

	BILLBOARD	ADVERTISING.	MAY, 1895	
Classified Advertisements.	Classified Advartisements	Cissifind Advertisements		
BILL POSTRES' DIRECTORT.	BILL POSTERS' DIRECTORY.	DESTRIBUTORS' DIRECTORT.	1997 19995Gr	
- ALERSON	Ravenger, Minn. Ole Holm, County & City Bill Poster & Dotationer	Williamsport, Pa. 5. 2. Dest, Marinesei		
	Wenhan, Lows. Pop. 5,000. With S. Sarri & Ga. material all spaces for Sarrian and Sarria Sciences and Sarrian With appears III. II. I. Varsen, Other Hill Project and Granned Editorities (Dir Hill Project and Granned Editorities)	Beldyrk, Ohne. G. P. Brawn, Reinko Distributer, 19 Pathology, Ta. Tea Trins Other Conclusion Assess are the Second Statement and Statement and Statement and Statement and Statement Statement Assessment and Statement Statement Assessment Statement Assessment Statement Assessment Statement Assessment and Stat	Characterization of the Barrier Street Stree	
Wincom, Minn., Renty Worner, Our Bill Person and Distributor.	Hendrillo, Fa. Pop. 15,000.	Recordin, Tex., Goo. A. Harrison,	Contain State Public Co. Section 817 -	
Ranaima, Britan Cel. Pep. 7,000. Auda halfanna pril manifi al bil	R. W. STORBS. De Paniek Springs, Fis.	Ban B. Chronics distributed and spice mainters in Kerr and adjoint betternb Disksteiburg, Pa. L.C. Malleto, Disksteiburg, Chronic county, al	All the set of the set	
Fort Wayne City Hill Fasting Co. Their and Conglete Parties Will Berg and Manufactor Lands. Will Berg Warth 1987. C. B. Winteren,	DESTRIBUTERS' DESECTORY.	Greezpeini, L. L. Pop. 180,000. F. Levens, O'Clay, Sciakis Discriber 1		
Jokiel, Ill., DaLong & Riederman, Bil forien and Districtions.	We use properties that of textures will ve- mine texture where advertise them any texture persons where advertisent textures to the advertise texture result and texture to the advertise texture result and texture to the advertise texture result and texture to the advertise texture texture and the second texture to the texture of the second texture to the texture texture texture of the second texture to the texture texture texture of the second texture to the texture texture texture of the second texture texture to the texture texture texture te	Mattapan, Mass. D. L. Cushing, Clouds Districted and One. Advertise, Baller, Ohio. M. M. Spohn,	Const. Training Printing Co., Statistics, Williams, Statistics, Vol. 2017 Statistics, Williams, Statistics, Williams, Statistics, Williams, Statistics, Statistics	
Albequirque, S. R. Pop. 10.000. Distance of the Long Print Stater.	Jacksonville, 20, 807 5, Mary St.	Review finitesterieter aufgerer finites in P	Bennegan & Co., Clauserall, Ohio.	
Boons, Iowa, Pepulation 8,000 44	Wen, Barten marable of and resonanted by C. o. Stor, Barren,	First & Thompson, Service Interfactor, Softwares Par- Entry State of State State State Resolution, B. Y.	Libble Court Print, Royce, Bass.	
DENVIE, COLO. The Group Rel Preiry & Destination of the second second second second second restricts and the second second second the second second second second second discrete future and second second second second discrete future and second second second second discrete future second second second second second discrete future second second second second second second discrete future second second second second second second second discrete future second	Donal J. Labourov, Manadaster, N. Baser, Internet Containing of all Data of Lines, Section and Market Bolase, Mako, Sparilding & Gerlon, Bolash Discission and Sign Parket, Weight Discission and Sign Parket,	Expanded, R. Y. The J. & depend on the West St. And In the set of the training states, from a base with the stress propagate. As a west. EXPERT AD WRITTERS.	Libble Ware Frida, Rores, Bass, Schlerer, J., Schlerer, B., Sannes, Sanser, S., Sans, S., Sans, S., Sans, Marken, S., Sans, S., Sans, S., Sans, Marken, S., Sans, S., Sans, S., Sans,	
Lines, Obic. Pop. 20,050, W. C. Tirre, chy Sell Party and Starry, Seller, Will present face.	Boston Mass. In Variation II. En A. D. Der M. Martin State		Second Division in the second state was a second state with the se	
Ranobieter, K. B. Frank P. Colby, Chy Elis Peris, Deschaster and Sugara- Franker, Addison & Machinet a.	Oppinnett, O. Pop. 380,000		BURNEL SHARE AND PARTY IN CAME, CAME,	
Memphis, Toun. Yas Respect & Gr., BG Postern and Distri-	Chicago, Mar. J. A. Grouph, Institute activities for the distribution of the build of the distribution of the case	States Concerning Stream Techniki High Stream C. L. Lang, N. C. Dorma, S. L. Hang, N. C. Day, Chass. H., Wintersynthis, Ocean.		
Hilford, Mass. Provinces state. Y. & theory day his restriction of the first state of the probability of the state of the state of the state of the state of the state state of the state o	W. E. Patton, Certisth, Miss. Bri Conser and Distributor. Reference fur-	Day, Chas. S., Whitneyvilla, Ooza. Paris, Tak. V. Fores having it a strain and the protocol of	ATALENCE	
Sawport, Ky. E. E. Olding & Sec.	Downgine, Mich. 1 The Mich. Adv. Burnes. With J. Ecyster. Pro Engine, Md.	Berry, W.C. etc. Kin der, Felsenblichen P.	Lindiana vente.	
Polatika, Fin. at W. K. Kegani, Bill Poster and Distributor	The arts, Die, Berner, parts and therein better with effect and chemistry, and all proves of effect and chemistry. Adda at the second second second second second second the second second second second second second second termination and second second second second second second termination and second	Woolfolk, Chas. A., 648 W. Main street, Louisville, Ey. Berg Cont. J. Frankryth, So.	The plan Computer Stations, or Langever D. A.	
South Frankligham, Mass. an W. 5 Thursteilge, Bill Const. Free Lotta Warkagan, Til.	Predenis, N. Y. John H. Gan, Discription, Box 107, 45 Orand Basids, Mich.	STREET CAR ADVERTISING	5. J. Densities, Without any, ex. Randows et al. Complete and the state of the s	
S. Contraction Protocols and Protocols Transm. Arisens, 2,000 ft. of bounds	Occupy H. Lotaryd, Estable Doublater	A support. It had been that for the property of the property o	This A Haldmann for Deary A The A Haldmann for Deary A The A Haldmann for Deary And Angerer Dear Market and Angel Angel Angel Angel A Haldware and Angel Angel Angel A Haldware and Angel Angel Angel Haldware A Haldware A Haldware Angel Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldware A Haldwa	
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Boars City, Iowa, per. 40.000, Particular Statement Protocol With Baraccity Mil resident Advertising Co.	Raw Orieses, C. H. Young & Co., Blaw Orieses, C. H. Young & Co.,		Theo, J. Ords Co., 19 - 19- Instance	
Viscorta, Britlah Col. Pap. 20.002. The Veneria Mil Portagine and and the series 100 houses of the series of the s	Paterson, B. J., Population 56,000, Abuse II Fox, Statebuck, of Handsord, Padroph, Engineers	riteria Receit, Alizza, Gu. Ander Schultz, C. Christoph, S. & Siller Mark, S. & Stranger, M. &	The O. J. Goods Ca., or type bandway 1.4 a clock of bandways barn W. Ecole, of bandways there is a second star of bandways the of the second star of bandways the second second star of the second the second second star of the second the second second second second second second second second second second second second second second second	
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Dans M. Faco, 263 Poster and Plauthater,	Portage, Wie. W. P. Sallyn's Advertiday and Detring the Agenty. Bit percent signa tanked. As	Send 24 ets. in siamps to Hanne-	Auf Paralities Con-	
Tatenta, N. H. Yep. 18,000.	Richmond Hill, L. I. Constant desitation beningly in Queung Security by I. Standard Social Strength St.	gan & Co., 117 Rest Highth Street, Cincinnati,O., and receive in return	The state of the s	
City Ril Parts and Californie, City Ril Parts and Californie,	Ferritation, Laskawaara Co., Fa Aran B. India A. Basa, Ontonia Advancement Aprila Williamon, Galance atomics Theorem Villa, mention Alliance atomics	a handsome leather bread Date Book Rest over pablished.	The scale of the state of the s	

# DILLBHARD ADVERTISING \*\*\*

## ADVOCATING MODERN METHODS OF ADVERTISING

Vol. V., No. 5.

