

AN. 1, 1895.



**BILLBOARD
ADVERTISING**

NEW YEAR'S NUMBER

1895



**DEVOTED TO THE INTEREST OF ADVERTISERS, POSTER PRINTERS
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.**

Take Some of Your Own Medicine!

Bill Yourself on Your Own Boards.

We have designed a One-Sheet, especially for Bill Posters' use. It is printed in red and black on white paper, containing a large comic face, with the word, "SAY!" in the mouth, followed by the words:

**"IF YOU READ THIS POSTER,
OTHERS WOULD READ YOURS."**

With space for name and business.

| | | |
|----------------------|-----------------------|---------------------|
| 25 POSTERS, - \$1 75 | 150 POSTERS, - \$5.50 | 300 POSTERS, \$9.00 |
| 50 " - - 2.75 | 200 " - 6.75 | 500 " 13.00 |
| 100 " - - 4.25 | 250 " - 8 00 | 1000 " 22.00 |

These prices are "CASH WITH ORDER" prices and as cheap as good, tasty work can be made anywhere on earth. Try this scheme It works well.

SEND YOUR ORDER AND CHECK TO

HENNEGAN & CO.

SEND FOR SAMPLE

CINCINNATI O.

When you write, mention "Billboard Advertising."

A NEW DISCOVERY!

A SCIENTIFIC REMEDY FOR **CATARRH!**

Perfection Catarrh Cure,

RELIEVES INSTANTLY!

CURES RAPIDLY

PRICE, 50 CENTS by mail postpaid. SEND 5 CENT STAMP FOR SAMPLE.

PERFECTION • CATARRH • GURE • COMPANY

P. O. BOX 21, CINCINNATI, OHIO.

When you write, mention "Billboard Advertising."

BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. II, No. 3.

CINCINNATI, JANUARY 1, 1895

PRICE IN CENTS
PER YEAR, 50 CENTS.



Yours Sincerely
E. T. Heverin

E. T. HEVERIN,

Vice-President Associated Bill Posters' Association, U. S. and Can.

DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

Classified Advertisements.

The classified advertisements under this heading, for the advertising, are for the benefit of the advertiser. Larger rates, see page 10.

BILL POSTERS DIRECTORY.

LIPP, R. T., Braden & Co.,
Bill Posters and Engravers, 24 1/2 St.

New York, Washington, Inc.

A Fresh to Fresh Bill Posters and Engravers
Bill Posters and Engravers, 24 1/2 St.
New York, N. Y. and Washington, D. C.

Western Bill Posting Co., Salt Lake
City, Utah. Bill Posters and Engravers.

The General Bill Posting and Distributing
Co., 107 1/2 St. and Second St. New York, N. Y.

Will Crockett, the Bill Poster and
Engraver, 107 1/2 St. N. Y.

High Tones, City Bill Poster and
Engraver, 107 1/2 St. N. Y.

John A. Lakin, City Bill Poster,
Engraver, 107 1/2 St. N. Y.

Edgerton, Ed., Bill Posters and Engravers,
107 1/2 St. N. Y.

The Oakland Bill Posting Co., City
and Country, 107 1/2 St. N. Y.

Chicago Bill Posting Agency, Bill
Posters and Engravers, 107 1/2 St. N. Y.

The Seventh City Bill Posters,
107 1/2 St. N. Y.

Raffy W. Corbin, City Bill Poster,
Engraver, 107 1/2 St. N. Y.

The State Bill Posting, Advertising
and Engraving, 107 1/2 St. N. Y.

Calahan, Kay, & Baxley, Bill
Posters and Engravers, 107 1/2 St. N. Y.

Billboard Advertising is a leading
agency for advertising, 107 1/2 St. N. Y.

POSTER AND BILL WRITERS.

I Write Bills and Posters,
107 1/2 St. N. Y.

Sam. M. Burgess, City Bill
Poster, 107 1/2 St. N. Y.

