

# BILLBOARD ADVERTISING

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

VOL. III, No. 2.

CINCINNATI, JUNE 1, 1895.

PRICE 10 CENTS.  
NEW YORK, N. Y.

FIFTH ANNUAL CONVENTION

—OF THE—

**Associated Bill Posters' Association,**

Of the United States and Canada.

—AT THE—

**HOTEL CADILLAC, DETROIT, MICH.**

JULY 3, 4, 5, 6, 7 and 23.

FRANCKMANN'S OFFICE,

CHICAGO, June 16th, 1895.

To the Members and all Bill Posters, throughout the United States and Canada, Commercial Advertisers, Theatrical Managers, Circus Proprietors and Agents, Greeting:

You are hereby notified and shown respectfully invited to assemble at the fifth annual Convention of the Associated Bill Posters' Association, of the United States and Canada, to be held at the Hotel Cadillac, Detroit, Michigan, Thursday, July 3rd, Friday, July 4th, Saturday, July 5th, Sunday, July 6th, Monday, July 7th, Wednesday, July 10th, Thursday, July 11th, Friday, July 12th.

It is expected that all members and delegates will report promptly at 11 o'clock noon, Thursday, July 3rd, at the above named hotel.

The following programme has been arranged:

THURSDAY, JULY 3rd, 11 o'clock noon. The members and delegates will assemble in the committee room, Hotel Cadillac, at which hour the convention will be called to order. After the presentation of credentials of members and delegates and the reading of the minutes of the last convention, an adjournment for dinner will be taken until 2 o'clock.

FRIDAY, 7 A. M.

The convention will commence sharp at 7 o'clock. Business will be taken up in its regular order, and adjourn about 5:30 p. m. For supper, until 7 o'clock when all committees will meet and select one of all business before them.

WEDNESDAY JULY 10th, 9 A. M.

Business will be taken up in its regular order, until 11 o'clock noon and then adjourn until 1 o'clock to meet our relations. At 1 o'clock the convention will assemble in open session to meet all the representatives of Commercial Advertisers, Theatrical Managers, Circus Proprietors, and Agents, who may see fit to accept this invitation to attend for the purpose of discussing in a general way, the medium of outdoor or display advertising, and if possible to get a general idea of how our competitors have been treated, and what complaints they may have. At 2:30 p. m., adjourn for supper.

THURSDAY, JULY 15th, 9 A. M.

Business will be taken up in regular order, until noon. Adjourn for dinner until 2 p. m., after which time business will be taken up in regular order until 5:30 p. m., when the convention will adjourn for supper.

FRIDAY, JULY 16th.

Through the courtesy of Messrs. Walker & Company, Bill Posters, we will be entertained properly. A notice of same will be posted in "Committee Room," when the meeting is called to order.

Trusting that everyone interested directly or indirectly in outdoor display advertising as a medium, may find it to their interest to meet with us. Friends of great importance to the association will be presented at this meeting.

Inform the President if you intend being present, before July 1st so that the Hotel Cadillac may be officially notified of it as a matter to expect.

Hotel Cadillac is one of the best hotels in the United States.

Rates as follows:

Single room, 1 to 2 a bed, \$3.50 per day. Outside rooms, 1 to 2 a bed, \$5.00 per day.

Rooms with bath, according to location, \$5.00 to \$7.50 per day.

Every bill poster should so arrange his business that he can attend the meeting, and stay the whole time, and if he does so there is no question but what the Association will be benefited as well as everyone attending.

FRIDAY, JULY 15th, 9 A. M.

R. C. CAMPBELL, Pres't, Carr American Advertising and Bill Posting Co., 410 Madison St., Chicago. J. WILLIAMS, Sec'y, 43 Beaver Street, Albany, N. Y.

During April, thanks to the enterprise of the Dublin Arts Club, those of the Dublin public interested in such matters here had an opportunity of seeing specimens of some of the best work and most *de die adie* of the art—the art as we may say, of bill boarding or the black art. The exhibitions of French Posters which was recently held at the Westminster Aquarium has been no view in Dublin during last month. It is to be hoped that the art of our John Cherril, GEORGE LARSON, and ROSTER DE MARVILLE will help to effect a revolution in the direction—in we may say the modern or public knowledge. It hardly needs. Many of the most beautiful perspectives of any city are in general destroyed by the illiterate glances of that species of ignorant and ill-considered in colour. To erect a famous edifice, our lithographer shows a picture in the face of the public and call it a picture, it would be

