BILLBOARD
ADVERTISING

A Magazine for Business Men who think.

October, 1895.

James A. Curran.
Classified Advertisements

BILLY POFTERS DIRECTORY.

Two new simplified advertisements under this head will be published on the first and fort
yearly. For further information, address The Billboard, 100 West 23rd St., New York City.

A. C. E. Massey, City Bill Poster and Distributor, New York, N. Y.
Springfield, Ohio, H. E. Tym.""""... .
Burton Ambler, Jr., Pop. 13,000, Ohio, City Bill Poster and Distributor, New York, N. Y.
Waverly, N. Y., E. G. Rayce, Pop. 500, City Bill Poster and Distributor, New York, N. Y.
Waverly, N. Y., E. G. Rayce, Pop. 500, City Bill Poster and Distributor, New York, N. Y.

Western Bill Poster's Directory.

Ownership of all advertising companies, dealers, and advertisers, is retained in the Western States by a number of Western companies. We are not responsible for any information supplied by these companies.

Grand Junction, Col., Pop. 20,000. City Bill Poster and Distributor, Illinois, City Bill Poster and Distributor, New York, N. Y.

Lancaster, Ohio, Pop. 12,000, Ohio, City Bill Poster and Distributor, New York, N. Y.

Laconia, N. H., Pop. 15,000, New Hampshire, City Bill Poster and Distributor, New York, N. Y.

Portsmouth, N. H., Pop. 10,000, New Hampshire, City Bill Poster and Distributor, New York, N. Y.

Newport, R. I., Pop. 10,000, Rhode Island, City Bill Poster and Distributor, New York, N. Y.

Woonsocket, R. I., Pop. 10,000, Rhode Island, City Bill Poster and Distributor, New York, N. Y.

Bellingham, Wash., Pop. 15,000, Washington, City Bill Poster and Distributor, New York, N. Y.

Lancaster, Pa., Pop. 15,000, Pennsylvania, City Bill Poster and Distributor, New York, N. Y.

Lancaster, Pa., Pop. 15,000, Pennsylvania, City Bill Poster and Distributor, New York, N. Y.

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Lancaster, Pa., Pop. 15,000, Pennsylvania, City Bill Poster and Distributor, New York, N. Y.

Learned, Miss., L. R. Otten, City Bill Poster and Distributor, New York, N. Y.

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Walter G. Cooper.

And the Advertising of the Atlanta Exposition.

If the difficulties he encountered and the disadvantages under which he labored were generally known, Mr. W. G. Cooper, Chief of the Department of Publicity and Promotion of the Cotton States International Exposition Company, would be credited with the most remarkable achievement in the field of advertising that has been accomplished in late years. This a broad and sweeping statement, but it is made advisedly and with full knowledge of the facts.

As it is, the wonderfulness systematic and thorough manner in which he has done his work has established a reputation for him which will create a lively demand for his services by great enterprises of a similar nature.

Hampered by appropriation, which, when the territory to be covered is considered, seemed not only meager but absolutely inadequate, and with the country in a poised condition, owing to the proximity of the World's Fair and Midwinter Exposition, he has nevertheless succeeded in every endeavor. He has covered the North, the South, the East and the West as they have never been covered before! He has placed the big show in evidence in every province of Canada and reached every town and hamlet in Mexico, South and Central America. In England, Ireland, Scotland and Wales, his work is apparent on every heed, and even far off South Africa, Australia and New Zealand the people are talking about Atlanta and her fair.

Just how he managed it, no one seems to know. He combines executive ability of a high order with great determination of purpose. Those characteristics, together with a rare courtesy, fine diplomacy and persistent and systematic application, undoubtedly account in a great measure for the success that has crowned his efforts; but what other potent forces he has enlisted in his services remains undetermined.

Mr. Cooper is tall, dark and slender, at first glance he seems bold and distant. It is only assumed however, for a more good-natured, warm-hearted person does not exist. The forbidding air that envelops him at first touch, is only a trick, which he employs with great success and much tact, for he puts a good selection on his palette from the start, and after having made him work, to get his attention and excite his interest, he thaws out and unfreezes gradually, passing from indifference through varying phases of mild curiosity, active interest and finally enthusiastic appreciation, but always keeping his man putting in his best lines and eventually sending him away a warm supporter of the exposition, best upon working for it whenever opportunity affords.

Then too, he writes a wonderful letter, one that commands attention and secures consideration, as witness his work among newspapers from which he secured concessions that ordinarily would not buy Gen. P. Rowell, in his palmy days, never approached the results that he has accomplished single-handed and alone.

Toby Hamilton and Frank Perley, Chas. Stone, Whiting. Allen, all kings in their line, will be among the first to testify to his really marvelous work.

When appropriations gave out, he never hesitated, but making capital out of secondary and patriotic pride, and small change out of rare courtesy and affability, he kept up the ever-lasting campaign. Few figures and bare facts were transformed by his deft touch into bright and readable paragraphs. Bold tracts became spicy articles, and the mere happenings, passing through his hands, emerged in the shape of valuable news, to which columns were devoted.

It was on the Billboards however, that he fairly squared himself, and the work accomplished stamps him a genius of the first water.

Two hundred and fifteen thousand sheets of paper was the amount required, and the funds at his command were insufficient to pay for the printing alone. Nothing donated, he went at it, determined to put on the boards, and in less than a week from the time he took the matter up, he had all the more important lithographic establishments fairly falling over one another in the effort to obtain the privilege of competing for the contract, and cutting each other's prices. He played one against the other with adroitness for several weeks, eventually placing his order at a figure which, heretofore, has been absolutely unheard of. But even then not a cent was left for distribution and bill posting. At this point he turned his attention to the Billboards, and after allowing P. to use the exposition poster for occasional billing, he got his paper on the boards without cost, satisfied them with the expense of distributing it, (it went by express deadhead) and earned their gratitude by not making any change to them, for the stands themselves.

Truly the exposition has been advertised thoroughly, internationally advertised. No more fitting tribute can be paid Mr. Cooper than to say, that he has done in work systematically, thoroughly and completely.

The Value of Advertising.

There are men in every town who do not advertise. You may not know these very few do. They fail themselves business men but they are not. Everybody who is in business is a business man by any means. You find the man who does not advertise in the dark, smoky streets, with shabby surroundings and a general air of disappointment hanging about him. He is not really in business. He is only looking to the rugged edge of the business world. Retail merchant frequently gets the idea into their heads, because they sell things that the public must have, and sell on a low margin, advertising would not help them any. There never was a more erroneous notion. judicious advertising will increase any legitimate business, and the grocer, the dry goods merchant, anyone who has anything to sell and does not use his local paper and in other ways keep himself before the public, is neglecting one of the most powerful aids and he can find in its efforts to attain success—time and place.

