THE BILLBOARD.

Vos. IX., No. 2. _ POSTERS Vs. SIGNS.

BY SAN W. FINEN

of signs. For some ten or aftern yours I here been watching the results of sign atrections, and for some three or four regs I been been setting the effects of the same class of publicity on the same closes of goods, only postern were used instead of print. Well-pointed signs are presented, there the are powerful. But after a man (a distanced man; has seen a sign a few there he fails to see it suymore. there and he continues to pass it, but he He rors slowe a perjam

weeks and months, and the more old houses are there all the name; but he does not are there and be pupe on attention to them; one day bewerer one of them is halt, and he sees it, because it is different You point a sign on a wall and a most see it the first time be passed the wall,

bool or on another part of the some board. If the position of the board is too good to eachance for somethour site. there is other paper going up on the same board just alongwise of your poster, which error to call reserved attention to your being fresher and heighter than it was yesterlay, calls renewed attention to your

ling sign space about exclusively. I. Arier introduct, national overv sum I percel, and every time I passed it. I get to believing that everybody size did the some thing. In fact the people I did Stoleres with Arrest Jahrended in views And it was only a few years me that I got to seeing things through other

In 'to the Admiral Cigarette paleted nors wall and believin signs in the city of below by say one advertises. I placed the micrandisoperind the work, and I know, To people is the trades. the telescon trade s worder. His merche after these signs were printed and while they were still in good condition [not us they had been all sing. I visited the city, and met a young freed who was suggest in the building lier. His business was such as in keep

CINCINNATI, MARCH 1, 1897.



WILLIAM LITTRETT, Son Promises, Col.

and neutically may overs feet of the old ericle of punchasoline, or rather a new every week. He mised my what I was deing, and I replied that I had a big deal pointing Admiral Cigarette throughout fin cuffer country "The Adminal Country" to mplied, "was they started in home some mouths non, but I suppose they have quit Chicago; I seems on exactling more of them. Some menta ugo they were advertising once Was I restable how their every bit of advertising he had more in the past was the signs was in pinin view from where we were standing, by who suspensed and could handly believe his person.

the time. The invested all over Chicago

trade mark or trade more. You see in the milling business, we will my, and yes here a new floor and yes cell it And iorniba's Floy Jock Plans. It is a good thing; you know it is a good thing, for all your Excels who have tried it tell you it your Enough who have treed it tall you it is a good thing. You go late one town and you put Acet Jermin's Fisp John on the market and it goes like but calet. Yes place it in another trees, under the ware formable employs, and it falls for. Way does it full flux? I don't know. Nabady set been known, but we all do more that some things that sell well in New York won't go at all in Philadelphia. Another reason why posters are the best

of the two probabil. You know a new

AND THE PERSON NAMED IN or the er six handred deligns for a year's

received publicity, on own of the bower that money is spent, and there is no way to get it does not pay to keep a stock of goods in the city, the demand being so slig On the other head, you start in with contern; at the end of thirty date you have spent our fifty or a bundred della er you can try mother method of salverpromised greatly, or a drain GE

methods. You see set only the first menth's posting bill. If, feally you see article you out get a new poster adre ing some other speciality, or probably the more article under another name, and and it couches on well. To change sign advertisements would cost just about as much with original painting did. Another thing: If your money in lima small amount of meery, you can yest tions you are popling only for the time your paper is on the hillbroom. Mil posting has in the past been een facted on the envilone plus about exclusively, and there are many marale who do not know that a year's pe can be secured on the billbeards but the more as with passivel signs, all that in recessivy being to supply the MII peaker with sufficient paper in renew with (And, parentheterally, I want to my than

on a vent's sublisher. I wrote it can mae some months are for rates on a year's bill porting. He replied that he "Wide"; port poledy" for more then 15 days, and his price was 30 a sheet. I finally went to see him, told bles I was willing to give him ur a sheet for 15 days, and 10 5 sheet for the next it down, and at a sheet for the the next 13 days, and so on throughout the year; but he couldn't see it at alito come about and want more and he could't give it to him, etc., etc. Of coores this is one of the towns that must be pulated; though some day a bill poster who beard been ice your dead will be

The Describers Litter Co., of Clothe sed, who make a specialty of posters and eren is limiting or Jessey City, head bith for fain, want to best from

BILL POSTERS DEPARTMENT

It is ensected that The Shill Patter published at Threate, Out, has coopered published.

The Gorge Teleston Milling Co., St. Cloud, Minn, in likely to become a permanent points of the boosts in the way.

Maleriogic Verloy. It searchices from:
The Assertions Carral Company, Altern,
O, having pound back to the control of
position years and position of the control of
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and builderide before many month.
While there is reequisited that these
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to pursue under the new state of affairs is, of course, to be hidded to east door observation, and than subset the non-perdiable form of publicity. The Lyon Celery Tonic Co., of Bunkirk, X.Y., here just never in larger question. They are consequinting a numeer case.

They are contemplating a minimic casepaign as the beards.

J., C. Pallen is advertising manager of the good J. C. Ayer Co., Lowell, Man.

The based of Janes E. Popper, Levlates, Nr., her second into the hands of

ingless, K.V., has passed take the hands of Mn. Proper and a syndicion of Retain opitalsists. A company, styled James E. Pupper & Croupusy, has been organised to conduct the manufacture of the Papper whistey. Mn. Proper will be president of the company.

The Slaver Ricycle Mfg Co., of Fracport, Els., will use a one-short largely feding the consing creams. Communinations to the sourciny, John F. Smith. The Cox Cole Co., of Atlanta, nor short reedy to receive settemens from kill posters. Address the resulters I'M Robin.

The MI portion of Nov. 20 per per la company of the Company of the

What a withing good lot of better with en there are success the hill preten. And what a pily more of these don't exercise.

When a party man to these solar candens of an all, and sensing it to waims abortions through the system and the said and a said a said and a said a sa

ny smeriting in the most extended way pushint, instead of writing as its week talk when trying to get an advantancy patronnys.

CANADIAN BILL POSTERS
Get this set, sign and set in W.W. Sman,
Canhan, Ostaria.

To The Stee, Sie Sichnel Carterryte,
E.C. W. G. Minister of Trade and
Commerce.

