BILLBOARD

ADVERTISING.

Vot. VL, No.-9.

THE "PICTURE HABIT"

I beliese is altotrative adventising. I do mess then believe in it. Pil back it against the relieve hind every day in the week.

My conviction in based on experience, courful observation and the recognisies of a national habit of homolier, the

servicial deleveration and the recognition recognition which is the manner of printers behalf.

Sees give to the market designation of the control of the control of the control of the third printers and the control of the third paint in a deal that every time he special point in the control of the third paint in the control of the con

feller replantion. The final the national reside [L. reside a promptyle tree past-graphs three. The search fundagarization from the search fundagarization from the search produced for the search fundagarization. The search fundagarization fundamentals. The search fundagarization fundamentals. The produced has the flower of every homorety fundamentals. The produced has the flower of every homorety for the search fundamental fundamentals. The produced has been discussed from the search fundamental fundament

There's the "picture-babit" for you,right at the first mental plungs And still you become struck the bedrech of the habit. It goes further back thus belybood. It's bred in the besig of the entire race. It was those before these was an alphobet—it was, the alphobet The fest willing was picture-writing -then of the Egyptons and Phonicans. Of all the nexted babits of humanity I do not suppose there is a more investment one spirit the _elegans paper. ees than the "picture babit." Dest watch yourself seems day, You have finished coffer the leaves of a magniture and are tiking a combine text through the adversections besieves of reading. Too SieCINCINNATI, OCTOBER 1, 1896.

only is conclused. Mar of type staff, year which as illustrated pays, and—step, Von may be going as fast that you got by two or three pages before the imperation, stakes that observed the local mells. But it get them, on fast or ally steps that presents you, and makes you then both the two properties of the pages of the set of the pages or three pages, before it the Referentiates, and med all or part of the set, according to these pages, before the first pages of the pages of the pages of the set, according to the whole he is well as halfy written, or

year with the committee of the committee

DIMANOSTY

open on orticle that does not see all the form of year.

Thirth the "pictone hebbs," A stone Trace to the regime contain the more.

I don't hillion in learning a force the other ord of an all. If a portion is small he had not to the contained the regime of the hebbs of the thirth ord of an about the picton with the hillion and had to see the small he had not a picton or and the small he had not to the small he had not a picton or and the small he had not a picton or and the small he had not something the picton of the small he had not something the picton of the small he had not something the picton of the small not something the small not small

where the section advertised, "Seeing's believing":
The value of an illustration is an ad in purely will applicated are realized by the purely will applicate of a revenile by only advertised. (In is in the relater of the adversarial of the exploration). If employing, the pictory of checkle has some indispensable to the converse yellow and the experimental to the converse yellow proper has foregranded further of displaying type, employing the secondarial to have his

PER VEAR, St.on

man influencies was be disposed with a With the secopy of a sandle places it is an With the secopy of a sandle places it is an influence. It has only a very face factor did no most immosphess deploy type. The second city adversion: has let like above why as illustrately being the Third with the second city and the second cit

and polarisation being the enthance of the continuous like to wavenesses held upon the sensibility of Farmonley. It is the sensibility of the "polarisa held" when resplanted by "The unders poster is suggested to be strong serials." Error can be an openion being Trans. These static considerate being Trans. The static considerate the med of Coxes and Coxes to cause to disputed, but I question whether it would control. The static completely servchedows the practical. The business show the finding of its a line.

join is disposed of its Her.
The floweries posts, while it is mostly.
The floweries posts, while it is mostly to the Total Control of the Milds allegered. It is clean, and the motion of the Control of Control

of the between. It is decreased and all consists of the Fernal Section 4 at Fernal Sec

