BEER ON THE BILLBOARDS.

BY SAM W. ROSE.

If there is any one article of commerce that appeals to every class and kind of people, that article is Beer. There are people, of course, who don't drink beer; there are some people indeed who do not eat meat. So I can't truthfully say that everybody drinks beer.

But beer is the drink of the masses, and it is the drink of the great saloon classes, and, in bottles, it is not despised by the millionaire, who frequently prefers it to champagne. Everybody but the teetotaler drinks beer.

Now when the brewer begins to figure out some way by which this beer can be made known to and liked by every possible customer, it is no duty that he should turn to the billboard in preference to all other mediums.

The billboard is read by all the wealthy classes—they can't help it, unless they are blind; these people also read the newspapers, some newspapers, of course. The billboard is read by all the great mass of humanity known as the middle classes, a good share of whom also read the newspapers, some newspaper, some time during the week. The billboard is also read by the poor, the very poor, the people who schmoo if ever I see a newspaper, but they all drink beer—if they drink at all.

The usual reply by the average brewer when solicited to do advertising of any kind, is that he must have the saloon keeper, that "no matter how much my beer is called for, the saloon that belongs to my competitor will not sell my beer." Certainly not. But the beer that is made popular is the one that has the call with the most saloon keepers; the ones whose trade is the most worth having are the ones that are going to flock to the brewer whose beer is most called for.

And this is where the billboard helps the brewer at both ends; it helps the drinker and the seller of the beer, and if the poster is a good poster it makes the saloon keeper want the beer almost as much as it affects the consumer. And after a dozen or so of his regular customers have asked for Giugenheimer's beer, "because that dandy poster guy says it's immense," the saloon keeper begins to think that he had better make arrangements to handle that beer.

All saloons, however, are not bound to a special brewer, and those that are not, are quick to say in goods that are frequently called for, and that seem to deserve their popularity.

The brewer who does begin to use posters should not expect them to do everything; the poster, if it is the right kind, will pave the way; it will make the consumer want your beer, and it will make the dealer want to sell your beer, but you must be ready to help the ad along; give it a helping hand by putting an extra force of saloons, canvas the trade thoroughly, tell them what you are doing and what you intend to do to help them if they sell your beer. The average consumer won't insist on having your beer at first, until he has had a chance to become acquainted with it, so you should use every legitimate endeavor to get your article on sale at the very first, as far as possible.

Klaw & Erlanger, who announced last month that the billboard must go, as far as they were concerned, have a play on this month at Wallack's Theatre here. As the bill posters have no grievance against Wallack's, Messrs Klaw & Erlanger magnanimously allow this attraction to be billed.

In spite of the great competition in the business, still there is a good margin of profit in beer, and the brewer who will devote half of this profit for a year to a judicious use of the billboards will be surprised at the extraordinary results in increased sales, not only during that year but for subsequent years.

The season is again upon us when frozen paste on the surface of posters renders some very beautiful designs unreadable. This could not only be avoided but paste could be saved at the same time, by carrying a pad of clean water and an extra brush, to "rub in" with. It has been suggested that this is better than "rubbing in" dry, because the paper needs some moisture to soften it and allow it to lay close to the board while the paste sets.

Competition in New York City has done more toward popularizing bill posting than any other one thing. Each of the bill posters has striven to out-do the others in locations and in well built boards, and the advertisers are attracted to the service on that account. And still there are people who will say that the oldest and strongest law of trade does not apply where it comes to bill posting. On the first of January a year ago, the bill posters have increased their rates, and it seemed that their business boomed all the more on that account.

The Canadian Bill Poster's Association have adopted a scale of prices, basing on populations of the towns, same as the plan adopted by the International and the Associated Associations.

At first glance this plan looks as simple as can be, and it would seem that there were no further need to write to an association member asking rates. A census report seemed all that was necessary.