The Mental of the Mil. Posters

Canada respectivity showeth:—

—That for commented and theseined selectricing perposes, a very large amount of likely-species selected suctaor for well perforg and catabilities je stem-wholese is mennedly used by your Mean-shellans.

Let the selection of the proper selection of the selection of

If the second se

No.

 THE SILLBOARDS VICTORY. Problet? Jet has faulty cognitions, Problet? Jet has faulty cognitions, the problet of the problet of decodes, auditoriety to the Utilization. This paper has starge been the spottle of excepting absorbancy. It has always heresteins peached for publishers saidstorby. It could not suchair commendtation, and the said on such and the publishers and and the said on such as all the other adversariagy papers see files.

smoler generality public is the interior.

In Arrivator, In that our continently.

Boxes, Poliphila Abrietture, Front,

Boxes, Poliphila Abrietture, Front,

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The Stiff Politic, of University and

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for the bill posters of Areacies. She has done it, too, in spike of a great many of them, for width the hastle was thickness, to what he will still suppliedy's fight, a longer another of inflamental bill posters and only withdraw this support, but actively appared as: "

And yet we seen, sad the vicincy is eneromorphic and resumming. "We find that

so will use appropriate the object of car mainting used sor the day when all othertions will console that the hillhoods are the best of all advertainty modes. Not assillany, not supplementary, but the principal-the maintay—the franchister, spec, which that while shilling of absorbs

The reason you have so little shout the street the street of persons in comparison to space to justifications in singly because there in least few lam in them. for agreed he selected to the street comes assume getting what he page formal has paged for our the benefit them in the page for the

Purely Personal.

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(Sales —) X Indivision, the hill priges of another the state and state of the state and state of the state o

Training one of the neggest tens of the statement of the libragement was account of the statement of the sta

Parille Coast Bill Posters. The Penth Assess Section of the Pacific Costs Bill Footury' Association was held

or the Hann Human, San Francisco, Jan. President W. H. Lee, Vice-Press Ant Chas Levenmer, Transport W. A. Course, and a good attendance of warm.

co-President of the American Rell Posters' Association, was treited to extend the process, and was wanted welcomed by menders special. The following woofler day were mercined. C. M. Breath, Petalarge; L. A. Duniels, Santa Cres; B. S.

Morrowy, Maryardin; Phorain P. P. Co., joka Fork, manager, Phoenix. Arisona. Arthur E. Sewell, New Whalever, Wash. ers, Morcol. All were reported seem investity, and the applicants declared

As invitation was received from the California Adeigna Co. to participate in a rick to and leach at the Cliff Heave, as ha to. The invitation was accreted The election of officers resided named countr on followic Transferst, W. H. Lee. Santo Rose: Vice President, W. H. Moon phone Spekton: F M Simone S S. W. A. Curwell, Sacramants. The officers were then duly installed, the skilgation being administered by Al. Sciouli An emerginesal to the Constitution and

By Lowe was made by stylking out the the words, "Advertising Agent or Sellicito," which would leave so eligible to numbership only the recognised city bill possess within the States and Textilories of the Publish Creat. The California Advisors Co. of San

mecian, was declared to be the enthertand sellering agent on the Pacificant for the Pacific Coast SER Produc ing of journed to meet at the to Californa Adeigns Co., of see, July 19th, elec.

J. H. SEMPSON, Sec'y. WILLIAM L STERFTT. Personnel among the young business nce of San Prencises who have streetly Character, natural ability and close mpdi colors, in William I Street, the well inner printer and regenery, whose incre ted complete stock of mechanical conveniences is incested at 530 Clay street, belween Montgomery and Somoone rante, Sen Practice, Cal., Serving me of I to best plants on the court. Although ter of the youngest of those engaged in converted pursaits in this city, Mr. Secret has hed an abundant and valuable reperience, which he stillnes to the best preside adventage in his business. He is

recrusio and full of the commendation teres of autorpoise, without which on some cia hope to make a success of himself along business Hose. Goulal, papelar, just or all Ma dealings, he in regarded as " one of the brickens of the yearse ter sees representatives who keep the bul of communerated activity online. Me Starett times very establity by hes shelds, his finher having been a pioneer and a man lks soo, who exceeded how, and whose a westly descended of a highly respected

Keels, of Rocketter, is a new sec. o water eight about stand, illinormaked, which they consided for the Sen Sen Co. is swintly creditable. Rose, of Oscile, has between the past

depe for a date. It is a newder that hide fair to prese popular. The Ottom Little Co. of New York get the contract for the Gree-Cole Co., of

Henryse & Co. of Clackwall, how had a new whole-sheet, believe our than in

sheel the most useful thing we have some The Depolition Little Co. will be weller the Storest Show Printing Co.

of their lettered in Then Rectatorate by force seems work for Chan A. Garden that is particularly good. Their output

Under the hand of Paster Adventision. reliable Advertising Juneary innebolds forth at some length on poster able for what the nather form not become about his subject, we will only quote from it briefy.

We will not dispute Profinitio Advan-(ring's assertion that the article was not within to advertise means in next color look at the fronth page of the cover to one how sincers the protestations of their We wonder, though, if all the met al

the American poster printers are as hope-lands had as Profeshir Adventour would and advertision believe. It is hard to belive, by out of our hundred and nighttwo, there expely englet to be more then for who produce first-class work. Let us We will begin with Becom. Physioalle Attentions is published there, and Awa not credit Senten with a single feet class money property combinishment. Yet the great Forter Lithngraphing Co. in there," and Walker, see -beth unde-

embly fest-class. We have little space at our comme We have 1990 specially over the mit of he remains. This The Courier Little. the Factor Co.'s weeks are at Chrise, a at al Sactor, but field main office on in Co., of Buffale; The Reis, of Reis, Pa.; John, of Cleveland - Coheren, of Detroit-Conserille, the National, the Central Orrest, and the Good Co., in Chicago, Are. none of these entitled to mak so feet size) Then take the Eisenside, of Milweeksp-Pot Shapers will mish take-Great Western, and Compton & Sons of St. Louis three Consessed, with the of more Dated States Proping Co., The Empior Job Printing Co., Headerson, Markovic and Transillane and them in

leads of Philiphinks: the Meteoditan. Steams, Miner and Seen, in New York marker have, that are counted second-Tody a little knowledge is a dangerous Nine Desirbly deposition with such to find a couch who knows something

about posters Purely Personal.