Hamiltonic Insulates do not go into materials and a "Foll out the descent of a husbon missile Sech." Not in the pigeon below, and fare you'll fast the Bentzusel holes, and fare you'll fast the Bentzusel holes, postures, even both picture. Propil hosp them, were both picture. Propil hosp them, were then put there arey Gold type may be receiped to the sendhalite, but pictures arece. Even a portil cost there's nearly officials of will a some gradit around in fact victure is marridied included stary in more made we more. When you deferreds, while longer the



LETTER VEITENG. While most of the bill posting establish.

ments in the larger towns bear neclary to be desired in points of business him methods, there are many bill nesters by smaller towns who see unity deficient in this respect. Newbore is this copy apper ent then in their openepondagos. Itelies. hid. Now this is all wrong. It bects the hill preser who is guilty of it, it husts the confi. In ownered, and it have severe

printered everyous connected or ideasi first with tell posting in may manner whatec. Every evelved calls for at least those between from the bill poster, dispensable to the proper conduct of his

The first should acknowledge the secript of paper. It should also countace the effection that the nackage has been opened and properly countril by specify-

etc, centeland in the shipment. It should always be maked the day the oper is received. A printed form on a cond and and a to the following, in a very

We have this day resolved of pasters. The pastage area --- Plant Dark --- Safar

ACMY AWAY The second letter which should be agent in constense terms that the paper in posted and confy for inspection. contract ralls for listed service, the list

The third letter containing bill for the exports. If weekens gave over more sorry

STATIONERY.

Meani Meanier, poor let Cocco's Facus. Fintered et le perfeile execution, a celles guardy especially in the car of colors. que l'out precedes.

There is forest that this will be correct mirked to adventage in somy instances. but on the whole is in well to resomber nothing so thoroughly hardway like as Every bill penter should have a pent letter beed and envelope. They should be lith-nerselved if he can affind it has in any event. the detign should be record and

PROCHURES. Every letter that leaves a bill postur's office should carry with it an enclosure Motter, There eve be had at small experce, and affect the very best advertising procurable. Let them deal with the while describing your city and plant in carriester. In these days when sewageness are running down everything, same

tions of the country, and keep thing. The Kanna City Block, September St. for Kennes Cay street, Otyonoga a devoted helf their first page to another

traind write up of the Kenna City to Hardwick Advertising Agency, of Hard wich, Vt., control acros square fort of Milbearls, they also do detributing to J. P. O'Melle, of Jarrey City, erys that

the part recessor in the best he has The leterois of the bill poster, the peater printer, the believe printer and the advirturag agent are to a large extent inductival. The members of the laterto make them all chighle for murcher-

The choor they get together, the better for all concerned. Dana la licenisce de septembro des Melbur de l'Affaile, uous transcos Pens des composizione les plus admirres de Julius Charres: Jan Chadrage de l'Obert en Meure Green; Taffahn de Bongard poer in Orear Streets; celle de Caytes Shoury : Hour les Pancees de France et de Frank, at was affecte d'un ertiste beign,

Emperially years, CRO, F. McLass. Mr McLain was a member of the Pacific Creek Bell Fortere Association, also the A. R. P. A., and bis retrement leaves the tior organisation without a single mear on the court

Postara pull powerfully.

The American Advertising and Rill Parting Co., of Chicago, handled 113,090 the week of Sentember with. It covered In Chicago proper siev posted feur hundred 6a5 stands in all sa,000 sheets Hoos sheets; Geo. W. Childs' Cigar, stoo shoets; The Hah, 2000 shoets; Wheeler & ... Wilson, Soo sheein; Peteram Clething Co., Dr. Munion, Hero abesta; Queber Orio, 4300 abests; Possess Stores, 2400 abests; Borman's Gree, after sheets; Seider's Cab."

sup, som; Imperial Sweeper Co., See

their medium, bill pestern own it sh QUO. ELSTON, Chemostres to adopt every enclable find decider the city bill engry is also nexum to telear postern before the adven-Mondana. This, however, does not later-ferr with his besident, his hill perting

atic manacr; as a result he always rejeys

Los Angeles. The Membasta Ad-Sten Co. of Los Angeles, California, here purchased the eather business of Mr. Car. T. Mal six of that city, and in consequence, the forms Company, which is a smeeter of the International Bill Porting Association, nor controls all the Single of that city. The Merchants Ad-Sign Co. is remound of Wm 3. Withher, President, N. G. Withhire, Secretary, and T. M. Sterline.