A Handy Bill Writer Bill is Worth
the Price, 107 1/2 St. N. Y.

C. E. Keeling, 248 East, Chicago,
Bill Posters and Engravers, 107 1/2 St. N. Y.

Billboard Advertising is a leading
agency for advertising, 107 1/2 St. N. Y.

ADVERTISING AGENTS.

Sam. M. Burgess, City Bill
Poster, 107 1/2 St. N. Y.

C. E. Keeling, 248 East, Chicago,
Bill Posters and Engravers, 107 1/2 St. N. Y.

CIRCULAR DISTRIBUTORS.

All kinds of Advertising Matter
Bill Posters and Engravers, 107 1/2 St. N. Y.

J. E. Lane & Co., Evansville, Ind.,
Bill Posters and Engravers, 107 1/2 St. N. Y.

Billboard Advertising is a leading
agency for advertising, 107 1/2 St. N. Y.

For Information in Billings

CEDAR SHINGLES

Billboard Advertising is a leading
agency for advertising, 107 1/2 St. N. Y.

Billboard Advertising is a leading
agency for advertising, 107 1/2 St. N. Y.

The Show Printing House
of the East.

By Engraving, Bill Posters,
Bill Posters and Engravers, 107 1/2 St. N. Y.

The Libbie Show Print
PRINTERS AND ENGRAVERS.

6 to 12 Beach St. Boston, Mass.

We Make a Specialty of Large Block and Type
Work for Mercantile and Theatrical Advertising.

Correspondence Solicited. Consulted by Telephone. We go to Engraving Office.

D. Philip Phillips,
General Agent, VALVES WHITESIDE CO.

TRAVELING REPRESENTATIVE,
For BILLBOARD ADVERTISING.

Present Address,
106 S. CLARK ST. CHICAGO

THE VIRGINIA Advertising Agency
Bill Posters and Engravers, 107 1/2 St. N. Y.

FREE BUREAU FOR FILES is now open
at A. F. EDSON, P. O. Box 1488, Jacksonville, Fla.

THE ROBINSON WORLD'S FAIR
Steam Cooker

FOR PERFECT USE,
Challenges Competitors to Equal It.

Cook as easily as at the stove, use one half of your kind
of stove that will hold water. Steam to your own use, and
use in your two-hole stove equal to a six-hole range.

WEAR IT! Wear it all kinds of foods, vegetables and meats without smoking
or boiling water. It is the best thing you can buy for your kitchen. It is
the best thing you can buy for your kitchen. It is the best thing you can buy
for your kitchen. It is the best thing you can buy for your kitchen.

J. J. NEVILLE & CO., Manufacturers, 25 Broadway Street,
CINCINNATI, OHIO.

HUNTER'S
LIGHTNING PASTE MIXER

Makes a smoother and better paste than can be made by any
other machine. It is the best thing you can buy for your kitchen. It is
the best thing you can buy for your kitchen. It is the best thing you can buy
for your kitchen. It is the best thing you can buy for your kitchen.

J. H. DAY & CO., Cincinnati, O.

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AMERICAN FAIR BOLLITER.

Travis, H. J., The Great
Bill Posters and Engravers, 107 1/2 St. N. Y.

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agency for advertising, 107 1/2 St. N. Y.

A MONTHLY MAGAZINE

Billboard Advertising is a leading
agency for advertising, 107 1/2 St. N. Y.

Billboard Advertising is a leading
agency for advertising, 107 1/2 St. N. Y.

Billboard Advertising is a leading
agency for advertising, 107 1/2 St. N. Y.

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agency for advertising, 107 1/2 St. N. Y.

AN ENTERTAINING LETTER FROM MR. PETER BELLAS.

My dear Sir, Charles Hill Powers and the
American Bill Posting Institute.

COLUMBUS, O., Dec. 15, 1916.
BILLBOARD ADVERTISING.