But your friend Plummer, of Asheville, who is working on the international schedule, wanted to add all the visors, which shows another coast unto his rate; and Dily Carroll says that all the saloons belong to Albany, and swell the population to the 12c. mark. And George Cartner says "Centralia hanged, Syracuse has 120,000", instead of the usually little 85,000, as the government census claims.

The humorous part of the Cartner claim comes in the fact that he was rather indignant that I should ask his rate when I had his beloved The Bill Poster to commit. And it was only when he called on me the other day that I knew his census ran so far above the government.

Mr. A. L. Foster, of Planofield, N. J., made me rate of 7c for 15 days and 12c for 30 days, which he claims to be regular association rates. I don't know what association I can.

But the Canadians seemed determined to avoid these difficulties; they provide that if the population shall have materially increased since the last official government census the member from that town may obtain a certificate from the town clerk, showing the population as taken by the ascertainment, and forward it to the secretary for consideration by the executive committee.

Editor of The Billboard:

My attention has been called to the fact that Ed. Statler's is being shipped out paper to the International members, and deducting 16% per cent, on all sums of one dollar and upwards, I wish to call the attention to Article XIX.

MEMBERSHIP.

Billboard advertising space, poster prints, and bill books, and bill commission, on all paper sent out for general posting, per copy or single sheet. Be sure to make the request for this general distribution. Guaranteed to be

- per cent. at 800.00, and upwards, over 800.00.

International members are requested to live up to this schedule, and report any variations to F. F. Schoefer, President, 333 West Harrison St., Chicago, Ill.

Very truly,

CLARENCE E. RUNKY, Secretary.

D. R. Talbert, advertising agent of the California Pig Syrup Co., writes as that he cannot get along without The Billboard, and encloses his subscription.
BILLBOARD ADVERTISING.

We have received numerous communications of endorsement from the various departments of our organization which we believe to be indicative of the general interest. We are happy to report that our circulation is steadily increasing, and we welcome the custom of new advertisers as well as the renewal of old ones.

A circular which is now being sent out to bill posters by the International Association of Distributors possesses peculiar interest to posters. It is addressed to those who add to the income of its members by distributing advertising material. Every bill poster who does house distributing will be deeply interested. There are several copies of the circular in your office, and you will find it useful to distribute as much of it as possible.

The Encyclopaedia of Advertising, compiled and published by the Publishers Guide Co., of St. Paul, Minn., is a handy and useful little book that ought to be in the hands of every bill poster in the country. It contains a list of over 4,000 general advertisers together with their addresses and their ratings. A mere glance suffices to ascertain those that are good and those that are dead beasts, those that pay promptly and those that are slow. It costs but one dollar and is easily worth ten times that amount for circumspect purposes. The publishers are publishing a new edition of this excellent book which will be of great assistance to the advertising world.

The Capital City Bill Post Co., of St. Paul, Minn., is ready with its considerable paper for general advertisers, and would like to hear from bill posters in all sections with terms, etc. They have applied to the International for a subscription. They also suggest that bill posters in general will do well to dwell at greater lengths upon the matter of advertising agencies, and to good location.

The Bill Poster for January is already ready for publication. It is much improved typographically and in its general make-up. It is a very handily issued and is sent to the members of the organization. It contains the usual material and is ready for mailing. The next issue will be published in February.

The TIPS for December were well received, and it is hoped that the December issue will be equally well received. The next issue will be published in January. It is urged that all advertisers send in their orders for the next issue.

We are happy to report that the work of the American Advertising Bureau is steadily increasing, and we welcome the custom of new advertisers as well as the renewal of old ones.

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BILBOARD ADVERTISING.

Eric got the Walter Maine work again.

Frances S. Valentine, of San Francisco, were partially burned out Dec. 23.

Gunnison & Murphy, of Minneapolis, printed the Washburn & Crosby poster.

It is said that Lefèbvre & Mans will soon be on their feet again and in better shape than ever.

Hemmens & Co., of Clunnaun, have added largely to their line of poster type, especially lower case.