## CINCINNATI, MAY 1, 1805.

PER VALUE ALL

## NOW IS THE TIME.

Commercial advertisors about hear in sound that the scars is new abuset upon

The Obsenth day of May practically rads the theatrical accase throughout the outies country. Vulnahle lossifiem, one second and which is formed by a fair test of their power. They, the, there is another condition which favors the commercial adjections at this season of the year, amount of theatrical paper limit. This and paper tools rouger, and as the mys-

the half-domen hig corenoes whach go #prog here and there as suffer, in their revelat is their petite as counts. Even they, however, are not altogather baseful for they sharps have a spin-sid line of oftentiones can be stiftend to sphraitd ad.

New 11 the time. Owher your paper Got the printer started on it at mote. Get the printer started on it

Concession of the local division of the loca

THE CAMPAIGN BANNER. Name of the automation of the surgery of the surger

The year shall sent endy been year, but is also presidential election year. It allows

opportunities to the publicant as well as

One opportunity that is open to some chose publican or some height publican cich, in to do some effective disp'ay adhouse affair to which advertising ten be spehod ; it would therefore more an though up-to-date first-class hill bened hilling there

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

A campaigs barner.

Oris in certagely fairly countienes, but as everyone known so poorly encoded and so conventional is dongs, as to be of B is a shiftlehth rather than as new

sing action ; scenathing that is expected and demanded by restors, rather than an energyings beauer at its best is but car poster, induitedly in a good position,) but not not to be compared in power with a town rightly posted as it should and

constry districts, where there is no way segular newspaper and its spinices over to any other newspoper, what sould be more soldingly brought into not than the bill -It would eated the word pictures



### T. R. DAWLEY.

eas be with a good assortment of paper We all know how much the extend

It it true that as seach of a cessic effect ight not be adminuble as in a paper might bed to ander comment and and lithoutspices who can find and eno te muchle designs for all manner of theatrical caterariaes, from Thabenceur of all the comparise meature of the own ment and set grow because

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### Valuable Methods of Advorthing."

Valuable Measures of Boy to advection screenfully to dell time for present other and these as advect software to obtain the growthese analysis upon which there to a growthese direction of the years deligible. By deligible, and the second of the years

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In and it the properties of therefore/instructure Where the disk is function to solve a section in according years both. The way to addreve its in an impact and pro-methyle is that there much prove divides the methyles. In that there much prove divides the methyles is not solve the section of the sec-mentation of the section of the set thermalist production of the section of the section of the production of the section of the section of the methyles of the section of the section of the methyles of the section of the section of the methyles of the section of the section of the methyles of the section of the section of the sec-tion of the section of the section of the section of the methyles of the section of the se

### RENEWING

All listed and posterial envire contact with it the previoe that the advertiser shall forwash the bell menter with tempter tice, for the reserving. A shrewd aftersensual. This others set only yield the baseficial results accruing from the chance of desire, but farenders a sheck. on the appoint of paper actually renewal. rececced by the inspector and willess elsewhere, instead of being watted or used for blanking, to to prov effor the

## REGARDING SERVICE.

## Spicy and Interesting Interview with the event California Fig Server Co.

"How are you, Mr. Talbert? Bala moant Anywarpencer would lake to know res throughout the country, during

"All right ; sit does, and I'll tall you all about it. First, however, let me my fair and courageons stand your jewreni has taken in regard to axief up will condefens and stellaris in the Instance. of the restor then say other infranc s, Your open discussions and feedbox orbician are working wonders in the "That being the case, Mr. Talbert, you.

will probably not be avante to estimate into particulars.

"On the contrary, I shall be glad to reicolarize to your entire articlation I want to wara other advertisers against polata where we were hodly treated And we want to ware decand hill

story system these monthers of the craft who are emutantly bringing dis-

Wall, how shall I begin ?"

"Suppose we commence at the legiostoy. How sheet the hepton?"

"Ob, that was nothing. We posted all the paper that we ashined from the print. Bill posters in general are opposed to the sepost us principle. You may my that to the past heep as out of a single bown. "How shows Mixmengolia, 52. Faal and

"It was merely a counties of arise in here ethics. I not sware that the or pression prevails that we were barred out,

hilled the towns in question as readily as other prints. The beyont was instituted to competi on he do then, but it dad not "Will you let an have them ! "

"Certainly not, They were not written for application. I will show them to you but you ar ant not rachink throm on fact.

(The latters were here produced, and Belancase Asusatures.) "Belancase Asusatures would like

very wouch in have these letters, Mr.

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

"Will in headness. Where did you "In Hineis. Taking the State on a

where, the service was the most estimate I depend extintly upon innuction' retords at These on ether surged at the mining the smaller of the samice resdered. I visit all the lover situes mouth

bet I cannot and then to take in the under places, except to man interest. where we had now respect to find finds

"Did yes post Molegan?"

"How was you applied with Grand Logida ?\*

"It was simply spicallid. These is not ist of beach then Grand Espeis. They are well made and well placed. Generic Rapids was care point where we got notes than we beautiged for. Con M. Lernard. who coupode the town, is a credit to the If affanits are great pieceren in give him my anynalified underscramt,

"How about Depuit.)"

I might my the service given m was As in every particular. Mener. Walker & Co. ore exastinations, prime tak-ing hill posters. The paper had not been ng terpenty-free hears before we felt its

"Jell on should Michigan in general

"Allegae, Graveville and Friesener ate off muchael to " descent that in these rwas our paper was treated with the atment compilereduce. The pagartier has abled after Kalamane: The bill caster here, samed McCathy. is O. K. This is "Was Michagan of antidationy?" "We, indeed, Benton Einder woo

had," so ware also Shebuygan and Mankeeps, while Boths Creek and Miler wars "fair." All the red were 'good." They man Rep City, Sig Reputs, Cadillac, Coldenter, Plast, Lanang, Ladirgius, Mulaistee, NJ, Clemens, Petrolary, Soc now Ypellerti, Halland, Menorizon, Sabling and St. Johns. On the which

"Dafase was good. We billed speaks Bautagiou-is marked bad, Abbregh ight have only presed fair."

"Awars, Gosben, Kokomo, Mislion, increase, Waland, Workington and

"Del pro bill Indunepella."

On at Indianopelle. Their service, while atter than fair, was not anot people mean right, and sill do better on they gain experience in hoading commercial paper. I on avery leasant own. mend their service. They an nonland

"What alout Dynamille?"

"There was a good one. F. M. Corres his business throughly. Economics in marked in the second get service like his everywhere, we would op every other merge of publicity and confine owned may to bill posting along.

"Whei siber towns were good?"

"All of them, Pure, Issails Read, interned, Michigan (Dr. Granuburg, Marlen, Finakfort and Deuster, are of marked good; and Columber, Pt Werner LaPoyette, Legensport, Rudellie, Sheb being AL"
"Show was Okin?"

that he billed. You will see that while in other Higher some trans are marked "had.' in Ohio we have from marked 'very

"Blass Capitality, Fostoria and Kontra ; and Columbes was sail good, by Induky, New Paladelphis, News/ 30. Tarmer, Middlatowy, East Liverpool. Paristantile, Page, Workin, 1 or C. H.

"You due not that Clauman was got

in person, but if I had not. I should whether have that our work was The Chopman keys under cannals again must fell But You Wint and Delphis wave had."

The interview was brought to an always apprintment. He Talkert summer on second, that he will be glad to take the mother up again at some faiture time and as shall probably present our readers

Matter line this is valuable ables to ad

## Poster Printers' Gomin.

One fast man this provid bears a sale did lidenme of Y. R. Damier, president una Engracing and Filating Co., of New York. It is not generally known, both menantheless what, that this process, does the firm of Second South & Co have

they they done of business.

The "Say" poster, printed by Neural and Press to one hop-bud and twenty Lift through allies. The other was remarkable role over situated by a poster, or indeed any something publication solutions.

The Reason Show Publican Co., of Chi own, was sold at owners April 27.