but if these grotesque could be executed altogether, not once, we presume, this is no impossibility, it would be well if whatever of our the science of advertising ideas if could be in modernized into our public pleasure. For it is not, as some may imagine, a matter of money; in England it is true where of most years a tremendous amount of advertisements of the kind we refer to has been in progress certain distinguished manufacturers have sold outside of their works, and allowed them to be reproduced and posted on every vacant board. But in France, as far as most things artistic, they are doing their business better. Mr. Jules Cherril, the most distinguished of French artists, does not get on in a year, though he is constantly at work, as much as was paid for the single picture of "Billboard" is essential that art posters, if they are to be considered, should be produced at a moderate price. And such is a matter of it in the case at Paris. The elaborate style artistic style which cover the windows of the bookish language of the French poster are the more or more like a very real sense of the world are artists, and yet they are the most expensive. Indeed the expense attendant upon the production and sale of the art poster has had a little influence on the trend of its exhibition. But instances, the fact that a separate cover had to be prepared for each picture used for printing like that of Jules Cherril is back the standard of its value. The result is that he rarely sees any but the best of the primary colors of red, blue, and yellow—"the three colors of the rainbow"—as he calls them. These "three colors" however, do not mean the primary colors, but a kind of a delight of the people—we see which has sprung into existence, and as an essay from truth to prevent in the artist—*Practical Journal, Dublin, Ireland*



PHILIP B. OLIVER.

The energetic Bill poster and distributor of Findlay, Ohio, was seen in Findlay, Ohio, December 27th, 1894, and went to Findlay, March 27th, 1895, in the employ of the Open House. After two years' connection with the same, he took the advice of Mr. Walter Fisher, and published a bill posting plant, fully equipped to carry the venture to a successful issue. That he has succeeded in his connection, it is hardly necessary for us to say.

With "Good Work, Honest Work, Good Posters," as his motto, he has built up a business in Findlay that is quite short of marvelous, such year adding new boards, well look where you will, you can not help but see a Bill board. The entire city is well supplied in with one thousand feet of boards. "Bill," as he is familiarly called, is very popular with the average boys and his many friends throughout the country, and they are at every point of his success in Findlay.

## OUR ADVICE

IN THE MATTER OF POSTERS AND DISTRIBUTING WORK

Has contributed largely toward the success of many a Fair. Do YOU want it? It's at your service, together with our best efforts in preparing estimates and ads.

Send us the necessary data and we will prepare your copy; in other words we will write your bills and other advertisements, and do it well. You are thus relieved of much annoyance and detail.

It is often said that we do more work to get an order than any other printing house.

That's right; and we do it gladly, because we want orders. We wait your order.

**The Donaldson Litho. Co., Cincinnati, O.**  
*Write For Our Estimate and Samples.*







FROM THE O. J. GUDE CO.

Office of

The O. J. Gude Co.,

New York, May 26th, 1912.  
Editor BILLBOARD Advertising,  
Cincinnati, Ohio.

Dear Sir:

Very very few articles in publishing look after the "strategic" considerations which lead us to send you a copy of a letter sent to Mr. L. N. Scott, of St. Paul, Minn., relative to a special contract for himself and the adoption of a special discount on long-time bill posting contracts for commercial work.

As it is the province of the press to push the adoption of such measures, as I consider will be of material benefit to the public at large and its members in particular, also to oppose the things not approved of, just give the matter its consideration and if you think it is right, push it along. If you don't agree with it, jump on it and hard.

The amount of advertisement mentioned in the letter for three months constantly in twenty per cent, which we think is as high as would carry the necessary weight with advertisers to induce them liberally.

We hope that by opening your columns for the discussion of this and a hundred kindred subjects which are of the greatest importance to bill posting, that your publication will increase in circulation, strong position stand every bill poster and every advertiser in the country will feel that must long.

Respectfully yours,

The O. J. Gude Co.

Directed by O. J. Gude.

\* \* \*

Office of

The O. J. Gude Co.,

New York, May 26th, 1912.  
Mr. L. N. Scott, St. Paul, Minn.

Dear Sir:

The day we have made shipment to you of "Toll-Frost" paper for another few weeks display.

It is a pleasure to state that this "Toll-Frost" paper has been well received and the good work done by the bill posters throughout the country on the last "Toll-Frost" billing, in spite of the outbreak of St. Paulians to "spoon" the work.