1 3. Samps, of Combant, O. Samples Mil-phical Company, and the Street Com-ant in advention for Common Street, in principles of the Common Street, in principles of the Common Street, and the Common Street, The second is the beauty of the con-part of the control of the con-trol of the co The Grove Lithographing Co. secons on

The Remaine Home at Fairs. A more replace the Third Assemble One tion of Wiscomin Fair Managers. When our worthy accretion wrote me. adding that I propore a paper on some commendate reddings for exchange as while merting, I really assessed that I would down. When he muste sonin achiev for

the title of my paper, I new that I had, sed But there was discrecistment in story for many. To prespensite partially I attempt a plea for the remaing her at our laim, because I believe firedy that entertainment to be automitted and on countries. It is hard to creative that

magier men away the secole at fain. on could this precedite. the manen is above signified by an culture of warm applease from the sentification and the multipade Dalas

Dis seem to worter the senductor that receing turn on approved by the comes of the Sun. A first consideration In fair sunsqueent is to secure large stimulator and swell state receipts. To this and "attractions" are provided and Manally advertised. It being recognised that triple of speed are beeding attractions. inducing allowingers, fair managers are launt and commelcenier on wouldle married in found in the first that while they are on solutionically will the people them, regardless of other features of the feir. That these skendy doubly interested opic there increased extensive when the remains more are assumed in equally good evidence that this phase is highly popular and contributes its fell there of inference in decading people

properties a problem to be selved by the Within my modification the false of alassociation I have the honor to surve were noted for fields of famous thoroughlevel renning berten. To find there, comsetion for the sures, burner valual or Mile and report heets, two mile dashes and long distance needly most, etc., were regularly on the list, with generous person

stacked. The bluest racing bleed of the constru entr entit here for mores to these contests, requiring present of ex-formers that on "dengliff" possesses. These may be reported as the "chysalsis dest' of home print. The decidence of which is a matter for regret. The stryet "Who helped as though the opened of shought Worse in his limits." has formished the fraudation blood of the

tretting aristormey that to-day raise the turi. It is accompted a prime ment in the tretter or poore, a sweety of his ability to stay till the finish, and improving his chance of winning in body contested. bonts, if it he known that prominent be him is a storie of thereughbred regarder ock. In it not possible, therefore if this stock or allowed to become entires, that in time the blend of trusture water bucous diluted and violated well the As a popular feature of the fair visit done dividents to the management, as for the projectment of people and the

ning bosse should bace a pince at all meetings. For each meeting I would provide at least one race of not less than one mile and repeat, for a pages sufficient to attract reasers of known merit, and enge a continuous of their bernling As insention to attendance punchy, I believe that minor running mens, -- trabes of a mile or loss, thought she be features shirking of entry fees and other sticks of letter der manier have men denktion monit in more degree at least from the secondary consideration given them. They should be made to feel that they

are as perfect esselly with other board men, excited to so fell justice, and on second to ship by rules with some Society. There, with all others, shared be required to per the fee on making untry, or famile estimatory security Secretary, S. W. Win, Pair Mineral Point, Wis., Pol. 9th, 1896. The Breed of Directors of the Salam

(Chin) Fair and Exposition Company bere fixed the date for belding their and a. They will hold two summer race Fast classer and large parets are to be the attractions of this senson,

BILLBOARD ADVERTISING

Billboard Advertising on Nest Highth Street, Claricosti, O. E.S.A. JAMES H. HENNEGAN, Monte

Schoolsten Exp Ev. Tree IX Advance Advertisements will be published as the end from pain of levely-free ments per again time tumpe in the placeful columns, where sported

Carlo annuar de subre en de subret

Calend by Sarred Clay Marke, at the Own Other And Other (1997 mill, other MARCIS I, SET. convention of the members of the Associsted Bill Posters' Association will be inner-Cky, considering the advisability of, and

effect analyzameters with the International Dill Posting Association p. 6.7 and 5, lengtly or the bosons. The Bull Photo: the official organ of the Everything depends on teractional has done to part. The balance rate with the Associated. No one can rests with the Associated. No one can needlet, with confidence, what the result will be. At this writing Mr. Complett seems to have the strongest following. has the obstructionists see by no means

A strange enlockloses in the fact that the Assessed From and the United Press are also valuatly trying to get together Speaking of their offerts The Fourth Exor save," The secondary's impossible may be appreciated, in the committees are most section to settle the war, which has red too long and is costing too much

Life recordly presented a curtace, de-picting a little boy expostatating with his father. "Pape," sold the lad, "please don't my must to me. It makes me feel wor'l all cone." The sweeth setly illustentes a phase of the character of every Appricas education who assumes to

Fullace on the part of the varion MI restern' associations to take it easy to the business of bill pesting. delian into other channels of publicity ione ofvertioer pegods as an inherest for, and beging his advertising at the lowest penalty farms. He is generally willing to pay a fair price, officialmen a good price, and quite/frequently free pay ing to reduce it. Sometimes the normal he resents to are questionable, and all too famile, repeated and relicented such be

University of the company of the waters who officials with an association. of a certificate of membership, thus then are usual with a wild, segmentable dein letters, creams, abusine agreeds, often atresions orthography. of a hill posture association, -- person

terrology to try section. He writes a risons better to a hill mater offering letters. He size pets his deader un weich. ly ion, and the Mil poster gate-left. Incidentally the sublishers set that can only withheld payment, but recastly be-used the distributor in the bureau. Then

The strangest part of this stresse ladirection in the fact that the latelligent letter, in the conventions, tell at great this, compelled another to 60 thet, and so blof, buildees and issuit every other few

