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# **QILLBOARD** ADVERTISING

ADVOCATING MODERN METHODS OF ADVERTISING.

Vol. V., No. 6. HOWHLLS THE SAGE OF HARPERS

### CINCINNATI, JUNE 1, 1846.

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"I are what you areas," said my friend; and he spheri greatly. "I had much hes-t,r hat you wrote sheat fipring."

#### SOLICITING.

yester who will tell you that he cannot sulicit. If pressed for his ressure for bework, he will fermitably tell you that he peer at accument. It will be frend too. sports common and mer will so much local trade is mailtandar concerned to the billboards. Genergeneily, he has calmly made up has mind that what can't he record stant he endered, and quietly setthe summing this summer such many set.

deliberately allowing a golden chance to strongthon their hold upon the town, to ally through their fingtrs. There was a time when all that was necessary for a ty from opposition was to califirate the The

We know of a town, a small one too where the local bill pester has five local.

The bill poster who does not solicit his he is spealy inviting opposition. Solidon

It is a ministe to suppose that a selici tar has need of my special stallaston or partentiar gens. The best solutions ertant are these of few words who combine never failing good humor. It is etern-

The desures of commercial nesters now aread by the various program houses

The printers allow liberal commissions, from twenty due to forty dollars a work to any pething of the increased excanse

ar whose commission from printers alone

The second this matter is taken up to carnet the secorr will employing hall posters be able to discard the brack for the desk and pen, and it is perhaps sections for so to charge that you can than you can scene the brains to deteri

Write at once for annual as. Write system ther delay. logues, study them concludy, and file will then be able to put year hand on surthing you remire in the way of peror a second personality, as encounted, tain the seconary printing for the projecon hill posting but upon poter printing as well. The well much as a presity render it continuily parameter for a rend bill poster to get a feet boil in opposition

#### CHICAGO BILL POSTING.

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a case manufact, and for their income the upper designer and really dever adverting per very little printing matter on his work and transversions their solar out on hold and drok ing that it is well stight supposible to much adding it. As for patiental posters, they beyon affrect sufficient attention. If the affect is striktive and in produced is

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The Chicago Bill Posting Co., corners all the policies of unstage as Chucago. Mr. T. F. Schaefer, suspense of this convers in

#### PRONTEPIECE.

knews Charge representative of the Denabless Lelles, Co., of Charlossel. Ma arwick is twenty six years of age. was bern in Germany, and hes traveled pace an ve

It's stories when he reached Amerios, some three years ago, was to pursue stinis merer further, but the mushi so strongly that he shandpend the brush tig the income of the pointy embourts, the speaks five longuages insuity, and is a prince of good fellows.

as his teentery, as conveiled by him along bately, and be in victually sole areas of salary, beades beying so interest in the profit of all business in his terribery

The Newerk Bill Fosting Co. has one of the best inter heads we have over some stiked by the caft at lange, it would

If pressed for time, use pestars, Their action is almost instantaneous.

#### Printing House Gossio,

Down of news or comment for this du-

The Dess Printing Co , of Grand Rap-ble, Minh , are the Intent to outer the poster field. They recently executed a Co., of Bulling, Mich

and that in the sale raises the these Prestern Associationus art, a moreas. Three, of the suspect he descroud, he would have

B. C. Nucle of the Record and Morrow II. C. Succe of the month and propheconnection with that ensures after all. His raphyers refused to accept his majo

Herry Anderson, manager of the En-Elerry Anderson, interest of the En-quicer job Printing Co., Cincinnati, has instead a subsedue that is a real accelly if over there was one. This concern has also scherred the distinction of horizon any paster car. It advertises the opening ly text on it is "Legren open. Thursday bias of and the tasks and discretion

As the samuel spectrum of the stockholin Baseline Co. hold at their office New York City, on May 16, the following dipersolent and manager, and R. E. Roy-

### HERE AND THERE.

Hen. J. Ballard Carroll has been in pass health for over half a year. May 11th she accompanied her hubband to Baffals reading of the New York State Dill Postthe because worse, in fact, an acrically if that Mr. Carroll had to leave her with friends in Rachester, she being nooble to melorake the top hope. Both Mr and hirs, Carvell have the symposity of a large ciscle of Inerda.

ton W. Hate has researed to per W with Street, near Sixth Ave, New York.

