BILLBOARD ADVERTISING

A Magazine for Business Men who think.

GEORGE H. LEONARD,
President Michigan Bill Poster Association, and
President Associated Bill Poster Association.
Distributors' Chat.

Not long since the Columbia Chemical Co., Manufacturing Chemists, at 707 Fourteenth Street, N. W., Washington, D. C., had occasion to cover Cincinnati with distributing matter. They employed the American District Telegraph Co. in the work, as the employees of the concern are largely minors, many being mere boys, and hired them from fourteen to sixteen years. The quality of service rendered, can be better imagined than described.

In the interest of circular distributors, Mr. W. H. Steinbrunner of 813 Vine St., Cincinnati, O., wrote the Columbia Chemical Co., describing the service rendered, and demonstrating the error of entrusting work of this nature to 'boys or careless employing boys. As we are the Washington people, promptly investigated, and the investigation disclosed a condition of affairs, which resulted in their quickly registering a thorough and vigorous protest with the American District Telegraph Co., in which the name of Mr. Steinbrunner was enclosed.

One of the employees of the American District Telegraph Co., called on Mr. Steinbrunner, in company with two special policemen and endeavored to "bluff" a retraction from him, but finding that they could not secure it, they endeavored to accost him of following the boys, and gathering the circulation here.

This charge was as silly as it was groundless. Mr. Steinbrunner was able to absolutely refute, as will be seen from the enclosed letter which he received recently.

Office of Columbia Chemical Co.,
313 Vine Street, Cincinnati, O.

Dear Sir:

We have your letter of the 17th inst., and have read the same very carefully. We note your statement that the Telegraph Co. is trying to "baffle" you. So far as we are concerned we are perfectly familiar with the fact, as they exist regarding the distribution of our circulars in Cincinnati. Your statements were amended as requested in two letters of recommendation and believed us.

Sincerely yours,

Columbia Chemical Co.,
W. P. Sprunger, Sec'y.

No further comment on the above is necessary. Mr. Steinbrunner has fully substantiated his charges and proved that he was absolutely right.

We cannot refrain from reiterating our statements made in former issues of this paper in regard to the employment of boys. As is well known, we have taken a pronounced stand in regard to this evil. No minor can write in the column of this paper, and no one else who cannot produce reference that will fully satisfy us, that his integrity and honesty will fully warrant us in employing him and recommending his services to advertisers.

We are now going to assume a position and will refuse even more pronounced. Beginning with our September issue, we reason that it is not universally recognized, because advertisers have encountered such gross neglect, dishonesty, and incompetency. The papers that have heretofore endeavored to cover this field have for the most part been mere schemes to further private interests, purely personal organs and as such have accomplished no good, but on the contrary have on occasions heightened the evil conditions existing.

They have solicited and published advertisements from anybody and everybody, holding out alluring inducements you need not subscribe, if you do not care to, but we do want you to bring to our notice every instance of an advertiser's confidence being abused, that comes under our notice. You do this, and we will do the rest.

F. A. Fitzgerald, and 20 Third St., Milwaukee, Wis., distributes window work, circulars, samples, and takes up cards, and signs in the city, suburbs, and country.

J. A. Clough, who conducts the Manual Distributing Service of Chicago, Ills., writes us as follows:

Chicago, Ills., June 12th, 1895.

BILLBOARD ADVERTISING.

I want to say that I am well pleased with your ad in your valuable paper. It has yielded more large orders than all the remainder of the ten papers that I have been advertising in. Yeoman also uses a steady advertising and subscribing in the future.

I will send an advertisement just as soon as I can get a certain cut made. I like the term you take in regard to boys. Chicago suffers greatly in this respect, but I am confident against it. I was also greatly pleased with Mr. Curran's letter. Tell my brother he is right on every point.

Respectfully yours,

J. A. Clough,
617 Austin Ave, Chicago, Ills.

"Conservative complaints have reached us during the past month relative to the Ford Manufacturing Co., and Eddy & Kennedy both of Chicago. Each of these concerns disseminate catalogs and advertise in the following manner: The former requesting ten cents and the latter four cents for a reply. We are of the impression, that if our correspondents chanced to act upon such letters, other letters of "kites," and other "swindle" would follow. With the advent of the new season, I shall further this small desire. We refuse to accept the matter at all, but will keep in constant touch with such advertisers. They may really want distributors and then they may not. They are more likely to do what they like in that respect. There is another firm advertising in the same manner this month. They advertise themselves the 'United States Interchange Bureau' and are also located in Chicago. C. H. Reavis of Milwaukee, is also advertising how to get a million distributors to distribute, for nothing.

From the past remarks we learn that the following firms have large classes of distributing matter in person, viz.:

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Pueblo Extract Co., 75 Fifth Avenue, N. Y.

Boyd & Co., 120 Laight Street, New York.