Treasurer. They are purious their boar pears on car first page this month, som-ples a high position to the armsis of nom is no energetic and business-blac manner, and great success is predicted We clip the following from the Los August /forald of September 131

Lee Augelies, Cal., Start, e.s. et al., Thy six Public will have take day union to the Mondator's Advisor Co. ett my interest and the good will relate they be freeling to used i revenue mond. them to any one warring advertising and extending advertising and extending advertising and extending an outh them to any one warring adverticing suck of any kind. Yhankung ibu public for generous poissoner during the paster for generous personage during the past terrally years had I have been in the hed pooling business, I country,

impossible in precure the premumy seen

N. N. Tywes, of Springdeld, G., attended the G. A. R. receives all Missespells, — J. S. Tymers, messages of the Asherolia Adversible Agency, Asherbin, N. C., does the poeting, etc.

Personal Mention.

in neith) the high of the level irren.

Withor, of New Cyclesse, bills its Wythers whose
Corlos this pass. If inter-hability-lisable Comment
City are standily increasing.

L. Chervale
hist returned from Peorle in Chillianthe, 20s.

J. Poll areads on a ploy of the city of Leavener. Kenn, sheving no ping at the city at Leavener. Kenn, sheving the headener of his hainlings in that city. He has revenuebras opening the measure, and has the factoring power up, via so stream. Nameer has, Coreal, apper a chose in a stream, a size of Parkette Crim, pherein yas one shared from Petel Row, Corea, chemic yas one shared from With an exp. Coreage, this three head from With an the Heckenston fell resists (20, 100) solitors that the preparation of the Biller Thomas. — The John Chevana Co. 100 at Biller Thomas. — The John Chevana Co. 100 at Biller Thomas. — The John Chevana Co. 100 at Biller Thomas. — The Chevanata to the brain and the Chevanata Co. 100 at Biller School. — The Chevanata to this brains are produced to the brain and the Chevanata Che

RIMANOSZY.

Learnison art. He possessen, in a remark able degree, the soless and altegether unout secrefing the resembrance in the original. Under his delt touch, welchies and cove feet disappear as I by magic Old faces grew young and irregular fee tures become handsome. We hope to be able to not more of this solunded and sterling artist in a facare master. Mr Ermanoury, who is amployed with the Strebridge Lithographing Co., of Cincinunti, was absent in the monatolessel West Virginia, on a fablise exemples at the

You can reach the public against quick and absorper through the billioneth the my other known medium.

A Panic Caused by Postere.

Siegel-Cooper Company's Big Store A POLICIMAN'S RUS BROKEN.

Mrs. and Women Transpled upon and Car ried and Unamedical.

Superhine about their Advertiday Manage Surus time ago I wrote of the energoesa mainly by its methods of advertising-

Tata wanderful record in favor of bill rooting has been echanol. The Stepel-Cooper Co's, log New York store has been opened to the public; the someson

ments of the opening have been abnown ended of the opening have been amount York and narrounding towns. The new papers have been filled with announce ead the vew store much only small source

and that year anidom. The posters expurement that the blo-Noodey moraleg. September 14. and would sell better gueds for less money

as few elelock in the morney, a few people had enogregated , at five there was a line of a hundred formed; at seven the

ing. A mail screenble began for the bicy do department. By this time the force of indeed and investor for hour meathers deroughout the halfalling to preserve order

then, and one of the policemen, Officer ferred against one of the pillers and ble the way married short off; other seiler-

