Vol. X., No. 4

CINCINNATI, APRIL 1, 1898.

ATTACK!

The freedom of the peops is an excelbut thing and is wholly conscend with the principles upon which all free greens non near department the time of what is known are futher and delea searchy in the The man who throws a bomb or match a stilette in the cense of searchy. is reality is not so designment to free gov-crossest so a possi that regards nothing as him second or as too polluting to be second before its residers.

ADVICTISING STRATAGEMS Graenily, studyey should be left to

over of the best known strategists in the obsertions field was the late Goorge Robins, of England, He was rather more locally famous on an excitance of This is one: In his discription of an cotels that he was engaged to sell be seed amongst its many change, there is a dong found that this mount suthing more nor

loss there are al-l garlious This selection has been dead probable forty years, but he is not forgetten. his negativing circulars he followed the not. Some of his circulars about I in portio selections, and be declared the even adjuctions of the aspectation degree had to sell. Frequently be over numbed bissecif, made bissecif ridiculous and or performance become a color for description Mr. Robius Inc. sandern pretotypes in the resistance of periodicals who offer an and not work that rivels what costs quali fortgood when benght over the eventure The wooder to fint may one is deceived by them propagations, and in General

by as specif as England people should be feeled by hee high-flowe talk. It may may be explained by the fact that in those days reading matter was not an pleasable and cheep on you, and advertising was ent in our present state. Popule were short less and knew-less of each other flowers, there are many Enopousar who certly leave the hamicia after they were leave, and Junity 27 Copies Holes, for memoria and design Sustains 18 hands, never and steamed in differ Spice [105] of the public day (Call The North Than procedure the report of housests America that can be reported to be a fine to the state of th

Print Super land the Siries right of

large. That is the sent of seconds to be

brokenhol by such absertions as was English. The neutr justified the inves-George Robers.

That time-were each lies, "Weeks after as typerpolated controllers, More year bette?" came into see through a should with lengther at the bilicross piece of strategy of a deflerent knot This stary also comes from London I It hoppened, years ago, that a hotter laantire stock of a bankruot brother tradesthat he had made the mistake of over-

on the part of the writer or the praster to be shown and laughed at over again to the slow, bourks strated gravely with the "erner" for the blander. Young fellows purchased gos sunser for the extens of going in and begging for head-bills. They joked with

BURDON, W. WATTLES: charging mean of his clerks. In the wich the stoodsessor and his choice, and now

of time a friend, and he must have been a been advertisey, came to the ceacue. He advised a been built that about assessmen added a last tell that should assume the charpeous of this bankrupt stock. Hamilto'lls had aboutly been used, but with re very startling signific. The friends added but one signs. This was the legal. "Who's Your Alber?" ing of the genth. They were all "Ate." There were "Touthe" fifth Are" "Best Beaver "Ate," "Lation" Rilling Ma. "At fee the country," etc. The result-

forgot the place. The shop was known— if was femous. It was not to know the latest joke not to know the special business tends are the methods of first class rejectants of him book and other others of hodge. Their tierater letters going conteners or works of ert. The

heavy paper, under full flotter pestage. These assessment the annual pale of Sucas, or ruce, or custains, or each moves, or we. derwear. The province is confide in

The norms who receives these well made excelan receives with each as ad-Ortion to her self respect, and her good porduce even if she needs them; but at greatest circular is carelessly (?) helt in a place where her neighbor may no that her name is of consideration with a

neght the presence's wife for justistions Die in publicity of the west describe tied. It will lest. The mode to be wild are no chances for deception, and more in attangeted. The sale is to slear every adde and ends accumulated during the season. tribution is the most effective method of advertising. It preduces the quickest or When samples are given, or sold for a trife, they at once bring the wender There is no least hint of a "pig in a police" bicyrin. There is no feet time for the receiver of samples, and she has a graphete of the treeh of the tree Next to this method in efficier, is the well made circular or backlet thet unitel-

poles the questions that the average per son would sak in regard to the grown ad-

Les Assesses, Cal., Feb. 20, 15ph France V. Ivanes, Dos Romes, Iona. Exchand fard fifty-four cents for you Directory with Cort tame invested through WILKHIES POS-TROS CO. THE LARGEST FLAG

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Bill Posting Association.

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W. C. HOYT, Davids, Va.