It should be taken up at the earliest straited, or, in fact, ordered to be red. Specify emergens to all possible extense. Paramountain demonsts or offers should. trade and substance demands about he eignoverly discoveraged. They are either navier and inexpedient when million by

of the ordinary analytims hill notice then This men who have been simpgling to perfect the regulative of the Internabread Association of Depte between new astitled to much crefit and communicates many difficulties. Manufacture this has on a feetile field for person and socied. less sed solver and milk reards who here lameled manuscrable assessment some with the sole object of majottay the neighbor of lettletion from seel down, solption lists of doubtful politicotores. It is small wender, then, that consider Officialism and presented disconnections to hers of the Interpretami Association of Distribution. Theorem; through as family In the main, are loctedly correct. Inter-

The publication in our Paterney issue of a letter from one Core. M. Couples,

made it increases upon as to institute as of any importance, per telora its poolinto the water carefully, and, if we do coronal that the shightest reporter had been door, to make ample arrends a ununified menution a Dorter Lobb not the work to describe on a phase-

ing investigation, which, he nisten (a a polimenty step, or instructed modes and retorsies him. Although believe that it is issued from officer in the Rendelph Reliting, Philadelphia, smill the offices nor Mr. Compton could be inged there. No one in the building here surthine of cither, but foully the away of the heiding resiled Courton

in day, but who had, to our his successsice, "slopped not owing him screen! part of those days trying to locate blue, a sumposedul, and finally reliaquished Dr. Lobb could not or week! pet soil

where Congrise could be found. He also sected with The RELEGIOUS The fallowing day be admitted to a gratheren. -a resident of Philadelphus-that the This admission was surprising selv that the secrets was estimated

all. A new reservable shift model and here

printed schedule of unigenests them: was done A dress from that would and distributors who swellight ordered four, fee and say thousand were also are: In the second place, the civepler itself was poorly written, budly get, and once leads printed on chesp paper. of those diety, \$20cc, abareas Lest Man

bool circulars, about as asserting as erg. If Dv. Lobb is extinted and has settled with Coughton, why is not improduced mercury, and why does it take so long to

bornstration is about at unfollow and an substantial in the National Distributory Association, which exists prescapelly to the fertile magazines of its elected In the mounties the following manpaid: Francis Colleghan, Probedy, Mem. R. Garrion, Eingville, Ma., C. C. Williams, Roy 60, Pencham, Wilson & Sineker, River Styr, Ohio A. B. Whiteher, Triefelebie, Obis: 1 C School & Co. Post Washington, Ohio; Inc. Donations, Ithaca, Michigan; Chee. Whiteside, Westmoreland, True, E. H. Earrer, Wankerba, Win; Bonj Miles, Bustlegton, Int.; J. H. Herrer tractes. () This is wellable and alwho have written as that they were stall

Nable. All of them give good references. me that our one who would make on honest was, impeting to him dishesest practices for the sole purpose of craffing If the high-countries National Distributen' Association has very foundation in fact, its president has belowed the treet ampound in him. If it has no each fromone are ruiter of obscising mesor under For the good of the association, more regular rates! For the good of the auccustom the acceptant publishes to the

unreliable! Could saything be more transparently falco Conglice's peculo-organization and all by rest of the sears and atheres por tions are persistent rolls. Next of there both is much the same. They destroy the prefidence of members, thereby being Pour them not? Present their receipts teregue manus of conference ! They are spurious completials. Let them be as stamped by every real distributor who have

The new who beauth these fake 1997

cloteen, though hectory within the pair

of the law are beneath contempt, they don't that the condecising from of the courts Mr. Coupley is also editor of the New shood Bingeburger' Assessmen, of which

then, gleet and apphillis, etc. Here are a HOW has been process. They a

AVESTA GOOGE - mind protect THIN IS YOUR A SERVICE IS NOT

Y'S MANY IT OF LINE PARK THE

tion for Apprisonment COUNTERFEIT COIN!

N, BUT TOUGH A TOTAL STREET Of respect on one expects to find blosseems as a sewer, and st to therefore need

a cough article as adventioner that in worth; of serious considerations. The New it simply a strench in the name tree of decent people, nothing town tiscnest clipped from the same businesy:

THE DEMI-MONDS OF PARIS.
A feet for the last of the paris. Any men thet will publish as adver-

- the exportancy of becoming a first-Mr. Cougán is very sensitive in the rol studies. Although we have not here able to asserted that he has either that we advise him to divorce them at over an possible from his reputation as provident and editor, otherwise he is Noble from further mention of the office. We we sick of it. If proplest Couples still projets in well-weng in the procine of lot numbed conden or his rolder

NEW YORK NOTES line Post tells me that the Execution rate cutars. Also that the queezes of Atlantic City this success.

Dinor & Mandalous are sett

thest in seem offers of section which State As existing, on strengty opposed to

fee-fee her on right and a sixture-Hate, three and eleters shorts, about he Hale. Other paper now bring made one

teining fam W's imprint is a one-shoot for the Yallow Kid Clysrette, and a sixshroad, though a little steps at home to come out your, and will over the Euroson gets suin the breeds March of

perties in town took on conveniency desire to use the Milhards. Ev. the Pierca Morde and Forder Nicycle on

The Assertion III Profess Co. of The American son People (in, or

Number's Seed Stone of You York rad Charge, automata three-thest in the to the factor of the sea weeking made for the best helf mann, and have renewed

paintern' art over some in New York.

The Gest I

had concerned. The argust part up there in our yes should not be as bead when The Gold Boad Cigar is getting out a The Student Hilly, Co., 534 Color are, Clowhad, was profesie afrerteing.

THE A A

DISTRIBUTO

LEFEBVRE'S BUDGET. in the baseous of

I want to improve one fact upon the tellesten, namely The International Ascondition by suited affect. It was one

yes will she find that we will welcome this at the price. All the offerent of the requestration goes their teas and effects gratio; there was an princets schemes to ther, so man to great. The initiation its workings, and benefits more of the America, but course married west by the

W. M. Steinberger, dep Lescoin Inc. Court. Cipcinneti, O. You need not onclose a strong for a repla-Local work is highly desirable. It is also cary to present. Cultivate year to Ingrediate premult late cal prighten. oat polyton. Ingrediete premoif into their favor. Then watch the offices, and on codes of declares made for delicery of charge. The will give you as exper

ways and money are dressed to distribute

D. L. LaTabren Adventising C No. d., Marchaeler, V. B. E.-Cour clock, may do pead the of If you are a good fellow, you can have a

som whose relatives here incepticable he will put them in the bundles for you bulleren ste to fine if you such vogensil closely, you might som \$1,00

For the beauty of distributors I we state that A. W. Scott, who is also The Manufacturers' and Publishers' Adv Co. their or outher his carealar) in a planner food, middle-aged person, who is employed in an emperium of that sity as "a dry goods check." Sury?