Can of the surprises of the mostly a the maignation of Ed. North, manager the surgestion of \$2. Node, surge the show printing department of Ream? & Mouras Co. Mr. Node Mr. Nede ha harn identified with this concers for

Factor printers should get together m attle spen one particular size, which the is should be share bothen the beine fit also used by the proper number of exterior house of the second line

hyptile and Terre Thesis are coulded with. But is any event, the necessity of a ne organed and standard size is very great. We have some kname asing spag, others using propo; some sings, and others your, The danger is enceptified in a sheet, plays, which has recently cores

> Litiomship and siscomphic show pristers sight to paste their paper before allowing it to heave their offices. In this mperiton, tre, it would be well for all nucles orecard if the shing's parts edge of the upper about is trianmed, inintend of the upper edge of the nonser see. In this manuar the supper short every the lower, on the shingle principle, and the porter shells rais parfectly. There is ant one-iceth part of the weaking down taxes seeing the posters matched in the and stale

> Weel hopy has a new porter, a lifegrighted sixteen sheet, in others - a hand-

> Harburger, Homan & Co., of New York advertising the Geo W. Childs at. Class adventuing the postel in all principal calor through the agency of \$100 W. Ficht. This on a new adventuer in the partice line. They will use through accupation. accurate accurate and the set of a as they may be anable to properly peet Boks does their newspaper advertising

> here of the scaft is the larger oblas are putting an bourds that are also at perfect tonguel and ground humber he would have been regarded as crucy or at least and/ty of whethy measuremery extravewith armomental houds, and some have ernamental mentifings ruendag arrent the adars, which, when aslated, give Or heard the appearance of being framed in

As the porter grows face and face with art, the secondy of care and shill spor the part of the practical bill parter bename more apparent. The first story in the right direction was the innyst and he the dry break for rabbing is purposes

Mr. Campbell's paper apro: "It is with ferilage of medesi prile that we at knowledge the receipt of nearly a three-and antecristives during the last month." The other errod slightly in his calcula tions. Comfel is entertime disclose the fact that it was nearly tex threased. It afferis at much pleasure to excert the

Classer Z. Rancy, the ails-auth hurtler, is certainly a craft to the craft museum Arranges is indukted to

### BILLBOARD ADVERTISING

MAY, 1896.

### THE INTER STATE.

The Internate Bill Porton' Projection the line outputs its trianulant march. Not a day goes by but moveds tonis prograss, score advence. Lasi week actriy every hill postar in the state of over in in young and signman med. Thoroughly alarmed, the goog which over effort to stem the tide. Despite the protects of seconded manufacts they continue to claim them and publish their manon as combers in good standing. Namht is jeft them of Mismonia or

theois, percisas little of Wiscoust the residence from the last gamber of the the treth of this assertion.

But one thing two new them. The else tion of Lowester, Castons, Tomor and Curran, and that meens death in going rale

The Capital City Hill Poeting Co., All hanny, N. Y., in the style of the letter head of a "new one," which reaches on last an we go in press.

Reminated billhoards are saving the scentulities of the near latery. Car and aracticability and feasibility of this class

The Interaction Hill Destern' Protection Association invites of hill sectors in steel its jected Assail Convestion, at the Leband Hotel, Chicago, Illa, commencing Tuesday, July 7th, next. vil be made welcome, and aver will be

siste convention-Boir, Gude, Hohr and Phys. Redder, many preminent minteen

THE LIBERALS

### The Ticket Has Reen Decided Upon.

For Provident, GEO M. LEONARD. Of The Trailest Of Gunni Repids, Much. GEO, CASTNER Of Semanae, N. Y.

R. M. TVNHE, Of Springfield, O

For Toppanore, ING & CUREAN.

Of Dearer, Colo. and depermination of the men back of the mercenent is reclaim the A. S. P. A. from the pitiable plight of ring-ridden baselose, which it is new in. The ticket they have

Ji is sold that the gong will rea Al. President, 2. Sallard Corroll for Socretary A. D. P. A. is to opsillage to call after (ily sent, it means the election of the roles Liberal ticket. These may other this same the organization from complete

## RILLBOARD ADVERTISING

### THE POSTER IN POLITICS. That posters one olar an important part

in the same of a political compaign was Starse, Leiger, or uncolution composal of imiting business man, advecting return in the manifpil groomment, and on electain day their majority was over tation. It was through the efforts of No. R. B. Myles, a loosting solt monchast and porters were cousidwood. He restain

### AMUSENG.

In view of an article in mother other to Mr. D. E. Tallest, is very, very fammy.

Daw 20- Tow of a wind 10 lived as in highly will for their if y ying pice work in 20. New 21 will for their if you give work in 20. New 21 with links user truth it is pace foreight Ant 100 budg and and 10 million 200 budg and on on art analous & F you will give and/or well the Mater will be dray others 11 four from yor by President of Aud Hill Poster Ani, Chimps, 24, Willing their yes are girling to the outbox Agent the mentioned fifth Anti-couling to Easter Series

-Tana Name Bass Parervia.

VOTE: VOTE: VOTE THE CITIZENS' LEAGUE CITIZENS OF NEW OPI FANSI USD City ADMINISTRATIO This by Constitutional Amendment tied Them. A SELP-GOVERNING PROPER 75 INPARTIAL GRAND JURY DETER CAPE FAS SAID. "Trachies here been manted spice the ambigues of connectifies, when it was competing building wire shall out." "Contracts here beet swarded without regard to the lowest hidder and the almost hids an answert sufficient to efford a percentage to them BY LET OBLY HOREST VOTER BE CART. THE

their platters. He was elected a committer of one to stirud to the order matter. Haray witter the nation, it was printed secondary to his idea. The new stated on scarte every billhourd and wall in New Orleans and othering sump as thirty people wave at cas time median the poster. That this water was antable fars.

for of ver pelitical realers and hel parters

Losis W. Palmer is the justing 'db-tributor in Dubch. Mins. There doing the Symp of Figs with Sec S. Samery & Son, who have charge of that dig

### TWO LETTERS. The following communications in lotser

eting put at this time, Score meadle siner, M. J. Anderson west cat one shorts advortising the Continued Ampusture. No-lists were required, and no deration of showing specified. When the bills comsellers, that Mr. Anderson adopted a sold all of them at this rate. If a NE out-down 12 loss, he got the few costs demonstrate considering that all constant is not deal,

Depring to a to a total to any provide shorth for exclosed, en-

your separate as a bill polarizer in boing fold this is the first time over any perme o fills two gold are more then ary bill colled in and i more you's operation is. The only rethe 1 data of the lager of the latter and the latter of the latter of the latter of the latter with a first of the latter of the new you the longest possible shouling on my

ched for Again 1 theats was, and a will showing people's re-Voum tree

NO. T. TONN BELL PROFESSION AND ADDRESS OF TAXABLE PROFESSION

S. S. Tours, Hill Post

 T. Turana, Bill Joniev, approach (b). Show 20- Threads of the task hand, and approximation of the task of the task of the task and the task particle task on task and a stark particle task on task and a stark particle task more, even of all the full posters that we have send works to be down, when even the their site providents, and we paid them at, some as to full you, you set the only one that has arbum-of-elinged the bart, and we plate types plateauty in

The Reprints Co.

AN EMPHATIC DENIAL

### filmen terfilment

Jer-Louised a sistement in the April Galdenski Fig Sprey Gra, sed Manes, Ligaget & Weyner, war of a very lotticity Galloy, and a postne to KL. Schooter, postdaral of the Chicago Bill Joseffer for KL, rivish is any Urich, las as has an Uri stillatored, retire its any wrisk, abares is an Uri stillatored, retire its any wrisk, abares is an Uri stillatored, retire its any wrisk, abares is an Uri stillatored, steller its any urich, abares is and tark reasonible MiC ve sendo and any de-resonal and Gall samithy and write with the (CA)-age Bill Parting Co., It as charing up the EDC month's write we had it and a manifoldered. thereing up to be had the first or the property shared up on a hillbeard, in a good heading, all adap-bianted in, and posted in a workmaniful one are: The first the the Chings St3 Fooling Co-in over sentition our Window areas bulles. Taxan war and

D. S. Taxanan, Agent California Fig Syrap Co.

Chicago, April 15, 1945

## ur Basi eighth Br., Closel

10 Ann agent as And investigation of Campbell part over signature of R. E. Larend, experimen-ing human Chemical Co., reflecting no wer-ing human Chemical Co., reflecting no wer-Party of Streamon

### Manaper Change Hill Port

The Grant Hicycle, made in New York



## FROM FINGLAND.

The April number of The Sold Paster, of London, England, dances nearly two pages to an exceptionally able account of the Mill paster silation to America. The effort has a weatherfully account and ins and various conflicting issues when at is considered that his improvious went needs he imbited, and his remaindered penched, at a detance so remote from the and of the conference, as he reader his information searchy in the axtraint.