Dear Sir—I received a copy of your
report to-day, No. 1, Vol. 1, and I want to
congratulate you upon its typography as
well as its interesting matter. Such papers
are printed to do much good. The
language of billposting, like all other
business writing, has made marked
progress during the last few years. It
has fallen into better hands and is being
handled much more conscientiously. I
know you are not alone, except with a few
notable exceptions twenty-four years
ago, when we first had occasion to come
in contact in a business way with bill-
posting. The result of this evolution is
increased confidence of advertisers in
billposting, and consequently increased
business. You see large advertisers
beginning to entrust their valuable adver-
tisements to the average billposter, but
not the largest advertisers. The best
part of billboard advertising. Your
organizer, by the publication of knowl-
edge, and of business, and of the
means of simplifying the bill
figures and presenting the good case of
a very important selling. The highest
and most successful billposting is
undoubtedly the one which is calculated
to improve the personal as well as the
particular of billposting. The most im-
portant relation between the advertiser
and billposter, and your whole
paper will do much toward bringing
about this desired result. On page 8,
under column 1, under a clipping from
"The Billposter," of London, England,
in which claim is made that a Bill
Poster, in England, Australia had posted
his own goods on high that our billpost-
ers were afraid to undertake it. Don't you
believe it. We took our sign as the
billposter as ever handled a board and
they attracted so much attention that
the expert work, as a whole, since
would have in America. Not only were
the average billposter, and the
expert manner in which our billpost-
ers, under twenty-five, forty-eight
and sixty-four each billposting
poster, but the resident billposter
most profitable work, and "hardly
purchased their advertisement for the
"Shady Yankee billposter," who nearly
lost your paper in one day this year
but ever supposed could be done in a
month. Our men who had reputation
posted four, six and as many as ten
boards here, were actually not afraid
to handle the highest billposting in
the Atlantic. Permit me to again in-
sist upon you and extending best wishes
for your success. Yours truly,
Peter Bellas.

My White is enjoying O. M. Tilden's
Books at Princeton, Ind.

H. C. Wilson is wailing woefully with
the boards at Ann Arbor, Mich.

James J. Babel, of Lansing, Mich., has
been elected to the board of this city,
and manages Ford's Open House.

It's Fred & Chapman own. Kline-
man's Book is "New" and "Summer"
have been discarded.

NOW THEN, BRO. GILHANE.

The bill poster in Hamilton, Ontario,
is not in for a while.

Fred W. Jackson, manager of the Elgin,
Erie, and Hamilton Co., has in his employ
D. A. Tucker, whose height is five feet,
seven inches, weighs six pounds, who
has posted a canopy four feet high in
his tender cabinet. If the billposter from
the Queen's Dominion is looking for a
little eye money, Manager Tucker would
like to see him. He has money for every
cent of every job to five hundred dollars. Man
and money ready at any time.

ANOTHER RECORD.

James S. Clinton, of Mt. Morris, N. Y.,
recently covered a forty-four foot board
left some eight with eight half sheet
boards added in an addition. The feat was
carefully timed and accomplished in the
presence of respectable witnesses.

THE NEW BILL POSTER.

The six do stick bill poster has kept
you with the times. He is an expert in
the science of advertising. He can write
and advertise and sell with a flourish. He
understands the respective needs and com-
bines the value of every medium. He is
not only well up in every thing pertaining
to his own selling, but he is well up in
the art of show-up at all. He knows
the quality of paper for work and in fact,
can estimate on paper printing as
intelligently as the printer himself.

He no longer needs to look to come
to him, but he will find him handling
it in writing, news and night, advertising
in person by letter, advertising on his
own boards, three or four magazines in ad-
vance, and in his journal, Billposters
and advertisements.

CONGRATULATIONS.

Will kindly remember that hereafter
our Stamp will be sent promptly at 2 P. M.
on the twenty eighth of the month.
This is imperative in order for us to get
on the stands by the first of the month
following.

BOOMING SOON.