The Great Western got a liberal slice of the Ringling work this year. Edwards is making the big plant house.

The Esquires job Pruning Co. of Clunnaun were uncomfortably close to a double poster configuration recently but escaped without even being bunged.

The annual meeting of the stockholders of the Standard Lithograph Company was held at the office of the company on January 11th. Directors were elected.

The Donohue Lithograph Co., of Cincinnati, have just issued a new cata
gogue of their syndicated posters. It is the largest book of the kind ever printed.

As the Show Printers' Association is dead, it would seem that the best thing the poster printers can do is to unite with the International Bill Post Printing Association.

Doubt is sending out an advertising booklet that is about the best thing in the way we have yet seen. It is called "Value of Poster Advertising" and besides the illustrations contains some very potent arguments in favor of the pictures on the wall.

The Springer Litho, Co., of Columbus, O., is a new one. They will make a strong bid for circus and theatrical work. The Springer is not John Springer but a Columbus man. Goldsmith formerly of the Diamond Litho Co., of Musconetuck, is identified with the new venture.

Many comment is heard among managers of specialty and burlesque shows over what their term comes to measures instituted by the News Litho Co. Showmen of this class are given to understand that shows patronized by Mr. Miner's printing house are given preference at his theatres.

DONAT J. LEBFEBRE.

Mr. Lefebvre, the subject of this sketch, was born on the 2nd day of March, 1872, in a little hamlet near Quebec, Canada, but while still a baby his parents emigrated to Manchester, N. H., where he has since lived. After having obtained a public school education he worked a couple of years in the cotton mills in that town but left there as soon as a shoe factory was established.

He went to work, and, after many years of experience in the trade, he decided to enter the publishing business.

He is a man of considerable experience and has been in the business for many years.

The death of Commodore Tucker, some months ago, and the succession of his son to his position as the head of the company, have caused a change in the firm of the Metropolitan J. Plot, of New York.

For years and years (some folks would say centuries) Dallas has enjoyed or lost, or both, opened up this establishment along somewhere about six o'clock every morning; as he lived miles away, Brooklyn, he was able to hear the hams of the city.
Theatres Chemical Co. 66 Broadway, New York, will entertain offers for bare, wall and bulletin space. Write them.

Cobb, Bates & Yerxa, of Boston, are advertising Breakfast Food in a small way. They figure close but are paying pay.

The G. H. Hamlenbeck, agency, New York, places the advertising of the Waverly Bicycles. They intend to cover the entire country.

G. P. Heath & Bro., of Hartford, Conn., are buying sign space for Apple Flower, a new article that they are putting on the market.

Cordial Wines, a food product manufactured by the Cordial Mfg. Co., of Indianapolis, Ind., will paint throughout Ohio, Indiana, Illinois and Kentucky.

The Cola Drink Co., are advertising a new cure for dyspepsia, called "Ami pep." They are located in the Chamber of Commerce building, New York.

Saler-co is beginning to appear on the eastern bulletin boards. This firm is also using wall space and bare wherever they can procure them. Sign Painters should write them.

"Hints on Mechanical Signs," by John Etch, in the Painters' Magazine for January is unusually valuable article which should be read by all sign painters. 15 cents. Address William O. Allison, 44 William St., New York.

Aluminum leaf is coming into high favor with sign painters. It has a number of advantages to recommend it. It comes in large books, four by six inches and a book of it costs less than half the price of a book of gold leaf and goes five times as far. Aluminum leaf on yellow, crimson, red or orange grounds is particularly effective.

Vol. 1, No. 5, of The Burst is before us. It is without doubt the most useful publication ever projected. The edition (special Christmas) consists of one copy per subscriber. It is the work of the employees of Selbe & Green and published in their interest. It was on exhibition at the meeting of the two competitive League and International Bill Posting Association and excited much interest and commendation.


If Means' plan is followed, it will surely start out on THE BILLBOARD will guarantee that it will make the rounds daily. In the meantime if there are any other shops that would like to have a visit from this unique and amusing wanderer we will put them on the list next month.