We separate his effected commonly ladart. It is as felleres :

### A Clear Association.

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### ADVERTISING.

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## An advertisement might aband as wet he has

wriding an effective advertisement in 10 

is advertising, and automaty everybody is seed ing the subject.

The utility arealise members i and the w hoyer got ingether to the number of the server

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In his speech in New York on Newmann ray, to the D O. Brywell emananetical concentration distance. Owners Classifier Y. Taylor empowers the follow-ing optimizer regarding the financity strengther "Phenois of acceptation, expecting on Standard Winaria is bushles a great many particle. Specific

ing it a business scene, the incluic paper is perioder is the out buyyin of which people bits because they get im much for their money.

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can use, different total new more of papers, thick ensures merry general, is out a minimum to many by the first that the largest addition the regult is consistently increasing considers by the supply of the their papers, Then their waves or and with initialization and proving fabrics have here a distribution of the papers for here.

## Letters to the Editor.

### Editer Dollansan Abversterry,

Charloster, 0. Data 20-bar and 1. Sata 20-bar and 1. Sata 20-bar and 1. Sata 20-bar and 1. Sata 1. Sat

reproprieting in bill profing A student annual was insigned and siller product, alternizing and charge W. Childre et Char, and for department in unaranteering ya was bailt and from the spacesticities of a bill protect of a landing only. Also mained in initial is actuant to product a bill wave, and we makered

plot is links. Bu replied that he would has take the work: issue links, that he would glob in during a com-minates of a per stars, that at the hest he would my links assume than a pier out, addition we stalk over many by decling drivet. H we had to hold this for all outs and have nearther we

buy the standing: We had insures in the part of a strengther of instances where bolts had pointed some higher errors through some instrements' introducing very set, and their instity bits roug to charge of our advertising. And subsection bits pointer one show must some for exclusion in its instrume we about sense or set for which is builteen we shall slick in Bohn, und downlike that forw index is a through some other means. And as maker which the means maphysel, be builteen will be placed strength Eaks supersy.

Relative Advances Advances, Character, O. We, do has not vity in a toru of share purple distance of provide additional states in the distance of provide additional states in the last of the state of the states in the last of the states and states magnitude in the state of the states and states magnitude in the state of the states and states magnitude in the state of the states and states magnitude in the state of the states and states magnitude in the states and states and states and states and based and states and s

## Radia & Jostowers,

Editor PELIFICITY ADVENTMENT, Tamber in PELIFICATION ADVENTMENT for April ment comparison that support (studie) itself and is support of your article it realises have be start from representation of the two longest from

MAY, 1866.

have of array torothy nex who go they are displicate by paying a wood som in the hill paster. Others, he hopping establis of petroof the many printing of

The judge of the superner triminal their them percent survive angletigs for beaching the sensite by the pellor for heat always discharged the petter hittend The photo startion of our sense.

Tours indy, C. E. Zourse, No.

C. E. FINCHER, Mar-

Retron Bill Margin Starting France., Constitution 3, 2014. Base Society and Starting France. Based A Learning Vision. I Michael Margin Spager Based. I also hard a strendber of any susceptible ray has 1 will be in a surveit to some, and when the learning R with Starting Tables rays in a Differ-ial table has a fiber. This in the raws in 1 meter b In the base of them. I think every hill poster absolutions in "Was predicting peak induced by basels new servers with 3 C. Aper B Co." pages. They benefits that page 3 have passe in a derivative. As more action more in peak 1 will. pel up articl has heatin. Good hith to Bill.

Hgr. Brannar Asvisioners, C.

Clastone'h. 0. Jaar Ser-Balay we Reedes a Copy of your and constraining we license a long of year April: Paper and Beam UK. Wettergove, cut his to, pave till landerer an ordere het sitt og deget of pere Fager for (2 years chan de auf en wekt wekt skelt detet in for years Paper for Dit Meni (1 years (24)) f elden minka year Greenpontert et till City orderig en stakk year of transpontert et till City orderig en stakk year of transpontert et till City orderig en stakk year of transpontert et till City orderig en stakk year of transpontert et till City orderig en stakk year of transponter et till be city or transponter et till be till be till be to be compared to the till be to be

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Thompson, Bell Pourty Co. part VI, Donaton Presso, Ro Cal Wandowin wit-

The aution referred to in the freepring letter was as fallers :

"A correspondent writes as follows

Vacuum and the state of the sta

The Thomson Bill Posting Co. of Wankesha, are mombers of the Waresani entirate division of the Associated Bill

### March 10, 174

Salaw Bullmann Apresidente. Jaar Ser. Yar New York Sale DE Peters' modulos and some of its members are peel Anachines and notes of the security are great triage. Note is farenzy politic had more division ing store in allowing unit, and the hope partyred by Contexts and their hope of poper is a point store for exempt rense. One of the discretation work, which the tagging in the offen for fore work, which the tagging in the

tool, servery. This is how the only uses. If for belies, of Zil-hard, lack, would have it hacked have its Water-and, he wanted that a great this of his paper is it have there, which was supported in he got that by a member of the 1967 percent association. This is a list, and each the proved by Water tany, Water tany,

P. 6.- My come word loss he used in print, has

When the Obia immediat of the Switt of Figs Co., reached Mt. Vernee in their undistalisted. Futher invetigatore diaclosed the fact that erangements of Wells, Richardson Co. of Rudlington, Vi., and much valuable author of the Dr. Miles Medical Co., of Hildson, Ind., Incl. notes, L. M. Headington, All the parties This same inspector found only around

tree stands out of thirty out in Dayton. O ; and in Coshocton not a sheet of the After same difficulty P, was represent and shipped back to headquorters, wherever trunk P. Hagana sunde a claim for \$1.00 for starage and space occupied. Thus is for shorage and space occupies. This is ever been knought to non pedce.

the of the story, which we do herewith Akhough yout how he can figure Talbert cores have anything, when he had not pented a sheet of the paper, in more than up one understand. Theorems we verified a good thing. Mr. Magana writes an

## To Addres Balabano Antwarrante,

Charlenger, Cheve, one to orderatings. Since jubic destructions of a below assumed of paging we could use in first characteristic thrace, and whose assumed of similar 1 counted provi to a charantegic is both. For targe providing one off, Fore-tistas to show its coulding the works, with Secting indexessed as to the secting with the adjoint all counter of the section of the section of the adjoint of counter is smaller and these parts the adjoint of counter is marked and these parts and we works. While

## PRAFE F. RALAFS,

P. S.-Please send your valuable paper to my affering and will gend you suscept other for many in sets failure. Young,

Contrase-The conseparations restained in Conference-The accuratedance restricted in reactive mismers given my views as not of the Measures Mit posters, we do not believe in the Aport rakes done of a "Section of Measure mind per lot 0.3, chain 0.5, chained in Measure,

## SUCCESS THROUGH POSTERS HERE AND THERE

## BY \$4.0 W BOOK

One of the best arguments that I have and lately is four of ballhourd aberris ng in the phenomenal success of the New

When this poper was purchased by Hr. nothing. It new encode 240,000 daily

every legitimate way. Their first step before advertising widely, was in stream? ewed in every deportment, and a newspeper was produced that was the extend, if not the operate, of mything on the severtuals. Thus when a render was secured he was likely to continue.

gas to see the billboards. The pistforms. on the L reads were also used; other pers were using the L platforms, both the Journal unoi two, three, four, half a dame of the heards instead of a latte monaly sec. The Journal changed So. eter frequently, sometistes as often as

Three or four bibegraphic houses are constantly keeping a part of their forces busy on the feared pesson. One of their very striking datalage was a stakent hash.oys view of Gennier New York.

Their Baster peater was a most bouid ful conception-in fact it was, if searthing ter bounding ... ten daraty, for a prope poster alloct. But it, or something the old out the anthe Master office, and a and out the make Easter edition, and a

One of the most anticeable effects of the fourant's wooderful growth was the two months age its price with refused to pr. a copy " in Owneder New York. The Jearnal sold at " to Enervalues." the Firld is to, everywhere,"

The adverturag of the formed has been almost enstaniently pasters, anyplemented and salesd the recipicat to nos it to purfaunded. The colours of the other

cause there a debt of gratatede beyond the mentiphis of repayment.

tuenty fire earts such. Mr. M. J. Dooley of Aflanta, in she very suclose to secure of our orders on head March 1st, not one

D. E. Talbert speaks in the higher at service rand him by Meson F. M. Green & Co. of Evanodia, Inf. Thay are members of the

P. P. Schaefer, of the Chicago Bill Funting Co., now controls How & Do.'s buildourfs on the Ilksols Couted R. R. which were forwerty controlled by the

Geo. Lesauel, of Genard Repide, Mich. Symp of Figs paper, and did it well.