TIPS P. Rich Mark Co., Budleth, N. V. P. Wenderpell, Lefter, N. V. P. Wenderpell, D. Lefter, M. V. Statement Co., St. Lefter, Market, web.

The following from adouting for clara and sell their goeds. They allow you a small per cent, to put sut a few obvelues. The second of th so over so they appear, by Secretary Jos L. Hill. ago North Cherry at., Nuchville.

move both time and strongs by writing to on stone wil brieg you information While so the subject of midwelling or cubit promy advertisements, I want to

per my respects to the party who wants your neighbors' addresses. You have all your neighbors' addresses. You have all ore all much abbe, specify aspections WANTED. THE PERSON

They do not want addresses. They after they are there. Figure is the way it cents. They prive you a circular and a could. They return you a server of supplied contract to wante day agree of properly collect and charify the name. They have just the very thing. 34 is made to Samuelle. After median the source for the beek, and not before, you had

represent, been lysched, fillen out of

about as often as a century plant blooms

The posted authorities cannot reach them

ichn H. Woodbury's facial some seel facial cream has been appointed by the Andrew Jergene Company, Cinconnell which she recently purchased the plant of the Eastman Perform Co. Philadel is. The arrangement will not interfore with the Dermatalogical Instante which Dr. Woodbury conducts in New York.
When Mr. Jargens returns from Mrs.
ion, where he is at present, one of the first

trings be should do, scending to a friend of publicity, is to authorize a liberal outproduced by the excellent plants of his

Canadian distributors should write to the Generalida linksler Co., Tomato, Out. The Koneto Mily, Co., Pereidicare, R. I. are in the field. They will over the on the country, observing a heir destroyer.

A new perfects, to which the name of "Violets" has been given, in being introdecard by the Windst Wife Co. on Dawn. hern street, Chicago, Every our known, of course that is noter to be in some olor with the buying public, they will

The E. E. Subberhald Medicine Co. What E. E. Supportant Manager and the tributure in Ohio, Indiane, Elizaie, Ken-

The Gilleren Drug Co., of Floriday, O. are extending a trade offer to distributors better than nothing. Under these circumptances it might be well to write them. especially if you can place your goods on

sale with your local drougdets. The Bellechede Lithis Spring Water Co., of Lawrence, Mann, will absently mend the services of distribution. They have

on business adding of backlets in want.

When we company election with electronical bankban with buskins, we are not corpored that one show broaps a whole hit of business, and that the other class brings a whole let of business and disappointment. In the great name of such tautor which the hatilates have broaping

Nation Assists beauty-beauty Str. telluring imprior intervenient to bad paper and excelent composition. To

letter of orbicion to every aboretion of this net. Tall them, and tall them also you would like to simply become the nucles is loulf unitedlay. If this course persent it will lead to a change that will not only benefit the advertiser but

Parely Personal W. W. Carlott, of Street, etc., order 1 S Service Control of the Service Control To the second

FIN-DE-SIECLE DISTRIBUTING.

Mr M. C. Jones to a distributor. Incidentally be in also an artists. At present he in in the employ of The No To line, and deing work, whech, so post of effective ann, has probably sever been equalled by any distribute bouteless. Armed with a reguly of brokhets and manples, he pendes the main throughfarm of a city attind as the way begried of basey darbo. He ways a gignetic

cone and a dissinctive belo's parent. He is attached as invasculate white, and his gurmonts are of the recet or quisits and precessored style. His face is powdered, his checks reaged, and his systems provided. He is attended by a and his synthesis provided. He is attended by a subst, attitued in a continue almost or gregores as his own. In this was they distribute their matter,

and the amount they gut out to astrobiding. Mr. Joseph in an actor of no mean shilling. It is a trying tack to perfectly improvement such a sidiculous - personal emperiorate state a subjections a crowded attent, but he recrease most admirable

and only drags it when he has the latter unio. It efallerer Ladies

and bucklets are the matter of reach, but, it is for greater than one would improve for it is selle autophilips the number of people accessment on a crowded thereighters. Mr. Josep in in resisty an advertising agent and Mr. jones in in many an accounting out of the war. He contracts for hill needles beautichen bayer, class, even mercless at a hoppin, but personbeyon, close, even muscless as a surgers, the process also of a bradle, isolal disposition, a good fellow, in

all the tree reader. Then is a biar is his such that The scope and effectiveness of the inciseus of house-to-bouse distributing can be on tended and beighteened by utilizing and elaborating this idea.

They have been the proof of the pro-cessing and the proof of the pro-tor of of the proand the other parties where the common of th

er, to, before doing may more for

COMMUNICATION TO TAKE An important felt in to be beld in Cherolic ment year. It will be brown as the has been referred as manager of the department of premotion. The advertising will be obsert by Mr. Resembler, and Mr.

E. S. Moon, secretary of the Hg Dis Darally for your fusions with don't to

Inc. Irwin, Robusty, N. V., ban one of the erested acceptable acts over witnessed It will seem a much special attraction