GEORGE W. JACKSON.

The subject of this sketch was born about fifty years ago in Wilmington, Del., is the city bill poster and distributor, his father started the business in 1835. George was one of the early men of the city, as a color paper. He was the first color paper to be used in Wilmington; it was called the "Vote," and his service with Uncle Sam during the late war. The paper was purchased by a local firm. He has been one of his firm's most prominent figures. He has been one of the most important lithographic establishments of the city, and his name is familiar to everyone who lives in Wilmington and throughout the State as a name of good business. In his business capacity and capacity, to be brief, he is a patriot, philanthropist and humanitarian.
BILLBOARD ADVERTISING is the Official Organ of the OHIO Bill Posters' Association.

Robert L. Anderson, President  

Advertisement Notoriety.

Advertising by Notoriety.

By Robert L. Anderson, President.

The success or failure of an advertisement depends largely upon the notoriety of the advertiser. This notoriety may be of a good or bad nature, but either way it serves as an advertisement in itself. The more notoriety an advertiser has, the more people will remember him. Notoriety can be achieved in a number of ways, such as by being a well-known person, writing books, or appearing in movies. However, notoriety is not something that can be easily achieved, it requires time and effort. It is important for advertisers to consider the potential benefits and drawbacks of having notoriety before deciding whether or not to pursue it.

Road-Side Advertising.

These billboards were placed on the main road near a busy intersection in the city. They were designed to attract attention to a new product that was being launched. The billboards were large and colorful, and were placed in a location where many people would see them. The ad was effective in generating interest in the product, and it resulted in a significant increase in sales. The lesson here is that effective advertising requires careful planning and execution.
LEXINGTON BILL POSTERS' ASSOCIATION.

The Lexington Mountain Bill Poster's Association was organized at the Wason Hotel, Denver, Colorado, on August 28, 1905, at 11:30 P.M., when they held their first annual convention. The following bill posters were present or represented by proxy:


Mr. James A. Combs was elected temporary chairman; Mr. Chris Taylor was elected temporary secretary.

The Committee on By-Laws and Organization reported:

The By-Laws and Constitution were read and approved.

Motion was made and seconded to allow the following privilege of tagging, posting, or distributing in any of our towns under our house.

General remarks made by several of the members present, that we would stick to the Constitution and By-Laws of the Associated Bill Poster's Association of the United States and Canada.

The subject of prices was thoroughly discussed and all members voted unanimously to maintain the rates which were made at the last National Convention at Detroit, Michigan.

The following officers were elected for the ensuing year: President, James A. Carver; Vice-president, John Coleman, Louisville, Secretary, James H. Taylor; Treasurer, A. H. Estes.

The Association starts out with good membership, good footing, and the prospect of improving each year.

After other general remarks were made by the several members, we adjourned till next regular meeting.

Tuesday evening, through the courtesy of the Tabor Grand Opera House and Mr. Fred E. Wright, Manager of Hoyt's "Black Sheep," we enjoyed the show invitations were also extended to the different members by the managers of Electric Gardens, Manhattan Beach and the Orpheum Theatre, all of which were accepted, and a vote of thanks extended to them all, with our best wishes.

O. P. Eads, of Covington, Ky., has just seen a poster of mine, and he has ordered new tags in prominent positions for the following:

Bills that should be sold to 200 and 200 in quantities of 500, as shown in the following list:

This month's issue in the shape of an 8-page booklet.

OHIO BILL POSTERS' ASSOCIATION.

A special called meeting of the Ohio Bill Poster's Association was held at the Ohio Hotel yesterday, with representatives present from Columbus, Cleveland, Toledo, Findlay, Springfield, and many other places. The object of the meeting was to adopt the name and constitution of the association, and to elect officers: Mr. H. Hillard, the chairman of the committee, then read the constitution, and a vote was taken and the constitution adopted.

The following Tuesday in May was appointed as the time of the regular meeting. Four new members were taken in: H. R. Sharpe, Mascot; B. H. Allgood, Cleveland; E. M. Ransar, Columbus; and E. J. Peers, Youngstown.

The meeting adjourned.


The association organized for the protection of all with no loss and no fatality, and they are working over a territory with a combined population of nearly a million and a half of people. The officers of the association are: H. A. Tygers, President, Springfield; W. C. Tillotson, Vice-president, Lima; Charles E. Bradley, Secretary, Cincinnati, W. A. Brewer, Treasurer, Kent, D. W. Smith & Son, Columbus; F. A. Haggard, Cincinnati; W. W. H. Brearley, Allegany: L. E. Dyer, Youngstown; A. J. C. Runyon, Lima, B. L. S. D., Cincinnati, J. P. C. Russell, Findlay; H. J. Hoppe, Columbus; J. R. Kuhn, Hamilton, W. F. Prosser, Co., Lebanon.

The Chicago bill poster's war is over. Everything has been settled amicably. The American Bill Poster Advertising Co. is looking over some large contracts and ready for more work.

The Southern Bill Poster Association, with the states of Ohio, Tennessee, Illinois, and Missouri, is in process of organization.

Spaulding & Gordon, of Boise City, Idaho, are the only members of the Associated Bill Poster's Association at that place. They are much exercised with the fact that the Capital City Bill Poster Co. of the same place, advertises that they control all boards and available places for posting in the city. Spaulding & Gordon deny this assertion vigorously.

1. D. Hoffer, of Meridian, Miss., is one of the progressive bill posters of the South.

Mr. Joe Brown owns the boards in Jackson, Miss.

The largest permanent bill board in the world, that is owned by Durke & Caliqui, of Pittsfield, Mass., is at present entirely covered by Prindle's Cheating Gum paper.

Business is very good in Montana. The boards look bright with new paper. Reorganized activity in the mining districts is improving business all over the state.

Mr. Geo H. Leonard is one of the bill poster who knows how to work up local patronage. Read his letter in another column.

The John Chapman Co., Cincinnati, are advertising on the look-out for new locations. If you have meetings near the localities where all differences and disputes are adjusted and settled, and a set of faces ranging from $30 to $300, for violation of any of the rules are imposed, each concern has several thousand dollars in the forfeit fund, which is deposited in a prominent Trust Company. So far the new deal works to perfection and it is the opinion of the parties interested that they have succeeded in doing away with all bill-board fights in New York in the future.

Brooks, published weekly from the Downing Building, in New York, is a unique and valuable paper for advertising solicitors. Bill posters too can read it with profit.