Wesley Broaston, 74 Sheridan Avenue Terruto, Ont., racelvas subscriptions to

an encontionally able article on the advantages of advertising by means of inne. We hope to present it is our sent

The announcement by the President of the A. F. F. A. that he would argel mem been under certain conditions, has only

The American Advertising and 162 netting Co. chains to have billed Ring Eng Pressing Co. chains to have billed Ring Eng. Broad Shows in Chicago antinarreiy, Estuable persons inform so that fickarfor's

J.P. O'Meulin, of Juney City, has issued a model location fat. 21 is very hand

L. D. Hueffer, of Mechikan, Miss., has bill proting business in that ohr. surbing more nor less than a business entering of Machina. It gives its re-sources, abled industries, pupulation, and orbs, and talk the advertises why he reight to put blaridlen on his hot.

Oos, H. m.bb, the opy hill pester and distributor at Williamsport, Pa., has just added a new seven house power better fo making parts. He has the city counsi Planburg, the picklers and proservers Philadelphia /veur three aborts, samenae to be followed by Sweet Memorie Curr ation, and Seguriours Minural Spring

## AMONG THE AD SMITTLES

Jed Southers, of Stochlyre, N. Y., was warded the \$200.00 prim offered by Jon bookint, advectiony their numbering machines. As there are farty-seres to feel on perticularly good terms with humanif. He has done much that is elever in his line, and whet is more to We have had second on in the past to such elaudy of hom, and it affects up

out fast a sectualities. I have adverty re-relevel more business from the inter-state (which is still in its infarmy) then I have over reversed during the inter press I initiated in the A. B. 7. A. There multided they they must who failened to exceed by such man who failened to do un. Responsibility yours



## HOW COULD YOU DO IT?

Proclassy wants the general ad other foot. The following latter sent us for publication shows Mike in his true colors. AE that fine solicitude and sen bety for the welfare of his brother such The last sentence tells the canadal story show." Listed and protected arrying far three contril Think of #1 This is the

### PRESIDENT PULL POSTLESS OF

Mitternet resus, hitter, black to be Mitternet resus, Mitter, Massie E, right Date Stor-Billigged yes first self-self sheets stands be that 10 c, typic sheets. Please past one of mitternet bein to W. 2 Einstein, principalitie Analy Flows here, all in part sheets. Please past one of dept. 1 mit interprint all the charge. Prot. I am totopized in the show. You're touly, Minte States Bauma,strom,

None .-. They threaten to exceed them if

they pist forep of Pigs at hose than seven easts, and my they cannot pest Liggett A Meyer's poper at may price, and than rend out stand work at pr. 30 days.

### AND BOB, TOO.

R. C. Comphell, proddent of the A. R. P. A., sent therty-fire 3-shapts to Cad. F. Meria, 11 Washnaka, Wie. II was "Cheengo Record' paper, and called for arran Innecent enough on its face, bet dischoose a world of dophotey if carefully cousid. Inter-state and is also spacebles to the "Thompson Hill Pooring Co., of the same cap, who are A. R. P. A. people This scrips on Mr. Campbell's part was not the result of a ministure or a minuster standing. On the contrary, he did it debbernichy, with a fail k nowledge of the therein. But he descentioned at the same time that all of his fan talk shoop herefits in the A.E.T.A. and all of his are abit to rec, etc., pensanae to page net

Source of Figs paper in that city. The incometer for the Source of Figs Co., after describing in detail the monorable manne which the paper was handled, spon the extention when the following woold and the second s

## **Billboard Advertisind**

or fast Sight Street, Casimati, O. T.S.A.

PLANCARD ANTENTIONS CO.,

LANES & BENNELLAN MARANE

Bulandpines, \$1.00 Per Year, Sa Advance.

## ADVISITING NATES

Advertisements will be published at the sel term main of investor-fire costs per syste fit

and the second second second for state of the s

Saind or Send Class Hole, of the Chainson,

RAY. Met

This poster continues to fad increasing large. Every week brange forth fresh and indipotable evidence of this assortion. Zour reduce we are the arrand the provides, standing and conservative metheds, are one by one discertion the bids bound more which have henetedore governed the apportionment of their spacesristions for advertision, and are advector the potent and all-presided poster, We find many of them speaking of it on the ore medium of multiplity. Others exted its promptaces, from few underess it on the serve of economy, but all same that it beings more sends for loss onthey than say other means at the command of the

single exception of politics. It is to be recepted that on much wanten tradifie finds publication. Reactification and Bradlevies, which he the way, is month one will it ever he regarded as such. It is merely a bestard freshish fad, the fruit of a hellight faury, presidented in balts, etts, and an utter abandenment of real artistic torbainse. Est ubile non memory ensued had sejoice at the widespread interest it is evidence of,

triumph of the pester, is offered by bill posters or other by an association of hill

What is true of convertions and surclations the world over is also true of three of bill posters. The man of andar- lick Interstate members in the A.E.T.A.

By he who is anytistical with of smooth and personnel of a ready tongue, inkers perceduce over the ravelal threadilal would sever even think of indulging in out the second

BILLBOARD ADVERTISING

The throughdays, with open-growthed worder, drink in the words of the bistant to seed the crawbly prepared measures and excelute considered statements of well-balanced men, formled an scend

and the sameintone in committed to the enforcement of such and memory which bets individually as seen as they here weighed the matter and every couldcad

A VALUES paper is therefore ellen a actuated wholly by legalty to daty that and unifficer of the interests to mhick it is devoted, if it believes fully in the questions a fair and fall expectanity of expression their views and abtalalar a hearing from the cost at large, then indeed it is of more importance, more real service, then any one or any number of supplies. The real people of a superwe are brought set with grouter distinctmen and pressionnes by calm and crahandlet expanded and researcher, then

This paper has views, sufficient views, has that has never prevented any was who encound them from obtaining a bourier through its columns, and it moves will.

From ford exhibits and bictule more ore going to be stores features as the fairs. the fall. Many fake are going to make a specialty of both. The pure food, on. blift is not a ful or passing funcy, solther is the Mercle, and these fairs that devote a proper assume of ferror to herds, will be emprised at the pression answered that will devote anon their efforts Publishe of bicycles will be made at all fairs featuring Meyels mean and applications for more will fairly rate in on the society that conducty a well endered part land subdit on proper lines, if they still make

Taken oil in all, the outlook for the fair season is especially providence but at this time. Indications all point to highly production and successful entropy of the various venture sizes of insected.

### The second se

Mr. Cumuball's paper continues to pa

While we reception that there may be were at the property that there may be locis of incairs, and that we should be showed of these who differ from up h indged by itself and on the own meri 's may, and solved should, dispute the not imply intriorance exhibited toward ra the arbiect. We should rether web come those who dispute with an herman they benesily daugree with us, then the so-called transfe who play spea.our was to antendan to acces with all we see ....

I have sharpy believed that it is penalitie to wrote success as business with street month interview. I use around that many people think that .... a man may do bings in his public employment which he will not think it sight to de in his with this view, and if the mount of mo his has any value, it is in showing that business that a man should includer to sharp" practices. But even if it were necessary, still it would not follow that at or any a mean thing. There are higher setafactions than the more getting of menery, and sides comet composite a disheserable and selfah \$50-Copera

Philipper let an be sheedered from our duty by false accustions against us, non tion to the Government, nor of Congroup to curstless. Let an have faith that sight shes might, and in that furth for my tothe and dare to do per dute as we understand it.- Abraham Linests, chie.

## NEW BUSINESS IN NEW

The Colombus Microle four-sheet and Liberty Bicycle Subert are being placed

## L. E. LaYour & Co. hove the sign point this your as in the past, and are filler up with some very beautifully painted ada.

The Copid Cigarow, made by D. Buchset, is placing a two-sheet in New York to be followed by larger paper. Other cities will be used also.