The hispoins fored no better than did Officer McKenna. The table that hald tions was knocked down, and the whosele to bearing then it taken to tell it were soluted to what might be called bladbug

and the becade and was ladefinitely year While this was going on in the bicycle

deputations the other portions of the sacre so heartly that at meen signs were dopleyed that an more purchases could be

thing over astropped in its line here or

The only number amountement unds during the work was an apology for their tashing to properly astend to all that had called, and saking the forbest-The first week of the big story has fast . lound, and the sales such day have aggreanied over \$100,000.00; not \$100,000.00 for the week, but more then a handred beauted such day for the region work. How did it happen?

the good a poster could do a dry goods but that the newspapers were needed to give celarous and pages of descriptive But not a description, and not a volce here been somed in any of the big stoor's

Take your last off and sak Mr Joses.

their advertising mon.

als, so for as I have been able to discover. cidly this very leasysteen, this ecencibles to do with its instantaneous And so for so I can figure it out, from a very thorough observation, their education

ing is realing them not exceeding \$5,000 Of course this approach does not lookeds he solery of the odvertoing manager;

would reasider another \$1,000 a week as natronely rescendile if they could not retain Mr. Jenes etherula Learnille, one of the proprietors of Share & Middleton's "New York Store," Secat

screen the street, anticod his James' great advertision ability beauty out his story and made him their advertising manager The Sechshilds, of Chicago, when about to basech their largeress department store enterprise, carried him off to Chicago, where Mr. burn sulled Deerl Corner &

Co's. Chicago trade gwar from them and to the case of the north side of Van writing harries, and for some time had encical charge of the advections of a sember of Chicago's largest and had

In June ha came to New York, and has ment his time since in a study of the May his shadew and his calary move

error been in the wish of \$100 W. Blanc.

ALL'S WELL AT HOME Confessed for Personan Assessment The writer left the sheets of the United Statles a mouth or two ago for a little con-

namely, that of rooting out a little inform ation on the subject of advertising. After some weeks of hopping amend from one point to another, the conclusion

We can give the Continent cards and In common with most observant citi one. I have noticed the booming of the nostern. On seatern we sad from the Canplantered all ever with the most ergoldite

since my first what of marrie turnity years get very body left. I now more to ad mire in the around rate collection of forsame old style pornell, changes in the line eion seatou exthered treether at the of improvement, for which there is smale

esta Econoltico, than I have been able work of different search. There are a few posture to ke seen, it is

ne; but, good gracious! they are few lence. What is more, they all seem to have here hanging in the places they of their sine appearance, and to wender whether the boom has not long since bursted and the period of poster crustler.

homehold requirements are represented in the scattering sheets about town, but may seek, but out find. Purhaps the best

Taking the sat door advertiding as a whole, is in decidedly "off" - a remark which applies to the principal cities of or for an I have whited them Advertaing is street cars in done on a tery scale. As a rain, it takes the form

el labels period on the windows of closed cars and of cardo racied to the mosts of ked try your best to dodyn it; in the other, you fear to look at the ad, owing age this bird of advertising page; and then, again, perhaps it doesn't.

What there may he money be in the

Into a secupit to persection (r) in High land, and may be seen in all its glory in Remorks for example, where the decthantion of short every our would seem to be "Cheestet Laubard," just as at one to London proported every radiately station

of a certain local lare as being sessed In the matter of street-car advertising especially, there is nothing here worth of the our an the satelde thereof right thus to be chilgred to pick that some in-

fernation cut of a jumble of ada, and certainly we are right to putting our ofe, inside, in such a position that they can be to the passengers. We see a mation of advertisors, and, as

away and few to easy from matride We took seems poster artisess from the Continues" and we know added to then. Now it is only to any that we are running every with all the pester houses. The other honors we have held for a long

As to progress in the set of edvertising on the continent, that must have been depressed have seen, if we except the little Taking Peris as a point with which to ahe comparison, I can see se advance

reen, apparently being about as frequent as methquakes in the locality mentioned. Even the tickets in many of the show windows here signs of coming dissolution owing to the leasth of time they have been in ourvier, Frebably some bright lden may be been and improporated take place, and thus a return to the scene a few corrieg. Mountime, American stay con gradulate themselves upon the fact that they are part souters in the art of odver show, the entire field -- Africa /, Field in

NEW YORK NOTES.