Value of Dead Walls
Some years ago Means wrote that dead walls and roofs in this city had a value that the very owners didn't take into consideration, and the discovery developed a fact that it is their business to secure openings on all desirable points of advertising. Now here is a place that seems to be losing money. The dead walls and roofs are in demand for the most important raisings and鲭es from Dr. Concordia's pets in the latest melodramas. There are scores of firms who seem to be left out in the market for their most expensive goods and some of them have grown wealthy in the business. They keep a sharp lookout for all improvements to old buildings or places of new buildings that give promise of a dead wall, or of a temporary wooded frame on which billboards may be displayed. The Mill poster boys the advertising rights on these places, and then they rent them at a price so low that the theatre owners or patent medicine men, etc., can get them for free. For instance, a messager of a theater not long ago paid a bill poster a square month for the right to advertise a board fence around a big building that was being constructed at the Tenderloin district. A bill poster who had grown tired of hanging billboards at night approached this firm and offered to take all the billboards that were around the town for a price that was well below the going rate. The result was a deal which paid both hands. It is another example of how some energetic advertisers use all the city as a dealer's and decorate every bare wall with signs that are known as "hangers."—New York Times.

Origin of Signs
An interesting story is told in connection with the origin of the great window advertising that brightens the windows of drug stores. The story is founded on the fact that there were three places there originated with as many signs of the time. One was the red light with which bandsmen of his class dress, and in some cases to mean that signs (to). To make up the desirability he had a bottle of red light and placed a candle behind it. The effect was so changeable that his invention was copied by placing a second red light in the window with the aid of another bottle of red minerals and a battery. This sign made such a brave showing that an enormous rush for light for advertising his signs. He hit upon the window advertising method, colorized the light with yellow, red and green, and immediately carried all before him when giving a bottle, the sides. The three made a sign that attracted the town, and all the advertising men in the city. The boarders were replaced with the house signs at present in use, and this sign was born to bring brightness to the druggist of the town and village.

Addison all communications for this department to THE EDITOR OF THE BILLBOARD, 3 East 47th St., New York, N. Y.

The Alden Press, Inc.

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The Alden Press, Inc.
BILBOAD ADVERTISING.

Dear Sir,—A few days ago, when I read prominently in the newspapers that my estate was for sale, I was encouraged to make a trip to see it. Although I am not a professional appraiser, I believe I can give an opinion based on my experience and knowledge of the area. I have been in this business for many years and have seen the changes in the real estate market. I would be interested in learning more about the estate and possibly helping you with the sale. I can provide you with a comprehensive report that includes a detailed analysis of the property's value.

Yours sincerely,
[Signature]

IMPELLIS Misc, Jan 30th, 1876

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BILBOAD ADVERTISING.
There will be a bed shoo take in connecting with the Cincinnati Poultry and Pigeon Show in February.

Secretaries will confer a great favor by sending us their dates for 1897, at the earliest possible moment after they are decided upon.

The Germantown Fair Company assigned January 15. Assets $500. The company only rented the grounds. The liability amount to something over $5000.

Mr. S. B. Montgomery has been elected President of the Memphis Yacht Club, to succeed Capt. George Arnoldi. The new secretary of the club is Mr. M. N. Macfaddin.

The next exhibition of the National Horse Show Association will be held at Madison Square Garden on Monday, November 23, 2 weeks later than the show of 1896.

It is with regret that we announce that Mr. Arthur Kibler will no longer edit this department of the Harness World. The time is so taken up that he cannot give it the attention he would like and hence he resigns.

The Stewards of the Kentucky Association (running) met January 12th and decided to hold the spring meeting from May 7 to 10th. The same rates as for 1996 will be offered.