## Thompson's Giver Firing Cons made by Lampice & Intchaller, an being the three sheet, and is all villages by a con-sheet. The business gree out for to or three mention, to be deplicated as the

### Enves Ents will probably use on eig sheet is future, instand of a cound The work will be looked after by feet W

MAY. 1806

The Havey Zelfner Brewing Co. is her

forme years age the strongest of the New York dailes, including the Mergid. refuced to pay commissions to agrees Three that refused found after a time that the other papers were gotting all the

### The second second

## THE MAN WITH THE DOL.

fore W. Hohn is shown on the title near this more of RELLADANCE ANVIRATION odly gaing at his dollar much, and Sparing as to ways and means of scatter then us the symbol, emergy the of optimus

ad bill postars of America. Mr. Eicke-beg parties, Sam W. Bishr o one of the few dissign advectiours who her she had a thereagh schooling is all other branches of the adverticing bonseverely more than a boy, in a normpaper office in Lonieville, Ex. Since then be finte they be studied the schiect from the inside, as it trade popers, magnitures, etc., etc.

Some ten years age the question of disor began to interest him, aloos which at display can never fully take the place of an expoper advectising, especially for universe setticies. Display can achieve the article knows, but there is not the ante in go into details, offer arguments and make howr lafts to often recruse to overtince the skeptical. And for this reason by recommends the newspapers of an adjunct in display, or display as an adjunct to the newspapers, especially for an article others argument can be used. For a sumber of yours Mr. Sieke was

with the E. J. Country Co., during which face he new that concers grow from a ableet rating of \$4,000 to their present emisence of a quarter of a mill

During the World's Fair year the presi deat of the Admiral Ogarette Co., with a pared to open weefare upon the comp and the AdminiTo advertising was pince is the hands of Mr. Holes, who also pince that value aftertising appropriation And that is now Hoke happened

After a little more than a your's servifor the Admind, Mr. Roke thought he new an opening in New York City for a then all others combined, with one of

During the year he has been in business "for bisself" Mr. Bishe has worked up nite a large bill peaking and newspoper m is addition to his wall a the value of held pesting that he is not screensly eccentering the advisability of er an evolutier broberner bill vert business, or in any case of making then

## BANGI

MINNESOTA FIRESTHEFIRST VOLLEY.

Winnersin will be acced, with IBnois to follow-Great victory for the Inter-state Bill Posters' Amocistion - The Minnesota State Association leaves the A. B. P. A. and poor over in a body to the

The following resolutions were sent on for publication without adjuitation or indoorenation of any matters on our part, NUTICE TO ADVERTISERS.

Storest, a certain proor is Chonge continuos to publish cor nesses as charge ing an loss than seven (7) conts per Firms, we believe it to be the owner.

for it Eculard, that we the undersigned, hereby give notice that we are members of the Interstate Infl Fostery store, which as as follows :

Annual South States

protecto ference to 190,000, 90

Jacob Fink, Farihault and tributaries. Morthouse Contours Mine H. Zender Austin Mann W. S. Elizar, Rochester, Man J A Hutsu, Albert Los, Minn. T. Owen, Wells, Minn Benry Worser, Winona, Mass. II. J Lofcks, jr., Sr. Peter, Manu-Seah Co. B. P. Co., Sumber, Wit-John D. Lews, Easthanes, Win Appleton B. P. Co., Appleton, Win T. B. Haber, Fox do Lao, Wes. John Mallory, Groon Roy, Wie, John R. Hebert, Menommer. Mich. City R. P. Co., Kust St. Louis, IE. G. M. Block & Son, Jacksonville, III G. Raper & Sep. Chas. C. Maxwell, Lancoln, Ill Fothard Wakler, Freeport, 53 C. B. Purry, Bloomington, IB O. J. Johanna, Onliniburg, IS. Frank F. Myore, Daswille, 21. Lou Robey, Pass, 121. Lou Robey, Pass, III. L. E. Terman, Belleville, III. H. F. Malinski, Care, III. Solden L. Nye, Champaign, III A. J. Turner, Culturelle, III. City mill Postand Co., Mankato, Him C. H. Sever, Mepleton, Mann A. D. Goodman, Wann, Minn

### A PROTECT

Accompanying the above modulio we also received the following preises -

Minnesets Bill Posters' Amuliation.

Hill Provider College Provide State Provider user, Misses'lle, 190,000, 120

### BILLBOARD ADVERTISING.

Bill Peder	City	710.	Tries.
Mas. Sconal,	Stillwoter,		
Jacob Fiab,			
de			
21 J. Ludha,	St. Peter,		
W. R. Smith,	Pergen Falls.	5,000,	- 24

### NOTICE TO ADVERTISERS.

The above price of pr. was published The above point of pt. was pursues, without our connect, and we do not tak such high prices for our work.

H. N. Kounter. P. H. INCOM W. & PALINS North ... The shows shows the methods

perrord by the A. Z. P. A.

L. N Scott, writing to Mr. D. R. Talbert, to a recent letter which same under our action, uses the following language : If any do any bill meating work in Min. "If you do in the matter must approach the threach ny hands." Is view of this association the following period, signed by every secular of the Suppose Hill

Without Alexandro Dill Postenov Scattarto, Millor, N. H. & Multi-Ta Manasoni Mill Postero. Pay Line Elifectori od Mill. A. Short, ed Mil-Nandelani, Industrial Hot Millermont, Status Hill Postero Manafestori, International Hot Without Post-Manafestori, International Hot Without Post-Manafestori, International Hot Without Post-Manafestori, International Hot Without Post-Manafestoria Posteria Post-National Posteria Posteria (International International Anti-Posteria Posteria Miller Miller Miller and Tegelar Anasolis Postera Malla (International Constructional Posteria Miller Miller Miller Alexandro Miller Miller Miller Miller Alexandro Miller Miller Miller Miller Alexandro Miller Mi

C. R. Garmen, 34 . Burly and Youn. Minamete State HT Porton

We the understand, do not believe in the above manner and way of doing basi nees, and we will yout any paper and, out by the Intro-clair Association if same in

- I Fink, Fuchenit, Man.
- II. N. Ereige, Northfield, Mann
- E. M. Morsheuse, Owstrome, Mun. P. M. Zauder, Austra Minn.
- W. 5. Elkins, Rochester, Miss.
- C. M. Prinfhery, Gen'l Agent While
- Earrow Earrow, Advertising Areal
- Alles D. Goodnas, Wanco, Man J. A. Fuller, Albert Les, Mun. W. M. Chen, End Wine, Mun.
- Heary Worper, Winces, Menn, Menry J. Lubike, 2L Print, Mina
- st the sensor of L. N. Intel.-Kit

to runel a few members, here is his change. In any event ofvertisers will dewell to note what therewaybly unmercan-

· core. for my without it instituted property The part of a part of the state P. DOTOTRALD, Secondary,

N. S. Rawrann, President

Configure-We, the understand, men ristion, do not believe in the above method of doing bestmess. We believe the advectheir and the right and privacy in The mells of the Later duty is "Prompt

Signal S. H. Durabeal, Assister, W.

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Value the majority of the bill and do not have bee positivite they not make the best buritons. Why it is their "staff of kits the is it if they save is key more than opin. In the bit is if they save is key more than opin. Is not hill poster pri his hearth is disput to and a good theoring of around heat billings of the to book of the field, the your share in making implement, and in a short than your hand y or your only ofted will be giving you a base to have wird it and have purceded.

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point, Idaho, April add, New York City Wall Siene. For wall add here at home are the hispen, the bright wy will also have at home are the higgers. On which an the most provinces, and in avery respect to the solvership of obtained for the moster. It can give a singlery of a bandwid whose and into a most out size, and a another warmed will out be recently

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Sam Wollow Tot Ad At Merca 20. Herr York Triphose connection



## forstune Kinks Unio ents will be selved an tinds of publicity benestly Onduced in IL CHANDLER STRWART

APRICAL POTICE - All matters and correspondence intended for the department should be and

### DOING IT RIGHT.

A circular danishalor of St. Louis seads. not, it is can of the strong set trade stimelators I have seen for a long time. Promocurrier delivering a simular to the house all." If the feat lives up to this metho time will come when they will be "doing it

A lestance wants to know the best way to advertise has everye of three lectures on Insel. The Chicago Time-Nevda researchy solution several presentation Chicago in favor of the poster. As it is only a step from the endant to the loctory platform, would advise the pester m the chief mode of publicity | but, after your posters have been well displayed, I would generinteresting four-paged folder, artistically and entertainly illustrated.