The formula evening inne under interpresents this work, and the e-ag assistant was houseled as the i-touries to such as eat at their is longed menciliate public force.

There are runner that the R. J. Char-ning Co., are leging wires for a prote-plant in Frenklyn. The or these other parties are also talking about extering last field. The amount of vaccust space is certainly sufficient to offer encounage treat to say wanter.

Houses and Espan & Chris are not toying a weed, but it is representle to up-point that they are keppy, for Van Branwe is to bus their facer of Essendway and Thirty-seventh Sic., as account of now hadding. As Ven york gi, per your for the force, it is possible that he may be happy too.

A. Vanillearen & Cn., have recreity elegated a form of imperiat board that in operator to maching homestakes used in last line. It is of ensured then, then the line. It is of ensured from the co-lory tell on the trib fast count is very high, as that they consider it chemp, feesure I will sever used recorded.

Singel Cooper Co., the big department of the highest better the Hillbeards some to be the sale department of the third sale department, very little other after thing being done by them. The past The feed predicts are coming to the frent agent, for their regaler fall and winter our, Pranto-American Nonpa being among the Incomest with the santhag among the Incomest with the santhag thirds their An impossible front-house are a three-short area. "Ent Resolvher with the santhag their their Colai." Manney is classical their contract of the contract of their santhageness of the contract of their santhageness of the santhageness of their santhageness of their santhageness of the

Note the f. An impossible frontierman, a throe-thest args. "Est Econômic wise. Both on the seconomic wise. Both of the seconomic wise. Both of the paper. He of no position his two shout, and sike as we obsert. Saidle Catonge conserve: Jeroph Compile Econômic Touriste Ching threating once soon, and the Bereiros are Each jit hooler and hundre to necure sufficiently the seconomic second the seconomic second part of the seconomic second part of the seconomic second part of the seconomic seconomics.

these of the advantagement the City Asso-lation has been the presenction para-standards frame entitle as a symmetric standards frame entitle as a symmetric parameter of the control of the con-dition of the control of the con-dition of the control of the role, and offer or age may meet. Them not said for a gray may meet. Them not said products has encluded that print of the control of the control of the role, and the control of the control of the con-trol of the control of the control of the two less of the control of the con-trol of the control of the control of the present of the control of t

our fee pearting. The

Rillboard Advertising

or East Eighth Breef, Challengt, O. C. S. A.

BILLBOARD ADTENTIONS OR.

JAMES II. HENNEGAN, Manager

reformeria will be published it the sub-

and the set of the configuration of the configurati

of only for advantagement, great strong in the

August of Spread Class Matter, with Continued

OCTOWER 1. 1886

AND MILE Procumentations. This month though, it's the Associate | Bill Protect

Association that is wreetling with the

problem Il appears thei a Cinciprati

fore, The F. A. Steider Preserve Co., in

placing a twenty short stand and dualing direct with hill maters. They chain the

to middlessen, on the ground that they

berrels, telescopit soles, grap stress. everything enflored; a processor of supen started down State St., and Wabsob Are, every Sunday morning, receiving telegraph poles; in an hour the fresh abort not yet day. By night the wed would be a feet thick, and the own thing obtains now in New York. The bill peak setting a great many people against NO posting, and the occuped was appealed to, with the result that univer those is a thing of the part. Bill posters there now formshithe Charl of Folion with a last of

found on a problished space, is priorfacin evidence that he peated it there, and michiga that "I didn't do 9." more -5-In New York the other day the dress' ishem beam teering down the St. larger

the offerning wall could be seen from the street the hill system of the Engley Throter out into the old belilion and alinining building. The owner of this buildier called upon Mr. Probmes to