The Ohio State Association of Fair Presidents and Secretaries held its semi-annual meeting at Columbus, January 13. The following officers were elected: President, Charles H. Gannett, Urbana; Vice President, H. L. Wiggins, Hillsboro; Secretary, Treasurer, George F. Printz, Columbus; Executive Committee, H. H. Gannett, Urbana; E. F. Patent, E. S. Farley; George W. Casey, Lebanon; J. Albert Hale, Akron; J. L. Wilson, London.

At the annual meeting of the Berks County Agricultural Society, Reading, Pa., January 22, Mr. James McGraw was elected President, Cyrus T. Fox, Secretary, Stephen M. Meredith, Corresponding Secretary and M. N. Kittler, Treasurer. This is Mr. Fox’s twenty-second term as Secretary of the association. The dates for the May meeting will be September 7 to 10 inclusive, while a spring meeting will be held, June 3 to 4. Mr. Fox is one of the most efficient of Eastern secretaries.

At a meeting held January 6th, at the Hotel Madison, a new Horse Show Association was formed. H. L. Herbert, President of the Pole Association, presided. Among those present were F. F. Collier, of the Minnesota County Club; Wilton Eppler, O. W. Red and Perry Tiffany, of the Meadow Brook Hunt Club; and C. Albert Stevens, of the Rockaway Hunt Club. Dr. Louis Lautz, Samuel Wilkes, Charles G. Peters and Charles R. Huns, Samuel Willard, Perry Tiffany and J. R. C. Taggart were appointed a committee to draw the constitution and by-laws for papers of incorporation. It was decided to hold a three day horse show in May on the grounds of the Queen County Agricultural Society, at Middletown, Queen Island, and to give the profits of the first show to St. Nicholas Hospital, Garden City. This will be open to classes and racing bees, with gentlemen runners up, and prizes offered for hunters and high steppers.

The first prize of a good fight on in Toronto. Shepherd, manager of the two theatres, is doing his best, and the Toronto Post Co. object. Coverage is the order of the day, and has been expected in several cases, one of which necessitated the riot alarm being sounded.

There are many fine points of interest in this meeting, and we shall be glad to bring them to the notice of our readers in a later issue.

CONVENTIONS,
Tents, Celebrations, Etc.

Under this heading we publish some of the dates of the meetings of the various conventions of the year, and if any meeting you have not heard of is a real one, we shall be glad to hear from you. The dates of the meetings are taken from the announcements of the various associations and conventions.

CONVENTIONS, TENTS, CELEBRATIONS, ETC.

H. K. APPLE, INDIANA SIGN CO.,
SUCCESSION TO...
SIGN WORK OF ALL KINDS TO ORDER.

Bill Posting and Circular Distributing
A SPECIALTY.

10,000 Square Feet of PRIVATE SPACE at your disposal. Give me a trial and you will not regret it. Terms reasonable.

H. K. APPLE, INDIANA, PA.
**Utah and California**

Are two of the most magnetic names in the roll of states and the best way to reach them is over the

**Rio Grande Western Railway,**

"Great Salt Lake Route."

As the title indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your western trip, as they contain more interest to the average American than any other points within the confines of the United States. Study the matter carefully and you will choose the R. G. W. for this reason as well as for the magnificent scenery, superb equipment and fast time.

**Write to**

F. A. WADLEIGH,

General Passenger Agent, Salt Lake City, Utah, for particulars.

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**Selden Nye,**

BILL POSTER AND DISTRIBUTOR,

(Champaign and Urbana.)

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**The American Clubman!**

The leading club publication and having the largest circulation of any paper of its class in America. Monthly illustrated in two colors and the design will be changed from time to time. Reaches the busy business men at his club, where he has time to read. On his at all principal clubs in the United States. Advertisers of all good goods find it is paying medium. Issued the 1st day of each month.

Subscription 50 Cents per year.

Advertising Rates:

1. Per inch—single columns—per line, on back, every 1st Tuesday.
2. Per inch—single columns—per space on inside pages.

Address, The American Clubman, 763 Union St., NEW ORLEANS.

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**Wanted!**

Black numbers of

The Sun,

published in Philadelphia by Chas H Congdon.