Business with the billposter will soon
open up. Merchants and manufacturers
are kind of waiting for better times, and
give evidence of an early onslaught on
the boards with their making business.
They will succeed soon.

Every well organized billposting enter-
tainment should have on hand a good
assortment of various line letters, and
marks. The investment involved in these
useful adjuncts of the craft is
insignificant, and scarcely a day passes
but what they can be started to advantage.

On anything less artistic, more man-
agement will be required than the
so-called "new" style of posters.
Presumably adapted from the crude
efforts of French immigrants. It has
been considered done in the cutting line
of a few laid and simply working ad-
vertisers, mostly journals. It is hoped
that this "style" will be the showing. It
is surely a growth and while devoid of
artistic merit.

Tom McMillan, who knows there is
no more profitable work of the craft in
America, now owns the boards in Omaha,
South Omaha and Council Bluffs, Iowa.

VERY VERY FUNNY.

The "Peters Billposter" Dales enjoyed
a banquet in their room on Thanksgiving
night. The professional
printed with the members of the "Lion
and the Mouse" company. William
Bertrick responded in a toast, and the
spice house (certainly furnished the
meal). The billposter was
introduced to the host, "The Billposter"
Peters, of the "Lion and the Mouse."
The show-up of the New York
Dramatic Mirror is about as ridiculous
as effusions as has appeared in a long
time, and the billposter has added to
his opportunities to post, whereas there
was a chance of giving 100 posters a day
or a day for instance in his case of
Stouffer's city. It published the following
advertisement:

The outside square billboards, used
for advertisements in several cities, has
proved of late at Chicago. As a matter
of fact, the billboard is a relic of a
theatrical time and it is in many re-
spects an anachronism in a modern
city with an increasing public service.
When, when nearly every window has
remained outside of a similar nature,
and we sit on the following sign, an effort
to find the very same number in
which the article first mentioned here
with appropriate.

Chicago, long noted for the spectacle
of its signposting as evidence that will
live in the memory of those who have
heard it, and who have seen it, is
now being advertised in every billposter's
advertisement, as it is now the delight
of passing eyes; and perhaps Chicago
will be the first to see it.

Billposters and show posters, especially
those of the latter, who patronize the
billposting business of the Mirror
should remember the article thus posted
under the billboards.

Charles Cooper, for many years general
agent of the Pacific Bill Post Show,
is now interested in the boards of
Brooklyn, N. Y., and it is said his little
enterprise is, to name his future partner.

Carl Ray Robinson, of the American
Advertising and Billposting Company,
of Chicago, was welcomed before the
Justice Committee in the late as-
sessment in the Wabash City. His
evidence before the board was that
advertisers are now engaged in building
down as gradually as they can under the
circumstances.

The Chicago Boys, of Cincinnati,
are among the most successful suc-
cessors of the craft in America. Their
boards are numerous, but for all that
their annual dividends are of most
meagre and gratifying proportions.

If H. Ryan would like to see Bill-
BOARD ADVERTISING made the organ
of the SOG Association, and especially
of the Ohio State Billposting Association,
coming from the President of the Gen-
eral Association, this proposition has more
than ordinary weight and significance.

R. C. Campbell, Bill & Billposting,
J. Bellows, Chicago, are organizing the
society of effective BILLBOARD AD-
VERTISING, which is now in the
progress of the Associated Billposting As-
sociation of the East of States and Canada.

Walter Devoe, of Columbus, Ind., be-
lieves advertising all boards in Columbus
is controlled within in Columbus, North
Belle, Maple Grove, East Columbus and
West Columbus.

BUSINESS COMPETITION.

Billboard competition runs pretty high
nowadays in New York. An owner of
some good property was awakened by
the lowing of a dog that had been
seized in Britain.

"What on earth is that?" he exclaimed.
"It's horns on fire!"
"Cousin's dog," said his wife, in
the mountains a servant was entering
from answering the bell.