Rebecca Belding Co., 10-12 East 16th Street,


W. H. Wright, F. M. Hall, and Co., Rochester, N. Y.

1011 Wabash Avenue, Chicago, Ills.

W. H. Wright, F. M. Hall, and Co., Rochester, N. Y.

1011 Wabash Avenue, Chicago, Ills.

Woodbridge, New York City.

Henry Thompson Co., Cleveland, Ohio.

T. P. Thompson Co., 90 Wall Street, New York City.

The Doubleday Guide, which is now in process of compilation, is especially recommended for all advertisers. Distributors everywhere do well to have their names inserted under the headings of the various cities.

E. Hughes of Milam, Mo., has sent us a list of ten advertisements regarding their integrity and ability which have come to his notice which advertisers may entertain upon that score. His service is equal to that of any in his line.
The Fifth Annual Convention of the Associated Bill Poster's Association, of the United States of Canada, was most pronounced and emphatic success. It is rarely, indeed, that a fiber looking body of man has assembled in convention, and one can point to any organization, whose deliberations in convention assembled, were marked with a greater degree of dignity than that which characterized the proceedings of the bill posters at Detroit. Business-like dispatch, coupled with careful and exhaustive argument were manifest throughout every session and although the debate at times waxed keen and warm over important issues, no single member spoke, in point of courtesy or gentlemanly deportment.

The attendance was the largest that has yet been recorded, and the interest manifested by the members bordered upon the enthusiastic. As to the officers elected and the committee appointed, it is conceded on all hands that the selections are admirable; consequently, the affairs of the organization will be admirably handled with discretion and without detraction. Read the hand writing on the wall! The title has turned. The trend of the great body of commercial poster handled art will be toward the bill boards, toward mural signs and painted billboards, toward powerful political advertising.

The policy of selling below cost to the subscriber, and saddling the burden then created upon the advertiser, has been carried to such extreme lengths oflate that there is scarcely a single people which in the advertiser can use space at its profit. We except, of course, the afternoon paper, which is bought by people when they have time to read, and which enters the home when it is time to eat. Its space will always be valuable, as will that of the magazine which assits a living price from the subscriber while extending a rate to the advertiser.

Old and New Ideas

One of the brightest advertisers in New York city says: "Woman knows bargain advertising is a bid for business —and that we expect it to pay more in some way of course." In these competitive days every little business will get lost without bidding for it. Women boot the bides because the hunting pays. The old idea was that it was not dignified to ask business. The new idea is that it is worth having in worth asking for and to order it into the minds of the people, posters should be used.

Street Car advertising is nothing but bill board advertising in a restricted and modified sense. As such, of course it follows that it is thoroughly good in every respect. But money put into general mediums is almost thrown away.

The Christmas Number

The December number of BILLBOARD Advertising will be The Christmas Number. The number will contain many humorous sketches, stories and poems, will be splendidly illustrated throughout. The cover will be three-colors in white color and it will be circulated all over the world. We will offer some of the finest prizes for the best advertisements, under exactly the same conditions that obtained in this number. Advertisers will do well to bear this in mind. There is ample time between now and November 28th, in order to evolve some remarkably good ideas.
PRINTERS' GOSSIP.

Printers are poor advertisers. That is to say, most of them are. They seldom get beyond a sign and some indifferent stationery. As for a business card it is rare that they do not let it slip out of one hundred never have one, and the exception, the one out of the hundred possessors can, in a few cases, of which he would be ashamed to turn out for his most undeserving patron. We have speculated long and earnestly upon why this should be so, and only arrived at a solution last week. -He depends for his advertising upon his imprints.

This leads us to a consideration of the advertising values of the imprints. In order to get at the real inwardness of the matter, let us take it up in a methodical manner and discuss it dispassionately and thoroughly. In the first place, who sees the imprint? Beyond all doubt it is an unshaded form by the announcement itself, as to be entirely imperceptible to all casual observers, consequently only an insignificant proportion of this class, the few who stumble upon it, accidentally ever see the imprint.

Who then? Well, if it is a good work, real dealers may feel prompted to inquire where it was executed and hence we have good advertising value, but in so to secure it remember the work must be especially good, never noticeable, separate, and original. The percentage of advertising here is not very large either.

Anyone else? Oh yes, sometimes if the work is very good and would occasionally be in it, is to be overshadowed by the entire itself, to be entirely imperceptible to all casual observers, consequently only an insignificant proportion of this class, the few who stumble upon it, accidentally ever see the imprint.

Messrs Treadwell and Tilden are doing great work for H C Miner's Spring Litho Company. This well known house is now in the habit of the high road to prosperity.

The Saffin Show Print has passed into the hands of the former employees of Saffin. He is now a full fledged printer, holding office in Brooklyn.

Ed Sturgis has dropped out of sight altogether. He gave great promise for a while of being a shining light in the reality of show printing, and would have succeeded in another institution.