W. C. Tull, of Lima, Ohio, wants to sell his business. Here is a chance for some new man.

M. J. Dooley of Atlanta, Ga., in taking care of an enormous amount of work at present, on account of the American Exposition in the city. Everyone advertiser is satisfied with his showing.
PUN ON THE "GOARDS.

During my early experiments as an advertiser, we engaged to find a bill poster who could neither read nor write, and some of the different men were pretty keen fellows too, and about half of them were also, and they pretentiously concealed their ignorance, and having once a superior or three dozen properly arranged, could "fool copy," as well as an expert compositor. But I never found out how to do it, so I was not at all surprised that I could not find the amount due him for his services.

In 1919 when I was with the Arlington Manufacturing Co., I came across a bill poster at Cover- dill, N. Y., suffering from a bad cold. Casually I was able with a little suggesting to get him to make a cut at it, and the Hebrew manager had accomplished the proofing of the proofs he delivered, saving the expense of an advance man. The display consisted of a small stand and a streamer, "VAMSH UPON.

The bill stoker was seated, and called a friend to his assistance in properly arranging the bill. The friend thought that I was so bad that he would not produce anything, but in the end, I was not surprised, as was the usual case never occurred to him, but, do you see that the letters are cut-out for B.C.A., and up the streamer all over low, Cairo, and Ken.

In the back of a man just glanced at before where he came to town. As for the rest of the evening, it was mad enough to smash her window.

Another who had travelled all the years of the circus, will appreciate the following: Once upon a time the Adams Forepaugh was leaving the country, displaying on the first floor of the main poster bill "Adams Forepaugh's Foreign Animals, Scarcely Ever Seen." One of the Adams' agents was picturesquely mounted on a camel, trailing with the mules for hundreds of miles between.

The conductor that season had done himself proud in heating up change for the bill board boys to feed and wildly manipulate of the letters from low streams, they made the lines on the big poster posters. The Animal Agents Scouring for Twenty-five Cent Meals, and it is read when the bill is to leave.

Charles E. Kiger, president of the Kishkum Indian Medicine Company, New Haven, Conn., has a Jaune friend who has always been a good humor, although engaged in the manufacture of some sort of a curry.

"Marsh Yard, let us call him, is forever inquiring of his friend Kiger, as to the curative combinations of Lagenos, and the moderate main remarks in King's keeping the cemetery decorates out of many a job. "Say Mr. Kiger" said the good General Marcy Yard, who has a name and place, "Thank you!" returned the great chief of the Kishkum, "I'll be one up next week, and he was as good as his word, to the amusement of the off man who keeps the yard, in bold letters is read:

LOCAL PATRONAGE.

DENVER, Colo., August 30, 1925.

Bill Advertising.

Bill Advertising. West. With this mail we send you a photograph of two commercial stands that we got up for a local merchant who has an advertising the White Diamond Soap and the other, Fatty's shoe store. Leslie's shoe store is an insignificant stand and the other, Diamond soap stand is a thirty-four cent show stand. But, I think, that if the bill-potter's stand would try to work the local merchants with them, he would draw up different designs and get samples of commercial paper from the different printers, please note, to plan the feature and the value of billboards. Advertising, and by doing so, he would not only be doing himself a good and a service, but also helping his fellow townsman. There would be many more merchants in the smaller cities that would spend money in advertising and distributing, if the subject was properly brought before them, and explain the advantages and the large number of actual results they would see for little money. And after bill poster got his local merchants to advertising, "Get bills up put, find out where that merchant from and bill thoroughly all through your house to the store, and then do the rest of the day afterward.

By this fact, when the merchant gets out the advertising for the poster, he will look for his bills, and if he then knows the first thing, he is perfectly satisfied, then all we have to do in order to get a man in a shoe store, a newspaper, a cinema, or a cigar store who will carry the photographs and hold the name and place of the store. The signs on top of the bottle help to help the bill board press. These signs any average man can get up and get a rest of from 15 to 25 per week for each sign. They act a bill board off, make it at once thoroughly allowing money to anyone who or some being connected with the advertising.

A Newspaper commercial stands.

That being the foregone may do you some good. Thank you, James A. Carranza.

DENVER NOTES.

We think it would be a good idea for the bill posters in the different cities to carry samples of commercial paper, such as sheets, leaflets, car cards, etc., that they can draw samples of local merchants to do bill board advertising. New I wrote last week for bill board to ask the job printer to send them samples of printing. Order what samples you want, and then you will need a printer for printing on the job printer, he will destroy the price of any samples he may have seen you.

The Barron & Draper Circle will be in Denver Oct 1st and 2nd, Postage md, Colorado Springs Oct 12th, Trinidad the 15th, and Cheyenne Ys.

The Broadway Theatre, Tabor Grand Opera House and Lyceum Theatre operated their season September 26th.

Sam Harrison, one of the most popular agents on the road, is in Denver in the interest of his show, entitled "Too Much Johnson.

The agent that was distributing and taking signs for Albrecht's Real Beer, was arrested in Denver for distributing without a license, and paid a fine to the Police Court.

J. V. Carroll, representative of Mount's Pep Gin, gave an on a visit during the month of August, was at the convention of the retail druggists. Also Mr. Hoyle, representative of Primary's Gem, of Channel, Todd, a visitor, looking over his advertising with Mr. A. R. Morse, our secretary. They both went out on a visit that we have for the occasion to take new agents visiting.

A. J. Kimmel, publisher of the P. Smith Postponement of insurance, was convicted July 6th by the United States District Court, at P. Smith, of using the mails to pass around a false ad for a Peace Poring Co. The latter had paid for the publications of a false advertisement in the Postponement of insurance, October 12, 1894, and the evidence showed that the advertisement had been printed and issued in the street edition.

The advertisement in question was a false ad for a Peace Poring Co. The latter had paid for the publications of a false advertisement in the Postponement of insurance, October 12, 1894, and the evidence showed that the advertisement had been printed and issued in the street edition.

The conviction of Kimmel is of the greatest interest to newspaper men and advertisers alike, in a time so rapidly changing. Without question it is, if a publisher can be punished by the government for using the means for collecting by advertisement that appeared in an edition of a newspaper which he held represented it would have no effect. Should it be decided to be in keeping with the P. Smith case it would probably serve as a warning to other dishonest publishers.

ECONNASSING.

Jay Greer—The next time you take a trip on the car you'd like to know what the heights of Mt. Kilimanjaro on the Ene.

Mrs. Green's (his mother) Why, Jay?

Jay—But I'm afraid it's too hot right now to dive up there.

