



Classified Advertisements.

For the classified advertisements under this heading, the rate is \$100 per line per week in advance. Larger rates for the year.

BILL POSTERS' DIRECTORY.

- Birmingham, Ala. The Hill Posters and Distributors of Alabama, 2000 1/2 First St.
Advertising in the Copper Country, 1000 1/2 Main St.
A Frank in Texas, Reliable Bill Posters in Every State.
Western Bill Posting Co., 501 Lake St.
The Currier Bill Posting and Distributing Co., 1000 1/2 Main St.
John A. Lakin, City Bill Posters, 1000 1/2 Main St.
Knoxville, Ind., has capabilities in 1000 1/2 Main St.
The Oakland and Baltimore, 1000 1/2 Main St.
Cheban Bill Posting Agency, 1000 1/2 Main St.
The National City Bill Posters, 1000 1/2 Main St.
The Eight Bill Posting, Advertising and Distribution Company, 1000 1/2 Main St.
Woolbridge, Ind., has a population of 1000 1/2 Main St.
Williamstown, Conn., has 1000 1/2 Main St.
Cantabria, Ill., pop. 4,000.
Chicago, Ill., has a population of 1000 1/2 Main St.
St. Louis, Mo., has a population of 1000 1/2 Main St.
Papa, Ill., pop. 7,000.
Los Angeles, Cal., pop. 85,000.
San Francisco, Cal., City Bill Posting Co., 1000 1/2 Main St.
Kinwood Opera House, Bill Posting and Distributors, 1000 1/2 Main St.
Milford, Mass., Population 10,000.
Alexandria, Miss., Board advertising 1000 1/2 Main St.
Boonville, Mo., T. Wm. Coonster, 1000 1/2 Main St.
Marshall, Ill., Victor Jagger, 1000 1/2 Main St.
Fort Scott, Kas., Pop. 10,000.
Buffalo, Pa., P. R. Colford, 1000 1/2 Main St.
Troy, N. Y., Dudson & Co., 1000 1/2 Main St.
Richmond, Miss., Pop. 4,000.

Classified Advertisements

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MEL POSTERS' DIRECTORY.

- Apply Advertising To BERT, 1000 1/2 Main St.
Louisiana, Mo., Population 10,000.
Madison, Wis., Pop. 10,000.
Ipswich, Va., and adjacent 1000 1/2 Main St.
High Falls, City Bill Poster and Distributors, 1000 1/2 Main St.
Hot Springs, Ark., Pop. 10,000.
San Antonio, Texas, Pop. 40,000.
Albuquerque, N. M., Pop. 10,000.
Victoria, British Col., Pop. 20,000.
Lawrence, Kan., Pop. 10,000.
Portland, Me., Pop. 10,000.
I Write Bills and Posters, 1000 1/2 Main St.
A Handy Wagon Bill in Every State, 1000 1/2 Main St.
Poloater For Bill Writers, 1000 1/2 Main St.
Franklin, Miss., Advertisements 1000 1/2 Main St.
American Fair Bulletin, 1000 1/2 Main St.
Franklin, N. J., The Great International Fair, 1000 1/2 Main St.
Leola, Miss., South District Fair, 1000 1/2 Main St.
Glenfield, Tex., Limestone County Fair, 1000 1/2 Main St.
Newspaper Ads for Fairs, 1000 1/2 Main St.
Wanted Fair Grounds Advertisements, 1000 1/2 Main St.
Up-to-date Fair Bills and posters, 1000 1/2 Main St.
Chas. Peck & Co., New York, 1000 1/2 Main St.
National Advertiser and Publisher of Every State, 1000 1/2 Main St.

DISTRIBUTORS' DIRECTORY.