Will pay handsomely in cash for a complete set.

JAS. H. NEWNAM.

127 E. 1st St., Cincinnati, 0.

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**BILLY BURGANT, 407 12th St., LYNCHBURG, VA.**

I distribute Advertising matter on trial and if results are satisfactory you can pay me when work is done, or will agree to give the above work and pay me for same, local trial as above.

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**John L. Marsh,**

Vancouver, Wash.,

Book G.

City Bill Poster and Distributor.

Reference: Published. Pittsburgh Leon Co.,

113 W. Main, makes Billboard Advertising

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**Our Great 1897 Offer!**

For only one ($1.00) dollar, we will send the New York Musical Echo for one year, and two hundred novels free.

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**The New York Musical Echo**

Is the greatest music and fashion journal in America. It consists of thirty-six full large size sheet music pages, with six to eight complete vocal and instrumental pieces of delightful music. Thirty to forty illustrated fashions, six large portraits of pretty actresses, elegant reading matter, recipes, etc., on finest book pages. All for $1.00 a year.

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**The two hundred novels we give free are:**

Bright Novelettes, Stories of Love, Railroad Stories, Tales of Romance, Hilarious Stories, Sea Stories, Sketches of Adventure, Stories of Home Life, Stories of Dramatic Order, Stories of all Lands, Stories of all Sorts of People, Jokes that are short and sweet, Jests that are to the Point, Morsels of Myth and Bits of Wisdom.

Every reader will find something enjoyable, PLEASING, AMUSING, INSTRUCTIVE or THRILLING.

They are by the well known authors as: Sylvanus Cobb, Jr., Oliver Optic, Horatio Alger, Jr., Ned Bunkleline, Mrs. Mary Agnes Fleming, Emma Garrison Jones, Esther Dale Kennett, Mary Kyle Dallas, Josiah Allen's Wife, Mary Cecil Hay, Mrs. Mary A. Denison, Clara Augusta, and others.

Address all orders to:

NEW YORK MUSICAL ECHO CO.,
Southern Branch,
163, 165, 167, 169 Congress St., SAULTANNA, GA.

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**Very Little**

Can be said about poor distributing—it's just the reverse with good work. We do not claim to give you a dollar for a penny, but we do the work that pleases.

**J. E. STROGER & CO.,**

Licensed Distributors,

74 Weld St., Rochester, N. Y.

Member I. A. of D.

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**Wilmington**

Bill Posting, Distributing and Advertising Co.,

Grand Opera House, Wilmington, Del.

JOS. E. BAYLES, Prop.

D. W. JACOBS, Manager.

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**Outing Sign Co.**

Cor. Second and Ludlow.

Cincinnati, O.
FINE POSTERS
PRODUCT OF
THE DONALDSON LITHO. CO.,
CINCINNATI, OHIO.
IF YOU WANT TO ADVERTISE ANYTHING, ANYWHERE, AT ANY TIME USE POSTERS WE HAVE THEM IN STOCK (SYNDICATED) AND WE MAKE THEM TO ORDER.

Our syndicated posters embrace designs suitable for clothiers, hatters, shoe dealers, merchant tailors, dentists, jewelers, grocers, milliners, tobacco dealers, furriers, dealers in ice, stoves, hardware, refrigerators, ladies' cloaks, wraps, jackets, shirt waists, coal, queensware; also posters for amateur entertainments, benefit performances, fairs, booth shows, poultry shows, flower shows, picnics, balls, base ball, foot ball, horse races, boat races, bicycle races, etc.

A WORK OF ART.

The expert poster which we illustrate herewith is a masterpiece. It illustrates an original design of the celebrated artist, Jos. McClelland. It is not a mere sample poster. Do you know what a poster means? It means that it must embody all the requirements of a high-class poster. It is called a "modern, highest posters" by the trade. Then the artist has to have designs suitable for the trade, and not only must the artists be able to produce designs, but also to expose them to the notice of the trade.