Mrs. Green—You and his present says he cane divorce thanquilly as he had.

James A. Carranza.

Bill Advertising.

This ad was not in it.

Mr. Alex, Harrison, the manager of the Indianapolis Bill Post Co., took his son Will to see the "Great White Con." They saw the show, and Will distributed a patent pencil which was originally adapted for the use of bill poster and newspaper reporters. Of course, Will was much enjoyed, and after the meeting he proposed to go around and get money to buy a new coat. "Give me that pencil," said Will.

The winter adds that this man does a good business, although he works night and day, and his patients say that he can divorce thanquilly as he had.

James A. Carranza.

Where the magazine goes down, the circulation goes up. Likewise the cost of advertising is less than it was, and the advertiser is more effectual than his competitor, there is not much improvement to be had in advertising, and the advertiser is more effectual than all preceding. The earlier method sends an impression to the past motion of the bell, and quicker advertisers are somewhat more for the advertising the advertisers have later.—Prudent Jah.

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The suction of the advertising

Conditions are always in the favor of the advertiser, and the advertiser is more effectual than all preceding. The earlier method sends an impression to the past motion of the bell, and quicker advertisers are somewhat more for the advertising the advertisers have later.—Prudent Jah.
BILLBOARD ADVERTISING is the Official Organ of the International Distributors' Association.

P. F. SCHAEFER

The following are more popular than the general president and general manager of the Chicago Bill Poster who Schafer is active, energetic, and progressive. The Inter-State Bill Poster Protective Association of which he has been the official manager, has made a great deal of progress and big list of securing him for that office. We venture to predict that he will work for the best interest of the entire association, subscribed, and without a selfish motive.

Mr. Schafer is a well known poster, and has a large following in the Windy City.

NEW YORK NOTES.

The O. J. Code Co. are sending out the eighth postcard of the "American Poster's Guide," which is a very effective and attractive leaflet, showing the trade mark head of "American Poster" a superbly bound pamphlet and bringing a large increase in trade on this product.

The Fruma-America scenes are being sent out through one of the New York solicitors, their elegantly designed posters to major places on long time billing. This is one of the first houses to place bill-posting contracts on the same basis as their more popular stations, and the arrangement of attractive posters by better advertisers, will surely be helped by this advertising. The greater the volume of bill-posting the greater the benefit from their paper. The fast billing has been an important issue to the poster on account of the attractiveness of the poster and the long display time which is given him a long time in making other advertisers to take up the fast billing has any effect which will not be turned out well. Mr. C. H. Greibie, Jr., Manager, P. F. Meyers Inc., Pittsburgh, Pa., has succeeded Mr. G. M. Leonard, Vice-President of the Associated Bill Poster Association, and will work contented and much pleased with the convention.

The hustling secretary, Clarence E. Roney, has ordered 7,000 pamphlets containing a directory of the members, together with the following:

The Associated starts its career with good hustling and posting duties.

Reliable Distributing

By Competent Men.

W. H. STEINBRENNER.

781 Vine St. CINCINNATI, O.

The DONALDSON GUIDE will henceforth be published largely in the interests of bill poster distributors. Therefore this issue has been given over almost entirely to managers of open posters and showmen, but for the present at least will have a far greater advantage than it has heretofore. The advertising rates are very reasonable, the five cents per word for an advertisement for a year's advertising in fact, is exorbitantly low. At this rate a space of half inch single column comes to $2.50, or 50 cents.

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W. H. DONALDSON, 811 Vine St., Cincinnati, Ohio.
The kind of advertising that pays is persistent and judicious advertising. Take your recorders into your confidence. Talk to them in your advertisements as you would to an intimate acquaintance in whom you are greatly interested. Be explicit, long and brief. Avoid piling yourETA on top of one another. Use your every-day vocabulary, and you will get a genuine ring to your advertising. Avoid trying to carry your points with a fanfare of military bands. Then drive it home by constant repetition. Here is the grand secret of successful advertising—"keeping it up." It is only in lines upon lines, percept upon percept, that children are ever taught. It does not suffice that they be told a thing once or twice. It must be repeated and explained many times before the object aimed at is attained. And so it is with the public and the advertiser. He must tell the same story over and over, couch it in new language, present it in different lights. He is justified in resorting to tautology, for in no other manner can he impress that lesson upon the public.

Or the three essential enemies of the bill-poster—the publisher, the prude, and the disciple of aesthetical—the latter is the least teachable in his premises and arguments. The sole burden of his plaint is that the billboards are unsightly and artistic. Without granting this, even for the sake of argument, we would like to ask these fervid wenchescrapers at the shrine of Art, if they can conceive of anything less artistic than a picture gallery. If the bill boards are to be abolished upon those grounds then in simple justice will not the exhibitions here be to go with them, and while we are about it let us include the monotonous rows upon rows of shops and stores which line our thoroughfares. Indeed these latter present infinitely less variety than the bill boards and should be taken up first. A proper regard for these facts of these slight sentimentalization would necessitate the doing away with all trade and commerce.

* * *

The Bill Poster, our English contemporary, for August, is in tune with much that is interesting to members of the craft on this side of the water. Among the many articles worthy of perusal, the account of the annual convention of British bill poster, held in July last, will probably be found to be the most admirable and will quickly win the confidence of advertisers at large.

Less than one-fourth of the usual number of fairs in the South will be held this season. All the important ones have given way to the Cotton States and International Expositions. This courtesy to the gentlemen who promoted the big show at Atlanta is peculiar to the South. No such feeling prevailed in the north toward the Expositions, and all the business that was to have been done in the smaller fairs has not only failed to pass their dates in favor of the Columbus Exposition, but attained the highest credit to their respective cities.

The Christmas Special

The designs for the cover of the December number of Billboard Advertising are nearly completed. They will be executed in less colors, and will undoubtedly be the handsomest of all the Christmas papers.

* * *

The Donaldson Guide

Bill posters everywhere should send for the prospectus of The Donaldson Guide. It will be to the bill boards what the American Newspaper Directory is to newspapers, namely an epitome of all there is to them.

* * *

LETTERS TO THE EDITOR.


GENTLEMEN—Enclosed find good big fat money order for $2.00 to pay for the papers you sent out, and let me tell you this: every bill poster in the land ought to have you send the paper to the merchants in their respective cities since you sent the papers to the list I sent you, I have received the following orders through the influence of BILLBOARD ADVERTISING: Star City, 200; Houghton Lake, 12-site stands; Grand Clothing House, 1500 1-sheets; Bondestine Clothing Co., 500 sheets; Sams Bros., Halter, 100 sheets; Union Tea Co., 250 sheets; Atlan Coal Co., 500 sheets; Valley City Coal Co., 25 stands, 744; State Fair, 30 stands, 744, and this week will close contract with the Giant Clothing Co. and explain it will be a month for twelve mouths. When the merchant starts to do posting, you give him service he gets stuck on it and will continue to be a good customer for bill posters.