- For the classified advertisements under this heading, the rate is \$100 per line per week in advance. Larger rates for the year.
Logan, Utah, Wm. Crockett, 1000 1/2 Main St.
If You Want Anything, 1000 1/2 Main St.
Vigilante, Indiana, 1000 1/2 Main St.
Matthew, Remond Co., N. J., 1000 1/2 Main St.
S. J. Clark & Co., Advertising Distributors, 1000 1/2 Main St.
Knoxville, N. J., 1000 1/2 Main St.
Michigan, Advertising and printing, 1000 1/2 Main St.
Anderson, Ohio, Geo. M. Bell, 1000 1/2 Main St.
Brooklyn, N. Y., 1000 1/2 Main St.
Poughkeepsie, N. Y., 1000 1/2 Main St.
Grand Rapids, Mich., 1000 1/2 Main St.
Seaville, Tennessee, 1000 1/2 Main St.
Guaranty, Lumbermen Co., Pa., 1000 1/2 Main St.
Chicago, Ill., 1000 1/2 Main St.
Lansing, Mich., 1000 1/2 Main St.
Cheese, Pa., Pop. 10,000, 1000 1/2 Main St.
Akron, Ohio, 1000 1/2 Main St.
All Kinds of Advertising Matter, 1000 1/2 Main St.
Egan, Mead, 1000 1/2 Main St.
Percy, Colo., 1000 1/2 Main St.
Chicago, Ill., J. A. Clark, 1000 1/2 Main St.
Philadelphia, Pa., 1000 1/2 Main St.
Baltimore, Md., 1000 1/2 Main St.
Omaha, Neb., 1000 1/2 Main St.
Springfield, Ohio, 1000 1/2 Main St.
Covington, Ky., 1000 1/2 Main St.
Grand Junction, Col., Pop. 10,000, 1000 1/2 Main St.
J. R. Lane & Co., 1000 1/2 Main St.
Springfield, Ohio, 1000 1/2 Main St.

MORAL SIGNS AND PAINTED BULLETINS.

For the classified advertisements under this heading, the rate is \$100 per line per week in advance. Larger rates for the year.

- St. Louis, Mo., 1000 1/2 Main St.
Chicago, Ill., 1000 1/2 Main St.
New York, N. Y., 1000 1/2 Main St.
Philadelphia, Pa., 1000 1/2 Main St.
Boston, Mass., 1000 1/2 Main St.
San Francisco, Cal., 1000 1/2 Main St.
Los Angeles, Cal., 1000 1/2 Main St.
Portland, Me., 1000 1/2 Main St.
Richmond, Va., 1000 1/2 Main St.
Cincinnati, O., 1000 1/2 Main St.
Columbus, Ohio, 1000 1/2 Main St.
Indianapolis, Ind., 1000 1/2 Main St.
Cleveland, Ohio, 1000 1/2 Main St.
Detroit, Mich., 1000 1/2 Main St.
Milwaukee, Wis., 1000 1/2 Main St.
St. Paul, Minn., 1000 1/2 Main St.
Kansas City, Mo., 1000 1/2 Main St.
Omaha, Neb., 1000 1/2 Main St.
Des Moines, Ia., 1000 1/2 Main St.
Sioux Falls, S. D., 1000 1/2 Main St.
Rapid City, S. D., 1000 1/2 Main St.
Spearhead, W. Va., 1000 1/2 Main St.
Martinsburg, W. Va., 1000 1/2 Main St.
Hagerstown, Md., 1000 1/2 Main St.
Frederick, Md., 1000 1/2 Main St.
Washington, D. C., 1000 1/2 Main St.

PRINTERS' DIRECTORY

- The following are some of the printing of the...
New York, N. Y., 1000 1/2 Main St.
Chicago, Ill., 1000 1/2 Main St.
Philadelphia, Pa., 1000 1/2 Main St.
Boston, Mass., 1000 1/2 Main St.
San Francisco, Cal., 1000 1/2 Main St.
Los Angeles, Cal., 1000 1/2 Main St.
Portland, Me., 1000 1/2 Main St.
Richmond, Va., 1000 1/2 Main St.
Cincinnati, O., 1000 1/2 Main St.
Columbus, Ohio, 1000 1/2 Main St.
Indianapolis, Ind., 1000 1/2 Main St.
Cleveland, Ohio, 1000 1/2 Main St.
Detroit, Mich., 1000 1/2 Main St.
Milwaukee, Wis., 1000 1/2 Main St.
St. Paul, Minn., 1000 1/2 Main St.
Kansas City, Mo., 1000 1/2 Main St.
Omaha, Neb., 1000 1/2 Main St.
Des Moines, Ia., 1000 1/2 Main St.
Sioux Falls, S. D., 1000 1/2 Main St.
Rapid City, S. D., 1000 1/2 Main St.
Spearhead, W. Va., 1000 1/2 Main St.
Martinsburg, W. Va., 1000 1/2 Main St.
Hagerstown, Md., 1000 1/2 Main St.
Frederick, Md., 1000 1/2 Main St.
Washington, D. C., 1000 1/2 Main St.