The Empire Show Printing Company, is still in the hands of the assignees.

Francis & Valentine are doing a wonderful business on the coast with the stock of printed matter made by the Duvaland Litho Company.

There are exactly eleven printing houses competing for fair patronage in this season, and as each of them devotes itself to the entire list of printing and would have succeeded in another institution.

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Eldreren, Jenks & Raborg.

"Excelsior" Circus Paste

BILL POSTERS' BRUSHES

Made of Hard Wood handle bent Hog Hair Bristles, rigidly tested and carefully trimmed. Will not come apart. Greatly preferred by the leading Circuses and a favorite tool for use at Street Rods by the United States and Canada.

Price $1.00.

Extra for Circuses $0.00 per box.

ELDER, JENKS & RABORG

127 N. Fifth Street, Cor. Cherry, PHILADELPHIA.
The Trade Papers.

Trade papers and class publications are bought by those who have time to read. To the intelligent advertiser this means a good deal, for, by far the greater number of newspapers are purchased, glanced at only, by the busy tradesman.

One of the very best booklets we have received this season in No. 3 of the series issued by Paper and Print of Philadelphia is the first page of the cover and the advertisement inside.

Arrangements for the next year's trade papers were made with a number of the leading trade journals for a price of $600 per annum. In all cases the rates are $5 per edition and the rate for the ect of the most is $2 per edition. The greater number of these make up the booklet.

The whole world is at your service, for in the trade papers you will find a list of advertisements that are worth your while.

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The Rochester Bill Posting Co.,
ED. A. STAHLBRODT, Manager
Bill Posters, Distributors and General Advertisers,
No. 10 and 18 Mill Street, ROCHESTER, N. Y.

Mr. E. C. DUNNELLY,
Of the celebrated Boston firm of bill posters, John Dunnelly & Sons, to an exceptionally kind
and talented young man, who was the respect and ad-
miration of all who knew of him. He was a hard worker and he
directed his efforts to the best end. His memory is now a
beautiful one of a bill poster who has gone to the grass.

KENTUCKY ONCE MORE.
Interest in the Kentucky Association is growing.
The well-known young gun who is the best known
and most admired young man in the state has
an excellent chance at the Kentucky State Association.
It seems that the Association has decided to
hold a convention in Kentucky. This is a
most commendable thing and we hope that
it will be a success.

THE DONALDSON GUIDE.
A famous Kentucky guide is to be
published. Hereafter he will be known as
"The Kentucky Bill Poster" and his name will
be synonymous with the best in the business.
It consists of a study of the bill poster's
work and his methods of operation. It
is a valuable addition to the literature of the
business.

COMPLETE FAIR DATES.
Next week the Dramatic News will publish a
full list of Fair dates for 1894. This list
embraces the entire country, and is
supplemented by the exceedingly useful Calendar of posters to be
published in the Dramatic News. The list
contains over 1,000 calendars and the
Dramatic News has made a special arrangement with the
fair authorities for the use of this valuable
calendar. Posters of all descriptions will
benefit by the interest shown in the
publication of the calendar.

Chesapeake, Ill., Aug. 17th.
THE ERIE BILL POSTING CO.
ED. A. STAHLBRODT, Manager
Bill Posters, Distributors and General Advertisers,
No. 10 North Park Ave., ERIE, PA.

THE DONALDSON GUIDE.
A guide to the Donaldson Association is to be
published. Hereafter he will be known as
"The Donaldson Guide" and his name will
be synonymous with the best in the business.
It consists of a study of the bill poster's
work and his methods of operation. It
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beautiful one of a bill poster who has gone to the grass.

Chesapeake, Ill., Aug. 17th.
The Convention.

It Was a Grand Success.

The Fifth Annual Convention of the Associated Bill Poster's Association was held in convention at the Cadillac Hotel, Detroit, Mich., July 5th, with A. M. Chapman, of Chicago, as chairman. The attendance was the largest ever recorded, President Campbell, of Chicago, was in the chair, and J. Ballard Carroll, of Atlanta, held the secretary's seat. The program was extensive and included a number of prominent speakers. The convention was well attended, and the business of the association was conducted in an orderly manner.

The convention was opened on Tuesday morning with the reading of the minutes of the last meeting, and the adoption of the rules of order. The president, R. H. Tyner, of Columbus, Ohio, gave the call to order. The secretary, J. Ballard Carroll, of Atlanta, read the report of the executive committee. The treasurer, J. A. C. Car- roll, of Atlanta, read the report of the executive committee.

The president then introduced the guest speakers. The first speaker was Mr. R. H. Tyner, of Columbus, Ohio, who spoke on the importance of the association and its work. He emphasized the need for a strong association to protect the interests of the artists and the public. The next speaker was Mr. J. A. C. Carroll, of Atlanta, who discussed the progress of the association and its achievements. He spoke of the growth of the association and its influence in the field of advertising.