DERRIC There's some way. When you write to so advertiser solicoing business, don't enclose stemp. This

places the recipient under chligation to to not to feel assembed at the time but in automong: If he does need you be will glodly engely postage to regly to vogs

direct of all advertisance in

Of two-rolls absence the least. Better rat bill a town of all reduction put up a

niggorily and wholly (and equal; among The newspaper Ends the poster the most valuable of all advertures in.

man nestion. It might also be sent to these who are using other methods of When your customer, who is new in

may's tree is frequently overfeeled. A good counter letter would be apprictable.

it is named to be like to make up des't know be exict; as a most thin

reminden g time the below right sway. to measure them. So may noted by Alberta remove the posters, and the owners of the Last worth 2 vet of Affile Posterones. bridding called upon me to do this fee them at an expense of several dollars, adding for a letter from "goory bill name which they threaten to reflect from the

If we have not yet next out them

retailer of the goods and where to get then; and it does the bill poster good in

Heigl, on Frendway. As you so the old building was down one story, and before

person corn to the Mean (Made 14 Gazz) loves, profiting the Tools that each ea article is to be advertised on their bourle is fulfirer off with many of the bill angern

which they are numbers, in de full jusstice of bill posters, and was much later mind, and premierd for the first time, to which they have a right to past, and the even cought porting on anything not so frond, in account. The law furtherwave For value it has been the centers of

offered, the same objection that has been affered by this sense man for the past I then called his attention to the list of super of Appointion purplers, and west

I was negotiating with a large adverswitch off a parties of his advertising squ

menth, you will wish the t you had advised him to pest only him shorts, keeping the tion do me." I want to sell all of you

A Few Remarks from Sun W. Hole I was designful of the adventures of belonging to the Association, or to an As-

in, or motion which, the other day

-4-

all the bill poters, but I think I been

obline. It is a elegador thirsy that as lower

--

ner to that he many leadeness."

and as I are impossedly bear the enery from bill posters, "what good will the smooth

444

(colored. To a large extent they have their origin in heaty and unconsidered active in conventions. A well known Life to bimself will remain a wise was

still. Put tweety travelor and they will milly fell;) at impelpt of combal reflection and paintaking consideration of the auti

ed, and for too little thought of the

Matters that should be corefully engled and subsectively discussed be reched through. As a compromore the

ness is converted and larged continue

Test advation of measures that are not netical is furfic, my worse, its peaclisemention of their faculties, will include but they do und it in ewing to this fact

cident to apportuning and distribution more than asything sloe, their those do and valuable are rendered inspersion to certain efficial middlesson who are named. Bill posters who are massless. of the smocketion are also allowed row. succission first. The "theer" succission minute on budgess that they week waaffects to set at awards the low of hands and dressed, and ignores the fundamental ket this bus no bearing on the princed The greatest government on the face of start. When a postion of the morphon

tion, members everywhere are more purefully ecoustred the paper and after ing the commission, which explice the worth, not only of the official middlemen. of our portionier coult attempt it, they only record in making themselves and

on effort to be consistent by living up to of armible see. Their prefuters them. after in merely nominal.