**Other People's Brains.**

Reverent, Appreciated, or Status Outside, as You Choose.

There's no great trouble with the average man's address. He makes his advertising his hobby. He reads the ads of the water clock, he reads the ad of look "good" and leaving. A class, open-face type will help to do this, with plenty of white paper, and perhaps a touch of red ink. Let us more fully, and adapt the ad to the changing season. They try to hit the right class of people with it.—*Profitable Advertising, Review*

**A Thought For Newspaper and Magazine Advertisers.**

It is a mistake to head-up newspaper advertising by expecting it to do too much. The newspaper is a splendid place to present an argument as to why people should buy your articles in preference to any other. But *small space* cuts *big money*, and if the paper is my goal, there is less of other interesting matter to hold the attention of the reader. Display advertising gives *big space* or *little money*.

It is a tremendous help to put a newspaper advertiser to know the value of the article giving the eyes of the people from (how) and well as they travel through a city; to have it create the reader as an old friend or as a step into the new. Last, and best of all, if it is a proprietary article, the very cause of help is shown if there is a headline based on the side of the small circle where the article is sold. It hits the possible buyer right at a class and place where, if a decision for the article has been caused the opportunity to purchase is immediately at hand.

Does this place display advertising is applied to the newspaper? No, a thousand times, no! It is the newspaper's best friend, its greatest help.

Every new advertiser that enters the field of publicity, by its very demand for it, increases the cost of space and also adds upon the advertiser's mind the people that are showing. "Come and buy of us," the leader the one must stand to be heard above the crowd.

This is why, with the increasing recognition of its importance as a trade factor, advertising is no longer a problem to-day. This is why newspaper can't do it all. This is why display advertising is the friend and co-laborer and the rival of the newspaper. It makes it easier to get results.

Any proprietary article that sells well better by trying (ignoring) the value of display advertising and relying on newspaper space, is a badly handicapped in its advertising methods on the part of the advertiser. It may get along without it, but it is doomed inevitably.—*O. J. Gads in Display Advertising, St. Louis.*

Focus advertising is waste. Good advertising is gold. The knowing How, and Where to advertise is necessary to success. Finding out the correct water of your advertising is the best of an inexperienced person the relative, friend, or dependent is a great mistake. Factor pay through his hands off. There are experienced men who make advertising a step by step.—*The King's Note.*

Write the coming of spring these ads to be a direct revival of the month, with new and "new" advertising in general. These direct procedures include direct street attention, but it is rather doubtful if the interest they create extends much beyond their own seasonal depression.—*Art in Advertising.*

You long line of boys, old from ten to ten to white dress, each wearing a sock's top and upon and carrying a gingham basket on which is printed the name of a brand name, is not so bad. In the shopping districts it ought to be a good thing.—*Art in Advertising.*

**The "Say" Poster.**

The Brown restaurant of *Art in Advertising* has the following comment to offer on regard to the famous "Say" Poster in the May number of *The Magazine*—

**Some Suggestions For Posters.**

By W. M. Hensley.

Posters in most cities are scarce—and the same thing may be said of those in larger cities—no poor advertising, if they advertise at all. While they have something that is not so much demand, they seldom seem to be able to make an interesting advertisement. One great trouble with posters, although they might not admit it, is their lack of enterprise in supplying and giving up really artistic work. They say "People won't pay for it." Just the opposite. People do not have the opportunity to get it or they would soon see the advantage of using that time of work. Take really good advertising, really fine printing and paper work, both poster and customer.

A restaurant has nothing but really artistic work in a great thing for a poster in their days of competition. *Review*

There is no ideal poster, according to M. Chastet.