The afternoon session was devoted to the discussion of various topics. The first topic was the importance of the association in the advertising industry. The second topic was the effect of technological advancements on the industry. The third topic was the role of the association in fostering the growth of the industry.

The convention concluded with a banquet at the Cadillac Hotel. The banquet was attended by a large number of members and guests. The toasts were given by the president and the secretary. The speeches were delivered by Mr. R. H. Tyner, of Columbus, Ohio, and Mr. J. A. C. Carroll, of Atlanta. The speeches were well received, and the audience was entertained by the speakers.

The convention was a great success, and the members of the association were pleased with the outcome. The association is growing stronger and more influential, and it is certain that it will continue to play an important role in the advertising industry.
We do Printing, and the People who appreciate the best class of work at the most Reasonable Prices patronize us.

Can we estimate for you?
No orders too large; None too small.

Our Specialty is Poster Work for outdoor Advertising.

For the Illinois State Bill Posters' Fifth Annual Meeting.

Tuesday, Aug. 2nd, at 8 a.m.

All members, (and in fact every bill poster) in the state of Illinois, is hereby notified and cordially invited to attend the Fifth Annual Meeting of the Illinois State Bill Posters' Association, to be held at the Club Rooms, in the city of Chicago, on the 2nd of August, 8 o'clock in the evening.

Everybody Vote!

What is the best advertisement in the columns of this issue of BILLBOARD ADVERTISING?

We want an expression of opinion from everyone of our readers, fill out the coupon printed below, and mail it to the Polling Contest Editor, BILLBOARD ADVERTISING, Cincinnati, Ohio, before August 15th, next, in order that the votes may be counted, the prizes awarded and the results announced in our September number. The prizes are as follows:

1st To the firm whose ad, receives the largest number of votes, we will present$25 in cash. We will also return the price of the advertisement, and run the same one year free of charge.

2nd To the firm whose ad, receives the second largest number of votes, we will present$15 in cash and return the price of the advertisement, and run the same one year free of charge.

3rd To the firm whose ad, receives the third largest number of votes, we will present$10 in cash and return the price of the advertisement, and run the same one year free of charge.

Our object in instituting this contest is to excite interest in our advertising columns, and to induce in our advertisers a disposition to give more time, care and consideration to the preparation of their advertisements.

Please cut this coupon, fill it out and mail it as above. Nu votes will be counted, save those which are written upon it, so we do not wish anyone to vote except the readers of our paper.
One Reason in Particular why Advertising on the Boards is Better than in the Newspapers.

"(By a Hitsman.)"

The advertisements on the bill boards are seen and read by people who are out of doors, and a person has to go out of doors to do much of his or her buying.

It often appears in the neighborhood of the place where the advertised article is for sale: the effect of such advertising, therefore, would have to be immediate. The exposure made on the road is on time to wear away. If the advertisement is in an effective manner about something the reader needs or wants, the chances are that a purchase will be made at once.

In this one respect, then, bill board advertising appears to be better than newspaper advertising. And, in the newspaper is generally read at home, to be effective, it must be in arring it in such as will last over eight, or until the next shopping expedition,—such ads are mighty hard to prepare.

I am a great believer in newspaper advertising myself, and I am coming to have a high regard for the bill board, too. There used to be a line about

"At the top of the boards. More people have seen your announcements than your bill board advertising was "cheap and noisy," I formed this opinion through reading the newspapers. The editors are not conscious than an idea of publicity was probably, creditable or public, except newspaper advertising. What the editors may be doing to make up the public opinion, and as it becomes to be generally understood that the bill board was a good thing to avoid.

The newspaper display of the bill board promoted both in newspapers and periodicals are powerful weapons. The writers of the humor and the effective way of making

A CHARACTERISTIC LETTER

From Brother Sutters.

Logan, N. Y. July 7th, 1895

BILLBOARD ADVERTISING,

Cincinnati, Ohio.

My Very Dear Sir,

Enclosed we had your $3.00 for the "Tong," sometimes called "snaps." "Frost's," etc., the cordial. We had "one on" at the National Convention, and so we decide to keep it the past post, a worthy object, we pass it over to BILLBOARD ADVERTISING. Whatever you do, don't feel it. In any case, we will send you a letter in 100 words, September 22nd, 1895. In our own way, we are not particular, use your own judgment.

Truly yours,

JAMES H. STEVENS.

John Comforth, the best bill poster with G. P. Farishead of Covington, Ky., has been in the employ of Mr. Farishead for the past eight years. He was born in Cincinnati, Ohio, and raised in Covington, Ky. Mr. Comforth is a Ills. young man being only 36 years of age. He is a brother who has a record of ten years' continuous service in the employ of the same firm.
LIST OF FAIRS
+++ 1895. +++

REVISED AND CORRECTED.