Toront latter are series " what is vis-Control tech to the Citing Section laws of they are forgetten or (ground the moment the convention in over?" And the said firmen i-well they are trying to the substitute ;--well they for trying to figure out what advantage they derive from their experiences. These effects stubbs decree of success up to this writing. pledged themselves in consideration of their appointments, to personic only suscepted members in either where compoint till perion existed. In orbita, the members stedered thermoless (for it commissions. I wealthy the bill portors fem. If they connect segme the commis-

sick they pass the town and-well they

we might my that if the hill posters had manisonsky refused to allow commistions to the Sanfer recole. The Sobebeen to the beater people, the jubi beamin Co. of Clerinosti (members of would be se secret the distribution and they did not, the Cooperate lost not unly Cleaning or well. This gives rise to screen questions. The first is, how did The Chapman Company benefit by mean is to what eatest did they benefit the other marriers by taking the count that

did A third is, if "you nick to me and stick to you," what is the storier Still seather. If the offer, I marry winteres whet we they going to do about it?

peating, crosp to you with a thousand month, the properties to not the region strong. But when a few days later a

WHAT THE DISTRIBUTOR

will a few doubtful ages are doing best

A New Peptonic Remedy.

by and indicions. The Charles III Pulled Agency places a peri of the mdam, but the treatest advertising is done direct.

Calked Scares

NEWS OF MESCELLANDOUS ADVERTMENS.

A number of new absence-s not in It is "for the good of the cutor" for all distributors to use continu before printeg say faid recently. Some of them will rue caregory. One of the best exceptions to the she additional publishing as their business exween. Er careful work, fulkful officen. weds. The addresses of the eatire goosp ete, they have exceeded in putting the Association on a solid boson generationing Ourits service, protecting the advertisers. and Manufacturing Company, our Fabru They twite your favortigation before joining my other. Do so and it will be to your interests. street, New York | Propile's Panile Company, 65 Deartons atreat, Chicago; Selver Sudge Company, Josper, Pla.; A. C. Cel-tell Company, Cartinadi; Continuetal

Ton Company, Cincinnett: Hodern Novchr Company, Chicago, Santa Josephy Company, Chicago; Winteron Manufact cute Company, 444 East 47th street. Chito Reaser Block, Chicago; Mosts Tu -Some of these are probably special "do.

Present beliestions are that there will it a large amount of destributing does this The Eols Medicine Co., Detroit, Mich., fall and winter, quite a number of distribwires have booked work for the mostle The Morthwestern Yout Co. in distrib-If ing samples three to the eastern states Bound on the Right Read.

The L A. of D. has just sent out work tests members in the principal cities of The Enoka Thinble Company, South

Behleben, Pa., has been added to the lut of mail-order advertisers. Puller Job Office, of Puller, Miss., want they ledend to cover the entire state.

A Big Concurn's New Base. The Bulleytine Remedy Commune new The only possible way to make distrihas ediese at yet frate street, Checago, The concern does medical advertising. recognized professional distributors. Man-Attention is called to the new of

ment waster the centing of Salaried Post Sons. Mr. Bowles on a reliable adsortion Creek, Mich , is placing new advertising in Western papers. The advertising door Jenus Rosch & Sie, (Sneps) Dahoque in, ore plecing business direct. For the by the company but winter was attract-

present they will only cover adjoining Drost for the second sparter of the year are provide October ust. Manahers of the Tre Frest Mossospepic Reserve Co.

a good Fring by guing late the distribut-ing backets. It does not receive much Spengfield, bless , is now doing the east. capital, the ratio stock in hade is hanfurriteting booklets. Get in East before enty and passerenance, combined with

A New Tollet Preparation. The Lores Cream Company, 56 Pittle The Nichols Medical Commun. son Is ing firld. It is not incorporated. The R. L. Petrk Co., of Boston, hos been trying to interest observious in Lithe Toblets, and similar preparations which they adverture. Their advertures;