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Typewriter

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ROCHESTER, We stip the delivering from Ealers and Ad-STATES AND ALL AND ALL

ASSOCIATED

Man in New York—The Rampophlys etc Compressy Laid Over Unit the July Meeting at Bullate. The Executive Communities of the A. S.

P. sect in New York March 10. Sevens, P. met in New York March 25. Seven, members besider the committie unreaded the nichting, moving their Mr. R. C. Chapleld, of Chinging Mr. E. H. Rammey, of Leanington, R. C. Herneris, of Lean-Ele: S. H. Robbers; of Philipping Barucy Link and Whit Per, of Smokley, An forcehological in these columns, the Mil Protot, the official organ of the sase curion, and Display Advertising were similarential. It is removed that the Poster and Display Advertising," Our advipts, which are an atliable in it is possi-ble to per them, say: "It will be educed from New York and published from Cal-rage. Holf olds, Campbell publishes and McMoure gets the stony face. A stock company was forward to contain the new publication, with abuses at five dol-

lors such. All the committee took a both and the members at large will be ex-pected to take small. Complett may be well get in a word occasionable in uniteral Bud and the bon," It is also reported that the charges a If it is the representation that the Charges per-ferred by L. H. Existing against the Her-eria hall Penning Co., of Louisville, seein ever to the next general specting at line. The meeting was rather spiritum and devoid of nuthusines. Completes invdown, and especially his sansifier of Ma Mann, sected some Side comment and

John Whelm, edicial religion at Se Louis, was expelled for cause. This action will be commended, despite the built percedual of combilidate. On account of the severe likeous of his sephra Engone, Mr. Al. Bryon was not

AUBREY BEARDSLEY DEAD. The Region Artist and Weber Phone Away at Mentons.

THREEL'S DOUBLE DECKER.

WHATAMEDOWN, TO PRANK V. DRAFER, Das Dane Size... Machinel and stamps, for which as the Directory

THE BILLBOARD. or East Elizabilities, Clarimes, C. T. S.A. Address all communications

THE RELIGIOUS PROGRESS OF Subscription, \$1.00 Per Year, 50 Advants.

ADVENTURED NAVIGO Advertisements will be published at the sail area man of ten couts per agent line, ongy to descharactes must reach us us so before the English (Children

and many policitis in The Trickness Field Co.
The adiptive search designation is enhanced monthly and professional and profes It is greenly believed that the first Entered as Succedifficer Minter at Part tights (Convented, Office.

of the A. R. P. is to support the porticular APRIL, 1875. As THE open association idea becomes better understood the opposition to it second ben and ben. It is nextly assembly conceded now by those who have given the matter careful thought, that it would

lesson the evils of opposition very muteriolly. Caluatanasisty, however, there are some people so constituted by inhesited bins, acquired abstitutey or cold, selfels greed and evulue, that they are should compalled to oppose any and all things which others property. If it were not for a few of these gustry, supported by the outhinking and municipally denotes that emerginto all trade deposimions, the great

scharge might be given a trial and its topscenne possibilities tested within the year. It is possible that it may go through in when the matter is carefully considered. space of its opponents. If the thinking hill peaters ducings gleemedren it will, but this is not probable. . force, white the thicking man of the

creft arbbus source therengives in convention, their influence makes their felt. the Associated Hill Posters', for instance, though still for from being on "open" empiristics, in any by any second the "close" organization it was tree or these years ago. It has several exembers in New York City, all dyelling together in become, In fact, in far in the serious. De provincial members, too, ore now

Noble to expedition if their appositions at any time pass these is point of service or

All of this is, of course, a great inprocument mean the old order of theses. and is directly due to the influence of the threateful members of the bingueand the Stellan full of The Britanian. 4

Increasurate, we might observe, it is beginning to days on a great many. All nates that Two Britishes is no institution which, in point of importance, stands and melalana, is the new of

the A. R. P. This was made modified onently, when several premiarest members of the A. R. P. undertook to "inquestion two sout Austine intimposa." The that we had no quared with the organiestion, and still more so to movies out

to the fact that THE BELLIANED SERVICE the siets to criticiss not only the notions of the offeres of the se-selector, but the exactments of the association as hinder or hamper on in the discharge of

set of editors in power. Hence it will be secs that my paper unting in that on packy, which meets expectation, sent smoothly deceasings into a colourne, sero-It may not propose measures of im-

I may not collicite nor oven print prebets or critiques from purehens of the americane. It must confine itself aduly to adulation, chargaines proise and service If it does, it commands on respect and