Copyright 1895. All Rights Reserved

This department will be reprinted in a regular series of issues, and will be illustrated in some special numbers. All Exhibitions, Poster Shows, Flower Shows, Punch Shows, Poultry Shows, and all Industrial Exhibitions whatsoever.

Managed or owned by the Showmen's Association of the United States, the Century Advertising Agency, and the Society under whose auspices the exhibition is held, and free of charge to the public.

The rate for the Association will be determined as above.

ACADIANA

Bassett, Dixie State Fair Society, Lake Charles, La.

MISSISSIPPI

Biloxi City, Biloxi City State Fair Association.

ARKANSAS

Boswell, Union County Agricultural Society, Hot Springs, Ark.

CALIFORNIA

Bay City, State Agricultural Society, F. H. H. Oliver, Sec.

Branch, Tehama County Agricultural Association, J. W. Branch, Sec.

Sacramento, State Fair, State Agricultural Society of California, J. H. Miner, Sec.

COLORADO

Boulder, Colorado Extension Congress?

CONNECUT

Branford, Branford Agricultural Society, J. C. Fields, Pres., J. W. Borden, Sec.


Wynne, Wynne Agricultural Society, J. E. Johnson, Sec.

RHODE ISLAND

Providence, Providence Agricultural Society, W. H. Stone, Sec.

Illinois


Aurora, Aurora Agricultural Society, J. G. White, Pres., W. C. Hart, Sec.

Belleville, Effingham County Agricultural Society, J. H. M. Mitchell, Sec.

Beloit, Beloit Agricultural Society, S. L. W. McPherson, Pres., J. B. S. Sikes, Sec.

Benton, Benton Agricultural Society, J. W. Shephard, Sec.


Delphi, Van Wert County Agricultural Society, J. W. Teeple, Sec.

Faribault, Faribault Agricultural Society, J. W. McIntosh, Sec.

Fremont, Fremont Agricultural Society, J. C. Smith, Sec.

Galesburg, Knox County Agricultural Society, J. D. Hall, Sec.

Galena, Jo Daviess County Agricultural Society, J. D. Hall, Sec.

Joliet, Will County Agricultural Society, J. W. McPherson, Sec.

Kewanee, Kewanee County Agricultural Society, J. W. McPherson, Sec.

La Salle, La Salle County Agricultural Society, J. W. McPherson, Sec.

Lafayette, Tippecanoe County Agricultural Society, J. W. McPherson, Sec.

Macomb, Mason County Agricultural Society, J. W. McPherson, Sec.

Marshall, Marshall County Agricultural Society, J. W. McPherson, Sec.

Mount Vernon, Marion County Agricultural Society, J. W. McPherson, Sec.

Ottawa, La Salle County Agricultural Society, J. W. McPherson, Sec.

Peoria, Peoria County Agricultural Society, J. W. McPherson, Sec.

Peru, Peru County Agricultural Society, J. W. McPherson, Sec.

Rockford, Rock Island County Agricultural Society, J. W. McPherson, Sec.

Springfield, Sangamon County Agricultural Society, J. W. McPherson, Sec.

St. Louis, St. Louis County Agricultural Society, J. W. McPherson, Sec.

The Official Organ of the SHOW PRINTERS' ASSOCIATION.

11

CHICAGO, J. H. Strong, Sec.

ILLINOIS

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AURORA, J. H. Strong, Sec.

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EASTERN, J. H. Strong, Sec.

FREMTON, J. H. Strong, Sec.

GALILEA, J. D. Hall, Sec.

JOLIET, J. D. Hall, Sec.

Kewanee, J. D. Hall, Sec.

LA SALLE, J. D. Hall, Sec.

LAFAYETTE, J. D. Hall, Sec.

MACOMB, J. D. Hall, Sec.

MARSHALL, J. D. Hall, Sec.

MOUNT VERNON, J. D. Hall, Sec.

OTTAWA, J. D. Hall, Sec.

PERU, J. D. Hall, Sec.

ROCKFORD, J. D. Hall, Sec.

SPRINGFIELD, J. D. Hall, Sec.

ST. LOUIS, J. D. Hall, Sec.
Atlantic, Pottawattamie County Agricultural Society, E. V. Wilson, pres., J. J. Pender, sec'y, Sept. 1 2.
Benton, Indian Creek County Agricultural Society, John Kindred, pres., T. S. Santy, sec'y, Sept. 30 31.
B bislow, Polk County Agricultural Society, E. M. Plattner, president, E. M. Plattner, secretary, Sept. 24 25.
Bissell, Linn County Agricultural Society, J. L. King, president, J. L. King, secretary, Sept. 24 25.
Bissell, Linn County Agricultural Society, J. L. King, president, J. L. King, secretary, Sept. 24 25.
Bissell, Linn County Agricultural Society, J. L. King, president, J. L. King, secretary, Sept. 24 25.
Billboard Advertising Has the Largest Circulation Among the Manufacturers.