"I should like as simple as possible, and I consider the attractiveness of one figure and used I hardly say that of a lady face, is indispensable; whenever it is possible, this figure should be shown. By a few positions are more changed than fifty continues (two feet) by eighteen (two feet) and my favorite size is ten (horizontal) and fifty by ninety, the figure should be shown, and brightly dressed in some striking costume not likely to go out of fashion as well as the price is to be in. I always make a poster in the style of the letter of the poster advertisement. I do not believe in black and white letters, but have no objection to them being very dark blue, red, or violet; this produces the effect of black without giving a jarring note.—*The Arts, Chicago.*

The exhibition of posters made by the Cosmos Art School attracted considerable attention. There were a number of space specimens shown, many of them having on the lines of the *Standard*—*Profitable Advertising.*

SEVERAL of experienced advertisers, who had business of their own, came to the hotel advertisement in Chicago.—*The Arts.*

Don't attribute the success of a business enterprise to luck. If you will do wisely clearly, you will probably find some potent advertising force behind the throne.

Business of any kind, provided it is worthy of patronage, but what can be increased by judicious advertising.

To make money you must be willing to spend some—unless, good advertising methods and you are practitioners of good results.

Many good advertisements are spoiled because the writer don't know where to stop. Make your advertisement brief and to the point.—*Advertiser Times.*

If took a good many years for advertisement to be put in it, it would be like the kind of horse that they didn't have to look after the advertising end of their business, rather than hang along with it. However, you can make your own money and you are struggling with it as business who are struggling over the fact that they very best expert reason in the kind that pays best.—*Profitable Advertising.*

Score merchants sit down and criticize their competitors' methods of doing business, only to see that they get rich, and they are not poor. It is better policy to search for a merchant to say that "with such methods" would do his trade away, when it is slipping away for the rest of just such progress. The old day methods of years ago won't do for that. Get up and at them.—*Progress*

"THESE men's good names are known. The date addressed to them is known. They want a business card for their business."—*Trade's Aid.*

Don't look is simply a man with his hands in his pocket, and a pipe in his mouth, looking on to see how it will turn out. He is a man who is not so much pluck to meet adversity, his clothes called up, working to make it come out all right.—*The Job's Answer.*



"I, Doubtless, the well known bill poster, is using a headline of the make-up imposed on it (I) school of art. I suppose its tale should be 'hey' It is kind in tone, generous in its wish to enlighten but altogether good-for-advancing. It is an apt illustration of the association of ideas principle, and, even the idea used, which is the association in Doubtless, the association can never be obliterated.—*Art in Advertising.*

A walk in with of Robert Bonner and his bill poster advertising. One day he engaged a whole staff of a newspaper and repeated a twelve-line advertisement, upon it over and over again. It must have been repeated five thousand times upon the page in the conflict type.

"Why do you waste your money, Robert?" asked a friend. "I noticed that some face at once. Would not get a page have satisfied your purpose?"

"That a page would never have caused you to ask the question," replied Mr. Bonner. "At least five people will ask to every line, and you will find it.—*New York News.*

men are gradually coming to realize that it's the best work that pays best, and they are consequently willing to pay for it. It is better sense to wear a good, at a little extra, than your neighbor is getting.

In spite of particularly fine job of program, new or existing printing is done, why not make that job the subject of an ad in the local paper, describing the features of this job, and seek mention of the fact that a specialty is made of this class of work, and writing people to come in and see this and other specimens of nice work.—*Printer's Aid.*

PROFESSOR: I should advertisement that tells us in the briefest possible manner what the advertiser has to offer. It is very well under our circumstances, except in connection with my business, the discrete introductory remarks—*Trade's Review*, as to speak which seem to be popular with some advertisers. When I want to read, for the pleasure of reading, I can readily find something more profane and entertaining than that which I wish my father or shoemaker.—*Art in Advertising.*



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 business mentioned in the letter for three months contracts is 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 its circulation, strengthen its position and sell every bill posted 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 two 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" display, in spite of the outbreak of St. Paulians to "spoon" the work.