Practical posters, like this, will catch the eye and hold the attention of the observer until its story has been firmly fixed in his memory. Thereafter every one who sees the poster will remember that story well enough to do business with the firm, or at least to become a regular customer. These are the things that make for the art of advertising.

This poster is a work of art and will be thoroughly appreciated in value. This poster is a work of art in every sense of the word. It will give you a start in the art of advertising, and will be worth more to you than any other poster you have ever seen. It will show your company in a way that it never has been shown before. It will give your company that extra something that will make it stand out from the crowd.

A POSTER FOR BRENDERS.

Bock-Bier

No. 200. NINE SHEET 36X5. SIZE; SEVEN FEET HIGH BY TEN FEET LONG.

THE DONALDSON LITHO. CO.,
CINCINNATI, O.
Wants rates, terms and discounts from Bill Posters throughout the United States and Canada.

We have just secured three large orders for general distribution. One covers New England and New York. The second covers the South exclusively, and the third everything in the States and Canada. The orders are now in press and we would like to hear from bill posters at once. Send us price per sheet, population, firm name and street address. We expect and demand the customary agents commission.

EDGAR J. McINTYRE, Manager, 52 State St., Albany, N. Y.
FEBRUARY

is the month of masquerade balls. It is safe to say that there is not a single town in America, but what will have at least one between now and Mardi Gras, (March 2.) They will all use posters if they have the opportunity. We can print them. You can sell them.

Bill posters will find that it pays to hunt up the advertising committees of a ball and show them a good poster. It is the best poster in the market. You cannot obtain anything one-half so good anywhere else.

A good poster will bring good returns, hence, next year you will have them again, and perhaps several times in the meantime. It is better to give them a good poster, than to go to a country office and get a common ill-looking job.

When they do this, some times they use your posters. They won't if you order them, because they won't order them themselves. They won't if you order them, because they are shipped direct to you. You are sure of the posting, and get a commission besides. It's worth while.

We also have several half sheets and one-sheet uprights, just the thing for balls.

Send for our New "Bowling Alley" one-sheet.

Bill Posters who have not sent for a set of samples of our splendid line of our stock posters are losing money every day.
Nashville Distributing and Advertising Co.,
160 N. Cherry Street, NASHVILLE, TENN.
Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.
Member International Association of Distributors. This association guarantees service of its members.

TO BILL POSTERS
THROUGHOUT THE UNITED STATES.

GENTLEMEN:—We are prepared to receive estimates from all reliable bill poster for our Spring posting. Those that are in a position to offer us a good honest service at reasonable prices will please write at once to our agents, who have charge of the different states and territories, as named below, stating what facilities they have for handling our paper, how much of each size they consider would be necessary to give us a good showing in their city or town, and price per sheet for listed and protected, stand work, price for single sheets, and price per thousand for signs. All paper to have full thirty days showing from date of posting. We use nothing but the best of lithograph paper, and our sheets are all posted in four sheets, so as to be most conveniently handled and matched. The sizes of our paper for present use is a 4 x 6 stand, a 2 x 2 sheets and signs. The size of the signs is 4 x 8 inches. We do not wish to contract for space on barns, sheds, or in alleys, but on good substantial billboards, in prominent locations. We do not expect the one sheet and signs to have the move cardboard display, but they should be posted only on smooth surfaces and in the most conspicuous locations, and under no circumstances in alleys. Our inspectors will visit all cities and towns to which we have shipped paper, in order to check up the work, and we are very desirous that the reports sent in from all sections may read, "Splendid Service." It is a pleasure to us to patronize those that take pains to give us good cooperation, and while we expect nothing unreasonable, we well know that in order to get the full benefit of the posting, we must have the most earnest cooperation of every bill poster to whom we ship paper.

THE BAKER PEN EXTRACTOR.
The newest advertising novelty. Plenty of room for ad. Handiest of office tools. Cheap enough to distribute freely. It's handy and it will be kept. For sample and prices.