American Advertising and Bill Posting Co.,

Successors to

BROADWAY & TREYSER

AND

GEORGE A. TREYSER

BILL POSTING COMPANIES.

280 Madison St., CHICAGO, I.L.

R. C. CAMPBELL, Pres't.

Burr Robbins, Secret.

TOLEDO, OHIO.

Established 1868. Population 110,000.

The Old Reliable

City Bill Poster

GEO. W. BILLS

Distributing and General Advertising

All Work Done Prompt and Reliable. Estimates Furnished Upon Application. Office, 308 Summit St.

TOLEDO, OHIO.

When you write, mention Billboard Advertising.

Electrotyping

We employ only expert workmen, in conjunction with the latest improved machinery, thus enabling us to turn out the best work for least money. Correspondence invited.

W. A. WINKELMAN & CO.

16, 18, & 20 E. Ninth St. Cincinnati, O.

When you write, mention Billboard Advertising.

J. N. Wheeler,

Bill Poster

and Distributer

Office Grand Opera House.

Wilmington, Del.

Work Promptly Executed.

When you write, mention Billboard Advertising.

CHAS. A. PACE,

Circulars, Samples and all advertising matter

Faithfully Distributed.

Fall River, Mass.

When you write, mention Billboard Advertising.

James R. Long.

A specialist in preparing an ad to go in the paper, as a circular, program, or the like. Send full particulars and a dollar for sample.

1308 B St., S. W.

Washington, D. C.

E. J. Heverin & Bros.

City Bill Posters & General Advertisers

Contractors for the Southern States.

LOUISVILLE, KY.

Population, 100,000. Established 1885. Suburban Towns, 3,000.

The Hudson

Advertising and Bill Posting Co.

ALBUQUERQUE, NEW MEXICO.

This Coupon and two cent stamp entitle you to a sample copy of "The Indian," thrilling Buffalo Bill Wild Western Story. Gorgeous colored Lithographed Cover, unexcelled by any other work. Address, The Indian, New Haven, Conn.

O. P. Fairchild,

Go to LAGOON,

Coney Island

and the Zoo.

COVINGTON, KY.

LUDLOW, KY.

MILDALE, KY.

WEST COVINGTON, KY.

Office, 16 East Fifth Street.

C. R. Rowland,

Augusta, Ga.

CHAS. S. JOHNSON

BLL & JOHNSON,

Bill Posters and Distributers

Office, 109 Fitzpatrick, KEY WEST, FLA.

Subscriptions 25.00.

When you write, mention Billboard Advertising.

The Old Reliable

ROSENDALE, KY.

CENTRAL COVINGTON, SHADBURY, KY.

And the Surrounding Country.

COVINGTON, KENTUCKY.
This is Ramsey of Lexington.

Don't Overlook Lexington, The Queen Of The Famous Blue Grass Region—By L. H. Ramsey & Co.

Cotton States Exposition, Opens September 18th.

Make your contracts for Posting Now. M. J. Dooley, Bill Poster.

THE DONALDSON BILL POSTER
PASTE BRUSH COPPER RIVETED & STEEL RIVETED
THE BEST AND MOST DURABLE OF THEM ALL.

PRICES:
10 in. each $1.75 10 lb. doz. $25.00
9 2.55 9 25.00
5 2.55 8 20.00

SEND YOUR ORDER TO
The Donaldson Litho. Co.
Cincinnati, Ohio.

TORONTO, CANADA, Population over 200,000.
Street Car Lines. Over 80 miles
Passengers carried Last Year. 80,000,000

The Price Advertising Co.
BILL POSTERS, DISTRIBUTERS, &c.
Own and Control All Bill Boards.

Texas Advertising Co.
SAN ANTONIO, TEX.
60,000 POPULATION.
BILL POSTING.
Samples and Circulars Distributed. Signs Painted and Tacked.

GEO. W. JACKSON,
BILL POSTER AND DISTRIBUTER.
WILMINGTON, DEL.

Winterburn SHOW PRINTING CO.
166 CLARK STREET.
CHICAGO, ILLS.

Bill Poster, Distributer, Geo. M. Leonard
Advertising Signs, GRAND RAPIDS, MICH.
POPULATION, 100,000.

(Winterburn Shows Printing Co.) (The up-to-date Outdoor Advertisers can post, distribute and paint your ad.)

When you get ready to Say Something In Colorado about your business, keep in mind that . . . .

THE CURRAN CO.
GENERAL OFFICE, DENVER, COLO.
I invite you
to read this.

I am a writer and illustrator of advertising. I take a great deal of pride in whatever I do. I am not satisfied to merely please a customer. I endeavor to doubly please him, and to do work so well, that it will be a credit to me. My services will be found of special value to advertisers who use circulars and posters. This is my first advertisement in this paper. I desire to find out how good a medium it is. I want to get all the answers I can. If you are interested in good advertising, I would thank you to write to me for more facts and figures. Please don’t wait till tomorrow. Write now before you forget.

