company,
Checks An Company,
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the brists after he was status rank and print in again. He said to slid not have seen, for a paper in bis irosh. You, no desile, be will report this town as out, and the fir. Mrisne Medicing Co. will not no result and some to the continuous that his posting does not pay, when in notify there was note these. Contil here given him good abou-ings and protected him.

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Exceeds, Wis., Aug. 16, 1951. er-Senamouno Anvautenero. yene kud kome i melanel na netigia Press er Makhana. In sekiris ka "wanna ka ke Si

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Peor Sic. - We bug to inform you that we have
the fire smithared the bill number hardenesshal

tion of about one handred and fifty thousand people:

If a beg in request of you in place the sold dis-tract on your posting that, and assum you the heat service for any soliess you may place with Therefore, demonstration.
Therefore you do past forces, we begin so note that the terminal transfer of the terminal trans J Decreases & Says Premience, R. L. Ang. No. 1945 To the Miles of Billians & Airconnection Dar Ser-in the Angest member of poor paper, which we seeded to day, we notice a better face a Brother hill Paper in Starport, Mr., complete

go by without any number, we would be deing on an justice in your paper, to the "Recemen (becaused Company" and so our craft to proceed We have been doing work for the "Summer" people for the past first pates, and here a few proper on one pass our water, then got a new possible contracts with them this senses in the amount of fronte per month, and the only fault we have in find with them to that they do not give as 2000 at 18886. This no at 150 any is publish this latter. Very bruly youn, OLD-COLORY BILL Proven (m Rather Balancas Africa variety in the pay
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Vol. IV #8 Sept.1,1896 P.9-12 EVERY BILL POSTER

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