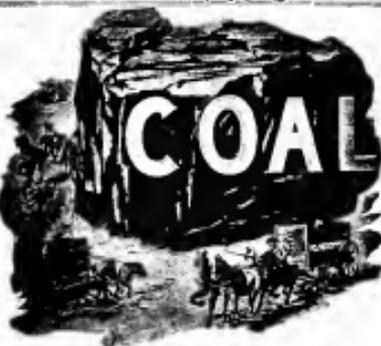
We intend to make this second effort for three months, and would have closed it for your own and satisfaction, if we had been in a position to offer a bill discount for a three months continuous term, (covering the summer months).

This question of discount on continuous service, we intend to present to the members of the Association at their next convention. It is a subject that the writer has discussed with your president at Chicago who sees thoroughly in harmony with our idea, that concessions should be made to advertisers for a continuous billing of three to six months.

It makes the service much easier and simpler for the bill poster. It gives him assurance for his spots covering a substantial period, which is one of his greatest desires. We are probably making any needed concession of his billings.

Experience has proved that it increases the volume of bill posting and the volume of the bill poster.

It gets the advertiser into the habit of making larger contracts and much better appropriations.



A NEW ONE-SHEET PAPER.

By The One-Sheet Paper Co.

It also economizes the bills of helping paper cut during their entire careers, instead of making one or two billings two or three months apart, as is the general custom at the present time.

It adds novelty, beauty and character to this method of publicity, besides wonderfully increasing the possibilities of responsiveness to the advertising, and a corresponding satisfaction to the advertiser.

The bill posters of New York and other large cities who have recognized the same, are enthusiastic in acknowledging that the long-time contracts that we have placed during the past season for "Hansen-American Jumps," "Hammelman," "Elegant Land," "Parsons," "Kronbach," "Ames," and others, have done more to induce new advertisers to come into the field than anything that has been done in the bill posting line, and we are mainly responsible for the fact that in New York the income from commercial work nearly equals that from theatrical posters.

Why should not the entire Association profit from this experiment and take steps as to follow up the advantage gained?

Is it not time for wide-awake and alert bill posters to rise to the situation and come into line with the newspaper, magazine, book men, and all other advertising mediums and commercial houses, who invariably hold out special inducements to customers for "long-time" or "large quantity" contracts?

Please don't think that, as advertiser on our part is not proven. We simply feel that this is an appropriate time to bring up this issue for general discussion and intelligent action on the part of the bill posters, and here are letters similar to this to Kansas City, Milwaukee, Birmingham, Denver, Omaha and several other points, in a column of the National Association, with the request for their consideration and cooperation.

We have been paying from Boston to Boston a month to the bill poster, and think that the trade that we control, in spite of constant endeavor to handle us and our customers, please us a good

time to make a personal appeal to the common sense of the individual bill poster and suggest ways and methods by which the business can be increased.

If I like you an example common sense to make a concession of about twenty per cent, on a three months contract, kindly notify us and we can without doubt do much more and other long-time business.

Bill posting is a new department in our business. We have during the past year demonstrated more of its possibilities than all other agencies combined. Some bill posters have misinterpreted us because we would not agree to methods that we knew would dwarf most of it because the growth of the business.

For certain specific purposes we believe it bill posting, look out and. We also believe just as strongly is associated with other under a wise guidance and a judicious management that sets the greatest good to the greatest number and always recognizes the equal right every advertiser with which it comes in contact.

We will do all associated effort on these

lines safe, and know that cooperation as a broad basis should enable us to turn half a million dollars a year to the bill poster.

Yours for business,

The O. J. Gude Co.,

O. J. Gude, Pres.

Note.—The above letters from the O. J. Gude Co. do not question the importance to members of the A. B. F. A. and bill posters generally, hence they are used and we gladly give them space in our columns, which are always open to the consideration of a similar action or inquiry.—Editor.

**BLACK CROOK IN BROOMERS.**

The Objectible Bill Board Paper Charged at Fremont, Neb.

The open house management yesterday covered all their bill boards with the "Black Crook" show bills. The display of the houses were a little shy in their reply, and some citizens desired into the city and some returned a position thereof forbidding such displays.

This morning it was found that all the territory of the row were dressed in bloomers of the latest cut, and some display of the houses were a little shy in their reply, and some citizens desired into the city and some returned a position thereof forbidding such displays.

G. E. & C. R. EYER on the city bill posting by Charles Eyerer, from which they established a splendid office.

Private's Ad prints as article on bill posting by Charles Eyerer, from which it appears that even it, that day the newspaper refer to the bill boards for their advertising.

