

# BILLBOARD

## ADVERTISING

A  
Magazine  
for  
Business Men  
who  
think.



W. H. Steinbrenner.

November, 1902



# BILLBOARD ADVERTISING

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

Vol. IV, No. 4.

CINCINNATI, NOVEMBER 1, 1895.

PRICE 10 CENTS  
PER YEAR, \$1.00

### BILL BOARD ADVERTISING.

The popularity of bill board advertising today is the wonder of the times; it is sought after by business men, established and, not the less, by those who are just launching into the business world. Our correspondence from all over the country furnishes abundant evidence, especially from the larger cities, that the business is on the boom and that the larger bill posting firms are crowded for orders. With us, in the West, this has been the prevailing rule for the past three or four years, except, of course, during the dull seasons of the business in July and August of each year.

The cities and show people have for many years depended largely on bill board advertising for their publicity, just their very nature, and it is only within the past few years that the larger, commercial firms have adopted display advertising as a medium, and how well this has paid them we are unable to say, but the facts of their repeated orders, with increases of time and space, is indication that the bill posting done in larger cities, with strong lithograph posters, must have yielded them handsomely.

Abundant service is guaranteed by us to all advertisers; bills of open locations are furnished in advance and orders are fully carried out in every instance, reward paper being furnished by the advertiser to keep the showing complete. This posting of years ago, such as signs, X and Y sheets, etc., posted on chance night offer, on such places as houses, barns, brick piles, and every conceivable place in the larger cities, has been largely done away with, though we see no reason why a few of this X or Y posting, as we term it, should not always prove beneficial, when properly and thoroughly done. Banners were long taught as that the only way to secure and hold a show on outside or X or Y posting is to use large quantities of such posting by the week, and keep it constantly before the public, on avenues, drives, principal cross-ways streets, ferry routes, taverns, hotels and the thousand-and-one places where such small, or X or Y posting, can be used, but, of course, this line of posting cannot be lasted or guaranteed. It is on the large lithograph posters that the advertiser gets a guarantee of service.

Display advertising is the most natural medium of publicity to citizens. Long before newspapers and other periodicals were in circulation and the printer was known to engrave, letter, write and put in public places all notices to engage the attention of the public to the various articles

sales, legal notices, etc., etc. The first substantiated record we have of display advertising in the way of posting and signs dates under contract was in the year 1715 in London, England. At that time the law was given, a man by the name of Collingwood, was engaged by the town council to travel through the byways and highways of the town ringing bells and crying out various sales, lost children, court notices, etc., etc., and the demands for his services became so great that he was unable to remember all the various notices

posted and talked through. His attendant friend, Mr. Collingwood, was to return to such signs and visit the many poster and printing establishments in the West, Boston, Philadelphia, Baltimore, Cincinnati, Detroit, Cleveland and Buffalo and obtain the necessary permits, reading the signs and signs, too, were set out each year, hanging out posters by the millions in various cities and towns, ranging from one price to another, and these great bill notices were finally established in beautiful colors, advertising about every-

thing imaginable, and with with the progress which has been made during the showmen. The show people take great care and give close attention to their poster placing than is the custom with our commercial use. The showmen give designs from the various lithograph establishments of the country in the way of structure, dress to a suit, and use weather, three-color and steel. The stands usually average from 2 1/2 feet high by 10 feet high to 20 feet high by 20 feet high. The showmen's order states the hours when the play is being released; sketches of the various scenes are worked up into form and reproduced in large and small posters. Many of our commercial advertisers take quite an amount of time in arranging their printing, but the money is not; we only wish that they did not and when such commercial advertiser takes the same care and attention that the showmen do, the results are always beneficial and satisfactory. As a rule when commercial advertisers accept the advice of any of the leading bill posting firms or printing establishments of this country about their poster the results in the way of bill board display advertising are sure to be satisfactory. The great trouble we have in most instances with orders from commercial firms is that they first place their order with any printer they happen to know and send a check to the printer to interview the bill poster and make the arrangements to have the posters "stuck up" as cheap as possible; such advertisers invariably meet with failure from the start, and before they are out of the bill poster—thinking they have been robbed. There is a right way to do everything, and the right way to secure a satisfactory display on the bill boards and bulletin in the West, or any other large city, is to pay a visit to the principal bill posting firms or send for their representations, explaining your ideas fully; accept of money to be expended; give contracts to run and the territory; either in the city or country, to be covered, and in this way the advertiser gets all the facts and information as to size of posters used, and what will make the largest and best display for the money to be expended, and then secure a special rating on the bill posting firm who furnish structure, design, etc., and take the same business proposition you would if you went to open a credit account with any new business firm, in whom you had a interest a line of goods for the same amount of money you proposed to invest on the bill board; in whom you had the advantage if always on the safe side.