Scene mincroant tore down the large initioned on East Market Street, belonging to Optinger & Butklesser, at Nanth enter, Po., May 5th.

It is said that I. Garlack of New Or alide which stouch that efter excention.

The Kannas ME Fosting Co., L. M. Crawford, summer, owns and controls all bourds is Lourunworth, Topeka and Wash kis, alao in St. Joneph, Mo. quarters at Topelas,

1core, 1896.

### AND EDDE ALSO.

The self-speciated "Moses" who would lead max of how prices, recedly unlikel.

The following correspondence next or by Chamberka, Barkydt & Cn., of East lagter, In., explana Gart. Me comment on our part is accounty. The orward ment in simple, donet and managementals

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CRARMERCO, BARRON & Co.

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#### Rowans A. Cramanur

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that Brandway, New York City Date 25: -- 200 in monipt of belan, and char by supers, package of the handred and shall "Shaw Fiddag Count" postery, back of these diversels to 24. D P. Chan, a party related materia in Peorle , although to and out them muly a year ago, and in new an endinery bill outer whit the Hingling Rear' Choos, New where with the mapping have classes, for-rever, this hadrow is prophere as, in it would seen that the observed the Association has very fitting that is denoted to have been provided by the Web protects in promiting aspects, who reach do the MD protects in growth of the second second second distingt any to a caseful the second second second distingt any to a caseful the second second second distingt any to a caseful the second second second distingt a first of the second second second second distingt a first of the second second second second distingt as the second second second second second distingt as the second second second second distingt as the second second second second second distingt as the second second second second second distingt as the second distingt as the second distingt as the second was used a regular schedule tota. The matter a bare, ashipet is your order, or that of No. Note, to where it is addressed. We though you for what may possibly be your year incident, but where Code, there, and

ribers our on from five in seven costs a shoel for posting, we readly mannet consciondcust for posting, we ready meaned consciously, whilds out agreement with the accounted Associ-ation by accounting your his work at such to Yory irely peak

#### CRAMERIAN, BRANNET & CO.

The Family Advertising Co. of Family N 1, had an experience similar to the sheve with the same party Upon secript of the paper they wrote to J. Baliard of the paper they wrote to J. Except Corroll, saking that guntleman for a definition of the shaper "As change 1887

othes" Mr. Corroll retilied as follows vie ; "As chance may offer, means, take into also af paper and doubt them up poply theying, not concanteens one langth of time for the display." Upon receipt of this letter, the Passalo Advest rubied, "In sarrout to your favor of Maring the peper sent you .... you muy rest assured that I fally anderstand the association praces and that I at all times constinues harmons that I receipe more is some work then as others, and I do the best I can for the bill posters at all

bill posters in present will shall a ing Mr. Stehformh's restant a Salle care fal study. We append it herowith.

HILL POSTERS REPORT, OR O. K.

We also for the second se

REAL PARTY AND ADDRESS OF THE PARTY

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#### Statistican President

A prominent matches of the Muchigan "We must short Ore. Lousard president of the A. F. P. A. J think be stands a good chance to get these. I say of the same opinion as you. There must be semething door at the next meeting or 1 have written all seem to thigh on 1 do. As for the Michages State Sill Fosters' Association, along by conselves, before we got a char good a does the ME peeters of Machagan we might as well get out and go it share

A member of the Inter-state Fill Fusies, do not think the members of the laterstate should pay any communicate to Stabilized; and I me point to provide a refere him nov conmission. He has permitently fought us., He has refused to recognize as and has insulad and affrest-

of an every chance he got. I now that P.A. is baskropt and basted, he needs as Wooler how he would like a good staff doug of his own medicant?