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Mr. Sandry, Mrs., Sayer, Mr., objek Mr. Lawe, We. Mayor, may, and Milder Strandard Assessment flow for "Allushy after man space for a five remarks repeating the vicinities and distinct at a Miller than manner in which is a remark all posters deviced Miller Standard. As it is well known or from don't which the Miller may which would enhance as the mindle man or subdies. We use a lower of propundes his in attacking his to use a lower of propundes had to attacking his man better than the con-clusion propulses and the control of the propulse of other propulses and the control of the propulse of days gas resident distorting, but more pumple will as "my" without affecting any mount for the change. If pumple is properly passed in simulation of the property property and the basis of them, for pulsey. We will provide an price take requirement of on-Milling its age departured on price take requirement of on-Milling its age departured on the property of the Milling is age departured on the property of the Milling is age departured on the property of the Milling is age departured on the property of the Milling is age departured on the property of the Milling is age departured to the property of the Milling is age of the property of the Milling is age of the property of the Milling is agreed to property of the property of pro

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Very respectfully, with Ligger & Myers Tobacco Co., 50, Landa, Mr. -

Verbouty kills the value of a poster

because they are the embodiment of



Claim your dates for 'sp.

The fair at Salem, Ill., in posturated from September 15 18 to October 13-05. The Lefers of Manuelle, No. reference the Kentucky fairs as "agricultural home The mess meeting that settles up this

ver's budgest should ried the officers The first day of December cought to use every ergramation perfected, and efficient

elected for shee, By January all dates should be classed. Every settetory should sobseptive for and read RELEGUES. Our fair depart. ment will grow more and more interesting

beliefed and self racing as the months Any fair manager bowever small and intignificant his fair may be who will use center of restory area him on someles to

demaright disheres y Mindelphi has but one fair this year It is held at Vicksburg, and will be called on expendion. The premion lists are out and the buildings are espirity ap-proaching completion. The feature of theorem six attractions will be the Juice.

reliegate free hell games. Co. of New York, in a record interview regarding the value of cability of fairs. sharred. 'They are good in their way.

Showing food products and becoming in one thing. Having people buy them is another thing. It is easy to give away food and drink, but you connect my it is going to being you say returns."

The fair at New Lexington, O., was a There is little doubt but that it was the best fair they ever held. Unfortunately however, on September 18th, the Sheriff swooped from and attached gate receipts and conyching in eight on a claim against the fermer society. Much confusion and an ropage easied in enterpress buildes brokle spaints facultary larger that their chains would be paid in full and they left fully estudied that they reald recover in fall in Nevember. Tent Grisley and Wor. J. Subsum, the servesets are among the claimants who re-

Tre waves of allot has been the worst that has been expensed to a decide. yet it is worthy of note that good foliohave expired prosperity. Of course, were restore and polices often here to extend self-roully poor bosons to disaster, but those were i.u of establishel orpoteties that have been moneyel by mex of experience, and conducted on

Nearly all of these have held up to the second of farmer years, and not a few ere bester all previous movels. The few who have fallow behind our trace the mase to local conditions which could not he satisfied or strided. culture a mar of skillers, brains and respect

fairs become the meson of benefitting the communities in which they are bidd. Personal Mention. W. J. Comm. servines of the Pointhernight.

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At us early here on the morning of September 500, the avenue part of the working plant of the Winterburn Show Printing Co., 150-060 Clark Street, Chr. sage, was destroyed by fire sed the finished stock of printing on the shelves, were sevel intact. This fact most their theutrook polyees a world of terreption, which would have ensued if they had been easible to precupe paper as nord. With communicable presuptaces, of the steb, had an entire new ecolomes for their plant endered, a new location pelected, and wore recasing as arms! an

Peeter printers who abtain contracts with conserved becars introding to the recognised mobilemen, to place the Few printers have either the time or the inclination to work out the denial necounty to a proper distribution nd a large seemed of paper and the ad vertice, especially if he he new on the bearts is exterly unfit to undertake the Saharier, Hord or Plate make a business of this personier part of the work, They not only possess wide and varied expericon, hat also know how to opposition the constition for each lows to a specie They are do the work eccessically, and

tempt, which on account of the difficultive offering the paper, whereas if it had been beer by a most of experience, they would no continued to use the beauti laded Personal Mention. Ches. S. Breef & Co., em. benefitar Manual

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