These are interesting agencies who make



Clarence E. Runey.

he was required to try out, and he conceived the idea of erecting a bulletin and billboard stand, which he built, and learned from the owner of some vacant lots situated opposite the town hall, with the privilege of erecting and maintaining a bulletin board, and thus commenced to write and engrave, post and print such notices as he had been accustomed to cry out in the streets. After that the printer of London was accustomed to engrave from time to time during the day in front of the bulletin board and read the various notices

through under the arch, and thus laid a trip through the West, and suburban territory and see the hundreds of large poster bill boards built of solid iron on roofs of nearly every iron building, on the faces of the various "L" roads, and the thousands of printed bill and bulletin boards, from 20 to 30 feet high and from 20 to 30 feet long, erected on vacant lots in all the western, principal cross-ways streets, headquarters, drives, entrance to parks, etc., etc., throughout the city, he would scarcely be well satisfied with his bus-







trade is interested, and if you have noted any of our articles, I would like to have your opinion. I think that the bill poster would like to know if that is done of practical business men who has given out contracts for this work in what trade at large want.

"I'd like to hope that the people whom we hope had no children, already will not have any bill posters. We are simply giving you our honest opinion on the subject, and we have no great faith in the practicality of this method of advertising that we feel we know that if the bill poster will only use his imagination and improve their services, they can greatly increase their business."

"We were very much disappointed in the city of St. Louis. Mr. Ochs had told us that town was the greatest bill poster town in America. That is the result of the fight between R. J. Goswami Co., and the Cottrell Bill Posting Co., had been to establish a plant that was the very of all other bill posters throughout the country. Well, the plant was there, but very much run down; through the service; the paper was poorly pasted, much of it placed on side streets, and the whole show had been put up in what appeared to be a "slap-bang" style, "of simply getting the paper up, without a single thought as to the interest of the advertiser or customer in having the paper on the boards, so that one bill would help out the other and thereby benefit all the advertisers. The spaces were poor. The "bill" medium was inferior. The land was evidently out of a hurry. The city is the fact of too much business. One friend Goswami wants to take a little time from his many other occupations and jump into St. Louis and give the boys a talking up. We discussed our subject in St. Louis."

"Chicago, we found a very good city to set up projects. There are a number of stands well located, but the number not being recognized and governed, there are at present a great many cracks in the boards through which the people walk which is a very bad thing, which causes torn paper every time. The streets, outside of the fact that the building of the boards needed improving was very satisfactory. Mr. Campbell thinks in the paper as a way that is very profitable. We intended to take in several stands in getting one paper in the places where the show would do to the street good, and we subsequently did not have the money to do so, but we are serving. But so many, no matter how good his intentions are, can keep paper from getting on boards that have cracks in them several inches wide. We intended the adjacent in this city, and would have willingly doubted it if Mr. Campbell had had more stands in high-class locations.

For there we had to depend to a great extent on the R. J. Goswami Co., and we could not but commend the wisdom of the Gale in splitting our appropriation for that city and getting a good portion of it on the bulletin boards in the high-class locations. Of course, these bulletins are much more expensive than bill posters so we only use them where we cannot get good bill posters made. We do not ignore Mr. Goswami's bulletin if he wants to cover the city of Chicago thoroughly for outside display with a high-class article. The showing goes and cheap

billboards, the bill poster can handle very satisfactorily, but there are certain sections of the city where a bill board would not be allowed, but a painted sign is permitted.