#### NEW YORK BILL POSTERS ASSOCIATION.

#### REGULAR SING ANNUAL CON VINCION. Hdd at Bullish, Monday, May 11.

the New York State Bill Project' America the proventies basic half Possily America Station House, Juffain, Accounts of billions transition are very meager as-Kepters mays "The work of the courses tion related to contine basisses." Two delegates were elected to aitand the condeputors, of Mt. Morris. Just why Mr. Bick/Byradt should have had kinned titled to a volce in the prownedlage of the estimal regulation without the powers of a delegate. Under the elevanticapped would men that he engle to have sur late Association who was not a mamber of the A. H. P. A. Most of the marghest one few remained over, and visited the sert that it had subscribed \$1,000 with ich to fight the opposition of Alberty, Y. Up to the firms of our paing to press, this report could not her be affress nor dealed. We are not inclined to give it. · Corroll bissorif haven anthing of

Owing to the series (Dans of has wife, he fall not reach Ruffale soft after trais back, and is thirty minutes was on

#### THE PROPERTY.

and likely that any will take place.

### PENNSYLVANIA.

The Pennsylvania Bill Pestars' Associa W. Warmen, Allenbown , J. Scherreiten, Econdale; J. O. Henry, Carbondale; ichs G. Lerry, Econders, E. E. Ecoher, M. H. Borgender, Willasharre. The feb lowing officers were sheeted, via : Fron. John D Mishler, Vice-Ines. J. W. Wer-man: These. M. H. Burrunder: Society John G Rasse. New members were ing towns, vin | Vork, Lebensen, Altoons, Forderic M. Kaburn of the American

Fill Posting Co., Philadelphia, use too beep to strend, a circumstance that he counts. Neither Ecis and Filtshare were on that the association is all right, and We now indebted to dea's Researcher a

### THE OHO BILL POSTERS.

The regular annual ecuventare of the Ohis Mil. Fusion' Association has been Monday, July 15, our day shoul of the

### MICHIGAN

The survey converties of the Michimill Funters' Association will be hald at Pert Staron, Thursday, June L. Akhough mothing of impectance to beaked for ape to be largely attended. The association will as somed about two debeguhes to the associated orgenation, and it goas with

### THE INTERSTATE

The Inter-State Bill Postard Ann tion continues to enjoy a standy and healthy growth. During the month of tern Hil Porting Co. of Solt Lake City left the A. E. T. A. to unite with he

The Inter-Sinte new has being the heast of (members is good standing). and it will only he a maker of a few months now below the victory of the new mercement will be generally eas coded. Many important members of the

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BILLS POSTED ANYWHERE ADS PAINTED ANYWHERE.

# ADVERTISERS

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Josh, J.D.     Nillinsk, O.       Kysteykull, H.B.     Missourith, P.       Kysteykull, H.B.     Missourith, O.       Storber, Harry     Massing, Comp.       Merringer, Database, GO.     Missourith, O.       Merringer, Mark     Missourith, Comp.       Merringer, Parkingling Co.     Missouri Trends       Merringer, Parkingling Co.     Missouri Trends	
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### RILLBOARD ADVERTISING.

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### DISTRIBUTING

### TROM HOURS TO HOURS

It has been domenstrated that sent in posters, the placing of a well written pass. philet no circular directly in the hands of these you desire to reach as probable aproat, is decidedly the most satelactory superar cetailed is advertising through -peciales giving details which erebe repplied through other and more di seri chroneth. Mailing circulars to of drames obtained for such purpose entails a cost of \$10 to \$20 per Downed, and suffed indicationizately fulling into the house of children, "yestal card fronts and memory others when could be of no penaltic beards, to the advertiser. The economy and advantage over all methods of advertising must be reacceded to house to house distribution or any descend form of patting and advertising matter possible ar ecupetion of these when the afree tion dozen to much. Represally is the method valuable when used so an everi-lary to the billmarks. Extended northment on description is not poundle or mattern. but there is mean palace for at on circulars, pamphicts and beeklets. Nake written and printed artistically on good paper, and they will go the reamfs of the the lamity before being throws and The expense of distributing switer of

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### Letters to the Editor.

