Vol. X., No. 6.

### CINCINNATI, JUNE 1, 1868

### PRICE IN CONTR

# TOPICS ON THE WING.

The Carleting Moreleta Browing theperg, of Chelanali, has opened beased at Circuized with a poster manner to be renture. It the sed or pasted by Bynn & Co., who know how is post. This expectigoest is a

is expression with the manager ing had built up the patronage of the formation in threedore, dealer rais

"I have done peaker advertising all ur bariness life," Day Seeman, the throrised gam man, mid, "and it availed can hald of my spectrue in my this sort of thing, go is whith a deteris make poster advertising a continuability with even in new or newer in obret beheld the doctor's poster portroit mir that during the past decide. public through the poster, and the

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decreased the use of Inlicis, langers, Fifty per cent of the lawr in gines in new sold without a label or say other indyals. The new tax will coupel brows to charge more for their product, then sandding these in family style with the model it will als are means work for the printer

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DR. NIROSANT. of Opport, Ohn.

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He an politicle as you mur, but don't be period on ran ave, with your business segurity. Keep on 15 vetleks. Anothene will pay for it We all keep as easing, wenting weat aldes, enhoting engedies. If you are riset of Mean, give the "Notes" a pince on your posters during the pra wrait under with the "Maine" in the toreground, index it read: "Hethe old stand " This to'll follow ap-Densey thiss to bla competition?

new beauty and just list still they chashi he a lostare of every spindate chefilet. The university being in the gast deficute of them all. The good theory in this line brings the best of possible. Reveality we get in a for serier merit, was offer and models and we shared these points in the hands of a civity articl. The result is a paster that his explained the fe ande eye and the female pairsongs strate same di-impairible foulant, wa

harm. If you will do this sort of advorthing, do it well. Then it will pay at least the bill of the printer. And, to do it well, it is imperative to distribute it well. This is, first and last, the main point. There's a great deal of methad in distributing blotters as that they will do the most good. The distribution of Motores at Intris and public places should alwry's be do your bidding. The professional to your bidding. The prefermional experience, and, andder and otherwise

### Advertise When Others Stop To fam W. Sinte

in 1915, at the close of the Work's Fair is Chings, the times get hard and harden, thi feally very more of the display advertising was discontinned in that city, as well as elsewhere

Just at this time the General Arthus time people concluded they would trade for the General Arthur, a cigar that had been scarcely heard of east the Pacific slope

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- s. Since your same
- A. Gase your references. 5. Gire your address.
- 4. Give the number of pieces required to cover your territory.
- 5. Gare your price. 6. Gare oil of the above in your first letter, and address at to

### DR. W. S. BURKHART. 121 E. Seventh St., CINCINNATI, O

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### Additional Letters to the Editor.

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# RED JACKET VERMILION

More Durable than any other. Send for Sample, Light or Duep.

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### THE BILLBOARD. PERSONAL PROPERTY AND

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For the editorial or business departments to

Subscription, \$1.10 Per Yose, In Advance

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Advortining in full of surprises and dispretenests. The man who chieve he has reduced it to saything like an exact adapte is ether a fini or a faker. And yet experience counts for much. There is nothing, in thet, in which knowledge counts for more. Deccentral advections are pretty gensuils agreed that its most salient selecteds in iteration. If the publics cried his wates but ence, what sales would be effect? But keeping it on incountarily works wooders. Logenity. theothers, these mediana which yield the most remeated reminders at the head cost are the best modils-orga, 141 heards, bulletiss and house-tohome work are the held mediane. there is no sotting away from 9. The from of the manualar must be shin. to every superintical person.

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# ANS-MISSISSIPPI EX-POSITION THE TRAP

# To Open on June 1 at Omaha-Promise of a Very Large and Handsome Display.

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# TO THE ADVERTISERS OF AMERICA.

# GREETING

The Third Annual Convention of the International Association of Distributors will take place at the Leland Notel, Chicago, Ill., July 19-22 next. Delegates from all over the United States and Canada will be present. It is estimated that fully one hundred members will attend. Their deliberations will be largely given over to the discussion and consideration of wave and means calculated to improve the service. This is of vital importance to you. You can aid us by participating in our discussions. We want your views. We want your suggestions. We want your advertising manager to attend our convention. We want him to kick, complain, advise, suggest and express his wishes fully.

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Posted Ouaker Oats in Louisville? THE FALLS CITY BILL FOSTING CO. Posted Emerson Shoes in Louisville? THE FALLS CITY BILL POSTING OD. Posted Columbia Bicycles in Louisville? THE PALLS CITY BILL FORTING CO. THESE STRAWS SHOW WHICH WAY THE WIND BLOWS. Those who know the advertisers above mentioned know that they use the

best and take everything in sight, which goes to show you that you can now bill Louisville right. National advertisers who quit posting Louisville on account of the poor service are coming back thoroughly satisfied that THE FALLS CITY BILL POSTING CO. are "Bill Posters of the New School."

ADDRESS FALLS CITY BILL POSTING CO. 348 W. JEFFERSON ST., LOUISVILLE, KY.



# POSTERS FOR 4TH OF JULY CELEBRATIONS PICNICS, EXCURSIONS AND FAIRS.

We can furnish you with everything necessary to advertise any kind of celebration or gathering. Stands, Three-Sheets, One Sheets, Half-Sheets, Pictorial Dedrira, etc.