If it does not, it is promptly diverg-Earl or built-t. In either event, its bet is for from being a begay can. The A. R. P. has found the harden of connecting an official course a heavy one, and it is small sounder,

Owncomy the A. E. F. sent other change the metion of the desire and onpartition of me official organ or quit blob ing about the expense. They wight take a care from the 1. A. do not expect their efficial organ to teads to Saile officers. They comparing that we official copus need not be an officered to

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The vote during the past month has been the Lookest of the contest. Seven mark of the contestants, as will be seen

The votes are mostly singly seen There are very few bunches monitori, teoria. The monostial cambilate will have every We have sciented the famour Canana

The ten will occupy a lattle over six works and will proce a most enjoyable HOW THEY STAND The votes annional by the voters contraining up to March to work as follows:

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(nothing else) on the coupes below, and whose some it bears. AT April evesome runt to ented before April 25. This role is impossible, it is secondly to

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******** Notice-The first polls close at noon Seturday, July 6. Under our arrangement with the American News Company, This Burnacana is appared to be on sale at all revented Patrons unable to secure it will pleas swilly us, giving place and date.

GOOD, INSTYRE, BUST. BY \$480 W. SHOWN. All advertising is good, but some blade on botter they offers. This properly has been made before, referring to whichies

to been and even to affections. It is curbanty true of advertising. But on matter how good the advertising medium, the individual advantage your as une that suctions on to produce very no possibility of doing bill posting withold Some time ago the great department more of Singel-Cooper Co. of this dive contracted for a tell poeting service to

alased sections, using a 6-sheet posts This was started as on experiment, and i probably be that it chief pay. And yet if the advertising manager of this estab-Richaucut aboudd put out such unattageties advertising in the newspapers be would held his position only long enough to rushin the management to secure name Why a concern with the messy and tairest at their command that this firm has should be contest with the very cheapest to their festivat posters, pesses all ander standing, and the more as from the fac-

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Therefore, N. Parkell, M. Sanser, M. P. L. Barry, Courty, S. S. L. Barry, C. Barry, S. S. L. Barry, C. Barry, S. S. L. Barry, C. Barry,

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Setter Bres. & Co.
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WHAT'S THIS? Well, Well, Well!



JOHN T. WILLIAMS

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STREET PARADE OF N. E. ALABAMA PAIR.

NORTH CAROLINA.

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TOPEKA FAIR.

PHILADELPHIA.

PURE FOOD SHOWS. W. VA. STATE FAIR. G EVENT AT WHEELING Opportunity for Advantage of Which

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FLORIDA.



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CENTRAL CANADA

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EXHIBITION,

OTTANA, ONT., CANADA.

OTTAMA, ONT., CANADA.
September 16th to 24th, 1898.
FOR ALL INFORMATION APPLY BE
E. MINISTER, SOCIETY, 20 Spale Street.

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Fair Dates.

AGENTS AND
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SALESMEN

Naths men moonly selling EENTER SPORIS
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Suspic and our Terisons Proposition and perspell for 13 cents in stamps. Electric Sponge Co. see washington or.

BOSTON, MASS.

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A NATTY RIS, STOCK TON, CAL.

OR DESTROY AND TRANSPORTED J. T. WILLIAMS, SEC.

E. S. STE, "Ny ST: Poster, majoritr'i de la marie del maries d'intrinses est trabi-WE WANT YOU State of Sta

IT WILL PAY YOU To enhancible for 10 To ball to Chean, 3 ber entry and appealing even march SANFLE COPY SERVI PROS TRACTE ME 45 PARI PENING PO GRAND ISLAND, NEBR.

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net armer Elect Edward, MEW York or for Contribution. Mouther this page CARLISLE, PA. WM. M. MELOY, Obstehnter.

Member L A of D BLAKEY, Wos. E. Expert Ad Woter,

BAGSI For Circular and Somale Metribaters

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ADVERTISING * *THERMOMETERS RUILERS and as as as WOOD NOVELTIES AGENTS WANTED # # # But lead and transfer. We say here or With to us for Continue with price and materials. At Al SPRING TRADE is always good, and now is the in go *** * * * * *

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BUNTINGTON, IND be Live City Distributing Agrees British of W. P. Subst. Beauty

HILLSDALE, MICH. A. H. BOLLES, HLL POSTER AND MISTRIBUTION HE STED BILL PASSING IND SHEE CO put Person, Card Tachtee, Brotefferling

PORT & COLUMBER, C. WANTED men of persons who mat \$2.50 Geige, of Tyrore, Pa., and re-red NO. WORK, address: 1. S. this office.