NUTLEE-Plack, and all necessary, all of this solution with the develock terrestries to questions on sign passing, points, pions, posters, recentions, etc., in last, employing relative to the sign pointers on the first point of the control of the

anough business without advertising is a good deal like a Weigner advertising to a good deal like a Weigner which. His beariness is prescraft all "tick." Middless in Party seems to be the motion of some advertisers. How often is it that the sign pointer is given a small space and required to connect to the contents of a

contents of a Metropolitea newspaper into an face dedess? Such advertisers are a missec, and mek advertising dea't pay. The treeble with them is, they want too much for their money, and in ottempt ing to get it "bete off more than they one There are thenespie of mais in the United States who ears make a good letter and one write signs artistically, but, I one

must on my fingers the original after tions assess them. It is the same thing tracel in the same me year in and year out. Novelty in wording is much more mels of deliber are thorous neary in storextract advertising, not only in sign writing but in all other hinds. Notice the trade papers. It is the same thing you after your. Advertising in a descriptor was fool with. It is like a looded gen. It's

all light when you are at the right end. Learners Parent -- | notice records a great many queries about huminous phosphorescent nature, reads as subplished of calcour, streams and busines. The most greenally used in making leminous business point will retain the property of emitting light for four to six years. It is said by minution that it absents light

a few minesterwill redice for ten or tenden Here are some seeiges for luminous points: Take 5 parts of Demonar receipts to 1 of of homeons and bids of infiness f premide work : for swide not, so waste of white galatia, po parts of gipcorts, unparts of water and 150 parts of luminous mightin of calcium. The warnish should be twee to give the best results. He say

serond other by whilifum of the altrattorise colors. Red in made by adding a consil amount of sulpition of amounts. authorities recommend paper oil or a valuables in which to min it. It may be mired in water stars. "Bell 'er down, Separt" in what the affice of a big newspaper said to the

young reporter. This SILLHOUND relies stee the statement to the advertising sign nationer. " Sewelve in the send of will There is a right and a water war to write a rigo. Many of our resolute have, together with a sixture of a Selt. A no sur-be remarked that the weed " fresh." might imply they were not fresh. So the proprieter mibbel it out. Another mg ic marked that out. Along came worther says. So that was scratched cut, when another man happened along, and mud that was a feb. This is probably going to extense. Nevertheless, there is a

good augmention in the story. Furlage to make a picture of some fish and write the words "For Sule." gior elten do sa me the week "Fur a little engagement on was on alone.

A conductor about the short, place and A good tight thereby be about, plane and right to the point. The univides should be views the most treatment about. When written a new always over to units it in mak very that people will want

If some of our business non-would a as such mover and thought has the advertising as they do in politics, hard during the day-time and reflects it at time, for them, would disappear like the mist before the morning son. There is cet thrught. Many persons advention, apparently, because it is industrable. While there was many ethers who are randle to aftertung who would do I if they could see our bearing detherefore. Whose first is it that it does not pay? It is both the advertisers' and side they are not willing to pay what it as

worth, while on the latter they get well willing to do the work for the price. Such hard of privations above state in trade. It is becoming cheets affect to a release. It requires begins beginner tech and deep practicating ability to do it is so folion west. And the queber both sides moregouse than fact the better off

ther will be and the words "Copie For Sole," Alward show a generation between the picture and the wording. There is note between bull's boad and a balcher's skop or a tied ways, although an olice up them word so on all for such phone. Possic

the bose man. A poor adia like a builty clien was will get out of it. Dry point spots may be removed from clothour as follows: That court the motor with fresh lattier, then saturate the plants with chievalors, when they may be

only reneral.

term and leasure is mailty taking the view of aller on account of the process have in set effect it. Both hel and home is maked the same as affect. A om good turnish and white lead in oil, min past covers and week sout in co. turps, adding Japan dryer to effect drying just so it has the least perceptible tock, continuing the robbing. The best remove for putting settl abortoon below on

gions to made of good couch vacuish and

The force man's effected at admothise is a great deal like trying to recove a cork that has get down in a bettle : there is enoughly too much only for the being number them smally wints as in our escia ridicals. A observability for yourly, worther

as booth year be made by deserting thefac mmi-only rad siding some bears batted piguous. This size will stick to groupe spots. Lineard oil may be stillad grand type. Line well and lineral or makes a good known picture, but it is hard. take distilled water and bring to a ball in a class tile vessel. Fat in a parte of same

after about the size of a nickel by such exchall and the threeth siese flier paper . Personnel pointed signs are profeshio.

A Plus for the Sireboard. "Lactic and his lifetia way be allowed a have always. Why describes an imager point of bounds for our plusters. They should soully

ince the rather head anothines they ingo-fact the dynamic is a ground bette very ex-work. In function is not, the the poten-terities, movely in seven the second eye and processes a man, but nother to exhaut out inme if other conference is nature many over nor me if other conferences of manufallow when without posters fail, were gabe associately were languageliste. The fee-demantics, the

The could be compared to the could be compared to the could be could be could be could be compared to the could be compared to the could be could b g, the mill been littles, the bead, "Way-ra, min the shopkerpet, "found I speed my more on a flythmate". He, I will explote then, sold the shapkerper, "discald I spend up money on a significant" 20, I will explain 1 for any said you to review these side companions.

From the poral of senters

Purcity Pennanal.

Incel A. Baher & Co., et pa speculities and creates a gentle senter and ordered place filter.

Baher & Co., et pa speculities and creates a gentle senter, and ordered place filter.

Baher & Co., et pa speculities and set pade to the control of these and ordered place are set pade to the control of the control of these and ordered place and ordered pla when the control of t Comment C. It's also writer grant our hanges grader and rice tell y as to say be less the form

The Paris Experition of 1900 will add few nerel Spaintre that were not need the Columbian Experition. One of the will be a Nerytle palace. The X-ony will

"All kinds of sugra, except poor signs, is the way W. S. Baratti's latter head yest. Mr. Burnitt is located at Assistant

Horeke, California, beld its first fair

Arrendant Pair Assessation 4d advertising schools. Every trades or-

vite during 1502 Illia letter in repole Chamber of Convences Wm. M. MuCastluck, Chairman of the Sound of Public Work of Nashville, Nashville City Coneet; the three faily papers of Nashville tail the Governor of the state, firm, 7. Pursey. They see all filled in letters but are so weally executed that the resignment schlora, if ever, detect it. It makes quite as imposing array of invitations and can and full to Decrees the section addressed

Cincinnati Isada all other cities in the sia of her appropriation for the Craten-Chas. F. Assail, 155 Waskington Street, Chicago, IIIx., prints all leads of technic

and turn for fairs and expositions. Col. II. Dealed Brown, the You tenter has second the "Hagenbeck Communica" at

the Tenuessee Contenuald. The Clobe Ticket Co. of Philadelphi setten medalty of manin beauers for

which have brought in mit less than The Donaldson Little, Co., of Cincinutil, are the largest printers of fair pos-

At last Paris has found, what she want Tower. For her 1900 Exhibition, a City of Gold in to be constructed, which will contract the whole history of gold, and reviels pepilicas of famous publics objects. such as the golden call, the golden has col Atrianta's guides apples. The fee for untering this city will surely be a guiden coin, and the public will an doubt repe thermfree by chisplay off hits of the

unidea walls. If there are any of our readons who do of there are any at our readon who do buy are mission a soul thine. We know

of an other paper which is one half so relunbis to the supprison of a felt. Weekly, \$1 to per extens. Sample copies 20-0%.