"I had another serious looking to do with work in Chicago. The city requires such an immense area, with lots of streets open, offers so many opportunities for bill posting, faces and wall painting, that the whole town is an immense bulletin board, so that an advertiser, to be "in" has to spend more in proportion to population than he would have to otherwise, because, unless he has a tremendous big show, he is lost in the crowd."

"Washington, as you know, is a beautiful city, and its bill boards are kept in very good condition. The only fault that we have to find with that city is that Mr. Minder has got enough boards. Those that he has he keeps in good shape, and he treated our paper very kindly."

"Philadelphia, I found to be somewhat like Chicago. A number of good signs, but the boards only fairly good, and the paper only fairly good. We must say



that Mr. Robinson gave us a very good selection of locations, but that service while better than the average, has not reached the high standard of Cleveland and Providence."

"Of course, we think the less we say the better. Suffice it that we telegraphed Mr. Gale the day after we arrived to order our showing discontinued, and have simply put a black mark against that city."

"Now, Mr. Spencer, you will have to excuse us from saying anything further. While you say we have not been run, we are afraid we may have your readers, and we only want to add this one thought—that everything we have said has been spoken in the frankest and kindest spirit."

"We want to reiterate our faith in this method of publicity, and we would like to see BILLBOARD ADVERTISING keep on doing the good work of advertising the bill poster that the best way for the advertiser to better his business is to better their service."

"We can see it all again this week." "Service is everything."

#### A LESSON IN ADVERTISING.

Given By Ed. Winchell in the Sacramento

Times—(Feb. 1910)

Every business man can become successful by proper advertising. It does not require an experienced salesman. Given a merchant who keeps his goods at fair prices; who intelligently studies and tests his customers fairly; who has daily space in a bright newspaper of approved circulation, and who has the knowledge and experience to use that space, there is nothing that can prevent him increasing his business up to the possible limit imposed by terrestrial conditions.

The few a number of years ago sent to us a hundred local advertising for two years, one of the best periodical publications on practical advertising, and since then has published at intervals, several series of special letters on scientific advertising.

Of course the few had an ulterior motive in so doing. It happened to be scientific advertising in the matter of scientific advertising that would mean to fill their advertising space so as

if I were proprietor of a newspaper, I would send a copy of a publication devoted to advertising to my advertisers for one year. I would do this in order to educate them up to how to advertise judiciously and effectively. If an ad. is satisfactory it is not going to catch the eye of all. An ad. that is left in the paper from month to month and year to year, without a change of type or reading matter, loses all its effectiveness.

The ad. of a white-cloth merchant changes so rapidly on weekly ads, with every new article that he gets on stock; and there it must be ready. The reader must be educated to look at your ad. for a while and get used to it, and then you ad. should, and once the people get to looking for it every day, they increase in business as usual.

I know lots of people who look for our ad. every day. That is the reason we change it every day, and always give them something new.

Some merchants only advertise every other day. This is a great mistake. If five times a d. should be in the paper



every day, and should be always fresh and readable.

I admit one thing, that those who advertise less, get the most leads and are prospering. The firms that are at a standstill or overworking on the one who depend on their personal influence for leads and ignore the advertising columns of the newspaper with the circulation.—Scrapbook.

#### Harry Singer's Swift Wagon.

If any advertiser in the land ever heard of a larger class of good and original ideas than that proposed by Harry H. Singer, of Chattanooga, we have not heard of him. His latest invention is the wagon shown in the above cut, which is a perfect model of ingenious device and construction.

It seems likely to be approximately covered by small ones, one about picture to picture, three others to equal for machine gun, and stands to good gun.











**Poultry Shows.**

1917E—Tables gives the secretary's address of associations which hold the same.

**CALIFORNIA**

San Francisco, E. H. Freeman, sec'y. Santa Clara, Cal., Feb. 1917.  
 Oakland, E. E. Smith, judge. Ft. Stockton, Calif., 21 September 1917. San Francisco, Cal., Feb. 1917.

**COLORADO**

Colorado Springs, F. W. Williams, judge. J. M. O'Connell, sec'y. Fort Collins, Colo., Feb. 1917.