There has been too many meetings of this organization recently but in another instance were we favored with an account of the proceedings. If some had been forthcoming, we would gladly have given them space.

**ELDER, JENKS & RABORG,**

'Excelsior'

Circus Paste

A. B. F. A.

BILL POSTERS' DRUGGIES

It is of a fine red lead, has very strong, brilliant, and beautiful and suitable brush work.

This new circus biller, which has been used by the National Association and the United States Bill Posters' Association.

Price 25 Cents.

Price \$20.00 per doz.

50 Cents per doz.

Extra Extra for Circuses

100 Cents per doz 50 Cents



127 N. Fifth Street, Cor. Cherry,

PHILADELPHIA.

## The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers.

No. 21 and 43 N. 10th Street, ROCHESTER, N. Y.

### WIDE BILLBOARD ADVERTISING.

Each copy of BILLBOARD ADVERTISING contains one to knock off everything else until I receive my last, and after so doing, I invariably say, "It's a deluge" as it is. Now, I think that every bill poster should read it and become a subscriber at once. It being the official publication of the Associated Bill Posters' Association of the United States and Canada, everything of interest to its members should be found in its columns, thereby insulating the laborer of his profession, membership, and knowing all matters to be authentic.

As all our craft are aware, we meet in Detroit, Mich., on Tuesday, Wednesday and Thursday, Jan. 26th, with one and a half day's number, if they were attended a meeting before, should stand this one, as matters of importance will be brought up that will apply to all for one and one-half day's number. Bill posters generally, whether members or not, should also find time to attend and listen to the discussion on matters that can only be reached through gatherings. All provisions are and will be settled. The matter that the kick may be, come prepared to give your vote for poster, and choose all that is desired.

These several gatherings were to make us better acquainted, and give confidence in the respective abilities of each other. Why bill posters can't be relied on as well, billboard is beyond my comprehension. If such, nothing but success can perch on our losses. I really and probably know bill poster who have had work and them at the expense. Association rates of these costs per sheet per week and have returned to do it. All they wanted being four cents for thirty days. Probably these people didn't know the war was over, they had stretched themselves to our Association and gotten their work through the only channel that members should occur through—our New York office under the management of E. J. Stahlbrodt—they would have known what we getting on and be in money in pocket.

Let any bill poster take paper and pencil, and they will find it impossible to do work for less than Association price and do it honestly. They may do other work a big price for them and draw work, and for commercial here! When I manager, I would hold upon the same criterion these men.

Draw upon this better prices, and you will really see the importance of coming into our Association before it is too late; the longer you stay out the more money you lose. We don't say that our Association should give you real business but the Mack eye given bill poster has to a great extent been given by you, you.

May I once more say to you, you know here of our craft, come to our meeting, take a vacation, being your way along, get acquainted with the men who are now conducting the bill poster business, see the benefits derived from being a member of an Association. All other business of business can be ended; why

not? And we say, with your will. We have several positions for membership to be acted upon, and I hope to receive calls for several more applications before the meeting.

These men have kept constant since our last meeting and see for admission. So we say, with all the shoulder put in to do so, we are awaiting at a very special rate and are in shape to continue.

One word about our New York office for years we have been in the hands of the middle man, who has made capital. These men have kept constant since our last meeting and see for admission. So we say, with all the shoulder put in to do so, we are awaiting at a very special rate and are in shape to continue. One word about our New York office for years we have been in the hands of the middle man, who has made capital. These men have kept constant since our last meeting and see for admission. So we say, with all the shoulder put in to do so, we are awaiting at a very special rate and are in shape to continue.

I wish more of our members would write for your valuable paper before this one. You will find it does me good to read such interesting articles.

There is a price of paper ready to be put out in advance of paper than we are entitled. Therefore issue of paper as less it comes from our New York office, and they will let them who and what we see. My agreement and membership I consider the largest and most available source in my business, and under the leadership of the Stahlbrodt, I can get more work and money than all other sources.

Let that little lump of money in your mind here, and never let it die out, and the new future will develop all I say to be true. Write for any and all information; ready to answer all questions for the benefit of our craft, and when success comes, our hand work and success endeavor, so we will throw him but higher or about inside this.

Yours at all times,

EDWARD CARRILL.

Albany, N. Y. May 26th, 1905.