Address Teel, Field and Farm, 42 Times Paiding, New York. Moreon Just to chief of the business of Publicity and Presentine (which, being for

the Texaspers Contration. There is bet one change in the efficial pester of the Ray State Pair, of Womening, C. Jowett having been elected. The date of the step weeting of this association has not not been decided. But will probable be the first wick in Sentumber. Mr. John 3 Sowher is still secretary of the associa-

doubt of Eastering records for the 1841 Among the vertices demands for concerdess at the Paris Especition is one for a presenting horse of boar, fifty-two-feet is length and twenty-seres forthigh, in-A. Stare has shown the rough place of the tion makerities on behalf of the Poles

review Country of Milwarken. There ages of effectives enthants for them, or aron, seen when they one obtain decimies because regarding deter, cleaning, on, forestory debits has in preparation a list of tyrother exhalts for Birs, buysher with the for charged for redshifter. The list is being maged with expedit reference to altitudes.

manged with expended references to a Mindalog or Egyptes are excluded with matterns, that will task or allowed of lower to six folion. gern about on that their sa company on the Fot. An effect will also be under to look thembries Thirds a commentable resident and will seen with approval, and remail in minimalities on all

Name or the same new first the same is used as their dates. Our field the law or manufact as the application of the security, and As the manual entering of the Lines (1984s) terining cligh, beint at the time, Performing alls the currents as to whether a most absolut to

that constituted such The loss beauted the to steel up, and the states look, or the while to stand up, and the states tech, or the they affect on proper station to the boson, is they of instrument wanter. A supposition was one or referent watter; A associate the apprinted is usual, with the directors of the apprintent acting, to see if they wend not agree to Reprint the stables and the great stand, strong they appear to the Dill, a meet will. In given in the shird work of Jiber. is acrediting the coming year;

J. C. Cherrana, predited; Charles Nothing
vice-predicar; J. W. Souks, accounty, W. D.

selection (IV G) will have a market and an Study older wat December named Realists of the O

A new pathoy that has been equalised a segment, is, is, ill. Harmor bride primer warm for group the artifacts of the County Agricults terpreted, is chief advertising agent) of Worker, Mr. Primary St., shr.

man, and now how on individual of \$5 manning of about \$500 incomed, marri Lordforth, Barbella, ML, is precident E. Company, vice-precises, John E. Won and execution shifter there can be no nate of Tickers and Great Stand, ada, to Frenches Life, Name States.

> 20.0 gill kenin. Muranti en Burant bulldings. nation or Person on Disservine. Marie of Marie and James C. 196. - 2 %4.45

Total Sealing

To expect to beld our cost (al) at Bockwills. lower E. Minneauren, Gerry,

Pendy Personal

NEW RUNNING TRACK. W. O. Person at the Head of a Detroit

W. O. Parmir, Copt. Jack Price, In gefter with a number of other poted turbers, here purchased the Highland Perk, of Decreit, a treeting track, for the purpose of occupating it into a reasing Mr. Parmer, who is to be the general manager and moretary of the purpose is now at Detroit, experiateralise the Improvements of the park property.

The purchases will spead \$30,000 on The new course will open fifteen stakes

for the spring mostley, to be worth \$30,000, and as the undertaking is buch for wealthy Parison over and in he has storaged by such a capable tool celebrity as Mr. Fermer, its encous is sacured. -The annual meeting of the Okio Valley Feir Circuit, was held at Childrente Mender, and decided upon the dates of the races to be held in the different towns

in year. The following delegates were present THE SHAWARD GRANGES were present No. J. Taylor Storgoon, Lancaster, Ad. C. Sevencer, of Howards E. C. Mallow, o Washington C. E.; Sidger F. Desper, o Pertonnals; James R. Fitzglibbon, ci Newark, A. E. Seymonr, of Newark; J. Ficular, of Calumbus; and Meson. 7 M. DeWesse, C. W. Story, W. L. Tulleys, and R. W. Wardene, of Chillicotte. At a sideak all of the delevates ditegether at the Warner House, and at a strick preceded up state, the meeting

being held in one of the project. There are in this circuit Circleville, Pertaneuth, Callicuthe, Weshington, Columbus on Lancourer, and all of these phages were Mr. W. L. Tollers, of Chillipothe, wood dent of the elecate, presided at the obser-ness merian, and was manimously re-elected for the careing year. Mr. W. 200 M. Allen, of Washington, C. H., was peelected vice-president, and Mr. Silger I ---Transcr. of Protocourts, was re-elected prominer and beauties. Newski male audioation for all approved, and Newark admitted. The

accompensat of dates then came up for Normals, Jens was encioned to travel: Normals, Jens high and joth, and July ar and pad: Colembes Trotting Association, July 6th, 7th, 5th, 9th and sale; Circleville, July 100k, 11st, 10ml and 2 ml Perturently, July 27th, 28th, 29th and yeth; Chillisothe, August yel, 4th, 3th and 4th; Washington C. H., August 10th, 17th, 17th and 19th; Lancouter, July 15th, spile, 15th and 16th. Zonia does put belong to the circult, but has claimed the third week in Angest, and she will be

An even week follows, and then comes the Chier Fair, commending August yeth and centioning through August 1214 and September 10, 20d, 30d and 4th. An Circleville was not represented the later amigned her have not been accepted, but probably will be.

Secretaries! Soul in year fair dates as seen as decided upon.



O Desired that Office and sender ILLINOIR.

and the street or SECTION STREET, STREET The latest of the lates of the Significant Control of the Control o

MICHIGAN. Annual Establish Fore Super to the MINNESOTA MARYLAND.