WILL IT PULL?
You can bet it will pull. It will pull pens, stuck or rusted in the holder. It will pull BUSINESS.

E. H. CARWITHEN,
Bill Poster and Distributor,
266 VIRGINIA ST.,
Charleston, W. Va.

MEXICAN INTERNATIONAL R.R.
EAGLE PASS ROUTE.

SHORT STANDARD GAUGE LINE.
between principal points in the
United States and Interior Mexican Points.

No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER,
Commercial Agent, Commerce Bldg., CINCINNATI, O.

C. K. DUNLAP,

OGDEN & CO.
Manufacturers of
Automatic Slot Machines,
Bonanza, Star, Carlo,
Monte Carlo, etc.

185 Clark Street, CHICAGO, ILL.
HENRY C. CROSBY
ADVERTISING
SIGNS,
Reserve Building,
PATERNER, N. J.

THREE YEARS
SUCCESSFUL DISTRIBUTOR OF
The Echo
(500)
We will send a copy of the famous publication.

The Nude in Art.

THE CHICAGO ECHO CO.,
500 North Michigan Avenue, Chicago.

BURNETT
Designer of Descriptive Posters, Theatrical, Commercial or otherwise, Block Lettering and Stock Letters.
Office, Donaldson Litho. Building, CINCINNATI, O.

SIDNEY, OHIO, C. P. ROGERS
City Bill Poster.
Owns and controls all billboards and dead walls in the city.
Also DISTRIBUTING carefully attended to.

R U AN ADVERTISER?
If so send for copy of
Oklahoma Hornet
free, three months, 35 cents per line, one circulation.
It is the largest in Oklahoma.

Oklahoma Advertising Agency,
BILL DISTRIBUTOR.

Tucker's Magic Stone Polish
WILL send secret of manufacturing this excellent Stone Polish for 10 cents, free.
Thousands of boxes have been sold by myself.
G. F. TUCKER, Sheldon, Mo.

THEATRICAL, AND CITY BILL POSTERS,
Distributing and Advertising Agents.
Work promptly and properly guaranteed.

F. B. WOODWORTH, Mgr.
PORT WAYNE, INDIANAPOLIS,
Wash Out Write, Successor Billboard Advertising.

JOHN T. WILLIAMS,
BIL! POSTER.
349 Morrison St., PORTLAND, OREGON.
Population 90,000. 1897 Established.

We lead the pack of Lithographic Poster Ink manufacturers.

The Alt & WIBORG CO.
Cincinnati, NEW YORK, CHICAGO.

THE ENQUIRER JOB PRINTING CO.
CINCINNATI.

THEATRICAL DESIGNERS,
LITHOGRAPHERS AND GENERAL JOB PRINTERS.

Our Date Book for Season 1896-'97-'98 now ready, and will be sent postpaid on receipt of 23 cents.

CINCINNATI
And Her Suburbs, Embrazing 500,000 People.

STEINBRENNER'S DISTRIBUTING SERVICE.
There is No Other Way.
W. H. STEINBRENNER,
No. 507 Vine Street, Cincinnati, U.

STEINBRENNER'S DISTRIBUTING SERVICE.
There is No Other Way.
W. H. STEINBRENNER,
No. 507 Vine Street, Cincinnati, U.
DO YOU INTEND TO ADVERTISE IN
SAN FRANCISCO?
OAKLAND AND ALAMEDA CO.,
CALIFORNIA.

San Francisco
350,000 Population.
44,000 Linear Feet Penciling
10 and 20 Feet High.

Oakland
60,000 Population.
2,000 Linear Feet Penciling
10 and 20 Feet High.

Alameda Co.
150,000 Population.
9,000 Linear Feet Penciling
10 and 20 Feet High.

SIEBE & GREEN,
OWN THE
BILL POSTING
AND
PAINTED SIGN PLANTS.

General Office,
11th and Market Sts., San Francisco.

Branch Office,
3d and Washington Sts., Oakland.