### A LIVE RECARD.

While the great millionics departure day and night in other to make their budseen a success, the smaller petallers out in such a half-bearted way that it yeally also the property prepared by prominent or's plane. Ymtarday I yrceived a heiter lows our of BELLEGARD ANVERTHEND'S. door in the right way. At say min, my head and type, and they are not going to pet casty in his hands. Incus the proprie Maine. Though only to become inco years, he has one of the largest street, and is that part of the country. Faist beisden on every hold on the posts to the town with Genteer's writed and Genmart plant; the newspers get their year, an avair is and the fourth

shore of his publicity, and the circulu ple some new advectising neverty of his is other towne. There is an ion overpany done, helpes they start out on their rootes for the day, in have large signs tacked on either side of them. The sign tell of one special hargen Mr. Graham has to offer for that day. Do non monday that the

ther Fibring Ecept, of Philadelphia, scode me a copy of the test and most oute arrangement, but of information and of vertexpends that should sell even in sup drugged. By changing a word have and there, such druggist has a poper, storial's depetal to his store of passi-

### HOW ONE BILLPOSTER STARTING.

Mr. T. M. Young, of the ticethern Advuthing Co., writes that they stated arge lifequiphers. Now the merchants of that the billhoord displays pay them, "Tapers reach Mr Young's moto. Englis of the paste er's example.

### "BILLBOARD ADVERTISING" WELL HPLP.

To the billionity, who can't use use for the surposer who car't see any forther than a certain focial projection this writcle may rough this applied "soft" wele-awake, reachered neater will are the adventage of introducing this paper to the advertisers of his city. The sourage morchnat looks upon hill pesting as stres. If he could be induced to have see a realer of FILLBOARD Adventurer, he would seve become adapated to the great

### T. R. DAWLEY.

We present in our exclusion on the third page of this issue, a Element of Mr. T. E. Dawler, proof-dent of the Const Associate Reproving and

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## An AUSTRALIAN BILLBOARD

Reference, Astronom, Petronary and April ADDRESS APPERTORN.

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mane usated by tisteer of coltraigned, Ender arystate court we have much planares in heading you two copen of the billowed dariad as, and which, excepting your published acceptances as served, served in the largest second different in strate.

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The larger frontage is parallel to a main fine of subir image, and is the sension of over half a

The building chowing of bank of leaseline has been some right years in program and their

We are, don't are, These way tray, American area of the control of (1,5%) W. Simor, Wat & Berly

### GOOD FOR YOUL

Paper for Sental Midy Capables Remedy and Dig G has been refused by the Amer ion Advertance & Bill Postage Co., 4 We have freed so held to commend of into in the activas of the tenderur out consultibilities. We also, that the souner all bill posters do blowing

### The Chicago Bill Posting Co. is bedding

## CANADA.

Candian HE Festers have left the A B. P. A., and organized on independent association of their cars. And the "want played on."

### Sam W. Hoke Gets Comminions.

The April ince of Campbell's sea sists that You Jearen, Massie, and Reagan & Clark refere to pay comthat he may send to them. Of course his deaklibralt would like this to be the truth, but all the sense, Bicks's paper goes up right along, and Eiche purs pepaber rates, deur regular commissions, 1810 per cont, on short orders and so per cont. an orders of three months or more.

### Harry Musson Home Again.

After as absence of a momber of weath Harry Manual returned to New York, looking as rebust at ever, and a great During has absence the heat rost has been ably confacted by We

Jon D. Phoneser, manager of the street cur advertising in Asheville, N. C., has monthy secured control of the billboards. in that eity, and will conduct the two sogether, under the name of the Ashewille. Advertising Agency.

Advertising Agency. Athereille is one of the most popular monstein reacts East of the Backies. and at all times of the year-winter and summer-it is filed with planners and try. It is a berry, growing place, with upin-date ideas, baving a population of 15,000 perdents, and half as many visitary the year through, and Mr. Planmer propries that under his management.

The Chicago Bill Posting Co., of Chicago, het shopped over 1,000 ay sheet stands; spines Makest surper; trajece

The service given by the members of

West Superior 303 Posting Co., West Superior Wisconsis, have sold out to The Putcher Tm-City Co., and 1000 feet of new locarity have been added to their sheet.

Herry Burnell Wart Dormaloy Winter sin, has given the "Swort Momento" a

W. C. Telde Rocine Win., Vice President Worcessie State Association, it pie

the place their contracts for Minnescolle most service. See their advertisement

5. J. Marsch, manager of the Deleth wall revered with local and theatrical week, no commercial work to speak of fir is a nice, concerning fethere, and seems ever willing to treat people armset.

## DISTRIBUTORS' CHAT.

There is a large sloud row to to the Tanks of the property and the called a While interesting strife of this nature

is designable and openently, the members in ground, owing to the latherary that has possessed the Association, and en socially some of the afferen, for the cost als or arrest months, are inclined to well come anything that premium to bring shout a change. The outcome will be watched with reterned. These scortainly on the part of these is control of the

Vanyshie & Heis, of Indianopelle within the two months just passed. Dis-C. I. Hood & Co., So,oro; Lane's Family Dr. Williams' Pick Pills, slower; Fasse's and Narry Food, mappy, Progress Clothing Co., 17,000; Crown Balang Peuder "Purveyors," 10,000; Chicago Chronole Time, 20,0001 Chalter Onto, 5,0001 Wheelmen's Co., Revelue, Loss.

orat looking to the more toe of the international Association of Excributors has been innegarated.

anneascement that a moving of the Inwould be held at the Lebend Hotel. Cha popular favor by all the members who heart. Although this mosting was not called by the Beard of Denseisers, it was timely, and judgeng from the way certain officers are impairing by whose still such a meeting was called, they must think something is going to drop-in something will drop.

will have a set of efforts then will afford to their respective daties as becomes to return. Some of the old officers are like a mill stone to a man's neck, or like a smeet securing the inte-bland of than Association. It is prepared at then meeti-ing to adopt a sliding scale of membershep foce and done, which gives the disparties in the propulation of the inertitory works in Another improvement of grapher, is charge of the Secretary, the creasey to acces gortfo. With this plan what is going on in the distribution

This meeting will undershipdly be the largest gathering of densidestees ever he issued to all the critable men of the cardy. It would give them a cheese to ent areasigned, and the mucht would be a

Xvery member should get forth him best efforts to make this more went a

Desirem, Man, Mar. 1, 494

Cincinnal, Okin. The may skill through the minutes of the "Way," that 6 its story it food, Wastingson, 12, Jave Skillbard skill cover at Locar prime of of Figs preats, and report for the "East's Starth" propin, for E. Starten, fors, Ade Agent, East's Match Co. We take twee contribute for both of the altern Erma in all dar priority of the both of the altern Erma in all dar priority of the the Viscoutin and with contains the dark for and bill particule and demilipring

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RILLBOARD ADVERTISING

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## OFFICIAL NOTICE.

(Springfield, O , April 130, dat ( Beadquarters, 1. A. D. A.

national Association of Displanters, of North America, are hereby solided the on the first blonday in Issue, 1946, which All members are requested to allead These mable to be present will kindle not later than one week porrious to the meeting. 5 M. Sconey, President.

and any a sta

New Orleans, Lo., April 12, 170 W. R. Supermannes, Gardenash, Gr

Our Ser-Stole Stormation Association of Data Ser-Stole Stormational Association of Distribution of Storik Association Services

We would like to bely lives you to the sets

Austing as mily mply, we are

C D. Lorens & Co

### To the members of the International Amplation of Distributors

How many of you have led use more report.

Ere may al yet defeet my bards then

New Manago of son, works the productor, succe-

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of, the and I bearwith estant is invited on nciedres of Distribution to attract.

Chings, April opt, dpi Billion Bradmann Aprentypes, Der Sit-C wenit im steared in wenit for No. W. H. Sanishmanner of your stress as a winite

## Two way prov

Coldenals, Fig Syrap Ca

### INDIANAPOLIS

The No. i bill not of the Bullet Bill they was here April 17th, and this locality is the same by billed. The car was in charge of H. H. Gauring, mmt to hat

doing the pesting and Ger, W. Vannuth

The Indiana Novtle Co., of this city an hilling the "Ewerly" way hately; perhaps it would be well for hill periors in cities where they have accepted to conmond with them repurfing work.

tireal Amoriation of Distributors, Lohcel Road Chicago, some as for later-Sade and have accutance of one and one-third subroad fare, but nothing definite as yet Am working on it and think it will go

### Chinese 1

Der Jr. Finar day ag Chage II. Inter day up asset from yes and deposition my name at a promobility. There and people

## Anter State & P. P. American

A good exciling adverticing motion is to memory where and 1 have active quite memory of sizes and hidy memory wantly in the chebrag hadness. One of these reads "There is a bank of sympathy between on

"These is a hand of sympachy between on prinning your paras." hand

These shows are associated was early in

-LCC is Printed Int



### NEWS FROM THE FAIRS.

Previous Bill, Major Gordon W. Lillin, ) whose regulations as a scored and recept citize is associative to the of builds Bill, is estimating the blues of officing bins mill and followers as a special attraction to a lambled number of haves therage the counting full. This address is, care of the Endger 10-0 Unite, Philadelphia.