Bert M. Moses.
P. O. Box 383, Brooklyn, N. Y.

You furnish the paper
We furnish the paste.

Jas. H. Staats, Lockport, N. Y.

If you have any work to put out in
Steubenville, Ohio,
don’t forget the Only Bill Posting shop in the city.
Chas. J. VOCHEL,
Manager City Opera House.

OO YOU KNOW HIM?
I will tell you. I was discovered on the coast of Ireland by Daisy Gaylord, and for many years traveled as bill poster and distributer with “Pogo” O’Brien, A. G. Grady, Burr Robbins and Wendy Van Robbins. I was shipwrecked on the Kalamazoo River a few years ago, and as my manager, D. B. Hodges, did not send passes, and the sailing not being of the best, I decided to remain in Kalamazoo, and sell my many trunks “How it Happened.”

Truly Yours,
J. E. McCarthy,
The Bill Poster.

FABULOUS FORTUNES

In proprietary articles have all been made

THROUGH

The Aid of

BILLBOARD

ADVERTISING

The Victoria Bill Posting Co., Bill Posters and Distributers,
ROBT. JAMESON, Mgr., VICTORIA, B. C.

H. H. JENNINGS & SON,
THE ONLY
City Bill Posters and Distributers
IN BRIDGEPORT, CONN.
We control and sell 95 towns. Largest owners of Walls and Bill Boards in the East.

George Elston,
Licensed CITY BILL POSTER
Owner of all Boards and Privileges. . Established 1889
Distributing a Specialty.
ANACONDA, Deer Lodge County, Montana.

MT. VERNON, O. Population 6027.
L. N. MEADINGTON,
City Bill Poster & Distributer,
(LICENSED)
Distributing service City and Suburbs.
The highest possible per cent in the proper way.
NOTE.—Final settlement, trustworthy ability.

HERE IS A LIVE TOWN!
Kenosha, Wisconsin,
Population 10,000.

JAKE J. DISCH,
City Bill Poster and Distributer.
5 Years Experience in This City.

THE INDIAN,
Magnificent lithographed cover in colors
Great Buffalo Bill Story, “A Bad Indian, or Broken Water,” a Border Romance, interesting Indian miscellany, rent two new cheap stamps for sample copy, address
Richardson Indian Medicine Co., New Haven, Conn.

BOOM

BOSS BOOMER

J. F. O’MEALIA

JERSEY CITY, N. J.

WE LETTER

Distributers send stamp for contract.

Signs, furnish man to distribute all kinds of matter, samples, etc., in every County in the United States. Write for terms. Special prices on large lots. None but reliable men employed who can give references.
Address,
United Manufacturers and Publishers Advertising Co., Cohoes, N. Y., Special Advertisers

When you write, mention Billboard Advertising.
BILBOBOARD ADVERTISING Believes In the Efficacy of MURAL SIGNS AND PAINTED BULLETINS.

The Ideal Paste Machine
Manufactured by the
IDEAL PASTE MACHINE CO.
507-509 W. Fifth Street, DAVENPORT, IOWA.

This Paste Machine is the simplest piece of machinery on the market. Easy to operate can be run by hand or steam power. Size of machine 4 feet 4 inches long, 21 inches wide, 5 feet 3 inches high.

Paste Machine Co.

Fall River, MASS.

Fall River Bill Posting & Sign Advertising Co.
II. E. MANCHESTER, Sole Prop'r.
Owes and controls all Bill Boards, Sign Boards and Dead Walls in the City.

Cincinnati Engraving Co.
PINE BLOCK ENGRAVING POSTERS.
819 Barr St., Cincinnati, O.

GEORGE H. BUBB
Is The City Bill Poster and Distributor, and General Out Door Advertising Agent for WILLIAMSPORT, PA.

Nashville, Tenn.
John Bentley & Co.
LICENSED
City Bill Posters,
Lithographers, Distributors.
RAILROAD & COMMERCIAL ADVERTISERS
Offices, New Masonic Theatre, We Control. All the Bill Boards and Dead Walls in the City.

J. M. Harkness, Bill Poster and Distributor
62 E. Main St., NORWALK, O.

EDWIN A. HASKELL
BILL POSTING, DISTRIBUTING AND GENERAL ADVERTISING.
Grand Junction, Colo.

“IT PAYS TO ADVERTISE.”

W. MELCHER, City Bill Poster.

MT. PLEASANT, IOWA.

W. G. TIRILLI,
City Bill Poster and Distributor
Owes 3,000 Running Feet of Boards.

Lima, Ohio.
POPULATION 20,000.

W. G. TIRILLI,
(Vice Pres. Ohio Bill Poster Association)

KEEP POSTED
IT'S A DEVILISH GOOD THING.
FOR YOU AND THE MASSES!
POST THE PEOPLE OF THE INDIAN TERRITORY.
6000 WHITE PAGES IN ARDMORE TO READ WRITE BURNITTE, WELL KEEP YOU

BURNITTE'S BICYCLE BAND.