NEW YORK And the state of t

The state of the s Tomptore February Sep you ... PERSOTLVANIA. rend BUILVARIA,

to the Such chapter to the proment pr the main plan a w testing-come and a super-ing testing and and and a super-lan and the finding and and a super-ting pair age. I wanted the a super-ting pair age. I wanted the a super-ting pair age.

WISCOSSEN. Total Chicagos among their has an Post New February Belleting Associated by Stations Sept. 10 2 Stations Sept. 10 Stations Committe erworty agrandety top into Sends are file. The part of the pa

Poultry Shows. on H & Sends only and he of Y Innest Positiy are represent the party and the party V Adventage Penkry and Per

Dog Shows. TO COMPANY OF THE STATE OF THE Adhence Emerica and March print a EV G V Memorane at Cart of the Control of the Horse Shows. Man applied to up to Chromo Plane Super Circ Mr. Third Assemble From Plane Super Super Assemble and Assemble Super Super Assemble Super Super Assemble Super Expositions.

N. T. Territor Reportment of the Landson of the Lan Races. Opening Country Code Spring

NAME OF TAXABLE To and to in he Pear ! Ontario Industry Clair May so makes Octavio Seeley Clair Washings Park of Delay Child Ry May on to June 16 colo the May to 0 chair the May to these t recently, I broadly budgey that tweing making hear print half the manning long

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Street of to-Cort o to the contract of the contrac CODUEDCIONS

Terry Cabed Confederate To a Cel J S O'Styne Director C Newsch Debelog Adm. John H. C. Commercial Joseph Commercial Section Conf. Sci., Commercial

Brains - Experience - Capital.



All are sended in a hell posting campaign. I have Stains and Expersence "to hare," and a sefficient quantity of Coprol to some the bill pester of prompt formests on all orders. The bill posters know me and like on methods, and that's why it will pay YOU to place your bestoon in eny change. In repected prices—Bring known on quick pay, I have the advantage of every special role that is even offered. On a period of twom? Can manufa save yet ments meaning, to may authorg of the other advantages. But I never amont a special that on a single term, ration the hill positive speciality sufficient in

I place year posters in every city, town and village that has a reliable bill poster. And I know the over that are reliable. SAM W. HOKE, 117 W. 210 St. Nov Yest.

MIDDLETOWN Advertising Co. 88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.

Middleton is the Sollread and Commanded Rick of Owney County, Fepals
Offs 16,000 County of the Meetings International Association of District

Christmas Billboard, 1897

Any Size. ---- Any Style. ---- Any Color. SEND FOR SAMPLES AND PRICE LIST.

CINCINNATI, OHIO.

L UP-TO-DATE ADVERISER L DESCRIPTION THE ADV. HOVELTY CO. 29, 24 6 25 S. THERD ST. CINCINNATI, ON

Pigring Contract Cat have for the

ORDEN & CO. Automatic Slot Machines, Bonness, Ster. Carts. New Resigns Story Storts, Largest Pusters In E. S.

ISS Clark Street, CHICAGO, ILL. CIRCULAR DISTRIBUTORS . . .

A Magazine for Advertisers

Advertising Expertence.

FRANK M. DEUBL, BILL POSTER AND PAINTER; ALSO CIRCULAR DISTR

and magazine in what publicating you paw this privers

THE MINETEAUX SOAP & CHEMICAL C

One of the richest, best and most prosperous towns in Central Kentucky, No celas tewn suponds so quickly to cements on the bill No other town can boast of a better bill posting

service. Post Richmond. # Send your paper to the city

CRITTENDEN & CO., Gry Bill Poston and Distributors CENTRALIA, ILL.

TO BILL POSTERS AND ADVERTISING MENwhose names contain the letter S, appropriating my trade-

mark, the 5, in connection with their names. This is to eive full legal notice that this trade-mark is mise and will be protected against all infringers, and all such acc instructed to at once cease using same, under penalty of

SAM W. HOKE Poster Contractor 107 West 28th St., New York.

ATTENTION ON BILL POSTERS!

A. BENNETT CO., 201-3 Hain St., OTTAWA, ILLS.

Classified Advertisements. Classified Advertisements Classified Advertisements POSTER PRINTERS.

Cinsumed Advertisements.	CHASSINGU AUVERTISEMENTS	CIRCUITED VOACCUERMENTS	AND DESCRIPTION OF THE PARTY OF
SILL POSTERS' DIRECTORY.	RILL POSTERS' DIRECTORY.	DISTRIBUTORS' DIRECTORY.	AND THE PROPERTY AND ADDRESS OF THE PARTY AND
	Woodland, Cal., and Proper of the Land Committee of the C	Control of State of S	Administration and the bar for the first of the con-
Indiana, Fa. H. X. Apple,	Wenkesha, Wis.	General M. Leonard, Softanto Districtural	
B. W. SPORES, De Penciak Springs, Fla. Character and Von Pencial Control of the C	Appropriate Control of the Print of the Prin	Sawport, Ry. O. S. Street, St. Population 98,000. Paterson, H. J., Population 98,000.	Control there Printing Co. in Science, Chinase Concentration Lettrographing Co., 78 and 77 La watte Ave., Chicago
Bracelord, Onc. Pop. 17,000.	DISTRIBUTRES' DIRECTORY.	Williagensperi, Pe. "	Cremin these Friendig Co, to Motion, Chicago Co., TE and YT La malle Ave., Chicago Co., TE and YT La malle Ave., Chicago Corresponde them Friendig Co., Sancting Co., Chicago Corresponde them Friends Co., Sancting Co., Sancting Co., Chicago
Oakland, Oal.		Finalizing De. Foy. 600,000. The THEE CONTROL OF CONTROL ASSOCIATION OF CONTROL ASS	
	Enforced to be havedy that tabands much ac-	Office & state of Breast, ALLEGERINE.	The Securitore Little, Ga., Cto'ci, O.
Le Verre, Man. Pop. 5/80.	Wincom, Minn. Pup. 56,000. Wheele Units of Con. Co., 78 St. Storage of Control of Libertains, Sign Vech.	Trucky therefore and the Advertises	Requirer Job Front, Co., Coru, O., Front Ethere, de lementes, better Francis & Valentins, pri Cirg, Rai Francisco
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