**CONNECTICUT**

Dayton, G. H. Welch, judge. John Stone, sec'y. Jan. 1917.

**GEORGIA**

Atlanta, H. G. Pugh, sec'y. Atlanta, Ga., Oct. 1917.

**ILLINOIS**

Peoria, Wm. C. Gentry, sec'y. Peoria, Ill., Jan. 1917.

**INDIANA**

Indianapolis, Wm. C. Gentry, sec'y. Indianapolis, Ind., Jan. 1917.

**IOWA**

Des Moines, Wm. C. Gentry, sec'y. Des Moines, Iowa, Jan. 1917.

**KANSAS**

Topeka, Wm. C. Gentry, sec'y. Topeka, Kan., Jan. 1917.

**KENTUCKY**

Louisville, The Kentucky Poultry and Pigeon Breeders' Association, sec'y. Louisville, Ky., Feb. 1917.

**MASSACHUSETTS**

Amherst, E. H. Freeman, judge. W. J. Green, sec'y. Feb. 1917.

**MICHIGAN**

Lansing, Wm. C. Gentry, sec'y. Lansing, Mich., Feb. 1917.

**MINNESOTA**

St. Paul, Wm. C. Gentry, sec'y. St. Paul, Minn., Feb. 1917.

**MISSOURI**

St. Louis, Wm. C. Gentry, sec'y. St. Louis, Mo., Feb. 1917.

**NEBRASKA**

Omaha, Wm. C. Gentry, sec'y. Omaha, Neb., Feb. 1917.

**NEW JERSEY**

Paterson, Wm. C. Gentry, sec'y. Paterson, N. J., Feb. 1917.

**NEW YORK**

Albany, Wm. C. Gentry, sec'y. Albany, N. Y., Feb. 1917.

**NEW YORK (Cont.)**

Albany, Wm. C. Gentry, sec'y. Albany, N. Y., Feb. 1917.

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**NEW YORK**

Albany, Wm. C. Gentry, sec'y. Albany, N. Y., Feb. 1917.  
 Rochester, Wm. C. Gentry, sec'y. Rochester, N. Y., Feb. 1917.  
 Syracuse, Wm. C. Gentry, sec'y. Syracuse, N. Y., Feb. 1917.  
 Utica, Wm. C. Gentry, sec'y. Utica, N. Y., Feb. 1917.

**OHIO**

Cleveland, Wm. C. Gentry, sec'y. Cleveland, Ohio, Feb. 1917.  
 Columbus, Wm. C. Gentry, sec'y. Columbus, Ohio, Feb. 1917.  
 Cincinnati, Wm. C. Gentry, sec'y. Cincinnati, Ohio, Feb. 1917.

**PENNSYLVANIA**

Philadelphia, Wm. C. Gentry, sec'y. Philadelphia, Pa., Feb. 1917.  
 Harrisburg, Wm. C. Gentry, sec'y. Harrisburg, Pa., Feb. 1917.

**RHODE ISLAND**

Providence, Wm. C. Gentry, sec'y. Providence, R. I., Feb. 1917.

**TENNESSEE**

Memphis, Wm. C. Gentry, sec'y. Memphis, Tenn., Feb. 1917.

**TEXAS**

Dallas, Wm. C. Gentry, sec'y. Dallas, Tex., Feb. 1917.

**UTAH**

Salt Lake City, Wm. C. Gentry, sec'y. Salt Lake City, Utah, Feb. 1917.

**VIRGINIA**

Richmond, Wm. C. Gentry, sec'y. Richmond, Va., Feb. 1917.

**WASHINGTON**

Olympia, Wm. C. Gentry, sec'y. Olympia, Wash., Feb. 1917.

**WEST VIRGINIA**

Martinsburg, Wm. C. Gentry, sec'y. Martinsburg, W. Va., Feb. 1917.

**WISCONSIN**

Madison, Wm. C. Gentry, sec'y. Madison, Wis., Feb. 1917.

**WISCONSIN (Cont.)**

Madison, Wm. C. Gentry, sec'y. Madison, Wis., Feb. 1917.