MURAL SIGNS AND PAINTED BULLETINS.

Advertisements under this seal are exempt from the law. The dollar for your school free type and twenty-five cents per line for double or single advertisement in this issue. $5 per page.

ALBANY, N. Y.
J. Willard, Currier, 24 Beverley Street.

BOSTON, MASS.
J. D. Mcllwain, 26 Brattle St.

BROOKLYN, N. Y.
The New York Record, 59 Water St. (Sub. Sign Co., 22 Water St.)

CINCINNATI, O.
The John Chapman Sons Co., 48 Longworth St. (Sub. Sign Co., 221 Coleman St.)

CHICAGO, ILL.
J. B. Guenzberg, 916 W. Randolph St. (Sub. Sign Co., 2520 Desplaines St.)

CINCINNATI, O.
The John Chapman Sons Co., 48 Longworth St.

J. B. Guenzberg, 916 W. Randolph St.

CINCINNATI, O.
The Cincinnati Engraving Co., 61 Market St.

This paste machine is today the simplest piece of machinery on the market. Easy to operate, can be run by hand or steam power. Size of machine 4 feet 4 inches long, 21 inches wide, 5 feet 3 inches high. Write us for printed matter.

IDEAL PASTE MACHINE CO.

This paste machine is today the simplest piece of machinery on the market. Easy to operate, can be run by hand or steam power. Size of machine 4 feet 4 inches long, 21 inches wide, 5 feet 3 inches high. Write us for printed matter.

IDEAL PASTE MACHINE CO.
Billboards advertising is read all over the English speaking world.

THE RIGHT END TICKET CO.
MUSKEGON, MICH.
You are sure to get the
RIGHT END.

91 Sec. C.
91 Row 1

Tickets for Opera Houses, Fairs, etc.
Make known your wants and ask for Samples and Prices.
RIGHT END TICKET CO., Muskegon, Mich.

W. J. McAllister & Son,
TROY
N. Y.

We Post and Distribute
in the following
Towns:
Troy, 66,487

West Troy, 18,270

Green Island, 5,904

Lansingburgh, 12,037

100,788

Bill Posters Look Here!
You can increase your local patronage. You can interest
the merchants of your town in the advantages of poster
advertising, if you can give them modern posters. We have
engaged the services of one of the best Expert Ad Writers
in America. We will prepare copy. We will furnish you with
clear, logical and convincing advertisements, admirably
displayed, in the shape of one sheet posters, suitable for grocers,
dry goods merchants, drug stores, hardware dealers, jewelers,
in short, retailers of all kinds. Here are the prices:

25 One Sheets $1.50 150 One Sheets $1.00

50 $ 2.00 175 $ 4.50

75 $ 2.50 200 5.00

100 $ 3.00 250 $ 5.00

And we will Print the Expressions, that is to say we furnish
the posters to you at the above prices delivered in your office.
As these prices are about one half what a country office would
charge for them, and much more as our facilities for turning out
an exceptionally fine grade of work, are unsurpassed, it will
pay you to look into the matter. It will pay you to solicit for
us. Once started, no merchant will discontinue the service,
for our posters pay, they bring immediate and satisfactory
returns to the knee.

Henneegan & Co., Cincinnati.

THE FIN-DE-SIECLE
BILL POSTER

It is more than a mere biller. That is, he is more than the term ordinarily
implies, for he is an agent for some show printing house, and sells their goods
at his town and adjacent territory. In this manner he not only secures more
paper for his boards, but he gains commissions from the presser besides.

WE WANT BILL POSTERS
In every city, town and village to handle our posters on commission. Write
us for samples and we will tell you all about it. We handle
Fair Posters, Poultry Show Posters,
Bicycle Posters, Dog Show Posters,
Racing Posters, Flower Show Posters,
Exursion Posters, Holiday Posters,
Balloons Posters, Commercial Posters.

In fact, posters of every nature and every description, especially posters for
amusement entertainments, such as COMEDIES, DRAMATIC, MUSICAL and
Mimic, entertainments, etc. If a bill poster handles our goods he can almost
double his business. Address,

THE DONALDSON LITHO. CO.
CINCINNATI, OHIO

Manchester, N. H.
FRANK P. COLBY,
CITY BILL POSTER
Distributor and Baggage Transfer. Owns and Controls all Bill Boards in the vicinity.

R. F. WRIGHT, Lebanon, N. H.
BILL POSTER AND DISTRIBUTOR.
Population, 4,300. Distributing 82 per 1000.

Mauberret's Printing House, Limited
New Orleans, La.
Printing-posters in
ALL its
Branches: 526 to 532 Poydras Street.

When you write mention Billboard Advertising.