PAINT, MICH. PHILADER IS THE MANHATTAN PRESS-CLIPPING BOREAU ARTHUR CAMPET, Homeson.

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Southern Press Clipping Bureau ATLANTA, GA.

COATURALL DE SON TO STATE BAVANNAH.

TON, YENN. ROWNSVILLE, TEXAS, 144 IS POSTED AND DISTRIBUTED BY Valle & Bro. Adv. Co.

WORK BUARANTER THE AL DISTRIBUTION OF . tribators and Gage Yachura.

Colfax, Washington, Proposition upon. For head remain in ourse GEO. H. LENNOX

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Chairs, Cabinets, Letter Files THE U. S. DESP. FILE & CASIMET CO.

Cabinet Files

Desks, Ghairs, Et

MAN

must be a man, and a good man, too, in order to join The International Association of Distributors He must have good standing in his town. He must

be capable, experienced and honest; and, lastly, he must be able to prove that he is all three. I will be glad to hear from distributors who can meet the high standard. There are a number of towns open. Perhaps your town may be among them. Write for our list of members and see. Address.

W. H. STEINBRENNER. Secretary-Treasurer.

519 Main Street, Cincinnati, Ohio.

NOTE.—The Third Annual Convention of the International Association of Distributors. will be held at the Leland House, Chicago, July 19 to 22. Distributors, Advertisers and Advertising Agents are cordially invited to attend.



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play our service. Docume we live in a city of 33,000 population, and one guara-REASON No. o why our service

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Looks like a Special.

....FOR STOCK STANDS

TERE IS A SAMPLE STAND:



1-Sheet Letter. 24-Sheet Stand, (without border)

- We have this letter in stock in the following steen
 2-sheet Upright, 28 leaches wide by 84 inches high, red, (3 sheets high).
 1-sheet Upright, 26 " 42 red,
 1-sheet Plant, 21 " 28 " red and blant.
- Our Germ That Border makes a beautiful eventual with the Red and
 Bios Letter.

 From this series, we can make now size stand desired. Each size may
- stand. They undeshtelly make the strongest and handsomest stands obaleable from stock letters. FRICES:

 1 stands, - 25c. 10 stands, - 2 vc. per short.
- 5 stands, * Sc. per sheet, 25 stands, 2c. per sheet.

 We keep in stock Red, Blos, Green and Black Blank, at 2 covis per sheet

 L.A.D., L.A.P. and A. B. P. Letter Hands, with cuts, at fower priors.

HENNEGAN & CO.

Poster Printers,

719-721 Sycamore Street.

CINCINNATI, O.



THE DONALDSON LITHO. CO.

AMERICA'S FOREMOST POSTER HOUSE.

CINCINNATI, OHIO.

TAIR POSTERS.

We have a larger variety of stock or syndicated posters for fairs than any other

merit. First of all, they are forceful, afterwards artistic. They are made with a view of yielding advertising to the user. They do not merely catch the eye. They go further. They create desire to attend the fair. They are suspective to all others, and they cost no more than then patelf. We will now do annulast free to lair unsangers.

Continuous Publicity on the Billboards.



Bill posting is any a spacemodic advertising medium, as some advertisers think.

On the contrary, the most successful mera of the billboard are those who make contracts for six or twelve months, and who supply the bill posters with sufficient raper to renew at frequent intervals.

While thirty-day bill posting is good, the continuous, lasting display is what knocks all the persimmons.

Many of my best pleased elicitus are those who have made yearly contracts from the beginning. But whether you want to post for a year, or for theiry days, or for only one week, you can get expert and consoleutions service by placing your entife order with me; and you can save yourself all yearsting and work.

I place bill posting with the best bill posters everywhere, at their regular lowest rates, and I guarantee the service-

Should any portion of it proce unsatisfactory, you are not charged for illut portion.

Also dealiness with the hill maters

have extended over a number of years; they know me, and they exceeded no order from me as an equivalent to the money in hand; that's one reason why I get their best service; another concou is that they get business from me at frequent intervals, sometimes three or four orders a mouth.

These are among my arguments why yow should place your bill posting through my agreey.

Sam W. Hoke Lony-Distance Bill Poster, 107 West 28th Street, New York. Telephone,