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**WISCONSIN (Cont.)**

Madison, Wm. C. Gentry, sec'y. Madison, Wis., Feb. 1917.

**Foreign Expositions.**

Paris, France, open April 15-1917.  
 Philadelphia, Pa., U. S. A., May 1-1917.  
 St. Louis, Mo., U. S. A., Oct. 1-1917.

**Fairs, Etc.**

Chicago, Ill., Union Stock Raisers, Feb. 1917.  
 New York, N. Y., American Dairy Show, Feb. 1917.  
 St. Louis, Mo., National Cattle Show, Feb. 1917.  
 St. Paul, Minn., National Horse Show, Feb. 1917.  
 St. Paul, Minn., National Poultry Show, Feb. 1917.  
 St. Paul, Minn., National Rabbit Show, Feb. 1917.  
 St. Paul, Minn., National Turkey Show, Feb. 1917.

**Flower Shows.**

St. Louis, Mo., American Flower Show, Feb. 1917.  
 St. Paul, Minn., American Flower Show, Feb. 1917.

**The Story of Cinderella.**

One of the greatest stories in the way of an afternoon story that has ever been produced in years.

A beautiful TEN PAGE, with illuminated cover and picture illustrations that you can afford to give away to all your friends.

**SEND A TWO CENT STAMP FOR A SAMPLE.**

YOU CAN PRESENT EVERY CHILD OR EVERY ONE OF YOUR FRIENDS WITH A CHRISTMAS GIFT THAT WILL BE APPRECIATED AND PRESERVED. AS THERE IS AMPLE ROOM ON EVERY BOOK FOR YOUR CARD, YOU THIS SECURE THE VERY BEST KIND OF ADVERTISING VALUE.

THIS BOOK HAS 8 PAGES. THIS BOOK HAS 10 PICTURES. THIS BOOK HAS AN ILLUSTRATED COVER. THIS BOOK MEASURES SIX INCHES BY SEVEN. THIS BOOK IS WELL PRINTED.

500,000	\$ 2.00	With your advertisement on them	\$ 3.75
1,000,000	" 2.00	" " " "	3.00
2,000,000	" 2.00	" " " "	3.50
3,000,000	" 2.00	" " " "	4.00
4,000,000	" 2.00	" " " "	4.50
5,000,000	" 2.00	" " " "	5.00
10,000,000	" 2.00	" " " "	10.00
		Special Prices on Larger Quantities	38.75

**HENNEGAN & CO., CINCINNATI, O.**

**Our Christmas Number**

- Will be issued December 1st.
- Will contain 36 pages.
- Will have illuminated covers.
- Will contain a Christmas Story.
- Will contain a Bill Posting Story.
- Will be handsomely illustrated.
- Will be printed on superb paper.
- Will be beautifully bound.
- Will contain many apt articles.
- Will contain three pretty poems.
- Will contain two new departments.
- Will sell for fifty cents each.

Although the price of the Christmas Number of BILLBOARD ADVERTISING will be twenty-five cents, subscribers all receive it without extra charge.

Subscribers who desire extra copies of the Christmas Number will please order them through their newsdealer.

**Expositions.**

St. Louis, Mo., U. S. A., 1904.  
 Buffalo, N. Y., U. S. A., 1901.  
 St. Louis, Mo., U. S. A., 1904.  
 Buffalo, N. Y., U. S. A., 1901.  
 St. Louis, Mo., U. S. A., 1904.  
 Buffalo, N. Y., U. S. A., 1901.



## Many Bill Posters

- Are making from \$20.00 to \$40.00 per week in commission by selling our Commercial Posters.

## You Can, too.

- Write to us and we will send you a set of samples and tell you how to do it.

The Donaldson Litho. Co.  
Cincinnati, O.

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



Obtain New Ideas and Increased Commission developed in the construction and use of this model of the No. 2. It is a wonderful combination of simplicity and capability, being most durable, portable and adaptable. Written in eight, nine, and twelve point type. The type, when combined with the perfect alignment, gives results unobtainable by any, but already mentioned and others, every machine is guaranteed.