"How are you, there's two grey dogs
down stairs on either side of me," said the
gentleman. "Why do those crows look like
the morning?"

"Important business," they say, sir."
"What should that be," he would be-
lieving to see up at this time of night.
"I'd have to go down and see it myself."
The quickly there on some clothing
and went down stairs. Two "crows"
awaked him in the hall.

"I beg your pardon, sir, for kneeling
you up at this hour, but I want to make
you a proposition for billboards around
the corner of your place on Ninth street
while you are rebuilding. Thank you."

"Agree including ten thousand tickets
worth of advertising to use you," said the
gentleman. "Yes," began the other "gent,"
"my company would like to make you a prop-
osition for the use of the walls that are
now a proposition for billboards."

"What? What? What are you talking
about?" The old man was completely
now placed.

"Your place might like about two
hundred signs," said the first "gent."
"And is gotten by this time," added
the second "gent."

"I have a proposition for billboards
around the corner of your place on
Ninth street," added the first "gent."
"I have a proposition for billboards
around the corner of your place on
Ninth street," added the first "gent."

J. M. Alexander, manager of the Helene
Mastons, Bill Posting Co., writes us as
follows:

"At last! No business is properly es-
tablished in a country without its official
signs. In BILLBOARD ADVERTISING
has a Southern State in California, and
will post with the same as one of
the leading advertising business."

W. M. Sisson, proprietor of the Ches-
ter Hill Posting Agency, is working with
night and main to place his Agency in
the front ranks. His efforts will be
undoubtedly be rewarded by a highly in-
creased business in the spring.

J. E. McCarty, Advertiser, Wis-
consin, writes us as follows: "I have
been a 'worker' for an infant,
and I can say you will be a big, healthy
Adverts soon. It is just what we billpost-
ers want. Something to keep us in
touch with our own hearts. Here's wishing
you all the success in the world."

G. N. Shepard owns the boards at
Vinton, California.

John S. Taylor, of Argon, Cal., reports
business as being very dull in that part
of the country.

W. Walker, of Mt. Pleasant, Iowa, is
strong on the ground for everything that
will tend to increase his business. He has
quite a good percentage.

Joseph Burtin of Cambridge, Mass., is
enjoying BILLBOARD ADVERTISING in a
very successful way. He is a
journalist, and writes or great success.

F. F. SCARF & CO., Prop'rs & Managers.

Telephone 4827.

THE CHICAGO BILL POSTING CO.

ESTABLISHED 1878

395 & 397 W. Harrison St. CHICAGO, ILL.

UNEQUALED FACILITIES FOR

Distributing, Erecting, Tacking and General Outdoor Advertising.

ALL CONTRACTS RECEIVE PROMPT ATTENTION.

BUY THE BEST



Bill Poster's Brush.

Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market.

| | | | |
|---------------|---------------------|---------------|--------------------------|
| 10 inch..... | Price, each, \$6.75 | 10 inch..... | Price per dozen, \$60.00 |
| 8 " " " " " " | " " " " " " 2.25 | 8 " " " " " " | " " " " " " 20.00 |
| 6 " " " " " " | " " " " " " 1.50 | 6 " " " " " " | " " " " " " 12.00 |

SEND CHECK WITH ORDER

The DONALDSON LITHO CO.

CINCINNATI, OHIO.

Chatham Bill Posting Agency.

BILL POSTING AND GENERAL ADVERTISING.

POPULATION 10,000

Address All Communications to
W. W. SCARF, Manager, Chatham, Ill., United States.

Winterburn SHOW PRINTING CO.

166 Clark, Chicago.

(DON'T FORGET THE NUMBER.)
Descriptive and Pictorial POSTERS,
OF ALL KINDS.

MICHIGAN STATE BILL POSTERS' Association

Will hold their 18th Annual MEETING at MUSKOGEE.

TUESDAY, FEBRUARY 5th, 1896. A Special Invitation

Extended to all Bill Posters. Arrangements have been

made at the Occidental Hotel for all who may attend.