Knowing the value of your paper, and the good it is doing throughout the land, I am at all times at your service to help the good work along.

Remaining very respectfully yours,

Geo. B. Leonard.

* * *

We venture the prophecy that within twelve months from this writing the advertisers of America will witness the complete organization of the International Distributors' Association. We have no doubt that before that time this vigorous young body will have representatives in every county in the United States and every province and parish in Canada.

Its growth has been slow to this time, but it has been sound and healthy. Nothing has been assimilated but what would make strong sturdy fiber, and as a consequence the organization now finds itself in a position to reach out and extend its membership with impunity. It is so easily understood and accepted. Applicants are rigorously examined, and if found wanting in a single requirement are refused membership. If any member proves delinquent no member can be suspended and the funds realized are applied to the re-instatement of the advertiser for the loss sustained and the prosecution of the offending member. Many other features contained in the coarse will be a valuable and will quickly win the confidence of advertisers at large.

* * *

/carlye said that during the hot fever of the French revolution the newspapers preferred the circulation which they got by means of posters to that obtained by ordinary methods.

* * *

Will America follow the lead of England in the elections of 1857? If so, the same will fairly groan under the burden of political posters.

* * *

When a town is well filled your advertisement is omnipresent. It stands on the street corner; greets you from your neighbor's wall; yelling at you from every fence, and forces itself upon your attention everywhere you wander.

One can obtain more of that advertising value which accrues from repetition, out of posters in a single day, than can be had from a newspaper card in a year.

* * *

If you must use newspaper space buy that of a high-priced afternoon paper. Never, under any circumstances throw your money away on space in cheap-priced magazines.

* * *

Posters yield double the return at half the cost of newspaper space.
PROCEEDINGS
Of the Fifth Annual Convention of State Bill Poster's Association
of Minnesota.

The fifth annual meeting of the State Bill Poster's Association of Minnesota, was held in the parlor of the Windsor Hotel, St. Paul, Tuesday, September 28th, 1895, at 10 o'clock A.M., and was called to order by President L. N. Scott.

The following officers were present — L. N. Scott, President; M. Bresselser, Vice-President; C. H. Griebel, Jr., Secretary and Treasurer.

Reading of the minutes of last meeting dispensed with. Report of Secretary read and approved.

The following named bill poster made application and were admitted to membership: W. E. Smith, Fargo, Minn.; H. W. Emming, Northfield, Minn.; A. W. proudly, Grand Forks, N. D.

President Scott recommended that every bill poster of the Association should subscribe for "BILLBOARD ADVERTISING" of Cincinnati, O., be appointed the official organ of the

J. Walker, of Fargo, N. D., be allowed to include Moorhead, Minn. Same fees and dues.

Resolution was adopted by this Association to the effect that any advertiser approaching any member of this Association offering less than the schedule prices and refusing to have his work done, that bill poster shall immediately notify the President or Vice-President either by letter or wire.

Election of officers for the year, Sept. 1895 to Sept. 1896, resulted as follows: L. N. Scott, St. Paul, Minn., President; M. Bresselser, Minneapolis, Minn., Vice-President; C. H. Griebel, Jr., Minneapolis, Minn., Secretary and Treasurer.

Executive Committee — H. W. Emming, Northfield, Minn.; Henry Laske, St. Peter, Minn.; F. J. Marsh, Duluth, Minn.

Committee on New Membership — C. H. Griebel, Jr., Minneapolis, Minn.; J. March, Duluth, Minn.; "P" Walker, Fargo, N. D.

Resolved that the minutes of this meeting be printed and mailed to each member.

Prices fixed by the Associated Association to be adopted by this Association, as follows:

(3) cents per sheet for the first week, and two (2) cents per sheet for each additional week's showing. For one-sheets, unprotected, and scattered as chance may offer, (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all town of 20,000 population and under, on stand work, three (3) cents per sheet for the first week, two (2) cents per sheet for the second week, and one (1) cent per sheet for each additional week. For one-sheets, unprotected, and scattered as chance may offer, three (3) cents per sheet for the entire showing, which shall not be guaranteed for longer than fifteen days.

For all circus or other show work of that nature, without regard to population. All work on protected boards, not less than fifteen (15) cents per running foot, or four (4) cents per sheet per week, for one month's showing. All three-sheets, single sheets and scattering work, not listed, at three (3) cents per sheet per week.

The above scale of prices is set to prevent members from getting higher prices for boards, per foot or per sheet, if to the exigencies of business they may deem it necessary to advance the same.

Voted that E. A. Stahlbrock, 633 Broadway, N. Y., C. Houghtaling, of the National Advertising Service, N. Y., and O. J. Guode Co., 92 Hudson Street, N. Y., be appointed agents for this Association, for the purpose of soliciting and contracting for work, and to adopt the Associated Association prices.

Invitations to attend the annual meeting of the Minnesota State Bill Poster's Association be held at Minneapolis, on Tuesday of State Fair week, 1896, at 10 o'clock A. M. sharp.

A number of subscriptions expire with this issue. Subscribers will confer a favor by remitting promptly.

Advertise yourself on your own boards.

The Largest Permanent Billboard in the World, Owned by Durkee & Callahan, Pittsfield, Mass.

For all cities of over 200,000 population on all local or commercial work, outside of circus posting. All stand work, containing sheet of or over, and containing sheets at the rate of (3) cents per sheet per week. This class of posting to be listed, protected and renewed, without additional cost, when paper for that purpose is furnished by the advertiser. All stand work and these sheets, listed, protected and renewed, at all locations to be furnished in advance, at four (4) cents per sheet per week. When locations of boards are selected previous to consummation of contract, for same class of work as above stated, (3) cents per sheet per week. All work to be posted without listing or renewal, and known as "uncovered display," posting guaranteed not longer than one week, at from (3) to four (4) cents per sheet. Distributing of post cards, circulars, newspaper cards, newspapers, and all work of that nature, at not less than $6.90 per thousand. Distributing samples from house to house, not less than $5.00 per thousand.

For all cities of over 20,000 and under 100,000 population, on stand work, three

MONTANA BILL POSTERS.
The State Association Meets, Elects Officers, and Enjoys a Holiday.