Our Third Year and No Competition. Send for catalogue and letter written with it.  
**AMERICAN TYPEWRITER COMPANY**  
CITY HALL SQUARE, NEW YORK.

The Old Reliable.

THE

**JOHN CHAPMAN CO.**

LICENSED CITY AND SUBURBAN

**BILL POSTERS,**

**DISTRIBUTERS,**

**ART BULLETIN ADVERTISERS,**

PASTE MANUFACTURERS.

19 Longworth St., Telephone 2214.

**CINCINNATI, O.**



JOHN CHAPMAN.



For Ascensions  
Of Any Description,

Address,  
The Great Hunter Balloons Co.  
CINCINNATI, OHIO.

TRUCK DEALER, Carl B. Miller, 700 So. Vine  
Street, Cincinnati, Ohio.

**MONTANA**

Bill Posters' Association,

C. A. HARFOIS, Helena,

Bill Posting, Distributing, and

General Advertising.

Helena, Butte, Great Falls, Missoula,  
Astoria, Berkeley, Livingston,  
Billings, Deer Lodge.

One Dollar  
Sent to  
Billboard Advertising Co.  
Cincinnati,  
During November  
Will Secure  
To the Sender  
A Subscription to  
Billboard Advertising  
Beginning with  
December, 1895, and  
Extending to  
January, 1897,  
Including  
Two Christmas Numbers  
Which alone  
Are worth  
The Dollar.

**Bill Posters!**

Best Paste Brush Handle on Earth.

I HAVE THEM. YOU NEED THEM.

**MACK W. PEACHEE,**  
18 Water Street, INDIANAPOLIS, IND.

## We Do It All

—Illustrations for the above  
—Quotations for the same—

**DESIGN, PRINT AND POST.**

In dealing with us, you avoid all the worries that are incidental to bill board advertising. One contract covers everything. Give us your idea, on the particular line you wish to advertise, and we will furnish the

**DESIGN**

Original and appropriate. We have a large stock of Posters, from the single sheet to the twenty-sheet sheet, which we can furnish on one day's notice, and

**PRINT**

Your advertisement to suit. Our facilities are such that we can guarantee prompt and satisfactory work at prices that defy competition. We also contract to

**POST**

Your bills in any desired territory, or number of cities or towns, for long or short time. One contract covers everything. AGREE WE SAY.

—It is our  
—the price is—

**WE DO IT ALL**

**DESIGN, PRINT AND POST.**

The Whelan Poster Advertising Co.

No. 141 East Fourth St., CINCINNATI, O.

PUT **LEXINGTON** ON YOUR LIST.



**BILL POSTING,  
DISTRIBUTING,  
SIGN ADVERTISING.**

Lexington is the hub of the Business Blue Cross Empire of Kentucky. The people for fifty miles around come to Lexington to buy their goods. 7 suburbs and 14 smooth turnpikes, makes traveling easy. They come, stay all day, and go home at night, loaded with goods. They are the most prosperous people on earth.

**THERE IS ONE WAY, AND ONLY ONE, TO REACH ALL OF THESE PEOPLE, AND THAT IS**

**BILL BOARDS AND BULLETINS  
IN AND AROUND LEXINGTON.**

**TO BILL IT RIGHT SEND**

400 or 700 sheets paper. If it's 400, we can only get 13 sets; or 60 44's, or 40 24's, or 30 21's. Can't believe you can bill better sheets. 500 to 700 one sheet, although you it was easy, unless you haven't any other paper.

**DISTRIBUTING.**

4000 Candles or Bells will cover the town thoroughly. One in every house, one to every person in shops, offices, etc.

**THE PRICE.**

Postage 1 cent per sheet, 10 days. Shipping, 3 cent per sheet, 2 cent each, and 1 cent each for one day each. Printing, \$1.00 for 400 sheets, \$1.00 to \$1.00 for 700 sheets, \$1.00 to \$1.00.

**RAMSEY & CO.  
LEXINGTON.**



**WE WANT**

The names and addresses of Sign Posters, especially those who make a specialty of writing bill window cards, placards and signs.

**WE PAY**

For these addresses in Cash, or subscriptions, or advertising space. Address.