The following list is especially adapted for either Fourth of July Celebrations, Picnics, Excursions, Fairs, etc., vist.

# STANDS.

Any size can its made from our stock letters (which our understruidly the best in the market), in conjunction with our new Fing Boolor. Do not put on new small lettering fin late of an its syder argic par short.

# THREE-SHEETS.

We endse the faces j point description is the country. Our points the interaction j = 0 point and in the enty less. One coints,  $\beta = 0$  point one print,  $\beta = 0$ . The enders, from fare  $\beta = 0$ ,  $m_i$  and  $m_i$ Countaines have the point point of harding the true and before where its one color and contex short its metches, then giving a investment point at some other point.

# ONE-SHEETS.

One desci descriptore are made at the following priors : that unlist, two for  $g_1\omega_1$ , no for  $g_2\omega_2$ , gas for  $g_2\omega_2$ . Two unlists, no for  $g_2\omega_2$ , no for  $g_2\omega_2$ , gas for  $g_2\omega_2$ .

# ONE-SHEET "UNCLE SAM."

We have two "Undo Sam" Posters, and they have made a decided 10. No better poster made to advertise any load of a public gailerage, go for for  $_{2,8}$  so in for  $\beta_{1,2,8}$  so in the  $\beta_{1,2,8}$ . They as plant, of room for lettering, but it is much better to make it bein, better and cattley.

# PICTORIAL POSTERS.

We have other one-sheet Fitzscial, assary all of which one be used judiciously to advertise colorations, etc. Arrong them are use transm. "Bay," Praise, "Bayold Non," "Chors, "Well," "Seeth Girl, ""Europ," "Chi," etc. With proper reading matter they set very advection.

# PICNIC HALF-SHEET

Is adapted for any kind of outing. Also our No. 73, "Setting Scene," No. 65, No. 65, No. 66. The prices are the same for all via: moder \$5,00, anoder \$5,00, you for \$7.00.

# HALF-SHEET DESCRIPTIVE

With rescondly encount of realing matter in any other, \$1.00 per 1,000, two other, \$10.00 for \$2,000.

# PICTORIAL DODGERS, 7x10 in.

One of our Fleendal Dolgon is worth seare than to plain type dolgon. We have a gent vanisty. Amoig them our new "Durk don," "Amoine Flag." "Hole KM. "don," "Weis, "Lowes," "Seare," "Langeling Cons," "Dying Cons," "Chen," "Researe Flagman," etc. All plained in good, fields yorker. Floor, plaine is pay, tam for fars, morier fam, some for fait, some plate, to plain frame.

Besides the above, we have Round and Triangle Gas Jet Card of splendid design. Streament for Fences, Two onlor Dates, all sizes, and many other novelties, all of which can be used with good results. If you want our advice, ask for it. We will metricate to write your advertising matter free of charge. Write for samples.

# HENNEGAN & CO. 719-721 SYCAMORE ST.; CINCINNATI, OHIO.

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POPUL ATION Posters' Push & 750.000. practices, Spreasans, Energy, Novels, Scrap-Dooks, Statistics, etc. on of PROBABLE SUPPER for heat the ends you have to still. PATES: \$1.00 PER MONTE AND OPWARD. Let up Lane what you are interested in and we will cause you onbet BILLPOSTING THE CHICAGO PRESS CLIPPING BUREAU, -- 56 Fifth Avenue, Chicago be Merchants' Sil BULLETIN SERVICE AND DISTRIMUTORS Mt. Carmel, III D. L. McClint W. F. Williamten fürgige Afr. Ca FIRST-CLASS FOURPMENT CONCERCICIONOCIONE BUNEST SERVICE. . . . 210 H. 7th St. HIST SUDDOGL Tist there was a machine that for dellars a dec. woold you AS & MATTER OF FACT There is such a machine Eather more profe from less floor suchen lieber pesie chenper than Take a Minute and a Postal - write as and we will left you all shoet it. N H MICHAEL & CO O'L' State of Links and the other



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# The Man Who Takes Advantage

OF THE SITUATION just now is going to derive better results from his billposting than he



would have secured last month or last year because of LESS competition.]

Prople are going to continue to cat, and drink, and smoke, and "chase", and take medicion, and war clothers, just the same as when there was no war; and the absentiors who puts hip amountpress. on the hillbards NJW is going to get the tack.

If you are not familiar with hillposting, and if you want the work looked after by an expert, who is thoroughly familiar with every feature of billposting, send for fam W. Hoke.

If you are familiar with bilipointig, acquisited with all the biliposters and know their 'mics' and methods-in fact, if you are an expert yournell, still you used the anistance of the wholesile buyer, the unit who is sending work every few days or weeks to the biliposters. He is the man who gets the best whenever any frozen are shown.

That's why I advise you to put your orders through \$am W. Hoke.

If your printing is not yet ordered, so much the better. Order it of \$4m W. Hoke, or at least consult him for his ideas before ordering.

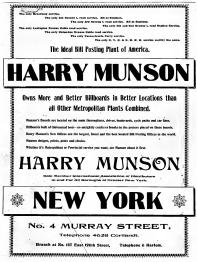
Sam W.Hoke

Long-Distance Billposter. 251 5th Ave., New York (N. E. Cor. 28th St.)

Phone 2074-38.



THE TIME TO POST ONE OF THE TIMES TO POST IS WHEN OTHERS CEASE TO POST



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