BRAD BRADLEY has purchased all posting privileges at Willimansett, Pa. Mr. George H. Buhl, who formerly did the posting in that city, but recently joined the Bill Poster Co., with no small degree of success, has returned once more to his former field, and proposes to make this group his territory.

Mr. T. J. MERRY, Treasurer of the American Bill Posting Co., Brooklyn, N. Y., will sell for Europe before the next issue of this journal. The best quality of the entire craft goes with him, he being one of the oldest bill posters in the United States, 84th street.

## THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributors and General Advertisers.

No. 20 North Park Row, ERIE, PA.

### DENVER NEWS.

DENVER, Col., May 26, 1905.  
BILL BOARD ADVERTISING,  
Cincinnati, Ohio.

I notice that you have a good article in your last issue in regard to accepting or not, from my irregular habits poster in distributing, an account of a number of complaints. We think that you are taking a good stand on this, in your early distribution of samples, pamphlets or folders to go on or on, or on bill posting and to go head as head, and you cannot begin too early upon the bill poster, or people who make a specialty of doing it right, but with other bill posting matter, why, but doing a good day's work, and it is a trade in itself. Some people say, "Well, it's one thing or another." I say it is any day for a man to use a word when you are looking at him, but let some people like the one, and say when it is not.

As distributing, we have to rely upon the beauty of the parties distributing, as there is hardly any war, check this work up. With bill posting you are side account and show a new almost every sheet of his paper, but to do so if distributing in great quantity, you would have much of the door of every house. We have a book and suggest that makes a specialty of distributing, and on top of all ways in the following sign, in large letters: "My bill poster is in distributing, and bill is every house." We also stamp distributing matter with the following sign: "If more than one of these are left at your house, please notify us at once. Telephone 131." The Corresponding Co. This also helps to check the man that is getting out the work, and they will do their work right, and we argue that we distributing can be done for less than two dollars a thousand and from that up, according to the bulk of the order.

When advertisements offer to pay per dollar, or a dollar and a quarter for distributing, they are really wasting their knock money in the long run, paying on an average of three to four dollars per thousand, because the men double the work to get rid of it when they are not paid a sufficient price to make a profit, and we figure that it costs us one dollar and a half per thousand to distribute pamphlets or circulars.

Yours very truly,

JAMES A. CRAWFORD.

We notice an article from Mike Brennan, the Bill poster of Minneapolis, where he says he sends the paper down to the bare boards and like his there.

That is also a good idea, but after he does that, if he will take a lot of his old four cents or old canvas, and cover some of the boards with that, put it on as you would paper and then take it, you would be surprised how long his paper will look and save. We have noticed that in this territory and it has given wonderful satisfaction, so the cover may offer little to him as fast or four months or a year.

JOHN COLMAN, the bill poster from Louisville is starting on this month.

DON'T you think that it would be a good idea for bill posters to exchange views, or express their opinion about posting, and also keep each other informed in regard to all business matters that would be for the good of the fraternity?

I. G. BEARD, of Reno & Long, Scranton, Pa., while on his return from Philadelphia, where he was in attendance at the Old Folks' exhibition, was called at our New York office, and said, "Since I signed the agreement, I have no trouble in getting the Association price, and business has improved fifty per cent."

### The Collectors.

WILL BRADLEY has issued a new paper explaining the advent of *The Echo*, a fortnightly magazine, published in Chicago. A special edition for collectors has been issued, copies of which may be had by addressing: The Echo Publishing Co., Chicago, Ill., enclosing twenty five cents.

BRADLEY has issued a special collection of their "Complete" poster. The price is 75c.

There's really a market for him has been to his country's dark house. We would know it to be here. We would know it to be here.

—Printer Job.

Send the bill for the Fifth Annual Convention of the Associated Bill Posters Association, of the United States and Canada, at the Hotel Carlton, Detroit, Mich., July 9, 10, 11 and 12, in another column.



Fourth of July One Sheet.











POUGHKEEPSIE, N. Y., 97 CATHARINE.

**M. F. SPRENGER, THE HONEST KING,  
BILL POSTER AND DISTRIBUTER,**

Wappingers Falls, 276 Park, Bleebeek, Pigtand.

Commercial Work a Specialty. 15000 N. of Boards at Walls  
Member New York State Bill Posters Association.

Bureau of the International Professional Register,

DONALDSON LITHO. CO. BUILDING, CINCINNATI, OHIO.

The Bureau of the Register will publish in the next edition of the DONALDSON LITHO. CO. and will accept the same and standing of every firm, agent and distributor throughout the entire English speaking world.