The queries of the NationThe Control and Empirication to the participated and the particular has been participated and these are burnless days to all a standards. The second second second second second the second second second second second terms of the sampledism of the Mallings the Asian being second and second second as the theorem being second second second second the respective second s

We are interpret that many of the new buildings of Soulardia are already but representing completion. This is well, as is also the denomination of the management to signify exclude all redshift that are not in the geometh by April 12th. Then is no means on owned why a big restance like this should not be ready for opening on the spectric day.

Fuel F. T. Nach, assunger of the famous Nucl. Combinition, In Scotter of George, Rassan, This combination in Loco of the bast of the ground atticutions. It commits of incurs proper with it broug from skiller, Rassan Charlotter Stating, Laboratory and Biosanze, Ratellin Patters, Treport Performing and Raspiele Charlog.

Perfect of American Perfect control and Bar har of the start and Bar har of the start of the start of the start of the

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af "sparial alteration " people through your onmertianar colonese. Therefore you is sufficient on a size for past

A. S. ALLIBOR, Berndary.

The new line of patters for faits, racemeetings and bicycle tremannests, lowed by the feature Danablam Likks. On, of Concistant, in some fat appreching completion, They are breatisfied keysel donoiption. Becentation adordd write for manying, which are form.

If you want saything in the way of a spacial attraction, from a many go even of to a making combination, whereine for is in functional AuvEntrative.

G. P. Kenp, manager of the Komp Storen Hippodynes and Wild West Conbuscion in now exteriology effers from from The address in \$3 Pass, ills. The Zone system of extinuting the sttendence at fame and expositives has prevel seriously at bath of late. A much botter and wore reliable anothed is the billnead epsion. Court five paid admemory aloct used is summ of the usual billing.

Arthuse S. Coustant, secretary of the bashelin County Agricultural Deviety, of Mr. Fromant, Mich., arga, on behalf of these sentings? "We use its for a big toma-Any help you can give an will be apport ented and redproceed. Finnse exchange dates "

If you are going to make a specially of heyds more, advertise the fact in FILLIGARY AVERATION, Resolution for and dealers are interested, and if they for an askible they may wood specite your resolution for

Our free list among offices of feirs well be anticely suspended with this number. These who want the paper hereafter had better subscribe new or order it theough their newspiteles.

Mr. John E. Moncarner, membry of Manipurery County Pair, Rockvilla, M., scilas na very carcinologi beiter in which he myre. "Although Etstandski Aurezzmano is a rather perifier renew for an official fair cogns, I have often fitt that such a space working perceiritic entry, and hope yes will be entermined in makine it en.

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Taxt year 1 had out in the county some transfy five simulant bills, and sum havdud three-shares. You know, easien you half his baseds separately. If is hard to your hig blifs in the county. Five hurdred sure-sheets, one threastad half sheets and one threastad fitner posters.

All These even with the temperature - most the three-temperature and the temperature - most the models and the set has a strategies of the temperature resonance of the temperature - temperature - temperature resonance - temperature - temper Bear in mind that Precession Assumtunion for the sent from manths reaches every another sent footer in agricultural implements in America.

FILLMOAD ADVENTION for June will contain the complete Feir List for s5%. Enboying some

Mr. Allison A. Bilder, of Course Point, Ind., accentary of the Northwastern Indings Full Clouds, sups that Increased Arvenuested is case of the bast advertising papers has receiver, and he gots them. Resonances speak very highly of the habber Tricket Account Rock. It emplifies there work as far as inducts are concerned.

The Nfasessets East Pair will be hald at Handian, addwyy babuan Sz. Pan and Manegolai, for tar days commuing August 31. They will have the log G. A. S. Netheral Exercision in draw from, healthe petiagi the baseful of the extremely healthe petiagi the baseful of the extremely have redman train.

Watch for Interesting news in our next



## THE MODERN SIGN WRITER

With the development of the artistic sense of the people at large has mean a domand for tasteful work in

SIGN PAINTING.

Every painter who wither to be progressive, and keep up with the times, must be able to do this modern work in the new article way.

To not this feature? The North Syn Werk? That has prepared. It is a hondroom book, hereitikly lithergraphic is colors, and hereitikl of regretors in design self letting. It becknars all the anolona alphaber, upper and lower care, torgether with sambles. Also estimit day up only, booken, panch and turbick designs. Every patient in the Lood Social Javas acqor. It you will state that you save the advectments in "Billboost" you can account the book for 215.0 by addressing

faul the Money with the Order.

R. HENDERSON, 29 Avon Place, Newark, N. I.



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## Canadian Bill Posters Organize.

A lover and exchanged or meeting of malian bill posters was built at the Terumeth House Loudon, Out, April jol, and the entrone of the convention was the formation of the Convention 202 Pasters Association. The members onen-The following officers were elected viavertising Co., of Towaito; Scenetory, W. W. Scane, Chathant. Ont.; Treamout, W. Scale, Charland, Okt.; Phannew, Walter Blocker, Peterbers; Exception Computer, D. C. Jerianis, Wanlasr; I. Hear, Woodstock ; C. F. Ecclerice, St.

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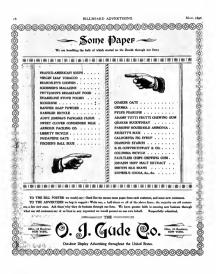
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NOTICE. - Bill Poston, Advertison, Distributora, Carcus Mazagore, Advertising Agents and Show Printers throughout the United States and Canada: A surveilup of the Interacted Bill Postor Protoctive Amosizion in the hold in the Chile Rooms of the Latand Hond, Chilerge, Bis, Joby 22, 23 and 24. Full particulars will be given in the near and following issue of "Ethiberth Advertisings".

CLARENCE E. RUNEY, Serve

P. F. SCHAEFER, President.





MAY, 1896.

### LIST OF MEMBERS OF THE . Inter-State Bill Posters' Protective Association... With their Prices, Facilities, &c. Corrected Monthly, Process Can be adde the Alterate tel. 4 FILLER REAL FREE TTAL TAL -an-A Faller ben H. Funnaer. alabert 1.1:2 곀 Car Stee COLUMN A A-LEASE Marries and Bills Post & Co. 1.00 101-11-11-11-101 Lafar1 Thick bellevier. ter i tintari A.A.Grand The second 140. 72.63 Printer and \*1111-r M Thermony The Contract of th The second 110 duralizari. TIM Fred Street. ALLS . Izzit-Lagar. È 角 1 122 m. J. Ganta dia. Citita. 7.10 antis at range 1 All all all The same TTATAT I Martin Constant Stars Co. 12. Martin dis Des ta Clas Water of Street, or Max. John S. Madard And Description & Conden Salar First lates of a Lange 19-52-51 11-221 1.020 Call. Starting adversaria Pularent man 18. Jun. Ball ----Strady to Print Constant of and a Charl . .... distant. Real Protocol Pt. Landy Maune OFFICERS P. P. SCHART Fast inge, IDe a Co., New York City. or, 54 Londs, Ma. Constantion, New York City. 10.0 the Provident, St. Louis, Ma. cound Vinn President, Sprin REF, Yhord Vinn President, IAN, C. MAXWERA, Trensor CLARENCE E, RUNIF als of Prison Adopted for United, Preof Reserved 35 Davy' Singlan 1,000 14 5,000 Population Roard of Displace P. G. STOUT. L. E. TIRMANN. B. SPENCHE, C. STANES, A J. TURNUE, C. H. OKINSEL, P. NYER and to falance with the transme Trancing Impedent CHAS & RITTLEDGE, Washerson, C. P. EUWEY, Washerson, CLARENCE E BUNKY, Ser's, Workshow, Inc. 59 UP TO DATE. 59 ADVANCED IDEAS. 69 WATCH US CROW. 69