**BILLBOARD ADVERTISING CO., Cincinnati.**



**THE DONALDSON  
BILL POSTERS'  
PASTE BRUSH**

COPPER HAND & STEEL ENDED  
THE BEST AND MOST DURABLE OF THEM ALL.  
PRICES:

10 in. each, \$1.75 10 in. Assorted \$2.00

8 in. " " 1.25 8 in. " " 1.50

6 in. " " .75 6 in. " " 1.00

Send YOUR ORDER to

**The Donaldson Litho. Co.  
CINCINNATI, OHIO.**

**Mauberrret's Printing House, Limited**

Printing **Posters** Work  
all sizes all styles THE FINEST  
ALL THE LOWEST  
Prices  
Branches. 326 to 332 Poydras Street,  
NEW ORLEANS,  
"Engraving"

When you write, mention Billboard Advertising.

**HIGH-CLASS HALF-TONE ENGRAVING.**

SEND

good  
Photograph  
and  
Get a  
Good  
Cut.

PRICES:

24's, \$1.50  
24's 1/2, 24's  
24's 1/4, 24's

PRICES:

1st, \$1.00  
2nd, 25c  
3rd, 50c



SEND

The  
Money  
With  
The  
Order.

The Hallsberg Photo-Engraving Co. Cincinnati

**DISSOLVED**

THE FIRM OF

**BENNETT & MURRAY,  
OF PORT HURON, MICH.**

Have this 10th day of October, 1895, dissolved partnership, G. J. Murray

retiring. G. J. Murray will continue the business under the name of  
**THE BENNETT BILL POSTING CO.**  
City Bill Posters and Distributors.

Address all communications to LEWIS G. BENNETT, Manager,  
Baltimore: A. T. Hertz or neighboring business houses in the city.  
Members Michigan State Bill Posters' Association.

**Is This Honest?**

As near as possible, I instruct my men in hand-out in person, or piece under the cover, all matter originated by me Washington has 30,000 Government Clerks, coming from every state in the Union. The population change greatly every four years—there is no stereotyping allowed to deal with. Write to

**JAMES R. LONG,**

Manager Ruffalo Advertiser Co.

618 2nd Street, Washington, D. C.

J. P. McRAFFER, President,  
Chicago, Ill.

F. O. STONEY, 16 Van Ness,  
St. Louis, Mo.

W. J. HARRIS and Tom Pratt,  
Cincinnati, O.

F. R. BARBER, 101 Van Ness,  
San Francisco, Cal.

For an List, Write,  
CHAS. G. BARWELL, Treas.,  
Cincinnati, O.

CLARENCE E. BROWN, 15  
Washington, D. C.

F. C. HOPE & SPENCER, A. H. CARPENTER, P. P. ROYAL, L. E. TUCKER, C. STARR,  
G. BEARD, C. E. FERRY, A. S. GOODRICH & J. F. BURTON, G. S. GIBBS, G. BROWN,  
TARRANT & BERNHARDT, WASHINGTON—TURNING—MATHEWS & HANWELL, London.

CHAS. A. GITTINCH, Washington—Turning Inspection—C. E. BERRY, Washington.

Address all Correspondence to the Secretary.

**Inter-State  
Bill Posters'  
Protective  
Association.**

Scale of Prices Adopted  
for Local, Protected  
and Renewed.

50 DAYS DISPLAY.

Ordinary Per day

1st to 5th 1000 1000

6th to 10th 1000 1000

11th to 15th 1000 1000

16th to 20th 1000 1000

21st to 25th 1000 1000

26th to 30th 1000 1000

31st 1000 1000

Over 30 days 1000 1000

Over 60 days 1000 1000

Over 90 days 1000 1000

Over 120 days 1000 1000

Over 150 days 1000 1000

Over 180 days 1000 1000

Over 210 days 1000 1000

**35  
YEARS  
IN  
PASTE.**

**GEO. M. LEONARD,  
BILL POSTING,  
DISTRIBUTING,  
ADVERTISING SIGNS  
GRAND RAPIDS, MICH.**

When you write, mention Billboard Advertising.