The annual meeting of the Montana State Bill Poster's Association, was held in Helena, Mont., Friday, Sept. 15, 1895, at the Helena Bill Poster Company's office.

Great Falls, Anaconda, Bozeman, Livingston, Deer Lodge, Missoula, and Helena were represented.

The association organized two years ago at Anaconda, and holds its charter from the Associated Bill Poster's Association of the United States and Canada. The association is now in a flourishing condition, and starts out in its second year more encouraged than ever.

The officers for the coming year are: Fred Keerth, Butte, President; T. H. Neely, of Great Falls, Vice-President; C. A. Dunn, Secretary.

Mr. Harows was also elected contractor for the state and delegate to the A. B. P. A. meeting, to be held in Cleveland.

BILLBOARD ADVERTISING was selected as official organ.

No member can receive advertising matter that has been given to the opposition, until the member receives the same amount as the opposition.

After the meeting the delegates were entertained by Mr. Harows at his home, and after dinner, they visited the Broadwater, without which visit to Helena would not have been complete. A vote of thanks was tendered Mr. Harows and Misses for the entertainment provided the visiting delegates.

THE LARGEST BILLBOARD.
The cut presented on this page is from a photograph sent to us by Callahan & Durkee, Pittsfield, Mass. The board is situated opposite the Union Depot on the line of the Boston and Albany R. R. It is 177 feet long, 26 feet high and holds 900 full sheets of paper. The cut we present showing the Harvard paper is pronounced by showmen as being simply immense.

HOW TO KEEP PASTE.

In answer to the request of the Minnesota Bill Poster Company, we are directed to a formula to keep paste, which we will lay, for pasting purposes, we use 3 lb. blue stone to fifty pounds of flour, and by keeping the sides of the barrel well scoured and the top level into, no trouble to keep paste for a month in the hottest weather. Two or three teaspoons are the proper part of the paste. Paste made this way has the natural color. It is best to dissolve the acids and slimes, and mix before adding flour.

E. J. KEMPFF, Sheboygan, Wis.
SUIT FOR DISSOLUTION.

John R. McLean and his co-directors in the Enquirer Job Printing Company brought suit yesterday for the dissolution of that corporation. The capital stock was fixed at $200,000, but with the exception of $20,000 held by Mr. McLean, and one share each, held by J. C. Alabell, Judge S. F. Hunt, Ed. Winsten and Dennis G. Zoller, it was not subscribed. The petitioners claim that there are no economies on the property of the corporation, and that the engagements entered into by it have been fully satisfied and canceled, and that the stock subscribed by them has been paid up in full. They add, therefore, as the objects for which the corporation was formed, having been entirely abandoned, that all persons interested be required to appear before a Master Commissioner or referee within a specified time and show cause why the corporation should not be dissolved, and for the appointment of one or more receivers to carry on the estate and effects.

That the dissolution of this company has been desired for some time is proven by the fact that Mr. McLean's affidavit in support of the petition, taken in Washington, D. C., is dated April 24, 1895, while the affidavits of the remaining stockholders and directors were made May 2. Alexander Murray, Jr., for the petitioners.

H. J. Anderson bought out the plant and good will of the company about six months ago, and those being no further necessary for the continuance of the corporation, so protests against its dissolution are likely to come in.—Chicago Tribune.

The current edition of this paper is printed with the Adt & Wiborg Co.'s Variable Line.

The Morrison Show Print Co., of Detroit, is the latest enterer to the show printers' district.

The Occult Litho., Co., Detroit, does all of the posters of the Prunley Chewing Gum Co.

The Erie Show Print Co. are very busy.

The Donaldson Lithograph Company last week performed a very rapid and successful piece of work. All the lithographs for the Central States Exhibition at Atlantic have been made by this company—and very handsome lithographs they are, by the by. Mr. Cooper, chief of the department of publicity, was anxious to have Robie and Grayday at the exposition advertised in Louisville during the G. A. R. encampment. He wired Mr. Donaldson to know if he could get out some lithographs by night, and at four o'clock received the answer that the bills were all placed.—Dramatic News.

The Adt & Wiborg Co. report that business is booming with them. They are selling more poster ink this year than ever.

Frank S.wick, manager of the Great Western Printing Company, of St. Louis, after having been continuously in business for eleven years while in charge of that firm, has just tendered his resignation, and will give himself a long and well-deserved vacation. Mr. S. Wick is the printer of the show printing business in St. Louis. He knows every showman and leading circus artists from Maine to the Pacific, and off and on during the last thirty years has been in charge of local plants engaged in the design and manufacture of circus and theatrical posters, programs, etc., besides about six very fine lithographic concerns. Mr. Wick is glad to learn of his determination to lay aside the cares of business long enough to recuperate from a long and honorable siege of duties.—St. Louis Star Savings.

A Hebrew tailor in Cincinnati had the following notice sign in his window on the afternoon of the last day of the show, Sunday, May 5. Alexander Murray, Jr., for the petitioners.

Chicago, Sept. 27th, 1895.

EDITOR BILLBOARD ADVERTISING.

DEAR SIR—Answering yours of the 20th inst, business for us for the past month has been good. Contracts for future advertising and commercial work are more numerous and larger than last year. We now have on our boards, the following foreign work: posters for the French American Scotia, Adams' Chewing Gum, Beman's Chewing Gum, Kola Chewing Gum, Blue Label Ketchup, Atlantic Express, etc, besides about six fine lithographic concerns.

We are ready to supply any order for lithograph work, and will be glad to learn of his plans for the future, and to offer our best recommendations to his workmen. We think the general outlook all over the country is fine.

In your last letter, I noticed under your New York Notes, that you report a general excitement going on in Chicago, between the bill posters and the theaters. In that statement you were wrong. The fight was not between us and the theaters, and the other bill posting companies, it was against the system of insidious outside advertising without notice, on non-leased and non-protected walls, fences, lamp posts, curbs, etc., in such a way as to render leased bill boards useless.

After some time of general covering up of all the outside dead walls, alley-ways, and boxes, etc., Stup's of Palace Badmor has decided that on and after October fifteenth there shall be no such thing as 'copping' done in the city of Chicago, and that it should be stopped.

If there is an exhibitor offered to advertisers that will sooner or later disgust them, it is trying to reach the public by access of antis in advertising.

Any advertising solicitor who will assist the public advertisers to advertise by means of the above, don't know how or when to advert for bill posters in this city. Three streets, stand work and all large paper, is the only proper way for the bill poster to prove himself a great benefactor to the advertiser.

No news of importance regarding the Association. All members and the outside business men at large seem to like the prices adopted and business done at the meeting at Detroit.