We intend to make this second order 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 chief guarantees. It also is probably made any needed extension 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 encourages the habit of buying paper not during their entire season, but instead making one or two billings two or three months apart, as is the general custom at the present time.

It adds novelty, interest 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 encouraged the same, are unanimous in acknowledging that the long-time contracts that we have placed during the past season for "Hansen-American Jumps," "Hammill," "Elegant Lads," "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 experience and take each step to so 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, Minneapolis, 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 us because the growth of the business.

For certain specific purposes we believe it bill posting, but not all. We also believe just as strongly is associated with other under a wise guidance and a judicious management that sets the greatest good for 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 base 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 nature or import.—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 broomers here is quite as pretty "old," and some citizens denied into the city ordinances and converted a provision thereof forbidding such displays.

This morning it was found that all the brooms of the row were dressed in showery of the latest cut, and some display of the broomers here is quite as pretty "old," and some citizens denied into the city ordinances and converted a provision thereof forbidding such displays.—Quincy, Ill. Herald.

G. E. & C. R. EYERER are the city bill posters of Washington, Ill. They have established a splendid office.

Private's Ad prints an article on bill posting by Charles Eberhart, from which it appears that even in that day the newspaper editor on the bill boards for their advertising.

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

## ELDER, JENKS &amp; 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.

This new circus bill poster, which is made by the Excelsior Bill Posters' Druggies, is made in Chicago and is the best bill poster yet made.

Price \$20.00 per doz.

50 Cts. per doz.

Extra Extra for Circuses

100 Cts. per doz. 50 Cts. per doz.

Write to us, in all parts of

ELDER, JENKS & RABORG

Great Manufacturers.

PHILADELPHIA.



127 N. Fifth Street, Cor. Cherry,













POUGHKEEPSIE, N. Y., 97 CATHARINE.

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

Wappingers Falls, 276 Park, Hillsbeck, Pigtand.

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

Bureau of the International Professional Register,

DONALDSON LITHO. CO. BUILDING, CINCINNATI, OHIO.

The Company of the Register will publish in the next edition of the DONALDSON LITHO. CO. and will accept the same and standing of every other office and accept throughout the entire United States.

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.

**Walter Richardson's Dramatic News.**  
DONALDSON LITHO. CO. BUILDING.

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

CINCINNATI, OHIO.

**The DONALDSON Show Printing**  
*Silbography*  
FINE ART PRINTERS  
INCORPORATED 1903  
INCORPORATED 1903  
HEADQUARTERS  
CINCINNATI, OHIO  
SHEET DESIGN -  
CUTTING & COLORING AND JOB WORK  
"VALUABLE"  
WE PRINT FOR YOU

### A LITTLE ADVERTISING

- • • Is a dangerous thing. Advertise well or else not advertising.
- • • Start trials (disappoint) the user, but continue advertising.
- • • prove a business brings. " 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, Lehigh and Farmington.  
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, Advertising, Market Studies, New Exhibits and Bureau Advertising  
being a specialty. We control 100% of the advertising of the principal Theaters  
and Circles of the big metropolises. Advertising stands throughout the Spanish-speaking  
territories of Central and South America on billboards.  
General Office, 1284 Broadway, New York, U. S. A.

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



**Special**  
TO

Bill Posters,  
Advertising Agents,  
Secretaries of Fairs,  
Copper Half-Tone Engravers,  
PORTRAITS.

2x3 ..... \$7.50  
2x4 ..... \$8.75  
2x6 ..... \$9.00

Send Good Photo with Order.  
— TO —

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

With 200 Wills, location Belmont Advertising.

DISTRIBUTING ?  
OFF YONK!  
AND BILL POSTING.

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

When you wish, location Belmont Advertising.

Designs for Billboards  
and Signs, 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, location Belmont Advertising.

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

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

With 200 Wills, location Belmont Advertising.

For Information in Various  
Cedar Shingles

— AND —  
**BURTON & BROWN,** Fishers, Wash.

When you wish, location Belmont Advertising.

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

Send me sample of copy on L. S. DAY  
P. O. Box 85, NEW HAVEN, CONN.

When you wish, location Belmont Advertising.