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#### BILLBOARD ADVERTISING

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# Chalbert, Oil , Ney & Hell

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## The first of Terriso & Lambert, Richmond, Va., has been disorbred. J. E. Landert couldness the business at 13.5

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### WILLIAM ELY PATTON

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George E. Sokh, Williamsport, Pa. Co., of Symeron, N. V., Liggets & Myon Sweet Mounta Cignuttee, rescuel, The Pastane and distributing for The L B Mater Co., of Chicage, the part mineth. He also has other contracts from inge

# Rillboard Advertisind

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MALDOARD ADVENTING\*O CO.

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## Enhantyston, \$100 Per Your, 14 Advances.

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New York of the second

### JUNE & shit

It has been claimed that this jou is undaily biased, that it is prejudiced against newspapers and periodical publiextens as advertising modimus. All such charges are stirely abourd. This class of advertising is unbushin, and frequently highly efficient. Mn one has a more fiveenstead, however, that while there are many publications that one be utilized profinally by the advertiser, there are in, while not utterfy worthhom, is still sold at much more than 11 runi value

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In the Senday sewayapers and cheep magazines, these of raceguland worth and standler, an ordinary card is absort my which they carry.

thrathens, even when sold of a much higher rate than the publisher is justified in cambing, frequently pays. rightly breght, and property used, it alwave door. To assert the contrary, would be fully.

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Ay the same time, the type sheet server attacept to place advertising direct experience, and insolar with all the ndoks and relate of the trade, find it diffendi to keep page with the machinations

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from posters, three that are particular prod, fairly shelet at you from every the vision, mines, or mails of the andtimiter warm it insels, are indekkly inpressed upon the public mind in the course of a single day.

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the second distribution is a radi usity different method ; but it is serve the has valuable. A poster must be brief, if description is without a name a fact. a write, or at the enry must a single cheet read, is all that may be used. But is disread, is all that may be used. Not is cha-tchuing as argument is two long, an di-origine two attended. The space at your command is practicely satissistic, and these is an anternal carbourset, so ing distructing the attration, and do stroying the impression before it is fairly culation ofther. He is folder, pamphiet, sock or what you will, if it is well estimate have the very highest and embedge quality of publicity.

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#### FOR HELL POSTERS

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A BURST-STOLT SHIN COMPANY'S (ST. LOUIS) BILLBOARD.

### BILLBOARD ADVERTISING.

JUNE, 1896.



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### FAIR NOTES.

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Spelane, Wash, will have a first fair defing the first work of October peri-bils A. First's is president, and F. W.



### DUTIONAL FAIR NEWS

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JUNE, 1806.

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# Our New Uncle Samone sheet

Is just the thing for FOURTH OF JULY Coldentions. Send for Sample. All orders thipped promptly. A A

STOCK LETTERS For Streamers and Stands

Our CAT One Sheet Makes a Great Ad. FOR FAIRS.

HENNEGAN & CO, CINCINNATI, D.

# West Superior, Wis, HARRY BROWELL,

I control all the prominent locations in town. THY OLF MAINCLE.

### DISTRIBUTORS' CHAT.

The coal entroned meeting of the inter-plened Associations of (Revisitation will be place of the Laborat Hotel, July 10. there :

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E. SPRING, MANAGER.

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BILLBOARD ADVERTISING

JUNE, 1805



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BILLBOARD ADVERTISING.

JUNE, 1896.

# DONALDSON'S New Pictorial Posters.



- A thing like justice, and will be made over at once. It is supposed to appread our new lifeten-sheet FURNITURE
- A long. Photographs into its agents and bill posters. Samples, \$1.00 Each. A A A A A A A A A A A A

Prices Cross-lined, that is to say, reading matter printed around the top of the shared 3 by forme (in the forme) (1) for \$ 7500 10 for \$ 1000 10 for \$ 5000 10,000 10,000 10 for \$ 1000 10,000 10,000 10,000 10,000

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We have also recently insed new designs in Posters for

Newspapers, Fairs, Races, Eicycle Races, Fourth of July Celebrations, Balloon Ascensions.

Samples Fore to Agents, Bill Posters and Job Printers.

NOTE-Our New Designs for the Fall, Winter and Haliday Teads will be ready on or about June 20.

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June, 1846

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## 30.000 Surface Feet of Bill Beants

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TUNE, 1896.

BILLBOARD ADVERTISING



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BILLBOARD ADVERTISING.

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