Yours truly,

R. C. CAMPBELL.

The name of the great showman who has challenged Joseph Plant, of Worcester, Mass., for a bill posting contest, for $100 a side. Both men claim to be the fastest in the country.

Every Bill Poster, Every Distributor,

Every Poster Printer,

Should send us an advertisement for the Christmas Number of BILLBOARD ADVERTISING. It will have a fine lithographed cover, and will be handomely illustrated.

Send in your copy early.

Billboard Advertising Co., 127 East Eighth Street.

CINCINNATI, OHIO.
ADVERTISING is the official organ of the New York Bill Posters’ Association.

The Rochester Bill Posting Co.,
No. 78 Mill Street, ROCHESTER, N.Y.

BILL POSTERS, DISTRIBUTORS AND GENERAL ADVERTISERS,
No. 10 North Park Row, ERIE, PA.

Distributors’ Chat.

May 21, 1918

The energetic and successful manager of The Rochester Bill Posting Company, Thos. M. Meek, and the other members of the Association in Rochester, have been very busy with the operations of the business during the past month. The city is abuzz with activity and the streets are alive with the hustle and bustle of business. The Association is working hard to keep up with the demand for bill posting services.

A COMPLETE LIST OF MEMBERS

At this time it is good standing in the International Association of Distributors of Bill Posters.

The following is a complete list of members, with their addresses and other relevant information:

**NEW YORK OFFICE, 632 Broadway.**

**BILLY BILL POSTERS, DISTRIBUTORS AND GENERAL ADVERTISERS.**

A DOLLAR BILL

Will bring you an ad—one that we both may well find of one that will really bring business. For the purpose of making the appearance of “Jingle” readers, I will write a good ad, for $1. For only sixty cents more I will furnish a bright cut.

For trade paper ads, I generally get $0.50 or $0.00 with cut.

For book ads, must have the order, when I fail to satisfy the money will be refunded.

Send for my new booklet, entitled “Sharp Points.”

FRANK V. STUMP.

Werner Building, Rochester, Ind.

Are you in need of some advertising?

I can write you one or more of the best

at any price.

Are you interested in advertising?

The actual cost of the advertisement is just

FRANK V. STUMP.

Werner Building, Rochester, Ind.

BILLY BILL POSTERS, DISTRIBUTORS AND GENERAL ADVERTISERS.
BILDBOARD. ADVERTISING IS READ ALL OVER THE ENGLISH SPEAKING WORLD.

KIND WORDS (?)

THE "IMPARTIAL" ATTITUDE OF THE PRESS.

Distorted Observations, Disrepresentations, and Misrepresentations, Gathered from Here, There, and Everywhere.

The National Association of Bill Posters is holding a convention in Chicago. We have not, however, yet gone as far as a national association of bootblacks.—[Onion New]

Two sign painters of New York were arrested and fined for defacing signs in a picturesque section of the city. The bill is an advertisement of soap, and even such a small piece of soap would not stand up against the cost of the billboard, which scales at about $1 a week. It is worth mentioning that the sign painters were not immediately arrested, but had to wait until the soap was in the possession of the police, who are known to have no use for such signs as that. When they were arrested, they were fined $5 for each violation of the billboard law, which is $100 for each violation.

Bill Posters Beware.

It is now a commonplace for any person to ring the door bell or knock on the occiputs of a house where a boy is soliciting a change, and in many cases has even been allowed to enter the house without the consent of the occupants. There are possibilities of such an occurrence in many other places, where the public can be deceived in this manner, which they do not see is that the bill is being held by a boy who has not been properly trained. The bill is a sign painter.

What's Going On?

Once or twice correspondents of Chicago newspapers do not like the comments of Lippincott's Monthly, as it is the usual perusal of the local news and gossip. But the Evening Post and other journals appear to take exception, and insist that the newspaper is not using its influence for the best interests of the city, or for the benefit of the people. Lippincott's Monthly is quite certain that the best public sentiment approves its efforts, and that the people of the city are not disturbed by anything that may be said in condemnation of its course by occasional Chicago papers of things hideous and shameful.—[Lippincott's Weekly]

On the Elgin Square billboard is the picture of a man holding a placard upon which is written: "If they eat some kind of soil, I should think on the picture of that man, who is supposed to be the most intimate acquaintance with the poor. The man should hold the placard in a way that says much. There is no question that the man is holding the placard in such a way that he is saying, "If they eat some kind of soil, I should think on the picture of that man, who is supposed to be the most intimate acquaintance with the poor."

The crude-looking bill boards, covered with painted letters in various colors, have broken out into street advertising. In some cases, they are used as sign boards at quarternary auctions as well as a public nuisance.—[Chamberlain, Morrow]

The Interlude With a Film.—The bill-sticking ad is getting a boarding in Parlia-
mament if it be not already too late. Some bills have been posted on every yard of a street. This is a matter of fact, the bill board is a rule of conduct, and not all the people advertise for it, and we fail to see why the eye should be offended and the heart burdened by the everlasting nuisance of these printed placards in every colour of the press.—Times, London, England

Advertising Run Wild.

In the midst of the century marked by aesthetic anxiety, in the face of the world-wide demand for realism, the bill-sticking ad is getting a boarding in Parliament if it be not already too late. Some bills have been posted on every yard of a street. This is a matter of fact, the bill board is a rule of conduct, and not all the people advertise for it, and we fail to see why the eye should be offended and the heart burdened by the everlasting nuisance of these printed placards in every colour of the press.—Times, London, England

The one thing in the world which cannot be denied is that advertising is a powerful and effective means of communicating ideas. But the question is, how can we reduce the amount of advertising? One way is by reducing the amount of advertising in the newspapers. Another way is by reducing the amount of advertising in the billboards. But in both cases, the amount of advertising is so much reduced that it is almost a waste of time to think about it. The only way is to reduce the amount of advertising in all its forms, and to reduce it to the lowest possible point.

Traveling bill posters in the future must be reduced. They go along streets and bring an army of men to the bill board, and take the proprietor to sign an agreement to see that the bill is being put up until the show closes. One of the men was in this city to-day.

Advertising sign painters who work without permission fences along the Central Hudson Railroad near Poughkeepsie were arrested and fined. The bill is supposed to be for a sign painter who was not authorized to put up the fence. The people who work along the fences are not usually authorized to put up fences.

A couple of sign painters who worked without permission fences along the Central Hudson Railroad near Poughkeepsie were arrested and fined. The bill is supposed to be for a sign painter who was not authorized to put up the fence. The people who work along the fences are not usually authorized to put up fences.