THOMAS REYES, Sec'y, Iowa. GEO. M. LEONARD, Pres., Grand Rapids

BILL POSTING. • The J. J. Baird Bill Posting Co.
LITHOGRAPHING • C. A. CARY, Manager.
DISTRIBUTING •
COUNTRY WORK • 1014 1/2 BROADWAY, LANSING, MICH.

C. F. SHAY City and Opera House Bill Poster & Distributer

NEW BRUNSWICK, N. J.

BILL BOARDS LOCATED IN THE BEST PARTS OF THE CITY

Greatest Facilities for These Sheets, One Sheet and Signs.

Cards, Pamphlets, Circulars, Dogtags, Carefully Distributed.



Special

TO
Bill Posters,
Advertising Agents,
Secretaries of Fairs,

Copper Half-Tone Engravings,
PORTRAITS.

2 1/2".....\$2.50.

2 1/4".....\$2.75.

2 1/2".....\$3.00.

Send Good Photo with Money Order.

TO
THE HELLBERG PHOTO-GRAVING CO.,
CINCINNATI, O.

Akron City Bill Posting Co., Akron, O.

4000 Feet of Boards, All Best Locations.

200 Best One Sheet Boards.

WANTED All the work you can get, at three cents a sheet, (exclusive of ink) on 100 in the city a sheet.

BILL POSTERS

—TRY MY NEW—

Bill Posting BRUSH,

MADE OF BEST MATERIAL.

—SPECIFICATIONS—

2 inch brush.....\$1.00

With 4 inch handle.....1.50

All 2 inch handles.....1.00

Send P. O. or Express Order to

GEO. M. LEONARD,

BILL POSTER.

Grand Rapids, Mich.

POPULATION 10,000.

JOSEPH BARRATT,

Bill Poster and Circulator.

103 —SANTHASE, BIDDING—

ALL WORK WILL COME.

BILLPOSTERS

On the line of the

BIG FOUR R. R.

NOTICE.

SEALED PROPOSALS

For one sheet, two week showing,

to bill New Orleans Central in all

towns and cities on the line of and ad-

jacent to the Big Four R. R., will be

received by E. O. MCCORMICK,

Traffic Manager, Big Four R. R.,

Cleveland, O., up to noon, January

15th, 1896. Please apply by mail

only, stating lowest price and number

of sheets required to bill your

town thoroughly.

COMMENTS: 1 1/2

To the Bill Poster and Advertiser

of the World, from

L. W. SMITH & SON,

ASHTABULA, O. U. S. A.

Gen. Bill Posters & Distributors.

BACK AGAIN IN KALAMAZOO!

After 12 Years on the Road as

Bill Poster and Agent.

J. E. McCAHRY, Bill Poster & Distributer

KALAMAZOO, MICHIGAN.

COMMERCIAL WITH A SPECIALTY.

FRED. KERTH,

ESTABLISHED 1866.

CITY BILL POSTER,

Chest. 27 EAST BROADWAY,

Opp. McNeill Hotel, LUTKE, MONT.

Special Offer

—FOR—

\$3.00

We will send you the

Donaldson Guide

Year's Subscription to

Billboard Advertising.

The Donaldson Guide contains the

only accurate and complete list of

the Bill Posters and Show Places of

America that has ever been pub-

lished. It also contains the complete

code of the Donaldson Cipher, by the

use of which great saving in the

matter of telegraph bills may be had.

The regular price of the Donaldson Guide

alone is \$5.00. Hence, we afford you

an opportunity to practically get your

subscription free of charge.

Now is the time to Subscribe.

CAPITAL STOCK \$40,000.00

SURPLUS \$100,000.00

The Donaldson Lithographing Co.

 HIGH-CLASS
LITHOGRAPHED POSTERS

Headquarters and

Main Office,

CINCINNATI, O. U. S. A.

BRANCH OFFICES.

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