TORONTO, CANADA. Population, Over 300,000  
Street Car Lines, 50 miles  
Passengers Carried Last Year, 30,000,000.

**The Price Advertising Co.,**

BILL POSTERS, DISTRIBUTERS, &c.

Own and Control All Bill Boards.

LEANDER RICHARDSONS Dramatic News.  
DONALDSON LITHO. CO. BUILDING.

Subscription Rates, \$1.00 per year.  
Advertising Rates, 50c per square.

CINCINNATI, OHIO.

**The DONALDSON Show Printing**  
*Sillographing*  
FINE ART PRINTERS  
INCORPORATED 1903  
INCORPORATED 1903  
HEADQUARTERS  
CINCINNATI, OHIO  
SHEET DESIGN -  
LITHO - C. CURRIE AND JOHN CH.  
"VALERIEUX"  
WE PRODUCE THE BEST  
PRINTING

### A LITTLE ADVERTISING

- • • Is a dangerous thing. Advertise well or else not advertising.
- • • Short trials disappoint the user, but continuous advertising
- • • prove a business bringer. • • • Allow us to construct your
- • • advertising matter and it will pay you well. Experience seek.
- • • Correspondence solicited. Plans and methods suggested.

DAVID B. ARCHIBALD, 73 Nassau St., NEW YORK.

**HENNEGAN & CO.**

Poster and Commercial Printers,

CINCINNATI, OHIO.

**THE LIBBIE SHOW PRINT.  
PRINTERS AND ENGRAVERS,  
6 TO 12 BEACH STREET,  
BOSTON, MASS.**

**O. P. Fairchild, CITY BILL POSTER,**  
Distributor and General Advertiser.

Cottages, 816 1/2, West Cottages, Leaton and Farmsteads,  
16 East Fifth Street, COVINGTON, KY.

**THE INTERNATIONAL PROPAGANDA CO.**

FERRON, CURTIS & CO., Managers  
**GENERAL ADVERTISING CONTRACTORS**  
United States, Canada, Mexico, Central and South America, and the West Indies.

Advertisements written and translated into English, French and Portuguese.  
Bill Posting, Sillographing, Photo Engraving, New Printing and General Advertising a specialty. We control 1200 Professional and Industrial of the principal Theatres and Circles of the two continents. American agents throughout the Spanish-speaking countries of Central and South America on application.  
General Office, 1204 Broadway, New York, U. S. A.

WITH BRANCHES AT:  
Mexico, San Antonio, St. Paul, City of Mexico, Buenos Ayres, San Francisco & Lima



**Special**  
TO

Bill Posters,  
Advertising Agents,  
Secretaries of Fairs,  
Copper Half-Toon Engravings,  
PORTRAITS.

2x3 ..... \$7.50.  
2x4 1/2 ..... \$2.75.  
2x6 ..... \$5.00.  
Send Good Photo with Every Order.  
— 70 —

THE BELLEBECK PHOTO-GRAVING CO.,  
CINCINNATI, OHIO.

With 200 Walls, 2000 Billboards Advertising.

DISTRIBUTING ?  
OFF YACI  
AND BILL POSTING.

**REESE & LONG,**  
Billboard Posters, SCRANTON, PA.

When you wish, mention Billboard Advertising.

Designs for Billboards  
2x6, 2x4, New, Novel &  
Catchy. Address,

**H. E. BURKEY,**

Donaldson Litho. Bldg., Cincinnati

**The Honest Boy's Friend**

A monthly Paper published for the benefit of the Homeless Boys of Cincinnati age per year. Address

THE HOMELESS BOYS' FRIEND,  
143 Syracuse Street, Cincinnati.

When you wish, mention Billboard Advertising.

**ELECTROTYPING!**  
Special Attention Given to  
FINE WOOD-CUT and ROSS WORK

— WORK GUARANTEED —  
**WINKELMAN & BURBANK,**  
41 to 51 East 5th Street, CINCINNATI, O.

When you wish, mention Billboard Advertising.

For Information in Writing,  
**CEDAR SHINGLES**

— 2000000 —  
**BURTONS & BROS.,** Fabert, Wash.

When you wish, mention Billboard Advertising.

Chas. H. Day's Circus Story,  
"Young Ad. Forgaugh,"  
THE ELEPHANT WRITER.

Send me sample of exactly one L. B. DAY  
P. O. Box 261, NEW HAVEN, CONN.

When you wish, mention Billboard Advertising.