Advertising Run Wild.

Great Disappearance of Fences and Walls. A Citizen Protests Against the Glaring Advertising Which Are So Seen in Every Turning Throughout the City.

San Antonio and vicinity is thoroughly abloom with the beauty of the world, at least in the number of billboards and fence advertisements. There is a wild and charming mixture of billboards and fence advertisements, which is very pleasant to the eye.

Fun For The Goats.

There will probably be an abnormally short supply of the bill goats which grazed over the benni and rocky hills of Holbrook and other adjacent cabins of New York. They are looking towards Chicago on their annual spring migration.

Mauheret's Printing House, Limited

Printing Posters in all sizes. Prices the lowest.

Branches 326 to 332 Paydroy Street, NEW ORLEANS

 despair, and it would be Impeccable if shown in the newspapers, not made obnoxious. Other issues about large space, are now in having if filled with an unrestricted poster multiplied with a regular dominant pattern.

A suddenly painted fence may have the merit of being a real fence, but it has no other real merit. The worst of all is the kind of billboard, not a building with new color in advertisements, but a building with new color in advertisements. It is a general and simple way of representing the new and recentque style of advertising, which is not well known. It may not be in the grand coin of advertising, but it is in the best coin of the advertising business, as those in the eighteenth, when the dark ages grew to their last bolt from the dawn.

Ali jesting apart, however, the advertising display signs call for special consideration be- cause we are forced to see them everywhere. Among the most of the least objectionable, but the most about the least objectionable, is the rear of the billboard, which is not much concerned about the billboard, but it is a matter of fact that the billboard is a necessary evil, and we fail to see why the eye should be offended and the heart burdened by the everlasting nuisance of these printed placards in every colour of the press.—Times, London, England

The crusade against bill boards, covered with painted letters in various colors, has broken out into street advertising. In some cases, they are used as sign boards at quarternary auctions as well as a public nuisance.—[Chamberlain, Morrow]
LIST OF FAIRS + 1895. - REVISED AND CORRECTED.

BILLBOARD ADVERTISING is the Official Organ of the Indiana Bill Posters’ Association.

INDIANA.

- NEW YORK.

- NORTH CAROLINA.

- OHIO.

- PENNSYLVANIA.

- TEXAS.

- VIRGINIA.

- WASHINGTON.

- WISCONSIN.

- IOWA.
Poultry Shows.

NOTE: Writers given, the secretary’s address corresponding with that of their shows.

**CALIFORNIA.**

**COLORADO.**

**CONNECTICUT.**

**DISTRICT OF COLUMBIA.**

**GEORGIA.**
Colony State Association; Adairvville, C. C. Collier, secy. Dec. 7.

**INDIANA.**

**IOWA.**
Iowa Poultry Association, Clinton, A. W. Russell, judge, C. M. S. sch., Nov. 21-23.

**KANSAS.**

**MARYLAND.**

**MASSACHUSETTS.**

**MICHIGAN.**

**MISSOURI.**

**NEBRASKA.**

ewer text continues...
DO YOU WANT IT? COLORADO, WE CAN GIVE IT TO YOU.

The Curran Co.
Main Office.
Denver, Colo.
Branches.
Colorado Springs and Pueblo.

Be sure to have your ad. in the Christmas number of "BILLBOARD ADVERTISING," Magnificently Illustrated.

Have you seen the New Model No. 2—Improved American Typewriter? $8

Always the latest, every improvement, better in every way. It will be the most complete and acceptable instrument now on the market. Sizes and styles as follows: 20 and 10, 20 and 12, 20 and 18. The New Model No. 2 is the same instrument as before, only improved with the best improvements that have been devised for the purpose. It is made of high quality materials, and is absolutely the best in every way.

John Chapman Co.,
Licensed City and Suburban Bill Posters, Distributors, Art Bulletin Advertisers, Paste Manufacturers.
19 Longworth St., Telephone 2314.
Cincinnati, O.

Bill Posters!
Best Paste Brush Handle on Earth.
I have them, you need them.
Mack W. Peachee
15 Water Street, Indianapolis, Ind.

CONTRACTS SOLICITED FOR Distributing All Kinds of Advertising Matter, by the International Association of Distributors of North America.
Reliable Members Only. Affidavits Furnished. Prices Low, consistent with Good Work.
W. H. Steinbrenner, Solicitor,
No. 81 Vine Street, Cincinnati, O.
BILLYBOARDS ADVERTISING HAS THE LARGEST CIRCULATION AMONG THE MANUFACTURERS.

Stop! Look and Read! LIMA, OHIO, Pop. 20,000

Bill Posting Plant For Sale

Or TRADE, doing fine business, must leave on account of health. Best Plant of its size in Ohio. For price, etc., address W. C. TIRREL, City Bill Poster.

This is Ramsey of Lexington.

Don't Overlook Lexington,
The Queen of The Famous Bluegrass Region.

THE QUEEN OF THE MANUFACTURERS.

POSTS BILLS? NO.
IS THE BOSS, HE OWNS LEXINGTON.

SAYS THAT ALL YOUR BILLS ARE POSTED RIGHT.
SAYS THAT THEY ARE COVERED IN TIME.

You Pay Him 7 Cents for 30 Days.

Yes, You Pay Him 7 Cents for 30 Days.

Should Say So. Got 2 Good Men, Don't Do Anything Else.

137 E. Main.

High-Class Half-Tone Engraving.

Send A Good Photograph and Get a Good Cut.

The Halleck Photo-Graving Co., Cincinnati.

The Ideal Paste Machine

Manufactured by the

IDEAL PASTE MACHINE CO.

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, 20 inches wide, 5 feet 5 inches high. Write us for price.

IDEAL PASTE MACHINE CO.

Covington, Ind.

Write To

Montague & McHugh
Fall River, Wash.

For Information Regarding The Famous

WASHINGTON
CEDAR
SHINGLES.

When you write, mention Billboard Advertising.

Chas. H. Day's Circus Story,
"Young Ad. Forepaugh's"
THE ELEPHANT TRAINER.

WALTHERVILLE, CONN.

THE DONALDSON BILL POSTERS' PASTE BRUSH
COOPER ROUND & STEEL RIVETED
THE BEST AND MOST DURABLE OF THEM ALL.

Prices:

10 in. each, $1.75
9 in. each, $1.50
8 in. each, $1.25

SEND YOUR ORDER TO
The Donaldson Lith. Co.
CINCINNATI, OHIO.

THIS SPACE RESERVED BY

THE INTER-STATE BILL POSTERS' PROTECTIVE ASSOCIATION.